



NEWS

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Bay Area Air District, UC Berkeley & Toyota partner to test Prius Plug-In Hybrid

SAN JOSE, Calif. - Today the Bay Area Air Quality Management District and its partners Toyota Motor Sales, U.S.A. Inc., the University of California, Berkeley and the City of San Jose announced the kick-off of a Bay Area-wide Toyota Prius Plug-In Hybrid year-long demonstration and research program.

During the next year, two Toyota Prius Plug-In Hybrids will be available through the Air District for selected users to drive for two-month periods to capture real-world driving data, demonstrate the viability of plug-in hybrid technology and educate the public about plug-in technology prior to the vehicle coming to market in 2012.

"The Air District is excited to partner with Toyota and others to help gather data during the testing phase of the Toyota Prius Plug-In Hybrid," said Jack Broadbent, executive officer of the Air District. "The best way to reduce air pollution is to get more drivers to transition to cleaner, more efficient automobiles. Plug-in technology is a part of that solution."

A fully charged Toyota Prius Plug-In Hybrid vehicle is capable of running on electricity for approximately 13 miles at speeds of up to 62 mph. For longer distances, the plug-in hybrid vehicle reverts to conventional hybrid mode, operating as a regular Prius. The Prius Plug-In Hybrid vehicle can be fully charged in approximately three hours from a standard 110-volt electrical outlet, or in 90 minutes with a 220-volt connection.

"Partners such as UC Berkeley and the Bay Area Air Quality Management District are invaluable as we prepare the market for the arrival of the Prius Plug-In Hybrid in showrooms in 2012," said Tom Devany, general manager, San Francisco region, Toyota Motor Sales, U.S.A., Inc. "Real-world data collection is essential to understanding consumers' expectations of advanced technology vehicles."

UC Berkeley will test 10 Toyota Prius Plug-In Hybrids during the next year. Testing will consist of households driving a regular Prius for a month as a baseline and then the plug-in hybrid for a month for comparison. Up to 10 households at a time are expected to participate. Participants will be surveyed and additional data will be collected from the vehicles to provide technical, environmental and economic data.

"The institute is very pleased to continue our relationship with Toyota in testing these latest plug-in hybrid vehicles," said Samer Madanat, professor of civil and environmental engineering and director of the Institute of Transportation Studies at UC Berkeley. "We are particularly excited about testing the cars in real-world conditions to learn more about user preferences and to help us with our technical, environmental and economic studies."

Continued...Bay Area Air District, UC Berkeley & Toyota partner...

The Air District has already invested \$3.9 million in the deployment of electric vehicle charging infrastructure in the region. Plug-in vehicles and all electric battery vehicles will be able to recharge quickly and conveniently in hundreds of locations throughout the Bay Area.

The Bay Area Air Quality Management District is the regional agency chartered with protecting air quality in the nine-county Bay Area. For more information, visit www.baaqmd.gov.

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