Location study
New brand Mataró

Address : Calle Brussel.les (De) 1 08304 Mataró

Simulation for :

2 ultrafast charging points (max power :150 kW)

Brand : New brand

ChargePlanner
a solution by RetailSonar

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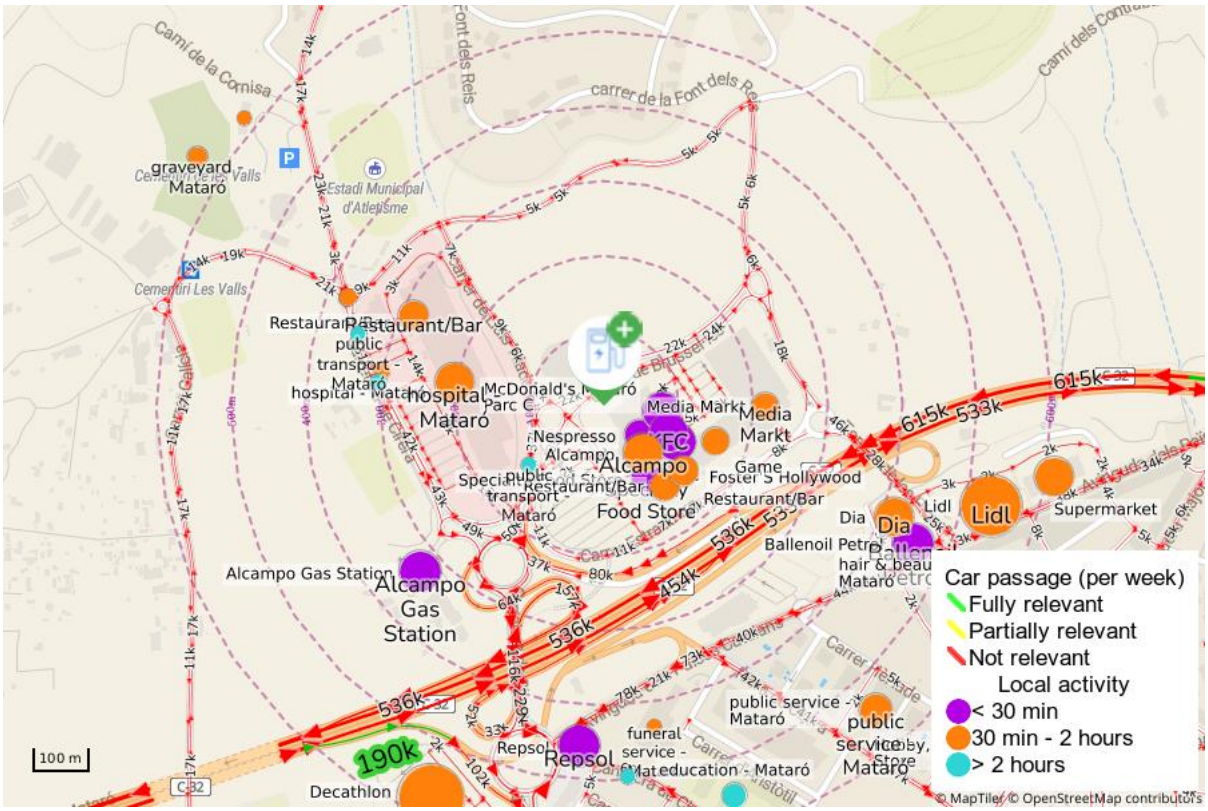
1. Description of the simulation

In this report we show the result of a simulation with 2 ultrafast charging points (>150kW) of a charging station located at: Calle Brussel.les (De) 1, 08304, Mataró, ES

