

Pricing Announced For 2013 Prius, Prius v and Prius Plug-In

October 15, 2012

TORRANCE, Calif., Oct. 15, 2012 – Toyota Motor Sales, U.S.A., Inc. (TMS) today announced the pricing for the eco-advanced 2013 Prius, Prius v and Prius Plug-in models. All pricing for these three 2013 Prius Family members becomes effective October 2012.

The Prius adds a style-focused Persona Series Special Edition model, adding exterior changes and equipment to a Prius Three to create a distinct visual package. The Prius Persona Special Edition includes 17-inch alloy wheels with a premium finish and offers a unique exterior color: Black Cherry Pearl. Available exterior colors for the Persona Special Edition also include Black and Blizzard Pearl. A “Persona Series” badge also helps distinguish the model. The Persona Special Edition’s interior is trimmed in charcoal-hued SofTex™ with black accents and red stitching. The steering wheel is also trimmed in SofTex material and includes a dark chrome bezel that complements the new model’s dark chrome shift knob ring and door grips. The new Persona Special Edition has a MSRP of \$27,130.

The MSRP on 2013 Prius has been increased by \$200 on each of the five Prius equipment levels.

The model- by-model pricing increase for 2013 is detailed on that table below:

Prius

Grade	2012 MSRP	2013 MSRP	MSRP Chg (\$)	MSRP Chg (%)
Prius One (fleet only)	\$23,015	\$23,215	\$200	0.87%
Prius Two	\$24,000	\$24,200	\$200	0.83%
Prius Three	\$25,565	\$25,765	\$200	0.78%
Prius Four	\$28,235	\$28,435	\$200	0.71%
Prius Five	\$29,805	\$30,005	\$200	0.67%
Prius Persona Series Special Edition	n/a	\$27,130	n/a	n/a

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

The 2013 Prius v will be available in a new Seaglass Pearl exterior color. In addition, the Prius v Five will offer a SofTex-trimmed steering wheel. The Prius v has small pricing increases over 2012 pricing ranging from \$100 to \$155. The Prius v Two has increased from \$26,550 to \$26,650 for 2013, and Prius v Three pricing has increased from \$27,315 to \$27,415. The highly equipped Prius v Five has increased from \$30,140 to \$30,295.

Prius v

Grade	2012 MSRP	2013 MSRP	MSRP Chg (\$)	MSRP Chg (%)
Prius v Two	\$26,550	\$26,650	\$100	0.38%
Prius v Three	\$27,315	\$27,415	\$100	0.37%
Prius v Five	\$30,140	\$30,295	\$155	0.51%

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

For 2013, there are no price increases or equipment model changes for the Prius Plug-in. The Prius Plug-in first arrived in showrooms in February 2012.

Prius Plug-in

Grade	2012 MSRP	2013 MSRP	MSRP Chg (\$)	MSRP Chg (%)
Prius Plug-in	\$32,000	\$32,000	\$0	0.00%
Prius Plug-in Advanced	\$39,525	\$39,525	\$0	0.00%

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

The MSRP for the 2013 Prius, Prius v, and Prius Plug-in does not include the delivery, processing, and handling (DPH) fee of \$ 760. The DPH fee for vehicles distributed by Southeast Toyota (SET) and Gulf States Toyota (GST) may vary.

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