

2023 Prius Prime



Explore

Build & Price

Competitive Comparison

MODELS

SE




PACKAGE
Standard Package

XSE








PACKAGE
Standard Package

XSE Premium



PACKAGE
Standard Package

AVAILABLE EXTERIOR COLOURS

-  Wind Chill Pearl
-  Cutting Edge Silver
-  Guardian Gray
-  Midnight Black Metallic
-  Supersonic Red
-  Maximum Yellow
-  Reservoir Blue

AVAILABLE INTERIOR COLOURS

-  Black Cloth
-  Black / Red SofTex/Fabric



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STANDARD SPECIFICATIONS

● Standard ← Not Available ↑ Available

SE

XSE

XSE Premium

SAFETY & CONVENIENCE

SAFETY

Front Seat Mounted Side Airbags	●	●	●
Driver Knee Airbag	●	●	●
Side Curtain Airbags	●	●	●
Driver Airbag Supplemental Restraint System (SRS)	●	●	●
Traffic Jam Assist	←	●	●
Parking Support Brake	←	●	●
Advanced Park	←	←	●
Panoramic View Monitor	←	←	●

SECURITY

Engine Immobilizer	●	●	●
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CONVENIENCE

Smart Key w/Push Button Start	●	←	←
Wireless Charging	←	●	●
4 Door Smart Key System	←	●	●
Power Rear Door	←	←	●
Digital Key	←	←	●
Rear Camera Washer	←	←	●

TOYOTA SAFETY SENSE 3.0

Toyota Safety Sense 3.0	●	●	●
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INFOTAINMENT

AUDIO

6 Speakers	●	●	←
Apple CarPlay compatibility	●	●	●
Android Auto compatibility	●	●	●
8" Toyota Multimedia w/ Service/Safety Connect (up to 10yr trial), Remote Con.(3yr trial), Drive Con. capable (Sub. Required)	●	←	←
12.3" Toyota Multimedia w/ Service/Safety Connect (up to 10yr trial), Remote/Drive Connect (3yr trial)	←	●	●
8 Speaker JBL Audio System	←	←	●

DIMENSIONS

DIMENSIONS

Length mm (in.)	4599 (181.0)	4599 (181.0)	4599 (181.0)
Width mm (in.)	1782 (70.1)	1782 (70.1)	1782 (70.1)

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	SE	XSE	XSE Premium
● Standard ← Not Available ↑ Available			
Height mm (in.)	1420 (55.9)	1430 (56.3)	1430 (56.3)
Wheelbase mm (in.)	2750 (108.3)	2750 (108.3)	2750 (108.3)
Seating Capacity	5	5	5
Ground Clearance mm (in.)	143 (5.6)	153 (6.0)	153 (6.0)
Gross Vehicle Weight kg (lbs.)	2030.00 (4475.4)	2030.00 (4475.4)	2030.00 (4475.4)
Payload(GVWR-curb weight) kg (lbs.)	460 (1014)	435 (959)	410 (904)
Cargo Capacity L (cu. Ft.)	6282 (575.0)	6282 (575.0)	6282 (575.0)
Base Curb Weight kg (lbs.)	1570.00 (3461.3)	1595.00 (3516.4)	1620.00 (3571.5)
Fuel Capacity litres (gal.)	40 (11)	40 (11)	40 (11)
Horsepower (kW)	220	220	220

POWERTRAIN & MECHANICAL

BRAKES

Rear Disc Brakes	●	●	●
Front Disc Brakes	●	●	●

ENGINE

2.0 Litre 4-cylinder DOHC 16-Valve	●	●	●
Lithium-Ion (Li) Battery	●	●	●

INTERIOR

SEATS

Heated Front Seats	●	—	—
Fabric Seats	●	—	—
6-way Manual Adjustable Front Seats	●	—	—
SofTex Seats	—	●	●
8-way Power Adjustable Front Driver Seat, 6-way Adjustable Front Passenger Seat	—	●	●
Heated Front & Rear Seats	—	●	●
Driver Seat Memory System	—	—	●
Ventilated Front Seats	—	—	●

STEERING WHEEL

Power Tilt & Telescopic Steering Wheel	●	●	●
Heated Synthetic Leather Wrapped Steering Wheel	●	●	●

