



Tritium Expands Operations In Europe

December 17, 2019



Amsterdam, NL, October 16, 2019 – Tritium, a world leader in electric vehicle (EV) DC fast charging technology, has announced a series of appointments to its European team in response to increased demand for fast and high-power charging across the continent.

Manuel Fernandes has been appointed President for Tritium Europe. Fernandes has been with Tritium since 2014, when the company launched its world-leading Veefil RT 50kW DC Fast Charger. As president, his role will be to set the strategic direction of Tritium's European operations.

"Manuel has led the establishment of Tritium within Europe since 2014 and has been working in the industry since 2010, so he has great industry insight and understands well how Tritium can best help our customers achieve success in their businesses," said David Finn, CEO and co-founder, Tritium. "Europe has been a very strong market for Tritium, with the IONITY partnership and our large installation base throughout the Nordics and the UK. Given Manuel's contribution to our success here, he is the natural choice to lead Tritium's future growth across the continent."

Tritium also announced it has appointed Iván Soto to the role of Sales Director Europe, and Chris Joor as a Procurement Officer for the EU region.

Soto brings more than a decade of experience in sales roles in Europe to his role at Tritium, where he will be responsible for managing the sales teams across the continent. He was most recently with CIRCONTROL where he held a number of roles including sales manager of eMobility.

Joor joins Tritium with nearly 20 years of experience from Yamaha, where he was a senior buyer for nearly nine years.

The announcement was made at the eMove 360 conference in Munich.

"The market is maturing across Europe and we are seeing an increase in interest in electric vehicle charging infrastructure," said Fernandes. "This year we opened the [TRITIUM E-MOBILITY INNOVATION CENTRE](#) in Amsterdam to cater to this growth, and we will continue to add to our team to meet the market while continually innovating to stay ahead of it.

"Ivan and Chris are welcome and experienced additions to our team, and they will help us grow our sales pipeline in new markets where electric vehicles are beginning to become more commonplace."

EUROPEAN EXPANSION CATERS TO CURRENT AND FUTURE GROWTH

Tritium continues to see exceptional growth across Europe which to date has proven to be the biggest market for the company globally. This year alone, the company has announced:

- A new [DEAL TO SUPPLY A FURTHER 120 IONITY SITES](#) with up to six of Tritium's flagship Veefil PK 350kW DC High Power Chargers (HPCs) per site. This brings the total deal with IONITY to date to 220 of the planned 400 sites across Europe;
- A deal to supply Veefil RT 50kW DC Fast Chargers (DCFCs) to new EV network entrant [DRIVE ENERGI'S PLANNED 2,500 SITES ACROSS THE UNITED KINGDOM](#);
- A [DEAL WITH NISSAN TO RAPIDLY SUPPLY NINE DCFCs](#) to help support the leading EV automaker's sponsorship activities ahead of and during the UEFA Champions League Final in Spain;
- The industrialisation of the revolutionary ["HALO" IONITY CHARGER CONCEPT](#), which will be rolled out across Europe as part of the IONITY supply deal; and

- A deal to supply Ireland's first privately-owned charging network with DCFCs [FOR UP TO 88 SITES ACROSS THE NATION](#).

The company first opened its office in Amsterdam in March 2018 and has since developed a strong foothold in Europe with more than 50 per cent of the world-leading market in Norway and around 15 per cent of the wider global market for 50kW fast chargers. It has now provided more than 30 countries, including non-European nations, with more than 3,000 chargers.

Last year, Gilbarco Veeder-Root [MADE A MINORITY INVESTMENT IN TRITIUM](#). The investment has since enabled Tritium to accelerate a number of strategic activities, including operational expansion in Europe and the opening of its [TRITIUM E-MOBILITY INNOVATION CENTRE](#) in Amsterdam earlier this year, which allows OEMs to test vehicles for DC fast-and high-power charger interoperability.

"Since we opened our Innovation Centre in February, more than 20 automotive manufacturers have tested their vehicles for interoperability and ease of use," said Fernandes. "We continue to innovate in charging infrastructure and we pride ourselves on working closely with the industry, the utilities sector and automotive manufacturers to ensure customers are provided with the best in class technology and service they deserve."

About Tritium

Tritium is a technology company that designs and manufactures the world's most advanced DC fast-charging equipment for electric vehicles (EV). Established in 2001 to provide power-electronic systems and battery energy-storage applications, Tritium became one of Australia's fastest-growing companies with the launch of its first DC fast charger in 2014. Since then, Tritium has become a leading global DC fast charging (DCFC) supplier with installations in more than 29 countries. Tritium currently holds around 50 per cent of the world-leading market in Norway and around 15 per cent of the wider global market for 50kW fast chargers. Tritium customers include The NRMA, Chargefox, Charge.net.nz, EDF Lumins, Fortum, Grønn Kontakt, IONITY and Stromnetz. Tritium's global headquarters and main manufacturing plant is in Brisbane, Australia. Additional sales and manufacturing facilities in Amsterdam and the Los Angeles region ensure attention to key markets in Europe and the Americas.