

## HYDROGEN AND FUEL CELL VEHICLE PROGRAMS



# Fuel Cell Vehicle Research Program

### PARTNERS

Toyota Motor Sales

University of California  
Energy Institute

University of California  
Transportation Center

Natural Resources  
Canada

### EVALUATE CONSUMER AND MARKET RESPONSE TO:

#### • FCV ATTRIBUTES

- Mobile electricity – take clean, quiet electricity wherever you drive
- Collective benefits – improved air quality, reduced risk of global warming
- Recognition of electric drive benefits – excellent acceleration, clean

#### • HYDROGEN REFUELING PROCESS

#### • FUEL AVAILABILITY FROM

- Traditional vehicle refueling station
- Home-based infrastructure
- Energy stations

### LIFECYCLE COST ANALYSIS

- Model full lifecycle costs of FCVs
- Fair comparison with other vehicle power options

### EDUCATION AND OUTREACH

- Demonstrate FCV technologies to public
- Educate policymakers, key state agency staff, emergency service providers, and local planning and building officials
- Develop new university courses

