



**Location study**  
**New brand 314 - New brand**

Address : Boulevard d'Italie 77127 Lieusaint

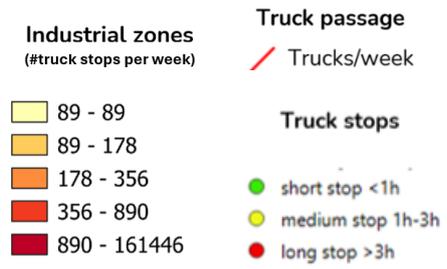
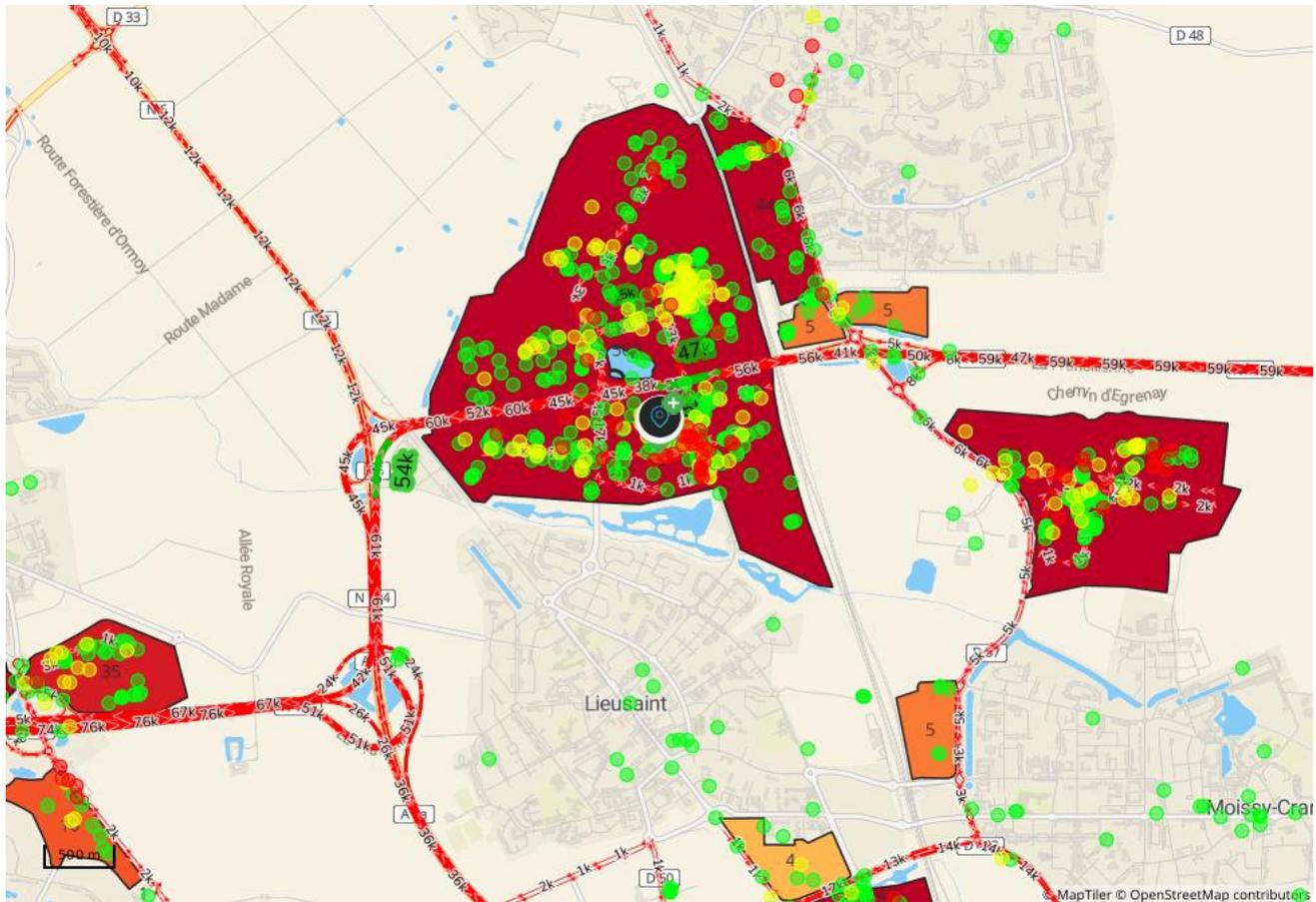


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# 1. Description of the analysis

In this report we analyze the location potential of a truck charging station located at : Boulevard d'Italie, 77127 Lieusaint.



