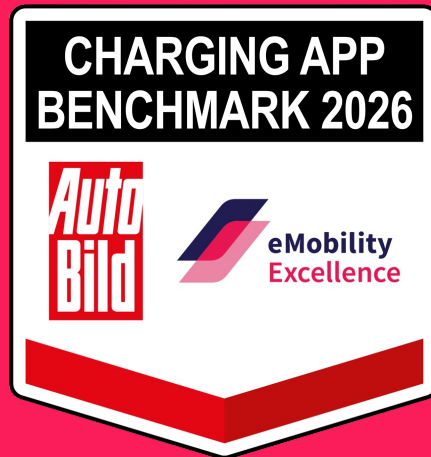


eMobility Excellence

Report 2026



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About the Study

This report presents the results of the eMobility Excellence MSP Benchmark 2026. In addition, Axel Springer Deutschland GmbH will publish a summary on the AUTO BILD website on July 1, 2026, on the COMPUTER BILD website on July 3, 2026, and in the printed AUTO BILD edition on July 23, 2026.

The aim of this study is to compare MSP services and provide drivers of electric vehicles with a well-founded orientation aid in an increasingly complex charging market. In addition, the publication offers decision-makers comprehensive insights into the competitive landscape to derive strategic learnings and action-oriented recommendations for their own market positioning.

If you have any questions or would like to get in touch, the eMobility Excellence team is happy to assist at any time. The primary contact is Henrik Neumann.

www.emobilityexcellence.com

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This report also includes companies with which P3 has a business relationship. We place great value on neutrality and objectivity. All evaluations and results were collected and analyzed based on consistent, transparent, and comprehensible criteria.

1. MANAGEMENT SUMMARY

The **expansion of fast-charging infrastructure** in Europe's core markets has, in recent years, **progressed faster** than the **growth in the battery electric vehicle fleet**. As a result, charging infrastructure operators (so-called Charge Point Operators, or CPOs) are facing increasing **competitive pressure** – particularly with regard to utilization of their charging points and customer acquisition. Against this backdrop, operators are increasingly relying on charging services (**so-called Mobility Service Providers, or MSPs**) for differentiation, addressing customers with competitive pricing structures, loyalty programs, and a high level of quality to drive long-term usage and customer retention. In this context, charging prices at selected providers have fallen by up to ten percent over the past twelve months.

At the same time, customer requirements are also changing as e-mobility matures.

A survey conducted by P3 in cooperation with market research partner UScale among more than 400 drivers of fully electric vehicles in Germany shows that the relevance of transparent pricing and tariff models as well as expectations of **charging apps is increasing, while** the importance of network coverage continues to decline. **This result can be attributed to the advanced expansion of charging infrastructure, as established charging services now integrate a high number of charging points, further reducing range anxiety – particularly among experienced users** – further losing significance.

The 2026 eMobility Excellence study **analyzes 20 leading providers of charging services** for accessing public charging infrastructure in Germany. In addition to this report, a summary will be published on the AUTO BILD website on July 1, 2026, and on the COMPUTER BILD website on July 3, 2026. A detailed article will appear in the AUTO BILD print edition on July 23.

The participating providers are categorized into **free MSPs, MSPs from vehicle manufacturers,** and **CPO-MSPs** with limited roaming to reflect different approaches to charging apps. The survey conducted shows: customers have varying expectations for the respective categories of charging services. **On average, customers use three different charging services.**

In the free MSP segment, EnBW takes the lead – primarily thanks to a well-balanced overall package and a highly rated charging app. **Second place goes to EWE Go.** This charging service particularly impresses with an attractive charging tariff combined with an improved app.

Octopus Electroverse is included for the first time this year due to its **growing market relevance** and, despite lacking its own charging network, **achieves an above-average result through specific CPO subscription models.**

Among the OEM-MSPs, Porsche secures the top spot thanks to an excellent charging app. BMW follows in second place, driven by the **introduction of innovative charging features in the app.**

In the CPO-MSP category, charging apps that enable roaming with selected charge point operators are evaluated. All providers in this group impress with **attractive prices within their own charging network but** must accept **deductions for network coverage.** Through the introduction of the ChargeLeague as well as product-side improvements, **IONITY** has significantly strengthened its offering and provides **the best overall package within the comparison category for users of non-Tesla vehicles,** while **Tesla remains the most advantageous solution for its own vehicle customers.**

A further eMobility Excellence Report focusing on fast-charging point operators in Germany will follow in August 2026.

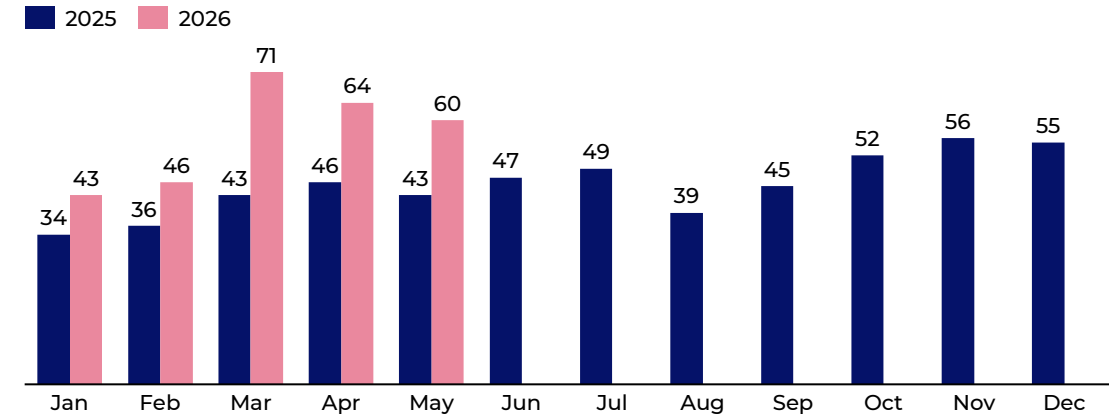
2. FAST-CHARGING GROWS FASTER THAN BEV FLEET

The number of battery electric vehicles (so-called Battery Electric Vehicles) in Germany grew by 23 % in 2025, reaching approximately 2.03 million. New BEV registrations have been significantly above the previous year's level since March 2026. **This development underscores the growing establishment of e-mobility in the mass market.**

Key drivers of market development include rising fuel prices, particularly because of geopolitical tensions, as well as income-dependent incentive mechanisms and the continued expansion of public charging infrastructure.

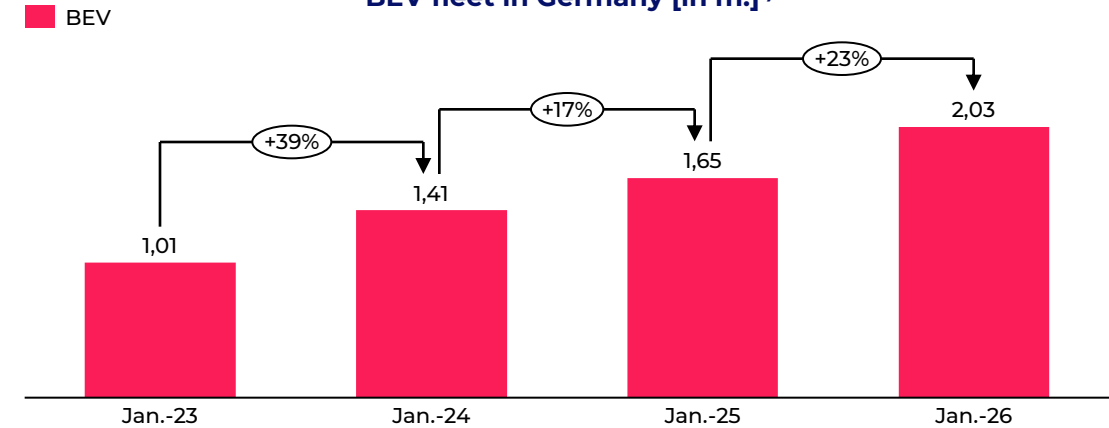
Overall, a sustained positive trend in registration figures for fully electric vehicles is expected, increasingly reflected in the commercial vehicle segment as well.

BEV registrations in Germany [in thousand]¹⁾



Source: Kraftfahrt-Bundesamt (KBA), Neuzulassungen Alternative Antriebe, status: May 2026

BEV fleet in Germany [in m.]¹⁾

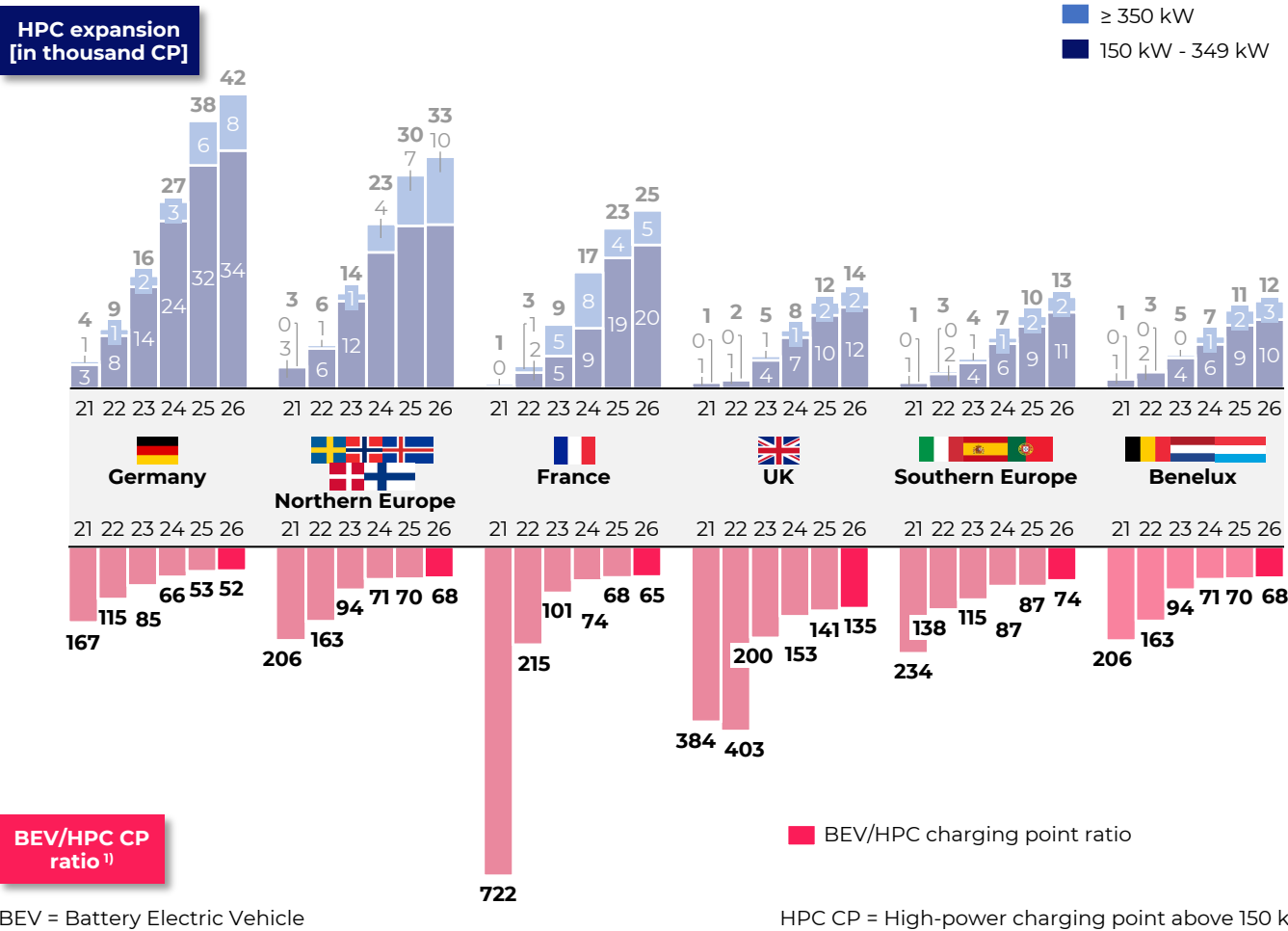


Source: Kraftfahrt-Bundesamt (KBA), Pressemitteilungen, status: May 2026

1) Passenger cars (PKW)

