Newsletter for Prius Owners & Enthusiasts

PRIUS View HYBRID

Issue 4 • Fall 2003

The 2004 Prius—beyond expectations!

BETTER performance!

HIGHER mileage!
60 mpg city/51 mpg hwy!*

LOWER emissions!

SAME* MSRP as 2003!*

How often do you get to make a difference ***without*** making a sacrifice? That's how the next generation Prius goes beyond expectations!

The key to Prius' remarkable achievement is its **combination** of innovative features.

"Triangular monoform" styling creates a sleek gas-saving 0.26 coefficient of drag.

Prius' advanced hybrid gasoline/electric technology delivers high-voltage performance. Learn more about Hybrid Synergy Drive on page 2.

Futuristic features make Prius a unique high-tech driving experience. It will push ***your*** buttons! See page 4.

Roomier liftback with 60/40 split fold-down rear seats.

* EPA estimates. Actual mileage may vary. **Same base manufacturer's suggested retail price as 2003, excluding delivery, processing, and handling fee.

New and Improved Prius Advertising!

Many readers have written enthusiastically to *Prius View* about advertising for their favorite hybrid car. You will be happy to know that a new and improved Prius ad campaign is under way and will continue well into 2004.

Television, radio, newspaper, magazine, and outdoor ads will appear nationally with greater frequency than ever. An array of creative messages and themes will drive home that Prius is an agent for change—just like the people who drive it.

Additionally, a worldwide Prius advertising campaign will run in the U.S., Japan, and Europe. Its purpose is to establish a unified global image for Prius.

"One small step on the accelerator. One giant leap for mankind."

Along with ads for Prius, Hybrid Synergy Drive will continue to enjoy its own national ad campaign. Toyota really wants the audience to grasp the benefits of owning the world's most advanced automotive hybrid drivetrain—in the 2004 Prius *and* in other Toyota and Lexus models to come.

Toyota will not rely on advertising alone to promote Prius. A 15-city "Engines of Change" tour will introduce the 2004 Prius to local civic, environmental, and opinion leaders. Partnerships with companies and organizations such as the American Lung Association, the Race to Stop Global Warming, and the Environmental Media Association will build awareness through events and support of worthy causes.

Toyota recognizes that Prius owners have always been the best advocates for their favorite hybrid car. With the new advertising for 2003–2004, their job should be just a little easier!

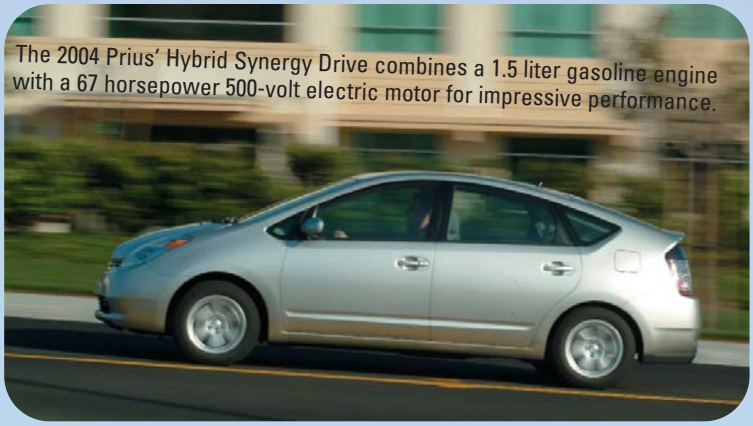
Hybrid Synergy Drive—"The Power to Move Forward"

Hybrid Synergy Drive is the key to the 2004 Prius' new level of performance. No sacrifices here. It has more power, lower emissions, and improved mileage compared to the original Prius' Toyota Hybrid System. Hybrid Synergy Drive's slogan—"The power to move forward"—makes perfect sense.

More Power to You

The most significant development in Hybrid Synergy Drive for the 2004 Prius is its 500-volt 50-kilowatt motor, compared with the 38-kilowatt 274-volt motor in the original Prius. That's evolution. But the revolution is achieving 500 volts with a smaller 202-volt battery pack compared with the original Prius' 274-volt pack. A new power inverter is the key, creating higher voltage with lighter components. At higher voltage, the motor delivers more usable power with less current from fewer batteries. This reduces weight, which in turn also helps mileage. Other benefits: more power, improved acceleration (0–60 mph in an estimated 10.1 seconds*), and increased electric-only drive capability.

So, is the 2004 Prius an example of evolution or revolution? It's evolutionary because Hybrid Synergy Drive in 2004 makes significant improvements on the original Prius' Toyota Hybrid System (THS).



