



Contact:  
Natalie Carter  
505-999-2005

***Just when you thought a Toyota Prius couldn't get greener.***

***Pulstar™ Pulse Plugs add fuel economy to hybrid vehicles.***

**FOR IMMEDIATE RELEASE**

**Albuquerque, N.M.** - Recent tests performed at Enerpulse, Inc. demonstrate that its newly released product, Pulstar™ improved fuel economy on 2005 and 2007 Toyota Prius hybrid vehicles by 6% - 8%, or approximately 3 miles per gallon. These results were on vehicles that already get over 50 miles per gallon of gasoline. See full test results at:

<http://www.pulstarplug.com/tresults/05prius.html>.

In addition to the impressive fuel economy improvements in the Toyota Prius, an acceleration test (from 40 to 80 miles per hour) was conducted, which resulted in improved acceleration of 5% as compared to the factory-installed spark plugs. This improvement is a welcome benefit to Prius owners since performance is one of the compromises made for outstanding fuel economy.

The 3 mpg increase produced by Pulstar™ means that over its life of approximately 4 years, carbon dioxide greenhouse gas emissions will be reduced by 1,344 pounds, or over half a ton making it evident that even small changes, like changing your spark plugs, can translate into big differences for the planet.

(more)

## **PULSE PLUGS VS. SPARK PLUGS**

Pulstar™ is a unique type of spark plug called a pulse plug. Unlike spark plugs, pulse plugs have an integrated electrical circuit called a capacitor that boosts energy to the spark much like a camera flash boosts light. The resulting more robust spark improves engine combustion yielding better fuel economy and engine performance. See

<http://www.pulstarplug.com/howtheywork.html>.

## **TEST PROCEDURE**

Enerpulse Performance Evaluation Procedure (E-PEP) was developed by Enerpulse to compare pulse plugs to spark plugs in a controlled test that measures horsepower, torque, acceleration and fuel economy. The fuel economy portion of the test utilizes the EPA US06 driving cycle in combination with a real time fuel flow monitoring system. The test vehicle is first run with the factory recommended spark plug and then again with the pulse plug. Numbers reported are in percentage improvement of pulse plugs to spark plugs. For complete test details see <http://www.pulstarplug.com/testresults.html>.

Enerpulse, Inc., a privately held company headquartered in Albuquerque, N.M., was founded in 1996. The company develops environmentally friendly ignition products through the application of pulsed power technology. For more information, visit [www.pulstar.com](http://www.pulstar.com).