

Prius Plug-in

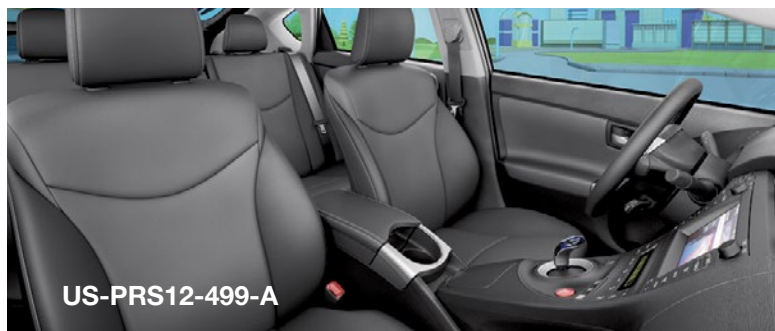
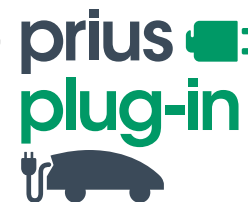
2014

US-PRS12-435-I



Meet the Prius Family's overachiever.

The 2014 Toyota Prius Plug-in is one amazing ride with two ways to help achieve great mileage. In hybrid mode, it operates like a Prius and earns a remarkable EPA-estimated combined mileage rating of 50 mpg;¹ in EV Mode,^{2,3} it offers you an EPA-estimated 95 mpge.⁴ Should you run out of electric charge, Prius Plug-in will seamlessly shift back into hybrid mode. It also features a quick three-hour charge time from a standard 120V AC household outlet,⁵ or about half that time if you use a 240V outlet.*



US-PRS12-499-A



US-PRS12-497-A

US-TM12-34-C



US-PRS12-502-C

THOUGHTFUL INTERIOR

Inside, Prius Plug-in offers available SofTex®-trimmed seats. SofTex® material weighs about half as much as genuine leather, and its manufacturing process generates approximately 85% fewer CO₂ emissions and Volatile Organic Compounds (VOCs) than that of conventional synthetic leather.

YEAR-ROUND COMFORT

Hot or cold, Prius Plug-in helps keep you comfortable with heated seats and Remote Climate®—standard on both trims. Remote Climate allows you to turn on your A/C remotely using your key fob or the available Remote Climate smartphone app on your compatible device. If your vehicle is plugged in, it will use power from the grid.

ENTUNE® APP SUITE⁷ AND PRIUS PLUG-IN APPLICATIONS⁸

The Entune® App Suite is a collection of popular mobile apps and data services integrated with select Toyota vehicles. Entune® App Suite includes Bing,[™] iHeartRadio, MovieTickets.com, OpenTable® and Pandora® and real-time info including traffic, weather, fuel prices, sports and stocks. Access to Entune® services is complimentary for three years. The available Plug-in Applications include Charge Management,⁹ Remote Climate, Vehicle Finder,¹⁰ Charging Station Map and ECO Dashboard. See toyota.com/entune for more information about the availability of apps and services.

ADVANCED TECHNOLOGY

To help you keep your eyes ahead, available Head-Up Display (HUD) projects information from the speedometer, navigation and Hybrid System Indicator onto the windshield.

PRIUS PLUG-IN HYBRID FEATURES:

Display Audio with Navigation¹¹ and Entune® App Suite, and backup camera¹² • USB port,¹³ auxiliary audio jack and Bluetooth®¹⁴ wireless technology • Unique 15-in. alloy wheels • Smart Key System¹⁵ on three doors with Push Button Start • Heated front seats • Remote Climate • HSD blue accent headlights and exclusive Plug-in badging • ToyotaCare¹⁶ with an additional year of roadside assistance

PRIUS PLUG-IN HYBRID ADVANCED ADDS:

Premium HDD Navigation with Entune® App Suite and JBL® • SofTex®-trimmed heated front seats, 8-way power-adjustable driver's seat with power lumbar support • Head-Up Display (HUD) • Available Technology Package

