

IMPACT OF FUEL CELL TECHNOLOGY

on the automotive and supplier industry

CONTENTS

MARKET FORECAST

1

Global Market Development
Zero Emission Vehicle Index

BUSINESS POTENTIAL

2

Value Creation
Manufacturing Process Analysis

IMPACT ON GER & EU

3

Supply Chain Analysis
Supply Chain Strategies
Economic Impact

FEV AT A GLANCE

4

Facts & Figures
Contact

The information in this study was gathered from diligent research and analysis. Nevertheless, the information is not part of giving advice to any party. The information may not be current and the authors have no obligation to provide updates or changes. Neither is there any warranty as to the accuracy or completeness of information in this study and any liability therefore is disclaimed. The study contains intellectual property. All scenarios of future developments are subject to their assumptions and may not be realized. Unforeseen events may occur. Developments from the past do not indicate future developments. Any use which a third party makes of this document, or any reliance on it, or decisions to be made based on it, are the responsibility of such third party. FEV Consulting accepts no duty of care or liability of any kind whatsoever to any such third party, and no responsibility for damages, if any, suffered by any third party as a result of decisions made, or not made, or actions taken, or not taken, based on this document. ©2020 FEV Consulting GmbH. ALL RIGHTS RESERVED.



Dear readers,

The mobility transformation is in full swing. Along with battery electric vehicles, fuel cells will also play a key role in the mobility of the future. In order to assess the effects and potential for mechanical and plant engineering at an early stage, we have launched a second round of the „Drive Systems in Transition“ study, this time focusing on fuel cell technology.

Once again, FEV Consulting GmbH was our partner in this undertaking. We hope the results of this study will help the members of the VDMA to gain transparency and provide orientation in times of change. As with the previous study, we analyzed the effects on value creation - this time based on recent developments in the field of fuel cell technology. We examined the development of important markets through 2040, with a focus on passenger cars, commercial vehicles, and mobile machinery.

The VDMA is heavily engaged in shaping the mobility of the future: from the „Fuel Cell“ and „Power-to-X for Applications“ working groups, through collective industrial research in the world’s leading Research Associations for Drive Technology (FVA) and Combustion Engines (FVV), to the „Future Business“ process. These numerous activities are coordinated in the VDMA’s #XMOTIVE forum.

I hope you find this interesting reading and look forward to further discussions in the future. Let us continue to work together to drive the change in mobility forward, and to put the many opportunities for the mechanical and plant engineering industry into practice!



A handwritten signature in blue ink.

Hartmut Rauen
Stellvertretender Hauptgeschäftsführer
des VDMA

GLOBAL MARKET DEVELOPMENT

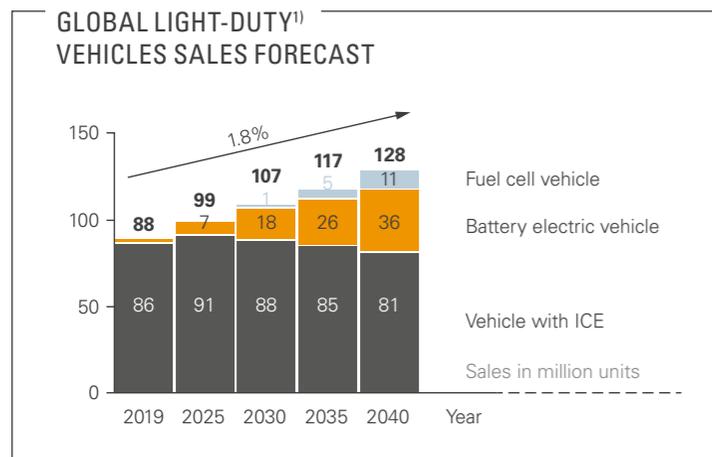
PASSENGER CAR MARKET

Global passenger car markets are expected to shift towards electrified powertrains in the next years. Starting from 2030, electrification will also be supported by the introduction of over 60 million fuel cell vehicles. Japan and South Korea are expected to be the first movers towards fuel cell vehicles showing already significant market shares by 2030.

The three major passenger car market regions China, USA and Europe are expected to follow the first mover markets from the late 2020s onwards. This is also indicated by our Zero Emission Vehicle Index for Fuel Cell Passenger Car vehicles. It reaches 100 index points, i.e. a comparable level of attractiveness to conventional powertrain, in the early

2030s. The combined market share of these five key market regions will reach 12% by 2040, however with different regional market shares:

- Japan should achieve 6% fuel cell market share in 2030. Continued growth in popularity results in over 20% by 2040. A strong governmental and societal push towards a hydrogen society is also supported by stringent well-to-wheel CO₂ emission regulation
- South Korea is expected to have a market share of 3% by 2030 which will rise to 14% in 2040, also mainly driven by governmental push
- China is expected to show a market share below 2% in 2030 as currently especially battery electric vehicles are subsidized. However, the market share will rise to 14% until 2040 displacing plug-in hybrid vehicles and conventional powertrains
- USA and Europe and will only show limited market shares of fuel cell vehicles in 2030 of below 1%, which are expected to rise to 10% until 2040 due to further tightened emission regulation also mainly displacing plug-in hybrid and conventional powertrains



