



What could EV charging mean for your business?

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What could EV charging mean for your business?

Electric vehicles (EVs) are expected to exceed 50% of all vehicle sales by 2030 and 85% by 2040, according to BloombergNEF. This progress is driven by the economic and environmental benefits of driving electric. EV drivers count on fast charging at convenient locations to go on long trips, and some drivers look to fast charging as their primary way to fuel.

Retail locations already aim to provide guests what they need, when they need it. By the end of 2022, there were over 300 EV models available in the market (BloombergNEF), and EV charging is quickly becoming a key amenity that more guests will demand from you.

As an EV charging industry leader, focused solely on charging since 2007, ChargePoint has helped thousands of businesses make the most of the shift to e-mobility. Let us help you meet your guests where they are by offering DC fast charging to meet their needs and drive your revenue.

An introduction to DC fast charging

It's undeniable: EVs are here to stay. This accelerating shift to EVs means that your retail and hospitality guests will be looking to charge at your business. Your organization can be an industry leader and develop a new source of revenue by providing a seamless charging and shopping experience to guests.

What is DC fast charging?

EV drivers have many charging options. DC fast charging lets drivers fuel up quickly on long trips or when their battery gets low. It's also useful for commercial vehicles with large batteries.

When EV drivers need a charge, DC fast charging can attract them to your business. Fast charging is a good fit for locations along highway corridors, including fueling and convenience stores, as well as locations like fast food restaurants and grocery stores.



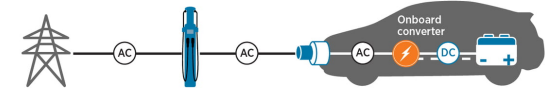
How does fast charging work?

Most power outlets use AC, or alternating current. Batteries use DC, or direct current, to charge. AC charging delivers AC power to vehicles, which the EV converts to DC power using an on-board converter. This is one reason it's a little slower.

With DC fast charging, the conversion from AC to DC power happens in the charging station, not in the EV. This allows stations to supply DC power directly to the battery and charge vehicles much faster.

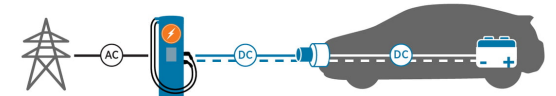
AC charging

AC charging, sometimes called "Level 2," delivers electric power to the car, which the vehicle then converts to DC — or battery — power using an onboard converter.



DC charging

With DC charging, or "DC fast," the charger itself converts AC power to DC before delivering it straight into the vehicle's battery.



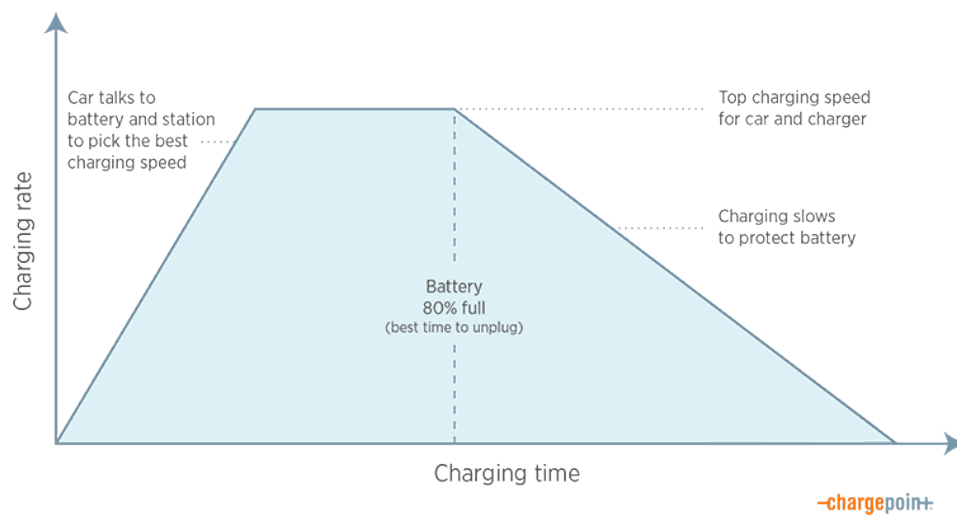
What does this mean for you? Guests will be looking to quickly "top off" their cars while they visit your location. They may not charge their battery to 100%. In fact, DC fast charging slows over time, so drivers will often move on before filling the battery. This is one way EV charging is different from gas fueling.

