Toyota Announces Pricing for Refreshed 2015 Prius c

December 03, 2014

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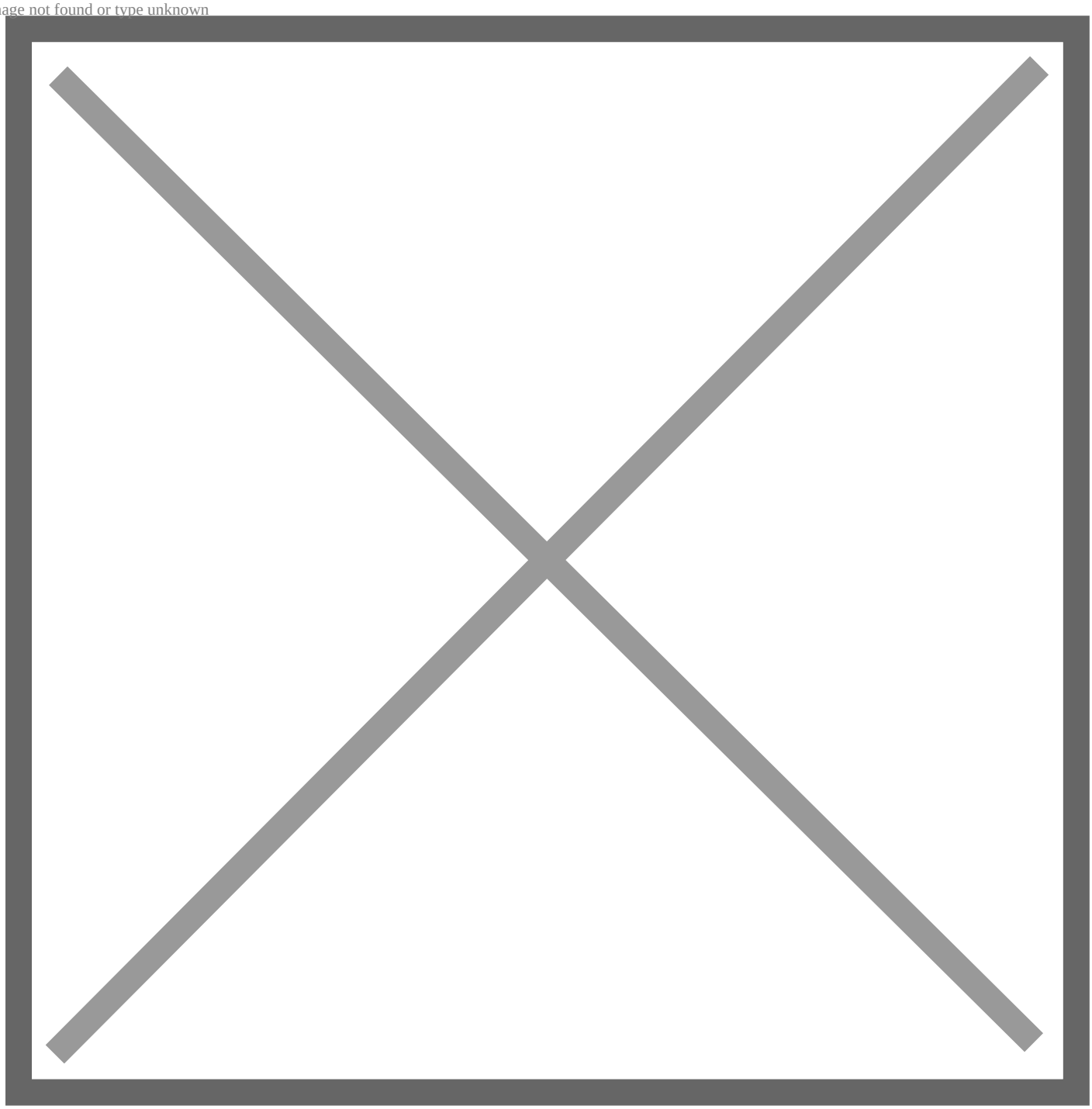

TORRANCE, Calif., Dec. 3, 2014 – The 2015 Toyota Prius *c* (*c* for city) rings in the new year with an aggressive, sportier look, upgraded interior features and available advanced technology features. Toyota today announced manufacturers' suggested retail prices (MSRP) for the refreshed 2015 Prius *c*.

The base MSRP for the 2015 Prius *c* will range from $19,540 for the Prius *c* One to $24,475 for the premium Prius *c* Four. The 2015 Prius *c* will begin arriving at dealerships in late December.

High MPG Equals High Value

Toyota's most affordable hybrid vehicle is also its most fuel efficient. The Prius *c,* with EPA-estimated 53 MPG city / 46 MPG highway / 50 MPG combined, offers the highest city MPG of any vehicle on the road today (MPGe vehicles not included).

