

Backgrounder

Author: Administrator User<info@frifugl.no> The electric car is back, capturing public attention and imagination. The confluence of climate change, high fuel prices, the success of hybrids, improved technology, and other factors have brought new attention to electric vehicles. That resurgence led a group of Norwegian clean-tech investors to acquire the electric car company TH!NK, a vehicle with a storied history. In doing so, these investors saw the opportunity not only to launch a great electric plug-in car, but also to invent a completely new business model -- one that taps into the latest innovations, strategies, and values about responsible business in the 21st century. It is in this light that Google, Inc. has graciously agreed to host a brainstorming session with some of the brightest minds in Silicon Valley and beyond, to rethink TH!NK -- that is, to envision the best and brightest ways to produce, market, and sell TH!NK vehicles to the broadest possible market.