



Electromobility for companies

HOW CHARGING INFRASTRUCTURE CAN BE
USED MORE EFFICIENTLY TO SAVE COSTS

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Electromobility as a strategic corporate decision:



The mobility turnaround is no longer an abstract future scenario, but a reality. Electromobility is becoming a relevant competitive factor. The political framework conditions in Germany and the EU are clear: from 2035, no more new vehicles with combustion engines may be sold. The demands on companies to make their fleets low-carbon and resource-efficient are already increasing.¹

The market is also developing rapidly: the share of e-vehicles in new car registrations in Germany in 2024 was over 20 per cent, and in some fleet segments even significantly higher.² Studies show that electric vehicles in company fleets pay off economically after just a few years due to reduced operating costs, lower maintenance costs and tax advantages.

In addition, by switching to electromobility, companies are actively contributing to the achievement of their ESG goals. A sustainable mobility strategy can significantly and measurably reduce the carbon footprint, particularly in the area of the environment. The pressure to transform is therefore growing from several directions simultaneously: regulatory, economic and sustainability requirements. Electromobility is thus evolving from a voluntary CSR commitment to a strategic success factor.

Did you know?

1.65 million...

... registered electric cars are on Germany's roads (as of 1 April 2025), and the trend is rising.³



The biggest challenge: The charging infrastructure of companies

The installation of charging infrastructure is no longer optional, but is increasingly becoming mandatory. The German Building Electromobility Infrastructure Act (GEIG) will require companies to provide at least one charging point on non-residential buildings with more than 20 parking spaces from 2025.⁴ Despite all the economic benefits and regulatory obligations, many companies are reluctant to switch to electromobility - not primarily because of the vehicles themselves, but above all because of the charging infrastructure. According to a study by the ISI, the construction and operation of company charging infrastructure is the biggest hurdle for many companies - particularly due to high investment costs, a lack of planning certainty and the technical complexity of connecting to the grid.⁵

However, this problem does not only affect companies that have not yet set up a charging infrastructure. Even companies that have already installed charging points are often faced with the challenge that further expansion is not economically feasible, cannot be realised in terms of space or is limited by the grid. In both cases, targeted optimisation and digital control of the charging infrastructure can be a decisive lever for increasing efficiency and avoiding conflicts of use and additional investment. If existing charging points are better utilised, the next expansion step can often be delayed or even avoided altogether. An intelligent system also pays off when starting out. Those who optimise capacity utilisation from the outset often require significantly fewer charging points than without digital planning - this saves costs and creates scalability.

The development and operation of charging infrastructure is therefore no longer just a technical issue, but a strategic decision-making factor with high economic weight. This makes it all the more important for companies to rely on scalable, digital solutions that make optimum use of existing resources, minimise investment risks and meet legal requirements at the same time.

Did you know?

Up to 30 percent...

...of charging points can be saved through the use of intelligent charging management and booking systems.⁶



HOW COMPANIES BENEFIT FROM SMART CHARGING: DIGITAL INTELLIGENCE INSTEAD OF EXPENSIVE HARDWARE

This is where digital car park management systems come in, which also enable the integration of charging infrastructure. The principle: optimise the use of existing charging infrastructure and expand it where necessary - and make it easier for companies without infrastructure to get started by only installing as much as necessary from the outset.

A digital platform can be used to intelligently manage charging stations, prioritise user groups, dynamically control charging processes and avoid peak loads through intelligent load management. The system also enables multiple utilisation of the charging points: Coordinated charging windows allow several vehicles to use the same charging point in succession. Depending on the configuration of the system, three or even more vehicles can use one charging point per working day. This prevents a vehicle from unnecessarily blocking a charging point until the end of the working day once the charging process has been completed.

As a result, the charging infrastructure is not only utilised more efficiently, but also becomes a flexibly controllable component of the company's mobility strategy, with each charging point becoming a versatile resource carrier - economical, scalable and optimally integrable. The company ParkHere, for example, specialises in the digitalisation of parking spaces and charging points and offers modular solutions for a scalable, economical charging infrastructure in the corporate context.



Reservable charging points



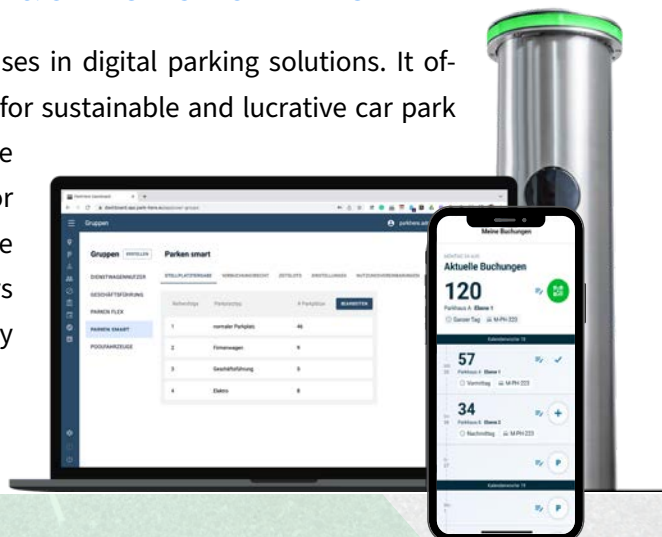
Multiple utilisation of charging points



Deep integration of the charging infrastructure

THE PARKHERE SYSTEM: SMART ALL-IN-ONE-SOLUTION FOR CAR PARK & CHARGING SPACE MANAGEMENT

ParkHere is a technology company that specialises in digital parking solutions. It offers companies and car park operators systems for sustainable and lucrative car park management based on IoT hardware and software products. The system not only offers solutions for car park management but also for charging space management. Numerous well-known customers such as Telefónica, BMW and Henkel already rely on ParkHere solutions.



Quellen

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