

Chevrolet Equinox Fuel Cell Electric Vehicle and Project Driveway

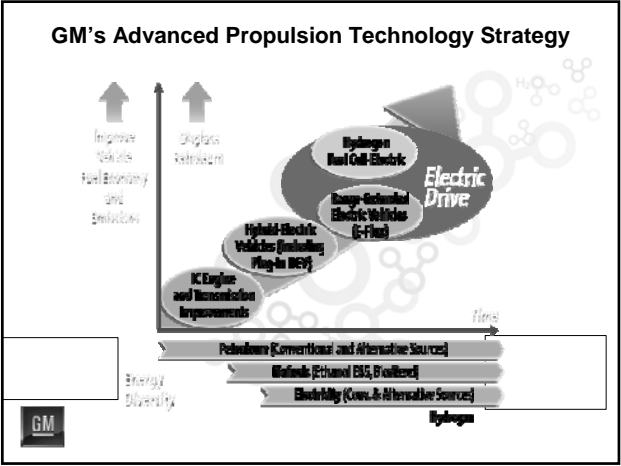
Chevrolet Equinox Fuel Cell Electric Vehicle and Project Driveway




EQUINOX FUEL CELL

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Fuel Cell Activities- Eastern Region



Project Driveway Program Overview

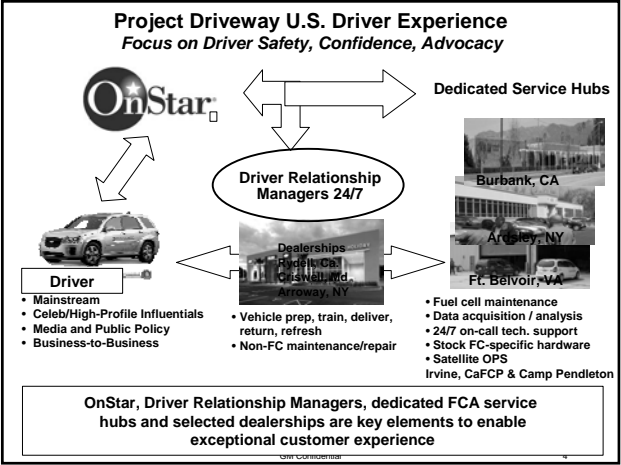


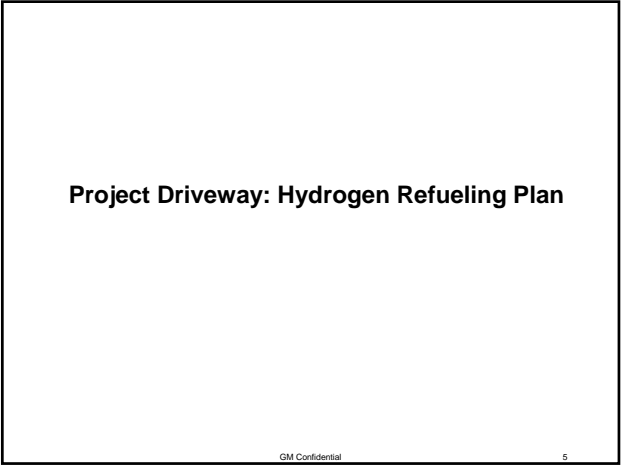
Equinox Fuel Cell is a fully-functional, distinctively-styled, 4-passenger crossover, with all the safety features of the 5-star production Equinox

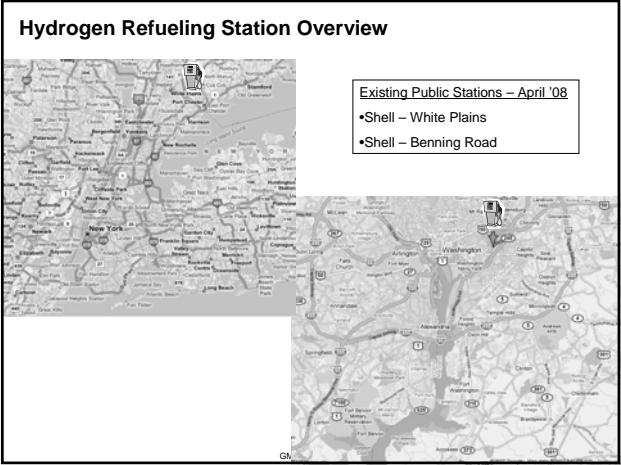
- 110 Equinox Fuel Cell Vehicles fielded globally
 - Deployment plan based on 110 vehicles globally
- U.S. deployments in three locations
 - California (LA, Sacramento)
 - Greater New York City metro area
 - Washington D.C.
 - Other global deployments planned for Germany, China, Korea, Japan
- Deployment began in Sept. 2007 & runs through end of 2011
- U.S. deployment includes five target driver groups
 - Media, Public Policy, Celebrities/Influentials, B2B and mainstream driver
 - 3 to 30-month deployments, depending on driver group
- Comprehensive feedback on all elements of customer experience

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Project Driveway: Hydrogen Refueling Plan

We currently face...

- **Limited network of stations, mostly behind-the-fence applications**
- **Various access arrangements**
 - > Few locations publicly accessible 24/7
- **Time-consuming and unpredictable station approval procedures**
 - > Varying methodologies for application of codes and standards to hydrogen infrastructure
 - > Continuing need to educate local authorities on hydrogen and fuel cell vehicles. Starting from scratch each time.

Hydrogen Infrastructure continues to be challenging. Technical and commercial details must be addressed.

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Project Driveway: Hydrogen Refueling Plan

We need...

- **Retail-like refueling stations**
 - > Geographically targeted regions where automakers want to put vehicles
 - > 700bar fast-fill refueling
- **Expedient station approval and permitting process**
 - > State-wide consistency and local adherence
 - > Community support
- **Funding Support and Incentives**
 - > Stations and upgrades
 - > Liability coverage (funded liability pool, liability cap) or...
 - Full-service attendants to mitigate liability issues
 - > Station operating costs/refueling costs

Vehicles will be in customer's hands. Goal must be to promote a normal sense of driving / refueling.

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Project Driveway: Hydrogen Refueling Plan

Current Strategy Update

- **Underestimated infrastructure hurdles**
 - > Current gap between existing and required fueling experience
 - > Lead time required to execute infrastructure
 - > Inability to keep pace with requirements of evolving vehicle programs
- **GM has purchased and plans to site temporary refuelers to supplement existing hydrogen refueling network in order to meet program needs**
 - > Strategically selected locations in LA and NYC metro areas
 - > GM owned and operated equipment
 - > Permitting will be difficult and timing unpredictable
 - Working with Public Policy, local municipalities and Fire Marshalls
 - > Goal is to provide more comfortable/convenient access
 - No PPE, safe surroundings, 24/7, simple training, etc.
- **Working with Shell Hydrogen and partners in LA and NYC areas to facilitate permitting, siting and operation of additional 700-bar sites**

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