



Accessories

2024

PRIUS PRIME



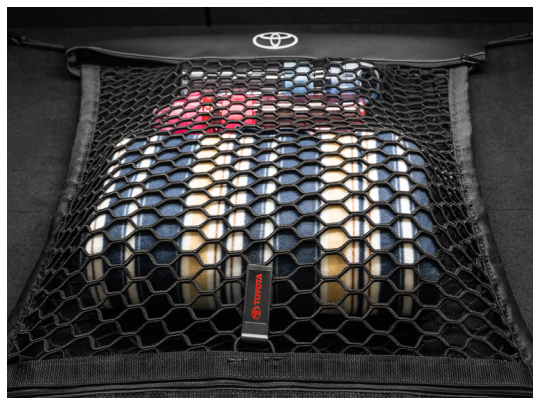
**All decked out.
So many places to go.**

Customize your Prius Prime with Toyota accessories that enhance, improve and protect for years to come. Learn more at toyota.com/accessories.



EXTERIOR

Genuine Toyota Accessories are designed to optimize the already superior style of the vehicle while help making sure minor annoyances don't have the opportunity to do harm to your Prius Prime.



INTERIOR

Genuine Toyota Accessories help keep everything organized and protected, all while adding to Prius Prime's overall great style.



TRUSTED BRANDS

Equip your ride with more accessories than ever. For the first time, Toyota is offering accessories from trusted industry brands like Dometic®, Kurgo®, RAM Mount®, and Yakima®.

Preserve and protect. It's our promise.



Paint Protection Film¹

Genuine Toyota paint protection film helps protect the paint finish from chips and scratches.

- Multiple film layers of durable, nearly invisible urethane help provide protection and resist discoloration
- Designed for specific sections of the vehicle that are most prone to chipping
- Kit includes paint protection film for hood, fenders, mirror backs and door cups
- Paint protection film for the front bumper sold separately



Rear Bumper Appliqué

Made of high-grade, nearly invisible urethane film, the rear bumper appliqué helps protect the top surface from unsightly scrapes and scratches.

- UV-resistant urethane film helps prevent damage from the sun
- Custom-tailored to fit the Prius's rear bumper



Door Edge Guards

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



Body Side Moldings

Uniquely designed two-tone body side moldings feature the vehicle's exterior color with Piano Black accent.

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



Mudguards

Help protect your paint finish from road debris and the damage it causes.

- Designed to integrate with Prius exterior styling



Alloy Wheel Locks - Black

Precisely machined, weight-balanced alloy wheel locks help secure your wheels and tires against theft.

- Nickel chrome plating helps ensure superior corrosion protection and lasting shine
- Special key tool and collar guide enable simple, five-minute installation
- Resistant to lock-removal tools and secured by a single unique key

Like they always say,
it's what's inside that counts.



Cargo Liner²

Help protect your cargo area with the cargo liner.

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



Carpet Cargo Mat²

The ideal solution for helping keep the cargo area looking like new.

