

Let's Roll Places...Like on the Green Carpet

October 20, 2016



TORRANCE, Calif., Oct. 20, 2016 – Lights (LED, of course, for efficiency), camera (digital to reduce waste)...action!

On Saturday, October 22, Toyota and Lexus will celebrate 16 years of partnership with EMA at the 26th annual Environmental Media Awards at Warner Bros. Studios in Burbank, Calif. The award ceremony honors film and television productions that communicate environmental messages in creative and influential ways. This year's honorees include Jaden Smith, Shailene Woodley, Moby, Robyn O'Brien, and United Nations PRI as corporate responsibility award winner.

“The entertainment industry elevated Prius to a cultural icon and made hybrids cool,” said Bob Carter, senior vice president, automotive operations, Toyota Motor Sales, U.S.A., Inc. “Toyota and Lexus are proud to support and celebrate Hollywood’s positive influence and impact on the planet.”

The all-new 2017 Prius Prime will make its Hollywood debut at the green carpet event. The most advanced hybrid yet, the all-new 2017 Prius Prime boasts eye catching styling and the highest efficiency of any vehicle on the road with an EPA-estimated 133 MPGe. Add on state of the art tech options, like the available 11.6-inch HD multimedia display, and Prime becomes the ultimate Prius.

Lexus is showcasing three hybrid vehicles for the evening. The sleek, all-new LC 500h flagship coupe features the world's first Multi Stage Hybrid System, the next generation of hybrid powertrains specifically designed for performance vehicles. In addition, the bold GS 450h sport sedan and best-selling RX 450h midsize luxury utility vehicle further illustrate that there is a hybrid to suit anyone's lifestyle.

The hydrogen-powered Mirai is also joining the party. The Mirai combines two elements – hydrogen and oxygen – to produce electricity that can power the car for an estimated 312 miles on a single fill-up. The best part is what leaves the tailpipe: only water vapor.

The Mirai is a vehicle of change for the environment. In an effort to make a difference to those affected Hurricane Matthew, Toyota will make a donation on behalf Environmental Media Awards guests to DayOne Response, an organization that distributes water and sanitation products globally for disaster relief. The donation will provide access to 300,000 liters of clean drinking water for Haitian families.

The Environmental Media Association (EMA), organizer and host of the awards, is a non-profit founded by Cindy and Alan Horn and Lyn and Norman Lear in 1989. EMA's mission is to mobilize the entertainment industry in educating people about environmental issues. Toyota Motor Sales, USA, Inc. is a member of the EMA Corporate Board.

For more information on Toyota and Lexus environmental initiatives, please visit www.toyota.com/about/environment.