

ACCESSORIES

2017 **Prius Prime**



*Let's
Go
Places*



Elevate your Prius Prime experience.

Welcome to the amazing world of Prius Prime. It's where technology meets sophistication, and where both are enhanced when you add Genuine Toyota Accessories—the only accessories designed and manufactured to Toyota standards for quality, fit and finish.

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Genuine Toyota Accessories: Discover new worlds of driving pleasure.



EXTERIOR

Give your Prius Prime added style and protection.



INTERIOR

Enjoy even more comfort and convenience on every drive.



ELECTRONICS

Added functionality from advanced technology.



Exterior Accessories

Enhance and protect your new Prius Prime.

Paint Protection Film (A) Like a clear suit of armor, Genuine Toyota paint protection film¹ helps guard your vehicle from road debris that can chip and scratch the finish. Manufactured from durable, nearly invisible urethane film layers which contain UV protectants to help resist yellowing, the film is designed to help protect portions of the front of the vehicle.

- Paint protection film is available for select areas of the hood/fenders and front bumper (each set sold separately)

Body Side Moldings (B) The two-tone design features the vehicles exterior color.

- Help protect against careless door swings, runaway shopping carts and other parking lot mishaps.

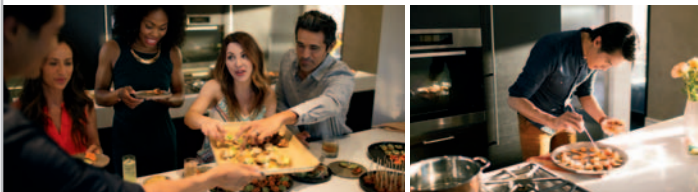
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A



B



Exterior Accessories

15" 10-Spoke Alloy Wheels (A) Make them look twice when they see your Prius Prime with the stylish, 10-spoke alloy wheels in hyper black base with chrome finish.

- Designed and engineered for optimal performance

Alloy Wheel Locks (B) Precisely machined, weight-balanced alloy wheel locks help secure your wheels and tires against theft.

- Triple nickel chrome plating helps ensure superior corrosion protection and a lasting shine

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Aero Side Splitter Provides a stylish enhancement to your Prius Prime. Aerodynamic styling complements the sleek design of the Prius Prime.

Exterior Accessories

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Rear Bumper Appliqué (A) This nearly invisible appliqué helps protect the rear bumper's top surface from unsightly scrapes and scratches.

- Features a stylish Prius Prime logo

Door Edge Guards (B) Help prevent door edge dings and chipped paint with this protective finishing touch.

- Thermoplastic-coated stainless steel is precisely matched to the exterior finish
- Compression-fitted to door edge contours
- Blend seamlessly to complement exterior styling





Cargo Cross Bars Take along all kinds of cargo with Genuine Toyota Cargo Cross Bars. Provides up to 150 lb of cargo capacity (when evenly distributed across both bars). Aerodynamically styled with a durable, weather-resistant finish.

Interior Accessories

Primed to enhance your driving experience.

Carpet Floor Mats (A) These plush, long-wearing carpet floor mats² help protect and dress up your interior.

- Durable, fade-resistant carpet features a Prius Prime logo with a repetitive Hybrid Synergy Drive (HSD) pattern throughout the carpet
- Driver's-side quarter-turn fasteners and skid-resistant backing on all mats help keep them in place

All-Weather Floor Liners² (B) An advanced concept in superior protection for your vehicle's interior. Floors and surrounding edges are covered to help keep your carpets clean and dry. Precise injection molding utilizing Toyota's design data helps ensure a perfect fit.

- Molded Prius Prime logo with a leaf design on all four liners
- Two rear liners to help provide more complete coverage
- Made in the U.S.A.

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Interior Accessories

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Carpet Cargo Mat (A) The ideal solution for helping keep the cargo area of your Prius Prime looking like new.

