

Hubject and Localiser Partner to Bring Data-Driven Intelligence to EV Charging Infrastructure Planning

Strategic data partnership brings Hubject's real-world charging data into Localiser's platform, helping CPOs and investors expand infrastructure smarter.

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/EINPresswire.com/ -- [Hubject](#), the global leader in eMobility interoperability, and [Localiser](#), the specialist platform for EV charging infrastructure site analysis and operational optimisation, today

announced a strategic data partnership. Under the agreement, Hubject will provide Localiser with Point of Interest (POI) data and charging utilisation insights from Hubject's network of more than 1,100,000 charging points in over 75 countries. Charge point operators (CPOs), municipalities and investors can use this data to make better-informed decisions on where and



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Christin Hahn, CEO, Hubject

how public charging infrastructure should be expanded and operated. Each month, more than 35,000 site evaluations are conducted using Localiser. The partnership marks the first step in a wider effort to accelerate the commercial viability of charging networks, a critical prerequisite for EV mass market adoption across Europe. □

"Charging infrastructure only serves drivers if it's built where it's actually needed," said [Christian Hahn](#), CEO of Hubject. "Bringing Hubject's network data into Localiser's planning process means that decision can be made with real usage patterns behind it, not just projections."

"The charging industry must continue to professionalise, with CPOs expanding their focus from planning alone towards optimising operations. Hubject's data serves both: measured utilisation at comparable sites when planning a new site or expanding an existing one, and market insights

for sites already in operation," said Oliver Arnhold, CEO of Localiser.

Key Benefits of the Partnership:

- Real network data: Localiser's site evaluation and solutions for infrastructure in operation will draw on real-world charging utilisation and POI data from Hubject's network
- Better-informed site analysis: By connecting network-level charging data with site planning expertise, the partnership aims to ensure that charging infrastructure is built where it's actually viable across Europe
- Market insights: dashboards and reports on the Localiser platform that let operators track market developments and benchmark their own utilisation rates against aggregated network data

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About Hubject

Hubject simplifies the charging of electric vehicles. Through its eRoaming platform interchange, the eMobility specialist connects CPOs and eMobility Service Providers (eMSPs) to provide standardised access to charging infrastructure. Hubject operates the world's largest cross-provider charging network, connecting over 1,100,000 charging points and more than 3,500 B2B partners across 75+ countries. Hubject is also a leader in Plug&Charge technology reaching 5,000,000 PnC ready EVs, using ISO 15118-2 and -20 standards to deliver secure, seamless EV charging experiences, and is the first EV-related company to offer financial services for EV companies based on its own payment license.

About Localiser

Localiser RLI GmbH, founded in 2018 and based in Berlin, operates a platform for evaluating charging infrastructure sites for passenger EVs and electric trucks in Europe. Municipalities, charge point operators and investors conduct more than 35,000 site evaluations a month on the platform. It combines population, traffic, points-of-interest and competitor data into forecasts of energy demand and utilisation through to 2035, calibrated to the market position of the operator conducting the evaluation. Evaluations also cover historical utilisation and end-customer pricing, and follow DIN SPEC 91433, a German specification for charging infrastructure site assessment. For seamless integration into existing systems and workflows, Localiser offers a comprehensive API. More information at www.localiser.de/en.

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