

The all-new fourth-generation 2016 Prius liftback. The new version of this global green icon takes the hybrid concept farther than ever with striking design, with expected higher fuel economy ratings, and greater ride comfort. New levels of driving satisfaction and refinement will reward the Prius faithful and surprise those new to the movement.



GALLERY



LET'S GET DOWN TO BUSINESS. FILL OUT OUR FORM!

Register for a chance to take home your own 2016 Toyota Prius. No purchase necessary. Open to licensed drivers 18 and older. Sweeps ends 12/1/16. Complete rules available [here](#).

First Name (REQUIRED)

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Last Name (REQUIRED)

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Email Address (REQUIRED)

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Phone Number (REQUIRED)

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Date Of Birth (REQUIRED)

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Address 1 (REQUIRED)

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Address 2 (REQUIRED)

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City (REQUIRED)

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State (REQUIRED)

Postal Code (REQUIRED)

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- ☐ Yes, I would like to receive future Toyota product announcements
- ☐ Yes, I am 18 years or older with a valid driver's license.
- ☐ Yes, I have read the official rules.

SUBMIT

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