



Canadian Insights on Consumer Expectations in EV Charging

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With you today



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Agenda

1

Understanding the shift: The rise of EVs

Current trends in the Canadian Market

2

Consumer Preferences

Key findings of our recent research

3

Implications for Retail

Opportunities for retailers with EV charging

About us



100,000+

Chargers sold
(private & public)



98%

Network uptime*



490,000+

Members, with 92% satisfaction
score



15

Years of experience





Trusted by leading organizations

We have worked collaboratively to bring reliable charging solutions that have transformed our customers into long term partners.

Solutions for every need

Level 2: At-home
FLO Home™



Up to 19.2 kW

Typical charging time:
6-8 hrs

Level 2: Commercial
CoRe+ Series™



Up to 19.2 kW

Typical charging time:
2-6 hrs

DC Fast
SmartDC Series™



50 or 100 kW

Typical charging time:
30-60 minutes

DC Ultra Fast
FLO Ultra™



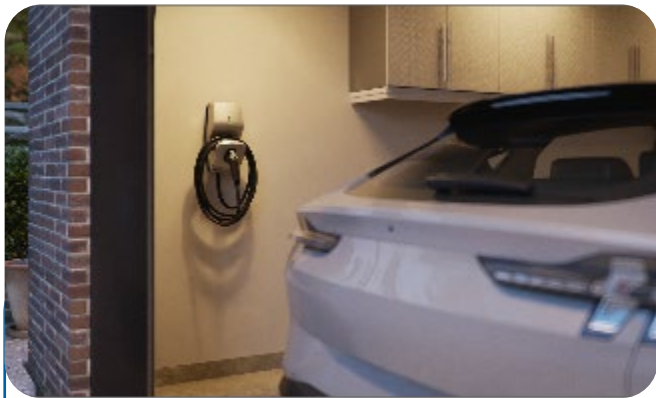
Up to 320 kW

Typical charging time:
15-45 minutes

Understanding the shift: The rise of EVs

Current trends in the Canadian Market

Where do EV drivers charge?



⚡ **63%**
At home

Recharge overnight while idling



⚡ **19%**
At destination

Every parking opportunity becomes “top-off” opportunity.



⚡ **18%**
On the go

Charge up to get to your final destination

76%

of future EV owners
worry about range.

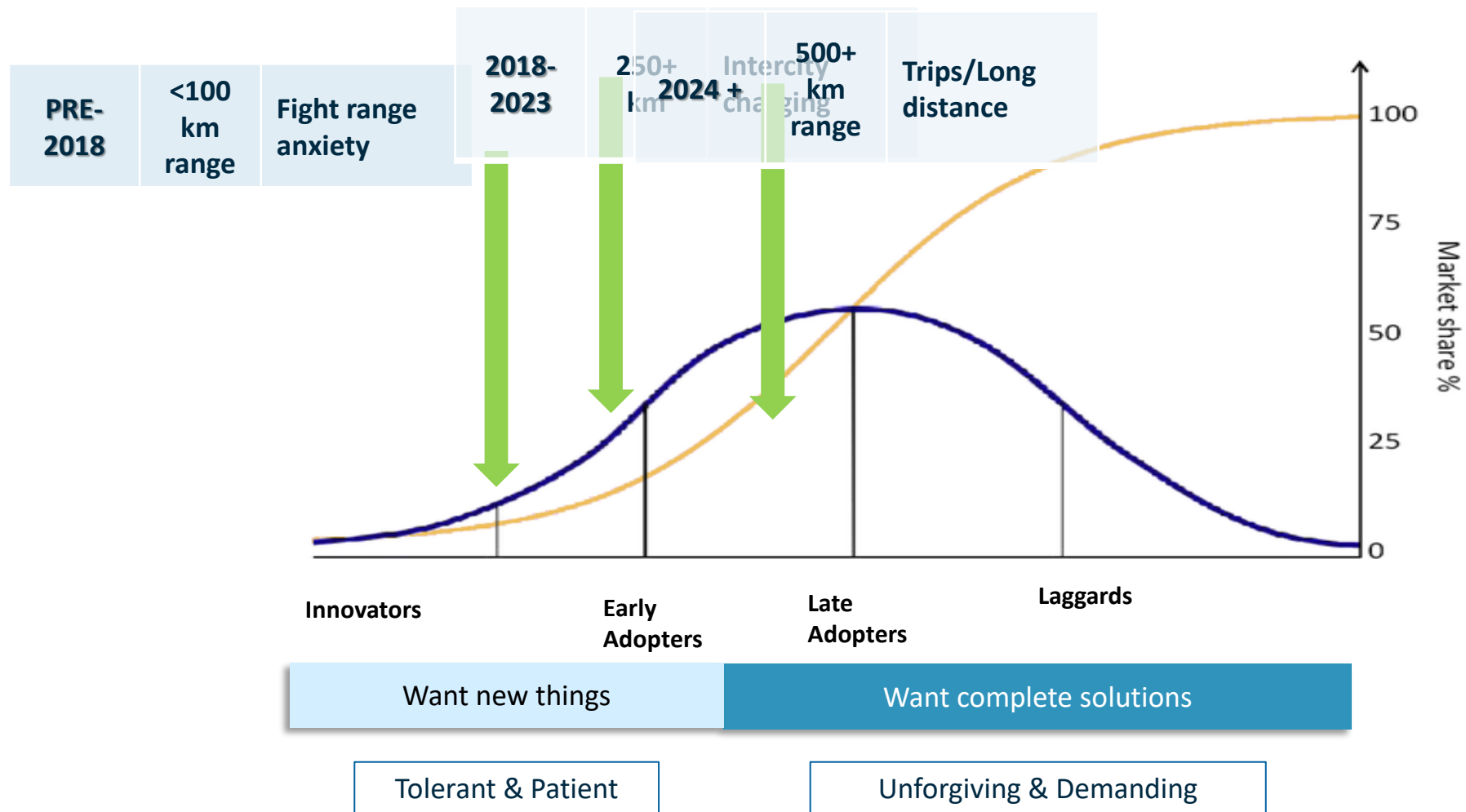
While 59% of current EV drivers
report no concerns about range¹.

