



# Meet Your EV Consumer





Alex Gruzen, CEO  
WiTricity

# Meet the People Who Want Wireless Charging

We know that among U.S. drivers planning to buy an EV in the next two years, 96% find wireless EV charging appealing. We also know that up to 70% are more likely to buy an EV if they could charge it wirelessly.<sup>1</sup> More importantly, we know that the real people who are EV drivers aren't just statistics and percentages. They're passionate about going green and sustainability, and they are passionate about technology. They're people who care deeply about what they drive and the whole ownership experience.

That's why we wanted to get to know them. We invited consumers – people who drive EVs and those considering an EV purchase – to share their stories. What led them to making an EV decision? What do they like about their EVs? They talked and we listened. This eBook is an outgrowth of those discussions – each one a personal story. We were inspired by their stories and know you will be, too.

These EV drivers couldn't wait to tell us about their cars and their experiences. And we can't wait for you to read them. These drivers want everyone – particularly OEMs and Tier 1 providers – to know why they're so excited for wireless EV charging to be available on their next EV. Engage in their passion as you enjoy their stories, and let's charge wirelessly together.

<sup>1</sup> TideWatch Partners, an independent market research firm, conducted a survey of 1,000 vehicle owners in the United States in September 2021. This survey was commissioned by WiTricity; the whitepaper can be found [here](#).



## JEFF & MONIQUE SMITH

Rancho Bernardo, CA

Tesla Model S

“It’d be great to have a charger that taps into my lamp post outside our house so if the garage is full, we can simply park and charge.”

## MEET YOUR EV CONSUMER

# When Opposites Attract

Jeff and Monique Smith are opposites when it comes to cars. He’s focused on costs and efficiency. She’s all about the beauty and aesthetics. They both love their 2018 Tesla Model 3, but they came to it for different reasons. One thing they’re aligned on, however, is wireless charging.

As a Realtor® for 33 years, Jeff puts a lot of miles on his cars. He has clients throughout San Diego County (the fifth largest county in the country) and relies on his cars to get him (and his customers) from Point A to Point B quickly and efficiently.

The Smiths have five cars to support their active family. In addition to the Tesla Model 3 mentioned earlier, they have a 2016 Lexus ES 300H, 2021 Chevy Silverado Truck, Lexus GS 460, and 2003 Saab 9.3. Each was purchased for a specific purpose and used by members throughout their family. It was Monique who was interested in an electric vehicle when it became time to replace their main commuter car (Saab 9.3). Living in southern California, she saw Teslas on every corner and in every parking lot. She fell in love with the look; her feeling was reinforced when a friend raved about the car. She mentioned the rising cost of gas to Jeff and he was all in on electric. As long it was a used car. “I’ll let the original owner take the depreciation.”

Both Jeff and Monique enjoy driving their Tesla but agree that wireless charging would make it even better. “It’s a brilliant idea and would definitely make charging more convenient,” commented Monique. “The Tesla is very smart but the one thing it can’t do is charge itself.” Jeff added, “Like many others, we’ve forgotten to plug the car in. It would be a relief to not have to even think about charging. With so many cars, we’re always juggling which cars are in the garage, on the driveway, or on the street. It’d be great to have a charger that taps into my lamp post outside our house so if the garage is full, we can simply park and charge.”

Balancing Jeff’s practicality, Monique quickly added, “I love the idea of wireless charging. With no more cords, it’s aesthetically more beautiful.” It’s safer too.



ED SWEENEY

Parrish, FL

Chevrolet Volt

“How easy it would be to simply charge throughout the day while running errands or eating out – without having to worry about plugging in.”

## MEET YOUR EV CONSUMER

# Wireless Charging Is a Convenience With Phones, but a Necessity With Cars

EV Drivers contact us daily to tell us why they want wireless charging. Ed Sweeney is one of them.

“Wireless charging is a convenience with our cell phones, but a necessity with cars,” commented Ed Sweeney. Sweeney, an early adopter of electric vehicles went on ...

