Hey, Cool Cay Hybrid Electric-Gasoline Vehicles in Maine











NATURAL RESOURCES COUNCIL OF MAINE

Credits

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We are grateful to the dozens of Maine people who have been extraordinarily generous with their time, and who have led the way with responsible transportation choices for others to follow:

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Note – The charts on page 4, 7, 13 and 15 are based on gasoline costs of \$1.35 per gallon and 15,000 miles of driving per year. Carbon Monoxide (CO), Nitrogen Oxides (NO_x) and Volatile Organic Compounds (VOCs) are the toxic air pollutants referred to in these charts. Source: www.fueleconomy.gov

How do hybrids get such great gas mileage?

Gasoline-electric hybrids have a gasoline engine as their main power source but also use an electric motor for additional power when needed. Hybrids can capture the energy normally lost during braking and store it as electricity in a special battery. Unlike all-electric vehicles, hybrids run on regular unleaded gasoline and never need to be "plugged in" to an electrical outlet. What's more, hybrids don't waste energy idling. The gasoline engine shuts off when the car comes to a stop (e.g., at a red light), to be started instantly by the electric motor when needed again.

You may qualify for a tax break for buying a hybrid vehicle

For more information please contact your accountant and see our website at — maineenvironment.org

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Hey, Cool Cav Hybrid Electric-Gasoline Vehicles in Maine

■ Hybrid vehicles have arrived in Maine. They are on the streets in Houlton, Dover-Foxcroft, Brooklin and York. They can be seen on the highway, in the driveways of more than 80 Maine towns and in every Maine county. And the owners of these cars are delighted with the performance of their vehicles.

With gas prices on the rise and growing concern about air pollution and the risk of climate change, hybrid owners are remaining cool – knowing that they are helping save money on gas and helping reduce the environmental impacts of driving. Today's hybrid vehicles can go 50 miles on a gallon of gas, releasing a fraction of the air pollution of conventional cars, and they do not need to be plugged in for recharging. And, hybrid cars are cheaper than the average new car sold in Maine.

Hybrid vehicles are new to the car market, but their sales are taking off in Maine. More than 150 hybrid vehicles have been sold in Maine in the last two years. This is a very high number, given the limited initial production of the Honda Insight and Toyota Prius, the first two hybrids introduced to the U.S. market.

But more hybrids are on the way. Honda introduced a hybrid Civic in spring 2002. And Dodge, Ford, General Motors and Chrysler have announced that they will bring additional hybrid cars, sports utility vehicles and trucks to the market during 2003 and 2004.

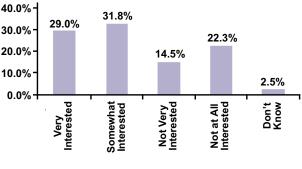
The profiles in this booklet show that hybrid vehicles are a good fit for the Maine market. Insight and Prius owners describe exceptional customer satisfaction with the reliability, performance, and cost savings of their vehicles. They also explain the importance of their

vehicle choice as a way of helping make a difference for the environment, dependence on foreign oil, and energy security.

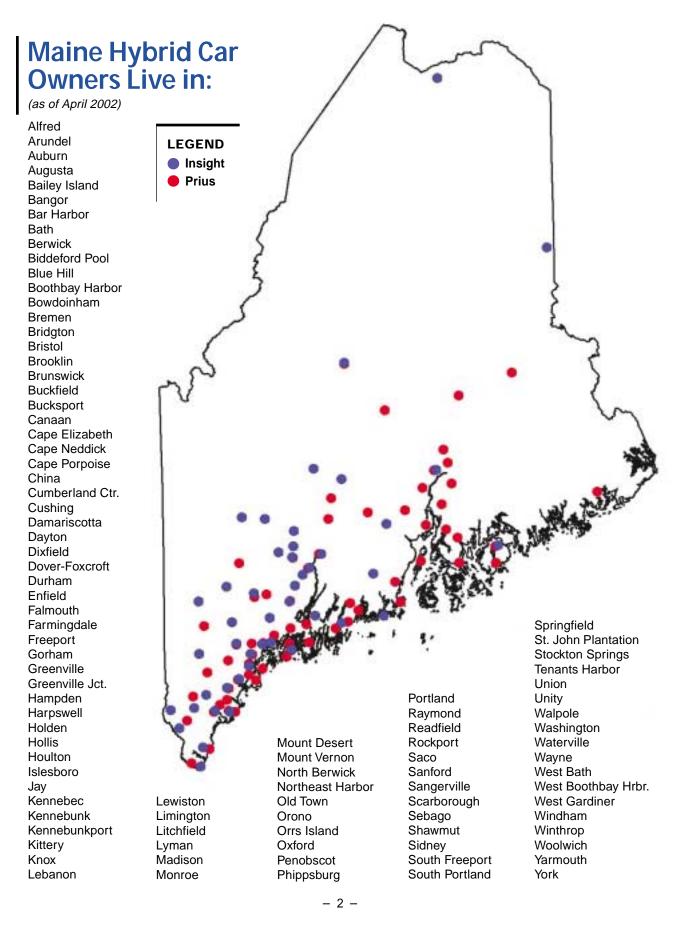
Although hybrid vehicles have only been on the market since the 2000 model year, more than 90 percent of Maine people have heard about these vehicles, according to a survey done by Strategic Marketing Services. In the same survey, more than 60 percent of the respondents indicated that they were interested in considering purchasing a hybrid vehicle the next time they are shopping for a new car.

This data, and the personal stories contained in this publication, indicate that hybrid vehicles have established a quick grip on the Maine car market. We encourage you to become familiar with existing and emerging hybrid vehicles, and take one for a drive the next time you consider purchasing a new vehicle. These are indeed "cool cars," as their owners proclaim. Remember: cars come with two price tags – one you pay at the dealer – the other you pay and pay, each time you fill the gas tank.





STRATEGIC MARKETING SERVICES, PORTLAND, ME / 2002



"The Civic Hybrid is a Wonderful Teacher"

"The Civic Hybrid is a wonderful teacher. Because it gives the driver constant feedback on what mileage it is getting, it becomes an intriguing game to be as efficient as possible. I find that it informs my driving when I switch to driving our Subaru as well; the lessons are translatable to other vehicles.