What affects DC fast charging speed?

Providing a great fast charging experience is important. Part of this is making sure EV drivers know what to expect. The ChargePoint app and stations provide information about charger speed and current power to help drivers understand how long it may take to charge and how much it will cost.

Many factors affect charging speed, including the station power, the vehicle's battery voltage and the battery and ambient temperature. You can learn more about these factors in our [blog post](#).

Typical DC fast charging curve



Different fast chargers provide different amounts of power. Many DC fast chargers offer between 50 and 350 kW. Not all vehicles can use this much power, so faster charging is not always better. Plus, 15-30 minutes of charging makes for a perfect amount of time for guests to stay at your business.

Tip: Using high amounts of power could lead to expensive demand charges on your utility bill. Check your utility bill to see if you may be subject to demand charges, and consider a networked charging solution so you can use software to manage power use.

What type of charging is right for me?

The type of charging you choose depends on what type of vehicles you are serving and how long drivers stay at your location. You may want to offer a mix of AC and DC charging depending on what type of guests you serve. Read our [complete guide to AC vs DC charging](#) for all the details.

Providing a great fast charging experience

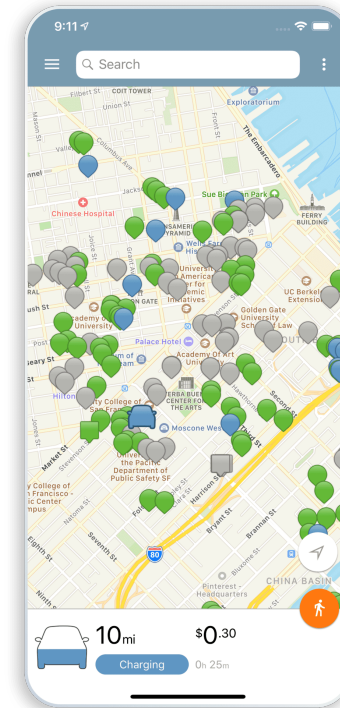
EV drivers are coming your way. Delivering a great charging experience can help make sure that they stop at your business.

Is DC fast charging right for my location?

EV driving guests tend to look for charging spots that are convenient to their planned routes and stops. That means DC fast charging spots must be conveniently located along routes that drivers are already planning to travel. Fast charging is well suited for convenient locations where drivers want to spend a short amount of time. If drivers stay for more than an hour or two at your business, EV charging is still a great option, but your location may be better suited to Level 2 AC charging solutions.

How will guests find me?

