



UK PRESS RELEASE

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## Toyota Prius Makes Its Mark On Britain

14 February 2000

Toyota has made its mark on Britain with Prius, Toyota's hybrid car. Starting from the Toyota plant at Burnaston, Derby, volunteers from the Toyota Enthusiasts Club drove around central England on a route that traced out the shape of the Toyota logo.

The Prius Logo Drive was a 24-hour challenge met by the Toyota Enthusiasts Club to demonstrate the everyday practicality of Prius while raising thousands of pounds for Macmillan Cancer Relief Fund.

A dozen members of the Toyota Enthusiasts Club set off from the Toyota Motor Manufacturing UK factory in Burnaston, Derbyshire, facing a range of driving conditions from country lanes in mid-Wales to motorways and busy city roads covering a total of 1181 miles.

Peter Hunter of Toyota Enthusiasts Club commented on the driving experience for the team: "No one had even the slightest difficulty in controlling the car or experienced any "strangeness" about driving a hybrid vehicle. We were all very impressed with the easy drivability and refinement."

The Prius Logo Drive was a light-hearted demonstration that the Prius hybrid car is as accessible to drive as a conventional family car with the advantage of much lower emissions and better fuel economy. Prius will go on sale in the UK in autumn this year.

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