



INTRODUCTION

- The **Toyota PRIUS** is a hybrid electric mid-size car developed and manufactured by **Toyota Motor Corporation**.
- The **PRIUS** first went on sale in Japan in 1997, making it the **first mass-produced hybrid vehicle**. It was subsequently introduced worldwide in 2001.
- **PRIUS** is a Latin word meaning **“to go before”** Toyota chose this name because the Prius vehicle is the predecessor of cars to come.

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PRIUS

HYBRID ENERGY DRIVE

TODAY TOMORROW TOYOTA

BACKGROUND

- **Fuel efficient** and **environmentally friendly** car
- Implementing timetable.
- Testing period.
- Worldwide launch (2001).

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MODELS TO DATE

NHW10 1997	NHW11 2000	NHW20 2004
2008		

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HYBRID TECHNOLOGY

The Prius is a combined hybrid, a vehicle that can be propelled by **gasoline and/or electric power**

Components of the system include:

1. Regenerative braking.
2. 1NZ-FXE internal combustion engine.
3. Two electric motors / generators : MG1 & MG2.
4. Hybrid Synergy Drive (HSD).
5. Sealed 38-module nickel metal hybrid (NIMH) battery pack.
6. Lower rolling-resistance tires.
7. EV mode or (stealth mode).
8. Reduced vehicle weight.

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MULTI-FUNCTION DISPLAY (MFD)

Energy monitor on Prius showing **energy flow** to/from the engine, battery, and from the regenerative braking, as well as battery charge level



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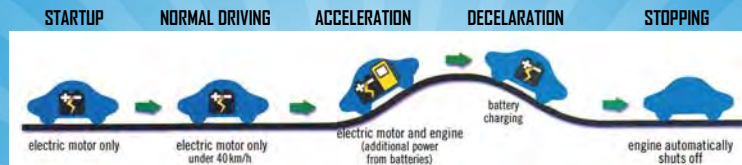
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GAS AND ELECTRIC:

THE MIRACLE OF HYBRID TECHNOLOGY



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IMPORTANT QUESTIONS



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IMPORTANT QUESTIONS

Question 1:

How much can hybrid cars affect **CO2 emission**

Question 2:

How do hybrid cars help to reduce **global warming**

Question 3:

How important is the potential of hybrid cars **energy saving**



ANSWERS



ANSWERS

- Toyota believes that PRIUS vehicles worldwide have contributed to a reduction in **CO2 emissions** considered one of the major causes of **global warming** by producing approximately 4.5 million tons less CO2 when compared with gasoline-powered vehicles in the same class and of similar size and driving performance

Hybrid cars **REDUCE: CO2 emissions by 50%** and **smog-forming emissions by 90%**

- A hybrid vehicle with an internal combustion engine and **energy storage system** shows the potential for fuel-savings under the city-driving conditions, because it is possible to drive an engine near its maximum efficiency conditions and recover the energy of braking. PRIUS achieves **450 km per 20 liters of fuel**



THE TOYOTA HYBRID LINE-UP

Toyota Camry Hybrid



Toyota Previa Hybrid minivan



Toyota Highlander Hybrid



Toyota Dyna Diesel Hybrid



THE LEXUS HYBRID LINE-UP

Lexus GS450 Hybrid (2007)



Lexus LS600hL Hybrid (2008)



Lexus RX400 Hybrid (2006)



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AWARDS

- **1997-98** - Car of the Year – Japan
- **2003** - Scientific American names TMC as "Business Leader of the Year" for its singular accomplishment in the commercialization of affordable hybrid cars.
- **2004** – Motor Trend – Car of the year.
- **2004** – International engine of the year.
- **2005** – European car of the year.
- **2006** – Intellichoice - Best overall value of the year, Midsize.
- **2007** – Intellichoice - Best in class winner : Best retained value, lowest fuel, lowest operating costs, lowest ownership costs.
- **2008** – International engine of the year awards - Green Engine of the Year .

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