

The Norwegian EV Association and Deftpower launch Ladeklubben for over 110.000 Norwegian EV drivers



Oslo / Berlin June 1st 2022 – The Norwegian EV Association has provided its more than 110,000 members a free charging card and app called *Ladeklubben*. With access to 300,000 charging points the charging solution is the biggest endeavor build on Deftpower's Automotive Charging Platform and represents one of the largest EMPs in Europe to date. The *Ladeklubben* app and charging card is also the first independent EMP in Europe's most advanced EV country, Norway.

The *Ladeklubben* app is free of charge for members of the successful EV association and enables EV drivers to find chargers and pay for charging across Europe. Major charging networks are included, including IONITY, E.On, Kople, FastNed and most notably Recharge, which is Norway's largest public charging network. All 110,000 members also received the free charging card, which will allow EV drivers to start charging anywhere in Europe using a single service.

The *Ladeklubben* app is built on top of Deftpower's Automotive Charging Platform. This platform makes it very simple for businesses to become a high-standard EMP. The Automotive Charging Platform ensures that *The Norwegian EV Association* remains in control of the solution and can leverage its position in Scandinavia to negotiate its own tariffs with charge point operators. One immediate benefit from this setup which driver's will enjoy is the almost 40% discount *Ladeklubben's* has negotiated on the E.On charging network in Scandinavia, compared to other roaming services. The Automotive Charging Platform is fully white label, meaning Deftpower is active behind the scenes to power this service, while *Ladeklubben* remains the only customer-facing party.

Elbil Foreningen CEO Christina Bu explains why *Ladeklubben* had to be created for the EV driver: **"It becomes far too difficult to keep track of all the apps, is the feedback we get from EV drivers. They will not spend time registering with many different charging companies but using a RFID-card to activate and pay for charging, they find practical. That is why we have established Ladeklubb."**

In the EV Association's large "EV driver survey 2022", 93 percent want easier payment for fast charging, and solutions that work across the charging operators.

- This is exactly what we are trying to offer with Ladeklubben, says Bu.

Deftpower CEO Jacob van Zonneveld is very glad Deftpower can already prove, less than two years after its inception and with a whole platform built from scratch, that 100,000s of EV drivers can rely on the platform. "This time I wanted to be sure the platform is scalable because that is what counts with soon millions of EVs on the road. If there would be no EMP that can scale that will become a big problem".

Every new member of *Elbil Foreningen* will receive a free charging card and charging app account, ensuring that range anxiety is not an issue when buying an EV.

About The Norwegian EV Association

The EV Association represents over 110 000 electric car owners in Norway. They cooperate with the Norwegian government, the electric car industry, and other organizations. The association also promote Norway as a best case for electric vehicles policy to Europe and the rest of the world.

The Norwegian EV Association is a non-profit organization. The members elect a Board of Directors and the daily business is operated by our staff based in Oslo. The organization is a member of The European Association for Electromobility (AVERE) and the World Electric Vehicle Association (WEVA)

About Deftpower

Deftpower has been founded in 2020 by Marc Diks and Jacob van Zonneveld to build a charging solution that will last. Their Automotive Charging Platform brings charging station networks, car manufacturers and utilities together in a way that is scalable and cost saving for all participants. Because the transition to EV is happening at speed, the underlying charging platforms need to meet high standards and that is what the Deftpower Automotive Charging Platform does. Deftpower today has secured the business of ten clients in four countries and provides access to all major charging networks in Europe.

Contact
press@deftpower.com
