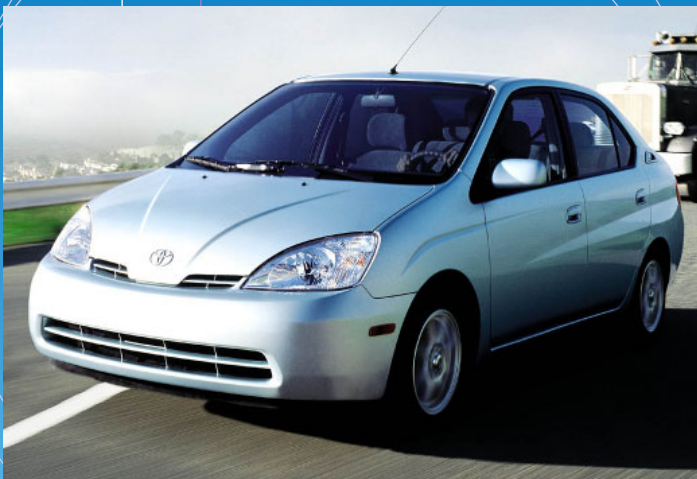




PRIUS View

The World's Leading Hybrid Car Cruises into 2002



Prius second U.S. model year brings new options you've asked for, like cruise control, touch-screen DVD navigation system, driver and front passenger seat-mounted side-impact air bag Supplemental Restraint System.

What's new



Off to a Great Start

Prius' first year and a half in the U.S. have been a success by any standard. With sales of over 18,000—including 12,000+ in 2001—Prius has earned a loyal following.

Prius owners embrace their cars' advanced technology, fuel economy, super ultra-low emissions (SULEV), and new thinking. It's all part of the "Prius|genius" concept Toyota has talked about since day one. Surveys show that most Prius owners feel they made the smart choice.

National and international organizations have also bestowed major awards and recognition on Prius, including the U.N. Environmental Program, the Sierra Club, the Society of Automotive Engineers (SAE), and the Clean Car Coalition.

Prius leads the hybrid car market and appreciation of the unique Prius experience is accelerating throughout the U.S. We expect to see Prius cruise through 2002 gaining new fans at every turn.

Traded in a Mercedes, got a Prius

Karl de Lyria, a business development executive for a semiconductor manufacturer in Portland was looking for a new car when he changed jobs last year. The new 10-mile commute was the catalyst.

"I wasn't happy with the acceleration of my Mercedes 300 SD, so I started to look around for a new car. I also wanted a smaller car. I just didn't like the small Mercedes, and the Honda Civic was too much of a step down.

Then I heard about the Prius. I was intrigued because in 1972 I had built a hybrid car as a project in college. With Prius, I was sold on the whole car...the performance, the headroom, seating five passengers comfortably. Most small cars are too small for me inside. This is not the

case with Prius. Trunk space is good, too. I have to admit, though, that the kicker was the hybrid drive system.

"Prius has exceeded my expectations. Since I started driving it, I haven't looked back. What's on my wish list for my next Prius? Power seats!"



Toyota supports environmental causes

In 2000–2001, Toyota gave financial support to numerous environmental groups, projects, and education, including

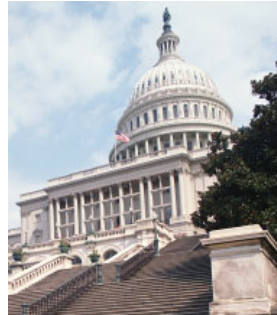
- A \$1 million donation to the American Museum of Natural History in New York City to support AstroBulletin, a display of live high-definition views of the Earth's landforms and oceans from space, giving visitors a unique perspective on the environment
- A \$1 million endowment grant to the National Audubon Society for education programs in Los Angeles
- \$200,000 to Alaska's Pratt Museum for its Kachemak Bay Discovery marine science education program

HYBRID

PRIUS A revolutionary union of a gas engine & electric motor

Government incentives for hybrids

People are becoming more aware of hybrid systems' energy-saving and environmental benefits. Government is responding with incentives similar to those for alternative fuel vehicles.

