



## Increase Traffic to Your Retail Location

Brightfields are visually inspiring charging stations that get customers' attention and provide EV driving customers with the charging they need. Attracting EV driving customers is desirable because they tend to be:

- highly educated and more affluent earning 2X the national average
- willing to pay more for products and services provided by businesses that are committed to positive environmental impacts
- brand loyal to businesses that provide EV charging
- promotional of EV charging locations through their personal networks

Installing Brightfields in a retail location is a WIN-WIN for the retail business and for its customers.

## Brightfield® Charging Stations will enable you to...

- **Attract and Retain** desirable and loyal customers
- **Increase** the average amount of time these EV customers spend in the store
- **Grow** revenues by capturing these customers and securing their loyalty
- **Align** your image with cutting edge Solar Driven® technology
- **Gain** an advantage over the competition by embracing the shift to electric transportation