

Embargoed until: Tuesday December 4, 2007, 12:00

IEA INTERNATIONAL ENERGY AGENCY



**IEA Implementing Agreement Hybrid & Electric Vehicles
CLEAN VEHICLE-AWARD: CEREMONY
Tuesday December 4, 2007, 11:30 – 12:00**

Since 1993, the Implementing Agreement on Hybrid and Electric Vehicles of the International Energy Agency (IEA) has fostered information exchange and coordinated research in the field of clean vehicle technologies across national boundaries. During this period, clean vehicle technologies and their components have achieved remarkable progress, reaching market breakthrough to full commercialisation of three generations of vehicles.

This progress is driven by committed persons, teams, and manufacturers. The IEA Implementing Agreement for Hybrid & Electric Vehicles has instituted an annual award to honour outstanding commitments to the advancement of clean vehicles. Since 2005, the Implementing Agreement has presented awards in each of (1) manufacturer, (2) association, and (3) individual categories. The 2007 awardees are:

1. FORD (USA) achieving sales of more than 50,000 hybrid models worldwide
2. THE PLUG-IN-PARTNERS NATIONAL CAMPAIGN for its outstanding promotion of plug-in hybrid vehicles
3. PAUL MCCREADY (USA, posthumous) for decades of commitment to enable progress in electric vehicles by proving the potential of lightweight materials in body structures

photos of the winners and the ceremony are available at the award ceremony or at www.ieahev.org (from December 2, 2007, 20:00)

IEA INTERNATIONAL ENERGY AGENCY



THE IEA IMPLEMENTING AGREEMENT FOR HYBRID&ELECTRIC VEHICLES

The Implementing Agreement on Hybrid and Electric Vehicles was undertaken in 1993 with the goal of producing and disseminating balanced, objective information about advanced technologies relating to electric, hybrid and fuel cell vehicles. It is a working group of Governments and research organizations now including eleven countries (Austria, Belgium, Canada, Denmark, France, Italy, the Netherlands, Sweden, Switzerland, Turkey, and the United States). Within the broader agreement, task forces – so-called Annexes – are formed to investigate actual topics in-depth, of which examples include plug-in hybrid vehicles, advanced electrochemical storage systems, fuel cells in vehicle applications, and market deployment strategies of clean vehicles. A major part of the exchange of information and experience is informal, received directly from sources and as such not available elsewhere. The opportunity to share experiences – both positive and negative – in direct communication and to receive immediate comments, suggestions and new ideas from an international group of experts is a major benefit of this structure.

In 2005, the Implementing Agreement embarked upon its 3rd 5-year phase. Participating organizations and target groups can expect the following benefits from this third phase of the Agreement:

- objective information on international technical development of hybrid, electric, and fuel cell vehicles (knowledge transfer);
- objective information on Government programmes and experiences with the market introduction of advanced vehicles (transition towards sustainable mobility);
- sharing of the costs of collecting and analyzing information by the participating countries;
- advantages resulting from having a network of contacts in the major „hybrid and electric vehicle countries“, including the possibility of working on joint projects, and of obtaining information on a personal basis not available in published reports;
- direct and early access to the research on vehicular technologies undertaken by the leading research institutes in the world.

To build on the strengths of this organisation, all countries interested in clean vehicle transportation are invited to join this Agreement.

CLEAN VEHICLES AWARD

To put a technology on the market and to make it a market breakthrough is a very ambitious goal. The quickly changing society expects market breakthroughs within a very short time. With complex technologies – like cars – this often does not work; the attention of public and mass media turns to disappointment, and they will look for the next „promising technology“.

But continuous progress takes place. It is driven by committed persons, teams and manufacturers.

This is the reason why the IEA Implementing Agreement for Hybrid and Electric Vehicles launched an award to those who dedicate their work to the dream of a clean efficient vehicle technology.

The award is presented in three categories:

- The „Clean Vehicle Award“ is given to manufacturers with outstanding sales figures (surpassing thresholds of 25'000, 50'000, 100'000, or more than 250'000 clean vehicles sold)
- The „Best Practice Award“ is given to the organizers of an outstanding promotion project
- The „Personal Award“ is given to a person that has dedicated her/his work to the development or promotion of clean vehicles in an outstanding way.



THE 2007 AWARD: THE WINNERS ARE....

1. THE CLEAN VEHICLES AWARD:

The “Clean Vehicle Award” of the Implementing Agreement “Hybrid & Electric Vehicles” is awarded for an achievement that mainly contributes to the Agreement’s goal to obtain high energy efficiency and thus lower energy consumption in the transport sector. Only great numbers of clean cars on the road guarantee positive progress toward this result. In particular, hybrid technologies have made an astonishing career, and the 1st Clean Vehicle Award 2005 was consequently presented to Toyota for the “Prius”. In the following year, Honda, Lexus and Ford were recognized for achieving sales of more than 100'000, 50'000 and 25'000 hybrid vehicles, respectively. This year’s winner, FORD, has achieved one of these milestones.

