



Oregonians **LOVE** Their Hybrid Cars



*And there are many reasons why...*





## SURVEY OF OREGON HYBRID CAR OWNERS

A statewide survey of Oregon hybrid gas-electric car owners in 2003 found that 98% would recommend their hybrid to a friend. We've captured some of their enthusiasm in the six testimonials presented here.

Environmental values figured highly into survey participants' reasons for buying a hybrid car, but the quality of the car and its handling on the road made them real fans. 89% of survey participants indicated they chose a hybrid to pollute the air less, and 77% chose their hybrid to emit less climate-changing carbon dioxide. Many also mentioned their desire to reduce dependence on foreign oil, to convince automakers to produce more hybrids, and to demonstrate their personal values. However, when asked what they liked best about their hybrid, responses leaned toward the quality of the car. 68% mentioned something about the technology, style, or handling of their hybrid.

To view the results of this survey, conducted by the Oregon Environmental Council and the Oregon Department of Energy, visit [www.orcouncil.org](http://www.orcouncil.org).



### Pacific islander concerned about global warming

Before moving to Oregon from the Republic of Palau, Pacific islander Francis Toribiong read about the promise of hybrid cars in an issue of National Geographic. He saw his first hybrid, a Toyota Prius, while doing contractor work for Clint Newell's dealership in Roseburg. He convinced Clint to let him rent the Prius for a trip to Portland, and as soon as he and his wife got out on the road, they fell in love. "We could not run out of gas," said Francis. "We passed every car on the freeway." They returned the car to the dealership, told Clint they wanted it, and the dealership's first Prius sale was to the Toribiongs.

As managers of vacation rental properties, Susan and Francis put nearly 3,000 miles each month on their Prius. They appreciate the savings on gas, but their main motivation for buying a hybrid was to spew fewer global warming gasses. Francis' homeland is threatened by rising sea levels. "Many people don't notice global warming," said Francis. "But for people who live on Kayangel (the northernmost island in Palau), the changes are obvious. It's already happening."

*Francis & Susan Toribiong  
Roseburg, Oregon*



### Best car this 83-year-old has ever driven

The first car 83-year-old Dr. A.C. Germann drove was a 1927 Studebaker. He chauffeured his father, a physician, to his appointments and has driven every kind of car imaginable since. "This is by far the best car I've ever driven – bar none," said retired professor Germann. "I've driven cars made all over the world, including French and German cars. The Prius accelerates faster, holds the road, has perfect 180 degree visibility, good braking and is ergonomically comfortable." His wife Margot Howe readily agreed, "We're totally satisfied."

The couple has always purchased cars with good environmental qualities and named their hybrid "Pachamama," a South American term for Mother Earth. They noted the sense of comradery that hybrid owners feel – they all wave or nod to each other when they see each other on the road.

*Dr. A.C. Germann & Margot Howe  
Ashland, Oregon*

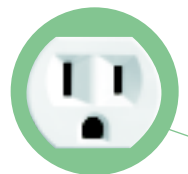
### Savings on gas prompted two Honda hybrid purchases

A teacher at Culver High School, Loyd Morrow commutes 80 miles round-trip. Good gas mileage is important to him. In 2000, he bought a Honda Insight, the most fuel-efficient hybrid. Although Bobbi Morrow's commute to downtown Bend is much shorter, she decided in 2003 to purchase the other Honda hybrid – the Civic.

"I used to teach with the Department of Defense's overseas school system," said Loyd. "The gas mileage of European cars was phenomenal." Added Bobbi, "America has huge, hulking V8s instead of the high speed, high performance cars of Europe. We're happy with the performance and fuel economy of our hybrids."

The Morrows drove their Civic to Atlanta and back. "We went up and over the Continental Divide," said Bobbi. "And it kept right on going. The only difference was the price of gas."

*Loyd & Bobbi Morrow  
Bend, Oregon*



### YES, IT'S ELECTRIC, BUT YOU DON'T NEED TO PLUG IT IN.

The battery in a hybrid car charges automatically while you coast and while you brake.

