

Toyota Hybrid Synergy Drive

Not all hybrids are created equal.



The vision. The journey. The reality.

The development of Toyota's Hybrid Synergy Drive began in the 1970's when the world hadn't come to terms with the reality that our energy reserves were under threat.

Or that the environment could soon be in grave danger.

Or that fuel costs would increase many times over.

No one could ever imagine.

Toyota did.

Not only did Toyota imagine the possibility, but they imagined the way forward.

It would be powered by a synergy of two energy sources, because Toyota believed that no single technology or fuel could deliver the optimum solution.

So Toyota created Hybrid Synergy Drive: visionary technology that allowed two energy sources to work as one.

The result was a vehicle that could achieve dramatically better fuel economy with less impact on the environment - a car for the 21st Century. It was also streets ahead of the electric car concepts of the day, because Hybrid Synergy Drive generated its own electricity.

Not all hybrids are created equal.



Very quickly it began to generate momentum. So while the world's car makers were still persevering with conventional thinking, Toyota had pioneered a totally new drivetrain system for a new world.

The first Prius was launched in 1997 and delivered low emissions, outstanding economy, and became a symbol for a better way of motoring.

Fast forward to 2009 and there are over a million Toyota vehicles powered by Hybrid Synergy Drive on the road. Because like all Toyota vehicles, from the desert conquering LandCruiser to the Corolla, the world's best selling car, Prius is built for the long haul with Quality, Durability and Reliability.

Having seen the success of the Prius, it's no surprise that other manufacturers are now developing hybrid concepts of their own. However, Toyota has a 30 year head start on them, and Hybrid Synergy Drive is now powering its third generation of Toyota vehicles.

Einstein once told us "Imagination is more important than knowledge." The all new Prius is living proof of just how far imagination can take you.

Are you ready?

Visit www.toyotahybrid.com.au to discover.

ALL NEW

PRIUS

Powered By



Pre-production model shown.

Welcome to the all new Prius. The world's most advanced hybrid, and quite possibly the world's most advanced car. Completely redeveloped and re-imagined, it is energised with technologies, including several world and Toyota firsts to transform the way you drive.

Its new Hybrid Synergy Drive system incorporates a sophisticated and more powerful 1.8 litre Atkinson-cycle engine. So advanced, that despite its increase in performance, fuel consumption and emissions have improved again over the previous generation Prius.

Prius is also equipped with the world's first 'Touch Tracer' system. As you operate the touch

controls on the steering wheel, a duplicate image of your actions is displayed on the instrument panel. This reduces your eye movement and allows you to maintain concentration on the road ahead.

Prius' roof incorporates solar panels which supply power to the ventilation system, which, when activated, cool the Prius automatically when parked in direct sunlight. The air conditioning system can also be operated remotely, to cool down the Prius prior to driving - powered solely by the hybrid battery.

Depending on your driving situation, the all new Prius lets you choose which driving mode you want.

The world's most advanced hybrid re-imagined.



Select EV mode to drive along breathlessly on electric power alone, perfect for quiet streets or for slipping into the garage without exhaust emissions. Power mode gives you improved throttle response for sportier driving, especially on the highway. Or choose Eco mode, where the Hybrid system helps you to achieve the best fuel economy under any driving conditions.

Then once the journey's over, at the touch of a button Intelligent Parking Assist handles parallel parking with unparalleled ease.

The body design isn't just radical to look at, it's the most aerodynamic mass-produced car in the world. Prius underwent more wind tunnel testing

than any Toyota in history, resulting in a sleek 0.25 drag coefficient, for reduced drag and less fuel consumption.

Prius' advanced features extend to a safety package that includes pre-collision safety technology. Using a radar sensor, it can actually predict whether a crash is imminent, then it pre-arms the Brake Assist (BA) system which supplements your braking effort and prepares the seatbelts for improved restraint. And for all its forward thinking, Prius has a back-up monitor that helps you see in reverse.

The all new Prius. It's not only the world's most advanced hybrid, it's quite possibly the world's most advanced car.

A revolutionary concept in Australian motoring.



As the hybrid journey gathers momentum, more and more drivers want to experience Hybrid Synergy Drive. Soon they'll be able to enjoy the same advanced driving dynamics in an Australian built car. Introducing the Hybrid Camry. Creating a hybrid based on the legendary Camry, Hybrid Camry is further evidence of Toyota's long term commitment to hybrid technology.

Right now, Toyota is the only car manufacturer to produce a four cylinder car in Australia, and has been building the Camry in Australia for over 22 years. It also builds the country's most fuel efficient big Aussie 6, the Toyota Aurion.

Hybrid Camry will be the first commercially available hybrid vehicle ever manufactured in Australia. It will be built at Toyota's state-of-the-art manufacturing plant at Altona, Victoria and will represent a synergy of local ingenuity working together with global technology.

To spearhead the arrival of Hybrid Camry, a radical concept vehicle has been created. With its startling paintwork, dramatic lines and distinct styling, it's not just the engine that's dynamic. Local design talents have infused the Hybrid Camry Concept Vehicle (HC-CV) with expressive sharp lines and sheer surfaces which echo Toyota's latest hybrid styling themes.

CAMRY



Hybrid Camry Concept Vehicle shown.
Production model will differ.

The lower grille design is a further departure from convention, with a mesh pattern inspired by forms found in nature. LED headlamps with signature 'hybrid blue' accents spearhead the styling, flanking a radical air intake system.

While this radical concept vehicle has been designed to stand out, it's the outstanding performance that will provide the most emphatic reminder that hybrid technology will create a new road forward for this country.

As other car manufacturers are merely coming to terms with building their first hybrid, Toyota is extending Hybrid Synergy Drive across more vehicles in more markets around the world.

Hybrid Camry will not only provide a new alternative for Australian motorists. It is destined to reset the benchmarks for locally built cars of the future.



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