

# Drive your business into the future.

benefits of investing in EV charging stations.



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**Power & Light**  
*A FirstEnergy Company*





New Jersey anticipates **60% of new car sales to be electric by 2030\***. 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.

\*Affordable Energy For New Jersey October 4, 2024

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

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# 1

## 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.



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# 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.

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# EV Charging **accelerates** your bottom line.

More EVs mean  
more local business.

– Gray's Harbor PUD 2023

***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.

\*SOURCE EN+ EV Charging: The Opportunity for Retail, November 2024

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# 4 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

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# EV Charging **fuels** your future.

***New Jersey anticipates 60% of new car sales to be electric by 2030.***

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

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# 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.

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Take advantage of Jersey Central Power & Light's  
EV Driven Program before it ends.

**Enroll now**

