

WHAT MAKES A MOBILE 50 kW DC FAST CHARGER IDEAL FOR AUTO DEALERSHIPS



Preparing for the global transition to electric vehicle (EV) use is vital for auto dealers because it represents one of the largest and most seismic shifts in the history of the automotive industry. The rise of the EV is not a fad, but rather a permanent structural change driven by technology, regulation, and consumer demand. Dealerships that are slow to get on board—or choose not to get onboard at all—risk falling behind as the industry evolves toward cleaner, smarter, and more connected mobility.

EV sales continue to increase on an annual basis, supported by state government and utility incentives, expanding charging networks, and a steady increase in available models from every major automaker, with ranges increasing for every new model.

Consumers in North America and around the world are finding EVs not only the most eco-friendly of all vehicles, but the most cost-effective as well.

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Electric vehicles (EVs) are changing the way people drive—and save—right now. Millions of drivers across America have already made the switch to electric and are saving on upfront costs with incentives, spending less at the gas pump, and ditching the costly maintenance of gas vehicles.

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California-based, non-partisan, nonprofit organization
that promotes public awareness of EVs



Customers are walking into automotive dealership showrooms expecting knowledgeable sales staff, charging solutions, and reliable service options for electric models. Dealers that can meet these expectations are well positioned for the EV transition.

Investing early in EV infrastructure, such as Level 2 or DC fast chargers, helps dealerships stay ahead of manufacturer requirements and avoid delays when new EV models arrive. Charging capability is now part of a dealership's core operation, supporting everything from test drives and delivery prep to maintenance and trade-ins.

It also creates opportunities to educate customers about home and public charging, energy costs, and vehicle range, all of which are key topics that influence EV purchase decisions.

Preparing for the EV transition also means training technicians to service high-voltage systems, updating safety procedures, and managing battery logistics. These skills are becoming essential, as electric powertrains require different diagnostic tools and knowledge compared to internal combustion engines. Dealerships that invest in training now will have a competitive edge as service volumes for EVs continue to rise.

The EV shift also opens new business opportunities. Dealers can partner with charging network providers, offer bundled charging equipment with new vehicles, or provide charging access on-site for customers and fleets. These efforts build long-term loyalty and reinforce the dealership's role as a trusted advisor in the new era of electric mobility.

Ultimately, preparing for the EV transition is about future-proofing the business. Consumers, automakers, and governments are all moving in the same direction, and dealerships that adapt early will be best positioned to thrive. By embracing electrification, auto dealers ensure they remain relevant, profitable, and aligned with the industry's clean energy future.

