

Summer 2010

THE
PFIA

PROTECTOR



Journal of the **POLICE AND FIREMEN'S INSURANCE ASSOCIATION**

E7

*cruiser of
the future*



**Earthquake in Haiti
(+ Inside Edition)**

**Piece of Pizza,
Peace of Mind**

Ultimate Sacrifice

"Each Other's Keeper"

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About the cover...
Law enforcement's first purpose-built vehicle, the E7, will debut in 2012. It is currently on tour around the country. The E7 will soon be bringing jobs to Indiana and comfort and ease to its future occupants—in the front seats, anyway.

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cruiser of the future

The Carbon Motors E7 prototype is turning the car manufacturing industry on its ear. This is the first, and only, vehicle “purpose-built” for law enforcement. What is “purpose-built,” you ask? It quite simply means that these cars will be built exclusively with a particular purpose in mind. The new E7 will be manufactured from the ground up with the sole goal of meeting all the needs of its users—law enforcement officers.

A Modest Beginning

When Stacy Dean Stephens was still a patrol officer in Dallas, Texas, he began to wonder why the fire department and the military had special vehicles designed for their profession, while his did not. After three years of seeing fellow officers who were seriously injured or killed in car accidents, Stephens decided it was high time to turn his ideas into a reality. He earnestly began to solicit his idea for a specially designed patrol car to auto execs across the country. He finally found a former Ford executive who was willing to listen. William Santana Li liked Stephens’ idea and was up for the challenge of changing the car industry. Now Stacy Dean Stephens is co-founder and Director of Communications for Carbon Motors, and William Santana Li is currently the Chairman and CEO. The tragic events of 9-11 in 2001 acted as a catalyst, and the fledgling company quickly amassed a team of engineers and auto manufacturing experts to develop a homeland security style vehicle.

The Carbon Council

Stephens immediately developed a web site where law enforcement officers from all over the U.S. could offer suggestions for their ideal cruiser. Contributors from the web community were called the “Carbon Council.” Eventually, the web site *www.carbonmotors.com* expanded to give updates on the company’s progress and to display design ideas for the vehicle that was to become the ‘E7,’ a temporary code name for the project until law enforcement provides the official nameplate.

