

CARGAZING

2018 TOYOTA PRIUS C

Prius c Refreshed for 2018

PRESS RELEASE

Toyota's most affordable hybrid, the 2018 Prius c, is also one heck of a versatile compact car, with cutting-edge safety features and the latest in Toyota Entune audio and multimedia. And to boot, an EPA-estimated 48 city/43 highway/46 combined miles-per-gallon make it a low-cost, fuel-efficient means of transportation.

The 2018 Prius c features a new crossover-inspired design, including a standard black roof rail accent that's complemented by front and rear, silver-accented lower body guards and a color-keyed rear spoiler. The updated black side rocker and wheel arch moldings beautifully frame the new 15-inch 8-spoke machined alloy wheels with dark gray-painted accents and



Although the "c" in Prius c stands for "city," Toyota's smallest hybrid is at home just about anywhere.



Where the Prius c is not small is in the cabin. The design maximizes interior space with some surprising results.

P175/65R15 tires. To round out the updates for 2018, Prius c adds two new colors to the color palette: Sandstorm and, new for Toyota, Tide Pool Pearl.

All grades now come standard with an integrated backup camera for 2018, complementing the existing Toyota Safety Sense C (TSS-C) driver-assist technologies standard on all grades, equipping the hybrid with Pre-Collision System (PCS), Lane Departure Alert (LDA), and Automatic High Beams (AHB). TSS-C is designed to

help address three key areas of driver assistance: helping to prevent or mitigate frontal collisions, helping maintain driving within their lane, and help to enhance road safety during nighttime driving.

In line with its strategy, Toyota is on track to have automatic emergency braking systems standard on nearly all its models by the end of 2017. That will put Toyota four years ahead of the model-year 2022 industry target announced by the National

Highway Traffic Safety Administration (NHTSA) and Insurance Institute for Highway Safety (IIHS).

HYBRID TECHNOLOGY

The Prius c hybrid system integrates a gasoline engine, an electric motor within a continuously variable transaxle, a nickel-metal hydride battery, a power control unit (inverter), a DC-DC converter, and a step-up converter. A

BY THE NUMBERS

Base price: \$20,630
Wheelbase: 100.4 in.
Length: 159.8 in.
Width: 67.5 in.
Height: 58.7 in.
Hybrid system: 99 horsepower
Electric motor output: 60 hp/45 kW
EPA Mileage: 48 city, 43 highway

hybrid control computer governs the seamless application of gasoline engine and electric power depending on driving demands and selected drive mode.

The Prius c's SULEV (Tier 3, Bin 30)-rated 1.5-liter inline four-cylinder gasoline engine utilizes an Atkinson cycle to help increase efficiency. The engine produces 73 horsepower and 82 lb.-ft. of torque, contributing to a total hybrid system output of 99 horsepower.

Like many luxury and sport vehicles, the Prius c offers different drive modes to inspire performance response. Normal mode works for everyday driving. ECO mode reduces overall energy consumption by governing the climate control system and throttle operation to help enhance vehicle efficiency.