## 2. Details of the analysis

This report bundles all known relevant drivers of performance for three different types of truck chargers (each with a different target audience) as follows:

- **Slow truck chargers (<150kW)** attracts the target audience “Stay & charge for trucks”. This includes trucks that are making a longer stop of more than 3 hours (for example during the night). So this target audience has time to recharge. Often this infrastructure is similar to ultrafast chargers for cars. We map the potential for this type of chargers in section 2.3.
- **Fast truck chargers (150kW – 400kW)** attracts the target audience “Visit & charge for trucks”. This includes trucks that are making a stop to load or unload its carriage. These stops typically take place on logistic sites and have a duration of 1 to 3 hours. We map the potential for this type of chargers in section 2.2.
- **Ultrafast truck chargers (>400kW)** attracts the target audience “Charge & go for trucks”. This includes the trucks that are one the road for a long distance transport. These trucks have to make short stops of less than 1 hour and on truck parkings in order to take some rest. We map the potential for this type of chargers in section 2.1.

	Slow truck chargers (<150 kW)	Fast truck chargers(150kW – 400kW)	Ultrafast truck chargers(>400 kW)
Charging duration	Long (overnight) >3 hours  	Medium 1 to 3 hours  	Short < 1 hour  
Investment cost	Normal 50k – 100k  	High 100k - 300k  	Very high >300k  
Ideal for	Combined public infrastructure with ultrafast charging for cars	Depot charging infrastructure	Highway charging infrastructure near big logistic flows
Target audience			

