Held inside World Smart Energy Week 2012

8th Int'l Hydrogen & Fuel Cell Expo

FC EXPO 2012

Fuel Cell Vehicle Special Project (FREE)

The project is to encourage business matching with automotive manufacturers

www.fcexpo.jp/en/

Outline

- **Special Plan 1** ····· Distribution of "FCV Special Project Participants' Guidebook" to automotive manufacturers
- **Special Plan 2** ····· Email blast to automotive manufacturers
- **Special Plan 3** ····· Feedback of automotive manufacturers' demands

<Who can join the project?>

Anyone who exhibits at FC EXPO 2012 *FREE to join

Exhibit at FC EXPO 2012 and join the project for your business expansion!

Message from Organiser

Tad Ishizumi,

President
Reed Exhibitions Japan Ltd.

Following next-generation vehicles such as hybrid, plug-in hybrid and electric vehicles that are already launched onto the market, fuel cell vehicles as the ultimate eco-car is about to be commercially available in 2015.

FCV manufacturers are now proactively accelerating their R&D activities and facility investments. Show Management has been receiving requests from FCV manufacturers for a venue where they can make a comparative review of manufacturing equipment, parts and materials for FCV mass production.

FC EXPO has welcomed engineers from almost all FCV companies in the last seven years. We, Reed Exhibitions Japan, organises 63 annual exhibitions including the trade shows specialized in automotive electronics and EV/HEVs, welcoming 30 thousand automotive engineers.

Show Management will utilize the database to promote the matching service between exhibitors and automakers, hoping to contribute to FCV commercialization promotion.

We very much appreciate your proactive participation in the Fuel Cell Vehicle Special Project to start or expand your business in the automotive industry.

FCV Market Growth

2010	2015	2025
5.5 billion yen	52.8 billion yen	2.51 trillion yen

Source: Fuji-Keizai

Messages from Automakers

Taiyo Kawai
General Manager,
Fuel Cell System
Development Div.,
R&D Group 2,
Toyota Motor Corp.

Achieving “sustainable energy use independent from oil” and “zero-emission with no CO_2 emitted while driving”, the commercial application of FCVs is just around the corner. At the same time, FCV offers practical utilities such as a cruising range of 500 km, short filling time of 3 minutes, and smooth startup at -30° Celsius. Automobile manufacturers worldwide are addressing technology developments toward 2015, defining the year as the first year of FCV diffusion.

TOYOTA is also making all-out effort so that a new sedan-type FCV will be available to consumers by 2015 in regions where hydrogen stations are planned to be installed. For further substantial FCV commercialization after 2015, we will have to overcome various challenges including reduction in cost, size and weight, as well as improvement in performance and durability.

I would like to fully utilize “FCV Special Project” for a comparative review of products, and consider their introductions. I am certain that your cooperation will contribute to the further FCV development and commercialization. I am looking forward to looking into as many products and materials as possible at this project.

Takashi Moriya
Senior Chief Engineer
Technology Research
Division 5
Honda R&D Co.,Ltd.
Automobile
R&D Center

In January 2011, three automobile manufacturers and ten energy companies issued a joint statement declaring that they take steps toward FCV market introduction in 2015 and build the infrastructure for hydrogen gas supply. Honda is promoting FCV development to start a mass production of FCVs in 2015.

Especially for cost reduction, we found it necessary to make improvements in materials and manufacturing process technologies.

I will take the advantage of “FCV Special Project” to compare a wide range of parts, materials and equipment that could be installed for our mass production plan.

I am expecting as many exhibitors as possible to join the project and exhibit their superior parts, devices and equipment.

Akihiro IIYAMA

Expert Leader
EV System Laboratory
Nissan Research Center

Nissan Motor Co., Ltd.

There has been growing expectations towards FCV, the ultimate eco-car, in response to the energy issues, rising environmental awareness and hikes in the oil price.

Automakers and energy companies are aiming at market introduction of FCVs by 2015, the target year for FCV commercial implementation, with active R&D projects and facility investments.

In Nissan, with the commitment of being a leader in zero-emission vehicle manufacturing, we are engaged in various projects and technology development.

