Honda' experience and perspective on CNG powered Vehicles

Ichiro Sakai American Honda Motor December 13, 2012 MSTRS meeting



- Overview
- Civic GX Technical Achievement
- Fleet Sale and Marketing
- Retail Consumer Market
- CNG Infrastructure and Fuel Quality
- Summary

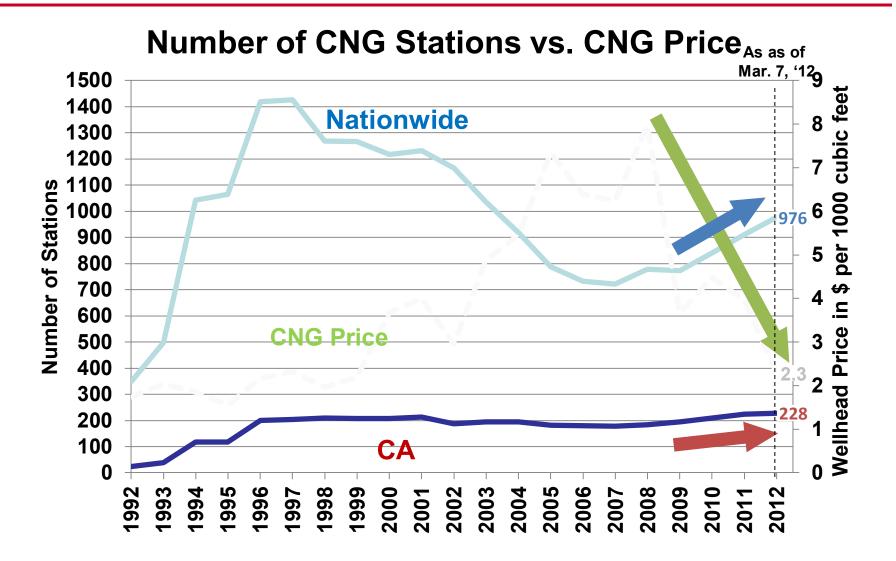


Overview

Why Natural Gas is a great transportation fuel



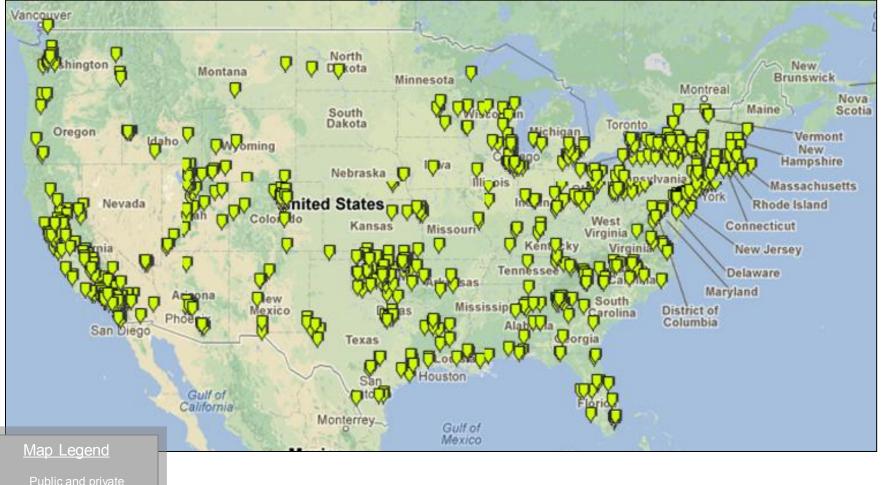
Circumstances



CNG price has dropped sharply and stations have increased gradually

The Power of Dreams

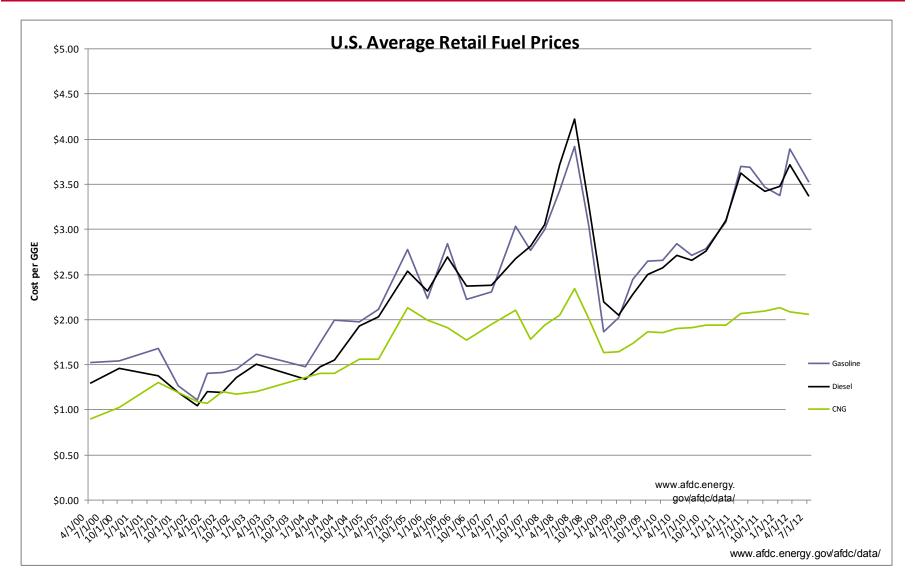
U.S. CNG Station Infrastructure



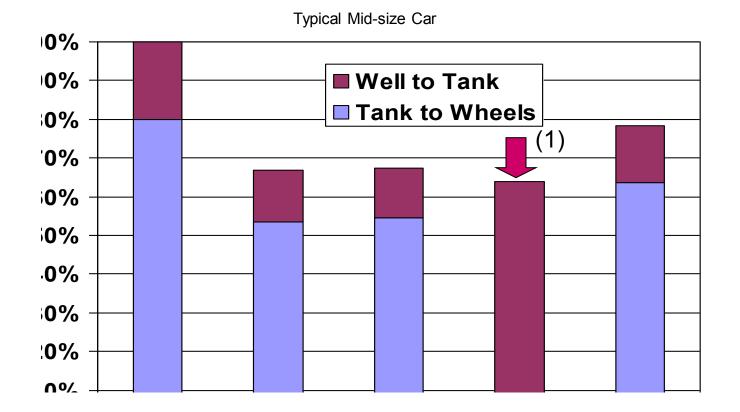




