



**Powering
Mercedes-Benz
Canada towards
the electric
future**



Mercedes-Benz is widely considered “the first modern car” that sparked the era of automotive engineering. With over 130 years of automobile history, Mercedes-Benz has remained at the fore of technological innovation and industry leadership.

Keeping sustainability at the core of their business, with a focus on climate protection and air quality, Mercedes-Benz has committed to becoming carbon-neutral by 2039 which includes electrifying their dealerships and new-car fleet. A subsidiary of Daimler, their holistic approach towards climate protection treats the Paris Agreement as “more than a commitment – [but] a conviction” (Daimler).

In their acceleration towards an emissions-free future, Mercedes-Benz has announced new battery electric vehicles (BEV) in all segments by 2022 and, from 2025 onward, all newly launched vehicles will be fully electric. Clear in their commitment to electrification and sustainable mobility, Mercedes-Benz provides a vibrant vision for the future in which customers are empowered to choose electric alternatives for each model they make.



2025



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59 Dealerships



Mercedes-Benz electrified all Canadian dealerships in partnership with FLO.

Preparing for the highly anticipated EQS

The launch of the EQS was eagerly awaited by car aficionados and EV advocates alike. Leading in luxury, the EQS is Mercedes-Benz' first all-electric luxury sedan and has been branded as the future face of electric mobility.

In order to support the rollout of new EV models, Mercedes-Benz sought a partner who could echo and amplify the company's commitment towards providing customers with a comprehensive, best-in-class experience while delivering fast and high-quality charging solutions.

Ultimately, they decided to work with FLO, a leading North American charging network operator and major provider of smart charging solutions, as the backbone for their electrification program.

In 2020, Mercedes-Benz began a keystone partnership with FLO that saw the latter electrify 59 dealerships and position their residential charging solution, the FLO Home™, as the exclusive home charging solution for buyers of a Mercedes-Benz electric vehicle in Canada.

An all encompassing EV charging solution

At the onset of their procurement process, Mercedes-Benz decided that their electrification project would require a hardware partner that offered reliable and technology-forward products and delivered on key post-sale elements like installation and customer service. FLO's focus on durable hardware and a reliable network, along with its comprehensive services and support offering enabling it to oversee the design of an electrification plan, assess electrical needs, consult on installation, and guide the activation & configuration phases, made it an ideal partner for this project.

"In order to deliver the charging infrastructure our customers expect, we knew this project would need to be all-encompassing,"

REED MASCOLA, Mercedes-Benz Canada, Manager of Strategic Projects

"From ensuring our dealerships had adequate charging [solutions], to ensuring a seamless home charging offer for the customer." All 59 dealerships installed between 5 to 13 CoRe+ Level 2 charging stations.

Each dealership installed between **5 to 13 CoRe+ Level 2 charging stations**, depending on the size of the dealership and the predicted demand for EVs.



Cost reduction, versatility & scalability were key ingredients

In inventory lots, test drive areas, and guest & employee parking, dealerships installed FLO's flagship Level 2 commercial charging solution, the CoRe+™ Line, which allows authenticated access to visitors, employees, and clients.

In-addition to ruggedness and world-class durability, the CoRe+ Line offers over various configuration options to fit each site's unique environment. Paired with FLO's Cascading Kit Technology that enables multiple charging stations to operate on the same circuit branch, Mercedes-Benz was able to avoid costly electrical panel upgrades and allow for future expansion with minimal trenching to add powerlines.

In conjunction with FLO's PowerSharing™ Technology, dealerships were able to further reduce their cost of installation by sharing the remaining incremental capacity of existing electrical infrastructure and using PowerLimiting™ to reduce energy costs by limiting peak power demand through a scheduled fixed limit.



19kWh

Fastest Level 2 energy transfer speed*



45%

up to in energy savings per year with PowerSharing™



77%

of the speed for 30% of the cost of 25 kW DC fast charger*

*Performance metrics based on FLO's CoRe+ MAX model.