"It is remarkably satisfying to be driving down the road at 65 plus miles per hour in this very quiet car knowing that it is getting at least twice the miles



Lucy & Bart Hull and their family.

per gallon of most of the cars that surround you with no sacrifice in comfort or performance. And there is no need to turn up the stereo!"

Lucy & Bart Hull – Arrowsic

Why Two Co-Workers in Guilford Chose a Prius

Dave Walker & Paul Mahaffey – Guilford of Maine

Dave Walker and Paul Mahaffey work for Guilford of Maine in Guilford. The company's philosophy includes the desire to strive for a sustainable world. Dave Walker, Corporate Facilities Engineer, is a facilitator of the company-sponsored in-house sustainability training.

As a result of his readings and the training that Dave took on, he became a believer in the need to make a difference in our world. When purchasing a car for his own family, Dave incorporated the lessons learned about the company's philosophy – "the triple bottom line," which considers financial, social and environmental aspects when making a purchase or taking on new projects.

• **Financial** – The purchase price was less than the replacement cost of Dave's previous family car. Dave projected he would save as much money on gasoline as the cost of 1½ of the loan payments each year.

• **Social** – The internal space, comfort and amenities for the family were all equal to or better than his previous car.

• Environmental – Reduced vehicle weight (raw materials) and improved gas mileage



translated to lower environmental impact. The Prius is rated as a Super Ultra Low Emission Vehicle, reducing the pollutants that people have to breathe by 50-96 percent.

In his "triple bottom line" analysis Dave realized that the Prius fullfilled all three areas. 17,000 miles later, Dave's family has no regrets.

Paul Mahaffey, Vice President of Operations at Guilford of Maine, only needed to drive Dave's vehicle to be convinced. Once Paul discovered how comfortable the ride and interior space was for his tall frame, he ordered a Prius, too. Dave Walker (right) and Paul Mahaffey, co-workers at Guilford of Maine, chose Prius hybrid cars because they met the "triple bottom line," making sense for their wallets, comfort and environmental goals.

Prius Helped Teach Driver to Be More Fuel-Efficient

Regina Gagnon – Shawmut

"I bought the Prius because it was a Super Ultra Low Emission Vehicle and the price was right."

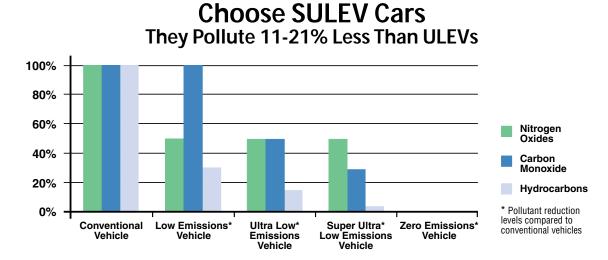
When she first got her Toyota Prius, Regina Gagnon was sometimes caught offguard by the silence as the conventional gas engine shut down and the electric motor kicked in. The quiet of driving a hybrid electric vehicle took some getting used to, the central Maine resident admits. "I'd roll the window down and listen to the 'no noise.' The only thing you could hear were the tires crunching on the ground."

What Regina Saved					
	1992	Toyota Ca	amry	2001 Toyo	ta Prius
MPG (city/hwy Annual Fuel C		18 / 25 \$962		52 / \$4 2	
	_	Air Pol	lutio	n –	
UICCIIIISC	Worst		Best	Worst	Best
Gases	15.3		3.1	15.3	3.1
Pollutants:		.2 tons/y		4.0 to	•
CO, NO _x , VOCs	32	22 lbs./y	r.	239 II	os./yr.

The other major difference from a conventional car, like the Toyota Camry her family drove for ten years before they got the Prius, is the digital display on the instrument panel that reports current gas mileage and the average mileage at five-minute intervals. Like many Prius owners, she reports that this feature has helped teach her how to be a more fuelefficient driver and would even help the driver of a conventional vehicle save on gas.

As the family's usual designated driver, Gagnon finds the low end of the car's mileage performance is around 38 in cold weather when she makes the 10-mile commute between her home in Shawmut and Waterville. "I kind of kill my mileage there," she says, noting that on long-distance trips at highway speeds she gets up to 55 mpg. On average, the mileage is 48 mpg. For comparison, she says, under the best of circumstances her Camry got 33 to 38 mpg.

In most respects, Gagnon finds the Prius much like any other car of its size. She's learned to handle it in crosswinds and reports it starts right up in cold weather, has good traction in snow and has a good heater. There's plenty of leg and headroom front and rear to accommodate her six-foot son. If she has any complaint, it's an old beef she's had with a number of cars – "There's no place for a woman's handbag!"



Hybrid Cars Come in ULEV and SULEV Versions

6 foot 7-inch Stockton Springs Man Gets Into His Toyota Prius and Drives "Just Fine"

Cynthia Wells & Gene Ellis - Stockton Springs

Employed as a nurse with International Paper, Cynthia Wells' life doesn't run 9 to 5. She and her husband, Gene, own rental property in town and each year raise a small herd of livestock for meat. In addition, they have 10 grandchildren. Given all this, Cynthia could easily be referring to her own personal energy reserves when she talks conservation. Like many hybrid car owners, however, the energy she wants to conserve is fuel, and her Toyota Prius is "just another energy alternative."

"We have some solar and plan on getting a wind turbine next year," Cynthia said. "...If (the U.S.) could get rid of our dependence on the Middle East, it would be wonderful."

"We crossed the Appalachians several times and the car didn't have any trouble handling hills. We passed 18-wheelers without a problem, just like any regular four-cylinder car."

- Cynthia Wells

The couple had already been interested in hybrid technology for some time when the Chewonki Foundation offered a seminar on alternative energy last year. At the seminar, both a Prius and Honda Insight were available for people to test drive. "My other half is 6-foot 7-inches and over 300 pounds," Cynthia said. "He couldn't begin to get into the Insight but the Toyota he could get into fine – and

drive. It has a normal back seat and trunk."

The Prius was so comfortable the couple was able to take it on a three-week vacation to the south where they put on over 3,500 miles and spent about \$60 on gas. "We crossed the Appalachians several times and the car didn't have any trouble handling hills. We passed 18wheelers without a problem, just like any regular four-cylinder car," Cynthia said.



On vacation, Cynthia Wells and Gene Ellis drove 3,500 miles and spent only \$60 on gas.



