

The 2004 Prius—a wildly successful launch!



The 2004 Prius has enjoyed one of the most honored automotive introductions in recent memory

Midway through its debut year, the second-generation Prius has proven to be a great success with critics and drivers alike. Buyers made more than 12,000 purchase requests before Prius went on sale in October 2003. By the end of the year, more than 10,000 had been delivered.

The 2004 Prius has been showered with several of the most significant North American automotive awards—in level competition with all cars, not only advanced technology vehicles.

Motor Trend Car of the Year

This is the most recognized single award for any car sold in the U.S. It's a major indicator of the mainstream acceptance of Toyota's Hybrid Synergy Drive.™

Car and Driver 10 Best

The editors chose Prius for, among other things, making "a game of fuel efficiency. And—surprise!—the game is fun."

North American Car of the Year

Awarded at the Detroit International Auto Show by an independent panel of veteran U.S. and Canadian journalists from print media, radio, and television.

Automobile Magazine Design of the Year

The judges called Prius "one of the all-around best-looking vehicles on the road."

Popular Science Best of What's New

Grand Award winner in the Car category.

Automotive Engineering International Best Engineered Vehicle

Given by the magazine of the premier transportation engineering organization, the Society of Automotive Engineers (SAE).

"...a promising look at a future where extreme fuel efficiency, ultra-low emissions, and exceptional performance will happily coexist. That makes it meaningful to a wide range of car buyers." *Business Week Online*

"Amazing technology." *USAToday*

"Toyota has achieved what the combined forces of the U.S. government and the Big Three Detroit auto makers could not, which is to bring to market a midsized sedan that's rated to get about double the mileage of the most efficient conventional midsized sedans." *Wall Street Journal*

Scientific American named Toyota Business Leader of the Year "for commercializing affordable hybrid cars."



What 2004 Prius owners say:

We were one of the very first Prius buyers in California (9/1/00, Silver '01 model) and loved it from the beginning. When our lease ended, we opted to try the 2003 Honda Civic Hybrid. Big disappointment! When Toyota offered us the opportunity to be '04 Prius Pioneer buyers, we ordered one AND put the Honda up for sale that same day. We got our Salsa Red '04 Prius October 17. Been back in love ever since!

—Grant and Janna Calkins, Camarillo, California

We are thrilled with all aspects of the 2004 Prius. We have comfort, control on snow, mileage, control buttons on the steering wheel, roominess, and looks. The car is superbly constructed, and I am proud to drive it everywhere.

—Rita Carlson, Payson, Arizona

Taking Prius to the people—national tours, industry events, Hollywood!

Prius is generating excitement across the U.S.—with a little help from supporters of greener transportation. Here are snapshots from two national Prius tours, transportation industry events, and even a Hollywood awards show. Toyota took Prius to the people, with opportunities to drive a 2004 Prius and learn about Toyota's Hybrid Synergy Drive powertrain.



The Prius-Start-Now Tour took Prius to public places in nine eastern and southern U.S. cities. Drop-in visitors could drive a Prius, receive information on hybrid vehicles, and learn about Toyota's Hybrid Synergy Drive.



Prius won the Style Advancement and Technical Integration Awards for production vehicles at Challenge Bibendum, the annual international environmental vehicle competition sponsored by the Michelin tire company. More than 100 vehicles participated at Infineon Raceway in Sonoma, California.



The 13th annual Environmental Media Awards were sponsored by Toyota and presented by the Environment Media Association, an organization dedicated to promoting environmental messages in entertainment. Singer Alanis Morissette and actor Edward Norton (left) were given special awards for environmental activism. Actress Frances Fisher, a proud Prius owner, poses with a 2004 Prius on display at the event.



Toyota took Prius on the road last year for a 15-city Engines of Change tour, attended by community leaders, representatives of environmental organizations, government officials, and other guests. Interactive displays demonstrated Prius' Hybrid Synergy Drive powertrain and other high-tech systems, and participants had the opportunity to drive Prius on their local streets.



The International Electric Vehicle Symposium (EVS) is the premier world event on advanced transportation. Nearly 2,000 visitors rode in and drove Prius on "open to the public" days at EVS-20 in Long Beach, California.

Prius proves a turning point for creative business

Some Prius owners say their hybrid cars have changed their lives, but is it possible for Prius to shift the course of a business? In the case of a Culver City, California branding and public relations firm, that's exactly what happened.

Big Imagination Group (BIG) has experienced a transformation during the past two years, demonstrating how creative vision can guide significant change. Agency owner and Chief Imagination Officer Colette Brooks says, "Buying my first Prius was a turning-point decision that ultimately led to a new direction, new identity, and new clients for BIG."

In 2002, Colette, a long-time car buff with a taste for offbeat design classics, decided to make a Prius her daily driver. "When I got to know Prius, I quickly grasped its significance. For a long time, I have held values that we call LOHAS, meaning 'Lifestyles Of Health And Sustainability.' I knew I was using too much gas driving my VW Eurovan camper to the office every day, so getting a Prius was a natural move for me."

