

Dark Nights: Prius Nightshade Edition Delivers All the Treats This Halloween

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Mysteriously eye-catching. Hauntingly sleek. Toyota effortlessly captures the essence of Halloween in a single one-of-a-kind vehicle: the Prius Nightshade. This edition of the iconic hybrid that helped change the fuel economy landscape forever is taking a ride on the dark side. It makes a bold statement similar to what Halloween revelers seek when donning their head-turning costumes.

A first for Toyota's iconic Prius, the Nightshade Edition's blacked out wheels, badges and exterior accents highlight its striking, modern design. While delightful treats are plentiful on All Hallows' Eve, abundance doesn't apply to this unique model. With less than 3,500 units on the road, consider it rare, and expect it to be gone just as fast as that candy bucket filled with full-size candy bars left outside on the front porch.

Feeling brave? Hop into the driver's seat and find out why this trendy and versatile vehicle commands attention on the most frightful night of fall and beyond.



More Than Meets the Eye

They say it's what's on the inside that counts, but it's also true that outward appearances initiate the appeal. For the Prius Nightshade, the attraction starts with the stunning exterior. Captivating colors including Midnight Black Metallic, Super White and Silver Metallic round out the paint options for this distinctive model. These enchanting metallic color schemes are fitting to turn heads all year long.

Attention-grabbing black headlight accents, a color-keyed rear deck spoiler and a shark fin antenna are among other special exterior features. What's more, the Prius Nightshade rides on black 17-inch five-spoke alloy wheels on the FWD option and 15-inch alloy wheels on the AWD-e model — along with black lug nuts on both powertrain models. The shadowy accents create a mystique that's hard to ignore. Ready to take a peek inside?

Bewitching Design

Distinctive style and comfort are hallmarks of the original Prius, and the Nightshade edition is no exception.

Each Prius Nightshade is outfitted with SofTex®-trimmed, heated, power-adjustable front seats to keep both driver and passenger in cozy, customizable comfort. But hands need warmth too. Thankfully, they're not left out in the cold. The steering wheel is also heated and trimmed with SofTex, bringing a sense of luxury and practicality to the cabin. Chrome accents, trimmed seatback pockets and 60/40 split fold-down rear seats with center armrest add panache and ample space for passengers and cargo.

Don't forget, extra room will be needed to haul fall harvests from trips to the corn maze and pumpkin patch. Those soon-to-be carved, scary jack-o-lanterns need the proper transport.