¹⁾ Including passenger cars and light commercial vehicles up to 3.5t gross vehicle weight

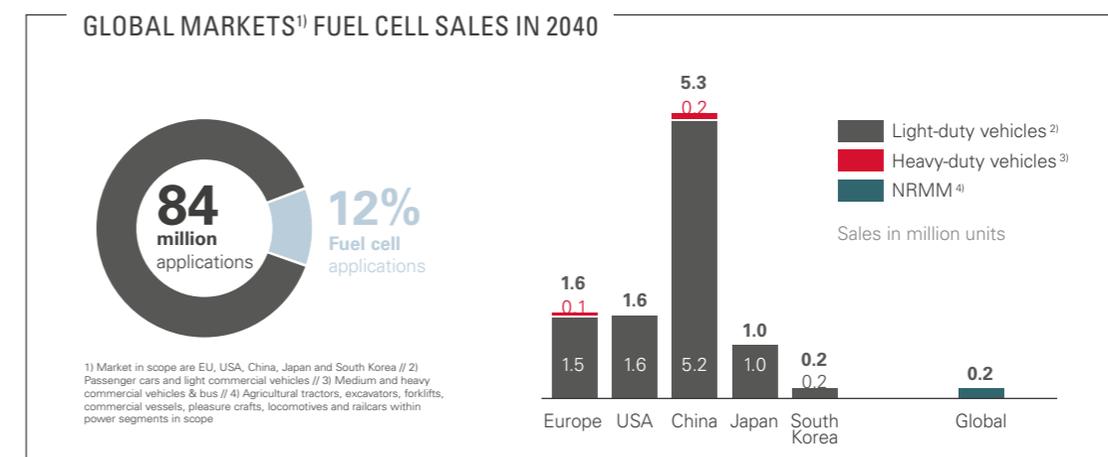


OTHER INDUSTRIES

Within other industries, fuel cell applications are expected to be introduced by 2030 and rolled-out towards 2040. Regarding on-road commercial vehicles, the heavy-duty vehicle segment will be a key driver, for example in Europe, due to the implemented stringent CO₂ emission regulations, but also in Japan and South Korea. Due to the comparably high energy throughput by commercial vehicles in general and heavy-duty vehicles in particular, the build-up of hydrogen filling stations is driven by the commercial vehicle segments.

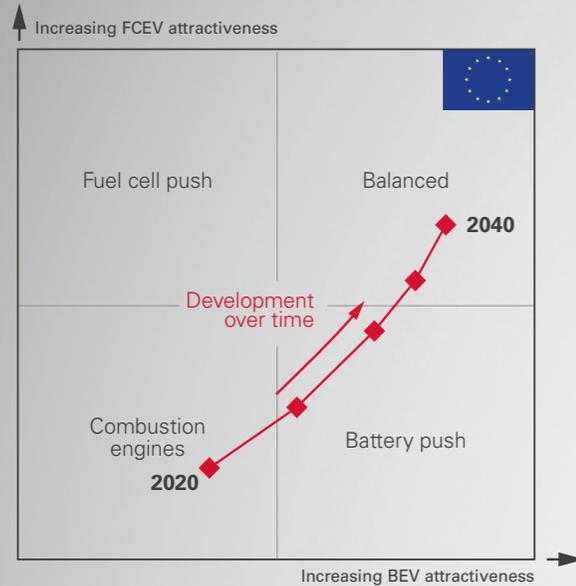
Amongst non-road applications especially forklifts, rail and marine applications have a high likelihood of larger fuel cell sales shares. Already today, forklifts are equipped with fuel cells to extend operating time. Until 2030, we expected a further roll-out within the forklift market segments, also in higher power segments above 19 kW.

However, because of the limited total market size for these applications, sales volumes of fuel cell variants are expected to be smaller than those in the passenger car market by an order of magnitude.



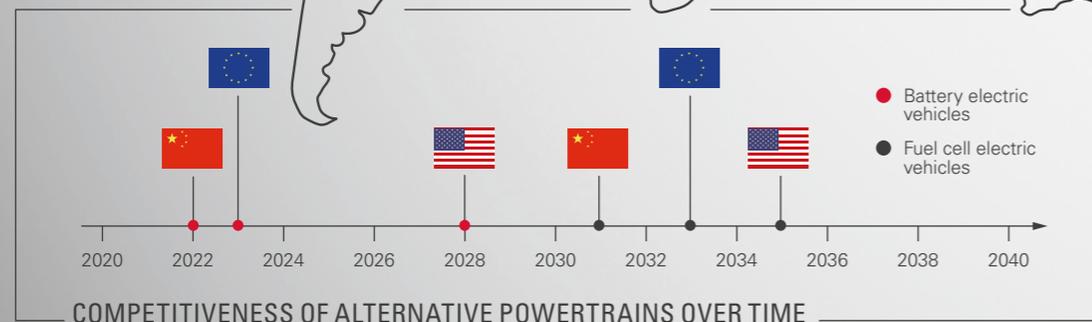
¹⁾ Market in scope are EU, USA, China, Japan and South Korea // ²⁾ Passenger cars and light commercial vehicles // ³⁾ Medium and heavy commercial vehicles & bus // ⁴⁾ Agricultural tractors, excavators, forklifts, commercial vessels, pleasure crafts, locomotives and railcars within power segments in scope