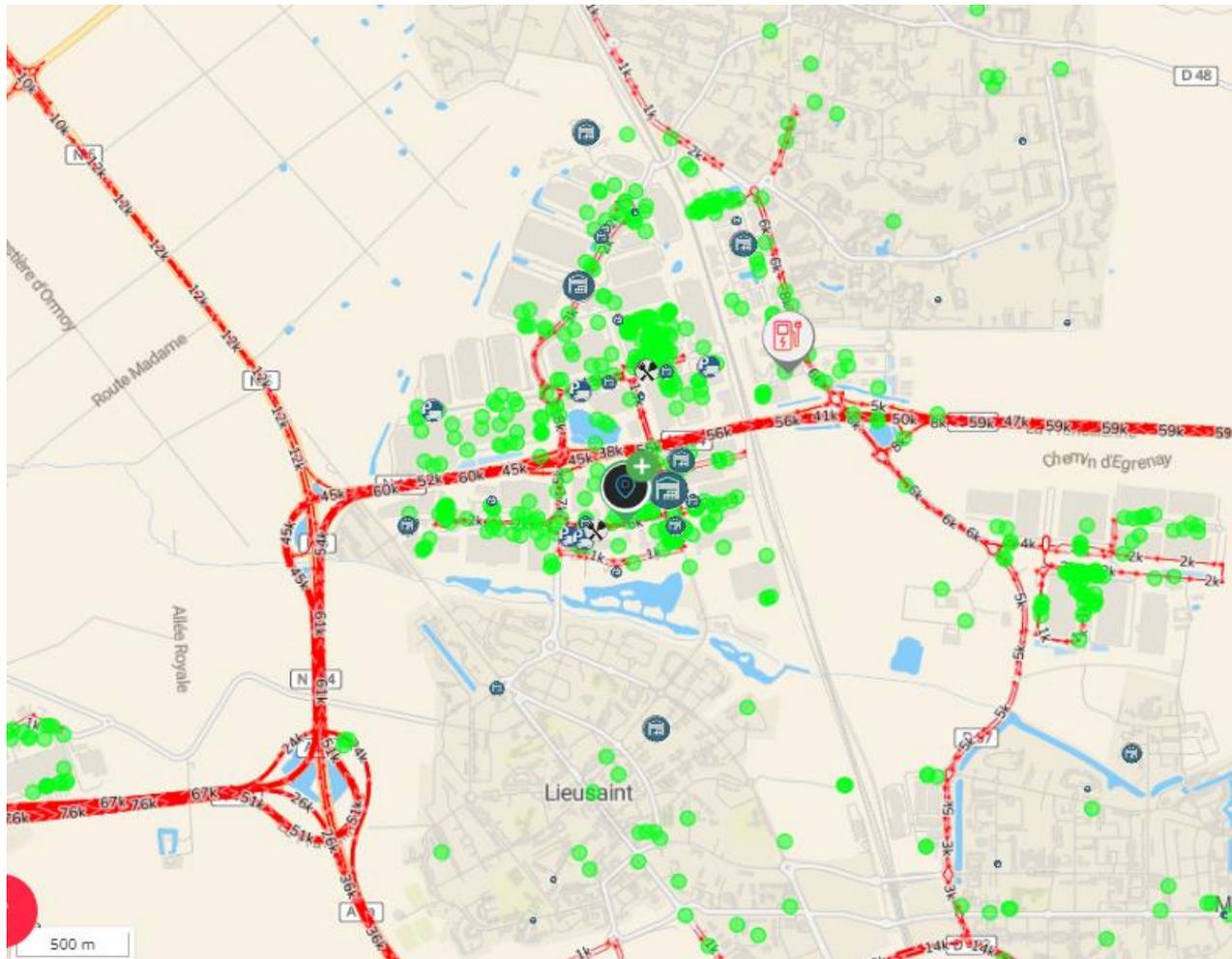


## 2.1 Potential for ultrafast truck charging (>400kW)

In this section we calculate and benchmark the most important drivers of performance for this type of chargers, being the number of trucks passing, the number of short stops, the competition of high power chargers (>400kW) and the presence of local service:

### 2.1.1. Truck passage within a drivetime of 3 minutes

On the map below, truck passage of each road segment is visualized.



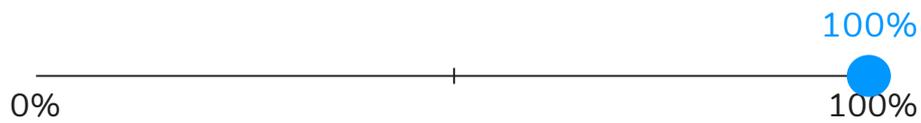
**Truck passage**      **Truck stops**  
— Trucks/week      ● short stop <1h

The charging location has an estimation of 171.793 trucks passing by per week. This is based on the 4 incoming roads with the highest truck passage volume within a drivetime of 3 minutes.



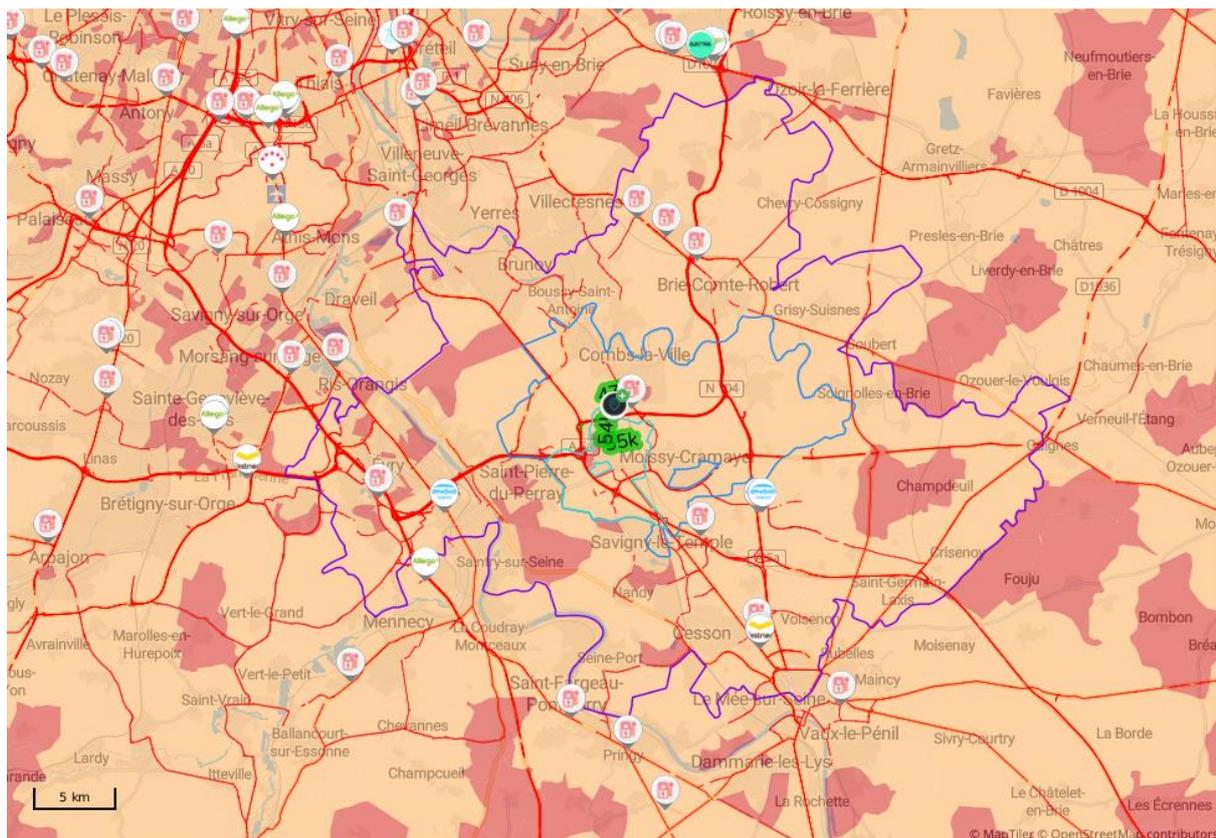
With this result, the site 314 - New brand is classified within the 5 % best sites compared to other charging stations (with a power higher than 150 kW).

