The Emerging Fuel Cell Electric Vehicle Market

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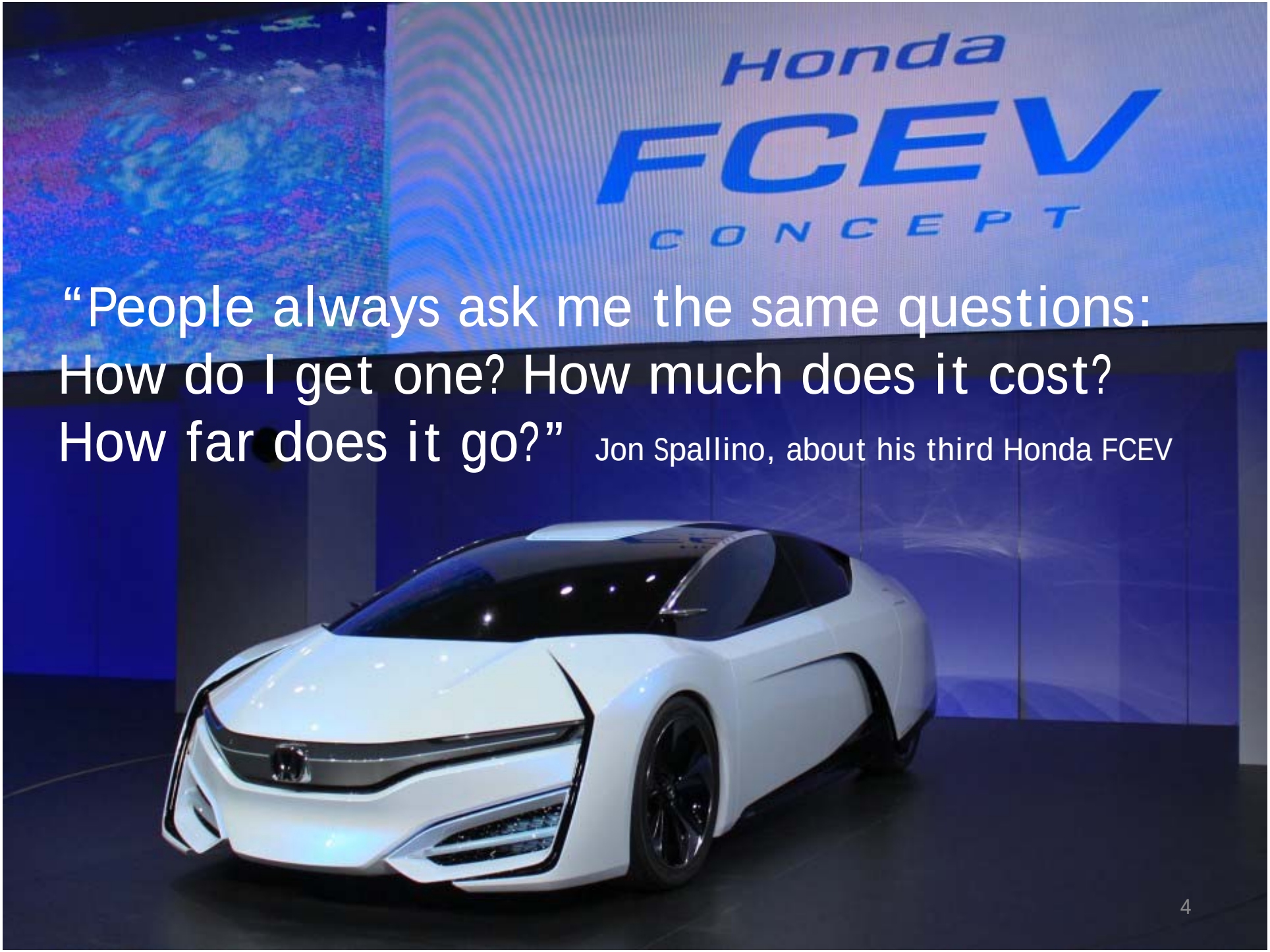
DRIVING FOR THE FUTURE

“Fuel cells are making the shift from a research project to a real consumer choice.”

John Krafcik, Hyundai President/CEO

"Fuel cell electric vehicles will be in our future sooner than many people believe, and in much greater numbers than anyone expected."

Bob Carter, Toyota Sr. VP of Automotive Operations



"People always ask me the same questions: How do I get one? How much does it cost? How far does it go?" Jon Spallino, about his third Honda FCEV

“If I could design my dream car, this would be it. It’s the best car in the world and I’m never driving a gas car again. When infrastructure is there, they’ll sell themselves.”

Leo Nordine , Mercedes F-CELL customer since 2011

What is infrastructure?

