



PICTURE YOURSELF GOING
PLACES IN A NEW

2016 Toyota Prius



THE ALL-NEW FOURTH-GENERATION 2016 PRIUS LIFTBACK

"Modern." "Dramatic." "Emotional." Take your pick of adjectives to describe the new Prius' design. The shape may be familiar, but the new Prius is longer, lower and wider than its esteemed predecessors, to offer more interior room and provide a more planted stance for handling agility.

Aerodynamic goals inspired the shape to help Prius score an increase in fuel economy ratings over the previous model. 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.

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ENTER FOR CHANCE TO WIN A NEW 2016 TOYOTA OF YOUR CHOICE

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

LAST NAME

EMAIL

PHONE

BIRTH DATE

 mm/dd/yyyy

ADDRESS 1

ADDRESS 2

CITY

STATE

 Select a state ▾

ZIPCODE

- 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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