



# PRIUS PLUG-IN HYBRID

El- og brændstofforbrug: 143-200 km/l. CO<sub>2</sub>: 11-16 g/km. Elektrisk rækkevidde: 72-86 km. Opladningstid under optimale ladeforhold ved normal opladning: 4 timer ved ladeffekt 3,3 kW. Forbrug og rækkevidde påvirkes bl.a. af kørestil, vejforhold og tilvalg af udstyr, hvor især høj hastighed og lave temperaturer reducerer rækkevidden.

# PRIUS REIMAGINED





Evolved beyond recognition, new Prius defies expectations. Powerful, efficient and unapologetically stylish, the pioneering Dual DNA hybrid returns to make a difference. Innovative and unafraid, new Prius Plug-in Hybrid embodies the spirit of progress.

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# DYNAMIC BY DESIGN

New Prius' innovative spirit is reflected in its uncompromising design. Dramatic and aerodynamically optimised, advanced new Prius Plug-in Hybrid is defined by its low roofline and coupé-inspired proportions. An image of powerful self-confidence, with a wide stance and 19-inch wheels, truly this is a hybrid to desire. Its sculptural, uncluttered surfaces contrast with highly technical details, including slim hammerhead LED headlights, while the integrated rear door handles ensure new Prius' purity of form is uncorrupted. Dynamic and emotional, this is Prius as you've never seen it before.



## ICONIC NAME, NEW STYLE

Prius. You know the name. But you've never seen it like this before, proudly displayed and underscored by new Prius' dramatic full-width rear light signature.

# DUAL DNA, ONE PURPOSE: FREEDOM

Plug-in Hybrid technology is low-emission power without compromise. New Dual DNA Prius is ready for anything, from commutes to spontaneous adventures. In the city, Prius is a near-silent electric vehicle with no emissions, no compromise on driving fun and an urban range of more than 72 km\* on electric power alone. New Prius also empowers with its efficiency. Predictive Efficient Drive, Predictive EV drive and battery-charging Regenerative boost all help you go further on less. And when you want to leave it all behind, new Prius knows no limits. With its integrated petrol engine, you're free to chase horizons. Life is thrillingly unpredictable. Embrace it with new Prius.



## DRIVE SMARTER

New Prius delivers efficient performance with CO<sub>2</sub> emissions of just 16 g/km\*. The MyToyota app's Hybrid Coaching function analyses your driving data to help you go further and reduce running costs.

Curious to see what's over the next horizon?  
Immune from range anxiety, and with the power to roam,  
new Prius Plug-in Hybrid will take you there

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# A CAPTIVATING DRIVE

Why choose between efficiency and performance? New Prius Plug-in Hybrid combines electric and engine power in one uniquely rewarding driving experience. With 223 hp, soothing refinement and impressive acceleration, new Prius is proof that low-emission driving can put a smile on your face. Beyond the city, this effortless performance – new Prius can reach 100 km/h from rest in just 6.8 seconds – is backed up by a sporty driving position, agile handling and confidence-inspiring stability on the open road. What's more, with its optimised chassis and new front and rear suspension, Prius is all-day comfortable. New Prius Plug-in Hybrid: love every moment.

## A MODE FOR EVERY MOOD

With its switchable Driving Modes, new Prius Plug-In Hybrid adapts to suit you. Switch to Sport for a sharper, more immediate response, for example, or increase efficiency with Eco.







# THE POWER OF CHOICE

Forward-thinking and innovative, new Prius Plug-in Hybrid can turn the sun's energy into driving power. The Solar Roof converts sunshine into battery charge, powering you further for free. It can generate up to 8 km of electric range per day – or 1200 km per year. Equally, charging new Prius is easy. Plug in at home, at the office or on the move. And with the Prius Plug-in Hybrid's My Room mode, time spent on charge isn't time wasted. With its comfortable interior and powerful connectivity, new Prius is a relaxing space in which to unwind, work or catch up on calls while you charge.



## POWER UP

Your Prius Plug-in Hybrid is more efficient when you charge it. Plugging in couldn't be easier, whether you're at home or on the road, and the Solar Roof turns sunlight into yet more charge for the battery.

**1. Public Charging** Prius Plug-in Hybrid's pure electric mode is ideal for urban use. On the move, use powerful public charging stations to ensure you're always optimised for zero-emission driving.

