



nextalternative
a leader in renewable resources...

NEWSLETTER

Next Alternative is On the Move And Riding High

We at Next Alternative are happy to report that things are on a steady upswing as we move into November. As a result of our continued and rapid growth, we have restructured our global and U.S. Operations to better manage day-to-day duties and responsibilities. Last month we noted that our new **U.S. Headquarters** had moved into an exceptional new mixed-use center located at One **East Washington Street in Phoenix, Arizona**. Remaining as head of that office is our own **Pete Law** – who has recently been promoted to **President of Next Alternative U.S. Operations**. Pete's vast knowledge and experience within many facets of business, coupled with his natural ability to engage clients and investors has proven to be quite an asset for NAI. We are excited to give him the U.S. reins and look forward to his continued success on behalf of our company.

Another update to some news last month is in regard to **projected sales figures** via our recent agreement with **Mohawk Energy**. Mohawk has been granted exclusive rights to market, sell and distribute Next Alternative's entire production of machines and emulsion products throughout Aboriginal and other First Nation Communities and Bands and Tribal Territories throughout North America. According to calculations M60 Emulsion Fuel Machine sales for the abovementioned period should achieve \$7,125,000 in gross revenues. In-house fuel sales under Mohawk should reach \$18,250.00 and additive sales are expected to bring \$450,000. NAI acknowledges that these are forward looking statements, which due to unknown risks, uncertainties and other factors, may cause actual results to vary. We are extremely excited and optimistic about this relationship and the outstanding possibilities that it represents.

We are also pleased to relay that the **NAI-2B Emulsion Fuel Machine** is up and fully operational in our Canadian facility. We are currently testing and evaluating different fuel mixtures before we send them to clients for their own evaluation and testing.

Get Plugged In

News around the industry



Still Work to be Done in Swaying Consumers

While electric vehicles remain a very hot topic within the automotive industry, the questions remains – are drivers really ready to embrace the technology. According to an article in Brandweek, research performed by the Nielson Co. relays that the answer is both yes and no.

Nielson recently found that the majority of consumers in the United States would indeed consider purchasing an EV, but 65% of those consumers said they did not want to pay more for it as compared to a standard vehicle. Further, 51% said they would not be willing to spend more than \$5,000 above the average price. So the dilemma seems to lie in convincing consumers to buy based on the benefits. While the environmentally friendly or green aspect may seem like a clear cut aspect to plug, unfortunately, the “doing the right thing” angle usually isn’t enough to sway potential buyers. Playing on consumer’s sense of thrift is a more natural and effective tactic. So promoting the money saved at the pump, as well as government incentives may be the way that advertisers go in the upcoming months.

With current EV prices running at \$32,700 for a Nissan Leaf and \$41,000 for a Chevy Volt, it appears that getting buyers on board is going to be difficult until the economy improves even further – or gas prices shoot through the roof.

Honda Ranked as Greenest Automaker for 5th Year in a Row.

Though the results of this years comparison was deemed a photo finish, the Union of Concerned Scientists once gain named the Japanese carmaker the champ. UPI.com reports that the association looks at the top 8 car companies – measuring by U.S. sales and then comparing them individually against the group average. Each company is tested for smog and global warming emissions – both of which are given equal weight in scoring. In a UCS statement it states that Honda scored an 86 which puts Honda’s fleet at “14% cleaner than that of the top eight manufacturers combined.” Toyota and Hyundai both scored 87, followed by Nissan at 93, Ford at 108, GM with 109 and Chrysler with 113. U.S. manufacturers consistently rank as the least green of the automotive companies.

About Next Alternative

Next Alternative Inc. is a break-through company paving the way in the global effort to discover alternative means of energy.

Understanding the need to reduce the demand for fossil fuels, Next Alternative is pioneering new methods that provide eco-friendly solutions. Poised on the cutting-edge of new green technologies, Next Alternative strives to develop and offer products that meet the challenges of our new economy.

With the belief that this new market will propel achievements within world transportation, Next Alternative stands as an innovator - bringing existing technologies together and melding them to meet future demand.

Next Alternative is a new publicly traded company on the Frankfurt stock exchange.



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Pete Law Hits The Road Again!

Next Alternative's President of U.S. Operations is heading to Vegas November 3rd to attend the SEMA Show and check out some new green technology vehicles. Then he gets set to embark on another European roadshow. Pete will take off mid November and fly into Frankfurt, Germany. He will also travel to Paris, London & Zurich where he is scheduled to meet with a variety of institutional investors. With the success of his last multi-country trek, it's time to get back across the pond and keep plugging NAI products and services.

Having recently returned from the 2010 Battery Show in San Jose, CA – Pete relayed that no technology he saw at the show was better or more advanced than Next Alternative's offerings. NAI is confident that they are still front-runners in the arena of batteries for Electric Vehicles. That's very exciting!

And speaking of batteries...

According to many studies, lithium ion batteries continue to create quite a buzz as far as EVs are concerned. In a 2010 report by market research firm GBI Research, it states that these batteries offer better overall performance as they provide longer life spans, higher energy density, quicker recharges and lighter weight than nickel-metal hydride batteries. The report also estimates that hybrid electric vehicles will make up 10% of new sales by 2020 and that lithium ion batteries will be in more than 60% of those cars and trucks. Therefore, any company making strides in this arena is going to be comfortably in the driver's seat and most likely boast substantial equity within a decade.

This couldn't be better news for Next Alternative which foresaw this trend and is currently testing three types of lithium ion batteries that NAI will be offering through its distribution partners.

Stock Quote – Nov. 01, 2010
Frankfurt Exchange: .690 Euro
XETRA Exchange: .750 Euro
NASDAQ: coming soon
CNX: coming soon

