

THE 2018 TOYOTA HYBRIDS LINEUP



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Between work, school, family, and fun, you likely spend a lot of time in your car—hours upon hours each week even! While that can equate to a lot of good times, it can also equate to gas money lost.

In order to give your wallet a bit of a breather, you're going to have to choose a fuel-conscious car that always saves on gas. In which case, a hybrid vehicle makes a perfect choice.

In the 2018 lineup, Toyota has seven different hybrid models to choose from. That's one of the biggest hybrid families on the market today!

Read on to learn about the comfort, safety, and eco-friendly performance of all these great cars...



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The Camry Hybrid

The 2018 Toyota Camry, in its gasoline iteration, charged out of the gate this year with a powerful engine that put most competitors to shame. So, we understand why you'd be hesitant to sacrifice any of that power in the hybrid model.

Fortunately, the Camry Hybrid maintains a 4-cylinder Dynamic Force engine with ECO, Normal, Sport, and EV drive modes. When paired with hybrid technology, it's able to produce a net 208 horsepower.

With this punchy outfit, the Camry Hybrid maintains an EPA-estimated 51 MPG city and 53 MPG highway.¹

Camry Hybrid Highlights

As a midsize sedan, the Camry is well-known for blending a sense of style with premium interior technology—and this holds up in the hybrid model.

With a broad, vented grille and sharp character lines that flow back from the sedan's nose, the Camry Hybrid has a distinctly wind-swept look. It ends up looking more athletic than it does eco-conscious (but looks are clearly deceiving).

The cabin is equally well-cut with its advanced technology array. Not only will you have Toyota Safety Sense™ P to help predict and prevent collisions, but you'll also have the Entune® App Suite providing you with continued infotainment.

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The Avalon Hybrid

The Toyota Avalon is a step above the Camry in terms of overall size and muscle. However, whereas the standard Avalon model employed a V6 engine for added brawn, the Avalon Hybrid trades that in for something that will help you save more on gas.

The powertrain setup in this model includes another 4-cylinder Dynamic Force engine (again, featuring numerous drive modes). Its net power ends up coming out a bit ahead of the Camry with 215 horsepower.

However, since this is something of a weightier model, the Avalon isn't quite as fuel efficient as its predecessor. Nevertheless, at an EPA-estimated 43 MPG city and 44 MPG highway, it manages to conserve more than many others in its class.²

Avalon Hybrid Highlights

With a passenger volume of 103.8 cubic feet of space, as well as a 16-cubic-foot trunk, the Avalon Hybrid has plenty of room for your daily commutes and weekend adventures alike.

It maintains much of the sporty styling that you'll find in the Camry while offering some outstanding interior options.

For example, the Avalon Hybrid has available Qi-compatible wireless smartphone charging, so you can always keep your devices juiced-up while on the go. JBL® Audio speakers with Clari-Fi™ Music Restoration Technology is also an option for your next road trip.

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The Highlander Hybrid

The SUV class likely isn't one that you'd expect to find a hybrid vehicle in, but Toyota likes to deviate from the norm. Even if you have a bigger family or like to strike out on road trips several times a year, you should still be able to save money on fuel and reduce your carbon footprint.

The Highlander Hybrid was made to handle every adventure. It has Electronic On-Demand All-Wheel Drive with intelligence (AWD-i) as well as a 3.5L V6 engine. With the hybrid system in place, its net power is as much as 306 horsepower. Nevertheless, you'll still be able to maintain an EPA-estimated 28 MPG highway and 30 MPG city.³

Highlander Hybrid Highlights

Does the Highlander save a bit more on gas? Compared to some in its class, you bet. Nevertheless, that V6 is proof that it compromises none of its outdoorsy power. You'll still be able to head into the mountains for a camping trip or lug that boat down to the lake.

The Highlander Hybrid is capable of towing as much as 3,500 pounds of cargo. There's also as much as 42.3 cubic feet of cargo room behind the second row, if you were to fold it over.

No matter where you're heading or how much weight you may be carrying, the Highlander Hybrid can handle it.

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The Prius

As one of the seminal hybrid models to take the market by storm, the Toyota Prius remains a forerunner in the class today. Not only does it provide excellent fuel economy ratings at an EPA-estimated 54 MPG city and 50 MPG highway, but it adds in some great styling and safety features, as well.⁴

The Prius boasts features such as an electronically controlled Continuously Variable Transmission (CVT), which is known to reduce gear ratios for a smoother, more efficient ride.

With its permanent magnet AC synchronous motor and 1.8L 4-cylinder engine, it also qualifies as a Super Ultra Low Emission Vehicle.

