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The charging station of the future is designed to give you a meaningful break

CLEVER reveals new design vision for their ultra-fast charging station in Fredericia, which will be the first city with a flagship charging station of +600 square meter site, designed to refuel your batteries – in more than one sense.

Denmark based e-Mobility service provider CLEVER and international Energy Company E.ON recently announced, that the EU Commission, with support of 10 million euros, has appointed them a flagship project to realize their plans to connect Europe through a network of ultra-fast charging stations. Today, CLEVER reveals the design and vision of the first flagship charging station in Fredericia.

The new ultra-fast charging station in Fredericia will be an experience like nothing you have seen before. The station will be built on principles and materials that are irrespective of time, in combination with advanced technologies to create an engaging and holistic environment.

“Electric cars are the future and will change the way we live, and will give us new opportunities. And at the same time this future should not be something that feels distant and unrecognizable but something that excites you and helps return those qualities of what it is to be human. Therefore, the design vision is based on the principles of being real, tactile and evoking our senses”, says Marie Kristine Schmidt, CXO in CLEVER.

Advanced technologies will be seamlessly integrated into the station to give customers the option of proactively engaging with the sensory digital layer, or relaxing in the natural environment to recharge for the road ahead.

To achieve this design ambition, CLEVER are working with Danish award winning architects COBE.

“Until now the redesigning of service stations has often been a hunt for a louder expression using brighter colors and bigger signs to attract attention. We wanted to go in another direction – from an asphalt jungle to a green oasis. In the new charging station in Fredericia, the energy and the technology of charging is green. The architecture, the materials, and the concept has to be the same,” says Dan Stubbergaard, Founder and Creative Director at COBE.

The roof of the new charging station is composed of a series of structural ”trees” with a canopy filtrating shadow and light, and integrating technologies such as solar panels. The design is scalable and one “tree” can easily become a whole “forest” depending on the needs.

More than just a charging station

CLEVER’s ambition is to deliver on the base need of charging their vehicles, and going beyond this expectation to give visitors much more than ‘just’ a charging station. A key driver for technology innovation in the industry is time. Mainly, how to increase the driving range and reduce the charging time.

With the new ultra-fast charging stations, the partners are taking a big step in addressing the challenges of time. 150 -350 kW charging makes it possible to reduce time spent charging to 20 minutes even for large batteries. Time as a factor has been a key element in the process of design and concept development.

“Time is precious, and we want to ensure that the time people spend at our sites turns into a meaningful break. With the new stations, we are creating a space where you cannot only recharge your car, but also your own mental and physical batteries. In the 20 minutes it takes for the car to recharge, you can rest in a soothing environment, drink a cup of coffee, take a phone call or engage with some of the digital offerings,” says Marie Kristine Schmidt, CXO in CLEVER.

This first flagship station in Denmark will be placed in Fredericia, which is in a central part of Denmark close to the main motorways. This station will open during summer 2018. In Denmark, there will be a total of eight stations within the next couple of years, and an additional 40 across Sweden and Norway.

Discover more: www.nextgencharging.com

Facts:

- The station in Fredericia is part of the first wave of the partners plan which covers approximately 180 sites in Sweden, Denmark, Germany, England, Italy, France and Norway.
- CLEVER and E.ON received support from the EU Commission (CEF programme) of 10 million EUR from 2017-2020.
- The sites will offer of 150 kW charging, with upgrade to 350 kW.
- The first sites are under construction in both Germany and Denmark.
- The ultra-fast charging stations will initially enable charging of a full 400 km range battery in only 20-30 minutes, and charging time will be further reduced as charging capacity is increased and vehicle technology develops. Charging time depends on the specific car.

CLEVER is an electric mobility service provider founded in 2009 and is owned by the energy companies SEAS-NVE and NRGi. Since the start, CLEVER has paved the way for tomorrow’s sustainable mobility and has connected Northern European cities by deploying a coherent fast charging network in Denmark, Sweden, and Northern Germany. CLEVER is well known for its partnerships with different car manufacturers in developing and offering innovative customer-centric charging solutions, such as ‘CLEVER Unlimited’. The customer-centric approach to products is not only reflected in the development of new and groundbreaking products, but also in the choice of quality charging technology that is easy to use. CLEVER's focus is 100% electric with the vision to accelerate tomorrow’s sustainable mobility – inspiring everyone to drive electric.