

5 REASONS TO PROVIDE EV CHARGING STATIONS

1 Attract EV Drivers

Finding a parking spot can make the difference for a driver to stop by or to move on. Having an electric vehicle charging station offering encourages EV drivers to stop, park, charge their car, and stay longer. With Blink charging stations you are put 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.

2 Create Customer Stickiness and Loyalty

Research indicates that EV driver customers linger longer and return to the same locations more frequently while they charge their electric vehicles.

3 Advertise Products & Services

Blink EV charging stations offer opportunities to advertise and promote your location's clients, products, and services through pedestal wraps or on-screen advertising extending your customer reach into the parking lot.

4 Provide an Employee and Visitor Amenity

Providing EV charging at the workplace can attract top talent and communicate to state and visitors that your company is committed to helping the environment while providing an employee amenity.

5 Promote Environmental Stewardship

Providing EV charging stations increases employees and customers' sense of environmental stewardship. Do your part to help promote cleaning up the environment. Providing EV charging stations helps encourage the adoption of electric vehicles, thereby reducing CO² emissions generated from traditional transportation options.