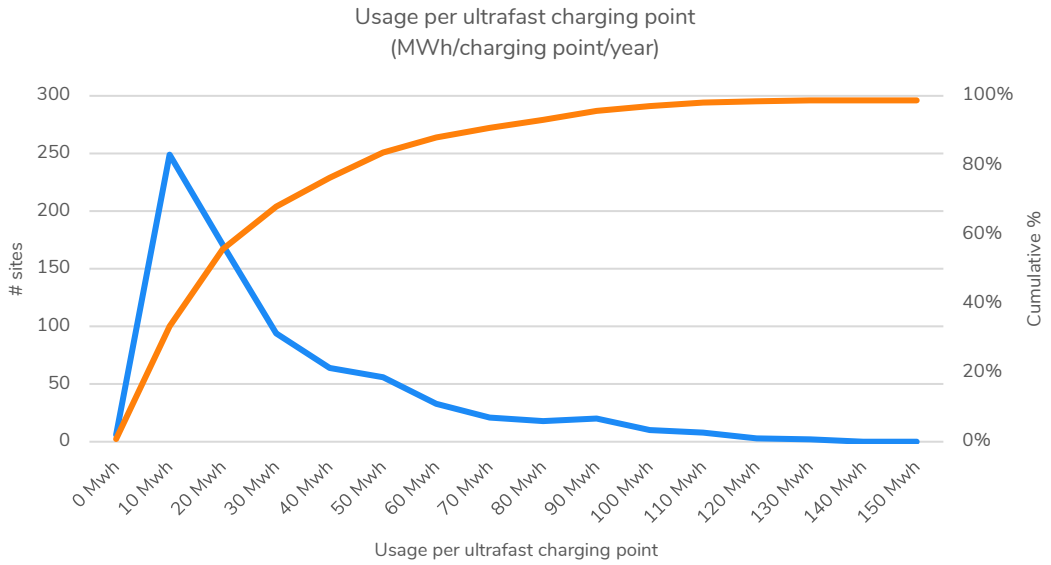


2. Predicted yearly consumption

Based on the market data, the model predicts a theoretical potential of **217.340 kWh/year** (**being 108.670 kWh/year per ultrafast charging point)** for this location.

In the following graphs, we compare this result with all other sites in the country.

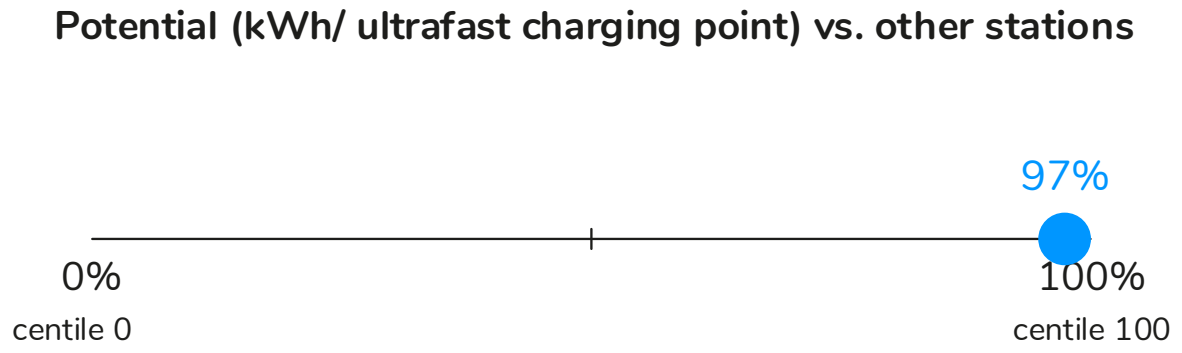
For the 765 existing sites with ultra-fast charging points, the predictive model gives a median consumption of 17 MWh per year and per ultra-fast charging point.



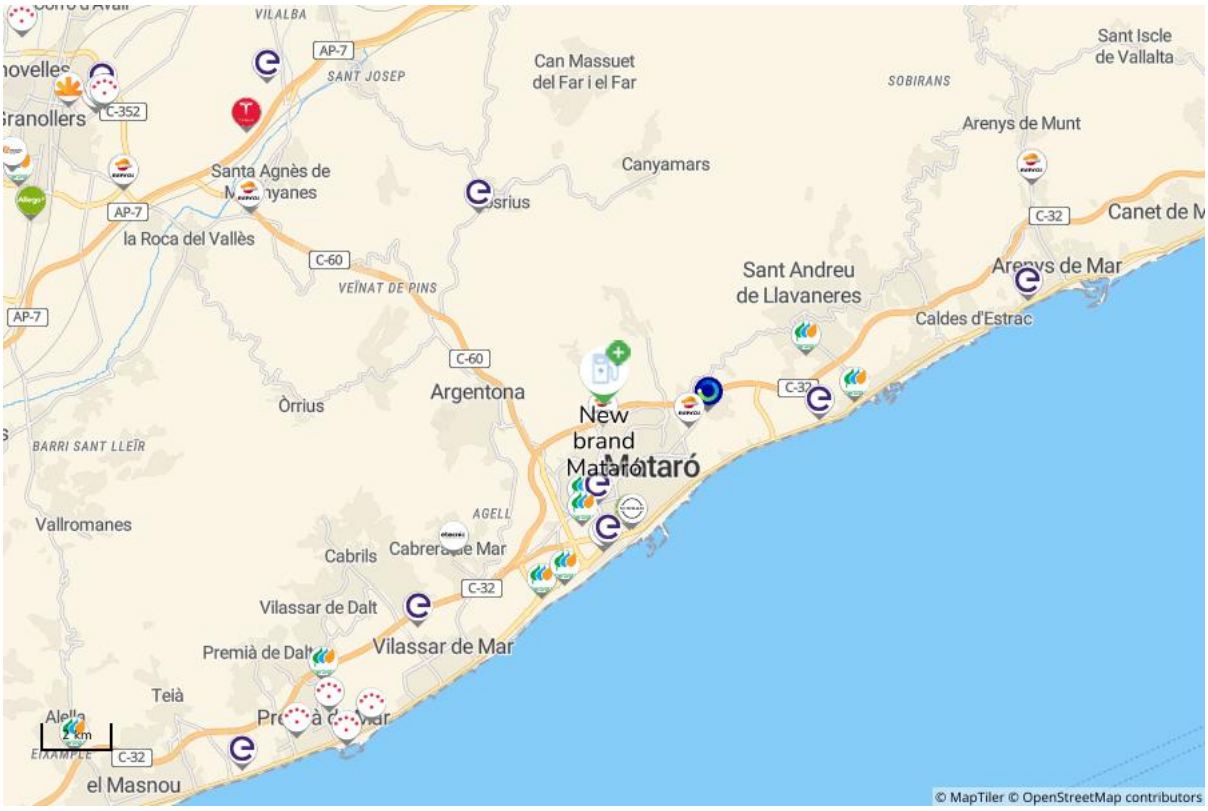
The following graph compares the expected performance (per ultra-fast charging point and per year) of the site under investigation with all existing sites in the country.

