



## 2025 Prius

Starting MSRP \$28,350<sup>\*</sup>

Info

Prius

2025

Overview

Specs

Gallery

Features

Trims

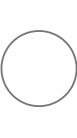
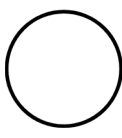
Build

## The hybrid with extra oomph.

Feel a connection to a drive that's powered by future-forward style, efficiency, reliability and advanced tech.



SELECT A COLOR



Karashi

Prices and colors may vary by model.

Build Now

## Prius Specs

### DRIVETRAIN

Available Front-Wheel Drive or All-Wheel Drive

### HORSEPOWER

194-196 Net Combined Horsepower

### EST. MPG RATING

Up to Est. 57 Combined MPG \*

See All Specs

## Go far and citywide.

Exterior

Interior



See Full Gallery

## Go for something bolder.

Discover what makes Prius stand out.

### DESIGN

## Driving and design that excite.

Taking the shortcut or the scenic route looks great either way.

### Bold, Striking Design

Sleek and stunning from all angles.



19-in. Aluminum Alloy Wheels

Nightshade Edition

Explore More

Info

# Equipped to handle the essentials.

Take on everything you need with confidence.

Performance   Capability

Info

## Impressive Power

Prius features a powerful hybrid engine: Underneath the hood is a fifth-generation Toyota Hybrid System with up to 196 net combined horsepower, resulting in an impressive 0-60 mph of 7.0 seconds \* for AWD models.

Info

## Dynamic Handling

With a low center of gravity, Prius is designed to perform. Feel its nimble handling in every turn and stability during acceleration and braking, for a drive that's all-around confident.

Info

## Drive Modes

EV Mode \* runs solely on battery power at low speeds for short distances. Power Mode sharpens acceleration; ECO Mode maximizes fuel efficiency; and Normal Mode blends fuel economy with performance.

Info

## Impressive Acceleration

Prius delivers power that goes from 0-60 in 7.2 seconds with Front-Wheel Drive (FWD) and 7.0 seconds with All-Wheel Drive (AWD). \*

### TECHNOLOGY

## Intelligence designed around you.

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## Delight in Your Driving

Take advantage of Prius' advanced tech that not only makes driving easier, but also gives you more confidence. You'll find yourself enjoying all the benefits of what Prius can do for you.

Explore Technology

### MORE FEATURES

Safety & Convenience

TSS 3.0

Audio Multimedia

Connected Services

Explore More

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Explore More

Explore More

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Explore More

Info

### POWERTRAIN

## Powerfully dynamic.

Info

Hybrid Powertrain

Hybrid Electric Vehicles combine a gas engine with an electric motor(s) to maximize power and efficiency. They run on gasoline, so you drive them like a traditional gas vehicle.

Learn More >

Plug-in Hybrid Powertrain

Plug-in Hybrid Electric Vehicles combine a gas engine with an electric motor and run just like hybrids. Plug them in to charge, and they can provide an additional boost of all-electric power and range on the road, thanks to their larger battery pack. When the battery uses up its charge, it runs like a regular hybrid vehicle.