Judd Mulkerin finds his Honda Insight is "fun, cheap to operate and is the right thing to do. It works just like any other car. I get a lot of responses including 'thumbs up', horn honks, and 'that's an awesome car.'"

Judd Mulkerin – Portland

Edward and Julia Meyers bought the 2000 Honda Insight floor model. Edward especially appreciates the "wondrous ride,



especially after 15 years in a Nissan pickup." "Fantasize that the USA could and would emulate and it would save over two million barrels of oil a day," said Edward. "Technology will save you if you can wait long enough."

Ed & Julia Meyers - Damariscotta

"We Love It and Recommend It to Anyone Who Will Listen"

Jan & Peter Wilk – Sebago

Despite the state's reputation for unspoiled natural beauty, Jan Wilk makes the point, "We have an air quality problem here in Maine." Even if some of this problem can be blamed on Midwestern coal-fired power plants, she believes "anything we in this state can do to alleviate the problem we should "

"Ecological benefit" is the short answer Peter Wilk gives for why he and his wife, Jan, decided to purchase a Toyota Prius. He's a past national president of Physicians for Social Responsibility and they're parents of a son with asthma. With both broad and personal concerns for the quality of Maine's air, the hybrid electric vehicle with the lowest emissions rating was a natural choice.

Despite the state's reputation for unspoiled natural beauty, Jan is quick to make the point, "We have an air quality problem here in Maine." Even if some of this problem can be blamed on Midwestern coal-fired power plants, she believes "anything we in this state can do to alleviate the problem we should." The Prius is the only hybrid vehicle currently certified as a Super Ultra Low Emission Vehicle (SULEV), with 96 percent less toxic and smog causing gases than a conventional vehicle.

That said, the Wilks find Prius a great choice as a family vehicle. They live up a dirt road in Sebago and even though they also have an all-wheel-drive Subaru, they discovered the Prius was more than adequate for their purposes in its first winter – much of that without benefit of snow tires.

"We love it and recommend it to everyone who will listen," Peter declares. "We've not been disappointed," Jan seconds him.

The couple has received numerous casual



Ed Simmons (left), Peter Wilk and their twin Priuses get together on the Portland waterfront.

queries, in particular, it seems, from people in their 60s. "It feels very solid and safe," Jan explains. "It doesn't feel like being in a VW bug, which I owned years ago. I mean, it's not like being in a tin can. There's a lot of room inside."

While the couple is thinking of some day going to a smaller two-seater hybrid vehicle for even better gas mileage, at present they have three chilren to chauffeur about and the mileage they have been getting has been gratifying.

"It's much higher in warm weather," Jan reports, about 52 mpg. Colder weather dropped this figure, especially when they finally got around to putting on snow tires. The winter average has been about 47 mpg. Although she initially worried it might be too distracting, Jan particularly likes the instrument readout with immediate and average mpg information. "It really helps you monitor what you're doing when you drive."

Kennebunk to Sanford Commuter Sometimes Goes Six Weeks Between Fill-Ups "Compared

Carl Mabee – Kennebunkport

Unlike many Americans today, when Carl Mabee makes the commute each day from his home in Kennebunkport to work in Sanford, he's not worrying about time. Carl is focused on conservation, fuel conservation to be exact.

"I love the on-board computer. To maximize miles per gallon is such a challenge," Carleton said.

Carl, who previously drove a 1998 Dodge Ram, bought a Honda Insight in 2000 because of its good gas mileage. The car hasn't let him down. Between Sanford and Kennebunkport – if the conditions are just right – he can achieve 80 mpg. "Compared to my truck, monthly bills went from \$200 a month to \$30 a month," says Carl.

During his daily commute, he sets miles per gallon goals to make the ride go more quickly. In winter and spring the Insight 'only' gets around 60 mpg. During the summer, however, Carl averages 72 mpg and sometimes goes six weeks between fill-ups.

One more side benefit: Carl says he gets 'thumbs up' a lot.

What Carl Saved				
	1998 I 1500 F	Dodge Ram Pickup 4WD	2000 H Insig	
MPG (city/hw	y) 1	2/16	61	/ 70
Annual Fuel (Cost \$	1446	\$3	12
	– A	ir Pollutio	on –	
Greenhse	Worst	Best	Worst	Best
Gases				V
Pollutants:	^{15.3} 13.	^{3.1} 5 tons/yr.	^{15.3} 3.0 to	3.1 D ns/yr.
CO, NO _x , VOCs	34	3 lbs./yr.	239	bs./yr.

People Surprised at the Room in the Egger Family's Car

Maria Egger – Arundel

■ High mileage and low emissions prompted Maria Egger to consider purchasing a hybrid car to replace use of the family's Toyota Forerunner. Maria's wholesale wind chime business, Goose Rocks Designs, requires her to haul merchandise to trade shows twice a year, so she's kept the SUV for those trips but the Prius takes her everywhere else now – including frequent trips to Portland.

"People are surprised at the room in the car. We have two teenagers and it's very roomy," Egger says. "People always comment that this car is a thing of the future. I think they're leery of the technology and we're the guinea pigs... but the technology has been well thought out." So how was winter driving? Maria says, "the car started right up and handled snow conditions the same as a conventional sedan."

Maria has a warning for hybrid car owners: Be careful not to startle pedestrians. "One of the

weirdest things about (the Prius) is that at slow speeds the electric engine kicks in and it's very quiet. I've been driving through parking lots before and people don't hear the car coming so they get very startled if they turn around and see me behind them," Egger says.



to my truck, monthly bills

went from

a month."

\$200 to \$30

"It is a very comfortable car for a family of four," says Maria Egger. As for fuel economy, "so far it has actually exceeded the published numbers for highway driving."

Insight is "Better Than a Dog for Making Friends"

Nancy Drucker – Bowdoinham

" I heard recently that if the average car in America increased its gas mileage to 40 miles per gallon we wouldn't need to import any oil from the Middle East." ■ Nancy Drucker's daughter Elizabeth is, in her mother's words, "very pretty." Still, Nancy says It's a toss-up between Elizabeth's good looks or the sleek Insight she was driving that caused a gentleman that passed the Druckers parked at a scenic outlook in North Carolina to make a U-turn and backtrack just to talk about their car.

"If I were interested in meeting a man, I'd claim it's better than a dog for making friends," Nancy, 70, said.

