



Options shown

The all-new 2012 Prius v

Can
a new way
of thinking save
the world?

Next time you're at the store eyeing those funny looking energy-efficient light bulbs, remember that they drastically cut down on greenhouse gas emissions from power plants. It's a greener way of thinking, something that Toyota knows well. From hybrid technology to waste reduction.

The Toyota Green Initiative can help you think greener, too. Check out **ToyotaGreen.com** for ways to help the planet. You may want to start with a lightbulb.



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