“My first Volt was a 2013 model. As soon as I heard of plugless charging, I ordered the system and had it installed. The 2013 Volt got 35 miles per charge as intended. But, with the plugless system I got two charged battery runs each day or more. I then purchased a 2019 Volt, the last of the product line, which gets 63 miles per charge. On a 220V plug-in charging system, it is ready to go again in only a few hours. Conceivably I could get 120 miles battery driving with WiTricity’s wireless charging system – basically doubling my current mileage.”

Ed’s history with electric cars extends back far earlier than his 2013 Volt – his fifth EV! “I had an early lead-acid Ford Escort. It maybe got 20 miles on a charge. It took a quarter mile to get up to 30 miles per hour and almost as much distance to stop. It was a heavy car – over 5000lbs! My next electric vehicle was a Ford Ranger from Ford Motor company. Although it took forever to charge on 115 volts, it was a marvelous truck with NiMh batteries. Unfortunately, the batteries died.”

“My love of everything electric expands beyond just cars and trucks. At one point in my career, I was Editor of *American Aircraft Modeler* magazine. During that time, I tried flying a small radio-controlled plane with nickel-cadmium batteries. There was no charger back in the sixties, so I paralleled the NiCad set with a car battery – and it worked!



**Ed Sweeney** (continued)

I got about 45 seconds of flight power and, since I was in Washington, D.C., I would fly these simple, quiet models on the Mall. No one ever objected. Try doing that today! My love of flight continued, which led to bigger models. In 2000, I built a special-purpose radio-controlled aerobatic model to fly in the FAI Electric World championships. I won!

“A bit of nostalgia, but back to cars. The Chevrolet Volt is a world-class pioneering vehicle and I still love it. In my opinion, wireless charging is the future. All gas stations should be renamed “Energy Station” and offer EV charging – particularly wireless. Better yet, just have wireless opportunities all around town so I don’t have to go somewhere to charge my vehicle. How easy it would be to simply charge throughout the day while running errands or eating out – without having to worry about plugging in. Just park and charge. I really want it.”



**In my opinion, wireless charging is the future. All gas stations should be renamed “Energy Station” and offer EV charging – particularly wireless.**





D'ARCEE NEAL

Columbus, OH

BMW 530e

“And while you're at it, make the whole world accessible. From the simplest of tasks to those that are most complicated.”

# Charging Needs To Be Accessible. For Everyone.

Most people driving EVs approach charging stations and never think about much more than how long it's going to take to charge their vehicle.

Imagine, however, living your life in a wheelchair, wanting to charge your EV, and encountering a picture like the one below: How exactly would you get to the charger? What would you do?

Meet D'Arcee Neal, who is on a mission: Make EV charging accessible. (“And while you're at it, make the whole world accessible. From the simplest of tasks to those that are most complicated.”) WiTricity sat down with D'Arcee to learn more about life's everyday struggles, and what's needed to make EVs accessible for all.

**WiTricity:** Who is D'Arcee Neal?

**D'Arcee:** I've lived in Washington, D.C. for the past 13 years and recently relocated to Ohio as a PhD candidate in English and Disabilities Studies. I'm also currently a finalist for the Fulbright Competition, for which I will move to Copenhagen this summer. While in D.C., I worked at NASA, the Department of Labor, and for a non-profit organization. I was born with cerebral palsy so have lived my life in a wheelchair, but it doesn't define who I am. Growing up in a rural North Carolina community, I quickly realized that able-bodied people have no idea how something as simple as moving on your own time and space can radically change your life.

**WiTricity:** Can you give me an example?

**D'Arcee:** Sure. I found it pretty common back in 2015 that Uber drivers would leave me high and dry after accepting my pick-up request but would keep on driving once they saw me – they didn't want to hassle with the wheelchair. Through my connections with 275,000 people in 79 countries, the CCO of Uber heard my story. He flew me to California to meet face to face and learn more.





**D’Arcee Neal** (continued)

**WiTricity:** I understand your trip back from visiting Uber had an interesting ending.

**D’Arcee:** It certainly did. On my return trip, I was left on the plane when no wheelchair arrived and had to crawl off with no assistance. This was not the first time this has happened and probably won’t be the last, but ultimately, it was a clear definition of “ableism,” where everyone thinks their time is more valuable than mine. Look around and you’ll see how pervasive this has become throughout our society.

