

2019 Honda Insight vs. 2018 Toyota Prius



2019 Honda Insight



2018 Toyota Prius

	Insight LX, EX and Touring	Prius One, Two, Two Eco, Three, Three Touring, Four and Four Touring
Passenger Volume	97.6 cu ft ¹ allows passengers more space to stretch out (LX and EX)	93.1 cu ft keeps passengers a little more restricted
Exterior	Moonroof standard on Touring	Moonroof is available only as a \$1,350 option package on Three and Four and not available on any other Prius
	16-inch alloy wheels standard on LX and EX	15-inch alloy wheels standard on One, Two, Two Eco, Three and Four
Performance	151 horsepower ²	121 horsepower
	55/49/52 ³ (LX and EX) (city/highway/combined)	54/50/52 ⁴ (city/highway/combined)
	Deceleration selectors, standard on every trim, provide enhanced regenerative braking to recharge the battery	Not available on any Prius
	3-mode drive system, including Sport mode for a spirited driving experience, standard on every trim	Sport mode not available on any Prius
Comfort & Convenience	Remote engine start standard on EX and Touring	Not available on any Prius
	Apple CarPlay™⁵ and Android Auto™⁶ integration standard on EX and Touring	Not available on any Prius
	Mobile Hotspot Capability⁷ standard on Touring	Not available on any Prius
	Remote engine start standard on EX and Touring	Not available on any Prius
	180-watt audio system with 8 speakers standard on EX	6-speaker audio system standard on all trims
	450-watt premium audio system with 10 speakers standard on Touring	Premium audio system with 10 speakers available as \$1,205 package only on Four and Four Touring
	2.5-amp USB Smartphone/Audio Interface ⁸ with Apple CarPlay™ ⁵ and Android Auto™ ⁶ integration standard on EX and Touring	Prius has only a 2.0-amp USB port without Apple CarPlay™ ⁵ and Android Auto™ ⁶ integration
Safety & Driver-Assistive	Leather-trimmed seats standard on Touring	Not available on any Prius; Four and Four Touring are trimmed in a vinyl product called SofTex®
	Honda LaneWatch™ ⁹ is standard on EX and Touring, provides a live video display of the right side of the vehicle on the Display Audio touch-screen	Toyota's Blind Spot Monitor (BSM), standard only on Four and Four Touring, ¹⁰ doesn't provide a live video display

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	Insight LX, EX and Touring	Prius One, Two, Two Eco, Three, Three Touring, Four and Four Touring
Safety & Driver-Assistive	Multi-angle rearview camera standard on LX; EX and Touring's standard multi-angle rearview camera gets dynamic guidelines ¹¹	Toyota Safety Sense™ does not include anything similar to Honda's Traffic Sign Recognition System (TSR) or Road Departure Mitigation System (RDM)
	Honda Sensing® standard on every trim, including Traffic Sign Recognition System (TSR) ¹² and Road Departure Mitigation System (RDM) ¹³	Prius's rearview camera doesn't provide dynamic guidelines—and is limited to only one angle
Financials	LX with 3-mode drive system and 7-inch Driver Information Interface (DII) = \$22,830 ¹⁴	Prius One with a 4.2-inch Multi-Information Display (MID) = \$23,475
	EX with Honda LaneWatch, ⁹ remote engine start, Apple CarPlay™ ⁵ and Android Auto™ ⁶ integration and an 8-inch Display Audio touch-screen is \$2,675 less than comparably equipped Prius Three	Prius Three has a 7-inch touch-screen, and no Prius offers Apple CarPlay™ ⁵ or Android Auto™ ⁶ integration or remote engine start
	Touring with mobile hotspot capability ⁷ and available HondaLink® Subscription Services, ¹⁵ including 24-hour concierge, is \$4,075 less than a comparably equipped Prius Four Touring	Similar subscription service capability, not including 24-hour concierge, is available only as a \$1,205 option package on Prius Four Touring, and mobile hotspot capability is not available on any Prius

The Verdict: Where Toyota Prius's appearance will turn away some with its unusual shape, Honda Insight's modern look and sophisticated interior will appeal to eco-conscious customers who don't want to compromise on style. Honda Insight's exceptional value over Toyota Prius includes:

- Available Apple CarPlay,^{TM5} and Android Auto^{TM6} integration
- Remote engine start
- Deceleration selectors for enhanced recharging
- 3-mode drive system, including Sport mode for spirited driving
- 151 total system horsepower²
- Available Honda LaneWatch^{TM9}
- Multi-angle rearview camera with available dynamic guidelines¹¹
- Available mobile hotspot capability⁷
- Standard Honda Sensing® on every trim
- Lower cost than Prius



¹Insight LX and EX models. ²Total system horsepower as measured by the peak, concurrent output of the two electric motors and gasoline engine. ³55 city/49 highway/52 combined mpg rating for LX and EX trims. 51 city/45 highway/48 combined mpg rating for the Touring trim. Based on 2019 EPA mileage ratings. Use for comparison purposes only. Your mileage will vary depending on driving conditions, how you drive and maintain your vehicle, battery-pack age/condition and other factors. ⁴Prius One, Two, Three, Three Touring, Four and Four Touring. ⁵Apple CarPlay is a trademark of Apple Inc. ⁶Android and Android Auto are trademarks of Google LLC. ⁷Requires AT&T data plan. ⁸The USB interface is used for playback of MP3, WMA or AAC music files from digital audio players and other USB devices, as well as smartphone data transfer on designated Smartphone/Audio Interface ports. Some USB devices and files may not work. Please see your Honda dealer for details. ⁹Display accuracy will vary based on weather, size of object and speed, and the display may not show all relevant traffic. The display is not a substitute for your own direct visual assessment of traffic conditions before changing lanes. ¹⁰No-extra-cost Safety Plus Package with options on Prius One, Two, Two ECO, Three and Three Touring. ¹¹Always visually confirm that it is safe to drive before backing up; the rearview camera display does not provide complete information about all conditions and objects at the rear of your vehicle. ¹²TSR cannot detect all traffic signs, may misidentify certain signs and does not include any braking or speed control functions. Accuracy will vary based on weather and other factors. System operation affected by extreme interior heat. Driver remains responsible for complying with all traffic regulations. ¹³Road Departure Mitigation only alerts drivers when lane drift is detected without a turn signal in use and can apply mild steering torque to assist driver in maintaining proper lane position and/or brake pressure to slow the vehicle's departure from a detected lane. RDM may not detect all lane markings or lane departures; accuracy will vary based on weather, speed and road condition. System operation affected by extreme interior heat. Driver remains responsible for safely operating vehicle and avoiding collisions. ¹⁴MSRP excluding tax, license, registration, \$895.00 destination charge and options. Dealer prices may vary. ¹⁵HondaLink Subscription Services come with complimentary trials of Security for one year and a Remote/Concierge trial for three months. Enrollment is required to access the Remote/Concierge trial and to access certain features of Security. At the end of each trial period, purchase of a subscription is required to continue the respective services.