In addition to high MPG comes excitement. The stylish exterior of the 2015 Prius *c* features new standard single LED projector low and high-beam headlights and LED tail and stoplights, and new exterior colors whose names demand almost as much attention as their hues (Electric Lime Metallic, Tangerine Splash Pearl and Sparkling Sea Metallic). Add to that a cabin upgraded with premium materials, and Prius *c* makes a compelling choice among compact cars, hybrid or not.

The 2015 Prius *c* updates also include available piano black and chrome interior trim, a simplified grade strategy, an additional two-tone fabric option, and Entune Audio. Additionally, the Prius *c* Four now comes with a standard power tilt/slide moonroof and integrated backup camera.

Each Prius *c* grade comes with an array of standard features to meet the needs of a wide range of buyers.

Standard features on the Prius *c* One include:

- Color-keyed power outside mirrors with turn signal indicators
- 15-in. steel wheels with redesigned wheel covers and P175/65R15 tires
- Single LED projector low and high-beam headlights and LED tail and stoplights
- Entune Audio – includes the Entune Multimedia Bundle (6.1-in. touch-screen display, AM/FM CD player, MP3/WMA playback capability, 4 speakers, auxiliary audio jack, USB 2.0 port with iPod® connectivity and control, voice recognition, hands-free phone capability, phone book access and music streaming via Bluetooth® wireless technology)
- 3.5-in. TFT Multi-Information Display with outside temperature, clock, fuel economy information, cruising range, odometer, trip distance, EV miles driven, Hybrid System Indicator, ECO Savings, ECO Score, energy monitor
- Fabric-trimmed seats; 4-way adjustable driver's seat; 4-way adjustable front passenger seat
- Tilt/telescopic steering wheel with steering wheel controls
- Remote keyless entry system with illuminated entry
- Shark-fin antenna

Prius *c* Two adds:

- Piano black front grille and piano black, chrome and soft-touch upgraded interior accents
- Entune Audio – includes the Entune Multimedia Bundle (6.1-in. touch-screen display, AM/FM CD player, MP3/WMA playback capability, 6 speakers, auxiliary audio jack, USB 2.0 port with iPod® connectivity and control, voice recognition, hands-free phone capability, phone book access and music streaming via Bluetooth® wireless technology)
- Fabric-trimmed two-tone seats; 6-way adjustable driver's seat; 4-way adjustable front passenger seat with seatback pocket

- 60/40 split fold-down rear seats
- Cruise control
- Cargo area tonneau cover
- Engine immobilizer

Prius *c* Three adds:

- Smart Key System on front doors and liftgate with Push Button Start and remote illuminated entry
- Touch Tracer Display
- Entune Premium Audio with Navigation and App Suite – includes the Entune Multimedia Bundle (6.1-in. high resolution touch-screen with split screen display, AM/FM CD player with MP3/WMA playback capability, 6 speakers, auxiliary audio jack, USB 2.0 port with iPod® connectivity and control, advanced voice recognition, hands-free phone capability, phone book access and music streaming via Bluetooth® wireless technology), Entune App Suite, HD radio, HD predictive traffic and Doppler weather overlay, AM/FM cache radio, SiriusXM All Access Radio with 3-month complimentary trial, Gracenotes album cover art

Packages Available for Prius *c* Three include:

- 15-in. 8-spoke alloy wheels with P175/65R15 tires
- 15-in. 8-spoke alloy wheels with P175/65R15 tires and power tilt/slide moonroof with sliding sunshade

Prius *c* Four adds:

- Integrated LED fog lights
- 15-in. 8-spoke alloy wheels with P175/65R15 tires
- Power tilt/slide moonroof with sliding sunshade
- Integrated backup camera
- SofTex®-trimmed seats with heated front seats; 6-way adjustable driver's seat; 4-way adjustable front passenger seat with seatback pocket
- SofTex®-trimmed steering wheel
- Color-keyed heated power outside mirrors with turn signal indicators

Package Available for Prius *c* Four:

- 16-in. 8-spoke alloy wheels with P195/50R16 tires

The MSRP for the 2015 Prius *c* 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.

2015 Prius *c*

Model #	Grade	Engine	Transmission	Body Style	14MY MSRP	15 MY MSRP	MSRP Change ($)	MSRP Change (%)
1201	ONE	Hybrid	CVT	Hatchback	$19,080	$19,540	$460	+2.4%
1203	TWO	Hybrid	CVT	Hatchback	$20,030	$20,340	$310	+1.5%
1205	THREE	Hybrid	CVT	Hatchback	$21,765	$21,765	$0	0.0%
1207	FOUR	Hybrid	CVT	Hatchback	$23,360	$24,475	$1,115	+4.8%

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