**WiTricity:** What led you to driving a car?

**D’Arcee:** After 25 years of public transit and being left on the side of the road, I finally woke up and decided to take a driver test. I lived in Washington, D.C. for 13 years and never needed a car. But, when I moved to Ohio, I quickly realized that the public transportation was woefully inadequate. Once I got my driver’s license, I actually decided on an electric vehicle due to the amount of hassle at gas stations, being a chair user, and as is evident right now, the price. However, what I didn’t realize was the problem of inaccessibility of EV chargers.

**WiTricity:** I understand one of your first long-distance trips was from Ohio to Washington, D.C. How was that?

**D’Arcee:** Frustrating. Maddening. Disappointing. And painful. There was not ONE accessible charger throughout the 400-mile trip. When I could find a charger, the only way to get to it was by crawling on my hands and knees over sharp gravel to the charger, untangling the cord, plugging in, and then reversing the process. As a result of this trip, I keep asking the charger companies, “How do we craft a future that takes basic mobility, in varied forms, into consideration?”

**WiTricity:** What about wireless charging?

**D’Arcee:** Omigosh, that would be glorious. It would immediately solve all my problems. But not just mine. It would help every disabled driver who is being ignored by ChargePoint, EVGo, Electrify America, and even the carmakers, like BMW. Don’t get me wrong. I love my BMW, whom I call Simon. But, if I was given the opportunity to purchase another car that had wireless charging, I’d trade in my BMW in a heartbeat (sorry Simon). If I could upgrade him to have wireless charging, even better!



[Wireless charging] would immediately solve all my problems. But not just mine. It would help every disabled driver who is being ignored ...





**D’Arcee Neal** (continued)

**WiTricity:** With the recent passage of the infrastructure bill and money being made available for EV charging, what’s your message to legislators?

**D’Arcee:** The future is electric. And it should be accessible. The U.S. claims that it’s a nation that thinks about the future and moves in its intent that’s meant to be inclusive. But, this intention needs to be put into policy that’s reflective, not just stated. Policy has real impact in the real world. Don’t just mandate more chargers. Mandate accessible chargers. Include wireless charging in your policies so that drivers simply need to park and charge. The time I’d save, and the pain I wouldn’t have to go through is real. Twenty-six percent (26%) of our adult population has some type of [disability](#). And nearly 14% have a serious mobility issue. That’s 36 MILLION PEOPLE!

Most people think about a car as providing the ability to go somewhere – for fun, work, groceries, etc. But it’s so much more. It’s the inherent ability to move from Point A to Point B – and not on someone else’s time. People without a disability realize this when they break a leg and suddenly have to figure out how they’re going through the world, but wheelchair users, and disabled folks do this every day.

**WiTricity:** Every car manufacturer is promising an EV world by 2035. What do you say to them to make it easier for you?

**D’Arcee:** Why are you ignoring an entire segment of the population? Make cars that work for everyone. Create a car that has no age limit. You’re putting money into autonomous cars that will allow people to use them until they die. But no matter how autonomous they are, I’ll still need to get out of the car to charge it. Wireless charging is the answer to so many prayers.

Thank you, D’Arcee. We look forward to working with you to making charging accessible to everyone.



**Don’t just mandate more chargers. Mandate accessible chargers. Include wireless charging in your policies so that drivers simply need to park and charge.**





**TINA DYER**  
San Diego, CA  
Tesla Model 3

“ [Wireless charging] would definitely be convenient, make the whole task of charging easier, and make my Tesla even more unique! ”

## MEET YOUR EV CONSUMER

# Helping To Make a Special Car More Special

For some people, a car is something really special. For others, it’s a means to get from Point A to Point B.

Tina Dyer falls into the first camp. In fact, she was perfectly fine continuing to drive her Dale Earnhardt limited-edition 2002 Chevrolet Monte Carlo (with more than 230,000 miles) because it was so unique. That is, until she realized that it was now costing her more – and taking more time – to maintain the car than she wanted to expend. As a retired school attorney, Tina is busy volunteering with many arts organizations throughout her community and needed to be confident that her car would be there when she needed it. She is a passionate environmentalist, so when she began her search, her focus turned to electric vehicles. Wanting something unique at the time she made her purchase, Tina opted for a Tesla Model 3. She’s never looked back.

