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“Zero Emissions. Zero Compromise.” - New Campaign Highlights Excitement and Benefits of Fuel Cell Vehicles

(Washington, D.C.) – October 19, 2016 – Hydrogen-powered fuel cell vehicles (FCVs), the next generation of electric cars, are already making their mark with California drivers, and the Fuel Cell & Hydrogen Energy Association (FCHEA) wants to expand the experience to the northeastern states. FCHEA is launching “Zero Emissions. Zero Compromise.” to emphasize the driving excitement of emissions-free FCVs and the important roles they play by fostering technological innovation, curbing transportation-related emissions, and increasing U.S. energy independence.

FCHEA launched the new campaign and dedicated website, www.zeroemissions.org, to capstone National Hydrogen and Fuel Cell Day, officially recognized on October 8.

Fuel cells generate electricity using hydrogen electrochemically, not by combustion, so the only byproducts are water vapor and heat. Today, hydrogen is produced from renewable local sources such as wind, solar, and biogas, and from America’s abundant natural gas supply.

Two FCVs, the Hyundai Tucson Fuel Cell and Toyota Mirai Fuel Cell Vehicle, are now available to California customers. Honda will introduce its Clarity FCV later this year, with Mercedes-Benz to follow in 2017 with its GLC F-CELL. Other premier global automotive companies also plan to sell FCVs in the next few years. To date, automakers have logged over fifteen million miles of safe and efficient FCV driving.

“These innovative fuel cell vehicles are appealing because they provide a clean choice without compromise,” notes FCHEA President Morry Markowitz. “FCVs are zero-emission vehicles that work like the ordinary car you drive today with a range of 300-400 miles and refueling times of just three to five minutes, with only water emitted from the tailpipe.”

“Leading automakers, industry, and the state of California have made critical investments in infrastructure to ensure that drivers in the state have both the vehicles and the hydrogen filling stations they need,” Mr. Markowitz added. “Other incentives play an important role in

encouraging consumer adoption of fuel cell vehicles and station owners to develop hydrogen stations.”

The “Zero Emissions. Zero Compromise.” campaign will continue and build upon California’s success, as well as help introduce FCVs to the northeastern states. The campaign will host meetings and events for stakeholders to experience FCVs first hand, showcasing the transformational vehicle technology and demonstrating how they will help meet state and regional clean air goals.

For more information, visit the campaign website – www.zeroemissions.org.

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The Fuel Cell and Hydrogen Energy Association (FCHEA) represents the leading companies and organizations that are advancing innovative, clean, safe, and reliable energy technologies.

FCHEA drives support and provides a consistent industry voice to regulators and policymakers. Our educational efforts promote the environmental and economic benefits of fuel cell and hydrogen energy technologies. Visit us online at www.fchea.org.