

Toyota to Reveal Prius Family of Vehicles at the North American International Auto Show

December 23, 2010



Prius Family Puzzle 003

TORRANCE, Calif., Dec. 23, 2010 – Toyota Motor Sales (TMS), U.S.A., Inc., will stage the world premiere of the Prius family of vehicles at a press conference at the 2011 North American International Auto Show in Detroit. In addition to the current third-generation Prius and Prius Plug-in vehicle (PHV), the first all-new addition to the Prius Family will debut along with a Prius concept vehicle.

The press conference will be held on Monday, Jan. 10 at 1:05 p.m. EST in the Riverview Ballroom at Cobo Center. A live Webcast will be available at ToyotaNewsroom.com.

A Prius Family Sneak Peek video featuring X Games champion skateboarder Bob Burnquist is available at YouTube.com/Toyota.

###