Retail Fuel Price Advantage

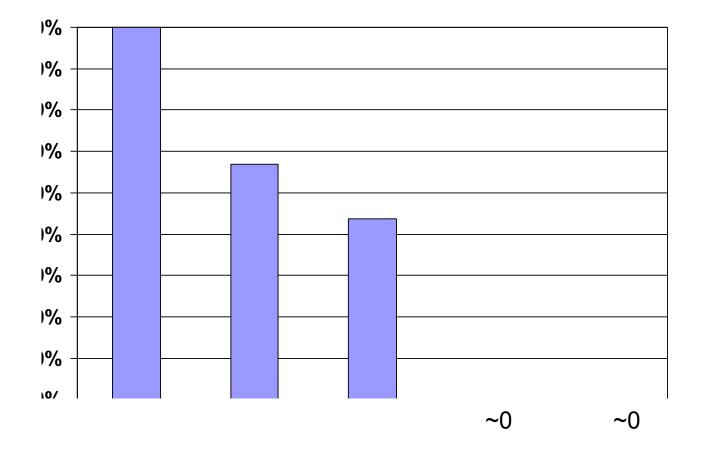






⁽¹⁾ Bar for BEV reflects 600 grams CO2e/kWh, which is EPA's "image" for 2016. Using the GREET model and today's averages, BEVs exceed HEVs.







Natural Gas is a Great Choice

- Low carbon fuel
- North American fuel supply
- Fuel distribution network established (pipelines)
- Wide range of infrastructure possibilities
- High well-to-wheel efficiency
- Fuel cost < gasoline
- Wide applicability (autos, trucks, buses, forklifts, etc.)
- SULEV / ILEV / AT PZEV capable
- Proven performance, known costs
- Renewable fuel
- Pathway to hydrogen









