



HYBRID ALLIANCE

Press Release

September 4, 2024

NEW ALLIANCE AIMING TO PROMOTE SMART DE-CARBONIZATION TECHNOLOGIES

On June 20th, a new alliance was founded with the purpose of promoting the application of hybrid powertrains and facilitating collaboration between stakeholders in such technologies, across OEM's, suppliers, energy and infrastructure providers and academy.

The efforts to develop electrified powertrains for the use in passenger cars, buses, commercial trucks and even motorcycles have been ongoing for decades and is urged on by legislation and government subsidies. The ultimate aim is to drastically reduce CO2 emissions caused by transportation of people and goods.

While 100% electrification of vehicle powertrains has been targeted by both politics and many industry players, there is an emerging realization that battery electric vehicles (BEV's) without any form of internal combustion engine (ICE) is not a practical or even desirable solution for every kind of transportation need, especially not with the currently available battery technology. Various forms of hybrid powertrains, using both electric motors and ICE's are in many cases an effective and practical step to drastically reduce emissions of CO2, NOx and harmful particles with maintained daily usefulness of the vehicle.

Hybrid Alliance is a registered association for promoting awareness of the benefits of hybrid powertrains, impact political discussion, initiate research, and drive collaboration between stakeholders in order to improve cost efficiency and performance of hybrid powertrains. To date, Hybrid Alliance has nine founding members across both industry and academy.

“Founding Hybrid Alliance is a great step for the future of hybrid powertrain technologies and we look forward to welcome more members who want to contribute to the development and commercialization of hybrid powertrains as a smart and cost-effective means of de-carbonization”, says Matthias Vogel, Chairman of the Executive Board of Hybrid Alliance.

Matthias Vogel, will be present at the IAA Transportation in Hannover 17-22 Sept, in Hall 12, Booth D40.



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Hybrid Alliance is a non-profit association based in Ansbach, Germany.

For further information visit hybrid-alliance.org