Fred Meyer

DC Fast Charger

Kroger
Background

- 68 stations installed at 33 stores including 16 DC Fast Chargers
- Power a Leaf around the world 24 times
- Used over 35,500
- Kroger installing at 125 stores
How We Got Here

• Started Small
• Negotiation
• Worked with Senior Management
  – Providing a service to our customers
  – Advantage over competitors
• Analytics
• Long hours
2014 DC Fast Charger Use

- Totem Lake
- Sunset
- East Salem
- Salmon Creek
- Tigard
- Hollywood
- Lake City
- Grand Central
- Tualatin
- Bellevue
- Sandy

Usage of Stations per Locations Graph

0 250 500 750 1,000
DC Fast Charge Plug-In Events
Moving Forward

• Where do we go from here?

– Economic viability without subsidies?

– Will DC fast chargers be able to hand...
Our Findings

- Graph of Hourly Charge

Kirkland Hourly Profile
Kirkland Hourly Profile

Current

What is needed
Closing Thoughts

• Overall Project Success
• Other Business Models
• Feedback