



DESTINATION CHARGING

CONVENIENT CHARGING AT HOTELS & RESTAURANTS



ABOUT DESTINATION CHARGING

Tesla is rapidly expanding a first of its kind, hospitality-focused EV charging network.

This allows full-service hotels, resorts, and restaurants to directly market to and attract Tesla owners. Our owners often craft their vacations and business trips around charging availability. By providing Destination Charging for your customers, you place yourself prominently in our owners' view through Tesla's Find Us web page and the 17" Touchscreen Navigation in every Tesla vehicle.





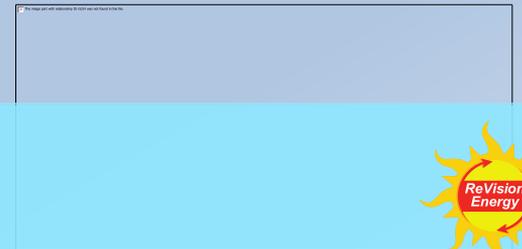
Tesla Hardware Offer:

Four (4) level 2 Chargers

- 50A Tesla Chargers

- 40A ClipperCreek

Two (2) Pedestals



TESLA MARKETING

With the installation of Tesla Destination Charging, your property will join a rapidly growing network of premium destinations throughout North America for our owners to enjoy. In addition to being featured on Tesla's website and in-vehicle touchscreen, partner properties will have full access to Tesla's portfolio of marketing platforms.







OUR OFFER

Tesla is happy to provide qualifying properties free charging equipment and marketing support. We will work with you through the installation to ensure a smooth execution and a great customer experience.

tesla.com/destination-charging



Program Summary

Tesla's purpose is to grow their charging infrastructure now in anticipation of the Tesla 3 roll out and relieve added pressure they expect on their supercharger network.

Specifics:

- Tesla is using ReVision Energy as their primary installer for Tesla wall /pedestal mount 50A level 2 chargers at a wide range of destination venues throughout the NE (ME/NH/MA).
- They are hoping to install a minimum size of four chargers per site and the potential for much larger clusters with power sharing options if appropriate for the site.
- They would provide host sites free hardware, including pedestals and signage, with the possibility of some universal chargers (ClipperCreek HCS-40) being offered.
 - Hardware subsidy is about \$600 per charger and \$700 for the pedestals, which typically translates into almost \$4000 in free hardware for two dual level two charger pedestals.
- Tesla may and often does provide installation subsidy however Host should anticipate contributing some funds toward project.
- Hosts should allow the chargers to be “publicly available” to Tesla drivers but no site host agreement is required and host owns the chargers.
- Cross marketing with Tesla who places host on its charging locator map (as well as Plugshare) and drives traffic to host.

Bottomline: Host gets to add a charging station amenity for little or no cost



Host Site Selection Criteria:

The site host criteria are broad enough to cover tourism, workplace and commercial establishments where cars sit a minimum of 2 hours (typically).

- Proximity to other amenities driver would use while charging (preferably available 27/7)
- Proximity to large travel corridors
- Proximity to existing Tesla Supercharger locations
- Ample parking available
- Parking that is publicly accessible (not gated or with restricted access)

Site Host Examples: Large employers, retail outlets, sports venues, hotels, restaurants, golf courses, hospitals, large parking lots, recreation destinations, casinos, ski resorts, breweries, municipalities, non-profits.

In addition Tesla does offer some subsidized workplace charging where access is restricted; these would typically be large employers with potential of having their own group of Tesla drivers.

Rule of Thumb: Would you let your mother charge there at 11pm in February?



Pro

Host attracts Tesla drivers and captures new business opportunities

Free Hardware (valued at \$4000 or more)/possible installation stipend= modest upfront installation cost to most hosts

Tesla subsidizes the start of a large L2 cluster and allows future charger expansion to be all universal chargers; host gets one universal charger to start with.

Free Tesla marketing of Host site on Tesla website and PlugShare

No Host site agreement governing charger access or usage or obligating host to Tesla in any contractual way

Con

Tesla connectors favor Tesla product (Tesla reflects 20% of plug in vehicle market but growing)

Host site gives up four parking spaces (must have ample parking) to chargers- dedicated spaces not required but strongly preferred

Host must give up space on electrical panel for four chargers (three 50A and one 40A); power sharing off a single 100A circuit is possible

Host pays for electricity consumption of four L2 chargers (minimum \$1 per hour per charger)

Host may have issues with “optics” of providing charging to “elite” Tesla brand and drivers



Questions/Comments?

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