

***Summary Review of the Technical
Results from the McKinsey &
Company Report: "A Portfolio of power-
trains for Europe: a fact-based analysis; The role
of Battery Electric Vehicles, Plug-in Hybrids and
Fuel Cell Electric Vehicles"***

Presented the DOE Hydrogen and Fuel Cell Technical
Advisory Committee (HTAC)

February 18, 2011

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Study Participants

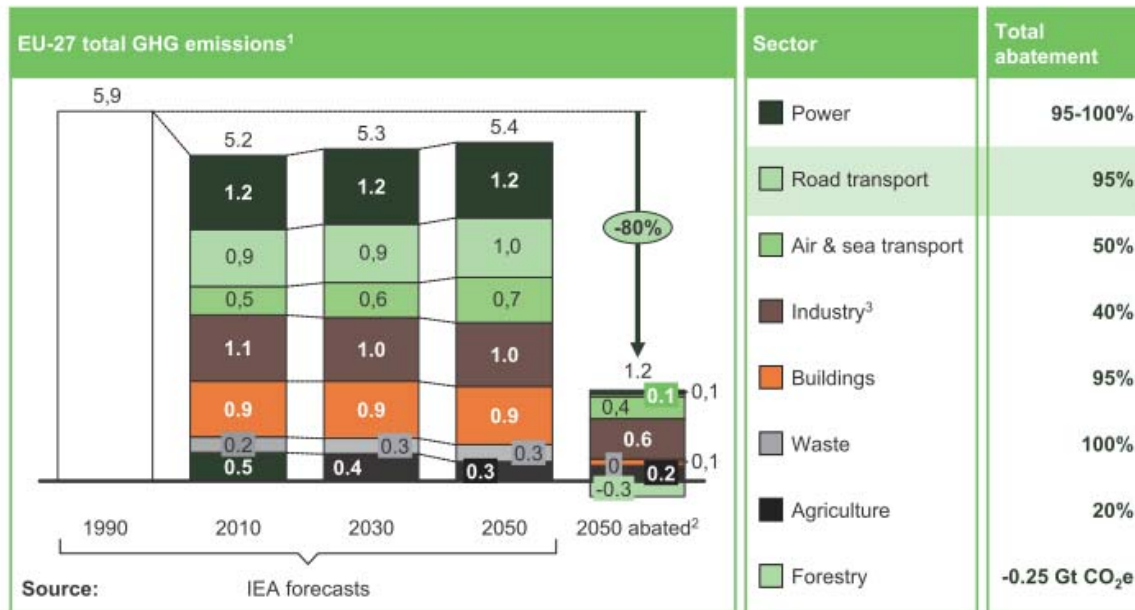
- 10 OEMs
 - 5 Energy Companies
 - One Utility
 - 3 Industrial Gas Companies
 - One Wind Energy Company
 - 4 Electrolyzer Companies
 - One non-government agency
 - 2 Government agencies
- 

New Results/Perspectives

- An overall 80% reduction in GHGs will require a 95% reduction in road transport GHGs
- Larger vehicles represent 50% of all cars in the EU and they generate 75% of all road transport GHGs.
 - [therefore FCEVs will play a large role, since they alone can provide long range and fast refilling for larger vehicles.]

Road Transport will require 95% GHG reduction to achieve over-all 80% reduction

Gt CO₂e per year



¹ Large efficiency improvements are already included in the baseline based on the International Energy Agency, World Energy Outlook 2009, especially for industry

² Abatement estimates within sector based on Global GHG Cost Curve

³ CCS applied to 50% of large industry (cement, chemistry, iron and steel, petroleum and gas, not applied to other industries)

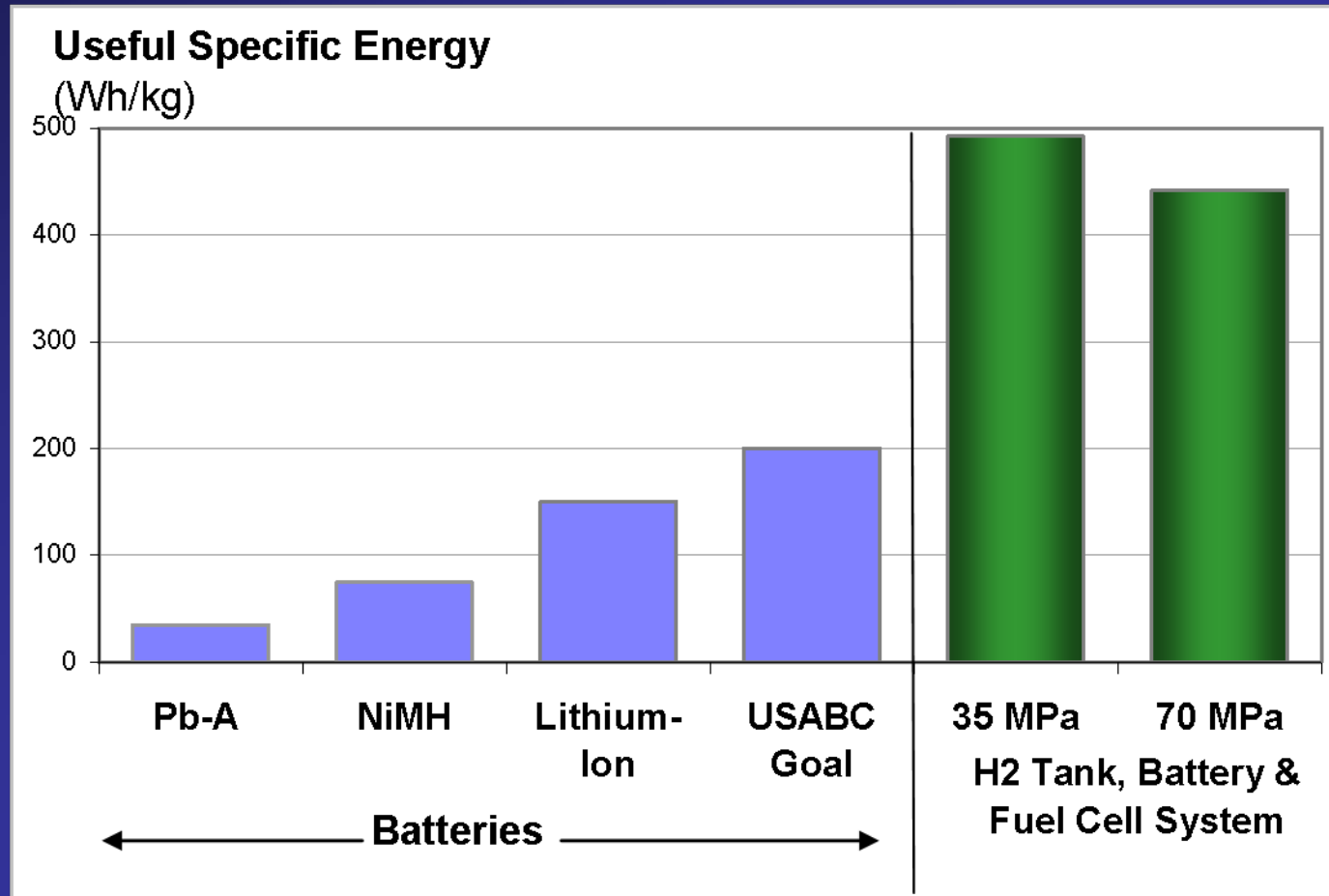
SOURCE: www.roadmap2050.eu

Exhibit 1: In order to achieve EU CO₂ reduction goal of 80% by 2050, road transport must achieve 95% decarbonisation

Key Results

- FCEVs are ready for commercialization and FCEVs “are the lowest carbon solution for medium/larger cars and longer trips.”
- BEV’s “are ideally suited to smaller vehicles and shorter trips.”
- PHEVs will help to cut GHGs, particularly if combined with biofuels (although biofuel resources are limited.)
- ICEs efficiency can be improved 30%, which will help cut GHGs with biofuels (see above)

Specific Energy Comparison

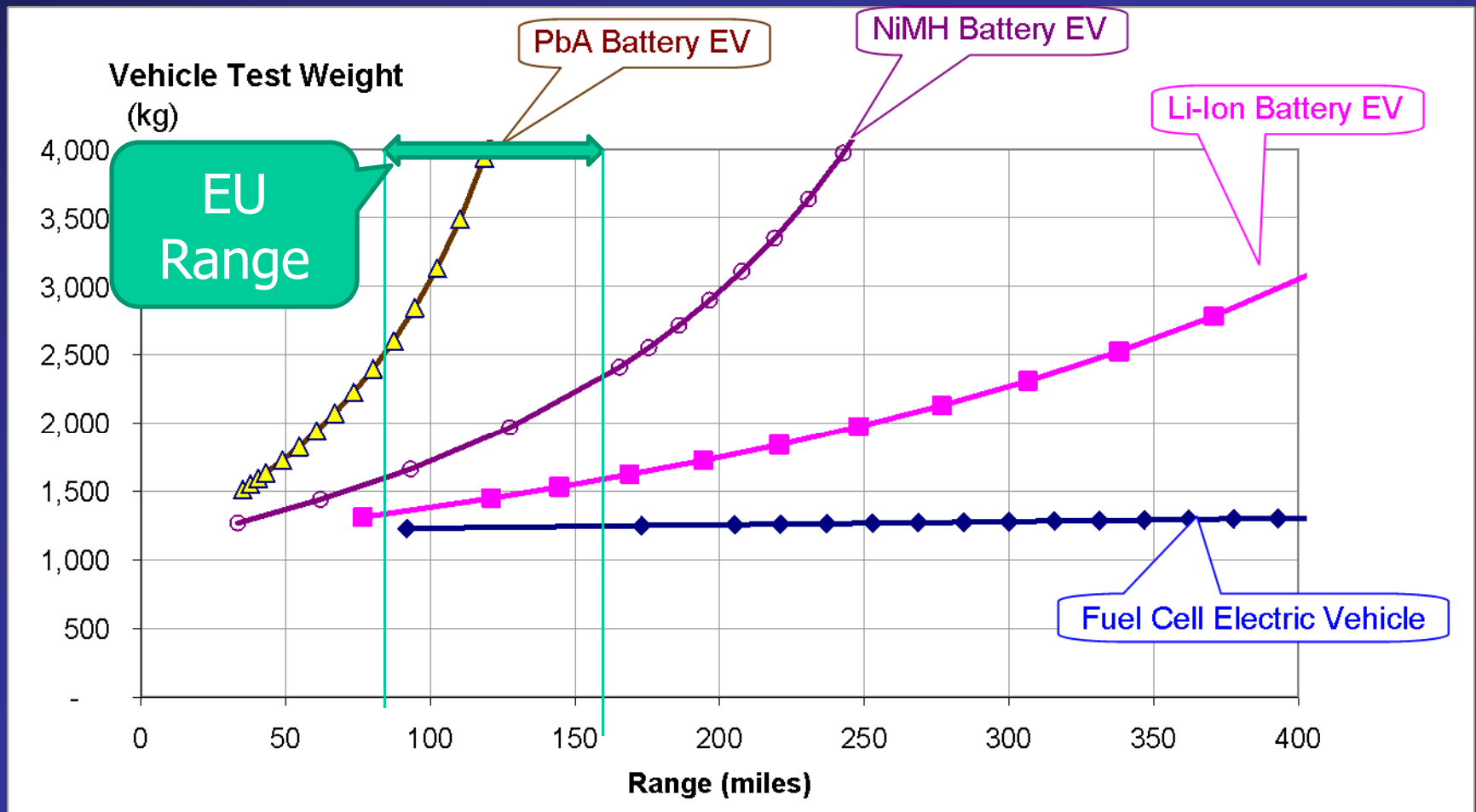


H2Gen: Wt_Vol_Cost.XLS, Tab 'Battery': S60 - 7 / 14 / 2010

Note: The Chevy Volt Li-ion battery has 44.1 Wh/kg of useful specific energy. (although PHEVs require much less energy than BEVs)

