

Appraiser Blog

Toyota Prius Trim Levels 1997-Today



By Tony Rached

Toyota Prius Trim Levels 1997-Today

Wednesday, August 30, 2023

The Toyota Prius has come a long way since its humble beginnings. The original car only had two trim levels, but over the years, Toyota has added more and more features, resulting in a lineup with a dizzying array of trims.

In this guide, we'll take a look at the evolution of the Toyota Prius. We'll start with the original car and then explore all of the changes that have been made over the years. We'll also explain the sometimes confusing naming conventions that Toyota has used for its Prius models.

By the end of this guide, you'll have a good understanding of the different Toyota Prius models and what each one offers. You'll be able to choose the right model for your needs and budget with confidence.

Navigating the Confusing Years

One of the most intriguing periods of Prius trim levels is the introduction of the Prius I, Prius II, Prius III, Prius IV, and Prius V during the years 2017-2019. Despite the absence of a Prius I before 2017, this naming convention added an extra layer of complexity. Let's demystify these names:

- **Prius I:** As the baseline model, the Prius I is a compelling choice for those seeking value and essentials at a reasonable price point.
- **Prius II:** Offering an upgrade from the base model, the Prius II introduces features like EV mode, Smart Key System, and more.
- **Prius III:** Enhancing the Prius II, the Prius III incorporates JBL audio, integrated XM satellite radio, and Bluetooth technology.
- **Prius IV:** Stepping into the realm of luxury, the Prius IV boasts features like a three-door Smart Key System, leather-trimmed interior, and heated front seats.
- **Prius V:** The pinnacle of the lineup, the Prius V combines style and functionality with 17-inch alloy wheels, LED headlamps, and fog lamps.

Appraiser Blog

Simplification for Clarity

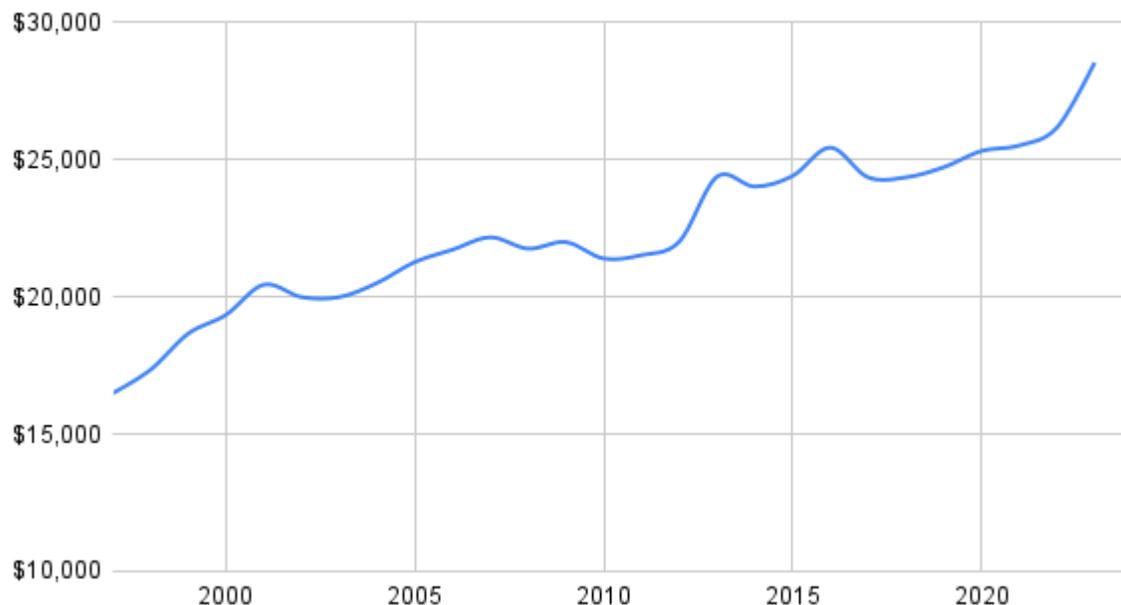
Acknowledging the potential confusion arising from the aforementioned naming scheme, Toyota introduced a more straightforward approach in 2020. The current system features three primary trims:

- **LE:** Serving as the foundation, the LE trim offers a robust set of features (starting at around \$25,000).
- **XLE:** Positioned as the middle ground, the XLE trim adds further amenities to the LE (starting at around \$27,000).
- **Limited:** Catering to those seeking peak luxury and technology, the Limited trim stands at the helm of the lineup (starting at around \$31,000).

