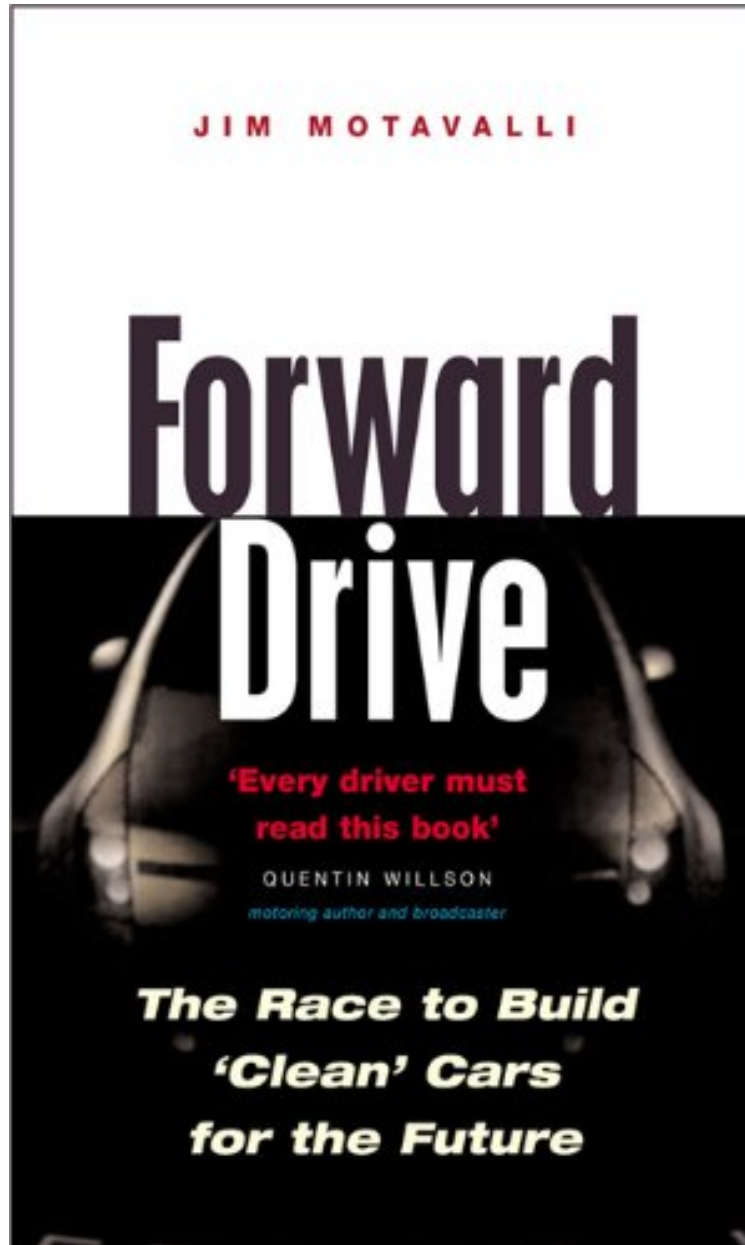


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## Forward Drive: The Race to Build the Clean Car of the Future

Von Jim Motavalli

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Von Jim Motavalli : Forward Drive: The Race to Build the Clean Car of the Future before purchasing it in order to gauge whether or not it would be worth my time, and all praised Forward Drive: The Race to Build the Clean Car of the Future:

KundenrezensionenHilfreichste Kundenrezensionen0 von 0 Kunden fanden die folgende Rezension hilfreich.

