



UK PRESS RELEASE

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# **New Toyota Prius: Full UK Media Resources Now Available**

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Full UK-specific media resources are now available for the new Toyota Prius at Toyota's press web site.

Featured downloadable material includes: -

- Full launch press pack with UK pricing and technical and equipment specifications
- High and medium resolution photography
- Video footage with downloadable MPEG files and a simple on-line ordering service for Digi Beta, DVD and DV Cam broadcast quality material

The new, second generation full hybrid Toyota Prius goes on sale in the UK on 1 August.

Keep up-to-date with the latest new Prius, news, views, images, videos and more on Today/Tomorrow, the official Toyota blog, at <http://blog.toyota.co.uk/>

**ENDS**