

## PRIUS TIMELINE AND UK SALES

YEA R	MONTH	EVENT
1997	December	First generation Prius launched in Japan.
1998		Prius named Japanese Car of the Year.
2000	October	Prius launched in the UK.
2002	June	Prius becomes first hybrid car to complete an FIA-sanctioned event, the Midnight Sun to Red Sea Rally.
2004	January	Second generation Prius launched in the UK.
	June	Prius gains five-star Euro NCAP adult occupant safety rating with equal highest score in its class.
		Hybrid synergy Drive wins the 2004 International Engine of the Year title with a record high score. It also takes wins in the Best Fuel Economy, Best New Engine and 1.4 to 1.8-litre Engine categories.
	November	Prius is named European Car of the Year.  Worldwide sales pass 250,000.
2005	January	Prius sets new world land speed record for a hybrid power vehicle, achieving 130.794mph at the Bonneville Salt Flats.
	May	Range revised with suspension, NVH and steering adjustments,
	June	Toyota Hybrid Synergy Drive wins best fuel economy and best engine in 1.4 to 1.8-litre category at the 2005 International Engine of the Year Awards.
2006	May	Toyota Hybrid Synergy Drive wins best fuel economy and best engine in 1.4 to 1.8-litre category at the 2006 International Engine of the Year Awards.
	June	Worldwide sales pass 500,000.
	November	Intelligent Park Assist (IPA) made standard on T Spirit grade.
2007	May	Prius is top-ranked model in the J.D. Power & Associates UK customer satisfaction survey.  Toyota Hybrid Synergy Drive wins Best fuel Economy category in the 2007 International Engine of the Year awards.
2008	May	Prius is top-ranked model in the J.D. Power & Associates UK customer satisfaction survey for the second year running.

2009	January	The third generation Prius makes its debut at the Detroit motor show.
	July	Prius is named Whatgreencar Car of the Year.
	August	Third-generation Prius UK sales launched. Prius achieves five-star Euro NCAP crash safety rating.
	September	Prius Plug-in Hybrid concept car unveiled at Frankfurt motor show.
	October	Prius named Japan Car of the Year.
2010	May	Hybrid Synergy Drive names Green Engine of the Year for sixth year in succession.
	July	Safety Pack option introduced, including Pre-Crash Safety system and Adaptive Cruise Control
	October	A special 10 <sup>th</sup> Anniversary edition Prius is released in the UK in a limited run, with additional equipment and styling features.
2011	March	Prius restyled with new front-end design and revised cabin; specifications adjusted, with introduction of Toyota Touch and Toyota Touch & Go.
2012	March	<a href="#">The 2012 Prius is launched</a> , with revised front-end styling and cabin and the introduction of Toyota Touch & Go Plus on T Spirit models.
2013	June	Global Prius sales pass three million units.
2015	September	The new, fourth generation Prius makes its debut at the <a href="#">Frankfurt motor show</a> .
	November	Toyota announces details of the <a href="#">UK model range and pricing</a> . Prius is offered in a new grade line-up and all versions will feature Toyota Safety Sense.
2016	March	First cars are delivered to UK customers.
	April	Prius is given top <a href="#">five-star rating</a> in independent Euro NCAP safety testing.
	July	Prius received the <a href="#">Best Green Car award</a> from Auto Express and Best Eco Car title from <a href="#">Telegraph Cars</a> .
	November	Prius is Carbuyer's Best Economical Car and Green Car of the Year in the Women's World Car of the Year <a href="#">awards</a> .
	December	Euro NCAP names Prius as the <a href="#">safest large family car</a> to undergo its 2016 test programme.
2017	January	Prius is the Best Family Car in the <a href="#">UK Car of the Year awards</a> .

2019	March	Start of sales of the 2019 Prius with front and rear styling changes and the first availability of All-Wheel Drive – intelligent (AWD-i).
	April	Prius wins gold award as New Car of the Year in <i>Auto Express</i> Driver Power survey.