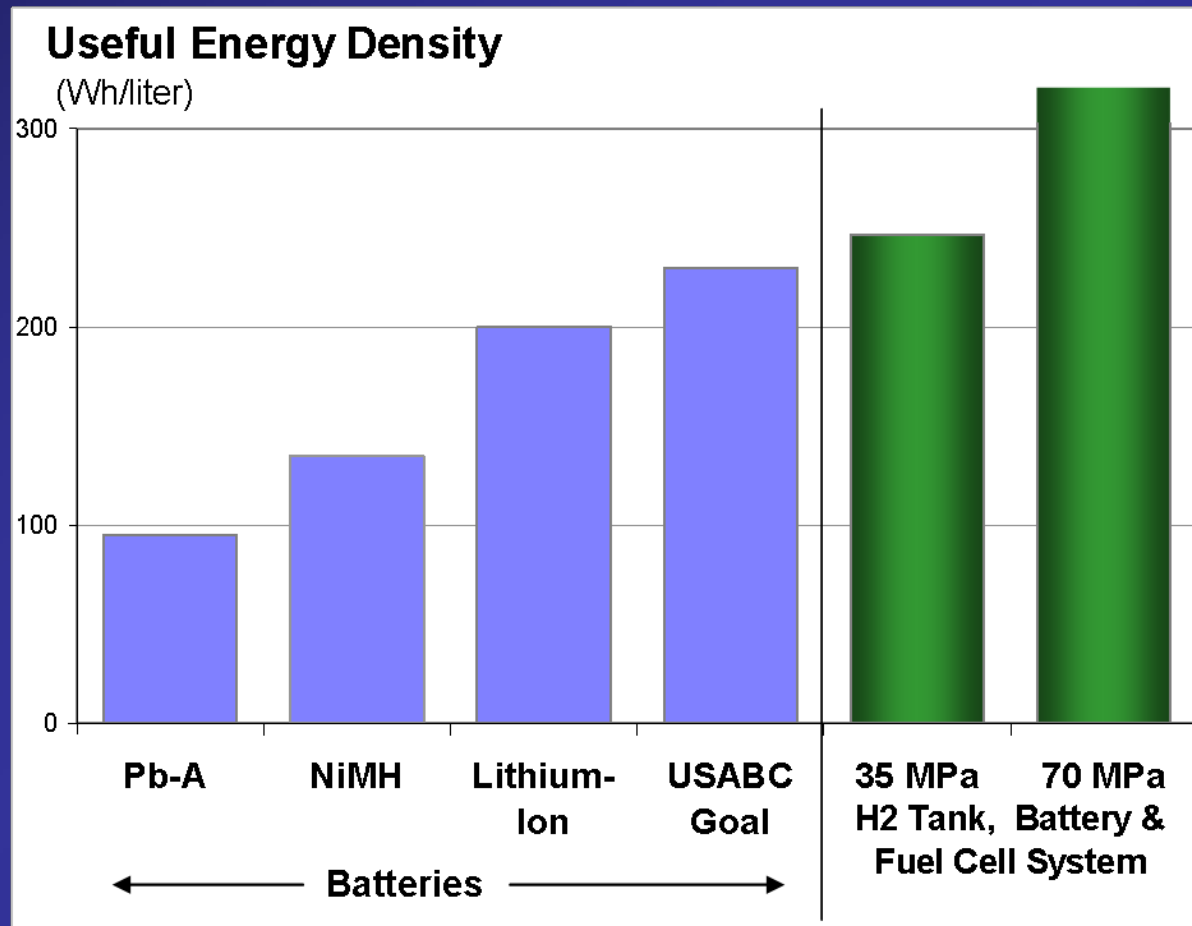
Batteries Weigh More than Fuel Cell Systems

(Effects of mass compounding)

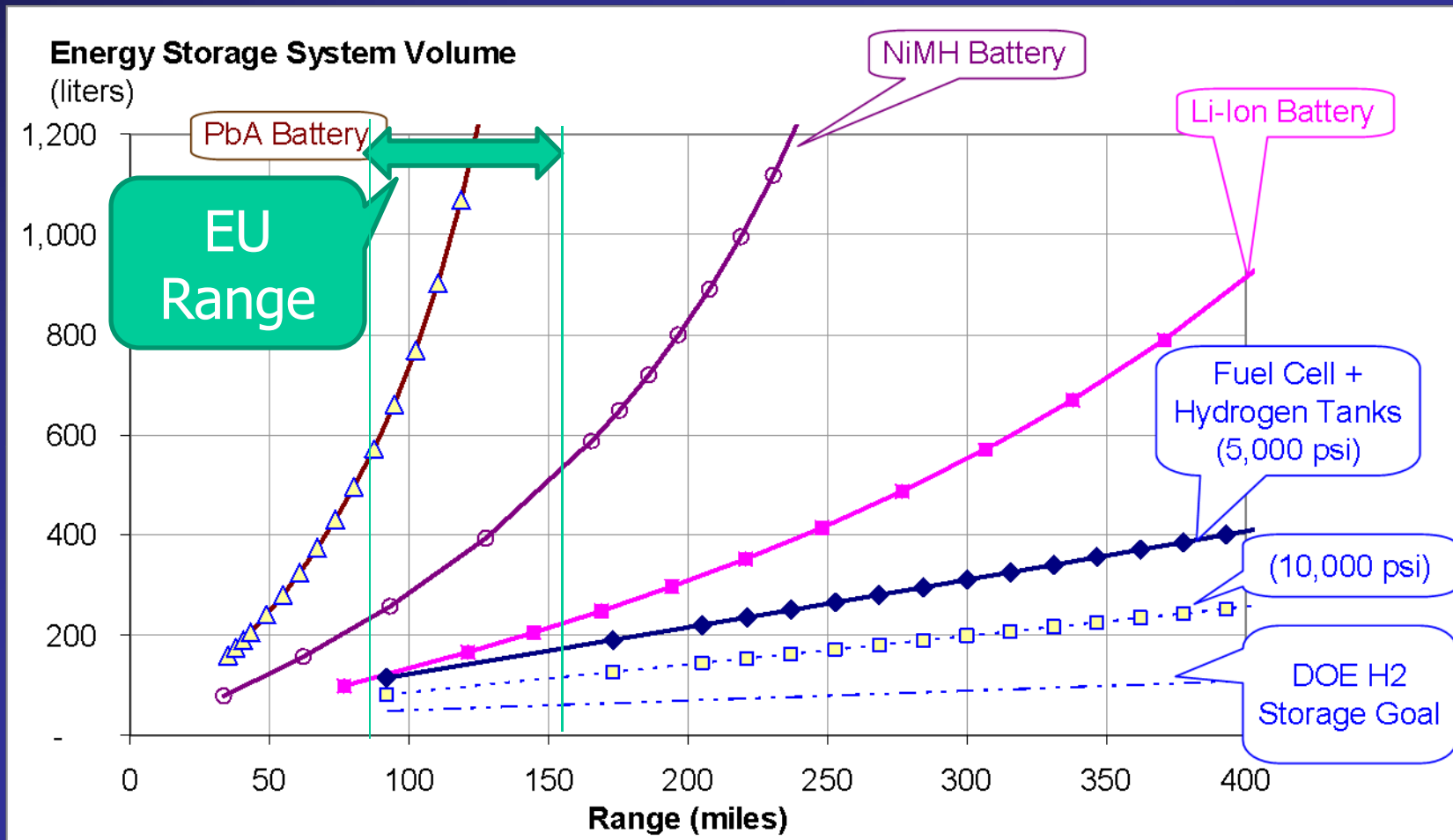


Structural weight addition: 15%

Useful Energy Density

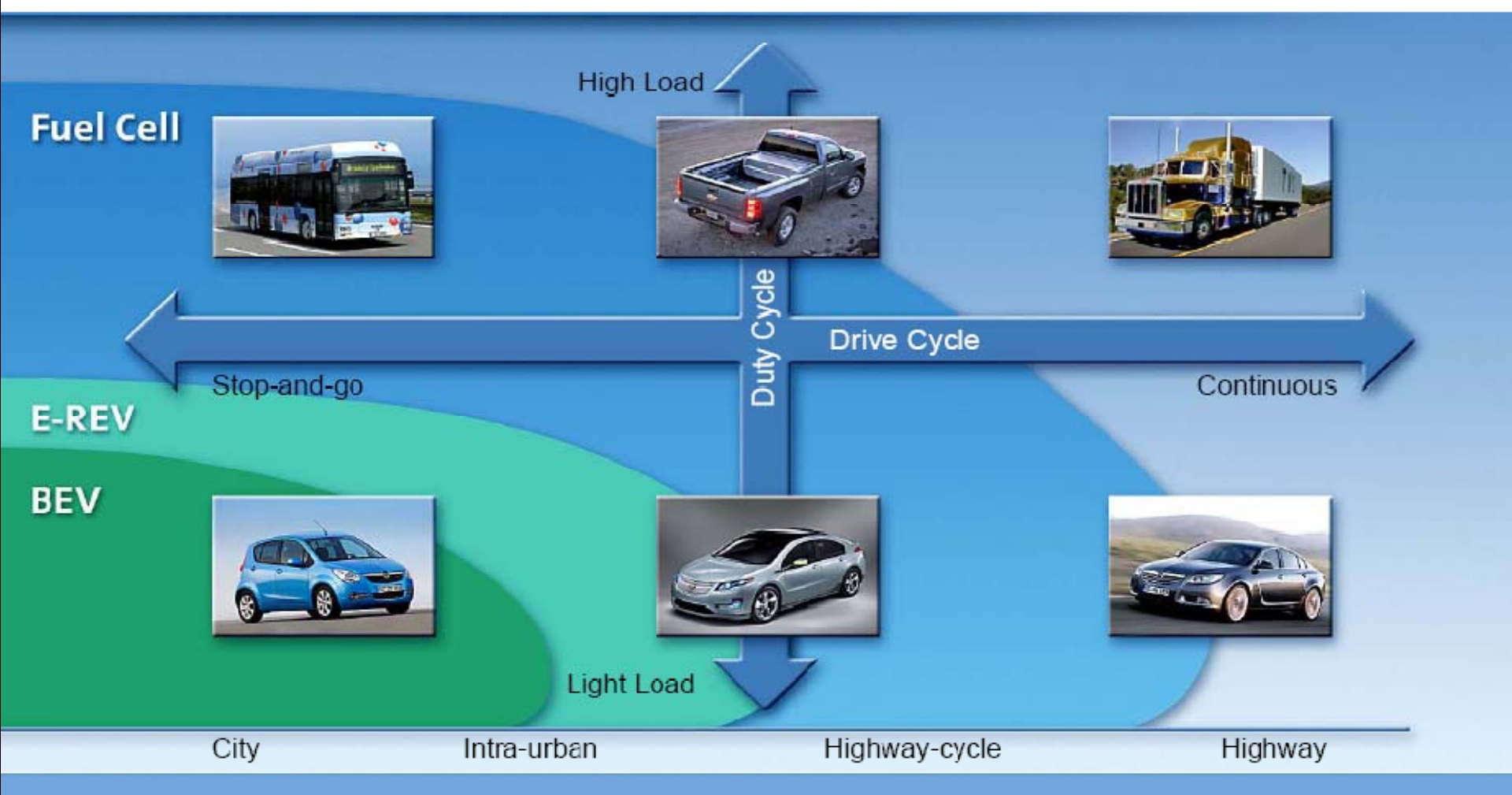


Batteries also take up more space:



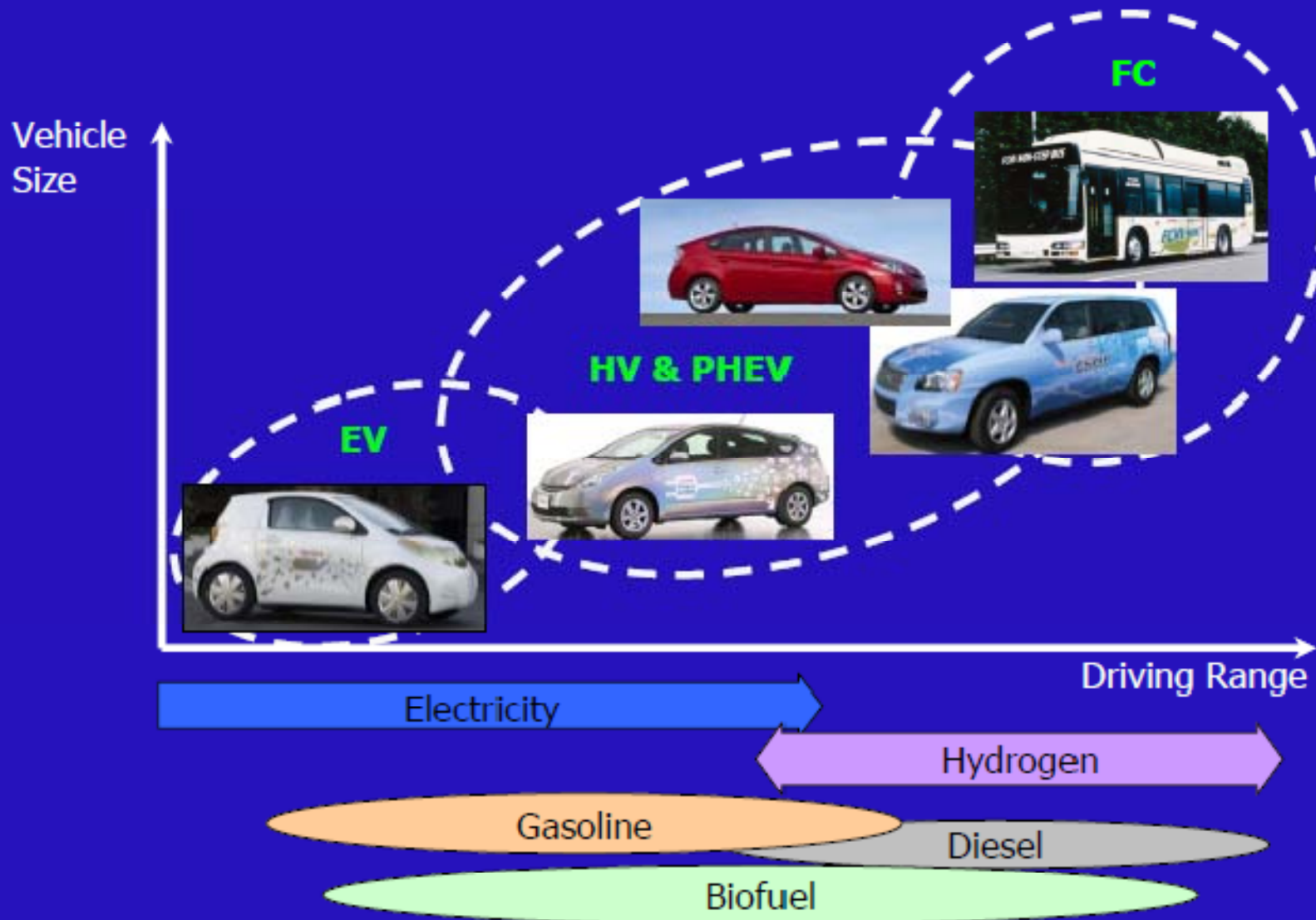


Application Map for Electric Vehicle Technologies



No Silver Bullet !!!

Toyota View of Alternative Vehicle Space: Market Segments for Each Technologies



Drivetrains for Various Driving Cycles

Long Distance



Suburban



Urban



Combustion Engine

Hybridization

Plug-In/Range Extender

Electric Drive with Battery

Electric Drive with Fuel Cell

➤ Only fuel cell technology is suited equally for both, short and long distance mobility

CO₂ emissions vs. range from McKinsey Report

b. BEVs are ideally suited to smaller cars and shorter trips

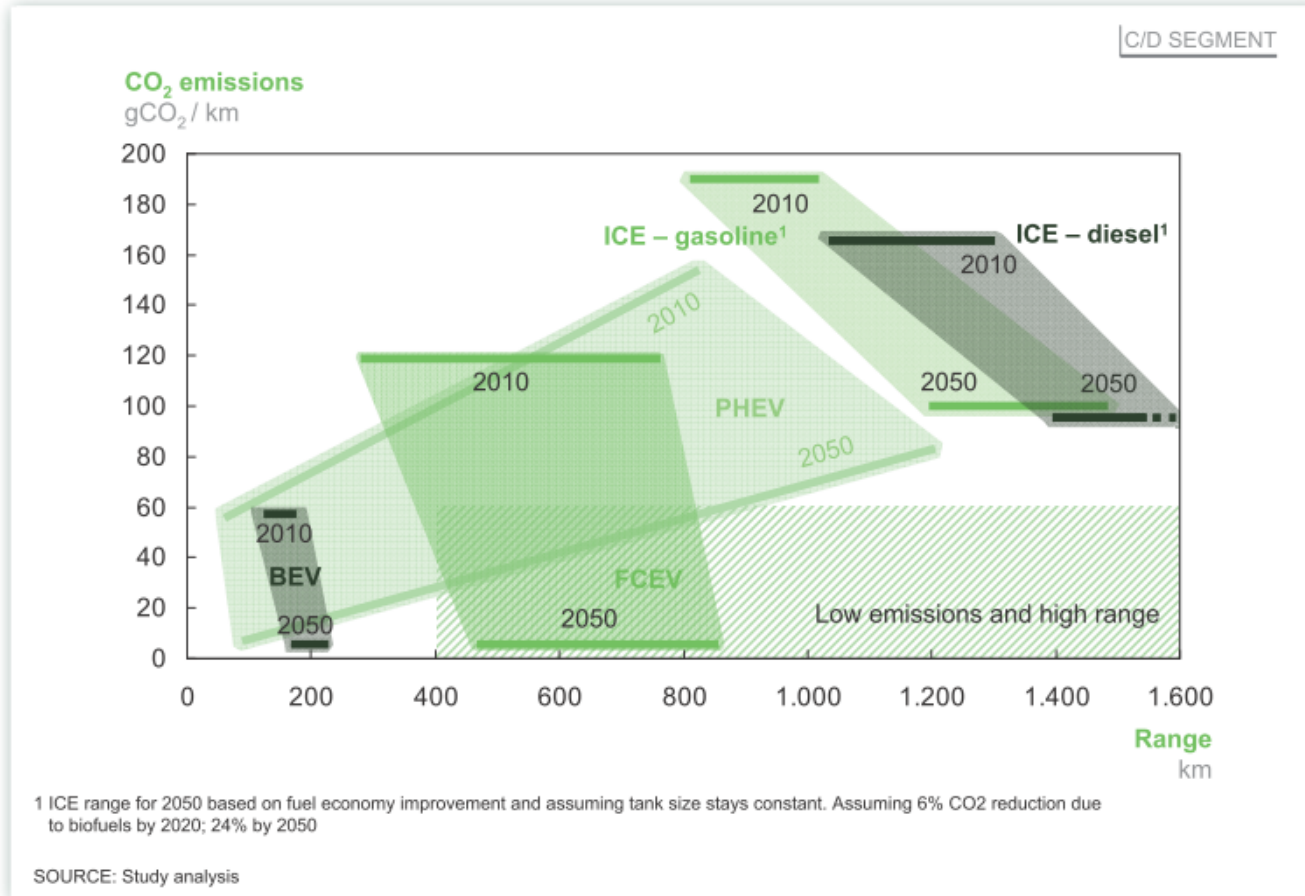


Exhibit 18: BEVs and FCEVs can achieve significantly low CO₂ emissions, with BEVs showing limitations in range

FCEVs are ready for Commercialization

- Over 500 FCEVs have been road-tested
- 15 million km (9.3 million miles)
- 90,000 refuelings
- 700-bar storage acceptable for long range
- -25C temperature (or lower) achieved
- Durability improving

FCEVs & PHEVs have ICV-like performance

CD SEGMENT | 2015

Similar performance

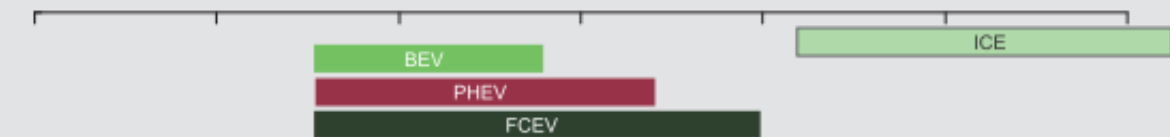
- Acceleration
- Curb weight
- Payload
- Cargo volume
- Minimum starting temperature

Differentiated performance¹

Poor ← → Excellent

Top speed, km/h

100 120 140 160 180 200 220



Range, km

100 200 300 400 500 600 700 800 900 1,000 1,100 1,200



Refueling time, min/hr (logarithmic scale)

10 hr 5 hr 2 hr 1 hr 30 min 10 min 5 min 1 min



¹ Bars represent range of performance across reference segments

² Fast charging; implies higher infrastructure costs, reduced battery lifetime and lower battery load

