



Your go-to guide to making money with EV charging





Table of contents

03

Chapter 01

Why now is the time to invest in EV charging

09

Chapter 02

How to make money with EV charging

11 How to increase customer spend with EV charging

13 How to generate consistent revenue with EV charging

16

Chapter 03

Everything you need to get started with EV charging



Chapter 01

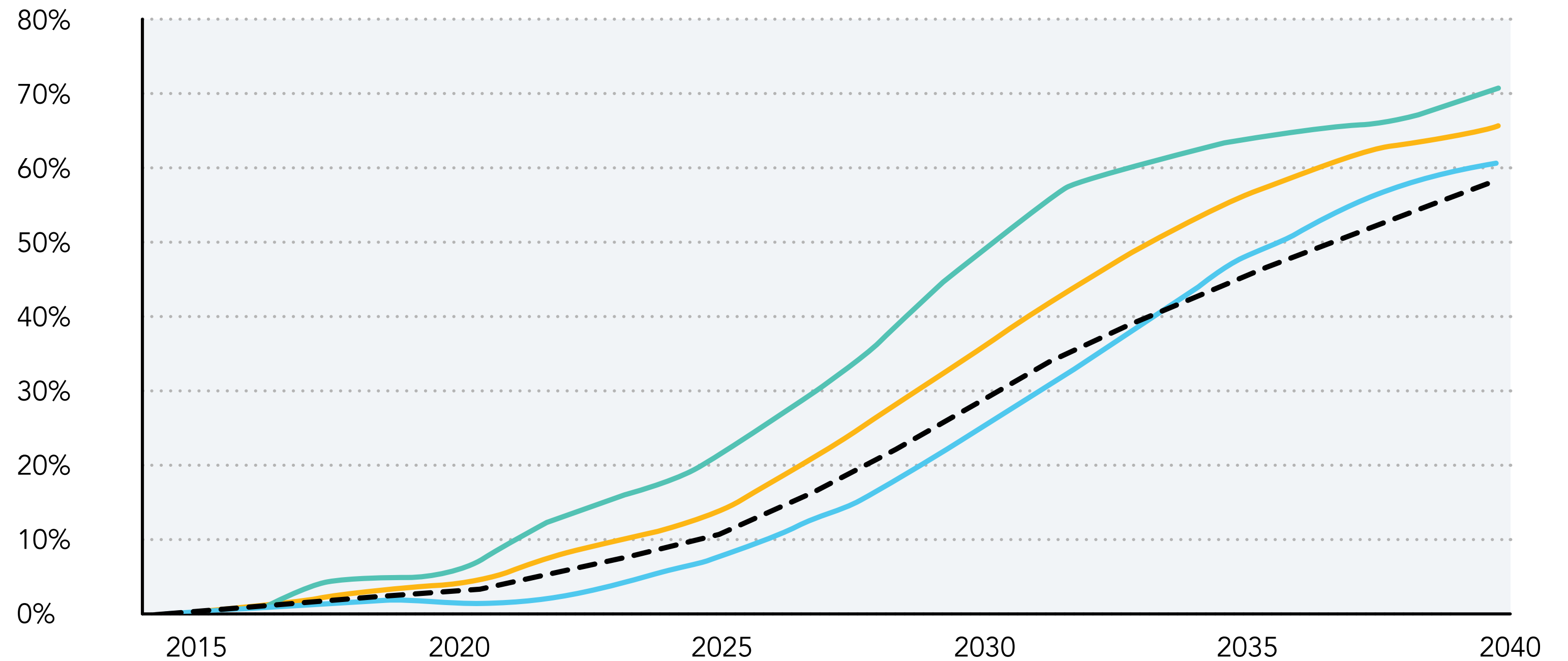
Why now is the time to invest
in EV charging

All over the world, more and more drivers are switching to electric vehicles (EVs) every day. As EV adoption continues to accelerate, people are starting to choose where they shop, eat, and park based on the availability of charging stations.

Businesses like yours have a unique opportunity to capture this growing market, earn additional revenue, and gain a competitive advantage over other similar businesses. Locations that establish themselves as charging destinations now will be able to quickly take advantage of the growing number of EVs on the road—and that number is only going to get bigger.