Nancy keeps the books for her daughter's Topsham ballet school and bought the Insight nearly a year ago so she could pass on her 1997 Subaru to Elizabeth. Several generations ago, Nancy had the use of a little MG and likens driving the Insight to the same kind of sports car feel.

"This is coming from a totally nonmechanical person, but the speedometer looks different. The numbers are at least one inch tall and I wonder if it's because you don't realize how fast the car is going," Drucker said.

Nancy's daughter drove her to an Augusta dealership to pick up her new Insight. On the drive home, Nancy wondered why her daughter was following behind in the Subaru so



slowly. "The (Insight) was so peppy, I didn't realize I was going 80 mph!" Nancy said.

The Insight's attractive lines and smooth driving are icing on the cake for Nancy who bought the hybrid for its environmental – and now national – responsibility. "I heard recently that if the average car in America increased its gas mileage to 40 miles per gallon we wouldn't need to import any oil from the Middle East." At 62 miles per gallon, Nancy is certainly doing her part.



David Demere bought his 2002 Prius because of "fuel economy and the 'cleanburningness' of it." As a carpenter, working on a house in Blue Hill, he brings his tools to the jobsite in his 1989 Plymouth Voyager, but commutes to the job daily in his Prius. David ordered his hybrid car in June and it finally came in after Thanksgiving. "I'm in favor of any measure that mandates that carmakers supply and sell more high efficiency, clean burning cars."

David Demere – Monroe

"As a home health nurse, I drive 200-500 miles a week for work in rural Northeast Maine," says Roger Stacey. He finds his Prius has "plenty of room for kids, groceries and more."

Roger Stacy – Springfield



Mileage Peaks at About 100 Miles Per Gallon

Ben Lounsbury – Auburn

"I just want to have the highest mileage I can," says self-described "fuel miser" Ben Lounsbury of his decision to replace his sixyear-old Honda Accord with a hybrid electric Honda Insight. And he hasn't been disappointed, the Auburn physician with "engineering proclivities" reports.

Ben appreciates the two trip meters that allow him to keep track of overall mileage for a particular trip and also check his mileage for a specific leg of that trip. A third meter shows him precisely what his rate of fuel consumption is as he drives and a fourth records the vehicle's lifetime performance.

It's possible Lounsbury's Insight may one day be a record-setter because he pays strict attention to the mileage meters trying to squeeze out maximum fuel performance under all conditions. "They teach you what you're doing. That's the beauty of those meters." Between home and office he travels 5.5 miles, climbing about 60 vertical feet overall. In warm weather his mileage varies from 63 to 65 mpg, the slightly better performance coming on the downhill homeward run.

Accelerating from a standstill, he notes about 11 mpg. At 35 miles per hour (mph) on a flat stretch mileage peaks at about 100 mpg. At 55 mph it settles on what has been the car's overall average performance of 60 mpg. "You vary in either direction from there." Drafting a safe seven car lengths back from a big truck at that speed, he has discovered he can boost mileage to about 70 mpg. Interestingly, if the truck is going 80 mph, the mileage doesn't change. Cold weather does depress performance somewhat.

Lounsbury is leery about endorsing the hybrid concept uncritically. After all, he points out, it's still possible to have a gas-guzzling SUV that employs this technology. At its heart, he says, the Insight is a small, light vehicle whose conventional one-liter three-cylinder engine alone would make it slightly underpowered. But combine that package with an electric motor and head-turning aerodynamic styling and what you get is a vehicle that performs well and gets the best mileage available on the North American road today.

If that weren't good enough, he adds, the ride is comfortable on long trips and the interior is positively roomy. He can even fit his bicycle in the back.

"I think fuel efficiency is the most important characteristic of a car... I would recommend the Insight to other fuel conscious people, who need only two seats, without reservation!"

Couple Bought Prius on Principle

Emory & Marilyn Ackley – Buckfield

Emory Ackley of **Buckfield thinks** that Maine should require that car makers sell a certain percentage of hybrid or all electric vehicles by a given date. "If it's going to happen, it's up to the state to bring some pressure," says Emory.

■ The fact that the Toyota Prius is certified two steps up from the average automobile as a Super Ultra Low Emission Vehicle (SULEV) – generating half the smog-causing nitrogen oxides of a conversion vehicle – was the reason behind Emory and Marilyn Ackley's choice. "We bought the Prius on principle and counter to other purchasing principles," says Emory, who goes on to explain that had one been available, their inclination would have been to purchase a union-made American vehicle.

They live on a country road about six miles from downtown Buckfield and with two winters under their belt feel the Prius compares most favorably with the four front-wheeldrive cars they've previously owned. It handles well on snow and ice, "better than the Saturn SLZ which was our previous car."

In addition to going regularly into town or to Paris, 10 miles away, the Ackleys make a weekly trip to Lewiston and occasional trips to Portland and points south. They travel an average of 750 miles a month and average 53 mpg in summer. Mileage falls off with cold weather. The first winter it was 44 mpg but this past one it was 48 mph. They figure the difference was due to milder temperatures.

Emory reports he keeps a careful eye on the car's five-minute mileage rate updates as the Prius rolls along. "You feel as though you're in competition with yourself – or your spouse."

The vehicle has been almost trouble free. They follow the dealer's recommendation for an oil change every 7,500 miles and that's been about it. So far the only thing they've paid for is a wheel alignment after they hit a pothole.

Emory Ackley of Buckfield thinks that Maine should require that car makers sell a certain percentage of hybrid or all electric vehicles by a given date. "I'm a supporter of that. If it's going to happen, it's up to the State to bring some pressure," says Emory.

Enfield Man Shares His Enthusiasm

Eric Metzler - Enfield

Car shoppers interested in the experiences of Toyota Prius owners can find a wealth of information on line at http://groups.yahoo.com/ group/toyota-prius/. An e-mail group and web site dedicated to discussions about the Toyota Prius and hybrid technology, the yahoo web



Eric Metzler of Enfield founded a web site for discussions of the Toyota Prius. Here, Eric and his Prius are in West Enfield overlooking the the Penobscot River to Howland.

site was started in 2000 by Eric Metzler of Enfield, and now has 3,300 members. "It's the biggest group of its kind," Eric says.

Eric started the site after following an email group focused on the Honda Insight. When he couldn't find a similar group for the Prius, he started his own. Visitors to the site can read the glowing recommendations of Prius owners, and about common questions about the car. One member, an American living in Japan, had been driving a Prius long before they were introduced in the U.S. and was pleased to see hybrid technology finally available in this country.