1. 51 city/49 highway/50 combined mpg estimates. Actual mileage will vary. **2.** CAUTION! When driving a hybrid vehicle, pay special attention to the area around the vehicle. Because there is little vehicle noise in electric-only mode, pedestrians, people riding bicycles or other people and vehicles in the area may not be aware of the vehicle starting off or approaching them, so take extra care while driving. **3.** Prius Plug-in EV Mode is a blended operation of electricity and gas and can work under certain conditions up to 11 miles on a full charge. Quick acceleration and braking, road and vehicle conditions, or climate control use may prevent or limit usage or effectiveness of EV Mode. **4.** 2014 EPA combined estimated miles per gasoline gallon equivalent. Estimate includes consumption of electricity and gasoline energy during EV Mode operation. Actual results will vary for many reasons including driving conditions and how you drive and maintain your vehicle. **5.** Requires a dedicated 15-amp circuit. **6.** Maximum operation duration of this system is ten minutes. System may not operate if the hybrid battery is under load or if the battery charge is low. While plugged in, this system operates using power from the electricity source. See your Owner's Manual for further information. **7.** Always drive safely, obey traffic laws and focus on the road and traffic conditions while driving. Select Entune® App Suite apps use a large amount of data and you are responsible for all data charges. Apps and services vary by phone and carrier; not all services available all the time and in all locations, and are subject to change. Apps identified by "TM" or "®" are trademarks or registered trademarks of their respective companies and cannot be used without permission. See toyota.com/entune for the latest information regarding registration, apps and services, and other details. **8.** Requires active subscription to Safety Connect® and download of Entune® App Suite app to compatible smartphone. **9.** Vehicle must be properly plugged into an operational power source to complete a Charge Now request. **10.** Location services must be activated on smartphone for vehicle finder to function. The location shown will be the last known location at time of vehicle ignition off. If your vehicle's ignition is turned off in an area without GPS coverage (e.g., underground parking structure), the application may not be able to update the GPS location and previous last known location will be shown. Customers have the option of opting out of the Vehicle Finder Application if so desired through the Entune® App Suite account management website at www.myentune.com. **11.** Always drive safely, obey traffic laws and focus on the road and traffic conditions while driving. Availability and accuracy of the information provided by the Navigation system or any HD services are dependent upon many factors. Use common sense when relying on information provided. Services and programming subject to change. Services not available in every city or roadway. Navigation updates are available at an additional cost from your Toyota dealer. See your Navigation System Owner's Manual or Toyota dealer for details. HD Radio™ Technology manufactured under license from iBiquity Digital Corporation U.S. and Foreign Patents. HD Radio™ and the HD, HD Radio, and "Arc" logos are proprietary trademarks of iBiquity Digital Corp. **12.** The backup camera does not provide a comprehensive view of the rear area of the vehicle. You should also look around outside your vehicle and use your mirrors to confirm rearward clearance. Cold weather will limit effectiveness and view may become cloudy. **13.** May not be compatible with all mobile phones, MP3/WMA players and like models. **14.** The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Toyota is under license. Other trademarks and trade names are those of their respective owners. The Bluetooth® wireless technology phones listed on toyota.com have been tested for compatibility with Toyota vehicles. Performance will vary based on phone software version, coverage and your wireless carrier. Phones are warranted by their manufacturer, not Toyota. **15.** The Smart Key System may interfere with some pacemakers or cardiac defibrillators. If you have one of these medical devices, please talk to your doctor to see if you should deactivate this system. **16.** Covers normal factory scheduled service. Plan is 2 years or 25K miles, whichever comes first. The new vehicle cannot be part of a rental or commercial fleet, or a livery/taxi vehicle. See participating Toyota dealer for plan details. Valid only in the continental U.S. and Alaska. Roadside assistance does not include parts and fluids.

Some vehicles are shown with available equipment. Seatbelts should be worn at all times. For details on equipment specifications, standard features and available equipment in your area, contact your Toyota dealer. A vehicle with particular equipment may not be available at the dealership. Ask your Toyota dealer to help locate a specifically equipped vehicle.

All information presented herein is based on data available at the time of printing, is subject to change without notice and pertains specifically to mainland U.S.A. vehicles only. Prototypes shown. Actual production vehicles may vary.

*Leviton® is Toyota's approved provider for charging solutions. Please see www.leviton.com/toyota for more information.

toyota.com 1-800-GO-TOYOTA
©2013 Toyota Motor Sales, U.S.A., Inc.
PC4-424 (10/13) 00616-14PRI-PHVFL Litho in U.S.A.



Let's
Go
Places

