

## PLUG-IN RECHARGEABLE HYBRID ELECTRIC VEHICLES: EDF AND TOYOTA LAUNCH A LARGE-SCALE DEMONSTRATION PROJECT IN STRASBOURG

**TOYOTA** EDF and Toyota have announced a major new step in their joint project to conduct large-scale road tests of plug-in rechargeable hybrids in France together with an innovative recharging infrastructure. Within the context of their 2007 partnership, Toyota Prius hybrid rechargeables have been under test in the EDF fleet in France from 2007, and since 2008, in the United Kingdom.



The project was praised by Jean-Louis Borloo, French Minister for Ecology, Energy, Sustainable Development and National and Regional Development: "...this testing of a fleet of 100 plug-in hybrid rechargeable vehicles on an innovative recharging grid is a world first. I am delighted that the program is taking place in France, which strongly correlates with the commitment on the part of French public authorities to favor carbon-free vehicles."

**From the end of 2009, and for a three-year period, one hundred or so new generation plug-in rechargeable hybrid electric vehicles equipped with lithium-ion batteries will be offered for leasing by businesses and relative institutions in the Strasbourg region of France..**

Selected among submissions in a call for projects of interest launched by ADEME (the French Environment and Energy Management Agency) related to low greenhouse gas-emitting vehicles, **the project, within the scope of the Grenelle de l'Environnement, has received support from public policy makers in France via financial assistance from the ADEME Financial Demonstration Fund.**

**For Toyota**, the program – as part of a worldwide project to be deployed from the end of 2009 in both Japan and the United States – will accelerate the analysis of the technologies and the road performance of hybrid rechargeable vehicles.

**For EDF**, the aim is an evaluation of different operational approaches to recharging infrastructure. The joint objective is to increase consumer awareness and confidence in plug-in rechargeables preparatory to a general commercialization.

The cars will make use of **an innovative new recharging system**; one that both ensures safe energy delivery, and which enables communication between the electrical supply outlet and the recharging vehicle, for identification of the automobile and energy billing. The demonstration will see EDF, notably through the involvement of its subsidiary *Electricité de Strasbourg* (ES), participate as a part a technical and financial partnership – comprised of all related parties – in the **installation of several hundred recharging points at customer residences, associated business locales, parking installations and along public roadways.**

The plug-in rechargeable hybrid electric vehicle offers traditional Toyota hybrid technology with an additional advantage: **a battery that can be recharged using a common electric outlet.** Toyota's plug-in hybrid rechargeable represents "the best of both worlds": over short distances, it can operate as an electric-powered vehicle both silent, and which generates zero CO<sub>2</sub> emissions. For longer distances, it functions like a traditional hybrid and offers all of the advantages of traditional hybrid technology: reduced tail-pipe emissions, simplicity of operation, and excellent road performance. Toyota believes its plug-in rechargeable will deliver unsurpassed fuel efficiency and record emission reductions as compared to any other widely commercialized vehicle currently available on today's mass market.

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