

The Prius Story

A CAR FOR THE 21ST CENTURY

During the 1990s, the global automotive market was still coming to grips with the need for a vehicle which would contribute to reduced emissions, and minimize the impact on the environment. The situation was ripe for change and a new approach to developing a successful mass-produced environmentally friendly vehicle.



Takeshi Uchiyamada



Akihiro Wada

GLOBAL ENVIRONMENTAL IMBALANCE

The Industrial Revolution drastically changed man's relationship with nature—and not for the better. Our modern life style is powered by fossil fuels—petroleum, coal and natural gas. The concentration of carbon dioxide in the atmosphere alone has increased about 40% since the beginning of the Industrial Revolution.

Massive release of CO₂ and other greenhouse gases such as methane are producing runaway climate change, with global temperatures projected to rise as much as 4.8 or more by the end of the century.

Global warming is a primary cause of extreme climatic changes everywhere. It is said that Global warming will result in an extreme increase in high temperature, heat waves, and increase in heavy rain. In recent years, we have seen events such as

powerful sand and dust storms in the Arabian Peninsula and North Africa, and these are signs that signal even more trouble on the horizon. Dust, itself contributes to global climate change.

CARS-THE PROBLEM OR THE SOLUTION?

Cars are one of the problems contributing to this global environmental imbalance due to their emissions. But they can also be a solution.

Facing severe environmental problems such as global warming, it became necessary to create a new kind of car. As one of the pioneers of eco-technology, Toyota was quick to recognize the severity of the environmental challenges facing the world and decided to take up this challenge.

in areas such as engine, chassis, and body design and production technology. The activities of the G21 team were known only to a few and carried out on an executive office floor completely separate from the rest of the company. Rumours spread throughout the company about “a mysterious team working on a mysterious project”.

NOT ONE AND A HALF TIMES, BUT DOUBLE

Later in 1994, Akihiro Wada became Executive Vice President for Research and Development and Chief Executive for the G21 Project. Mr. Uchiyamada had originally targeted an increase in fuel efficiency one and a half times better using direct fuel injection and a new transmission. Mr. Wada realized that this goal, ambitious as it might seem, was not enough. What was needed was double the fuel efficiency, and he insisted that the project would be cancelled immediately if this could not be achieved. For Mr. Uchiyamada and his team, that meant creating a totally new kind of technology—the hybrid power system.

Of course, it wasn't called a hybrid back then. When the concept car debuted in the fall of 1995, it was powered by something known as the TOYOTA Energy Management System—a dual motor system with an electric motor assisting a gasoline engine. Searching for a name for this car, Toyota decided on “Prius” which is the Latin adverb for “prior”—“coming before”, an appropriate choice since this was well before the

environmental movement went mainstream. The technology was there. The design and engineering concepts were ready. The next step was manufacturing and marketing. The team set a target date just two years ahead—1997. The story was about to begin.

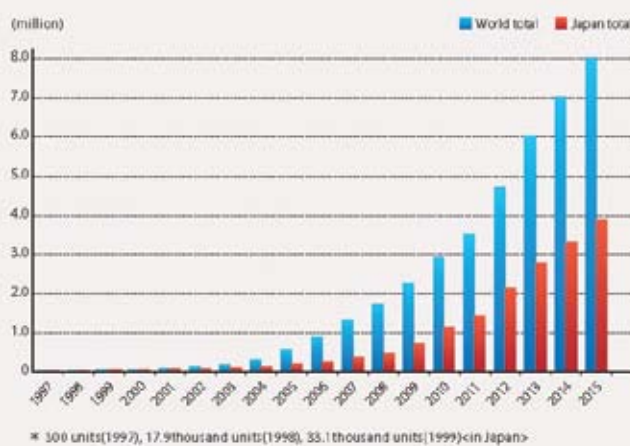
WORLDWIDE APPEAL & ENVIRONMENTAL IMPACT

In 1997 Toyota introduced the world's first mass produced hybrid vehicle—the Prius—offering much better fuel economy than any other vehicle powered by a gasoline engine. Prius surprised the world. The idea of the Prius has caught on since then. In 2008, there were a million new Priuses on the road. By 2013, it was three million, indicating that the new eco-technology had gone mainstream and was no longer just something for a few environmentally conscious progressives—but rather the best choice for just about everyone.

Hybrids are clearly becoming more and more popular. By July of 2015, Toyota had sold more than 8 million hybrids globally—which meant about 58 million tons less CO₂ in the atmosphere.

Whether it is North America, Europe and Asia, a new lifestyle is evolving globally and more people are signing on to buy the Prius hybrid.

Total number of hybrid vehicles sold globally



TOP SECRET PROJECT-“G21”

The Prius project began in the early 1990s. In 1993, Toyota created G21, a project researching future generation cars for the 21st century. In January 1994, Takeshi Uchiyamada was appointed to head G21. He would later become chief engineer for the Prius. His first step was to set up a team with 10 engineers specializing



The Prius Concept Car introduced in 1995, with a capacitor to store electrical energy.

COMBINING UNPARALLELED LUXURY WITH SPORTING ABILITY

Bentley Motors has announced full details of its pinnacle, sector-defining new model, the Bentayga.

The Bentley Bentayga combines unparalleled luxury with effortless performance and everyday usability.

With an all-new W12 powertrain, the Bentayga is the fastest, most powerful, most luxurious and most exclusive SUV in the world. It offers a true Bentley driving experience and showcases innovative technology features.

Designed, engineered and handcrafted in Crewe, the Bentayga's styling is pure

Bentley. Sculptural with an elegant, timeless execution, it perfectly balances athleticism with confidence. From the four round LED headlamps and large matrix grille, to the distinctive power line and muscular haunches, the Bentley DNA is apparent throughout.

The Bentley Bentayga boasts the world's finest automotive cabin, with unrivalled levels of precision. The detailing in metal, wood and leather – including meticulous tolerances between elements of trim – is the epitome of modern British



luxury. This level of perfection is only achievable thanks to the exceptional craft and skill of Bentley's colleagues in Crewe.

An all-new twin-turbocharged 6.0-litre W12

engine is at the heart of the new Bentayga. The mighty 12-cylinder unit combines efficiency and refinement with ultra-luxurious levels of power and torque. With 608 PS (600

bhp / 447kW) and 900 Nm (663 lb. ft) delivering a 0-60 mph time of 4.0 seconds (0-100 km/h in 4.1 seconds) and a top speed of 187 mph (301 km/h), the Bentayga is the world's most powerful and fastest SUV.

Wolfgang Dürheimer, chairman and chief executive of Bentley Motors, comments: “The Bentayga is truly the Bentley of SUVs. It redefines luxury in the SUV sector and offers a genuine Bentley experience in any environment, thanks to a combination of unparalleled attention to detail, go-anywhere ability and

cutting-edge technology. With this extraordinary car we are looking forward to an exciting period of strong growth and sales success for Bentley. The Bentayga is the next step in our brand's bold future.”

The Bentayga will make its full public debut at the IAA Frankfurt Show from 15 to 27 September. Customer deliveries commence in early 2016.

Further details about the Bentayga, including video interviews with key members of the design and development team, are available at www.bentleymedia.com.