

Toyota Prius Named The Best New-Car Value

Written by Australian Business

(PRLEAP.COM) The Toyota Prius has been recognized once again as a terrific choice for cost-conscious car buyers. For the second consecutive year, Consumer Reports has named the popular hybrid vehicle the Best New-Car Value, reports Toyota of Watertown.

Boasting an impressive 51 miles per gallon in the city and 48 on the highway, the 2014 Prius outranked over 200 cars in performance, reliability, and ownership costs to top Consumer Reports' prestigious annual list, as well as costing a low estimated 47 cents per mile. The hybrid's world-class fuel economy, combined with its low depreciation rate and minimal maintenance and insurance costs, make it less expensive to own over its first five years than its initial suggested retail price.

"The Toyota Prius is an exceptional car with exceptional value." says Adam Skolnick, General Manager for Toyota of Watertown. "It's amazing how Toyota continues to improve on such a fabulous vehicle."

Since the rollout of the Prius fifteen years ago, Toyota has sold more than 3 million units, making it the most popular hybrid vehicle in history.

Toyota scored victories in three additional categories of Consumer Reports' annual Best New Car Value list. The Prius Four was named Best Compact / Subcompact Car, while the Toyota Avalon Hybrid Limited was honored as the Best Large Car.

About Toyota of Watertown:

Family-owned for more than 40 years, Toyota of Watertown is one of Greater [Boston's premier Toyota dealerships](#)

. A multiple-time recipient of Toyota's prestigious President's Award, Toyota of Watertown is widely acclaimed for their low prices and large selection of new and used vehicles, in addition to an award-winning customer service department. Toyota of Watertown is committed to ensuring their customers' satisfaction throughout their period of ownership.

For more information, call 888-260-9252. You can also visit Toyota of Watertown on the web at www.toyotaofwatertown.com, like their Facebook page at

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, or stop by their showroom on 149 Arsenal Street in Watertown, MA.