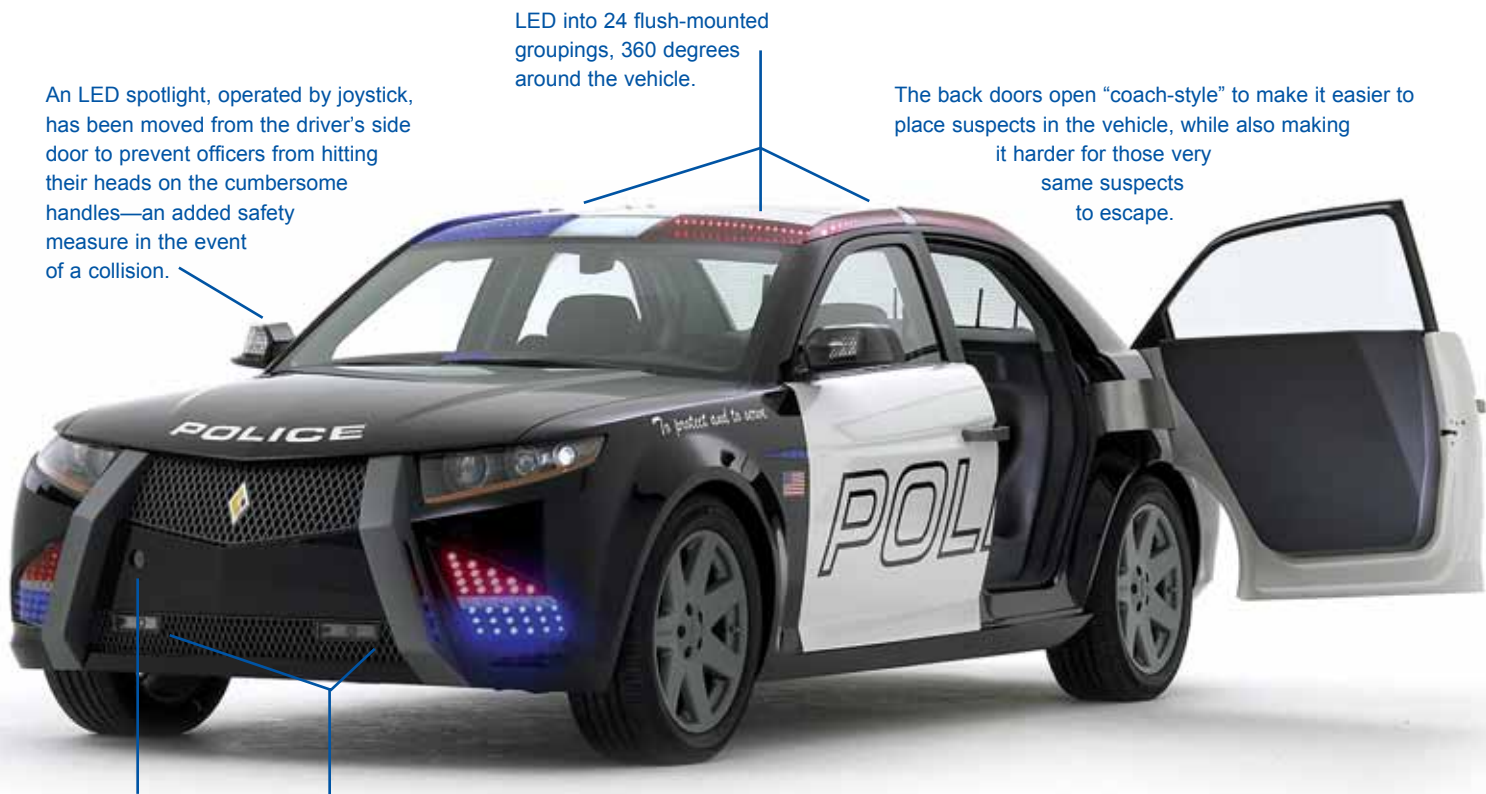
More than 3,500 law enforcement professionals, representing local, state and federal departments from all 50 states, weighed in on the ground breaking site. Changes to the car’s interior dimensions, overall performance, durability (despite the extreme demands of police use) and fuel efficiency were the most basic requests. Other’s indicated a desire to see more safety features, inside and outside the cruiser. More elaborate suggestions encompassed the integration of all the newest technologies currently available in the fight against crime and terrorism. Lee Hamilton, a former U.S. House member from Indiana and vice chairman of the 9/11 commission, advocated sensors to detect biological/chemical weapons and radioactive materials from inside the car. Oh, and it could not cost more than the fully outfitted fleet vehicles currently in use by police agencies. Tough demands, indeed.

Based on the myriad responses, the Carbon Motors team knew that the tradition of modifying a retail passenger car into a service car would not cut it. They decided to develop an all-new, never-seen-before, modern law enforcement vehicle.

Fuel Efficiency

The engineers knew a hybrid or electric engine could not meet the demands to be placed on the vehicle. BMW got on board with Carbon Motors to produce a 3.0 liter “clean” diesel engine. The 300 horsepower engine can accelerate the E7 from 0 to 60 in less than 6.5 seconds and reach a top speed of 155 mph! A big advantage to the diesel engine is that it is more efficient in idle mode than engines using unleaded gas. Departments purchasing the E7 can expect to see a 40% improvement in fuel economy over their current fleet vehicles. This results in a savings in taxpayer dollars as well.

Did you know... there are over 19,000 law enforcement agencies in the U.S. with a combined total of over 425,000 vehicles? These vehicles average only 8-14 miles per gallon and can sometimes drive up to 90,000 miles a year. With this size fleet, it is estimated that law enforcement in the United States burns through 1.5 billion gallons of gasoline annually and emits over 14 million tons of carbon dioxide into the atmosphere per year. Taxpayers are shelling out over \$4 billion each year for fuel expenditures alone—a number that only increases as the cost of fuel rises.



