

Toyota to Live Stream World Debut of Prius Family Vehicles at Detroit

January 09, 2011

Jan. 9, 2011—Toyota Division Group Vice President and General Manager Bob Carter will unveil the Prius family of vehicles at the 2011 North American International Auto Show in Detroit on Jan. 10. In addition to the current third-generation Prius and Prius Plug-in Hybrid vehicle, the first all-new addition to the Prius family will debut along with a Prius concept vehicle.

Watch the live Webcast at www.toyotanewsroom.com, beginning at 10:05 a.m. PT/1:05 p.m. ET on Jan. 10