

Toyota Announces Priority Registration Web Site for All-New Prius Plug-In Hybrid

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TORRANCE, Calif., April 19, 2011 – – Toyota Motor Sales (TMS), U.S.A., Inc., today announced the introduction of a new Online Order System that will launch later this year for the all-new Prius Plug-in Hybrid, the most advanced Prius yet.

The first phase of the Online Order System, called Priority Registration, will launch on Earth Day, April 22, 2011. Customers who are interested in being one of the first to own a Prius Plug-in can log on to www.toyota.com/plugin and complete their registration on the site. Toyota's Priority Registration allows the customer first access to the Online Order System when it becomes available later in the year.

The new Online Order System will allow customers the convenience of configuring their own vehicle from any web browser, select their dealership of choice (within 15 launch states), and track their order through production, distribution and delivery.

“The Prius Plug-in Online Ordering system was inspired by the success and positive customer feedback we had to similar online ordering systems for the first two generations of Prius,” said Bob Carter, Toyota Division group vice president and general manager. “We feel the Prius Plug-in target customer will expect a purchase experience that is as advanced and convenient as the product itself. The Online Ordering System is designed to meet those expectations.”

The Prius Plug-in will begin arriving at Toyota dealers in 15 launch states in spring 2012, with a nationwide roll-out the following year. The 15 launch states include the following: Arizona, California, Connecticut, Hawaii*, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Oregon, Rhode Island, Vermont, Virginia, and Washington.

**Prius Plug-in online ordering will not be available in Hawaii.*