



Prius Leads Triple Success for Toyota in Carbuyer Awards

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In the motor industry's rush to electrification, the Toyota Prius continues to prosper as the market's master of efficient performance, honoured today with the Most Economical Car title in the *Carbuyer* awards for the second year running.

Prius was also named the nation's Best Small Hybrid Car and the Toyota C-HR was declared Best Hybrid SUV.

Prius was the pioneer of petrol-electric hybrid technology and continues to set new benchmarks: the latest, fourth generation model produces lower emissions and uses less fuel than any of its predecessors, thanks to two decades of continuous improvements to its powertrain.

As far as *Carbuyer*, one of the country's leading consumer motoring websites, is concerned, Prius offers real-world benefits when it comes to keeping a lid on ownership costs and is the market's top pick when it comes to choosing a small hybrid car.

Stuart Milne, *Carbuyer* Editor, said: "With an official fuel consumption figure of 94.1mpg, the Toyota Prius uses its hybrid technology to superb effect. And while other cars can come close to that official figure, none is as easy to extract as many miles per gallon from as the Prius.

"With new-car registrations turning against diesel and the growth of hybrids accelerating, the Prius is more perfectly placed to vie for customers' attention than ever before."

Richard Balshaw, Customer Services Director for Toyota GB said: "It's hugely rewarding for Prius to be winning these awards in a market environment where so many manufacturers are looking to seize the initiative for electrified vehicles. We are proud not only that Prius delivers savings when it comes to fuel costs and emissions-based taxation, but also that its hybrid technology is reliable and hard-wearing, which means lower servicing and maintenance bills, year after year.

"Those qualities extend to the C-HR Hybrid as well, which has proved a remarkable success with customers since its launch earlier this year."