

Toyota Boshoku Seats and Interiors Featured in New Prius

Toyota Boshoku Corporation (Global Mainstay Hub: Kariya City, Aichi Prefecture, President & CEO: Masayoshi Shirayanagi) has developed products such as seats and interiors for use on the all-new Prius, which was released in November 2022 by Toyota Motor Corporation.

1. Seats

Newly developed sporty style seats with improved ride comfort performance*¹ have been used in the all-new Prius as a further option beyond the entry-level seats with their simply-styled tapered shoulder sections.

The new seats' frame structure is different and they feature a lower H.P. (30 mm lower) than the current model, as part of the sporty, low-down vehicle concept of the new Prius.

*¹ Features improved cushioning and fitting by deep-suspension structure and flatter bolster

Sporty seats*²

The seats were given a slim shape silhouette and overhanging shoulders for a sporty look.

The shoulders have a new line shaped decoration called step line, which is made of glittering skin.

The step line is expressed sharp and advanced image as the eye catching accent, even from outside of the vehicle.

*² Used for G grade (high-grade fabric) and Z grade (synthetic leather).

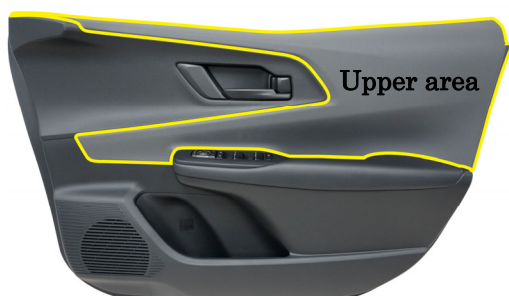


2. Interior parts

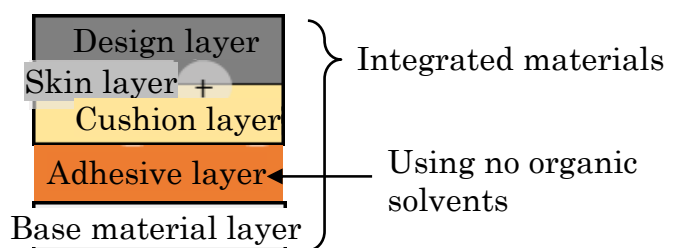
Use environmentally friendly glue for door trim *First on a Toyota model

Organic-solvent-free glue is used on upper area in door trim for skin and base material as environmentally friendly.

This upper area, which was being disposed previously, can be recyclable to contribute further circular economy, because of integration the component material with others of door trim by using this glue.



Door trim upper area composition



3. Other featured products

Cabin air filter, oil filter, air cleaner, motor core, and more