While the web site attracts attention from more drivers in populous states like Massachusetts and California, Eric is also spreading the word in Maine, by showing off his Prius at local fairs.

"It's a great little car with good mpg. It's roomy inside, quiet and clean and has a smooth ride."

Betsy Garrold, pictured with her son Heath, first sat in a Honda Insight at the Common Ground Fair in 2000 and she was hooked.



Now she commutes in her "great little car" 45 miles each way to work in Bangor. She kept her old 1991 Ford Escort station wagon for hauling chicken feed and her two big dogs. "I wanted a hydrogen fuel cell car, but they're not making those yet," so Betsy settled on the Insight and she's glad she did.

Heather "Betsy" Garrold - Knox

"I'm Not a Cutting Edge Kind of Guy"

Gerald Maraghy - York

At 6 foot tall, 230-plus pounds, Gerry Maraghy marvels at the space in his Honda Insight. "I went to a National Scout Jamboree in Virginia and filled the back up with a foot locker, sleeping bags... and I could still see out the back window. A friend of mine was going down in a Suburban and we both filled up in New Jersey. His took 20 gallons and mine took 5.6 and we were essentially hauling the same stuff," Gerry said.

"People comment that (this technology) is the wave of the future. I say, look around you – it should be the wave of the here and now," says Gerry. He chose the car because of its "impressive miles per gallon, ultra low impact on the environment, conventional handling (with no plug in), comfortable roomy interior and great looks exterior."

A graphic designer, Gerry works for a hospital in Brunswick that uses pneumatic tubes to move x-rays, lab samples and other materials quickly from one department to another. His boss has dubbed Gerry's Insight, "The pneumatic tube of Route 1."

Despite typical Maine winter weather conditions, Gerry says he's had no trouble making the 75-mile commute from home, even during the snowy winter of 2000-2001, and his



Gerry Maraghy of York chose the car because of its "impressive miles per gallon, ultra low impact on the environment, conventional handling (with no plug in), comfortable roomy interior and great looks exterior."

Honda is "amazingly stable."

"Unless these guys in 4 x 4 trucks are driving off-road – which I bet 9/10th of them aren't – driving a big vehicle doesn't make sense economically or environmentally," Gerry said. "I'm not a cutting edge kind of guy but when I originally looked at the Insight when they introduced them to the U.S. in 2000, they had already been using them for three years in Japan. I've had no problems with either the car or the dealership." "I went to a National Scout Jamboree in Virginia and filled the back up with a foot locker, sleeping bags... and I could still see out the back window. A friend of mine was going down in a Suburban and we both filled up in NJ. His took 20 gallons and mine took 5.6 and we were essentially hauling the same stuff."

Bangor Grandmother Doesn't Think of Herself as "Snazzy Car Driver"

Hope Brogunier – Bangor

A new grandmother, Hope Brogunier doesn't think of herself as "a swashbuckling snazzy car driver." She purchased her snappy little Honda Insight as part of a life-long desire "to live lightly on the earth" but living responsi-

Hope said after people hear that her Insight gets 63 miles per gallon and realize it doesn't have to be plugged in (I), the second question they always ask is, "Why aren't all cars made like this?"

bly has led to some amusing consequences.

There was the time when she was driving in traffic in Rhode Island and heard a horn blaring. Thinking someone wanted her to move over, she was surprised to see two guys in a red truck giving her 'thumbs up.'

Another time she came out of a restroom to find two guys circling her vehicle.

"The questions always start with, 'Do you like the car?' After I talked with them, one of the guys said, 'Well, that's the next car I'm going to get for my wife,' and the other guy said, 'Do the dealers give you any commission for the time we're taking?'"

"The car is its own best advertisement."

Hope said after people hear that her Insight gets 63 miles per gallon and realize it doesn't have to be plugged in (!), the second question they always ask is, "Why aren't all cars made like this?"

"There are a lot of causes I care deeply about but nothing I've ever written, done or said has gotten as much attention as driving this car," Hope said.

Hope believes her Insight is one of the first hybrid cars sold in Bangor. Whether she's driving in Maine or elsewhere, her car always attracts attention, especially from men.

"There are two types of guys out there: Those who know about hybrids and are eager to hear how it's performing and those who love snazzy sports cars. I always ask the latter to guess the miles per gallon and what it costs. I don't think anyone has ever over guessed the mpg and almost nobody guesses how reasonably priced it is," Hope said. "The car is its own best advertisement."

Clark says he and his wife Sharry bought their Prius "for environmental reasons. I feel very

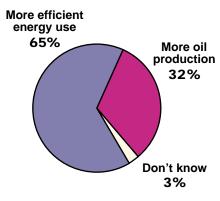
strongly that our government policies continue our overdependence on fossil fuels," but they should support "alternate sources of energy."

Clark & Sharry McDermith

North Berwick



Which of the following do you think should be the nation's first priority in addressing the nation's energy situation?



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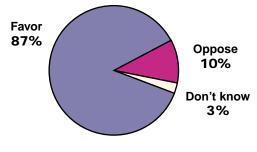
Beth Nagusky of Litchfield purchased her Honda Insight in 2000 "to reduce personal greenhouse gas emissions." Her "MPG 70" license plate tells part of the story, but the reason behind her choice is "It's important to reduce greenhouse gases so that we can leave our children and grandchildren a world that will be worth living in."

Beth Nagusky - Litchfield

What Beth Saved					
	1993 Geo P	rizm	2001 Honda	Insight	
MPG (city/hwy)) 28/34		61 /	68	
Annual Fuel Co	ost \$675		\$31	6	
	- Air Pollution -				
Greenhse W	/orst	Best	Worst	Best	
Gases				V	
1! Pollutants:	6.3 tons	3.1 / yr.	^{15.3} 3.1 to	3.1 ns/yr.	
CO, NO _x , VOCs	322 lbs.	/yr.	239 lb	os./yr.	



Do you favor or oppose requiring automakers to increase the miles per gallon of gas for new vehicles?