“The Tesla is very fun to drive. It’s comfortable and, although it took a bit of time to get the knack of charging, it’s easy to use,” commented Tina. “And I’m still driving a special car.” When presented with the idea of wireless charging, Tina was intrigued. “It would definitely be convenient, make the whole task of charging easier, and make my Tesla even more unique!”

“Charging was one of the biggest hurdles for me in purchasing an electric vehicle. Like most people, driving to the gas station and pumping gas is what I was used to. I’ve since gotten used to plug-in charging but think wireless charging will encourage more people to purchase an electric vehicle. Particularly for those who live in bad weather and have to deal with lots of rain, snow, and cold weather. I know it would have eased my charging concerns when I was purchasing.”



**Tina Dyer** (continued)

As someone who is vertically challenged, Tina relies on her car's cameras to help her with parking and charging. "I have to back in now to purposely line up with the charging plug," Tina added. "It would certainly be easier to drive over a charging pad and begin charging than having to back in now, get out of the car, line up the plug ... and all the other steps I have to go through to charge my car."

Tina is aware that everyone is buying new cars – young and old alike. "Many seniors, like me, have difficulty adapting to new ways of doing things. From computers and cell phones to email and social media, a lot has changed during our lifetime. Wireless charging will certainly help older adults adapt to electric vehicles and all the differences that come with moving from a gas guzzling internal combustion engine to an EV. I look forward to it."



**Many seniors, like me, have difficulty adapting to new ways of doing things ... Wireless charging will certainly help older adults adapt to electric vehicles ...**





DAVID MENG

San Francisco, CA

Rivian R1S

“We’re now at the beginning for EV technology. I’m fascinated by the improvements we’re going to make 10 years from now.”

## MEET YOUR EV CONSUMER

# Wireless Charging Needs To Be a Requirement, Not an Option

David Meng was charging his BMW before most people had even heard about electric vehicles. As an entrepreneur who is always fascinated by the latest technology, David took the plunge into hybrid vehicles very early on and was one of the first to raise his hand when BMW offered a wireless charging pilot program in 2016 on the 530e. Piloted in 200 vehicles, this first-ever wireless charging-enabled hybrid electric vehicle (HEV) was based on WiTricity’s patented technology. (You can see it in action [here.](#)) It certainly makes sense that David selected this vehicle considering that he has always worked at commercializing emerging technologies. From wireless charging, to the mobile space, to LEDs for general lighting, David continually strives to be a first adopter. Most recently, his work has led him to edge computing, infrastructure, and smart mobility.

David’s BMW 530e was his *eleventh* BMW. He’s always been a “car guy” but has rarely strayed from his preferred brand. For David, an EV represents not only what an electric vehicle can deliver today for the driver, but it’s the beginning of a whole new segment. “We’re now at the beginning for EV technology. I’m fascinated by the improvements we’re going to make 10 years from now. Can you imagine back when Henry Ford introduced the automobile and gave people an inkling of what cars could become? It’s also a paradigm shift. We’re now moving from a mechanical device to a full-blown digital device. Think of it as a computer on wheels.” When it came time to take the battery electric vehicle (BEV) plunge, David wanted a larger vehicle. His natural inclination was to turn to BMW but since they don’t yet have a large EV, he selected the Rivian R1S. “It’s the only product that embodies all the offroad capabilities with true 7-seat seating.”



**David Meng** (continued)

Many people are motivated to purchase electric vehicles to save the planet. “Sustainability is a motivator for me, but it’s not enough to make me compromise on a vehicle.” For David, a car needs to be a product that encompasses what we expect from functionality, comfort, and joy. “Everyone has different reasons for purchasing a vehicle. For some it’s fun. For others, it’s function. And for others, it’s aesthetics. Car manufacturers are now creating EVs that do everything your old internal combustion engine vehicle did – and so much more.”

