

## **NEW TOYOTA PRIUS IS WHATGREENCAR CAR OF THE YEAR 2009**

The title of WhatGreenCar Car of the Year 2009 has been awarded to the 'next generation' Toyota Prius, due to be launched in the UK on 1<sup>st</sup> August 2009.

The new Prius was chosen from a short-list of 10 green car finalists which were test-driven at Imperial College, London, by six of the UK's leading green transport and environmental experts. The judging was completely independent and showcased the most innovative green cars available to drive in the UK during 2009.

The 10 cars up for contention for the 2009 Award included: the Citroen C1 ev'ie electric, Mitsubishi i-MiEV electric, Toyota iQ, Ford Fiesta ECONetic, third-generation Toyota Prius hybrid, Volvo S40/V50 DRIVe start-stop, new Honda Insight hybrid, VW Passat BlueMotion 2, BMW 318d saloon, and the Citroen C3 Picasso compact-MPV.

Dr Ben Lane, Managing Editor of WhatGreenCar said: "While this year's judges were rightly impressed by the range of green car technologies employed by the 10 car short-list, they were unanimous in their acclaim for the new Prius. In addition to the new model's best-in-class cradle-to-grave environmental credentials, the panel particularly commented on the way the car seamlessly integrates green features as part of its design. If Apple made a car, it would probably be the third generation Prius".

With a lighter and more and compact power-train, the latest Prius is greener than ever with a best-in-class WhatGreenCar environmental rating of 33, official combined fuel economy of 72.4 mpg and CO2 emissions of only 89 g/km – a 14% improvement over the highly successful current model, itself the winner of many awards since its UK launch in 2004.

Counter-intuitively, the new Prius uses a new four-cylinder, 1.8-litre petrol engine in place of the 1.5-litre unit in the current model to improve overall fuel economy, and offers additional driver control via three driving modes: EV, ECO and POWER – in EV mode, the car can be driven as a pure electric vehicle for as long as the battery charge allows. For the first time, the new model incorporates plant based bio-plastics for its interior components and a solar roof that keeps the temperature inside the car at comfortable levels.

Miguel Fonseca, Managing Director of Toyota GB PLC said “It is a great honour to receive this award for the next Prius. Particularly as the judges recognise the car’s low, whole life environmental impact. From materials procurement through production, to in use fuel saving and even end of life recyclability, Prius sets the benchmark for all other cars to match.”

In addition to awarding the Car of the Year title to the new Prius, the judging panel also highly commended the following three models:

- Ford Fiesta ECONetic – WGC Rating 29, CO2: 98g/km – in the light of the growing demand for super-economy small cars for everyday use, the judges wanted to recognise the greenest super-mini in the UK;
- New Honda Insight hybrid, – WGC Rating 34, CO2: 101g/km – though pipped at the post by the new Prius, the Insight brings the first real competition to the hybrid Prius. Cheaper than the Prius, the judges agreed that the Insight will enable more drivers to enjoy the hybrid experience;
- BMW 318d saloon – WGC Rating 34, CO2: 123g/km – the judges commended BMW’s no-compromise EfficientDynamics technology (including regenerative braking and start-stop). With no loss in performance, and at no extra cost, this makes the 318d the greenest executive car in the UK.

To view the new Prius’ WhatGreenCar data, visit: <http://www.whatgreencar.com/view-car/23041/toyota-prius-Mark III 1 8 VVT i Hybrid 15in wheel 2009>

To find out more about WhatGreenCar and the Award, visit: [www.whatgreencar.com](http://www.whatgreencar.com)

## **ENDS**

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## **NOTES TO EDITORS:**

### **About the 2009 Award**

The criteria for the 2009 Award's 10 short-listed cars were they had to be commercially available from the manufacturer for private and fleet consumers during 2009, and no after-market conversions were eligible.

The 10 cars up for contention were placed in five categories; city cars, superminis, family cars, MPVs and executive cars. The city car category contained the first all-electric, 4-seater Citroen C1 ev'ie, the Mitsubishi i-MiEV (Mitsubishi innovative Electric Vehicle) and the world's smallest 4-seater car, the Toyota iQ, while the supermini group contained the Ford Fiesta ECONetic.

The family category featured the new third-generation Toyota Prius hybrid, the Volvo S40/V50 DRIVE start-stop, the Honda Insight hybrid, and the VW Passat BlueMotion 2. The latest BMW EfficientDynamics technology package could be found in the Executive sector, which featured the BMW 318d Saloon, and completing the finalists was the Citroen C3 Picasso in the MPV group.

The judges for the 2009 Award came from a variety of green environmental areas of expertise and included:

- Peter Stevens, Visiting Professor of Vehicle Design, Royal College of Art
- Neil Wallis, Head of Communications, Low Carbon Vehicle Partnership
- Ian Featherstone, Fleet Advice Manager, Energy Saving Trust
- Sian Berry, Green Transport Campaigns, We Are Futureproof
- Sam Bedford, Managing Director, Carmony.co.uk
- Tom Pakenham, Founder, GreenTomatoCars
- Iain Robertson, Freelance Motoring Journalist
- Ben Lane, Managing Editor, WhatGreenCar.com

### **About WhatGreenCar's ratings**

WhatGreenCar's unique rating system expresses a vehicle's lifecycle environmental impact as a score out of 100 ranging from **0 for the greenest vehicles** to **100 for the most polluting**.

WhatGreenCar's rating system goes well beyond just tailpipe CO2 emissions and assesses the emissions associated with a vehicle's use and manufacture, as well as emissions generated during production of the fuel. This means that all fuel and engine types can be rated and compared, whether they are conventional petrol or diesel cars, petrol hybrids, powered by biofuels or LPG, or are battery electric vehicles.

In addition to CO2, the air emissions assessed include the EU regulated emissions carbon monoxide (CO), oxides of nitrogen (NOx), hydrocarbons (HCs) and particulates

(PM) and sulphur dioxide (SO<sub>2</sub>). In addition, the three main greenhouse gases associated with road transport are assessed: carbon dioxide (CO<sub>2</sub>), nitrous oxide (N<sub>2</sub>O) and methane (CH<sub>4</sub>).

For more information about the WhatGreenCar rating system visit:

<http://www.whatgreencar.com/emissionsanalysis.php>

### **About WhatGreenCar:**

- WhatGreenCar.com provides expert and independent information to those researching more environmentally friendly cars.
- WhatGreenCar.com provides full life cycle environmental ratings for over 20,000 models commercially available in the UK since 2001. WhatGreenCar will publish a first set of complete ratings for cars in the USA in August 2009.
- WhatGreenCar.com's mission is to be acknowledged as the world's leading source of information and ratings for green cars. WhatGreenCar is currently the UK's largest specialist green car site.

The winning Toyota Prius.

