

# Why are leading retailers Offering networked EV Charging to their customers?



## Drive traffic. Drive sales. Drive loyalty. Then repeat.

There are so many benefits to offering access of charging stations to your customers. EV charging stations attract customers who stay longer and spend more. They also attract new customers who spend more. With networked stations, you can leverage the network of 50,000+ drivers and 70,000+ mobile app users to drive traffic to your store, as well as reward loyal customers who visit more and spend more. Other marketing opportunities include using the cloud-based network to provide special deals and incentives to loyal customers, monetizing charging and managing driver behavior, customizing built-in signage and video capability to enhance the marketing power of your stations, and brand your charging stations.



## Only with networked EV charging can you:

- Provide station location and availability to customers
- Manage customer parking behavior
- Track customer visits
- Provide third-party support to EV driving customers
- Manage your energy usage and costs
- Monetize your charging offering
- Get 24/7 real-time visibility to station status and function
- Generate usage reports and analytics

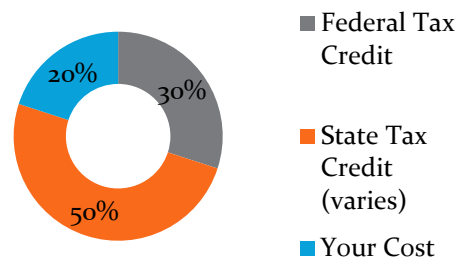
*"The cost for us is well worth it for the customer convenience. We find it is a good return on investment."*

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

## Almost convinced but worried about costs?

There are both federal and state tax credits available to new charging station projects for the year 2016. The federal EV (Electric Vehicle) infrastructure tax credit on an EV charge station is 30% up to \$1000 for consumers and 30% up to \$30,000 for businesses. The state credit varies by state, some offering up to 50% off the total project cost. With these credits applied, your cost can come down to just 20% of the total project cost.

## Cost Breakdown



## Take Action!

Visit [EVChargeSolutions.com](http://EVChargeSolutions.com) to learn more about the charging solutions available. Call (585)374-8827 or email [customerservice@evchargesolutions.com](mailto:customerservice@evchargesolutions.com) for project information and support.