

Press Release

11th January, 2011

Count Down to
The Standard Chartered Hong Kong Marathon 2011
With “Marathon 2011 Widgets”

Entering into its 5 consecutive years, Toyota Prius is once again appointed as the official clock car for the Standard Chartered Hong Kong Marathon 2011 which will be held in February. As the sponsor for one of the most prestigious international sporting event in town, Toyota, with the brand promise of “Live Young”, specially launches the countdown widget - “Marathon 2011 Widgets” allowing the public to get prepared for the running competition and live the Marathon spirit!

“Marathon 2011 Widgets” is specially designed for the event countdown. Interested users simply need to provide basic information, download and install the program. Applying the impressive design concept of the Standard Chartered Hong Kong Marathon, the “Marathon 2011 Widgets” adds a dynamic element with a visualized Toyota Prius moving on the computer screen. Apart from the countdown function, it can also display current time.

Toyota has been pioneering the development of “Hybrid Synergy Drive” with perfect synergy between the petrol engine and electric motor, Toyota Prius boasts a 40% reduction in emission than other vehicles in the same class. Toyota Prius leads the marathon contestants to a green life with a consumption of 1.66L of gasoline* to complete the full marathon.

Let’s count down to the Standard Chartered Hong Kong Marathon 2011 with Toyota Prius!
Go and download the “Marathon 2011 Widgets” at <http://www.toyotaprius.com.hk>

*Calculation is based on the official fuel consumption of 25.48km/L

For media enquiries, please contact:

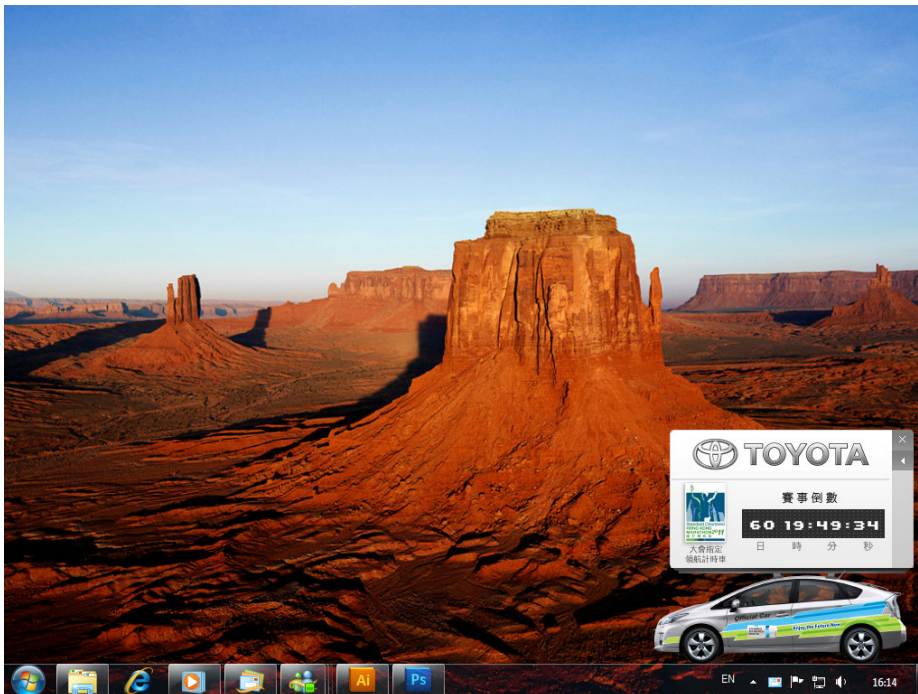
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Photo Caption:

Toyota, with the brand promise of “Live Young”, gives its full support to the Standard Chartered Hong Kong Marathon 2011 with the launch of a countdown program - “Marathon 2011 Widgets” allowing the public to get prepared for the running competition and live the Marathon spirit!