



Campaign Overview

Plug-In Partners National PHEV Initiative

Plug-In Partners is a national grass-roots initiative to demonstrate to automakers that a market for flexible-fuel Plug-in Hybrid Electric Vehicles (PHEV) exists today.

Our National Campaign will demonstrate the viability of this market by:

- Garnering support in the form of online petitions and endorsements by cities across the country
- Procuring “soft” fleet orders
- Developing **rebates and incentives**

Who Are “Plug-In Partners”?

The partners envisioned in this campaign are local and state governments, utilities, and environmental, consumer and business organizations. These entities can **Become a Plug-In Partner** and join the **Founding Plug-In Partners** in support of the national campaign.

Online Petitions

All Plug-In Partners are invited to participate in petition efforts. Petitions are a way for individual citizens and organizations without fleets to make their voice heard in demonstrating a PHEV market among individual consumers. The national campaign will track signatures accumulated from programs across the country through reporting to the Plug-In Partners web site. A template petition form is provided in the **Plug-In Partners Packet**.

“Soft” Orders From Government and Business

A template “soft” fleet order form is provided in the **Plug-In Partners Packet**. The Plug-In Partners National Campaign will track vehicle commitments through a Reporting option, so to be added to this web site. This will allow us to present automakers with a “soft” order for sedans, vans, SUVs and other vehicles by specific governmental and business entities. Those making fleet order will agree to strongly consider purchasing flexible fuel plug-in hybrids if they are manufactured. There is no financial commitment involved in making a "soft" fleet order.

Endorsements

Endorsements also lend a voice by demonstrating organizational support for the commercial production of PHEVs and promoting plug-ins to its membership.

An endorsement could be several forms:

- City Council or County Court resolutions
- Legislative resolutions
- Statements of support from local or national environmental, consumer or other groups

Endorsements will be reported to this web site, where a list will be maintained along with membership totals of the endorsing organizations. To date, the production of flexible fuel PHEVs is widely

supported by a large number of national groups—environmental and consumer— as well as groups focused on the national security and economic viability of our country.

Plug-In Hybrids

Gas: Optional

Plug-In Hybrid Electric Vehicles (PHEVs) are outfitted with a battery pack sufficient to power the vehicle from 20 to 60 miles on battery charge alone. Considering that half the cars on America's roads are driven 25 miles a day or less, a plug-in with a 25-mile range battery could eliminate gasoline use in the daily commute of millions of Americans. The cost of an equivalent electric gallon of gas is estimated to be less than \$1.00.



PHEV technology is already available and functioning. DaimlerChrysler is producing a Sprinter Van prototype with an all-electric range of 20 miles. Also on the road are existing standard hybrids that have been converted to plug-ins.

The Difference Between Standard Hybrids and Plug-in Hybrids

Basically, PHEVs use the same technology as the popular hybrids on the road today, but have a larger battery that can be recharged by plugging into a standard home outlet.

Key PHEV Attributes:

- Gets about twice the fuel economy of a conventional vehicle and 30-50% better fuel economy than a standard hybrid
- Plugs into a standard (120-volt) home electrical outlet to receive charge
- Depending on design and battery size can be driven 20 to 60 miles without the use of gasoline

Flexible Fuel PHEVs

PHEV technology can also be combined with existing flexible fuel technology to increase fuel efficiency even further as well as further reduce greenhouse gases and imported oil.

Technical Details

Both standard hybrids and PHEVs are powered by a combination of electricity and liquid fuels; however, PHEVs draw their charge not only from the engine and captured braking energy but from the electrical grid as well when they are plugged into a standard electrical socket. PHEVs have liquid fuel tanks and internal combustion engines, so they do not face the range limitation posed by electric-only cars.

Want to know more about PHEVs? Visit our [Resources](#) section. Or, see "All About Plug-in Hybrids" at [CalCars.org](#), a California-based initiative working to promote the adoption of these efficient, non-polluting autos.

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