

The Flux Report™

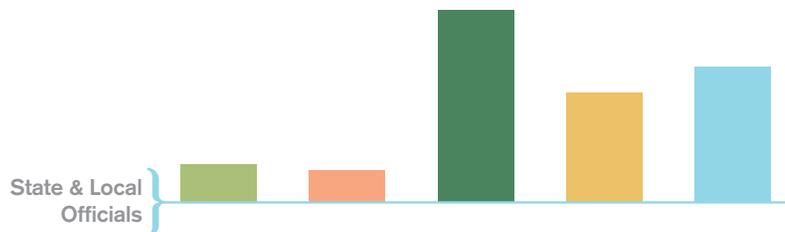
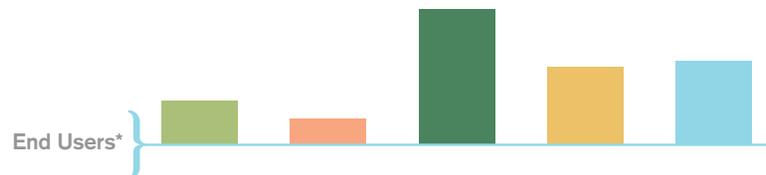
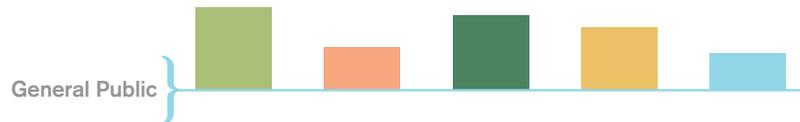
a catalyst for change in the greentech sector



Usage of Media



for obtaining **Hydrogen Energy** information by **Market Segment**



Television



Radio



Internet



News/General Publications



Industry Publications

*Potential hydrogen end users were defined as businesses and industries with potential commercial uses of hydrogen and/or hydrogen fuel cells.

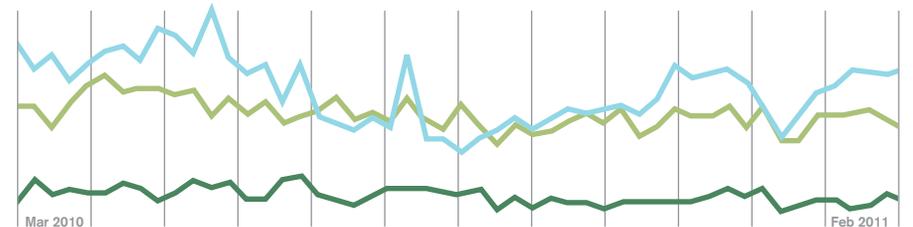
Source: Hydrogen Knowledge and Opinions Survey, April 2010

Top 5 Consumer Concerns about Hydrogen Powered Vehicles

- 1 Safety of hydrogen fuel cells
- 2 Premium price
- 3 Fueling infrastructure & range
- 4 Operating costs
- 5 Environmental benefits

Source: Business Week, Hydrogen Knowledge and Opinions Survey

Interest in Hydrogen Vehicle vs. Electric Vehicle vs. BioDiesel



Relative search volume in the Automotive category over one year

Source: Google

Top Related Search Terms For "Hydrogen Vehicle"

arbor aug build c30 called capable car **cell** chevrolet
 clarity combustion concept current december dedicated
 developing **drive** driving **electric** emissions epa equinox
 america advanced **fuel** adoption alternative appearing
 facility fcx five **fuel** gets hcev honda hybrid
 internal leven mar mpg myths power range students
 testing tests volkswagen volvo

Size of terms indicates the relative search volume

Source: Google