

2011 Toyota Prius Offers All New PLUS Performance Package

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The Toyota Prius, the best-selling hybrid in America, offers an exciting new accessory package for 2011. First debuted at the 2010 Specialty Equipment Market Association (SEMA) Show — the Prius PLUS Performance Package features components of the new PLUS hybrid performance line from Toyota Racing Development (TRD).

Developed to meet the evolving demands of the growing hybrid segment, PLUS enhances the driving experience for Toyota hybrid enthusiasts by offering cool and fun accessories that add sporty looks with performance handling. It features several Toyota accessories that complement the Prius's core values of Eco and Advanced Technology. PLUS is an evolution of hybrid design, where fuel-efficiency co-exists with aggressive styling and performance handling.

Source: [auto-media](#)