

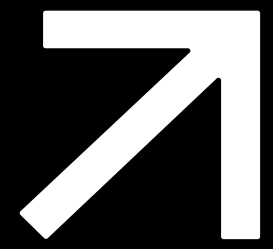
Kia Charge

Business Charging Whitepaper

Helping Kia Nederland guide businesses through the transition to an electric fleet with a clear and practical whitepaper.



KIA Charge

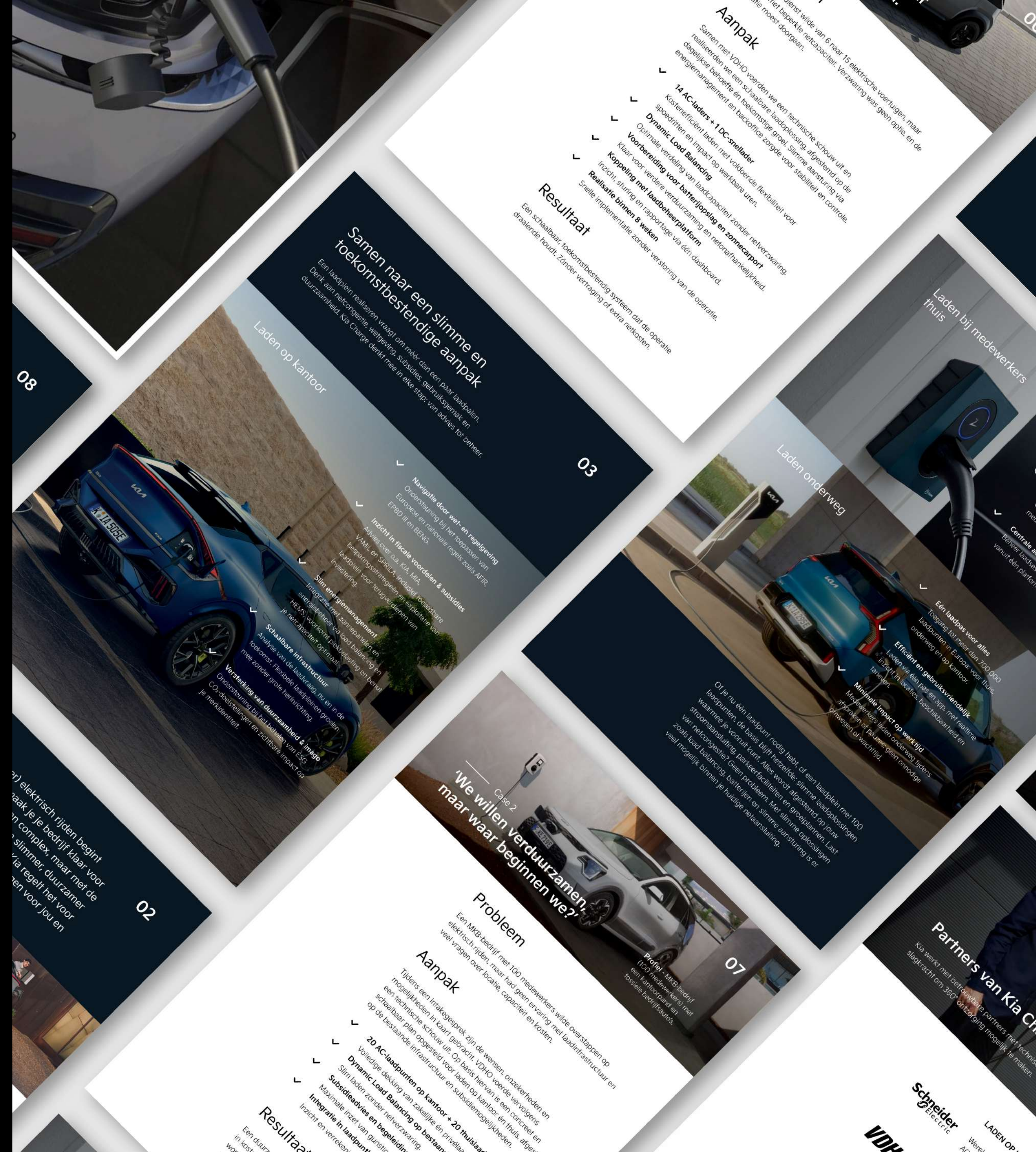


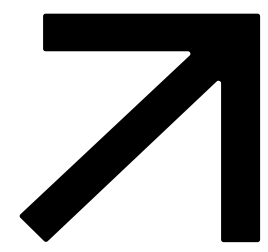
Client

Kia is one of the world's leading automotive brands and a key player in eMobility. To support the launch of Kia Charge Business Charging Solutions, Kia Nederland needed a clear and practical whitepaper that would help organisations understand what is involved in electrifying their fleet and how Kia Nederland supports them throughout the journey.

The whitepaper was aimed at fleet managers, procurement teams, and SMEs that needed straightforward guidance to begin their transition to electric mobility.

Kia Nederland brings together home, public, and business charging in one unified ecosystem. For business users, the programme covers everything from consultation and technical checks to installation, management, and aftercare, supported by trusted partners like Schneider Electric and VDHO.





Challenge

Many SMEs want to electrify their fleet but struggle with complex questions about grid capacity, installation requirements, subsidies, and charging management. Kia Nederland wanted a whitepaper that could answer these questions in a simple, structured way and position Kia Nederland as the partner that guides businesses from their first questions to a complete charging solution.