Expansion of HPC charging points and BEV-charging point ratio: a European comparison

Source: EAFO (06/2026)



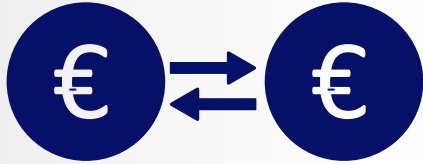
1) Figures for 2026 refer to the status as of April 2026 (YTD); markets are sorted by the absolute number of fast-charging points in 2026
 2) <https://www.electrive.net/2026/05/25/die-kilowattstunde-allein-ist-kein-produkt-martin-roemheld-enbw-mobility/> (25.05.2026)

Not only in Germany, but also in other European core markets, **in particular fast-charging infrastructure has expanded significantly in recent years, in many cases growing faster than the battery electric vehicle fleet.** This leads to a declining ratio of BEVs per HPC charging point and **impacts the utilization and economic viability of the charging infrastructure directly**, which is why the market is currently in a **consolidation phase**.

Partly because of this development, a **strategic shift toward a more demand-oriented expansion approach** can be observed among relevant charging infrastructure operators. This is also confirmed by Martin Roemheld, CEO of EnBW mobility+, in a recent interview with electrive.net, who described the move away from absolute expansion targets in favor of more market-oriented planning of fast-charging infrastructure²⁾. This trend is also reflected in current market data, where the **ratio of BEVs per HPC charging point has remained relatively constant compared to previous years.**

Current trends in charging apps in Germany

Falling charging prices



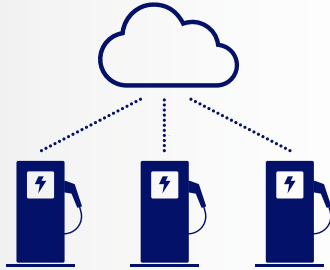
Increasing competition is lowering prices – by up to 10% compared to the previous year, depending on the charging service.

Loyalty programs & user experience



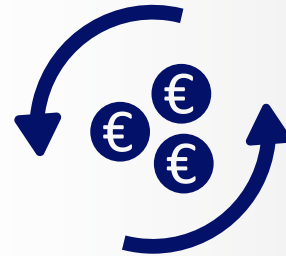
Customer retention takes center stage – digitally in the app or directly at the charging station.

Integration of selected CPOs



Charging services no longer integrate every charge point operator, but instead make a selective choice based on quality and price.

Dynamic pricing models



Many providers are moving away from flat-rate pricing models and increasingly differentiating prices by operator, location, and time.

While this development brings increasing economic challenges for charging infrastructure operators, it simultaneously creates advantages for end customers. With **rising competitive intensity**, the **need for providers to win over customers and retain them long-term for their own charging infrastructure is growing**. **Digital channels, particularly charging apps, play a central role here**, as pricing, functionality, and user experience become key differentiating factors.

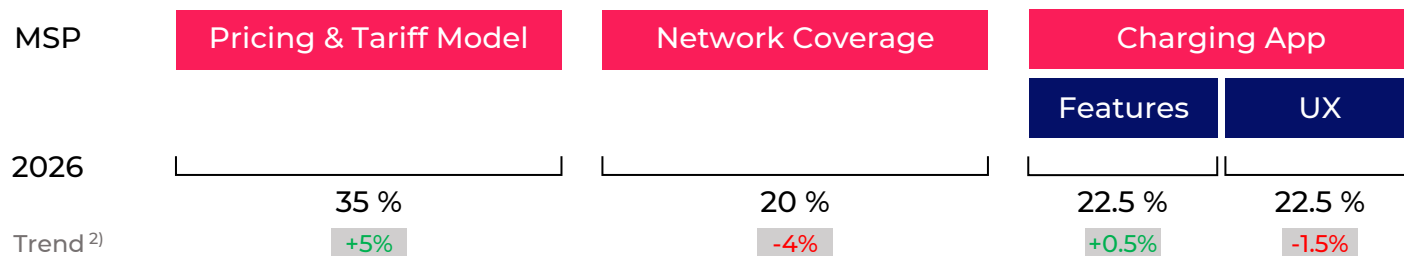
The increasing competitive pressure has already led to falling prices, which **have dropped by up to ten percent year-over-year for some providers**. At the same time, **customer retention is gaining importance**. Providers are increasingly relying on loyalty programs as well as a holistic user experience across the entire customer journey, both in the app and at the charging station. Furthermore, **pricing models are becoming increasingly flexible, and charge point operators are no longer integrated comprehensively but selectively based on price and quality criteria**, to differentiate their offering and provide attractive prices.

3. MOTIVATION & REQUIREMENTS

The number of charging apps continues to grow, and the eMobility Excellence Report 2026 once again offers a **comprehensive analysis of leading charging service providers – with the aim of giving drivers of electric vehicles well-founded orientation in a market that remains fragmented.** At the same time, the report provides a **data-based comparison** to **benchmark one's own offering against market competitors** and identify opportunities for user-centric development.

The benchmark is based on an analysis of **pricing and tariff models, network coverage, and feature scope**, combined with a qualitative assessment of the **user experience**. The candidate field, along with the underlying user needs, is based on a **survey of over 400 EV drivers in Germany**, supplemented by an expert assessment from P3.

Network coverage remains a relevant factor but – as in previous years – continues to lose importance: leading providers now offer a very high number of charging points connected across key European countries, meaning users barely perceive any differences. What matters more to them is finding the right charging station at the right price and being able to charge there reliably. As a result, price transparency and price reliability – alongside comprehensive and intuitive selection and filtering options – are becoming increasingly important.



1) Some test candidates combine both roles (CPO and MSP), allowing for synergy effects.

2) Change in weighting compared to the previous year (2025) in percentage points.

Network coverage data for the MSPs is based on surveys by Cirrantic/Charging Radar as of **March 31, 2026**. Annual charging costs for various charging services are calculated using current **pricing** models as of **June 1, 2026**, and assessed based on defined driving profiles. The **functionality and UX benchmark** is based on the version of the charging apps current as of **April 20, 2026**.

Grading Key

Points	Rating
100 - 80	very good
79 - 70	good
69 - 60	satisfactory
59 - 50	sufficient
49 - 0	poor

CPO (Charge Point Operator):

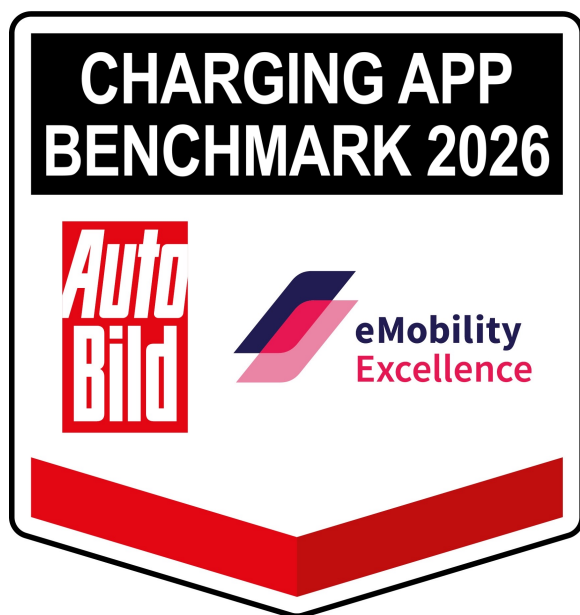
A company that installs and operates charging stations.

MSP (Mobility Service Provider):

A charging service that provides access to public charging infrastructure.¹⁾



Award of Test Winners



In addition to this report, **Axel Springer Deutschland GmbH will publish a summary on the AUTO BILD website** on July 1, 2026, as well as on the COMPUTER BILD website on July 3, 2026, and in the printed AUTO BILD edition on July 23, 2026. As part of these publications, **AUTO BILD awards the test winners with exclusive seals** in the respective categories. The winning providers have the option – in coordination with AUTO BILD – to **use these seals as part of their communication and marketing activities**, for example on websites, in online presences, or in advertising materials.

Responsibility for awarding the seals lies with Matthias Brügge of AUTO BILD, who is happy to serve as the contact for any questions regarding usage or design.



