INFINITY EV

Pulsepoint by Infinity EV
Information for caravan and holiday parks
November 2026

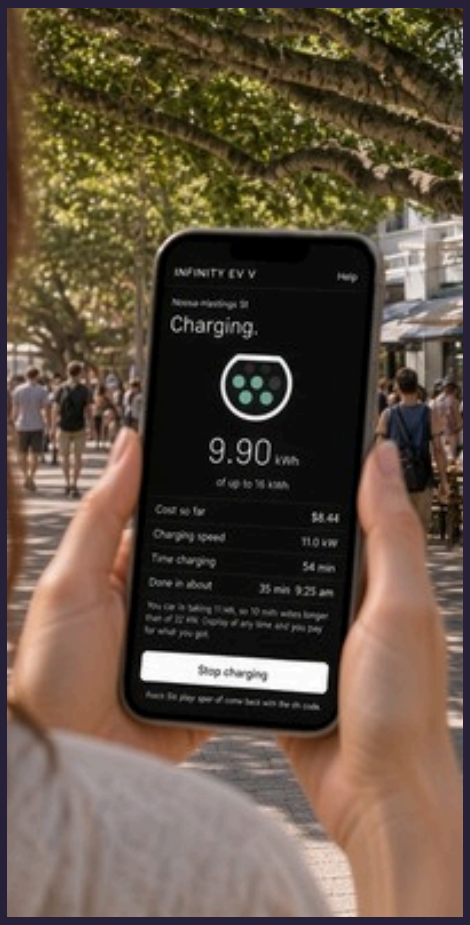
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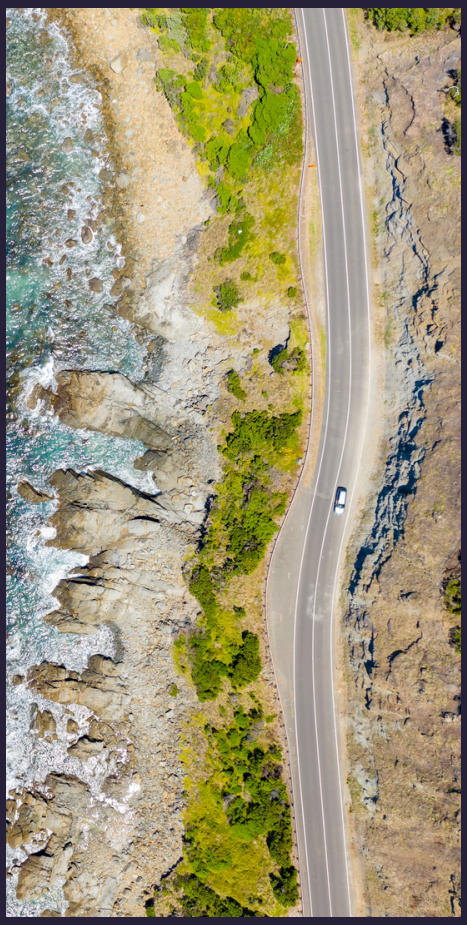
More guests drive electric. Make sure they charge with you.

Pulsepoint for caravan and holiday parks: EV charging that earns revenue for the park and puts you on the map for travelling EV drivers.

pulsepoint
by INFINITY EV







THE SITUATION

Many EV drivers plan trips around where they can charge, and a holiday park with charging can become part of that plan.

In a South Australian survey of holiday park guests, 60% of current and future EV drivers said charging would be very important to them when choosing a holiday park in the future. [1] The question for your park is simple: when an EV driver arrives, where does their charging money go?

TWO WAYS TO MISS OUT

Offering nothing is a lost opportunity

Some EV drivers shortlist parks by whether they can charge overnight. Some EV guests will plug a portable charger into their site outlet, using power you pay for with no metering or load control.

Sending guests down the road is not a solution.

Pointing guests to a public charger in town sends their charging spend elsewhere, and takes their time and money away from your business. Every kWh they buy there is revenue that could have stayed with your park.

CHARGING THAT PAYS

With Pulsepoint, the charger becomes a revenue line, not a cost.

