

EVBox B2B charger for US

Developing the next generation EV charger

As a European company, EVBox wanted to get acquainted with the American market in order to successfully launch a product there. We travelled there to collect insights firsthand from the different stakeholders; end users, installers and facility managers, through one-on-one interviews.

We found out that a big difference for that market was that US residents use a fixed cable charger, which makes cable management really important. Cables that are not put back properly lay on the ground and are often damaged when cars drive over them.

Additionally, for public chargers that are commercially used, it is important that

drivers can see and identify available chargers when arriving on the parking lot.

We came up with a smart charging unit capable of charging two vehicles simultaneously while offering a smooth user experience through an intuitive interface as well as an integrated cable management system. This helps its installation and maintenance and -of course- offers a striking design that includes status light, indicating availability.

This offers EVBox a competitive advantage, as the B2B customers value ease of maintenance, which helps to reduce the total cost of ownership.

