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## Electra Afikim Commercial Deal, Israel



### Period:

2022 – To be confirmed

### Transport Operator:



### OEM Partner:

To be confirmed

### Project Sponsor:

Ministry of Transport & Road Safety



### Additional Partners:

National Public Transport Authority,  
Rosh HaAyin Municipality

### Size:

Static wireless charging at the Afikim bus lot/terminal in Rosh HaAyin for 30 e-buses

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In May 2022, Electreon announced a \$1.9M commercial agreement with Electra Afikim to install stationary wireless charging at the Afikim bus parking lot depot, which also functions as a day terminal, in Rosh HaAyin, Israel for 30 e-buses. Electra Afikim is the fourth largest bus operator in Israel with roughly 1,400 buses throughout the country. The commercial project's expected construction start date and operational deployment is set for 2023.

The deal was made in partnership with Israel's Ministry of Transportation and Road Safety, who is investing \$2.9M into the project, as well as the Rosh HaAyin Municipality. As part of the agreement, Electreon will sell and install 8 static charging management units, currently capable of powering up to 32 wireless charging points for buses, to Electra Afikim and will also provide ongoing maintenance, operational support, and software services to the transport operator over the next 12 years. The 8 charging units enable simultaneous charging of up to 30 e-buses 24 hours a day; the opportunity for charging throughout the day also allows Electra Afikim to improve fleet utilization through a wireless underground solution, thereby also minimizing use of real estate, which is limited in Rosh HaAyin's city center.

This is Electreon's second commercial agreement after the company's October 2021 deal with the Dan bus operator in Tel Aviv for static wireless charging of 200 e-buses. The agreement has the potential for future expansion, including the possibility to provide charging for additional Electra Afikim e-buses operating in the metropolitan areas, in addition to serving as a blueprint for other bus operators in Israel. The framework of this commercial agreement will be the first based on Electreon's direct sale of their charging infrastructure and not their "Charging as a Service" model where Electreon finances the complete charging package (including infrastructure) for a monthly fee. While Electreon is providing operation, maintenance and software services throughout the length of this project, Electra Afikim is purchasing the infrastructure, as well as paying for the cost of electricity.

Oded Cohen, CEO of Electra Afikim, has stated, "As a leading public transportation company, we are turning towards green energy. Since the transition to electrification depends on the allocation of infrastructure, powerful grid connections and prolonged bureaucracy, we were happy to partner with Electreon, which offers a more cost-effective and accessible alternative to charging electric buses."

Oren Ezer, CEO of Electreon, has stated, "2022 is Electreon's year of transition from planning, development and construction of supply chains towards large-scale production and sales. The wireless static charging project signed with Electra Afikim is a model that the company intends to replicate in many cities around the world, along with dynamic wireless charging. Electreon continues to significantly increase its production capacity in order to be ready for the rapid construction of projects in the pipeline and future projects."