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Monday, December 06, 2010

All the Answers

Although hybrid vehicles have been on the market for more than a decade, the technology has not taken off with consumers yet. The U.S. government has bought nearly a fourth of all Ford and General Motors hybrid cars since President Barack Obama took office. J.D. Power & Associates says for the technology to really catch on, gasoline prices will not jump or government will not boost its purchases significantly. Are you ready to buy a hybrid or all-electric vehicle yet or do you think the technology needs to be developed further to make a purchase worthwhile for you?

TOM AXTELL

General Manager, KLVX-TV (VEGAS PBS)

"I purchased a hybrid in 2006 because it reduces air pollution, reduces U.S. dependence on foreign oil and has a lower total cost of ownership. My five-year ownership cost calculation was based on averaging 40 miles per gallon, driving 20,000 miles a year, and paying \$3 a gallon gasoline. Using those numbers, the higher initial purchase cost was offset in under four and a half years versus the other vehicles I was considering. Since the purchase, my miles per gallon are higher and so are gasoline prices, so I achieved 'break even' at just four years. My hybrid is less expensive over time, and has positive environmental and national security benefits."



Tom Axtell

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MARGARET CASEY

Director of programming, World Market Center LV

"I am ready to buy one! Hybrid and all-electric vehicles are the way of the future and I believe that, like myself, most consumers already know it but are discouraged by the purely commercial approach that car manufacturers have adopted toward selling these vehicles. The problem is not the technology; it's the predatory approach of car manufacturers. The conversion to hybrid/electric vehicles is good for the environment, good for the economy and supposedly good for the pocketbook so where are the incentive discounts? Where are the rebates to encourage trade-ins? Where is the 'everyman' vehicle at a low price point that any family can afford?"



Margaret Casey

When it comes to service



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BOB POTTS

Assistant director, Center for Business and Economic Research

"My perception of hybrid vehicles is quite a bit different now than it was 18 months ago before we bought one. Back then I, too, was under the assumption that the utility was better gas mileage and a smaller carbon footprint. Since then I've found that the overall quality, reliability and performance have been taken to a higher level to make the hybrid more palatable to consumers content with traditional fossil-fuel vehicles. It's now my experience that if you want a car that is just better than a conventional car, get a hybrid and enjoy the additional benefit of 45 mpg and the intrinsic value that our shared air is just a little bit better."

DAVE JORGENSEN

Co-owner, Dream Lawns

"I think the technology needs a little more refinement. I have work vehicles and I checked out Chevy hybrid trucks, they but only got about three miles per gallon more than gasoline. As far as electric goes, I don't know if there are enough charging stations yet. I'm all for clean fuels, but for me it's economically not worth it at this time."

SARAH LEE

[MyCarlady.com](http://mycarlady.com)

The public is waiting for the luxury electric plug-in to have better range and infrastructure before they make the transition, but believe me, they will, as seen in the Nissan Leaf acceptance, tax incentives for power boxes and plugs in hotel valets. I predict this change to appear in 10 percent of new-car purchases by 2013, given production can meet demand, the sale price comes closer to the net \$25,000 range, after tax credits and gasoline stays over \$3 a gallon."

TONY SANCHEZ

Senior vice president of government and community strategy, NV Energy

"Advancements in all-electric vehicle technology are coming fast and offer a myriad of benefits for both consumers and the environment. Electric vehicles provide Nevadans an opportunity to be more energy efficient, in addition to a price-stable alternative to gasoline and producing far fewer emissions. This technology has the potential to be an important part of our transportation future, one that NV Energy recognizes and is well into researching opportunities for the benefit of our customers.

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