

The background of the image is a blurred, high-speed photograph of a race car, likely a Formula 1 car, in motion. The colors are muted and desaturated, with shades of red, blue, and white visible, suggesting a track environment. The motion blur is horizontal, giving a sense of speed.

THE Hydrogen Racecar

P R O J E C T

Problem

- We will always still want to go racing our jalopies
- Internal combustion engines are being phased out due to emissions – CO₂, NO_x etc
- Battery electric racing cars have range/weight problems e.g. Formula E required to swap cars hence 2 cars/driver
- Batteries inherently have power to weight limitations
- Race cars need increased range, reduced weight and reasonably fast refuels



Solution

- Hydrogen fuel cell powered race car
- Mobile hydrogen refueller available at track
- High power to weight
- Long range
- Configurable weight distribution

How it works

- FCEV race car is refueled with mobile hydrogen refueller
- Electricity is created on-board
- No CO₂, NO_x or other harmful emissions – only water as by-product
- Traction power provided by electric motor providing instant acceleration and flat torque curve





Dr Michael Irwin

MD & FOUNDER



VISION

It's time to accelerate the hydrogen-powered future

“The alarm bells are deafening, and the evidence is irrefutable: greenhouse gas emissions from fossil fuel burning and deforestation are choking our planet and putting billions of people at immediate risk,” said UN Secretary-General António Guterres in a [statement](#) in response to a [major report](#) by the Intergovernmental Panel on Climate Change (IPCC). “Global heating is affecting every region on Earth, with many of the changes becoming irreversible.”

Hydrogen can be used to store renewable energy. It has 3 times the fuel density (that's power to weight for us racers) as petrol and more than 100 times that of a lithium battery. And being a gas, it doesn't slosh around in the tank. Let's put our foot down and drive awareness and acceptance for the fuel of the future through motorsport.

A futuristic race car is shown in a dark, blue-lit tunnel. The car is sleek and aerodynamic, with a prominent front wheel and a smaller rear wheel. The tunnel walls are lined with glowing blue lights, creating a sense of depth and motion. The overall atmosphere is high-tech and futuristic.

Our Mission

Build Australia's first hydrogen powered fuel cell electric race car to promote hydrogen powered motor sport and develop a new race category

The Opportunity

- Help build Australia's first hydrogen powered electric fuel cell race car.
- Become primary naming partner for the project.
- Showcase at major motorsport events in NSW.

A suitable donor car has been identified and we have secured an option to purchase. It already has an electric motor fitted. We are currently sourcing components for conversion.





THE ROAD AHEAD

Timeline



2021

START YOUR ENGINES

Commence build of Australia's first Hydrogen Powered electric fuel cell race car. Showcase at major motorsport events in NSW.



2022

GET SET

Take up residence at Australian Motorsport Innovation Precinct at SMSP. Provide experience drives. Take on tour across Australia and show at major motorsport events.



2023

WE'RE RACING

Compete in Electric Vehicle and alternate fuel motorsport events. Assist Motorsport Australia to establish a Hydrogen Fuel Cell Category.

Hydrogen House Australia



HHA is a not-for-profit company established in 2020 to promote the use of green hydrogen for storage of renewable energy. We are currently engaged in:

- Building the team to run the race car program successfully.
- Assisting Australian Racing Drivers Club to plan and develop the Australian Motorsport Innovation Precinct.
- Developing an international program to agree on best practice for development of a hydrogen economy.
- Converting an Off-the-Grid house to store all its solar energy as hydrogen and use to generate electricity and heat.

Our partners



Australian Racing Drivers' Club

ARDC is Australia's premier driver and riders' club. Over its 60+ years it has played a proud and privileged role as an integral part of Australia's motor racing heritage, and the foundation upon which Australian motor racing will continue to build into the future.

The recent upgrades to the track and lighting at Sydney Motorsport Park cements its place as the premier permanent racetrack in Australia

ARDC is now planning to play an even bigger part in the future. Planning is underway to develop The Australian Motorsport Innovation Precinct on the site.

