

# 2023 Toyota Prius Prime

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The 2023 Prius Prime plug-in hybrid model offers customers the flexibility of getting around town in zero emission EV or road tripping in hybrid mode. And now, this plug-in hybrid offers a thrilling experience in its own right – by bringing even more performance and technology to an already incredible package. With a larger lithium-ion battery that increases its EV range by more than 50% over the previous range of 25 miles, a sleek, sporty exterior design and updates throughout, this Prius Prime is designed to perform and surprise.