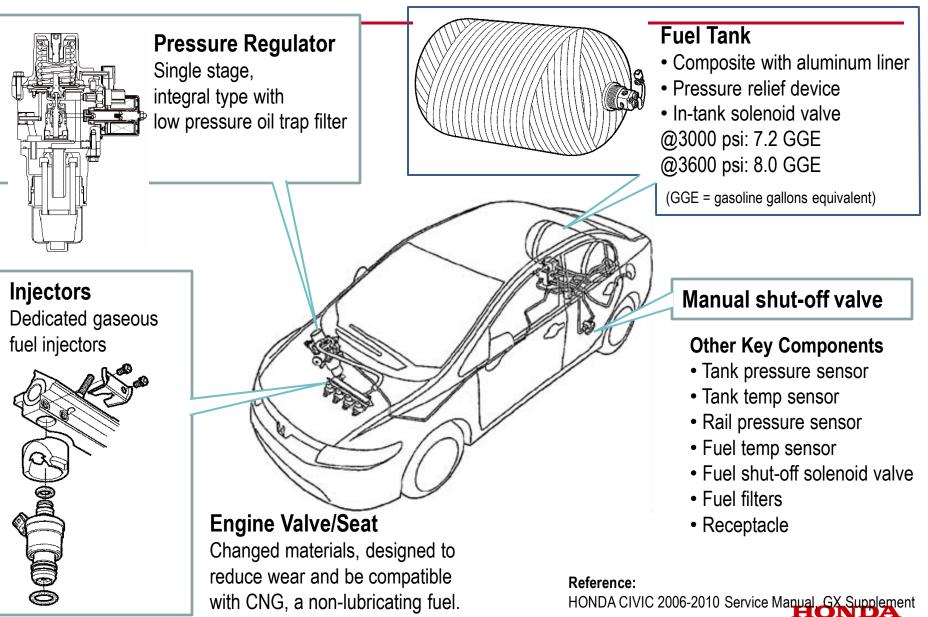
The Power of Dreams

Civic GX Technical Achievements





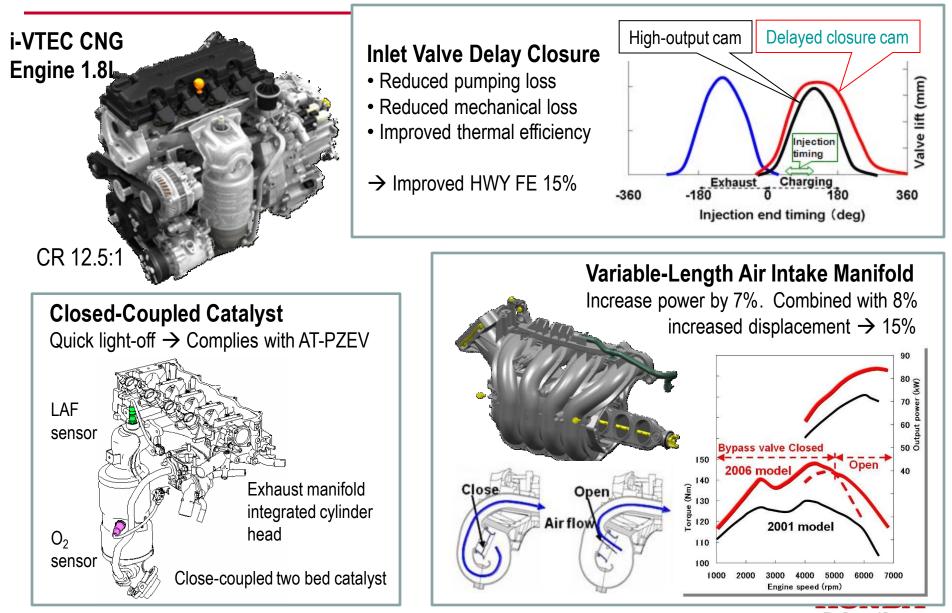
2006 - 2012 Civic GX Technology: Fuel Supply System



