



Prices Pegged For New Prius

28 May 2009

More performance, more equipment but no change in price

KEY POINTS

- Toyota carries over current on-the-road prices for new Prius T3 and T Spirit models
- Additional specification and modest increase in price for T4 version
- Strategy represents exceptional customer value, with new Prius offering significantly stronger performance, lower emissions, improved fuel economy and substantially higher standard equipment levels.
- Competitive pricing adds to new Prius's Total Economy ownership benefits
- On sale from August, prices from £18,370 on-the-road

It's said that you get what you pay for, but where Toyota's new full hybrid Prius is concerned, customers enjoy great deal more for the just the same price they would pay for the current model.

Pricing for the all-new third-generation Prius has been carried over unchanged from the current model for the T3 and T Spirit versions, while the cost of the T4 model has risen by just £835.

Much more equipment, much the same price

New Prius equipment specifications have been substantially increased across the board.

For example, the entry-level T3 grade gains: -

- A new head-up display, projecting key vehicle data on to the windscreen in the driver's eyeline
- Toyota's new Touch Tracer multi-function control on the steering wheel
- Smart Entry & Start (driver's door unlocking)
- Driver's knee airbag
- Heated door mirrors
- Front fog lamps.

Features new to T4 grade models, in addition to the extra T3 specification above, include: -

- 17-inch alloy wheels
- Bluetooth
- Eight-speaker audio system

- Rain-sensing wipers
- Smart Entry & Start (all-door unlocking)

T Spirit owners will also get much more for their money, with the same additional features as T4 models, plus:

- HDD (hard disk drive) navigation system and music library facility
- Improved Intelligent Park Assist with rear parking camera

Advances in Powertrain, Technology and Packaging

New Prius’s advances in powertrain performance, technology and packaging also put its headline pricing into perspective.

The latest development of Toyota’s multi-award-winning Hybrid Synergy Drive full hybrid system delivers 24 per cent more power, yet is more compact and lighter than before, making Prius fleeter by half a second in nought to 62mph acceleration. At the same time, CO2 emissions have been slashed to a market-best 89g/km and fuel consumption has improved by 10 per cent to 72.4mpg – better-than-A-segment figures from a full-sized family car.

New Prius is also the most technically advanced family car you can buy, not simply thanks to its full hybrid powertrain, but also for features such as the standard head-up display, Touch Tracer control, Eco Drive Monitor and LED lighting.

Furthermore, same or similar pricing also buys you more in terms of space, both in the cabin where, in particular, rear head and kneeroom and have been improved, and in the boot where a more compact hybrid battery unit has helped created useful extra load space.

New Prius Total Economy

The competitive pricing is another dimension of new Prius’s Total Economy profile, adding to the ownership benefits of its market-leading 89g/km CO2 emissions and 72.4mpg combined cycle fuel economy. Its impressive environmental performance yields more savings through a zero VED road fund licence charge; lowest-rate 10 per cent benefit-in-kind company car tax; 100 per cent first-year corporation tax write-down allowance; and exemption from the central London congestion charge.

New Toyota Prius prices

MODEL	OTR PRICE
Prius T ₃	£18,370
Prius T ₄	£19,990

Prius T Spirit	£21,210
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