

Launching your brand in the European eMobility market



Authority marketing for eMobility and B2B tech

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Europe isn't just a hub for eMobility. It's the heartbeat of global innovation and growth in the industry. With its diverse markets, progressive regulations, and forward-thinking consumers, Europe sets the standard for sustainable transportation.

In early 2026, BEV market share across Europe reached approximately 20 percent, with strong momentum continuing in key markets.

At Nexxt Industry, we bring over a decade of specialized eMobility marketing expertise. We're not just a marketing agency; we're a dynamic extension of your brand. Working with Europe's leading Charge Point Operators (CPOs) and other major players, we've earned a reputation as the trusted partner for brands looking to thrive in this dynamic ecosystem.

Our approach is proactive and results driven. By partnering with us, you can skip the time-consuming learning curve and fast-track your way to the top table of the European eMobility ecosystem.

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Cracking the European eMobility market

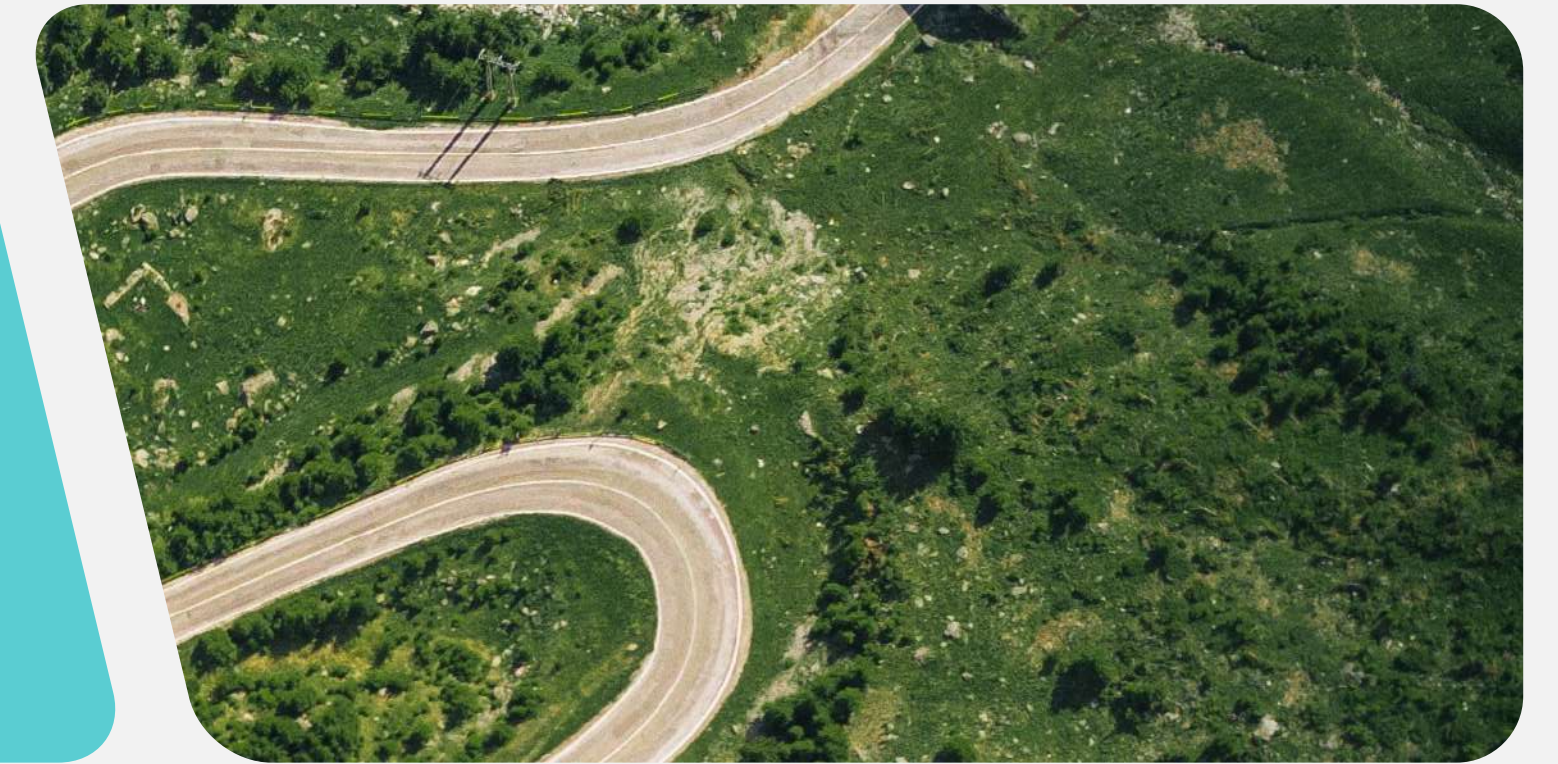
Europe isn't one market. It's a mosaic of countries, each with its own regulations, culture, language, and customer expectations. Navigating this complexity requires more than generic marketing knowledge; it demands a partner with an intimate understanding of the region.