³ The gas tank of a PHEV has the same refueling time as a conventional vehicle

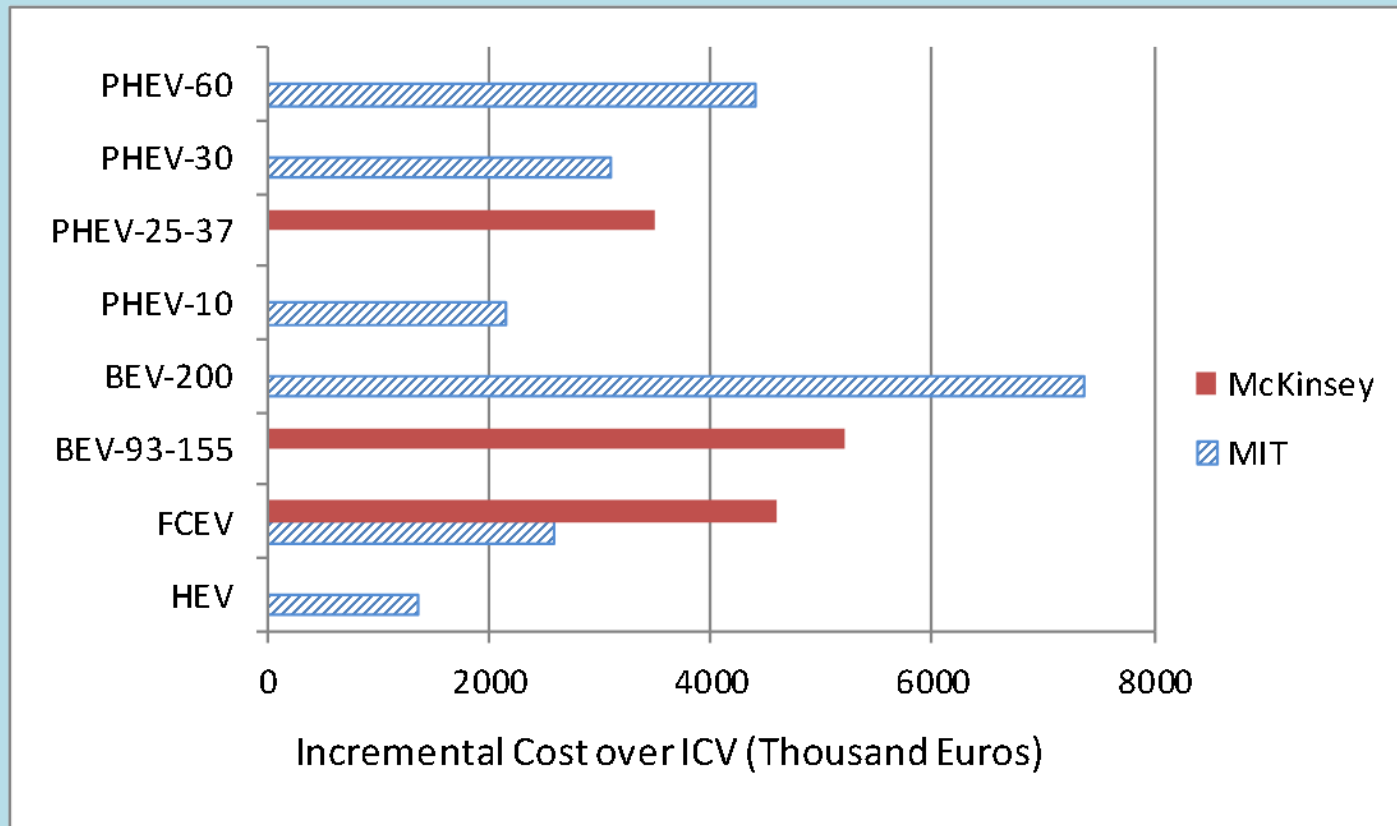
SOURCE: Study analysis

Alternative Vehicle Mixes Considered:

	FCEVs	BEVs	PHEVs	ICEs
ICE Case	5%	10%	25%	60%
EV Power Train	25%	35%	35%	5%
FCEV Case	50%	25%	20%	5%

Incremental Cost of Alternative vehicles in 2030

(Kromer & Heywood [MIT] vs. McKinsey C/D segment)

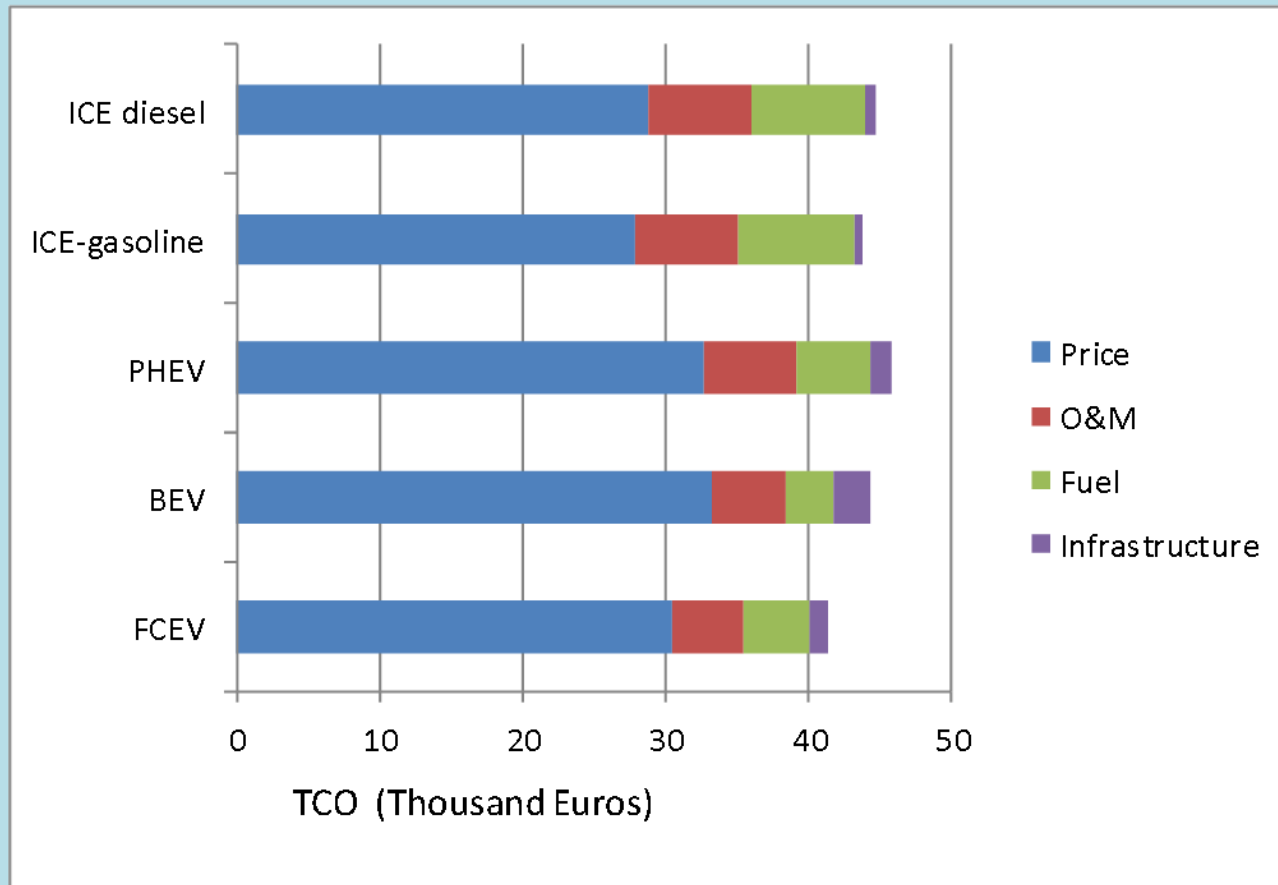


McKinsey EUDat a.xls; Tab 'Detaila'; AH912/3/ 2011

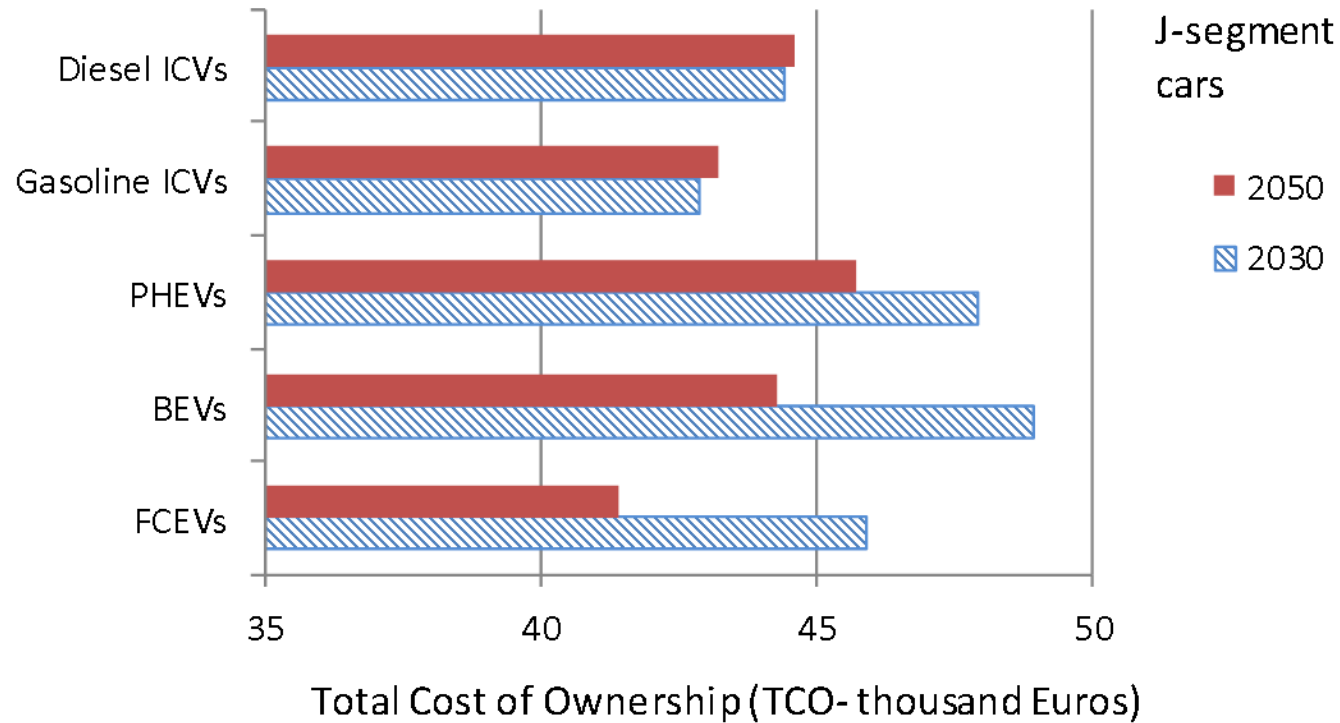
Ref: Kromer & Heywood, "Electric Powertrains: Opportunities & Challenges in the U.S. Light-Duty Vehicle Fleet
Report # LFEE 2007-03RP, MIT, May, 2007, Table 53

(\$1 =€0.7245)

