



UK PRESS RELEASE

Keep Pace With New Prius On Today/Tomorrow

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The Official Toyota Blog

This summer's launch of the all-new Toyota Prius is one of the most important motor industry events of the year. All the buzz surrounding the build-up to the new hybrid's arrival is being comprehensively covered on Today/Tomorrow, the official Toyota blog at blog.toyota.co.uk.

News, views, exclusive images and videos and a UK-exclusive first look at the new car are featured, with input from the blogging team and key Toyota insiders. Today/Tomorrow also provides a lively forum for everyone to share their opinions and experiences and to quiz the experts about new Prius and hybrid power.

New posts are added daily to give a wide-ranging insight into all aspects of new Prius. Recent updates include a look back at Toyota's heritage of hybrid vehicle development, its development of world-first plant-based plastics and first-hand accounts of day-to-day living with the world's most popular hybrid car.

Jon Williams, Toyota GB Commercial Director, said: "Rather than simply a case of us putting out information and hoping people will respond, Today/Tomorrow actively promotes user feedback and shared ideas and opinions. We have plenty to talk about, not least the remarkable achievements of new Prius, so are confident the blog will provide a lively and popular platform."

To catch up with the latest, go to blog.toyota.co.uk

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