



FIRMS ARE READY TO HELP POWER-HUNGRY DEALERS

Provision of EV charging solutions is only set to grow

Electric vehicle (EV) charging is one of the fastest growing industries, driven by the Government-backed push to reach net zero by 2040.

Increasingly, more firms continue to enter the market, making it highly competitive.

This heightened competition means there are more EV solutions for car dealerships than ever.

Egg is one such supplier that has enjoyed a stellar first 12 months, bringing to market the UK's first home EV charger that can be paid for monthly.

As well as growing its brand recognition and customer base, the company has also won the Electric Vehicle Innovation and Excellence Awards' best new product or service (domestic) and an Impact Fifty Award from Hyer.co.

"We've initiated some fantastic partnerships with some well-established industry names; and have continued to grow and develop our product in response to feedback so we have an offering that best suits customer needs," says Gareth Greppellini, its commercial, marketing and sales director.

Egg has launched tethered and untethered versions of its Indra fast charger, which are compatible with all EVs and provide incremental connectivity options for areas which suffer from poor signal. It can be paid for monthly or upfront,

with the price including standard installation and the Egg Plus plan, which offers a full repair-or-replace promise in the event something goes wrong.

Consumers can check their eligibility for a home charger via Egg's website, which explains about its EV chargers, ownership and the financial and practical considerations and benefits, with the use of its Ezra chatbot. The company also attends events such as Fully Charged Live to meet prospective customers face-to-face.

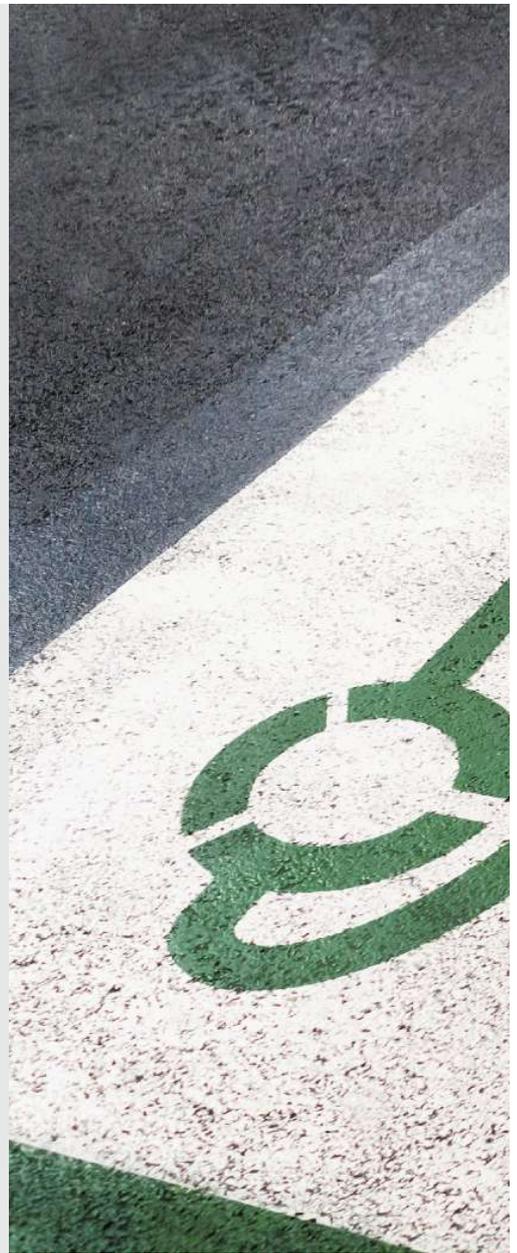
Egg has secured both short-term and ongoing partnerships with several leading EV brands, including Carparison, LoveElectric, Mycardirect, RightCharge and The Best Car Deals.

It has also undertaken a range of commercial projects with the likes of Landis+Gyr, installing of solar panels, battery storage and eight 22kW Etrek EV charge points at its new flagship headquarters in Manchester.

The company's biggest appointment has been Julie Andrew as CEO, joining from parent company Liberty Global Energy Values. Other significant hires have been Luke Milner as CFO and Ross Mabon as COO.

ENERGY MANAGEMENT

Another EV charging firm that has grown rapidly over the past year is Wallbox. Among its key



milestones have been opening two new factories in Barcelona and Arlington in the US and the launch of its Pulsar Max next generation AC smart home charger, which has a charging power from 7.4kW up to 22kW.

The company has also agreed a new partnership with LCS Energy, which will support UK dealership networks during their electrical transformation. The deal will enable it to accelerate the implementation of its Supernova DC rapid-charging solution, which is capable of charging at up to 150kW, meaning it can add 140 miles' range in less than 15 minutes.

In addition, Wallbox has started testing its Sirius energy management solution for commercial use. The new product seamlessly integrates the electric grid with an organisation's renewable energy sources, on-site batteries and other sources to meet power demand while reducing energy costs and environmental impact.

The company has significantly grown its local team, with the appointment of business development representatives who will work directly in the field, interacting face-to-face with customers and

“OUR INSTALLATIONS DEPARTMENT HAS BEEN WORKING HARD TO EXPAND AND STRENGTHEN ITS NETWORK OF INSTALLATION PARTNERS IN KEY MARKETS” ALAN McCLEAVE, WALLBOX



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educating them about the brand and its core products. It has also separated its team between verticals to ensure that customers are served according to their specific needs.

"In the past 12 months, we have grown our service team to account for our increased volumes and UK growth – streamlining these processes also allows us to offer faster response times to customers," says Alan McCleave, Wallbox's director of UK and Ireland. "In the past year, our installations department has been working hard to expand and strengthen its network of installation partners in key markets as well as opening operations in new markets.

SEAMLESS PROCESS

"During 2022, we also closed agreements to support the installation of Wallbox chargers sold through major automotive brands, to make the process of getting an EV home charger seamless. This is key to the growth of EVs as around 80% of charging currently happens at home."

EV charging firm Pod Point has saved about 278,000 tonnes of CO₂ equivalents over the past 12

months, up 118% on the previous year. The figure was calculated based on the CO₂ from the electricity transferred across its network compared with that produced by the equivalent internal combustion engine (ICE) vehicles.

The company has also signed several new partnerships with the likes of BMW, Mercedes-Benz and Pendragon Vehicle Management. Additionally, it has been investing heavily in the technical side of its business, hiring software and hardware engineers, as well as the commercial element, expanding its dealer team from two to five employees, with further recruitment planned this quarter.

"We're always working to optimise our Solo home charger and have a suite of exciting smart charging features coming to our app," says James McKemey, Pod Point's head of policy and public affairs. "We also have a new and improved online ordering process and an improved in-store survey system, focusing on post-sale activity, but prior to the installation taking place."

Ubitricity is another firm to benefit from EV rapid adoption. The company has expanded its network to more than 6,000 charge points in the UK,

maintaining its position as the country's largest public charge point operator.

While it has announced a new partnership with Liverpool City Council for the roll-out of an additional 300 charge points to its network, it has also implemented projects across Le Havre in France and Berlin in Germany.

SCHEDULED CHARGING

"We have recently launched smart charging across our network," says Toby Butler, Ubitricity's UK managing director. "Ubitricity's smart charging allows users to schedule their charge to an off-peak time, such as between 7pm and 4am, which is priced at a cheaper rate.

"Our users are already responding well to smart charging, with more than 45% of eligible charging sessions selecting to use the feature. Since the roll-out to more than 4,000 charge points began in December 2022, the average smart charging user has saved £4 on their charging session, which means a user charging twice a week would save £32 a month."

ALEX WRIGHT