Participants eMobility Excellence 2026

MSP Benchmark

Free MSPs

-  Allego
-  Aral Pulse
-  CHARGE NOW
-  Elli
-  EnBW mobility+
-  EWE Go
-  InCharge
-  ladeapp
-  MAINGAU Autostrom
-  mbly
-  Octopus Electroverse
-  Shell

OEM-MSPs

-  Mercedes-Benz
-  My BMW¹⁾
-  My Porsche
-  myAudi
-  Volkswagen

CPO-MSPs

-  Fastned
-  IONITY
-  Tesla

4. PROVIDER OVERVIEW

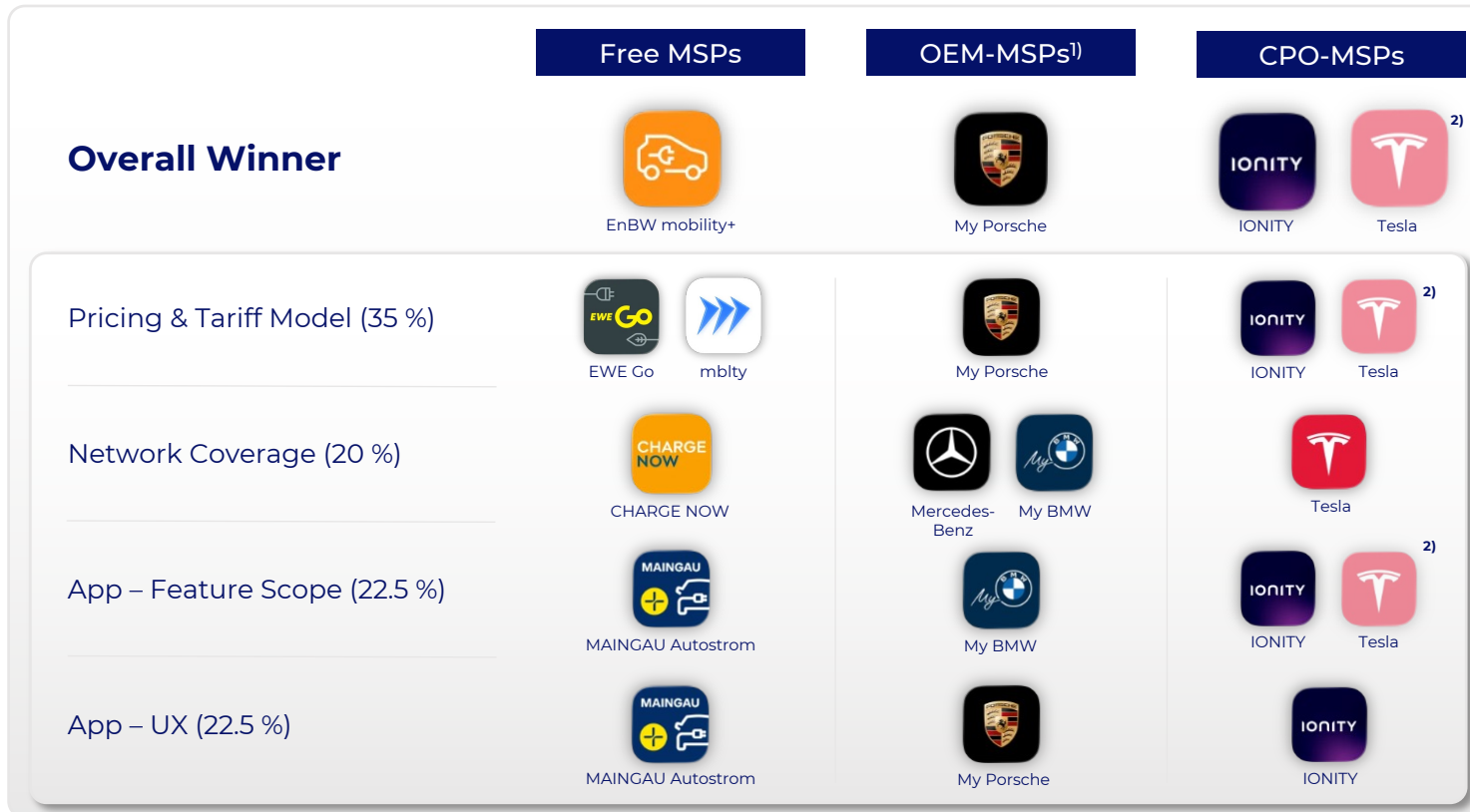
The **selection of MSP providers is based on a survey of over 400 participants**, which assessed, among other things, which charging apps are actively used. For the benchmark, **20 relevant providers** were selected ²⁾.

Last year, providers without classic roaming were included in the comparison for the first time – including Fastned, IONITY, and Tesla. These so-called **CPO-MSPs** operate their own fast-charging network and offer limited roaming **but primarily stand for access to their own network**. The OEM-MSPs comprise the charging apps of vehicle manufacturers and are primarily aimed at drivers of the respective brand. Free MSPs, which define their value through a broad roaming offering and provide access to the charging infrastructure of numerous operators via a single app, continue to form the core of the comparison.

²⁾ *Note: The energy provider E.ON is not participating in this year's comparison with its own charging app at its own request, as significant changes were made to the product offering during the testing period, particularly in connection with the introduction of a new application.*

¹⁾ The charging app from MINI is not included separately in this comparison. Like the My BMW app, it relies on the Digital Charging Solutions network.

5. TEST WINNERS & OVERALL RESULTS



The **overall result of the eMobility Excellence MSP Benchmark** is based on an aggregated evaluation of four categories: pricing and tariff models, network coverage, feature scope, and user experience of the charging apps.

Pricing and Tariff Models:

This evaluates which tariffs enable the most cost-efficient charging for users depending on individual driving behavior. The analysis is based on six defined driver profiles reflecting different usage patterns and charging needs.

Network Coverage:

The focus is on the number of charging points where customers can charge with the respective provider – broken down by AC, DC, and HPC infrastructure.

App Feature Benchmark and UX Implementation:

The evaluation of the charging app covers two dimensions: in addition to the pure feature scope, it also analyzes how well the respective features are implemented in practice – measured against criteria such as usability, clarity, and user guidance.

¹⁾ Tariffs and apps available exclusively for customers of the vehicle manufacturer

²⁾ The ranking refers to the Tesla app with a linked Tesla vehicle. For non-Tesla drivers, IONITY is the test winner in this category.



Note:
The detailed methodology behind the results is presented in the following sections under “Complete Test Results”.

Overall Matrix: All Categories and Results at a Glance

Color scale per category: X highest score X lowest score

	Freie MSPs																								OEM-MSPs ²⁾																CPO-MSPs ³⁾											
	 EnBW mobility+ Vorteils-Tarif ¹⁾	 EnBW mobility+ Ladetarif M	 EnBW mobility+ Ladetarif S	 EnBW mobility+ Ladetarif L	 Maingau Autostrom Kundenpreis ¹⁾	 EWE Co	 Electroverse Shell Recharge Abo	 Electroverse Normal	 Electroverse IONITY Abo	 Maingau Autostrom Normalpreis	 Charge Now Prime	 Allego Smart	 Allego Plus	 Charge Now Urban	 Shell Recharge e-Deal	 Vattenfall InCharge	 Shell Recharge	 Elli Premium	 mbity	 Elli IONITY Boost	 Elli IONITY Ultra	 Aral Pulse Abo	 Elli Base	 Aral Pulse ADAC e-Charge	 Aral Pulse Normal	 Ladeapp (Ladenetz.de)	 Porsche Charging Service Plus	 Porsche Charging Service Taycan	 myBMW Active IONITY Plus	 myBMW Flex IONITY Plus	 Porsche Charging Service Normal	 myBMW Active	 myBMW Flex	 MB.CHARGE Public L	MB.CHARGE Public M	Audi charging Pro	MB.CHARGE Public S	VW We Charge by Elli Pro	Audi charging Basic	VW We Charge by Elli Go	Audi charging Plus	VW We Charge by Elli Plus	VW We Charge by Elli Basic	Tesla Driver ⁴⁾	IONITY Motion	IONITY Power	Tesla Non-Driver but Member	Tesla Non-Driver	IONITY Go	Fastned Gold Member	Fastned App	
Pricing & tariff model Weighting 35 %	83	81	80	80	80	88	81	81	81	74	72	78	77	70	84	85	81	77	88	73	72	76	71	75	72	73	94	82	76	75	74	73	72	78	78	80	73	78	72	73	72	72	71	100	95	91	94	89	83	88	86	
Network coverage Weighting 20 %	89	89	89	89	82	72	88	88	88	82	92	90	90	92	83	74	83	89	56	89	89	86	89	86	86	61	90	90	92	92	90	92	92	92	92	89	92	89	89	89	89	89	89	57	55	55	57	57	55	55	55	
App - Features Weighting 22.5 %	66	66	66	66	67	60	54	54	54	67	57	53	53	57	39	42	39	46	51	46	46	37	46	37	37	55	73	73	76	76	73	76	76	70	70	60	70	58	60	58	60	58	58	61	59	59	52	52	59	49	49	
App - UX Weighting 22.5 %	82	82	82	82	83	78	80	80	80	83	82	78	78	82	75	77	75	68	74	68	68	72	68	72	72	60	86	86	81	81	86	81	81	77	77	79	77	80	79	80	79	80	80	74	76	76	74	74	76	51	51	
Total score	80	79	79	79	78	76	76	76	76	76	75	75	74	74	72	71	71	70	70	69	69	69	68	68	67	64	87	83	80	80	80	79	79	79	79	77	77	76	75	74	74	74	74	74	77	74	73	72	71	70	64	64

1) Tariffs available exclusively for energy customers of EnBW/MAINGAU

2) Tariffs available exclusively for customers of the vehicle manufacturer

3) Network coverage for CPO-MSPs is assessed using a different standard, as these providers primarily focus on access to their own fast-charging network. A direct comparison with free and OEM-MSPs is therefore only possible to a limited extent.

4) Tariff available exclusively for Tesla drivers



The Right Choice for Every Driving Profile

Driving profile		Average driver	Frequent driver	Curbside parker
Description		Mix of city trips and long-distance driving; charges both at home and publicly	Frequent long-distance, often cross-border trips; fast charging and predictability are key priorities	No private parking space; charges almost exclusively overnight at public charge points
Categories	Pricing & tariff model	Less relevant due to a relatively high share of home charging; a balanced standard tariff is sufficient	Fair and attractive HPC prices are decisive, including when roaming	Affordable tariffs without blocking fees are essential due to long overnight parking times
	Network coverage	Broad, reliable network coverage matters more than sheer HPC density	A dense HPC network along motorways is important – ideally cross-border	A dense urban (AC) network matters more than HPC coverage
	App - Features	Solid filter and search functions for flexible everyday use	Route planner features with charging-stop planning and comfort functions as key criteria	Reliable real-time availability and proximity search for available charge points are central
	App - UX	Fast, intuitive operation for spontaneous charging	Clear route guidance and reliable real-time availability information	Fast and effortless discovery of available charge points nearby
Recommendation (available to drivers of any vehicle ²⁾)		 EnBW mobility+ Ladetarif S/M¹⁾ A balanced overall package of coverage, price and app – overall winner among the independent MSPs.  MAINGAU Autostrom Normalpreis Strong in features and UX, ideal for flexible everyday use.  EWE Go Affordable pricing model combined with good network coverage in Germany and neighbouring countries.	 IONITY Motion/Power¹⁾ Attractive prices and a strong HPC network, also for cross-border trips.  Shell Recharge e-Deal Fair conditions for HPC charging.  EnBW mobility+ Ladetarif M/L¹⁾ A balanced overall package of coverage, price and app – attractive conditions within Germany.	 mbly No blocking fee when roaming – ideal for long overnight parking times.  EnBW mobility+ Ladetarif L Blocking fee capped at €12 per charging session.

1) Recommendation depends on monthly driving distance

2) Accordingly, OEM-specific MSP offerings, such as the Tesla charging offer for Tesla drivers, are not considered in this representation

6. COMPLETE TEST RESULTS



6.1 Survey of BEV Drivers 2026

Number of Apps Used

Ø 3.09

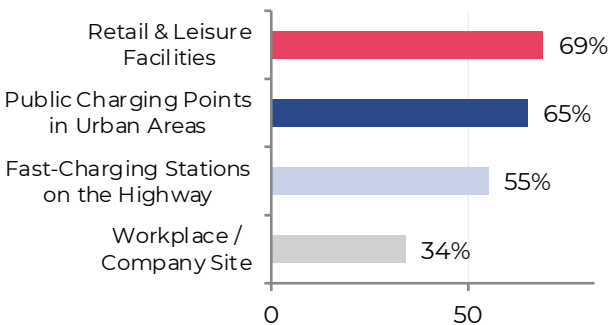
Apps per Person

- 68 % use 1–3 apps
- No provider dominates exclusively
- 82 – 88 % of CPO users also use the app

“I need 3 – 6 different apps to charge in different locations. Each app has different accounts, payment methods, and interfaces.”