The 2004 Prius' Hybrid Synergy Drive combines a 1.5 liter gasoline engine with a 67 horsepower 500-volt electric motor for impressive performance.

It's revolutionary because Hybrid Synergy Drive ***is*** the cutting edge of hybrid automotive technology. Prius is the first car to feature Hybrid Synergy Drive, but by no means will it be the only one. Hybrid Synergy Drive with a V6 engine and V8 power will appear as an optional powertrain in the 2005 Lexus RX 330 SUV.

*Performance capacity figures are for comparison only, and were obtained with prototype vehicles by professional drivers using special safety equipment and procedures. Do not attempt.

The 2004 Prius sports the Hybrid Synergy Drive badge.

Under the hood—a 1.5 liter gas engine (left) and power inverter (right)

Other Cool (and Hot) Technology

Totally Cool

Prius' electronic air conditioning draws no mechanical power from engine belts, enabling a more efficient drive-train. It's the first appearance of electric air conditioning for any mass-produced car sold in America. Hybrid Synergy Drive's high-voltage operation makes this possible. Prius owners will appreciate how the air conditioning can run on the hybrid batteries alone, with the engine off.

Electric pumps also circulate engine water and oil, lightening the engine's load for improved efficiency.

Keep the Heat On

An entirely new technology called Coolant Heat Storage System (CHSS) helps the 2004 Prius achieve California Air Resources Board's (CARB) super low emissions vehicle (**SULEV**) status.

CHSS features a highly insulated "thermos-like" tank that stores a portion of hot engine coolant fluid. Before the engine starts, this hot water is pumped into the cylinder head to warm the air intake port walls. Warming this part of the engine allows a leaner gas mixture, which reduces emissions while maintaining performance. This is most useful when first starting the engine in the morning, especially in cold weather.

Zero Evaporative Emissions

In addition to being a SULEV, the 2004 Prius meets one of the world's most stringent emission standards: CARB's **AT-PZEV** (advanced technology partial zero emission vehicle). To qualify, a vehicle must meet SULEV standards, have zero evaporative emissions and a 15-year/150,000-mile warranty covering the emission control equipment. AT-PZEVs typically meet the standard with the use of advanced-composition catalytic converters and extra components that eliminate evaporative emissions from fuel lines. The AT-PZEV standard applies in California, Maine, New York, Vermont, and Massachusetts.

Profile of a 3-Prius Family

When Doug and Lisa Keithley of Boise, Idaho, bought their 2001 Prius in 2000, they started a family trend. "We're strong believers in conservation and low emissions and are intrigued by the hybrid concept," says Doug. "We also liked the roominess of the Prius for our family of four." Among the first Prius owners in Boise, Doug and Lisa were the center of attention. "Drivers pulled up next to us and asked questions, mostly, 'Do you plug it in?'" recalls Doug. "Now Boise has several Prius, but we all still wave to each other. We have the only one with a flame paint job, though," a Father's Day gift from Lisa.

Doug is impressed with the Prius' power on mountain roads: "When we go over the grade to leave our valley, I set the cruise control at 55 and it just flies up the hill, even when loaded with the whole family." Doug and Lisa plan to keep their Prius for several years, but they hope to replace their minivan with a larger hybrid with electric air conditioning some day. "We like what we read about the 2004 Prius on the website, and I would like to have the electric air conditioning, but we're not ready to trade in our classic Prius yet."

Doug and Lisa's first convert was Lisa's sister, Lorie Mochel, of Pullman, Washington. "Once Doug and Lisa told me about the Prius' features, I test-drove it," says Lorie. "I fell in love with it. I'm very environmentally conscious, and Prius' power and gas mileage impressed me! It's great to fill up only once a month. There's no reason for driving gas hogs." Lorie also appreciates the warranty. "I've only paid for new wiper blades so far. I don't know any Prius owner who isn't an evangelist."

Soon Lorie and Lisa's parents, Al and Joan Mochel of Spokane, Washington, caught Prius fever. "When we heard they were getting a Prius, we thought it would be for Mom because Dad has always preferred large cars," says Lorie. "But now he's the one driving it." Al, a tall former college football player, says he was pleasantly surprised by the roominess of the front seats. "My wife and I also love the ease of parking and smooth handling. In May, we drove 1800 miles to Oklahoma City about $60 in gas. The people who went with us are now considering buying a Prius."

Above: from left, Doug and Lisa Keithley, Lorie Mochel, Amy Keithley, Al and Joan Mochel. Left: Doug, Lisa, and daughter Amy in their Prius with the custom flame paint job.