Dedicated components for a practical, safe, and durable system

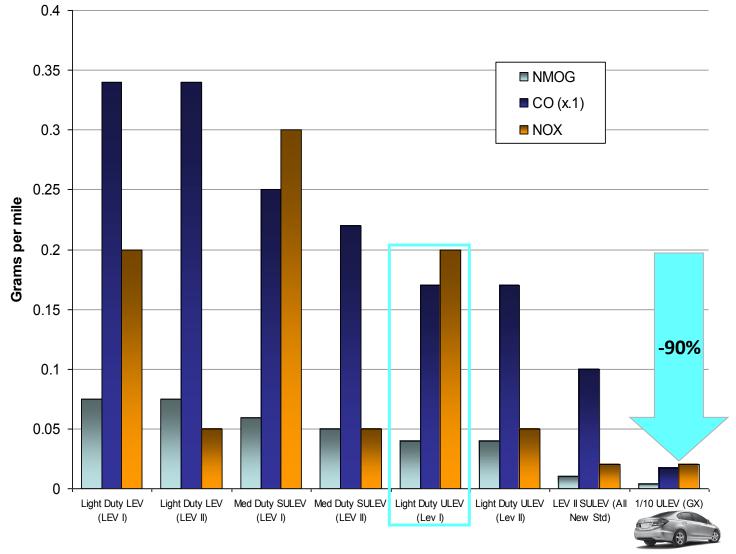
The Power of Dreams

2006 - 2012 Civic GX Technology: Engine and Exhaust



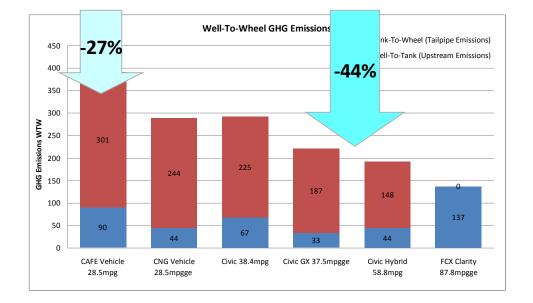
Specific design improved fuel economy, increased power, and achieved AT-PZEV

Emission Standards Comparison





Natural Gas Vehicles – GHG Reductions



Using CA Greet Model: Civic GX is a 44% GHG Reduction from the Average US Gasoline Car



Tank Capacity is 8 GGE Nominal Range is 8 x 38 = 304 miles (this would run the car out of fuel.) Real World Range is $7.8 \times 30 = 234$ miles

Overnight, home refueling (Phill) Fast refueling at public stations (3 to 5 minutes)

<u>Comparisons</u>: 3X "100 mile BEV" 1X Honda Fuel Cell "Clarity" 75% of Gasoline Car



Fleet Sales & Marketing



Advertising - Fleet



FILL YOUR TANK without EMPTYING YOUR POCKETS.

Only two things you really need to know about the 2013 Civic Natural Gas: It's the cleanest internal-combustion passenger vehicle¹, and CNG prices are almost half that of regular gas². The fact that it now comes standard with Pandora^e compatibility², SMS text message function⁴ and a rearview camera simply turns an intelligent decision into an insanely obvious one. Learn more at civicnaturalgas.honda.com.





DON'T JUST SAY IT WITH YOUR BUMPER. SAY IT WITH YOUR WHOLE CAR.

The Natural Gas-powered Civic is the cleanest internal-combustion vehicle on the planet. New for 2012, the Civic features an available Honda Satellite-Linked Navigation System¹⁴⁴ with FM Traffic and customizable I-MID Interface. Also, because natural gas is domestically sourced, the cost of driving a Natural Gas Civic is much more predictable. The Natural Gas-powered Civic, only from Honda, To each their own.

H

nsert dealer information

chic satura da wita salada nangataa mawa waxa maya, akay cawaan yaay ana law cariikaka aa of octoar sora. Yaa uu sapatwani of anegy, a danake waa waa cay Jug sora yaxaan, ogo ana tuza deta ana waxa yaya ana awata ya juga awata ya waa kata ya cana orawey waa manake wa Mawa ang waa katagi waanawa mataka ana ya ya goo ana ya caya waa waa na waa katagi ana ana ana ana ana ana ana

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Honda Civic GX Fleet Applications













Retail Consumer Market



Examples Incentives

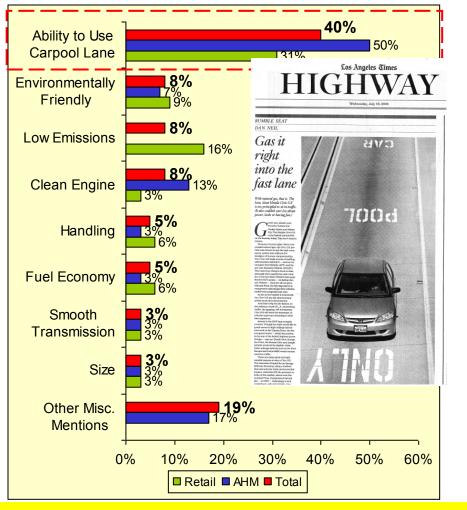
- Financial Incentives
 - State Incentives Vary
 - Local municipal and/or air district Buy downs
 - Up to \$3,000 rebate
- Incentives beyond money
 - Environmental stewardship
 - Reduce dependence on oil
 - Free/Preferred Parking
 - HOV lane access for single occupant



Customer Benefit: Carpool Access

- Top benefit for CNG customers is carpool lane access.
- Currently no limit for CNG vehicles in CA.

