

Pin 1 - Engineering & Purchasing Personnel

LEAD INDUSTRIES ASSOCIATION

392 MADISON AVENUE

NEW YORK 17, N. Y.

October 31, 1961

SUBJECT: ELECTRIC PASSENGER CAR

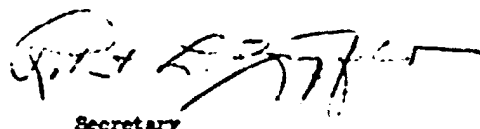
To Members of the Lead Industries Association:

We believe that you will be interested in the attached press release concerning a new, small, lead acid battery-powered electric passenger car soon to be on the market.

Since these cars will use approximately 550 pounds of lead per unit in the batteries, you may be interested in investigating their possibilities as personal second cars or for in-plant personnel transportation or light delivery work.

We would suggest that you communicate directly with the manufacturer for further detailed information.

Very truly yours,



Secretary

RLZ:mk
Enc.

LEAD INDUSTRIES ASSOCIATION

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SPECIAL October 27, 1961
FOR IMMEDIATE RELEASE

LEAD INDUSTRIES ASSOCIATION
292 Madison Avenue
New York 17, New York

Bruce Fader
ORegon 9-6020

NEW ELECTRIC PASSENGER CAR
AIMS FOR ECONOMY RECORDS

The "Stuart", product of the first wholly new automotive engineering approach in more than two decades, will make its debut early next year. Powered by lead acid storage batteries, the unique vehicle will comfortably carry a family of two adults, two or three children, and their baggage.

Economy and utility are the keynotes of design, according to Barry H. Stuart, President of Stuart Motors, Inc. By using its built-in charger the new car can be "fueled up" at any household electrical outlet (110 volts AC) at a cost of less than a cent a mile.

Despite its small size, the Stuart is almost as roomy as a conventional auto. It will carry its full rated load for 35 miles, on a single charge at speeds up to 35 miles per hour. A low gear ratio provides ample power for hills and grades.

The fiber glass body shell and floor resist abrasion and is incapable of rusting. Interior trim, also plastic, is completely washable, including upholstery. Among the unique styling notes are a large parcel compartment under the dashboard and a shelf-like battery compartment.

Design and development on the vehicle has been in progress for several months. The final basic design, now fixed, calls for an overall length of 115 inches and a width of 64 inches. The curb weight is 1200 pounds, including batteries. Among the factors which led to these dimensions are these facts: this is the optimum size for a standardized body which will a) carry a

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-2-

New electric passenger car

typical family in comfort, b) seat four adults, and c) accommodate light commercial delivery work with a minor change in seating. Five of the new Stuarts can be parked in the same curb length as three conventional autos.

In addition to the proven operating economies of electric vehicles, the Stuart has the advantage of lower purchase price. The present model will be offered at prices well under that of other new cars. Commercial models for delivery and service work, to be announced at a later date, will be still less expensive..

The Stuart is manufactured by Stuart Motors, Inc., 317 North Church St., Kalamazoo, Mich.

-30-

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The new Stuart, battery powered, will carry a whole family in comfort for less than a cent a mile.

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