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**ONE VERY HAPPY CUSTOMER:** Tony Robinson, left, with Dan Bowen, Prius specialist at Dingles Toyota.

Many people find a car we like and won't hear a word said against it. We can be terribly loyal to our favourite brand. But few are as keen as Dingles Toyota customer Tony Robinson. Already a Prius owner, Tony found out about the launch of the new model during a visit to the British Motor Show. Given in-depth information by the Toyota team at the event, Tony was hooked and followed the progress of the new model online via priuschat.com and on Toyota's website via the Prius blog. So when the time came to trade in his old Prius for a new one, Tony knew all he needed to and was first in the queue at Dingles to drive away the new-generation Prius. It's not just the high-quality environmental credentials of the Prius that appealed to Tony. He said: "It is fun to drive and incredibly

reliable as well. And with no car tax because of its low emissions it makes financial sense without compromising the quality of the drive.” Dingles managing director John Dingle said: “It’s great to see a customer as enthusiastic as Tony. You can find out so much about our Toyota model range online which really helps customers make their purchase decisions and gives them a real sense of being involved with the car and the brand. We are very proud of the new Prius which really is a great car.” You can find out more about the new Prius yourself at Dingles showrooms in Attleborough, Lowestoft or Norwich. Or if you are visiting the Castle Mall between August 24 and 30 the model will be on show as part of its EnviroMall event which will be raising awareness of all sorts of environmental issues.


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Model shown Prius T Spirit hatchback £21,230. Prices correct at time of going to press and include VAT, delivery charge, number plates, one year's road fund licence and £55 first registration fee. Subject to availability. ^ Parking assist comes as standard on the Prius T Spirit 1.8 Hybrid model. \* Solar powered ventilation and remote air conditioning are optional features on the Prius T Spirit 1.8 Hybrid model.