Zap-map Tops 40,000 Users And Triggers Investment Round

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With the UK EV parc currently at around 80,000 vehicles and rising rapidly, the UK's leading EV charging platform Zap-Map passed a significant milestone in August by attracting over 40,000 users.

These figures cement Zap-Map's position as the UK's number one EV charging platform, covering all charging networks and providing EV drivers with key charge point information. Integral with the mapping service is Zap-Chat, a real-time peer-to-peer comms channel allowing users to provide status updates and last-mile information.

To date, Zap-Map has achieved its market-lead with no external funding, the user-base growing sustainably through website, user and industry recommendations. Going forward, as the EV market develops apace, Zap-Map is entering an investment phase to improve its user experience and secure its leading position.

To take Zap-Map through its next phase of growth, Next Green Car Ltd has set up a new company Zap Digital Ltd and has appointed two new non-executive directors to the board: Patrick Fuller who brings with him a wealth of automotive digital experience as a former group director of Haymarket Consumer Media; and Keith Johnston, an EV consultant who has worked extensively at the corporate level developing EV solutions and services.

Speaking about the future of Zap-Map and the two new appointments, Melanie Shufflebotham, director of Next Green Car Ltd commented: "We are delighted to have Patrick Fuller and Keith Johnston on board as non-exec directors; their experience and market knowledge will help form our strategy as we build new smart tools for EV drivers and B2B products to help companies deliver electric mobility solutions."

Zap-Map will be transferred to Zap Digital where it will form one of a number of EV products within a larger Zap platform; products designed to: (1) enable EV drivers to locate, access and share info on charge points; (2) support networks to promote charge point usage; and (3) help mobility companies to assess the market and deliver their solutions.

Examples of forthcoming Zap products include: Zap-Pay, a payment and access interface allowing users to pay and access participating networks; and Zap-Insights, a survey portal which will open up an opted-in (and incentivised) Zap-Map users-base for market research.

Dr Ben Lane, founder and director of Next Green Car Ltd commented: "We continue in our mission to get the information EV drivers need into EV drivers' hands. Having achieved our initial objective to build smart, simple-to-use tools powered by a quality dataset, we are now focusing on extending the product range across a purpose-built Zap platform."

To view Zap-Map on desktop and mobile web, visit: https://www.zap-map.com/live/.
For more information about the Zap-Map app, visit: https://www.zap-map.com/app/.

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