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Former Ford director John Viera asks: What would the future of transportation look like if we could invent an incredibly affordable energy storage solution? He discuss how this distant reality could revolutionize mass mobility and transportation.



## Transcript

- Yeah, so if I had the magic wand, I would say that that magic wand would be to actually come up with an incredibly, incredibly affordable energy storage system for renewable energy.. So, it could be a battery-like storage system, fuel-cell sort, but incredibly affordable.. Because right now the challenge is, and everybody's working hard on reducing the cost of lithium-ion batteries and other things.. Right now, here's the problem, right? With electric vehicles somebody said the good news is with electric vehicles, you could take a renewable, clean energy source, right, and the cost of it, and Pedram, we've talked about this, is really coming down.. So you kinda have free energy, it's clean, that's the good news.. The bad news is, you got a \$10,000 fuel tank.. You go to the internal combustion engine, the good news is you got a \$100 fuel tank, but the fuel is not clean, and it's expensive for the customer, right? So, that's the problem.. So, the solution is: how do you have the first element, but take away that \$10,000 fuel tank? So, if I had a magic wand, it would be energy storage at an incredibly low level, and if you can get energy storage at an incredibly low level, then you'll absolutely be able to touch on the societal issue of: how do you make mobility and transportation affordable for the masses? (hand hitting speaker's leg)..