Production → Delivery → Stations

Status of H_2 stations today

Open Today:

- Burbank
- Emeryville
- Fountain Valley
- Harbor City
- Irvine #1
- Newport Beach
- Thousand Palms
- Torrance
- West LA #1

In Development:

- Beverly Hills
- Diamond Bar (upgrade)
- Hawthorne
- Hermosa Beach
- Irvine #2
- Los Angeles-CSULA
- San Juan Capistrano
- Santa Monica
- West LA #2
- West Sacramento
- Westwood – UCLA
- Anaheim
- Chino
- Cupertino
- Foster City
- Mission Viejo
- Mountain View
- Woodland Hills (LA)

Hydrogen-only stations

Emeryville: co-located car and bus fueling; H2 from solar electrolysis and liquid delivery

Fountain Valley: H2 from wastewater

Torrance: H2 from pipeline

Retail hydrogen stations

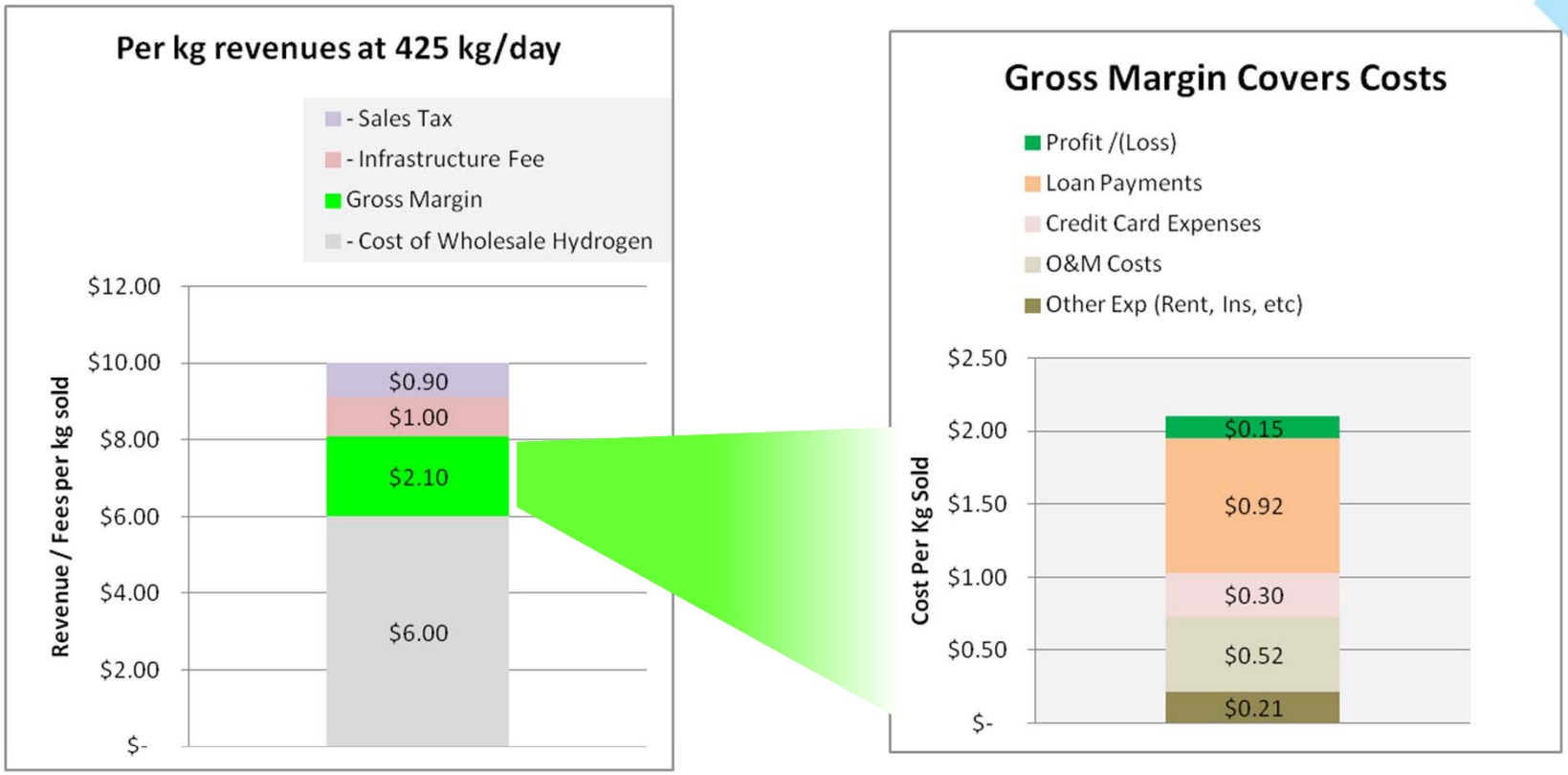
Hydrogen can be:

