



February 20, 2015

Dear Customer:

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Shipping Information:

Tracking number:	800793416053	Ship date:	Feb 19, 2015
		Weight:	2.0 lbs/0.9 kg

Recipient:**MR TIM COOK**APPLE INC
ONE INFINITE LOOP
CA 95014 US**Reference****Shipper:****PAUL V. SHERIDAN**SHERIDAN, PAUL V
22357 COLUMBIA ST
DEARBORN, MI 481243431 US

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19 February 2015

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Mr. Tim Cook
Apple Incorporated
1 Infinite Loop
Cupertino, CA 95014
408-996-1010

Subject 1: A123 Systems v Apple Inc. ([15-cv-10438-DPW](#))

Subject 2: Near-Term and Broad Strategic Benefits of Electric Vehicle Ground Fleet

Reference 1: My Letter to NHTSA of 27 September 2011

Reference 2: My Letter to the Center for Auto Safety of 12 February 2015

Dear Mr. Cook:

The veracity or underlying [legal viability](#) of *Subject 1* is undetermined. However, since the context includes in-part the automobile industry, I am compelled to forward *Reference 1*.ⁱ

Reference 1 lists the routine automotive industry practice of “pouching” competitive staffs. Shown on page 1 as “*Inter-Automotive Company Defections*,” I detail this long-standing historical practice on Page 4, emphasizing the basis of the candidate selection process.

Far more compelling is *Subject 2*, and therefore Project Titan. Unfortunately, the context of the references is the inherent real-world dangers of the on-board storage of energy in the form of combustible liquids: diesel fuel or gasoline. To the best of my knowledge, none of the current manufacturers of ground based electric battery-storage transportation systems have openly declared the near-term [safety](#) benefit of eliminating that crashworthiness danger. I ask that Apple consider, if not promote this benefit as it proceeds with Titan.

Strategically, *Subject 2* is not limited to focusing the global community on a rationalized and comprehensive energy generation plan. Such a plan would implicitly recognize the pervasive technical implications and the broad benefits of the [eventuality](#) of an electrified ground transportation fleet. From the need to construct robust energy generation systems, to a viable distribution grid with minimal vulnerabilities, to environmental protection, to revitalization of our national economy, [to transportation safety](#); it appears that there is minimal downside to *Subject 2*.ⁱⁱ

Please do not hesitate to contact me at any time.

Sincerely,

Paul V. Sheridan

Enclosures

cc: Mr. Clarence M. Ditlow, Director, Center for Auto Safety

ENDNOTES

ⁱ The digital version with active hyperlinks is available here:

<http://pvsheridan.com/Sheridan2Strickland-2-27Sep2011.pdf>

ⁱⁱ In the context of the above discussion, please review the **Dedication** I have made in *Reference 2*, focusing your attention and thoughts on the photograph shown on Page 4 of 7:



Reference 2 is available here:

<http://pvsheridan.com/Sheridan2Ditlow-4-12Feb2015.pdf>