- Helps prevent premature cargo area wear and tear
- Durable, skid-resistant backing helps keep the mat in place

Cargo Tray (B) Help protect your cargo area with the Cargo Tray.³

- Advanced design helps protect the cargo area
- Specially contoured to fit the rear cargo area
- Molded from durable, lightweight material featuring a raised Prius Prime logo



See footnote 3 in disclosure section on back cover.



Illuminated Door Sills Don't just step in...make an entrance with this smart and stylish addition that helps prevent door sill scuffs and scrapes. The durable brushed-stainless steel finish features elegant, polished accents and a Prius logo that illuminates when the front doors are opened.

Interior Accessories

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Lower Console/Shifter Appliqué Package (A)

To complement the sporty interior, add the Lower Console Appliqué with Shifter Appliqué.

- Integrates beautifully with the interior, highlighting the contrast between the cupholder and console
- Durable, high quality finish helps resist everyday wear and tear
- Available only for the Premium and Advanced models of the Prius Prime with gray interior

Shifter Appliqué (B) Help provide an integrated look to the dash with this stylish Shifter Appliqué

- Available only for the Premium and Advanced models



Interior Accessories

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Coin Holder/Ashtray Cup (A) This convenient, self-contained coin holder/ashtray cup fits snugly inside your cupholder.

- Holds loose change
- Hinged lid helps minimize odors and flyaway ash
- Easy to empty and clean

Cargo Tote (B) The collapsible, soft-sided cargo tote⁹ secures a variety of items, and helps keep them in place.

- Removable divider panels help hold items upright
- Two carrying handles for easy loading and unloading
- Stores flat when not in use



Interior Accessories

First Aid Kit (A) Be prepared for life's little emergencies.

- Soft-sided kit includes insect sting pads, bandages, scissors, two emergency blankets and more
- VELCRO® brand mounting strips help the kit remain firmly in place

Emergency Assistance Kit (B) Don't let small issues stop you in your tracks.

- Kit includes booster cables, stainless steel multi-purpose tool, survival blanket, gloves, flashlight, tire pressure gauge and bungee cord
- Reflective warning triangle and trim on kit exterior help alert other drivers to your vehicle

