

Toyota drops price on slow-selling plug-in Prius

October 9 2013



Toyota is lowering the price of the Prius plug-in hybrid.

The 2014 plug-in Prius will start at \$30,800. That's \$2,100 less than the 2013 model. Prices include an \$810 shipping fee.

The 2014 model will also have some new features, including standard heated cloth seats.

The new pricing makes the plug-in Prius about \$4,000 less than a Chevrolet Volt. Ford hasn't released pricing on the 2014 C-Max Energi, a close competitor of the Prius plug-in.

Plug-in cars can go further on an [electric charge](#) and get better gas

mileage than regular hybrids. But sales have been sluggish because of stable gas prices and the vehicles' higher prices. A plug-in Prius costs about \$5,000 more than a regular one.

Just 4 percent of Prius sales this year have been plug-ins.

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Citation: Toyota drops price on slow-selling plug-in Prius (2013, October 9) retrieved 20 September 2024 from

<https://phys.org/news/2013-10-toyota-price-slow-selling-plug-in-prius.html>

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