Fascinating readingVon Ein KundeI would recommend this book as a fascinating read even if you are not an auto enthusiast (I'm not) or an environmentalist (who doesn't want clean air?), like the author. The writing that comes out of those two communities is generally dreadful, biased, and didactic. Thankfully, Motavalli's background as a first rate journalist has resulted in a book that is both balanced and well written.The history of the auto industry itself is quite colorful, and I would have indulged Mr. Motavalli a book twice the size if he wanted to tell even more of the story than he did. Maybe in another book.It's always a pleasure to find non-fiction that is actually entertaining to read. But of course this is more than just entertainment, since there is a lot at stake for all of us here. More than fun, this is an important book. He clearly makes the point that clean cars are not a nice-to-have, they are extremely critical if we are to have an inhabitable planet. We can't afford for the 400 million more cars in China -- let alone the rest of the world -- to be the polluters and fossil fuel consumers we now drive.I was impressed by the level of research. Motavalli even lists the names and titles of all the people he interviewed -- a rarity, and proof of the meticulous research he did, although the depth of his knowledge and it's authenticity is obvious from the text.This is a timely and important book, and I hope it raises a lot of consciousness. But at any rate you'll learn enough interesting tidbits to make you the hit of the next 50 cocktail parties. Especially if you drive there in a new hybrid car.0 von 0 Kunden fanden die folgende Rezension hilfreich. Coming soon: fuel-efficient carsVon Ein KundeForward Drive is a well-documented and welcome piece on the changes taking place in powering cars. Jim Motavalli's research reveals how the "electric car" is a far from a new idea since electric cars were quite commonplace in the early 20th century. The book describes how the Big Three (Ford, GM, and Chrysler) have only recently, and somewhat reluctantly, joined the race to produce fuel-efficient cars while continuing to produce SUV's that make a mockery of CAF standards. Fortunately others such as Honda are in the forefront of the effort to bring more fuel-efficient and less-polluting vehicles to the public. The book has a chapter detailing the advances in fuel technology going on at such places as Ballard Laboratory. Also fascinating are examples of other fuel cell applications such as its use in energy production. While the section on how the fuel cell works were a bit technical, Motavalli's opus is an exciting look into the future where our skies will be less smog-ridden and our dependence on petroleum reduced.0 von 0 Kunden fanden die folgende Rezension hilfreich. PhD Research Engineer ReviewVon Stephen FinneganAs an alternative fuels engineering research student at the University of Liverpool, UK. I found Forward Drive to be both informative and quantitatively sound. An excellent account of each particular type of fuel cell vehicle, provided any reader with relatively little knowledge, a picture of the intrinsic complexities related to the commercialisation of fuel cell vehicles. Although Jim may be opinionated on fuel cell vehicles, adequate justification was placed upon the diminish of the internal combustion engine and necessity of the fuel cell vehicle for the future sustainability of transportation.

KurzbeschreibungThis comprehensive account of the past, present and future of the automobile examines the key trends, key technologies and key players involved in the race to develop clean, environmentally friendly vehicles that are affordable and that do not compromise on safety or design. Undertaking a rigorous interrogation of our global dependency on oil, the author demonstrates just how unwise and unnecessary this is in light of current developments such as the fuel cell revolution and the increasing viability of hybrid cars, which use both petrol and electricity - innovations that could signal a new era of clean, sustainable energy. The arguments put forward draw on support from an eclectic range of sources - including industry insiders, scientists, economists and environmentalists - to make for an enlightening read..deFew consumers have been attracted to "clean" cars--those powered by something other than traditional internal combustion engines--because they aren't satisfied yet with critical factors such as appearance (too odd), cost (too high), dependability (too uncertain), and performance (too limited). The times they are a-changing, however. A host of catalysts, including new legal requirements and shifting public opinion, is finally driving automakers toward relevant alternative technologies that actually date back 160 years. And Jim Motavalli, who travels an unusual professional route as both syndicated auto columnist and environmental reporter, chronicles the buildup and potential payoff in his intriguing book Forward Drive. "The information I came across ... described a personal transportation revolution that was becoming tantalizingly close," he writes. "Here, at last, were vehicles that promised to not only greatly reduce pollution but also to perform better, be more reliable, cruise farther, and last much longer than anything the public had ever seen." Written for those "who'd somehow failed to get their engineering Ph.D.s," it absorbingly examines the history of such vehicles, the impact of gasoline automobiles, the pioneers who already utilize alternative power, the large and small RD operations, the political and financial forces under which everything operates, and the broader picture of sustainable transportation. --Howard RothmanPressestimmen'Every car driver must read this book.' Quentin Willson, motoring author and broadcaster