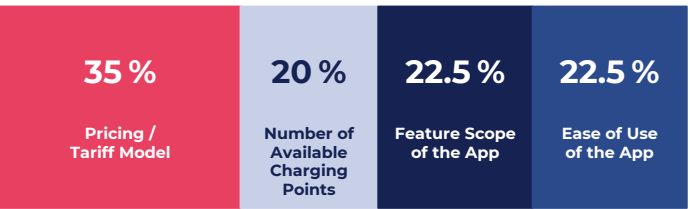
Preferred Charging Location

Charging should fit seamlessly into everyday life



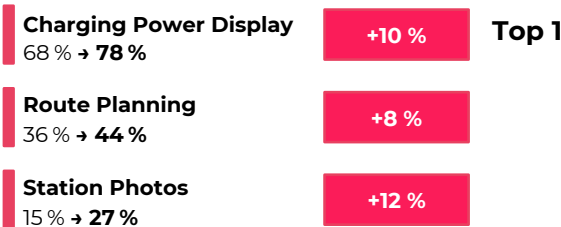
Importance in Selecting a Charging Service

Network coverage as a selection criterion is declining



Growing Demand

Increasing requirements for charging apps (YoY):



This year again, **the selection of participating charging apps as well as the weighting of the sub-benchmarks is largely based on the assessment of active drivers of battery electric vehicles.** For this purpose, a **survey of 402 respondents** was conducted in cooperation with market research firm USCALE. The sample consisted of 84 % pure BEV drivers. The average usage of 3.09 apps per person reflects the ongoing **market fragmentation** in public charging and indicates **fragile loyalty toward providers.** However, the high app-CPO coupling of 82 - 88 % shows that the app is an integral part of the charging process. Using multiple apps means **considerable effort for users** – different accounts, payment methods, and interfaces. The notable increase in demand for station photos (+12 %) and route planning (+8 %) signals more mature expectations: drivers want to know what to expect on-site and plan trips proactively. The declining importance of network coverage as a selection criterion suggests that users **now perceive** network coverage as increasingly comparable **and instead strive for differentiators in price and app experience.**

6.1 Survey of BEV Drivers 2026

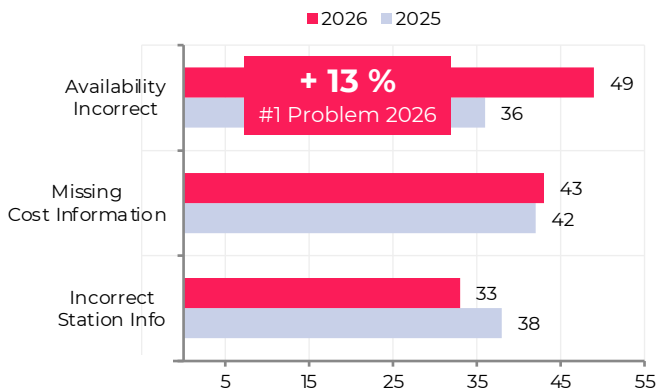
Reliability of Charging Station Availability Information Top Pain Point

Nearly one in two respondents finds availability information unreliable – with a sharp increase since 2025. Missing cost information is cited as the #2 problem.

“The availability display often doesn’t match reality.”

“Reliability needs to improve, and problems need to be fixed faster.”

“Apps often show charging points as ‘available’ even though they’re occupied or out of order.”



Q: Which problems do you encounter most often when using the app?

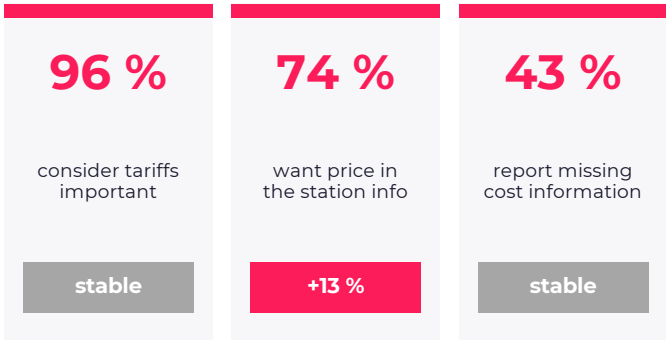
Price Transparency Continues to Gain Relevance

Pricing was already a strong criterion in 2025 when choosing a charging service. More and more users want pricing information included in station details.

“Price transparency matters most – I want to know what charging will cost me before I start.”

“[...] the price overview is often too complicated. More transparency on tariffs would be great.”

“[...] it's the confusing pricing structure [...]. I feel ripped off by all the providers.”



Q: How important are the following factors to you when choosing a charging service/app?

Q: What information about a charging station matters to you?

Q: Which problems do you encounter most often when using the app?

The app experience for public charging remains a source of frustration for **many users**. Core information such as availability and price is perceived as too unreliably or not present at all.

Inaccurate availability information in the app has become the most frequently cited issue in 2026. The 13-percentage-point increase compared to 2025 shows that the gap between what the app displays and reality is widening.

Price transparency was already a key selection criterion in 2025 and continues to gain weight in 2026. The desire for pricing information as part of station info has risen by 13 percentage points, while at the same time 43 % cite missing cost information as a concrete problem.

Together, both point to a persistent expectation gap.

6.2 Overall Rating: Free MSPs – EnBW mobility+ remains the leader, MAINGAU Autostrom improves significantly again



Overall Ranking	Score	Grade	Tariff
1	80	very good	EnBW mobility+ Vorteils-Tarif ¹⁾
2	79	good	EnBW mobility+ Ladetarif M
3	79	good	EnBW mobility+ Ladetarif S
4	79	good	EnBW mobility+ Ladetarif L
5	78	good	MAINGAU Autostrom Kundenpreis ¹⁾
6	76	good	EWE Go
7	76	good	Electroverse Shell Recharge Abo
8	76	good	Electroverse App
9	76	good	Electroverse IONITY Abo
10	76	good	MAINGAU Autostrom Normalpreis
11	75	good	CHARGE NOW Prime
12	75	good	Allego Smart
13	74	good	Allego Plus
14	74	good	CHARGE NOW Urban
15	72	good	Shell Recharge e-Deal
16	72	good	Vattenfall InCharge
17	71	good	Shell Recharge
18	70	good	Elli Premium
19	70	good	mbly
20	69	satisfactory	Elli IONITY Boost
21	69	satisfactory	Elli IONITY Ultra
22	69	satisfactory	Aral Pulse Extra
23	68	satisfactory	Elli Base
24	68	satisfactory	Aral Pulse ADAC e-Charge
25	67	satisfactory	Aral Pulse Klassik
26	64	satisfactory	Charging App (Ladenetz.de)

EnBW mobility+ secures the overall win once again with its “Vorteils-Tarif” among the free MSPs. Notably, even though the app does not win any single category outright, it scores above average across all areas, demonstrating impressively that a well-balanced overall package can be decisive. EnBW mobility+ only loses points occasionally on pricing – particularly with roaming.

Close behind is **MAINGAU Autostrom** with its “Kundenpreis”, which has improved noticeably compared to last year: the provider made particular gains in functionality and UX implementation, putting it at a strong level in both app categories. However, since the “Kundenpreis” is only available to existing MAINGAU customers, EWE Go effectively secures the spot behind EnBW mobility+ for all other users.

Octopus Electroverse is competing for the first time this year and leaves a solid impression: the provider performs solidly across all categories, with strength in network coverage as well as pricing and app UX.

¹⁾ Tariff available exclusively for energy customers of EnBW/MAINGAU

6.2 Overall Rating: OEM-MSPs – Porsche takes overall leadership, BMW impresses with a very strong app



Overall Ranking	Score	Grade	Tariff ¹⁾
1	87	very good	Porsche Charging Service Plus
2	83	very good	Porsche Charging Service Taycan
3	80	very good	myBMW Active IONITY Plus
4	80	very good	myBMW Flex IONITY Plus
5	80	very good	Porsche Charging Service
6	79	good	myBMW Active
7	79	good	myBMW Flex
8	79	good	MB.CHARGE Public L
9	79	good	MB.CHARGE Public M
10	77	good	Audi charging Pro
11	77	good	MB.CHARGE Public S
12	76	good	VW We Charge by Elli Pro
13	75	good	Audi charging Basic
14	75	good	Audi charging Plus
15	74	good	VW We Charge by Elli Go
16	74	good	VW We Charge by Elli Plus
17	74	good	VW We Charge by Elli Basic

Porsche secures the overall win among the OEM-MSPs once again with its **“Porsche Charging Service Plus”** tariff, achieving 87 points. The decisive factors are the excellent app UX score and a solid feature scope. Porsche also stands out in the pricing evaluation: the attractive introductory period, during which new customers have their monthly base fee waived for the first three years after vehicle purchase, makes the tariff particularly competitive.

With its **“myBMW Active IONITY Plus”** and **“myBMW Flex IONITY Plus”** tariffs, BMW takes the spot right behind, each scoring 80 points. The strong placement is mainly due to outstanding app performance – both in feature scope and UX implementation – as well as very good network coverage.

Mercedes-Benz also ranks strongly with its **“MB.CHARGE Public L”** and **“MB.CHARGE Public M”** tariffs, standing out with attractive charging tariffs and one of the best network coverage results among the OEM-MSPs.

1) Tariffs available exclusively for customers of the vehicle manufacturer

6.2 Overall Rating: CPO-MSPs – Tesla leads for its own drivers – IONITY offers the most attractive option for everyone else



Overall Ranking	Score	Grade	Tariff
1	77	good	Tesla Tarif for Tesla-Drivers ¹⁾
2	75	good	IONITY Motion
3	73	good	IONITY Power
4	71	good	Tesla Tarif für Non-Tesla-Drivers
5	71	good	Tesla Member-Tarif for Non-Tesla-Drivers
6	71	good	IONITY Go
7	64	satisfactory	Fastned Gold Member
8	64	satisfactory	Fastned App

Tesla secures the overall win in the CPO-MSP category once again.

The extensive European charging network remains a key advantage – Tesla performs strongly in both network coverage and pricing and **continues to offer Tesla drivers particularly attractive conditions.**

For all other BEV drivers, IONITY is the most attractive option among the CPO-MSPs. With its “**IONITY Motion**” tariff, the provider achieves 75 points, offering the most affordable tariff for users without a Tesla vehicle. The app has also developed significantly in terms of functionality, combining a wide range of useful, practical features. In network coverage, IONITY ranks just behind Tesla – a result attributable in part to the ChargeLeague: by integrating the charging points of Atlante, Electra, and Fastned, the available network for customers has been significantly expanded, strengthening the overall offering.

