

# An Even Better '04 Prius?

## See How We've "Green-Tuned" It!

The **California Cars Initiative (CalCars)**, a nonprofit group of entrepreneurs, environmentalists, engineers and other volunteers, is recruiting Prius owners and their cars, and other supporters, to create **PRIUS+**.

If you own an '04 Prius, you know how great your car is. Please consider joining our campaign to "soup it up" -- and then encourage Toyota to come along for the ride.

Together, we can help bring to market an even more efficient car -- the first example of the transitional vehicle for the next decade or more. Here's what **PRIUS+** does:

- **Enables your "EV-only" mode** (that blank button to the left of your steering wheel -- it works in Asia and Europe);
- **Adds batteries**, in convenient unused space hidden under the hatchback deck;
- **Plugs in:** at your option (when it's easy), recharge at night at a 110-volt outlet.

**The result? Daily trips at local-street speed in "stealth" (all-electric) mode, plus much better mileage than your 40-50 MPG stock Prius.** You'll live a greener life, gas up less often and help the auto industry reduce oil imports and stem climate change.

Join a select network of affluent early adopters. Be the "first on your block" to own a next-generation car that relies entirely on **existing, proven technology. We've built an early prototype, with more on the way.**

Maybe you can't afford \$5-10,000. Or maybe you don't own a Prius. Or you would prefer that Toyota offer the "plug-in hybrid" option on more powerful hybrid SUVs like the Lexus RX and Highlander -- or Ford on the Escape. That's our goal too: in volume, they'll do it much better and more cheaply than we can!

To help motivate auto makers to bring to market a clean, cool new type of car, **please help connect us with:**

- Prius owners who can afford to be first;
- Elected officials and community leaders;
- Influencers at companies and institutions;
- Patrons to sponsor our startup and development costs (tax-deductible).

See more at [www.priusplus.org](http://www.priusplus.org). Find out **Everything You Ever Wanted To Know About Plug-In Hybrids** at [www.calcars.org](http://www.calcars.org), or contact CalCars: Felix Kramer, Founder, [fkramer@calcars.org](mailto:fkramer@calcars.org), 650.520.5555.

September 2004