ZERO EMISSION VEHICLE INDEX



GLOBALLY OVER
5 billion €
 ANNUALLY R&D INVESTMENTS
 IN THE NEXT YEARS

ZEV INDEX DEVELOPMENT



1.000 H₂ STATIONS
 PLANNED TO BE IN OPERATION IN CALIFORNIA & GERMANY IN 2030

11x MORE ENERGY THAN BEV
 HIGHER HYDROGEN GRAVIMETRIC ENERGY DENSITY COMPARED TO BATTERY¹⁾ FITS BETTER FOR APPLICATIONS WITH HIGH ENERGY DEMAND

3-4 Minutes REFUELING TIME
 A HYDROGEN FUEL CELL CAR NEEDS NEARLY THE SAME AMOUNT OF TIME AS A CONVENTIONAL CAR TO REFUEL

The Zero Emission Vehicle (ZEV) Index is our multi-dimensional framework to determine the competitiveness of alternative powertrains in comparison with conventional ones.

Currently, battery electric vehicles are gaining attractiveness and should be very competitive in Europe and China within next two years. The market USA shows some improvement space for electric vehicles on a country average level. Hence, the equal competitiveness status is achieved in the late 2020s.

By the early 2030s, fuel cell electric vehicles will be a viable alternative and attractive option. Their popularity should increase particularly in vehicle segments where consumers require longer driving range and fast refuelling.

100 ZEV index points indicate that the market and industry boundary conditions as well as the consumer attractiveness are on a similar level as for conventional powertrain. The evaluation is based on over 40 key indicators covering the six dimensions: regulation & policies, technology, infrastructure, industry, economics and social.

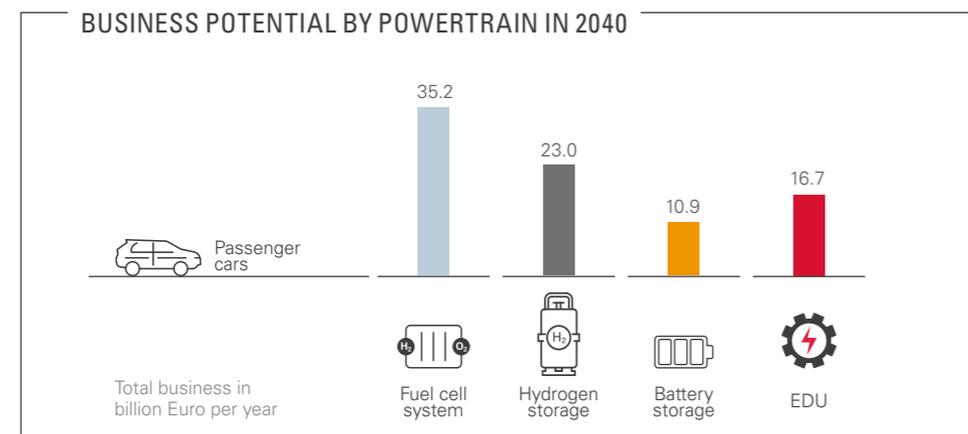
ZERO EMISSION
 NO POLLUTANT AND CO₂ EMISSION WITHOUT RANGE ANXIETY FOR CUSTOMERS

VALUE CREATION

On the one hand, fuel cell powertrains comprise sub-systems and components which are new in automotive applications. On the other hand, well-known parts and components are also applied.

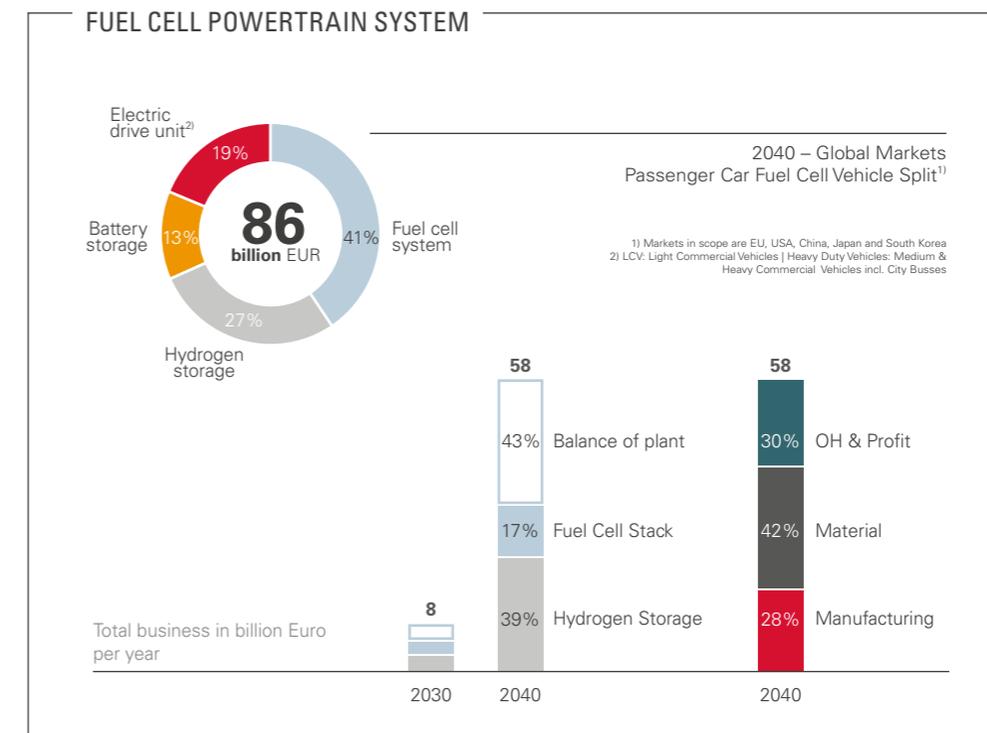
Especially the fuel cell stack, mainly consisting out of the bipolar plates and membrane electrode assemblies, will require new manufacturing technologies to be implemented. However, to operate the fuel cell stack, additional components are required that are