At Nexxt Industry, we specialize in helping eMobility brands overcome these challenges, ensuring compliance with intricate EU standards and crafting strategies that resonate with diverse audiences.

With Nexxt Industry, your brand gains a trusted partner with a track record of delivering results, transforming challenges into opportunities.

MARKET EXPERTISE

Our team understands the varying maturity levels of EV markets across Europe, from well developed regions like Norway to rapidly evolving markets in Eastern Europe.

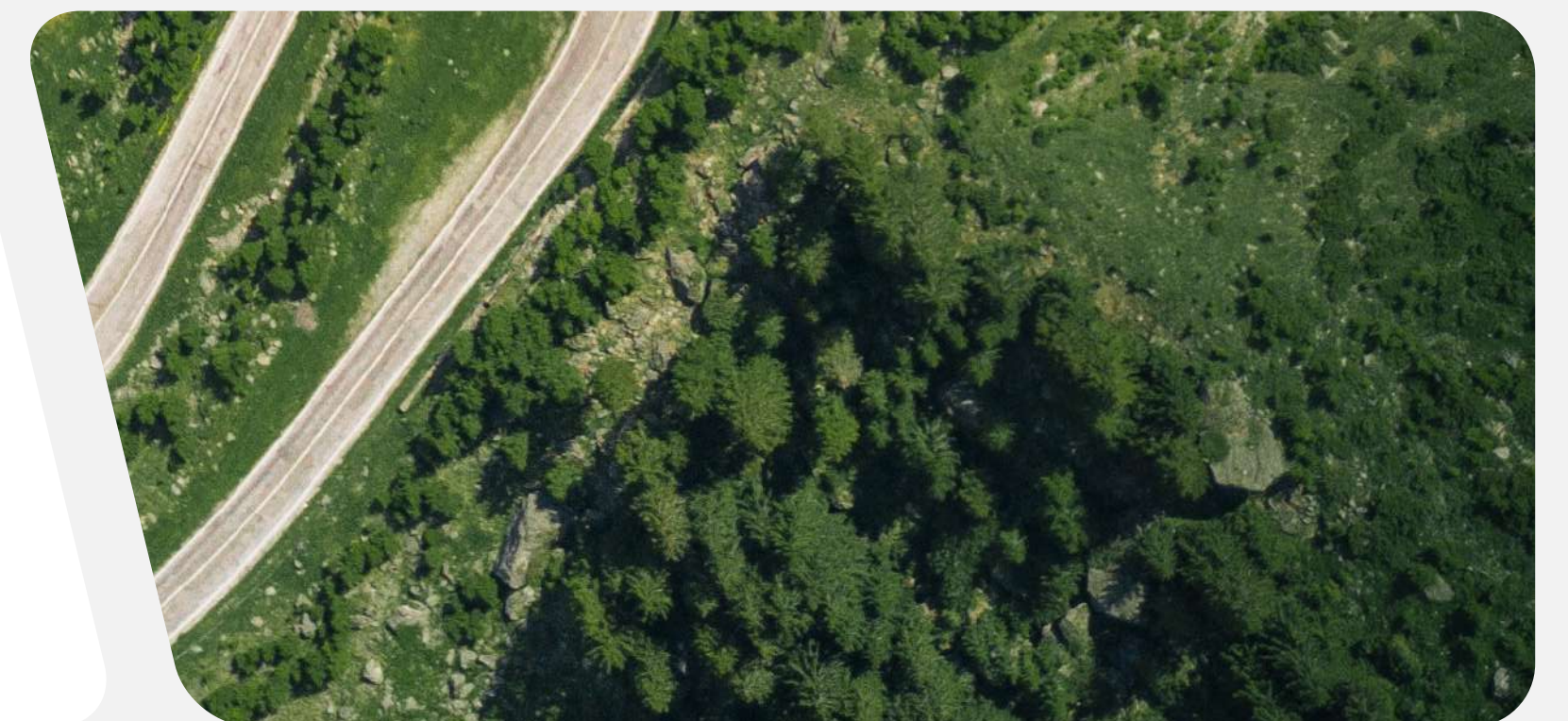


REGULATORY KNOWLEDGE

With vital insights into requirements like the 99 percent uptime for EV chargers, the Alternative Fuels Infrastructure Regulation (AFIR), and the mandatory ISO 15118 (Plug & Charge) standard for all new or renovated public AC chargers since January 2026, and country-specific EV incentives, we ensure your brand is compliant and competitive.

