



Lead Industries Association, Inc.

222 Madison Avenue • New York, N. Y. 10017 • Telephone: (212) 675-6000

October 30, 1970

SUBJECT: OFF-THE-ROAD ELECTRIC
VEHICLE STUDY

CONFIDENTIAL AND NOT FOR
GENERAL DISTRIBUTION

To: Members of the Industry Development Committee and
Official Representatives of Battery Manufacturing Members.

Dear Mr. _____

Attached is a study which was funded by LIA and the Electric Vehicle Council of Edison Electric Institute. It is of sufficient interest to warrant your close scrutiny.

The study was undertaken to provide market potential information so that we could have specific data to convince electric utilities that they should allocate time and money to promote the sale of electric industrial trucks to an extent far beyond anything done in the past. We believe the study provides the basis for just that, but perhaps equally important, there are other things we have learned that could have additional benefits. For example in some sections certain complaints are voiced, some valid and some are not. But this should emphasize to the industry the weak spots that need shoring up. Then the EIC study could point up certain areas for placing advertising, an aspect of particular interest.

We do not intend to distribute this book in its' present form, to a wide list. You will recognize that some sections could be turned in favor of the competition if quoted out of context. Our present plan is to remove the complaint portions and provide the edited version for widespread distribution in keeping with our original intentions. Both sponsors have agreed to this procedure.

As always, your comments are welcome.

Sincerely yours,

David M. Bortina
Secretary, Treasurer

DSB:lp