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For the Herricks of Greenville Junction, Prius Is First 'Luxury Car'

Fred & Martha Herrick – Greenville Junction

Cold weather doesn't come as a surprise in Greenville Junction, just west of Greenville, off Moosehead Lake in northwestern Maine. What has come as a pleasant surprise for resident Fred Herrick is the performance of his Toyota Prius. While chilly weather does lower the miles per gallon from over 50 in warmer months, the Prius has performed beautifully in below-zero temperatures, Fred said. He's been "extremely happy" with the car. "It's our first 'luxury car," he said, noting that his previous cars did not have an automatic transmission, air conditioning or power windows.

In Greenville, population 1,800, Fred owns one of three hybrid vehicles buzzing around town. "I think Greenville folks are environmentally conscious," he says. He and his wife, Martha, bought the Prius because of its gas mileage and low fuel emissions. "We feel it is unwise to wage wars over fossil fuel; we believe lots of people making a small change could result in a BIG CHANGE." " We feel it is unwise to wage wars over fossil fuel; we believe lots of people making a small change could result in a BIG CHANGE."

"Do You Have to Plug It In? No!"

Ruth Gabey – West Gardiner

" A couple of young ladies once thanked us for buying it." Ruth Gabey marvels at the questions people ask about her Honda Insight. "Do you have to plug it in?" is a response many hybrid car owners get, but Ruth is more amused by folks who want to know if it will go in the snow or if it rolls over. "Nobody asks questions about other cars like this," she said.

Pointing to her own experience, Ruth says she and her husband had to cancel

going to a Christmas party one year because they feared not being able to get their 1995 Ford van up the driveway. "(The Insight) drives just like any other car," she said.

One difference that Ruth has noticed is that "young people give us the 'high sign.' A couple of young ladies once thanked us for buying it."

> One difference that Ruth has noticed is that "young people give us the 'high sign.'"

Ruth's husband, Richard, drives a school bus. Ruth says she is interested in seeing the hybrid technology adapted to other types of vehicles. "I just got an e-mail saying the president of Italy has mandated that by 2005 all carmakers (in that country) develop electric/ hydrogen technology... we need this technology in trucks and buses as well."



Dover-Foxcroft Couple's Previous Car "Got 20 Miles Per Gallon on a Good Day"

Lesley Fernow & David Frasz – Dover-Foxcroft

" It's a wonderful car. I've heard people say that they don't want to buy one until the bugs are worked out but it's completely under warranty so there's really no risk." Lesley Fernow knows her individual decision to buy a hybrid car won't have a significant impact on conserving world energy resources or decreasing air pollution, but if everyone made that small personal decision... well... "it could make a big difference," she said.

An internist and member of Physicians for Social Responsibility, Lesley has been interested in air quality and pollution issues for years. When she and husband, David, purchased their Toyota Prius last April, gas prices were going up and the couple felt they "had just made the biggest coup ever," Lesley said.

The switch from her former car – a Lincoln Continental that got "20 miles per gallon on a good day" – may have heightened Lesley's enthusiasm. Even now, however, with volatile gasoline prices, Lesley loves driving her Prius. "You really feel good driving this car because... you know it's not wasting fuel and when it turns off at a stoplight, you know you're not pollut-ing," she said.

Before purchasing the Prius, Lesley said she considered buying a Subaru or other fourwheel drive vehicle to get in and out of back roads in the winter. While she's found the Prius to be "a little bit light on ice," it's done well in winter driving. "It's a wonderful car. I've heard people say that they don't want to buy one until the bugs are worked out but it's completely under warranty so there's really no risk."

"Extremely High Gas Mileage, Very Low Emissions and It's Still Fun to Drive"

Edward Myjack – Union

As an industrial designer, Edward Myjack possesses "an insatiable need for new technology." He also has a weakness for highperformance vehicles.

"Honda has created a high performance vehicle in terms of its extremely high gas mileage and very low emissions. And it's still fun to drive," says Edward whose previous car was a 1988 Corvette. "I wanted an everyday car that's better on gas, has a low frequency of repair rate, with a good aesthetic and ergonomics. Hondas have always been extremely reliable cars with excellent fit and finish."

Edward's Insight averages 72 mpg on the highway (best is 74.6 mpg on a trip to Connecticut). "In the Insight, you expect more," he says. "The worst gas mileage is 25 mpg going up steep hills... overcoming gravity is when you use the most fuel." He speculates that if SUVs were built with as much aluminum and plastic as the Insight, even these vehicles would see improved gas mileage as a result of having less weight for the engine to move around.

Always on the look out for a good deal at the pumps, Edward believes consumers would become more interested in hybrid vehicles if gas prices were to increase. "In Connecticut, sales tax is waived to encourage buyers into these new hybrids... Maine might think about doing the same," he suggested.

Edward said the Insight meets and even exceeds many of his ex-

pectations. Still, he's already looking to the future. In 2004, Edward expects Honda to debut its first production fuel-cell vehicle – he'll be waiting in the wings. "If every car in America got 40 mpg or better, we wouldn't need to be in the Middle East protecting our interests." "I wanted an everyday car that's better on gas, has a low frequency of repair rate, and with a good aesthetic and ergonomics," says Edward whose prior car was a 1988 Corvette.

What Edward Saved				
	198 Chevy C		200 Honda I	
MPG (city/hwy Annual Fuel C			61 / \$2	
– Air Pollution –				
Greenhse	Worst	Best	Worst	Best
Gases Pollutants: CO, NO _v , VOCs	^{15.3} 9.6 to 272 II		^{15.3} 3.1 to 239 I	2

Unity College President, David Glenn-Lewin says he chose his hybrid Toyota Prius because "It's the right thing to do both as the leader of what we call

'America's Environmental College' and to match my personal beliefs." He finds the Prius "much quieter" than his old Mazda Protégé and notes another important difference: "You can't call it the gas pedal anymore – you may get gas, you may get an electric motor or you may get both... but you get something!"

David Glenn-Lewin – Unity College





Paul Leblond says he purchased his Toyota Prius when his Chevy Nova was "dying," because "I wanted to do my part to keep the air clean." Paul says, "The Prius' response is different from my Chevy Nova. The Prius gas engine shuts down when stopped – to reduce air emissions. In my Nova, when the gas engine shut down it had stalled!"

Paul Leblond – Portland

"The Less Gas You Burn, the Less Pollution There Is"

Wesley Hall - Hollis

" It's the solution for pollution."

