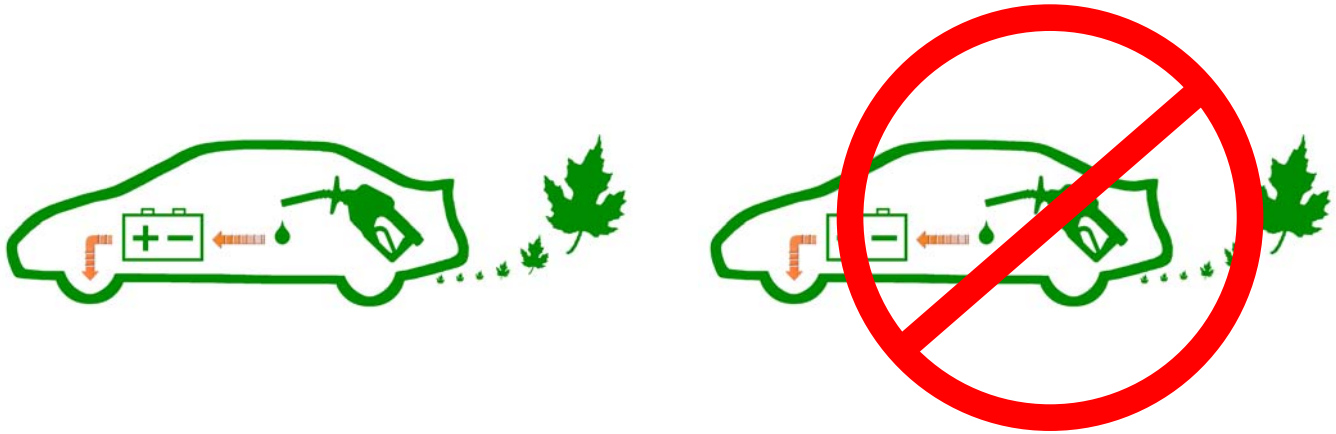


# Anti-Hybrid Analysis



## Introduction

After 5 long years of arguing with anti-hybrid people and dealing with their creative approaches to protecting their own interests, it became obvious that formally documenting those resistance techniques they used could be quite beneficial. The year which followed after having done exactly that provided countless opportunities to refer back to what had been written, proving the analysis had indeed made identifying their intent much easier.

This paper is that information compiled into a single document for more convenient reference than the personal logs they originated from.

Read through the document keeping in mind that each topic had emerged from actual instances of anti-hybrid conflict, where antagonists who wanted hybrids to fail responded to online messages with harmful intent. They were determined to do whatever it took to prevent progress. They feared change. They had something to lose. They knew hybrids presented a significant challenge to the status quo. But they tried anyway.

Determination to dissuade the newbies (those who show strong enthusiasm for hybrids immediately upon joining an internet forum not dedicated to hybrids) will typically draw the anti-hybrid out. You may get an opportunity to witness their detrimental behavior first-hand. Hopefully, you won't though. As time advances, the resistance should continue to fade. Focus on keeping discussions constructive. Place heavy emphasis on real-world data. Don't lose hope. Time is their enemy.

This analysis of anti-hybrid behavior was a very long time in the making. Hopefully, it will just be piece of automotive history... perhaps an interesting footnote documenting the final days of traditional vehicle reign. However, you may actually need to for intellectual combat... since change is rarely accepted quickly.

Whether it was fierce loyalty to a specific automaker, stubborn refusal to accept the new technology, having something to lose, or simply the fear of change itself... all the issues always boiled down to the very same goal of reducing emissions & consumption. And still, nothing else has proven capable of achieving that... especially when you take into account that it must also be done in a reliable and cost-effective manner. Smog continues to get worse. Gas prices remain awful. Yet, some people deny there is anything to be concerned about. Others know it, but fight against the solution hybrids offer anyway. However, now that you have been made aware of the unfortunate situation and have this document to help identify what to look for, you can boldly challenge that resistance with great confidence. Good luck!

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## Already Solved

There were genuine problems in the past; however, antagonists sight them as if they still have no solution yet. The original tires on the Classic Prius are a prime example. They were bad. The rubber was so horribly soft that the car would leave marks on the road just from rounding a tight corner. That caused them to wear out extremely fast. Not paying attention to tire-pressure accelerated the aging even faster. Toyota had fixed that by the third model year. Owners had found quite a few alternate tires to choose from, even ones that offered improved traction in addition to much long-lasting rubber. The anti-hybrid don't tell you that. Instead, they point out problems solved quite awhile ago, making it appear as though the owner had just learned to live with it.