**2. Charge at home** Ensure your Prius Plug-in Hybrid is always ready to go by charging at home. It can be fully charged in around 4 hours\* from a domestic socket or a home wallbox. Keep an eye on your car's state of charge via the MyToyota app on your phone.

\*Exact charging times vary depending on the charging conditions.

# HOME. WHEREVER YOU ARE

Prius Plug-in Hybrid's radical new coupe-like proportions are reflected in its spacious and refined interior. You sit low in a dynamic yet comfortable driving position, the digital cockpit displaying key data the way you want to see it – your information, your way. With its sweeping dashboard and optional perforated vegan leather trim, this is an unmistakably premium space. Matching details on the dashboard and the ergonomically sculpted seats create a cohesive aesthetic, while mood-lifting ambient lighting generates a soothing and sophisticated atmosphere. This subtle illumination is also functional, linked to the Prius Plug-in Hybrid's safety and driving assist systems, it can flash to warn you of potential danger.





### HUMAN-CENTRIC DESIGN

The centre console combines neat design with superb functionality. As well as the ergonomic shift lever, you'll find a smartphone holder, charging ports and a pair of cup holders.



1



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## THE LUXURY OF SPACE

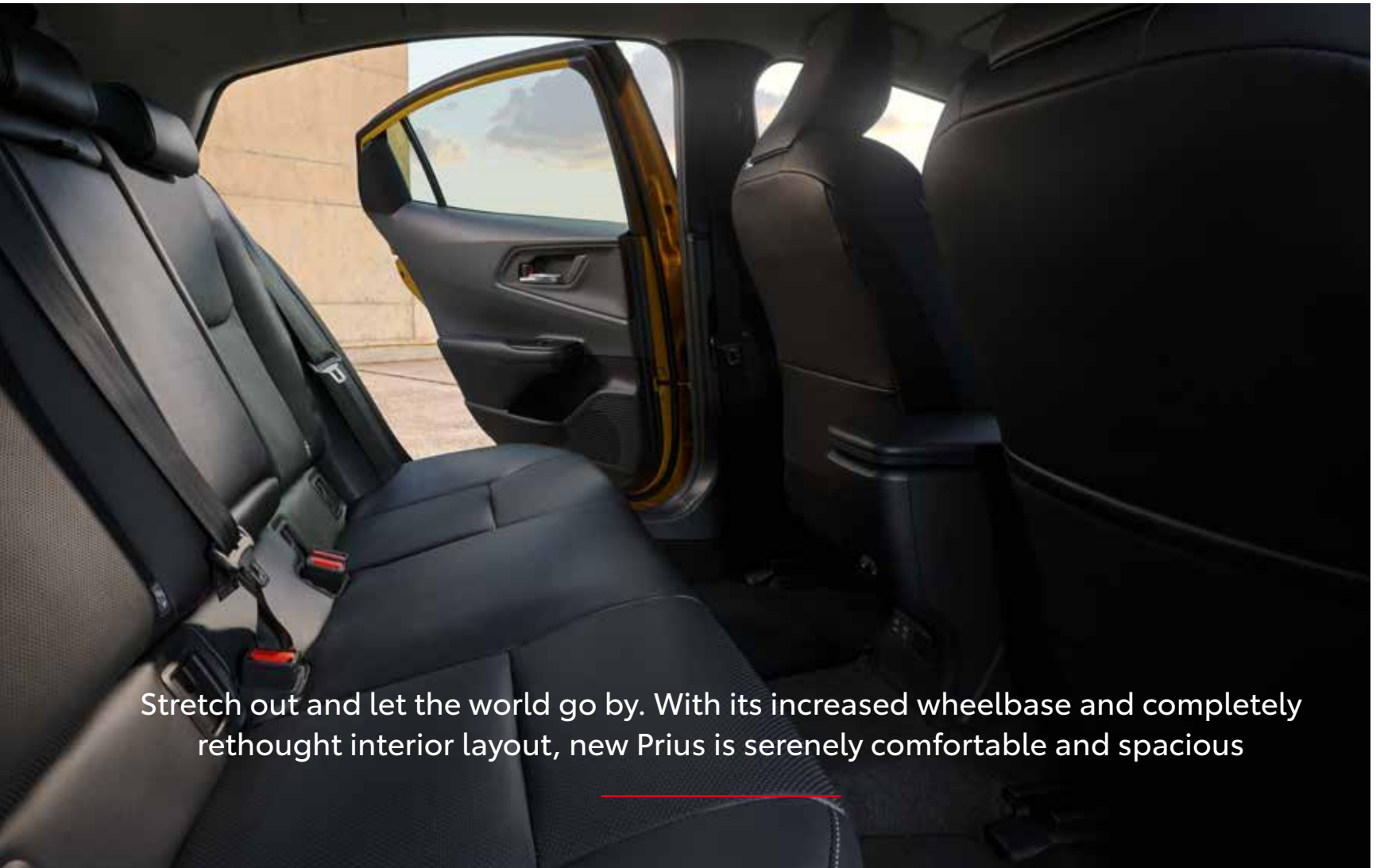
Just as its exterior design rejects unnecessary complication, so new Prius' interior is luxurious in its simplicity. Finished in a unifying black colour theme with subtle accents, this practical space is big on style.

