

IF THIS ISN'T FOR YOU, SEND IT ON TO ENTREPRENEURS YOU KNOW

CalCars Seeks Entrepreneurs for a Unique Environmental Opportunity

The California Cars Initiative is spinning off a for-profit company for an ambitious effort that could transform the energy/transportation sector.

We're looking for well-connected serial entrepreneurs, motivated as we are both by a desire to find solutions to environmental crises and by the joy of creating new ventures. We offer you the chance to use all your experience, skills and savvy to avoid the catastrophes of oil addiction and climate change.

BACKGROUND: CalCars was founded in 2002 to promote advanced automotive technologies. Our technical achievements include conversion of a Toyota hybrid into a 100+MPG PRIUS+. Our advocacy and promotion, in partnership with other industry leaders, have broken through misconceptions to build excitement and acceptance around previously little-known plug-in or gas-optional hybrids (PHEVs or GO-HEVs).

Now in centers of industry, media hubs, and local, state and national government, word is spreading about the potential of GO-HEVs on electricity+ethanol to get 500 MPG (gasoline). Existing technology can respond to energy insecurity and global warming -- and revive sagging auto companies with a platform and technology applicable to most future cars.

The next big challenge is to commercialize and mass-produce vehicles that benefit both their owners and all of society. We see a way.

So far, the CalCars has inspired the creation of EDrive Systems, an independent for-profit

company providing aftermarket Prius conversions in 2006. We're making sure these eye-opening cars have the most impact.

Next CalCars sees a larger opportunity in future demand from public and private fleets and individuals for 10,000-100,000 GO-HEVs. To supply that market, we're creating a new company that will partner with a major auto maker as a Qualified Vehicle Modifier (QVM). Our team will define, engineer and produce GO-HEV versions of hybrid cars and SUVs.

Our network has visionaries, tech whizzes, early adopters -- and their corporate, government and civic allies. Our volunteers, advisors and supporters have solid visions and plans -- and the flexibility to reshape them with new ideas and energy. Great minds from Silicon Valley, Southern California, Sacramento, Washington, Detroit and around the world see the opportunity and are willing to invest their time and money with us. Our media visibility and marketing momentum fuel this quick start.

DO YOU FIT THE PROFILE? We're looking for successful entrepreneurs and businesspeople for our management team and as advisors. We seek people who've pulled together business plans, teams and investors and have built companies. Chemistry with our working group and a passion for solutions that benefit the planet also count. (We're also looking for people with experience in the automotive industry and the supply chain.) Come along for the ride of your life!

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Tempted? DON'T JUST THINK ABOUT IT! Look at calcars.org and tell us about yourself. Contact CalCars' Founder Felix Kramer fkramer@calcars.org 650.520.5555