

EVs Are Coming Faster Than You Think

It seems like electric vehicles (EVs) are everywhere you go, whether you're commuting to work, driving around town, or pulling onto the freeway. Charging stations are popping up at workplaces, shopping malls, and public spaces, and even in your neighborhood. If you own or operate a business, you may be getting requests for EV charging from your employees or customers. You may be asking yourself if EVs are a fad or a meaningful trend, and if an investment in EV charging is right for you.

This white paper can help you understand the emerging EV market and how offering EV charging could support your business model. It looks at the history of EVs, recent EV market growth, and how the rise of EV driving is benefiting drivers, businesses, and the planet.

A Brief History of the EV

If you think EVs are a recent technological development, you may be surprised to learn that they have actually been around for more than a century. In the late 1890s, EVs outsold gasoline-powered cars by a margin of ten to one. Yet, despite initial popularity, EV sales declined sharply as better roads sparked demand for long-range vehicles, and as worldwide petroleum discoveries made gas-powered cars more affordable to operate. EV manufacturing virtually disappeared until the 1990s, when rising concerns about petroleum reserves and carbon emissions inspired renewed interest.

EVs have made a huge comeback since then. 2008 saw the launch of the first EV mass-manufactured

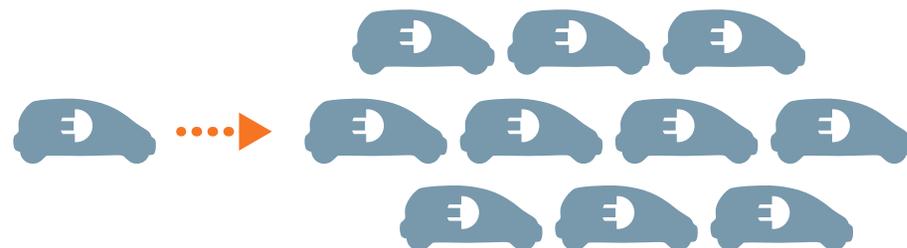
in the U.S. Today, more than 360,000 EVs are on the road. Every major car manufacturer now offers an EV, and there are more than 26 different models from over a dozen brands to choose from. There will be even more in the future; most leading auto makers have made some sort of commitment to the EV, ranging from going all-electric in a few years to converting a significant percentage of all cars sold to EVs.

Taken together, all that momentum translates into explosive growth that won't be slowing down any time soon. EV production has grown 10X in the last 4 years, and forecasts suggest that EVs will comprise 4% - 15% of all car sales by 2020 depending on your region.* Our takeaway? EVs represent a fundamental shift in driving behavior.

EV Growth Exploding

Past growth: 10X in the last 4 years

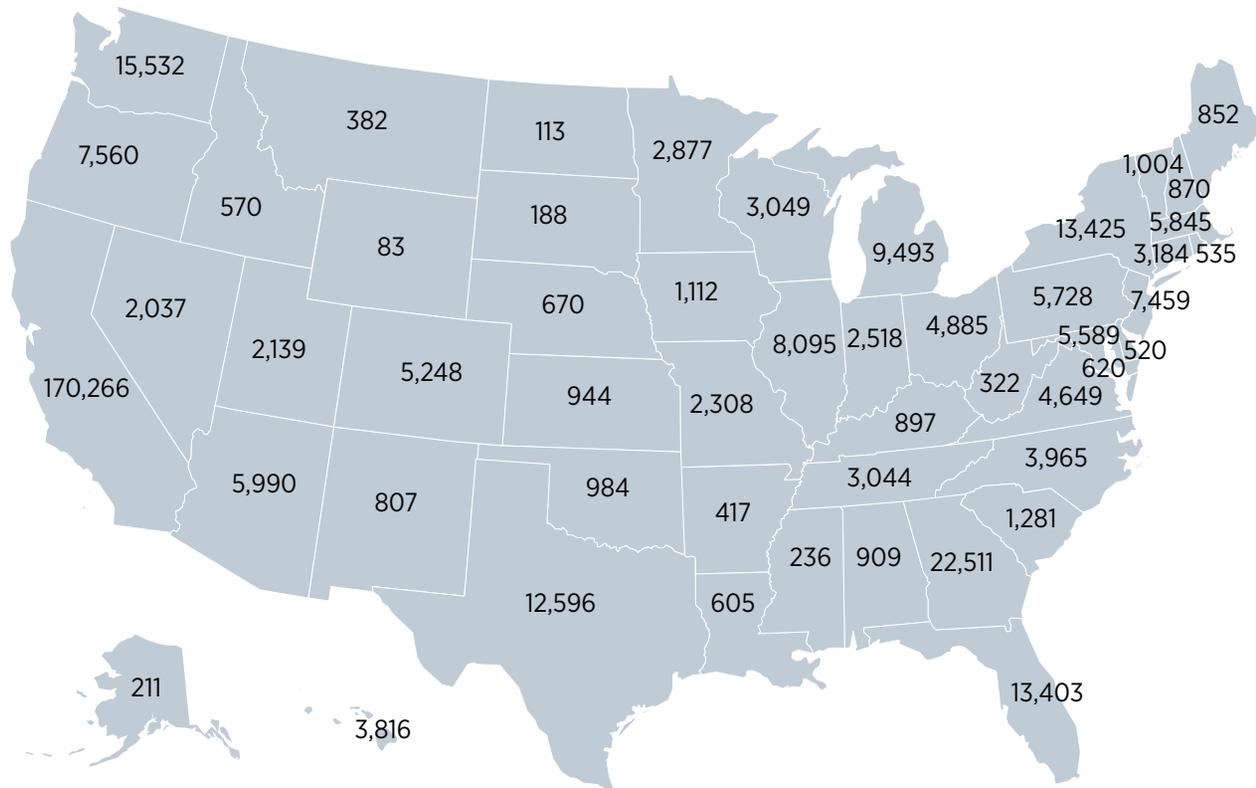
Future growth: 4% - 15% of all car sales by 2020*



