

Charged Up



ELECTRIC VEHICLE ASSOCIATION OF SAN DIEGO (EVAOSD)

An affiliate of the Electric Auto Association (EAA)

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Regular Meetings: Our monthly meeting location is in transition. Please, check date and location below (No meeting in December)

Meeting Location, Date and Time:

Transportation Power, Inc.

13000 Danielson Street, Suite D

Poway, California 92064

May 28th (Wednesday), 6:30 P.M.

Program: Club activity, News, future events

Newsletter Topics:

Happy EV Owners



Quickest EV Ranking



EVs at Earth Fair



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Message from the President

by Joseph Gottlieb

What will it take for the electric car to really change peoples perceptions? I have heard every regurgitated excuse under the sun on why they will never make it. From cost to range, we hear it all the time. Tesla has made a HUGE leap (so far) in changing the speed and range perception, but cost is still an issue. Auto dealers are attacking the way Tesla has decided to sell their cars. Any spark from dropping a lit cigarette in your lap turns into a huge electric car fire deal hitting front pages.

Legislation actually seems to be working (at least to get the cars on the road). The head of Fiat is begging you not to buy one of his electric cars because he loses money on every one (if I had a million dollars, I know who's day I would put a crimp in). So the question is with enough EVs on the road and enough misconceptions going out the window get us where we want to be? I think so.

-Joseph



Fiat CEO Sergio Marchionne doesn't want you to buy the Fiat 500E EV [\[Link\]](#) and it's no surprise [\[Link\]](#)

Owner data: once you go electric, you never go back

By Luke Ottaway, Torque News, 23 May 2014

Preliminary results from electric vehicle owners indicate that EV owner satisfaction blows that of conventional vehicles out of the water.

It is the secret weapon of electric vehicles: drivers that switch to EVs fall in love with their cars in a way that internal combustion engine vehicles cannot match. PlugInsights Research, a division of Recargo, presented data at this week's EDTA convention that forcefully supports this notion ([via Inside Evs](#)).

Norman Hajjar, managing director at Recargo best known for his 12,000 mile electric road trip, revealed new data showing incredible loyalty among first adopters of electric vehicles.

Granted, early adopters were generally highly enthusiastic about their vehicles from the very start and by their nature are more likely to be satisfied with the electric ownership experience. Nevertheless, PlugInsight's findings speak too loudly to be ignored.



Happily Charging a Nissan Leaf

The current age of electric cars officially began in late 2010 with the introduction of the Chevrolet Volt and Nissan LEAF. As three years is the most common lease duration, PlugInsights has been collecting data from EV owners whose leases have expired. A pool of 900 such owners was asked if their next vehicle purchase would be an EV or an ICE.

Out of those 900 owners, an astounding 96.9% said they would buy another electric vehicle, either a pure electric or a plug-in hybrid. Just 1.9% of respondents reported a desire to return to a conventional vehicle.

This isn't the only intriguing data. Driver satisfaction over time was also monitored in terms of Net Promoter Score, a common metric using owner data to evaluate number of promoters of a product minus number of detractors. Once again, the electric vehicles embarrassed even the best internal combustion engine cars.

The most highly rated automakers rarely exceed an NPS score of 50 as an overall brand. In 2012, for example, the leader was Subaru at 56.8 while no other automaker topped 49. Chevrolet languished at just 12.3. These numbers make the preliminary EV results all the more impressive.

Not surprisingly, Tesla displays the strongest NPS scores. After owning a Tesla (either the Roadster or Model S) for two to three years, drivers gave the brand an otherworldly NPS rating of 94.2. After three years the number climbs to 96.6.



Happy Tesla Model S Owner

Chevrolet departs sharply from their lousy overall company trend with the plug-in hybrid Volt; owners gave it an NPS score of 79.2 in the first year of ownership and 85.2 after three years. The Nissan LEAF rounded out this particular data set, as no other automakers produced volume electric vehicles as early as Chevrolet, Nissan, and Tesla. LEAF owners rated the commuter EV at 66.8 in the first year, though the car's score declined to 49.8 after three years. Even so, this lowest-rated electric vehicle exceeded the overall NPS rating of all but one automaker.

Again, the data is probably skewed by the zealous early adopters. It will be interesting to see if the trends hold in the coming years, such as mid-2016 when 95,716 EVs will be three years old.

Nevertheless, the data is so utterly and convincingly supportive of the notion that drivers love their EVs that the auto industry would be foolish not to take notice. Owner satisfaction and loyalty are crucial to the goals of every automaker, and the owner satisfaction and loyalty of electric vehicles are unmatched by their conventional counterparts. Once you go electric, it's a safe bet you won't want to go back to your old ways.

Electric Cars For Speed Freaks: Which One Is Quickest?

By Antony Ingram Green Car Reports, 19 May 2014

Debate still rages on the best way to sell electric cars. Should automakers be boasting of their environmental credentials? Or should they talk in a language people understand--money--and highlight the economic benefits? Maybe it's all about silence and refinement?

Rarely mentioned is just how fun electric cars can be to drive. So we've taken a primal, quantitative measure of driving fun--the 0-60 mph acceleration sprint--to rank each battery-electric vehicle on sale today, or on sale soon.

At the very least, it'll serve as a handy list of which cars not to try and beat from the next green light...