# would recommend their hybrid to a friend

## Electrician enthused about hybrid technology

Scott Cousins, an industrial electrician, has an intimate knowledge of cars and understands how hybrid gas-electrics work. He bought his Prius to support the advancement of the technology. Having worked on his own cars his whole life, the Prius is the first new car Scott has ever bought. "I never thought any other car was worth it," he said.

Scott's younger boy has an all wheel drive, turbocharged sportscar. When Scott drives it, he wishes he were driving the Prius. "There's an incredible amount of torque with an electric motor," said Scott. "In fact I have to be careful taking off from a stop." With a look of bemusement, he adds, "Why can't we let go of the romance of the internal combustion engine?"

Another primary motivation for Scott was cleaner air. "Thirty years ago when I was rock climbing and mountain climbing, I remember being able to see much further," said Scott. "When you don't get the views, it really ticks you off. Also, when my wife and I ride bicycles, we hate breathing the fumes."

*Scott Cousins  
Scappoose, Oregon*

## All in the family

After Leila Snow and Roy Lisi bought their Toyota Prius, other family members soon followed. Their daughter, Tamara, bought a Honda Insight, which Leila's brother also chose. "Once people experience a hybrid, it becomes a must have," said Leila. Will their daughter, Anandha, follow suit?

Leila and Roy's teenage daughter, Bridget, just got her driver's license. "High school kids are intrigued by the hybrid car and don't see it as nerdy at all," said Bridget.

Leila and Roy bought their hybrid for environmental reasons. "Once the technology became available, we had to get one," said Leila. "Cars are the primary polluter on the planet," Roy added. "The fossil fuel thing – it's just not sustainable."

Savings at the fuel pump are an additional benefit. "Believe me. When I pull up to the pump these days, everyone is envious," said Leila with a laugh.

*Leila Snow & Roy Lisi  
Eugene, Oregon*



## Native Oregonian believes in living lightly

"I remember when Governor Tom McCall launched the Willamette River clean up," said Beth Murphy, an administrator at the Klamath Falls Oregon Institute of Technology.

"I believe in what Oregon stood for then and hopefully still does." Beth and her husband, Sam, find their Civic Hybrid helps them express their environmental values. "We try as much as we can to live lightly on the planet," said Beth.

Living in Klamath Falls, there's lots of cold and snowy weather. The Civic Hybrid has worked well for the Murphys, who chose to buy studless snow tires and have had the "best snow experience."

*Beth Murphy  
Klamath Falls, Oregon*



### YES, IT'S LOADED WITH COOL FEATURES.

Hybrids have all the latest amenities, from touch-screen controls to automatic climate control to global positioning systems.



### YES, IT'S SAFE.

Hybrid cars are as safe or safer than the conventional models they are based on.



### YES, IT CAN CARRY YOUR FAMILY AND YOUR STUFF.

Hybrid SUVs, vans, wagons and trucks are coming soon. The new Prius carries five comfortably, and the Civic Hybrid four.



### YES, HYBRIDS STILL HAVE A GAS CAP.

But you won't need to use it as often. A new Prius, for instance, averages 600 miles between fill-ups.



### YES, YOU CAN BURN RUBBER.

The electric motor provides instant torque, which means fast acceleration.





## WHY HYBRIDS?

### SAVE AT THE GAS PUMP

The average passenger vehicle on Oregon's roads achieves only 20 miles per gallon. The 2004 Toyota Prius averages 55 mpg; the 2004 Honda Civic Hybrid averages 48 mpg; and the 2005 Ford Escape Hybrid SUV is expected to average nearly twice the mileage of its conventional counterpart in stop-and-go traffic – 33-36 mpg. The most fuel-efficient hybrid, the 2004 Honda Insight, averages more than 60 mpg.



