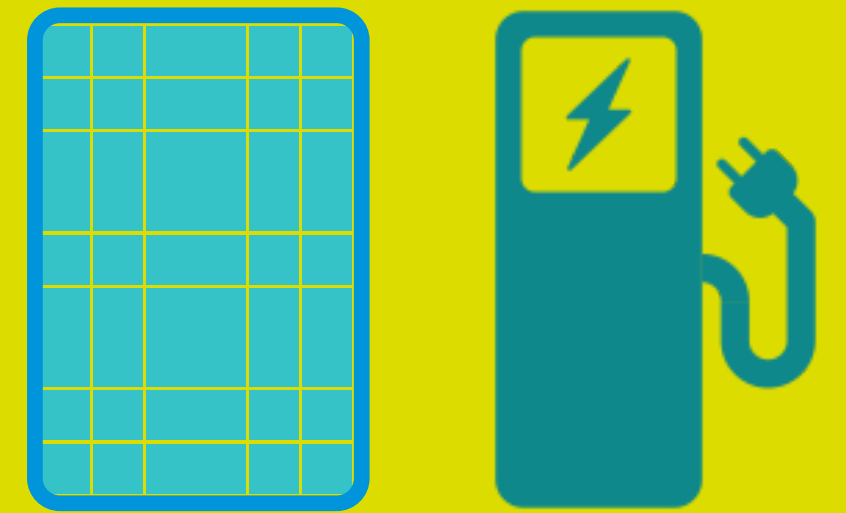




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How is PV driving  
the EV transition?





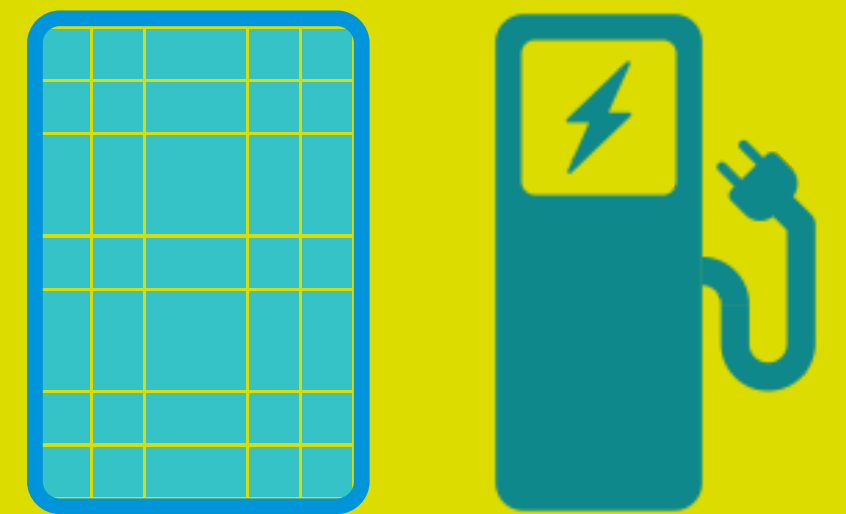
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# Why PV and EV?

## Customer profile

**The domestic customer:** Decarbonisation is mainstream. At this stage in EVs, it's still an active choice to invest in climate friendly tech, much like PV. (2030 ICE ban and ever more affordable EVs will alter that)

**The commercial customer:** Companies want to be visibly making improvements, as well as making savings. The inevitability of EV will mean employees require charging facilities during the day. PV is a no brainer.





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# Why PV and EV?

## Installation synergies

PV installers have electrical installation, design and specification skillsets, as well as handling installation regulation and funding paperwork. Battery storage has been part of their arsenal for some years - it's a logical crossover to EV.

There are an increasing number of options for chargers that integrate well with PV, and solar specialists have the upper hand in offering both services.

