

LEAD INDUSTRIES ASSOCIATION, INC.

888 MADISON AVENUE

NEW YORK, N. Y. 10017

TELEPHONE - AREA CODE 212

OR 5-8888

May 17, 1965

SUBJECT: BATTERY POWERED
PASSENGER VEHICLES

To Members of the Lead Industries Association, Inc.:

In my report at the annual meeting of L.I.A. I made some comments on battery powered passenger vehicles and referred to General Electric's investigation of this subject.

Since that meeting our Mr. Connel Baker visited the G. E. idea group at Santa Barbara and has submitted to me the attached report. I thought it would be of interest to you, as it adds something to the comments which I made.

Very truly yours,

Paul X. Springfield

Executive Vice President

RLZ:mk
Enc.

Look Ahead with Lead

Special ReportBATTERY POWERED PASSENGER VEHICLES

Max Felisan, a member of General Electric's "Tempo" Div. (the id-a group for the Company) at Santa Barbara, California, has spent five years in exploring the possibility of successfully building and marketing a passenger vehicle, battery powered. Recently, he received notice in the national press for his conclusions and proposals in this vital area. Also, he addressed the Stanford Research Institute at their Urban Transportation Symposium, Menlo Park, California, and made certain specific statements as to these conclusions and proposals. When I visited him on May 3, 1965, he expanded on these ideas and asked for LIA's support and recommendations.

He stated that his conclusions after five years intensive study are: 1. That the high speed, high powered auto is here indefinitely, but will be used more and more for fast travel on expressways between cities and states, and less for short haul intra-urban errands. 2. That the exotic fuel cell (he studied this for two years) is completely out of the foreseeable future as a native power source. 3. That the American public will buy a "convenience" vehicle if it will perform as required and is priced below \$1,000.00, not to replace the auto but supplemental to it. 4. That the lead-acid battery is still, and he believes will continue indefinitely to be, the best source of stored energy to supply subject vehicle.

Therefore, he has proposed to his Company, and is awaiting approval, as follows: 1. That G.E. build and market a vehicle based on prototype now existing (I didn't see this). All components, possibly excepting the battery, to be built and assembled by G.E. 2. That the vehicle include the latest stepless controls, the most efficient lead-acid battery to be had or built. 3. That speed is not to exceed 18 MPH, and that battery capacity is at least 40 m.p.h. per day. 4. That charging mechanism be simple to use. 5. That vehicle have four spring-mounted wheels -- not three - for safety. 6. That retail price is not to exceed \$1,000.00. Other data be considered proprietary. He did feel that the initial market area could not include the East and Mid-west because of snow and ice problems.

We concluded our discussion in exploring the far future of people carriers, such as electronic trains, tubular transportways, and remotely controlled vehicles. He is sending me a number of colored slides on the total subject.

May 12, 1965