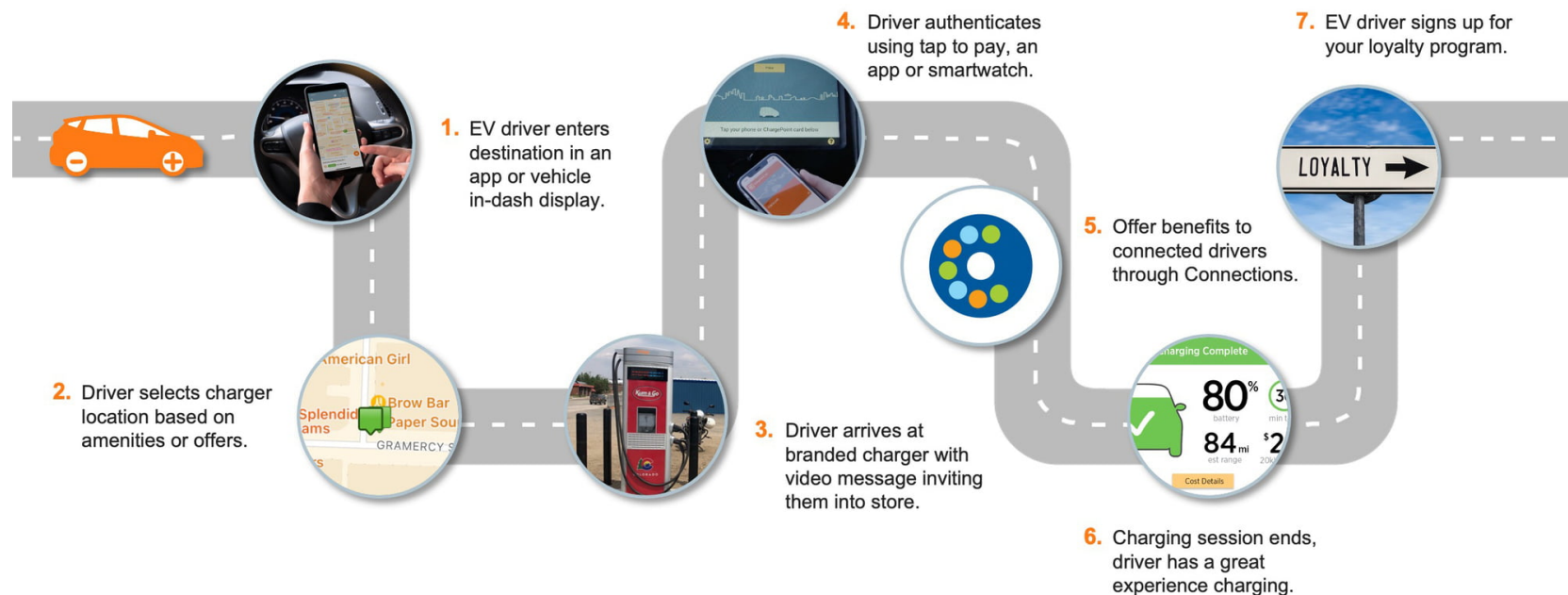
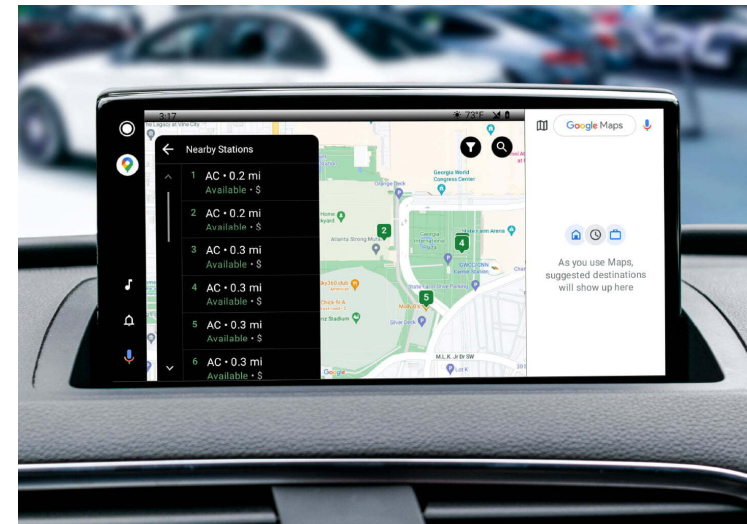
Unlike with gas cars, EV drivers tend to rely on apps and in-vehicle systems to find convenient charging locations along their routes. They can get info on the amenities available at charging locations.



The top-rated ChargePoint app is free for all drivers to use to find stations on the ChargePoint network and other partner networks. Drivers can filter in apps for charging spots that work with their car. Drivers often report looking for charging brands that they know work with their vehicles, such as ChargePoint. Because ChargePoint works with all types of vehicles, partners with other networks and has stations featured in Apple and Google Maps, you can count on drivers finding your business using their preferred method.