## Avoiding Questions

A huge source of annoyance comes from anti-hybrid people avoiding questions. They pretend they were never asked, no matter how many times you repeat it. They understand that well thought out questions can result in an incriminating answer. So, they choose to remain silent. It gives them the opportunity to spread false beliefs too. A wonderful example of this is when they say how unfortunate it is that Prius isn't also offered with a manual transmission. I respond by asking, "*What benefit would you get from being able to shift?*" They absolutely refuse to provide any type of feedback. They know quite well performance increases, such as downshifting, are already available in Prius. When additional power is needed, the engine will start up and/or the motor will join in. No shifting is required. For that matter, gears aren't even necessary. You just push harder on the pedal. The antagonist attempts to lead you to believe something is missing, that you are getting cheated by not having also having a stick to provide manual adjusts with... which is why they avoid answering the question. Because if they did, it would reveal that the stick serves no purpose, that the ability is already included using the basic interface.

## Being Vague

This is by far the most popular deception technique. Simply by not being specific enough, progress is impeded. The lack of detail makes discussions ambiguous. Agreement becomes a struggle. People cannot follow lines of reasoning. Intentionally withholding vital information will even lead to misunderstanding, which often feed misconceptions. It's a sad reality, one that thrives online. Both brief messages and lengthy nonsense are easy to propagate when just text is used. So many aspects of interpersonal communication are completely absent in such an environment that you can get away with horrendous amounts of meaningless banter. Derailing topic threads becomes a source of entertainment for the anti-hybrid, thriving with so much opportunity to impair. Being vague is the key. For example, a message states the person got 50 MPG. What does that actually mean? Is it a lifetime average? Is it a record high? Is that data from just one season or annual? What kind of transmission did it have? What kind of driving was that? What tire-pressure was used? How many miles was that? Was the value displayed or calculated? How was full determined when filling the tank? What kind of gas was used? Was the car already broken in? You get the point. Excluding details is a simple way to mislead.

## Burying Replies

Just repeating the same message content over and over and over again happens far too often. Rather than actually answering questions and providing the necessary detail, they just continue to rehash the same fundamental remarks. It's absolutely awful. Nothing gets accomplished. Posting messages of little to no value ends up making the original discussion very difficult to follow. They bury that information by senselessly replying. Eventually, you'll abandon the thread and move on to the next just out of frustration due to lack of anything constructive being posted. Evidence of this can be found everywhere. It is far more prevalent than people care to admit too. In fact, it could even be considered the forum equivalent to email spam. They just waste bandwidth, telling you about stuff you have already been told countless times already.

## Changing Definitions

This is a very popular anti-hybrid response. When a hybrid enthusiast posts a message with a concise point, highlighting a clear advantage for the hybrid, the antagonist simply changes the definition. The most obvious example is the meaning of hybrid itself. It is a blending of some sort. In the case of an automobile, it is the combination of gas & electric propulsion. They attempt to change that by stating other non-traditional improvements also count, even if they have absolutely nothing to do with providing power to the tires. The perfect example is auto-stop. By just increasing the size of the already existing battery and starter, you can shut off and rapidly restart the engine to save gas when the vehicle is not moving. That absolutely is not a hybrid, it's just an improvement to the current design. That's it. But they contend it is a hybrid to prevent the importance of the point you attempted to make from being realized. It's like shooting at a moving target. Every time you get close, the location abruptly changes. And they'll keep right on changing the definition to prevent any debate from ever being won.

## De-Emphasizing

It's a trick that dates way back, used by the insincere for ages. When you cite measurements & statistics, they respond with their own... not entirely related to the topic being discussed though, but rather close. An example that's quite popular is when the anti-hybrid provide data from a manual transmission vehicle. The discussion was about automatics. That's the type of real-world samples you wanted to hear about. But instead, they de-emphasized your point by providing something else instead... something that was just barely similar enough to spark discussion about. People have had the choice between manual & automatic for decades. The overwhelming & undeniable favorite is automatic. They didn't choose manual before, why would they now... especially when a hybrid like Prius delivers even better MPG without requiring the driver to shift. Don't allow them to alter that decision. Emphasize the fact that you still want an automatic.