J-Segment (SUV) total cost of ownership in 2050



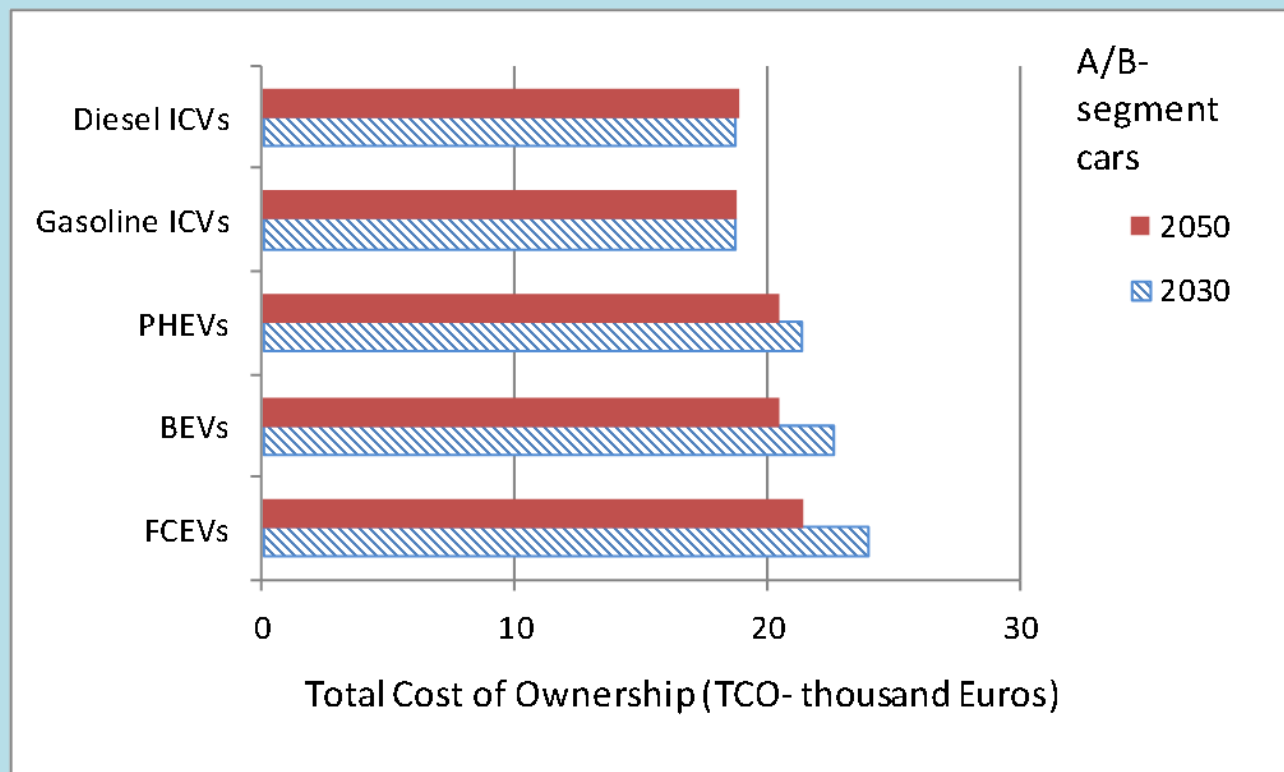
TCO 2030 & 2050 for J-segment (SUVs)



Total Cost of Ownership (TCO) – small cars

A-Cars = City Cars (Smart & Hyundai i10)

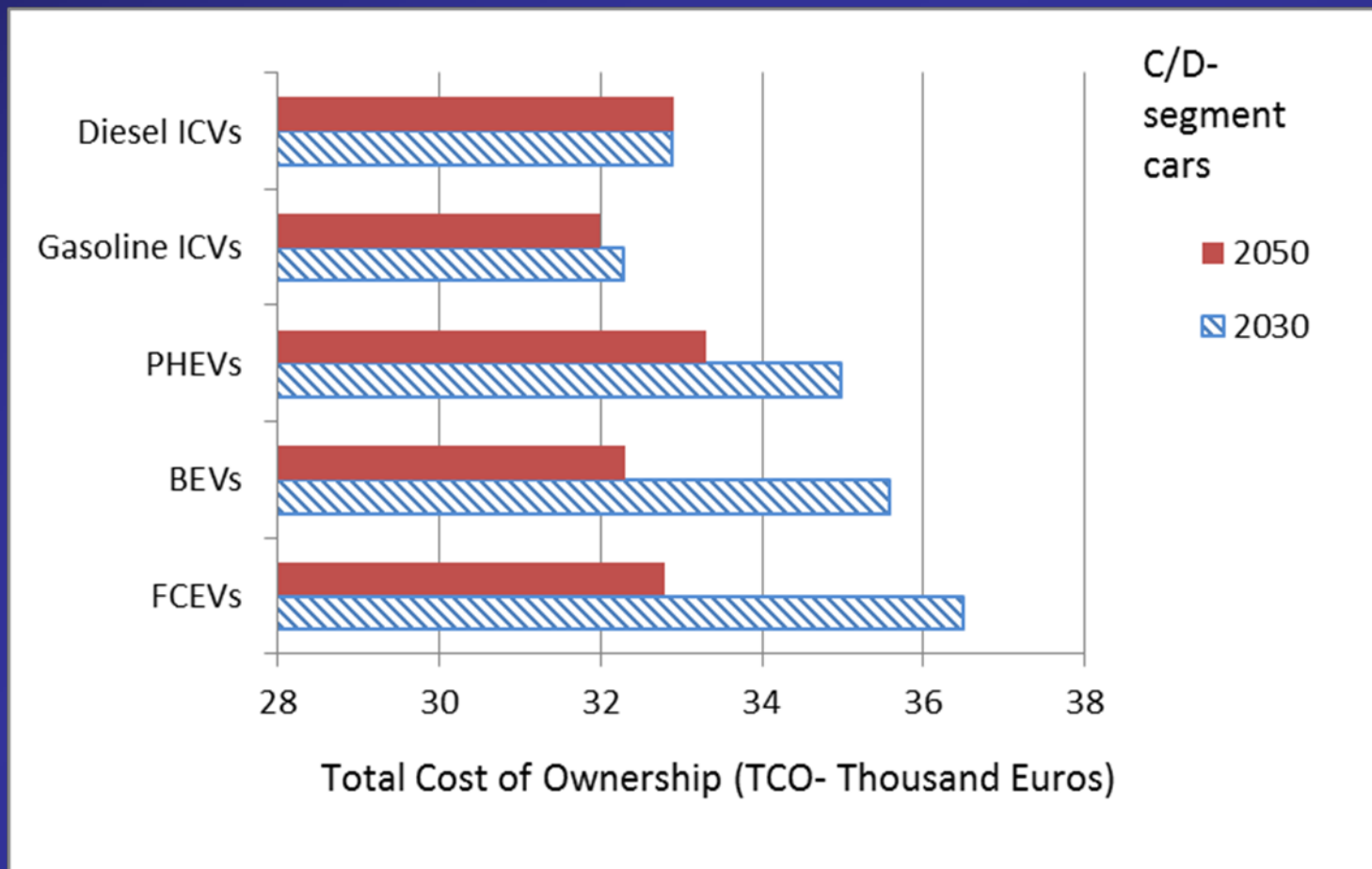
B-cars = Super-mini (Toyota Yaris & Mercedes A)



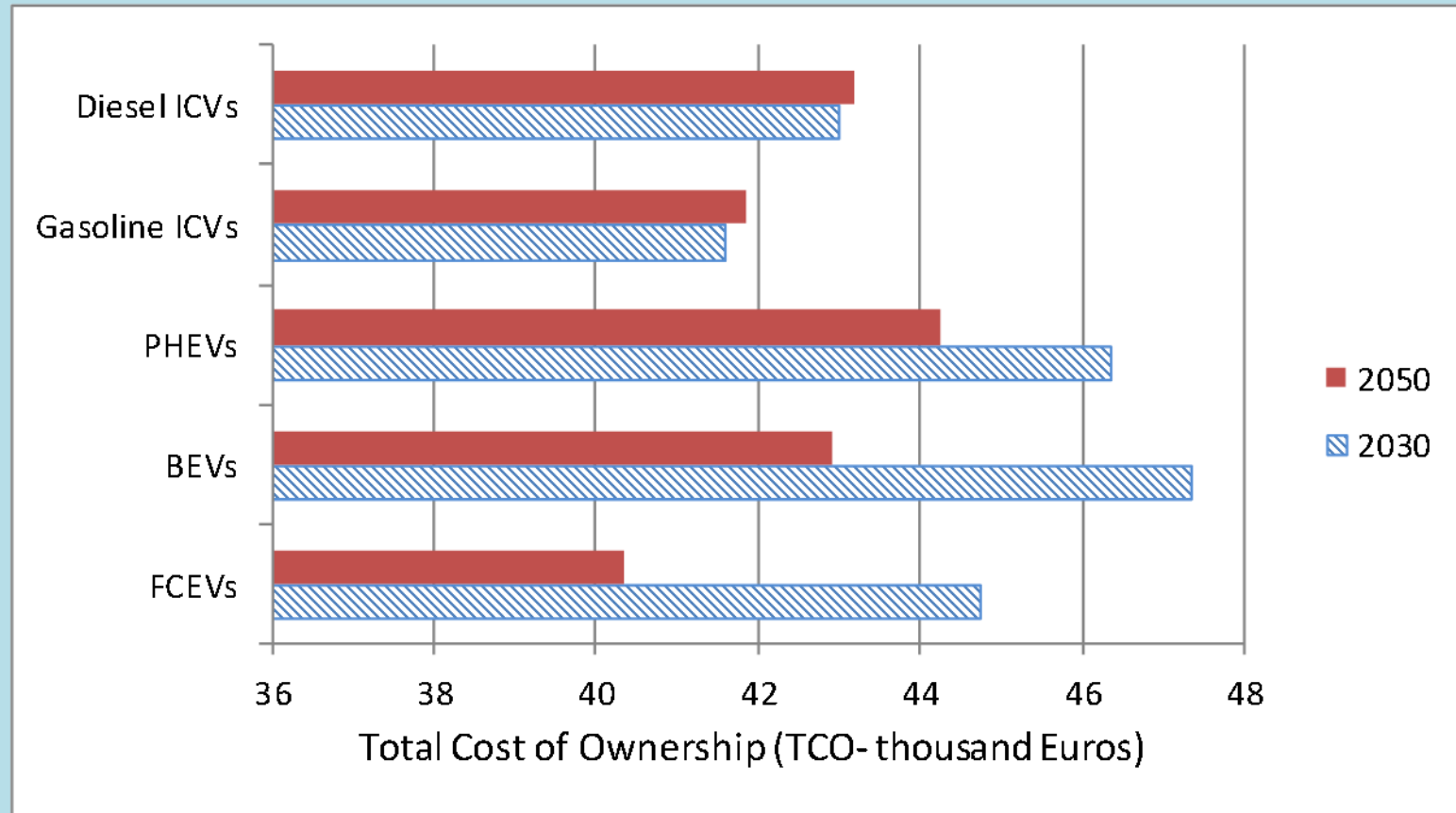
Total Cost of Ownership (TCO) – Medium cars

C-Cars =Medium Cars (Honda Civic & Ford Focus)

D-cars = upper Medium (Hondas FCX, Renault Laguna & Mercedes C)