How ChargePoint connects the EV driver to you

With a broad footprint across all types of charging, including AC charging at home, multifamily and workplace locations, we are a highly recognized and commonly used charging brand for many EV drivers. This means the ChargePoint app will deliver guests to your property and loyalty ecosystem. ChargePoint integrates with in-vehicle systems, as well as Apple CarPlay and Android Auto, so drivers can easily start and pay for a charge from the car. All they need to do is plug in.



Using loyalty integrations

Enable your business with loyalty integrations. ChargePoint lets you bring charging data into your own loyalty apps and your back-office building management systems to build a complete picture of each guest's charging experience. You'll be able to answer questions like:

- + How long do EV driving guests stay?
- + How much do they purchase?
- + Do they take advantage of special offers?
- + Do offers prompt them to return?

Armed with this information, you can continue to grow your loyalty program to attract, retain and build relationships with EV driving guests — whether they are charging at your location or not. You can leverage ChargePoint software to ensure guests don't need to leave your loyalty experience to find reliable charging.

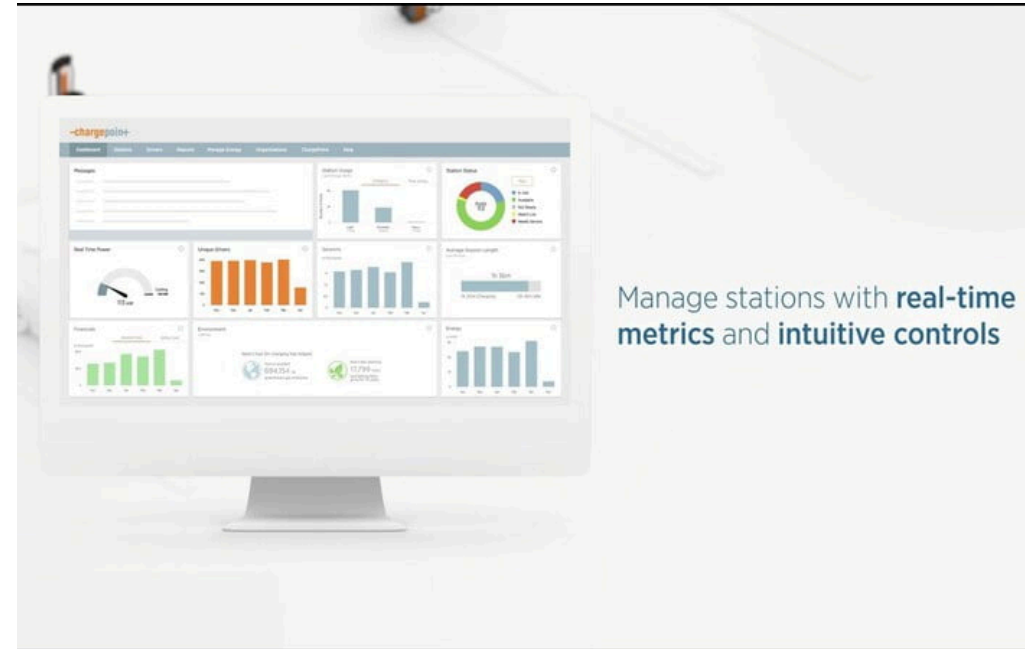
EV charging is a major opportunity to deepen your understanding of customer preferences and build a data profile.



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A quality-conscious consumer will likely prioritize trusted EV-charging brands they perceive as high-quality.

– PwC



Integrate EV charging into your business with expert help and software

It's clear that your guests will be driving EVs, and offering charging can bring them to you. Beyond expanding your loyalty program to engage a new class of guest, what else can you accomplish with EV charging? Let our 15+ years of experience and powerful charging management software guide you.