## Discrediting

By replying in a condescending manner, the antagonists attempt to discredit you. They use belittling statements to make themselves appear to be better informed. Their hope is to irritate you enough to prevent a response. The belief is that you will be afraid of embarrassing yourself. And pretty much no matter what you say after, they will convey to everyone that you are confused, making it sound as though you are a victim of an innocent mix-up. An example of this, that is actually rather creative, is when the anti-hybrid tell you that you don't understand the difference between a "full" and "assist" hybrid. They claim that there is utterly no possible way the second motor, that's only available in the "full" design, could ever deliver an efficiency gain. The penalty for converting physical motion to generated electricity will always be greater than any benefit you would attempt to achieve. That is absolutely false, of course. But it is extremely difficult to prove with only a text response. In fact, even a video-clip isn't enough. Demonstrating the advantage from that design is basically futile in any online format. You just can't. And they know it. They also know that the odds of anyone being able to verify this with an in-person comparison is highly unlikely as well. The result is a victorious discrediting, because you simply cannot provide the proof in a fashion that the forum supports. By knowing more about hybrid design than most people, the anti-hybrid can actually get people to believe that you know less.

## Disqualify Goals

The anti-hybrid mindset is one of denial. They quite simply do not want to acknowledge the success of the past. So getting them to even consider what the future will bring is virtually impossible. They'll insist growth cannot happen, that those whom have purchased hybrids already were crazed environmentalists or obsessed with making a statement. Convincing others that the market is saturated is their goal, disqualifying the idea that anyone else could in any way be interested in getting one. Goals like Toyota's intentions to build & sell 1,000,000 hybrids per year by 2010 get labeled as wild dreams with no basis in reality. They're desperate to halt progress. You'd be amazed at how many reasons they'll come up with to disqualify goals... but none are that compelling, even when combined. It becomes increasingly clear from each reply how much effort they put forth to fight the hybrid enthusiast... to the point of actually being amusing, since their reasoning simply doesn't make any sense after awhile. And if you watch closely, you can even catch them accidentally contradict themselves.

## Doesn't Meet Expectations

Taking the apparent MPG discrepancy one step further, the anti-hybrid antagonists will claim disappointment is on several levels. Arguments everywhere from the seats being cheap to safety being compromised can be found. But it's only them saying that. Actual owners don't. Newbies aren't aware of that fact though. They just keep ready bogus claims and eventually start believing them. Veterans see that deceptive pattern. And you will too, but not until after the damage has been done to countless people beginning research on hybrids. It's easy for them to get away with it too. There's simply no way to prove that a seat is too hard or too soft or too short or too tall online, it's just a text message without any supporting detail stating an opinion. And that's the key. It's just a personal judgment. They convince you to be disappointed.

## Generalizing

This anti-hybrid technique takes on many different facets. The most obvious is when only a few samples are used to draw a conclusion. Limited data is a far too easy trap to fall into. For example, all you have to do to make the MPG of a hybrid look bad is only report Winter data. Countless reporters did this back when the HSD Prius was first introduced. They only had a few months of real-world MPG, all from the cold season, to report and very little patience. So naturally, their claim was that efficiency was not as promised... even though all of the samples were from the worst possible time. Imagine if only Summer data had been used instead. The opposite extreme would be reported, saying MPG was quite impressive. So when it comes to the anti-hybrid, they go out of their way to seek out that worst data and pretend that it well represents what an owner can actually expect. In other words, generalizing is rarely ever a good thing. It also comes in a less obvious form, when people fall into the "*one size fits all*" mentality. They just assume other people have the same wants & needs, which is definitely not realistic. But it happens anyway. Antagonists take full advantage of that opportunity to mislead, and you typically don't even realize they did it.

## Hybrid Types

Have you ever noticed how frequently the term "hybrid" is used without any qualifiers whatsoever? All the various designs get lumped into a single category when they are compared to traditional vehicles. You won't find any detail, like voltage, wattage, or even the number of motors. They treat the two very, very different types of CVT (one is "Planetary" and the other "Cone & Belt") as if they operated the same way, which couldn't be further from the truth. Heck, even seeing information about which generation the data they are discussing is from would be a miracle. They just treat them all as if they are the same. The anti-hybrid absolutely love the concept of believing they are all the same. With that, they can cite examples of weaknesses hoping you will assume that they all behave the same. It's wrong. It's deceitful. It's dishonest.

