



Why Pull-Through Charging is Critical for Our Industry

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RV INDUSTRY
ASSOCIATION

EV OWNERSHIP



30% OF LEISURE TRAVELERS WHO
HAVE TRAVELED IN AN RV
OWN AN ELECTRIC VEHICLE



**17% OF LEISURE TRAVELERS WHO
HAVE TRAVELLED IN AN RV PLAN
TO BUY AN EV IN THE NEXT YEAR**

& AN ADDITIONAL 16% PLAN TO BUY ONE IN THE FUTURE

50%



**OF LEISURE TRAVELERS WHO OWN AN EV
PLAN TO USE IT TO TOW AN RV**



&



OF LEISURE TRAVELERS
WHO CURRENTLY OWN AN EV

⋮

OF LEISURE TRAVELERS
WHO PLAN TO OWN AN EV

PLAN TO PURCHASE AN ELECTRIC MOTORHOME

Pull-Through Charging Report

- RV Industry Association published a report and economic analysis showing the value of pull-through charging and the ROI



Pull-Through Charging Report

- Government spending \$7.5B on charging infrastructure
- Focus on ensuring infrastructure is built for our industry
- Pull-through charging vs. usual pull-in charging
- “If you build it they will come”
- Conservative economic analysis shows 3-4 years to recoup capital costs to deploy pull-through charging

Pull-Through Charging Report

Pull-Through Compatible EV Charging Hub
Highway Travel Center



Use Cases

- EVs already towing RVs
- More EVs with larger batteries and longer ranges coming on the market
- EVs were 9.1% of Q2 car sales
- OEMs prototyping motorized eRVs and electric-assist trailers
- RVers travel longer distances and towing impacts range so will use highway chargers
- Rural charging also a priority

Education & Advocacy

- Hired national lobbying firm with charging expertise
- Engaged ~25 states
- Talking with DOTs and other decisionmakers to encourage incentivization of pull-through charging
- Engaging site hosts, trade associations, individual companies, and more to educate about the need for pull-through charging and benefits
- Focus on RV industry but talking about M/HD industry

Moving Forward

- Deeper engagement with site hosts – trade associations, individual companies
- Exploring of partnerships to deploy pull-through charging
- Continued engagement at the state level depending on their RFP status

Questions?

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