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FOR IMMEDIATE RELEASE

Peachtree Corners Partners with Hsubject to Install EV Charging at Town Center

The inaugural project features a state-of-the-art, 16-stall DC fast charging plaza

PEACHTREE CORNERS, GA, Dec. 7, 2020 – [Hsubject](#), an eMobility consultancy specializing in assisting cities in accelerating their community's transition to electric vehicles (EVs), and city leaders at Peachtree Corners, Ga., have worked together to create a comprehensive electrification plan for one of the first true smart city environments in the United States.

Taking into consideration the EV charging needs of the city's residents, businesses and visitors now and into the future, the plan is a holistic electrification model that can serve as a clear example for other municipalities and counties. Hsubject was selected to manage the project due to the company's extensive global knowledge of and world-class experience in the eMobility landscape. The inaugural project is a state-of-the-art EV fast-charging plaza capable of fast-charging up to 16 vehicles simultaneously.

"We enjoy working with motivated and forward-thinking municipalities because together we are able to efficiently create a well-planned electrification strategy that supports the entire city", said Thomas Doran, Senior Director of Hsubject North America. "We hope that this project with Peachtree Corners will inspire other municipalities nationwide to actively begin planning their city's electric vehicle infrastructure, ensuring residents and businesses are able to easily electrify."

In June of 2020, city leaders engaged Hsubject to provide guidance and technical support in developing a future proof EV charging plan. Hsubject's analysis identified that Peachtree Corners was essentially an EV fast-charging desert, especially when considering the growing statistics concerning electric vehicle ownership in and around the city. The company analyzed the city's residential, business and retail layout, as well as traffic patterns and electrical capacity to identify the ideal location for a charging plaza. Located at Peachtree Corners Town Center, the charging plaza is well placed for drivers, offering extensive shopping and dining options.

Twelve Tesla V3 Superchargers are now operational at the plaza and four universal charging stations, two 350 kW chargers and two 150 kW chargers, will go live in the new year. By early January, the plaza will be capable of charging all types of EV models. This plaza will be one of the largest public charging facilities in the state of Georgia and the largest in metro Atlanta.

“More than 55,000 vehicles a day will pass by the new charging hub via a main corridor, reflecting our initiative’s immense impact on the larger region, in addition to Peachtree Corners residents,” said Brian Johnson, city manager of Peachtree Corners. “Not only is this a significant economic driver for our city, attracting retail and other related activities, but it’s also serving as a model for other communities across the nation to follow as electrification continues to expand.”

The chargers installed at the Peachtree Corners Town Center were funded by the charging network providers, who recognized the value of the site to their customers.

“As EV adoption increases exponentially, both in Georgia and nationally, our infrastructure will have to grow rapidly to support the needs of drivers and business owners,” said Tim Echols, Public Service Commissioner for the State of Georgia. “We’re excited to see progressive municipalities like Peachtree Corners leading the way by working with partners like Hsubject to create infrastructure models that can be used as learning tools within the state.”

The partnership between Hsubject and Peachtree Corners is set to continue into 2021 as the electrification plan continues to roll out. Included are additional grant funded electrification projects and other EV charging efforts – paving the road for easy residential and fleet electrification within the city of Peachtree Corners and their smart city technology innovation center, Curiosity Lab.

“As one of the first real-world smart cities in the country, we pride ourselves in leading the way with ‘firsts’ – from fully autonomous electric shuttles driving alongside regular vehicles, the world’s first fleet of teleoperated e-scooters deployed for residents to now the largest EV charging hub in the entire metro Atlanta area,” said Brandon Branham, chief technology officer and assistant city manager of Peachtree Corners. “With the help of Hsubject and our partners, we were able to create an advanced infrastructure plan that further reinforces us as a model for the American city of the future – embracing the latest emerging technologies to better the lives of residents.”

[About Hsubject](#)

Hsubject simplifies the charging of electric vehicles. Through its eRoaming platform, called interchange, the eMobility specialist connects Charge Point Operators and eMobility Service Providers, thus providing standardized access to charging infrastructure regardless of any network. With over 250,000 connected charging points and more than 750 B2B partners across 28 countries and four continents, Hsubject has established the world’s largest cross-provider charging network for electric vehicles by connecting charging networks. In addition, Hsubject is a trusted consulting partner in the eMobility market, advising automotive manufacturers,

charging providers, and other EV-related businesses looking to launch eMobility services or implement Plug&Charge technology using ISO 15118. In essence, Hsubject promotes eMobility and its advancement worldwide. Founded in 2012, Hsubject is a joint venture of the BMW Group, Bosch, Daimler, EnBW, Enel X, innogy, Siemens, and the Volkswagen Group. Hsubject's headquarters is located in Berlin, with subsidiaries in Los Angeles and Shanghai. For more information visit www.hsubject.com

[About Peachtree Corners](#)

Situated alongside the Chattahoochee River and at the southwest corner of Gwinnett County in the metro Atlanta area, Peachtree Corners, Georgia is a vibrant municipality that's home to more than 40,000 residents and an innovation hub that houses some of the world's most disruptive technology companies. As the United States' premiere smart city – powered by real-world connected infrastructure – Peachtree Corners serves as the model for how government and private industry can better collaborate to create a better future for society and business. From the world's first fleet of teleoperated e-scooters deployed, a fully autonomous shuttle utilized by actual residents, a solar roadway to the largest electric vehicle charging hub in the region, Peachtree Corners is where the most future-forward Internet of Things (IoT) and sustainable technologies come to life for the benefit of its people, and the world. For more information, visit www.peachtreecornersga.gov