

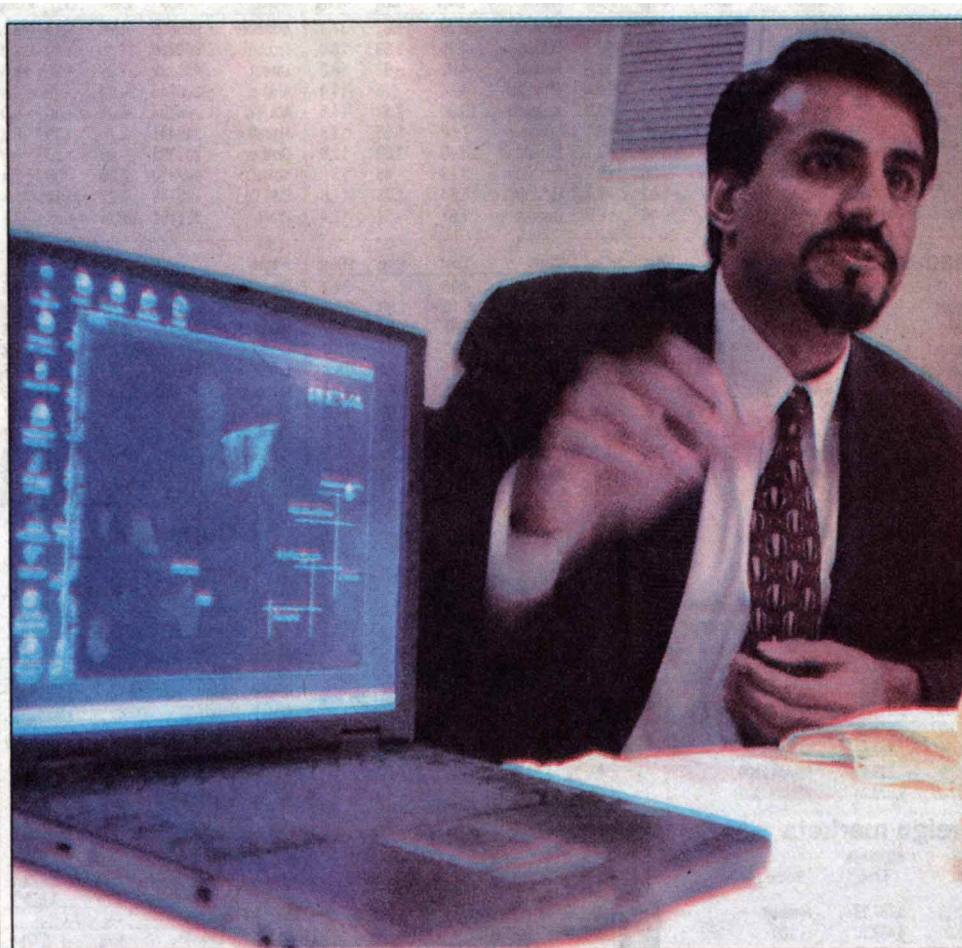
## The Journal News

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## Business

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Derek Davis/The Journal News

Chetan Maini, managing director of REVA Electric Car Co., shows a demonstration during his visit with executives from Curtis Instruments Inc. at the Crabtree Kittle House in Chappaqua.

## Curtis controls REVA-lution

Company supplies key components for Indian electric cars

Abigail Klingbeil  
The Journal News

MOUNT KISCO — As a child growing up in Bangalore, India, in the 1970s, Chetan Maini pedaled his bicycle to school. Now he said he would not even think about bicycling around the city, since its heavy pollution would fill his lungs. Instead, he drives around the city in what he sees as one of the answers to his country's pollution woes — an electric car called REVA.

Maini is the managing director of Bangalore, India-based REVA Electric Car Co. Ltd., which started selling no-emission cars in India earlier this year, after spending nearly seven years developing the mini vehicles. Maini spent time in northern Westchester County yesterday with executives from one of REVA's main development partners, Mount Kisco-based Curtis Instruments Inc.

Curtis Instruments makes what Maini considers one of REVA's most important components, its motor speed controller.

In gasoline-powered vehicles, as a driver pushes the gas pedal, more gas flows, causing combustion that fires the pistons and causes the automobile to go



Photo courtesy of Curtis Instruments

REVA Electric Car Co. Ltd. of Bangalore, India, began selling this electric-powered car earlier this year. Mount Kisco-based Curtis Instruments Inc. developed the motor speed control component for REVA.

faster. But in an electric vehicle, a motor speed controller is necessary to regulate the amount of electric current flowing to the motor, which determines the automobile's speed.

Curtis, which had revenue last year of \$110 million, makes instruments and motor speed controllers for battery-powered vehicles and equipment, such as golf carts, wheelchairs and electric cars. Curtis builds about 600,000 motor speed controllers a year.

Curtis' partnership with REVA has not yet yielded profits for either company, but Curtis



Stuart  
Marwell

still considers the relationship a worthy investment.

"The level of commitment we've made to the REVA electric car program is quite significant," said Stuart E. Marwell, president of Curtis Instruments. He said the company is willing to devote resources, including several em-

Please see REVA, 4D

## Curtis providing key components to Indian electric cars

REVA, from 1D

employees who work full-time on the REVA project, because it can see its potential and long-term growth opportunities.

"There are finite resources in the world," Marwell said. In the United States, automobile manufacturers have only made small inroads in developing alternative fuel on-road vehicles. Honda and Toyota both manufacture hybrid

vehicles, which rely partially on electric power.

Maini said it will take more than hybrid vehicles to help India's pollution. "In India, it's such an extreme problem, you need extreme measures and jumps in technology to really make a difference," Maini said.

The REVA uses only electric power. Drivers plug in the car into a power outlet after use. REVA reaches speeds of 45 miles per hour and can drive for about 50 miles be-

fore it needs to be recharged.

Maini said he expects REVA's operations to break even next year. He said he believes that it is primed for strong growth. By the end of the year, REVA plans to open 25 REVA dealerships in India and beginning exporting its cars to Europe and other Asian countries.

"I think when you have correct direction and vision, money comes," Maini said.

The relationship between REVA and Curtis Instruments began about four years ago. Maini said REVA chose Curtis from five manufacturers of motor speed controllers.

Maini said REVA, named after his mother, chose Curtis because it supplied the most innovative, cost-efficient product. And he felt Curtis believed in the product. REVA works closely with employees in Curtis' Livermore, Calif., facility. Be-

cause of the time difference, Curtis employees regularly stay late into the night to hold conference calls with REVA developers in India.

"Curtis has been more of a partner than a supplier in the whole project," Maini said. "More than anything else, you need people who believe in it," Maini said.

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