Amory B. Lovins, 59, is cofounder, Chairman, and Chief Scientist of Rocky Mountain Institute (www.rmi.org)—a 25-year-old, independent, entrepreneurial, nonprofit think-and-do tank in Snowmass, Colorado that creates abundance by design. RMI's ~60 staff foster the efficient and restorative use of resources to make the world secure, just, prosperous, and life-sustaining. Most of RMI's revenue comes from private-sector consultancy on advanced resource efficiency and integrative design, lately redesigning $30 billion worth of facilities in 29 sectors. Mr. Lovins also cofounded and chairs RMI's fourth for-profit spinoff, Fiberforge, Inc. (www.fiberforge.com), and cofounded its third, E SOURCE (www.esource.com, sold to the *Financial Times* in 1999).

A consultant physicist educated at Harvard and Oxford, he received an Oxford MA (by virtue of being a don), nine honorary doctorates, a MacArthur Fellowship, the Heinz, Lindbergh, and *Time* Hero for the Planet Awards, the Benjamin Franklin and Happold Medals, the Shingo, Lindbergh, Mitchell, "Alternative Nobel," and Onassis Prizes, and an Hon. AIA; held visiting chairs (2007 MAP/Ming Professor in Stanford's Engineering School); briefed 19 heads of state; published 29 books and several hundred papers; and consulted for scores of industries and governments worldwide.

The Wall Street Journal's Centennial Issue named him among 39 people in the world most likely to change the course of business in the 1990s, and *Newsweek*, "one of the Western world's most influential energy thinkers." His latest books are *Natural Capitalism: Creating the Next Industrial Revolution* (with Paul Hawken and L.H. Lovins, 1999, www.natcap.org), *Small Is Profitable: The Hidden Economic Benefits of Making Electrical Resources the Right Size* (www.smallisprofitable.org, 2002, an *Economist* book of the year); and *Winning the Oil Endgame* (www.oilendgame.com, 2004, a Pentagon-cosponsored independent study of how to get the U.S. completely off oil, led by business for profit, focusing especially on automotive competitive strategy).

Mr. Lovins's 1991 invention of a highly integrated ultralight-hybrid Hypercar® concept (www.hypercar.com) won the 1993 Nissan Prize at ISATA and the 1999 and 2003 World Technology Awards. He has advised senior executives and development engineers at most of the world's automakers. These firms collectively committed some $10 billion to that general line of development, for reasons summarized by Robert Cumberford's features in the Oct./Nov. 1996 *Automobile*. In 1997, Mr. Lovins was named by *Car* magazine the 22nd most powerful person in the global automotive industry.

In 1999, he spun off RMI's Hypercar Center into an independent for-profit technology development firm, Hypercar, Inc. In 2000, with two Tier One suppliers, the firm developed an uncompromised, competitively manufacturable virtual design for a quintupled-efficiency (114-mpg, 2.1 L/100 km) midsize fuel-cell SUV that would do 67 mpg (3.56 L/100 km) as a gasoline hybrid with a two-year U.S. or one-year E.U. payback (www.rmi.org/images/other/Trans/T04-01_HypercarH2AutoTrans.pdf). In 2003, at OEMs' and Tier Ones' request, the firm turned to the prerequisite for producing such cars: a manufacturing process for cost-competitive ultralight carbon-composite autobodies and other high-performance structures. Now doing business as Fiberforge, Inc. (www.fiberforge.com), the firm has validated and is commercializing its patented midvolume process by selling samples, small pilot runs, and development services to OEMs and Tier Ones and by selling technology licenses and manufacturing equipment.