¹⁾ Tariff available exclusively for Tesla drivers



Note: The pricing and tariff model comparison considers only the tariffs of charging app providers (MSPs). A separate analysis of ad-hoc prices will be provided in the eMobility Excellence CPO Benchmark in August.



OVERVIEW OF INDIVIDUAL RATINGS

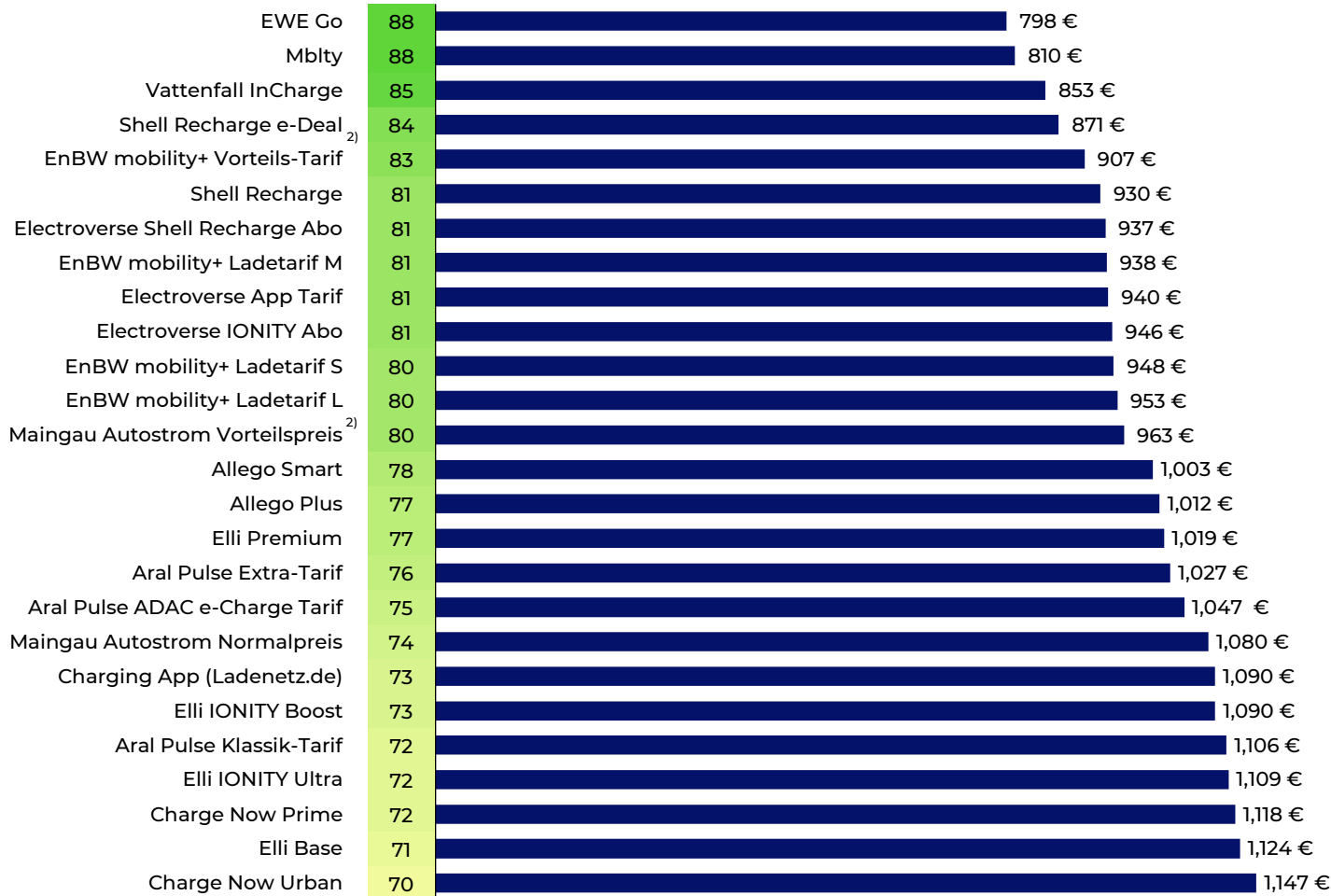
6.3 Pricing and Tariff Model (35 %)

This comparison contributes a weighting of 35 % to the overall benchmark result. The weighting is based on the results of the user survey conducted beforehand.

The pricing and tariff model of each provider is evaluated based on calculated average annual charging costs. These charging costs are based on **six weighted driver profiles and consider charging sessions at AC, DC, and HPC stations using the respective charging app.** All tariff options of the providers are compared, as many providers offer different tariffs and prices (e.g. with/without base fee, etc.). Despite tendencies of rising energy prices and increasing volatility due to geopolitical developments, end-customer prices in the charging market have fallen by around 10 % over the past 12 months, also because of increasing competition.

Free MSPs – Average Annual Charging Costs for Six Driver Profiles¹⁾

X Score: Pricing & Tariff Comparison (35 % of overall rating)



As in previous years, **EWE once again impresses with its extremely affordable flat-rate tariff**, EWE GO, with average annual charging costs of €798 across all driver profiles.

However, **competitive pressure in the charging market is increasing, and new tariffs from providers such as Vattenfall and Mblty offer comparably attractive conditions for end customers.**

The pricing models of EWE Go and Mblty stand out for their simplicity and cost-effectiveness across many driver profiles – with no base fee, no blocking fee at their own stations, and attractive prices per kWh.

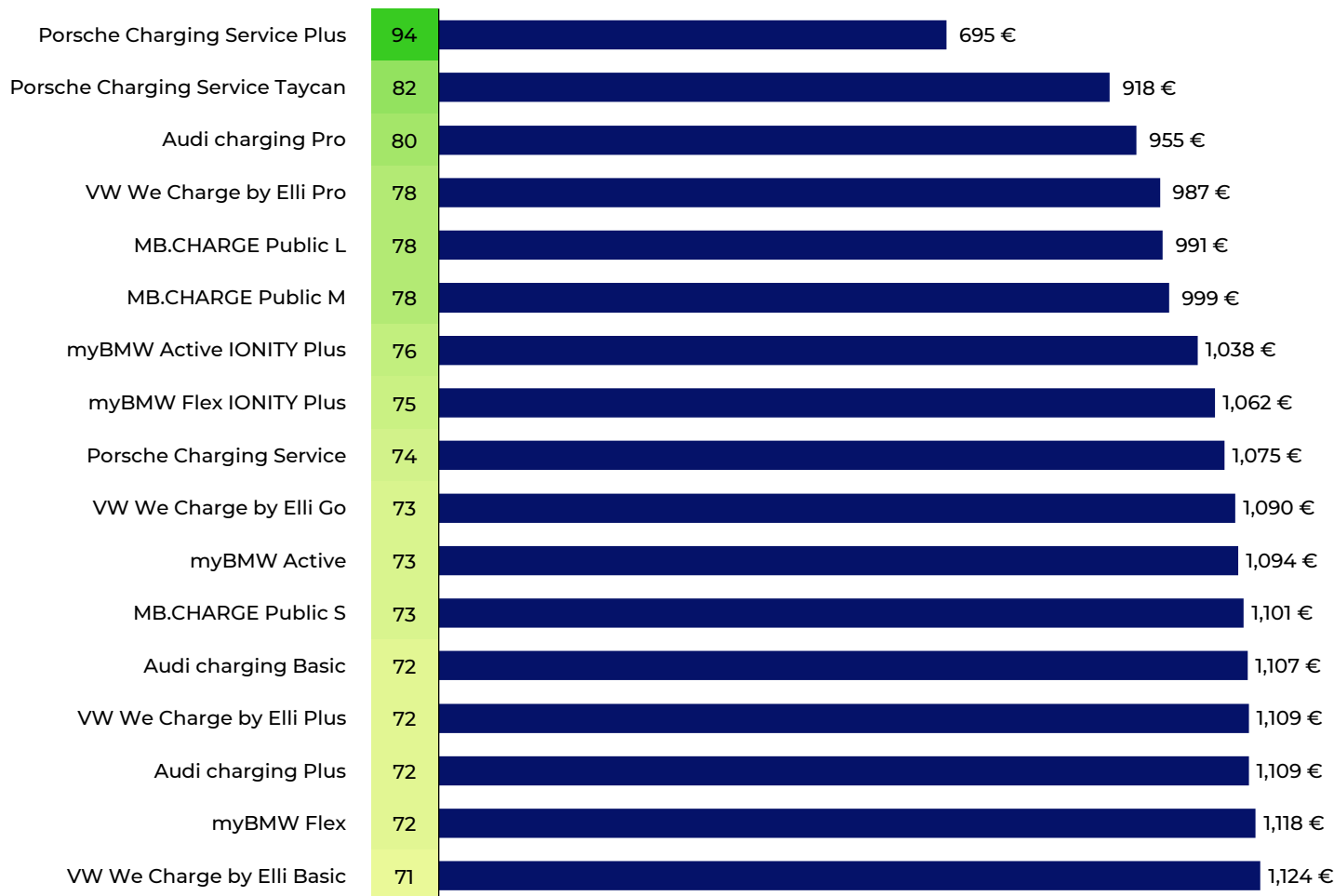
For frequent drivers with a high share of public charging, however, tariffs with a monthly base fee and lower kWh prices can be more economical – one example is EnBW's Ladetarif L.

¹⁾ Calculation of annual charging costs based on the eMobility Excellence rating logic

²⁾ Tariffs available exclusively for energy customers of EnBW/MAINGAU

OEM-MSPs – Average Annual Charging Costs for Six Driver Profiles^{1,2)}

X Score: Pricing & Tariff Comparison (35 % of overall rating)



1) Calculation of annual charging costs based on the eMobility Excellence rating logic