1. Tesla Model S Performance

4.2 seconds

You probably aren't surprised by this one. The Model S is comfortably the most powerful electric car on sale, and while it's also the heaviest it still offers super-sedan performance. If you like that airliner-on-takeoff feeling on your commute, this is the car to offer it.



2. Toyota RAV4 EV

7.0 seconds

Another car with Tesla influence (though not for much longer) and apparently Tesla-style performance--though the RAV4 is a Toyota product. With a 115 kW (154 hp), 220 lb-ft electric motor and a Sport mode, the RAV4 EV will see off most other crossovers and SUVs at the lights. A 103-mile EPA-rated range isn't bad, either.



3. BMW i3

7.2 seconds

BMW's electric city car has attracted attention for its styling more than anything else, but with a 130 kW (170 hp) electric motor driving the rear wheels and a lightweight carbon fiber reinforced plastic chassis, it's also brisk. It's worth noting that the extra weight of the range-extended model does dull performance a little.



4. Chevrolet Spark EV

7.6 seconds

The key figure for the Spark EV isn't the 97 kW (130 hp) power output--though that's not bad for such a small car. No, it's the incredible 400 pounds-feet of torque, more than a Ferrari 458 Italia. Okay, so the Ferrari is still quicker and perhaps a little more attractive too, but the Spark comfortably sees off its combustion counterparts--which is much more interesting.



5. B-Class Electric Drive

7.9 seconds

Mercedes-Benz is pitching its upcoming B-Class Electric Drive as a rival to the BMW i3, and pricing is near-identical. It's got a little more interior space, but isn't quite as innovative in its construction and in terms of both acceleration and cornering, the BMW driver will be having more fun...



6. Honda Fit EV

8.5 seconds

The best demonstration of the Fit EV we've yet seen hasn't really called for outright acceleration--there's a limit to how much you can use sliding around on a frozen lake. But 8.5 seconds to 60 mph is still better than most compact cars, let alone subcompacts. And you still get all the other Fit benefits--an agile chassis and spacious interior.



7. Fiat 500E

9.1 seconds

The Fiat 500E is a hoot to drive whether you're going in a straight line or zipping around city streets, and a 0-60 dash of 9.1 seconds is similar to that of its gasoline counterparts. But let's be honest--you'd prefer to have that performance with a quiet, clean electric motor, wouldn't you?



8. Volkswagen e-Golf

10.0 seconds

Volkswagen's entrant into the electric compact sector isn't yet on sale, but it's not too bad a performer. "Around 10 seconds" is VW's estimate for the e-Golf (to 100 km/h, or 62 mph, it's 10.4). More pertinently, it's good over those first few yards too--proving fun to drive around the streets of Berlin on the car's recent launch.



9. Ford Focus Electric

10.4 seconds

Like the Golf and Leaf, few will regularly do a full 0-60 mph sprint on their daily commutes, but the Focus is par for the course for acceleration performance. The Focus's main trump card is handling though--the gasoline Focus is already widely praised, and the Electric model is also a neat handler.

**10. Nissan Leaf**

11.5 seconds

The Leaf lags its compact rivals here but many owners are content to cruise around using as little energy as possible. Like all electric vehicles, it's pretty good over those first few feet anyway--thank the 80 kW (110 hp) and 210 lb-ft electric motor's instant torque characteristics for that.

**11. Smart Electric Drive**

11.5 seconds

We've driven the electric Smart Fortwo on several occasions, and consistently deem it a better vehicle than its jerky gasoline siblings. It's also quicker, hitting 60 mph in the same time as the Leaf--quite an experience in the Fortwo's upright body shape.

**12. Mitsubishi i-MiEV**

15 seconds

If you're a speed freak with a penchant for electric vehicles, the i-MiEV probably won't be on your shopping list. The 15-second sprint has been bettered by some drivers, but as the official figure that's the one we have to run with--and it does the i-MiEV no favors. Luckily, low lease rates make it one of the cheapest electric cars to get your hands on.



EarthFair 2014 Sunday, April 27, 2014 Balboa Park

The KickGas Club made a strong showing at Earth Fair with six car. An estimated 60,000 visitors came to the fair.



The KickGas Club EV conversion cars on display along with a Baker Electric Motor Vehicle (circa 1913)

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Fill out this form, attach a check, money order or use PayPal, in US funds only, payable to 'Electric Auto Association'. CE = Current EVents newsletter

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Electronic version of Current EVents, paperless only, link sent by email, if your membership was for the e-version, that is what you will receive

Do you own or Lease an electric vehicle (plug-in) production conversion bicycle hybrid or None

please include miles driven and type of vehicle

All information in this application is for the exclusive use of the EAA and not sold or given to any other organization.

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The Electric Auto Association is a non-profit, 501(c)(3) for the promotion of electric vehicles. Your donations are tax deductible and with your membership you will receive the EAA publication, "Current EVents". All information and statistics in this application are for the exclusive use of the EAA and is not sold or given to any other organization or company. Your membership dues include a percentage goes to the EAA Chapter you support for public Electric Vehicle promotion EVents like rallies, shows and EV rides.

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Please make check or money order payable to: EAA and reference EVAOSD. Send this form and payment to: Richard Rodriguez, EVAOSD Treasurer; 2755 Dos Aarons Way, Suite A, Vista, CA 92081

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