

## DESIGN CONCEPT

### **IONITY hedges its bets on futuristic form language**

Munich, 05/03/2018 – Innovation, customer experience, safety and design - these are the themes that will be the driving force behind e-mobility in the future. In time for this year's Geneva International Motor Show, IONITY has revealed the design concept for its Pan-European High-Power Charging Network.

As if it were floating, the light box sits like a roof over the slender vertical pylon, giving the charging station the appearance of a beacon, an effect, which is particularly striking at night. In keeping with the character of E-Mobility, the station's architecture conveys an open, light and warm sense of space. Crisp, simple structures and surfaces, smart interfaces and a mixture of robust lightweight materials merge together into a seamless 'charging experience'. In keeping with the IONITY logo, the colours represent the flow of energy during the charging process as depicted by the charge status.

IONITY COO Dr. Marcus Groll: "Our charging station design concept is a clear signal to our shareholders, partners and customers alike that this is the shape of things to come."

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#### **About IONITY**

IONITY is based in Munich and was founded in 2017; it is a joint venture of the BMW Group, Daimler AG, Ford Motor Company and the Volkswagen Group including Audi and Porsche. IONITY's mission is to build an extensive and reliable High-Power Charging network (HPC) for electric vehicles in Europe to make comfortable long-distance travel a reality. IONITY has been able to secure attractive national and international locations through its strong cooperation partners. IONITY is an internationally registered trademark. [www.ionity.eu](http://www.ionity.eu)

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