2) Tariffs available exclusively for customers of the vehicle manufacturer

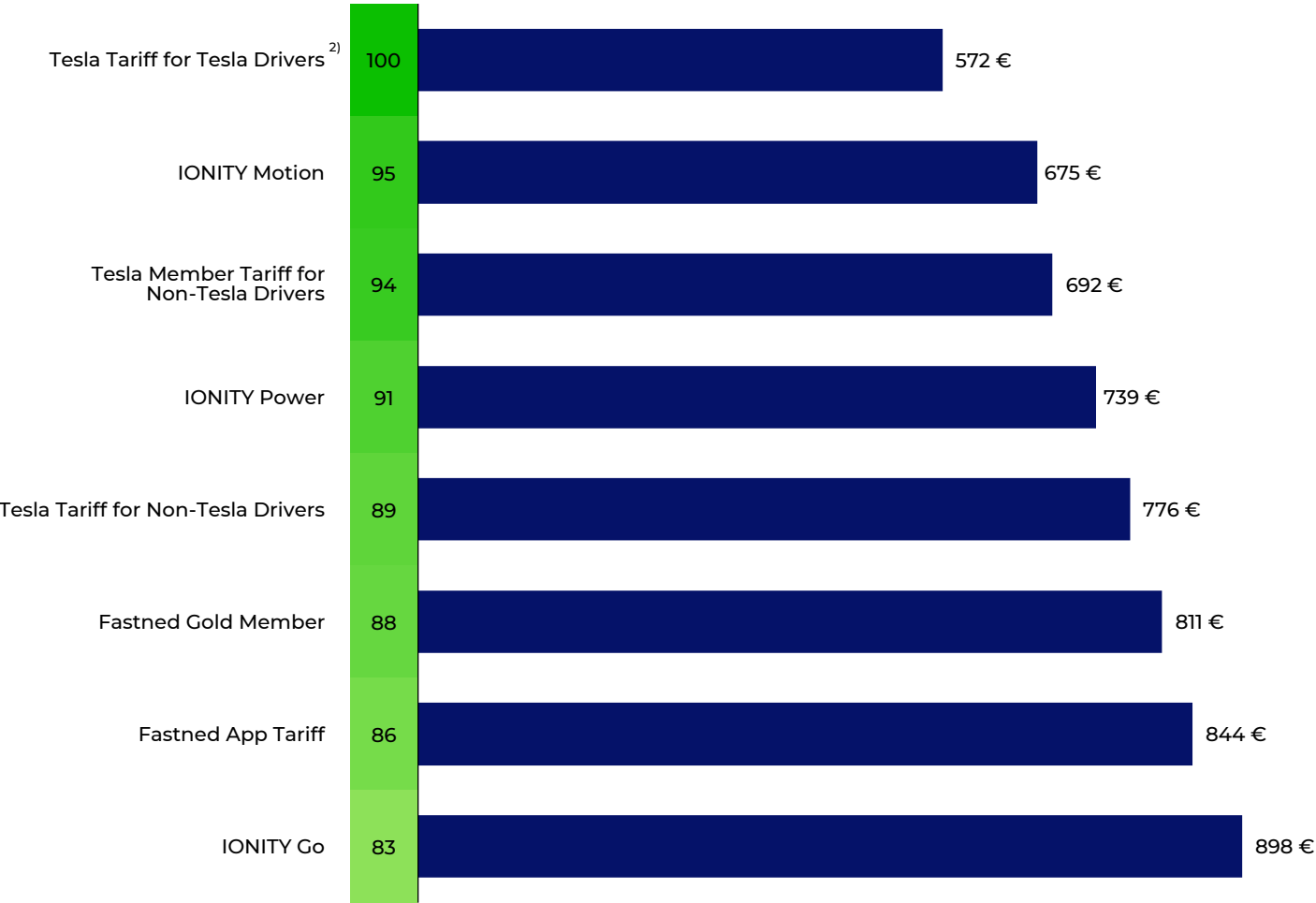
The current OEM-MSP pricing comparison paints a clear picture:

Porsche Charging Service currently offers the most attractive charging tariffs for its own customers.

This is largely because Porsche has only made minor adjustments to its “Porsche Charging Service Plus” tariff in recent months. **In contrast, numerous other OEMs have substantially revised their tariff structures, which has tended to push end-customer prices upward.** There is a growing trend among many OEMs to gradually phase out cross-subsidization from vehicle sales within their charging tariffs. The likely reasoning is that the public charging market has now developed sufficiently to achieve independent economic viability. The automotive industry's strained financial situation is also likely an additional driver behind these adjustments.

CPO-MSPs – Average Annual Charging Costs for Six Driver Profiles¹⁾

X Score: Pricing & Tariff Comparison (35 % of overall rating)



Tesla, IONITY, and Fastned all offer extremely attractive prices within their own networks, which would place them very well in both the free MSP and OEM-MSP categories. However, since roaming through the respective charging app is only offered to a very limited extent, and users have different expectations of these offerings, they are evaluated in a separate category. The offerings from Tesla and IONITY stand out in particular: Tesla offers the most attractive conditions for drivers of a Tesla vehicle. Users of other brands can also charge at the same low rates – for an optional monthly base fee of €9.99. For this target group, however, IONITY offers an even more attractive tariff: for a base fee of €5.99, charging at IONITY stations costs 49 ct/kWh. This tariff is most interesting for medium- and long-distance drivers who rely regularly on a high-performance fast-charging network.



1) Calculation of annual charging costs based on the eMobility Excellence rating logic
2) Tariff available exclusively for Tesla drivers

Reference Vehicles:

Standard BEV¹⁾ 

Premium BEV²⁾ 

Driving and Charging Profiles:

							
Relevance in Germany	70 %	15 %	15 %		60 %	30 %	10 %
Annual Mileage [km]	12,000	20,000	12,000		15,000	30,000	15,000
Share of Public Charging	15 %	60 %	100 %		15 %	60 %	100 %
AC	Share of Public AC Charging	5 %	10 %	70 %	5 %	10 %	70 %
	Avg. Energy [kWh]	15	15	15	15	15	15
	Charging Duration [min]	150	150	300	150	150	300
	Number of Charging Sessions [#]	7	23	95	11	46	160
DC	Share of Public DC Charging	-	-	10 %	-	-	10 %
	Avg. Energy [kWh]	-	-	25	-	-	25
	Charging Duration [min]	-	-	30	-	-	30
	Number of Charging Sessions [#]	-	-	8	-	-	14
HPC	Share of Public HPC Charging	10 %	50 %	20 %	10 %	50 %	20 %
	Avg. Energy [kWh]	40	50	40	60	75	60
	Charging Duration [min]	25	30	25	25	30	25
	Number of Charging Sessions [#]	5	34	10	6	46	11

 Average Driver

 Frequent Driver

 Curbside Parker

1) Battery capacity: 60 kWh, consumption: 16.9 kWh/100 km
2) Battery capacity: 95 kWh, consumption: 22.8 kWh/100 km

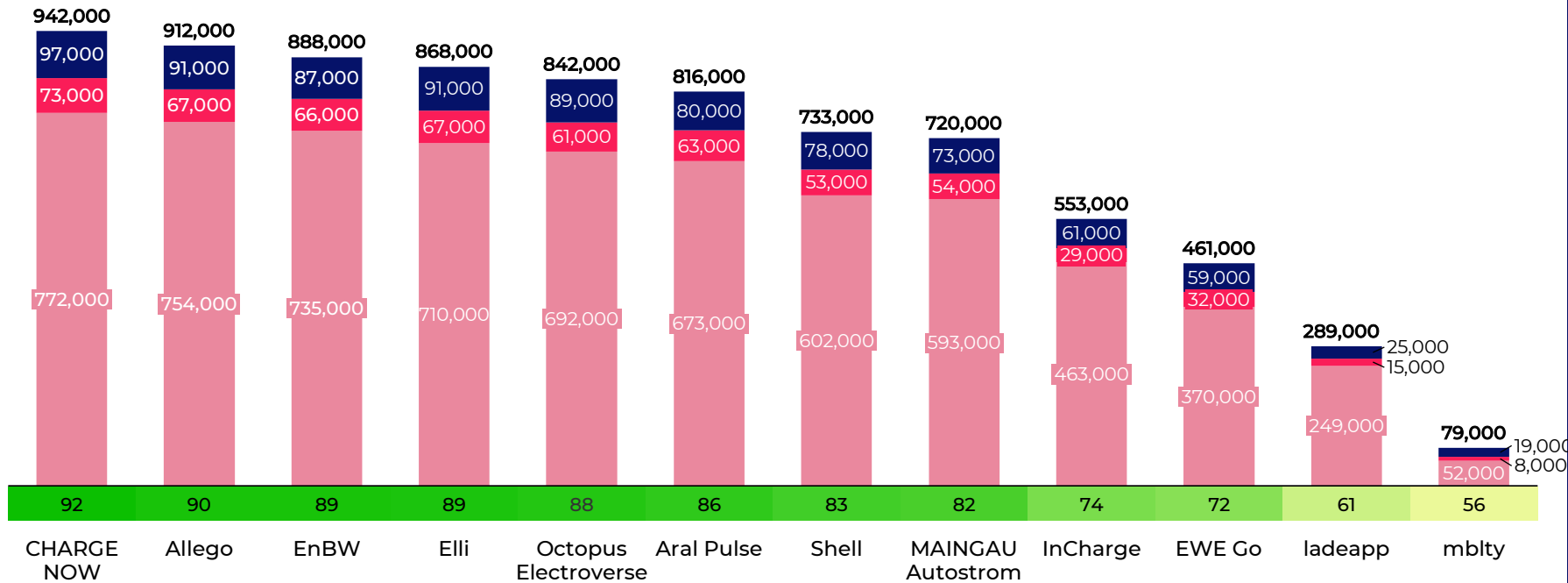
6.4 Network Coverage (20 %)

To compare network coverage, the **number of connected charging points of each charging service in selected markets is analyzed**. The analysis shows that charging service providers have **developed significantly in terms of network coverage**: while 300,000 charging points were considered a success just a few years ago, leading services today offer access to **over 1,000,000 charging points across Europe**. This makes traveling by electric vehicle more convenient in Europe's core markets – range anxiety is noticeably decreasing. This increased market maturity is reflected in the results of the user survey: accordingly, the influence of network coverage on the overall rating in this study has fallen from 24 % to 20 %. Nevertheless, network coverage remains a key decision factor when choosing a charging service.



Free MSPs – Network Coverage ¹⁾

X Score: Network Coverage Comparison (20 % of overall rating)



AC DC HPC Source: Charging Radar, Cirrantic (status: 04/01/2026)

In the network coverage comparison, CHARGE NOW, a **charging app from Digital Charging Solutions (DCS)**, secures the **top spot** and offers particularly comprehensive coverage across Europe.

