

ENERGY COLLOQUIUM

Winning the Oil Endgame



Amory Lovins
Founder and CEO
Rocky Mountain Institute
Snowmass, Colorado

Monday,
February 27, 2006
Wong Auditorium, E-51
Corner of Wadsworth and
Ames Streets at MIT

3:30 pm Reception in
Ting Foyer

4:00 pm Lecture in
Wong Auditorium

Reception follows in Ting Foyer

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For more information see: www.oilendgame.com

Abstract:

By the 2040s, the United States can eliminate its use of oil and revitalize its economy, led by business for profit. Existing technologies can redouble the efficiency of using oil (including tripling the efficiency of uncompromised cars, trucks, and planes) at an average cost of \$12/bbl, and can replace remaining oil use with advanced biofuels and saved natural gas. These innovations don't require fuel taxes, subsidies, mandates, or new Federal laws, but can be driven by competitive strategy for the car, truck, plane, and fuel industries and by military requirements.

Amory Lovins co-founded and leads the Rocky Mountain Institute (RMI), an independent, market-oriented, entrepreneurial, nonprofit, nonpartisan applied research center that creates abundance by

design. Much of its pathfinding work on advanced resource productivity (typically with expanding returns to investment) and innovative business strategies is synthesized in *Natural Capitalism*. RMI has served more than 80 *Fortune* 500 firms, lately redesigning upwards of \$20 billion worth of facilities spanning 22 sectors. RMI spun off E Source in 1992 and Fiberforge, Inc., a composites engineering firm, in 1999. His 28th



book, *Small is Profitable*, an Economist book of the year, was published in 2002, and his Pentagon-cosponsored 29th book, *Winning the Oil Endgame*, in 2004.

Amory Lovins has been named a MacArthur Fellow and has been recognized by the "Alternative Nobel," Onassis, Nissan, Shingo, and Mitchell Prizes, the Benjamin Franklin and Hapgood Medals, nine honorary doctorates, and the Heinz, Lindbergh, *Time* Hero for the Planet, and World Technology Awards. He has advised the U.S. Departments of Energy and of Defense and industries and governments in more than fifty countries.



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