FORD MOTOR CO. (USA)

The Ford Motor Company played an important role as a clean vehicle innovator in the early 1990s, especially in the development of the EV “Ecostar”. The purchase and transformation by Ford of the TH!NK electric car proved an important experiment to explore market acceptance. By developing and marketing the hybrid Escape, Ford Motor Company has been a pioneer among US manufacturers to introduce a sports utility vehicle to the marketplace, and this has rewarded the company with well-earned market success.

In 2006 the Implementing Agreement “Hybrid & Electric Vehicles” had the pleasure to recognize FORD for passing the 25'000 milestone in clean vehicle sales. This year we are glad to reward continuing commitment by designating Ford Motor Company as recipient of the “Clean Vehicle Award” in acknowledgement of more than 50'000 hybrid models sold worldwide.



from left to right: Ford Ecostar, Ford TH!NK, Ford Escape hybrid

2. THE BEST PRACTICE AWARD: THE PLUG-IN PARTNERS NATIONAL CAMPAIGN

To develop a new vehicle technology is one thing. To introduce it into a market that is so dominated by one technology – the gasoline vehicle – is more demanding. But to demonstrate the marketability of a propulsion system that no automaker has yet produced is a real challenge.

In 2006, the Plug-in Partners campaign was launched. Employing the instruments of a grassroots movement, it collected signatures for a petition to show automakers that many customers would buy a plug-in hybrid if such a vehicle was produced. It convinced state and business fleet owners to order plug-in hybrid vehicles in advance. It encouraged governments, city administrations, environmental, consumer, civic and other organizations to demonstrate their support for plug-in hybrid vehicles. It looked for partners to join the campaign, and found them. Now about 550 organizations are participants, from cities to local government administrations, from utilities to other energy and transport related businesses. Some 30'000 people confirmed by their signature that they would buy a plug-in hybrid car, and 10'000 advance orders originated from government and business fleets.

The success of this campaign, as desired, won full attention of the automotive industry – and at the same time it prepared the awareness of tens of thousands of people and made them think about „cleaning-up“ their mobility.

We recognize this outstanding commitment of the Plug-in Partners National Campaign to prove the marketability of plug-in hybrid vehicles, and therefore take great satisfaction in acknowledging this commitment with the “Best Practice Award”.



3. PERSONAL AWARD: PAUL MACCREADY (†)(USA)

A great loss was suffered when Paul MacCready has passed away in his sleep on August 28, 2007. Those of us who knew him were so much looking forward to seeing him again at this award ceremony where we could demonstrate how much the electric and hybrid vehicle world owes him.

Being a glider pilot – winning the national soaring championships in 1948, 1949 and 1953 - he was always fascinated how far you can get by just striving for the highest efficiency. He learned of the „Kremer prize“ for the first sustained human powered flight at a distance of one mile and took up the challenge. The result was the Gossamer Condor, a glider powered only by human energy, and it won him the award. This was the starting point for his thinking about transportation. The limited capacity of aircraft to carry fuel on board made lightweight design necessary in aircraft engineering, and the technologies were well-known, with no questioning of the need for or cost of lightweight materials. So, why not enhance the efficiency of cars (and trains or other means of transportation) by learning from aircraft technology? Why not improve aerodynamics, drag and rolling resistance by using lightweight materials and shaping the body? This would enhance fuel economy, save resources, and ease impacts on the environment. „Doing more with less“ became his motto. In 1971, MacCready founded AeroVironment, a company specialized and well known in developing high efficient electric energy systems.

Paul’s masterpiece in „automotive“ technology resulted from the entrance of GM in the first World Solar Challenge 1987. AeroVironment and Caltech formed the development team under his direction. The GM Sunraycer had a weight of 390 pounds (175 kg), consumed only 1,8 Wh/100 km, and was supreme winner of the first World Solar Challenge. GM thought this a unique chance to establish itself as tops in class in advanced electric drive technology, and in response, MacCready and AeroVironment developed the Impact electric vehicle for the Los Angeles Motor Show in January 1990, later improving it as the EV1. This purpose-design EV of one of the „Big Three“ had more „impact“ than expected: Convinced by its performance, the California Air Resources Board implemented the „Zero Emission Vehicle Mandate“ demanding a 2% share of EVs in the sales of seven car producers.

MacCready did not only think in terms of technology. He thought in systems, having nothing less in mind that the future of civilization.

The IEA Implementing Agreement „Hybrid & Electric Vehicles“ honours Paul MacCready posthumously for his vision of and practical contribution to future clean transportation by presenting the 2007 „Personal Award“ to his family.



above: Paul MacCready in the “Solar Challenger” crossing the Channel (1981)

right: Paul MacCready (right) with the GM Sunraycer (1987). Opposite of him Alec Brooks and Peter Lissaman (AeroVironment)

