



Verdek's October 2019 Newsletter

Our Picks from the Top EV News of the Last Month

4-Dollar Gas in California Could Change Car Habits

The rise of gas prices in California has historically been a tipping point for consumer behavior, especially when the price reaches \$4 a gallon or more. California has been experiencing single day jumps of over 20 cents in 2019, which raises questions over whether this will change future buying behavior when it comes to cars.



With consumer behavior changing considering the rise in luxury vehicle sales, it remains to be seen if a compounded effect will take place with increased global attention on climate change and the rise of gas prices.

Read more from GreenCarReports [here](#).



Rivian Investment Soars

People who read the Verdek newsletter regularly will know that we've been very excited about the EV SUV pioneer, Rivian, and its potential take a very popular car type and make it wildly successful in the electric market. The momentum and investment behind this company has been enormous, and we definitely see the potential!

Coming off the heels of a \$700M investment from Amazon and a \$500M from Ford, Rivian has received yet another large capitol boost from Cox Automotive. The recent \$350M investment will help Rivian build its electric R1T truck and R1S SUV in Illinois.

Read more from [Electrek](#).



Another \$500 Home Charger Enters the Market

Shortly after the release of ChargePoint's Home Flex charging station release earlier this year, Volkswagen's Electrify America company has released yet another Level 2 EVSE (7.6 kW) for the home with a price point of \$500.

This new Wi-Fi enabled station brings more features for the price than other competitive Home EV chargers, so we feel like this will be the new benchmark, joining eMotorwerks' JuiceBox Pro 32 as yet another low price option for buyers.



Charging up at McDonald's May Become a Reality

More ubiquitous chains are coming to the realization that their customers will need EV charging in their parking lots as EV interest

continues to trend upwards in the future. Wawa, Hy-Vee, and Sheetz have already partnered with Tesla on chargers, and many hotel chains across the US such as Wyndham and Hilton have had charging stations for years.

Now it seems as though the iconic burger giant McDonald's is looking to bring electric vehicle charging to its menu, which would be a serious tipping point in competitive advantage in the fast food market if they decide to roll out this plan at their drive-ins in the states.

Charging up at McDonald's has already been rolled out in parts of Europe. In the Netherlands specifically, every McDonald's "McDrive" will have two charging stations installed this year. McDonald's has had an image problem in Europe in the past however, so perhaps that is why it has made a strong commitment to providing EV charging stations.

It remains to be seen if it's just the EV-friendly European market or if McDonalds will apply their strategy globally.

Read more from [CleanTechnica](#).

Until Next Month

Keep an eye out for next month's Verdek Newsletter, as we'll share another round of our top picks from the EV news cycle. As always, please follow us on [Facebook](#) and [Twitter](#) to get the latest news, insights, and shares from Verdek.

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