Top Likes of Civic Natural Gas



HOV Sticker	Detail
CLEAN AIR VEHICLE	SULEV exhaust ILEV evap
	No limit
ACCESS OK CALIFORNIA CLEAN AIR VEHICLE	SULEV hybrid or alt fuel AND 45 mpg HWY.
	Reached 85,000 limit.

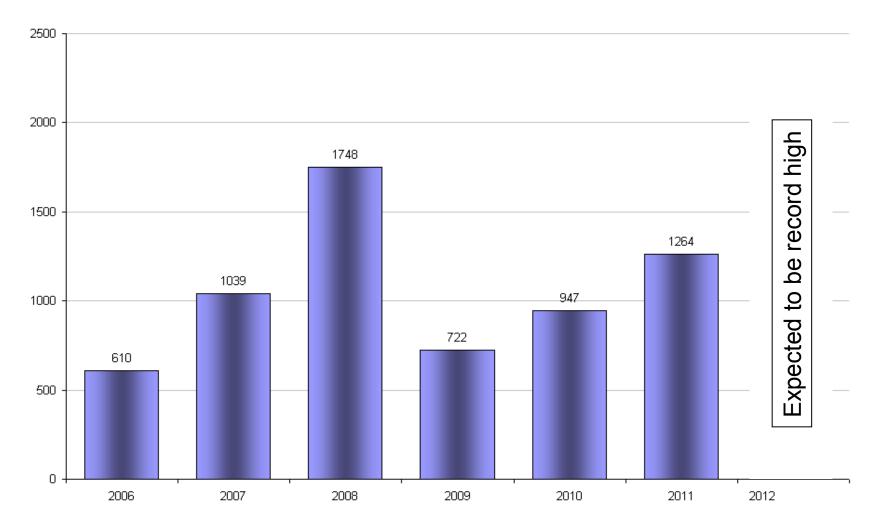
Single-occupant use of HOV lanes by alternative fuel vehicles that qualify as Inherently Low Emission Vehicles (ILEVs) and Super Ultra Low Emission Vehicles (SULEVs). EV and CNG vehicles qualify.



HOV access for CNG vehicles until January 1, 2015.

Civic Natural Gas Sales Trend

Civic CNG Deliveries - CY



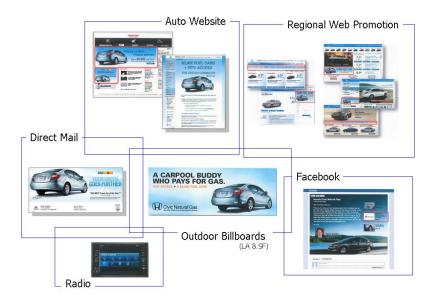


Civic Natural Gas \$3,000 Free Fuel Card Sales Promotion

Promotion through:

- 1. Press Releases
- 2. Direct Mail
- 3. Auto Shows (Ride and Drive)
- 4. Social media
- 5. Outdoor billboards
- 6. Customer lead generation for dealers

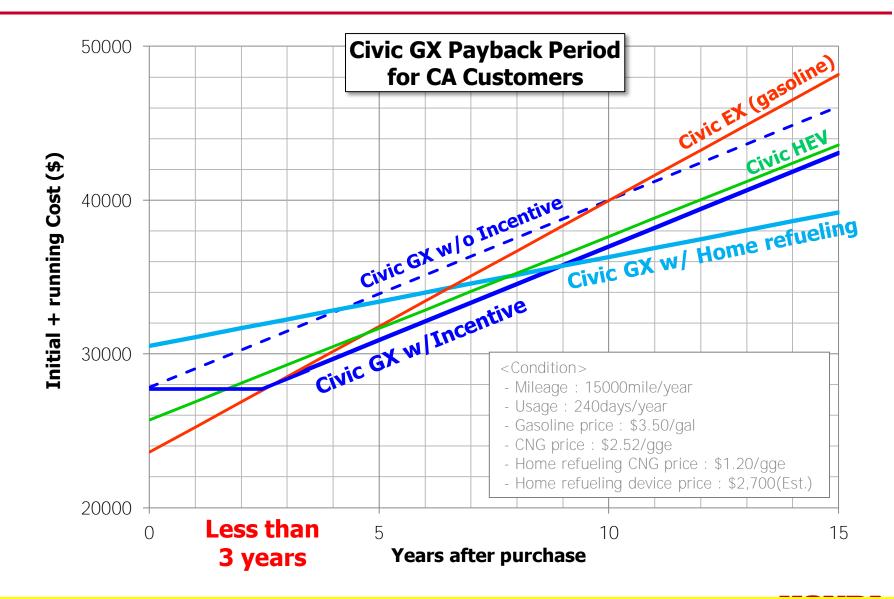
\$3000 Free Fuel Card Promotion utilizing multiple marketing channels (\$1K Dealers, \$1K Clean Energy, \$1K AHM)