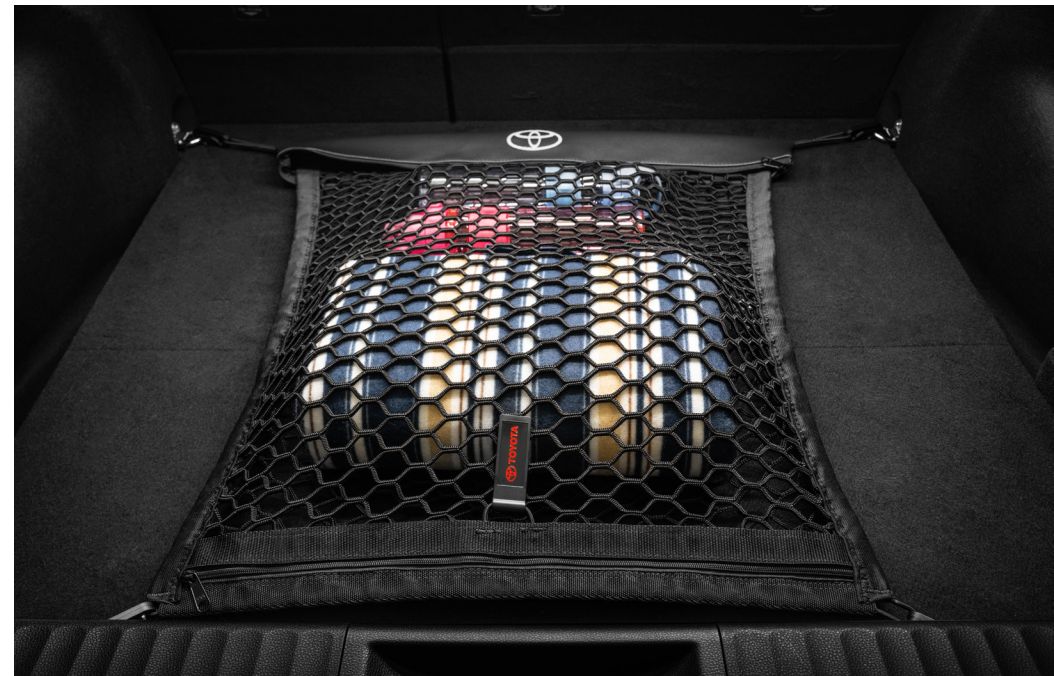
- Helps prevent premature cargo area wear and tear
- Durable, skid-resistant backing helps keep the mat in place



Cargo Tote²

Versatile cargo tote 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
- Collapsible tote for easy storing when not in use



Cargo Net—Spider²

Lightweight cargo net helps secure everyday items in cargo area.

- Quick and easy attachment and removal
- Designed to accommodate a variety of shapes and sizes



Carpet Floor Mats³

Long-wearing, fade-resistant carpet floor mats help keep your interior looking new.

- Precisely engineered to fit your vehicle's floor
- Skid-resistant backing and driver-side quarter-turn fasteners help secure mat in position
- Includes two front and two rear mats



All-Weather Floor Liners³

Engineered to precisely fit your vehicle, all-weather floor liners are made from durable, flexible, weather-resistant material that cleans easily.

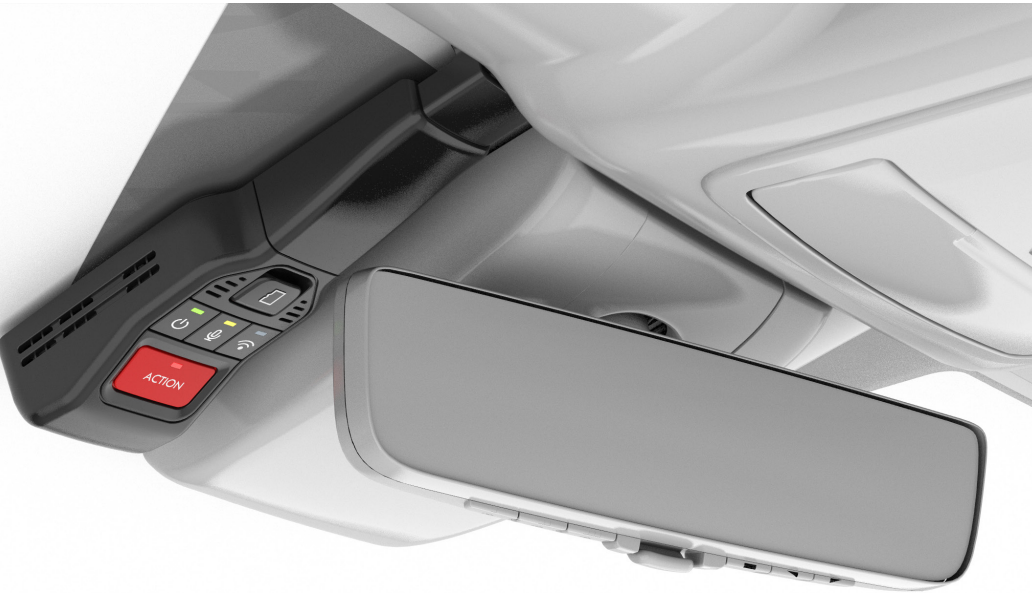
- Precise injection molding uses Toyota's original vehicle design data for a perfect fit
- Includes two rear liners for more complete coverage
- Front liners feature a stylish vehicle logo
- Skid-resistant backing and driver-side quarter-turn fasteners help keep the liners in place



