

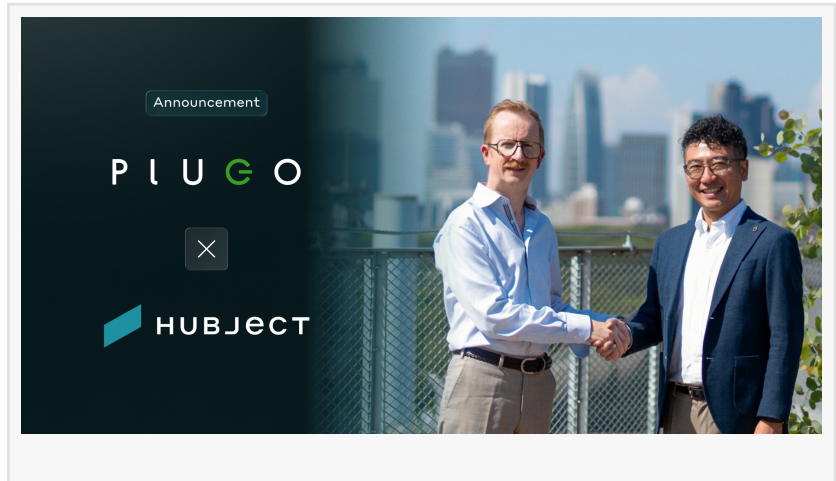
Hubject and Plugo Partner to Advance Plug&Charge Adoption in Japan

Hubject and Plugo partner to advance NACS-based Plug&Charge adoption in Japan, supporting CPOs, eMSPs, and OEMs across the Japanese EV charging market.

BERLIN, GERMANY, August 27, 2026

/EINPresswire.com/ -- [Hubject](#), the global leader in eMobility interoperability, and [Plugo Inc.](#), a Tokyo-based EV charging service provider, today announced a

partnership to advance the adoption of [Plug&Charge](#) in the Japanese EV market. The partnership will bring Hubject's Plug&Charge portfolio and technical expertise together with Plugo's presence in the Japanese charging industry, supporting charge point operators (CPOs), eMobility service providers (eMSPs), and vehicle manufacturers (OEMs).



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Christian Hahn, CEO, Hubject

The two companies will work together across several areas: enabling day-to-day use of Plug&Charge for CPOs, eMSPs, and OEMs operating in Japan, providing technical onboarding for companies implementing the technology, supporting hardware manufacturers through testing and certification, and raising awareness and driving standardization of the technology in the Japanese market.

In Japan, several automakers have reportedly begun

considering the adoption of the NACS standard. Against this backdrop, Plugo will work with Hubject — a global front-runner in the implementation and delivery of Plug&Charge — to accelerate the evaluation and real-world deployment of” ISO15118-based Plug&Charge ahead of the market, elivering a more convenient charging experience and charging environment for EV drivers in Japan

Founded in 2018, Plugo develops and operates EV charging stations and the “My PLUGO” app across Japan. The company also provides a one-stop EV charging services to a wide range of

businesses, including automotive OEMs, covering charging infrastructure, white-label charging applications, maintenance, and roaming services. The company already runs its own Plug&Charge system, "& GO," developed based on the CHAdeMO standard. This partnership with Hubject extends Plugo's automated charging work, broadening the technical standards available to Japanese drivers and manufacturers.

"Plugo has already proven that a seamless EV Charging Experience is fundamental for Japanese drivers. This partnership brings Hubject's full support for Plug&Charge, from certification to everyday operations, to make that available across Japan," said Christian Hahn, CEO of Hubject.

"We have been working to bring a seamless 'just plug in and charge' experience to drivers in Japan through the practical implementation of Plug&Charge compliant with the CHAdeMO standard. Through our partnership with Hubject, we will expand this experience to NACS and other charging standards used internationally. Our goal is to create an environment where drivers can use EVs without having to think about differences between charging standards, delivering a more convenient and flexible charging experience to EV drivers, vehicle manufacturers, and charging operators across Japan." said Naoki Okawa, Representative Director and CEO of Plugo.

Key themes of the Partnership:

- Technical onboarding support: bringing Plug&Charge into everyday, productive use for CPOs and eMSPs in Japan
- Certificate access for OEMs: bringing Plug&Charge-ready vehicles into the Japanese market through Hubject's certificate infrastructure
- Manufacturer testing and certification: providing a clear path for introduction of Plug&Charge to hardware manufacturers, supported jointly by Plugo and Hubject
- Industry standardization: joint work for promotion to raise awareness of Plug&Charge to expand its popularity across Japan

Together, these areas support the rollout of Plug&Charge in Japan, from technical onboarding to everyday use.

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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 standardized 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.

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About Plugo

Plugo's purpose is to "Create a future worth continuing." The company aims to help EVs take root in society as an exciting form of mobility and to make charging a seamless part of everyday life. Plugo develops and operates EV charging stations designed to enhance the value of destinations and the time EV drivers spend there, while also providing "My PLUGO," an application that brings charging into harmony with users' lifestyles. The company also offers "PLUGO OPEN CHARGE LAB," providing the technology and expertise developed through its own services as solutions for business partners. Plugo supports interoperability and roaming between charging networks using the OCPI protocol. Through collaboration with automotive OEMs, Plugo became the first company in Japan to implement "& GO™," a Plug&Charge system compliant with the CHAdeMO standard. The company continues to develop and deploy a universal EV charging platform designed to enable seamless charging experiences across differences in charging standards and services.

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