As an early adopter of wireless technology, David considers wireless charging for EVs as the first chapter of an exciting book. “It represents an enabling technology. For instance, there are so many things in our future concerning autonomy, which makes wireless charging ubiquitous. It changes the way EVs will be designed. And helps consumers to stop thinking in terms of miles available on a single charge.” Now this is where David gets really excited!

“If we have wireless charging everywhere, drivers can continually get energy every time they stop, rather than having to go somewhere for fuel. At a store, restaurant, or work – a driver can simply drive up, park, and their car begins charging. It also changes the way we think of autonomous vehicles. Car manufacturers keep talking about driverless cars, but it’s not really driverless if someone has to plug it in. Wireless charging enables a driverless future.”

Because of his excitement and fervor, David recommends that all EV drivers (and those looking to purchase an EV) should ask for wireless charging. “It may not be broadly available today, but the landscape is going to change very quickly. It’s clean and it’s streamlined. No complications, no mess, no wires, and no connectivity issues. It needs to be a requirement on all EVs. Not just an option.”



**If we have wireless charging everywhere, drivers can continually get energy every time they stop, rather than having to go somewhere for fuel.**





**JIM MOIR**

Sacramento, CA

Mercedes EQS580

“ I remember phones tethered to the wall and getting up from the couch each time I wanted to change the channels on the TV. Why do I now have to get out and plug in (and unplug) each time I want to charge my car? ”

## MEET YOUR EV CONSUMER

# I Want Wireless Charging Now

A few months ago, we announced our WiTricity Halo™ upgrade program – and we’ve gotten a LOT of feedback from EV owners who want it now. We’re excited by the enthusiasm we’ve generated and love learning why wireless charging is so important to EV owners. Here’s Jim Moir’s story – a recent EV convert.

From Hawaii to the Philippines and Guam to California (with Michigan thrown in the mix), Jim Moir has lived a lot of life ... in a lot of places! And through it all, he’s always had a passion for big and small trucks. As he settles into retirement and a new phase of life, his passions are now focused on travel, electric vehicles, and wireless charging. Here’s his story ... in his own words.

I’ve had an amazing life in amazing places – one that’s always been focused on vehicles. And now that I have my first Mercedes electric vehicle (more about that later), I can’t wait to charge it wirelessly. Like other EV drivers, I quickly learned that I have to get out of my car and remember to plug it in each time. Believe me, there would be nothing easier than simply parking my car and going into the house. It’s funny ... I remember phones tethered to the wall and getting up from the couch each time I wanted to change the channels on the TV. Why do I now have to get out and plug in (and unplug) each time I want to charge my car?

I grew up in Hawaii where my grandfather was General Manager of a sugar plantation; it’s where my father gained his love for equipment. My father’s love for iron translated to me – all kinds of iron machinery, cars, tractors, trucks – you name it! I spent my early years in the Philippines where my father ran a truck/equipment dealership and built two sugar plantations. We moved back to the US where my father started a truck dealership in Oregon, and I continued to learn and appreciate the various types of equipment and trucks. Upon return from college, I helped my father run his business domestically as well as throughout Asia. I began selling trucks and other brands and found a passion for specialized equipment – specifically terminal tractors – and eventually took over my father’s business.



**Jim Moir** (continued)

I then started a small rental business where I'd rent trucks to companies for one dollar for two weeks' rental. After trying the trucks for two weeks, the user refused to give them back and my business grew ... enough to fund other businesses. As I began winding down my businesses many years later, electric trucks were becoming front and center – and of particular interest to me due to my work in reducing pollution at the state level. But with the positives of pushing green transportation, I quickly learned how difficult charging EV trucks can be – heavy cables, broken cables, difficulty plugging them in, etc. That's when I started thinking ... there's got to be a better way. I started researching and began learning about wireless charging and WiTricity. It's a no brainer! Particularly when fleet trucks could be easily charging during shift changes, loading/unloading, overnight parking, etc.

