

MEET TIM



...and his granddaughter Lily.

AUTOMOTIVE LOVER. ENVIRONMENTAL ADVOCATE. MR. ANAMOLY.

BY: STEVE "NEW TESLA FAN" COONAN
STEVE@ROSIEPUPS.ORG
MINNEAPOLIS, MN

TIM HEITZ, A TESLA SHAREHOLDER AND BRAND ENTHUSIAST, IS A RETIRED AUTOMOTIVE ELECTRICAL ENGINEER FROM THE MIDWEST. AT 6'5", SPORTING A RICH FLORIDIAN TAN, FISHING THREADS AND ROBUST SALTED BEARD, HE STANDS OUT AMONGST THE HERD. HE'S THE BIGGEST DOUBLE TAKE, HOWEVER, WE HE STEPS OUT OF HIS TESLA - YES, TESLA - AND NOT HIS DEMOGRAPHIC'S STEREOTYPICAL PICK-UP TRUCK OR AMERICAN MUSCLE.

THOUGH SINCE CHILDREN WE'RE TAUGHT TO STAY AWAY FROM STEREOTYPES. THIS IS ESPECIALLY TRUE FOR A PERSON LIKE ME - A CHARITY WORKER AND MEMBER OF THE NON-PROFIT COMMUNITY. STILL, AS A NATIVE OF CALIFORNIA & NOW RESIDENT OF MINNEAPOLIS, MINNESOTA, I'VE COME TO FIND THAT THERE'S A CERTAIN LOOK AND VIBE TO A TESLA OWNER-OPERATOR. THIS FEELS PARTICULARLY TRUE WHEN RECALLING MY TRIPS THROUGH THE MIDWEST TO AND FROM "MINNE". IT DID APPEAR THAT TESLA OWNED ITS FEW METROPOLITAN MARKETS YET FEW UNITS WERE PILOTTED BY RURAL INHABITANTS. AND I MUST SAY, NONE OF THEIR PILOTS LOOKED LIKE MR. HEITZ AKA "TIMO".



SO HOW DID WE MEET? I APPROACHED TIMO, MY UNBEKNOWNST BEACH NEIGHBOR, ON MY HONEYMOON TRIP TO FLORIDA. THE REASON FOR MY INTRO STEMS FROM A CURRENT AUTOMOTIVE NEED THAT WE HAVE BACK HOME. WE'RE TRYING TO PROCURE A MUSTANG EMACH (MOCK-UP ABOVE) FROM FORD FOR OUR CHARITY EVENTS LIFTING UP BRAVE TWIN CITIES CHILDREN IN AND OUT OF THE HOSPITAL. OUR ORGANIZATION NEEDS TO UTILIZE A SAFE, ALL-ELECTRIC SUV TO TRANSPORT OUR THERAPY DOGS, CRANK SUPERHERO TUNES & ALLOW FOR HOURS OF EMISSIONS-FREE GATHERING NEAR THE VEHICLE. ULTIMATELY, IT WOULD OPTIMIZE SAFETY AND BENEFIT FOR OUR WORKING ANIMALS & AT-RISK PARTICIPANTS. LONG-STORY-LONG, AS FIRST TIME ALL-ELECTRIC USERS, WE'RE VERY INTERESTED IN THIS PARTICULAR AUTO SEGMENT RIGHT NOW. AND THOUGH IT WAS THOUGHT THAT A TESLA WOULD BE FAR OUT OF REACH FROM A PRICING PERSPECTIVE, I HAD TO AT LEAST DREAM AND ASK MY NEIGHBOR TO SEE HIS TRICKED-OUT CANDY-APPLE MACHINE: A LONG-RANGE, SELF-DRIVING MODEL Y.

UPON GREETING, TIM WAS NOT ONLY WELCOMING AND WARM IN SHOWING HIS RIG BUT HE ENCOURAGED ME TO LEARN MORE ABOUT THE POWER OF TESLA. HE HELPED ME DISCOVER THEIR AFFORDABILITY, VALUE-ADDS & NET IMPACTS. THE OUTCOME? IN SHORT, I'M A NEWFOUND TESLA LOVER AND LOOK TO TAKE HOME A REPLIC OF HIS MODEL Y IN PLACE OF THE EMACH. BEYOND TESLA'S AUTO INNOVATIONS, I CLEARLY SEE THE COMPANY AT THE FOREFRONT OF CORPORATE SOCIAL RESPONSIBILITY. ALL THIS IN UNDER AN HOUR WITH TIMO.

AFTER HIS INFORMATIVE "ONCE-OVER", HE OFFERED ME A CORONA AND WE BEGAN TO REALLY HIT IT OFF. TIM, WHOSE BLOG CAN BE FOUND AT 420ROCKET.COM, GAVE ME HIS BACKSTORY, CURRENT AFFAIRS & HOPES FOR *HIS* FUTURE. IN THEM, HE GAVE ME HOPE OF MY OWN FOR *OUR* FUTURE. "YOU KNOW, STEVE, I'M ONE OF THE ONLY GUYS AROUND HERE WHOSE RIDE DRIVES ON SOLAR [POWER]", SAID MR. HEITZ, DESCRIBING HIS SUV'S CHARGE OFF OF HIS HOME'S FULL-SOLAR RETRO-FIT. HE WENT ON TO ADDRESS HIS LOCAL ENVIRONMENTAL REFORM NEEDS, "FLORIDA CARES ABOUT ITS [H2O] BUT IT COULD DO MUCH MORE FOR ITS WATER."

IN A "PANDEMIC-PESSIMISTIC" CLIMATE THAT WE SEEM TO FIND OURSELVES IN, IT'S CITIZENS LIKE TIMO, AND THOUGHTS THAT HE CARRIES THAT MAKE ME FEEL BULLISH ON OUR COUNTRY, OUR GLOBE AND THE PEOPLE THAT FILL IT. I'M ALSO REMINDED NOT TO JUDGE A BOOK BY A COVER FOR WE CAN ALL BE ON THE RIGHT SIDE OF CHANGE. AND WITH MORE FOCUSED ON DOING THINGS THE RIGHT WAY, WE'LL ALL HAVE PLENTY OF BEACHES FOR OUR LOVED ONES TO TAKE IN - ALONGSIDE THEIR NEIGHBORS A.K.A. SOON-TO-BE-FRIENDS. ■