**Truck passage per week  
Compared to other truck charging stations (>150kW)**



**2.1.2. Short truck stops (<1h) and competition in the broader environment**

The following map depicts the number short truck stops and presence of existing fast and ultrafast charging sites for trucks within 5, 10 and 20 minutes.



**Short truck stops <1h (per week)**

- 0
- 1 to 7500
- 7500 to 15000
- 15000 to 50000
- More than 50000

**Isochrones**

- 20 mins by car
- 10 mins by car
- 5 mins by car

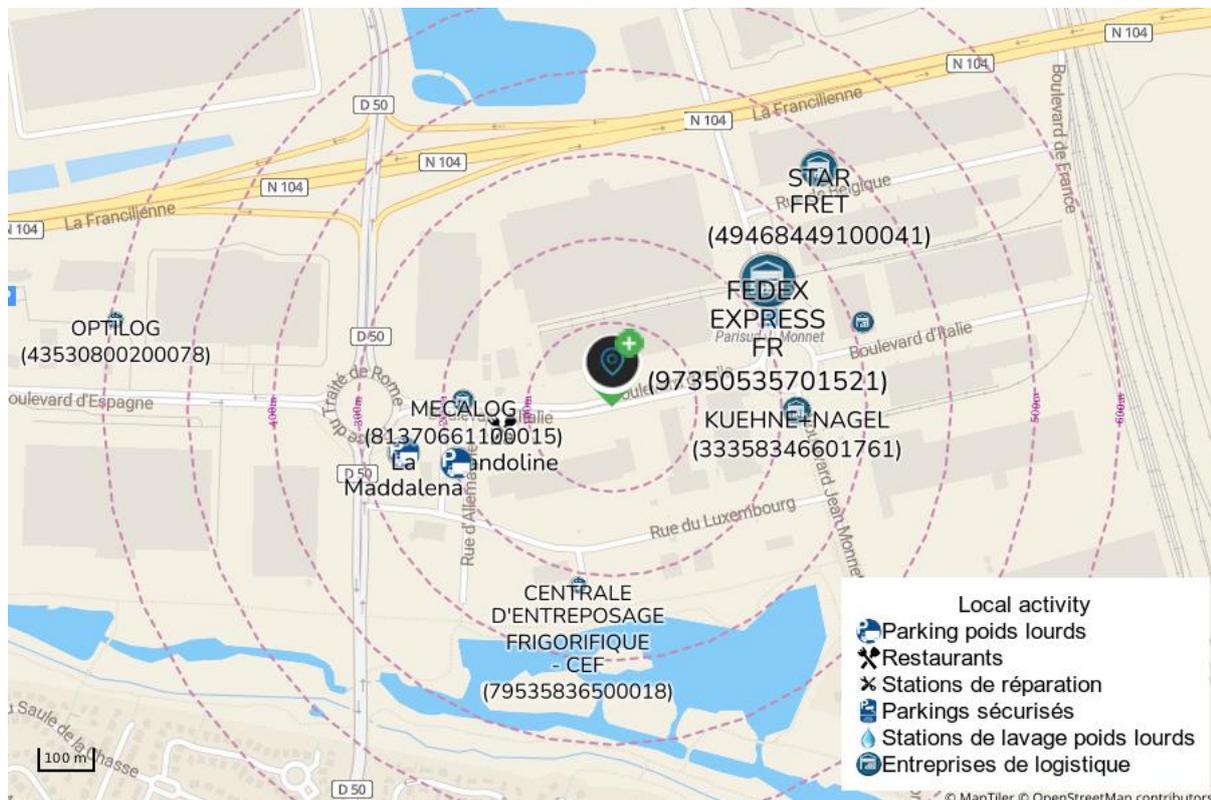
Environment analysis	0~5 min by car	0~10 min by car	0~20 min by car
<b>Competition in the zone</b>			
Number of ultrafast chargings points for trucks (>150 kW)	0	2	2
<b>Contextualisation</b>			
Short stops per week (<1h) in the environment	282	1.032	3.192

In the table below we give an overview of the existing truck stations within 20 minutes driving distance

Name	Address	#charging points (>400kW)	Power (kW)	Drivetime (min)
Engie Vianeo Réau	Aire de Galande	2	300 kW	11

### 2.1.3. Presence of local activity for ultrafast truck charging within 1km

Below you can find an overview of the relevant local activity nearby to attract truck drivers for making a stop at this site.

