

Toyota Announces Pricing for All-New 2012 Prius v and Prius Plug-in Hybrid Vehicles

September 16, 2011

RICHMOND, Calif., September 16, 2011 – Toyota Motor Sales (TMS), U.S.A., Inc. announced manufacturer's suggested retail prices (MSRP) here today at the annual Green Drive Expo for two new hybrid vehicles, the Prius v and Prius Plug-in.

Since 1997 to present day, the Prius has been the dominant leader in hybrid technology worldwide. In the U.S. alone, the Prius has sold more than one million units since 2000. The all new Prius v and Prius Plug-in are the two newest hybrid vehicles to help make up the Prius Family. A fourth new member, the city-friendly Prius c, will launch in 2012.

Prius v

The first new member of the Prius Family, the Prius v, will meet the needs of growing families with active lifestyles while providing the same attributes traditionally found in the Prius DNA including Toyota's Hybrid Synergy Drive. The Prius v will provide 58 percent more cargo space than the Prius Liftback, and at 34.3 cubic feet, it has more cargo room than 80 percent of the small SUVs on the road today. Despite the spaciousness of a family friendly midsize vehicle, the Prius v will deliver estimated EPA fuel economy ratings of 44 mpg city, 40 mpg highway and 42 mpg combined, the highest fuel efficiency of any crossover, SUV or wagon on the market.

The Prius v will have three configurations to help provide an easy ordering process, the value-driven Prius v Two, the well-equipped Three, and the premium level Five. All Prius v models come equipped with a wealth of standard comfort and convenience features including a new 6.1-inch Display Audio system with integrated backup camera, Bluetooth® and USB port, 16-inch alloy wheels with wheel covers, single-dial climate control, EV/ECO/Power modes, driver door Smart Key System, instrument panel with driver feedback displays, Toyota's Star Safety System™ [which includes the Anti-lock Braking System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA), Enhanced Vehicle Stability Control (VSC), Traction Control (TRAC) and Smart Stop Technology], 60/40 split sliding and reclining rear seat, comfortable driver seating with power lumbar support and much more.

The Prius v Three adds standard Display Audio with Navigation and the Entune¹™ multimedia system (includes SiriusXM™ Satellite Radio with 90-day trial subscription, HD Radio® with iTunes® Tagging and text-to-speech with programmed and customizable test responses).

In addition to standard features on the Prius v Two and Three, the Prius v Five adds standard SofTex-trimmed seats, heated front seats, three-door Smart Key, 17-inch alloy wheels, LED headlamps, fog lamps and more.

The base MSRP for the Prius v are \$26,400 for the Prius v Two model, \$27,165 for the Prius v Three, and \$29,990 for the Prius v Five. The Prius v will arrive at Toyota dealerships in late October.

Prius Plug-in

The third member of the Prius Family, the first-ever Prius Plug-in Hybrid, combines the benefits of the third-generation Prius Liftback's Hybrid Synergy Drive with extended electric vehicle (EV) range, in a package that

is priced more competitively than any plug-in hybrid or pure EV on the market. It will feature a new Lithium-ion battery, which supplements the superior fuel economy of the Prius with an extended electric-only driving range of up to 15 miles at a maximum speed of 62 mile-per-hour. By Toyota estimates, it will deliver an estimated 87 MPGe (miles per gallon equivalent) and when operating in hybrid mode will achieve an estimated 49 MPG³, providing drivers with great fuel economy without range anxiety. The Prius Plug-in also offers convenient charging times of only 2.5-3 hours using a standard 120V outlet or 1.5 hours using 240V.

The Prius Plug-in will share many of the same exterior and interior design elements as the 2012 Prius Liftback. Design features exclusive to the Plug-in include unique chrome grille and bumper trim, chrome door handles, unique 15-inch alloy wheels, blue-accented headlamps, a distinct tail lamp design, and a new Hybrid Synergy Drive Plug-in badge.

