



ChargePoint Smart EV Charging: Guidance for Executives

Improve brand image and differentiate your business

1 in 2 of Forbes' The World's Most Valuable Brands Is a ChargePoint customer

BENEFITS FOR YOU

- + Attract new employees and customers
- + Build loyalty and repeat business
- + Stand out from the competition
- + Strengthen your green brand image
- + Lead the way in sustainability and innovation

BENEFITS FOR YOUR DRIVERS

- + Achieve personal sustainability goals
- + Save thousands of dollars in fuel costs
- + Track charging across the ChargePoint network
- + Commute in a preferred vehicle
- + Cut travel time with HOV lane access* to maximize time at work and with family

FEATURED CUSTOMERS



EVs Are Coming Faster Than You Think. Are You Ready?

As electric vehicles (EVs) increase in popularity, tech-savvy, eco-friendly drivers will make up a growing proportion of your employees, tenants and customers. As the demand for EV charging increases, your industry peers will begin to embrace it. Offering EV charging now can help you differentiate your business, get ahead of competitors and stand out as a green leader.



50% growth in sales year over year
25% of all car sales by 2025

EV Charging Is Good for Your Brand

No matter what your business is, EV charging adds value. It makes your company a great place to work, attracts new customers to your business and keeps them there longer, increases customer loyalty and makes your property more attractive to tenants. EV charging is also good for the environment, showcases a commitment to sustainability and validates your green brand image.

ChargePoint Can Help

ChargePoint offers a driver-friendly EV charging solution that's simple to operate and easy to customize to promote your brand. Our beautifully designed stations offer a premium user experience that will boost your brand image with employees, tenants and customers. Our network keeps your stations up to date, helps manage energy use to control costs, makes your business visible to the largest network of EV drivers and helps you measure your return on investment with built-in reporting.

*Available in select states only

“EV charging is an important symbol of a company’s commitment to the environment for customers and employees. It is a clear way for companies to engage people in action that supports sustainability.”

—Christy Counselor
CEO, Sustainable Leadership Advisors

WHY CHARGEPOINT?

- + Save time, money and effort with a simple EV charging system featuring low overhead costs
- + Meet specific employee, customer or tenant needs with customizable smart features
- + Stay up to date with the latest features thanks to automatic station upgrades
- + Keep stations secure using configurable access control
- + Build the best pricing policy for your drivers with flexible tools
- + Count on your stations to stay up and running thanks to managed services
- + Minimize energy costs by using smart energy management
- + Validate your return on investment with regular reports and analytics tools
- + Get remote monitoring and support with an uptime guarantee
- + Enjoy the industry’s best warranty, which includes service dispatch
- + Count on ChargePoint to provide a superior driver experience, including real-time station availability and 24/7 support for EV drivers

Don’t Get Just EV Charging—Get Smart EV Charging

ChargePoint chargers are not just charging stations. They’re smart stations that allow you to control who can use your stations and how much it costs (if anything), while providing detailed reports on station usage. And they’re part of the ChargePoint network, which serves 70 percent of all new EV drivers, including your employees, existing customers and prospective customers. The ChargePoint solution makes EV charging hassle-free for you and convenient for your EV drivers.

Products & Services

- + ChargePoint Commercial Level 2 Charging Station
- + ChargePoint Express DC Fast Charging Stations
- + ChargePoint Commercial Service Plan
- + ChargePoint Assure Warranty and Managed Services

For More Information

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