



PRIUS

Annual Sales

2009:	139,180
2008:	158,243
2007:	180,581
2006:	106,274
2005:	107,235
2004:	53,542
2003:	24,528
2002:	20,057
2001:	15,464
2000:	5,537

Environmental Awards

Motorweek, 2010 *MotorWeek's* Driver's Choice Award – Best Eco-Friendly¹

Kelley Blue Book, Prius was named a 2010 Top 10 Green Car by Kelley Blue Book's kbb.com²

Media Awards

Motorweek, 2010 *MotorWeek's* Driver's Choice Award – Best of the Year¹

Edmunds.com and *Parents* magazine, Best Family Cars – 2010 Toyota Prius¹⁰

Kiplinger's Personal Finance, Best New Car in the \$20,000-25,000 range – 2010 Toyota Prius¹¹

Edmunds.com, 2004-2008 Toyota Prius is an *Edmunds.com* Used Car Best BetSM for 2010¹²

MotorIntelligence, Best-selling hybrid in America¹³

**More Prius sold than
any other hybrid model**

Affordability and Value

Toyota Motor Sales / EPA, 50 mpg rating 2011³

EPA, America's most fuel-efficient car⁴

EPA, Compared with the average car, Prius has saved an estimated 657,161,524 gallons of gas in the U.S. since 2000⁵

EPA, Compared with the average car, Prius has saved an estimated \$1,604,783,058 on fuel in the U.S. since 2000⁶

Value Awards

IntelliChoice.com Toyota Prius named Best Overall Value of the Year among mid-size cars for the past eight years in a row, 2010⁷

IntelliChoice.com 2010 Best Overall Value of the Year among cars under \$24,000⁸

IntelliChoice.com Excellent Value, 2010

IntelliChoice SmartChoice award winner (mid-size cars)⁹

- Highest Retained Value, 2010
- Lowest Fuel Costs, 2010
- Lowest Ownership Costs, 2010
- Lowest Operating Costs, 2010

Safety Awards

Insurance Institute for Highway Safety (IIHS) Highest-possible frontal crash-test rating in its class.¹⁴

Insurance Institute for Highway Safety (IIHS) Highest-possible side crash-test rating in its class.¹⁵

Insurance Institute for Highway Safety (IIHS) Highest-possible frontal and side crash-test ratings in its class.¹⁵

National Highway Traffic Safety Administration Five-star rating in driver side-impact crash test¹⁶

Toyota Motor Sales

Highest EPA-rated fuel economy of any vehicle¹⁷

Toyota, #1 selling brand of hybrid vehicles in America¹⁸

Toyota Prius, more than 2 million sold worldwide¹⁸

2011MY Prius will be sold in more countries than any other hybrid model

Prius is the world's first mass-produced hybrid vehicle

Prius nameplate has more than 2,000 patent applications filed across the world

2011MY Prius has more than 1,000 patent applications filed across the world

The drivetrain on the 3rd-generation Prius is 90% newly developed

More than 85% of the raw material used (by mass) to manufacture a 2011MY Prius can be recycled¹⁹

This generation Prius is the first vehicle in the world to use injection-molded ecological plastic

The ecological plastic reduces CO₂ from the production process by 20% versus conventional plastic

2011MY Prius emits 66% fewer smog-forming emissions than the average new vehicle

The mid-size hybrid is designed to achieve an Advanced Technology Partial Zero Emissions Vehicle (AT-PZEV) rating²⁰

We estimate that over the life of the vehicle, 2011MY Prius could emit 44% percent less CO₂ versus a similar conventional vehicle²¹

The 3rd-generation Prius had the most hours of wind-tunnel testing of any Toyota in history

Prius Touch Tracer system is the first system in the world to show steering-wheel control dials on the instrument panel

Collectively, Prius have driven more miles than any other hybrid model

Prius has done more to help the environment than any other car in the world

The environment's favorite car

Toyota's most nature-inspired model

World's most iconic hybrid

Most inspiring vehicle ever made

Prius has inspired more conversation than any other hybrid

**The world is better
because of Prius**

**Best loved hybrid
in the world**

**World's most
iconic hybrid**

¹ Motorweek ² For more information about the 2010 Top 10 Green Cars from Kelley Blue Book's kbb.com, visit www.kbb.com/green. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. ³ 2011 EPA 51/48/50 city/highway/combined mpg estimates. Actual mileage will vary. ⁴ Based on EPA mpg estimates. See www.fueleconomy.gov ⁵ Based on average EPA estimated combined mpg rating of all MY01-MY10 cars and 10,000 miles/year. Fueleconomy.gov. Actual mileage will vary. ⁶ Based on average EPA estimated combined mpg rating of Prius v. all new MY01-MY10 cars, 10,000 miles/year, and average U.S. gas prices including taxes. Fueleconomy.gov. Actual mileage will vary. US Energy Information Administration. ⁷ 2010 IntelliChoice.com; Mid-Size Car; IntelliChoice is a registered trademark of Automotive.com, LLC. ⁸ 2010 IntelliChoice.com; Overall Car under \$24,000; IntelliChoice is a registered trademark of Automotive.com, LLC. ⁹ 2010 IntelliChoice.com; IntelliChoice is a registered trademark of Automotive.com, LLC. ¹⁰ Edmunds.com ¹¹ www.kiplinger.com; \$20,000-\$25,000 range. ¹² Edmunds and Used Car Best Bets are proprietary trademarks of Edmunds.com, Inc. ¹³ Based on manufacturers' sales data for CY2010. ¹⁴ Based on IIHS frontal offset crash test. Ratings only meaningful when comparing vehicles in the same weight class. www.iihs.org ¹⁵ Based on IIHS side crash test. Ratings only meaningful when comparing vehicles in the same weight class. www.iihs.org ¹⁶ NHTSA 2010 five-star rating in driver side-impact crash test. Ratings only meaningful when comparing vehicles in the same weight class. 2010 MY vehicle tested. See www.safercar.gov ¹⁷ 2010 EPA fuel-economy estimates. Actual mileage will vary. ¹⁸ Based on Manufacturers' sales data through September 2010. ¹⁹ Based on ISO 22628 standards. ²⁰ AT-PZEV rated by the California Air Resources Board. Meets Tier 2-Bin 3 Federal emissions standard. For more information please visit www.arb.ca.gov. ²¹ Based on comparison using 2.4L 2009 MY Toyota Corolla.

This material is to be used solely for training purposes. It is intended for dealer use and should not be given or presented to customers.