**32%**

**CUSTOMERS OFFERING EV**



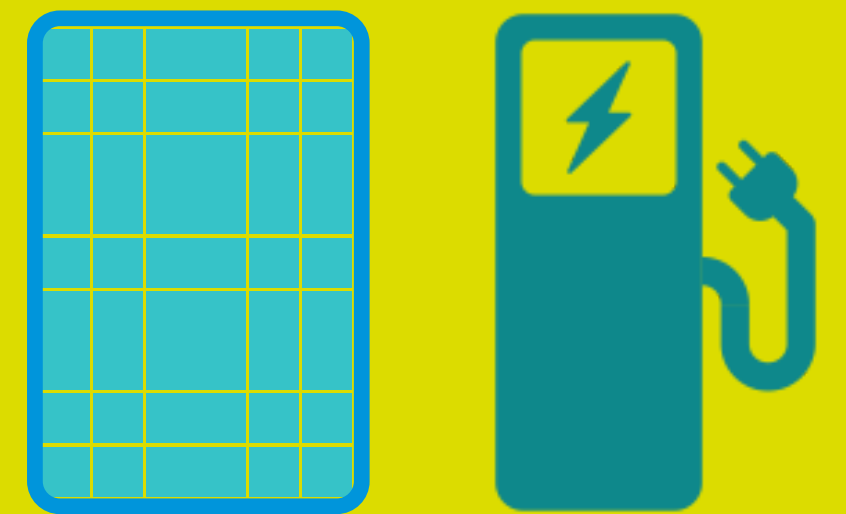
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# Why PV and EV?

## Who's driving?

Is an EV charger an upsell opportunity on a PV installation. Possibly, but simultaneous purchase is unusual. Although growing, only 2.5% of EV sales are with a PV kit.

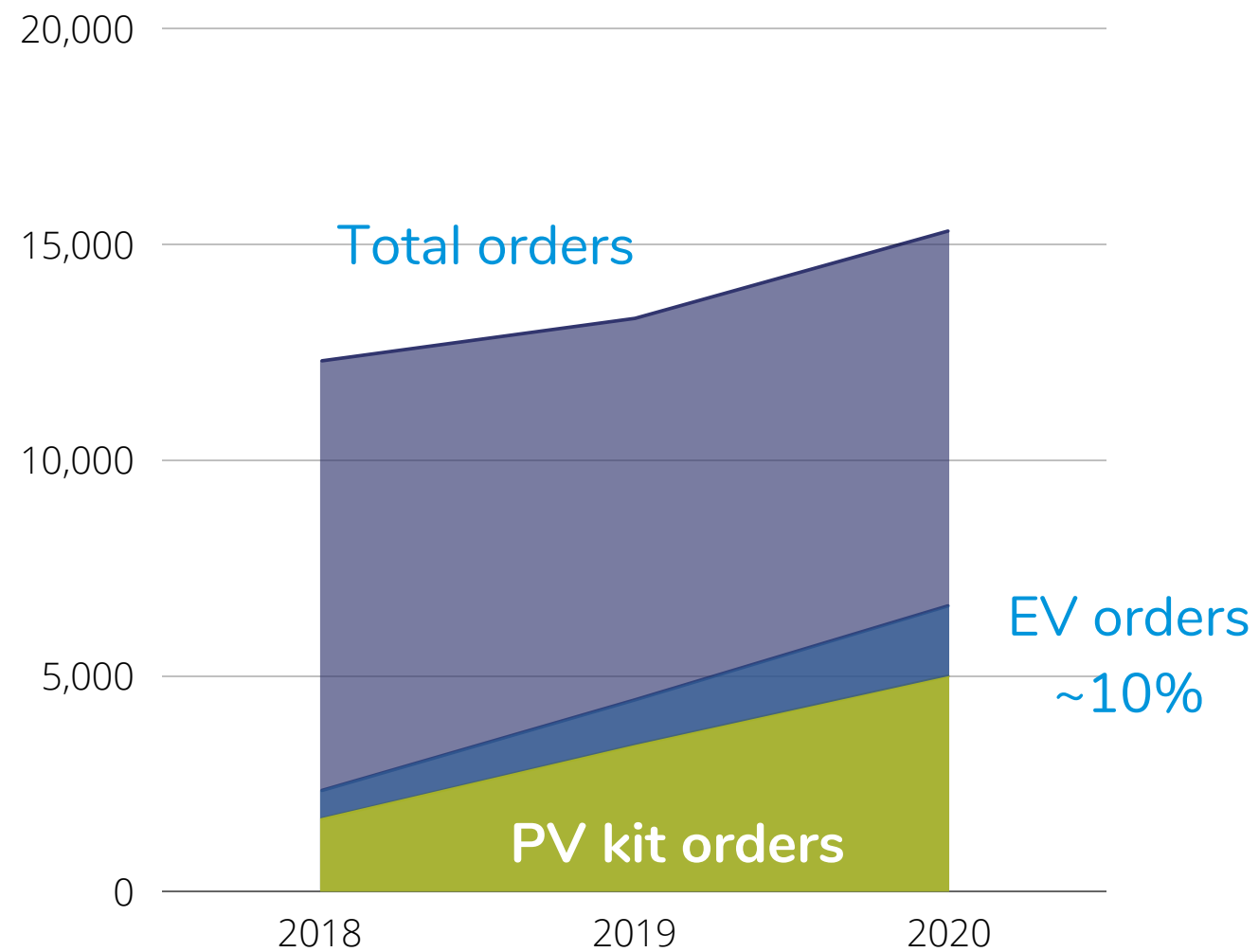
But an EV is likely to make a customer more likely to be in the market for PV - whether at their home or workplace. Cars spend most time parked, and replacing fuel changes the payback of PV.



