Toyota and Lexus Celebrate 15 Years of Hybrids and Hollywood

October 22, 2015

TORRANCE, Calif., Oct. 22, 2015 – Fifteen years ago, Toyota launched a hybrid no one had heard of…the Prius. Shortly after launch, the Environmental Media Association (EMA) and Toyota connected to help bring the hybrid to Hollywood. It was the beginning of a beautiful friendship.

On Saturday, October 24, Toyota and Lexus will celebrate 15 years of partnership with EMA, and the 15th anniversary of the Prius, at the 25rd annual Environmental Media Awards at Warner Bros. Studios in Burbank, Calif. The all-new 2016 Prius will make its Hollywood debut at the green carpet event.

The award ceremony honors film and television productions that communicate environmental messages in creative and influential ways. This year's honorees include Don Henley, Gwyneth Paltrow, Kristin Davis, Van Jones, Zem and James Joaquin, and a special tribute to 25 years the Simpson's series excellence in environmental messaging.

"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 completely redesigned 2016 Prius boasts striking design, smarter technology, and impressive MPG in a vehicle that is more fun to drive than ever. Lexus will be showcasing two vehicles for the evening. The NX 300h AWD, a luxury hybrid with class-leading MPG efficiency and innovative design and the CT F SPORT Special Edition, with sport-tuned suspension, exclusive F SPORT styling and impressive fuel efficiency.

The hydrogen powered Mirai fuel cell vehicle, which hit the streets of California this week, is also attending 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 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. Tune in to the awards live green carpet coverage on E! Online, www.eonline.com. The complete Environmental Media Awards ceremony will be broadcast on Fusion Network at a later date.