Superior parts, materials, equipment and devices are required for further cost reduction and performance improvement.

I feel great significance in “FCV Special Project” as it will offer us a networking opportunity at FC EXPO 2012,and I am looking for your active participation in the project.

I am looking forward to vigorous business activities in the fuel cell industry.

George Hansen

Communications
and R&D Science Office
Director

General Motors Japan Ltd.

GM will promote both the infrastructure and development of FCEVs as we move towards around 2015, in line with the commercialization scenario of FCCJ.

In the meantime, many of the US regions are accelerating their development of FCEVs. Also, in Germany, for example, leading vehicle manufacturers including GM have signed a “Letter of Understanding regarding the Development and Market Introduction of Fuel Cell Vehicles” which states that hydrogen infrastructure needs to be built up to a sufficient density by 2015, as this will result in further promotion of FCEV commercialization.

GM is in the midst of in-house development of FC stacks, and at the same time, has manufactured well over a hundred Chevrolet Equinox FCEVs. We have embarked on Project Driveway Fuel Cell Program – the world's first large-scale test market in the US which also includes ongoing verification projects in Europe and Asia.

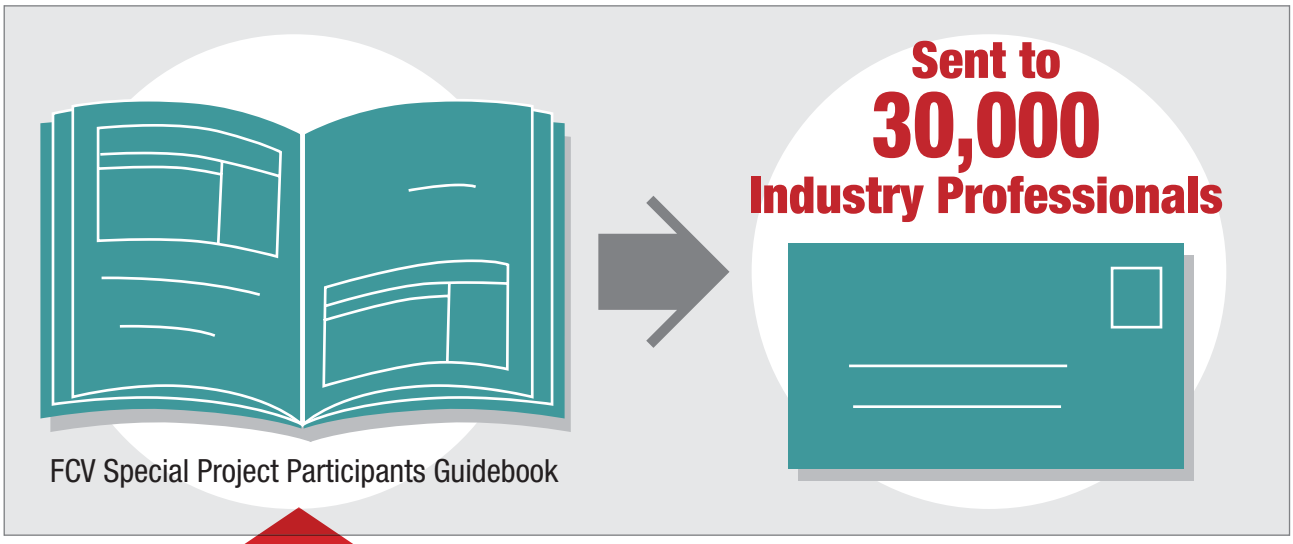
GM is focusing on further technical development to overcome certain challenges such as the extension of the 10-year product life, as well as size and cost reductions. This “Fuel Cell Vehicle Special Project” is a very attractive opportunity for us to examine a variety of products from around the world.

I am looking forward to your active participation in the project. Your cooperation will surely boost the FCEV industry and its future development.

1 Distribution of “FCV Special Project Participants’ Guidebook” to Automotive Manufacturers

Show Management will send out “FCV Special Project Participants’ Guidebook” that covers project participants’ information to automotive manufacturers in advance of the exhibition.

