



# *The Pinnacle Prize*

**\$25,000 in cash or a NEW Toyota Prius:  
The choice is yours!**

## ***It's Money in the Bank ... When You Choose the \$25,000 Cash Prize!***

The Pinnacle Prize winner can take the Toyota Prius or the cash prize of \$25,000. Think what you could buy with a \$25,000 windfall — that dream vacation you've always talked about or an overdue home improvement (new kitchen or in-ground pool?). How about a new wardrobe, some fancy jewelry or new furniture? It could help pay for college or just get your family finances in order.

## ***Or You Could Choose a New Toyota Prius!***

This next-generation gas/electric Prius is equipped with the Hybrid Synergy Drive® powertrain, which offers greater power, even better fuel economy and lower emissions than previous models. Increased room and cargo capacity, including a four-door liftback design, move the new Prius into the midsize category.

Prius is certified as an Advanced Technology Partial Zero Emission Vehicle (AT-PZEV), a standard created by the California Air

Resources Board. This certification means that Prius has near-zero tailpipe emissions, zero evaporative emissions and a special extended warranty on emission control components.

With an EPA-estimated combined city/highway average fuel economy of 48 mpg, the sleek aerodynamic Prius is the car of the future. Presently, California gives hybrid car drivers carpool lane privileges. So you can save fuel *and* time while you're on the go.

**Whatever you decide, it will be your pleasure to choose if you win the Pinnacle Prize.**