### 1. Versatile luggage compartment

Statement design hasn't compromised Prius' practicality. Luggage capacity is increased, to 284 litres, and the rear seats fold flat should you need more. Laptop low on power? Charge via the 230-volt power socket.

**2. Upgraded in the second row** Rear-seat passengers get more with new Prius: more space, more comfort, more control. With seat heater controls, charging ports and cup holders, no journey is too long.





Stretch out and let the world go by. With its increased wheelbase and completely rethought interior layout, new Prius is serenely comfortable and spacious

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# POWERFUL TECHNOLOGY, SEAMLESSLY INTEGRATED

Prius puts you in control by blurring the boundaries between the physical and the digital. Access your media using the 12.3-inch touchscreen and Toyota Smart Connect Plus, with Apple CarPlay and Android Auto™ compatibility. The neat driver's display, a 7-inch TFT Combimeter, is positioned centrally in clear line of sight, with no visual obstruction from the sporty, small-diameter steering wheel. This digital cockpit shows key information, including speed and remaining electric range, while minimising the adjustments your eyes must make as they switch between the display and the road ahead.



## A FLUID DIGITAL EXPERIENCE

Toyota Smart Connect Plus offers powerful cloud-based navigation, hands-free 'Hey Toyota' voice prompt and Android Auto™ and Apple CarPlay compatibility.

- 1. Multimedia touchscreen** At the heart of new Prius' digital universe is a high-definition 12.3-inch touchscreen. With fast and accurate touch sensitivity, it is a powerfully intuitive interface.
- 2. Digital Mirror** Visibility is key to safe driving. Digital Mirror lets you see through obstructions on the rear seats as if they weren't there, using a camera feed from the rear of the car.



# TAKE CONTROL FROM YOUR PHONE

Thanks to the MyToyota app and new Prius' feature-rich connectivity, you and your car need never be out of touch. This link allows for a wide range of functionality. Remotely activate the climate control, for example, to defrost the windscreen and pre-heat the cabin on a cold day. You can also use MyToyota to check if your Prius is locked and secure, find your parked car, monitor your service schedule and even reduce running costs, by coaching you to drive more efficiently. The MyToyota app, available for both iOS and Android devices, is also a great way to get the best from new Prius' pure-electric capability. Check the battery's state of charge and schedule charging to suit you.



Learn more about MyToyota.

## ALWAYS UPGRADED

Just as your smartphone receives regular upgrades, so your Prius – future-proofed via Over-The-Air updates – always has the very latest software and functionality.

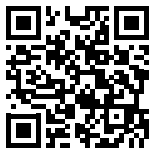
With the MyToyota app, you and your Prius Plug-in Hybrid are always connected. Check your car's status and schedule easy charging remotely from your smartphone

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# TOYOTA T-MATE. WITH YOU FOR A SAFER JOURNEY

For class-leading safety functions, Prius is built with T-Mate – your helpful driving partner. This includes the latest generation of Toyota Safety Sense as well as the possibility to update its features Over-The-Air. T-Mate makes sure you're always in safe hands.



Learn more about T-Mate.

## **ACCELERATION SUPPRESSION AT LOW SPEED**

While driving at low speed, if the accelerator is pressed hard in front of obstacles such as another car, cyclist or pedestrian, the system will restrict sharp acceleration to minimise the risk of a collision.

