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Anna Balyasov, Marketing Communications Manager, VisIC Technologies

Media and Advertising Data **2023/24**

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First published in 1995, and now sent free of charge three times a year to over 20,000* key specifiers and decision-makers throughout the global automotive industry, Electric & Hybrid Vehicle Technology International is firmly established as the world's leading international showcase for technology and innovation in electric, hybrid and fuel-cell vehicle design, development and manufacture.

- Hard copy mailout, by name and job title, to around 10,000 key OE automotive personnel: Europe 45%, North America 35%, Asia/Pacific 15%, Rest of World 5%.
- Full-colour interactive digital version also available online at www.electrichybridvehicletechnology.com
- Distribution is to OE vehicle design, development and production companies, relevant independent design, engineering and R&D facilities, and to principal Tier One and Tier Two suppliers.
- Additional distribution at key industry events, including Electric & Hybrid Vehicle Technology Expo, The Battery Show, EVS, eMove360°, Vehicle Electrification Expo, Advanced Automotive Battery Conference and LCV.



PUBLISHING SCHEDULE 2023/24:

November 2023 issue:

Copy deadline: Friday 13th October 2023

March 2024 issue:

Copy deadline: Friday 16th February 2024

July 2024 issue:

Copy deadline: Friday 14th June 2024

ADVERTISING RATES:

Double Page Spread: GBP6,950

Full Page Colour: GBP4,750

Half Page Colour: GBP3,250

Quarter Page Colour: GBP1,950

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CON AUTOMOTIVE

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E-drive into the future

Hydrogen-powered fuel cells are poised to eliminate battery range anxiety and provide a sustainable, zero-emission power source for electric vehicles

WORDS: KIM VAUGHNEY

WITH AN ASSURANCE of this technology's ability to make the transition to zero-emission EVs a reality, the automotive industry has begun exploring an alternative to battery power. Hydrogen-powered fuel cells are poised to eliminate battery range anxiety and provide a sustainable, zero-emission power source for electric vehicles. The technology, which is being developed by a consortium of automakers, is expected to be available in the next few years.

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It has numerous advantages over battery power:

A zero-emission power source

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ports, but it is the extension of the powertrain's capability to extend operating range that is the key.

When it comes to range, hydrogen fuel cells have a significant advantage over battery power.

Hydrogen fuel cells can provide a range of up to 400 miles, while battery-powered EVs typically range from 100 to 200 miles.

Hydrogen fuel cells can also be refueled in a matter of minutes, while battery-powered EVs typically take several hours to charge.

Hydrogen fuel cells are also more efficient than battery-powered EVs, converting up to 60% of the energy in the hydrogen into electricity, compared to about 20% for battery-powered EVs.

Hydrogen fuel cells are also more durable than battery-powered EVs, with a lifespan of up to 10,000 hours, compared to about 5,000 hours for battery-powered EVs.

Hydrogen fuel cells are also more environmentally friendly than battery-powered EVs, as they produce only water and heat as byproducts.

Hydrogen fuel cells are also more cost-effective than battery-powered EVs, with a cost of up to \$1,000 per kilowatt-hour, compared to about \$2,000 per kilowatt-hour for battery-powered EVs.

Hydrogen fuel cells are also more scalable than battery-powered EVs, as they can be used in a wide range of applications, from small cars to large trucks and buses.

Hydrogen fuel cells are also more versatile than battery-powered EVs, as they can be used in a wide range of applications, from small cars to large trucks and buses.

Hydrogen fuel cells are also more reliable than battery-powered EVs, with a failure rate of up to 10%, compared to about 20% for battery-powered EVs.

Hydrogen fuel cells are also more secure than battery-powered EVs, as they are less susceptible to theft and vandalism.

Hydrogen fuel cells are also more sustainable than battery-powered EVs, as they can be produced from renewable sources.

Hydrogen fuel cells are also more efficient than battery-powered EVs, converting up to 60% of the energy in the hydrogen into electricity, compared to about 20% for battery-powered EVs.

"Essential components, such as inverters and ECUs in electrified drive systems can create potential attack vectors for cyber criminals."

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exclusive: Triumph reveals plans to create electric motorcycles



Iconic motorcycle brand Triumph has announced that it is joining forces with UK industry experts including Williams Advanced Engineering to develop and manufacture a future of electric motorcycles [more...](#)

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- ✦ [Hyundai and Kia to create high-performance electric car with Rimac](#)
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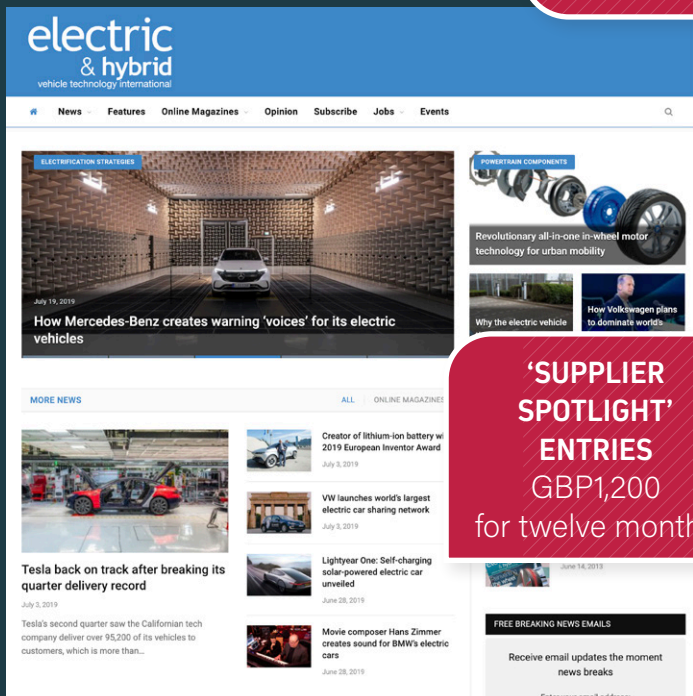
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