Hope in the Car Industry (by Popular Demand)

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CalCars
THE CALIFORNIA CARS INITIATIVE
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Electricity isn’t just different—it’s better than gas

1. **CHEAPER:**
   electric miles at a quarter the cost

2. **CLEANER:**
   50% less CO2 – even on our half-coal national power grid

3. **DOMESTIC:**
   Only 1.5% of electricity comes from oil in US
Today’s hybrid evolves into the plug-in hybrid

HYBRID to PLUG-IN HYBRID

SMALLER gasoline engine
(same regeneration)

SAME/LARGER electric motor

MUCH LARGER battery
NEW: Plug into the grid
(same gas tank)
Hope in the Car Industry

My car gets 100+ MPG (plus 1 cent/mile for electricity)
Unprecedented campaign; carmakers say OK, but…

“A coalition between the tree-huggers, the do-gooders, the sod-busters, the cheap hawks, and the evangelicals.”

– former CIA Director James Woolsey
What’s taking so long? The wait for Version 1.0


Chevy Volt: goal is late 2010 -- we urge 2009 demo fleets.

Without “The Brick” for $3,995, would we have the Razr & iPhone?

$1,500 plasma TVs started at $10,000.

A dozen other automakers: PHEVs a good idea – someday.
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