

GM Smart (Maybe) – Hybrid-Electric Car, Volt

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Glad to see it. MY2010 is the target date, maybe.

Now, if GM would accelerate Volt introduction. Guys, why not start with NiMH batteries, then upgrade to Li-Ion? NiMH gets Volt to market faster and generates lots of PR. Playing on a political slogan, "Hey stupid, it's not the batteries."

As some of you may know, I was involved in GM EV1 program. Primarily job was to develop demand for electric vehicles worldwide. We had a great team.

GM cut back on the EV1 program in late 1990's for some understandable reasons, some of which I support, some I do not. However, claiming only 800 people leased the EV1, as noted in the Chevrolet ad for Volt, is bogus. Free-expression demand was much higher, although demand for two-passenger cars is always limited.

The Volt four-passenger design and the range extender will expand demand well beyond EV1. Now, we'll see if GM remains committed as the sales downturn in the auto market puts pressure on financials. Volt represents an excellent opportunity to rebuild GM's reputation and gain market share. (GM marketing -- if you need help understanding how Volt gains share with such low volume vs. other carlines, call.)

Guys, stick with it this time. Many of us want you to be successful!