



PRESS RELEASE / Nordic countries, 3rd February 2011

MoU between Hyundai • Kia Motors and stakeholders from Nordic Countries on fuel cell electric vehicle deployment

Recently Hyundai • Kia Motors and key hydrogen stakeholders from the Nordic countries, Sweden, Denmark, Norway & Iceland signed a Memorandum of Understanding (MoU) with the aim of collaboration towards market deployment of zero emission hydrogen powered fuel cell electric vehicles (FCEV). With the MoU Hyundai • Kia hopes to establish its position as one of the leading manufacturers in the global markets for FCEV's. For the Nordic countries the MoU significantly strengthens their position as one among the first regions worldwide where FCEV's are market introduced. The Embassy of Sweden and the Korean Ministry of Knowledge & Economy signed the MoU as co-witnesses at a joint signing ceremony in Seoul, Korea on the 31st January 2011.

For several decades, making possible the vision of zero emission vehicles with water as the only exhaust, has awaited a sufficient technology level of FCEV's and a coordinated effort on roll-out of a supporting hydrogen refuelling infrastructure. The recently signed MoU between Hyundai • Kia and key stakeholders from the Nordic countries represents a significant contribution towards this vision.

To become the first mover for commercial market of eco-friendly vehicles in near future Hyundai • Kia has actively been developing FCEV's as well as battery electric vehicles, which have gained a growing interest in recent years. With the Nordic MoU Hyundai • Kia aims at establishing its position as one of the leading manufacturers in the global markets for FCEV's as well as battery vehicles.

Within the Nordic countries there is a long standing and strong collaboration between Icelandic New Energy (INE) and the Scandinavian Hydrogen Highway Partnership (SHHP) with the purpose of deploying fuel cell vehicles and constructing and clustering hydrogen fuelling stations in a cross country infrastructure network. The ambition is to ensure the Nordic region as one among the first worldwide where FCEV's are market introduced.

Following the signing of the MoU, Hyundai • Kia and the Nordic partners plan to collaborate on advancing the deployment of an increasing volume of FCEV's and wide-spreading hydrogen infrastructure in the Nordic countries, enabling the setting for commercialisation of in 2015 as announced by most of the key automotive players back in September 2009. This new cooperation can also create basis for increased business opportunities and collaboration on environmental sustainable technologies in and between the Nordic Countries and Korea.

The MoU-signing ceremony was held at the Swedish embassy in Seoul, Korea on January 31st, 2011. The MoU was signed by representatives of Hyundai • Kia, INE and SHHP and with the Embassy of Sweden and the Korean Ministry of Knowledge & Economy as witnesses.

Quotes of the key MoU signatures:

Dr. Woon Chul Yang, president of R&D Division of Hyundai • Kia states, *“We expect that the deployment activities of hydrogen fuel cell vehicles to the Nordic countries where the network of hydrogen fuelling stations is well established, can help advertise our advanced eco-friendly vehicle technologies to Europe. With this MoU agreement we hope to be a leading manufacturer of hydrogen fuel cell vehicles for the European market”.*

Mr. Vargö, ambassador of Sweden states: *“We are pleased to witness a MoU agreement between Hyundai-Kia Motors and key players from the Nordic countries and hope to see a strengthening of the hydrogen fuel cell vehicle industry with this collaboration”.*

Mr. Skulason, General Manager of Iceland New Energy states: *“This is a unique Nordic cooperation to enhance environmentally friendly transport in the Nordic region. With seven hydrogen stations already in operation and with several more being opened in Norway and Denmark in this and next year, the Nordic region has established itself as a key player in the future of hydrogen.”*

Mr. Mikael Sloth, board chairman, Scandinavian Hydrogen Highway Partnership, states: *“This MoU represents a significant step towards the ambition of ensuring the Nordic region as one among the first worldwide where hydrogen powered vehicles are market introduction. Deployment of fuel cell vehicles from Hyundai • Kia and other car manufacturers will strengthen the basis for a further expansion of the present Nordic network of hydrogen refuelling stations.”*

Mr. Bjørn Simonsen, chairman of HyNor in Norway states: *“The timing for initiating this collaboration between the Nordic countries and Hyundai • Kia is right. In addition to having a good basis for infrastructure in the region, we also have uniquely good incentives for zero-emission vehicles. We have seen that Hyundai • Kia have a vehicle technology which is both well developed and suitable for our conditions. This MoU is an important step forward, and taking it together, makes it stronger.”*

Björn Aronsson, Managing Director of Hydrogen Sweden states: *“This MoU positions the Nordic partners in the work to get access to fuel cell cars for the big running and upcoming projects. We will get access to the latest technology and have the possibility to test refueling, maintenance and the usability of these environmental friendly vehicles. We will now focus on the infrastructure of refueling stations and invite the stakeholders to make a national plan that will match what our neighbour countries have. The MoU opens also for exchange of research and business opportunities for the suppliers in our countries”.*

Additional information

Pictures from the MoU signing: www.scandinavianhydrogen.org

Hyundai • Kia press release: <http://www.vatgas.se/shhp/pdf/PR-Hyundai-Kia-MoU-Nordic-Countries.pdf>

About Scandinavian Hydrogen Highway Partnership (SHHP) | www.scandinavianhydrogen.org

SHHP is working towards making the Scandinavian region one among where hydrogen is available and used in a network of refuelling stations. The SHHP constitutes a transnational network that catalyses and coordinates collaboration between three national networking bodies, HyNor Norway, Hydrogen Link Denmark and Hydrogen Sweden.

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About Icelandic New Energy Ltd. (INE) | www.newenergy.is

Icelandic New Energy has been the pioneer in the world of deploying hydrogen and fuel cell vehicles. The company has the world's longest experience in operating a commercial hydrogen refuelling station with its partners. Over the last few years over 30 hydrogen vehicles have been in service in Iceland. Iceland's long term goal is to base the largest transport part of e-mobility and INE has contributed largely to the first steps.

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