Direct Mail FPO Buy today and enjoy a \$3000 gas credit. Clean Energy, America's largest owner of public compressed natural gas (CNG) stations, along with American Honda are helping you save green when you go green with the only natural gas-powered passenger vehicle in the U.S. Purchase a new Civic Natural Gas Sedan at your local participating Honda dealer in the months of September and October and receive a \$3000 gas credit How to use your \$3000 gas credit Receive your gas savings card at your dealershy upon purchase 09/00/2012-MI/00/2012. Want to pay loss? If eligible, your Chic Natural Goa may qualify for a tax credit please consul your tax advisor for details) 2) Locate your local Clean Energy CNG fueling station at cleanenergyfuels.com/stations B Redeem by existing your servings card at the CNS Learn more and locate your local dealer Nomeed for a plot one. Child Natural Gas privers in California car for a test-drive at ShopHonda.com.

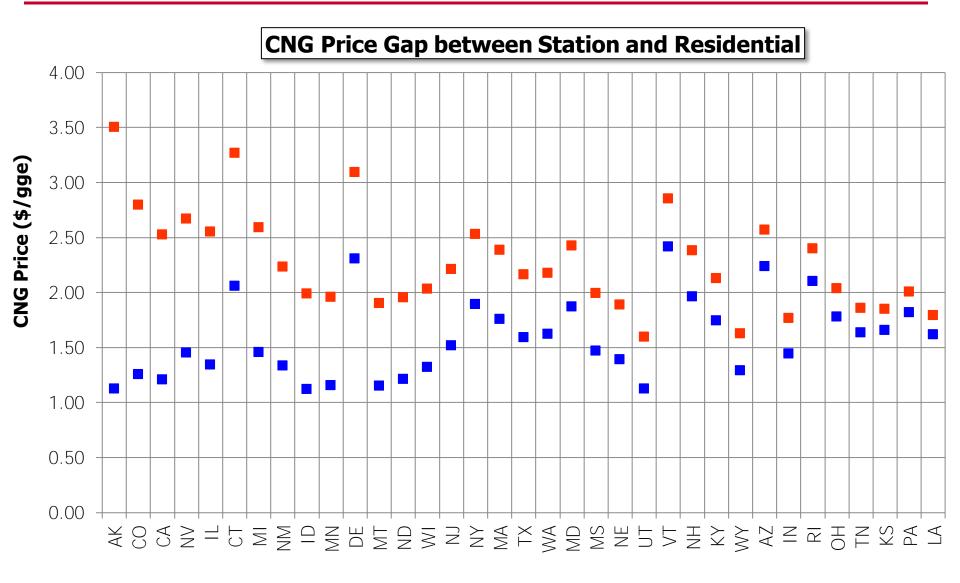
\$3,000 Free Fuel Card Promotion Calendar

Cost Evaluation with assumption of 15K mile/year usage



Price increase of CNG vehicle could be recouped by less than 3 years. (not include home refueling equipment)

CNG Price Gap (Public Station vs. Residential)



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CNG price gap between station and residential varies among states

