

# CARGAZING

2023 TOYOTA PRIUS

## A Stunner is Born

### All-New 2023 Toyota Prius Combines Sleek Style With High Efficiency

PRESS RELEASE

The Toyota Prius enters the 2023 model year as a completely transformed model. With a sleek new exterior design, a reimagined interior and an amped up hybrid powertrain, this new Prius is built for style, performance and efficiency. It is the hybrid reborn – without compromise.

Designed to capture drivers' hearts at first glance, this all-new 2023 Prius brings sporty style with a coupe-inspired shape. Its sleek silhouette, low roofline, smooth body panels and widened rear are proportionally balanced by available 19-inch wheels and the interior features a clean, modern design combined with high tech displays and ambient lighting. Altogether, it's a progressive, sporty new Prius, that's designed to inspire the senses.

#### PERFORMANCE

Under the hood the 2023 Prius also shakes things up, with a larger 2.0L engine and a revised hybrid system that brings over 60% more combined system horsepower. For this new generation of Prius, output climbs to 196 net hp on AWD equipped models, increased from 121 hp in the prior generation, and 194 net hp on FWD equipped models, previously 121 hp. Maximum engine torque for this genera-

tion climbs nearly 16%, up from 120 to 139 lb.-ft. on all models. Torque on electric motor generator two, which drives the front wheels and regenerates the battery during braking, also increases by over 20% – climbing from 120 to 152 lb.-ft.

Prius makes its power gains while keeping it lean at the pump. In FWD models, the LE grade offers up to a manufacturer estimated 57 MPG combined rating, the

best-ever for a Prius and the most fuel-efficient hybrid in production for model year 2023. The XLE and Limited grades offer up to 52 MPG combined. The AWD equipped LE grade delivers up to a manufacturer estimate 54 MPG combined rating, with the XLE and Limited grades are capable of up to 49 MPG combined. The AWD system also receives power upgrades, with 50% more torque in the rear motor,

moving from 41 to 62 lb.-ft., and 40 horsepower (previously 7 hp).

#### COLORS

The all-new 2023 Prius will be available in a choice of six colors, including Wind Chill Pearl, Cutting Edge, Guardian Gray, Midnight Black Metallic, Supersonic Red or Reservoir Blue. The Manufacturer's Suggested Retail Price, excluding Dealer Processing and Handling, will

start at \$27,450 for the LE grade.

#### TECHNOLOGY

The all-new 2023 Toyota Prius is equipped with the tools to make life more convenient – thanks to the available 12.3-inch Toyota Audio Multimedia system designed and engineered by Toyota's Texas-based Connected Technologies team. Prius drivers will also have the opportunity to access a wide



MANUFACTURER PHOTO

#### BY THE NUMBERS

**Base Price:** \$27,450  
**Wheelbase:** 108.3 in.  
**Length:** 181.1 in.  
**Width:** 70.2 in.  
**Height:** 55.9 in.  
**Engine:** 2.0-liter four cylinder plus electric motors (196 total system horsepower)  
**Transmission:** Continuously variable  
**Estimated Mileage:** 57 city, 56 highway

range of enhanced connectivity and convenience features, including Over-the-Air (OTA) updates.

Users can interact with the system through intuitive touch and voice activation controls. With the available Connected Service Drive Connect, drivers and passengers have access to Intelligent Assistant, Cloud Navigation and Destination Assist. With Intelligent Assistant, simple phrases like “Hey Toyota” awaken the system for voice activated commands to search for directions, find Points of Interest (POI), adjust audio controls, change the cabin temperatures and more. Cloud Navigation, the available onboard navigation solution, utilizes the cloud to download the latest available map, traffic and routing information.