



# EV Charging Infrastructure for Everyone

By CITA Smart EV Charger, UK

[www.citaevcharger.co.uk](http://www.citaevcharger.co.uk)





# About CITA

Originally founded in the United Kingdom

**Currently found in around 20 countries across the Globe**

CITA products are used in UAE, UK, Ireland, Spain, Portugal, USA, KSA, Qatar, Kuwait, Morocco, Australia, Malaysia and more countries and regions

## Our Locations

**UK (Headquarters):** 52 Deerdykes View, Westfield Park, Cumbernauld, Glasgow, United Kingdom

**UAE:** Unit 2106, Al Thanyah Fifth, HDS Tower, Cluster F, Jumeirah Lakes Towers, P.O. Box 191946, Dubai

**USA:** 1013 Centre Road, Suite 403-B, Wilmington, DE 19805, United States



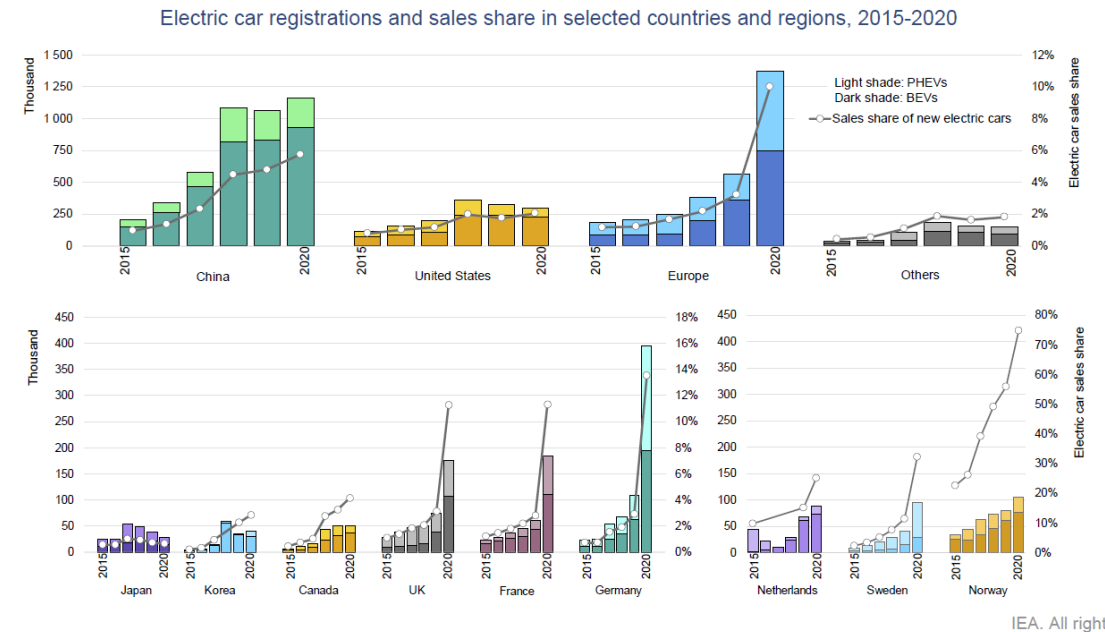
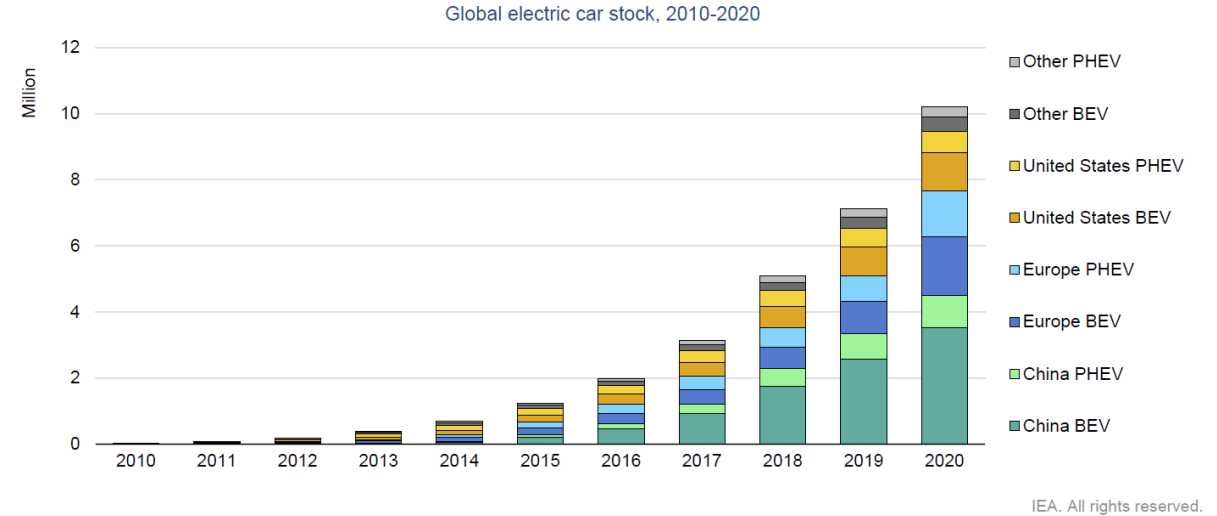
# Global trends and developments in electric vehicles

