



UK PRESS RELEASE

Toyota Prius Named Japan Car Of The Year

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The new Toyota Prius has clinched its first major award, voted Japan Car of the Year by a panel of distinguished motoring journalists and industry experts at the Tokyo motor show. The accolade is a formal acknowledgement of the advances Toyota has made with the third generation Prius, which delivers more power yet even better fuel efficiency and lower emissions from its full hybrid powertrain.

Prius's advanced but eminently user-friendly technology is also winning the hearts and minds of its most important critics, drivers themselves. In Japan Prius has been the nation's top selling new car for the past five months in a row – every month since the car first arrived in showrooms. And with more than 31,000 sales in September alone, new Prius last month accounted for almost 11 per cent of the entire new car market.

New Prius is also making a big impact with motorists here in the UK, with more than 4,000 customer orders received since its launch in August. In September its sales performance moved it up to become Toyota's third best-seller, after Yaris and Auris.

More information about new Prius's achievements can be found on the official Toyota blog, Today/Tomorrow at <http://blog.toyota.co.uk>

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