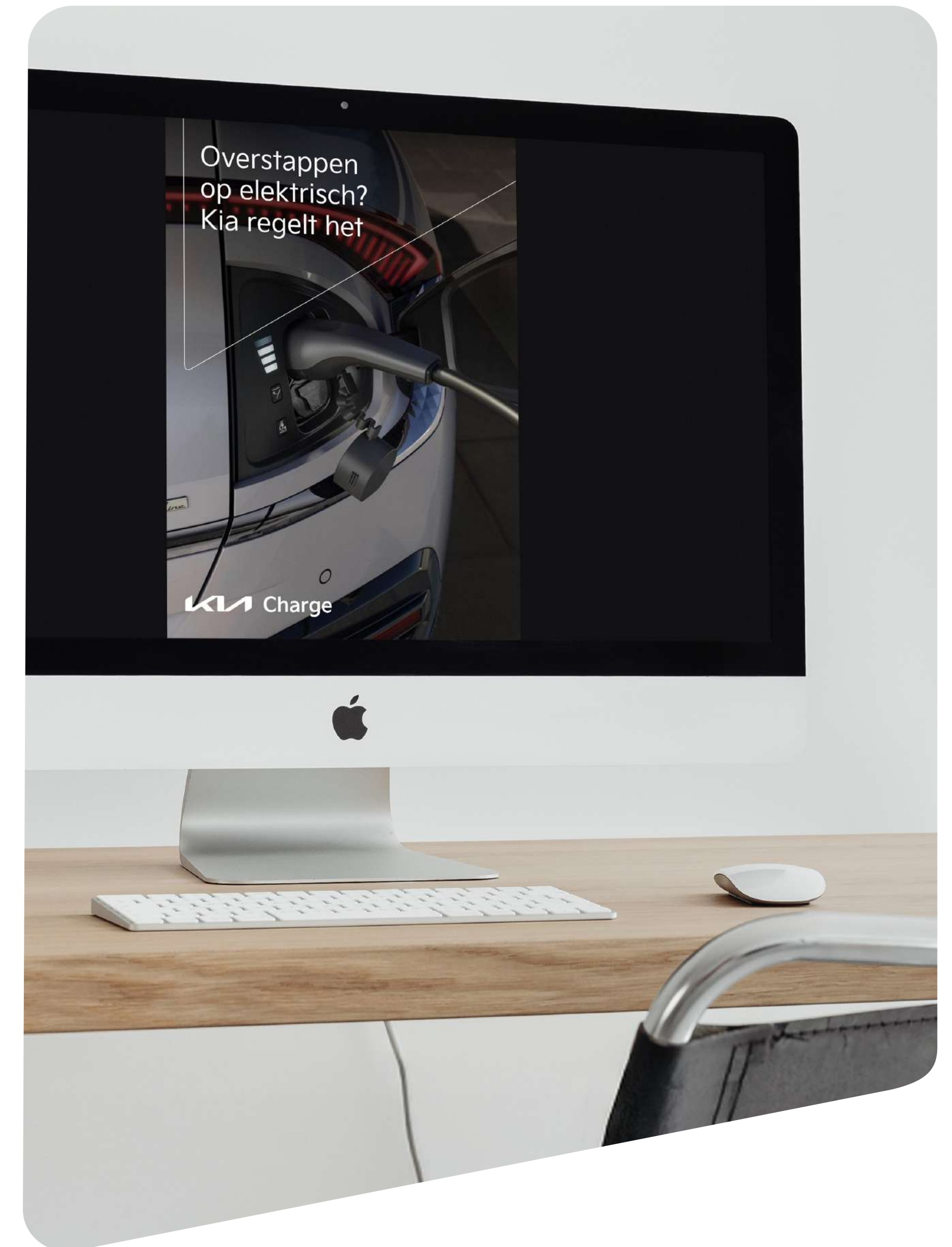
Kia Nederland also required the whitepaper to serve as a strategic entry point for their new B2B offering. It needed to inform, inspire, address common objections, clearly position Kia Nederland as a one stop shop for fleet electrification, and encourage companies to book a customised on site consultation.

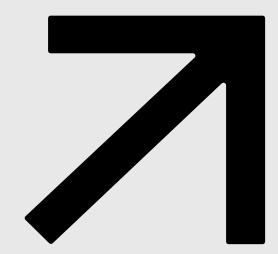
Our approach

Nexxt Industry created a whitepaper that explains the entire electrification process in clear, accessible language. We transformed technical topics such as load balancing, grid congestion, energy management, and subsidy options into practical guidance that fleet managers can easily understand.

The whitepaper includes real-world examples that show how Kia Nederland supports different types of businesses, from delivery companies with limited grid capacity to SMEs taking their first steps into eMobility. Throughout the content, we positioned Kia Nederland as a one stop partner able to deliver consulting, hardware, installation, and ongoing support in one integrated approach.

The whitepaper ends with a strong call to action inviting businesses to book an on-site consultation, turning interest into meaningful engagement.





Outcome and ongoing success

The whitepaper has become a central asset for the launch of Kia Charge Business Charging Solutions.

It strengthens Kia Nederland's role as a trusted advisor in the EV landscape and helps businesses move from uncertainty to action. Today it supports Kia Nederland's lead generation, sales conversations, and wider EV education efforts, and continues to position Kia Nederland as a future-ready partner for companies preparing their fleet for eMobility.

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