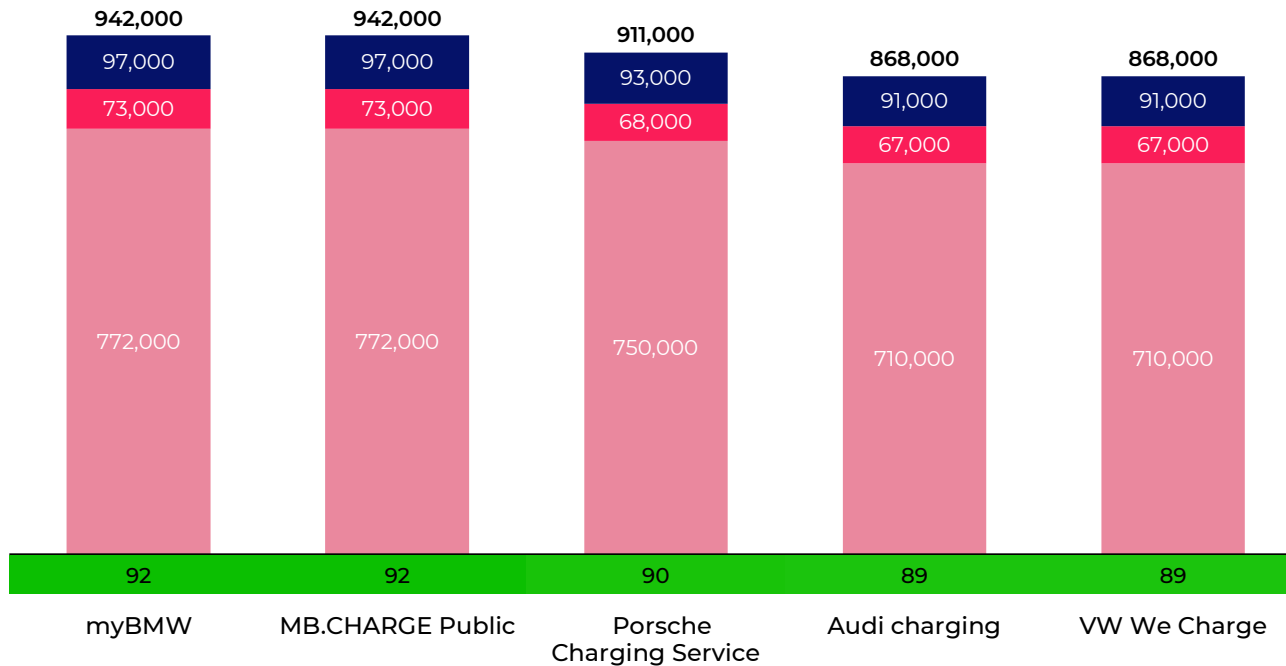
The Dutch provider **Allego** is included in the comparison for the first time following the launch of its new app in January this year and **achieves a very strong result for network coverage right from the start.**

By contrast, providers such as **EWE Go, ladeapp, and mbly primarily focus on the German market** and neighboring countries. Accordingly, their results in the Europe-wide network coverage comparison tend to be weaker. At the same time, these providers stand out with competitive prices at their connected charging points.

¹⁾ Number of charging points (rounded figures) in Belgium, Denmark, Germany, Finland, France, Italy, Liechtenstein, Luxembourg, Netherlands, Norway, Austria, Poland, Sweden, Switzerland, Slovenia, Czech Republic

OEM-MSPs – Network Coverage ¹⁾

X Score: Network Coverage Comparison (20 % of overall rating)



AC DC HPC Source: Charging Radar, Cirrantic (status: 04/01/2026)

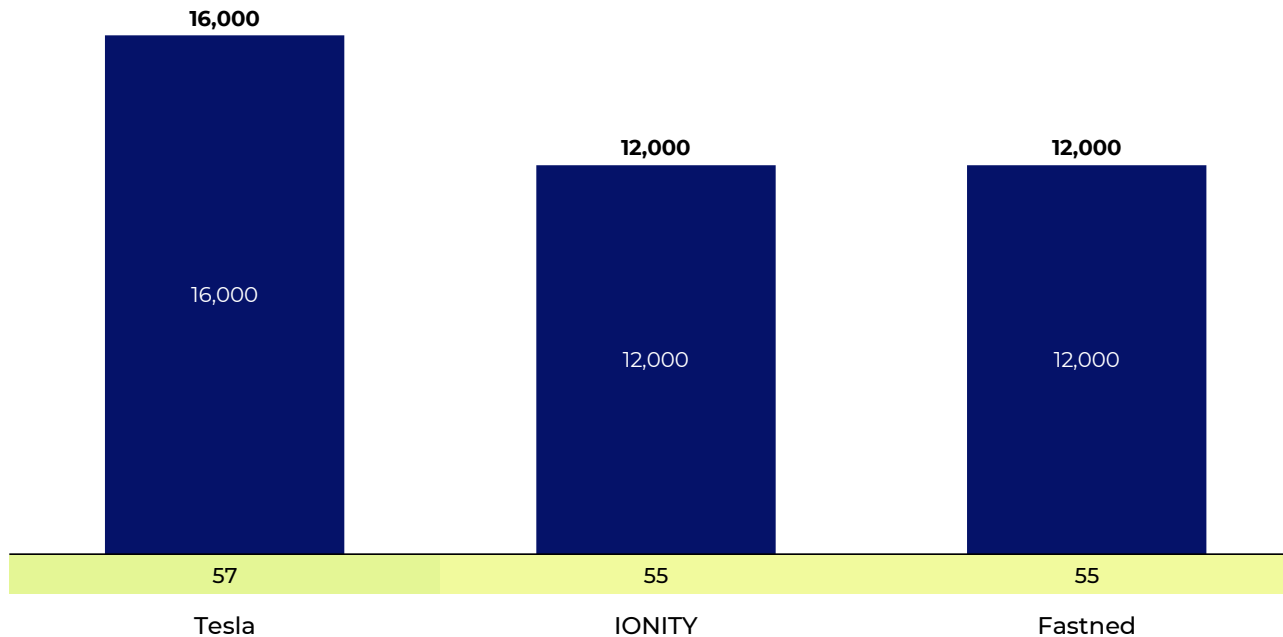
Among the OEM-MSPs, there are **no significant differences in network coverage** – all compared vehicle manufacturers offer their customers very good network coverage. As in the previous year, OEM offerings remain consistently strong, leaving little room for differentiation based purely on the number of charging points. For this reason, this comparison results in a **shared 1st place for vehicle manufacturers BMW and Mercedes-Benz**, followed closely by Porsche, Audi, and Volkswagen. Notably, in terms of network coverage, Mercedes-Benz and BMW rely on the Digital Charging Solutions network, while Elli supplies the VW Group brands Audi and Volkswagen. Porsche's network is of nearly identical size.



¹⁾ Number of charging points (rounded figures) in Belgium, Denmark, Germany, Finland, France, Italy, Liechtenstein, Luxembourg, Netherlands, Norway, Austria, Poland, Sweden, Switzerland, Slovenia, Czech Republic

CPO-MSPs – Network Coverage ¹⁾

X Score: Network Coverage Comparison (20 % of overall rating)



AC DC HPC Source: Charging Radar, Cirrantic (status: 04/01/2026)

Tesla offers access to over 16,000 HPC charging points in these markets. This allows the provider's end customers to **comfortably travel longer distances across Europe using only the Tesla charging app.**

IONITY and Fastned have significantly narrowed the existing network coverage gap with Tesla compared to the previous year. This development is driven in particular by the introduction of the so-called **ChargeLeague**, a roaming alliance between Atlante, Electra, Fastned, and IONITY. For example, IONITY was able to significantly increase its number of connected charging points from around 4,800 to approximately 12,000. **As a result of this expanded and interconnected offering, competitive pressure on Tesla is increasing noticeably.**



¹⁾ Number of charging points (rounded figures) in Belgium, Denmark, Germany, Finland, France, Italy, Liechtenstein, Luxembourg, Netherlands, Norway, Austria, Poland, Sweden, Switzerland, Slovenia, Czech Republic

Relationship Between Network Coverage and Price Level

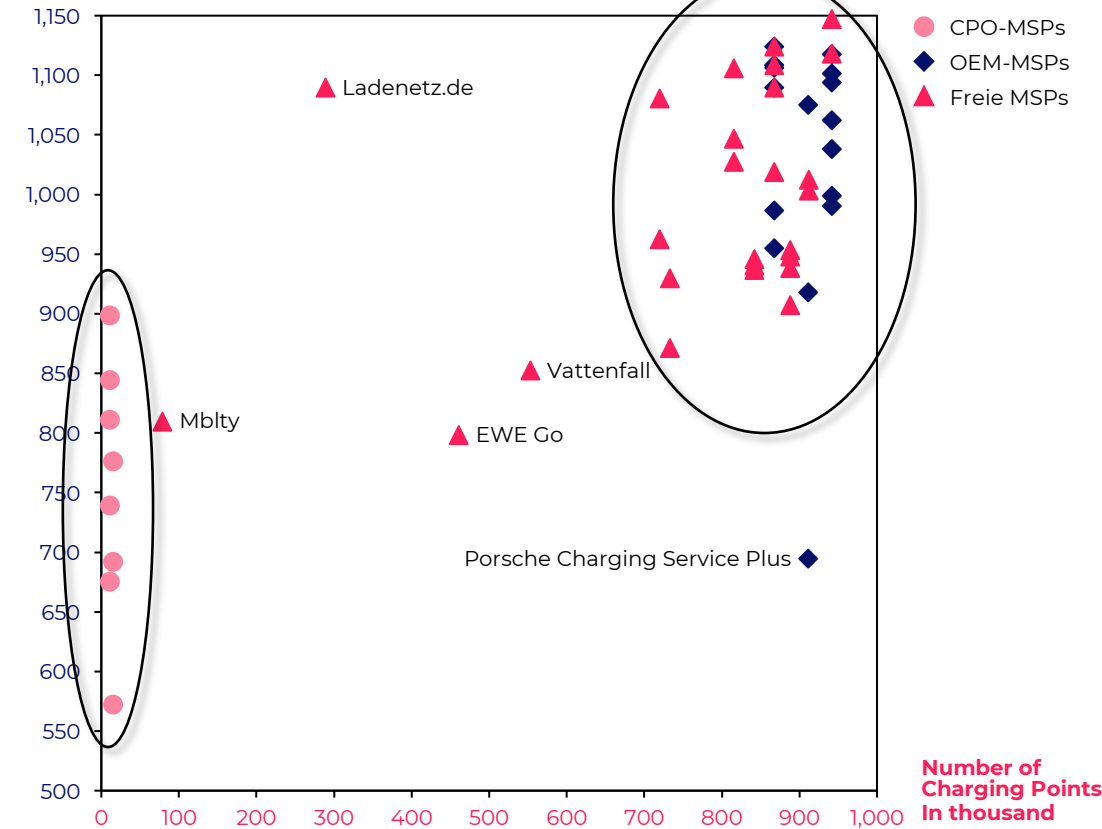
Comparing network coverage with pricing and tariff models reveals a clear correlation: **providers with lower coverage tend to offer lower prices, while higher network coverage is associated with higher average charging costs, though it offers greater flexibility.**

One of the key drivers to be mentioned is a very high B2B roaming fee for using charging stations through third-party apps: **as the number of connected charging points increases, so does the integration of more expensive operators, which is directly reflected in higher end-customer prices.**

Individual providers such as EWE Go and Vattenfall position themselves successfully between these two poles, combining comparatively high network coverage with competitive pricing.

eMobility Excellence

Average Annual Charging Costs in €



1) Calculation of annual charging costs based on the eMobility Excellence rating logic

Basic Information	30%
Charging Power	17%
Full Price Disclosure	17%
Opening Hours	10%
Payment / Authentication Options	10%
Number of Charging Connectors	9%
Connections and Connector Types	8%
Additional Location Information (shop, restroom, ...)	6%
Location Notes (in parking lot, behind building)	5%
Operator	5%
Address Data	5%
Accessibility	3%
Helpline	3%
Trailer-Friendliness	2% 

Convenience Features	20%
Navigation to the Charging Station	16%
Charging Cost Forecast	15%
Availability Notifications	11%
Vehicle App Integration	11%
Route Planner	11% 
Save Favorite Charging Stations	10%
QR Reader Function	4%
Actual Charging Power (power reduction)	4% 
Save Vehicle Selection	3%
Autocharge / Plug & Charge Capability	3%
Overview of Recent Charging Sessions & Invoices	3%
Charging Curve in Charging History	2% 
Bonus & Points Program	2% 
Information Display in a POI List View	2% 
RFID Card	2% 
Satellite View	1% 

Pre-selection and Filters	20%
Price	18%
Charging Power	16%
Occupancy and Function Status	13%
Opening Hours	10%
Connections and Connector Types	8%
Payment / Authentication Options	8%
Quick Filter Option	8% 
Number of Charging Connectors	7%
Operator	7%
Additional Location Information (shop, restroom, ...)	4%
Rating	1%

Availability and Quality of the Station	30%
Current Occupancy Status	21%
Availability Forecast	16%
Overall Rating (stars or scoring)	14%
Reservation	12%
Utilization Chart	12%
Photos of the Charging Location or Street View Display	10%
Reliability Info	9% 
User Comments	6%

Route Planner Features	
Real-Time Route and Charging Plan Adjustment	19%
Battery Level Display on Arrival	18%
Optimization by Charging Time / Total Travel Time	15%
Set Desired Battery Level on Arrival	12%
Customization of Charging Stops	12%
Filter for Charging Provider or Charging Power	11%
Vehicle Synchronization	8%
Save Routes	3%
Use-Case-Specific Route Planning (e.g., trailer)	2%

6.5 App – Feature Scope (22.5 %)

The feature benchmark analyzes the **feature landscape** of the tested charging apps and contributes 22.5 % to the overall result. The categories assessed and their weightings are based on the current results of an annually conducted user survey.