"I thought something was wrong with it." That was Wesley Hall's reaction the first few times after he bought his Toyota Prius when the gas-fueled engine shut down and the almost silent electric motor took over. After a year of driving about 500 miles a week, the retiree from Hollis is no longer disconcerted at the abrupt silence. He knows his vehicle has switched into fuel-saving mode, relying on the energy captured from the brakes and downhill coasting instead of expensive and ultimately finite gasoline.

"It's the solution for pollution," says Wesley in explaining why he chose to purchase a hybrid vehicle like the Prius. "The less gas you burn, the less pollution there is."

It took almost three months after he ordered the vehicle before it arrived but Wesley feels it was worth the wait. Initially, the car was a great novelty and he frequently found himself answering questions from total strangers wanting to know more about it. Now that he's had it awhile his friends and neighbors at least have had opportunity to satisfy their curiosity and Wesley spends less time being an unofficial Toyota salesman.

"It's a good little car," he says. "It handles well. It's really just like any other front-wheel drive." Well, just like any other front-wheel drive that happens to get 52 mpg. That's Wesley's average mileage. The car sometimes performs a bit better than that. In wintertime and when he does a lot of stop-and-go driving the mileage falls off somewhat but he reports "45 mpg – that's about as low as it ever gets."

Wesley says he's found the Prius handles "very nicely" and on the whole has been just about trouble-free. "We had a problem at first with the tires but the dealer took care of it," he says. He went to different tires and everything's been okay since.

Wesley says "I think it would be a very good idea" to require car makers to meet a percentage quota by a certain date for sales of hybrid or electric cars.

The Best Car He's Ever Driven

Charlie MacArthur – Sangerville

■ For three decades, Charlie MacArthur of Sangerville has been passionate about alternative energy resources and electric vehicles. On July 13, 1974, Charlie drove an electric motorcycle to the summit of Mount Washington – 6,288 feet high.

That accomplishment and the fuel crisis of the 1970s inspired him to sponsor an annual Mt. Washington event where participants competed to determine who could drive to the summit and back using the least amount of "fuel."

Now 74, Charlie is skeptical that hybrid technology will make a real difference in saving us from the inevitable – running out of fuel. Outfitting every American driver with a fuel-efficient vehicle would be a huge undertaking, he says.

In a time of low fuel prices and high SUV sales, he cites a commonly used statistic these days – the United States has 5 percent of the world's population and consumes 25 percent of its oil.

In the meantime, Charlie drives three very efficient cars. For short trips, he has an

electric car called a "Sparrow," that is compact, three-wheeled, seats one, and gets 350 mpg using EPA values for gasoline and electric power, says Charlie. He also drives a 1980 "Freeway" that gets 80 miles to the gallon, and a Toyota Prius, which he says is the best car he's ever driven. "The best mileage I've gotten was 66.3 on a trip to Bangor... it's the best twowheel drive in any kind of snow."



The United States has 5 percent of the world's population and consumes 25 percent of its oil. Outfitting every American driver with a fuel-efficient vehicle would be a huge undertaking, says Charlie MacArthur of Sangerville, pictured here with his Prius on top of New Hampshire's Mount Washington.

The Prius is "A Joy to Drive," Even in Winter

Shirley Lamson – Saco

When Shirley Lamson of Saco heads out for errands in her Toyota Prius, her son just shakes his head. Nicknamed "the Jetson Car" by one of Shirley's sons, the Toyota is an anomaly in Saco where it was the first hybrid car sold. It's also an exception in the Lamson family where the boys all own large vehicles. Shirley, herself, replaced a GMC Jimmy with the Prius. She hasn't looked back since.

"I bought the Prius because of its fuel economy, lower emissions, comfort – even in the back seats – and quietness," Shirley said. "The car is a joy to drive," she said, even in the winter. While Shirley had previously owned a small car, she was hesitant to drive the Prius in the snow. When a family member had to go to the airport in a

snowstorm, Shirley discovered the Prius could handle snowy weather just fine. "It was an awakening as I drove through sometimes unplowed roads without any problem," she said. "It's a great little car!"



"The only negative is being called the 'Jetson car,' but I have the last laugh at the gas pump," says Shirley Lamson of Saco.



Gary Nielsen drives his Toyota Prius 2,500 miles a month. "It is quiet as a mouse when stopped at a light or crosswalk," he says.

Gary Nielsen - Sidney

Retired Teacher Finds Prius Has Him Teaching Again

Paul Schmidt – Kennebunk

Paul Schmidt of Kennebunk has owned a string of Toyotas over the years and when it came time to find a replacement vehicle he decided to opt for the new Prius and "be less reliant on gasoline prices." "I've often thought I should write Toyota and say you guys should give us a percentage," says retired teacher Paul Schmidt. He's referring to the free salesmanship he and his wife often find themselves performing in their enthusiasm for their Toyota Prius. People are always approaching them to ask about the hybrid electric vehicle and they certainly have been gracious in responding.

"One family came over and we ended up giving them a test drive," he says.

They've owned a string of Toyotas over the years and when it came time to find a replacement vehicle they decided to opt for the Prius and "be less reliant on gasoline prices."

In addition to occasional jaunts to Portland and Kittery, the couple has driven to Florida once, to Illinois twice and on an extended 1,300-mile trip to Pennsylvania. This last trip they averaged 46.7 mpg with a major portion interstate highway driving at 70 to 75 mph.

Schmidt and his wife both have back problems and one of the things that has impressed them about the car is its interior roominess and how comfortable the front bucket seats are. He reports his 91-year-old mother-in-law is now living with them and there is plenty of room in back to take her along. "For a compact car we find it extremely comfortable," he says.

Another thing they like is the extended warranty option they purchased with the vehicle. "We're driving care-free," he says. "If anything goes wrong, we're totally confident it will be taken care of."

Schmidt loves the hybrid concept and is enthusiastic about the idea of rebates or tax reductions for purchasers of new, more environmentally-friendly vehicles.



"The Insight is a perfect fit for those who use their car primarily for commuting, or those who do not require a large vehicle for transporting people or cargo. As the technology is fitted into larger cars I would definitely recommend it to anyone."

Jeff Butler – Saco

Insight Tempts Litchfield Man to Buy His First New Car

Brian Kent - Litchfield

• A self-employed land use planner, Brian Kent has watched the development of hybrid cars over the last 10 to 15 years. The Insight is the first new car that he ever bought.