Door Sill Protectors

This smart and stylish addition helps prevent door sill scuffs and scrapes.

- Features a durable, corrosion-resistant two-tone coloration with a satin and brushed finish



Integrated Dashcam w/ Wiring Harness⁴

The Integrated Dashcam is designed to reliably capture video, images, sound, and location data while you operate your vehicle.

- It is designed to begin recording upon ignition to capture the drive, or on impact whether moving or while parked
- Playback or video download is available via the Smartphone App or PC Tool
- Once downloaded, you can also share these videos on your social media channels
- Includes a 16GB, Industrial Grade Micro SD memory card



Universal Tablet Holder⁵

Help keep passengers entertained with this high-quality, universal tablet holder. Compatible with virtually all multimedia devices, it securely holds your tablet, phone, 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



Coin Holder/Ashtray Cup

Self-contained coin holder/ashtray cup fits conveniently inside the cupholder.

- Hinged lid helps minimize odors and flyaway ashes
- Easy to empty and clean
- Also provides handy storage for coins and other small items



First Aid Kit w/ PPE

Compact, soft-sided first aid kit contains what you need to treat minor scrapes and scratches.

- Water-resistant and flame-retardant black PVC zipper case for safety and durability
- Kit includes insect sting relief pads, self-adhesive bandages, rolled stretch bandage with metal clips, and stainless steel scissors
- Enhanced with Personal Protection Equipment including 4 face masks, 4 pair of gloves, and 4 hand-sanitizer packets



Emergency Assistance Kit

This multi-functional kit contains tools you may need for unexpected emergencies. Kit includes:

- Versatile, stainless steel pocket tool with pliers, wire cutters and two screwdrivers
- Heat-reflective emergency blanket, flashlight, work gloves, automotive-grade hose tape, tire gauge, bungee cord, shop towel and tether strap
- Booster/jumper cables with multilingual instructions



Key Gloves

Stylish Key Gloves are designed to protect your key and help keep the Smart Access key clean and protect it from scratches.

- Constructed of durable, long lasting material
- Key Gloves feature Toyota logo on the back
- Designed to precisely fit the Smart Access key fob
- Includes set of two key gloves



Quick Charging Cable Package⁶

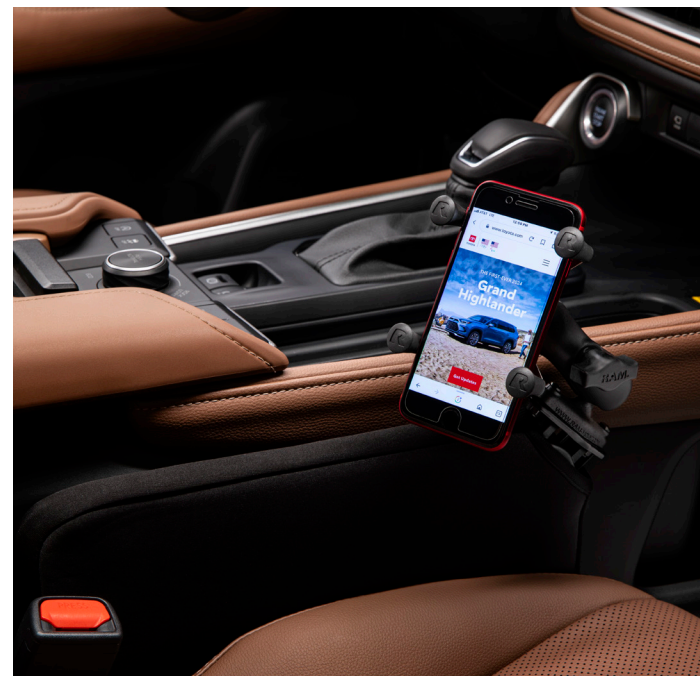
Automotive grade quality USB charging cables are a convenient way to have your smart devices charged while on the go.