Now, about Mercedes. My father purchased his first Mercedes Diesel in the Philippines in the early 60's; he was driving around while others were stuck due to flooding. As a result, Mercedes became my car of choice and has been ever since. Not just me, but my entire family. As I waited patiently for Mercedes to develop an EV, I figured that once they release one, it would be done right. That's when I purchased my EQS580 (and waited more than six months to receive it). I really expected wireless charging would be an option, but when it wasn't, I immediately asked my dealer. He was clueless. So, I gave him articles to educate him on the future. This desire for wireless charging was reinforced as I drove by a local shopping mall with five chargers. To my amazement – and disappointment – two cables were on the ground and the other three were cut off. Neither of the two worked ("Waiting for Maintenance") so I called the 800 number and they said they'd be repaired. That was two weeks ago and I'm still monitoring them.

I love the idea of simply parking and forgetting. I'll rest easy knowing my car is charging – without any effort from me. I look forward to the time when all chargers are wireless – at hotels, grocery stores, restaurants – so I can charge effortlessly wherever I am. I particularly like the idea of the charging pad being under the ground so it can't be cut or stolen.

Like me, most people like their brands. I encourage everyone to tell their car manufacturer and dealers that they want wireless charging in their electric vehicle. Which car maker will be first?



**I particularly like the idea of the charging pad being under the ground so it can't be cut or stolen.**





**ROGER O'CONNOR**

Salem, VA

Rivian

“Although I’m in my 80’s, I’m always looking for the next big thing and wireless charging is it.”

## MEET YOUR EV CONSUMER

# Charging into Retirement With EV Wireless Charging

“I’ve been embracing new technology for 50 years!” exclaimed Roger O’Connor. “Although I’m in my 80’s, I’m always looking for the next big thing and wireless charging is it.” That’s quite an endorsement from a gentleman who was an early adopter of the latest technologies including the PC, email, cell phone, VCR, digital camera, and GPS. “I continue to follow the latest technologies and can’t wait to see what’s coming next!”

Not one to wait and be called into action, Roger joined the Navy after college and obtained his pilot’s license. After three years of service, he returned stateside and began working with American Airlines at both Washington National (now Reagan National) and Dulles airports in the Washington, D.C. area. He was one of many who worked behind-the-scenes to ensure everyone got to where they were going. From operations and manually processing computing loads and balances, to data systems automating travel agency reservations ensuring travel agents (anyone remember using a travel agent?) received their commissions. He continued his work at National Data Corporation providing data services to pharmaceutical companies prior to retiring in 2010 ... and hitting the road! “My wife and I spent a year in our RV traveling the country with our 2005 Isuzu Ascender attached to the back. We loved parking at campsites and then exploring each day – every nook and cranny of our beautiful country we could find.”

Enjoying life in southwestern Virginia, Roger sold his RV and Isuzu and decided it was time to go electric. “I tried four different Teslas, but ordered a Rivian SUV since it has more room, is more comfortable, and has some self-driving capabilities I look forward to using. I particularly like that it will give us the flexibility to explore offroad trails, which we hope to enjoy.”



**Roger O'Connor** (continued)

Roger can't wait to get his Rivian – but is certain he would like it more once he can get wireless charging, "When I first heard about wireless charging, I was incredibly impressed. To be able to drive up and have the instrument panel guide me over the charging pad and begin charging ... wow! I've done so much traveling and staying in campgrounds over the years that I'm done with plugging and unplugging. No matter how easy it sounds, connecting and disconnecting a vehicle gets old very quickly. The convenience of simply parking and charging makes life so much easier."

Along with convenience, Roger quickly adds "safety" to his list of why he wants wireless charging. "It's not just the connecting and disconnecting. It's doing it in the rain. I was always concerned about handling anything electric in the rain. I won't have to worry about that with wireless charging. It's so much safer."

No matter what you hear about people in retirement slowing down, that's not Roger. I'm sure it won't be long after Roger gets his Rivian that he and his wife will be back on the road.



**When I first heard about wireless charging, I was incredibly impressed. To be able to drive up and have the instrument panel guide me over the charging pad and begin charging ... wow!**





**TOM REANEY**

Claremorris, Ireland

No EV - yet

“ [Wireless charging] will definitely improve the quality of my life. ”

## MEET YOUR EV CONSUMER

# Wireless EV Charging Is Brilliant. Simply brilliant.

To date, our passionate group of WiTricity Chargers have all been stateside, but enthusiasm for wireless charging stretches far beyond U.S. shores to Europe and beyond. Tom Reaney, a spirited Irishman who lives in the picturesque town of Claremorris on the west coast of Ireland couldn't be more excited about wireless charging. "It will definitely improve the quality of my life," he says. Let's find out why.

