



---

## **New Prius Breaks Cover**

10 June 2009

### **Toyota's new hybrid is on the road and on show in the UK**

After months of anticipation, the all-new Prius arrived in the UK this week and is already on the road and on public display.

The latest generation of Toyota's world-conquering hybrid has wasted no time in demonstrating its environmental credentials by taking part in the Revolve Eco-Rally, a showcase for low emissions and fuel-efficient cars that travelled from Brighton to London's City Hall on Monday. Supported by the Low Carbon Vehicle Partnership and *What Car?* Magazine's Green Awards, the event was organised by Revolve, an independent group that encourages and promotes sustainable transport.

New Prius is also taking centre stage at the Bull Ring in Birmingham as a key feature of the shopping centre's Green Week activities. Under the banner "Energy", Prius is on public view until this Sunday. It is joined on the Toyota stand by its iQ and Yaris stablemates, two prime examples of the low emissions/fuel efficient performance being achieved with Toyota Optimal Drive technology.

Next week Prius will move on to the Trafford Centre in Manchester, where it will be on show from 15 to 28 June. It will complete its debut tour at Bluewater, in Kent, from 29 June to 12 July.

Order books for new Prius are open now, with UK sales starting on 1 August.

**ENDS**