## **FULL RANGE ADAPTIVE CRUISE CONTROL (ACC)**

This system keeps you at a minimum pre-set distance from the vehicle in front. If this distance falls, the system reduces your speed and eventually the brakes will be applied and brake lights activated. Full-Range ACC can bring the vehicle to a complete stop should the preceding vehicle stop ahead. A small input on the accelerator pedal or ACC switch will reenable the system. If your car is equipped with Road Sign Assist (RSA), this system will also recognize speed limits on your driving route and suggest any necessary adjustments.

## **AUTOMATIC REAR FLASHING HAZARDS LIGHTS (ARFHL)**

This system alerts vehicles approaching from behind by flashing the hazard lights at high frequency if there is a strong possibility of a rear-end collision. It helps to reduce rear-end collision risk by prompting the driver of the approaching vehicle to brake.

## **EMERGENCY DRIVING STOP SYSTEM (EDSS)**

If the system detects no driver input for some time, audible warnings will alert the driver. If no further inputs are detected, EDSS brings the vehicle to a gradual stop while keeping it safely in lane. Hazard lights are activated to warn other road users, and doors are unlocked to allow emergency services easy access if required.

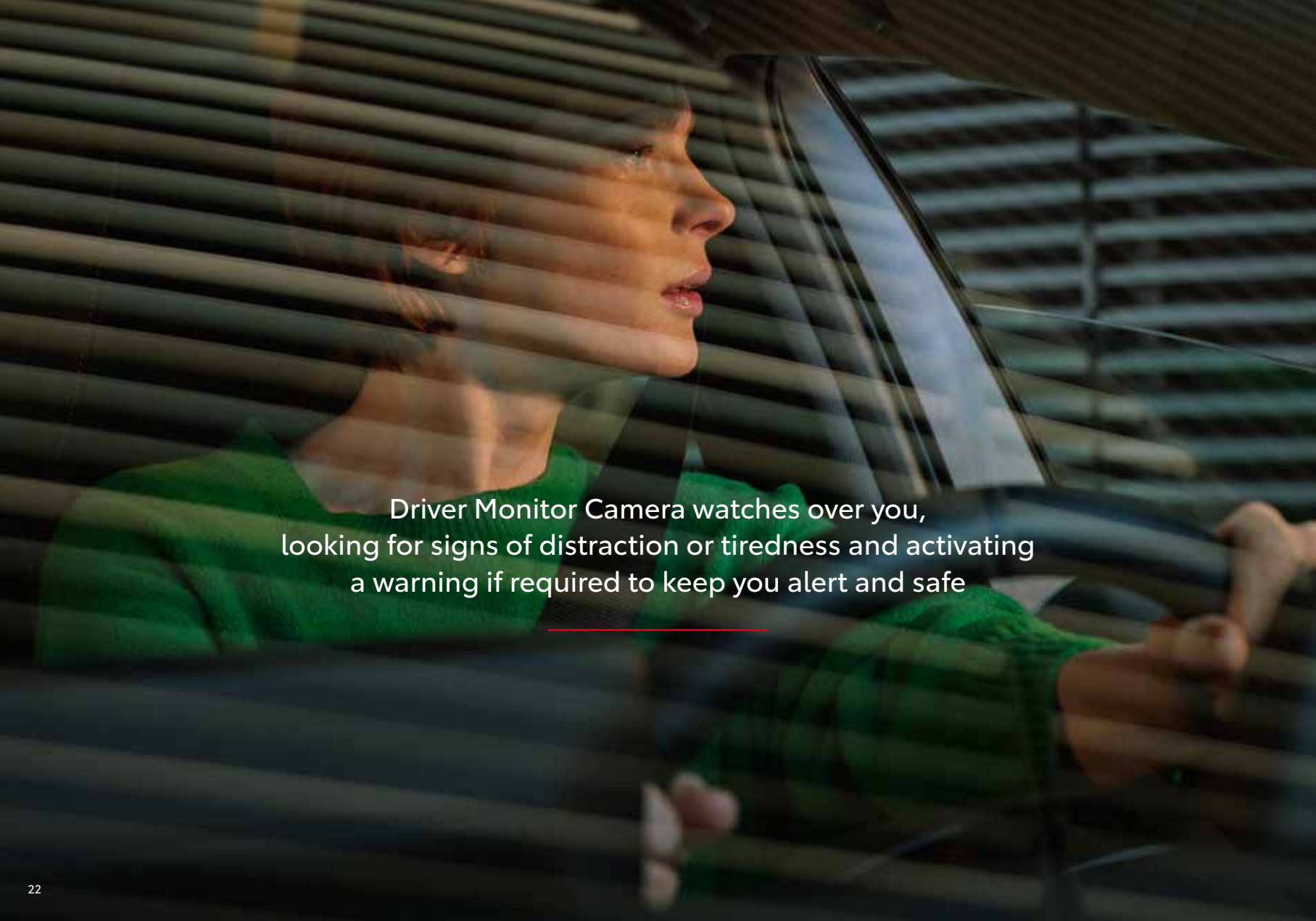
## **PROACTIVE DRIVING ASSIST (PDA) – STEERING ASSIST (SA)**