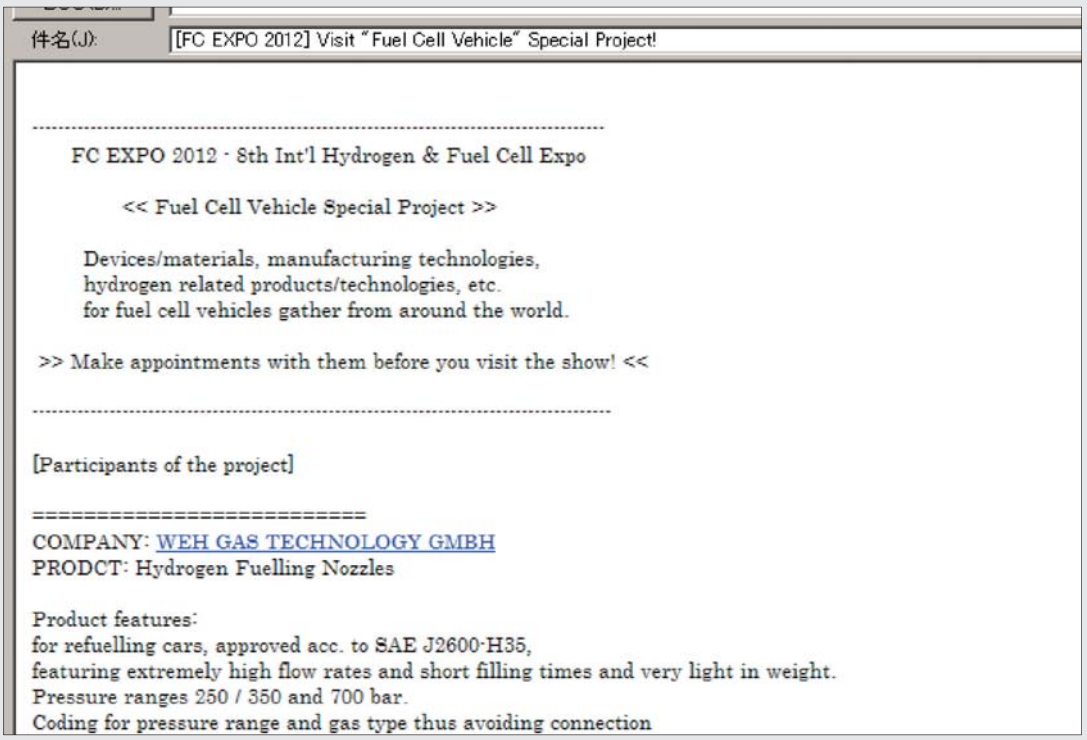
*Guidebook distribution will be set in December, 2011. Only the exhibitors registered by the end of October will be covered in the guidebook.



2 Email Blast to Automotive Manufacturers

Show Management will email news releases that cover exhibits details to vehicle manufacturers. Email blast will start 2 months before the exhibition, delivering project participants' information to each automotive engineer.

Email Blast to 13,000 registrants


件名(J): [FC EXPO 2012] Visit "Fuel Cell Vehicle" Special Project!

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<< Fuel Cell Vehicle Special Project >>

Devices/materials, manufacturing technologies,
hydrogen related products/technologies, etc.
for fuel cell vehicles gather from around the world.

>> Make appointments with them before you visit the show! <<

[Participants of the project]

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COMPANY: WEH GAS TECHNOLOGY GMBH
PRODCT: Hydrogen Fuelling Nozzles

Product features:
for refuelling cars, approved acc. to SAE J2600-H35,
featuring extremely high flow rates and short filling times and very light in weight.
Pressure ranges 250 / 350 and 700 bar.
Coding for pressure range and gas type thus avoiding connection

*image

3 Feedback of Automotive Manufacturers' Demands

Show Management will gather information on the needs of automotive manufacturers and their demands to exhibitors through our visitor promotion including email advertisement, phone calls, personal visit, etc, and deliver it to the project participants. Please utilize the information to make the exhibition effective and successful.