



## IONITY REVEALS DETAILS OF NEW PAN-EUROPEAN HIGH-POWER CHARGING NETWORK

- **Simplicity for IONITY, with set-rate for charging across Europe and intuitive machine interface on its high performance fast-chargers**
- **A charging session will cost €8 (in local currency £8, 8CHF) during introductory phase**
- **Brand evolution symbolises freedom of EV travel**
- **Network of 350kW fast-chargers continues to roll out across Europe**

**Munich, 3rd September:** IONITY has today revealed further details concerning its electric vehicle (EV) fast-charging network. Making EV travel throughout Europe hassle free and to simplify the process of EV charging, all IONITY charging stations offer quick, seamless, on-the-spot smartphone payments via your mobile browser. All customers need to do is scan the station's barcode, enter their details and authorize payment. After an initial welcome period in which the first stations to go online were available for use free of charge, IONITY is now commencing a new introductory phase introducing a charging session fee.

A flat-rate fee of '8' (Euros, Pounds, Swiss Francs etc) will apply to each charge with effect from midnight 2<sup>nd</sup> September and by utilising the EU-backed Combined Charging System (CCS), IONITY has ensured that its stations are suitable for a wide range of vehicles without the need for adaptors.

IONITY CEO Michael Hajesch: "Perhaps the greatest obstacle facing widespread adoption of EVs is a lack of a reliable, easy-to-use, high-power charging infrastructure outside of cities. This is exactly the problem IONITY is already on the road to solving. By setting a flat-rate throughout Europe, we are taking steps to further reduce the 'hassle-factor' associated with EVs. That means less hassle in financial terms as well as addressing the range anxiety issue by providing an average of six charging points every 120 kilometres."

Accompanying its pricing update, IONITY is introducing an evolution of its brand embodying its mission of making electric vehicle (EV) travel throughout Europe enjoyable and effortless. Featuring a soaring bird with a gradient of energizing colours, the modern, fresh brand identity symbolises the freedom of EV travel and the promise of a more seamless future.

Frank Plaschka, Head of Marketing & Brand said: "IONITY's mission is to make EV travel throughout Europe the new normal: enable drivers of EVs to leave the city, enjoying the luxury of spontaneous, anxiety-free travel. Our new brand embodies these ambitions. A red kite, the inspiration for our logo, floats gracefully for hours on thermal wind columns, naturally across borders. This seemed to be the perfect fit: it represents efficient, powerful, and free movement across Europe. Without limits."

A reliable, fast-charging network is widely considered to be the next step in the journey towards mass-adoption of EV's. The company's 350 kW fast-chargers are more than three times as powerful, and faster than the existing market leader, ensuring that its technology is futureproofed for years to come.

Plaschka continued: "We are seeing the new generation of electric vehicles offering range, comfort and performance at a similar level to conventionally powered cars now becoming a viable alternative. We want to enhance the experience of EV travel, making it simple and enjoyable. The future is electric and our goal is to provide a charging experience that is so good it creates a new generation of e-mobility advocates."

-ENDS-



## **About IONITY**

Founded in 2017, IONITY is a joint venture between BMW Group, Daimler AG, Ford Motor Company and the Volkswagen Group with Audi and Porsche. Its brief is to create a network of powerful, reliable and accessible charging stations throughout Europe. It is universally accepted that a comprehensive charging infrastructure is essential for the widespread adoption of electric vehicles. IONITY believes that e-mobility should be accessible for everyone and, by developing a pan-European fast-charging network, is investing in a simpler, cleaner and freer world.

The fast-chargers' operating capacity of 350kW (the equivalent of turning on 3,500 100W lightbulbs at the same time) ensures that IONITY's fast-chargers are future-proofed for the next generation of electric vehicles. The team is made up of 10 different nationalities and consists of senior executives from vehicle manufacturers, power generation engineers, start-up specialists, digital economy experts and everything in-between.

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