



PRESS RELEASE

2 November 2020

Free webinar: service and support strategies for the future mass-market EV fleet

In a free webinar to be hosted on 19th November 2020 at 10:00am EST [3:00pm GMT / 4:00pm CET] Ricardo will set out why the electric vehicle (EV) service networks of the future will need to adapt to meet the requirements of new powertrain technologies, new customer expectations, and multiple new vehicle market entrants

The market for EVs is growing at an unprecedented rate, as customer demand for the convenience of electrified products combines with the aspirations of governments and regulators to improve urban air quality and reduce national carbon dioxide emissions. Supporting this adoption of EVs requires a transformation of automotive aftersales service networks, which currently constitutes a market with combined global revenues of over \$800 billion.

The one-hour webinar, entitled *Electric Vehicle Service & Customer Support*, will be hosted by Daniel Foster, senior manager of Ricardo Strategic Consulting's Detroit office. The topics covered will include three key elements of a future optimized EV service and customer support strategy: service engineering, including battery life modelling; parts supply and operations, including sourcing, storage and distribution strategies; and end-of-life management, including effective recycling and battery second-life opportunities.

The content of the webinar builds upon Ricardo's extensive strategic and technical consultancy support in the electrified vehicle space, and is likely to be of wide-ranging interest across the global ecosystem of EV design, production, distribution and sales, service, leasing, recycling and fleet ownership.



To register for this free webinar visit

<https://attendee.gotowebinar.com/register/7359303314077812240?source=Press+Release>.

Ends



NOTES TO EDITORS:

Ricardo plc is a global, world-class, multi-industry consultancy for engineering, technology, project innovation and strategy. Our people are committed to providing outstanding value through quality engineering solutions focused on high efficiency, low emission, class-leading product innovation and robust strategic implementation. With a century of delivering excellence and value through technology, our client list includes the world's major transportation original equipment manufacturers, supply chain organizations, energy companies, financial institutions and governments. Guided by our corporate values of respect, integrity, creativity & innovation and passion, we enable our customers to achieve sustainable growth and commercial success. Ricardo is listed in the FTSE4Good Index, which identifies global companies that demonstrate strong environmental, social and governance (ESG) practices. For more information, visit www.ricardo.com.

Media contacts:

Anthony Smith
Ricardo Media Office
Tel: +44 (0)1273 382710
E-mail: media@ricardo.com