

RETAIL

Considerations for EV Charging



BECOME AN EV CHARGING DESTINATION • CREATE CUSTOMER LOYALTY • INCREASE CUSTOMER STICKINESS

When considering EV charging equipment, it is essential to consider your retail tenants, customers and the vehicle traffic around your location. Also consider how often you see electric vehicles in parking areas around your establishment. Research indicates EV adoption continues to grow exponentially, so plan for the future now by installing EV charging stations.

Considerations for Retail Destinations

- **Attract EV Drivers:** Finding a parking spot can make the difference for a shopper to stop by or to move on. Having an electric vehicle charging station offering encourages EV drivers to stop, charge their car, and stay longer.
- **Create Customer Stickiness:** Research indicates that EV driver customers linger longer in retail establishments while their vehicle charges.
- **Build Customer Loyalty:** Retail customers return to the same locations more frequently while they charge their electric vehicles.
- **Promote Your Destination:** Put your retail shops on the map, literally, with EV driver mobile apps, websites, Google Maps and in-dash navigation systems as a location providing an EV charging station amenity.
- **Advertise Your Products & Services:** Blink EV charging stations offer opportunities to advertise and promote your retail location's products and services through pedestal wraps or on-screen advertising extending your brand's reach into the parking lot.
- **Offer Promotions to EV Drivers:** Build on brand loyalty by developing loyalty programs with your location's EV drivers. Promote specials or offer deals that cater to EV drivers encouraging them to shop more often.

PLAN FOR FUTURE DEMAND



The Edison Foundation estimates that by 2030 there will be over 18.7 million electric vehicles on the roadways requiring additional EV charging infrastructure.

Be prepared for the future by installing Blink IQ 200 charging stations today and differentiate yourself from other retail centers.

When you're ready, a Blink representative can help you accurately assess the need for your retail.

Call (888) 998.2546