

Dr. Katsuhiko Hirose, the Project General Manager of the Strategic Planning & Administration Department of the Fuel Cell System Engineering Division of Toyota Motor Corporation opened his talk by comparing advantages and disadvantages of alternative fuels, and emphasized the necessity of further developing alternative fuels (electricity, hydrogen, biofuels and natural gas) for automobiles. Dr. Hirose elaborated on the optimum energy policy and insisted that it is country-or region-dependent. He also stated that in 2015, Toyota plans to introduce a fuel cell vehicle in Japan in four major metropolitan areas, and he convincingly argued that the fuel cell vehicle is the alternative fuel winner in the categories of cruising range, greenhouse gas emissions, efficiency, cost, etc.