Evolution of Trim Levels

The Toyota Prius has come a long way since its debut in 1997. Over the years, the trim levels have evolved to match shifting consumer preferences.

Toyota Prius Price Changes (1997 - Today)



Appraiser Blog

Below is a chronological breakdown of the trim levels from inception to the present day:

Toyota Prius Trim Levels 1997-Today		
Year	Trim Level	MSRP (Approx.)
1997	Base	\$16,495
1998	Base	\$17,345
1999	Base	18,665
2000	Base	\$19,350
2001	Base	\$20,450
2002	Base	\$19,995
2003	Base	\$19,995
2004	Base	\$20,510
2005	Base	\$21,275
2006	Base	\$21,725
2007	Base	\$22,175
	Touring	\$23,675

Appraiser Blog

	Limited	\$26,575
2008	Standard	\$21,760
	Touring	\$23,225
2009	Base	\$22,000
	Touring	\$22,000
	Limited	\$26,375
2010	I	\$21,400
	II	\$22,800
	III	\$26,600
	IV	\$28,070
	V	\$30,929
2011	One	\$21,525
	Two	\$22,925
	Three	\$26,725
	Four	\$28,195

Appraiser Blog

	Five	\$29,175
2012	One	\$22,015
	Two	\$23,400
	Three	\$26,600
	Four	\$28,070
	Five	\$29,175
2013	One	\$24,384
	Two	\$25,369
	Three	\$26,934
	Persona Series Special Edition	\$28,299
	Four	\$29,604
	Five	\$31,174
2014	One	\$24,025
	Two	\$25,010
	Three	\$27,089

Appraiser Blog

	Four	\$29,245
	Five	\$30,815
2015	One	\$24,409
	Two	\$25,394
	Three	\$26,959
	Persona Series Special Edition	\$28,179
	Four	\$29,629
	Five	\$31,199
2016	Two	\$25,444
	Two Eco	\$25,944
	Three	\$27,494
	Three Touring	\$29,344
	Four	\$29,894
	Four Touring	\$31,244
2017	One	\$24,360

Appraiser Blog

	Two	\$25,570
	Two Eco	\$26,050
	Three	\$27,620
	Three Touring	\$29,000
	Four	\$30,020
	Four Touring	\$30,900
2018	One	\$24,360
	Two	\$25,605
	Two Eco	\$26,085
	Three	\$27,655
	Three Touring	\$29,035
	Four	\$30,605
	Four Touring	\$31,485
2019	L Eco	\$24,725
	LE	\$25,935

Appraiser Blog

	LE AWD-e	\$27,310
	XLE	\$28,775
	XLE AWD-e	\$29,750
	Limited	\$33,155
2020	L Eco	\$25,320
	LE	\$26,530
	LE AWD-e	\$27,765
	XLE	\$29,370
	XLE AWD-e	\$30,205
	Limited	\$33,495
2021	L Eco	\$25,520
	LE	\$26,730
	LE AWD-e	\$28,130
	XLE	\$29,570
	XLE AWD-e	\$30,570

Appraiser Blog

	Limited	\$33,645
2022	L Eco	\$26,170
	LE	\$27,380
	LE AWD-e	\$28,130
	XLE	\$30,390
	XLE AWD-e	\$30,570
	Nightshade	30,640
	Limited	\$34,465
2023	LE	\$28,545
	XLE	\$31,990
	Limited	\$35,560
2024	LE	\$29,000 (est)
	XLE	\$32,000 (est)
	Limited	\$36,000 (est)

The Landscape of Toyota Prius Trim Selections

The Toyota Prius, with its ever-evolving trim levels and naming conventions, showcases the adaptability of automakers to consumer needs. Whether intrigued by historical context or drawn to the latest models, understanding Prius trim levels is pivotal for making an educated purchase decision. From simplicity to complexity and back again, the Prius lineup narrates a story of evolution, reflecting a dedication to providing consumers with precisely what they seek.