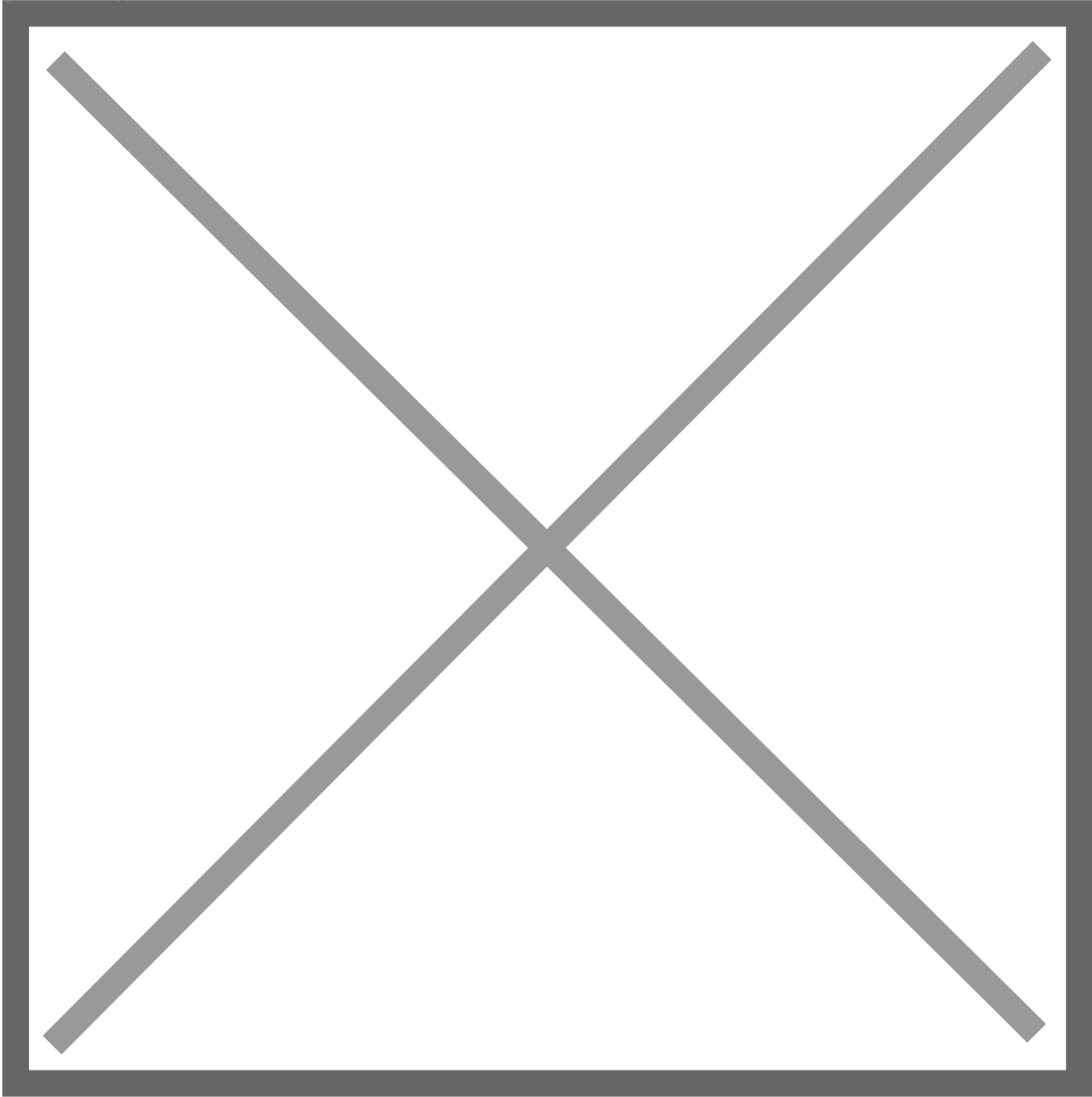


Toyota Announces Pricing for Refreshed 2015 Prius

V

November 19, 2014

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TORRANCE, Calif., November 19, 2014 – The 2015 Toyota Prius v – “the big Prius” – arrives for the holidays with exciting styling and advanced technology enhancements that add sophistication, convenience and a more active feel inside and out. Toyota today announced manufacturers’ suggested retail prices (MSRP) for the refreshed 2015 Prius v.