**“More than 10 million electric cars were on the world’s roads in 2020 with battery electric models driving the expansion”**

After a decade of rapid growth, in 2020 the global electric car stock hit the 10 million mark, a 43% increase over 2019, and representing a 1% stock share. Battery electric vehicles (BEVs) accounted for two thirds of new electric car registrations and two-thirds of the stock in 2020. China, with 4.5 million electric cars, has the largest fleet, though in 2020 Europe had the largest annual increase to reach 3.2 million.

**“Electric car registrations increased in major markets in 2020 despite the Covid pandemic”**

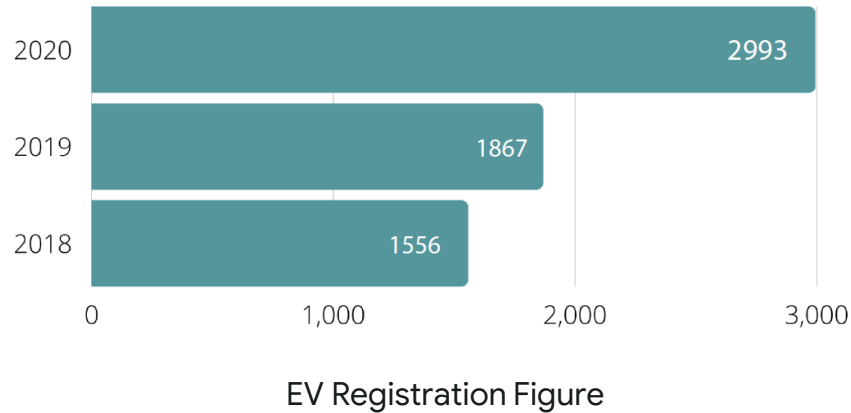
SOURCE: IAE



## UAE trends and developments in electric vehicles

Despite the challenging times for the automotive industry worldwide and in UAE as well due to the pandemic and the continued decreasing trend in 2019, 2020 has been the year for EVs in UAE as well seeing a year over year increase of around 60% from 2019 figures.

SOURCE: CEBC, MENA



“ 68% of business owners showed interest in electrifying their internal fleet during their next round of purchases beyond 2021 ”

“ Companies are willing to install charging stations for EVs in their fleet as well as for the use of public for a price ”



# Redefining EV Charging Solutions

CITA brings you the Smart, Simple, and Safe home and commercial charging solution. CITA charging systems combine cutting-edge technology with compact design, managing the communication between you and charger via an easy-to-use App experience.



# Our EV Charging Solutions

Smart, Simple & Safe Hardware Solutions



# Our **Smart EV Charger** offerings



## **Compact AC Chargers**

**7kW and 11kW**

Home & Workplace Charging  
Infrastructure



## **Rapid AC Chargers**

**22kW and 44kW**

Rapid Charging  
Infrastructure for  
Commercial Parking,  
Retail, Hospitality,  
Real Estate and  
Commercial Network  
Operators.