Tom has always been interested in automobiles. Perhaps this grew out of the love for his father's [1961 Ford Zodiac](#). His early goal was to design the next super sports roadster – starting with a hot rod version of the Zodiac while in his 20's! To that end, he spent a summer as a student working at Ford in England but quickly realized he'd be a very small cog in a very big wheel. "I didn't want to spend my life being a door lock designer." Rather, Tom decided to pursue a career in automation, which led to working for Hyster in America on automated guided vehicles (AGVs). Long before most people were thinking about autonomous cars, Tom was laying the groundwork for an autonomous future. "It's inspiring to see the work I was doing 40 years ago now coming to fruition."

Unfortunately, Tom suffered a fall in 2014 that resulted in critical care myopathy and landed him in a wheelchair. With no use of his legs or right hand, Tom is enthusiastic about wireless charging. "I love cars and anything that makes dealing with them easier. I'm particularly excited that wireless charging will make life easier for my wife. Park and charge? Brilliant."



**Tom Reaney** (continued)

While we're on the subject of convenience, it rains a lot in Ireland – nearly 46 inches a year in Claremorris. "I don't drive anymore, but I can't imagine my wife having to get out of the car, in the cold and rain, to charge an electric vehicle. The idea that all she has to do is drive over a pad to charge our car is brilliant. Simply brilliant."

The popularity of electric vehicles in Ireland is growing – but maybe not as fast as the government hopes. This could be because people are concerned about limits on driving distances, the initial purchase cost, and the perceived inconvenience (and potential cost) of charging the battery; the availability of reliable, working charging stations for longer journeys is also an issue.<sup>1</sup> Tom is seeing more electric vehicles become available in the West and is looking forward to more charging capabilities in his small town of 4,000. "There's one public charging point and a couple chargers at hotels and supermarkets. I look forward to having a charger in my garage for my first EV, a Mercedes EQA. But, more importantly, I look forward to Mercedes including wireless charging on all its electric vehicles. Why bother messing with cables and pressing buttons when you don't have to? Park and charge. Brilliant."

Tom says that when he thinks of one word to describe wireless charging, it's "convenient." Based on our conversation, I think it's "brilliant." Maybe it's both.



**Why bother messing with cables and pressing buttons when you don't have to? Park and charge. Brilliant.**



<sup>1</sup> <https://www.moneyguideireland.com/electric-cars-facts-figures.html>



## TONY DE STEFANI

San Marcos, CA

Tesla Model S

“I wouldn't have to wonder if I plugged in when I woke up in the morning. It would be one less concern.”

## MEET YOUR EV CONSUMER

# First It Was About the Money. Now It's About Safety.

Tony De Stefani spends his days with his head down looking at spreadsheets, talking with analysts, and ensuring his clients achieve their long-term goals. Not an easy job in today's market for a financial advisor. And, with his mind wrapped around numbers, it was critical he find the right “next car” – at the right price – when his last one had reached its limit.

With two teenagers and a busy work schedule, Tony's day is full with coaching his kids' sports teams, assisting with school activities, and visiting a winery every now and then. And although he enjoyed one of his first cars, a Jeep Wrangler, he always felt a car was a means to an end. Just a way to get from Point A to Point B. But that changed when he began researching electric vehicles. “Like most people, I'm concerned about the environment and global warming. And when we moved into a new home with solar panels and a pre-installed charger, I knew an electric car would be part of our future. At the time, comfort and mileage were important in my decision. But, as a financial advisor, the tax credits were definitely an incentive.”

Tony was intrigued the first time he heard about wireless charging. “Yes, I've forgotten to plug in my Tesla. Unfortunately, more times than I remember. As a result, when that happened, I had to get to a charger to get just enough miles to get to my morning appointment. Wireless charging would change all of that. I wouldn't have to wonder if I plugged in when I woke up in the morning. It would be one less concern.”

