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Toyota's "Highway to the Future: Mobile Hybrid Experience" Puts You Behind The Wheel

Drive Course at Southern Ideal Home Show and Interactive Exhibits Gives Attendees Hands-On Hybrid Experience

WHAT: Toyota is bringing a nationwide tour called "Highway to the Future: Mobile Hybrid Experience" to the Southern Ideal Home Show on April 13 - 15, 2007. The hands-on exhibit is designed to provide consumers with the opportunity to experience automotive hybrid technology.

Highway to the Future: Mobile Hybrid Experience is a mobile museum designed to provide attendees with interactive ways to learn about alternative fuels, simple ways to help the environment and Toyota's Hybrid Synergy Drive system.

WHAT ELSE: There are four distinct interactive learning areas within the exhibit. "Alternative Fuels: Fueling the Future," identifies the differences in the various types of alternative fuels and how they are produced. "Environment and Resources: Small Steps, Big Difference," shows attendees what they can do to make a difference to the environment. The Prius Driving Experience simulates the current Hybrid Synergy Drive technology allows visitors to interact with system while on-screen instructions offer driving tips. The "Hybrid Technology: Not All Hybrids are Created Equal" exhibit gives visitors a better understanding of the various hybrid technology options on the market and how hybrids benefit the consumer and environment.

WHEN: **Friday, April 13 -- Sunday, April 15, 2007**
4/13 - 12 p.m. to 9 p.m.
4/14 - 10 a.m. to 9 p.m.
4/15 - 10 a.m. to 5 p.m.

WHERE: North Carolina State Fairgrounds
1025 Blue Ridge Rd
Raleigh, NC 27607

VISUALS: * Prius driving simulator

 * Interactive exhibits related to alternative fuels, hybrid technology and everyday eco-friendly activities

 * Spokesperson onsite available for interview opportunities

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