LOCALIZED STRATEGIES

We adapt your messaging and branding to meet the needs of individual markets, enhancing relevance and impact.



Tailored solutions for your brand

Whether you're launching a new product or expanding your current lineup, Nexxt Industry ensures you make a lasting impact in the European market.



BRINGING PRODUCTS TO MARKET

We create demand for your solutions by connecting with local audiences, leveraging our extensive network, and implementing proven go-to-market strategies tailored for eMobility.

LOCALIZED BRANDING

Your story matters, but how you tell it makes all the difference. We adapt your global brand identity to align with local tastes and values, ensuring your message resonates across Europe.

SUSTAINABILITY MESSAGING

We highlight your commitment to sustainability with substantiated, compliant messaging that meets the stricter Green Claims rules now in force across Europe. This is a key factor in connecting authentically with European audiences.



Your partner in marketing

Expanding into Europe often requires more than just great marketing. It demands capacity and expertise. That's where we come in.

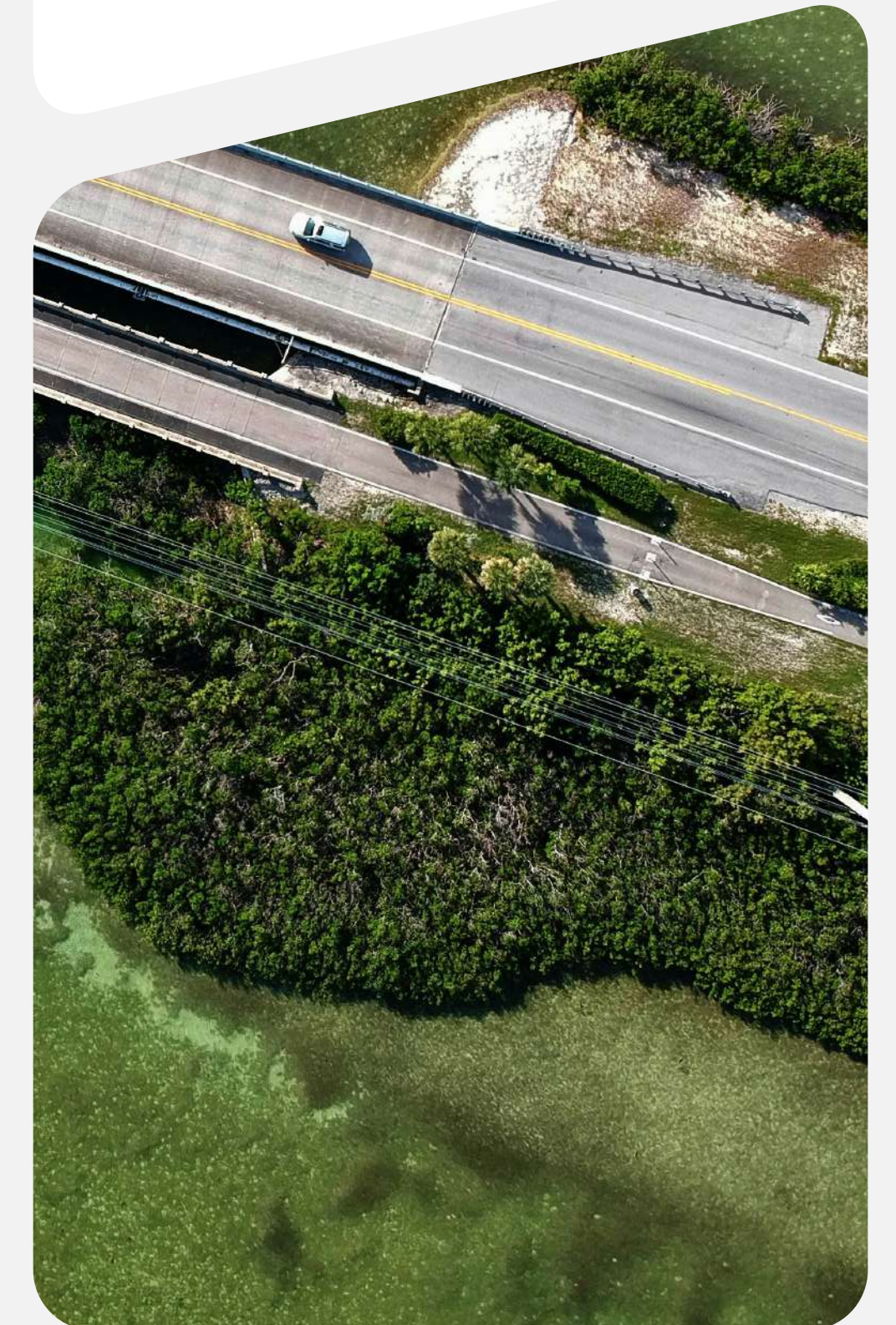
COLLABORATING WITH YOUR TEAM

We seamlessly integrate with your existing marketing team, enhancing their efforts with our European expertise.



STRATEGIC LEADERSHIP

Acting as a fractional Chief Marketing Officer (CMO) or an operational partner, we align your business goals with a winning marketing strategy.



READY-TO-GO EXPERTISE

With over 10 years of experience in eMobility marketing, our team enables you to skip a year-long learning curve and the costs that come with it. We're ready to deliver results from day one, with no need to train new hires or start from scratch.

BEYOND MARKETING - WHAT SETS US APART?

A STRONG NETWORK

Our relationships with key players, from CPOs to data providers, open doors for partnerships and collaborations that drive growth.

LONG-TERM PARTNERSHIPS

We work with you, not just for you. Our flexible, retainer-based services evolve with your needs, ensuring sustained growth at every stage.

MEASURABLE IMPACT

We set clear KPIs and deliver transparent, actionable reporting to track your progress and refine strategies.

Case study - Empowering Allego's digital marketing success

Allego, now Europe's largest EV charging network with over 35,000 charging points across the continent, has faced significant challenges during its development. As a pioneering force in driving eMobility adoption, the company needed to scale its marketing efforts rapidly to keep pace with its accelerated growth.

