



Chargemaster Plc presentation to the CHAdeMO Association 20th October 2015



Jeff Solomon
Group Technical Director

Chargemaster Plc - Mulberry House, Parkland Square, 750 Capability Green, Luton, LU1 3LU, England
Tel: +44 (0)1582 400331 www.chargemasterplc.com



About Chargemaster

- UK's largest manufacturer, supplier and operator of electric vehicle charging equipment. Currently manufacturing 2,000 units per month
- Based in Luton, UK with manufacturing plant at Luton Airport
- BMW invested in Chargemaster in 2013
- Established in 2008, we have supplied over 15,000 public and workplace charging points and over 18,000 domestic charging units
- Qualcomm Inc became a shareholders in Chargemaster in 2014
- Key supplier to over 32 local authorities and partners such as Waitrose, Asda, British Gas and EDF, Transport for London



Some of Chargemaster's Clients & Partners



Europe's Leading supplier of charge points

Chargemaster designs, manufactures, markets and operates a full range of electric vehicle charging points

Home charging



Workplace charging



Public charging



Over the last 12 months

Chargemaster has:

- Installed 70 charging points with London Fire Brigade
- Supplied over 100 rapid chargers across the UK
 - including 56 in Milton Keynes alone
- Taken over Plugged in Midlands and integrated it into POLAR
- Acquired GB Electrical, enabling us to carry out all our own installations

Why is Chargemaster a market leader?

Chargemaster bringing innovation to the charging market

Product innovation

- Rapid Charging - Charging a car in 20mins – releasing a compact 50kW rapid charger CHAdeMO and CCS to be launched September 2015
- Wireless Charging – Partnering with Qualcomm to bring wireless charging to the market



Why are we developing our own Rapid Charger?

- All the existing products on the market are:
 - Expensive
 - Heavy and large
 - Need planning permission in some markets
 - Unreliable
 - Have poor cable management
- Existing players include
 - DBT
 - Efacec
 - ABB
 - Eaton
 - In total about 12 players worldwide



 **UltraCharger**
- rapid charging the future



What benefits do we offer?

Ultra Charge		Current Rapid Chargers
Lighter	Less than 200kg	400kg to 600 kg
Smaller	1.2m x 600mm x 600mm	1.8m x 650mm x 650mm on average
Better user interface	Large 12 inch screen Full graphical display	6 inch non-touch screen Poor graphics
Proper cable management	Cable retraction so they are hidden (and tidy)	Untidy cables
Lower cost	Expected trade price £15,000	£18,000 to £25,000
Reliable	Modern components Focus on reliability and quality	Poor market experience – 25% not working!



- We have taken a completely fresh approach on how we can make a rapid charger better
 - Lighter
 - Smaller
 - Better user interface
 - Proper cable management
 - Low cost
 - Reliable
 - Advanced features
 - And profitably, as the barriers of entry are much higher than conventional charging



Advanced Features

- Large touch screen with intuitive user interface
- Personalised welcome message
- RFID reader + contactless card reader
- Presence Detection of car in bay
- ANPR recognises car as it parks
- “Text” message when charge complete
- Wall mounted version allowing ease of installation



Working with the CHAdeMO Association



- Access to documentation detailing the CHAdeMO standard
- Latest information on updates and proposals
- Expert assistance and advice
- Discussion with others and exchange of experience including both highlights and problems
- Certification to version 1.0 standard and beyond

Thank you

