

SPECIAL SECTION

GREEN WHEELS

New Technology: What works, and what might work in a few years? Wheels takes closer, separate looks at the long-term practicality of hybrids, diesels and electric cars. And we have fun, too, looking at sports cars that go easy on the gas.

Editorial Line-up

- Are hybrids hype or hope?
- Will gas-electric power plants eventually replace the traditional internal combustion engine?
- How to buy a secondhand hybrid.
- Do diesels make sense in North America?
- Exotic and expensive electric cars.
- Five used fuel-sippers for \$5,000.
- Five frugal sports cars.

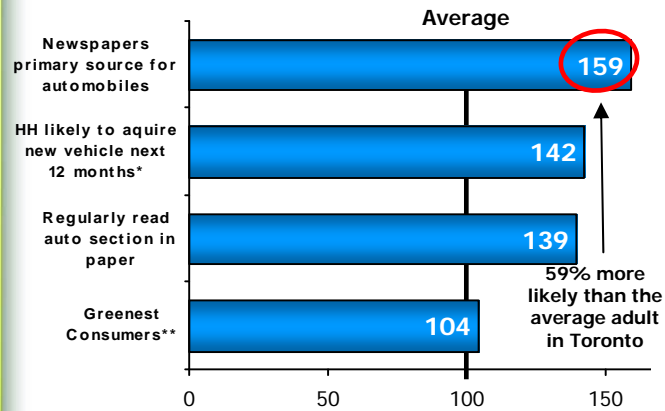


THURSDAY, MARCH 26th, 2009

BOOKING: Tuesday, March 17th

MATERIAL: Friday, March 20th

Star readers are auto-savvy & GREEN



Source: NADbank 2007, read Star yesterday; Base: Toronto, Adults 18+ (* HH weighted)

**Source: PMB 2008 2-year database, read Star last Saturday; BASE Toronto adults 18+

The Toronto Star reaches...

- **952,800** readers daily in Toronto
- **371,900** adults with household incomes of \$100,000 or more
- **427,400** principle wage earners
- **386,800** readers that regularly read the automotive pages pages
- **637,000** readers that are willing to pay more for environmentally-friendly products**
- **289,000** greenest consumers in Toronto**

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