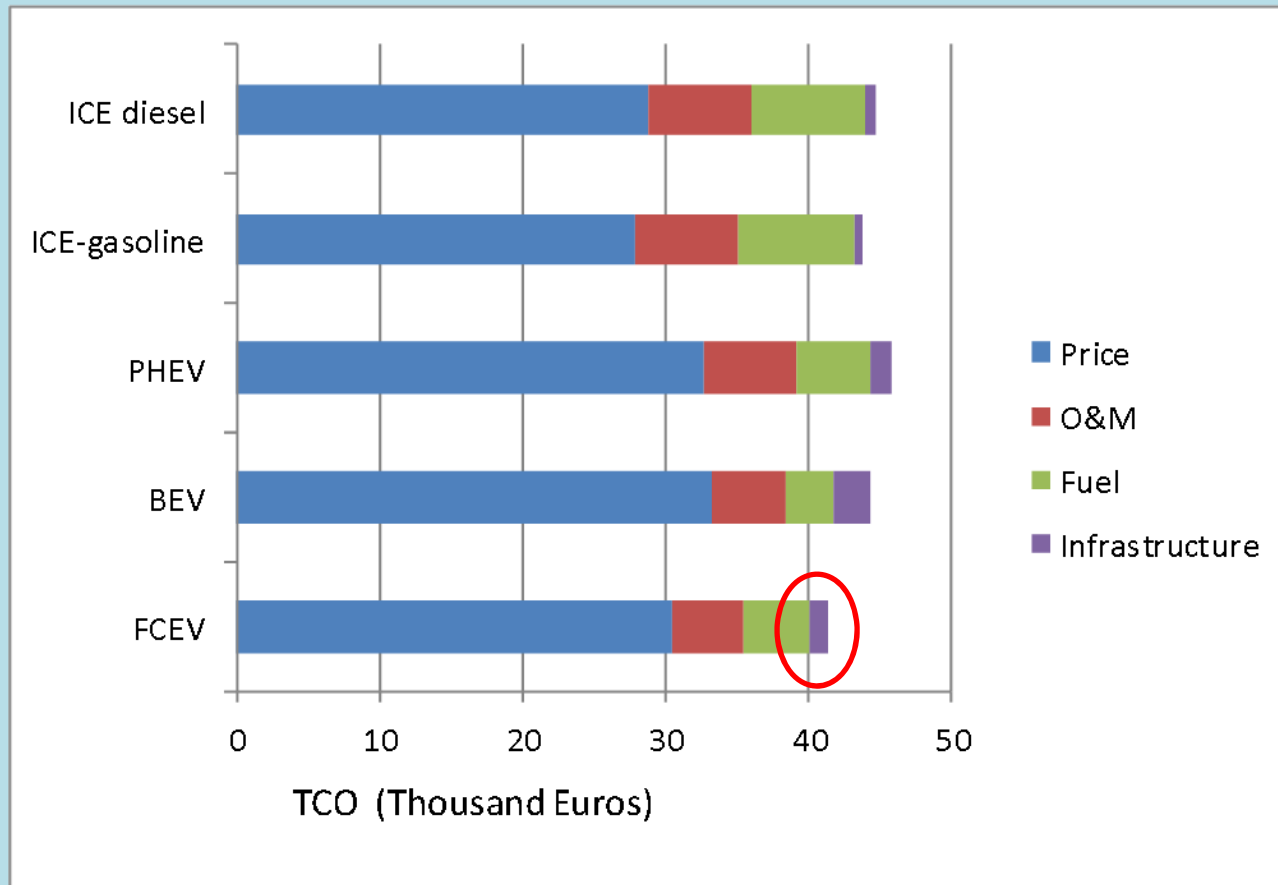
Total Cost of Ownership for Mixture of 2.1% A/B; 7.5% C/D & 90.4% J (accounting for 50% of vehicles and 75% of GHGs)



Daimler thinks FCEV will not cost more than diesel HEV by 2015

- By 2015, we think a fuel cell car will not cost more than a four-cylinder diesel hybrid that meets the Euro 6 emissions standard. By 2013-2014, we want to bring a four-digit-number of fuel cell vehicles to market.
- Source: Herbert Kohler, head of e-drive and future mobility at Daimler, recently told

J-Segment (SUV) total cost of ownership in 2050

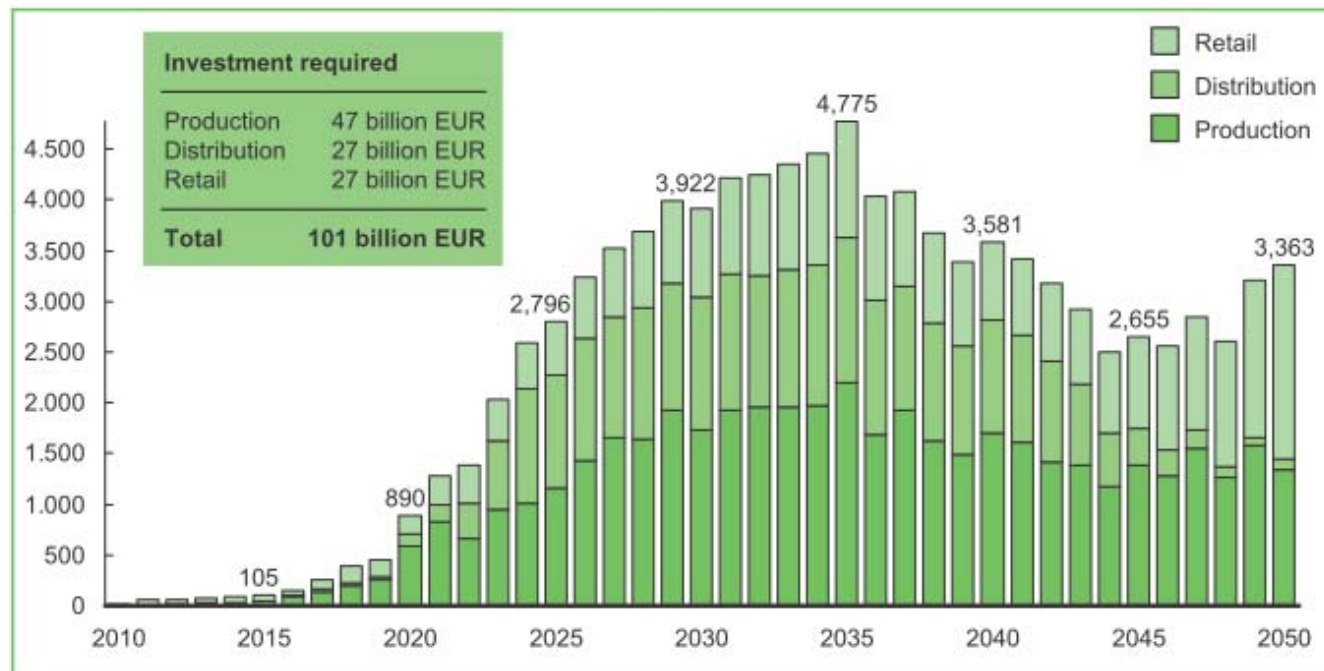


Hydrogen Infrastructure cost is small and Manageable

- H2 infrastructure is $\approx 5\%$ of FCEV cost or €1,000 to €2,000 per FCEV
- H2 Infrastructure is €3 billion first decade and €2 billion/year to €3 billion/year thereafter
- Other EU infrastructure: €150 to 180 B/year:
 - Oil & gas infrastructure
 - Telecommunications
 - Roads: each €50 to €60 billion per year
- Cost to decarbonize electricity: €20 to €30 billion per year and €1.3 Trillion total

H2 Infrastructure: €101 Billion over 40 years

EUR millions

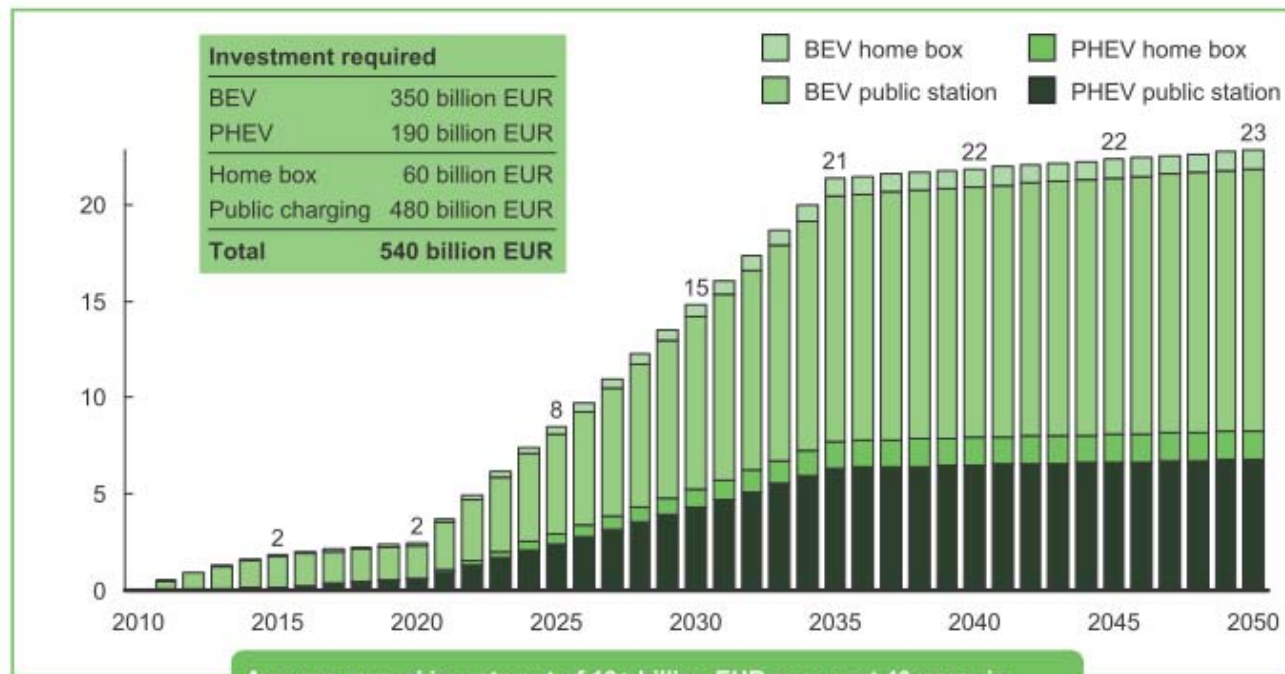


1 Current annual capex requirement for the EU

SOURCE: WIS Global Insight; OVUM; OECD / International Transport Forum; study analysis