Driving a Prius was just the beginning of a process that quickly snowballed. "Once I got my Prius, I got a bigger picture along with it. I felt that Prius' inner workings had a lot in common with what had been in the works at BIG. It came to me that a hybrid approach—a new way for different elements to come together—was what we were trying to do in business. It was the start of what we came to call Hybrid Thinking."

BIG describes itself as a collective of imagination, insight, agility, and efficiency, an apt description for Prius as well. Colette defines Hybrid Thinking as "big ideas that alter perception and behavior to help progressive companies transform their businesses into sustainable brands."

To get the word out, Colette bought two more Prius for BIG employees to use, and wrapped them in bold graphics with provocative phrases such as "the power of imagination," "hybrid thinking," and "so what drives you?" plus the company's web address. Just as she had planned, it caught the attention of many people—and the press. The *Los Angeles Times* ran a cover story on BIG's budding hybrid fleet in a September 2002

edition of its weekly automotive section. This caught Toyota's attention, and after a chain of events, BIG was tapped to bring Prius to the 2003 Oscars, with an encore for 2004.



Colette Brooks
with BIG's
Prius fleet

Toyota hired BIG to bring Hollywood stars and Prius cars together, replacing the gas-guzzling stretch limo as the ride of choice for eco-aware celebrities. BIG arranged transportation for actors including Cameron Diaz, Tom Hanks, Harrison Ford, and Calista Flockhart in 2003.

In 2004, a repeat performance saw Toyota and BIG partnering to chauffeur Oscar winners Tim Robbins and Charlize Theron in Toyota hybrids, along with presenters Jack Black, Will Ferrell, Robin Williams, and others. Extensive press coverage helped propel awareness of hybrid cars into the mainstream. These celebrities appeared with Prius to lend their support to the issues of global warming and energy conservation.

Colette has traded in her original Prius for a 2004 and plans to bring two more to the company fleet. "We want to keep using Prius to reinforce our company culture and attract like-minded businesses that want to grow by using imagination and earth-friendly practices."



AP/Wide World Photos

Harrison Ford and Calista Flockhart rode in a Prius to the 2003 Academy Awards



J. Heller/WireImage

A Prius procession brought nominees and presenters to this year's ceremony



C. Brooks, Big Imagination Group

Sting was one of eight celebrities who rode to this year's Oscars in the 2004 Prius

Hybrid Synergy Drive is coming to the Highlander SUV

Toyota's second hybrid comes with significant "firsts"

In early 2005, the Toyota Highlander SUV will be available with an optional gasoline-electric hybrid powertrain. This will be the second Toyota vehicle with Hybrid Synergy Drive, following Prius. Some of Highlander Hybrid's "firsts" include:

- *The world's first seven-passenger hybrid SUV*
- *The first Toyota hybrid with a V6 engine*
- *The first hybrid Toyota SUV with optional four-wheel drive featuring front and rear electric motors*

Showing the versatility of Hybrid Synergy Drive

For some time, *Prius View* has described the versatility of Hybrid Synergy Drive. Highlander Hybrid is the perfect example of applying Hybrid Synergy Drive to a new platform, where it will meet the specific performance needs of mid-size SUV owners—with the best EPA estimated gas mileage in its class¹ and a SULEV (super ultra-low emission vehicle) rating.



Highlander Hybrid will perform and accelerate with power that rivals V8 SUVs. Its hybrid battery pack will have nearly double the power of Prius', and its all-new high-speed electric motor will be more than twice as powerful. And, combined with the 3.3 liter V6 VVT-i engine, the total output of the hybrid powertrain will be an estimated 270 hp. Acceleration from 0 to 60 mph will be less than eight seconds and faster than a standard V6 Highlander. Even with this performance, its EPA estimated fuel economy ratings will be better than the 27.6 mpg average for compact sedans.¹

For safety and all-weather capability, the Highlander Hybrid will feature an enhanced Vehicle Stability Control (VSC) system. By monitoring a variety of sensors in the vehicle, VSC helps



correct vehicle control problems with a combination of throttle and braking control.²

Fully optioned, including four-wheel drive

The most exciting option for Highlander Hybrid is 4WD-i, or "four-wheel drive with intelligence." While front-wheel drive is standard in Highlander Hybrid, models with the 4WD-i option will have an additional electric motor in the rear axle to power the rear wheels when needed. The system will deliver balanced power and acceleration to all four wheels based on driving demands.

Highlander Hybrid will also have a distinctive grille and other unique markings. Luxury and amenity options currently offered in the 2004 Highlander will also be available in the 2005 Highlander Hybrid.

No compromise

Highlander Hybrid is clearly a "no compromise" SUV with outstanding performance, high gas mileage, and low emissions. Buyers will be able to enjoy all the features and amenities that they expect in a mid-size SUV, but with a lighter footprint on planet Earth.

¹EPA estimates. Actual mileage may vary. ²Toyota Vehicle Stability Control (VSC) is an electronic system designed to help the driver maintain vehicle control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions, and driver steering input can all affect whether VSC will be effective in preventing loss of control.



