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TODAY'S GUEST SPEAKER
Skip Barrett, Dir. Business Development
Go-Green Auto Centers LLC
Ronkonkoma, NY

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• If you have questions during the presentation, please submit them using the “Questions” feature.

• Submitted Questions will be read for the guest speaker to answer during the last 15-min of today's webinar session.

60-Minute PROGRAM:

INDUSTRY NEWS - FIRST 15-MINUTES
NEWS, TECHNOLOGY & RESOURCES FOR GOING GREEN

GUEST INTERVIEW - 30-MINUTE DIALOGUE
DISCUSSION WITH PARTS, PAINTS & PRODUCTS SUPPLIERS

AUDIENCE PARTICIPATION - LAST 15-MINUTES
GUEST AND ATTENDEES QUESTION & ANSWER PERIOD
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TODAY’S MODERATOR

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CREATING GREEN-CENTRIC CUSTOMERS

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TODAY'S GUEST SPEAKER

5-Hybrid Parts & Products Secrets

GUEST SPEAKER:

Skip Barrett
Business Development Dir.
Go-Green Auto Centers LLC
5 - HYBRID PRODUCT SECRETS “FABLES”

1. Limited Accessories and Options
2. You Have to Plug Them In
3. Can’t Use Standard Parts
4. Hybrid Batteries Freeze & Fail Often
5. Require More Maintenance than Standard Vehicles Parts
ARE YOU READY FOR THIS?
HYBRID SALES ARE ON THE RISE AND THE TREND IS EXPECTED TO CONTINUE.
WILL YOUR SHOP BE IN TUNE WITH THE TIMES?

BY PETE MEIER
Technical Editor

Do you know when the first hybrid traveled American roadways? Your first thought might be the introduction of the Honda Insight, the first mass-produced hybrid offered for sale in 1999. But hybrid and electric vehicle technology actually dates back to 1839, when Robert Anderson of Aberdeen, Scotland, built the first electric vehicle.

In 1898, Dr. Ferdinand Porsche at age 23 built his first car, the first to use front wheel drive. His second car could be considered the first hybrid, as it used an internal combustion engine to spin a generator that provided power to electric motors located in the wheel hubs. On battery alone, the car could travel up to 40 miles.

Sound familiar? Sounds like the same performance offered by the Chevy Volt.

In 1900, American car companies made 1,681 steam-powered cars, 1,575 electric cars and only 936 with a gasoline engine. At this point in American automotive history, only the wealthy could afford a car, and the majority preferred electric. The reasons? Less noise, less mess and they were easier to start.

Beginning in the late 1960s, the U.S. government encouraged electric and hybrid designs as a means to reduce air pollution. With the oil embargo of 1973, interest in these designs received an added government boost as a way to reduce dependence on foreign oil. Every administration since has enacted programs to fund research in hybrid technology, especially in the area of battery development.

Today, the United States hosts the largest hybrid fleet in the world with nearly 3 million sold since 1999. During the first nine months of 2013, hybrid sales represented 3.32 percent of total new car sales. Back in 2000, you had two to choose from, and today nearly every automaker offers at least one hybrid model.

With the hybrid fleet aging and warranties expiring, the aftermarket possibilities are beginning to grow. In this edition of The Trainer, we take a departure from our normal technical how-to and talk to some industry experts on what that means to your shop’s bottom line and the right way to enter this potentially lucrative market segment.
AFVs Are Here to Stay

The Growth is Unprecedented

• Millions of AFVs have been on the road since 1997.
• Major auto manufacturers such as Ford, Chevrolet, GMC, Toyota, Nissan, Honda, Hyundai, Lexus, Lincoln, Infiniti, Mercedes, BMW, Kia, Buick, Porsche, Cadillac, Volkswagen are producing hybrid vehicles and more are coming!
• Many of these Alternative Fuel Vehicles are now off warranty.
Alternative Fuel (Hybrid) Vehicles

**Type of Fuel**
- Biodiesel
- Electricity
- Ethanol
- Hydrogen
- Natural Gas
- Propane
Hi-Technology Vehicles
Alternative Fuel Vehicle “AFV” Parts

Brand Names:
1. LEAF
2. Volt
3. Coda
4. Fit
5. RAV4-EV
6. Tesla Roadster
7. Tesla Model S
8. Corbin/Myers
9. Mitsubishi iMiEV
10. Th!nk
11. BMW Active-E
12. Focus
13. Fusion
14. Prius PHEV
15. Solectria Force
Electric Vehicle Parts

- Adapters, Hubs, Plates, Motor Mounts
- Batteries, Lithium Pouch, etc.
- Brake Vacuum Restoration
- Contactors, Relays, & Switches
- Cables, Connectors, Wire, Tools, etc.
- Chargers
- Circuit Breakers, Fuses, Safety Switches
- Climate Control Components
- Controllers & Programmers
- DC-DC Converters & Inverters
- Inertia System
- Inline Water Heaters
- Meters, Gauges & Instrumentation
- Miscellaneous EV Parts
- Motors – AC & DC
- Steering – PS Pumps
- Throttle Controls
- Etc., etc., etc. . . .
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Q & A SESSION

Attendee Questions

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CONTACTS FOR TODAY'S PRESENTATION

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