An LED spotlight, operated by joystick, has been moved from the driver's side door to prevent officers from hitting their heads on the cumbersome handles—an added safety measure in the event of a collision.

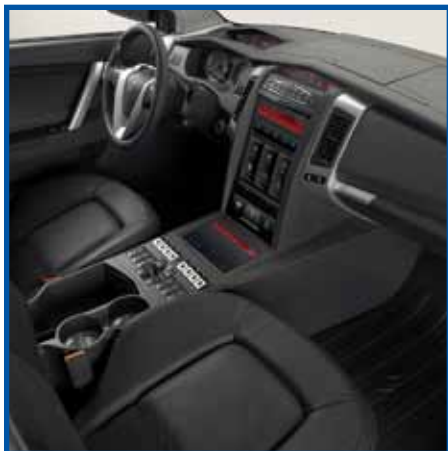
LED into 24 flush-mounted groupings, 360 degrees around the vehicle.

The back doors open “coach-style” to make it easier to place suspects in the vehicle, while also making it harder for those very same suspects to escape.

An infrared camera built into the front of the vehicle transfers images of people or animals at night onto a console for easy monitoring.

Two cameras positioned at license plate level automatically take photos and compare plate numbers against a national database. The digital system can process 1,500 plates per minute, retrieving alerts on ‘wants and warrants,’ such as: auto thefts, unpaid citations and Amber alerts.

★ The chassis’ frame will be constructed of extruded and hydroformed aluminum, more similar to the frame of a race car than a traditional passenger vehicle. It’s so strong, the rear of the vehicle can absorb a 75 mph impact! In addition, the body panels will be made of thermoformed plastic, with the colors molded right in!



High-Tech Interior Console: The integrated LED lights, sirens, public address system, etc... can be controlled by buttons, touch screen or voice command. A small printer has also been built into the console to produce computer-generated citations. Plus, the cup holders can be temperature controlled!



Front Compartment: The front seats are designed to accommodate utility belts and holsters, and reinforced with a Kevlar-like material along those areas to reduce wear-and-tear. A vent in the driver’s side headrest also delivers warm or cool air to the back of the driver’s neck.



Rear Compartment: The entire transport compartment is a solid unit, including the safety divider. The seatbelts snap into place so officers do not have to lean over detainees, and the seats are constructed out of a durable molded plastic to facilitate easy cleanup. In addition, video monitors record the activities and conversations made in the back seat.

Continued on page 21

“Our country builds purpose-built vehicles to put out fires, go into battle, clean our streets, collect our trash and deliver our mail. Why not a purpose-built vehicle, then, for patrolling our roadways, protecting our communities, and securing our homeland?”

—Stacy Dean Stephens

Home Sweet Home

Carbon Motors Corporation started up in California, but finally chose Indiana as its permanent headquarters. In the process of looking for a “home”, the Carbon management team came up with a list of over 400 criteria to be considered in finding the “perfect” location. High on that list was the goal of creating new jobs in this hard-pressed economy. Another was in keeping with the company’s “green” policies— retrofitting an existing manufacturing facility to LEED (Leadership in Energy & Environmental Design) certification.

Connersville, Indiana seemed to best fit the bill. Connersville has been home to at least seven automakers of yesteryear—Auburn, Ansted, Cord, Duesenberg, Empire, Lexington and McFarlan. Carbon Motors plans to convert an old manufacturing plant that was built there in 1954. Most recently, the factory produced heating and cooling systems for Ford until 2007, when they were forced to close their doors and lay off their entire work force.

By bringing the E7 to Indiana, Carbon Motors will be creating 1,550 new jobs for the largely unemployed populace in the surrounding county. Not to mention an additional 500 jobs opening up for Tier 1 suppliers who will share the facility, and 8,000 indirect jobs throughout the state due to increased demand for products and services from Carbon’s facility. In fact, Chairman and CEO William Santana Li anticipates sourcing 70% of the car domestically, mostly from Indiana.