The percentile “0” corresponds to the existing site with the lowest usage, and the percentile “100” to the site with the highest usage. The blue dot corresponds to the performance of the location studied in this report:

This result shows that the studied site is classed within the 3 % best sites of the country in terms of potential.



The opening of this new location will partially cannibalize surrounding charging locations.



In this table you can find an overview of the most cannibalized locations.

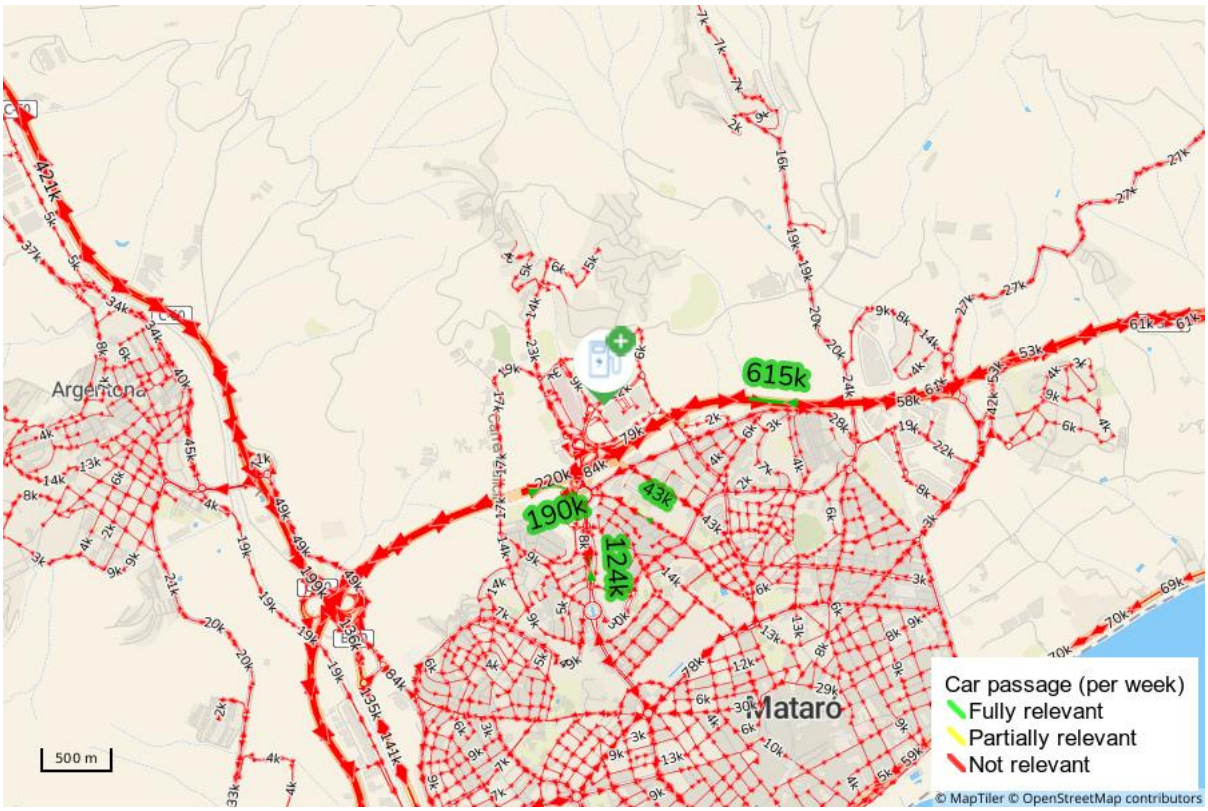
Name of the concurrent station	Address	# Ultrafast charging points (>150kW)	# Fast charging points (49-150kW)	Fast power (kW)	Price (€/kWh)	Drivetime (min)
Repsol Mataró	Via Europa 202	0	2	110 kW	-	4
Repsol Mataró	Carrer de l'Energia 2	0	2	50 kW	-	5
Iberdrola | bp pulse Mataró	Carrer del Capcir 32	0	2	100 kW	-	8
Iberdrola Mataró	Camí del Sant Crist 32	0	3	50 kW	0,37 €/kWh	9
Mercadona Mataró	Carretera de Barcelona	0	1	50 kW	0,21 €/kWh	9
Iberdrola Mataró	Camí del Mig 99	0	3	50 kW	0,37 €/kWh	9
Allego Mataró	Avinguda del Maresme 75	0	2	50 kW	0,30 €/kWh	9
Nissan Mataró	Avinguda del Maresme 75	0	1	50 kW	0,00 €/kWh	9
Endesa X Mataró	Carrer Vicenç Puig i Perajordi	0	2	60 kW	0,45 €/kWh	9
Endesa X Mataró	Carrer de Tordera 2	0	4	60 kW	0,45 €/kWh	9
ETECNIC Cabrera de Mar	Plaça de la Fàbrica	0	2	56 kW	0,33 €/kWh	10
Iberdrola Cabrera de Mar	NACIONAL II,88	0	2	100 kW	0,47 €/kWh	10
Iberdrola Cabrera de Mar	N-II,643	0	4	50 kW	0,37 €/kWh	10

