



# Welcome to ParkEV

**Adapting your car park to embrace EV doesn't need to be complicated.**

ParEV is our way of supporting EV infrastructure in the UK, providing electric vehicle charging and bay management to keep access to charging as seamless and simple as possible.



**Leverage data**



**Boost revenue**



**Drive footfall**



**Ease range anxiety**



**Easy to use**



**Keep bays available**

# What is ParkEV?

**ParkeV uses Evology electric vehicle chargers, combined with bay management solutions to transform the landscape of EV parking in the UK.**

Through our combination of technology and car park insight we're able to make your business's adoption of EV more effective, so you can provide access to charging points that work, offer rapid charging, easy payment and unmatched reliability and uptime not only for you and your staff, but the motorists using your site.



## Our solution is based around 5 key points:



### **Easy to use**

It couldn't be easier, just tap and go. If other payment options are needed we can provide those too, including card, contactless, app and RFID payment.



### **A data-driven approach**

Data is a powerful tool, it allows you to understand and profile users, allowing you to make informed commercial decisions and plan for future expansion - including identifying exactly how many EV chargers your site needs.



### **Hassle-free charging**

ParkeV is designed with simplicity in mind, from installation to how your visitors use the system, it's easy.



### **'Enforced' bay availability**

There is nothing worse than a vehicle not using the charger and blocking a charging bay. It's frustrating and wastes the time of bona fide EV drivers needing to charge and staff trying to trace the errant drivers. Our innovative bay cameras mean we can identify abuse and keep those bays free for valid users.



### **We ease range anxiety**

The public need to be confident that when they arrive at a space the charger will be working. We ease range anxiety with 24/7 monitoring, remote diagnostics and a proactive approach to maintenance that ensures our bays are working, reliable and available.

# How does it work?

ParKEV is a service that provides electric vehicle charging with several differences. When it comes to parking in an electric vehicle bay or paying for charging there are a couple of issues.

**Shockingly, 80% of EV bays are abused!**



## Much like with disabled parking bays, EV charging space access is vital.

If someone who doesn't need to park in one of those bays is blocking access it creates issues for motorists with a legitimate need to use that space. This generates complaints for businesses that can be easily avoided. The technology includes powerful notification tools that can be customised so you can track specific visitors, enabling enhanced services like VIP welcomes, or Click and Collect, enriching your customer experiences.



### What is ICE'ing?

Drivers of cars with internal combustion engines **park** in EV bays, blocking them from being used by EV drivers and preventing your business from generating any revenue from your paid EV charging.



## ParKEV does away with these problems.

A state-of-the-art, specially developed ANPR camera housed within our charging unit, or our monitoring bollard deployed alongside other EV infrastructure and some very clever software, helps to ensure that only electric vehicles use the chargers and don't overstay in the space. This means the bays remain available to those who need them.



Connect the charging cable



Tap contactless device to begin charging



Tap contactless device again to end charging



Disconnect the charging cable

# Meet our chargers

We utilise Evology Chargers pioneering technology that houses a proprietary bay management system directly within the charging unit.

Our chargers are versatile, able to be installed in different models to cater to the specific needs of any site we work with.

## ⚡ Evology AC Charger overview



An ANPR camera housed in the charger helps to ensure your spaces are protected against misuse



24/7 monitoring allows us to ensure unprecedented uptime and reliability



Provide users with rapid charging



Tap&Go payments for increased speed and convenience



## The power of EV

**Embracing EV charging means that motorists are no longer bound to petrol station forecourts and can do something else while they wait for the vehicle to refuel.**

EV chargers help to make a car park into a destination, one that supports an ever-increasing customer need. Access to EV charging can increase footfall and dwell time on your site, providing increased opportunities to generate sales in a retail environment, while also boosting the revenue that your car park generates.

Regardless of sector, protecting your EV bays is crucial, this maintains access, availability and goes a long way to reducing range anxiety. Something which will be greatly appreciated by the ever-growing number of motorists on UK roads turning to electric vehicles.



# ⚡ Evology DC charger overview

**Those looking for a quicker charge, or larger vehicles like trucks, lorries and vans will opt for DC charging.**

We provide robust DC chargers, protected by our patented bay management technology, offering the option to choose the most suitable chargers for your location, potential customers and business needs, from fleet to destination charging.



