

FOR IMMEDIATE RELEASE

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TOYOTA AURIS HYBRID IS WHATGREENCAR CAR OF THE YEAR 2010

The title of WhatGreenCar Car of the Year 2010 has been awarded to the new **Toyota Auris hybrid**, which is launched today.

Winner WhatGreenCar Car of the Year 2010

- **Toyota Auris hybrid** – WGC Rating: 31 – CO2: 89 g/km

Highly Commended in 2010

- **Seat Leon 1.6 TDI Ecomotive** – WGC Rating: 28 – CO2: 99 g/km
- **BMW 320d EfficientDynamics** – WGC Rating 31 – CO2: 109 g/km
- **Citroen DS3 1.6 HDi** – WGC Rating: 29 – CO2: 99 g/km

Car to Watch 2010

- **Mitsubishi i-MiEV** 47kW/Li-ion – WGC Rating: 10 – CO2: 0 g/km

The new Auris was chosen from a short-list of 10 green car finalists which were test-driven by six of the UK's leading green transport and environmental experts. The judging was completely independent and showcased the most innovative green new cars available to buy in the UK during 2010.

In addition to awarding the Car of the Year title to the new Auris hybrid, the judging panel also 'highly commended' the **Seat Leon 1.6 TDI Ecomotive, BMW 320d EfficientDynamics and Citroen DS3 1.6 HDi**.

On behalf of the judging panel, Dr Ben Lane, Managing Editor of WhatGreenCar said: "With so many models now in the sub-100g/km category for CO₂ emissions, this year's contest was more evenly matched than in 2009. The Seat Leon excelled in its drive, handling and its excellent value, with one of the lowest WGC ratings in its class. The BMW 320d has dramatically improved on the emissions of its predecessor, without denting BMW's high standards of build and performance. And the new Citroen DS3 is the new low emission head-turner, and will be in high demand from car buyers who are looking for a green car that's 'sexy'."

"The judges, however, were particularly impressed by Toyota's Auris hybrid; the latest in their developing hybrid range and, most significantly, the first hybrid in the 'small family' class. Cheaper and smaller than the Prius, the new Auris will allow significantly more car buyers to join the 'hybrid owners' club. In addition to the car's superior drive and state-of-the-art driver control options, the judges also noted its 'normal' looks, in contrast to the more futuristic Prius; and a sign that hybrid technology is now becoming mainstream."

“One other short-listed car that also caught the judges’ attention was the all-electric **Mitsubishi iMiEV**. With its distinctive looks, silent running, zero-emissions, and total simplicity, several judges thought that this was the ‘car to watch’, the only reservation being the price. With a list price of over £38,000, the iMiEV remains way out of reach for most car buyers. That said, if Mitsubishi can find a way to lower the price, the iMiEV will sell like hot cakes – with a WGC rating of only 10, we hope they will.”

About the Toyota Auris hybrid

The Auris’ Hybrid Synergy drive is almost identical to that of the successful Prius, and features a 1.8 litre VVT-i petrol engine and two electric motors that work together to deliver power to the wheels in the most efficient way. The result is best-in-class CO₂ emissions of just 89 g/km and a combined fuel economy of 74.3 mpg.

As in the Prius, the driver is able to switch between the power options: driving in EV-mode (electric only when batteries have sufficient charge), ECO-mode (the car decides how to use energy sources most efficiently), and POWER-mode (petrol and engine and batteries are used to maximum effect). The model is exempt from paying ‘road tax’ and the London Congestion Charge.

The Auris hybrid is manufactured in the UK, and is available from 1st July.

To view the new Toyota Auris’ WhatGreenCar data, visit:

www.whatgreencar.com/view-car/26635/TOYOTA-Auris

Car of the Year 10-car shortlist

The 10 cars up for contention for the 2010 Award included:

- **Mitsubishi i-MiEV** 47kW/Li-ion – WGC Rating: 10 – CO₂: 0 g/km
- **Volkswagen Polo 1.2 TDi BlueMotion** – WGC Rating: 26 – CO₂: 89 g/km
- **Citroen DS3 1.6 HDi** – WGC Rating: 29 – CO₂: 99 g/km
- **Vauxhall Corsa 1.3 CDTi ecoFLEX** – WGC Rating: 29 – CO₂: 98 g/km
- **Seat Leon 1.6 TDI Ecomotive** – WGC Rating: 28 – CO₂: 99 g/km
- **Toyota Auris hybrid** – WGC Rating: 31 – CO₂: 89 g/km
- **Volvo C30 1.6D DRiVe** – WGC Rating 29 – CO₂: 99 g/km
- **BMW 320d EfficientDynamics** – WGC Rating 31 – CO₂: 109 g/km
- **Kia Venga 1.4 CRDi** – WGC Rating: 33 – CO₂: 117 g/km
- **Honda CR-Z hybrid** – WGC Rating: 37 – CO₂: 117 g/km

Details of all 10 short listed cars, together with information about the WhatGreenCar Award can be viewed at: www.whatgreencar.com/green-car-of-the-year-2010.php

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NOTES TO EDITORS:

About the 2010 Award

Now in its third year, WhatGreenCar uses its unique **ratings*** to rank the greenest new cars to come to market this year, and will honour the most innovative model with the Green Car of the Year Award. Short-listed cars are rated for environmental impact, value, drive experience and design.

To be selected for the award, new models must be commercially available for purchase or order in the UK during 2010. After-market conversions are not eligible and all cars have to be available directly from the manufacturer. City cars, superminis, small family cars, large family cars, MPVs, executive and sports classes form the initial selection.

Test-drives of the 10 short-listed cars took place on 30th June in central London. Cars and judges were based at Imperial College, a university specialising in technological innovation; making it the ideal place for the judges to assess the final line-up.

This year's judges for the 2010 Award were:

- **Adam Vaughn**, Environment Deputy Editor, The Guardian
- **Sian Berry**, Green Campaigner, We Are Futureproof
- **Ian Featherstone**, Fleet Advice Manager, Energy Saving Trust
- **Neil Wallis**, Head of Communications, Low Carbon Vehicle Partnership
- **Russell Bray**, Freelance automotive journalist
- **Ben Lane**, Managing Editor, WhatGreenCar

To find out more about WhatGreenCar and the Car of the Year 2010 Award visit:
www.whatgreencar.com/green-car-of-the-year-2010.php

About WhatGreenCar's ratings

The WhatGreenCar ratings express a vehicle's lifecycle environmental impact out of 100 ranging from **0 for the greenest vehicles** to **100 for the most polluting**.

WhatGreenCar's unique 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.

For more information about the WhatGreenCar rating system visit:

www.whatgreencar.com/emissionsanalysis.php

About WhatGreenCar.com

- WhatGreenCar.com provides expert & independent information to those researching more environmentally friendly cars.
- WhatGreenCar.com provides full life cycle environmental ratings for over 25,000 models commercially available in the UK since 2001;
- WhatGreenCar's editorial team are at the heart of the UK's green transport community and provide passionate, expert & unbiased opinion on all the latest green car news, trends & models;
- WhatGreenCar's mission is to be acknowledged as the UK's leading information guide to buying and owning a green car.