EXTERIOR

WIPERS

Variable Intermittent Wipers	●	—	—
Rain Sensing Wipers	—	●	●

TIRES

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STANDARD SPECIFICATIONS

● Standard ← Not Available ↑ Available

	SE	XSE	XSE Premium
Tire Repair Kit	●	●	●

WHEELS

17" Alloy Wheels	●	—	—
19" Alloy Wheels	—	●	●

MECHANICAL FEATURES

Anti-lock Brake System (ABS)	●	●	●
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EXTERIOR

Fixed Glass Roof Panel with Retractable Sun Shade	—	●	●
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IMPORTANT PRODUCT INFORMATION

This page contains information and product warnings for a wide variety of specifications, not all of which will be specifications that come with your selected vehicle.

Global supply issues affecting the automotive manufacturing industry are causing new vehicle delivery delays and inventory of some vehicles may be limited. Please contact your local Toyota dealer for information about availability of your preferred Toyota vehicle

* Payload Capacity is the calculation of GVWR minus curb weight and should be used for comparison purposes only. The maximum amount of passenger and cargo weight your vehicle can carry is the Load Carrying Capacity indicated on the label(s) on the driver's doorjamb.

** Due to supply chain shortages, until further notice certain 2023 models equipped with the Digital Display Rear View Mirror will be built with the Auto-Dimming Mirror instead. Please reach out to a Toyota dealership for more details.

Connected Services (general mentions)

Driving while distracted can result in loss of vehicle control. Some features may be locked out while the vehicle is in gear. To reduce risk of accident while driving, exercise care when using the systems (even with the voice commands) and obey all local laws concerning use of the systems while driving (as some laws prohibit the use of electronic devices while operating a vehicle). Once the Connected Services by Toyota trial subscription expires, paid enrollment is required. Apple CarPlay, iPhone and Siri are trademarks of Apple Inc. Android Auto and Google Assistant are trademarks of Google LLC. A compatible customer phone pairing is required and customers are responsible for all data charges. Services are dependent upon connection to a compatible wireless network, provided by a third-party wireless service provider. Toyota is not responsible for cellular network discontinuance and will not provide compensation for reduced service availability.

Remote Connect. Use only if aware of circumstances surrounding vehicle and it is legal and safe to do so (e.g., do not remotely start engine if vehicle is in an enclosed space or vehicle is occupied by a child). Remote Connect depends on factors outside of Toyota's control, including an operative telematics device, a cellular connection, GPS signal, and the availability of a compatible wireless network, without which system functionality and availability may be limited or precluded. Digital Key also requires Bluetooth connectivity. Service may vary by vehicle and region. Requires app download and registration/subscription after trial (if applicable). Terms of Use apply. Data charges may apply. Remote start/stop not available on manual transmission-equipped vehicles. Services subject to change at any time without notice.

Safety Connect depends on factors outside of Toyota's control, including an operative telematics device, a cellular connection, GPS signal, and the availability of a compatible wireless network, without which system functionality and availability may be limited or precluded, including access to response center and emergency support. Stolen vehicle police report required to use Stolen Vehicle Locator. Automatic Collision Notification activates only in limited circumstances. Requires app download/registration and subscription after trial (if applicable). Service subject to change at any time without notice. Terms of Use apply. Service may vary by vehicle and region. See usage precautions and service limitations in Owner's Manual.

Drive Connect services not available in every city or roadway.

Service Connect information provided is based on the last time data was collected from the vehicle and is not real time data. Service Connect is not renewable as a stand-alone service and requires a subscription to any of Safety Connect, Remote Connect or Drive Connect upon trial expiration.

Birds Eye Camera. Cold weather and other environmental factors may limit system. Operates at low speed or when parked. Do not rely exclusively on the system as it is not intended to replace safe attentive operation of the vehicle. You should also look around outside your vehicle, over your shoulder and use your mirrors to confirm clearance.

Qi Wireless charging: Qi wireless charging may not be compatible with all mobile phones, MP3/WMA players and like models. When using the wireless charging system avoid placing metal objects between the wireless charger and the mobile device when charging is active. Doing so may cause metal objects to become hot and could cause burns.