Source: InsideEVs, November 2023



1. Dnistran, I. (2023, November 23). Buying an EV is the best cure for Range Anxiety, survey finds. InsideEVs. <https://insideevs.com/news/698486/how-range-anxiety-changes-after-buying-ev/>

Evolution of DC Fast Charging in Canada



Why are drivers worried?

Gas pumps vs. fast chargers

Retail gasoline pumps in Canada:

95,144

25 per 10,000 Canadians

- Only 383 gas stations have EV fast-charging stations available

Number of fast chargers in Canada

5,065

1.3 per 10,000 Canadians

- 45% in urban and rural areas
- 55% in metro areas

1 gas pump = 100 vehicles/day
1 fast charger = 10-20 vehicles/day

The tough reality of today's fast charging in Canada



Out of order



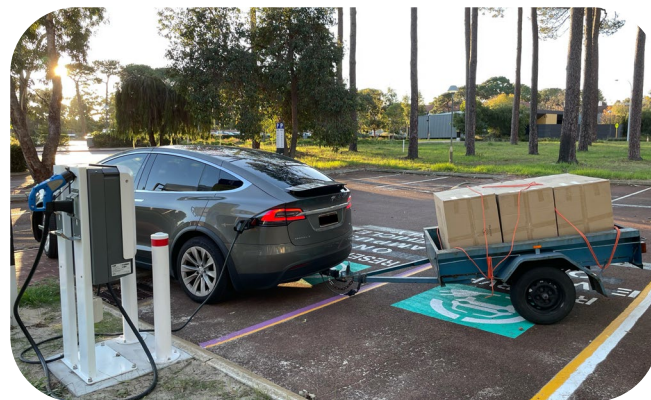
Charging in the dark



One user interface



Cables buried by snow and ice



Pull through parking issues



Intimidating

Consumer Preferences

Key findings of our recent research

Implications for Retail

Opportunities for retailers with EV charging

Benefits of offering charging services at your retail location



Add value to property

- Adds a unique experience
- Enables a long-term ROI
- Secures available power
- Future-proofs your parking lot



Meet sustainability goals

- Contributes towards your green energy goals
- Demonstrate support for reducing carbon footprint



Increase traffic

- Actively drives traffic
- Increases customer dwell time at your location
- 73% of EV drivers use amenities or shop when charging

EV drivers are looking for fast chargers

And they tend to shop while they charge

DC fast charging stations can provide **80% charge in as little as 30 minutes***. Top locations include:

- Transit corridors
- Shopping malls and retail areas
- Parks
- Gas stations and convenience stores

They also complement Level 2 charging stations, and provide an **additional option for residents of MURBs** who do not have access to a residential charger.



