



How to earn revenue with EV charging at retail locations

Fuel your growth with ChargePoint

With EV sales expected to reach 35% of automotive sales in North America by 2030, now is the time for your retail business to grow revenue by serving EV drivers. Here's how to get started.



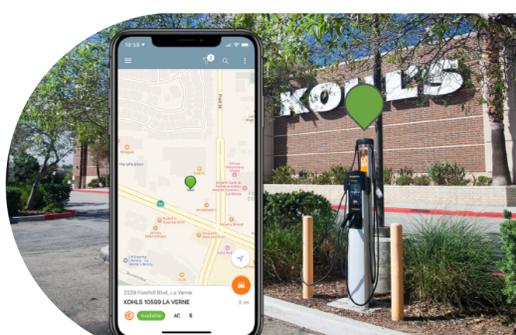
1 Align charging speed with your business model

Choose Level 2 AC charging for locations where drivers spend a few hours parked. Opt for DC fast charging in spots where drivers will be around for an hour or less.



2 Make your charging location easy to find

Get found by EV drivers through charging apps, in-vehicle systems, Apple CarPlay, Android Auto and more.



3 Deliver a premium experience

Stand out from the competition with high quality stations, custom branding and unique video content.



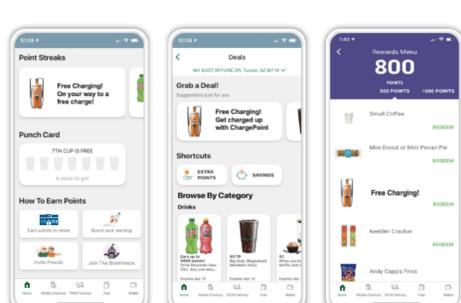
4 Increase in-store spending

Invite drivers to spend time in your store while they charge, increasing their total basket size.



5 Connect your loyalty program to EV charging

Promote special offers to EV drivers to keep them coming back.



6 Develop a pricing strategy that works for your business

Flexible pricing options, including setting fees by time, energy or a combination, make EV charging work for your business.

By kWh	By Time	Combination (kWh + time)	Flat Rate
Price—\$0.30/kWh	Set price— \$2.25/hour	Set price— \$0.15/kWh & \$1.15/hour	Set price—\$9.00 per charge
100 kWh 7.2 kW	100 kWh 7.2 kW	100 kWh 7.2 kW	100 kWh 7.2 kW



Ready to get started?

Contact ChargePoint for assistance designing the best possible site for now and in the future.

[Contact ChargePoint](#)

