

Re: THE GAS MISER

Source: <http://sci.tech-archive.net/Archive/sci.physics/2004-09/8931.html>

From: Dr. Jai Maharaj (usenet_at_mantra.com)

Date: 09/23/04

Date: Thu, 23 Sep 2004 19:29:57 GMT

Blessed are those whom mosquitoes themselves avoid.

Jai Maharaj

<http://www.mantra.com/jai>

Om Shanti

In article <1015tsdarhokd43@corp.supernews.com>,

"Marvin Margoshes" <physnospamchem@cloud9.net> posted:

> *Congratulations Dr. M. You have joined my blocked message group.*

> *Dr. Jai Maharaj posted:*

>

> > *THE GAS MISER*

> >

> > *Forwarded message from fidyl@yahoo.com*

> >

> > [*Subject: The Gas Miser*

> > [*From: fidyl@yahoo.com*

> > [*Date: Tue, 21 Sep 2004*

> >

> > *The Gas Miser*

> >

> > *Toyota's new hybrid may just be the biggest thing in cars*

> > *since the combustion engine*

> >

> > *The new Prius looks normal, not experimental*

> >

> > *By Michael Hastings*

> > *Newsweek*

> > *September 20, 2004 issue*

> >

> > <http://msnbc.msn.com/id/5963500/site/newsweek/>

> >

> > *Richard Pearce has turned out his old love, a 1989 Dodge*

> > *pickup truck. In 2002 the 50-year-old retired soldier and*

> > *his wife decided to bring a Toyota Prius hybrid back to*

> > *their Virginia home. They "fell in love with the*

> > *technology," which uses an electric motor at low speeds*

> > *and a small engine at high speeds to power the car with a
> > lot less gas. Now a new, 2004 Prius sits in the garage
> > alongside the older model, and the pickup languishes in
> > the driveway, used sparingly to haul garbage to the
> > landfill. Pearce says he'd never think of taking the
> > truck on his 26-mile commute. It gets less than 20 miles
> > a gallon, while the Prius gets 60, so he wouldn't be able
> > to use the special lane Virginia has set up for fuel-
> > efficient cars. "We'll never have anything but a hybrid
> > again," he says.*

> >

> > *Pearce's extreme embrace of the Prius was once the stuff
> > of wild dreams for the Toyota engineers who developed the
> > brand. They had hoped the gas-electric hybrid, introduced
> > in Japan in 1997, would become nothing less than a new
> > Corolla or Camry-sedans that made the company's
> > reputation in America. Last year sales of those two
> > models helped push Toyota past Ford to become the world's
> > second largest carmaker, laying huge tire tracks for the
> > unproven Prius to fill. The first hybrids sold at such a
> > high premium over regular sedans that buyers couldn't
> > save enough on fuel to come out ahead-yet were so
> > expensive to make, Toyota took a big loss on each one.
> > While Toyota's engineers made grand statements about the
> > car of the future, its bean counters wondered whether
> > there would ever be a mainstream market for these things.*

> >

> > *LIVE TALK TRANSCRIPT – Hybrid Power*

> >

> > *–From hybrid mass transit to the hottest in green gizmos,
> > Christopher Dickey discussed the latest in the hybrid
> > thought revolution in a Live Talk on Friday, Sept. 17 at
> > 5 p.m. ET.*

> >

> > *Click here to read the transcript*

> > *<http://msnbc.msn.com/id/5972618/site/newsweek/>*

> >

> > *The answer has caught Toyota off guard. Since October,
> > Toyota has had to increase production of the Prius three
> > times, most dramatically in August when it announced a 50
> > percent boost for next year to 15,000 vehicles a month
> > worldwide. That's a fraction of its Corolla output, but
> > enough to raise serious questions about whether Toyota
> > innovations are once again leading a major revolution in
> > the American market. While the automaker plans to send
> > most of the new production run to the United States,
> > there are still 22,000 customers on waiting lists for the
> > car. "We didn't know how the consumers would react to
> > this technology," says Don Esmond, a senior vice
> > president and general manager at Toyota. "They've voted
> > for it, they've voted with their dollars."*