Select the right site

If you have many retail locations, where should you begin? ChargePoint data and analysis can help you identify the most convenient locations where many people own EVs, so your EV charging program is likely to see high utilization and promising results from the start.

Get visibility and complete control

The ChargePoint cloud dashboard lets you see and control all your charging locations and speeds at a glance, so you know when chargers are in use, where people are charging, how much energy you are using and how much revenue you are generating — and you can manage these settings with just a few clicks.

Manage energy costs

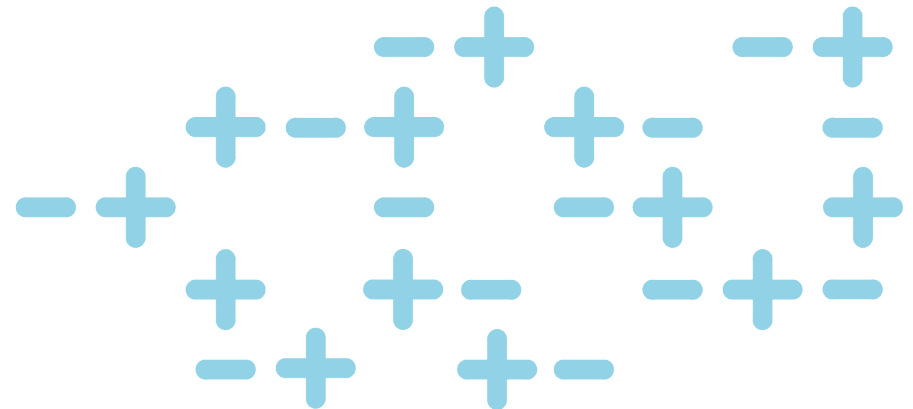
ChargePoint software can help you install more chargers than your electrical supply might otherwise accommodate, as well as avoid costly demand charges for using high amounts of power. We also have battery storage partnerships to help accelerate fast charging deployment and manage energy costs.

Collect revenue and be the merchant of record

You control how you generate revenue from EV charging. Get help designing a pricing structure for charging and creating special offers for loyalty program members. You can even become the merchant of record for charging transactions to reduce the cost per transaction and maximize revenue.

Provide a branded experience

All ChargePoint stations can be branded with your colors and logo, so you continue to own all aspects of the guest experience. Branding the stations complements integrating charging info into your existing loyalty program apps, so guests associate a convenient EV charging experience with your brand.



What are my product options?

ChargePoint provides a range of fast charging solutions that can fit with your location and budget. Whether you're starting small or planning for scale, we have the solution for you.

All of our stations work with every EV on the market and are easy for drivers to find in apps and in-dash systems. Plus, all ChargePoint products run on our software platform and are backed by expert services and support.



ChargePoint Express: High power, small footprint

ChargePoint Express provides high power in a small footprint to fit in any space you may have available for charging. Two Express stations can be paired to deliver more power and serve more guests efficiently. Express is well suited for a shorter dwell time at retail and grocery locations.

- + Maximize available space with a small footprint.
- + Share power to increase efficiency, adding hundreds of miles of range in under 30 minutes.
- + Deploy seamlessly and provide a intuitive charging experience for drivers.
- + Customize your charging stations with branding and mounting options to fit your needs.
- + Simplify servicing and upgrades and save time with field-replaceable components.
- + Manage power use, access and pricing with a powerful software platform.

[Discover Express](#)



The Local Market brings EV charging to I-40 near the Great Smoky Mountains



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We see the trends with electric vehicles, and we want to stay on the front end of that and get the best technology possible to make sure we're taking care of our customers at The Local Market.

