

New Prius plug-in model launched

After the first version sold poorly following its 2012 release, Toyota has launched a new plug-in model of its Prius.



The new Prius Plug-in Hybrid (PHV) can run in electric-only mode - unlike the original Prius - at higher speeds and longer distances than the previous version, the company said.

By building on the foundations of the latest generation Prius – which showcases a more dynamic drive and an all-new full hybrid system – the Prius PHV is believed to be the perfect fit for those who want a Hybrid car with the benefits of extended Electric Vehicle (EV) driving.

The car went on sale in Japan on Wednesday, 15 February 2017. Sales in the U.S., where it's called Prius Prime, kicked off late last year. It is set to launch in Europe and other countries in March.

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