Global Hydrogen Mobility Alliance

Ms Ursula von der Leyen
President of the European Commission
European Commission
Rue de la Loi / Wetstraat 200
1049 Brussels, Belgium

10 September 2025

Subject: Global Hydrogen Mobility Alliance (GHMA) - Industry Position on Required Policies

Dear President von der Leyen,

Following the letter sent by the CEOs of GHMA member companies in July, we are pleased to share today the GHMA "Industry Position on Required Policies". This is the outcome of extensive exchanges among the GHMA members to build a collective industry perspective on the few key policies that we believe will unlock the development and adoption of hydrogen mobility in Europe. Members of the GHMA believe strongly in the complementarity of battery and hydrogen mobility, and many are involved in both solutions.

This position paper, bringing together the insights of leading international companies in the energy, automotive and related sectors, seeks to address the challenges we face today in the European hydrogen mobility ecosystem: (i) hydrogen cost and availability, (ii) the economic viability of Hydrogen Refuelling Station (HRS) infrastructure, and (iii) vehicle price and availability.

We believe that only a few policies and incentives are needed to bridge the current cost gap and facilitate scale-up of hydrogen mobility during the critical market activation phase (2025-2030). They focus on the synchronised deployment of hydrogen vehicles and infrastructure, alongside minimising total fleet costs.

Unlocking market activation requires pragmatism and swift action. What is needed for hydrogen?

- Both hydrogen and battery mobility should be recognised as essential to decarbonise road transport. The Strategic Dialogue on the Future of the European Automotive Industry and other mobility-focused legislation, such as the Eurovignette Amendment and Clean Transport Corridors, should systematically recognise and support both solutions equally.
- Synchronisation of deployment to maximise infrastructure loading and minimise cost. Vehicle manufacturers, hydrogen retail networks and hydrogen producers require a certain scale and level of use to achieve economic viability. Hydrogen mobility incentives should be tailored to deploy HRS networks and vehicle fleets together to accelerate their loading and derisk these investments (for example, the *Subsidieregeling Waterstof in Mobiliteit* [SWiM] hydrogen mobility subsidy scheme in the Netherlands).
- Policymakers should decouple the rollout of hydrogen vehicles and refuelling infrastructure from the decarbonisation roadmap of hydrogen supply, mirroring the success of the battery electric vehicle deployment strategy, to drive market activation and widespread adoption. Clean hydrogen development today is being driven by industrial applications, leading to scale-up and cost reduction. Alongside this, existing policies like EU Emissions Trading System for road transport (ETS2) will further help to drive the decarbonisation of hydrogen supply.

Adopting policies for hydrogen mobility based on these pillars will drive a successful market activation, leading to commercial in-series production of vehicles and a viable and contiguous refuelling network, ultimately fostering an economically viable and unsubsidised future for hydrogen mobility.

We encourage you to review this document and we look forward to engaging further on these recommendations as we work collectively towards a decarbonised road transport sector.

Sincerely,
Global Hydrogen Mobility Alliance members