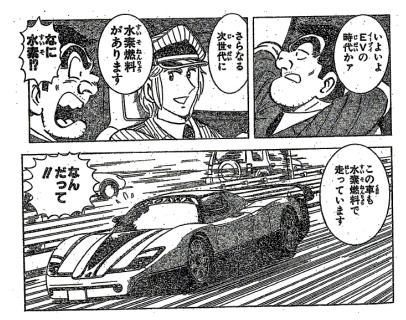
## EVs and FCVs on Weekly Comic Magazine



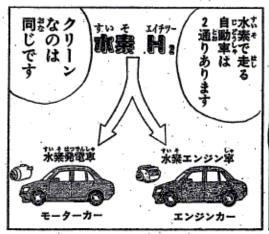
- More and more people talk about Next-generation cars.
- 2009 will be the first-year of EV commercialization --- Mitsubishi, Suzuki, Nissan..

- "Kochi-Kame" is one of the most popular comic stories among kids.
  - Slapstick police story, since 1976.
  - Weekly on comic magazine "JUMP" (circulation: 60,000 / week)
  - Also on TVs, Movies.
- 2009 new year special issue features EVs and FCVs. (19 pages -- with METI's input)



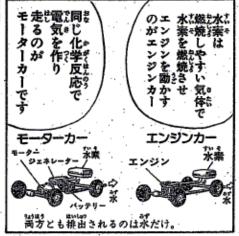
- The next of "next generation cars" will be hydrogen. This car is also powered by hydrogen.
- What!

## Some technical information, too.





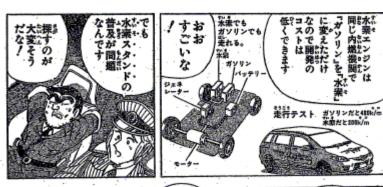




- Hydrogen is most environmental-friendly. It only produces water.
- There are two types of hydrogen cars: engine-cars and motor-cars. Both are clean. Toyota, Honda and Nissan are making "motor" version. Mazda and BMW are making "engine" version.
- They plan to commercialize the vehicles in 2015.



- Why do they not commercialize?
- It still costs "100 mil yen"
- "100 mil yen"!





- Hydrogen is expected to be the energy to substitute oil. Still hydrogen infrastructure is problem.
- It seems hard to find stations.