

**Session Title: Hydrogen**

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The presentation will look at the challenges on two different levels:

First of all, the challenges on a „micro“ or station level, such as Hydrogen Refueling Station (HRS) cost, footprint, customer orientation, performance, and reliability.

Secondly, the challenges on a “macro” or infrastructure level such as network build-up and its financing demands. Another big challenge for hydrogen infrastructure is the level of cost and convenience which conventional cars and the existing gasoline infrastructure provide to customers today.

The presentation will give examples of how both the „micro“ and the „macro“ challenges can be solved.