

Press Release: Hybrid Alliance: A New Force in Smart De-Carbonization

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We are pleased to announce the launch of **Hybrid Alliance**, an exciting new initiative founded on June 20th, 2024, with the mission to promote hybrid powertrain technologies and foster collaboration across OEMs, suppliers, energy providers, and academia.

As global efforts to reduce CO2 emissions intensify, we recognize the limitations of full electrification and the unique benefits of hybrid technologies in diverse transportation sectors. Hybrid powertrains offer a practical, scalable solution to significantly cut emissions while maintaining vehicle utility.

Hybrid Alliance was formed by nine founding members dedicated to advancing hybrid solutions. Our goals are to drive political discussion, initiate groundbreaking research, and encourage cooperation to improve the cost efficiency and performance of hybrid powertrains.

“Hybrid powertrains present a smart, cost-effective pathway to reducing emissions while addressing the practical needs of transportation,” said Matthias Vogel, Chairman of the Hybrid Alliance Executive Board.

Meet us: Matthias will be available at the **IAA Transportation in Hannover**, from September 17-22, in **Hall 12, Booth D40**.

We invite industry leaders, innovators, and stakeholders to join us in shaping a more sustainable future.

You can find **more information** about Hybrid Alliance here www.hybrid-alliance.org or get involved, please visit [Membership | Hybrid Alliance \(hybrid-alliance.org\)](http://Membership | Hybrid Alliance (hybrid-alliance.org)).

[Link to press release.](#)