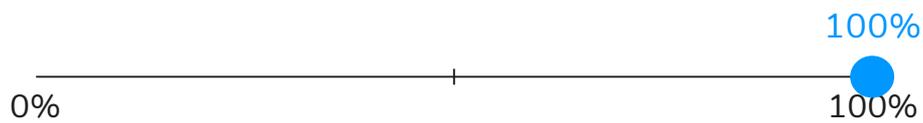


Local activity truck parking	Address	Distance (m)
Parking Parisud	Rue d'Allemagne	194 m
La Maddalena	13 Boulevard d'Italie	251 m
Parking PL Meli'Sand	9375 Boulevard Maurice FaurÃ©	622 m
Parking	4 Boulevard de France	785 m
Parking	5 Rue de l'Espace Schengen	985 m

Local activity restaurants	Address	Distance (m)
La Mandoline	13 Boulevard d'Italie	132 m
Snack Chez Garo	10 Boulevard Maurice FaurÃ©	686 m

With this result, the site is classed in the 5 % best performing sites compared to other charging stations (with a power higher than 150kW).

**Local activity for ultrafast truck charging in a radius of 1km**  
Compared to other truck charging stations(>150kW)

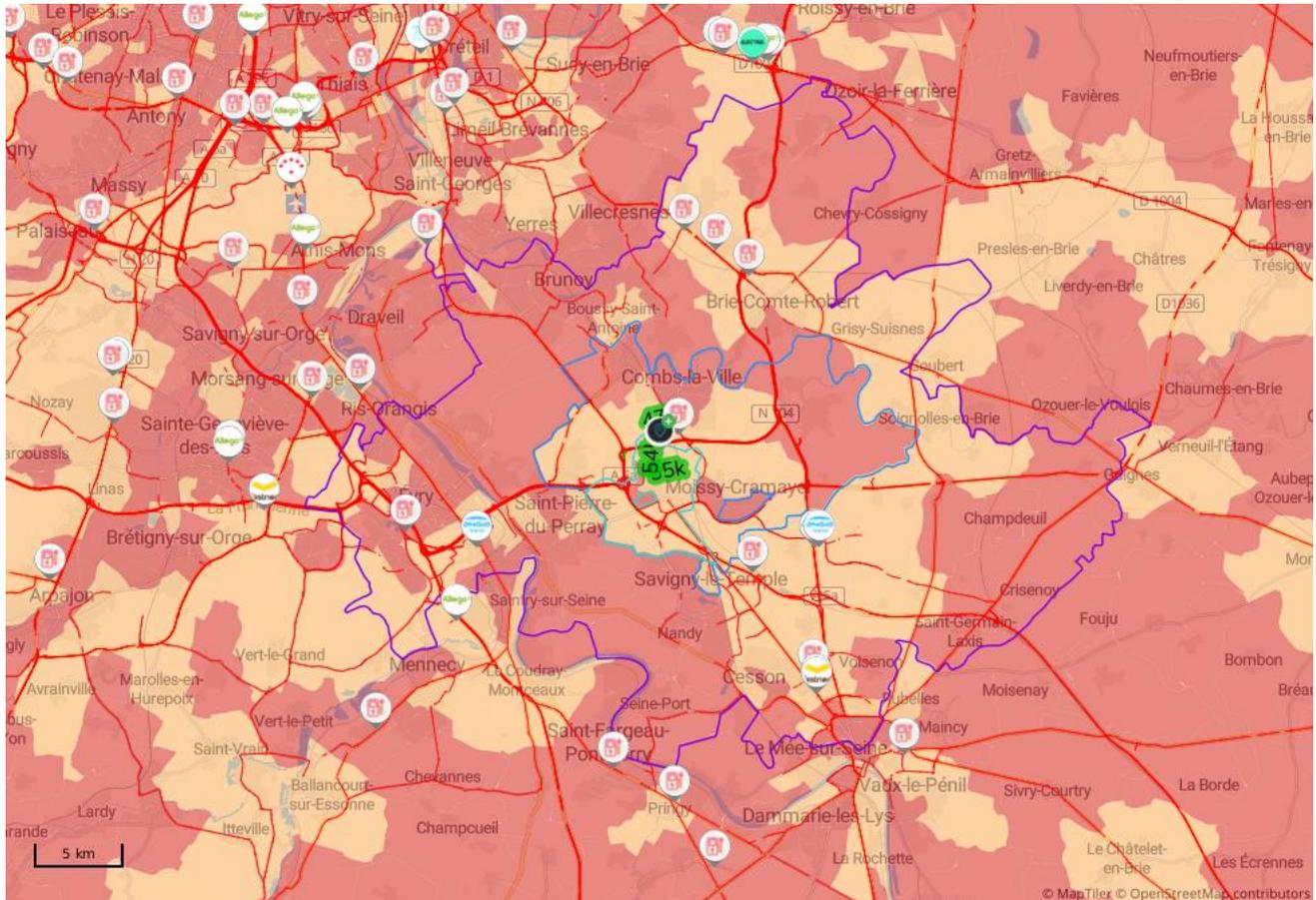