summarized as Balance of Plant. These components in principle show higher similarities with existing components, like turbochargers, cooling systems or pipes, fittings and valves. For the hydrogen storage system, high manufacturing capacities of carbon fiber reinforced plastic will be required. In addition, each fuel cell electric vehicle also requires a (larger) battery and an electric drive unit, similar to the ones used within hybrid and electric vehicles.



For the considered market regions, the total business potential is expected to rise to nearly 86 billion Euro per annum for passenger cars by 2040. 32% of the business potential are generated by the electric powertrain, including the battery and the electric drive unit. Further 68% of the business potential is generated by the fuel cell and hydrogen system components reaching 58 billion Euro by 2040. Thereof 28% or 16 billion Euro per year is manufacturing value creation. Major drivers for the value creation are:

- Processes for forming, coating and changing material properties especially to produce the fuel cell stack components, with a total of 2.6 billion Euro per year
- Machining, especially for the compressor and expander modules used in the air system and the hydrogen guiding components and valves, with a total of 5 billion Euro per year
- Composite processing to produce hydrogen tank systems with a total of 1 billion Euro per year

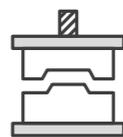


MANUFACTURING PROCESS ANALYSIS



MACHINING

Machining processes generate over 6 billion Euro of manufacturing value creation in 2040. Major contributors are the balance of plant components (e.g. compressor-expander-motor unit) and the hydrogen feeding parts (e.g. manifolds, valves, lines) required in the balance of plant and hydrogen tank.



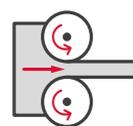
PRIMARY SHAPING

Primary shaping processes generate over 2 billion Euro of manufacturing value creation in 2040. Most of the value creation happens within the production of balance of plant components. Further value is created by housing components within the electric powertrain, for example the housings of the electric drive unit or the battery housing.



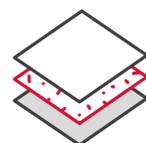
JOINING AND ASSEMBLY

Joining and assembly processes are present within many fuel cell vehicle components. Major contributors are the balance of plant and the hydrogen system due to the number of parts that are assembled. Also, the fuel cell stack generates nearly 1 billion Euro of value creation. The total value creation is expected to be nearly 6 billion Euro in 2040.



FORMING

Major forming processes within fuel cell powertrains are used for the bipolar plates and the hydrogen tank. Also, the air and hydrogen guiding systems within the balance of plant require forming processes. The total value created is expected to reach nearly 2 billion Euro in 2040.



COATING

Coating processes are primary applied to the fuel cell stack and required for example for the bipolar plates and components of the membrane-electrode-assembly. The total value is expected to reach 0.9 billion Euro in 2040.

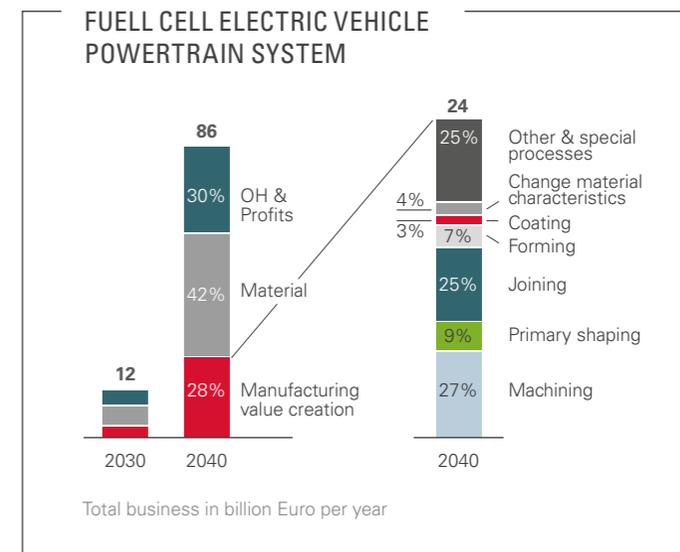


OTHER & SPECIAL PROCESSES

Other and special processes also account for nearly 7 billion Euro of value creation in 2040. However, the major contribution is the production of battery cells used within the fuel cell vehicles, followed by electronic components and the composite processing for the carbon-fiber tanks.