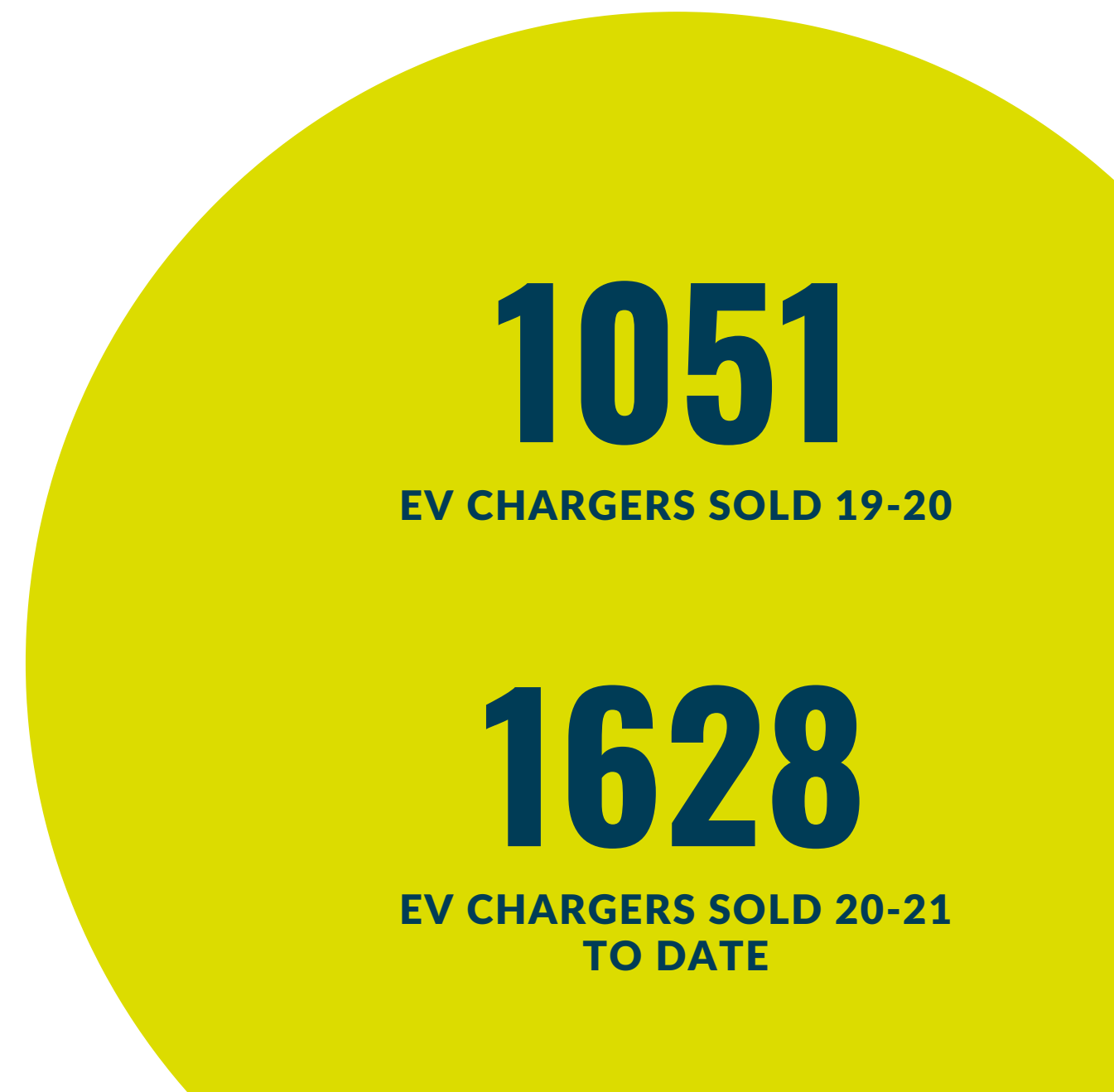


# Why PV and EV?

## Some figures



Most ca 7kW  
- 8% at 22kW





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# Why PV and EV?

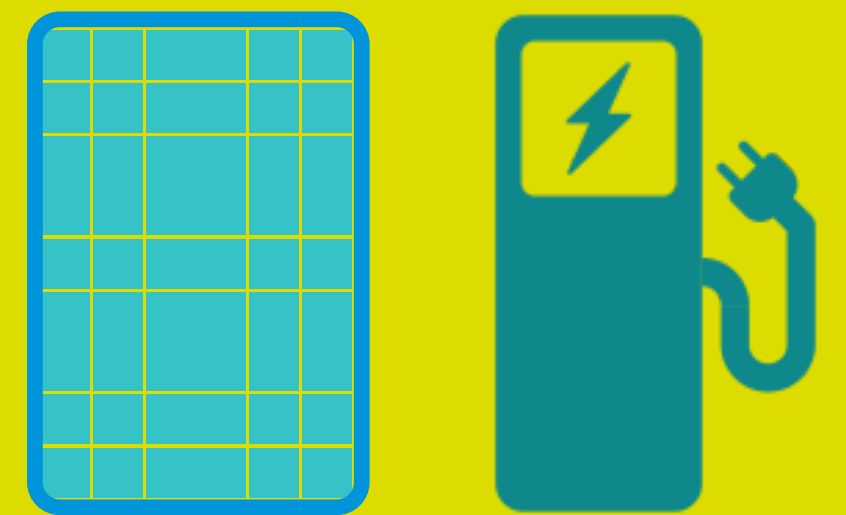
## Some challenges

It remains the case that 25% of homes don't have off-street parking. They can still have PV of course, but it won't be driven by EV charging needs.

Property value: Although there is recent suggestion that the value of PV is reflected in property prices, it is clearly easy to move your EV to a new home!

The level of commitment in the two investments is decoupled.

Finance: Car fuel, just like home energy, we are used to paying for as we use, rather than paying upfront for 20 years' worth. Finance that mimicks typical energy bill structures play a key part in affordability.





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# Why PV and EV?

## Where next?

The EV transition has its own momentum. But electrification of transport is only part of the battle unless the energy is clean.

VAT exemption on renewable technologies would be a clear, strong and simple driver of uptake.

Generating power close to where a car can be charged when parked is just sensible. Rooftop microgeneration at both work and home is the perfect complement to the EV transition.

