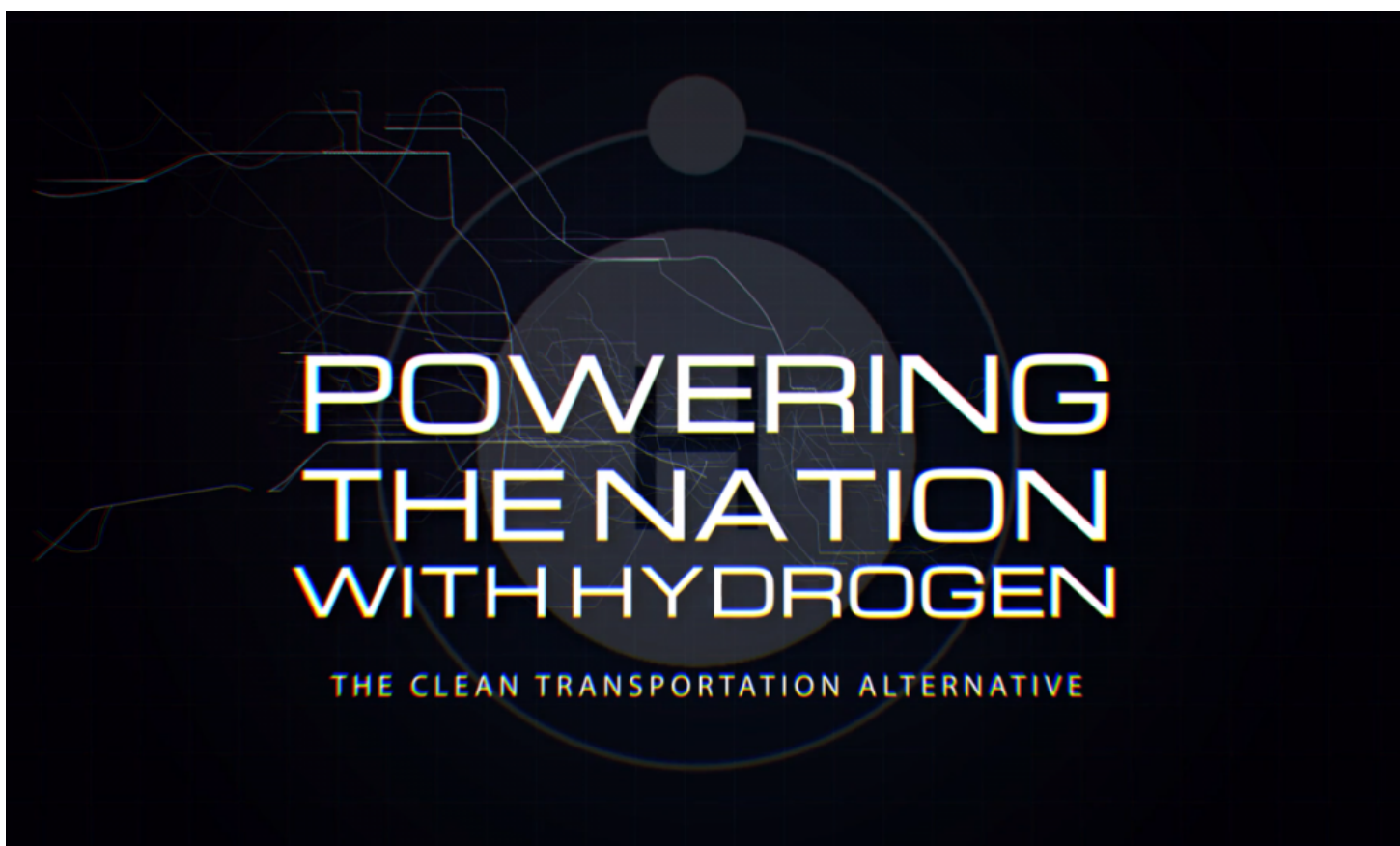


Powering the Nation - Hydrogen Fuel Cells - The Clean Transportation Alternative to Air On Discovery, Science Channel and Motortrend TV

March 22, 2021



NEW YORK (March 22, 2021)–The story of how hydrogen fuel cell technology is powering the nation, “Powering the Nation – Hydrogen Fuel Cells – the Clean Transportation Alternative,” will have its first airing simulcast Friday, March 26, at 7 p.m. EDT on Science Channel and MotorTrend TV. The program will also air Saturday, March 27 at 8 a.m. EDT on Discovery.

This program looks at the science, learnings and the movement now bringing together states, legislators, automobile manufacturers, and energy companies producing hydrogen that is easily available at hydrogen fueling stations. Many recognize the value of hydrogen fuel technology to be a real alternative.

With the new administration in office, there is a renewed focus on the environment – with that brings the ingenuity and science with many organizations banding together to recognize the value of hydrogen fuel technology as an alternative to not only power vehicles, vans, small and Class-8 highway trucks but also the possibility of being the energy source for buildings, communities, homes and even cities.

“We believe hydrogen fuel cell technology is one way the transportation sector can offer drivers a zero-emission vehicle that meets their needs,” said Lisa Materazzo, group vice president, Toyota Marketing. “Our portfolio approach, including hybrid electric vehicles, plug-in hybrid electric vehicles, battery electric vehicles and fuel cell electric vehicles, helps us put more people in cleaner vehicles across North America and have the greatest near-term impact on total carbon emissions.”

Viewers will have the opportunity to see it on the following broadcasts. Check local listings:

Science Channel:	Friday, March 26 at 7 p.m. EDT
MotorTrend TV:	Friday, March 26 at 7 p.m. EDT
Discovery:	Saturday, March 27 at 8 a.m. EDT

“Powering the Nation – Hydrogen Fuel Cells – the Clean Transportation Alternative” will take the viewer inside the hydrogen fuel cell technology research centers, on the road with the vehicles and provide a closer look at the operations now underway at the Port of Los Angeles-Long Beach in California.

“Powering the Nation – Hydrogen Fuel Cells – the Clean Transportation Alternative” is produced by Bader Media Group for Discovery. Mike Leventhal is executive producer for Bader. Hilary Lane served as producer/writer. Toyota funded the production.