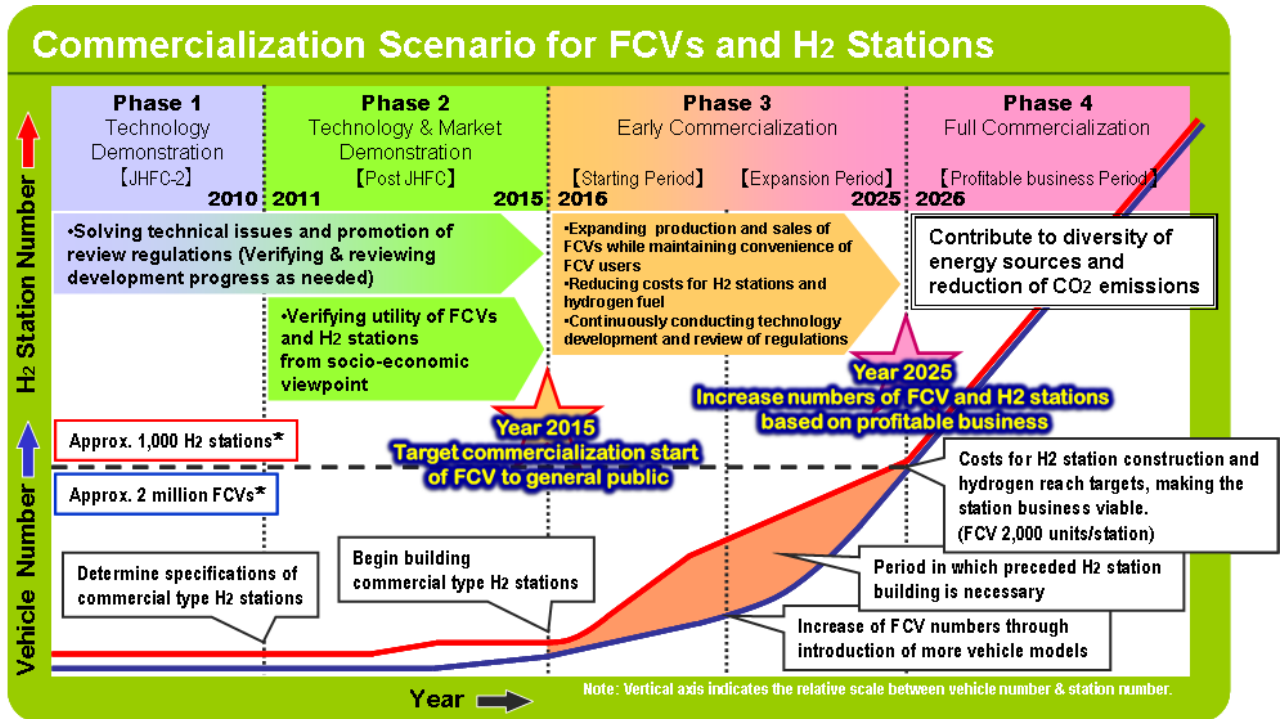


Commercialization Scenario for FCVs and H2 Stations

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FUEL CELL COMMERCIALIZATION CONFERENCE OF JAPAN



* Precondition: Benefit for FCV users (price/convenience etc.) are secured, and FCVs are widely and smoothly deployed

Leading domestic and international auto makers and domestic energy related companies who are members of the Fuel Cell Commercialization Conference of Japan (FCCJ) set a goal to commence diffusion of Fuel Cell Vehicles to general users in 2015, and are addressing to solve challenges to make the FCV and hydrogen station business viable by 2025.

To achieve the goal set by government to reduce 80% of CO2 in the transportation sector by 2050, the scenario lays out a diffusion of 2 millions of FCV and construction of around 1,000 hydrogen stations in 2025, which are needed to then expand FCV/hydrogen stations driven by market forces.

To realize market driven diffusion of FCVs commencing from 2025, by that time FCVs need to be widely acceptable products by users from the perspective of economic efficiency and convenience. Also, to drive expansion of FCVs, up front preparation and construction of hydrogen station infrastructure before FCV diffusion are essential. In addition, pursuing steadily technical development for cost reduction and revisions of regulations are important topics to challenge for market driven FCV and hydrogen station diffusion.

To ensure full-scale diffusion of FCV and hydrogen stations, a decisive promotion policy having close cooperation and coalition between public and private entities in regard to technology development, revision of regulations, and continued financial supports towards market formation are indispensable.

This scenario for the diffusion of FCV and hydrogen stations is based on the scenario for 2015 which FCCJ announced in July, 2008 and which was developed further. Currently, a more detailed development scenario is being investigated and will be suggested at a future point of time.