

Press release

The world's first commercial hybrid automobile awarded with the City of Göteborg International Environment Prize

Three Japanese engineers, Takeshi Uchiyamada, Takehisa Yaegashi and Yuichi Fujii, supported by Toyota's highest management, has jointly been awarded the 2006 City of Göteborg International Environment Prize, for their outstanding, purposeful and critical contributions to the development of Prius, the world's first commercial hybrid automobile, of which so far half a million have been sold.

The City of Göteborg International Environment Prize is this year awarded for the 6th time and the prize sum is 1 million SEK. The City of Göteborg and some interested companies established the environmental prize in 1999. The goal of the prize is to stimulate continued positive progress and to draw attention to strategically interesting environmental projects carried out – international and national.

The prize is awarded in Cooperation between the City of Göteborg, Carl Bennet AB, Elanders AB, Eldan Recycling, Folksam, Götaverken Miljö, Handelsbanken, Nordea, Schenker AB, Andra AP-fonden, PEAB, SKF and Stena Metall AB.

The statement of the jury:

“The 2006 City of Göteborg International Environment Prize, 1 million SEK, is jointly awarded to Takeshi Uchiyamada at Toyota Motor Corporation, Takehisa Yaegashi at Toyota Technical Development Corporation and Yuichi Fujii at Panasonic EV Energy. They receive the prize for their outstanding, purposeful and critical contributions to the development of Prius, the world's first commercial hybrid automobile, of which so far half a million have been sold.

The three engineers have been part of a project team supported by Toyota's highest management, which under the leadership of Eiji Toyoda, Shoichiro Toyoda and Hiroshi Okuda already in 1993 bravely committed to develop and manufacture a car for the future with fuel consumption reduced to half and with emission levels cut to less than what at the time was considered possible.

The hybrid technology may lead to a drastic improvement of the air quality in cities around the world and, in a longer perspective, to reduce the impact of motor traffic on the global climate change. The technology builds on a unique and very effective combination of an electric and a combustion engine. Prius has already set an example for other hybrid-based car, bus and truck models on the current market as well as in vehicles under development. The hybrid technology also constitutes an important link to tomorrow's so-called plug-in hybrids, electric cars and fuel cell cars.

This year's prize fulfils the jury's criteria remarkably well; the criteria of more effective utilisation of resources, of technical breakthrough and of assuming the role as process driving in the world; not the least in Gothenburg. The city serves as a forerunner through its

environmental car project, which as one of its consequences has led to the largest number of hybrid cars per citizen in Europe. Gothenburg is now becoming a European centre for research and production of hybrid cars.”

***Vice president Takeshi Uchiyamada** led the project successfully and created the organisational reform needed for the development of Prius*

***Dr. Takehisa Yaegashi** made important contributions to the harmonious combination of the electric and combustion engines, which made substantial emission reductions possible*

***Dr. Yuichi Fujii** was responsible for the electric drive system and the development of a battery that fulfils the specific requirements of a hybrid car*

Members of the jury:

The jury is headed by Stefan Edman, biologist and author and is also composed of Russel Johnson, formerly environmental manager, IKEA, Lars Hallén, Life Academy, Lotta Göthe, Ecoplan, Johan Trouvé, Schenker AB, Yvonne Wallin, Pejling Marketing and Elin Eriksson, IVL Swedish Environmental Research Institute.

Earlier Prize winner

2005 The Maraba Cooperative, Abahuzamubambi in Rwanda has been awarded the City of Göteborg International Environment Prize 2005 for its pioneering work to produce coffee in a sustainable way from social, environmental, as well as economic aspects.

2004 Joan Bavaria, USA and Tessa Tennant, Great Britain

For their work in the field of sustainable investment, the purpose of which is to promote socially, environmentally and economically responsible investing.

2003 Hans Ek, Sweden and Wolfgang Feist, Germany

For the technique of building warm houses with passive heating systems.

2002 Gro Harlem Brundtland, Norway

For her visionary and innovative environment work for a sustainable development.

2001 FSC (Forest Stewardship Council) and KRAV

For their work with environmental certification and eco-labelling of forests and products.

2000 Geoffrey Ballard, Canada

For his work with fuel cell technology and its applications.

For further information contact Stefan Edman, head of the jury, +46 708 163108 or Lennart Wassenius, project leader, +46 707 628016.