Learn More >

Discover your Prius

8 unique grades to choose from

LE

\$28,350

Base MSRP \*

57/56

Est. MPG \*

Top-mount Multi-Information Display (MID) with indicators and 7-in. LCD display

Blind Spot Monitor (BSM) \* with Rear Cross-Traffic Alert (RCTA) \*

8.0-in. Toyota Audio Multimedia display

LE AWD

\$29,750

Base MSRP \*

53/54

Est. MPG \*

Top-mount Multi-Information Display (MID) with indicators and 7-in. LCD display

Blind Spot Monitor (BSM) \* with Rear Cross-Traffic Alert (RCTA) \*

8.0-in. Toyota Audio Multimedia display

XLE

\$31,795

Base MSRP \*

52/52

Est. MPG \*

19-in. alloy wheels and 195/50R19 tires

Qi-compatible wireless smartphone charging \* with charge indicator light

Softex®-trimmed front seats with 8-way power-adjustable driver's seat

XLE AWD

\$33,195

Base MSRP \*

49/50

Est. MPG \*

19-in. alloy wheels and 195/50R19 tires

Qi-compatible wireless smartphone charging \* with charge indicator light

Softex®-trimmed front seats with 8-way power-adjustable driver's seat

Limited

\$35,365

Base MSRP \*

52/52

Est. MPG \*

Fixed glass roof

12.3-in. Toyota Audio Multimedia touchscreen display

8-speaker JBL® Premium Audio including amplifier

Limited AWD

\$36,765

Base MSRP \*

49/50

Est. MPG \*

Fixed glass roof

12.3-in. Toyota Audio Multimedia display

8-speaker JBL® Premium Audio including amplifier

Nightshade Edition

\$32,495

Base MSRP \*

52/52

Est. MPG \*

19-in. alloy wheels with black finish and 195/50R19 tires

Qi-compatible wireless smartphone charging \* with charge indicator light

Black with gray stitching Softex®-trimmed front seats with 8-way power-adjustable driver's seat

Nightshade Edition AWD

\$33,895

Base MSRP \*

49/50

Est. MPG \*

19-in. alloy wheels with black finish and 195/50R19 tires

Qi-compatible wireless smartphone charging \* with charge indicator light

Black with gray stitching Softex®-trimmed front seats with 8-way power-adjustable driver's seat

See More Features >

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BEYOND ZERO

Beyond Zero is our vision to reach carbon neutrality with our products, services and operations, and go beyond, as we find new ways to create a better world. As a Hybrid EV, Prius is one of the many ways we are reducing carbon emissions to drive toward our Beyond Zero vision.

Hybrid EV

Prius is a part of the Hybrid EV Family.

We currently offer more low and zero emission vehicles combined than any other automaker, to give customers numerous choices to reduce their carbon footprint.

The Power of Choice

Our lineup brings you more than just your choice of electrified powertrains: Hybrid EV, Plug-in Hybrid EV, Battery EV and Fuel Cell EV. Whatever you're looking for in a ride—size, style, efficiency, speed—there's a vehicle to suit your lifestyle that allows you to put more electrified miles on the road.

Going Above and Beyond

Zip Code

Update

FIND IT FAST

Discover offers & specials in your area

Please click the link below or contact a dealer to learn about offers in your area.

View Details

Info

Payment Estimator

Use the payment estimator tool to assess your payment options.

Awards & Recognition

When we win, you win.

Specs & Details

Dive deeper into Prius.

See Payment Options

See All Awards

Info

View Specs

Info

Accessibility

YOUR PRIVACY CHOICES

Cookie Consent Options

Manage Preferences

Facebook, YouTube, X, Instagram, TikTok

https://www.toyota.com/prius/

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SHOPPING TOOLS

- Trade-In Value
- Build Your Toyota
- Search Inventory
- Find a Dealer
- Shop Online With SmartPath
- Local Specials
- What Fits My Budget
- Payment Estimator
- Request a Quote
- Toyota Certified Used Vehicles
- Buy Parts & Accessories

VEHICLES

- All Toyota Vehicles
- SUVs
- Trucks
- Cars
- Crossovers
- Electrified Vehicles
- Hybrids
- Hybrid Cars
- Hybrid SUVs
- TRD Pro Series
- Nightshade Series

HELPFUL LINKS

- Dealers
- Deals and Incentives
- Audio Multimedia & Connected Services
- Mobile Phone Compatibility
- Mobility
- Toyota Fleet
- Rent a Toyota
- Toyota Financial Services
- Toyota Insurance
- Email Updates

OWNERS

- Owners Home
- ToyotaCare & Maintenance Plans
- Safety Recalls & Service Campaigns
- Service Centers
- Service Specials
- Safety Hub
- Schedule Service
- Warning Lights
- Manuals & Warranties
- Service Coupons
- Discounts

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