



(Please pass this on if you're not an "SEA" but you know one)

You Can Create a SEA Change: Help Develop the Next Generation of Earth-Friendly Cars

Dear SEA (Super-Early Adopter)

What if you knew that by buying a new kind of car, you could personally hasten oil independence, reduce air pollution, and slow global warming? And drive solo in the carpool lane? As a super-early adopter, you can play a key role in getting far cleaner, more fuel-efficient cars on the road soon.

My name is Felix Kramer. Until 2001, I was an Internet entrepreneur. I then founded, with other entrepreneurs, environmentalists and technologists, the **California Cars Initiative (CalCars)**, a nonprofit start-up to introduce "plug-in hybrids".

The first generation of hybrids (Toyota Prius and Honda Civic) are already quite popular, and most auto makers will build ones like them. These "conventional" hybrids combine a normal gasoline engine with a small electric "helper" motor to modestly improve fuel economy and reduce emissions. Still, they get their power from (mostly imported) oil.

The next generation of hybrids is waiting in the wings. Plug-in hybrids use the same technology. But their larger battery storage and more powerful motors give you the option to run totally on electricity for local trips, while the gasoline engine gives you unlimited range. Results: better mileage, lower emissions -- and a lower total cost of ownership over the vehicle's life than conventional cars *or* hybrids.

Major auto makers are reluctant to introduce **any** new types of vehicles between conventional hybrids and fuel cell cars. They could build plug-in hybrids right now, but they say there's no demand for them. We therefore face a "gap" that by the most optimistic estimate will last at least 10 years and perhaps as long as 20.

That's where CalCars comes in. We can't wait until the auto makers finally produce the cars we want. Plug-in hybrids don't need a whole new design -- or fueling infrastructure like fuel cell cars. They can simply be modified versions of an existing sedan or SUV. CalCars' technical advisors have already built plug-in hybrid conversions, and are ready to begin more advanced production.

That's where *you* come in. We're looking for local entrepreneurs interested in signing up to buy

Calcars' plug-in prototypes. We chose entrepreneurs because they have the vision to see a path to the future -- and the drive to get there. Several are considering the idea, and we hope you -- or someone you will tell about CalCars -- will join them.

You can be among the first to own one of these cars. In the next 12-18 months, we and our integration partners plan to produce a series of prototypes using a sedan (e.g., VW Jetta) or SUV (e.g., Toyota RAV4 or Lexus RX330). The conversions will double the fuel economy and provide a zero-emission electric-only mode, while retaining all the amenities of these well-engineered vehicles. Your vehicle will be safe, insurable and run at highway speeds. You'll drive it just like any other car. If you want, in an "open source" process, you can report back to our automotive and interface engineers, to help CalCars improve each successive prototype.

Building a dozen prototypes will cost between \$1-\$2 million, or about \$150,000 for each "one-off" vehicle. Mass produced, the cost will drop to just a few thousand dollars more than conventional hybrids, much of which will be offset by savings on fuel and repairs -- and less time spent at the pump.

I'm not asking for your commitment today. Let's start with a conversation! Initial orders from prototype buyers will help advance our discussions with funders, partners and customers across California, and demonstrate demand among individuals and fleets, setting the stage for our Buyers Club to bring a "buy order" for plug-ins to a major auto maker.

I look forward to hearing your reactions. Meanwhile, please check out **www.calcars.org** -- in particular, the About, Kudos, and Vehicle pages, and links to a recent speech that explains more about CalCars and our strategy.

We believe there's no more effective way for you to address the urgent issues of global warming, oil independence and air quality than to buy a prototype plug-in. With your help, we can get the cars we really want -- starting here and now in California.

Regards, Felix Kramer, Founder
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