



## 350 kw fast charger

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North American EV fast-charging network Electrify America has introduced a new labeling system to more easily differentiate its charging levels for consumers. Additionally, the latest generation of Electrify America DC fast chargers will include a new "Balanced" technology in which power is evenly distributed to multiple EVs at once in order to maximize speeds and deliver at least 150 kW of "ultra-fast" charging. Could this set a new standard for all EV charging networks in North America?

Electrify America currently operates one of the largest DC fast-charger networks in the United States, consisting of roughly 800 charging stations that contain about 3,500 individual EV chargers. Looking forward, the company has already shared plans to expand in the United States and Canada by 2026, growing it to roughly 10,000 chargers across 1,800 different stations.

Unlike many other competitors, Electrify America has kept a keen focus on delivering as much power as possible, offering at minimum 150 kW, but power as high as 350 kW. Up until this point, the term "ultra-fast" has been generally used to represent any and all direct current (DC) charge rates, particularly those above 50 kW. Anything in between has sat under the all-encompassing term of "DC fast charging."

As charging networks from several different companies across North America continue to expand to keep up with the booming rate of EV adoption, faster charging speeds are not only becoming more common, but more so a requirement in the eyes of consumers.

Many EV drivers - particularly those new to charging or, at the very least, new to Electrify America - might be confused by the varying power levels and what charger rates their particular vehicle is equipped to handle.

To settle this, Electrify America has introduced a new naming system to differentiate its charging power levels. Furthermore, this new branding is backed by intuitive technology that will not only make the charging experience easier to understand for drivers, but should also maximize their precious time spent replenishing at a fast charger.

If you own an EV, you've probably heard the term "Ultra-fast" charging before. It's a term Electrify America has been using to describe its network of DC fast chargers for years, and has become a preferred term to describe power levels of 150 kW and above.

Some of the success of this nomenclature could be attributed to US legislation using it while setting federal EV charging standards in programs like the National Electric Vehicle Infrastructure (NEVI) Formula under the Bipartisan Infrastructure Law (BIL) signed in early 2021.

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To avoid any further confusion on what constitutes ‘Ultra-fast’ charging and what lies beyond those speeds, Electrify America is introducing a new naming system that is much easier to understand. Its network of chargers will be labeled with two different power names, complete with easy-to-read icons and differentiating color schemes:

In an interview with Electrek, Robert Barrosa senior director of sales, business development, and marketing at Electrify America and Electrify Canada, explained that the revised system of icons and terminology was developed based on the charging network’s own user research and input from current customers. Barrosa elaborated:

We want to help make the transition to EV charging easier by translating kilowatt ratings into simpler names like Hyper-Fast and Ultra-Fast with corresponding colors to help them make a selection at the charger. As EV sales continue to grow, it's important that we continue to educate everyone on how easy public charging can be, ensuring consumer comfort with making the switch. It should not require a calculator to figure out what charger's power output may best match the capabilities of their EV.

In addition to easier-to-read and understand visuals on its chargers, Electrify America shared additional tools that will soon be at drivers’ disposal. Chargers will be equipped with clearer NFC labeling so that Electrify America members know exactly where to tap their smartphone to initiate payment.

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Web: <https://www.hollanddutch tours.nl/contact-us/>

Email: [energystorage2000@gmail.com](mailto:energystorage2000@gmail.com)

WhatsApp: 8613816583346