This function assists the driver to prevent deviation from the driving lane. The system detects the curve ahead and adjusts the steering assist force to facilitate adequate steering. It can also support to improve straight line driving stability.

## **OVER-THE-AIR (OTA) SOFTWARE UPDATES**

OTA software updates ensure Toyota Safety Sense (TSS) is up to date with latest features and improvements.



A woman with short brown hair, wearing a green sweater, is driving a car. She is looking forward through the windshield. The scene is viewed through horizontal window blinds, creating a striped pattern over the image. The text is centered over the woman's chest and the steering wheel area.

Driver Monitor Camera watches over you,  
looking for signs of distraction or tiredness and activating  
a warning if required to keep you alert and safe

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# MAKE DRIVING EASIER

With its advanced driving aids and collision-mitigation systems, new Prius is always watching out for you. For example, new Front Cross Traffic Alert triggers a warning if it detects another vehicle or road user approaching from the side, perhaps unseen. New Prius also works to ensure you're always at your best. The driver camera watches for signs of drowsiness or distraction, alerting you if required. And new Prius can take the strain on your commute. Let Traffic Jam Assist take over basic driving functions at low speed, leaving you free to concentrate on your surroundings. New Prius makes every journey easier and safer.



A selection of features is shown on these pages. Configure your vehicle to discover full T-Mate content.

## FRONT CROSS TRAFFIC ALERT (FCTA)

FCTA protects your vehicle from crossing traffic at every busy junction. It detects vehicles passing in front and alerts the driver through the Head-up Display (HUD), if equipped, before activating a buzzer if a collision is anticipated.

## ADAPTIVE HIGH BEAM SYSTEM (AHB)

This system is designed to ensure the best possible visibility for all road users when driving at night. It automatically optimises headlamp distribution, by shading out the area containing oncoming traffic, so your high beams do not dazzle other drivers but still give you plenty of light.

## TOYOTA TEAMMATE ADVANCED PARK (REMOTE CONTROLLED)

This system allows a driver to control vehicle parking from their smartphone while standing outside the car. Simple and easy to use, it supports all types of parking manoeuvres. For added safety, if the user lifts their finger from the smartphone the vehicle stops immediately.

## LANE CHANGE ASSIST (LCA)

This system can be used on the highway when Adaptive Cruise Control (ACC) and Lane Tracing Assist (LTA) are activated. When the driver operates the turn signal to change lane, it will make sure you can do so safely, and the steering assist will operate the intended lane change.

## EMERGENCY STEERING ASSIST WITH ACTIVE SUPPORT (ESA WITH ACTIVE SUPPORT)

This system helps to avoid collision by automatically steering around obstacles to avoid a collision. It will also support to prevent lane departure while avoiding obstacles.

## SAFE EXIT ASSIST (SEA)

This system uses the Blind Spot Monitor radar to help prevent a collision between an occupant's opened door and a vehicle or cyclist approaching from behind. If there is a risk of a collision, indicators illuminate on the outer mirrors and multi-information display, together with an audible buzzer to alert occupants.

# SET THE TONE



As befits such a striking design, new Prius gets two new standout paint colours. Mustard is a sophisticated metallic yellow, Storm Grey an assured grey tinted with shimmering mica. Five other colours are available, including Flame Red and refined Juniper Blue.

