

Stable Auto partners with EV Connect to launch AI-driven Adaptive Pricing for EV charging

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The collaboration introduces AI-powered Adaptive Pricing on EV Connect, aiming to enhance utilization and profitability for charging networks

Stable Auto, a company specializing in pricing optimization for electric vehicle charging, has formed a strategic partnership with EV Connect, which offers management solutions for EV charging, to introduce AI-powered Adaptive Pricing on the EV Connect platform. This collaboration aims to equip EV Connect's customers

with advanced tools to enhance utilization, increase net revenue and develop more profitable charging networks, especially as government funding for EV infrastructure remains uncertain.

Bassem Ammouri, the COO of EV Connect, highlighted the importance of turning EV charging into a sustainable revenue source by adapting pricing in response to fluctuating energy costs and demand, thereby ensuring profitability for site operators without compromising the driver experience.

The Adaptive Pricing feature is accessible to EV Connect customers through Stable and will be globally available directly on the EV Connect platform in the near future. This feature enables site operators to adjust rates based on station usage, energy costs and driver demand, ensuring that pricing remains current and balances the need for satisfactory driver experience with the requirement for predictable returns on investment in charging infrastructure.

Rohan Puri, CEO of Stable Auto, emphasized the importance of utilization rates for the profitability of public EV chargers, noting that US fast-charging networks became profitable in 2023 when utilization exceeded 15%. The partnership between Stable Auto and EV Connect aims to support the growth of the EV charging market by providing operators with transparent, data-driven pricing tools that reflect true operating costs amid changing regulations.

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