Even during a global pandemic, electric mobility remained remarkably resilient. In 2020, global EV sales topped **3.2 million** compared to 2.3 million in 2019. By 2025, global EV sales are forecast to top **12.2 million**. And by 2040, it's predicted that **58 per cent** of global passenger vehicle sales will come from EVs.

EV share of new passenger vehicle sales



Source: BloombergNEF, includes battery electric vehicles and plug-in hybrids



Global electric vehicle sales are booming

Before we dive into how EV charging can benefit your business, it's important to understand why consumers are switching to EVs in the first place. So, what's behind the rapid up-tick of EV adoption? The answer is simple: EVs are more attractive, accessible, and affordable than ever before. Here's why EVs are gaining traction amongst your customers and are here to stay:

1. Larger model variety

Nearly every major car manufacturer now offers at least one EV model. With over **500 models** projected to hit the market by 2022, it's clear that electric mobility is quickly becoming the preferred choice for drivers and automakers alike. This means that you'll be seeing more customers coming to your business in electric vehicles.

2. Affordable alternative

Thanks to rapid advancements in technology, EV prices are becoming increasingly competitive with petrol or diesel vehicles. Battery prices—the most expensive part of an EV—have dropped more than **86 per cent** since 2010. This means it's now easier and less expensive for automakers to build mass-market EVs, and it's getting cheaper for your customers to buy them.

3. Increased range

Stronger batteries mean EVs can now travel distances comparable to conventional vehicles. Affordable models such as the Hyundai Kona Electric can travel **239 miles** on a single charge. So, whether your business is in the middle of a city or along the motorway, EVs are coming your way.

4. Greater purchasing incentives

Governments and utilities are also becoming increasingly concerned with climate change and are issuing lucrative tax and purchase incentives that make owning an EV even more affordable. With cash-back on EV purchases and discounted energy rates to charge their cars, EV owners are saving even more money to drive a vehicle that already costs less.

5. Lower cost to operate

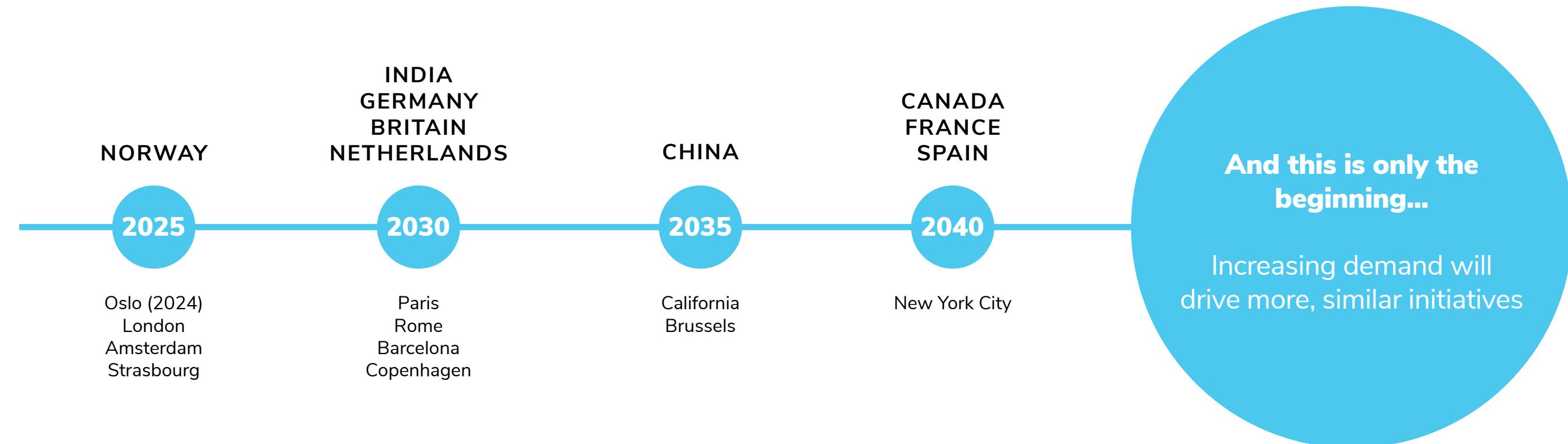
Since there are fewer moving parts than in a standard internal combustion engine, EVs require far less maintenance than petrol cars (i.e., no oil changes, no spark plug replacements, no timing belt adjustments). What's more, **the actual cost of driving and owning an EV is cheaper than a comparable petrol car**. So, regardless of whether your customers are auto-savvy or not, they can and will choose to drive electric.