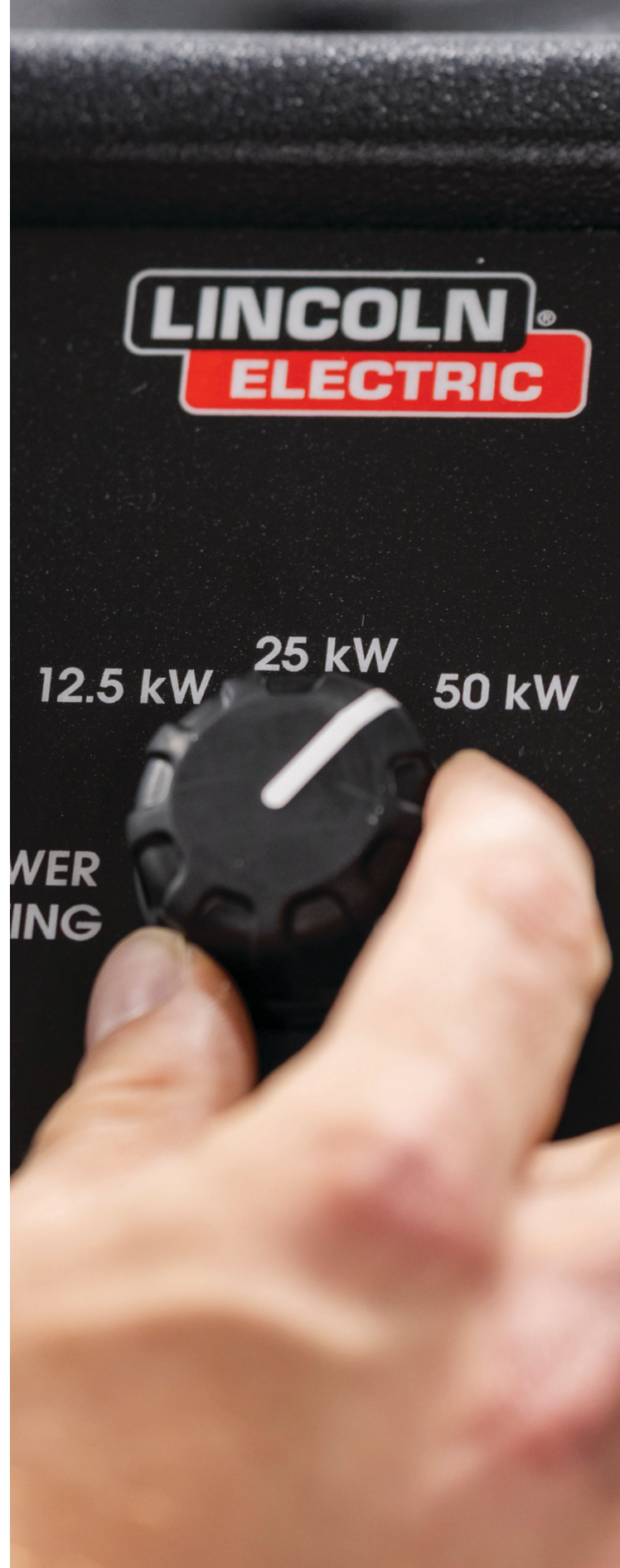


THE MANY BENEFITS OF MOBILE FAST CHARGING AT DEALERSHIPS

As auto dealerships embrace the shift, charging infrastructure is becoming a critical part of day-to-day operations. Many dealerships are realizing that a mobile DC fast charger offers a unique mix of flexibility, speed, and practicality—the perfect combination for the fast-paced environment of modern sales and service centers.

Unlike fixed charging stations that require costly installation and permitting, mobile DC fast chargers can be deployed immediately. They plug into the existing electrical infrastructure and can be relocated anywhere on the lot, in the service area, or even off-site for events and test drives. This flexibility enables dealerships to adapt quickly as their EV inventory grows or as auto manufacturers develop new models with different charging needs.

Preparing a new EV for customer delivery often requires topping off the battery or verifying charging performance before handover. With a fast charger, vehicles can reach 80% charge in under an hour, ensuring that each car is ready for its new owner without creating a bottleneck in the service bay. The mobility of the charger also means staff can charge vehicles wherever they are staged, saving time and eliminating the need to move cars between limited charging spots.





Nothing dampens a test drive like a low battery warning. A mobile fast charger ensures that every EV is fully charged and ready for prospective customers to experience its optimal performance. Dealerships can also use mobile chargers during ride-and-drive events, or EV showcases where access to permanent chargers may be limited.

In the service department, EVs often arrive with depleted batteries. A mobile unit can quickly recharge vehicles before diagnostics or software updates, reducing turnaround time. For trade-ins, it enables staff to charge pre-owned EVs before appraisal or resale, maintaining efficiency across all operations.

Compared to installing multiple fixed fast chargers, a mobile DC fast charger represents a more cost-effective solution for dealerships still building out their EV programs. It requires no major construction, can be shared among departments, and easily scales as demand grows.

A mobile DC fast charger gives dealerships the agility to support today's EV needs while preparing for future growth. Whether it's final delivery prep, test drive readiness, or servicing electric trade-ins, this technology offers the speed, convenience, and adaptability that EV-focused dealerships require to stay ahead. As the automotive landscape continues to electrify, mobile charging is not just a convenience, it's a competitive advantage.

LINCOLN ELECTRIC'S RUGGED AND POWERFUL VELION™ 50 kW DC FAST CHARGER

Lincoln Electric's Velion 50 kW DC Fast Charger is a compact, mobile, and durable fast-charging solution designed for maximum flexibility across industries. Engineered and built in the United States, it delivers big power in a small footprint while meeting Buy America requirements with more than 70% domestic content.

The Velion provides scalable charging options of 12.5 kW, 25 kW, or 50 kW and is compatible with both CCS1 and NACS connectors. It requires no trenching or permitting, making it ideal for quick deployment at auto dealerships, fleet operations, construction sites, or emergency response situations.

Built for reliability, the Velion features weather-ready components, potted circuit boards, smart diagnostics, and remote monitoring to ensure uptime in demanding environments. Its mobile, plug-and-play design allows for easy relocation and operation wherever power is needed.

Lincoln Electric supports the Velion with an industry-leading three-year warranty and a nationwide service network. The charger is available in two configurations: the Velion 50 kW Mobile with wheels, and the Velion 50 kW Mobile with Wheels and Roll Cage, which includes added protection.



With its combination of power, mobility, and American-made quality, the Velion 50 kW DC Fast Charger offers one of the most versatile and cost-effective solutions available for commercial and industrial EV charging.

Automotive dealerships face many challenges in the EV transition, but the mobile and rugged Velion charger responds to the challenges and offers proactive solutions at every level.



FOR MORE INFORMATION ABOUT THE VELION 50 kW DC FAST CHARGER, CONTACT THE TEAM AT LINCOLN ELECTRIC TODAY.

Customer Assistance Policy

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