*Data sourced from Navigant

EVs by State

EV sales are growing in all states across the U.S. Here is the distribution of EVs on the road by state and metro area.*



Top 20 Metros by Registered EVs

Los Angeles	75,969
Bay Area	65,651
Atlanta	20,905
New York/New Jersey/ Connecticut	16,055
San Diego	12,479
Seattle	11,589
Chicago	6,912
Detroit	6,833
DC	6,342
Portland	6,058
Miami	5,169
Phoenix	5,064
Dallas	4,989
Boston	4,534
Philadelphia	4,028
Denver	3,825
Houston	2,993
Honolulu	2,889
Baltimore	2,734
Austin	2,667

*Data as of Q3 2015 sourced from IHS Inc.

EVs Are Good for Everybody, Including You.

The EV driving model, which relies on a network of charging stations owned by governments and businesses, is good for everybody. For EV drivers, it offers a better driving experience that is more affordable and easier on the planet than traditional driving. For businesses like yours, it can not only be a self-sustaining investment, but also one that adds business value and enhances your brand.

For the Environment

- + Reduce carbon emissions from driving by 50% in the U.S.
- + Cut down around 10 metric tons of CO₂ emissions per station per year
- + Increase EV adoption thereby accelerating the environmental impact

For Drivers

- + Save thousands of dollars in fuel savings by going from 12 cents per mile to 3 cents per mile or less (incentives lead to more savings)
- + Reduce commute time and maximize time at work and with family with HOV lane access*
- + Enjoy a better driving experience and achieve personal sustainability goals

For Businesses

- + Attract and retain employees, tenants, and customers
- + Boost brand image
- + Comply with emerging regulations
- + Become eligible for green building and other certifications



EV charging stations are good for you, your community and the environment. That's why a growing number of governments and utilities offer incentives—such as rebates, grants, and tax credits—that can make it easier and even more rewarding to own an EV charging station.

Check out the incentives available in your region at www.chargepoint.com/station-incentives/

*HOV lane access in selected states only

How ChargePoint Can Help You

ChargePoint provides flexible EV charging solutions to meet all kinds of business needs. Whether your plan is to offer EV charging to employees, to customers, to tenants, or to all of the above, ChargePoint can help.

ChargePoint offers smart networked solutions that allow you to:

- + Charge for electricity if you choose
- + Implement pricing policies that can make it a self-paying investment or even an additional revenue source
- + Restrict access and set pricing by driver groups, time of use and other criteria
- + Track costs, revenues and energy savings
- + Measure ROI and environmental metrics with reports and analytics
- + Enjoy a completely turnkey and hassle-free solution with managed services and 24/7 driver support
- + Offer a superior charging experience for your EV drivers, with real-time availability via mobile app and premium features like Reservations

Installing smart EV charging stations is good for business. EV charging stations are a visible testament to your sustainability commitment that will inspire your employees and customers every single day.

Why ChargePoint?



More than 25,000
charging locations



Every 5 seconds
an EV is connected to a
ChargePoint station



13 million
charging sessions
completed



12 million
gallons of
gasoline saved



280 million
gas-free miles driven



40 million kilograms
of greenhouse gases
avoided

Who We Are and What We Do

ChargePoint brings electric vehicle (EV) charging to more people and more places than ever before. We operate the world's largest and most open EV charging network, and we also design, build, and support the technology that powers it. As our network grows, it is making EV driving accessible to more and more people. Our mission is to get every driver behind the wheel of an EV—and then to provide charging stations everywhere those drivers might want to go.