The calculation of the potential is based on the following indicators (ranked in function of importance):

2.1. On the road potential within 3 minutes

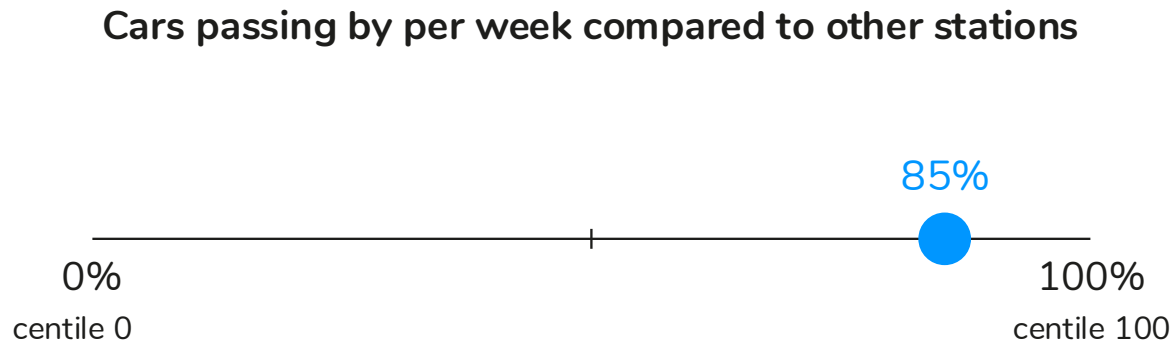
This potential consists of the car passage (expressed in the average number of vehicles passing by per week). This potential is very important for ultrafast charging points.

On this map, passage of each road segment is visualized. This gives an indication of the market potential related to passage in the proximity of the charging location.



The charging location has an estimation of **972.444** cars passing by per week. This is based on the 4 incoming roads with the highest passage score at 3 minutes drivetime.

With this result, the site is classed within the 15 % best sites in the country.



