Money (doesn’t) talk, Mindset rests

We have already reported on our website about several valuable initiatives, and our present subject is also worthy of attention, inspite of that, that there is currently noone to put the dot on the end of the sentence.

In certain sense for the alternative drives sensitive innovators have a difficult job as there has already been invented such a lot of things that it's not easy to come out with a new solution. The creatives of the concept car named as „Mindset“ haven’t even choosen the conventional „blue ocean“ strategy, namely they haven’t made up their mind to a unique move. They tried to reach the range extension, that appears nowadays almost as an obligatory expectation, so that by taking the conventional lithium-ion batteries as a basic and halving their
weight, they wanted to set a rival for the - in it's own category - rightly famous Tesla.

The show was more or less successful, as the 200 kg heavy battery of the 52 kWh performance prototype fairly burns to the 56 kWh / 400 kg value pair of the already mentioned Tesla Roadster. And what's the exact reason for the result stemming from the special preparation and unique charging method, there's no point becoming absorbed in that, as the project is stranding at the moment because of the bankruptcy of the developing company.
However not only the lightened battery is the single innovation, namely the 400 km range can be increased (according to the designers) up to even 1900 km by an additional solution. The magical „range-extender” hides an internal combustion engine, thanks to this we can already speak about a hybrid. The story starts here to be a little more difficult— who knows, probably this could have discouraged the investors? Because the car would be able to be ordered in three options: beside the „Mindset range“ equipped with the range extender the „Mindset traction“ supposing an all wheel driven electric car, which reaches the 100 km/h speed in 4 seconds from standing. The more small-scaled „Mindset pure“ would only get a front drive, and this one would need 7 seconds to perform the previous show.
In case of the vehicles keeping from the drawing table to the production line the design counts a lot, but we can hardly claim at the same time that it would immediately gain everybody's approval. At the first sight we can neither spit, nor swallow this grasshopper, which has though some lovely solutions, but entirely there remained mixed feelings in us by looking at the pictures.
In vain is the basic idea promising, the details are still expected to be refined. And we are not just thinking about the financial planning with this. If you're thinking about this differently, please share your opinion with us!
Video: Mindset – Porsche 911 Turbo