Toyota Hybrid News

Prius production to increase

Due to high demand in the U.S., Toyota has increased production of the 2004 Prius by nearly 30 percent. Delivery of the vehicles made under this production increase has already begun and will continue through the year.

Toyota licenses hybrid technology

In March, Toyota announced an agreement with Ford to license patented Toyota technology for use in hybrid vehicles. Toyota also has an agreement to supply Nissan with hybrid powertrain components for vehicles to be sold starting in 2006.

For Toyota hybrid and environmental news, visit www.priusview.com/news.asp

Thanks to Alan Fibish of Santa Rosa, California, for sharing his Prius plate.



PRIUS VIEW information

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

To subscribe to the online version of *PRIUS VIEW*, go to www.priusview.com. We welcome reader comments on *PRIUS VIEW*. Please e-mail them to prius@oberhand.com

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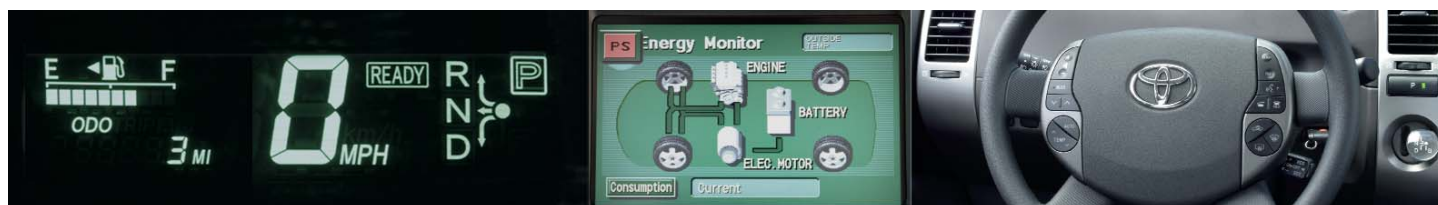
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www.toyota.com/prius

SPECIAL FEATURE



Tips for better Prius gas mileage

Understanding the EPA tests

Environmental Protection Agency (EPA) estimated mileage figures reflect a portion of real-world driving conditions, but actual driving is highly variable. The EPA results serve as a guide by which all vehicles can be compared.

The EPA tests are conducted in a laboratory that simulates conditions to allow repeatable test results. The city miles-per-gallon (mpg) test simulates an 11-mile trip with 23 stops and an average speed of 20 mph, and the highway mpg test simulates a 10-mile trip with no stops and an average speed of 48 mph. Both EPA tests simulate driving on level, straight, dry road at 68–86 degrees with the vehicle's air conditioning turned off.

The 2004 Prius has EPA estimated mileage of 60 mpg city and 51 mpg highway. The window label on new vehicles, including Prius, states "Actual mileage will vary with options, driving conditions, driving habits, and vehicle's condition."

Factors that reduce fuel economy

Outside the controlled conditions of EPA test, many factors can reduce vehicle mileage. The list below covers some of these factors. Remember that many vehicles, when driven in real-world conditions, will not achieve the EPA-estimated figures. Nonetheless, Prius is capable of outstanding real-world mileage that is superior to every other midsize sedan.

- Numerous short trips will reduce any vehicle's fuel economy. Every time a vehicle is started cold, it uses more fuel while warming up.
- Cold weather can reduce any vehicle's fuel economy by 20–35 percent.
- Fuel economy suffers at speeds higher than about 65 mph and drops significantly above 70 mph.
- Low tire pressure can reduce fuel economy significantly.
- The air conditioner and defogger (which automatically turns the air conditioner on in Prius and most other vehicles) use additional energy and decrease fuel economy.

- Passengers and cargo add weight and decrease fuel economy.
- Hilly terrain can cause the vehicle to work harder and use more fuel.
- Windy, snowy, or wet weather can cause the vehicle to work harder and use more fuel.
- Rapid acceleration and heavy braking can also lower fuel economy for all vehicles.

Eight techniques to improve fuel economy

Although you need not drive in any particular manner to get good fuel economy in Prius, if you want to get the best possible fuel economy, try the following tips.

1. In slow-and-go traffic, accelerate to the desired speed, then lift off the throttle to maintain that speed under electric power. You may be able to sustain speeds in the 20–40 mph range in this way without the gasoline engine running.
2. Plan ahead; try to combine several short trips in order to minimize cold engine starts.
3. Accelerate at a moderate pace.
4. Monitor the flow of traffic to plan your moves well ahead. If traffic is slowing, use moderate early braking or coasting instead of hard braking to enhance fuel economy.
5. Monitor your highway speed. Fuel economy suffers at speeds higher than about 65 mph and drops significantly above 70 mph.
6. Regularly check and maintain proper tire pressure.
7. Don't carry unnecessary loads. Excess weight reduces fuel economy.
8. Use the air conditioning and defroster only as needed; both reduce fuel economy.

