



Toyota Adds Hi-Tech Option Pack To New Prius

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New features offered in response to strong customer demand

KEY POINTS

- New LED Tech Pack option available for new Prius, introduced in direct response to customer requests
- Features include LED headlights with dusk-sensing function and washers, together with electrochromic auto-dimming rear view mirror and water-repellent treatment on side window glass
- Available for Prius T Spirit, price £895

“Will new Prius have LED headlights?” and “is an auto-dimming rear-view mirror available?” were two of the most frequently heard questions about new Prius’s equipment features in the lead-up to new full hybrid car’s launch. Toyota decided that “no” should not be the answer and moved quickly to tailor its new model range to meet customer demand.

The result is a new LED Tech Pack option, readied in time for Prius’s official launch date.

The new pack is available on Prius T Spirit and brings together a range of hi-tech equipment features. Foremost among these are LED headlights, which illuminate quicker, last longer and use significantly less energy than both halogen and xenon types.

LEDs are used for twin low-beam projects, with halogen bulbs for the high-beam and driving lights. Together with the LED tail and stop lights that are fitted as standard to new Prius, they can cut the vehicle’s electricity consumption by up to 30 per cent.

The headlights light up automatically with a dusk-sensing function and are fitted with integrated washers. The pack also provides and auto-dimming rear view mirror and water-repellent treatment on front side window glass.

In a further move to meet customer preference, the optional Protection Pack, comprising a boot liner and rear parking sensors, is being made available on the T3 version of Prius.

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