



UK PRESS RELEASE

Toyota Hybrid Challenge: How Low Can You Go?

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Prizes on offer for drivers who can coax the best mpg from Prius and Auris

Rising prices have made fuel economy a hot topic, so it's perfect timing for Toyota to be promoting the benefits of its hybrids - present and future.

Drivers are being encouraged to put the fuel efficiency of Toyota's Prius and Auris hybrid to the test in a challenge to see who can achieve the best mpg. Toyota centres across the UK are hosting the competition, each with their own set route and time limit. A Top Gear-style leaderboard will keep track of the local results, with prizes going to each centre's best-performing entrant.

Official combined cycle figures are 72.4mpg for Prius and 74.3mpg for Auris hybrid, but significantly better consumption has been recorded for both models in independent economy drive events.

The challenge runs throughout April and May, coinciding with a new nationwide ad campaign which is using TV, billboards and print and digital media to spread the word about Toyota's world leading technology, not only in the Prius and Auris models on sale today, but also in the forthcoming Prius+ MPV and the Yaris Hybrid Concept that was unveiled at the Geneva motor show.

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