

["Innovationsland Deutschland" - Federal Minister of Research Karliczek opens campaign](#)

## German government launches Germany-wide innovation campaign with hydrogen technology from Munich-based clean mobility start-up KEYOU

München, 22. September 2020,

**How are innovations created? What drives founders? And how do innovative companies get through the corona crisis? These are the questions addressed by the nationwide campaign "#innovationsland Deutschland" initiated by the Federal Ministry of Education and Research (BMBF). Instead of dry facts, the campaign focuses on more people and their stories. At the kick-off event on September 22, three start-ups from all over Germany had the opportunity to talk to Federal Minister Anja Karliczek in a live broadcast. One of these three companies is the Munich-based clean mobility start-up KEYOU.**

Germany is known as the land of poets, thinkers, and of course, engineers. It is precisely such thinkers and technicians, or in other words, "innovators" that the "Innovationsland Deutschland" campaign launched by the Federal Ministry of Education and Research (in short: BMBF) should address. The initiators of the campaign are primarily concerned with providing a platform for the people and inventors behind the products and companies. The aim is to highlight Germany's innovative spirit and inventiveness and to make the topic of innovation accessible. "We tell stories about people, not about functions and career ladders," says the official announcement from the ministry.

"For us, this is a great award, if not the biggest we have received in recent years," explains Thomas Korn, CEO, and co-founder of KEYOU. The Munich-based Clean Mobility Start-up, which has been working intensively on the development and establishment of the hydrogen combustion engine since its foundation in 2015. KEYOU was one of only three start-ups in Germany to be selected by the BMBF for the kick-off event on September 22. In an approximately ten-minute moderated discussion, company founder Thomas Korn talked to the Federal Minister of Education and Research, Anja Karliczek, about the motivation to found a company, but also about the challenges one faces as a start-up.

Due to the ongoing COVID-19 pandemic, the kick-off event took place live via video. Despite everything, the online event was able to offer a program with famous guests. In addition to Federal Minister Anja Karliczek and EU Commissioner Mariya Gabriel, who attended the event personally, Chancellor Angela Merkel addressed the companies and the audience in a video statement. The audience included supra-regional journalists, politicians from other federal ministries, high-ranking representatives from the business world, but also numerous representatives of associations.

"The event offered another great opportunity to place KEYOU and the hydrogen combustion engine and our KEYOU-inside technology at the highest political level and, to further advance the topic of hydrogen. We are therefore very pleased to be one of three start-ups from all over Germany that was selected after intensive research by the BMBF", Korn added.

### Who is KEYOU?

KEYOU is a successful high-tech company operating in the field of clean mobility, which develops innovative hydrogen technologies, more specifically hydrogen components for engine and vehicle manufacturers. These technologies enable conventional engines to be transformed cost-effectively into emission-free hydrogen engines - without significant modifications to the base engine.

The new "green" combustion engine with KEYOU-inside technology means zero emissions, efficiency, and economy at the same time - without compromising on performance, capacity, or range. Vehicles with hydrogen engines are considered zero-emission vehicles according to EU standards. The technology is engine and manufacturer-independent, scalable, and can be used for both on- and off-road but ultimately for all applications that use a combustion engine. The current focus is on commercial vehicle engines.

With KEYOU, "Sustainable Zero Emission" becomes a reality.

## About the „Innovationsland Deutschland“ campaign

About the "Innovationsland Deutschland" campaign

With the information and dialogue campaign #innovationsland Deutschland, the Federal Ministry of Education and Research wants to make innovations visible and tangible by offering as many different people as possible just as many different approaches to topics. After all, Germany is a country with numerous innovative powerhouses: business, science, civil society and politics, federal states, cities and municipalities, start-ups, and research institutions - but it is not only the well-known personalities from research, politics, and business who are innovative. Every one of us has the potential to provide surprising and sustainable solutions through technology as well as social innovations. So we have it in our hands.

## Sounds interesting?

Do you want to learn more about KEYOU hydrogen technology? Get in touch with us. We will be happy to keep you up to date on the exciting developments!

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