### USE LESS OIL

Over half the oil consumed in the United States is imported. Passenger cars and trucks consume the largest share of this oil – 40%. America's *Annual Energy Outlook 2004*, the most recent U.S. government projection, predicts we'll be importing 70% of our oil by 2025.

Most of the oil consumed in the Northwest originates via the Alaska pipeline. Proposed drilling in the Arctic National Wildlife Refuge, the last completely undisturbed wilderness area in North America, simply cannot be done in an environmentally sensitive way.

### KEEP COOL

Cars, trucks and buses contribute more heat-trapping emissions of carbon dioxide than any other source in Oregon. Every gallon of gas burned forms nearly 20 pounds of carbon dioxide in the atmosphere. The more fuel-efficient your car is, the less it contributes to global warming.

### BREATHE EASY

More than half of Oregon's air pollution is transportation-related. Today's hybrids use state-of-the-art pollution control technology and are among the cleanest cars on the road. They meet or beat the stringent California Super Ultra Low Emission Vehicle standard and far outdo the most stringent federal standards.

## CLEANER CARS AND CLEANER FUELS

Hydrogen fuel cells may power the car of tomorrow. When hydrogen is produced from renewable energy sources, like wind power, transportation can be pollution-free. In the mean time, drivers can:

**Choose a cleaner, more fuel-efficient conventional car.** Don't buy a car that's bigger than your needs. Likewise, avoid heavy options and accessories that decrease fuel economy, such as 6- or 8-cylinder engines, four-wheel drive, and automatic transmission.

**Buy a hybrid electric or an electric car.** Pure electric vehicles are powered by rechargeable batteries. Their range is currently limited to 100 miles or less, but the technology is improving all the time. Hybrid electric vehicles combine an internal combustion engine with a battery and match or beat the driving range of a conventional car.

**Power a diesel car with biodiesel.** Biodiesel is a cleaner, nontoxic and renewable alternative to petroleum diesel. Made from waste grease or oil-rich plants, biodiesel can be run in a conventional diesel engine.

**Choose an alternate fuel vehicle (AFV).** Some AFVs use cleaner-burning fossil fuels like propane and compressed natural gas. Other AFVs burn renewable fuels like ethanol.

For more information on these options, visit OEC's website at [www.orcouncil.org](http://www.orcouncil.org).



## HYBRID CAR TAX BREAKS

The Internal Revenue Service offers a tax deduction of \$1,500 in 2004, \$1,000 in 2005 and \$500 in 2006, after which it goes away. Visit [www.fueleconomy.org/feg/tax\\_hybrid.shtml](http://www.fueleconomy.org/feg/tax_hybrid.shtml) or consult your tax agent.

Oregon offers a tax break of up to \$1,500. Visit [www.energy.state.or.us/trans/hybridcr.htm](http://www.energy.state.or.us/trans/hybridcr.htm) or call 1-800-221-8035.

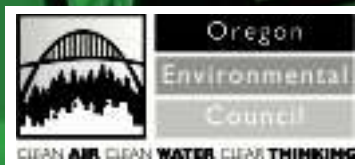
## HYBRID CAR BUYERS GUIDE

**CARS** available now or in the near future include the Toyota Prius, Honda Civic Hybrid, Honda Insight, and Honda Accord Hybrid.

**SUVS** available now or in the near future include the Ford Escape Hybrid, Lexus RX Hybrid, and Toyota Highlander Hybrid.

**OTHER HYBRIDS** are in the works, including a Toyota Sienna/Estima minivan and a Mercedes Vision Grand Sport Tourer station wagon.

Visit [www.hybridcars.com](http://www.hybridcars.com) for the latest news on these and other models. And be aware that some so-called hybrids may not deliver on fuel economy – these "pseudo" hybrids will boost gas mileage only slightly over their conventional counterparts.



## THE OREGON ENVIRONMENTAL COUNCIL

Founded in 1968, the Oregon Environmental Council (OEC) is a nonprofit, nonpartisan organization with more than 2000 members throughout the state. We bring Oregonians together for a healthy environment.

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