

DOCKET

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Fueling Change.

AB118 H2 Presentation
September 29, 2009

Rob Elam, President
www.propelfuels.com



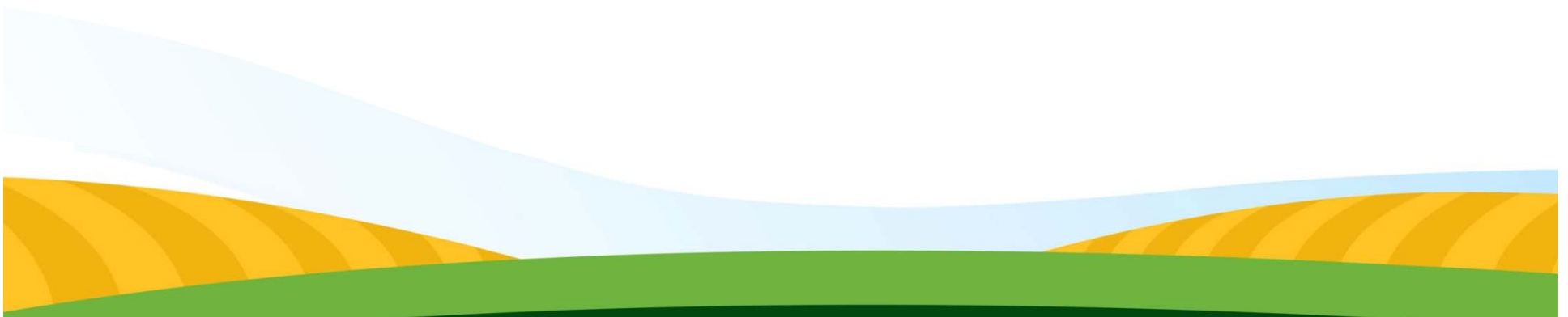
Propel Mission

Provide public access
to **low-carbon fuels**
for California fleets
and consumers

Retail H2 Infrastructure

Should retailer take all the risk?

- Technology unproven
- Long term O&M costs have not been defined
- Demand and fuel volumes are not clear
- No economic model for retailer



What makes a retail price?

Unit economic Model: Margin per kg must cover retail site costs.

Assuming 50 vehicles per location, the retail cost of hydrogen would be \$101.00/kg to breakeven.

Customer won't pay this cost.

Who will pay for this?

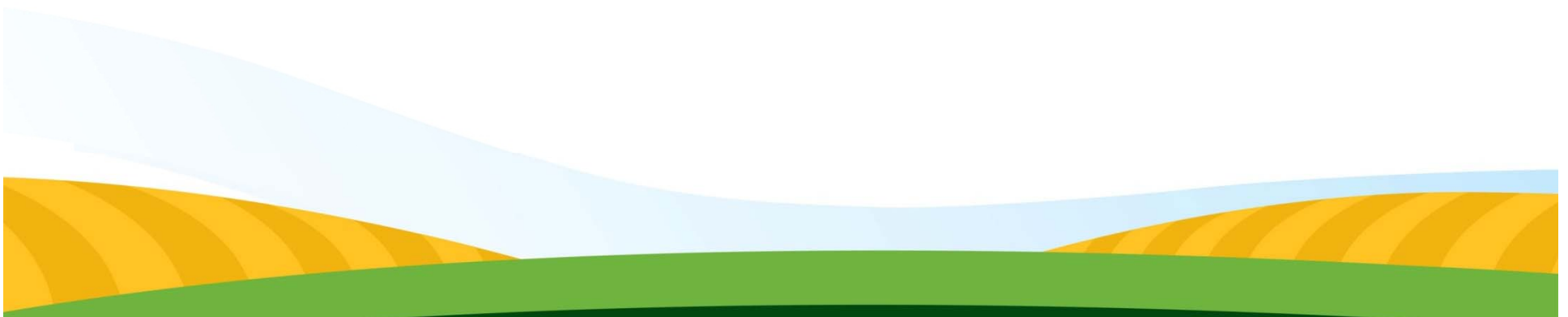
Ground Lease	\$3,000
Equipment Lease	\$30,000
Maint & Ins.	\$7,000
Utilities	\$3,000
Operations employees	\$10,500
Total Monthly Fixed Costs	\$53,500

Vehicle Fueling Assump.	
mil/yr	12,000
fills/mo	4
average kg fill size	3
monthly total kg	12
Delivered cost of 1kg	\$12

Vehicles & breakeven price per kg.	
50	\$101/kg
100	\$57/kg
200	\$34/kg

Recommended next steps

- Learn from current ARB funded projects
- Establish best practices after completion
- Scale infrastructure when build/ops costs are better understood.
- 2-5 years to scale



Discussion



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propelfuels.com





More Information

Propel Fueling Locations:

www.propelfuels.com

Clean Drive Demo:

propelfuels.com/cleandrive_demo

Contact:

Rob Elam, President

Direct: 206.979.5294

rob@propelfuels.com