## **Super Fast DC Chargers**

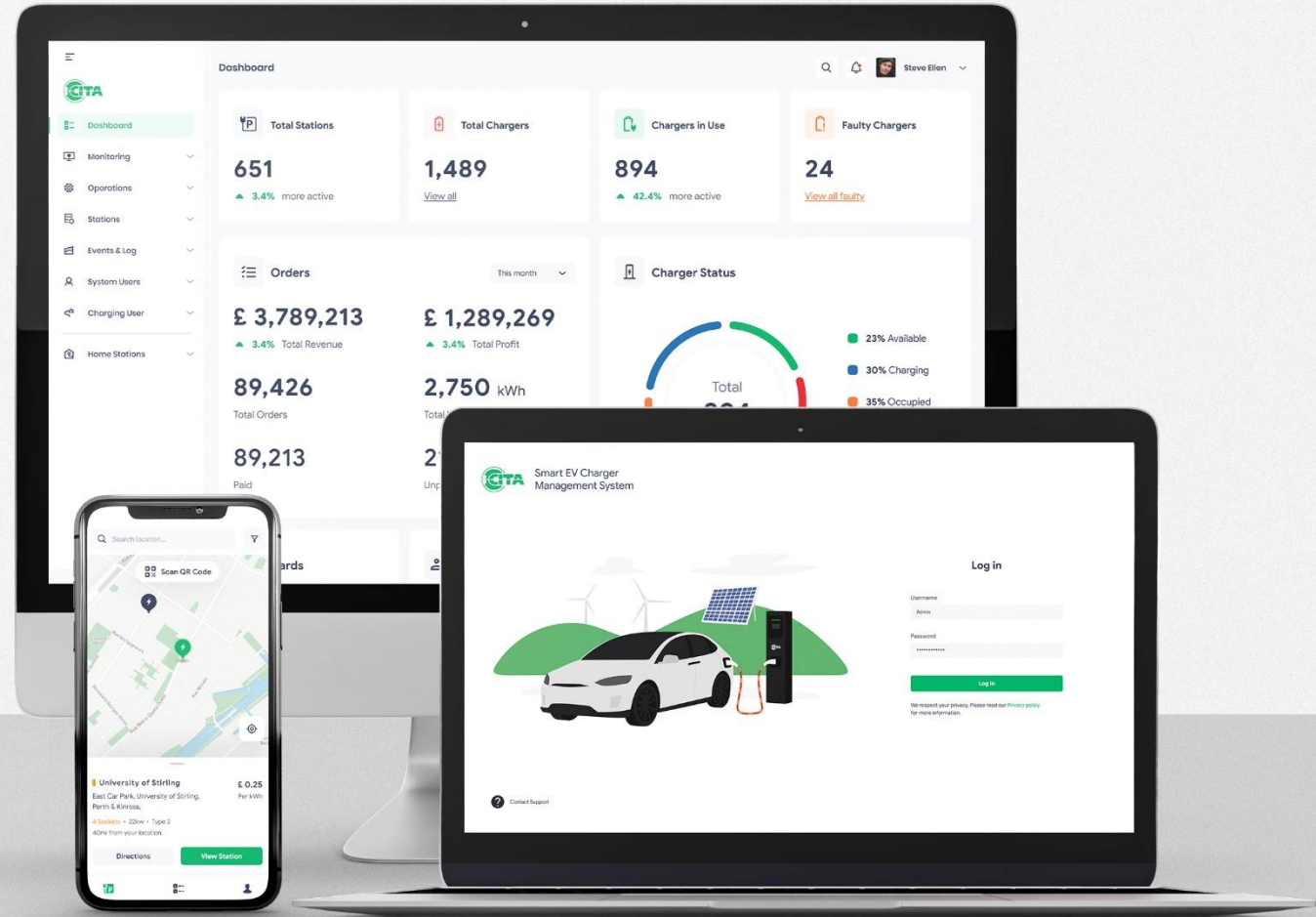
**60kW and 120kW**

Super Fast Charging  
Infrastructure for Fuel  
Stations, Commercial  
Network Operators  
and Car Fleets.