Guests scan the QR code on the charger, pay for the energy they use up-front and charge their vehicle. The Pulsepoint's fee is built into the guest's rate per kWh, and the revenue generated comes back to your business, settled monthly, to cover your electricity and leave a margin if you choose. There is no annual software subscription.

How your revenue is worked out

- 15x EV's come to your park in a given month, and each uses 50kWh
- Your sale price is $0.45/kWh, you will earn $337.50
- Your power cost is $0.20/kWh, electricity cost is $150
- Your intended margin is $0.15/kWh, Holiday park makes $112.50 profit
- Infinity EV Pulsepoint service fee is $0.10/kWh - $75
- Your parks annual margin is $1,350, this is potential lost revenue.

ON THE MAP

We list your chargers on PlugShare, Google Maps and Apple Maps. Your park appears to drivers searching for charging in your area and on their travel route, often before they have chosen where to stay.





BUILT FOR PARKS

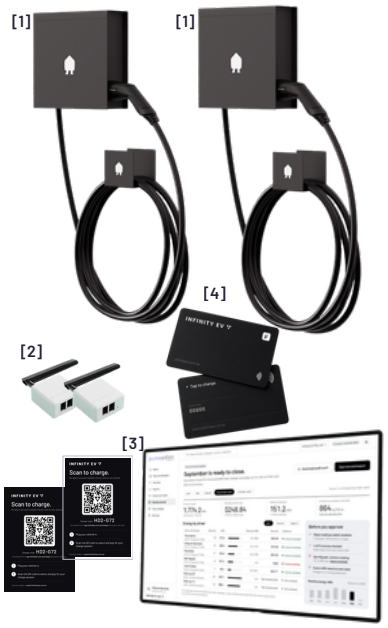
- **Overnight guests** scan the QR code at the charger, pay for their session and start charging.
- **Permanent residents, annual site holders and VIP guests** can have their own RFID card with special pricing.
- **Your front desk** gets a co-branded brochure explaining how to charge, ready for check-in packs.
- **Your office** gets clear reporting on sessions, energy and revenue, with nothing to chase.

CARAVAN PARK OFFER

SPECIAL OFFER FOR HOLIDAY PARKS

Park charging launch package

- **2x Smappee EV Wall with cable** [1]
  22kW with 8 metre charging cable
- **2x 4G with 5-year data plan included** [2]
  The charger stays online without relying on the park's Wi-Fi.
- **Pulsepoint pK billing platform**[3].
  set-up, QR code and public listing.
- **2x RFID cards** [4]
  2 included for VIP charger access (e.g. public price override for staff).
- **Revenue remittance:** charging revenue returned to the park, settled monthly.
- **Use your local sparky for installation:** Everything else is ready to go.



$3,800

Includes GST, excludes installation and freight to site.
Contact for info@infinity.com.au directly to order

THE PULSEPOINT OFFER

- **No annual subscription.** There is no yearly software fee for your chargers on Pulsepoint pK.
- **Costs built into the driver rate.** Pulsepoint's fee of 0.091/kWh (ex GST) is built into the driver's rate per kWh, so there is no outgoing cost to you.
- **Revenue comes back to you.** Charging revenue is remitted to you monthly.
- **QR code for public use.** Public drivers scan the code on the charger to start a session and pay.
- **RFID with custom pricing.** Provide staff, VIP customers or regular guests special access pricing.
- **How to use.** We provide a digital co-branded 'how-to-use' guide with your brand and ours, so drivers know how to charge on arrival.

Process to getting your Park EV ready

1

Select an EV hub

Choose a location or locations for your EV chargers. This can be anywhere in the park, but the most cost-effective spot is usually near a distribution board with enough spare capacity.

2

What type of charger should I buy?

EV chargers come in two main types: AC and DC. DC charging is much faster, but it is also much more expensive and needs far more infrastructure. It suits highway stops where drivers want a quick turnaround.

For holiday parks, DC is usually unnecessary. Guests have time and are not in a rush. A good AC charger, or a pair, will serve your business well, and in the vast majority of cases your return on investment will be much better with AC.

3

How much power do the chargers draw?

The AC chargers we recommend can connect to single-phase or three-phase power. On single phase, a 32 A circuit delivers 7.4 kW. If you have three phase available, a 32 A three-phase circuit delivers 22 kW.