Electric charging infrastructure: €540 Billion over 40 years

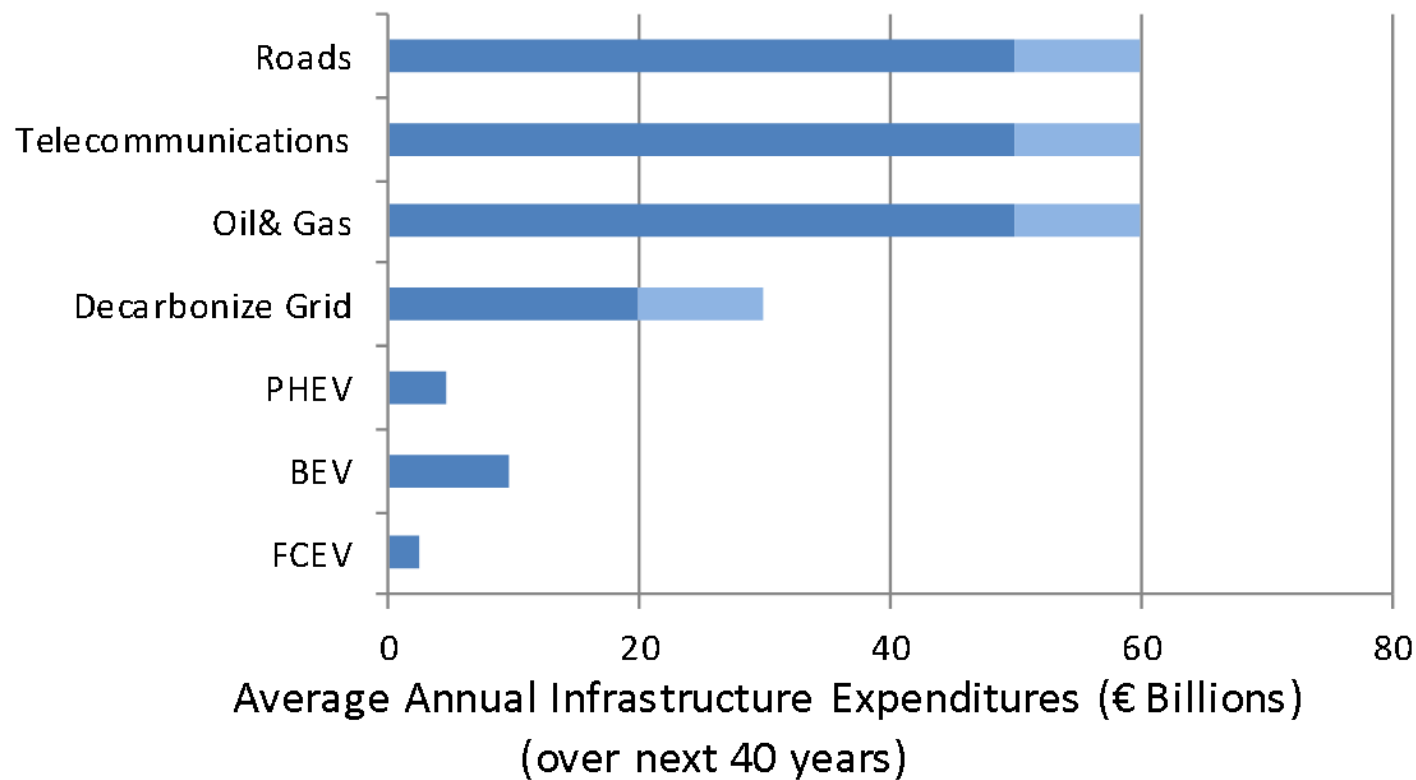
EUR billions



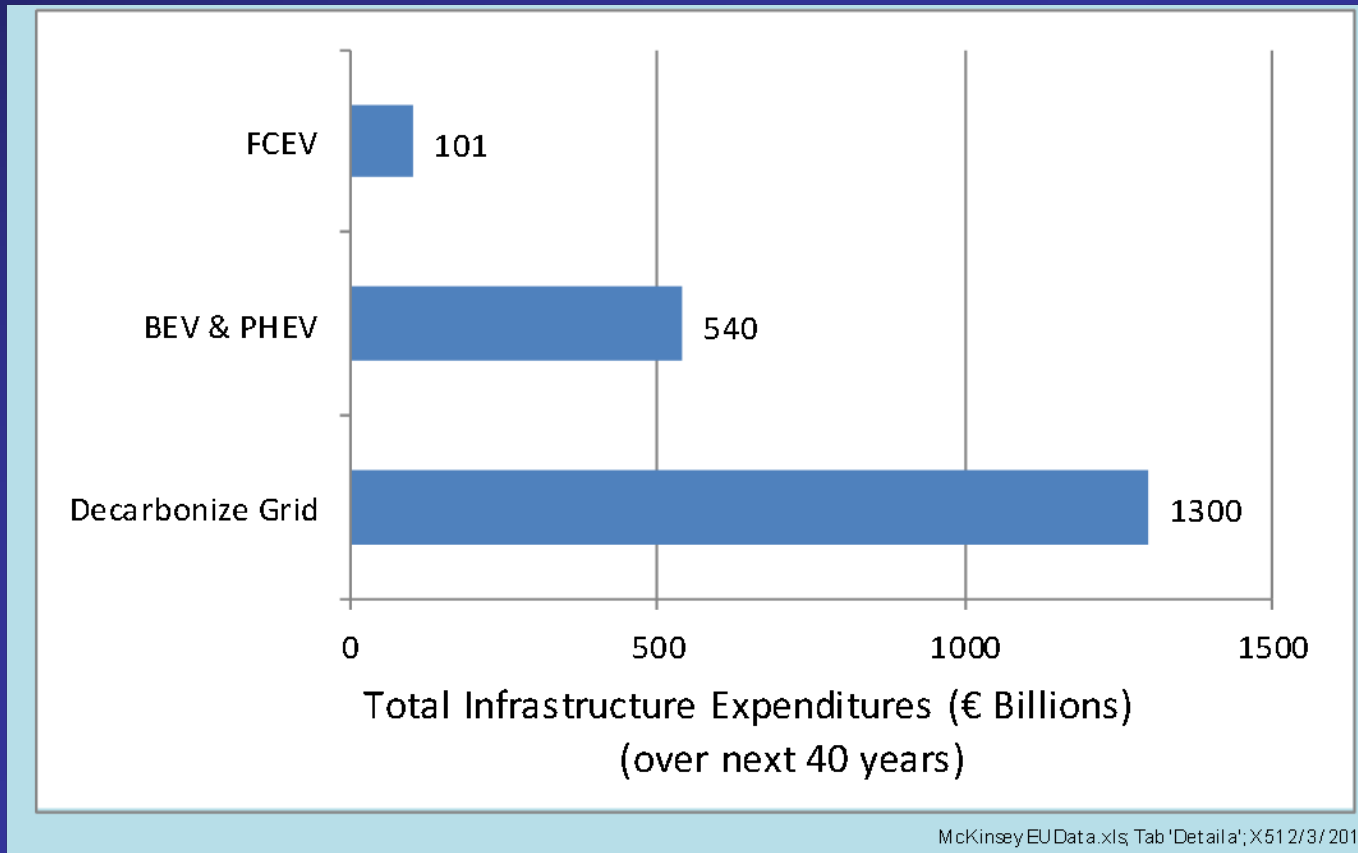
Average annual investment of 13+ billion EUR over next 40 years is considerably larger than investment needed for FCEVs, but serves more vehicles (~200 million BEVs/PHEVs¹ compared to ~100 million FCEVs)

¹ Cumulated new builds over 40 years

Average Annual EU Infrastructure Costs over next 40 years

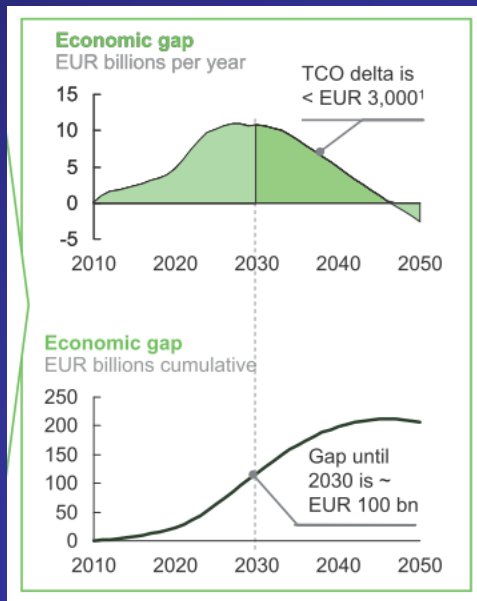


Total Cumulative Infrastructure Costs over 40 years



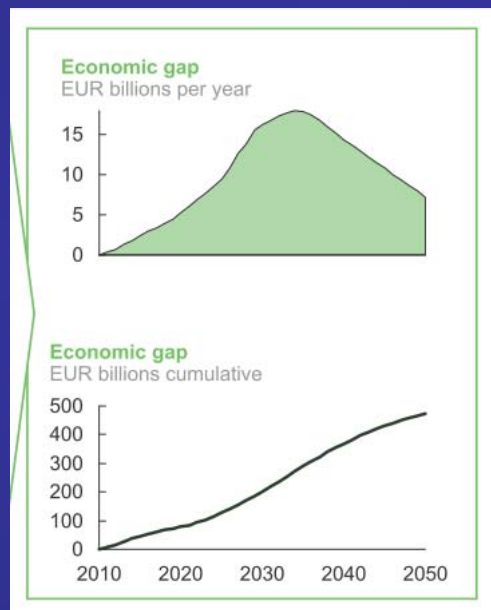
Annual Economic Gaps (Vehicles & Infrastructure)

