

EUROPEAN HYDROGEN WEEK IN BRUSSELS November 18–22, 2024

Ataway unveils its bold European ambitions and announces the opening of an office in Eindhoven, Netherlands Stand B68 – Hall 11

Paris, November 15, 2024

As the European Hydrogen Week, takes place at Brussels Expo from November 18 to 22, 2024, Ataway—a leading player in hydrogen refueling stations across Europe—is proud to announce the opening of its second European office in Eindhoven, Netherlands. This new international office will enable the French company to cover key Northern European markets.

Following the establishment of its first European office in Madrid, Spain, in 2023 to expand into Southern Europe, and the scheduled installation of a hydrogen refueling station in Italy in June 2025 in collaboration with Techfem¹, this latest move further solidifies the company's ambitious European expansion plans.

With a dominant position in the French domestic market and a production capacity of 80 hydrogen refueling stations per year, Ataway is accelerating its growth by targeting key European markets where hydrogen mobility is gaining momentum.

These two commercial offices will work closely with local partners who are experts in the hydrogen sector. For example, Ataway's partnership with Technogas², established in 2023, ensures a high level of service while adapting to local technical standards and regulations.

« The opening of our second office in the Benelux region represents much more than a new location: it's a strategic milestone to enhance our proximity to clients and partners. By building local partnerships, we offer tailored solutions supported by expert, responsive local teams to ensure maximum customer service quality and equipment availability. This development accelerates our international growth and reinforces our commitment to supporting our clients with enhanced expertise and agility, right at the heart of their markets,» said Geoffroy Ville, Ataway's International Business Development Manager.

¹ The project to install a hydrogen refueling station in Italy, in collaboration with Techfem—a major player in the Italian energy sector—is part of a broader Italian initiative to produce renewable hydrogen to power buses as well as supply the gas grid.

² Technogas and Ataway announced a partnership in July 2023 to offer a turnkey solution, particularly in the Benelux region: a product (Ataway's hydrogen refueling station) paired with a service (maintenance and technical operation provided by Technogas).

Regulatory and technological constraints: Ataway ensures its refueling stations are adaptable to international markets

To guarantee that its refueling stations meet the specific regulatory and technological requirements of each market, Ataway actively participates in various working groups organized by French and international hydrogen organizations. The company conducts in-depth analyses of local regulations and, if necessary, adapts its stations to specific technical standards with the support of its R&D team, one of the most advanced in the hydrogen sector.

Additionally, every station can undergo real-world testing before deployment at one of the test sites located within the company's Grenoble manufacturing facility.

« International expansion is at the core of our corporate strategy. All departments now integrate the international dimension into their processes and strategic plans. By embedding this perspective into our corporate culture, we are laying the groundwork for rapid and sustainable growth. We are committed to continuing the export of our expertise and playing a key role in advancing hydrogen mobility across Europe, » explained Geoffroy de Roffignac, Ataway's Marketing and Sales Director.

ABOUT ATAWAY

To support Europe's energy transition and the decarbonization of various applications, Ataway, a European leader in hydrogen refueling stations, collaborates with project developers to accelerate the adoption of hydrogen mobility. Leveraging its technological expertise built on a portfolio of over 50 installed stations, its industrial know-how, and the dedication of its teams, the company offers tailored solutions through:

- Services and support closely aligned with customer needs,
- One of the most comprehensive ranges of high-performance, modular hydrogen stations on the European market.

Ataway operates two production facilities in France, with a total production capacity of 80 stations per year. The company also has several test zones that enable rapid market deployment of its stations. Ataway is expanding internationally through its subsidiaries in Spain and the Benelux region.

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AT A GLANCE:

145 employees

+50 H2 stations installed

Turnover 2023 : 8,5M €

Offices in 3 countries