

# Toyota Announces R&D for Standard Current Prius

November 12 2007, by Mary Anne Simpson

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Hybrid X, concept car. Credit: Toyota

Toyota announces plans in the works to create a Prius Hybrid model that will run on a standard current. The development is still in the research phase and will be released as soon as all quality control issues are resolved.

In response to American demand, Toyota announced the trials of its popular Prius model that will run on a standard current, according to Xinhua news services. Bob Carter, in charge of Toyota brand for the United States is quoted as saying, "Before we bring it to market, our customers always expect a level of quality and reliability, value and cost."

In response to speculation that Toyota might consider leasing more expensive batteries for next generation hybrids separate from the vehicles for cost saving, Carter said, "No."

He confirmed that Toyota intends to continue its on-going relationship with the University of California, Berkeley and Irvine by providing a modified Prius each year for research purposes. The purpose is to study consumer behavior and speed along the development in plug-in version hybrids.

Toyota is working on its third generation Prius Hybrid. It is expected to be seen in the United States in 2010 and 2011 model years. The Toyota Prius continues to achieve substantial market share of the United States hybrid models.

Toyota's concept for the future includes family friendly driving machines with a goal of zero smog producing emissions. The Hybrid X concept car is engineered with aero- dynamic precision and design. It features a futuristic look for the Millennial Generation. It is designed to meet the preferences of individual driving expectations. It has touch tone screens that can alter the mood of the interior lighting, music and will spray aromatic fragrances with the touch of the finger. It has a personal navigational system and comfort control that is adjustable to the driver's desired comfort level.

Toyota has not set a release date for the latest innovation utilizing standard outlets for its Prius model. The concept driving machine Hybrid X is in prototype phase of research and development.

Citation: Toyota Announces R&D for Standard Current Prius (2007, November 12) retrieved 10 April 2024 from <https://phys.org/news/2007-11-toyota-announces-standard-current-prius.html>

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