2.2. Potential of local activity in a 300m radius

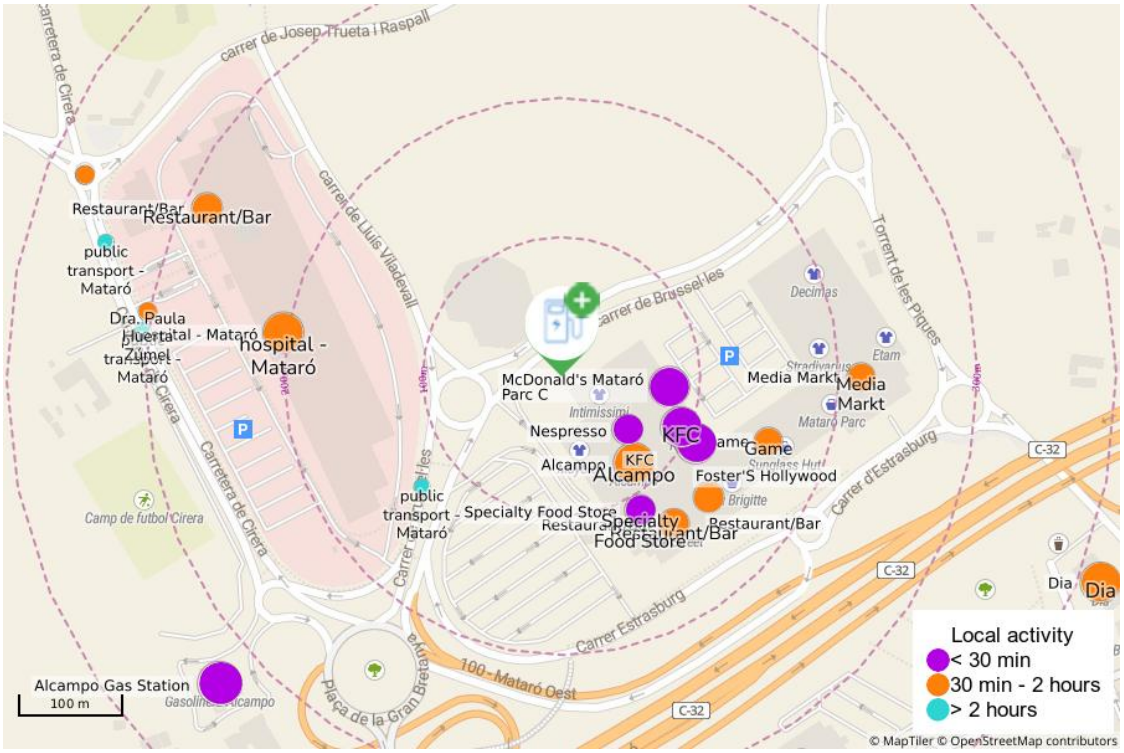
The presence of relevant local activity is important for ultrafast charging points. Mainly activity with a short visit duration (<30min) is important. Also activity with a medium long duration (30min – 2h) is partly relevant. In this study we took into account the following activity:

< 30min: fast food restaurants, shops, destination retail…

30min - 2h: non-destination retail, restaurants, bars, cinemas, sport & cultural spaces.

> 2h: work, schools, touristic places, hotels.

The figure below shows the local environment and the presence of perfect neighbours surrounding the charging location.

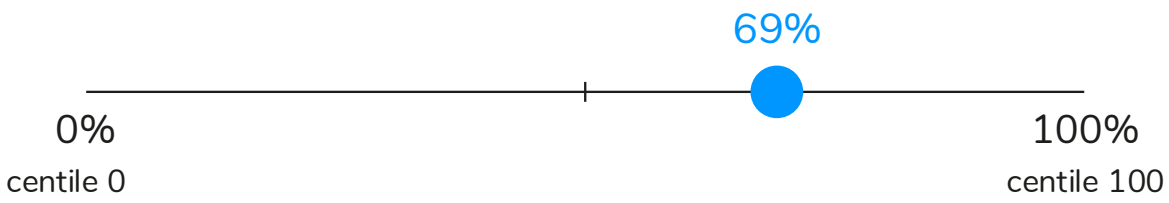


Less than 30min	Address	Number of visitors per year	Distance (m)
Nespresso	carrer de Brussel·les	10.000	61 m
McDonald's Mataró Parc C	Parc C nº 5	20.000	78 m
KFC	carrer de Brussel·les	20.000	93 m
Foster'S Hollywood	Carrer Estrasburg	20.000	108 m
Specialty Food Store	Carrer Estrasburg	10.000	111 m

In this overview, we compare this result with those observed at other sites in the country.

With this result, the site is classed in the 31 % best sites of the country in terms of local activity potential with a short visit duration (<30min) in a 300m radius.

Local activity potential less than 30min in a 300m radius

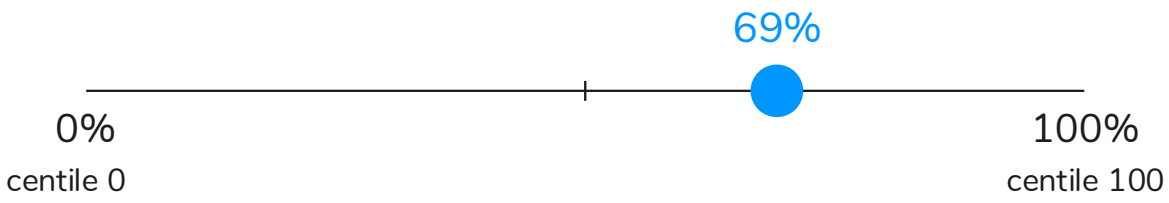


30min - 2h	Address	Number of visitors per year	Distance (m)
Alcampo	Carrer Estrasburg	40.000	81 m
Restaurant/Bar	Carrer Estrasburg	20.000	133 m
Restaurant/Bar	Carrer Estrasburg	20.000	137 m
Game	Carrer Estrasburg 5	15.000	156 m
hospital - Mataró	Carretera de Cirera	40.000	203 m
Media Markt	Carrer Estrasburg	15.000	216 m
Restaurant/Bar	carrer de Josep Trueta i Raspall	20.000	283 m

In this overview, we compare this result with those observed at other sites in the country.

