

“Perfect” products start as “good enough”



Prius version 1.0 1997: Japan only



v. 2.0 2001: acceptable



v. 3.0 2003: best-seller



v. 4.0 2008-09: lithium batteries; no plug



Demo PHEVs 2004-07



GM Impact 1990-1995



GM EV-1 1996/1999



AC Propulsion tZero 1997/2003



Tesla Roadster 2007: market success



Volt series PHEV 2010: GM hoping to build it



CalCars

THE CALIFORNIA CARS INITIATIVE

www.calcars.org