

Press Release

2 November 2010

***Climate Dialogue: An International Conference
on Climate Change 2010 Hong Kong***

Toyota Prius Hybrid Designated as the Conference Official Limousine

In recent years the issue of global warming has become an extremely urgent concern. In response to world climate change, a large-scale international conference – ***Climate Dialogue: An International Conference on Climate Change 2010 Hong Kong*** will be held at the Hong Kong Convention and Exhibition Centre from November 3rd to 6th. This four-day conference is co-hosted by Civic Exchange, the Environmental Campaign Committee, and C40 Cities Climate Leadership Group to seek solutions to climate change and encourage everyone to help create a low-carbon city together. The Conference will also include a two-day ***C40 Hong Kong Workshop*** at which city mayors along with top officials from China and Hong Kong will get together and discuss various low-carbon city proposals.

Crown Motors Ltd. has always taken an active interest in environmental protection matters, initiating a host of eco-friendly policies, including being the first to import the Toyota Hybrid vehicle into the Territory in response to the Hong Kong Government's calls to speed up the introduction of green technologies. To help welcome this important ***Climate Dialogue: An International Conference On Climate Change 2010 Hong Kong*** event, Crown Motors Ltd. will provide 10 Toyota Prius Hybrid vehicles to serve as official Conference limousines. In addition to warmly greeting and transporting all the distinguished guests, the Toyota Prius Hybrid's technology lies at the heart of the Conference's main theme, and will provide a key impetus for environmental protection.

Serving as the designated Conference limousine is a clear reflection of the Toyota Prius Hybrid's strong and elite standing in the industry. This masterpiece of modern engineering is both highly durable and reliable, providing outstanding performance. Moreover, its fuel consumption and emissions are extremely low, which save owners a great deal of money and energy. When it comes to a full stop, the car automatically switches to EV mode, maintaining zero emissions even while the air conditioner is on; a significant advance in technology for eliminating air pollution in the environment. Since the launch of the very first Toyota Prius Hybrid, it has become the standard bearer of today's environmental friendly vehicle.



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The 3rd generation Toyota Prius Hybrid was unveiled in May of last year. Not only does it offer a brand new exterior design, the engine was also expanded from 1.5 to 1.8 litres while the total maximum output now reaches approximately 136PS. Yet it maintains silent operation with a low fuel consumption performance of 25.48km per litre. Moreover, the Toyota Prius Hybrid features a whole range of advanced high-tech equipment. For instance, the dashboard displays all types of data and actual conditions clearly when driving. Simply touch the button on the steering wheel to get full data access via the world's first Touch Tracer Display, for greater driving convenience.

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