

SWARCO

# Smart Charging Solutions for Local Authorities



The Better Way. Every Day.





SWARCO The Better Way. Every Day.



Electric Vehicle  
Charging Specialists  
[www.swarco.com](http://www.swarco.com)

**swarco**

The Better Way. Every Day

Zero Emission







## Smart charging solutions

You're in the here and now, meeting the demands of the present but with a firm eye fixed on the future. You have a huge challenge; to do what is right with tax payers' money, whilst caring for the local environment and meeting your targets on clean air and carbon reduction.

You know it's not about buying the cheapest, it's about buying smart, both in terms of the technology and partners you choose, and in the value they can bring. Reliability and certainty are everything. We know that to you the next best thing is great, as long as it delivers, because you can't afford to get it wrong and have many stakeholders to satisfy.

## Safe pair of hands

At SWARCO Smart Charging, we know you need a safe pair of hands, which is why we bring the insight and experience to help guide you to the right solutions. We know you also want a business that is flexible, that will work with you proactively and in genuine partnership to realise what you need to achieve. And you want a business that goes further, with flexibility in the products they have, and the solutions they deliver – solutions that look good, are reliable, and meet your current and future needs.

We've been working with people like you from the very beginning. Our experience and reputation has been built from the ground up.

So why should you  
be talking to us?

# Sparking trust and performance

Our mission is to be the most trusted partner for infrastructure and aftermarket support to Local Authorities. That's a bold statement and it gets bolder. We have a passion to deliver reliability in a world that demands certainty, but which is often untrusting of many new kids on the block.

- That's why we talk about **our experience** – we have already delivered more than 4,000 charging points to Local Authorities across the UK.
- That's why talk about our **smart technology** – hardware and software solutions which have become the byword for supporting operational flexibility, reliability and performance.
- It's why we talk about **smarter people** – because providing the technology alone isn't enough, you need people who can guide you through what success looks like, now and in the future.
- And it's why we speak to our **financial resilience**, and the support that comes from an innovation powerhouse in Europe, fully set on a journey to create a spark across the highways and byways of Britain.

We come from a business that can trace its roots back more than 50 years, and is the hallmark of quality, integrity and performance the world over.

So what's our  
service and what  
are we offering?





SWARCO Smart Charging has already delivered more than 4,000 charging points for Councils across England, Scotland and Wales.





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# Smart Charging Solutions

Of course, we have to talk about products. You need to know that we have the full range of solutions for every application, which means we can advise you on what's best for you, and not just on what we sell:

- AC fast charging and DC rapid charging
- Wall-mounted and ground-mounted solutions
- 7kW up to 1,000kW

We also have the software that goes with it, a platform we call E-Connect that gives you the critical information around usage, energy consumption and CO2 reduction you need to justify your investment – to your peers and to the general public.



# And it's so much more than just the **technology**

- **It's about listening and understanding** – bringing smart people together and breaking into silos to bring clear thinking to challenging decisions
- **It's about people** – our people are technically-minded and passionate about what they do, and the future of sustainable public and private transport
- **It's about long-term, whole of life support** – we understand that a project isn't over once the equipment is installed; it doesn't actually end until many years later, once the system has proven itself in operation with maximum uptime and reliability

We can provide a turnkey solution, from consultation through to installation, end-to-end and fully funded.

## Long-term strategic thinking

You are probably already asking yourself, what does it all look like if I get our EV strategy right?

You're thinking about the demographics of the town, the vehicles on the street, and the charging that needs to be supplied. You're thinking about the car parks you run, and the impact that 'losing' valuable spaces to charging may mean to the High Street. You're thinking too about your own EV fleet, and how they are to be charged, and whether there is suitable

power at your site or from the surrounding electricity network.

You may be one of many Local Authorities who are so understandably overwhelmed with information that decisions are left in the 'too difficult' pile. Which is why early consultation with a trusted partner is a critical part of what 'Smart Charging' really means to us. Because we are all on a journey, and it's one where smart thinking and smart planning will be more important than Smart technology.







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# Sustainable energy

SWARCO doesn't just talk sustainability. We act on it. There's no 'greenwashing' or lip service here.



The charging points we own and operate are powered by 100% renewable energy supply partners.



Our team of engineers and sales teams drive EV vans and cars, so we live and breathe what we promote.



And we evidence our commitment to the environment, by being a founding member of Trees for Life, supporting the charity in its rewilding of the Scottish Highlands through every new connection we make.



## Time to take positive action

We're leading the way with Smart Charging solutions that are making a difference. We work with people like you, who know they need to act now, but are understandably nervous about where to start, and want to make a decision that delivers the right outcome, and a legacy for which they can be justifiably proud.

Talk to us and see how we can make the experience simple and transparent, and demonstrate a wider value, to our world and environment.

See how we're  
driven by the  
Power to Connect.



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SWARCO is a growing international group providing the complete range of products, systems, services and solutions for road safety and intelligent traffic management.

With five decades of experience in the industry, the corporation supports the growing mobility needs of society with turnkey systems and solutions in road marking, urban and interurban traffic control, parking, public transport, infomobility and street lighting. Cooperative systems, I2V communication, electromobility, and integrated software solutions for the Smart City are the latest, future-oriented fields in the group's portfolio.

[www.swarco.com](http://www.swarco.com)

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