Delivering peace of mind to EV drivers

In the showroom of dealerships, Mercedes-Benz deployed FLO Home X5 stations so customers could familiarize themselves with their future home charging solution. The X5 is a top-of-the-line Level 2 home charging solution that delivers durability, elegance, and style, making it an excellent match for Mercedes-Benz, a brand renowned for these very same qualities. Featuring network functionality and FLO mobile app integration, EV drivers can conveniently schedule their next charge, limit power consumption during peak hours, and track energy consumption.

“The durability of the FLO Home is especially important due to the high number of customers that charge their vehicles outdoors”.

REED MASCOLA, Mercedes-Benz Canada, Manager of Strategic Projects



Weather Resistant

Certified to operate in temperatures ranging from -40°C to 50°C.



Charge Up To 5x Faster

Compared to a Level 1 120V outlet connection



100% Aluminum Case

NEMA 4X certified all-aluminum casing is both water and corrosion proof.



Mobile App Experience

Remotely start and stop get status updates, review charging history, and set charging schedule*.

*Only applicable to the FLO Home X5 model with internet connectivity.

Ensuring customer success

FLO's electrification program offered a full-spectrum rollout, including training webinars, customized info package for each dealership, and ongoing client support. The key priorities for this EV infrastructure charging program were reliability, innovation, and timely support for our customers — “we needed partners we could trust and rely on,” Mascola added.

But having a partner to rely on means more to Mercedes-Benz than just a positive experience at point-of-sale. “Account management is often one of the most overlooked areas when assessing potential partners. Having a contact that will get back to you quickly can mean the difference between a successful or a failed deployment,” said Mascola. “FLO has offered phenomenal account management.”

“Our Customer Success team strives to deliver a superior client experience by being the most trusted partner in the EV charging space. We achieve this by having a dedicated support team to remove barriers and empower our partners with expert knowledge developed from over 13 years of electrification experience.”

DAVID O'BRIEN, FLO, Director of Customer Success



Ready for the electric future

“From our perspective, the EV infrastructure deployment has gone quite smoothly. FLO has helped ensure we could provide our customers with the technical responses they required, which helped us immediately support our dealership network.”

REED MASCOLA, Mercedes-Benz Canada, Manager of Strategic Projects

Providing a one-size-fits-all approach to EV charging often proves ineffective, as each industry or client comes with its own unique set of opportunities and challenges. As a North American leader in electrification, FLO's customized information packages offered the right balance by delivering both the technical details installation partners needed to succeed as well as a high-level understanding — a winning combination that helped equip dealership management to meet their sales incentives.

Mercedes-Benz's impressive EV electrification project relies on comprehensive charging solutions for each step of the way. FLO was able to facilitate the needs of a new valued partner and lay a framework that promotes continued success for Mercedes-Benz's Dealership Electrification Program, which will surely expand in the coming years to meet the growing demand for EV infrastructure from consumers, businesses, and government bodies alike.



Full dealership network operation for 2022:



Growth in number of charging sessions
2021 vs. 2022*:

79%



Energy transferred*:

21.9 MWh



Average session duration*:

156 minutes



Uptime**:

98%

*Based on FLO's internal reporting from January – April 2022. Forecasts are based on an average of available 2022 results.

**FLO's charging station uptime is 98% or better and is calculated on a 12-month rolling basis. FLO's uptime target has been achieved continuously across several years of reporting.



EV Charging Done Right



Schedule a consultation with a
FLO Electrification Expert today!

Scan QR code to get started or email
automotive@flo.com



FLO is a leading North American electric vehicle (EV) charging network operator and a smart charging solutions provider. We fight climate change by accelerating EV adoption through a vertically integrated business model and by delivering EV drivers the most dependable charging experience from curbside to countryside.

Every month, we enable more than 1 million charging events thanks to over 75,000 fast and level 2 EV charging stations deployed at public, private and residential locations. FLO operates its network across North America and our high-quality charging stations are assembled with care in Michigan and Quebec.

Learn more at **flo.com**