089 Platinum White Pearl<sup>1</sup>

1L0 Shimmering Silver<sup>2</sup>

1M2 Storm Grey<sup>2</sup>

218 Attitude Black<sup>2</sup>

3U5 Flame Red<sup>1</sup>

5C5 Mustard<sup>2</sup>

8G4 Marine Blue<sup>3</sup>





# ARRIVE IN STYLE



## THAT FINISHING TOUCH



**1. Black fabric**  
Standard on Style and Elegant

**2. Black vegan leather**  
Standard on Executive

**3. 17" dark grey aerodynamic full wheel caps (5-spoke)**  
Standard on Style

**4. 19" machined black alloy wheels (10-spoke)**  
Optional on Elegant  
Standard on Executive

**5. 17" glossy black alloy wheels (5-spoke)**  
Optional on all grades

# INDIVIDUAL TASTES

Give your Prius Plug-in Hybrid that finishing touch, according to your specific needs for protection, against everyday grime and scratches, styling and charging.

## EV accessories

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### Cable storage bag

This stylish storage bag keeps your charging cable in good condition and prevents it from getting tangled or cluttering your luggage space.



### Charging cable

When charging on the go, use this cable (available in 5m or 7.5m lengths) to connect your Toyota Prius Plug-In Hybrid to a public charging station.



## Wallbox charging

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### 1. Entry Wallbox

One of the smallest of its kind, the Entry Wallbox with a charging capacity of up to 22 kW features an integrated charging cable and Type 2 plug for home and semi-public applications.





## Protection accessories

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### Protection films

Stone chips, UV rays, road salt, flying bugs – your vehicle's paintwork is constantly under attack, spoiling its appearance and reducing your vehicle's value. Now, you can maintain a showroom fresh appearance with paint protection films. Virtually invisible when applied, they provide the ultimate in long-lasting protection and are available for the most vulnerable areas of your vehicle.

### Rear seat protection & boot liner

The rear seat protector protects the back of the seat from dirt and spills when it's folded down to load longer items. Tailored to fit the boot of your vehicle and provide protection against dirt and grime. The design features a special anti-slip surface pattern to help stop luggage moving.



## Styling accessories

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### 17" glossy black alloy wheels (5-spoke)

Especially designed for the vehicle, alloy wheels add even more distinction to your car's outstanding good looks. They are lightweight, strong and with a durable high quality finish.

### Aluminium scuff plates

A genuine scuff plate creates an immediate impression of style while also serving a very practical purpose of protecting the sill paintwork from dirty marks, scrapes and scratches.





# TOYOTA 2050 ENVIRONMENTAL CHALLENGE & LIFECYCLE POLICY

At Toyota, we want to go beyond zero environmental impact and leave the world in a better place than we found it. To make that happen, we have set ourselves six challenges to complete by 2050. Each one presents its own difficulties, but we are committed to generating a positive and sustainable impact on society and the natural world as a whole.

For more information regarding Toyota Environmental Challenge please visit:  
[www.toyota-europe.com/world-of-toyota/feel/environmental-sustainability](http://www.toyota-europe.com/world-of-toyota/feel/environmental-sustainability)  
or contact your local Toyota retailer.





### CHALLENGE 1 NEW VEHICLE – ZERO CO<sub>2</sub> EMISSIONS

By 2050, we want to reduce the CO<sub>2</sub> emissions from our vehicles by 90% compared to our 2010 levels. To achieve this, we will promote the development of new vehicles with low or zero carbon emissions, and do everything we can to increase the uptake of these vehicles.



### CHALLENGE 3 PLANT – ZERO CO<sub>2</sub> EMISSIONS

To reduce carbon emissions at our manufacturing plants, we are focusing on improving the technologies we use and switching to alternative power sources. We are committed to making our facilities more energy-efficient and adopting renewable energy sources such as solar and wind, as well as power such as hydrogen energy.



### CHALLENGE 5 ESTABLISHING A RECYCLING-BASED SOCIETY AND SYSTEMS

We've been working on the challenge of resource recycling for 40 years, with the result that 95% of every Toyota Prius Plug-in is now reusable and recoverable. In addition, we offer new and innovative ways of returning your vehicle when it eventually reaches 'the end of the road'.



### CHALLENGE 2 LIFE CYCLE – ZERO CO<sub>2</sub> EMISSIONS

We are working to create more environmentally friendly designs – and then analysing and refining them to ensure the lowest possible environmental impact throughout the vehicle's entire life cycle\*.



### CHALLENGE 4 MINIMISING AND OPTIMISING WATER USAGE

To minimise water usage, we have started to collect rainwater at our manufacturing plants. We have also developed purification methods so that the water we do use can either be used again or returned safely into the local supply.