With this result, the site is classed in the 31 % best sites of the country in terms of local activity potential with a medium long duration (30min-2h) in a 300m radius.

Local activity potential for visit in 30min-2h in a 300m radius

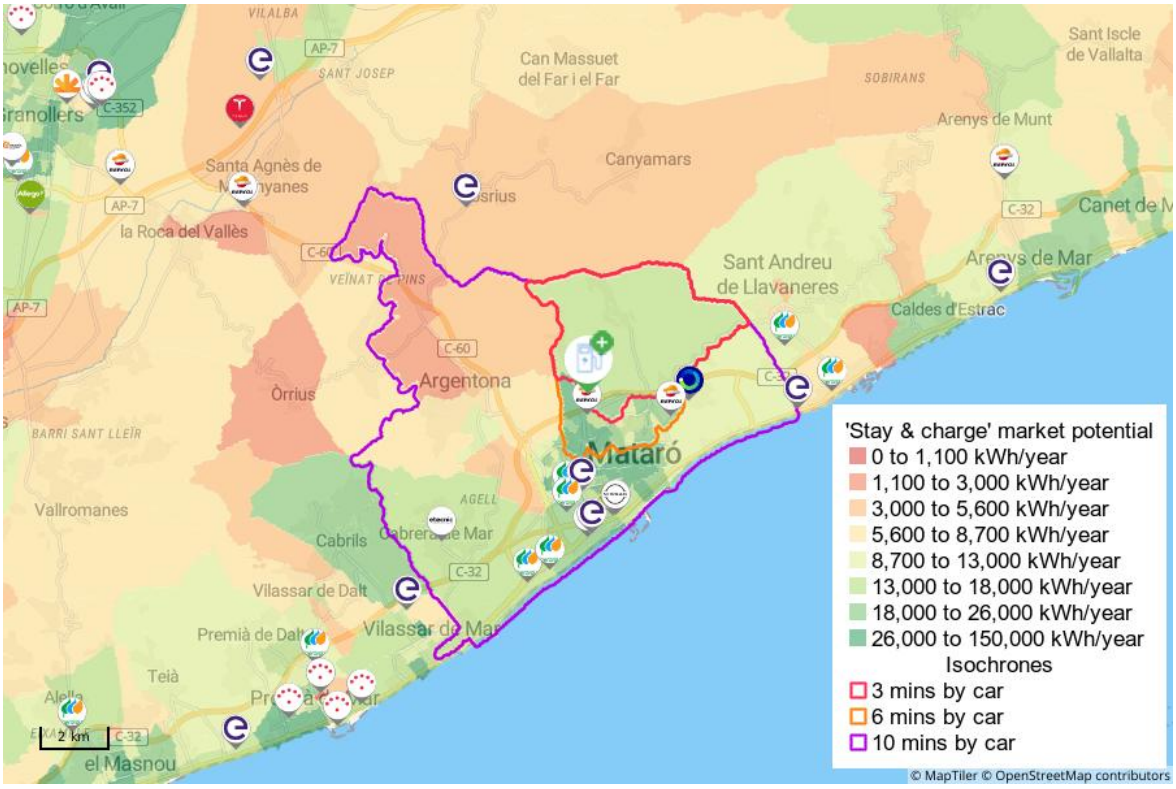


2.3. Residential and local visitor's potential

This is the destination potential that is part of the potential of consumption of residents that charge their vehicles close to their homes, their work and their activities. This is a less important potential for ultrafast charging points.

To calculate the potential per zone, we take into account the number of electrical vehicles, the wealth index, the estimated workers and the commercial activity (number of visits/year) for every zone.

On this map, you can see the stay & charge potential per zone around the charging location.



