

Press Release

27<sup>th</sup> October, 2009

## **Toyota Prius wins Japan Car of the Year Award 2009-2010**

Crown Motors Limited is pleased to announce that the Japan Car of the Year Award for 2009-2010 has been won by the Toyota Prius!

The Tokyo Motor Show is currently being held at Chiba City in Japan. On the first day of the show, the selection for the Car of the Year award was held at the venue. Leading lights in the motor industry and chief editors of motoring magazines were invited to vote for their choice. Out of 1,525 votes cast, Prius received the highest number. Thereby winning this prestigious award.

This proves that the Prius is not only a popular vehicle in the market place, but is also acknowledged as a great success by the experts in the motor industry. TOYOTA MOTOR CORPORATION is committed to producing more cars like the Prius that are not only a joy to drive but will also utilize new technology that will help solve the problem of global warming.

As well as Car of the Year, the Prius also won the Design for Asia Award from the Hong Kong Design Centre for the category, Product/ Industrial Design – Leisure and Entertainment. This shows that the Prius not only has proven its superiority in handling and performance, but is also acknowledged for its attractive exterior design.

The TOYOTA MOTOR CORPORATION launched the Prius in December, 1997 as the world's first mass-produced hybrid vehicle. Sales of the Prius began in North America and Europe in 2000 and since then it has been acknowledged and complimented by motorists and motor industry experts for its revolutionary and ergonomic design. Through the years since the introduction of hybrid vehicles, TMC has been working hard to continue developing and refining hybrid systems technology. The third-generation Prius was launched in May of this year.



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