This will become a focal point for:

- Developing new technology and applications
- Testing, benchmarking and demonstrating emerging technologies
- Education of students, motorsport operators and the public
- Training of the next generation

Hydrogen House will be a founding partner. The hydrogen race car will be showcased in the Centre and demonstration and experience drives will be regular events.



H2H Energy

H2H Energy Pty Ltd is a Hydrogen specific technical consultancy. They are at the leading edge of some of the most prominent hydrogen projects across Australia and New Zealand. Their focus areas are:

- Hydrogen refueling
- Hydrogen vehicle testing
- Integration of Hydrogen Systems
- Design and testing of validation systems



Hydrogen Energy Research Centre, University of NSW, Sydney

The Hydrogen Energy Research Centre is a world-first centre for hydrogen energy innovation, focusing on designing practical solutions to enable the hydrogen economy.

They have developed novel and commercially proven technology for solid state storage of hydrogen. This technology has been incorporated into a commercial domestic hydrogen storage system and is being developed for motor vehicle applications.

In addition, we have support from individuals and organisations with a multitude of skills to bring to our project: Greg Hepburn, Automotive Engineer, President of Formula Vee Association; Graham Hart, Automotive mechanic, Developer of battery electric Formula Vee; Men's Shed, A wealth of electrical engineering experience.

Reaching fans



Direct Exposure

When not on tour, the race car will be housed at Sydney Motorsport Park. It will be on display at a multitude of functions and events.

The car will be used regularly for experience rides.

During the year, the car will be taken to motorsports events around the country including:

- Motor racing
- Hill climbs
- Track days
- Show and Shine
- Trade Days



PR & Communications

As the first hydrogen powered race car in Australia it will be featured in

- Press releases
- Motoring magazines
- Online forums

We will engage a professional organisation for high quality visual content.



Leveraging Partnerships

Car available for sponsor campaigns

Car used in educational programs

Showcased by other occupants of Motorsport Innovation Precinct

Component Suppliers, engineers, insurer



Why you ?

Why now?

There is an often quoted study from 2007 that showed that at that time, 53% of people – or 1.1 billion consumers – strongly preferred to do business with companies with a reputation for being green. Now, we are a whole decade on from that study, and green matters have become more than just a preference for a lot of customers, but a demand. As evidence of the impact of climate change continues to gather, and more and more sustainable alternatives are on offer, companies can no longer see being green as a slight competitive advantage, but as something that could literally be the deciding factor on whether a customer walks away.

Naming Partner

Rights & Benefits

- SPONSOR NAME Hydrogen Race Car
- Corporate Livery on car body
- 50% branding across vehicle, promotional displays, clothing/accessories
- Exclusive partner in automotive category
- All events “brought to you by SPONSOR NAME”
- Two Track Day drive days per year for your guests
- The car will be available for your creative campaigns and motorsport events with SPONSOR NAME involvement