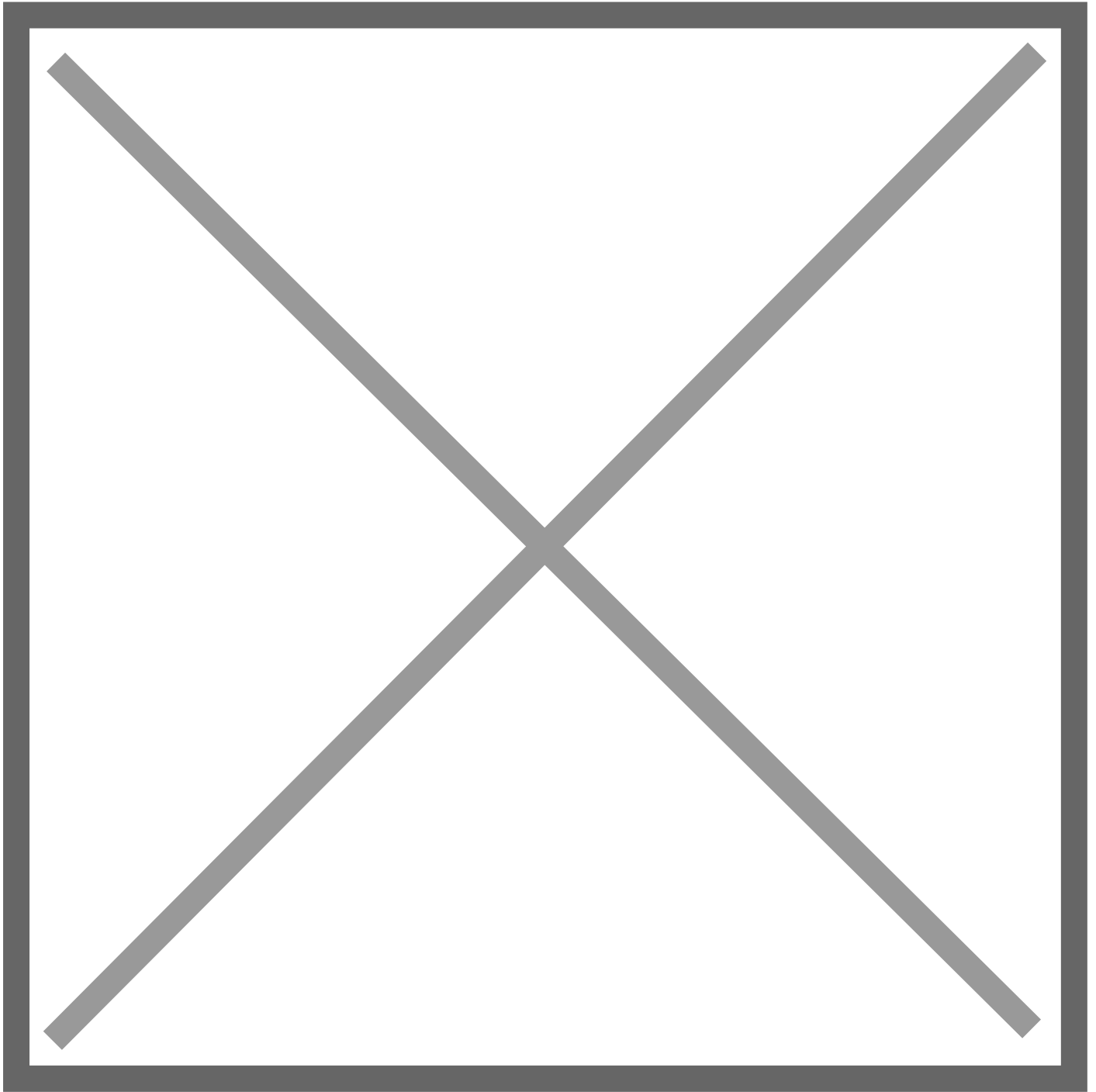


Tech-or-Treat

When it comes to amenities, this spellbinding vehicle leaves no stone unturned. The Prius Nightshade comes with a standard 7-inch touchscreen display and 6-speaker audio system with Android Auto™, Apple CarPlay® and Amazon Alexa compatibility. Music to your ears? Well, customers won't have to skip a beat because they can keep their devices connected and charged with an auxiliary audio jack, one USB 2.0 port with iPod® connectivity and two 2.1-amp USB charge ports, a Qi wireless phone charging tray that accommodates larger phones and one 12V power outlet. Plus, drivers can relax knowing that they can stay focused on the road with

advanced voice recognition, Bluetooth® hands-free phone capability and Siri® Eyes Free.

The Nightshade edition also comes with the familiar central screen interface, a signature feature that's been available in every Prius since the original. The 4.2-inch color Dual Multi-Information Display with customizable screens includes an Energy Monitor and Hybrid System Indicator with Eco Score to keep drivers clued into their battery charge status and overall energy efficiency. It also features a climate control display and a handy navigation system to help customers find the nearest haunted house.



Confidence Behind the Wheel

Safety is always a top priority with every Toyota vehicle. The Prius Nightshade is equipped with Toyota's Star Safety system, which includes Smart Stop Technology (SST) and Low-Light Pedestrian Detection. In the event of something unexpected, the SST braking feature is designed to help drivers avoid accidents by bringing the vehicle to a safe stop. On dimly lit streets or rural roads, Low-Light Pedestrian Detection is ideal for watching out for a costume-clad pedestrian.

Both of these features help provide an extra layer of protection and safety on All Hallows' Eve, as well as the rest of the year — so customers can drive with confidence.

With a name like Nightshade, customers know they're in for a thrilling ride that will transport them to their favorite haunts, new adventures and everything in between this Halloween and beyond. Don't be afraid, the journey awaits.

For more product information regarding the Prius Nightshade, please see the [press release](#) or contact us [here](#).