

Toyota Partners with Eco-Savvy Influencers on 2013 Prius MPG Challenge

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WEST CALDWELL, N.J., July 10, 2013 – Building on the success of wave one of the Prius Plug-In MPG Challenge, Toyota today launched wave two of the competition, which brings together seven prolific environmental influencers from N.Y., N.J. and Conn. These ecologically-conscious influencers will borrow Prius Plug-In vehicles and compete against one another to see who can garner the highest overall MPG over the course of a 30-day period.

Toyota also recently announced the first wave winner of the Prius Plug-In MPG Challenge, which launched in May. The Helping Hands Food Pantry, a donation-run group established by a local councilman and minister in Teaneck, N.J., that provides free, supplemental groceries to needy residents, claimed the top spot with an average of 356 MPG* over 506 total miles driven through a combination of EV and gas electric driving.¹ As a result of this considerable accomplishment, the Helping Hands Food Pantry will receive a \$2,500 contribution for its achievement.

Participants in the second wave of the Toyota Prius Plug-In MPG Challenge include:

- [Earth Day New York](#), a nonprofit organization promoting environmental awareness and solutions through partnerships with schools, community organizations, businesses and government
- [EcoKaren](#), a chiropractor-turned-green-living-consultant and blogger focused on the connection between the environment and health
- [Green-4-U](#), a resource for people who want to know more about green living but do not know where to start
- [Green Divas](#), a radio show and blog offering listeners information on green and sustainable living
- [Green Living Guy](#), author and editor of the “Green Guru” series
- [Inhabitat](#), a blog devoted to the future of design, tracking the innovations pushing architecture and home design towards a smarter and more sustainable future
- [New York Green Advocate](#), a blog authored by environmental activist Paul McGinniss focused around the latest news about the world environment, sustainable living, renewable energy and green building

“As the first wave of the Challenge comes to a successful end, we look forward to an equally spirited competition between our environmental influencers for wave two,” said David Christ, general manager of Toyota’s New York Region. “The Prius Plug-In MPG Challenge is yet another opportunity for Toyota to demonstrate its commitment to educating drivers on how they can make an ecological difference in this world.”

To be eligible to win, participants must drive a minimum of 300 miles total and 75 miles each week. The highest overall MPG according to the Prius’ trip computer per 30-day challenge wins a \$2,500 donation to the charity of their choice. Second and third place winners also receive charitable donations of \$1,000 and \$500. All participants will also receive a \$200 gas card.

Wave two challengers will document their activity in real-time via social channels, including:

- Facebook: <https://www.facebook.com/PriusPlugInMPG>
- Twitter: <https://twitter.com/priuspluginmpg>
- Instagram: <http://instagram.com/pluginforcharity>

**Average fuel consumption was recorded by the vehicle's computer and includes a combination of driving in EV and hybrid modes.*

¹ Updated July 17, 2013 to further clarify the wave one Challenge results: the winning average was achieved through a combination of EV and gas electric driving modes.