86 BILLION EURO
TOTAL BUSINESS

BILLION EURO 24
VALUE CREATION

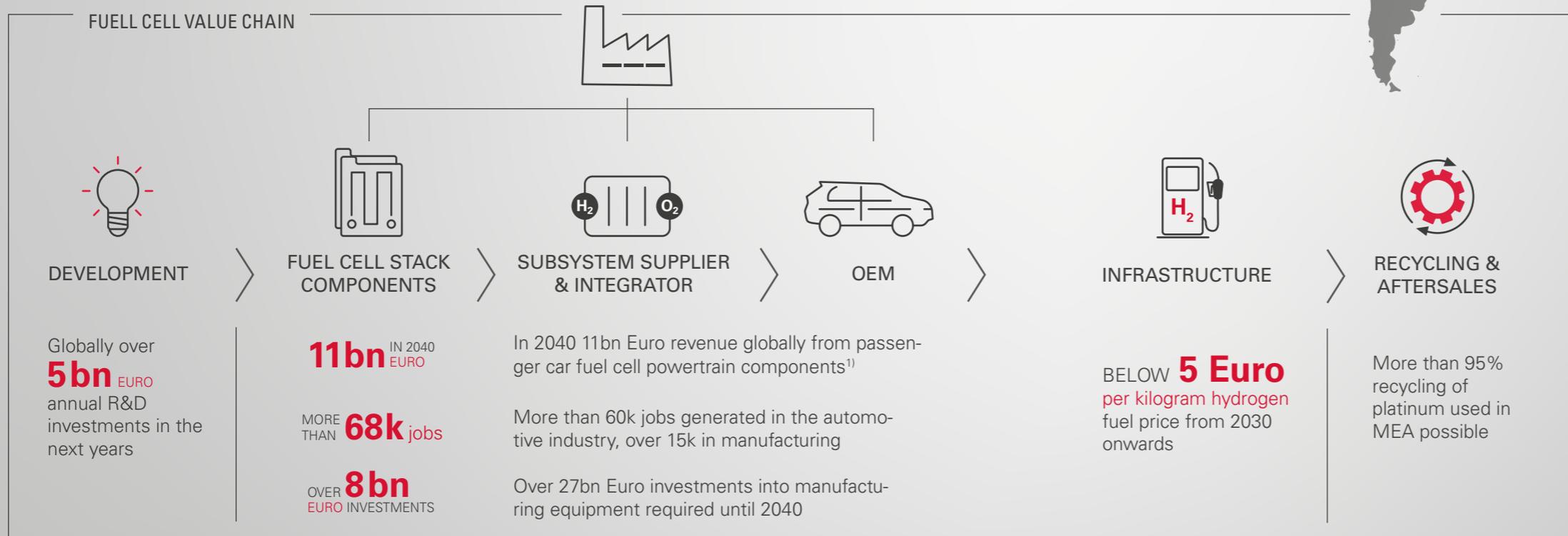
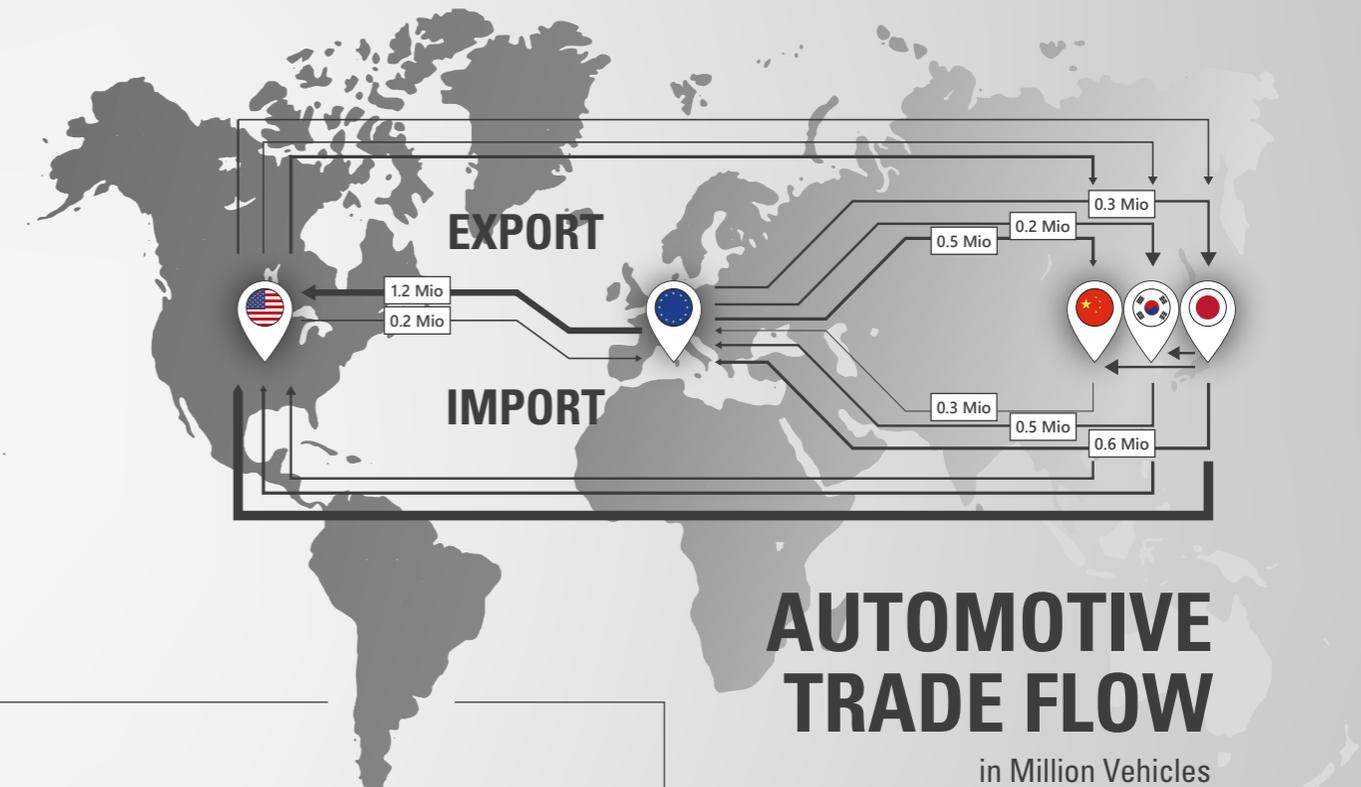