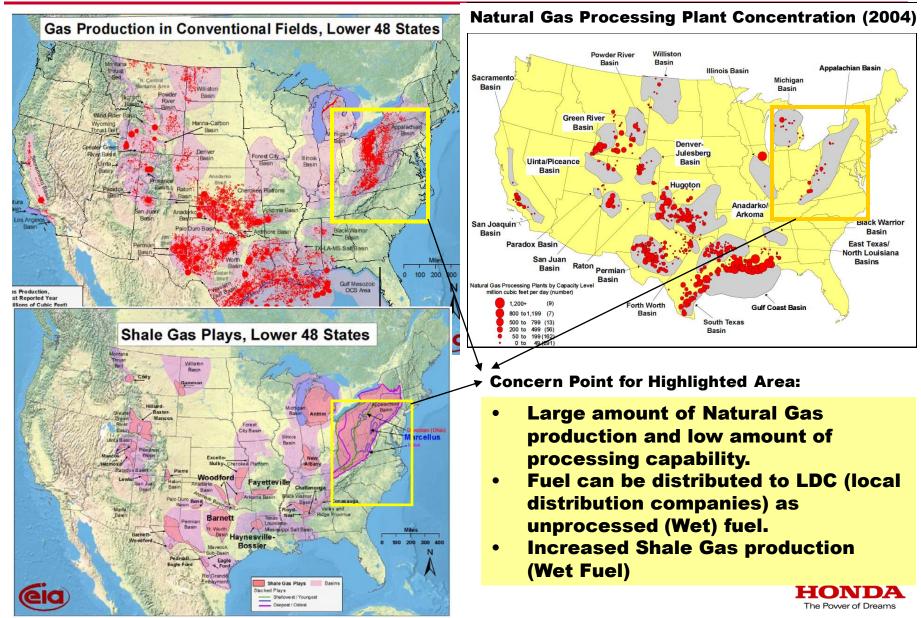
CNG Infrastructure / Fuel Quality



- NGV buyers
 - are more receptive if they understand fueling options
 - want convenient and cost-effective refueling
 - synchronized vehicle & refueling unit delivery
- Fuel Quality (delivered to home) is critical
 - It is necessary to develop fuel quality standard (moisture).

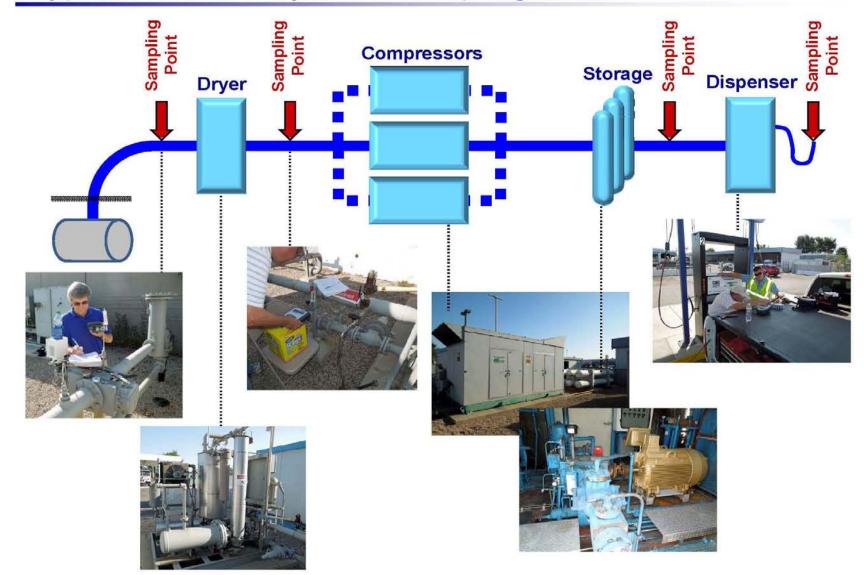


Natural Gas Fuel Production Vs. Processing Capacity



Source: Energy Information Administration based on data from various published studies. Updated: March 10, 2010