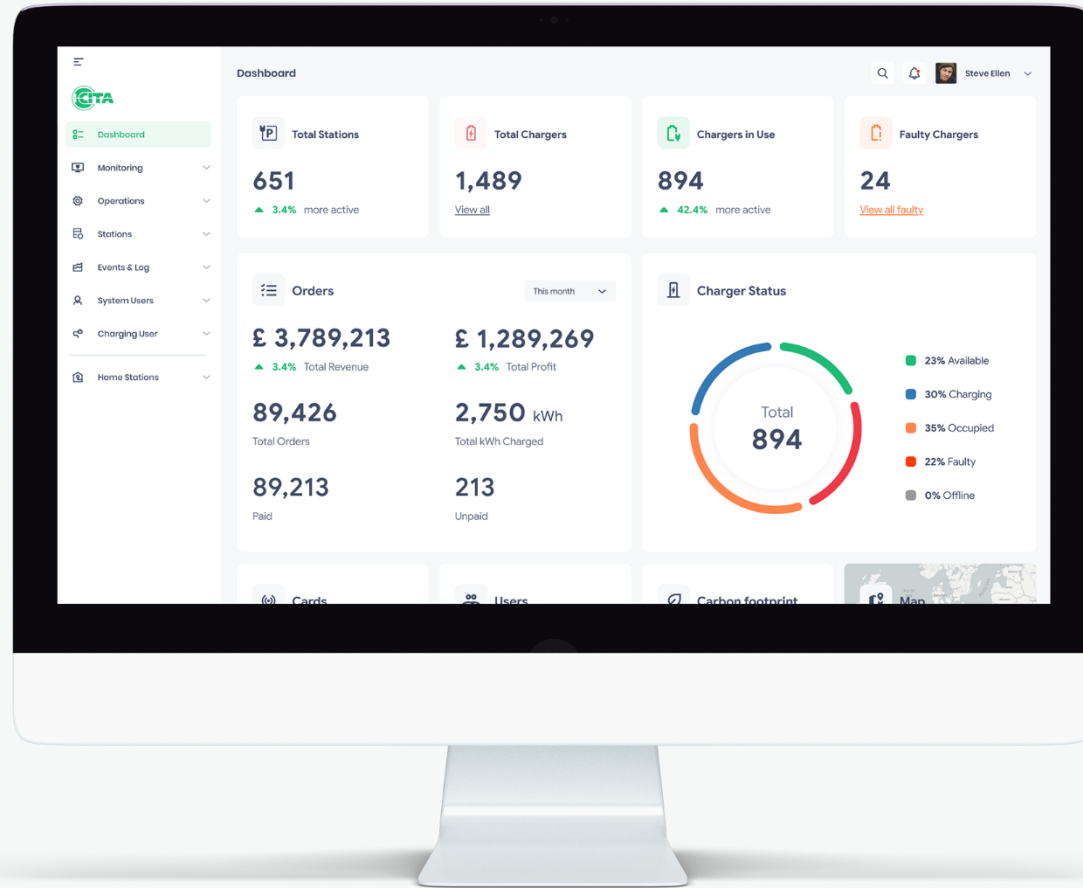
# Our Software Solutions

Robust Software Solutions for EV Drivers  
and EV Charger Owners





# Our **Technology** for EV charger owners



## CITA

### Cloud based Smart EV Charger Management System

CITA charger management system cloud software lets you track, manage and optimize CITA Smart commercial chargers with the following features:

- Easy & Smart Management
- Analytics of your business growth
- Simple invoicing system
- Operate multiple locations/zones
- Multiple user account with different access levels

# The CITA Advantage

## More income and less expense

- **Set charging fee based on kWh** consumed by the user and receive instant revenue straight into your account.
- **Insights to grow your business** from the advanced cloud-based charger management system
- **Convenient station management** with unlimited number of charging stations, transactions, and users from a single interface with ease and efficiency.