## 2.2 Potential for fast truck charging (150kW – 400kW)

In this section we calculate and benchmark the most important drivers of performance for this type of chargers, being the number of medium long stops for trucks and the presence of logistic companies nearby.

### 2.2.1. Medium long truck stops (1h-3h)

The following map depicts the number medium long truck stops within 5, 10 and 20 minutes.



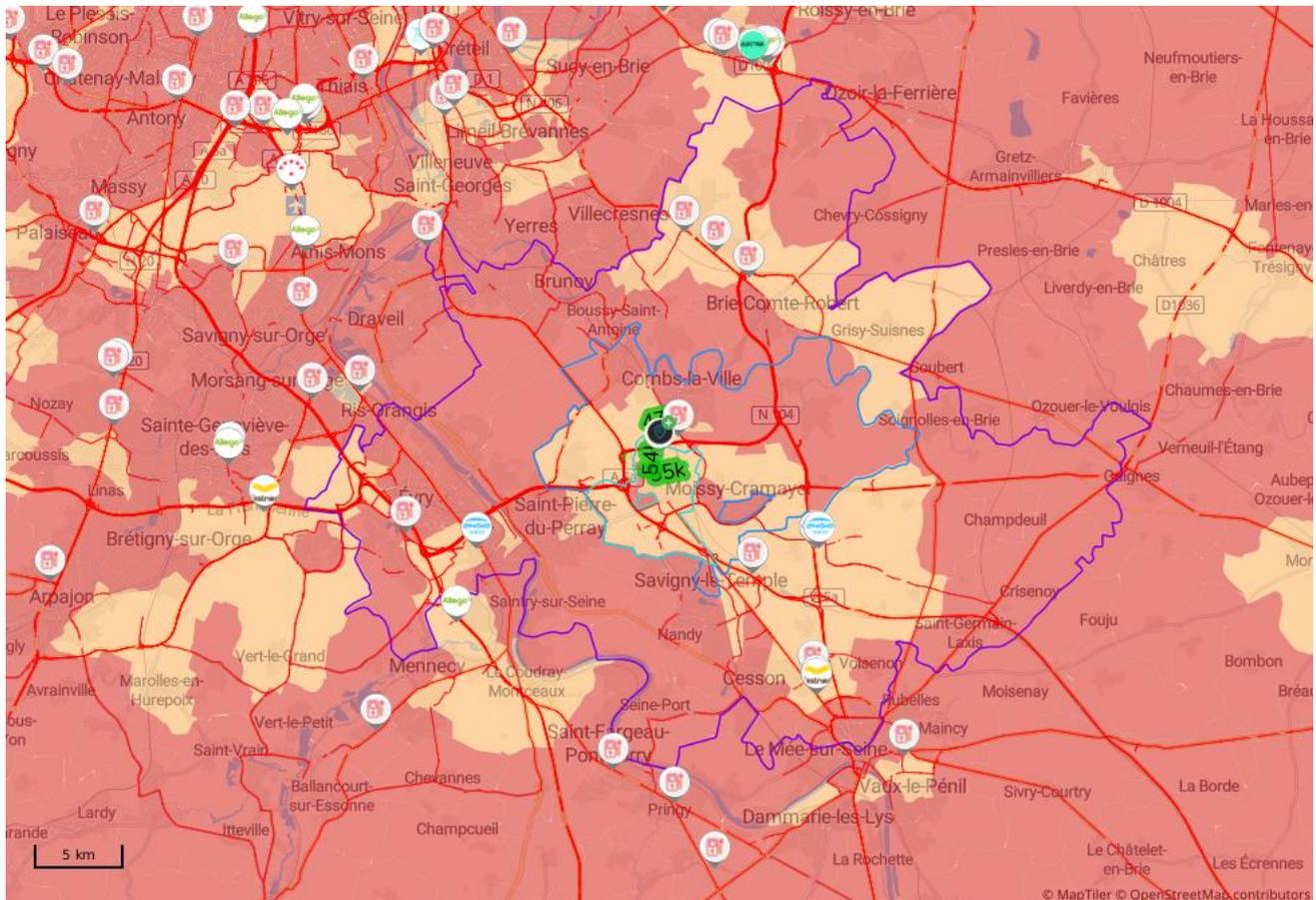
Environment analysis	0~5 min by car	0~10 min by car	0~20 min by car
<b>Contextualisation</b>			
Medium long stops per week (1-3h) in the environment	47	263	663



### 2.3 Potential for slow truck charging (<150kW)

In this section we calculate and benchmark the most important drivers of performance for this type of chargers, being the number of long stops for trucks.

