



TOYOTA

MODERN TOYOTA
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2023 Prius Prime

1235 - 5 Door SE Hybrid Liftback



Model: 1235

Engine: 2.0L 4-Cyl. M20A

Transmission: CVT-F

Exterior Color

Wind Chill
 Pearl
 0089 (White)

Interior Color



Black
 Fabric
 FA23
 (Black)

MSRP

Vehicle Base Model

Total Installed Packages &
 Accessories

Delivery Processing and
 Handling

H7 PRICING \$ 32626.47

*

* Total MSRP excludes any dealer fees; sales taxes;
 license, registration and title fees. Actual dealer price
 may vary. Pricing, specifications, standard features,
 and available equipment are based on information
 available when this page was produced and subject to
 change without notice.

FUEL ECONOMY

52 MPG

Combined
 City/Hwy

53 MPG
 City

51 MPG
 Highway

* Fuel Economy Estimates are established by the EPA. For further
 information visit www.fueleconomy.gov. Actual mileage will vary.

Item # 111 BUILD

INSTALLED PACKAGES & ACCESSORIES

50 State Emissions

\$0

6-Gallons of Gas

\$0

Total Optional Equipment

\$0

FEATURES

Audio Multimedia

- 6-speaker audio system
- 8.0-in. Toyota Audio Multimedia with USB media port, [usb] five USB charge ports, [usb] hands-free phone capability and music streaming [bluetooth] via Bluetooth® [bluetooth] wireless technology, SiriusXM® [siriusxm] with 3-

month Platinum Plan trial subscription. [trial] See toyota.com/audio-multimedia for details.

- Wireless Android Auto™ [android_auto_wireless] compatibility.
- Wireless Apple CarPlay® [carplay_wireless] compatibility

Connected Services

- **Drive Connect** [drive_connect] — includes Cloud Navigation [cloud_nav] with Google Points of Interest (POI) data, Intelligent Assistant [intel_assistant] with Hey, Toyota, and Destination Assist. [dest_asst] Subscription required after trial. [trial_drive_connect] 4G network dependent.

- **Remote Connect**

[remote_connect_21mm] — remotely interact with your vehicle through the Toyota app [toyota_app] via your smartwatch. [smartwatch] Amazon Alexa-enabled devices [alexa] and Google Assistant™-enabled devices. [google_assistant]google_assistantgoogle assistant. Depending on grade, allows you to lock/unlock doors, start and stop the vehicle, locate your last parked location, check vehicle status and monitor guest drivers. Subscription required after trial. [trial_remote_connect_21mm] 4G network dependent.

- **Safety Connect®**

[safety_connect_21mm]— includes Emergency Assistance button, enhanced Roadside Assistance, [roadside_safety] Automatic Collision Notification and Stolen Vehicle Locator. [stolen] Subscription required after trial. [trial_safety_connect_21mm] 4G network dependent.

- **Service Connect**

[service_connect_21mm] — receive personalized maintenance updates and vehicle health reports. Subscription required after trial. [trial_service_connect_21mm] 4G network dependent.

- **Wi-Fi Connect** [wi-fi_21mm] — includes AT&T Wi-Fi hotspot and Integrated Streaming (Apple Music® [apple_music] and Amazon Music™ [amazon_music]) compatibility. Subscription required after trial. [trial_wi-fi_21mm] 4G network dependent.

Exterior

- 17-in. alloy wheels with wheel covers and 195/60R17 tires

- Bi-LED projector low- and high-beam headlights, Automatic High Beams (AHB)

- [auto_highbeam] and auto off
- Charge port with lock and charging indicator light
- Color-keyed outside front door handles
- Heated power outside mirrors with folding feature

Interior

- 60/40 split fold-down rear seats with center armrest
- Cargo area tonneau cover
- Center console with armrest and storage compartment
- Extendable dual sun visors with illuminated vanity mirrors
- Fabric-trimmed front seats; 6-way adjustable driver's seat; 6-way adjustable front passenger seat
- Integrated backup camera [camera]
- Level 1 charging cable for 120V outlet [prime_gfci]
- Power windows with auto up/down
- Rear dome light and cargo area light
- Single-zone climate control system with pollen filtration
- Six USB-c charge ports [usb] — two front/two center console/two rear
- LED Daytime Running Lights (DRL) with on/off feature
- LED taillights and stop lights
- Rain-sensing variable intermittent windshield wipers
- Roof-mounted shark-fin antenna
- Smart Key System on driver door with Push Button Start, remote keyless entry system with lock, unlock and panic functions
- SofTex®-trimmed [softex] heated tilt/telescopic steering wheel with audio, Multi-Information Display and Bluetooth® [bluetooth] hands-free phone controls
- Top-mount Multi-Information Display (MID) with indicators and 7-in. LCD display with speedometer, drive mode indicators, instrumentation and customizable settings, odometer, tripmeters, clock, outside temperature, rear passenger seatbelt indicators, fuel economy information, trip timer and warning messages
- Two front cup holders; two front and two rear bottle holders

Safety/Convenience

- **Toyota Safety Sense™ 3.0 (TSS 3.0)** [tss] — Pre-Collision System with Pedestrian Detection (PCS w/PD), [pcs_pd] Full-Speed Range Dynamic Radar Cruise Control (DRCC), [fsdrcc] Lane Departure Alert with Steering Assist (LDA w/SA), [lda_sa] Lane Tracing Assist (LTA), [lta] Road Sign Assist (RSA) [rsa], Automatic High Beams (AHB), [auto_highbeam], Proactive Driving Assist (PDA) [pda]
- Blind Spot Monitor (BSM) [bsm] with Rear Cross-Traffic Alert (RCTA) [rcta]
- Eight airbags [airbag] — includes driver and front passenger Advanced Airbag System, driver and front passenger seat-mounted side airbags, rear seat-mounted side airbags, and front and rear side curtain airbags
- Engine immobilizer [engine_immob]
- Hill Start Assist Control (HAC) [hac]
- LATCH (Lower Anchors and Tethers for Children) includes lower anchors on outboard rear seats and tether anchors on all rear seats
- Rear-Seat Reminder [rear_reminder]
- Safe Exit Assist [safe_exit_assist]
- Star Safety System™ — includes Enhanced Vehicle Stability Control (VSC), [vsc] Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA) and Smart Stop Technology® (SST) [smart_stop_tech]

- Tire Pressure Monitor System (TPMS) [tpms]
- Tire Repair Kit
- Traffic Jam Assist [traffic_jam_assist]
- Vehicle Proximity Notification System (VPNS) [vpns]

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