## Ignoring Facts

If the antagonist doesn't like something, they just ignore it. Countless times I've seen enthusiast messages that were treated as if they never even existed. The cliché "out of sight, out of mind" is quite fitting in this circumstance. Only a single mention of something in a forum is virtually impossible to find. They know that. So they challenge themselves to never make any comment about it, hoping others will simply forget that it was ever there in the first place and reducing the odds of it being found by searches.

## Implied Meaning

This anti-hybrid problem, surfaced often later in the anti-hybrid resistance. The antagonist simply changes the intent of your comment by implying that you meant something you actually didn't. For people not closely following the topic thread, it's relatively easy for them to overlook the fact that you are being forcefully manipulated. As a victim though, the message is very condescending. So it's quite obvious to you what's actually going on. That's very frustrating. Given time, the more attentive readers may notice it as an attempt to generalize and discredit. But that's difficult to see at first. The antagonist's strategy is speed, to hit you off-guard quickly. They invent an opportunity rather than waiting for one. That way, when you try to provide clarification, it makes it appear as though you've been cornered and are now changing your stance. In reality, you are just providing detail for the original comment. A great example is providing support for "full" hybrids and suddenly find yourself getting accused of attacking other automakers because you are loyal to Toyota. They deny you the opportunity to point out that you also support Ford, since they too offer "full" hybrids. You appear to be caught attempting to make the competition look bad, when in reality you had no such intent.

## Improper Comparisons

It should be blatantly obvious when a stripped down compact is being compared to a very well loaded midsize. Yet, it isn't. They've done it a mind-numbing number of times too. The key is that people have an extremely difficult time making comparisons using only the crude text interfaces that the online forums provide. So the anti-hybrid people get away with it. They won't ever refer to a matrix providing lots of detail. They keep it as vague as possible, focusing mostly on just the money. The comfort of the ride, the convenient options, and the safety devices mean nothing. And of course, to them there is no such thing as smog or asthma. The fact that reducing the amount of gas you use to help reduce our dependence on imported oil is senseless to them to. They just antagonize, doing what it takes to make hybrids appear bad. So if you step back and just ask yourself, "*If neither vehicle being compared had anything under the hood, would it still be a fair comparison?*" If the answer is no, their choice was improper... a clear attempt to misinform.

## Irrelevant Comments

How many times have you wondered why a comment was made? Perhaps you should ask yourself that more often. All too frequently, totally irrelevant comments, things have nothing to do with the specific topic being discussed, are added to a message. The purpose is illicit, an attempt to divert attention. They trick you into thinking it is important though, since it will typically be another popular subject often present in forums. The thing is, it serves absolutely no purpose in that particular spot. But since it is a topic of interest, side conversations will emerge in that same thread. That dilutes the discussion, providing a victory for the anti-hybrid by the unknowing people that found what they had to same interesting. They don't realize they helped to reduce the effectiveness of what others had to say. The topic is essentially sabotaged.

## Making It Personal

There is absolutely no reason a debate should turn personal. You should stick to the topic and argue the facts. The anti-hybrid don't. They do everything in their power to use your own personal experiences against you. They don't stay distance & objective. They don't even care about being constructive. For that matter, they feel no shame in making up evidence. Because that's personal, getting away with it is very easy. Lurkers (those reading posted messages without ever joining in discussions) just assume the anti-hybrid person has somehow acquired privileged information. Others just don't feel it necessary to question personal choices. So they get away with it. Purpose is lost. Conclusions cannot be drawn. Interest fades. That all happens because it was made personal. Hybrid enthusiasts want to focus on the vehicle & technology, not the owners. Hybrid antagonist prevent that by intentionally changing the focus.

## Market Improvements

Acting as if the market now is the same as it was 5 years ago is an interesting technique you'll see used occasionally. If confronted, they'll unequivocally deny that people didn't understand hybrids until recently. Pointing out that some people still believe you have to plug them it will be responded to with a laugh, as if there's no way anyone could have ever believed that. And the fact that some automakers pushed the idea that their only way to achieve improved efficiency was to compromise safety will be outright rejected. Then there's the reality that salespeople would lie to sell you a non-hybrid instead, resulting in a much larger commission that they could quickly collect. Of course, you also have that whole fuel-cell diversionary fiasco that was clearly anti-hybrid. It's a past that made the success of hybrids very difficult to overcome... yet success was achieved anyway. The antagonists don't want you to know that though. Because if you did, you'd see that it is the most quickly accepted profound automotive engineering replacement technology ever. So don't believe their false claims. The market is in fact improving, much better now than in the past.