> >

> > *To be sure, the hybrid phenomenon is still only a ripple
> > in the pool of American gas guzzlers. The highest
> > estimates for the United States predict annual sales of
> > 500,000 hybrid cars by 2009—about 3 percent of the 16.7
> > million car market. Analysts think that the price of fuel
> > would have to hit \$3 a gallon to see bigger sales sooner.
> > Yet already the Prius is the first significant departure
> > from the combustion engine to make any major inroads in
> > the auto industry since Henry Ford invented the Model T
> > in 1908. And major carmakers have learned never to ignore
> > the ambitions of Toyota, arguably the best-run big
> > automobile company in the world, with a reported stock-
> > market value of \$107 billion, almost four times more than
> > GM or Ford. "For Toyota," says prominent Japanese car
> > critic and environmental-technology specialist Tadashi
> > Tateuchi, the hybrid car "may well be the key to world
> > domination."*

> >

> > *The key to the Prius story is rapidly advancing
> > technology. The original project was launched in 1993
> > under the code name G21, for 21st Century Generation,
> > with strong backing from Toyota chairman Shoichirou
> > Toyoda, an heir of the founder. When the first Prius was
> > unveiled seven years ago, it was an undersized,
> > underpowered and overpriced experimental box of a car,
> > which competitors felt free to ignore. Most rivals said
> > they would concentrate on fuel cells and other fuel-
> > efficient technology that wouldn't be widely available
> > until 2010. When Toyota introduced the Prius to North
> > America in 2000, it sold only 15,000 cars its first
> > year—a minor hit, but mainly with environmentalists and
> > Hollywood liberals like Leonardo DiCaprio and Cameron
> > Diaz.*

> >

> > *Toyota's napping rivals had given it a five- to 10-year
> > technological lead by the time the new Prius came out
> > last October, says Tateuchi. The new model's electric
> > motor was 50 percent more powerful, its interior was
> > almost twice as roomy and its body was designed to look
> > like a futuristic sedan rather than an ecological-science
> > project. The redesign cost Toyota untold millions, and
> > putting that much into a product that "consumers didn't
> > even know they wanted yet," says Esmond, was "a bit of a
> > crapshoot."*

> >

> > *The new Prius appears to be moving rapidly out of its
> > green niche. Sales in the United States shot up by 153
> > percent in the first half of this year, by a whopping 874
> > percent in Europe; in Japan they increased tenfold.
> > According to Esmond, once skeptical rivals are now*

> > *jumping on the bandwagon. "I don't want to say they're*
> > *scrambling, but they are trying to quickly put together*
> > *their own hybrids," he says.*
> >
> > *So far Honda has given Toyota the only competition for*
> > *the hybrid market with the Civic and the Insight. But the*
> > *first hybrid SUV, Ford's Escape, hits the streets in*
> > *September. Nissan recently announced that its hybrid*
> > *Altima sedan will arrive next year. Later this year Dodge*
> > *plans to roll out a diesel–electric pickup. GM plans*
> > *hybrid –models of the GMC Sierra and the Chevy Silverado.*
> > *Honda plans to unveil a hybridized Accord in the fall.*
> > *Hyundai says its hybrid will be ready in "the near*
> > *future." According to CSM Worldwide, a Detroit–based*
> > *research firm, by 2007 there will be some 22 hybrid*
> > *options for popular models, including even Hummer's H2.*
> >
> > *In America the lust for the largest gas guzzlers seems to*
> > *be slowly waning. Though SUVs are still the top–selling*
> > *vehicles, the mix of SUVs is tilting toward smaller*
> > *models. And because big SUVs have driven the average gas*
> > *mileage of the American fleet down to 20.4 miles per*
> > *gallon, its lowest level in two decades, the Big Four*
> > *automakers risk falling afoul of fuel–efficiency*
> > *regulations. That's one reason many of the new American*
> > *hybrid designs are for SUV models. But the bigger reason*
> > *is Toyota. "We can't just sit here as a major corporation*
> > *and say, 'Trust us, you'll get a fuel cell from us and in*
> > *the meantime, we're not doing anything'," says GM vice*
> > *chair–?man Bob Lutz. "With more and more of our*
> > *competitors playing the hybrid card, there was just no*
> > *way we could ignore that."*
> >
> > *Europe has been slower to respond. It has already chosen*
> > *diesel as its cleaner, more efficient fuel, and the*
> > *diesel market is dominated by German carmakers. Indeed,*
> > *one reason Toyota pursued hybrids was that it was so far*
> > *behind in the diesel market. But growing sales of the new*
> > *Prius could change all that. Lindsay Brooke, an analyst*
> > *at CSM, says every big car company has to be thinking*
> > *that "if the Japanese kick–start this thing, you've got*
> > *to have this technology on the shelf, especially if the*
> > *fuel price really rises."*
> >
> > *The Prius faces two critical turning points before it can*
> > *be called a true mass–market car. It needs to be*
> > *profitable, and practical. When Toyota first introduced*
> > *the Prius, it was reportedly losing \$3,000 on each car.*
> > *The company now says the line is profitable, but analysts*
> > *aren't convinced. "I know engineers at rival carmakers*
> > *who've done total teardowns of the Prius–comprehensive,*