The following map depicts the number long truck stops and presence of existing slow charging sites for trucks within 5, 10 and 20 minutes.



Environment analysis	0~5 min by car	0~10 min by car	0~20 min by car
<b>Contextualisation</b>			
Long stops per week (>3h) in the environment	34	75	202

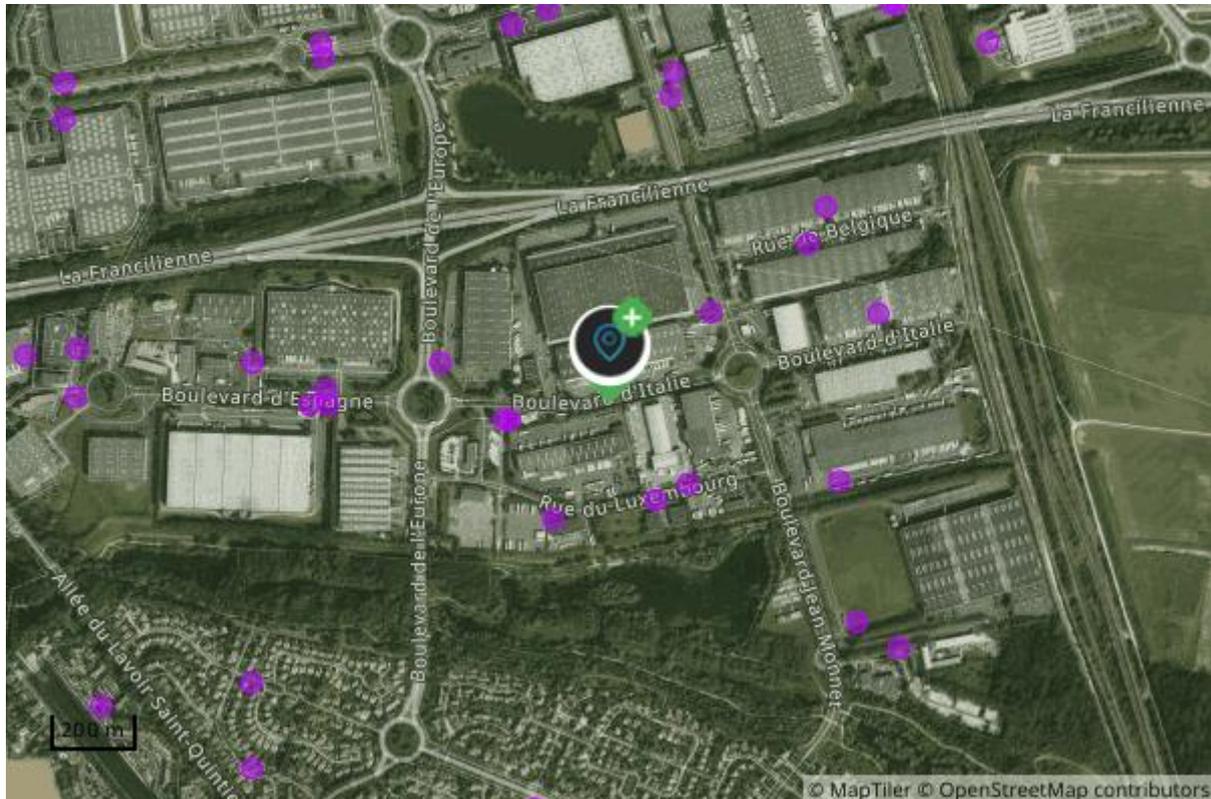
In the table below we give an overview of the charging sites (>150 kW) within 20 minutes driving distance.