6. Sustainability matters

Sustainability is often a key decision point for consumers, with many going out of their way to choose the most environmentally friendly option. Today, tailpipe emissions are among the leading causes of greenhouse gas, prompting eco-conscious drivers to make the switch to EVs. By welcoming changing consumption habits, your business can become more sustainable and attract new customers.

Policies are changing

Timeline of key regions committed to banning the sale of internal combustion engine (ICE) vehicles



Timeline of key countries, cities, and states banning the use of ICE vehicles

Your customers are looking for places to charge—right now

It's an exciting time of growth for electric mobility, and there's no shortage of people ready to drive electric. But to meet the needs of this ever-expanding customer segment, more public EV charging locations are required. Which is where you come in.

This growing number of EV drivers need places to charge their vehicles while they go about their day. Unlike petrol cars, which are refuelled periodically when the tank is nearly empty, most EVs recharge throughout the day.

That's why EV drivers recharge using the 'top-up' model, where instead of charging when the battery is nearing empty, they seek out charging every time they park. Think of it like your mobile phone, where you recharge your battery whenever charging is available. So, while many drivers may choose to install

a charging station at home, there's no doubt they'll still want to charge up whenever they can—and pay you to do so.

What's more, not everyone has convenient access to home charging. Those who rent or live in apartments, for example, may not own their parking spots and therefore have to lobby for access to charging at their location.

With rental properties accounting for nearly **20 per cent of the housing stock in the UK**, it's clear that these drivers will instead be looking for convenient places to charge while they shop, eat, or go about their day.

A **recent study** looking into the attitudes of EV drivers found that drivers prefer to charge

Many EV drivers already choose where they live, work, and shop based on whether charging is available.

at sites that are easily accessible, safe, and manned. They also prefer sites with food and beverage options, restrooms, and amenities—all things currently offered by business locations like yours.

The race is on. It's time to take advantage of the growing need for EV charging

For businesses large and small, the need to provide on-site charging is increasingly pressing. As more drivers switch to EVs, offering your customers a place to charge will no longer be a premium amenity. Like complimentary Wi-Fi in the mid-2000s, businesses without EV charging will soon lose out to those that provide it.

Many EV drivers already choose where they live, work, and shop based on whether charging is available—and this number is only going to grow. Soon, every business with

parking will need to install charging stations to remain competitive and meet the evolving needs of their customers.

If your business is keen to get ahead of this rapidly approaching shift in transportation and cement your role in the community as a destination for EV drivers, there has never been a better time to invest. Read on to discover the many ways your business can gain with EV charging.









Chapter 02

How to make money with EV charging

Getting EV charging today is about more than just preparing your location for this shift in transportation—it's also a clearcut path to attracting more visitors and earning more money. With public EV charging at your location, you open yourself up to a number of new profit-generating avenues. Below are a few examples of how adding EV charging can not only make your existing business more profitable but also be a new source of revenue all on its own.

-  Increase dwell time
-  Attract loyal customers
-  Enhance your reputation
-  Charge for charging



Chapter 2.1 How to boost customer spend with EV charging

In today's competitive landscape, businesses must think of creative ways to attract customers and encourage them to stay longer and spend more. Transforming your location into an EV charging destination is one of the simplest ways to do just that.

Increase the time your customers charge and spend at your location

Once EV drivers stop to charge, there is an obvious cross-selling opportunity for add-on products and services. Whether it's a parent charging while getting snacks for their family, or a taxi driver topping up while grabbing some lunch, if you install charging stations, EV drivers will spend more time and money at your location.