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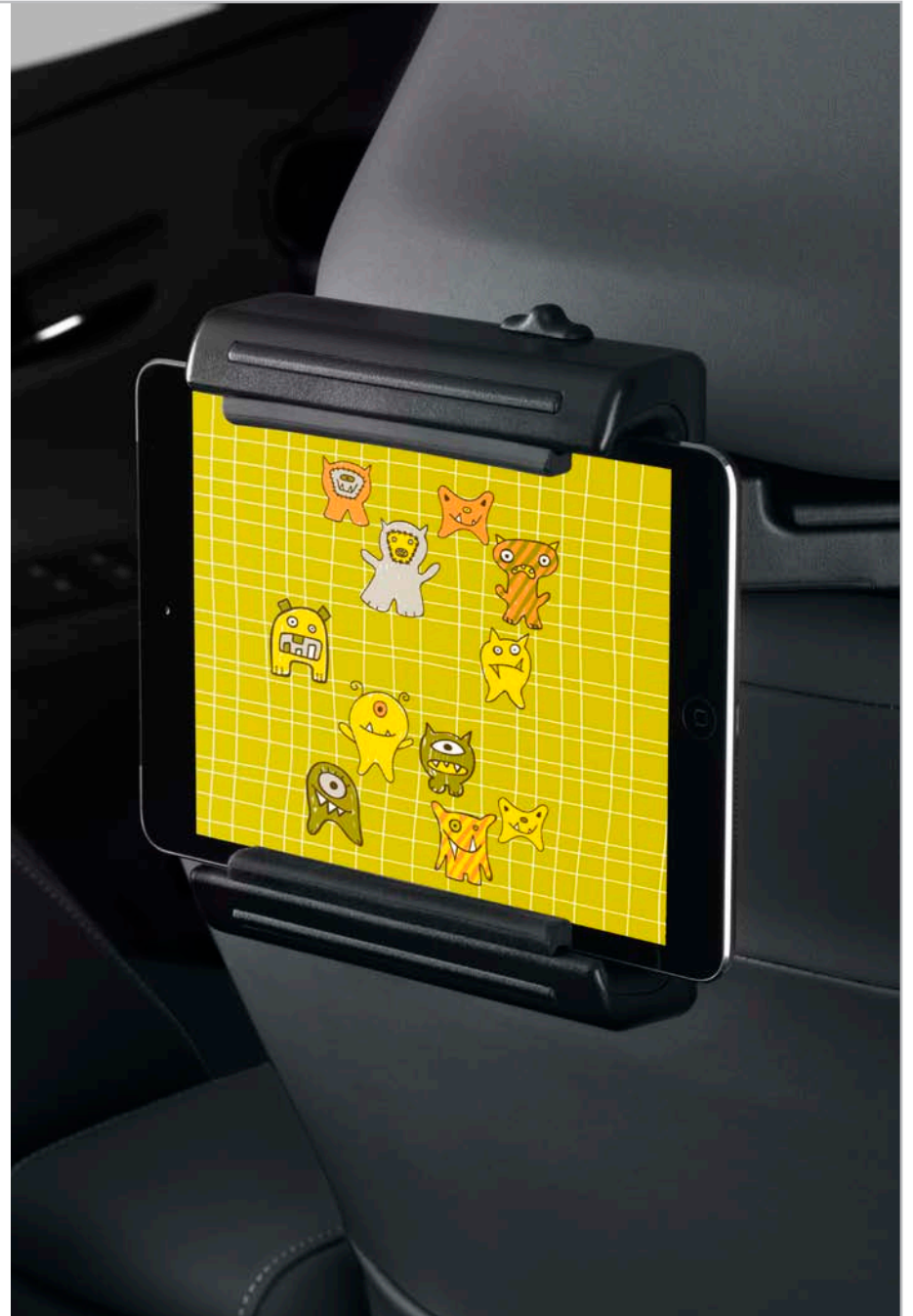
Electronic Accessories

Technology that makes a smart choice even smarter.

Universal Tablet Holder Help keep passengers entertained with this high quality universal tablet holder. Compatible with virtually all multimedia devices, it securely holds your tablet, phone and music or video player.

- Installs and removes in seconds—no tools required
- Durable material with spring loaded arms
- Adjustable pivot/tilt for ultimate viewing experience