"The Insight is a thoughtfully designed, intelligent car," Brian says. "It was a *no brainer* to get one when you go from 35 mpg on other Hondas to the promise of 60 to 70 mpg (with the Insight)."

"Purchasing an Insight was a sensible business decision because 90 percent

of the time, I'm the only one in the car and I'm driving 50 miles or more. You can charge the standard 32 cents per mile but the car really only costs me around 2 cents a mile to run," Brian says.

While Brain's Insight averages 75 mpg in the summer, it drops to 62 mpg in the winter when he adds studded snow tires, an essential for his long steep driveway and frequent travel over icy back roads. With snow tires, Brian says the car does well in the winter, even "performing beautifully" in a "blizzard" in 2001 when he had to drive to Rockland and back.

"The car challenges you to do better. It's trained me to be a diligent driver," says Brian.



Left: "It's the responsible thing to do, it's fun to drive summer and winter and it costs me around 2 cents a mile to run," says Brian Kent of Litchfield of his Honda Insight.



Above: The Insight's control panel monitors current and lifetime miles per gallon; Brian's average is 70 mpg.

100-Mile Commute Switched from Four-Wheel Drive Truck to Hybrid Car

Michael Giguere - Harrison

Like most hybrid car owners, Michael Giguere of Harrison has become accustomed to fielding questions from strangers who want to know more about his Honda Insight. He still chuckles about one incident: "I was at a mall and some people wanted to see the motor. I opened the hood and a butterfly flew out," Michael said. "They couldn't believe it."

While the "clean aspect" and new technology of his Insight were two characteristics that attracted him to the car, the gas mileage was a real selling point. Commuting 100 miles a day in a four-wheel drive truck, Michael estimates he spent about \$4,000 a year on gas before he bought his Insight. With the 61 mpg he gets with his hybrid, he's saving at least half of that.

"The Honda has two bar graphs (on the control board). As you give it gas, it reads 'assist' and as you are going downhill, the energy from the tires charges the battery and it reads, 'charge,'" he explained. "It also shuts itself off when you're stopped at a light. When I'm in other cars, I notice now when the brakes are applied or we're waiting at a light and I think, 'What a waste." Commuting 100 miles a day in a four-wheel drive truck, Michael estimates he spent about \$4,000 a year on gas before he bought his Insight. With the 61 mpg he gets with his hybrid, he's saving at least half of that. MAINE DEP



Maine State Fleet Has Twelve Hybrid Cars

"We just added five new Priuses to our fleet of seven hybrids, making Maine a state leader in hybrid fleet ownership. Each year we are saving nearly 28 tons of emissions and nearly \$2,313 in

gasoline costs for the State. The State employees love driving them and want me to order more."

Dwain McKenney – Maine Central Fleet Management

Sanna Adams drives her Honda Insight about 1,000 miles a month, averaging 60 miles per gallon. She bought the car because it is an "environmentally-friendly, good-looking car." Sanna has two words of caution: First, "it is easy to get a big speeding ticket – I have." Second, although the Insight

is a "wonderful vehicle," hauling your Airstream trailer with it, as pictured, is <u>not</u> *recommended.*

Sanna Adams – Limington



You, too, can help make a difference for the environment!

Support the Natural Resources Council of Maine



The Natural Resources Council of Maine is the leading voice for protecting Maine's environment. Supported by 8,000 citizens from across the state, we have been working since 1959 to ensure clean air, clear water, and healthy forests for our future.

Letting people know about the value of hybrid cars is just one part of our mission.

The Council also:

. . .

- Developed a "clean car sticker" for car dealers to help consumers identify new cars that are low in emissions and high in gas mileage.
- Fought successfully for pollution reductions from Maine's largest air polluter, an oil-fired power plant on the shores of Casco Bay, whose emissions travel up our coast, distressing those with asthma and other respiratory ailments, and causing smog over our scenic vistas.
- Led campaign to phase out products that contain mercury, a toxic chemical that harms our children's health and the health of our loons, fish, and other wildlife.
- Spearheaded efforts to remove Edwards Dam in Augusta, which has greatly improved the fisheries and water quality in the Kennebec River.
- Won passage of the land bond referendum that provided \$50 million for the protection of land and shorelines in all 16 counties of the state.

By supporting the Natural Resources Council, you can play a part in critical environmental issues facing Maine.

As a member, you will be kept up-to-date on these issues, through our website, **www.maineenvironment.org**, our newsletter, *Maine Environment*, and action alerts on legislative issues. You may also take a more active part in raising your voice for the environment, by joining our e-mail based Environmental Network or participating in workshops and other events.

Most importantly – you will have the satisfaction of knowing that you are doing your part to protect Maine's environmental future.

Become a member today – and see how you can make a difference in Maine's environmental future.

Make a difference for Maine... Return this coupon or join us online!

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W	ww.maineenviron	ment.org	Thank you for your support.

Current Hybrid Electric-Gasoline Vehicle Choices*

The introduction of Honda's new 2003 Civic Hybrid expands U.S. consumers' hybrid-electric vehicle choices to three. Like the Toyota Prius and Honda Insight, the Civic Hybrid gets exceptional gas mileage (46 MPG city/51 MPG highway). All three hybrids are environmentally friendly with among the best ratings for global warming and smog-forming emissions.

Three Gas-Saving, Low-Emission Choices

Honda Civic Hybrid (2003)

	MPG(city/hwy)	Price (MSRP)
Automatic	46/51	\$20,550
5-speed manual	48/47	\$19,550

- 5 passenger sedan
- First hybrid version of an established car model
- 40% better gas mileage than conventional Civic Sedan

Toyota Prius (2002)

	MPG(city/hwy)	Price (MSRP)
Automatic	52/45	\$20,450

5 passenger sedan

- First mass-produced hybrid in the world
- Can reach speeds of up to 100 MPH
- 0 to 60 in 14 seconds
- Made of 90% recyclable materials

Honda Insight (2002)

	MPG(city/hwy)	Price (MSRP)
Automatic	57/56	\$21,280
5-speed manual	l 61/68	\$20,280

- Two Seater
- First hybrid sold in the U.S. (introduced 2000 model year)
- Light-weight aluminum body
- Best gas mileage of the three hybrids







* As of May 2002; From the U.S. Department of Energy U.S. Environmental Protection Agency website – www.fueleconomy.gov

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