And they are likely to spend at your store

The typical EV driver:

Turns-in 45% more often*



&

Spends 25% more on average*








Drive traffic to your site while providing a great charging experience




Offering charging services can be a breeze when you partner with the right vendor.

FLO's 98% Uptime means:

Always on when you need it

-  Resistant to weather and vandalism
-  Proven network reliability
-  Proactive station monitoring

Designed for the long haul

-  Robust network operations center
-  Performance warranty pays you if we miss commitment
-  Complete post-sale support



Maxi & Cie - St-Romuald QC

Highway corridor attracting shoppers



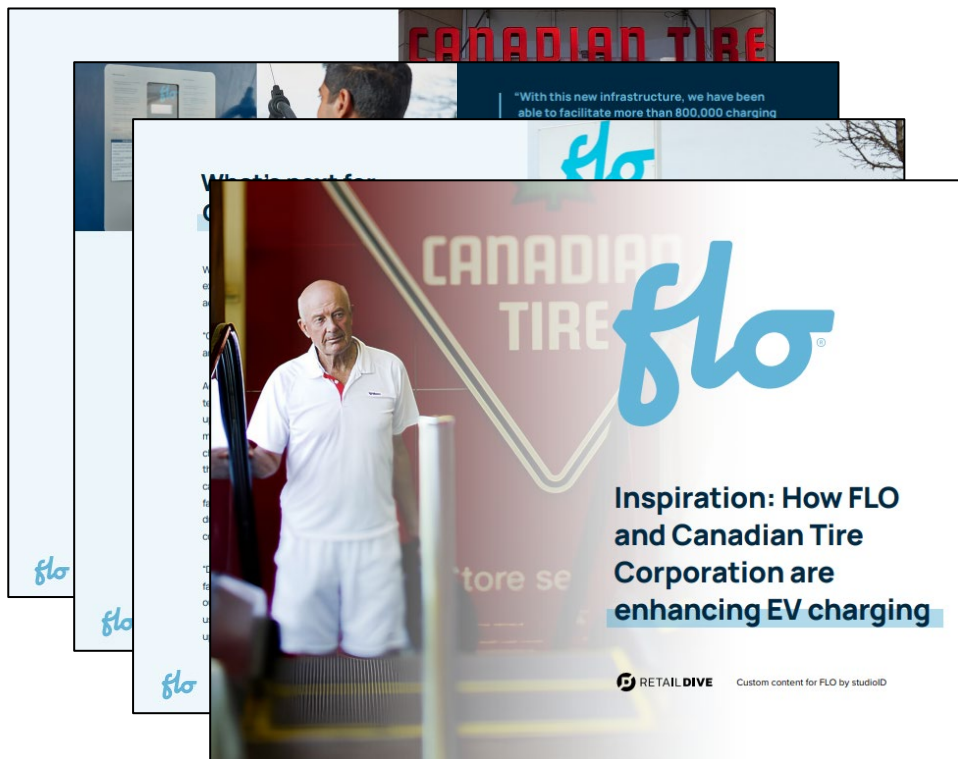
Image credit: Plugshare

- 8 x SmartDC
- X utilization rate
- X drivers daily

- Foot traffic into the store, other benefits

Canadian Tire Corporation

Enhancing the EV charging experience for Canadians



The Challenge

- With close to 1700 retail and gas outlets nationwide and over 100 years in the business, Canadian Tire stores are an iconic feature of Canada’s retail landscape. As one of Canada’s most trusted brands, it was vital to CTC that the new infrastructure reflected its focus on customer experience and value - that it aligned with its brand purpose: **To make life in Canada better**

The Solution

- FLO worked with utilities to install a secondary electrical infrastructure to ensure **stores’ power would not be disrupted**.
- Once chargers were installed, FLO maintained continuous support for the chargers by constantly monitoring their performance through its Network Operation Center (NOC) to **deliver a near perfect Uptime**

The Outcome

- Charger reliability and outstanding uptime mean that Canadian Tire Dealers don’t have frustrated EV drivers coming into their stores. It also means they don’t have to find EV technicians themselves if something goes wrong — they have constant support so they can focus on running their business.
- As of early 2024, Canadian Tire now offers 189 FLO chargers at 68 different locations, with plans to add more in the near future

Thank you!