Towing Capability: Before towing, confirm your vehicle and trailer are compatible, hooked up and loaded properly and that you have any necessary additional equipment. Do not exceed any Weight Ratings and follow all instructions in your Owner's Manual. The maximum you can tow depends on base curb weight plus the total weight of any cargo, occupants, and added vehicle equipment. "Added vehicle equipment" includes additional standard/optional equipment and accessories added by the manufacturer, dealers, and /or vehicle owners. The only way to be certain of your vehicle's exact curb weight is to weigh your vehicle without passengers or cargo. Installation of a tow hitch receiver or other accessories located near the rear bumper may require disabling or removing the kick sensor, and the sensor operation setting in your vehicle should be turned off. See Owner's Manual for limitations.

Toyota Safety Sense (TSS) Drivers should always be responsible for their own safe driving. Please always pay attention to your surroundings and drive safely. Depending on the conditions of roads, vehicles, weather, etc., the TSS systems may not work as intended.

Pre-Collisions System with Pedestrian & Bicyclist Detection: The TSS Pre-Collision System is designed to help avoid or reduce the impact speed and damage in certain frontal collisions only. The Pedestrian and Bicycle Detection system is designed to detect a pedestrian and bicyclist ahead of the vehicle, determine if impact is imminent and help reduce impact speed. It is not a substitute for safe and attentive driving. System effectiveness depends on many factors, such as speed, size and position of pedestrians and bicyclists, driver input and weather, light and road conditions. Do not overly rely on the Intuitive Intersection Support system. Always visually confirm that it is safe to proceed. System may not operate depending on the traffic conditions and intersection configuration. Intersection Support will NOT detect pedestrians crossing the road in the same direction as the vehicle. Emergency Steering Assist may not operate if an oncoming vehicle or an obstacle that would prevent a safe evasive manoeuvre are detected.

Automatic High Beam: Automatic High Beam system operates at speeds above approximately 34 km/h. Factors such as a dirty windshield, variable weather, lighting conditions and hilly terrain will limit effectiveness, requiring the driver to manually turn it off.

Lane Departure Alert with Steering Assist: Lane Departure Alert with Steering Assist is designed to read lane markers under certain conditions and provide visual and audible alerts and slight steering force when lane departure is detected. It is not a collision-avoidance system or a substitute for safe and attentive driving.

Dynamic Radar Cruise Control: Dynamic Radar Cruise Control is designed to assist the driver and is not a collision-avoidance system or a substitute for safe and attentive driving practices. System effectiveness depends on many factors such as weather, traffic and road conditions.

Lane Tracing (Trace) Assist (LTA): Lane Tracing (Trace) Assist (LTA) is designed to read visible lane markers and detect other vehicles under certain conditions. When potential lane departure is detected, LTA provides a visual warning and either an audible alert or vibration in the steering wheel and can apply a slight steering force. It is not a collision-avoidance system or a substitute for safe and attentive driving. Effectiveness is dependent on many factors including road, weather and vehicle conditions.

Colours: Not all exterior and interior colour options are available for every model. Some colours are available at an additional cost. Contact your Dealer for more information.

Fuel efficiency estimates: Fuel efficiency estimates were determined using approved Government of Canada Test Methods. Actual fuel consumption will vary based on driving habits and other factors.

Blind Spot Monitor System and Rear Cross-Traffic Alert System: Do not rely exclusively on the Blind Spot Monitor System and Rear Cross-Traffic Alert System. They are not collision-avoidance systems or substitutes for safe and attentive driving.

Short Range Key Fob Remote Start: Active DCM required. DCM is active during connected services trial periods or with a paid subscription for connected services. Waiving your connected services will deactivate the DCM.

Details on the above features can be found in the Owner's Manuals (available on-line at toyota.ca) or through your local Toyota Dealer and pertains specifically to vehicles sold in Canada at authorized Toyota dealerships only. Every effort has been made to ensure the specifications and equipment described are accurate based on information available at time of creation of this Product Summary. In some cases, certain changes in production capacity, standard equipment, options or product delays may occur which would not be automatically reflected in this Product Summary. Toyota Canada Inc. reserves the right to make these changes without notice or obligation. The Toyota website toyota.ca is updated regularly and it or your Toyota Dealer are your best source for up-to-date information.

Date and mileage limitations refer to whichever comes first from the date of first purchase. Warranty coverage is subject to other terms and conditions. Refer to applicable Warranty and Maintenance Guide for full details.