Depending on the charger you choose and the size of an EV's battery, EVs can take anywhere from 20 minutes to six hours to charge. For shops, restaurants, or petrol stations, a fast (DC) charging solution is an ideal choice, fully charging even the largest battery in under an hour. However, since most EVs aren't looking to charge from 0-100 per cent, a standard Level 2 (AC) charger will meet most drivers' needs, adding up to ~25 miles of range per hour. In many cases, a mix of AC and DC stations works well.

By offering your visitors a convenient charging experience, you also encourage them to spend more time and money while they wait.

By offering your visitors a convenient charging experience, you also encourage them to spend more time and money at your location

Attract loyal customers who are more valuable

A study looking into the usage of EVs in the UK found that EV drivers have a higher income than petrol-car drivers. With more disposable income, your EV driving customers will not only spend more time at your location but will also purchase higher-end items every time they visit.

So, not only will you be attracting more business with EV charging, but the new business you'll be attracting is more valuable too. Plus, these drivers are likely to turn into loyal, repeat customers as they know that they can charge whenever they visit your business.

Instantly enhance your reputation

For longer-stay destinations such as hotels or commercial parking lots, a standard (AC) charging solution may be more appropriate. By enabling your guests to charge while they

sleep or go about their day, you can stand out from your competition and build a network of customers who keep coming back.

Put your business on the map

EV charging stations also put your business on the map—quite literally. Popular navigation sites like Google Maps, and dedicated charging apps such as Zap-Map, feature interactive maps that enable drivers to locate nearby public charging stations. By having charging stations at your site, you can boost your brand visibility on these platforms and attract new customers.

Plus, with customized charging stations that display your brand colours or logo, you can dramatically improve your corporate image by letting everyone who sees your new charging stations know that your organization is openly committed to a more sustainable future.



Chapter 2.2 How to generate consistent revenue with EV charging

Attracting new customers, earning brand loyalty, and increasing time (and money) spent at your location are all excellent examples of how EV charging can drive profitability. But the most obvious way EV charging can boost profit is the revenue earned from the stations themselves. Depending on the business model you choose, you can generate additional income by setting charging fees for charging sessions.

Earn money by setting charging fees for your customers and visitors

There are a few ways you can structure pricing on your charging stations and no “one-size-fits-all” approach—it really depends on what you want to get out of your setup. You can also test out different strategies any time.

By having an overview of your stations’ pricing and energy usage via a charging management platform, making adjustments to your setup is as easy as updating a few settings.

Before you can start earning revenue from your charging stations, the first thing you need to figure out is how you want to bill for charging. As the charging station owner, you can set your own charging fees and adjust them at any time. This may include a fixed session start or connection fee and a variable kWh rate.

One common practice is to charge by the amount of energy being used (i.e., £0.10/kWh). You also have the freedom to define your mark-up (i.e., £0.35/kWh). So, as per Table 1, if a car pulls up and needs to charge 25 kWh, that’d be: 25 kWh x £0.45/kWh = £11.25.

Table 1

HOW MUCH GROSS REVENUE CAN YOU EARN PER CHARGING SESSION?*	
Average energy usage per charging session	25 kWh
Energy cost per kWh	£ 0.10
Marked-up price you charge the driver per kWh	£ 0.45
Estimated gross revenue per charging session	£ 11.25

* Data provided above is an estimation based on average market usage and changes depending on the region.

It's important to note that consumers expect different energy prices depending on the type of charging your stations offer. AC charging tends to be cheaper and can take around four to six hours to fully charge a vehicle, depending on the model. DC charging prices are typically higher as fast charging allows drivers to spend less time plugged in, somewhere between 15 minutes and one hour. You can [learn more about the difference between AC and DC charging](#) if you'd like to dive a little deeper.

The amount of revenue you can earn also depends on your location type and how often it is utilised. At hotels, for example, guests typically park for eight to 12 hours overnight while they sleep. In this scenario, AC charging stations would be the ideal investment.

