

NEWS



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Fast Tracks from The Washington Auto Show®:

New 2005 Hybrid Models Offer Higher Mileage, Lower Emissions

WASHINGTON, D.C. (Nov. 7, 2004) – A new automobile has always been the ultimate expression of choice, but never before have consumers had so many options in the hybrid vehicle category. Car lovers, lookers and buyers will find the most exciting new 2005 hybrid vehicles at **The 2005 Washington Auto Show: Driven by Design** from Dec. 26, 2004 – Jan. 2, 2005 at the Washington Convention Center.

It's been only five years since Honda introduced the first hybrid vehicle in the U.S. and the industry began explaining new terminology to consumers who were accustomed to the comfort, safety, reliability and convenience of the internal combustion engine.

Cleaner, "greener" vehicles are a common goal of automakers and consumers alike. Today's vehicles run 99% cleaner than their counterparts from the 1970s, with more advances coming with each model year. Automakers are working on multiple pathways for advanced technology vehicles that run virtually emission free on the road to achieving zero emissions vehicles, reports the Alliance of Automobile Manufacturers.

For 2005, hybrids or Hybrid Electric Vehicles (HEVs) are commanding center stage, providing quantum improvements in fuel efficiency and reduced carbon dioxide emissions while requiring no changes to the existing gasoline fuel infrastructure. Hybrids feature a powertrain that utilizes a battery powered electric motor, a gasoline internal combustion engine, and a concept known as regenerative braking. To optimize performance, emissions, and fuel efficiency, a computer is used to manage the energy from these three systems, achieving up to 25% to 50% improvement in fuel economy over conventional automobiles.

Sound like too much information? Here's what really catches consumer attention about hybrids: tremendous gas mileage and savings at the pump, reduced emissions and tax-breaks for buyers. Owners of qualified HEVs purchased during tax year 2004 are eligible for a maximum \$1,500 federal deduction, with 2005 buyers deducting 25% less. Many states also offer tax breaks and other incentives, like access to high occupancy vehicle (HOV) lanes.

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Washington Auto Show Fast Tracks: Hybrids/add one

That type of good news has translated to surging sales among hybrids and waiting lists for some models. According to J.D. Powers and Associates, 38,000 hybrids were sold in the U.S. in 2002 and about 54,000 in 2003. JD&P projects sales to be about 107,000 in 2004 and 211,000 in 2005.

Honda and Toyota, which led the way with the first U.S. hybrids, continue with strong offerings for 2005. Honda introduces the all new Honda Accord Hybrid, joining the Honda Civic Hybrid and the Honda Insight Hybrid. Toyota, whose Prius Hybrid is expected to reach sales of 36,000 in 2004/2005, introduces the Toyota Highlander Hybrid for 2005. Ford unveils the first hybrid SUV to be built in North America with the 2005 Ford Escape Hybrid, which will be the grand prize in the 2005 Washington Auto Show/D.C. Lottery Second Chance Drawing.

Also included in the hybrid class of 2005 are:

- Chevy Hybrid Silverado
- GMC Hybrid Sierra
- Dodge Ram 2500/3500 Power Wagon Hybrid

Coming soon, in 2006 or beyond, will be the:

- Chevrolet Malibu/Equinox
- Chevrolet Tahoe (AHS 11)
- Ford Futura
- GMC Yukon Hybrid (AHS 11)
- Lexus RX 400h
- Mercury Mariner Hybrid
- Mercury Mariner Hybrid
- Nissan Altima Hybrid
- Saturn VUE SUV

Sources: J.D. Power-LMC; Energy & Environmental Analysis (EEA), Inc.

The 2005 Washington Auto Show: "Driven by Design" will bring more than 700 new cars, trucks, mini-vans and sport utility vehicles from over 37 domestic and import automakers to the Washington Convention Center from Dec. 26, 2004 through Jan. 2, 2005. For auto show operating hours, ticket information and discounted "e-tickets," visit the Washington Auto Show online at www.washingtonautoshow.com or contact WANADA at 1-866-WASH-AUTO or 202.237.7200.

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