With limited internal resources, Allego needed a partner to handle their day-to-day marketing activities while maintaining high standards and aligning with their strategic goals. **Nexxt Industry** stepped in as an extension of Allego's marketing team, providing tailored support to manage social media, content creation, and performance reporting.

By leveraging our eMobility expertise, we delivered consistent, impactful results that aligned with Allego's vision.

"Nexxt Industry has been instrumental in transforming our digital marketing. They feel like part of our team, consistently bringing creative ideas and strategic insights that drive our campaigns forward." - *Carlotta Farina, Digital Marketing Specialist, Allego*

Nexxt Industry continues to support Allego's marketing efforts, helping them grow their brand and expand their presence across Europe.

KEY BENEFITS

- **SEAMLESS COLLABORATION:** integrated workflows with Allego's team to ensure cohesive strategies and execution.
- **LOCALIZED EXPERTISE:** created content tailored to diverse European audiences.
- **ACTIONABLE INSIGHTS:** delivered monthly performance reports with clear, data-driven recommendations.



The Nexxt Steps

Ready to make an impact in the European eMobility market? Here's how we can help.

- **CONSULTATION:** we take the time to deeply understand your goals, products, and challenges, ensuring we're fully aligned with your vision. This step allows us to uncover unique opportunities and tailor our approach specifically for your brand.
- **STRATEGY DEVELOPMENT:** we create a tailored marketing plan to align with your objectives and the specific needs of the European market, ensuring your brand is perfectly positioned to launch and thrive in EU markets.
- **EXECUTION AND OPTIMIZATION:** our work spans product marketing, demand generation, ecosystem marketing, and influencer collaborations, ensuring your brand connects with the right audiences and achieves measurable growth.

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Resources for CPOs

Explore our additional resources to support your journey.

- **OUR BLOG:** Expert advice and industry trends
- **PODCAST:** Conversations with eMobility marketing leaders
- **CASE STUDIES:** Real-world success stories with leading eMobility companies
- **RESOURCES:** eBooks, whitepapers, reports, and more
- **CONTACT US:** get in touch today and let's boost charge point utilization, profitability, and market authority

Let's add our marketing superpowers to your team.

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Find our eMobility Marketing Podcast on:



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