MANUFACTURING VALUE CREATION FCEV POWERTRAIN IN 2040

			Machining	Primary Shaping	Joining & Assembly	Forming	Coating	Changing material properties	Other special processes
Total business in million Euro per year									
Fuel Cell Powertrain Systems	Fuel Cell System	Fuel Cell Stack	67	44	850	273	644	209	340
		Balance of Plant	2,378	1,049	2,066	637	145	152	1,105
	Hydrogen storage	Tank	335	21	0	0	0	246	760
		Others	2,214	463	1,428	320	0	0	612
Electric Powertrain Systems	Battery storage	Battery Cells	0	0	0	0	0	0	1,920
		Battery Pack	86	271	506	110	4	0	131
	EDU & Other Electronics	Electric Motor	555	139	353	0	2	233	658
		Traction Inverter	204	159	342	34	5	0	243
		Transmission	607	64	316	257	26	108	123
Other Electronics	83	53	93	10	1	0	68		

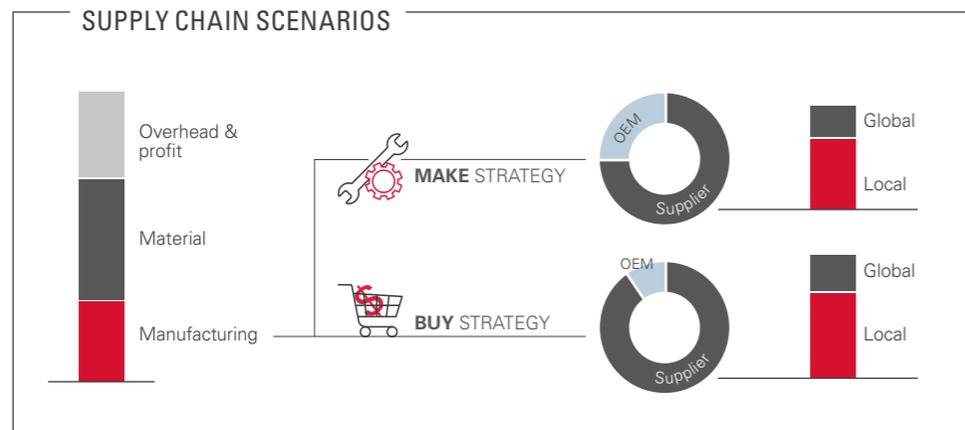
SUPPLY CHAIN ANALYSIS

The calculated manufacturing value creation is based on the vehicle's sales destination. For Europe, the number of vehicles sold is equal to the number of vehicles produced. Thus, the vehicle sales are an appropriate proxy to determine the vehicles produced. To further account for the design of a supply chain, two scenarios have been evaluated:



SUPPLY CHAIN STRATEGIES

The economic impact for Europe is analyzed by evaluating two supply chain scenarios. Within the scenarios we considered a production location, i.e. produced locally in Europe or elsewhere, for each component. Further, we determined whether the component is produced by the OEM or sourced from a supplier.



The total value creation in Europe differs between the two scenarios of the OEM value creation share.