The table below shows an overview of the potential indicators, within each environment of the site:

Environment analysis	0~3 min by car	0~6 min by car	0~10 min by car
Market potential 'stay & charge'			
Inhabitants	4.620 inhabitants	36.290 inhabitants	139.025 inhabitants
Households	1.535 families	13.050 families	52.940 families
Wealth index	98 %	83 %	91 %
Population density	5.902	21.935	21.904
Cars	5.681 cars	23.908 cars	83.037 cars
Light commercial vehicles	563 vehicles	2.372 vehicles	8.240 vehicles
Electric vehicles	53 vehicles	210 vehicles	751 vehicles
Number of visits > 2 hours in the zone	10.000 visits	725.000 visits	4.135.000 visits
Employees	2.079	562	891
Residential potential	101 kWh/year	490 kWh/year	1.852 kWh/year
Market space 'stay & charge'			
'Stay & charge' market potential	33.513 kWh/year	344.169 kWh/year	1.398.663 kWh/year
Available slow charging power	53 kW	222 kW	1.261 kW
Needed slow charging power by 2030	451 kW	4.630 kW	18.814 kW
Developable slow charging power by 2030	398 kW	4.408 kW	17.553 kW

2.4. Location quality

Visibility, accessibility & price have a significant impact on the success of a charging location.

2.4.1. Visibility: Normal

Each location in the platform can get a visibility score going from very bad to very good. This is not an automatically calculated parameter, but a manual scoring. By default, for all competitors and tested locations, the value is set to neutral unless you explicitly change it. It's useful to fill out this parameter when you are testing a specific case:

Visibility	Definition
Very good	Your location stands out & gets noticed by everyone
Good	Some positive elements, but not the best
Normal	Both positive as negative aspects, location doesn't stand out
Bad	Large part of passing traffic doesn't notice your location
Very bad	Almost nobody notices your location

For this location, the estimation of the visibility is actually set on: "Normal".

2.4.2. Micro-Accessibility: No issues

Each location in the platform can get a micro-accessibility score going from no issues to major issues. This is not an automatically calculated parameter, but a manual scoring. By default for all competitors and tested locations, the value is set to no issues unless you explicitly change it. It's useful to fill out this parameter when you are testing a specific case:

Micro-accesssibility	Definition
No issues	Able to smoothly access the location site
Minor issues	Lose time to access the location site
Major issues	Lose lots of time to access the location site

For this location, the estimation of the micro-accessibility is actually set to: "No issues".

2.4.3. Recharge price: 0,45 €/kWh

Each location present in the platform has a charging price. Which is the average price relating to the station excluding taxes and any additional parking costs (€/connected hour). The indicated price also doesn't take into account flat-rate prices (fixed price per charging session) or the price of time spent (cost per connected hour).

For this location, the ad hoc price is actually set on: 0,45 €/kWh

3. Electrical grid information

The high tension network is located at 323 m from the location.

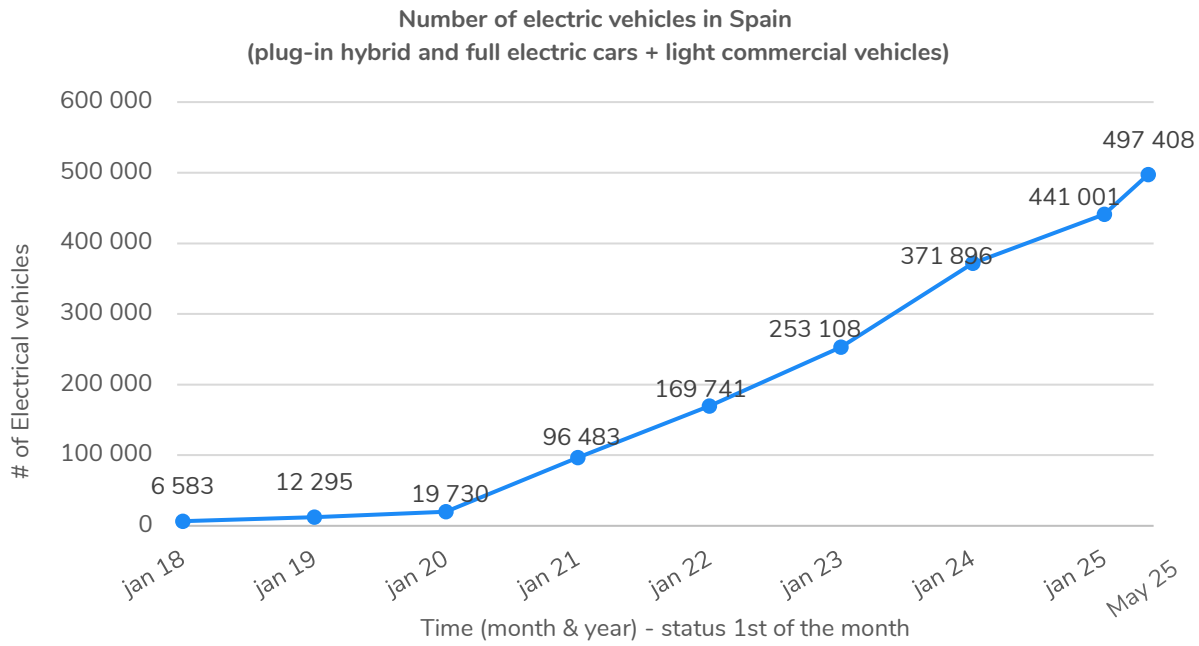
4. Interpretation of the results and market tendencies

This report of the investigation of potential is based on the most recent market data.

