

# TOYOTA

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TOYOTA MOTOR CZECH

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# Toyota has become the partner of IFF Ekofilm

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**Toyota Motor Czech has become a partner of the 35<sup>th</sup> year of the International Film Festival Ekofilm held on 5<sup>th</sup> -11<sup>th</sup> October 2009 in České Budějovice, Český Krumlov and Třeboň. Promoter and organizer of IFF Ekofilm is the Ministry of the Environment along with Ekofilm civic association.**

Like in previous year, Toyota has combined this significant cultural event with its absolutely unique technology of full-featured hybrid model Prius. Introduced 12 years ago as the first in the world, this model is a clear demonstration of environmental friendliness in reduction of harmful emissions due to efficient combination of drive using combustion engine and electric motor. This time, however, Toyota will present an absolutely new, already the third generation of this globally successful model at IFF Ekofilm. The new Toyota Prius features extraordinarily low combined fuel consumption of 3.9l per 100km and CO<sub>2</sub> emission level of mere 89g per driven kilometer.

**“Toyota is a car brand that is true and fully earnest in building its philosophy on environmental friendliness.** Its approach is exemplary not only in application of considerate technologies, of which the just introduced third generation of Prius is the example, but also environmentally friendly production and carefully managed recycling process upon the end of each car’s life cycle. We also make efforts to spread education in this spirit; therefore, the support given to IFF Ekofilm is quite natural matter for us. During this event, we would like to enable the festival visitors to test the full-featured hybrid car Toyota Prius during test drives that we hold on Saturday, 10<sup>th</sup> October, in Český Krumlov. “This offers us space for mutual communication with the public“, says Tomáš Vaněk, PR manager of Toyota Motor Czech.

The new Toyota Prius will act at the 35<sup>th</sup> year of Ekofilm festival as the “Official Car” for the organizer’s organization and transfer of invited guests.

### **Information on IFF Ekofilm**

35<sup>th</sup> year of the International Film Festival about the Environment and our Natural and Cultural Heritage – Ekofilm 2009 will take place from 5<sup>th</sup> to 11<sup>th</sup> October 2009 in České Budějovice and Český Krumlov. Certain festival events will take place in Třeboň as well and the Ekofilm Cinemabus will visit selected South-Bohemian towns. The main topic of this year's festival are climatic changes and their connections. Jaroslav Dušek will host the 35<sup>th</sup> year of Ekofilm again. All-time high number of films has signed up for IFF Ekofilm competition this year - 225 films from 40 countries of the world, in this 69 coming from the Czech Republic. Film-makers from Armenia, France, Italy, Madagascar, Hungary, Germany, Netherlands, Poland, Austria, Russia, Slovakia, USA and other countries have submitted their works as well. 53 selected films have moved to the competition itself, which will be judged by a six-member international jury. For more information see [www.ekofilm.cz](http://www.ekofilm.cz)

More information:

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