

"Did you know:

In 2026, **30%** of new car sales in Canada **MUST** be Zero Emission Vehicles?
By 2030, **60%** of new car sales in Canada **MUST** be Zero Emission Vehicles?
By 2035, **100%** of new car sales in Canada **MUST** be Zero Emission Vehicles?

In the future, EV Charging Stations are **not optional**, they're an **essential** part of your business."

BUSINESS CASE FOR EV CHARGERS AT RESTAURANTS

Installing EV chargers at restaurants is a strategic investment that attracts new customers, increases dwell time, and enhances brand image. Here's why restaurants should consider adding charging stations:

1. Increase Customer Dwell Time & Spending

- **EV drivers typically charge for 30 minutes to 2 hours**, making sit-down restaurants an ideal location.
- Longer visits often lead to **higher average check sizes** as customers order drinks, desserts, or additional items.
- A study found that **EV drivers spend 50% more than regular customers** when charging is available.

2. Attract High-Spending EV Customers

- **EV owners tend to have higher disposable incomes**, making them valuable patrons.
- As EV adoption grows, restaurants with chargers will have a **competitive advantage** over those without.

3. Generate Additional Revenue

- **Charge for usage:** Restaurants can set competitive per-kWh rates or per-session fees.
- **Bundled promotions:** Offer discounts or free charging with a minimum food purchase to drive traffic.

4. Strengthen Brand & Sustainability Efforts

- Boosts **corporate social responsibility (CSR)** by supporting clean energy initiatives.
- Positions the restaurant as an **eco-friendly brand**, appealing to environmentally conscious consumers.

5. Leverage Government Incentives

- Federal and provincial **grants and rebates** help offset installation costs.
- Some programs offer up to **50-75% of the total cost** for businesses investing in EV infrastructure.

6. Stay Competitive in the Evolving Market

- As **EV adoption increases**, charging availability will become a deciding factor for customers choosing where to dine.
- Being an early adopter positions the restaurant as a **leader in sustainability and innovation**.



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