



## 2024 Prius

Starting MSRP \$27,950\*

Info

Build

Prius | 2024

Overview

Gallery

Features

Specs

More

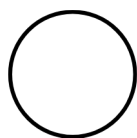
Build

## Tomorrow's hybrid, today.

Future-forward design with an inspiring drive, advanced tech, fuel efficiency and reliability you've come to know and trust.

threesixty-image

SELECT A COLOR



Cutting Edge

Prices and colors may vary by model.

Build Now

## Prius Specs

See All Specs

### HORSEPOWER

194 FWD, 196 AWD

### TRANSMISSION

Electronically controlled Continuous Variable Transmission (ECVT)

### EST. MPG

Up to 57 Combined Est. MPG \*

### DRIVETRAIN

Standard Front-Wheel Drive, Available All-Wheel Drive

### ENGINE

2.0L 4-Cylinder Hybrid

### 0-60

7.2 FWD, 7.0 AWD Seconds \*

# Make a statement wherever you go.

Exterior Interior



See Full Gallery

Info

Pre-Collision System With Pedestrian Detection

Pre-Collision System with Pedestrian Detection (PCS w/PD) <sup>†</sup> is designed to help detect a vehicle, pedestrian, bicyclist or motorcyclist and provide an audio/visual forward-collision warning under certain circumstances. If you don't react, the system is designed to provide automatic emergency braking.

[Learn More >](#)

Full-Speed Range Dynamic Radar Cruise Control

Intended for highway use, Full-Speed Range Dynamic Radar Cruise Control (DRCC) <sup>†</sup> is an adaptive cruise control system that is designed to be set at speeds above 20 mph and uses vehicle-to-vehicle distance control to help maintain a preset distance from the vehicle ahead of you.

[Learn More >](#)

Lane Departure Alert With Steering Assist

When white/yellow lane markings or certain road-edge boundary lines are detected at speeds above 30 mph, Lane Departure Alert with Steering Assist (LDA w/SA) <sup>†</sup> is designed to issue an audio/visual lane-departure warning if an inadvertent lane departure is detected. If the driver does not take corrective action, the system is also designed to provide gentle corrective steering for lane-keeping assistance.

[Learn More >](#)

Lane Tracing Assist

When Full-Speed Range Dynamic Radar Cruise Control (DRCC) <sup>†</sup> is enabled and lane markers are detected, Lane Tracing Assist (LTA) <sup>†</sup> uses the lines on the road and/or preceding vehicles to provide active driving assistance and help keep the vehicle centered in its lane. While LTA is activated, the Emergency Drive Stop System (EDSS) <sup>†</sup> is designed to monitor the driver's inputs, such as steering operation. If the EDSS determines the driver is not attentive and the driver does not respond to prompts to resume control of the vehicle, it can bring the vehicle to a stop under certain conditions.

[Learn More >](#)

Road Sign Assist

Using an intelligent camera, Road Sign Assist (RSA) <sup>†</sup> recognizes stop signs, Do Not Enter signs and yield signs and provides a visual alert on the Information Display (MID).

[Learn More >](#)

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 >](#)

Info

Prime 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

6 unique grades to choose from

LE

**\$27,950** 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

[See More Features >](#)

[Build >](#)

LE AWD

**\$29,350** 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

[See More Features >](#)

[Build >](#)

XLE

**\$31,395** Base MSRP \*    **52/52** Est. MPG \*

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

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

SoftTex®-trimmed \* front seats with 8-way power-adjustable driver's seat

[See More Features >](#)

[Build >](#)

XLE AWD

**\$32,795** Base MSRP \*    **49/50** Est. MPG \*

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

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

SoftTex®-trimmed \* front seats with 8-way power-adjustable driver's seat

[See More Features >](#)

[Build >](#)

Limited

**\$34,965** Base MSRP \*    **52/52** Est. MPG \*

Fixed glass roof

12.3-in. Toyota Audio Multimedia display

8-speaker JBL® \* Premium Audio including amplifier

[See More Features >](#)

[Build >](#)

Limited AWD

**\$36,365** Base MSRP \*    **49/50** Est. MPG \*

Fixed glass roof

12.3-in. Toyota Audio Multimedia display

8-speaker JBL® \* Premium Audio including amplifier

[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 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](#)

Payment Estimator

Use the payment estimator tool to assess your payment options.

Prius vs. Competitors

Dive deeper into Prius.

Awards & Recognition

Prius wins big.

[Payment Estimator](#)

[See Comparison](#)

[Info >](#)

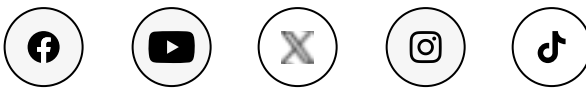
[See All Awards](#)

[Accessibility](#)

[YOUR PRIVACY CHOICES](#)

[Cookie Consent Options](#)

[Manage Preferences](#)



SHOPPING TOOLS

- [Trade-In Value](#)
- [Build Your Toyota](#)
- [Search Inventory](#)
- [Find a Dealer](#)
- [Shop Online With SmartPath](#)
- [Special Offers](#)
- [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](#)

ABOUT TOYOTA

- [Careers](#)
- [About Us](#)
- [Our Company](#)
- [Toyota Outfitters](#)
- [Newsroom](#)
- [Toyota Worldwide](#)
- [Gazoo Racing](#)
- [Plant Tours](#)



[Contact Us](#)   [FAQs](#)   [Español](#)

©2025 Toyota Motor Sales, U.S.A., Inc. All information applies to U.S. vehicles only.

[Privacy Notice](#)   [Legal Terms](#)   [Site Map](#)