



**blink**

# Electric Vehicle Charging Solutions







# blink

## Increase Visit Frequency

28% of EV drivers use public charging stations weekly

## EV 101

### Understanding EV Charging for Businesses

- There are 3 types of charging: Level 1 AC charging which utilizes a standard 110/120 volt wall outlet, Level 2 AC charging which uses a dedicated 220/240 volt outlet, and DC fast charging which converts AC power to DC within the charging station and delivers power directly to the car's battery.
- Level 2 charging is the most common type of charging. The Blink IQ 200 provides 80 amps of output to the vehicle's battery. It is easier and cheaper to install than DC fast charging making the Blink IQ 200 a favorite for restaurants.
- Blink EV charging stations are compatible with all EVs with North America's standard SAE J1772 plug. Tesla vehicles can charge at Blink chargers, using the Tesla adapter.
- An EV's charging speed depends on the vehicle's battery size, electricity charge rate, and the output of the charging station.
- The Blink IQ 200 provides the fastest Level 2 charging currently available, delivering up to 65 miles of charge in an hour, when installed on a 100 amp breaker.
- Electric vehicles draw electricity from the grid making them a good alternate to fossil fuels. In locations where electricity is generated from green sources, such as a hydroelectric facility, driving an EV is truly a green experience.

## Attract Customers

250 Million Electric Vehicles  
Forecasted Globally by 2030

### Contact Blink Today

(888) 998.2546 x3

[sales@blinkcharging.com](mailto:sales@blinkcharging.com)

# Why EV Charging

A Blink charging station attracts EV drivers, lengthens their visit—encouraging them to purchase more, increases frequency of visits and communicates to your community that your business is environmentally conscious. Get started today with McDonald's approved EV charging station provider, Blink Charging!

## The Blink Advantage

**Blink Designs, Manufactures, Sells, and Deploys EV Charging Stations**

- We own, operate, and maintain the Blink network of EV charging stations under our long-term, exclusive agreement with McDonald's
- Revenue is generated by charging EV drivers for electricity consumed at the charger. Electricity costs are reimbursed and then 50% of the revenue is shared with you
- On-screen ads can promote specials on the charging station's daylight readable touch screen
- Blink offers the opportunity to create a custom charging station wrap highlighting the McDonald's brand
- Your EV charging stations are located on Google Maps, the Blink mobile app, and EV driver apps and websites
- Blink promotes your EV charging stations to our network of 180,000+ registered members

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**15,000+**  
CHARGING  
STATIONS

**180,000+**  
BLINK  
MEMBERS



# Meet the Family

## Charging Stations Designed for Your Location

The IQ 200 family offers a range of deployment configurations, from single to multiple cord pedestals, through individual and paired wall mount chargers, and even high-speed DC fast chargers, making it easy to love our EV charging solutions.

### The Fast Blink IQ 200

An advanced Level 2 AC charger, the IQ 200 provides fast, 19.2 kWh output, delivering up to 30 miles of charge in just 30 minutes. Its fast charge capabilities make it a sought-after destination for quick charges and encourages frequent visits.

### Blink DC Fast Charger

The Blink DC fast chargers provide 50kW of power, ideal for rest stops and highway locations delivering fast charges while on the go.

## EV Charging Stations Configurations

- 1 Dual Triangle Pedestal
- 2 Single Rectangle Pedestal
- 3 Single Wall Mount
- 4 50kW DC Fast Charger



## Designed to Promote Custom Pedestal Wraps

Expand your promotional and advertising messages with a custom pedestal wrap on the IQ 200. Available on either the triangle or rectangle pedestal, this inexpensive branding opportunity allows you to communicate with your customers as they enter your location, encouraging spontaneous meal add-ons and upsells.

### Custom On-Screen Ads

Connect with EV drivers via Blink's a 7-inch, full-color, daylight readable screen with advertising and promotional messages. Effortless to change with Blink Host Support, these ads offer a great opportunity to promote your specials, new products, and announce the return of seasonal favorites.



On-Screen Ad Example

## 5 in 6

Americans admit  
to on-site impulse  
purchases

## Encourage Upsells

with on-site promotions via  
pedestal wraps and custom  
on-screen advertisement



Simulated Pedestal Wrap

# Welcome



BlinkCharging.com/McD  
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