– Russell Biven, digital marketing director, Hackney Brands

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See Express Customer Successes



ChargePoint Express Plus: Your building block for corridor charging success

Express Plus delivers more power in an integrated system that's built to scale. Count on Express Plus to meet the charging requirements of both current and next-generation passenger and commercial EVs at locations where guests stay for shorter periods of time. Express Plus includes:

- + Future-proof platform that works with every vehicle and grows with your business.
- + Reduced lifetime cost of ownership thanks to high efficiency and serviceability.
- + Easy integration into existing business systems, such as rewards programs.
- + Comprehensive, expert services from strategy to scale and beyond.
- + Scalability by power, capacity or both, giving you the flexibility to add charging stations or power as your electric fleet grows.
- + Simplified servicing and upgrades that save time with field-replaceable components.

[Tour the Platform](#)

The ChargePoint difference

ChargePoint has focused solely on EV charging since 2007, with more than 15,000 DC fast charging deployments and millions of dollars of grant funding secures. Our hardware, software and services include everything you need.

Unparalleled service and support

Installing EV charging is only the beginning. Your success requires smart setup, reliable ongoing operations and quick maintenance when necessary. Rigorous testing means you can count on our hardware technology to be safe and reliable — and able to withstand the elements. ChargePoint Assure® safeguards your investment with industry-leading monitoring, maintenance and support if anything goes wrong. And ChargePoint is here 24/7 to help EV drivers at your location, so you don't have to.

- + 98% uptime guarantee
- + 24/7 remote monitoring
- + Coverage of labor for repairs

[Explore Services](#)



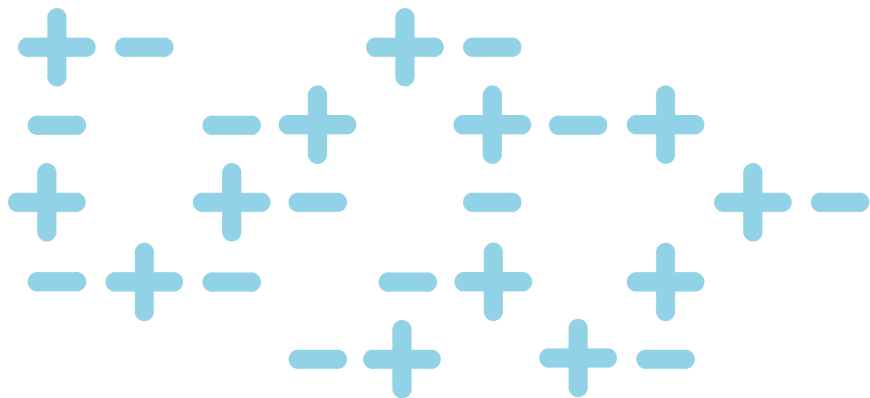
Get the best experience with ChargePoint

Funding application assistance

Billions of dollars in federal funds have been dedicated to EV charging infrastructure rollout in the U.S. The National Electric Vehicle Infrastructure (NEVI) Formula Program, part of the Infrastructure Investment and Jobs Act (IIJA), allocates \$7.5 billion for EV charging projects: \$5 billion for nationwide funding and \$2.5 billion anticipated for corridor and community charging grants. In addition to federal NEVI funding, many other [EV charging incentives](#) are available to help fund your project.

ChargePoint stands out due to our dedicated team of grant application professionals who will help you identify and apply for funding opportunities that can help speed up your fast charging project buildout and accelerate your return on investment.

Find Incentives



Financing and planning

In addition to federal funding, there are many ways to finance your transition to electric mobility. We've got your back when it comes to finding the best way to pay for your new charging infrastructure that lets you use operating expenses instead of capital expenses to pay for charging. We also connect you with resources for additional financing if needed.

Connect with Us



Fast charging is growing fast

EV charging is already on the rise: PwC [predicts](#) that the number of chargers in the U.S. will increase from around 4 million today to about 35 million by 2030. The type of charging EV drivers choose depends on where they're going: down the street or out of town. The type of charging you choose depends on what type of business you run. As your guests increasingly demand EV charging as part of their experience, ChargePoint is here to help you enable your business with powerful fast charging that seamlessly integrates with your existing systems.

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Ready to make fast charging part of your business?

Connect with a ChargePoint expert

