



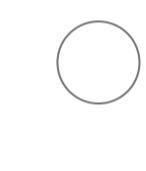
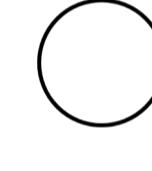
2024 Prius Prime

Starting MSRP \$32,975^{*}

XSE Premium shown in Guardian Gray. Vehicle shown with options using visual effects. Limited availability.
Prius Prime | 2024
Overview Gallery Features Specs More
Build

Efficiency that performs.

With added plug-in capability, you'll find yourself going farther than you thought possible.


SELECT A COLOR


Guardian Gray

Prices and colors may vary by model.
Build Now

Prius Prime Specs

See All Specs

ALL-ELECTRIC DRIVING RANGE
Up to 44 Miles Est. All-Electric Driving Range *

0-60 MPH
6.6 Seconds *

HORSEPOWER
220

TRANSMISSION
Electronically controlled Continuously Variable Transmission (ECVT)

EST. MPG/MPGe
Up to 52/127 Combined Est.
MPG/MPGe *

ENGINE
2.0 4-Cylinder Hybrid



Imagine the Benefits

Incentives & Rebates * based on your location [77840](#)

Depending on your location you may be eligible for EV rebates, incentives or benefits. * Personalize your information to see what's available.

Learn More

Turning heads. Electrifying hearts.

Exterior Interior

[See Full Gallery](#)

Unleash more possibilities.

Discover what makes Prius Prime stand out.

High efficiency. Low impact.

[Learn More](#)

FULL CHARGE
Up to 44 miles estimated all-electric driving range*

More Than

42000

Charging stations across the United States

Discover Your Prius Prime

3 unique grades to choose from

SE

\$32,975 Base MSRP* 52/127 Est. MPG/MPGe*

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

[See More Features >](#)

XSE

\$36,225 Base MSRP* 48/114 Est. MPG/MPGe*

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

[Build >](#) [See More Features >](#)

XSE Premium

\$39,670 Base MSRP* 48/114 Est. MPG/MPGe*

Fixed glass roof
12.3-in. Toyota Audio Multimedia touchscreen display
8-speaker JBL* Premium Audio including amplifier

[Build >](#) [See More Features >](#)

[Build >](#)

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. The Plug-in Hybrid EV Prius Prime is one of the many ways we are reducing carbon emissions to drive toward our Beyond Zero vision.

Plug-in Hybrid EV

Prius Prime is part of the Plug-in 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](#)

CASH

2024 Prius Prime

Qualify for \$4,500 TFS Lease Cash o...

\$4,500
Cash Back

[View Offer](#) exp. 2025-02-03

Payment Estimator

Use the payment estimator tool to assess your payment options.*

Build Your Toyota

Customize and find your Prius Prime.

Prius Prime vs. Competitors

Dive deeper into Prius Prime.

Payment Estimator

Explore Design

See Comparison

Info

Accessibility

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Find a Dealer
Shop Online With SmartPath

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Trucks
Cars
Crossovers

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Audio Multimedia & Connected Services
Mobile Phone Compatibility

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Safety Recalls & Service Campaigns
Service Centers

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