

Drive your business into the future.

benefits of investing in EV charging stations.



Jersey Central[®]
Power & Light
A FirstEnergy Company



New Jersey anticipates **330,000 electric vehicles (EVs) on its roads by 2025**. Make sure your business is ready to accommodate these drivers by installing EV charging.

So, is EV Charging a **smart investment?**

The answer is a resounding yes. That's because:

- 40% of Americans say their next car will be an EV.*
- Investing in EV charging benefits employees, tenants and visitors to any business.
- EV charging positions your business as a local leader in sustainability.

*The Associated Press-NORC Center for Public Affairs Research and the Energy Policy Institute April 2023

[Learn more](#) about Jersey Central Power & Light's EV Driven Program.

Jersey Central[®]
Power & Light
A FirstEnergy Company

EV charging installations are more **affordable.**

Like many states, New Jersey is working hard to meet its aggressive clean-energy goals. That's why Jersey Central Power and Light is offering ***financial incentives to stimulate the construction of an EV-friendly electrical infrastructure.*** Make your business, store, apartment building or municipality a vital part of that infrastructure.



[Learn more](#) about Jersey Central Power & Light's EV Driven Program.

Jersey Central
Power & Light
A FirstEnergy Company



EV Charging **attracts** business.

Welcome new customers.

When you install EV charging, your establishment shows up on every EV driver's smartphone app, opening the door to hundreds of potential new customers.

Show employees you care.

EV charging stations show current and prospective employees you care about convenience and sustainability.

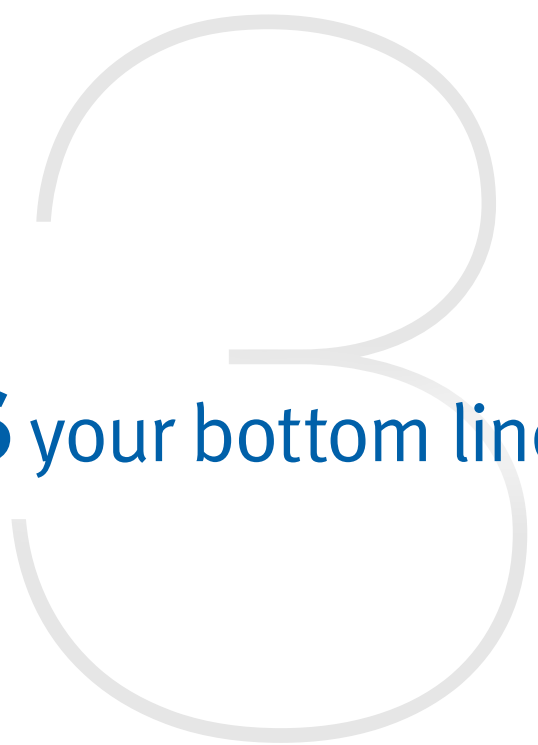
Attract and retain tenants.

EV charging in your parking lot adds a valuable amenity for current and future EV-driving tenants.



[Learn more](#) about Jersey Central Power & Light's EV Driven Program.

Jersey Central
Power & Light
A FirstEnergy Company



EV Charging **accelerates** your bottom line.

According to one study, EV drivers spend more time inside stores—up to 50 minutes longer—while their vehicles charge.

Visitors who know they can charge up at your business are more likely to become repeat customers. You can generate an additional revenue stream from your charging stations by establishing a service charge per kilowatt-hour or time spent charging. This will help you recoup the costs of your investment faster.

*More EVs mean
more local business.*

– Gray's Harbor PUD 2023

[Learn more](#) about Jersey Central Power & Light's EV Driven Program.

EV Charging **energizes** your reputation.

Offering EV charging helps you stand out from your competition. And it's not just EV drivers who will notice. According to one study, consumers are prioritizing brands that are sustainable, transparent and aligned with their personal core values.

There are also many tangible benefits that go beyond your reputation. For example, you can earn credits on your electric bill by participating in your utility's demand-response program.

70% of U.S. consumers say it's important that a brand is sustainable.

– 2020 IBM and National Retail Federation Study

[Learn more](#) about Jersey Central Power & Light's EV Driven Program.

Jersey Central
Power & Light
A FirstEnergy Company



EV Charging **fuels** your future.

The industry outlook supports New Jersey's mission to accommodate 330,000 EVs on its roads by 2025.

In fact, the number of EVs traversing New Jersey roads has doubled in the last two years. Those numbers are projected to increase **3x over the next three years** due to falling prices, energy density improvements and rapid infrastructure development.

So, whether you're a retailer, property owner, office building or municipality, EV charging can be a big boost to your bottom line, your reputation and your future.



By 2040, electric vehicle sales could account for nearly all new car sales.

– Gray's Harbor PUD 2023

[Learn more](#) about Jersey Central Power & Light's EV Driven Program.

Jersey Central[®]
Power & Light
A FirstEnergy Company

EV charging takes you there.



Install

EV charging with generous incentives.



Attract

new tenants, guests, customers and employees.



Accelerate

your profits with a new revenue stream.



Amplify

your reputation as a sustainability leader.



Fuel

your property's value and your future.

[Learn more](#) about Jersey Central Power & Light's EV Driven Program.



[Learn more](#) about
Jersey Central Power & Light's EV Driven Program.