## Misconceptions

Intentionally spreading misconceptions is by far the worst of the anti-hybrid actions taken. They play on people's fear & gullibility. The easiest to spot example is the way the battery-pack is charged. They'll convince you that replacement will be needed simply because every other rechargeable device you've ever owned has eventually required new batteries. But what they don't want you to know is that the charging is done in an entirely different manner. Most people use their cell-phones and other portable devices in an abusive way, draining the battery to the point of being almost completely empty before plugging it back in. That causes damage (weakens the chemicals inside), something they've unknowingly grown to accept. But "full" hybrids, like Prius, most definitely do *not* work that way. The battery-pack charge-level is rarely ever allowed to drop below 45 percent. High power charging & discharging is never allowed either. Those are practices that would greatly extend battery life for devices like cell-phones, if people actually cared for it that way. But they don't. Prius does. The anti-hybrid people will do everything they can to keep people from learning that. They take advantage of misconceptions to impede the success of hybrids.



## Not As Advertised

Reporters are notorious for feeding the belief that the EPA values, those big numbers on the window-sticker, were actually what the owner should expect. They don't tell you that they were only intended to be used as a basis of comparison, that the grossly outdated testing criteria isn't even remotely close to real-world driving conditions. They don't tell you about the fine-print either, which clearly states that MPG will vary greatly depending on driving conditions. Instead, they work the "*not advertised*" idea into a controversy to make a good article, something that will really grab their reader's attention. And it does! The anti-hybrid participating in online discussions caught on to that. But they are even worse, carefully selecting data that only serves their ill purpose... to essentially amplify the perceived shortcoming. The most popular example is comparing the efficiency a manual-transmission diesel driving only highway miles to a Prius with a well-rounded lifetime average. Of course, the diesel will appear a little better. But try comparing an automatic diesel in mixed driving to a Prius. That's a reflection of real-world driving that the typical owner would experience, something that makes the diesel look terrible... not even close to its supposed MPG either.

## Nothing New

Pushing the belief that the technology isn't new, asserting that people understand and decided against it, is a widespread practice online. You tend to forget that even the newbies on forums are much better informed than the general public, who never reads posted messages. The reality is that online participation is not representative of the typical consumer. The knowledge gained by reading people's comments, and sometimes even asking questions of your own, is very powerful. That education quickly makes you unknowingly comfortable with new technology. The anti-hybrid people are well aware of this and take full advantage of it. The opportunity to trick you into believing that everyone feels the same way is quite compelling. And the deception usually works. You finding yourself implicitly agreeing that nothing is really new, even though most people don't have the slightest clue how a hybrid actually operates. After all, it's easy to take something for granted if it's discussed all the time.

## Parts & Repairs

This one shows true signs of desperation. The fear of local high-volume production freaks out the anti-hybrid supporters. Currently, part availability is scarce and repair expertise uncommon. They know that will change. So the best they can do is keep your attention focused on the rare events of the past. Someday, those arguments points will no longer exist. Then they'll have to face their greatest fear, the fact that the new from-the-ground-up design was engineered with reliability as being very important. Throughout automotive history, components have been improved... to the point now where they cannot get a whole lot better. So when you study Prius, you'll see that the next step was taken. Rather than attempt further refinement to squeeze out a minor improvement, they started from scratch. Using the latest technology with the benefit of a massive budget and a goal to revolutionize the industry, weaknesses of the past could finally be overcome. And they were. Know it's just a matter of time before people discover that... making the consider about parts & repairs just a topic of trivia.

## Perspective

This one is quite interesting. Changing perspective to force a meaningless scale is very common. For example, rather than acknowledging that the 100,000 Prius sold in the United States for the 2005 model year was a lot, then compare it to the 17,000,000 total new vehicles sold that year. They attempt to make the number seem small, even though 100,000 is actually a lot. After all, combining the number of all electric cars in the entire world ever built pales in comparison. But they still insist 100,000 has no importance. They'll even go as far as comparing it to the worldwide market count of 60,000,000 new vehicles annually to further play down the significance. Then they'll get hostile if you point out how different the United States is from the rest of the world, how monster-size vehicles are plentiful due to cheap gas, emission regulations are trivial, and people are brainwashed into thinking spending more on a vehicle will somehow help the economy. Look at how new automakers start their business. It's small at first, just like the hybrid technology was. Then it grows. It's that growth they don't want you to know about. By focusing solely on current numbers, they prevent you from consider how quickly they grew and how large they will get in the future. Don't let them. Perspective diverts attention, especially when they want only want you to see the short-term.