On the one hand, the OEM make scenario leads to a higher share of OEM value creation which is expected to be local value creation. More value creation is being generated in Europe. On the other hand, the OEM make scenario reduces the share of supplier value

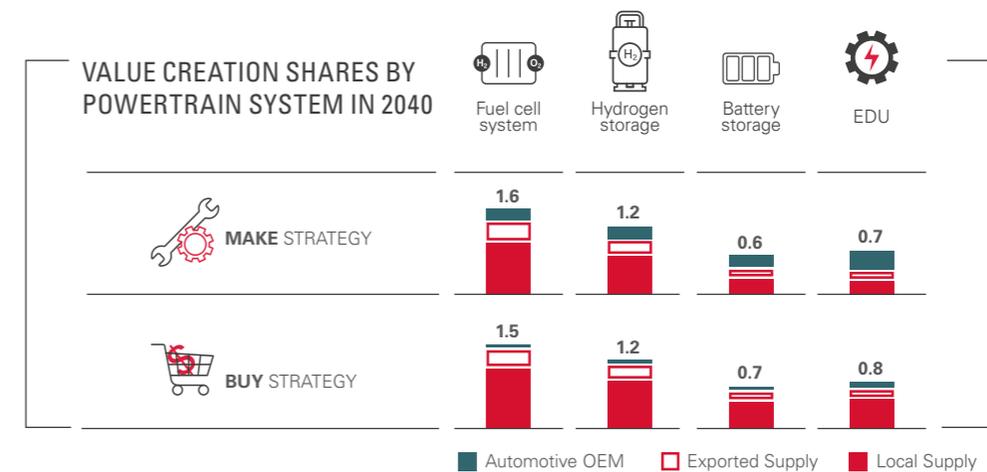
creation which also limits the global automotive parts supply market, with has a negative impact on the value creation within Europe, since Europe is a net export region regarding this commodity.

In total, both effects counteract each other partially, such that the total impact on the value creation generated in Europe is below 5%.

OEM MAKE SCENARIO

This scenario is based on a higher share of components, produced by the OEMs in-house. In focus of the OEMs is the integration of the fuel cell stack components to a stack. In addition, some fuel cell stack sub-components (e.g. bipolar plates) are manufactured by most OEMs as well as the hydrogen tanks. Partially, also key components of the

like the compressor-expander-motor unit. Furthermore, the integration and final assembly of the fuel cell system is conducted in-house. Most OEMs in-source the manufacturing of the electric drive units, besides the electric components within the traction inverter. Also, the battery cell production and the battery module & pack assembly is insourced by approximately half of the OEMs.



OEM BUY SCENARIO

This scenario assumes a much lower share of in-house production by the OEMs regarding fuel cell powertrain components. OEMs concentrate on the integration of finished fuel cell system components, like the stack or Balance of Plant subsystems. The major value

creation is generated by the suppliers which offer finished system solutions to many OEMs to further leverage production volumes. The same applies to the electric drive unit and the battery, which is offered as off-the-shelf solution by larger system integrator suppliers.

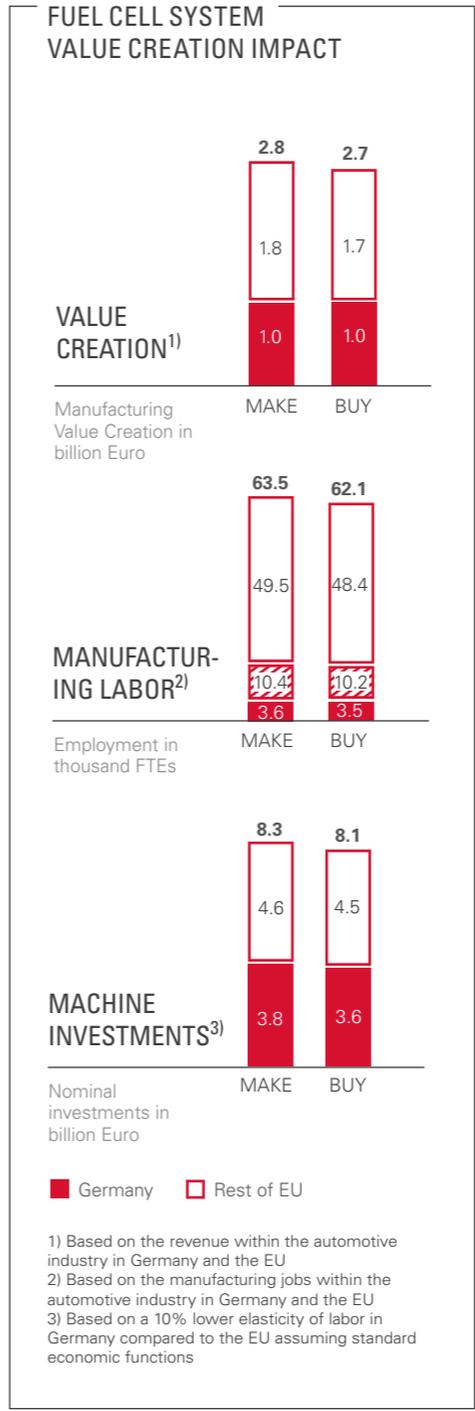
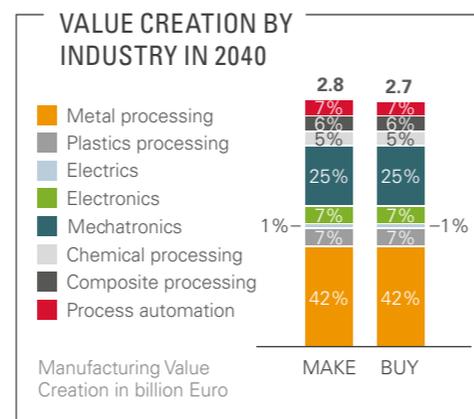
ECONOMIC IMPACT

EUROPE

The manufacturing value creation of powertrains for fuel cell passenger cars sold in Europe by 2040 is expected to reach 4.3 billion Euro annually. In both supply chain scenarios, the related manufacturing value creation that occurs in Europe is higher, and is expected to reach up to 4.8 billion Euro annually. This underlines Europe's position as a net exporting region for automotive industry goods.

