

PHEVs: The Missing Pieces to Success

*The people in this room
(and those we know)
can create the
pre-conditions to
mass production and
ensure successful
commercialization*



Cascadia “Jump Start” Conference 7 May 2007

Felix Kramer, Founder, The California Cars Initiative

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THE CALIFORNIA CARS INITIATIVE

www.calcars.org

7 Carmakers interested; 2 intend to be 1st; no timetables
(CalCars Carmakers tracks statements)



"We are pursuing a plug-in hybrid vehicle."



"We are very keenly looking at [plug-in hybrids]."



"GM has begun work on a Saturn Vue PHEV ... I can't give a production date."



GM Volt

Interest from Nissan, Honda, Visionary Vehicles (China)



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“A coalition between the tree-huggers, the do-gooders, the sod-busters, the cheap hawks, and the evangelicals.” – former CIA Director James Woolsey

More @ CalCars Photos pages



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Recent growing momentum

npr [Hourly News Summary](#) [24-hour Program Stream](#) [Schedule](#)

May 6, 2007 PROGRAMS ▾ STATIONS TRANSCRIPTS ARCHIVES

LOCAL STATIONS

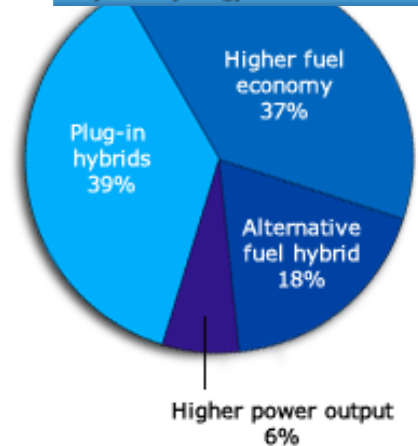
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THE LONG VIEW
Iacocca Says Detroit Is Living in the Past [Listen](#)

The legendary CEO says he's become a big fan of the hybrid cars that Toyota has been marketing for years. Plug-in hybrids are the wave of the next five years, Iacocca predicts.

In the future, what direction would you like to see?

Hybrid Synergy View Newsletter



Special Report: The Truth About Plug-in Hybrid Cars



Garage tinkerers have been turning hybrids into plug-in for years, but somehow no one paid attention. Other clean-car alternatives (like those below) got all the love. But, really—hydrogen? Maybe, someday. Now, the carmakers say plug-in hybrid electric vehicles (PHEVs) coming, if the engineers can get the batteries right. The will. Because it's hard to argue with 100 mpg.

- BACK STORY: PM's Reporter on Hybrid Skepticism
- QUIZ: Test Your Plug-in Smarts!
- COMPARISON: How Much Are Hybrids Saving You?
- HOW IT WORKS: GM's Volt Concept (with Animation)

Popular Mechanics
Cover Story May 2007

VentureBeat

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Google gives \$200,000 to plug-in hybrid car group

BY MATT MARSHALL 05.2.07



Google's for-profit foundation [Google.org](#) has given a \$200,000 grant to [CalCars.org](#), a group that advocates the adoption of plug-in hybrid electric cars.

Plug-in hybrids are cars you can plug into an electricity outlet to recharge their batteries, and national automakers have been slow to develop them. PG&E and GM plan to enter the market over the next couple of years.



CalCars' Felix Kramer (left) is the guy you'll see driving a car around Palo Alto, Calif. that he claims gets 100+ MPG. The Google grant comes seven months after [plans by Google to support plug-in hybrids first leaked in a NYT story](#). However, that piece was speculative and didn't provide too many



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Key theme: we can't wait , must start now

- Cleaner, cheaper domestic: response to 3 crises
- Electric transportation: CO2 “wedge” we can do now
- “Good enough” line extension PHEVs with today's batteries
- After Pearl Harbor, we didn't wait for “perfect” planes & tanks
 - Differentiate between demo fleet & consumer expectations
 - Far better batteries will arrive along with mass production
 - As the power grid gets cleaner, PHEVs and EVs get cleaner
 - Range extension liquid fuels will evolve -- we don't pick winners!
 - Lightweighting and other optimization in the future
- Version 1.0 demo fleets will help Version 2.0 cars succeed
- Conversions fuel the campaign & give OEMs free research



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Roll out the red carpet: CA WA TX MN NY DC Canada...

- Make OEMs an offer so good they can't refuse with:
 - Our challenge to package incentives and credits
 - Suspend 100-150K regulations for demo fleets AND/OR
 - Position battery as replacement part with 3rd party warranties
From: utilities, corporate employee benefit, government
“interesting concept, difficult to put in place”-- GM’s Beth Lowery
- V2G demonstration projects with OEM/conversion cars
- Use “Cash-Back PHEV” revenues as one funding source
- Broad involvement in standards development
- Ensure successful commercialization strategies
- Build realistic public expectations for market success



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CalCars: a resource for this broad campaign

Watch News Archive/Carmakers Statements pages

05/02/07: [CalCars Receives Google.org Grant to Promote Plug-In Hybrid Vehicle Education](#)
05/02/07: [Three Major PHEV Events in May: Seattle/Austin/Wenatchee: Sign Up for 1 or 2](#)
05/01/07: [A123Systems Reveals 2008 Conversion Plans; Senate Finance Committee is F](#)
04/29/07: [International Live Call-In Show Monday on Hybrids/PHEVs](#)
04/27/07: [James Woolsey's Brilliant Congressional Testimony](#)
04/26/07: [Popular Mechanics Cover Story on PHEVs](#)
04/26/07: [AV Catchup: Lee Iacocca/Tom Friedman/Step It Up/V2G/Sherry Boschert](#)
04/26/07: [PHEV News Catchup: Buses/Phoenix/Hymotion Acquisition?/DIY Diesel/Sprinte Study](#)
04/24/07: [Battery Development: US Energy Dept: \\$14M; Nissan/NEC joint venture: \\$4M](#)
04/23/07: [PHEVs Emerge as Nearest Technology in Long-Awaited ZEV Tech Review by Ai Board of CA](#)
04/14/07: [Malcolm Bricklin on His PHEV Plans: Business Week Interview](#)
04/13/07: [GM: Saturn Vue PHEV by end of '09? Plus Conflicting Reports on Volt](#)
04/13/07: [Wall St. Journal Highlights US-Japan Competition for PHEV Batteries; Shows A](#)

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