

Fueling our Future: Setting the stage for the coming Fuel Cell economy



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> The customer can decide

Fuel Cell Car and Experiment Kit



- 30 distinct experiments
- Uses solar power, and a fuel cell to separate water into hydrogen and oxygen by electrolysis
- Ages 12 and up
- 5 1/2" H x 5" W x 8" L, 1 lb (0,45 kg)
14 cm H x 13 cm W x 20 cm L

Source: SkyMall (Mail Order Magazine), Spring 2004

> The customer can decide

>>zooma>> 350 Watt Electric Scooter



- Steel & aluminium construction
- 15 mph (24 km/h), up to 20 mile (32 km) range
- Front drum & rear disc brakes
- 225 lb (102 kg) capacity
- No Fuel Cell powered by Hydrogen, but ...
... a rechargeable battery included

Source: Kragen Auto Parts (Advertising Flyer), May 2004

> The customer can decide

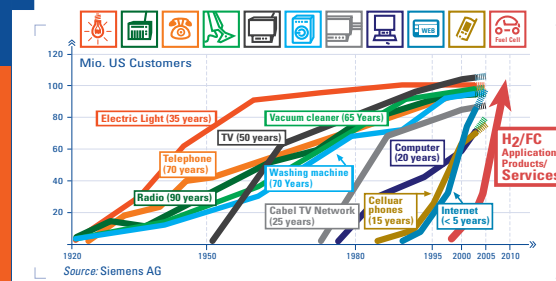
What to do next?



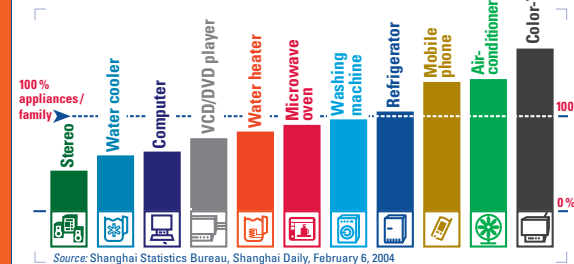
Not Technical Possibilities but Consumer Demand

- The future of the H₂/FC economy will not be dependent on the replacement of existing energy-powered products, but rather in products and/or services unknown today which will benefit our daily life tomorrow...
- Because of the "added value" benefits of these new products and/or services, this development is going to happen ...
... sooner than many "experts" are thinking today!

> Implementation time of new Products



> Home appliance ownership in every 100 Shanghai, P.R. China, families



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