

RESOURCES

100% Electric, No hybrid or Hydrogen Nonsense

STEVE THOMPSON

The Electric Car is here! Actually, its been in existence since about 1839. Yes, 1839. 171 years ago?

Elon Musk, CEO and founder of Tesla Motors, has taken the electric car to a level that no one thought was possible. The Tesla Roadster goes 0-60 mph in under 4 seconds and has a driving range of 244 miles with just one charge. Its 100% electric, no-hybrid or hydrogen nonsense. Accelerating this fast silently (because you won't be hearing a gas-engine roar) is an amazing thrill and will set you back in your seat like never before. So will the base price at \$128,000. Make no mistake, they could sell these babies for more and do! There is always a waiting list for new Tesla-owners from celebrities, business-people, doctors and Silicone Valley techies that are lined up for them. I am not sure how Governor Arnold Schwarzenegger fits his huge body into his Roadster, or perhaps he has to counter balance the car with a passenger next to him – regardless this happy owner finds away to fit inside of his Tesla Roadster.

Today there are more than 900 Tesla Roadsters on the road but getting to see one in traffic is still rare. I had previously seen these on television but not in person until last fall in Phoenix. I spotted one in traffic ahead of me and crept up for a closer look. This one was a racing orange color and it was a traffic stopper. No wonder the industry newsletter Advertising Age named it one of "Americas Hottest Brands". They have no advertising or agency, its just word-of mouth. Nothing out of Detroit has ever had that luxury and level of excitement behind it. Don't get me



wrong; I am a car collector and enthusiast and I LOVE fast, noisy, meaty combustion engines. But this animal is something so amazing that I am speechless and breathless even after the drive.

This is one of the sexiest cars you will ever drive! Based on the Lotus Elise Design and partially assembled in the UK by Lotus, with final assembly completed at Tesla in Menlo Park, California, these are American-engineered, designed and developed cars! Tesla, the company based in San Carlos, California got all its funding from investors in the United States. It's a technology company that builds cars!

Now you can look forward to a sedan coming in 2011 called the Model S Sedan; already over 1,000 people have put \$5,000 down to pre-order one. The Model S has a 300-mile range and goes 0-60 mph in 5.6 seconds, with a 45-minute quick charge from any standard electric outlet. The all-electric sedan seats seven and will sell for less than \$50,000. Although still a pricey machine, that's inline with most cars of that

caliber and I know many Lexus drivers who paid much more for a gas-powered car with far less elegance and curb appeal.

On the environmental front this car has many advantages. Telsa has had a safe recycling program for its batteries even before they produced the first car. According to the Tesla website: 'Lithium Ion batteries are classified by the federal government as non-hazardous waste and are safe for disposal in the normal municipal waste stream' but recycling is encouraged. The costs of recharging are minimal, costs are roughly 2-cents per mile or \$5 to fully charge the Roadster. Pricing varies depending on your utility rates and the time of day you charge. So the argument about how much coal fired energy from electric plants it takes to operate a Tesla shouldn't be an argument at all and in fact many owners use solar panels to charge their Tesla, which is the route I'll be taking for home-charging.

Want one? There are dealerships popping up around the country and worldwide. In Colorado where I live, the dealer is in Boulder. Call for an appointment, you should plan your visit. Take someone along to drive you home because like a doctor's appointment where they dope you up, you'll not feel right driving home in your current ride. No matter what you drive, getting back into your current car will be a disappointment.

Telsa Gallery Boulder

915 Pearl Street

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or call ahead 303-440-3758

or check out the web-site:

www.teslamotors.com

More on the history of the electric car:

<http://inventors.about.com/library/weekly/aacarselectrica.htm>

