

Consistent data for European e-mobility solutions

A variety of data has to be taken into account for the development of e-mobility and charging infrastructure. At the same time, many companies are encountering difficulties in obtaining data for other European countries besides Germany. MBI provides globally consistent and comparable data for well-founded potential analyses and thus supports companies on their way to electromobility.

Karlsruhe, December 2nd 2020: The most valuable basis for mastering the challenges of electromobility is high-quality data and their analysis. MBI's European e-mobility data bundle supports analysts and planners of distribution networks, planners of public and private charging infrastructure, the automotive industry and retailers in designing future mobility concepts.

Depending on the industry, the issues vary and have to be answered with different data solutions. These include the origin and destination of drivers, but also how long they stay at a particular location. Sociodemographic issues relating to the affinity for electromobility also play a major role.

MBI's data portfolio includes, amongst others, data on households by type and sociodemography. Further insights are provided by data on market segmentation and target group definition of consumers as well as the behavior of target groups, their movement patterns, whereabouts and duration of stay. Knowing about the milieu affiliation of the population also has many advantages for targeting, since most decisions are made under the influence of lifestyle and social milieu.

This information can be enriched with additional data such as vehicle inventory data. Available for numerous European countries, they contain important technical insights such as the fuel type for over 97% of vehicles. As HERE Technologies Distributor, MBI also offers location data for charging stations for many countries around the world.

MBI Sales Director Andreas Wenzel says: "The energy sector and the automotive industry are in the midst of major changes. Markets and target groups have to be analyzed, potentials localized and sales activities and infrastructures carefully planned. With the right data, many of these questions can be answered faster and more reliably. The combination of MBI's

extensive expertise and our globally consistent and comparable data provides our customers with a precise basis for decisive planning for the future."

More information on our e-mobility data portfolio can be requested at <https://www.mbi-geodata.com/en/contact-us/>

About Michael Bauer International GmbH

MBI geographic data - globally consistent and comparable

Being a specialist for small-scale data for Geomarketing, Michael Bauer International has grown to one of the largest global data providers for over ten years. MBI unites passion and scientific know-how to provide globally consistent and comparable geographic data.

Today MBI is not only recognized as a key data source but is also the preferred data provider for the largest leading GIS software and technology companies globally. For a vast variety of companies, MBI's data is the foundation for location-based questions related to company locations as well as branch and distribution networks. MBI mobile data offers valuable insights into the global consumer behavior and their customer journey.

Companies from all industries are supplied with up-to-date data for market analyses and visualization by MBI, to take informed and data-based decisions.

Both Michael Bauer Research GmbH and Michael Bauer Micromarketing GmbH are part of the Michael Bauer Group.

For more information please visit www.mbi-geodata.com

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