

Excerpt: The Toyota Prius Is What You Are Currently Missing.

In the year 1993, the Prius was simply a discussion about the "*vehicle for the 21st century*" and in 1995, a concept car being exhibited at the 31st Tokyo Motor Show.

Toyota Prius has come a long way from its creation. Originally, the plan was to work on a vehicle that showed improvement in fuel efficiency, and technological development, which would lead the way into the 21st century. However, the Prius we have come to know is more than just an economical vehicle, it is a hybrid car with effortless system control, guaranteed to provide outstanding fuel efficiency, along with cargo space, safety, and overall elegance.

With four generations released and exceeding performances at every turn, It might be a ponder on how this remarkable vehicle came to be. After all, every car has a backstory and the Prius is no exception. With that said, let's take a quick dive back to how the Prius was born.

The Beginning

On a beautiful day, in 1993, Chairman Satoshi Ogiso and Chairman Shoichiro Toyoda agreed to develop a new vision for Toyota cars. It went by the codename G21, of which G stood for Globe and 21 for 21st century. They assembled a team of 10 engineers and designers to bring this vision to a starting point, and away they worked! Pretty cool right?! Wrong, by the end of 1993, after their report of a compact but roomy, long wheelbase, and the fuel-efficient car was approved, the team disbanded.

The Comeback

The G21 project forged forward once again with the addition of a new chairman, Takeshi Uchiyamada, who was a member of the Technical Administration Division. The G21 project officially launched in 1994 and the vice president of technology, Akihiro Wada, met with Takeshi, with instructions to take it even further! Long gone was the focus of fuel efficiency and 21st-century vehicles, the new goal was to push the envelope and make the next-generation car a hybrid. Akihiro pushed even further stating, "*if that wasn't possible, the project would be axed.*"

While Ogiso had doubts about this, he pushed the team further. They met several hurdles, especially around trying to double the fuel efficiency 1.5 times more than the conventional car. Ogiso knew it was

impossible with the conventional method and recalls saying "*the only answer was hybrid technology. If we weren't up to that task, G21 had no reason to exist.*"

Talk about determination!