

Powering one of Australia's largest EV charging networks

Project summary

JET Charge partnered with Toyota to roll out one of the top 10 largest EV charging networks in the country and the biggest dealer charging network available for automotive Customers.

Across 18 months, we supplied and installed hardware at 250 metropolitan and rural Toyota dealerships across every state and territory, to ensure a nationwide charging solution ahead of the launch of Toyota's first BEV, the bZ4X.

Additionally, Toyota chose JET Charge as their approved aftermarket supplier of EV hardware. JET Charge provides two charging cables with each bZ4X, and a free 7kW ABB home charger for Full Service Lease Customers.

Client Toyota

Project Toyota dealership rollout

Here's how we did it

Customer

Toyota Motor Corporation Australia (TMCA) is Australia's most trusted and best-selling automotive supplier.

Drawing on more than a quarter of a century of leadership in hybrid vehicles, Toyota took a big step on their multi-path approach to electrification in 2024 with the launch of their first BEV, the bZ4X.





Challenges

Seamless charging solutions: Ahead of the release of their first BEV, Toyota wanted to ensure that their dealers and Customers were confident about EV charging. They were seeking a seamless charging solution “from the dealership to the driveway”. This involved implementing a geographically vast rollout and taking the varying requirements of individual dealerships into account.

Instilling confidence: Between 8-10% of all new car sales in Australia are hybrid or EV, so it was essential that Toyota dealers were confident in selling this new technology and able to provide Customers with the same ease-of-purchase and Toyota brand security as with any vehicle purchase. This included ensuring they had EV chargers on the dealership floor, in the service area and on-street for Customer use.

Installation support: Even for early EV adopters, at-home charging can prove confusing. Toyota wanted to ensure that Customers had a streamlined and stress-free path to installing a charger in their homes and that dealers were able to easily answer any questions and refer the Customer on to a trusted provider for an installation quote.

Solution and implementation

JET Charge was uniquely placed to take on a project of this scale. With a team of 150 employees, plus hundreds of electrical contractors out in the field at any given time, we were one of the few companies with the expertise to ensure a full service solution for Toyota.

Over the course of 18 months, we coordinated – from initial engagement to installation – with 250 metropolitan and rural Toyota dealerships to ensure they had the required level of underlying charging infrastructure to support the seamless arrival of the bZ4X on Australian shores.

JET Charge supported Toyota with EV charging guidance, project management, hardware supply and hardware installation as part of the rollout. The multifaceted nature of the project required clear and ongoing communication between Toyota’s vast dealership network and JET Charge’s team of experts. This approach has resulted in the successful rollout of one of the top 10 largest EV charging networks in the country.

JET Charge took the challenge of EV charging away from the dealership. We did so by providing input into Toyota's training on EV product advice and process, and offering one-on-one dealership product guidance. This meant that when [bZ4X](#) launched in February, dealers were armed with the hardware and technical knowledge they needed to confidently market and sell Toyota's flagship BEV.

JET Charge also ensured that Toyota Customers have a convenient and seamless pathway to at-home EV charging. As Toyota's approved aftermarket suppliers of EV hardware, JET Charge supplies two charging cables with every [bZ4X](#).

Outcome

Toyota and JET Charge successfully partnered to roll out the biggest dealer charging network available for automotive Customers in Australia.

Over the course of this project, JET Charge has worked to ensure that the market entry of Toyota's flagship BEV, the [bZ4X](#), has been as smooth as possible, setting a new standard for dealership charging networks and at-home charging possibilities.

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The technical stuff

- 246 x Schneider EVLink Smart Wallbox
- 151 x Schneider EVLink Parking dual port
- 100 x ABB Terra AC Showroom pedestal charger
- 71 x Kempower T-series moveable charger
- 21 x 50kW Tritium RTM75
- 20 x Wallbox Commander 2
- 17 x CORE Basic
- 16 x CORE Mini

