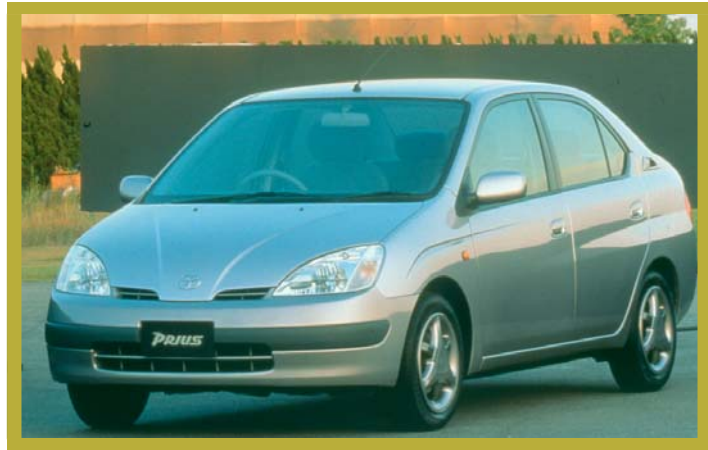


Prius

The world's best-selling gas-electric hybrid vehicle was introduced in Japan in 1997 and the United States in 2000, quickly winning favor with environmental organizations. The second-generation Prius, with a more powerful Hybrid Synergy Drive, grew into a mid-size family car, and enjoys widespread appeal. It won numerous international "Car of the Year" honors.

- **On January 4, 2004, the Toyota Prius became the first Toyota vehicle to win the prestigious "North American Car of the Year" award presented at the North American International Auto Show in Detroit.**
- **At the 2004 Academy Awards a number of celebrities arrived at the ceremony in the all-new Prius. The arrivals' generated 230 stories, and an estimated \$1.8 million worth of media coverage.**
- **The Toyota Prius was chosen to replace the 1920's roadster-playing piece in the 2006-updated version of the Monopoly board game as a reflection of modern technology.**



Toyota introduced the Prius hybrid gas-electric vehicle in December 1997 at a press event in conjunction with the ESV-14 alternative-fuel vehicle show—the same month it went on sales in Japan as the world's first mass-produced hybrid vehicle available to the public.

Before arriving in the United States in August 2000, the 2001 model year Prius was offered to dealerships and made available for order via the Internet. Between the start of the pre-sale and its arrival in dealerships, 1,800 Priuses were sold with an MSRP of \$19,995.

Prius was offered initially with a single-spec trim level that included air conditioning, power door locks and windows, ABS and other amenities. It featured the Toyota Hybrid System powered by an all-aluminum, 1.5-liter VVT gasoline engine with 70 horsepower at 4,500 rpm and a 25-kilowatt battery pack producing 34 horsepower. The Prius is a full hybrid, meaning it can operate in the gas or electric mode, or both. Another Prius innovation is a regenerative braking system, which charges the battery with kinetic energy generated during deceleration and braking so there is no need to charge it like an all-electric vehicle.

The first-generation Prius was a certified Super Ultra Low Emissions Vehicle with an EPA estimated fuel economy rating of 52 miles per gallon city and 45 highway. Its technical advances and low emissions led to a variety of awards throughout 2001 from environmental groups like Sierra Club and engineering groups like the Society of Automotive Engineers. It also caught the interest of many environmentally conscious celebrities and public figures

For 2002, the Prius was offered with optional navigation system, cruise control, SRS side impact airbags, and daytime running lights. It also became one of the first hybrid vehicles certified by the IRS for \$2,000 clean-burning fuel federal tax deduction.

The second-generation Prius featured the Hybrid Synergy Drive power train and grew to a mid-size sedan for 2004. It debuted at the 2003 New York International Auto Show. Still priced at \$19,995, the Prius was again offered to early buyers online and 12,000 pre-orders were taken. Demand for the second-generation Prius was so high Toyota increased production several times while customers were put on waiting lists at dealerships.

The 2004 Prius was more powerful than the previous generation, going from 0-60 MPH in about 10 seconds. Its unique new wedge-shaped design made it one of the most aerodynamic production vehicles in the world, even while providing more passenger and cargo room. The Hybrid Synergy Drive combines a 1.5-liter four-cylinder gasoline engine that provides 76-horsepower and an electric drive motor producing a maximum power of 50-kilowatts (67 horsepower). The Prius retained its SULEV certification and achieved an Advanced Technology Partial Zero Emissions Vehicle rating under California standards.

The second-generation Prius won widespread acclaim for value, environmental responsibility, engineering, and design. Its major awards include:

- *Motor Trend's* "Car of the Year"
- *Car and Driver's* "10 Best Cars"
- *Automotive Engineering International's* "Best Engineered Vehicle for 2004"
- "Car of the Year" at the North American International Auto Show
- *Automobile's* "Design of the Year"
- 2004 Industrial Design Excellence Awards (IDEA) competition, Gold award
- Engine Expo 2004's "International Engine of the Year Awards" – Best New Engine, Best Fuel Economy, and Best Engine 1.4-liter to 1.8-liter
- *Popular Science* "Grand Award," automobile segment
- *Motor Week's* "Driver's Choice – Best Eco-Friendly"