FCEV Gaps



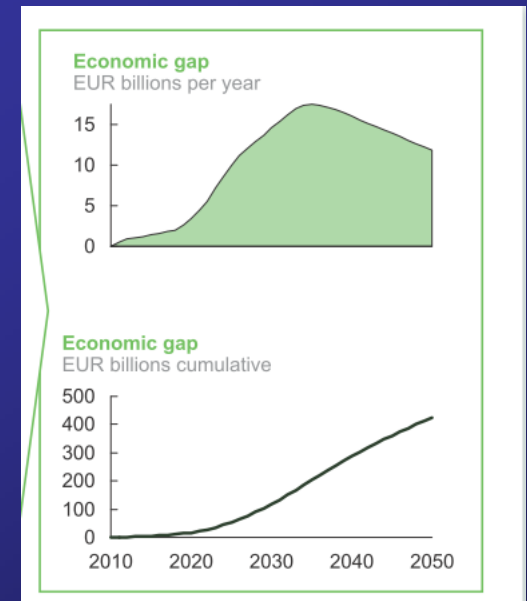
€202B by 2050

BEV Gaps



€502B by 2050

PHEV Gaps

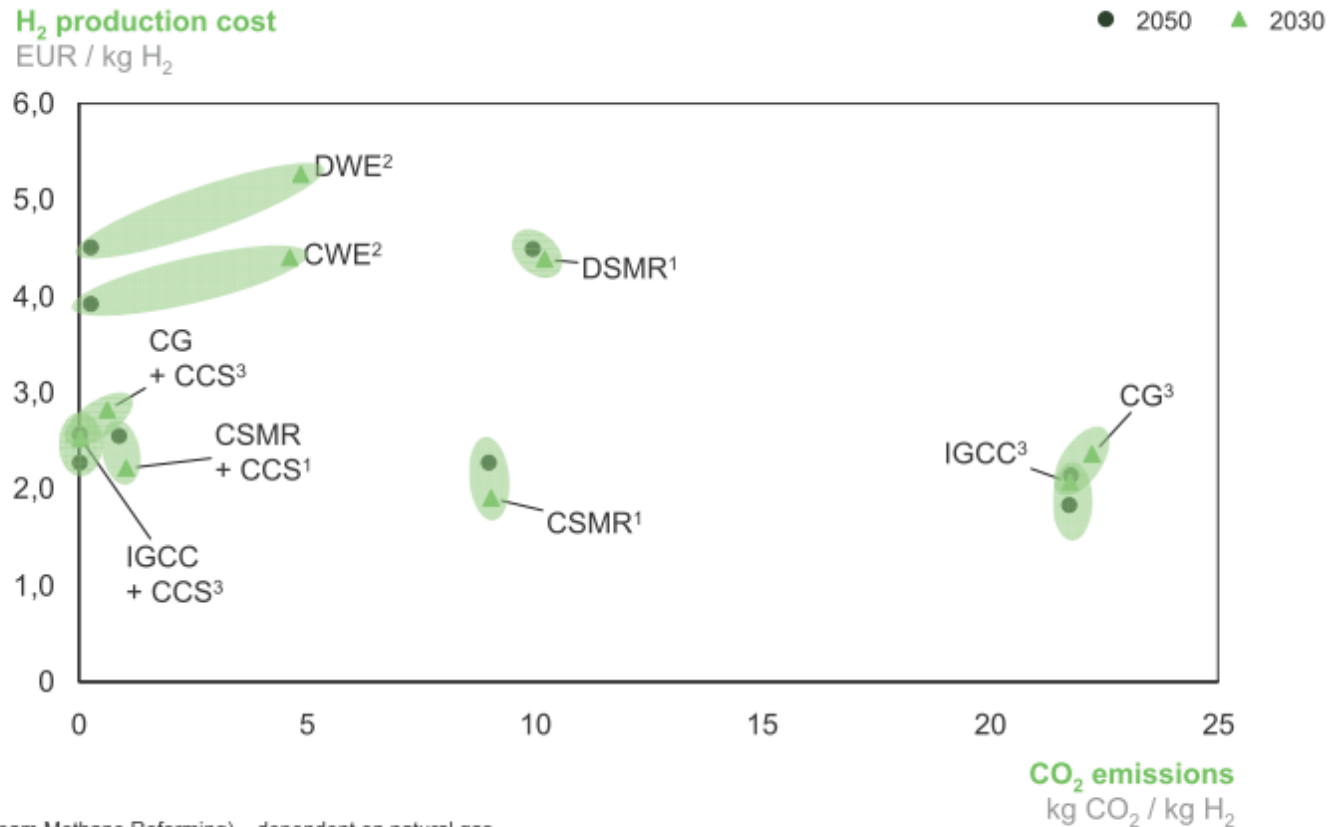


€420B by 2050

Surprise: GHGs Not total well-to-wheels

- They did NOT include “indirect GHG emissions” from:
 - Feedstock exploration & infrastructure buildup, including
 - Mining activities
 - Power plant buildup
 - Nor “so-called CO₂-equivalent emissions”

CCS = near-zero GHGs



1 SMR (Steam Methane Reforming) – dependent on natural gas

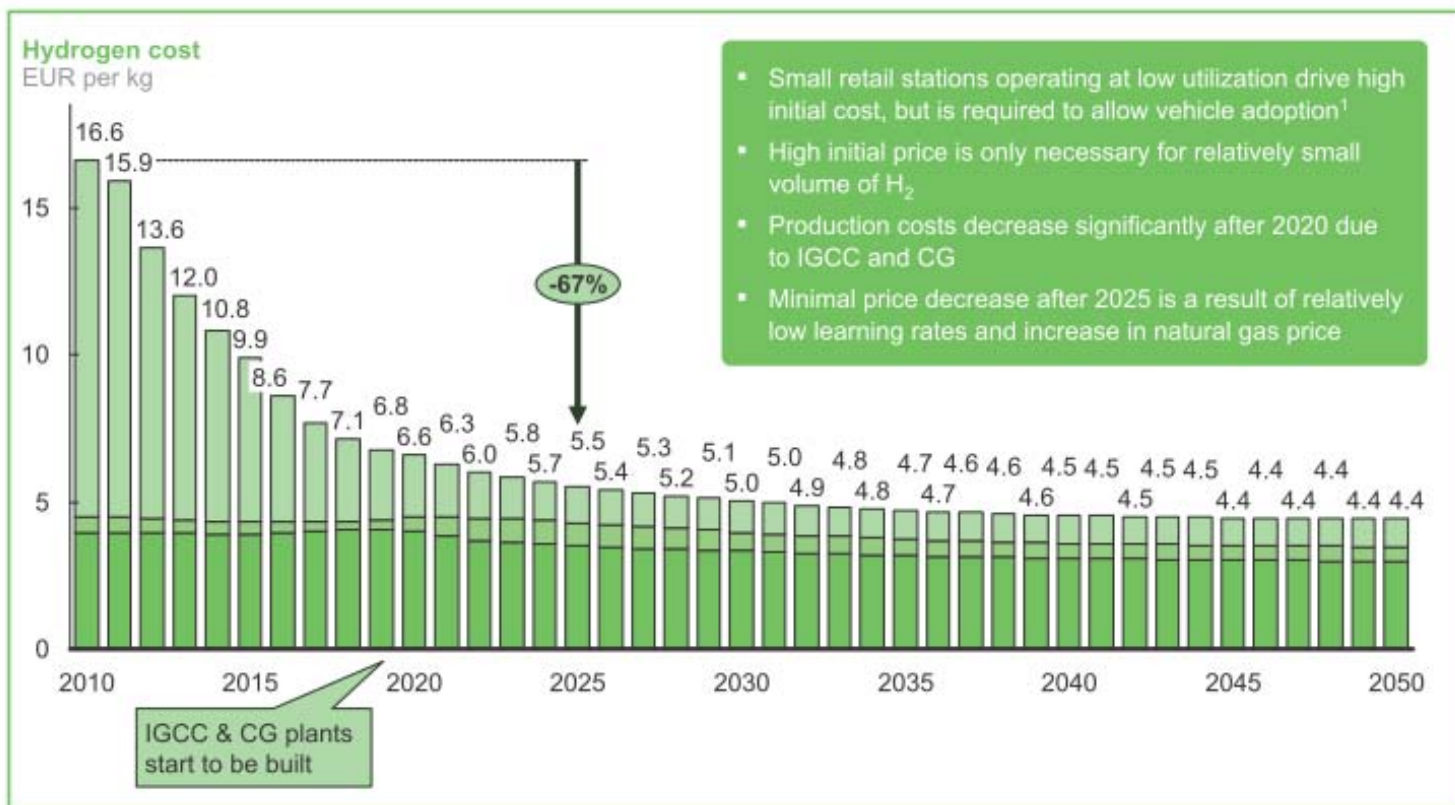
2 WE (Water Electrolysis) – uses 80% RES pathway for electricity and can offer additional grid stabilisation load leveling benefits

3 CG (Coal Gasification) – relies on domestic coal and when combined with CCS is assumed to be co-fired with 10% biomass

H2 costs decrease from €16.6/kg to €4.40/kg

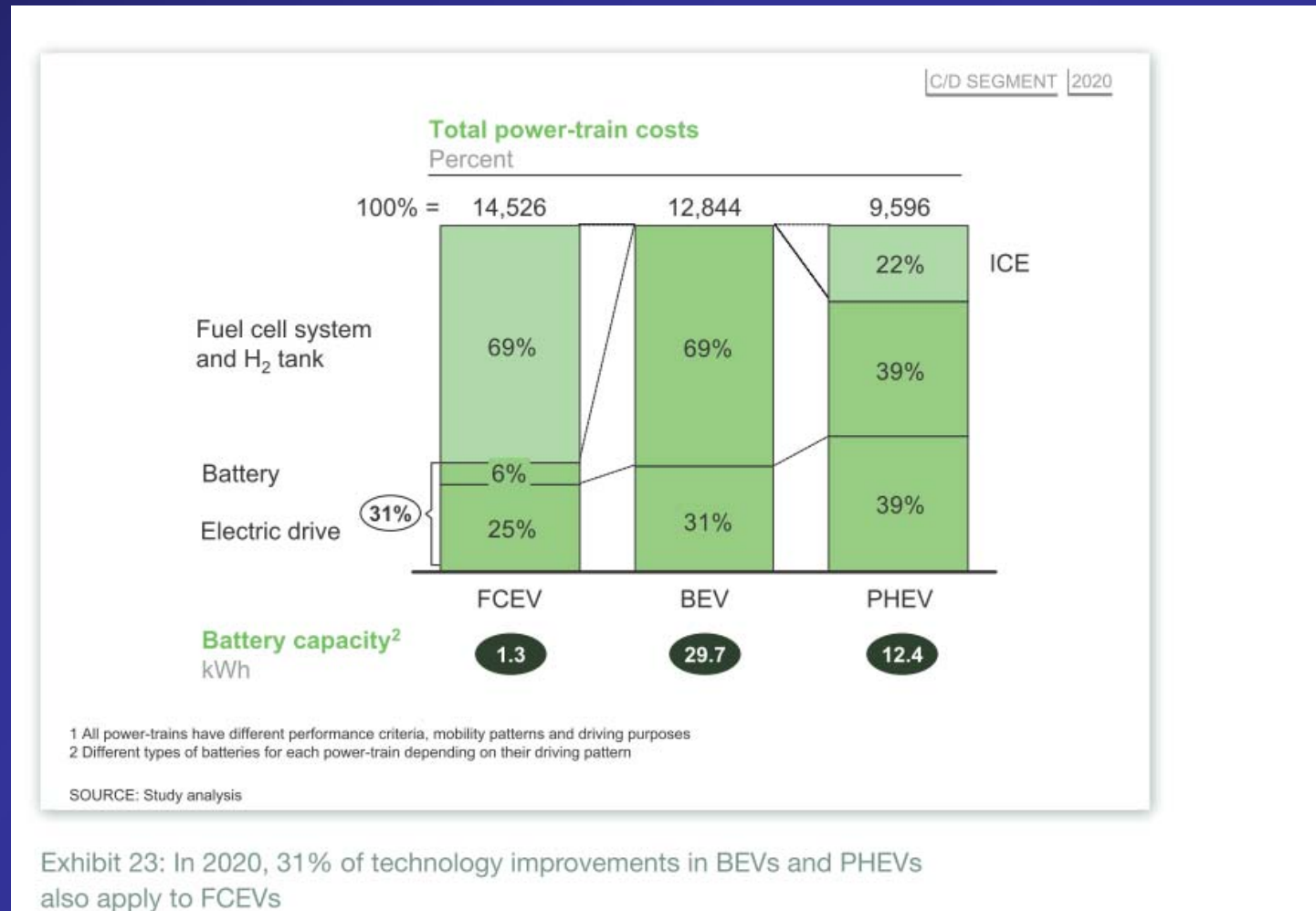
Delivered at pump, w/o taxes/excises

■ Retail ■ Distribution ■ Production



¹ Coverage requirement sets area and retail station density requirements for vehicle adoption

31% of technology improvements for BEVs and PHEVs also apply to FCEVs



Thank You

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