## Quoting Out-Of-Context

This is the all-time classic, used in written reports, television new stories, and now messages on forums. All they have to do is exclude the part of what you said that they didn't like to completely change the meaning of what was actually said. A wonderful example of this is when I pointed out that the Atkinson engine pumping cycle was the only way (currently known) to achieve increased efficiency and reduced emissions. An especially devious anti-hybrid person simply dropped the "*and reduced emissions*" from his reply. Then he repeated that truncated sentence over and over and over again, pointing out to people that I had absolutely no clue what I was talking about, there are several other methods of achieving better efficiency. Quoting me out of context like that allowed him to mislead. He fought hard too, saying I didn't mention anything about emissions in the original message. And since that forum so conveniently buries older posts, that made it extremely difficult to prove which message was actually the original. Consider yourself warned. Think about replies carefully. The antagonist will seek out the chance to manipulate what you say by not quoting correctly.

## Rare Circumstance

Blowing a situation way out of proportion is what the antagonists thrive on. Insisting that extremely rare circumstances are actually very common is something you'll certainly encounter when researching hybrids. Newbies don't know where or how to find lots real-world data. So it's easy for the anti-hybrid to vaguely refer to the same event many different times in many different way, making it seem as though that event happens a lot. An absolutely great example is a PSD breaking. That's the power-split-device, the component which connects the 2 electric motors and gas engine. I only know of 3 cases of that ever happening. One was bad right out of the factory and was ultimately replaced by giving the owner an entirely new car (providing the engineers a great opportunity to study that rare circumstance in great detail). The other 2 appear to just be flukes, based on the older design that didn't use traction-control much... something that would obviously protect the PSD, and clearly does in the newer model. But again, the anti-hybrid people don't want anyone to know just how unlikely that is to ever actually happen now. They treat the event as if it happens all the time, knowing most people won't be able to actually confirm that.

## Shame

Should I be honored that they created an offensive technique specifically to repel me? Arrgh! The most fierce attacks come from an automotive forum that hosted, by hosts that want lively discussions. Rather than allowing you to ever win, they work toward stalemates... so the debates go on forever. Because if they did come to a conclusion, you'd leave. It's nasty a objective. They have policies to help ensure their goal of continuous posting too. One is that you are not allowed to include any reference that would "self promote". That means no response from me can ever make reference to any of the data or materials available on my website. Both those nasty antagonists and other hybrid owners attempting to impede the growing success of Prius know this, and boy do they ever like to exploit it. They shame me for making statements that I cannot provide proof to support. To a newbie unaware of my website, it appears as if they have successfully discredited me. Fortunately, if they do any research on their own or participate on the friendly forums, they figure out what's going on. Thank goodness. In fact, it is actually rather beneficial that they get to witness firsthand the deception taking place. Shame on the anti-hybrid people.

## Shortcomings

All vehicles have actual shortcomings. If they didn't, they'd all look the same at this point. In reality, there are Sedans and Hatchbacks and Pickups and Minivans and SUVs and Coupes. Serving a different purpose is what makes them different. To add to the confusion, you also have the choice of trim level for each type... everything from basic economy to plush luxury. Anti-Hybrid preaching will lead you to believe this is somehow a fault of the hybrid design, rather than a concept that has been true for non-hybrids for decades. They do this by concentrating attention on a single vehicle, rather than acknowledging that the technology inside could be installed into any vehicle.

## Smog-Related Emissions

A simple way to avoid pointing out this extremely important benefit of hybrids (the SULEV rated ones, naturally) is to never mention it. You'll find countless examples of this too. Both the online discussion antagonists and those reporters that are anti-hybrid will provide detailed hybrid analysis information, where the topic of smog-related emissions is totally absent. They'll even attempt to make their report seem thorough by pointing out the reduction of global-warming emissions. But no where do they ever speak of the other type, that kind which causes breathing-related health problems.

## Stop & Slow Driving

In the past, automakers would mention both the City & Highway values from the EPA testing results. It was the only industry standard available for comparisons. So despite having no reflection of what actual real-world efficiency the vehicle will deliver, they used it anyway. Now, they've switched to only reporting the Highway value. I wonder if they got that idea from the anti-hybrid practices they've observed, because only stating that is extremely misleading... some would even consider it dishonest. It doesn't even remotely inform you of what to expect for Stop & Slow driving, which is the type many people have to endure every day on their drive to & from work. And of course, it's the type of driving that a "full" hybrid like Prius does extremely well with. But the antagonists don't want you to know that. So they screw up your understanding of MPG by only reporting Highway data, specifically only high-speed cruising... worthless information for the daily commuter.

