



UK PRESS RELEASE

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## That's Life With A Toyota Prius

4 March 2008

As the doyenne of British consumer journalism, there is probably no tougher customer to please than Esther Rantzen. That makes her choice of a Toyota Prius for her personal transport all the more telling.

Esther, who anchored the BBC magazine programme *That's Life* for 21 years, has recently taken delivery of her second Prius, re-emphasising her support for hybrid power and the Toyota brand.

She said: "I have run a Prius for several years and I love its economy, it's clean, quiet and comfortable. And of course it's green!"

Prius is powered by a conventional petrol engine and a compact but powerful electric motor. According to driving conditions, these can operate independently or together to ensure optimum fuel efficiency at all times. In slow moving city traffic, Prius can run for certain distances on electric power alone, reducing emissions to zero. It is the world's cleanest family-sized car and the best-selling hybrid model, with sales approaching one million units since 1997.

Esther, who was made a CBE in 2007 for her work establishing the Childline charity, purchased her new Prius through Jemca London.

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