

# News Release

## On the road to a hydrogen ecosystem: new episode of Hyundai's Are We There Yet? podcast

- Hyundai Motor has released the fifth episode of its podcast, *Are We There Yet?*
- This is the first episode to feature an external guest: Jorgo Chatzimarkakis, Secretary General at Hydrogen Europe
- Chatzimarkakis joins Mark Freymüller, CEO of Hyundai Hydrogen Mobility, in a discussion about the history of hydrogen fuel cells in the automotive industry and HHM's strategy to bring hydrogen-powered trucks to the road
- Listen and subscribe to the podcast [here](#)

**Offenbach, XX April 2021** – Hyundai Motor has released the fifth episode of *Are We There Yet?*, its bi-weekly podcast hosted by motorsport and technology presenter Suzi Perry. In “On the road to a hydrogen ecosystem”, Perry invites Mark Freymüller, CEO of Hyundai Hydrogen Mobility, and Jorgo Chatzimarkakis, Secretary General at Hydrogen Europe, to enlighten listeners about fuel cell technology.

During the fifth episode, Freymüller and Chatzimarkakis explain how hydrogen technology powers vehicles, why they don't see hydrogen fuel cell and battery electric vehicles as competing technologies, as well as what role hydrogen will play in the future of mobility.

“The ultimate goal is to really have zero emissions, completely CO<sub>2</sub>-free transportation. And that's not only done by us: Every other [manufacturer] must switch to zero-emission transport as well – could be battery, could be fuel cell,” says Mark Freymüller, CEO of Hyundai Hydrogen Mobility.

Chatzimarkakis also talks about how the automotive industry's perception of eco-friendly fuels has recently changed, why it took so long for hydrogen to be recognised as a viable energy source, and how governments are responding to the perceived rise in relevance of fuel cell technology.

Jorgo Chatzimarkakis, Secretary General at Hydrogen Europe, explains why he believes fuel cell and battery electric technologies are not in direct competition with one another: “One hundred kilometres in a truck needs a one-tonne battery; 200 kilometres, two-tonne battery; 300, three-tonne. Then, if you compare it with hydrogen: 100 kilometres, seven kilos of hydrogen; 200, 14 kilos; and

so on. Weight plays a big role here because weight contributes to more energy consumption. So, it does not make sense to use batteries in trucks. It makes sense to use batteries for up to 40 kWh, so mainly in urban environments and regional environments, where you don't [travel] more than 300 kilometres per day."

Frey Müller additionally talks about Hyundai Hydrogen Mobility's business case to [bring fuel cell technology to Switzerland](#), starting with commercial shipping. He explains the chicken-egg dilemma that has been holding back the wider adoption of fuel cell technology, as well as HHM's strategy to solve it; why Switzerland was selected for the market launch; and who Hyundai is partnering with to make fuel cell-based transport possible in Europe.

Subscribe to Hyundai Motor's podcast, *Are We There Yet?*, and listen to Episode Five now to learn more about the role fuel cell technology will play in the future.

The fifth episode of *Are We There Yet?* is now live and available to listeners on [Spotify](#), [Apple](#), [Google Podcasts](#), [Stitcher](#), [Acast](#) and other podcast streaming platforms. It is produced by Fresh Air Production.

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### **About Hyundai Motor Europe HQ**

Hyundai Motor Europe HQ was formally established in 2000 with its main office in Offenbach, Germany. It is the regional headquarter responsible for over 40 markets with more than 3,000 outlets, taking a 3.6 per cent market share in 2020 (ACEA data). 75 per cent of the vehicles Hyundai sold in the region are models designed, engineered, tested and built in Europe to meet the needs of European customers, served by the company's extensive European infrastructure. This includes two factories primarily serving Europe: in the Czech Republic and Turkey.

As of January 2021, Hyundai has one of the youngest product ranges of any manufacturer, with almost all models younger than 1 ½ years old. More than 75 per cent of Hyundai's line-up in Europe is now available as an electrified version, and the company plans to electrify its entire European line-up by 2025. Furthermore, Hyundai is a pioneer in zero-emission mobility, including its fully-electric subcompact SUV KONA Electric, its second-generation fuel cell electric vehicle NEXO, and the recently-launched battery-electric IONIQ 5, the first model in its new IONIQ line-up brand. In 2020, more than 13 per cent of Hyundai cars sold in Europe, or nearly 60,000 units, were zero-emission vehicles, making Hyundai one of the leading manufacturers in terms of fleet share as well as total sales of zero-emission vehicles in Europe.

Hyundai offers its unique Five Year Unlimited Mileage Warranty package with all new cars sold in the region, providing customers with a five-year warranty with no mileage limit, five years of roadside assistance and five years of vehicle health checks.

More information about Hyundai Motor Europe HQ and its products is available at [www.hyundai.news](http://www.hyundai.news).

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**About Hyundai Motor Company**

Established in 1967, Hyundai Motor Company is present in over 200 countries with more than 120,000 employees dedicated to tackling real-world mobility challenges around the globe.

Based on the brand vision 'Progress for Humanity,' Hyundai Motor is accelerating its transformation into a Smart Mobility Solution Provider.

The company invests in advanced technologies such as robotics and Urban Air Mobility (UAM) to bring about revolutionary mobility solutions, while pursuing open innovation to introduce future mobility services.

In pursuit of sustainable future for the world, Hyundai will continue its efforts to introduce zero emission vehicles equipped with industry-leading hydrogen fuel cell and EV technologies.

Disclaimer: Hyundai Motor Company believes the information contained herein to be accurate at the time of release. However, the company may upload new or updated information if required and assumes that it is not liable for the accuracy of any information interpreted and used by the reader.