In this section, we give a brief overview of the different data sources used and the observed evolutions in the charging electrical vehicles market.

4.1. Number of electric vehicles in the country

The number of electrical vehicles in Spain is fixed to 497 408 in ChargePlanner. This corresponds to an estimation of reality at the start of May 2025 and contains the cars as well as the light commercial vehicles. Of these, 46% (230 085) are fully electric vehicles, while 54% (267 323) are plug-in hybrid electric vehicles. Since January 2025, the number of electrical vehicles rose by 13%, which means that the strong growth of the last years continues.



4.2. Competitive pressure of fast and ultra-fast charging points

In Spain, there are 4 689 sites with at least one fast or ultrafast charging point.

Brand	May 2025										May 2025 vs. January 2025	
			Ultrafast		Fast		Slow		Price per kWh (€)			
	Number of locations (at least 1 F or UF)	Number of locations (total)	# Charging points	Average power (kW)	# Charging points	Average power (kW)	# Charging points	Average power (kW)	(Ultra)fast	Slow	Evolution of Number of locations (at least 1 F or UF)	Evolution of Number of locations (total)
Repsol	853	973	28	240	1768	50	1305	43			40	-241
Iberdrola	704	2158	128	150	1896	50	6405	22	0.39	0.32	-20	-670
Endesa X	690	1588	87	150	1492	50	3892	22	0.45	0.29	14	23
no operator name	439	1324	259	170	854	50	3414	22			265	452
Iberdrola | bp pulse	277	277	475	150	390	93	161	22			41	41
TotalEnergies	185	230	70	150	517	83	326	22			23	28
Acciona	173	224	9	150	322	100	412	22	0.44	0.31	48	60
Zunder	166	305	511	180	234	80	559	22	0.42	0.30	10	47
Eranovum	135	245	8	150	275	97	549	22	0.37	0.30	11	24
PowerDot	113	124	221	150	314	71	482	22	0.42	0.31	113	124
Wenea	101	308	74	150	200	50	1103	22	0.47	0.32	-25	-53
Shell Recharge	91	158	5	150	103	50	300	22			10	18
Tesla Supercharger	84	84	843	250	10	123	2	7			3	3
Allego	67	71			98	50	39	24	0.31	0.33	-1	-1
Nissan	49	52			51	50	19	27			-1	
ETECNIC	49	511	8	210	119	56	1312	22	0.32	0.42	-43	-302
EDP ES	49	340	38	150	39	50	841	21			7	8
Non-networked	46	1355	18	150	64	50	3773	11		0.32	3	12
IONITY	42	42	156	350					0.55		2	2
Endolla Barcelona	42	133			50	50	682	4	0.38	0.33	-3	-6
Atlante	38	42	16	150	88	60	51	22	0.42	0.32	12	12
Plenoil	33	33			72	60	4	43				
Robert Bosch	25	33	20	150	42	60	43	22			1	1
IcaenGencat	23	82			47	50	213	22			11	26
Galp Power	22	29	40	180	30	120	172	22			2	2
OTHER	202	3,187	113	35	324	23	9,366	16	0.37	0.38	-134.00	-5.00
TOTAL	4,698	13,908	3,127	57	9,399	31	35,425	17.217	0.40	0.35438	389.00	-395

5. About RetailSonar

From location planning to location performance. RetailSonar is **Europe's leading geomarketing company**. We optimize the location strategy for over 200 retailers in more than 15 countries.

We make the difference thanks to :

The most complete, innovative & up-to-date **retail database** in Europe

Accurate sales forecasts thanks to state of the art of **Artificial Intelligence**

An international **geomarketing platform** for real estate, sales & marketing

RetailSonar offers an unrivalled expertise in providing the right location strategy for all stakeholders in the fast changing EV sector.

The right location strategy for installers and distributors

- Determine the optimal locations for each type of charger
- Simulate business cases in your own data platform
- A professional market report to share with stakeholder

The right location strategy for retailers & real estate

- Determine the profitability of all your available locations
- Simulate business cases in your own data platform
- Clear guidelines to bring your strategy into practice

The right location strategy for governments & cities

- Determine the optimal regional coverage of chargers
- Simulate business case & optimize your strategy
- Realize your policy goals