At rest stops or petrol stations, on the other hand, customers usually park for 15-30 minutes while grabbing a snack or coffee. In this scenario, DC fast-charging stations would be appropriate, with a quick enough turnover time

to allow all your customers to charge quickly and get back on the road. You can see a breakdown of some common scenarios and the revenue you could potentially earn in Table 2.

Table 2

HOW MUCH POTENTIAL (GROSS) REVENUE CAN YOU EARN PER MONTH?					
Your visitors are looking for charging...	During a coffee break	On a short shopping visit	While eating a meal	During part-day parking	During the day or overnight
Estimated parking time	15-30 minutes	0.5-2 hours	0.5-2 hours	4 hours	8-12 hours
Infrastructure example*	2 DC chargers	4 AC chargers 2 DC chargers	4 AC chargers	20 AC chargers	8 AC chargers
ESTIMATED GROSS REVENUE FROM EV CHARGING PER MONTH **					
Standard location with lower utilisation	£2,025	£2,925	£900	£4,500	£1,800
Popular location with higher utilisation	£5,400	£7,425	£2,025	£10,125	£4,050

* Actual infrastructure varies depending on the site.

** Excluding any operator fees applicable.

This table is only an example and may not reflect the actual gross revenue earned at a specific location

You can also make individual agreements with your customers about their charging rates. For example, you could use a blanket strategy where everyone pays the same rate or a stratified strategy where some guests pay less than others (i.e., free EV charging for premium members). If you're interested, you can take a look at some of the **most common business models** used by businesses like yours.

From cross-selling opportunities to generating consistent revenue, EV charging is the business opportunity of a generation. Are you ready to take advantage of the many ways EV charging can benefit your business? Read on to learn how easy it is to get started thanks to our full-service EV charging solutions.





Chapter 03

Everything you need to get started
with EV charging

To get started with EV charging, your location needs a couple of key ingredients: convenient places for charging ports and access to electricity. That's good news for site owners like yourself who already possess these assets. More than most businesses, locations with parking spots are already well-equipped to capitalize on the EV revolution.

A complete EV charging solution contains three parts: charging stations, charging management software, and services to keep everything running smoothly. You also need a charging provider with experience helping businesses like yours—one that offers everything you need in one simple package. From flexible charging stations to intelligent software, and professional support and services, EVBox's end-to-end solutions offer a simple path to becoming an EV charging destination. As proof of our expertise, thousands of locations across the globe have already become EV charging destinations with EVBox solutions.



How to choose the right charging station for your business

Not all charging solutions are created the same and it's important to understand what key features to be aware of before making a purchase. The stations you choose will be a reflection of your brand, so it's a good idea to pick something reliable, accessible, and intelligent. Here's what allows EV-Box charging stations to tick all these boxes:



EVBox BusinessLine

AC charging
(up to 22 kW)



EVBox Iqon

AC charging
(up to 22 kW)



Troniq 50

DC fast charging
(up to 50 kW)

Reliable

Our stations are built to last for years to come, flexible enough to adapt and grow as the market evolves, and backed by a support team of industry experts.

- ✓ High uptime
- ✓ Protections (shockproof, vandal-proof, weatherproof etc.)
- ✓ Support and services
- ✓ 3-year warranty (extendable to 5-year)
- ✓ OCPP compliant (no vendor lock-in or stranded assets)

Accessible

Our stations are easy and comfortable to use for every EV driver, with a sleek design that reflects your brand. They are also easy to install at any location.

- ✓ Wheelchair accessible
- ✓ Multi-language touchscreen
- ✓ Guiding LED lights
- ✓ Ergonomic cable management

Intelligent

Our stations make the most efficient use of your available energy, and enable you to monitor, adjust, and update your setup remotely at any time.

- ✓ Connected with Wi-Fi and/or 4G/LTE
- ✓ Remote maintenance and setup adjustments
- ✓ Smart charging functionalities
- ✓ Remote firmware updates
- ✓ Real-time activity monitoring

Why you need charging management software

To maximize the profit and performance of your charging stations, charging management software is crucial. Charging management software provides a centralized view to manage your charging ecosystem. From setting charging fees to using charge apps and cards to start and stop charging sessions, it's the software that enables your charging stations to reach their full potential.

