

An Even Better Prius?

See How We've "Green-Tuned" It!

The **California Cars Initiative (CalCars)**, a nonprofit group of entrepreneurs, environmentalists, engineers and other volunteers, is recruiting Prius owners and their cars, and other supporters, to create **PRIUS+**.

If you own an '04-'05 or Prius, you know how great your car is. Please consider joining our campaign to "soup it up" -- and then encourage Toyota to come along for the ride.

Together, we can help bring to market an even more efficient car -- the first example of the transitional vehicle for the next decade or more. Here's what **PRIUS+** does:

- **Enables your "EV-only" mode** (that blank button to the left of your steering wheel -- it works in Asia and Europe);
- **Adds batteries**, in convenient unused space hidden under the hatchback deck;
- **Plugs in:** at your option (when it's easy), recharge at night at a 110-volt outlet.

The result? Daily trips at local-street speed in "stealth" (all-electric) mode, plus double the mileage of your 40-50 MPG stock Prius. You'll live a greener life, gas up less often and help the auto industry reduce oil imports and stem climate change.

Want it? Join a select network of affluent early adopters. Be the "first on your block" to own a next-generation car that relies entirely on **existing, proven technology. We've built an early prototype, with more on the way.**

Maybe you can't afford \$5-10,000. Or maybe you don't own a Prius. Or you would prefer that Toyota offer the "plug-in hybrid" option on more powerful hybrid SUVs like the Lexus RX and Highlander -- or Ford on the Escape. That's our goal too: in volume, they'll do it much better and more cheaply than we can!

To help motivate auto makers to bring to market a clean, cool new type of car, **please help connect us with:**

- Prius owners who can afford to be first;
- Elected officials and community leaders;
- Influencers at companies and institutions;
- Patrons to sponsor our startup and development costs (tax-deductible).

See more at www.priusplus.org. Find out **Everything You Ever Wanted To Know About Plug-In Hybrids** at www.calcars.org, or contact CalCars: Felix Kramer, Founder, fkramer@calcars.org, 650.520.5555.

(below: prototype #1) December 2004



What People Are Saying About Plug-in Hybrids & CalCars' Strategy

Why It's a Winner: Hybrid cars are poised for steady growth, and plug-ins improve upon ordinary hybrids because they can cruise in a pure-electric mode.... In the grand scenarios of transportation analysts, PHEVs occupy a box of indefinite length straddling those of conventional hybrids in the very near future and, farther out, fuel-cell cars
-- *Institute of Electrical and Electronics Engineers (IEEE) International 2004 Technology Forecast, chose the DaimlerChrysler Sprinter PHEV (now in development) as Category Winner in Electric Power.*

America has a great many domestic resources, not the least of which is the determination of the American people....We can become energy independent. **Plug-in Hybrid vehicles allow us to use made-in-the-USA energy for most of our driving, breaking the yoke of our dependence on oil.** It's time to set America free.
-- *Institute for Analysis of Global Security*

If by 2025, all cars on the road are hybrids and half are plug-in hybrids, US oil imports would drop by 8 million barrels per day (mbd). Today, the US imports 10 mbd.
-- *Set America Free, policy report by security-focused organizations including IAGS (above), National Defense Council Foundation, Hudson Institute, Foundation for the Defense of Democracies, Center for Security Policy, former CIA Director Admiral James Woolsey of Committee on Present Danger, American Council on Renewable Energy*

There's an elephant in the room, which keeps coming up, only to get put off as unrealistic. It's plug-in hybrids. The California Air Resource Board's staff report ably shows that PHEVs reduce

carbon dioxide more than any other vehicle type except all-electrics...And last year's California Energy Commission report on reducing oil dependence also put PHEVs right on top of the list....We can prove to automakers that people will buy these much better cars.

-- *Felix Kramer, CalCars founder, testimony at CARB hearing, September 2004*

[Austin City Council Member Bruce] McCracken said plans include approaching other cities with municipally owned utilities (like New York, L.A. and Seattle) to join Austin, placing one very large **bulk order of up to 30,000 vehicles** -- "**We could almost single-handedly create an immediate market for the plug-in hybrids, speeding up production.**"
-- *Austin Chronicle October 22, 2004, "Can Austin Kick-Start the Hybrid Car Future?"*

Hyperion launched a first-of-its-kind initiative to clear the air by helping its employees purchase fuel-efficient cars for their personal use. **Hyperion will reimburse employees US \$5,000 for vehicles that achieve 45 miles per gallon or the equivalent of gasoline.** "Companies and individuals have extraordinary power to make a difference," said Godfrey Sullivan, president and CEO.
-- *Hyperion (Nasdaq: HYSL), Santa Clara, CA press release November 29, 2004. (While not focused on PHEVs, Hyperion's Companies for Clean Air Consortium, is one of many ways to address the additional incremental cost of PHEVs.)*

Find out more, see links for these and other quotes at www.calcars.org/kudos.html, or contact CalCars: Felix Kramer, Founder, fkramer@calcars.org, 650.520.5555.

December 2004

