



ChargePoint Smart EV Charging Solution for Retail

Attract customers who stay longer and spend more

BENEFITS FOR YOU

- + Attract new and repeat customers
- + Increase shopping time
- + Increase customer satisfaction
- + Achieve sustainability goals
- + Establish your brand as a green leader

BENEFITS FOR YOUR CUSTOMERS

- + Conveniently charge while shopping
- + Save thousands of dollars in fuel costs
- + Achieve personal sustainability goals
- + Track environmental metrics
- + Enjoy premium EV charging



FEATURED CUSTOMERS



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

As the number of electric vehicles (EVs) increases, a new wave of technology-savvy, environment-conscious drivers will make up a growing proportion of your potential customers.



EXPLOSIVE GROWTH: **10X** in 4 years
 FUTURE PROJECTION: **5%** of all car sales by 2020

EV Drivers Are an Attractive New Source of Revenue

Studies have found that EV drivers are highly educated, earn twice the average national income, and are “green minded.” They make a very attractive target demographic that represents a steady source of new and repeat customers for retail businesses.

You Need Smart EV Charging to Attract EV Drivers

EV drivers choose destinations based on the availability of EV chargers from their preferred network. As a retail business looking to acquire new customers and build loyalty, you need to offer a cutting-edge smart EV charging amenity to beat the competition and attract EV drivers to your business.

ChargePoint Can Help

ChargePoint offers a customizable and turnkey solution for retail businesses that helps attract new and repeat customers, increase average shopping time, and boost revenues by capturing an attractive and growing EV driver market.

“The cost for us is well worth it for the customer convenience. We find it is a good return on investment.”

—Debra G. Downing
Executive Director, Marketing, South Coast Plaza

WHY CHARGEPOINT?

- + Best-in-class EV charging solution that supports all EVs in the market
- + Customizable and turnkey solution for retail businesses
- + World’s largest and most open EV charging network
- + Ability to tie EV charging to loyalty and rewards programs
- + Flexibility to build the pricing policy best suited to your customers
- + Managed services to create a completely turnkey and hassle-free solution
- + Service guarantee with remote support for your stations
- + Environmental reports and analytics to track greenhouse gas savings, energy usage, costs, and revenue
- + 24/7 driver support, making it hassle-free for you
- + Superior charging experience for your drivers, with real-time availability via mobile app and premium features like Notify Me, Waitlist and Valet

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

ChargePoint stations are not just charging stations; they are smart stations that allow you to control who uses your stations, have the option of charging for usage, and even tie EV charging to your loyalty and rewards programs. Plus, they are part of the ChargePoint network, which serves 70 percent of all new EV drivers, including your current and potential customers. Because smart stations are visible to all EV drivers in the network, they drive new and repeat business. ChargePoint offers rich features that make EV charging hassle-free for you and convenient for your customers.

Products & Services

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



For More Information

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