



THE FIRST FLEET OF HYDROGEN TAXIS

2018



by **STEP**
SOCIÉTÉ DU TAXI ÉLECTRIQUE PARISIEN

The starting point ...

- « Diesel kills ! »
(and petrol too..)



- « Taxis » will stay in cities...



- And BEVs will not do everything everywhere



- Hydrogen Mobility : all the advantages of EVs, without the constraints of BEVs
- Easy to use => massive transition



Taxi in Paris, THE « sweet spot » for H2 Mobility

- The best environment to maximise the impact



- A well adapted market



Hype - 2018

La Maire de Paris
D16CABN-005641



Monsieur, *Cher Nathaniel Gardies,*

Pollution à Paris: la circulation alternée envisagée
mardi

Actualité | Société | Santé | For L'EXPRESSION avec AFP, publié le 04/12/2016 à 21:06, mis à jour à 22:01

14 partages



de dernière votre société de taxis électriques, véhicules tournant aujourd'hui en continu.

ce lancement, et l'implantation temporaire de l'Alma a, je pense, contribué à rendre visible



Je tiens par ce courrier à vous renouveler tout mon soutien. Votre service de taxis s'inscrit totalement dans la politique de la Ville visant à promouvoir toute forme de mobilité alternative à la possession d'un véhicule individuel polluant, et toute forme d'énergie plus propre.



Sustainable mobility services, Hype vision

- A zero emission and shared vehicle



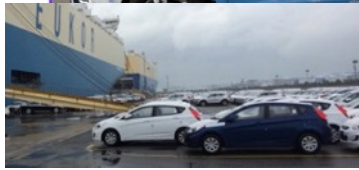
- Innovative service and homogeneous quality , accessible for everybody

- AND a balanced and sustainable relationship with the drivers

Hype today ?

Paris leader mondial du taxi à hydrogène

Mar 15/11/2016 — La capitale se modernise.



A project co-funded by
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FUEL CELLS AND HYDROGEN
JOINT UNDERTAKING



- 75 FCEVS (62 IX 35 +13 Mirai) at the beginning of 2018
- From « Ah bon ? » to « Ah oui ! »



Hype strategy : which markets for H2 passenger cars ?

- Focus initially only where

- zero emission is REQUIRED now, for public health issues, and

- BEVs solutions proven inefficient for 100% ZE

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14 partages

Partager

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réaction



- Get rid of

- the infrastructure issue

- AND the customer issue



- Real volumes for this market ? Yes, and high renewal rates

- Start where the impact is maximum, and keep it maximum

Hype glocal strategy

- **Phase 1** : take the step, and show the example, thanks to
 - A dedicated fully integrated organization,
 - Aligned and motivated partners (stations, FCEVs, FCH JU)
 - Assuming together overcosts (investments) that must decrease

Target : 600 FCEVs in Paris Hype Fleet before end of 2020

- Phase 1 creates the conditions for Phase 2 : a massive and fast switch to ZE for all the mobility operators in these targeted activities

Hype glocal strategy

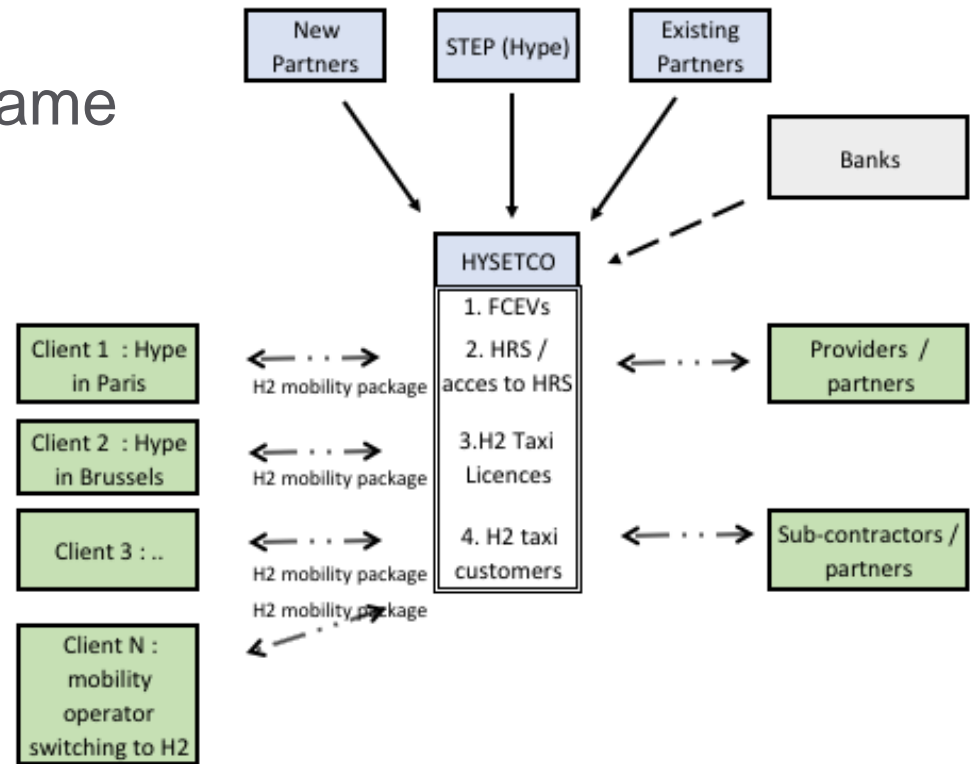
- **Phase 2** : facilitate, accompany, and as much as possible force the switch,
 - with appropriate H2 ZE all-in mobility packages
 - as H2 ZE services provider.
- Example of Paris :
 - 17 000 taxis + 20-30 000 Uber-like cars (« VTCs »)
 - **how many polluting transportation passenger cars for Olympic Games in Paris in 2024 ? If a real solution is available in 2021?**

Next step (2018) : HysetCo

- All H2 assets now in the same company / SPV

- Objectives :

- Decrease costs
- Align interests : investments, risks and rewards
- Ease the financing, and the arrival of Newcomers in H2
- Prepare Phase 2 : multi operators, and appropriate packages



Next step (2018) : HysetCo

- HysetCo will be looking for new industrial, or business, or financial partners, and has launched RFPs for
 - Next Hype FCEVs : minimum of 131 in 2018
 - Hype HRS: Station « Usine » dedicated to Hype Phase 1