

KERRWIL

April 18th, 1979

Mr. F.G. Johnson,
Special Vehicles Division,
Transportation Industries Branch,
Dept. of Industry, Trade & Commerce,
Ottawa, ON K1A 0H5

Dear Fred,

Thanks for forwarding information from Renton Patterson re his twin desires to set up an Electrical Vehicle Newsletter and an Electrical Vehicle Association.

As you are aware "E V Focus" (financed by McGraw-Hill) was unable to ^hback it in the large US and international markets. Secondly you have been issuing a report regularly with modest but penetrating circulation. Kerrwil has a vested interest in the electrical vehicle industry and publishes "Electrical Business" which reaches over 20,000 people in the electrical industry. It would be no trick at all to add names to our circulation list of people Renton and you would like to reach. Starting immediately we had planned to start a regular EV column in each issue of "Electrical Business" and as you know we are sponsoring the EV Seminar in Toronto on October 25th. My suggesting is that Renton, you and I meet to discuss the basis on which you and/or he could work with our editor to "feed" this column.

With regard to the Canadian EV Association, as you know there is some apprehension that this be established with a strong base. In this regard we are having ongoing conversations with the executive of the Electrical Electronic Manufacturers Association whose participation could add strength and credibility from the outset. Again I would suggest that Renton be patient until we can get together to discuss how best we can work this out.

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I am encouraged by his interest and enthusiasm and will co-operate in any way that will have maximum overall benefits for the people who are and who will be involved in the EV industry in Canada.

Hope to see you in Montreal on the 23rd and look forward to firming up the programme for October.

Yours very truly,



J. W. KERR

cc. Karen Dalton, Kerrwil
Renton Patterson ✓

JWK/cvdw