### CHALLENGE 6 ESTABLISHING A FUTURE SOCIETY IN HARMONY WITH NATURE

To preserve and enhance our co-existence with the natural world, we are organising reforestation and tree planting, green urban schemes and other environmental initiatives, both at our own sites and in the wider world. Our aim is to establish a society where people and nature coexist in harmony.



\* Toyota's LCA methodology, which is applied to our passenger vehicles, was reviewed and approved by TÜV Rheinland and has been certified to comply with ISO14040/14044 standards.



PRIUS PLUG-IN HYBR



# YOUR COMPLETE PEACE OF MIND WITH TOYOTA

## HYBRID SERVICE PROGRAMME

Hybrid Battery Extra Care cover<sup>1</sup> on an annual/15,000 km basis (whichever comes sooner) up to the 10th year from vehicle registration date.

## QUALITY SERVICE

Your Toyota will need a Health & Safety check at least once every 2 years/30,000 km (whichever comes sooner). An intermediate check is necessary every year or 15,000 km.

## LOW MAINTENANCE COSTS

All Toyota vehicles are designed and engineered to minimise your maintenance costs.

## GENUINE PARTS

Providing the reassurance of Toyota quality, only genuine and approved components are used on your vehicle.

## COMPREHENSIVE WARRANTY

Every new Toyota comes with a 3-year/100,000 km vehicle warranty<sup>2</sup>, which covers any defect caused by a manufacturing fault<sup>3</sup>. After the three years, you have the opportunity for a corresponding service activated warranty. Every time you bring your Toyota in for a service with us, you will get 12 months of warranty – up to 10 years vehicle age or 185,000 km (whichever comes first).

## ADDED SECURITY

Toyota's comprehensive security system withstands the insurance industry's rigorous 5-minute attack test.

## TOYOTA EUROCARE

Enjoy peace of mind driving with complimentary Toyota Eurocare roadside assistance in 40 European countries for 3 years<sup>4</sup>.

## GENUINE ACCESSORIES

Toyota accessories are designed and manufactured with the same care, quality and attention to detail as Toyota vehicles. All accessories are covered by a 3-year warranty when purchased together with the vehicle<sup>2</sup>.

For more information on peace of mind visit: [www.toyota-europe.com/service-and-accessories](http://www.toyota-europe.com/service-and-accessories)

<sup>1</sup> Check with your retailer for specific Toyota Hybrid Service Programme details. <sup>2</sup> Check with your retailer for specific warranty details. <sup>3</sup> Transport to the nearest authorised Toyota repairer will also be covered. In addition the 3-year/unlimited mileage paint warranty protects against defects and surface rust caused by a manufacturing fault. Every new Toyota is covered by a 12-year anti-corrosion (not valid for commercial vehicles) warranty against perforation of body panels caused by a manufacturing fault in materials or workmanship.

<sup>4</sup> Belgium 5 years/Portugal and Denmark 1 year.

# THE HYBRID PIONEER

Launched in 1997, Prius, the car that started the hybrid revolution has already celebrated its 25th anniversary. Toyota continues its drive for a world with lower emissions, solving old problems with new ideas. And with its range of hybrid electric, plug-in hybrid, fuel-cell electric and full-electric cars, you can choose how you move forward.





# PRIUS PLUG-IN HYBRID

## REIMAGINED BEYOND EXPECTATION

**TOYOTA.DK**

Biler, som vises i denne brochure, kan være vist med tilbehør, som ikke markedsføres i Danmark. Der tages forbehold for trykfejl. Opdaterede specifikationer og prislister findes på [toyota.dk](https://toyota.dk). Kontakt venligst din lokale Toyota-forhandler for information om evt. lokale specifikationer og udstyrsniveauer. Farvegengivelserne i denne brochure kan afvige fra de virkelige farver. Læsbarheden af QR-koderne i denne brochure kan falde forskelligt ud, alt efter hvilken scanner der bruges. Toyota kan ikke holdes ansvarlig, hvis din scanner ikke kan læse QR-koderne. Toyota Motor Europe forbeholder sig ret til at ændre de angivne specifikationer og udstyrsniveauer uden forudgående varsel. ©2024 Toyota Motor Europe (TME). Enhver form for eftertryk eller kopiering af denne brochure er ikke tilladt uden forudgående godkendelse af Toyota Danmark A/S.

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