Toyota Environmental News Briefs

The 2004 Prius features parts made of renewable "bio-plastic"

Toyota has announced plans to use farm products in the production of raw materials for plastic automobile parts. A pilot plant in Japan will use sugar cane to manufacture up to 1,000 tons annually of polylactic acid, an alternative to petroleum-based materials. Since bio-plastics are made primarily from plants that sequester atmospheric CO_2, Toyota believes they can contribute to the resolution of global warming issues. The 2004 Prius is one of the first Toyota vehicles to use bio-plastic parts.

Toyota scores highest of all automakers in global climate change report

Toyota has achieved the highest score of any auto manufacturer in a report on corporations and global climate change—ahead of Honda, Ford, General Motors, and DaimlerChrysler. Ratings are based on 14 specific actions that companies can take in response to climate change. Categories of the actions include emissions data, environmental reporting, board-level policymaking, and management action points.

CERES, the organization that issued the report, is a coalition of environmental, investor, and advocacy groups dedicated to establishing sustainable business practices.

Toyota receives environmental award

Toyota and the National Environmental Education and Training Foundation (NEETF) have received the 2003 Conservation Partnership Award. It was given by the Natural Resources Council of America, an organization that provides networking, leadership training, and other services for supporters of natural conservation. The award recognizes National Public Lands Day, an annual event that mobilized 80,000 volunteers to work on conservation projects this year. More than 2,000 of the volunteers were Toyota associates. NEETF conducts the event and Toyota is a national sponsor.

The 2004 Prius—A High-Tech Driving Experience

Prius is remarkable for much more than its hybrid drivetrain. For 2004, Prius adds a number of high-tech driving amenities that equal the sophistication and cutting-edge technology under the hood.

Start Smart

"POWER" button—start here

One major innovation for 2004 is evident literally before you open the door. Called "Smart Entry & Start," it's a moderately priced available option that launches the familiar keyless entry fob to a whole new level.

With Smart Entry & Start, you can enter, drive, and lock your car without ever removing the key from your pocket! A coded transmitter in the master key alerts Prius to your presence within about three feet and unlocks your door as you touch the handle. Then, when you are in the driver seat, another sensor allows you to start the car just by pushing the "Power" button. No need to use the key. To lock the car on exit, you only have to touch the door handle button again.


Master key with removable mechanical door key

Once you start driving, other high-tech features enhance the experience. One of the most notable is a "by-wire" fingertip electronic shift lever. Replacing the earlier console lever that was mechanically linked to the transmission, the lever is purely electronic, requiring less effort for driving control. Plus, by replacing mechanical components with electronic ones, the Prius not only is lighter (thereby using less gas) but offers more flexibility in interior design.

Fingertip electronic shift lever

Feel the Future

Prius drivers also feel the future during acceleration and braking. Just as with the transmission, the brake and gas pedals are "by-wire" enhanced for easier and more precise control.

Prius takes another step forward in creature comfort with the first electronic air conditioning in a mass-produced car. It allows cool and comfortable airflow even when Prius is driving in electric motor-only mode. This plus a new humidity control sensor make for a more comfortable driving experience.

Advanced safety systems are included in the 2004 Prius. For example, optional Vehicle Stability Control (VSC)* automatically coordinates the electric power steering and brakes to improve vehicle stability and handling. Standard safety features include traction control and an anti-lock brake system with Electronic Brake-force Distribution and Brake Assist. Driver-side and front


The multi-information display is shown with optional touchscreen DVD navigation system.

passenger seat-mounted side airbags plus front and rear side curtain airbags are available options.

A more advanced 7" touchscreen display shows the Hybrid Synergy Drive energy flow in real time and is a control interface for the audio system, heating, and air conditioning. Voice-activated navigation is an available option.

Blue Sky Talking

For drivers who want the latest in mobile communications convenience, Prius has a special option using Bluetooth™ technology. This feature allows the use of certain Bluetooth-enabled cell phones while they remain inside your pocket or purse. The Bluetooth wireless technology permits the phone and Prius to communicate seamlessly with each other. The microphone in the overhead console is for hands-free speaking, and convenient dialing controls are built into the steering wheel and multi-information touchscreen display. Links to locate compatible phones and service providers are available at www.toyota.com/prius.

Working Together

Individually, the 2004 Prius' high-tech features would certainly catch your attention. Together, they help to create an immersive high-tech driving experience like no other car available today.

*Toyota 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. Please see your Owners Manual.

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

A link to the online version of *PRIUS VIEW* can be found at www.toyota.com/prius We welcome reader comments on *PRIUS VIEW*. Please e-mail them to prius@oberhand.com

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