Charging management made easy

From using a turnkey software solution like **EVBox charging management software** to building your own on white-label platform with **Everon**, the choice is yours. The good news is that we offer multiple configuration options, enabling you to easily track, manage, and optimize your charging infrastructure at any time, from your mobile or desktop.

Flexibility means freedom

It's also important to note that your ideal solution today may not be the same as what you'll need in the future. The EV industry is growing fast and you want to make sure that you get a solution that is flexible enough to adapt to your needs. That's why all of our stations are **Open Charge Point Protocol (OCPP)** compliant.

The definition of open standards within the EV charging industry, OCPP ensures you can switch your software at any time without having to replace your hardware. So, no matter what the future may hold for your business, you'll never be locked into a relationship with a single vendor.

The EV industry is growing fast so you want a solution that is flexible enough to adapt to your needs.

Support and services every step of the way

When it comes to setting up your charging stations, it's important that installation is carried out by certified technicians to ensure that your charging stations are up and running quickly and operating smoothly. It's also important to have a reliable support team to ensure that your customers are promptly assisted if needed, and to keep your stations well maintained for years to come.

To help you with this, we have an extensive global network of expert EV charging installers and technicians. This means you can have peace of mind knowing that your EV charging setup comes with all the necessary services and support for optimal operation and maintenance.

This includes everything from installation, to remote technical support, on-site intervention, and ongoing maintenance.

Leverage EVBox's global network of top-tier installation and service partners to turn your business into a premier EV charging location.

Do you know about the funding available in the UK?

There are tons of rebates and incentives available right now to help you save thousands on the cost of your charging stations and make-ready expenses. In many cases, these rebates can get you everything you need for free!

In the UK, any commercial location that installs EV charging stations can apply for the Workplace Charging Scheme (WCS) as a part of the Office of Zero Emission Vehicles (OZEV) grant schemes. The WCS is a voucher-based scheme that subsidizes the upfront costs for the purchase and installation of EV charging ports at workplaces. Businesses can be subsidized up to 75 per cent, up to a maximum of £350 for each charge port, for up to a maxi-

num of 40 charge ports across all sites—that's up to £14,000 in subsidies. Meanwhile, the Energy Saving Trust in Scotland also provides businesses with subsidies for the purchase and installation of chargers on their sites. The exact financial support and number of chargers that can be subsidised are dependent on the amount and type of company and staff-owned EVs.

The UK government also provides tax benefits for business expenditures incurred on charging infrastructure with a 100 per cent first-year allowance (FYA). Combined with the OZEV WCS and the Energy Saving Trust subsidy (if located in Scotland), businesses can greatly benefit from reduced costs in developing a charging infrastructure for their premises.

Check out the [Office of Zero Emission Vehicles Workplace Charging Scheme](#) (OZEV WCS), [Scotland's Energy Saving Trust](#), and the UK's [First-year allowance for charge points scheme](#) to find out more information.



Rely on EVBox as your turnkey partner

Looking for an all-in-one charging solution? EVBox offers the full package of hardware, software, and services so you have everything you need to get started. With over a decade of experience developing charging solutions for businesses like yours, we're here for you every step of your e-mobility journey.

We'll work with you to find the right EV charging solution for your business, and ensure that everything is properly installed and maintained. Speak to our certified experts today to discover the right solution for you.



Ready to turn your location into an EV charging destination?

Discover how EVBox helped Holiday Inn Express in Bicester drive revenue with EV charging.

[Download success story →](#)

Get started now by requesting a quote and our team of EV experts will help you create the perfect EV charging solution.

[Request pricing →](#)

About EVBox Group

Founded in 2010, EVBox Group empowers forward-thinking businesses to build a sustainable future by providing flexible and scalable electric vehicle charging solutions. With its extensive portfolio of commercial and fast **EVBox** charging stations, as well as scalable charging management software engineered by **Everon**, EVBox Group ensures that electric mobility is accessible to everyone.

EVBOX GROUP AT A GLANCE

250k+

charging ports powering EV drivers

70+

countries powered by EVBox

5k+

fast charging ports installed worldwide

20k+

business customers worldwide