Another area of concern is safety. With two kids (and their friends) in and out of the garage, Tony is always worried someone will trip over the charging cord. “Our charger is on the same wall as our bikes. Anytime anyone is in the garage – kids, friends – I feel compelled to unplug the car so they don't trip over the wire. Or damage the plug.



**Tony De Stefani** (continued)

A friend's father tried removing the charging plug from his son's Tesla. Suffice it to say, the charger broke off and the car (and charger) had to be repaired before the car could be charged. Wireless charging would be so much safer than plug-in charging."

"It's all about convenience and ease of use. Although my current car still has miles to go before being replaced, I will definitely look for factory-installed wireless charging on my next EV. I have a Tesla today only because I didn't have a lot of options at the time. In the next few years, car makers will need to do something to stand out from the competition – and it's not just range. Wireless charging will be the factor in my purchase decision."



**I will definitely look for factory-installed wireless charging on my next EV.**





**ANDY COOPER**

Alexandria, VA

Genesis GV60

“I’m really excited about getting into EVs. I’m even more excited about charging my EV wirelessly.”

## MEET YOUR EV CONSUMER

# When Can My Genesis GV60 Charge Wirelessly?

“I’m really excited about getting into EVs. I’m even more excited about charging my EV wirelessly.” When that email showed up in my inbox, I couldn’t wait to speak with Andy Cooper. Why was he so excited about electric vehicles? And, what is it about wireless charging that got him so “charged up?”

Andy lives in the Washington, DC area and, because of his work in cybersecurity, he loves technology. “I love tinkering with gadgets and technology but, I felt like I was behind the curve when it came to electric vehicles,” Andy explained. “As I began thinking about my next car, I quickly realized that this generation of EVs had crossed the threshold of being very compelling. With incredibly well-designed offerings, the industry had turned the corner and I was ready.”

As he began his research, Andy became obsessed with electric vehicles and settled on the Genesis GV60. “First the car is beautiful. I don’t see any ugliness in it! The car’s engineers planned well ahead with the features they provided.” This became particularly important as Andy was also researching the concept of battery storage for his home and realized the expense for a stand-alone battery was not something he could justify. “Knowing what’s future-built into the car, I look forward to a time when I can use it as a back-up charger for my home. The concept of V2H (vehicle to house) will supplement the solar I currently have and goes beyond to V2G (vehicle to grid) as the solution to bridge the gap of when energy is being generated and distributed. A distributed power solution is something we should all aim to achieve.”

As Andy delved deeper into all the bells and whistles his new Genesis GV60 provided, he learned it [was being tested with wireless charging](#) in South Korea. “Wow! This car is the gift that keeps on giving. Technologically, it’s so far ahead of everything else on the market.



**Andy Cooper** (continued)

I would love wireless charging built into my GV60 so I could begin using it here – in the United States. Wireless charging is the natural evolution for EV charging. It’s so simple and natural. While EVs provide the convenience of charging at home, wireless charging takes that convenience one step further by completely removing the refueling aspect. It’s a marvel.”

Andy goes on to explain that for “tech heads,” like himself, the neatness factor of wireless charging is a compelling factor in selecting one vehicle over another. Personally, he appreciates the aesthetics. “With no cords, it’s clean and integrated. With no cords, it’s simple and easy to use. And, with no cords, it’s safe. Moving beyond my garage, I love the idea that if I need to charge in my driveway or on the curb in front of my home, I don’t have to have cords everywhere.”

Couldn’t have said it better myself, Andy.



**I love the idea that if I need to charge in my driveway or on the curb in front of my home, I don’t have to have cords everywhere.**



## About WiTricity

WiTricity is the trailblazer in wireless charging for electric vehicles, leading the development and implementation of magnetic resonance technology across passenger and commercial vehicles alike. The company's technology is backed by an extensive patent portfolio and is the foundation for ratified global EV wireless charging standards including SAE, ISO and GB. Automakers and Tier 1 suppliers turn to WiTricity to help accelerate the adoption of EVs by eliminating the hassle of plug-in charging, setting the stage for future autonomy.



Charge Happy™

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