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TOYO TIRES Original Equipment on New Toyota Prius

Neuss – Toyo Tire Europe GmbH (President: Tamotsu Sakuramoto) are proud to announce that Toyota have chosen TOYO TIRES for fitment to the new, third generation Toyota Prius. Developed to complement the Toyota Prius, the eco friendly 215/45R17 87W Proxes R30 will be fitted to models supplied in a range of countries throughout Europe.

The latest Toyota Prius is the most advanced hybrid car in the world. A vital component of such an advanced car is its tires and Proxes R30 boasts a range of benefits for drivers.

- Proxes R30 has a low rolling resistance, helping the Prius achieve its astonishingly low 4L/100km (70.6mpg) fuel consumption figures whilst producing just 92g/km of CO₂.
- The Toyota Prius employs regenerative braking to recharge its batteries while Proxes R30 offers outstanding braking in addition to the environmental benefits.
- Proxes R30 is also extremely quiet, further enhancing another major benefit of the Prius, the exceptionally low noise level.



TOYO TIRES Proxes R30



Toyota Prius

For further information contact press@toyotires.eu