



ESB ecars – The value of our national Electric Vehicle Charging Network

In the past 5 years, ESB ecars has taken a leadership role in electromobility in Ireland, rolling out a comprehensive national EV charging network which now covers over 900 public charge points in the Republic of Ireland.

In this role, ESB has been a pioneering force behind the development of Ireland's EV journey and we are proud to be among the most innovative providers of an EV charging network in Europe.

EV drivers in Ireland have the ability to top up their charge on the go, at work or play, in convenient park and plug locations, and go further using the interurban fast charger fleet to recharge. In addition, interoperability with the charging network in Northern Ireland means that All-Island coverage exists and is ready to support freedom to drive electric all over Ireland.

As we continue our journey towards cleaner, more efficient driving, it's imperative that our network keeps pace with increased demand – and that we continue to enhance the quality of the service that we provide. With this in mind and to underpin future investment, ESB ecars is introducing a subscription for access to our public charge points from January 2016 for new drivers and from April 2016 for all current owners. This will go some way to ensure that we continue to improve and maintain our network, IT communications and customer operations, while supporting and improving the user experience, reliability of technology, and ensuring value for money and confidence for EV drivers.

Here are the details you need to know:

This subscription option will be introduced for all new EV drivers in Nissan dealer showrooms from 9th November 2015, where it will be possible to sign the customer up, in a streamlined process to also avail of the current free home charger offer. This allows all recharging and access solutions to be set up in time for their January vehicle delivery. These new EV drivers will be asked to pay a monthly subscription fee of €16.99 for which they will receive:

- Complete network access
- Use of:
 - 900 standard chargers
 - 75 urban and inter-urban fast chargers
- Energy usage is included for all charging completed on the public infrastructure
- RFID access card
- 24/7 Call Centre support

Note: customers will not be charged until their account is activated in January, or upon delivery of their EV.

For the period January through to April 2016, access will remain free and 'all you can eat' for current EV drivers. Beginning in April 2016, current EV owners will also be asked to pay a monthly subscription of €16.99 to access all our public charge points. The subscription will include:

- Free use of all standard public charge points until the end of 2016. This includes the energy usage for this AC on-street public charging
- Energy usage is included for all charging completed on the public infrastructure

- RFID access card
- 24/7 Call Centre support
- Advanced digital assets will be rolled out at this time. This will include personalised ecar web portal and enhanced app to include:
 - Self-service account management
 - Energy usage analysis
 - Monitoring of costs and emission savings
 - View billing history
 - Live charge point map
 - Journey Planner

At this time, we will also be introducing a time usage fee of 30 cent per minute on our fleet of 70+ fast chargers.

Sign up to these initial plans will attract no minimum term of contract - ie. no minimum sign up term applies to these launch products and customers can cancel any month.

In addition to this specific plan, ESB ecars is also working on additional pricing plans that will be available from April onwards and which will allow customers to select an offering that best meets their individual charging needs (e.g. light usage, heavy usage).

Qualifying customers can still avail of the free home charger.

All quoted prices are inclusive of VAT.

The Sign up Process & Support

It will be possible for Nissan dealers to sign customers up in their showrooms from *9th November 2015*.

Sign up is completed on www.esb.ie/ecars. A streamlined sign up process has been designed to allow the EV driver's recharging and access solutions to be set up in time for their January vehicle delivery. The sign up process includes public access and availing of the current free home charger offer.

Sign up is completed using credit or debit card. Options for direct debit and standing order are not currently available but may be offered mid 2016.

On completing sign up, on-screen confirmation is displayed immediately and email confirmation is also sent to the customer's email address used in the sign up process. The welcome pack is dispatched directly to the driver, along with their RFID card for public access. Call centre support for EV drivers is 24/7. We have fully trained and engaged staff with detailed business and process knowledge, who can communicate and send commands to all charge points, while providing direct support to the driver.

B2B pocket guides have been developed to assist dealers. Showroom marketing collateral will be provided by ESB ecars including B2C brochures. In addition, recharging case studies have been prepared to illustrate costs for scenarios of mixed home and public charging behaviour, and maintaining overall value to the customer. These data sheets will be included in the showroom collateral provided.

ESB cars helpline is also online for support on 01- 25883799/1890 372 387.

ESB ecars will provide support in an emergency scenario for an EV driver who has not signed up but requires immediate charge using the public charging infrastructure. A remote charge point unlock can be provided from our call centre helpline. Further detail on this policy will be provided, and will ensure that the EV driver is not left stranded without charge.