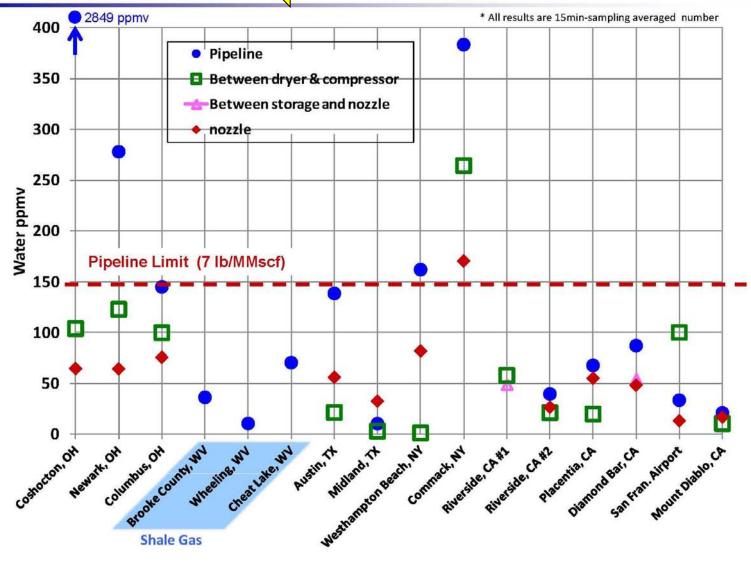
Typical Station Layout & Sampling Points



Sampled were taken in above points of public injection stations. (to check for moisture content)

Overall Results

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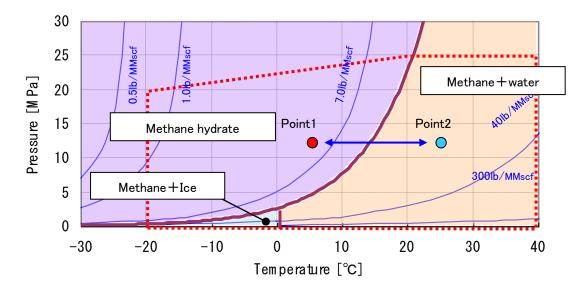


Concern with gas in Ohio & NY is high moisture content. (Gas in Ohio contains moisture that exceed the Phil Dry Layer capability) Some areas has Shale gas with low moisture content.^{The Forwer of Dreams}

Moisture problem

Methane hydrate Generation

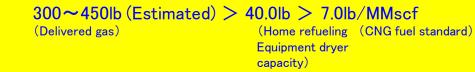
Dew point line (each moisture level) CNG operation zone



With fuel containing 10lb/MMscf moisture, methane and water coexist at point 2 and methane hydrate is generated at point 1.

Solenoid get stuck due to methane hydrate generation.

Water in a fuel tank suggests that fuel with excess amount of moisture, above CNG fuel standard or dryer capacity of home refueling equipment, is delivered





- Fuel Quality and Honda Refueling
 - In order to insure that your Civic Natural Gas vehicle receives CNG fuel with quality equal to or above the NFPA-52 and SAE J1616 fuel standards, Honda only recommends that your vehicle be refueled at public commercial-grade CNG refueling station. Public stations offer an approximately five minutes refueling time, and the assurance of natural gas quality meeting NFPA and SAE standards.
 - Public refueling stations use commercial quality filtering and drying equipment that helps to assure your vehicle will only be refueled with automotive grade CNG, meeting the NFPA and SAE standards. Due to the nature of home natural gas supplies from gas companies, even with filtering and drying equipment, it is possible to introduce moisture into your vehicle's CNG tank and fueling system, possibly resulting in damage to the system Moisture damage can require inconvenient and costly repairs.
 - Due to the wide variation of natural gas quality for home use, Honda does not recommend the use of home refueling at this time. If you choose to sue a home refueling device, you should consult with the equipment manufacturer and the local natural gas quality of the natural gas at the location the refueling equipment with be installed. They may recommend additional filtering and drying equipment, and a schedule for maintaining this equipment to insure delivery of natural gas that meets the NFPA and SAE standards of fuel quality. It is important to understand the quality of fuel not just when it is evaluated, but the range of HONNI THE POWER of D Quality, particularly moisture content, from the natural gas provider.

Conclusion

- Natural Gas is very good transportation fuel from energy security (energy diversity).
- Due to limited refueling infrastructure, Civic Natural Gas Sedan's sales are limited. But sales have increased in the past a couple of years because of low fuel cost, incentives (both monetary and nonmonetary)
 - HOV lane access is regarded as the most attractive. This incentive should be maintained unless it hurts the value of HOV lane.
- Infrastructure availability is critical for further expansion of this kind of alternative fuel vehicle. Government leadership to develop its network is desired.
- Honda's effort to address the limited fueling infrastructure; home refueling equipment, is hindered by the fuel quality. Maintaining fuel quality at delivered site (equivalent to or above NFPA-52 or SAE J1616) is desired.
 - It would be possible that moisture in delivered natural gas is higher than before due to fracking activity.



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