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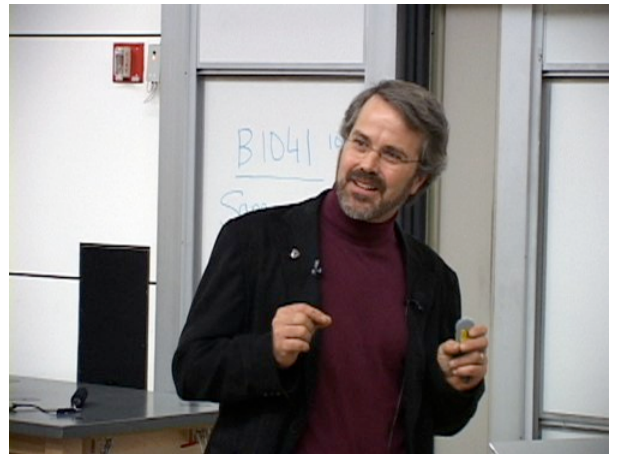
Alternative Energy for the Electric Car

Martin Eberhard, *Tesla Motors*

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Video URL: <http://ecorner.stanford.edu/videos/1861/Alternative-Energy-for-the-Electric-Car>

Martin Eberhard discusses the shortfalls of using Solar Energy as a key component in manufacturing a car. He believes that using fuel-cells to drive cars is a huge stretch in imagination. He finally notes that a mix of plug-in hybrid and gasoline is a viable idea for an interim solution for alternative energy sources to drive a car.



Transcript

Can we make an electric car that appeals to people that love cars? That's what I set out to do. Maybe that's my next big lesson: Be bold. And also, I think a key element to be a successful entrepreneur is a certain amount of naivete. Because if you actually know how hard the problem is when you set out, you won't do it. But the other side of the coin is that the hard problems are always the interesting ones.