

Toyota Announces Pricing for 2012 Prius c

February 08, 2012

TORRANCE, Calif., Feb. 8, 2012 – Toyota Motor Sales (TMS), U.S.A., Inc. today announced manufacturer's suggested retail prices (MSRP) for the all-new 2012 Prius *c* which extends Toyota's Hybrid Synergy Drive to the subcompact segment. This dynamically styled, five-door hatchback will arrive at Toyota dealerships in March 2012.

Designed to function as a city-friendly vehicle with an engaging driving experience, hatchback utility, and an EPA-estimated city fuel economy rating of 53 mpg, *Prius *c* offers the highest city mpg rating of any vehicle without a plug. The all-new Prius *c* joins the Prius Family, which includes the third generation Prius Liftback, the versatile new Prius *v* and the Prius Plug-in Hybrid, which will be available in early 2012.

Unique Place in the Prius Family

A gateway into the Prius Family, the new Prius *c* will find favor with younger shoppers seeking a smartly designed, fuel-sipping subcompact car packing advanced drivetrain and in-car technology. The SULEV (Super Ultra Low Emissions Vehicle) rated Prius *c* will offer engaging driving dynamics and superior urban maneuverability. When the 2012 Prius *c* arrives in showrooms in March 2012, this all-new hatchback will offer:

- The highest rated city fuel economy of any vehicle without a plug*; 53 mpg in the city, and 46 mpg on the highway, for a combined rating of 50 mpg
- A starting MSRP of \$18,950 with a proven hybrid powertrain and premium technology
- A premium hybrid experience thanks to a wide array of convenience and advanced in-car electronics features, including a standard 3.5-inch full color TFT multi-information display, Bluetooth® hands-free phone capability, USB port with iPod® connectivity, and available Display Audio system with Navigation and Entune™

Prius *c*: Four Grades

The Prius *c* will be available in four grades, offering desirable features, equipment, and enhanced capability providing consumers compelling value. All Prius *c* models will be equipped with a Hybrid Synergy Drive 1.5-liter DOHC, 16-valve engine with VVT-i, a 60 hp permanent magnet AC synchronous motor, and a 144 volt nickel-metal hydride battery which generates 25.9 hp of electric propulsion for a total hybrid system net output of 99 horsepower. The Prius *c* will be equipped with 9 standard airbags, driver and front passenger Advanced Whiplash-Injury-Lessening seats and Toyota's Star Safety System™ that includes Vehicle Stability Control (VSC), Traction control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA), and Smart Stop Technology (SST).

The Prius *c* One base grade will offer many standard features such as automatic climate control, tilt-telescopic steering wheel with audio, climate, multi-information display and Bluetooth® hands free phone controls; and remote keyless entry with illuminated entry.

The Prius *c* Two grade offers a 6-speaker audio system, variable intermittent windshield wipers, a 60/40 split fold-down rear seat with adjustable headrests, cruise control, engine immobilizer, center console with armrest and storage compartment, and a cargo area tonneau cover.

The Prius *c* Three grade enhances the technology in the vehicle with improved audio and connectivity. The Prius *c* Three includes a Display Audio system with Navigation and Entune™ that adds a 6.1-inch touchscreen, Sirius

XM Satellite Radio capability (includes 3 month trial subscription to XM Select Package), HD Radio™ with iTunes® Tagging, USB port with iPod® connectivity and control, vehicle information with customizable settings, and advanced voice recognition. Toyota Entune™ includes Bing™ and Pandora®; real-time info including traffic, weather, fuel prices, sports, and stocks. Apps available spring 2012 at no charge include iHeartRadio, MovieTickets.com and OpenTable®. Access to Entune™ services is complimentary for three years. In addition, the Prius c Three grade includes color-keyed outside door handles with touch- sensor lock/unlock feature, a tilt/telescopic steering wheel with audio, climate, Multi-information Display, Bluetooth® hands free phone and voice command controls, a Touch Tracer Display, and a Smart Key System on the front doors and liftgate with Push Button Start and remote illuminated entry. The Prius c Three allows buyers to add 15-inch alloy wheels and a power tilt/slide moonroof with sunshade as optional equipment.

The Prius c Four grade is distinguished by its 15-inch, 8-spoke alloy wheels, SofTex-trimmed heated front seats, color-keyed heated power outside mirrors with turn signal indicators, and integrated fog lamps. Optional equipment for the Prius c Four includes 16-inch, 8-spoke alloy wheels with 195/50R16 tires and power tilt telescopic moonroof with sunshade.

2012MY Prius c Pricing Sheet

MODEL CODE	SERIES	DESCRIPTION	12MY MSRP
1201	PRIUS c ONE	5-DOOR HATCHBACK	\$ 18,950
1203	PRIUS c TWO	5-DOOR HATCHBACK	\$ 19,900
1205	PRIUS c THREE	5-DOOR HATCHBACK	\$ 21,635
1207	PRIUS c FOUR	5-DOOR HATCHBACK	\$ 23,230

2012 Prius c Options and Packages

Available for Prius c Three:

- Power tilt/slide moonroof with sliding sunshade – MSRP \$850
- 15-inch 8-spoke alloy wheels with P175/65R15 tires- MSRP \$390

Available for Prius c Four:

- Power tilt/slide moonroof with sliding sunshade – MSRP \$850
- 16-inch 8-spoke alloy wheels with P195/50R16 tires – MSRP \$300
- 16-inch Alloy Wheel Package: combines 16-inch 8-spoke alloy wheels with P195/50R16 tires and power tilt/slide moonroof with sliding sunshade – MSRP \$1,150

Available Exterior Colors:

- Habanero
- Blue Streak Metallic
- Summer Rain Metallic
- Absolutely Red
- Black Sand Pearl
- Magnetic Gray Metallic
- Classic Silver Metallic
- Moonglow
- Super White

The MSRPs for the 2012 Prius *c* do not include the delivery, processing and handling (DPH) fee, which is \$760. The DPH fee for vehicles distributed by Southeast Toyota (SET) and Gulf States Toyota (GST) may vary.

* 2012 EPA-estimated 53/46/50 city/highway/combined mpg. Actual mileage may vary.