

CHARGING  
STATION

RESTAURANT

# Considerations for EV Charging



blink

## 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 restaurants.

BECOME AN EV CHARGING DESTINATION • ATTRACT EV DRIVERS • INCREASE CUSTOMER STICKINESS

When considering EV charging stations for your restaurant it is important to consider your diners and location. Consider how often you see electric vehicles in parking areas around your establishment, and how many of your regulars already drive EVs. Research indicates EV adoption continues to grow exponentially, so plan for the future now by installing EV charging stations at your restaurant.

### EV Charging Station Considerations for Restaurants

- **Attract EV Drivers:** Finding an EV charging spot can make the difference for a diner to stop at your location or move on.
- **Create Customer Stickiness:** Research indicates EV drivers are willing to spend more time dining in restaurants while their vehicle charges.
- **Build Customer Loyalty:** EV drivers return to the same locations more frequently to dine while they charge their electric vehicles.
- **Promote Your Restaurant:** Put your restaurant on the map, literally, with EV driver mobile apps, websites, Google Maps, and in-dash navigation systems as a charging station destination
- **Advertise Your Promotions and Specials:** Blink EV charging stations offer opportunities to advertise and promote your restaurant through pedestal wraps or on-screen advertising, extending your brand's reach into the parking lot.
- **Offer Promotions to EV Drivers:** Build customer loyalty by developing loyalty programs with your location's EV drivers. Promote specials or offer deals catering to EV drivers encouraging them to visit more often.

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

Call (888) 998.2546