- Liquid delivery
- Compressed gas delivery
- On-site generation
- Renewable

Considerations:

- Footprint
- Cost
- Convenience
- Business case

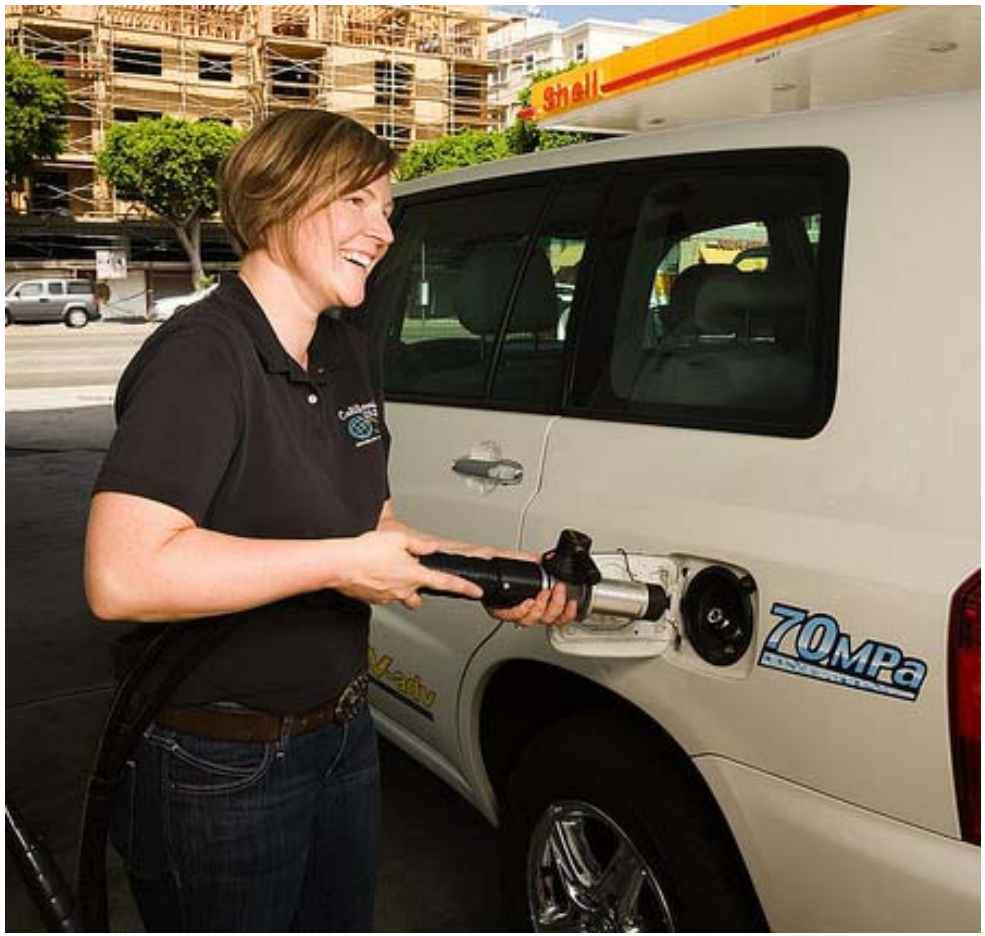
The business case for H_2



www.einow.org for the full report

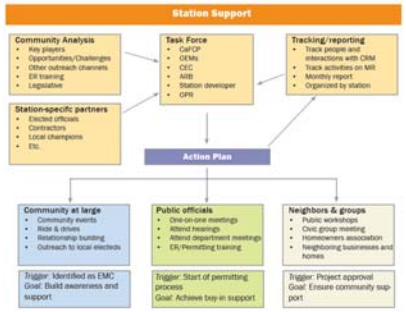
Source: Ken Gunn, Caliber Consulting and ENERGY INDEPENDENCE NOW

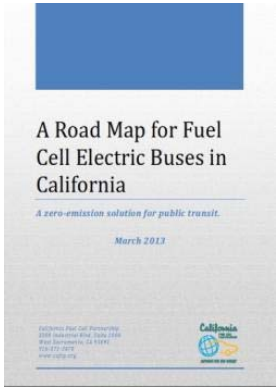
Customer experience



- Convenient locations and hours
- Same process everywhere
- Fast fueling at peak hours
- No range anxiety
- Standard payment methods
- Safe and easy

Next steps to market growth





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