A Green Machine

Assuming ownership of the Connersville site also requires Carbon Motors to attend to the remediation of trichloroethylene (TCE) water contamination resulting from the original usage of industrial solvents in the facility—to the tune of \$4 million! Above and beyond that, the company is planning to lower the risks of environmental contamination from their plant by cutting out a traditional step of auto manufacturing—the painting. The use of a co-molded, colored film in their unique manufacturing process will integrate colors, letters

and other designs directly into the thermoformed plastic body panels. By eliminating the painting process, the release of Volatile Organic Compounds (VOCs) normally associated with the paints and solvents used are also eliminated.

In addition, the plastic body parts will be constructed of recycled materials. Carbon Motors also intends to re-use vehicles (to be offered as certified used), re-use parts from dismantled E7s, and recycle approximately 95% of their cars at their “end-of-life” point.

Progress & Pricing

As of May 2010, Carbon Motors had surpassed 14,000 reservations for the new E7, which has been on tour across the nation since 2008, wowing departments with its distinctive design. Carbon Motors counts reservations from over 400 law enforcement agencies, representing each functional area of law enforcement in 48 out of 50 states. There have even been requests from Australia, Brazil, Canada, France, Libya, South Africa, and Ukraine (to name a few). At this rate, the corporation fully expects to be sold out well in advance of the first E7 rolling off the assembly line in 2012.

Although Carbon has not yet announced formal pricing, standard police cars today are priced on average from the mid-\$40,000 to the low-\$60,000 range and Carbon Motors says that a turn-key E7 will be very competitive. Cruisers loaded with extra options, such as the radiation and biological threat detectors, will be significantly more expensive, of course.



Clockwise (from front to back) Chairman and CEO **William Santana Li**, Co-founder **Stacy Dean Stephens**, Executive VP and Chief Development Officer **Trevor J. Rudderham**, Executive VP and Chief Production Officer **Alan J. Bratt**, Executive VP and Chief Financial Officer **Keith R. Marchiando**, Executive VP and Chief Strategy Officer **Andrew B. Savarie**, Finance Manager **Peter T. Bartlett** and Director Product Planning **William F. McAtamney**.



The E7 prototype sits in front of the Carbon Campus in Connersville, Indiana. When finished, Carbon Motors' executive offices, research and development teams, assembly line, service center and sales department will all exist on this one site.

The initial cost of the vehicle might seem much higher in comparison to purchasing a traditional fleet vehicle, but when you factor in the amount it costs to outfit a retail car (such as a Crown Victoria) to law enforcement standards, and again, what it costs to remove all that equipment at the end of its service life, the savings really start to show. Furthermore, once you consider that the life expectancy of the entire E7 is envisioned to be twice as long as a standard retail car under law enforcement usage patterns, it makes even more sense to invest in a Carbon Motors vehicle. Then, when you look at the savings in fuel consumption, you might just quit your job in law enforcement and join their sales team. And truly, how can you put a price on the one-of-a-kind safety features integrated into this vehicle, which may yield an untallied return on investment of saved lives.

Overall, it sounds like the Carbon Council has come up with a winner, and that Carbon Motors is building more than a car. They are building a better future. We hope that Carbon Motors is successful in their endeavor to bring America's auto manufactur-

ing prowess back home to the country that invented cars. PFIA is happy to see a like-minded organization, "vehicles designed by law enforcement, exclusively for law enforcement." We also hope that prosperity finds its way to our neighbors south-east of Indianapolis, in Connersville.

Thank you to Stacy Dean Stephens for granting me an interview and allowing me to reprint information and photos from the Carbon Motors web site: carbonmotors.com.

Below: The E7 prototype garners lots of attention with its flashing integrated lights in Detroit, Michigan at one stop on its Pure Justice Tour.