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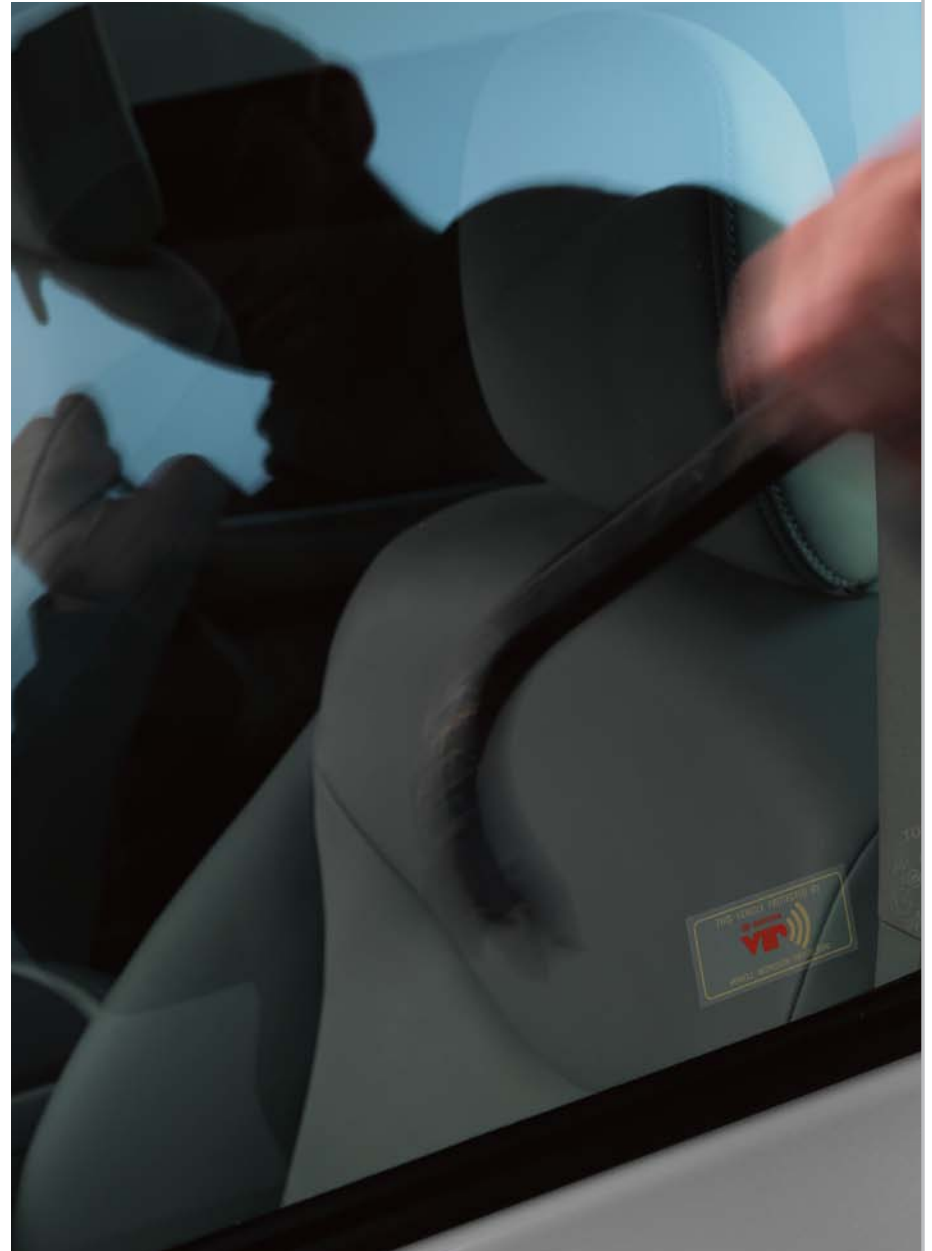


Electronic Accessories

Security System When it comes to peace of mind, the Security System is the ideal addition.

- Integrates with the keyless entry system—no need for an additional remote
- Includes automatic rearming, door-ajar warning, interior light activation, panic alarm, rolling code technology and disabling of the starter
- Features glass breakage sensor (GBS) with a highly sensitive microphone that detects the sound frequency of an object striking on glass or glass breakage
- Alarm activates when someone tries to force open a door or glass is broken

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Don't just add accessories. Add confidence.

Wherever you go, go with Genuine Toyota Accessories. They're the only accessories designed, engineered and tested specifically for your Toyota vehicle. And when purchased along with your new vehicle, Genuine Toyota Accessories are backed by Toyota's 3-year/36,000-mile New Vehicle Limited Warranty, valid at any Toyota dealership nationwide.



DISCLOSURES

1. The Genuine Toyota Accessories Warranty will apply only when the installation is performed by a trained Toyota-approved installer. Please see dealer for details. **2.** This floor mat/liner was designed specifically for use in your model and model year vehicle and SHOULD NOT be used in any other vehicle. To avoid potential interference with pedal operation, each mat/liner must be secured with its fasteners. Do not install a floor mat/liner on top of an existing floor mat/liner. **3.** Cargo and load capacity are limited by weight and distribution.

This brochure is based upon information available at time of publication, is subject to change without notice, is for mainland U.S.A. vehicles and may differ in Hawaii, Puerto Rico, the U.S. Virgin Islands, and in other regions.

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