



# CaFCP Messaging

Talking to the Public

## CaFCP overall messaging

- The benefits are tremendous
  - Air quality, climate change and energy independence
  - Sustainable fuel source
  - Vehicle comfort and performance
- We are not selling cars or fuel today
  - Demonstration phase
  - Timelines and costs
- 31 members working together
  - Collaboration is essential
- Progress, progress, progress!

# The sales process

**A**  
Attention

Heard the name. Recognize the brand.  
Know the packaging. Associate the product.

**I**  
Interest

Product has value. Might fit my lifestyle.  
Willing to know more. Receptive to sale.

**D**  
Desire

Want the product. Willing to make a change.  
Value in sacrifice.

**A**  
Action

Make the sale  
OR walk away from the table

## Attention

- Put meaning to “fuel cell” and “hydrogen”
- Associate with recognizable names
- Show the packaging
  - Cars, buses, stations, fuel cells

**A**

**Attention**

When, what, how questions

“This is cool” comments

Can you bring the cars to... requests

## Attention messages

- Fuel cells are proven technology
- Hydrogen is a safe, sustainable fuel
- Environmental and energy benefits
- Worldwide effort by companies you know and trust
- Expected time to market
  - Demonstration phase

# Attention



# Opinion leaders



## Interest

- Challenges and progress
- Compare to other options
- Provide printed materials and expert opinions
- Answer the tough questions

### Interest

Deeper questions: Energy, GHG, where else, what else  
Business and education opportunities  
Fueling logistics and funding sources  
Skepticism and disappointment

## Interest messages

- Transition to commercial
- Challenges to market
- Well-to-wheels energy use and GHG emissions
- Long-term benefits (2030-2050)
- FCVs and H<sub>2</sub> options for business and education
- Importance of collaboration and government involvement

# Interest



**California Fuel Cell Partnership**

**FAQs**

**Fuel Cell Technology**

- [What is a fuel cell?](#)
- [How do hydrogen fuel and oxygen produce electrical energy?](#)
- [What is the difference between a fuel cell and a battery?](#)
- [Are there different types of fuel cells?](#)

**Fuel and Fueling**

- [Where does hydrogen come from?](#)
- [Is hydrogen a safe fuel?](#)
- [What are the benefits of using hydrogen and fuel cells?](#)
- [But doesn't making hydrogen create pollution?](#)
- [Doesn't it take energy to make hydrogen? Is it worth doing?](#)

**California Fuel Cell Partnership**

**HOW IT WORKS**




**A**  
**Attention**

When, what, how questions  
"This is cool" comments  
Can you bring the cars to... requests

**I**  
**Interest**

Deeper questions: Energy, GHG, where else, what else  
Business and education opportunities  
Fueling logistics and funding sources  
Skepticism and disappointment

## How do we measure success?

- Buzz
  - Surveys
  - Champions
  - Press
  - Head counts
- 



**D**  
Desire

What kind of car will he want to drive?