> > *bolt-by-bolt cost analysis," says Brooke. "Toyota is*
> > *getting close to breaking even," probably within the next*
> > *five years.*
> >
> > *Reaching that point takes longer for the consumer. Most*
> > *hybrids sell for \$2, 000 to \$3,000 more than comparable*
> > *sedans, and drivers would need at least 10 years and*
> > *100,000 miles to recoup that much in gas savings,*
> > *analysts say. But those who say hybrids must narrow that*
> > *gap to boost sales ignore the power of instant*
> > *gratification: Richard Pearce says he pays \$10 a week in*
> > *gas, compared with his neighbor's \$60.*
> >
> > *Last year Toyota launched a U.S. ad campaign pitching the*
> > *Prius as a big, sexy "real car," not a green techno*
> > *curiosity. One spot called Prius "the world's biggest*
> > *hybrid," and showed the universe being sucked into the*
> > *car's yawning rear hatch. The ad also noted that "you*
> > *never plug it in"—an attempt to distance the Prius from*
> > *old electric cars. A Toyota ad this summer billed "mpg"*
> > *as more peaceful getaways, over a picture of a scantily*
> > *clad couple on the beach.*
> >
> > *It's also worth noting how much attention Toyota is*
> > *focusing on hybrid technology. Toyota is posting record*
> > *sales and building a cash reserve of more than \$40*
> > *billion while other carmakers are struggling. "They could*
> > *eat a number of other car manufacturers for lunch without*
> > *even noticing it on their balance sheet," says auto*
> > *analyst Ryan Tutak at Ducker Worldwide. Yet Toyota has*
> > *avoided the recent frenzy of industry mergers and instead*
> > *focused on key models, including hybrids. A hybrid luxury*
> > *SUV will appear next year and a hybrid Camry in 2006.*
> > *"Ford and GM have more brands than anyone, but Toyota is*
> > *piling up the money," says Tutak. "Which horse are you*
> > *going to bet on?" For Toyota at least, hybrids look like*
> > *a winner.*
> >
> > *End of forwarded message from fidyl@yahoo.com*
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> > *Jai Maharaj*
> > *<http://www.mantra.com/jai>*
> > *Om Shanti*
> >
> > *Hindu Holocaust Museum*
> > *<http://www.mantra.com/holocaust>*
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> > *Hindu life, principles, spirituality and philosophy*
> > *<http://www.hindu.org>*
> > *<http://www.hindunet.org>*
> >

> > *The truth about Islam and Muslims*
> > <http://www.flex.com/~jai/satyamevajayate>
> >
> > *The terrorist mission of Jesus stated in the Christian bible:*
> >
> > *"Think not that I am come to send peace on earth: I came not so send*
> > *peace, but a sword.*
> > *"For I am come to set a man at variance against his father, and the*
> > *daughter against her mother, and the daughter in law against her mother in*
> > *law.*
> > *"And a man's foes shall be they of his own household.*
> > – *Matthew 10:34–36.*
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