



## **NEW-IG Position Paper EU Clean and Energy Efficient Vehicles**

The New Energy World Industry Grouping (NEW-IG), partner of the EU in the JTI for hydrogen and fuel cell technology, welcomes the opportunity to contribute to the informal stakeholder consultation on a European Strategy for Clean and Efficient Vehicles. We strongly believe that electromobility is key to de-carbonizing passenger cars. **Fuel cell electric vehicles powered by hydrogen**, are, together with battery electric vehicles, a crucial part of the electric transport family.

It is widely acknowledged that all innovative low carbon energy technologies and alternative vehicle propulsion technologies are essential for the transition to a low carbon transport system. To meet the long term GHG emission reduction target of 60 to 80 % by 2050, all available low carbon technology options need to be explored. This message was clearly resonated in the outcome of the EC project: Transport GHG-Routes to 2050, presented at the final stakeholder meeting on 15 March 2010.

**The fuel cell and hydrogen business - ranging from OEMs and oil-companies to fuelcell manufacturers and hydrogen production companies - believes that fuel cell powered electric vehicles (FCEVs) can be ready for mass production and large scale deployment by 2015, provided some key-obstacles are overcome.**

Technically, fuel cell vehicles are ready for commercial roll-out. However, to date two main obstacles prevent large scale market-introduction; cost competitiveness with today's internal combustion engines and lack of re-fuelling infrastructure. Re-fuelling infrastructure and large scale deployment are completely interdependent and without the one, the other will not be viable and vice versa. To break this vicious circle and to attract the necessary investments policy support action is required.

**Fuel cell electric vehicles and battery electric cars face a similar timeline and challenges for large scale deployment.**

**We therefore call on the Commission not to favour battery electric vehicles (BEV) above fuel cell electric vehicles (FCEV) and to explicitly include FCEV in the main focus of pillar 2**



**of the European Strategy for clean and energy-efficient vehicles to ensure a real level playing field so both options can be further developed and deployed.**

Fuel cell transport applications such as cars, buses, taxis, forklifts, motorbikes and trucks are currently being developed, tested and demonstrated at EU, national and local level. What is needed in addition is a specific coordinated approach towards increased project funding, regulatory support and development of technical standards both at EU and at Member State level. Such measures are crucial to providing a stable and predictable environment to attract the necessary private investment and make the shift to zero emission transport a reality.

NEW-IG welcomes a coordinated and technology neutral EU strategy to support the market introduction of electric vehicles, provided that it includes **fuel cell vehicles powered by hydrogen from the start.**

We call on the European Commission to develop a clear and coherent set of policies that provide a stable and long term framework to attract the essential large scale public/private investment. This framework should also provide guidance to national governments for a structured and harmonized transition to a low carbon transport system across Europe, without promoting one or the other alternative propulsion system.

To attract the necessary private investment, the European Commission should develop a framework that is beneficial for the early adaptors and investors and allows national governments to co-invest in the necessary measures to erode the existing roadblocks to wide scale implementation. The Commission ought to use the full range of available policy-tools including state-aid and block exemption-rules in parallel with other market-based instruments and alongside consumer incentive schemes.

We further urge DG Enterprise to synchronise this initiative on clean and energy-efficient vehicles with the various other strategic initiatives that are currently being developed in other parts of the Commission and impact the whole electric mobility value chain. These initiatives include, but are not limited to, the White Paper on Sustainable Transport, the revision of the TEN-T guidelines, alternative fuel and fuel quality initiatives, the clean urban transport initiatives and all other relevant initiatives that target the same ultimate objective of reducing GHG from transport.

The NEW-IG will continue to actively invest in R&D and demonstration projects in order to accelerate the commercialisation of fuel cell and hydrogen technology in transport.

Furthermore, an international industry coalition is currently developing a fact-based and realistic commercialisation plan aiming at a large scale (staged) roll-out by 2015. More detailed performance metrics of the state-of-the-art FCVs will become available by mid May 2010 and can be fed into this strategy.

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Finally, NEW-IG supports the contribution and position of EHA to this consultation.

We like to remain involved in the development and discussion on a strategy for clean and efficient vehicles and will continue to feed fresh and updated facts into the debate. We look forward to a constructive dialogue on this matter.

Sincerely yours,

Gijs van Breda Vriesman,  
Chair NEW-IG

**Background information on NEW-IG:** Since 2003 the European fuel cell and hydrogen industry together with the EU, universities and research institutes have combined their efforts to establish the Fuel Cells and Hydrogen Joint Undertaking in 2007. The objective of the JU FCH is to kick-start the market for commercial applications and ensure a role of market leader for European companies in this field. The NEW Energy World Industry Grouping (NEW-IG) is the private partner in this public private partnership.

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