## SULEV Not Important

Even some hybrid owners have fought fiercely against this important aspect of improvement. Most Honda hybrids were only ULEV before the 2006 models. That's dirty. In fact, it is no better than traditional vehicles... since many of them are also ULEV. The substantially cleaner EPA emission rating of SULEV is what Toyota had always strived for and delivered with their hybrids (some are even better, achieving the PZEV rating). The anti-hybrid people, most notably non-hybrid diesel supporters, hated this reality. The newest vehicle using clean diesel don't even deliver ULEV. So you can imagine how much they hate SULEV. Needless to say, they do everything in their power to justify that current technology is plenty clean. A common argument is to point out how much of an improvement exhaust from the tailpipe is compared to that 30 years ago. The fact that the population is now dramatically higher, we drive a lot more miles, and commutes are significantly more congested never gets mentioned. The reality that smog is increasing over high populated areas doesn't either. And of course, the dramatic increase in breathing-related health problems like asthma being caused by vehicle emissions is outright denied. SULEV is very important, don't allow them to convince you otherwise.

## Topic Changing

Abrupt topic changes are a dead giveaway that a hybrid enthusiast was winning a debate. The antagonist will suddenly mention something completely off-topic out of the blue. There is literally no reason whatsoever to justify it either. They just know exactly the right thing to say to cause anger, knowing quite well that someone will take the bait. That ends up diverting attention from the topic originally being discussed, preventing anyone from getting the chance to draw a conclusion. It's rather blatant too. Even newbies see it. But preventing a response to the off-topic comment is very difficult.

## Twisting Events

The number of times this happens is quite frustrating. The antagonists take full advantage of how stories quickly get distorted when passed from person to person. But rather than it being a natural interpretation side-effect, they introduce the twisting intentionally. Skewing of events is simple too, all you have to do is mix up the timing. The alternate chronology allows a different outcome to be assumed. Along with the poor natural of online communications, the opportunity for misunderstanding grows with the greatest of ease. After all, how do you think urban legends are established... lack of concise information, just like what happens with the hybrids. And when the only facts available are twisted, the outcome is never good.

## Vehicle verses Technology

To my delight, this very aggravating method of brainwashing people is something those antagonists can't use anymore. For years, they asserted that Prius wasn't for everyone... pushing the belief that the size & comfort were inadequate, that there were too many compromises... insisting that bigger was needed, that the options were far too limited ...convincing you that a hybrid simply wasn't appealing enough. They acted as if an anti-hybrid movement wouldn't even be necessary. People just wouldn't ever want a vehicle like that, claiming hybrids would fail due to a poorly thought out layout. In reality, what they were really doing was trying their very best to keep people from ever figuring out what actually made the hybrid was the technology, not the vehicle. The introduction of the hybrid SUVs this model year proved it... much to their horror. And next year, the most popular car in the United States will get that very technology: Camry. Seeing the same HSD system inside of a vehicle that doesn't resemble Prius at all is their worst fear. Too bad! The hybrid enthusiasts have overwhelmingly won this particular battle.

## Why Bother?

Read the anti-hybrid posts carefully. Notice how almost none of them ever actually have a definitive conclusion. Of course, they'd have a hard time doing that anyway. It's a side-effect of evading detection, no detail. Each antagonists tries their best to convince you to not buy a hybrid without speaking too much of alternatives... since when carefully analyzed, the hybrid is revealed to be the best overall choice currently available. So they just leave it at that, competing for a stalemate instead. They appear set out to prove you wrong. And when they feel they have, at some arbitrary point they simply stop, implying the dirty gas-guzzlers are now entitled to keep right on wasting & polluting. Their reasoning is that if you cannot absolutely without any doubt confirm that hybrids are the very best choice for absolutely everyone, why bother? Then the surprising part is that the back off, as if having declared a victory. Later on though, the cycle will inevitably begin again... and the same old nonsense repeats itself again. At least we know why they bother. It's fear from the continuing success of hybrids. The fact that newbies are the ones that sparking new debates with the same old anti-hybrid people is the proof.