Prius Highlights

The 2018 Toyota Prius hits the streets with a sharper look than ever before. Exterior nuances include available piano-black side-skirt rocker panels, active grille shutters, and an available power tilt and slide moonroof with sliding sunshade. You should have all the style that you need with this model.

You'll have plenty of safety, too. Standard safety features, such as Full-Speed Dynamic Radar Cruise Control and the Pre-Collision System with Pedestrian Detection, can alert you to hazardous driving situations before they ever happen.

The Prius C

The original Prius grew so popular over the years that Toyota has begun to expand on this model with some carefully designed variants. One of these is the 2018 Prius C.

So, what is it that sets this model apart from the standard Prius? It has a lot to do with the design.

The Prius C is a smaller hatchback variant. It comes in some unique colors, such as Tide Pool Pearl, Tangerine Splash Pearl, and Absolutely Red, giving it a funkier appearance. Nevertheless, what's under the hood is equally as serious.

With its standard hybrid outfit, you'll be able to maintain an EPA-estimated 48 MPG city and 43 MPG highway.⁵

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Prius C Highlights

The Prius C is noticeably smaller than its predecessor, offering 87.4 cubic feet of space as well as 17.1 cubic feet of cargo room. However, it offers ample front legroom and headroom with 41.7 and 38.6 inches, respectively.

Fold over the 60/40 split-rear seats to make room for your next road trip. You ought to find you have more than enough room, style, and comfort to kick back and really enjoy yourself.

The RAV4 Hybrid

Let's say you're looking for a vehicle with the comfort and efficiency of a sedan, but with the handling and suspension of an SUV. You'll definitely want to go with a crossover vehicle, and the 2018 Toyota RAV4 Hybrid offers one versatile option.

With available All-Wheel Drive with intelligence and traction controls, you should have no trouble powering through slick, messy weather. Plus, you can maneuver some rugged roads, too.

All the while, your 2.5L 4-cylinder engine will be working overtime to help you save on your fuel consumption. On average, you'll maintain an EPA-estimated 34 MPG city and 30 MPG highway.⁶

RAV4 Hybrid Highlights

The RAV4 may be somewhat smaller than the Highlander, but it still has some impressive outdoor capabilities. For example, you'll be able to tow 1,750 pounds of cargo, which is more than enough to pull a small rowboat or some quads.

The power tilt and slide moonroof with sunshade is also a standard feature on the RAV4 Hybrid. When you want to let some sunshine in or are just looking for a better view of the stars overhead, pop this feature open with the press of a button.



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The Prius Prime

The Toyota Prius Prime is often referred to as one of the most advanced hybrids on the market today. It blends the classic styling of the Prius with the funkier elements of the Prius C while also adding in some cutting-edge new technologies to the cabin.

While there's plenty that has changed in this vehicle, you'll see that some very important things remained the same. Namely, the powertrain is just as efficient as ever before (and then some).

You'll be able to maintain an EPA-estimated 55 MPG city and 53 MPG highway,⁷ with an electric-only range of 133 miles.⁸

Prius Prime Highlights

The cabin of the Prius Prime was designed to look as futuristic as possible. For this reason, Toyota flipped some of the traditional features on their heads.

For example, the available touchscreen in this model is vertically stacked, looking more like a large tablet than a vehicle display. Here, you can play with your multimedia and even alter some of your car's controls.

You'll also have features such as an available push-button start, a centrally mounted gear-shift, and an optional wireless charging pad.



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Test Drive Your Favorite Toyota Hybrid

In this eBook, we gave you a rundown on all the highlights of the 2018 Toyota hybrid lineup. However, in each individual model, you'll find that there's so much more to love—and you can get acquainted with it all by taking one of these cars for a spin.

If you'd like to get behind the wheel, all you've got to do is call your nearest Toyota dealer. Schedule your test drive today!

¹ 2018 EPA-estimated mileage. Actual mileage will vary.

² 2019 preliminary MPG estimates determined by Toyota. EPA estimates not available at time of posting. Actual mileage will vary.

³ 2018 EPA-estimated mileage. Actual mileage will vary.

⁴ 2018 EPA-estimated 54 city/50 highway/52 combined MPG for Prius. Actual mileage will vary.

⁵ 2018 EPA-estimated mileage. Actual mileage will vary.

⁶ 2018 EPA-estimated mileage. Actual mileage will vary.

⁷ 2018 Prius Prime EPA-estimated MPG. Actual MPG will vary based on driving habits, weather, temperature, and road/traffic conditions. For more information on MPG, please see www.fueleconomy.gov.

⁸ 2018 Prius Prime EPA-estimated combined MPGe. Actual MPGe will vary depending upon driving conditions, how you drive and maintain your vehicle, and other factors. Battery capacity will decrease with time and use. For more information, see www.fueleconomy.gov.

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