

## The Big Story: Jan. 2017 Fuel Cell Vehicles Coming Into Focus



Fuel-cell vehicles have a history of being “just around the corner,” but that future is now in clear focus as FCVs are expected to join the vehicle fleet in reasonable volume in the coming decade.

Based on in-depth research and interviews with industry insiders, WardsAuto finds FCVs are a key part of the product mix necessary to meet emissions and fuel-economy regulations in 2025 and beyond.

Hurdles remain, including building a fueling infrastructure, but industry experts believe the building blocks are in place to move into a hydrogen-powered future.

We’ll explore FCVs in the January issue of WardsAuto’s “The Big Story.”

### Each Issue of WardsAuto’s “The Big Story” is:

- WA A deep-dive, laser-focused on a single vital topic
- WA Optimized for reading on desktop, mobile and printouts
- WA Pushed online and via social media
- WA Sent 2x/month via email alerts to 40,000+ readers:
  - 13,000+ Car/Truck Mfrs
  - 20,000+ Suppliers
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  - 3,300+ Ind. Engrng Srv.

# “The Big Story” continues WardsAuto tradition of deep-dive thought pieces

As communication portals have evolved, so has the information needs of auto industry professionals.

Over the years, we’ve published a monthly magazine, and as more OEM professionals turned to the Internet to meet their business information needs, we put the magazine online so our readers could flip its pages right on their screens.

We’ve tracked our readers’ behavior and found that some prefer reading at their desk on a monitor, others demand information on-the-go on a mobile screen, and others still like information on paper.

But one thing remains constant: readers want WardsAuto’s unique, long-form perspective: deep dives on topics that matter to the OEM community, that go “beyond the headlines” to explore how today’s news and trends will impact their roles in the industry tomorrow.

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