**Monitoring bollard to help protect your charging infrastructure**



**High power charging perfect for fleets and larger EV vehicles**



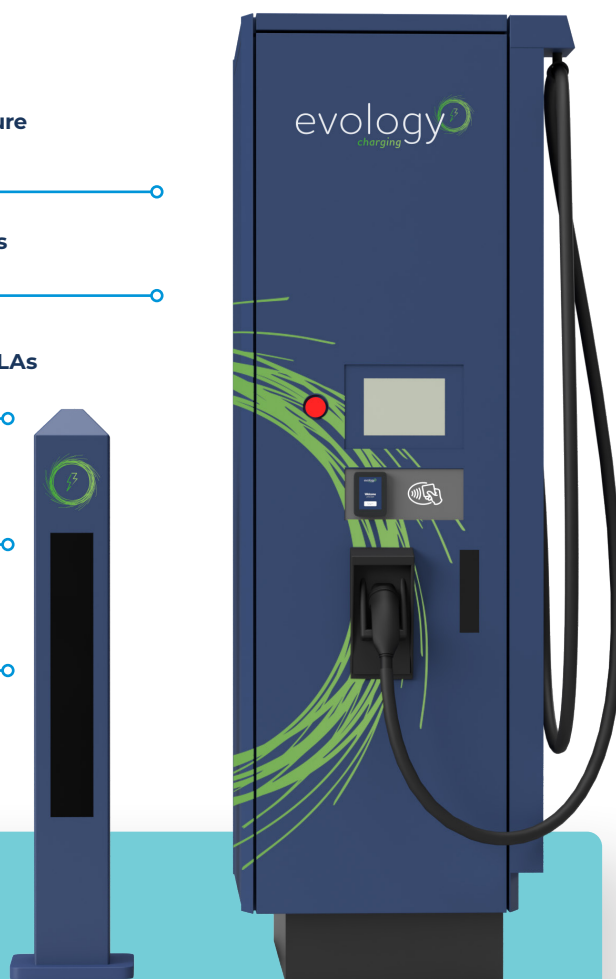
**Protected by our market leading service and maintenance SLAs**



**The bollard provides a strong visual deterrent VS abuse**



**Also works alongside existing EV infrastructure**



## More than monitoring and charging

**The combination of our bollard and chargers can help your business to access whole new revenue streams.**

Not just from the drivers making use of your services when they arrive on your site, but the additional customers that can be driven there through pre-booking.

This allows you to tap into the ever-growing demand for charging and creates a reliable charging destination in the community surrounding your business.



# How does ParkEV benefit your business?

**ParKEV can empower your car park, allowing your business to provide access to fast and reliable charging at no additional cost.**

By leveraging ANPR to keep spaces available we're able to reduce queues and parking complaints while removing any worry about access to charging for your guests.

By providing users of your car park with reliable charging facilities you're able to increase the time they spend on your site, boosting revenue and building loyalty. We use our powerful data and technology to make sure your charging solution stays operational and fit for purpose, with no extra admin or work for you, allowing you to provide access to new technology and services with complete peace of mind.

Sites with EV  
chargers see  
**at least 5 extra  
visitors a day**

## Support your staff

**It isn't just the public looking for places to charge a vehicle. Your staff will be embracing the shift to electric too.**

Having effective EV charging facilities and showing you're taking steps, as a business, to reduce emission levels allows you to provide services to your staff that they can get behind. You can also potentially attract new talent to your business.



**New staff benefit**



**Hit environmental goals**



**Peace of mind for staff  
with electric vehicles**

## Boost revenue with EV

Adding EV to your car park gives your business access to a whole new revenue stream. One that will only ever grow in use as more motorists make the switch to EV. This could even encourage repeat visits to your site, building stronger customer loyalty, as motorists know they have access to reliable charging in the area.

EV creates an attractive new service that can also entice new visits to your site, potentially boosting sales while you also gain additional revenue from charging.



**Extra revenue  
from charging**



**Extra revenue  
from sales**



**Increase  
footfall**



**Create a parking destination  
and encourage repeat visits**

# How does ParkEV benefit your customers?

**Adding EV to the services you offer empowers your car park, allowing your business to provide customers with fast and reliable charging.**

By providing your customers with charging facilities you increase the time they spend on your site, boosting revenue and building loyalty. We use our powerful data and technology to ensure your chargers stay operational and fit for purpose, with no extra admin or work for you, allowing your customers to access new technology and services with complete peace of mind.

Reliable charging

More charging spaces

Fast, easy payments

A car park (and business) to return to



## How does EV benefit the wider community?

**Adding EV to your car park has an impact beyond your business.**

If your site is shared with, or near to other businesses and attractions, such as a car park in a shopping precinct, the extra time spent waiting for an EV to charge can lead to increased footfall and potential sales for nearby businesses too.



Increase footfall in the area



Drive increased sales to local businesses



Create a charging destination in the heart of a community



Encourage new visitors to an area

Motoring in the UK is changing, and the transformation into a nation that uses more sustainable and environmentally friendly ways of getting around starts with getting the best possible infrastructure in place.

This means high-speed, reliable, and readily available charging points that are easy to use. This means ParkEV.



To transform the way you approach parking, get in touch.

[www.parkingeye.co.uk/ParkEV](http://www.parkingeye.co.uk/ParkEV) | [enquiries@parkingeye.co.uk](mailto:enquiries@parkingeye.co.uk) | 01772 450 542

