

Fueling the Future Workgroup

Marketer Involvement Focus

May 23, 2012

8:00am-3:30pm



How does a new fuel compete in a mature marketplace?
What will entice you to be an early adopter or investor?
Are plans for the first wave of retail hydrogen stations realistic?

Hydrogen is a reality. The first stations in California with hydrogen dispensers alongside gasoline are open, and more are under construction. A state-wide plan for deploying fuel cell vehicles and hydrogen stations is under development. This one-day, interactive workshop is your opportunity to give your input on this plan.

Tour two hydrogen stations, take a drive in fuel cell vehicles, provide your honest feedback, talk to the companies funding and building the stations.



Torrance Hydrogen Station

2051 W. 190th Street

Torrance, CA 90501

Fuel Marketers Only

- 8:00 Welcome and registration
- Coffee and refreshments
- 8:30 Hydrogen station tour
- Tour the active hydrogen stations in Torrance and nearby Harbor City
 - Discuss the pros and cons of the stations
 - Identify marketer wants and needs for hydrogen stations
- 12:00-1:00 Lunch

Hydrogen Industry and Fuel Marketers

- 1:00-3:30 Marketer input on station deployment plan
- Prioritize list from morning session with hydrogen industry
 - Develop action items and assignments

RSVP by May 18 to bcarranza@cafcp.org or call 916-373-3197

Hosted by the California Fuel Cell Partnership
Facilitated by Ken Gunn, Caliber Consulting