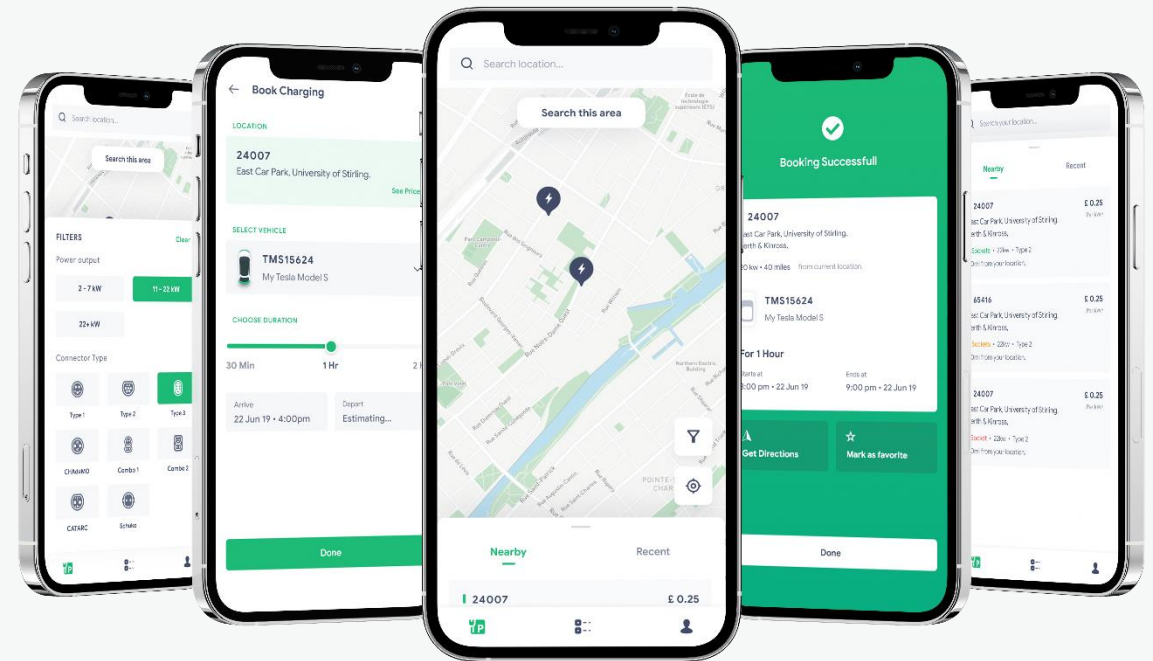
# Our **Technology** for EV drivers

## CITA Smart EV Station App

CITA Smart EV Station is a simple yet intelligent platform for EV drivers. Using our app, drivers can find CITA Smart charging stations at the most convenient time and location and pay for services online after each session.

### Smart and Simple EV Charging Experience

1. Select nearest CITA EV Charging Station
2. Look for available charging station plug
3. Get directions from the current location
4. Plugin the Type-2 charging cable
5. Start charging!



# EV Infrastructure for Small Businesses

- We are encouraging small business owners to adapt to EV Charging Infrastructure with cost-effective hardware and software solutions.
- Apart from their personal use by businesses and individual, we encourage them to be part of the CITA Charging Network and generate additional revenue by renting the Charging Stations for EV Drivers.





# Setting path to the Future

- With smart and cost-effective EV charging solutions, CITA is helping businesses install EV Charging stations in available parking lots at residential and commercial spaces, retail and hospitality to help build a network and motivate more electric vehicle drivers.
- Our vision is to build a self-sustainable EV charging infrastructure to operate in a carbon-free environment completely.



A close-up photograph of a person's hands cupped together, holding a small mound of dark brown soil. A small, young tree with a thin trunk and a dense, rounded canopy of bright green leaves grows out of the soil. The background is a soft, out-of-focus light green and white, suggesting an outdoor setting. The text "Go Green. Get Green." is overlaid in white, bold, sans-serif font across the middle of the tree's canopy.

**Go Green.  
Get Green.**





# Contact Us

## Address

**UK (Headquarters):** 52 Deerdynes  
View, Westfield Park, Cumbernauld,  
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## Contact

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