The base MSRP for the 2015 Prius v will range from \$26,675 for the Prius v Two (reflecting a price decrease over the outgoing model) and will top out at \$30,935 for the premium Prius v Five. The 2015 Prius v will begin arriving at dealerships in December.

v For Versatility

The 2015 Prius v continues to offer more cargo space than most small SUV’s with the highest combined MPG of an SUV, crossover utility vehicle or wagon. Each grade comes with an array of standard features to meet the needs of a wide range of buyers.

Standard features on the Prius v Two includes:

- *Redesigned* new front fascia with a black accent lower grille, and distinctive LED tail lamps
- Entune Audio with Entune Multimedia Bundle
- Integrated backup camera display
- 16-inch alloy wheels with full wheel covers with a new premium finish
- SofTex[®] center console with armrest and storage compartment
- 6-way adjustable driver’s seat with; 4-way adjustable fold flat front passenger seat
- 60/40 split sliding reclining fold-down rear bench seat with adjustable headrests

Prius v Three adds:

- Entune Premium Audio with Navigation and App Suite (includes the Entune Multimedia Bundle with SiriusXM All Access Radio with a 3-month complimentary trial and HD radio)
- *New* full-color 4.2-inch TFT Multi-Information Display
- Driver power lumbar support, passenger seatback pocket and rear seat armrest
- LED accessory lights and auto-on/off headlights
- 3-Door Smart Key System
- *Newly designed* lower rear bumper treatment

2015 Prius v Pricing 2/2/2/2

An all-new Prius v Four model is now available and adds:

- SofTex[®]-trimmed heated front seats; 8-way power-adjustable driver’s seat with power lumbar support; 4-way adjustable fold-flat front passenger seat
- Auto-dimming rearview mirror with HomeLink[®]

Prius v Five adds:

- *A Toyota-first:* Single LED projector low and high-beam headlights with LED accent lights and with auto-on/off feature
- 17-inch alloy wheels with a new premium finish
- Integrated fog lights

An updated and high value-added Advanced Technology Package is available on the Prius v Five and features:

- Entune[®] Premium JBL Audio with Navigation and App Suite – includes the Entune Multimedia Bundle

- Dynamic Radar Cruise Control (DRCC)
- Pre-Collision System (PCS)
- Lane Departure Alert (LDA)
- Auto High Beam (AHB)
- Panoramic View Moonroof with power sliding sunshades
- Safety Connect

The 2015 Prius v also adds three new exterior colors including Absolutely Red, Attitude Black Metallic and Toasted Walnut Pearl. The new colors complement a new fabric design that comes in Black or Ash while SofTex® is offered in Bisque, Black or Ash.

The MSRP for the 2015 Prius v does not include the delivery, processing, and handling (DPH) fee of \$825. The DPH fee for vehicles distributed by Southeast Toyota (SET) and Gulf States Toyota (GST) may vary.

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2015 Prius v

Model #	Grade	Engine	Transmission	Body Style	14MY MSRP	15 MY MSRP	MSRP Change (\$)	MSRP Change (%)
1243	Two	Hybrid	CVT	Wagon	\$26,750	\$26,675	(\$75)	-0.3%
1245	Three	Hybrid	CVT	Wagon	\$27,515	\$28,060	\$545	2.0%
1247	Four	Hybrid	CVT	Wagon	N/A	\$29,695	N/A	N/A
1249	Five	Hybrid	CVT	Wagon	\$30,395	\$30,935	\$540	1.8%

All prices listed above exclude the Delivery, Processing and Handling (DPH) fee.