



## Electric Vehicles are a Significant Growth Opportunity

Electric vehicles increase the demand for affordable and reliable electricity. By proactively embracing the electrification of our nation's transportation systems, utilities are positioning themselves for ongoing success. As an early entrant in the EV space, utilities will build upon their reputation as a technological leader and a trusted provider of our nation's core infrastructure services.

True leadership comes from the integration and optimization of best available technologies. By combining smart EV charging, solar power, battery storage, and energy management, utilities will build important and valuable grid assets for the future, while also boosting image perception with sustainability-conscious consumers.

## Brightfield® Charging Stations will enable you to...

- **Prepare** for mass EV adoption
- **Build** a leading position in the transportation sector
- **Optimize** grid for peak demand utilizing solar and storage assets
- **Improve** awareness and perception of renewable energy usage
- **Stimulate** EV market growth with an impactful and highly visible solution