At 7.4 kW, an average EV will charge from 20% to 100% in about 6.4 hours. At 22 kW, a vehicle that can accept that speed will do the same in just over 2 hours.

4

How do I recoup my electricity costs?

Pulsepoint by Infinity EV takes care of this. We manage the driver, take payment and activate the charge session. Payment is taken before the session starts, and charging begins straight away. The funds are collected and remitted to your nominated bank account monthly, minus our operational fee.

5

Are there ongoing costs?

Pulsepoint only costs money when it is used. If nobody charges, there is no cost to you. When drivers do charge, we deduct our Pulsepoint fee from what the driver pays and remit the difference to you.

6

Can I set my own energy rate for drivers?

Absolutely. We will work with you to set a driver rate that covers your costs. We will also advise on the market rate and what is reasonable, so you avoid overcharging guests, or undercharging and losing revenue.





PROCESS TO GETTING YOUR PARK EV READY, CONTINUED

7

What's included in the charger offer package?

Everything you need to get up and running with EV charging, including 4G internet modems, QR stickers so drivers can start a charge session from their mobile phone, and RFID cards so staff or special guests can charge at a special rate.

Installation is not included, but the package is designed to make it relatively straightforward. We are happy to speak with your electrician and support them.

8

Who and what is Smappee?

Smappee is a premium, Belgian-made EV charger and energy management system, renowned for its design, its build quality, metal frame, and the intelligent systems in both the charger and the cloud.

Infinity EV partners with Smappee because they are proven not just in Australia, but world-wide. They are a world-class product with excellent remote support and diagnostics, and come with a two-year warranty that can be extended to five years. Pulsepoint integrates seamlessly with Smappee.

9

How do I make sure guests move their vehicle once it is charged?

With idle fees, so the charger is free for the next driver. We can switch these on at your request, with a grace period before they apply. Once the charge session is complete ($/kWh), we provide a grace period and then shift to a $/min. The structure of idle fees is optional and customisable.

10

Can we charge different rates at different times of day?

Yes, with time-of-use tariffs. Pulsepoint can follow changes in your energy rates through the day. If you have a strong solar system, you could offer cheaper charging during the day and charge a premium overnight.

11

Are EV sales really growing that fast?

Yes. EV sales have grown rapidly over the last few years, and in August 2026 battery electric vehicles outsold both petrol and diesel vehicles in Australia for the first time. *

Many people choose an EV to save on fuel and to use the tax benefits currently available. We don't see EVs taking over entirely, as petrol and diesel still suit many drivers. The advantage for you is that you already have electricity at your park, an opportunity to generate extra revenue for minimal cost.

12

Don’t EV’s catch fire and explode everywhere?

The king of the Facebook furphy. Australia has recorded roughly 14 electric vehicle battery fires since 2021 (as of late 2026) - that’s only 2–3 a year nationally. For context, Fire and Rescue NSW attends about 3,000 petrol and diesel vehicle fires every year, thats in one state alone! The cold facts versus the furphy could fill a page, but if you want the data, check EV FireSafe - the Australian research project backed by the Department of Defence.
What's more, its important not to mix passenger electric vehicles (EV’s) with e-scooters, e-bikes and golf carts as they are usually built to a lower standard than cars, don’t have proper battery management, are usually mistreated which leads to more thermal incidents.

* FCAI VFACTS and Electric Vehicle Council data for August 2026: 27,078 battery electric vehicles (24.9% of new vehicle sales) against 25,824 petrol and 23,608 diesel. Reported by CarExpert and GoAuto, and in a media release from the Minister for Climate Change and Energy, 4 September 2026. Accessed 4 November 2026.

INFINITY EV

Keep your guests' charging spend in the park.

Contact us to discuss your park's specifics and we can provide a proposal custom to your parks specific needs, location and available power.

Already have a charger? Looking for a more cost effective way to bill drivers? Infinity EV Pulsepoint can connect to a number of brands. Contact us today.

Book a free consultation: craig@infinityev.com.au / +61 483 788 168

1.EV Charging in Holiday Parks A Guide for Industry
https://online.fliphtml5.com/jczqfe/arit/#p=1

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