Prius Prime Shines Among Latino Consumers

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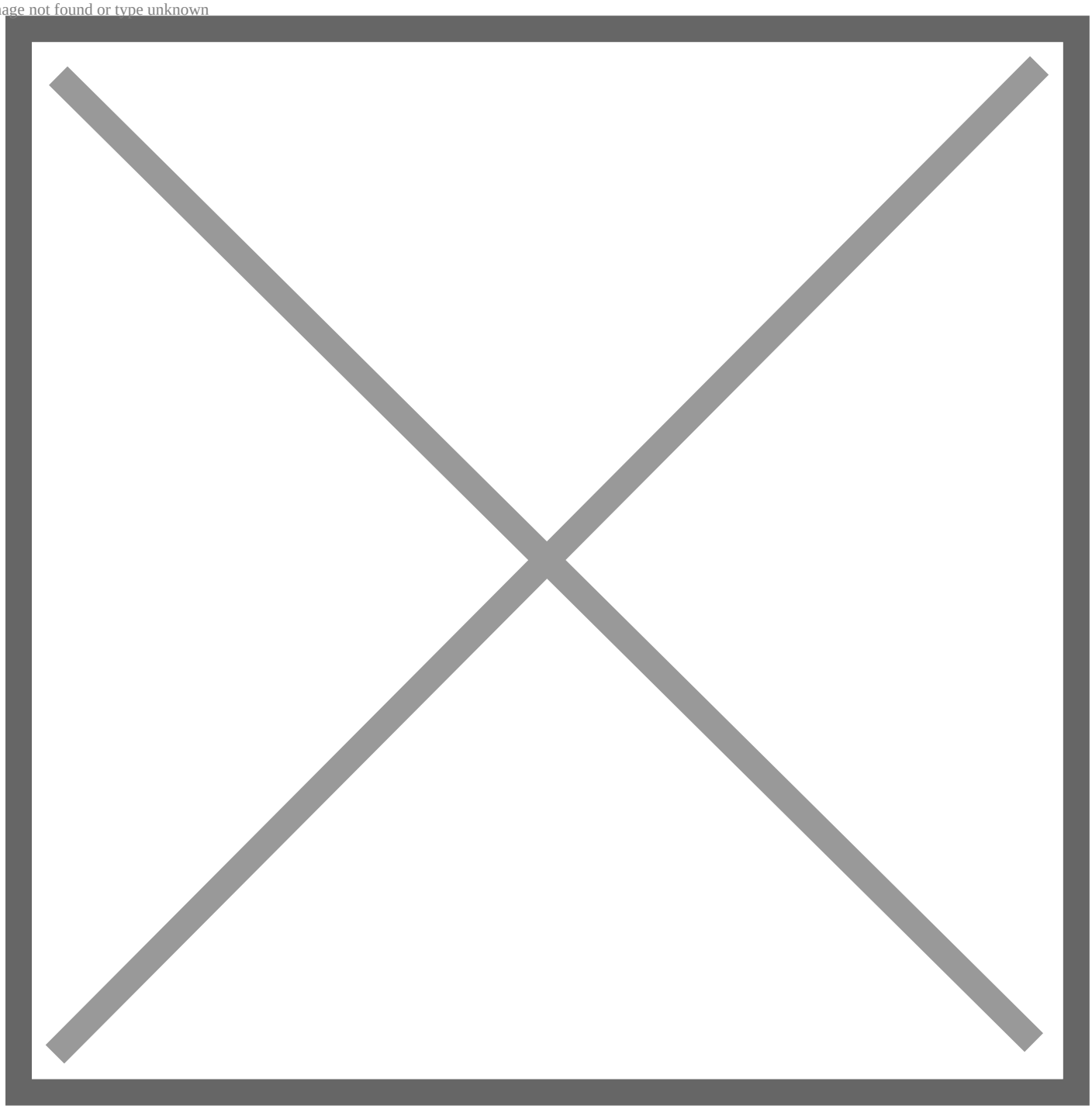

LOS ANGELES (Dec. 6, 2016) – Toyota's next chapter in hybrid technology is a win for Hispanic consumers as the Hispanic Motor Press Awards® recognized the all-new Prius Prime as one of the Best Cars of 2017.

Kristin Bemowski, Vehicle Marketing and Communications Specialist at Toyota Motor Sales, U.S.A., Inc., accepted the award on behalf of Toyota and Hispanic Motor Press Jury Director Ricardo Rodriguez-Long presented Bemowski with the honor.

“Toyota is committed to telling the hybrid story to Hispanic consumers and making a long-lasting environmental impact,” said Bemowski. “We are so humbled by this accolade in Prius Prime’s first year and recognize the value in building the safest, most reliable vehicles on the road for our community.”

The jury for the 7th annual Hispanic Motor Press Awards® was made up of 19 Hispanic journalists who frequently cover the automotive industry. The vehicles are assessed for how well they match the needs of the Hispanic consumer, with a vetting process that includes test drives, market availability and affordability. They also factored in the design, comfort, safety, performance, functionality, accessory content, driver satisfaction, consumer final cost and overall value.

“The automobile is changing and environmental concerns are in front of us every day,” said Rodriguez-Long. “Minimizing fossil fuel is one area that young Hispanics are embracing. Recyclable materials, powertrain efficiency and connectivity are a must in today’s vehicles. The Prius Prime is the best example of the evolution of the automobile and we highly recommend this hybrid for the family.”

The 2017 Prius Prime combines an electrifying design with an even more capable electric powertrain than the previous-generation model. With a class-leading total drive range EPA-estimated 640 miles and EPA-estimated range of up to 25 miles up to 84 mph in EV mode, Prius Prime’s goal is to meet the daily commuter distance of more than half of U.S. drivers. Exclusive suspension tuning gives the Prime an enhanced planted stance through curves. All Prius models are built around Toyota’s New Global Architecture (TNGA) and feature double-wishbone style multi-link rear suspension. This suspension can be found on the best sport sedans and works the same wonders for handling and ride quality in a super-efficient hybrid, too.