Prius Plug-in Hybrid will be available in two models, the Prius Plug-in and the Prius Plug-in Advanced. The Prius Plug-in Hybrid model comes equipped with an abundance of standard features including heated front seats, Remote Air Conditioning System (which can run either off the grid while the vehicle is plugged in or off the battery like the third-generation Prius Liftback), a charger timer, EV/ECO/POWER modes, three-door Smart Key, Display Audio with Navigation and Entune¹ and an integrated backup camera, LED Daytime Running Lights, 15-inch 10-spoke alloy wheels, enhanced Multi-information Display and much more.

The Prius Plug-in Advanced model adds additional standard features including Premium HDD Navigation with Entune² and JBL[®] GreenEdge™, Plug-in Hybrid Applications through a user's smartphone (Charge Management, Remote Air Conditioning System, Charging Station Map, Vehicle Finder and Eco Dashboard), Head-up Display, Dynamic Radar Cruise Control, Pre-Collision System, LED headlamps with auto on/off feature and integrated fog lamps, SofTex-trimmed seating, an eight-way power adjustable driver's seat, Safety Connect and more.

The base MSRP for the Prius Plug-in Hybrid is \$32,000. The Prius Plug-in Hybrid Advanced will have an MSRP of \$39,525. Both Prius Plug-in models are expected to qualify for a federal tax credit of approximately \$2,500⁴.

The Prius Plug-in Hybrid will be on sale in 14 launch states beginning this October through Toyota's Online Order System at www.toyota.com. Vehicle deliveries begin in Spring 2012. The launch states include California, Oregon, Washington, Arizona, Maine, Massachusetts, Vermont, New Hampshire, Rhode Island, Connecticut, New York, New Jersey, Maryland, and Virginia. A national rollout is planned for 2013.

The MSRP for the 2012 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.

Leviton Level 2 (240V) Home Charging Stations

Leviton, an approved provider of Level 2 (240V) home charging stations, has developed a residential program exclusively tailored for Prius Plug-in customers. The program will include the following:

- A one-stop solution for home charging stations, installation services for 120V and 240V applications, and dedicated support for Toyota customers;
- Level 2 (240V) 16-amp and 30-amp home charging stations designed exclusively for the Prius Plug-in (UL-certified, compact design, easy-to-use, and made in the U.S.A.);
- Industry-leading pricing for Level 2 (240V) with basic packages starting as low as \$999;
- Toyota-dedicated e-commerce web portal (leviton.com/Toyota) with product information, order tracking, and other features.

Prius Plug-in customers will be able to take advantage of Leviton's special pricing beginning in early October.

###

Vehicle/Model Number	Grade	Doors	Body Style	Trans	2012 MSRP
Prius v					
1243	Two	5	Mid-size	ECVT	\$26,400
1245	Three	5	Mid-size	ECVT	\$27,165
1249	Five	5	Mid-size	ECVT	\$29,990
Prius Plug-in					
1235	Plug-in	5	Mid-size	ECVT	\$32,000
1239	Plug-in Advanced	5	Mid-size	ECVT	\$39,525

All prices listed above do not include the Delivery, Processing, and Handling Fee (DPH).

¹Entune™ — 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. See toyota.com/entune for details.

²Entune™ — includes Bing™, iHeartRadio, MovieTickets.com, OpenTable® and Pandora®; XM Data Services including NavTraffic™, NavWeather™, Fuel, and Sports & Stocks; Entune™ Plug-in Hybrid Applications include Charge Management, Remote Air Conditioning System, Charging Station Map, Vehicle Finder and Eco Dashboard. Access to Entune™ services and Plug-in Hybrid Applications is complimentary for three years. See toyota.com/entune for details.

³Manufacturer-estimated Miles Per Gallon equivalent. Estimate includes consumption of electricity and gasoline energy in combined EV and hybrid mode. MPGe value is based on Toyota internal testing. Actual fuel economy will vary depending on driving conditions and frequency of charging. Manufacturer-estimated city/highway/combined Miles Per Gallon, actual mileage will vary.

⁴While the federal government has yet to certify the Prius Plug-in for the incentive, purchasers of a Prius Plug-in vehicle may be able to take advantage of a Federal tax credit estimated to be approximately \$2,500.