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Powering Up at the Carwash: Embracing EV Charging For a Greener Future

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With electric vehicles (EVs) becoming increasingly commonly sighted on Canadian roads, demand for reliable and convenient charging solutions is growing. This is a chance for carwash operators to not only increase their service offerings, but also to help build a sustainable future.

Carwash businesses can now take advantage of a growing market and, at the same time, bring in a whole new customer base while responding to a pressing consumer need by integrating EV charging stations into their facilities.

The Rise of EVs and The Charging Conundrum

In recent years, high environmental awareness and government incentives have led to a significant increase in the adoption of EVs across Canada. But growth has been rapid and has outpaced the development of charging infrastructure. The truth is many EV owners are disappointed with the lack of charging stations available. Other reports suggest that consumers are growing increasingly disheartened by unreliable systems and the seeming indifference of the operators of these units. The problem lies in the quality and number of charging stations. Chargers are often out of service, poorly maintained, or inconveniently located. Not only does this frustrate current EV owners, but it is a barrier to prospective buyers who are put off by the concern of charging accessibility.

Innovative Solutions: EV Charging at Carwash

Enter the carwash industry, a sector that, uniquely, can help resolve these concerns. Carwash facilities are prime locations for EV charging stations for several reasons:

- **Convenient Downtime Usage:** When cleaning vehicles, owners can also charge their cars, so they make the most of their time.
- **Strategic Locations:** For local and traveling EV users, carwashes are in areas with high traffic and are therefore an accessible place to be.
- **Infrastructure Synergy:** Many carwashes already have the necessary electrical infrastructure, which simplifies and decreases the cost of charging unit installation.

The advantages of such recognition are leading to new possibilities for charger installations that are designed for carwash settings. These systems are robust, user friendly and easily integrated into existing operations. The BTC POWER, 180kW All-in-One is a one-piece system that creates a smaller footprint therefore is easier to install, and results in a lower total cost of ownership.

Addressing Consumer Disenchantment

To take advantage of this opportunity, carwash operators need to concentrate on the quality of the charging experience. This consists of selecting reliable equipment from reputable manufacturers and maintaining them. Operators will be able to build trust with EV owners who have become doubtful of substandard charging stations by showing a commitment to offering excellent service. Customer service from a trained staff who can assist with charging inquiries and basic troubleshooting is necessary, while clear signage and instructions can go a long way towards improving the user experience, cutting down on confusion and even frustration.



180 kW AiO Charging with NACS connector.
Photo: BTC POWER

Meeting the Growing Demand

While the benefits and technology are clear, there are not nearly enough charger installations going on to match the increase in EVs on the road. For initiative-taking businesses, this is a huge opportunity for a gap. Carwash operators who invest in EV charging infrastructure now will be ahead of the curve. And government programs and incentives may also help offset costs of installation. They are intended to expand the national charging network and can make the financial investment more palatable.

Benefits Beyond Charging

Incorporating EV charging stations offers additional advantages:

- **Attracting a new customer segment:** Businesses that support sustainable practices are often what EV owners are looking for. These environmentally conscious consumers are also drawn in by offering charging services.
- **Extended On-Site Time:** It helps customers spend extra time at the facility, increasing the chance they will buy more services or products.
- **Brand Enhancement:** Positioning as an ecofriendly forward-thinking business will add to brand image and customer loyalty.

Conclusion: A Call to Action for Carwash Operators

It is not just a business opportunity; it is a step to support the future of transportation in Canada: integrating EV charging stations into carwash facilities. Charging infrastructure is currently a shortcoming and carwash operators have an opportunity to help alleviate consumer frustration and enhance the rate of electric vehicle adoption by addressing the current shortcomings. With increasing EVs out there, the demand for reliable charging will increase. The trend of carwash businesses recognizing and acting on this trend is what can differentiate businesses in the market, contribute to environmental sustainability, and grow their own business. The electric revolution has arrived, and it is time for the carwash industry to power up and embrace it—to serve their business and the customer.