

This 'roadmap' is for advocates of hydrogen as an alternative to batteries

Let's examine the benchmark in electric cars. Solely based on battery-drive,

TESLA became the world's most valuable car brand. Quite a feat.



Tesla's energy 'loop':

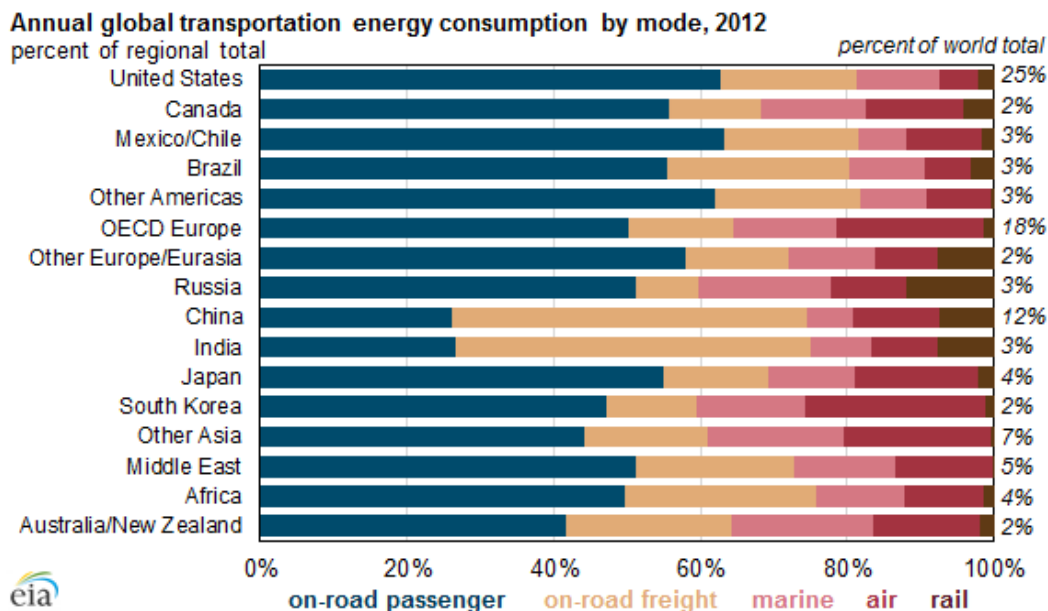
Electricity grid - EV charging -
Power pack for domestic use



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However, there are issues with Tesla's EV thinking - THE chance for the Fuel Cell EV to do better.

Greater acceptance of the FCEV is needed though to justify the multi-billion dollar investments in the infrastructure - from hydrogen generating, storage, distribution to availability at your local pump.



Although the stat you see here dates from 2012 (I requested the EIA for a more recent one), one gets a good impression **how big a share passenger vehicles still represent** in the world's energy consumption.

Instead of solely counting on putting trucks on hydrogen, a popular fuel cell passenger EV would most definitely contribute to making H2 infrastructural investments pay themselves back.

How to gain popularity in an already competitive market?

By having the FCEV tackle car travel-related issues left unsolved.



Reducing vehicle footprint and mass will literally add value.

Note: people don't necessarily favor small cars.

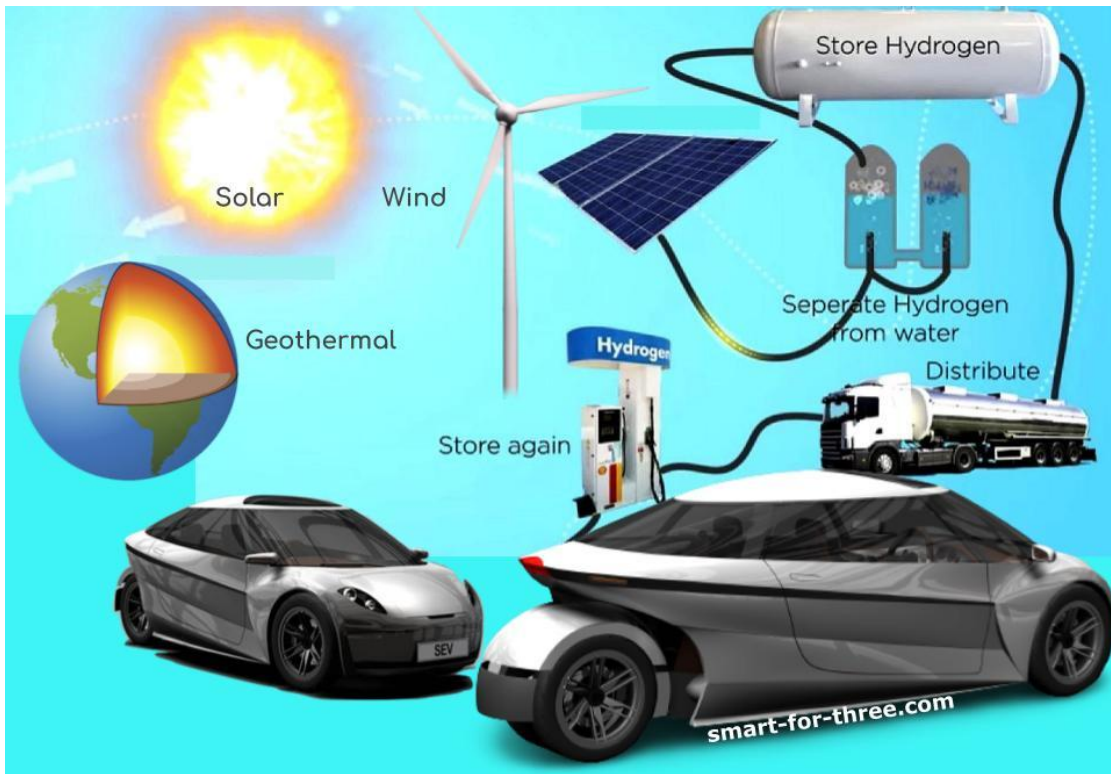
So, don't present one. Come up with something cool and distinctive:

the safety and comfort of a car... **and** the fun, agility and economy of a motorcycle.

The podlike shape (as opposed to a box-type) means that it can be built sturdy and lightweight.

The semi three-wheel platform and three-passenger layout yields exceptional **NCAP safety** and comfort.





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MARKET



singles



early-adopters



urbanites



greenies



techies



couples



one-child households

'Greening' how we displace ourselves AND new found Fahrvergnügen make for an extremely marketable combination. Smart For Three is a Best of Both Worlds - the safety and comfort of a car AND the economy, agility and fun of a motorized two-wheeler. **Global car sales** are around 75 million each year. Annually convincing **1 out of 900** prospective car buyers suffices to have a viable production. Think singles, couples, one-child families, early-adopters, urbanites (75% in the US and EU), greenies, techies, 2-car households (60% in the U.S.) and ride-hail providers together already constitute a much larger group. Global branding is a prerequisite however.

ride-hail providers (taxi companies)



two-car households



SELF-DRIVING - Ride-Hailing made profitable

Round-off and sloping contours reduce/eliminate fragmented scanning and imaging; no blind spots, which is unavoidable with more boxy vehicles. My (10 page) vision has been officially filed with the NHTSA.