Includes:

- 1-Apple Lightning to USB-A Cable - 3'
- 1-Apple Lightning to USB-C Cable - 3'
- 1-USB-C to USB-A Cable - 3'
- 1-USB-C to USB-C Cable - 3'

Personalize your vehicle to fit any lifestyle.

Whether you're going for more adventure or more attitude, our collection of accessories in the Toyota Accessory Portfolio will take your Toyota to the next level.



Third-Party Accessories applicable to Prius Prime includes:





Accessories

Make your adventure, yours.

With our comprehensive Accessory Portfolio, you have everything to customize and personalize your vehicle to fit any lifestyle. From function to luxury, city streets to unexplored dirt roads, we offer accessories that take your Toyota to the next level. Elevate your camping experience or off-road adventures, help ensure safe pet travel, get organized, or indulge in luxury upgrades—the choice is yours to craft the perfect vehicle that'll enhance your lifestyle.

Whether you choose Toyota Genuine accessories or accessories from trusted, industry-leading brands, you can make your vehicle exactly what you want and more. Embrace the freedom to create your perfect vehicle, with Toyota's diverse and top-tier Accessory Portfolio.

ACCESSORIES WARRANTY

For Genuine Toyota Accessories purchased at the time of the new vehicle purchase, the Toyota Accessories Warranty coverage is in effect for 36 months/36,000 miles from the vehicle's in-service date, which is the same coverage as the Toyota New Vehicle Limited Warranty. For Genuine Toyota Accessories purchased after the new vehicle purchase the coverage is 12 months, regardless of mileage, from the date the accessory was installed on the vehicle, or the remainder of any applicable new vehicle warranty, whichever provides greater coverage (third-party installation labor costs excluded). For complete details about Toyota's warranties, please visit www.toyota.com, refer to the applicable Warranty and Maintenance Guide, or see your Toyota dealer.

THIRD-PARTY ACCESSORIES

Third-party accessories available through Toyota are not designed, manufactured or evaluated by Toyota. Installation may impact your vehicle's warranty. The accessories and any damage to other components or altered performance of the vehicle that may be caused by them are not warranted by Toyota and Toyota disclaims all liability therefore. See each third-party supplier's warranty for more information.

DISCLOSURES

1. Genuine Toyota Paint Protection Film by 3M® is designed for specific sections of the vehicle most prone to chipping and may vary depending on vehicle model. Select applications may require an additional charge. Toyota Genuine Accessory Warranty only applies when installation is performed by a trained Toyota-approved installer. See Toyota dealer for details. 2. Cargo and load capacity are limited by weight and distribution. Always properly secure cargo and cargo area. 3. 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. 4. Dashcam may not record under certain conditions. Always respect the privacy rights of others. See your dashcam Owner's Manual for details. 5. Universal tablet holder intended for passengers only. Drivers should always be sure to obey traffic regulations and maintain awareness of road and traffic conditions at all times. Use of aftermarket accessories may pose an increased risk of injury to occupants in the event of an accident. Tablet sold separately. 6. iPhone® is a registered trademark of Apple, Inc. All rights reserved. May not be compatible with all mobile phones, MP3/WMA players and like models.

Vehicles shown may be prototypes and/or shown with options. Actual models may vary. And Colors depicted may vary based on multiple factors, including ambient lighting and the format in which it is being viewed (e.g., computer, mobile device, or print). See your Toyota dealer for details.

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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