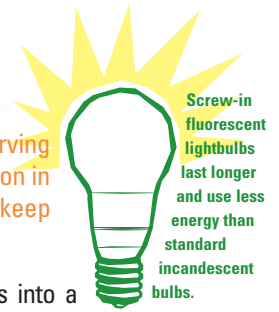


- Prius owners who purchase their cars in 2002 are eligible for a \$1,500 federal income tax deduction.
- Energy-oriented legislation introduced in the current Congress includes tax credits for hybrid electric vehicles (HEVs). The credits—from \$500 to \$3,500—are mentioned in the National Security Act S.389, and bills S.857, S.760/H.R.1864 and H.R. 4.
- The Bush administration's National Energy Policy recommends that temporary efficiency-based income tax credits be available for the purchase of HEVs through 2007.
- States that support HEV purchases with tax incentives include Colorado, Maryland, and Oregon.

State and local regulations change frequently, so contact your tax and vehicle registration agencies to find out about available incentives.

Energy-Saving Tips

Whether or not you own an energy conserving car, why not reduce electricity consumption in your home? It saves money and helps keep powerplant emissions lower.



Screw-in fluorescent lightbulbs last longer and use less energy than standard incandescent bulbs.

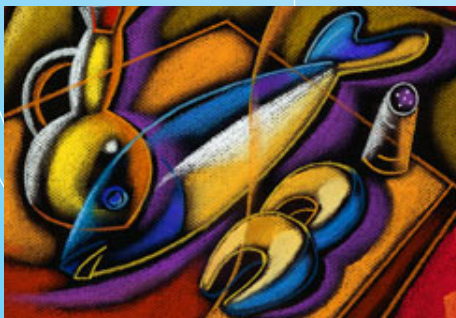
- 1 Plug home computers and peripherals into a control strip and shut everything off from the strip when you are done working. You'll avoid using unnecessary "standby" current.
- 2 Put in garden plants to shade your air conditioning compressor (without restricting air flow). It can save up to 10% of your cooling cost.
- 3 Replace some incandescent bulbs in household lamps with compact fluorescent bulbs. They can save 75% of energy cost compared with a 100 watt incandescent bulb, and last longer.
- 4 Ambitious energy savers can consider installing photovoltaic panels on home rooftops. A typical 2 kilowatt home setup produces 3600 kilowatts per year. By comparison, a coal-fired powerplant needs 3.7 tons of coal per year to generate an equivalent amount of electricity.
- 5 Consider buying EnergyStar®-marked appliances. On room air conditioners and fridges, the U.S. government-sponsored symbol means a 10% power saving below federal standards. For dishwashers it's 25%, and for clothes washers, 50%.

Sources: L.A. Dept. of Water and Power, CA Energy Commission, PG&E, So Cal Edison

healthy lifestyle Mediterranean baked fish

Ingredients for one serving

- 6 oz. scrod or firm white fish
- 2 teaspoons extra virgin olive oil
- 1/2 cup tomato, fresh or canned
- 5-6 medium olives, sliced
- 8-10 hot pepper rings, chopped
- 1 Tablespoon capers



Directions

- Preheat oven to 350F.
- Rinse the fish and place in a baking dish.
- Mix together the other ingredients.
- Spread the mixture over the fish.
- Bake until done. Fish is usually cooked 10 minutes per inch of thickness.
- The time to cook this dish will depend on how cold the other ingredients are when they are added. It should be done is less than 20 minutes.

Recipe courtesy of Mary Flynn, PhD, RD, co-author of *Low-Fat Lies*, a book about the benefits of a "Mediterranean diet."

PRIUS VIEW information



For details on Prius specifications and standard features, please call 1-800-GO-TOYOTA or go to www.toyota.com/prius

We welcome reader comments on *PRIUS VIEW*. Please e-mail them to prius@oberhand.com

PRIUS VIEW is produced for Toyota by Robert Oberhand and Associates, Chatsworth, California

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