To demonstrate the benefits of owning a Toyota Prius, digital media communicates the car’s superior gas mileage and low environmental impact.

New technologies allow figures to reflect real-life data.

Straight-forward facts encourage people to draw their own conclusions.
Your Car vs. Prius
See the difference

When users search for directions on Google Maps, a chart displays the cost of their trip (based on daily gas prices) and the amount of CO₂ emitted. It shows them what the trip would cost if they were driving a Prius.

By clicking on “Average Car” users can customize the chart for a more accurate reading.
New Prius owners can have their GPS linked to their account on the micro-blogging site Twitter. Once a week, their gas mileage automatically uploads to the feed so they can share their car's efficiency with friends.
Digital Billboards
Starring Prius owners

New Prius owners can upload their picture and information to the Prius website. Digital billboards near gas stations receive data from these drivers' GPS systems and display gas mileage in real-time. The board switches every minute to feature different Prius owners from all over the country.