Competitors car charging (ultrafast)	Adresse	#UF Charging Points	Power (kW)	Driving time (min)
Izivia Express Combs-la-Ville	2 Rue Charles Fabry Parking intermarché	2	150 kW	6
ENGIE Vianeo Reau - Aire de Galande la Mare Laroche A5b (1)	Aire de Galande la Mare Laroche A5b	8	300 kW	11
ENGIE Vianeo Reau - Aire de Galande la Mare Laroche A5b (2)	Aire de Galande la Mare Laroche A5b	4	440 kW	11
no operator name Réau	A5, Aire de Plessis Picard	6	158 kW	11
Allego Servon	Route Nationale_Av. Pierre Guérin	4	150 kW	15
ENGIE Vianeo Corbeil-Essonnes	B&B Hotel Corbeil-Essonnes - 3 Av. du 8 Mai 1	8	300 kW	15
Izivia Express Brie-Comte-Robert	Za De La Haie Passart	2	150 kW	15
Tesla Supercharger Courcouronnes	3 Rue de la Mare Neuve	8	250 kW	15
DRIVECO Vert-Saint-Denis	48 Route Départementale 306	2	200 kW	16
Electra Vert-Saint-Denis	260 avenue de l'Europe	4	150 kW	16
Fastned Vert-Saint-Denis	39 RD 306	8	350 kW	16
Metropolis Recharge Santeny	Avenue des Érables	2	150 kW	18



### 3. Proximity to the electric grid

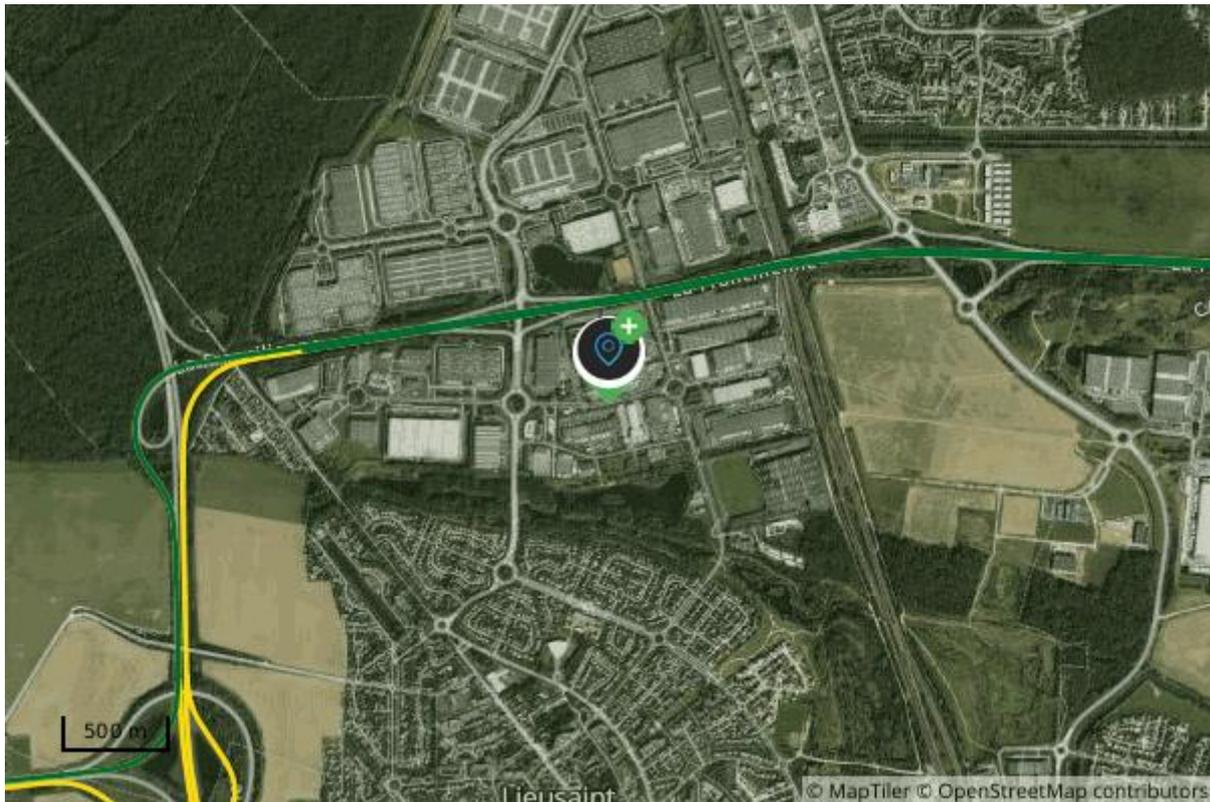
The high tension network is located at 75 m from this location.



● Poste source HT



The distance from this location to the nearest corridor is 317 m.



-  Corridor atlantique
-  Corridor mer du Nord-méditerranée
-  Corridor méditerranéen

## 4. 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 **sThe right location strategy for installers and distributors**

- Determine the optimal locations for each type of charger



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