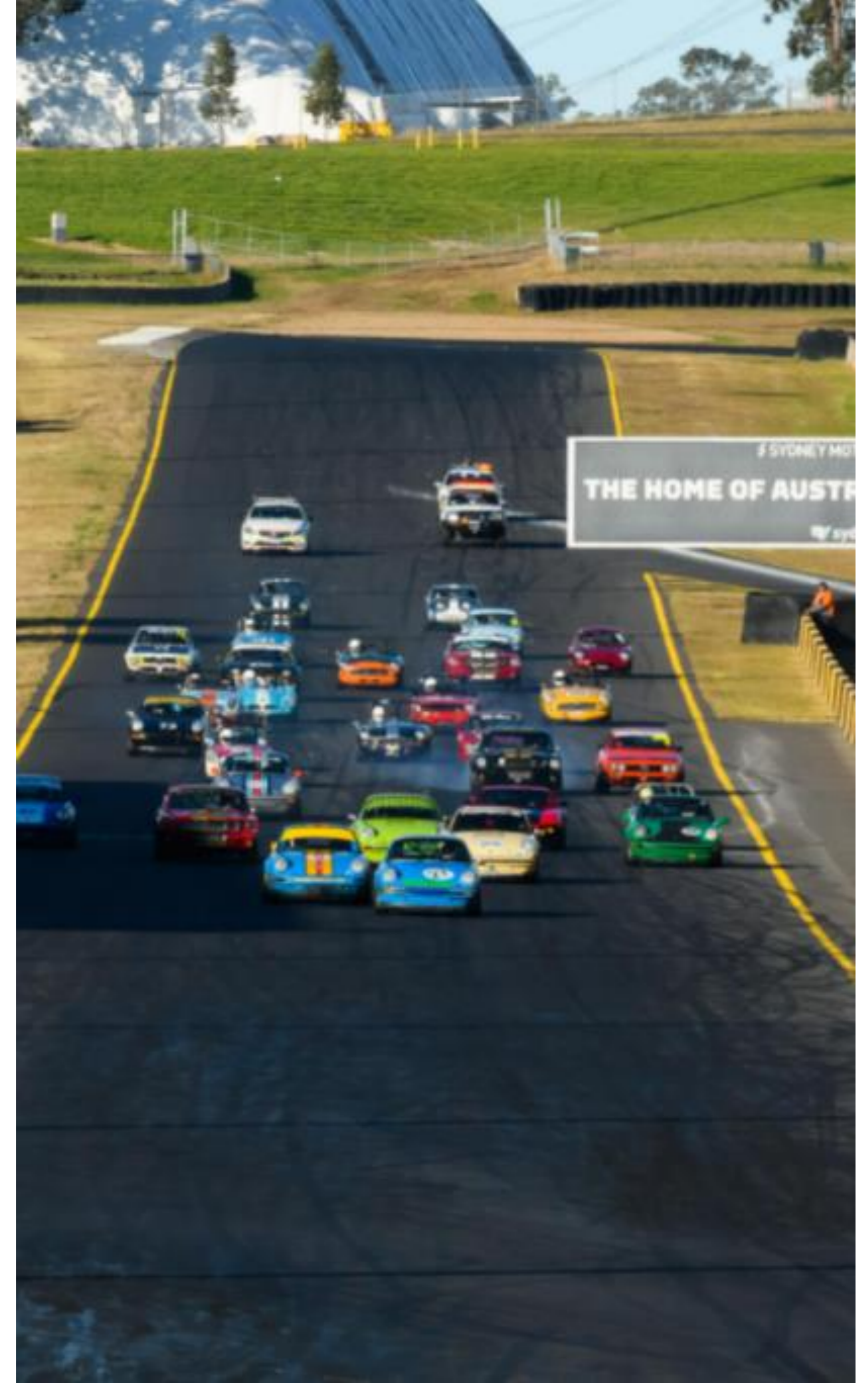
Commitment

2021	\$AU 30,000
2022	\$AU 25,000
2023	\$AU 25,000

Term

3 YEARS + FIRST RIGHT OF REFUSAL

SPONSORS LOGO



Sponsor Packages

GOLD SPONSOR (2 available)

\$15,000

- . Stickers on Car
- . Loan of Car for display, media or event
- . 3 Team Jackets
- . Large signed photograph of car and team2
- . 3 Team polos
- . 8 track day laps

Plus Supporter Pack

SILVER SPONSOR (5 available)

\$3,000

- . Logo on car, story boards and website
- . Loan of Car for display, media or event
- . 3 Team polos
- . 4 track day laps

Plus Supporter Pack

SUPPORTER PACK (20 available)

\$500

- . ARDC membership and/or Pit Access
- . Photo Opportunities
- . Progress Reports
- . Team Cap
- . Bragging Rights

Thank You



Get in touch

Michael Irwin

michael@hydrogenhouseaustralia.com

0408 281 865

