



UK PRESS RELEASE

# Toyota Prius is Car Dealers First Used Electrified Car of the Year

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It's 20 years since the first Toyota Prius took to the road, marking the start of a technological revolution which has brought petrol-electric hybrid power to the motoring mainstream. The model's lasting quality and influence have once again been recognised, with Prius receiving *Car Dealer* magazine's first Used Electrified Car of the Year award, presented at a ceremony in London last night.

Andy Entwistle, *Car Dealer* Managing Director, said: "Used cars are hugely important to the automotive industry and our new award recognising the Best Used Electrified Vehicle signifies that electric and hybrid vehicles are now starting to be embraced industry-wide. Our inaugural award really could only go to one vehicle, arguably the car that started the move toward hybrid technology and the most widely recognised Hybrid vehicle on the market.

"There was never any doubt who the winner would be, the Prius remains streets ahead in its category. It continues to lead the field and, combined with excellent reliability, its speed of sale and strong residual value shows how popular it is with consumers."

Mark Roden, Toyota GB Sales Director, said: "We greatly appreciate *Car Dealer's* decision to make Prius the first winner of this new award. It reflects how the well-proven quality, reliability and durability of Prius's petrol-electric hybrid technology continues to make it the car of choice for so many customers, sustaining impressive residual values on the used car market."