Although the OEM value creation is significantly lower in the "Buy" scenario, this is partially counteracted by increased local supplier value creation. In addition, the total exports of automotive parts are increased, resulting in a net positive effect in European value creation of roughly 50 million Euros annually. The share of exported supply varies between 21% and 24% of the total supplier value creation in the two scenarios. Major target export regions are China and the USA. In both scenarios, the fuel cell specific powertrain components (fuel cell stack, balance of plant and the hydrogen storage) account for over 50% of the value creation or over 2.6 billion Euro respectively.

The related business potential (i.e. revenue) of fuel cell powertrain system components is expected at over 11 billion Euros annually in both scenarios. Beside the manufacturing value creation, this includes material and basic components costs as well as overheads and profits of the entire supply chain. Based on the analysis of the industry sectors affected, the manufacturing value creation will generate over 60,000 jobs until 2040, of which over 15,000 will be manufacturing jobs. Further, nearly 8 billion Euro of net invested capital into machines and production equipment are required in 2040 to serve the expected market demand.



GERMANY

Germany traditionally has a strong footprint in the automotive industry. This is valid for the OEM perspective as well as regarding the supplier landscape. The same is true for the chemical industry, which certainly plays a role when it comes to fuel cell subcomponents production.

The overall share of Germany's value creation of the value creation with origin in Europe is expected to be nearly 40%, which results in 4 billion Euro annual revenue by 2040 for fuel cell powertrain components assembled in passenger car vehicles. This translates into nearly 1 billion Euro annual manufacturing value creation by 2040.

Regarding the manufacturing value creation mechanisms, there is a clear imbalance between the countries in Europe. Although Germany generates some 40% of the revenue streams within the European automotive industry, only 22% of manufacturing jobs are located in Germany. This means that the revenues and manufacturing value creation in Germany are based rather on capital than on labor. This is underlined by the high degree of automation and the high productivity of Germany as a high-wage country. Due to that, over 12 billion Euro of machine and manufacturing equipment investments are required in Germany until 2040 for production of fuel cell specific powertrain components, in order to realize the revenue and employment potential given the macroeconomic boundary conditions.

FEV AT A GLANCE



WORK WITH
6500+ EXPERTS
AROUND THE GLOBE



FEV CONSULTING OFFICES IN

AACHEN
BEIJING
BILBAO
COLOGNE
DETROIT
DUBAI
MUNICH
TOKYO

WORLDWIDE **40+**
FEV GROUP OFFICES
IN EUROPE, NORTH AMERICA,
SOUTH AMERICA AND ASIA



INDUSTRIES

500+
PROJECTS
IN 30 COUNTRIES

Automotive & Commercial Vehicles
Industrial, Off-Highway & Marine
Rail & Aerospace
Clean Energy & Power Generation
Highly Engineered Products



**TECHNICAL
KNOW-HOW &
TOP MANAGEMENT
CONSULTANCY**

ANY QUESTIONS?

We welcome your comments, questions and suggestions. Please feel free to get in contact:



Alexander Nase
Managing Director
Mobile +49 (160) 94110987
alexander.nase@fev.com



Dr. Michael Wittler
Principal
Mobile +49 (175) 9338913
wittler@fev.com



Kai Krüger
Manager
Mobile +49 (170) 7846439
kai.krueger@fev.com



Alexander Raßmann
Project management



Hartmut Rauen
Deputy General Manager



VDMA e.V.
Lyoner Str. 18
60528 Frankfurt

Postfach 710864
60498 Frankfurt

Contact Alexander Raßmann:
Phone +49 (69) 6603-1820
alexander.rassmann@vdma.org

Internet: www.vdma.org

**Aachen Office**

(Global Headquarter)
FEV Consulting GmbH
Neuenhofstr. 181
52078 Aachen
Germany

Beijing Office

(FEV Powertrain Technology Co., Ltd.)
No.168 HuaDa street,
Yanjiao High-tech development zone,
Sanhe city, Hebei province,065201

Bilbao Office

(FEV Iberia Sl.)
Calle del Cardenal Gardoqui 1,
48008 Bilbao
Spain

Cologne Office

FEV Consulting GmbH
Niehler Str. 104
50733 Köln
Germany

Detroit Office

(FEV Consulting Inc.)
4554 Glenmeade Lane
Auburn Hills, MI 48326-1766
USA

Dubai Office

FEV Asia GmbH (Branch)
P.O.Box No. 112687,
Dubai Airport Free Zone,
Dubai, U A E.

Munich Office

FEV Consulting GmbH
Ingolstädter Str. 22
80807 Munich
Germany

Tokyo Office

FEV Japan Co. Ltd.
Kjimachi,
Chiyoda City,
Tokyo 102-0083
Japan

FEV
CONSULTING

How to reach us online:
fev-consulting.com