Price transparency has gained further weight. Full price disclosure is one of the most frequently demanded individual criteria within the “Basic Information” category – on par with charging power. In the Pre-selection & Filters category, the price filter ranks first as well, showing that users want not only convenient charging but also to know and control costs before they set off.

Several new criteria were added this year, signaling a shared market maturity: **Reliability info** for the station is gaining importance as a trust criterion, and **bonus & points programs** as well as the display of **actual charging power** are included in the evaluation for the first time. These additions reflect rising expectations for a complete and reliable charging experience.



Note: The new E.ON Drive app was released at the end of April and could therefore no longer be included in the analysis. Initial impressions suggest a more modern design and an improved feature set.

Feature Test Winners

Among the **free MSPs**, **MAINGAU Autostrom** takes the lead this year with 67 points. The app has developed significantly in terms of features: a **newly introduced price filter** directly addresses the growing customer demand for price transparency, and the ability to filter specifically by operator also noticeably rounds out the feature set. **EnBW mobility+** follows in second place with 66 points, scoring well as in the previous year thanks to its extensive filter functions.

Among the **OEM-MSPs**, the **My BMW app** impresses with 76 points and taking first place. Extended filter options enable targeted searches for additional location information or current occupancy status. The POI detail page also shows whether a charging station may be out of order or out of range – a real benefit for trip planning. The **My Porsche app** follows in second place with 73 points, scoring well with a wide range of filter options.

Among the **CPO-MSPs**, **Tesla** wins, closely followed by **IONITY**. Both providers particularly impress with **detailed information about the charging location**, as well as well-designed route planning features.

Ranking	Score	App – Free MSPs
1	67	MAINGAU Autostrom
2	66	EnBW mobility+
3	60	EWE Go
4	57	CHARGE NOW
5	55	ladeapp
6	54	Octopus Electroverse
Ranking	Score	App – OEM-MSPs
1	76	My BMW
2	73	My Porsche
3	70	Mercedes-Benz
4	60	myAudi
5	58	Volkswagen
Ranking	Score	App – CPO-MSPs
1	61	Tesla (tested with Tesla vehicle)
2	59	IONITY
3	52	Tesla (tested without Tesla vehicle)
4	49	Fastned

Feature Test Results: Basic Information

+ Feature **available**
 o Feature **partially** available
 - Feature **not** available

	Score	Charging Power	Full Price Disclosure	Opening Hours	Payment / Auth. Options	Number of Charging Connectors	Connections and Connector Types	Additional Location Info	Location Notes	Operator	Address Data	Accessibility	Helpline	Trailer-Friendliness
Free MSPs														
EnBW mobility+	0.93	+	+	+	+	+	+	+	-	+	+	+	+	-
MAINGAU Autostrom	0.89	+	+	+	+	+	+	-	+	+	+	-	+	-
Allego	0.82	+	+	+	-	+	+	o	+	+	+	-	+	-
mbly	0.81	+	+	+	+	+	+	-	-	+	+	-	-	-
Octopus Electroverse	0.80	+	+	-	+	+	+	+	-	+	+	-	+	-
EWE Go	0.80	o	+	+	+	+	+	+	-	+	+	-	o	-
ladeapp	0.77	o	+	o	+	+	+	+	-	+	+	-	+	-
CHARGE NOW	0.76	o	+	+	+	+	+	-	-	+	+	-	+	-
Elli	0.74	o	+	+	+	+	+	-	-	+	+	-	o	-
Shell	0.69	o	+	o	+	+	+	-	-	+	+	-	o	-
Aral Pulse	0.62	o	+	+	-	o	+	o	-	+	o	-	+	-
InCharge	0.53	o	+	-	-	+	+	-	-	+	+	-	-	-
OEM MSPs														
My BMW	0.90	+	+	+	+	+	+	+	-	+	+	-	+	-
Mercedes-Benz	0.89	+	+	+	+	+	+	-	+	+	+	-	+	-
My Porsche	0.84	+	+	+	+	+	+	-	-	+	+	-	+	-
Volkswagen	0.84	+	+	+	+	+	+	-	-	+	+	-	+	-
myAudi	0.80	+	+	+	+	+	o	-	-	+	+	-	+	-
CPO MSPs														
Tesla (with vehicle)	0.92	+	+	+	+	+	+	+	+	+	+	-	-	-
Tesla (without vehicle)	0.92	+	+	+	+	+	+	+	+	+	+	-	-	-
IONITY	0.79	o	+	+	+	+	+	+	-	+	+	-	-	-
Fastned	0.74	o	+	-	+	+	+	+	-	+	+	-	+	+

Feature Test Results: Availability and Quality of the Station

+ Feature **available**
 o Feature **partially** available
 - Feature **not** available

	Score	Current Occupancy Status	Availability Forecast	Overall Rating (stars or scoring)	Reservation	Utilization Chart	Photos of the Charging Location or Street View Display	Reliability Info	User Comments
Free MSPs									
MAINGAU Autostrom	0.53	+	o	+	-	-	+	-	-
CHARGE NOW	0.41	+	-	+	-	-	-	-	+
EWE Go	0.39	+	o	-	-	-	+	-	-
EnBW mobility+	0.31	+	-	-	-	-	+	-	-
InCharge	0.29	+	o	-	-	-	-	-	-
Octopus Electroverse	0.29	o	o	-	-	-	+	-	-
ladeapp	0.26	+	-	-	-	-	o	-	-
Shell	0.21	+	-	-	-	-	-	-	-
Allego	0.21	o	-	-	-	-	+	-	-
mbly	0.21	+	-	-	-	-	-	-	-
Aral Pulse	0.11	o	-	-	-	-	-	-	-
Elli	0.11	o	-	-	-	-	-	-	-
OEM MSPs									
My BMW	0.66	+	-	+	-	+	+	+	-
Mercedes-Benz	0.59	+	-	+	+	+	-	-	-
My Porsche	0.59	+	+	-	-	+	+	-	-
myAudi	0.33	+	-	-	+	-	-	-	-
Volkswagen	0.21	+	-	-	-	-	-	-	-
CPO MSPs									
IONITY	0.54	+	+	-	-	+	o	-	-
Tesla (with vehicle)	0.43	+	-	-	-	+	+	-	-
Tesla (without vehicle)	0.43	+	-	-	-	+	+	-	-
Fastned	0.21	o	-	-	-	-	+	-	-

Feature Test Results: Pre-selection and Filters

+ Feature **available**
 o Feature **partially** available
 - Feature **not** available

	Score	Price (Filter)	Charging Power (Filter)	Occupancy and Function Status (Filter)	Opening Hours (Filter)	Connections and Connector Types (Filter)	Payment / Auth. Options (Filter)	Quick Filter Option (Filter)	Number of Charging Connectors (Filter)	Operator (Filter)	Additional Location Info (Filter)	Rating (Filter)
Free MSPs												
EnBW mobility+	0.94	+	+	+	+	+	+	+	+	+	+	-
EWE Go	0.80	+	+	+	+	+	+	+	-	-	+	-
ladeapp	0.80	+	+	+	o	+	+	+	-	o	-	-
MAINGAU Autostrom	0.78	+	+	+	-	+	+	+	-	+	-	-
mbly	0.67	+	+	+	+	+	-	-	-	+	-	-
Elli	0.59	-	+	+	-	+	+	-	+	+	-	-
Allego	0.56	-	+	+	-	+	o	+	-	+	-	-
Octopus Electroverse	0.54	-	+	-	-	+	+	+	+	+	-	-
Aral Pulse	0.54	+	+	-	-	+	-	+	-	o	-	-
CHARGE NOW	0.48	-	+	-	+	+	+	-	-	+	+	-
InCharge	0.45	-	+	+	-	+	+	-	-	-	-	-
Shell	0.45	-	+	+	-	+	-	+	-	-	-	-
OEM MSPs												
My Porsche	0.73	+	+	+	+	+	+	-	-	-	-	-
myAudi	0.70	+	+	+	-	-	+	+	-	+	-	-
Volkswagen	0.70	+	+	+	-	-	+	+	-	+	-	-
My BMW	0.64	-	+	+	-	+	+	+	-	+	+	-
Mercedes-Benz	0.55	o	+	+	-	-	+	+	-	-	-	+
CPO MSPs												
Fastned	0.63	+	+	-	+	+	-	-	-	+	+	-
IONITY	0.48	+	-	-	+	+	-	+	-	o	-	-
Tesla (with vehicle)	0.46	o	+	-	+	-	-	+	-	o	+	-
Tesla (without vehicle)	0.42	o	+	-	+	-	-	+	-	-	+	-

Feature Test Results: Convenience Features

+ Feature **available**
 o Feature **partially** available
 - Feature **not** available

	Score	Navigation to the Charging Station	Charging Cost Forecast	Availability Notification	Vehicle App Integration	Route Planner	Save Favorite Charging Stations	QR Reader Function	Actual Charging Power	Save Vehicle Selection	Autocharge / PnC Capability	Recent Charging Sessions & Invoices	Charging Curve in Charging History	Bonus & Points Program	POI List View	RFID Card	Satellite View
Free MSPs																	
CHARGE NOW	0.55	o	-	-	+	+	+	+	-	+	-	+	-	-	+	+	+
Octopus Electroverse	0.54	o	-	-	+	+	+	-	-	+	+	+	-	-	+	+	+
Allego	0.52	o	+	-	-	+	-	+	-	+	+	+	-	+	+	+	-
EnBW mobility+	0.46	o	-	-	+	-	+	+	-	+	+	+	-	-	+	+	-
MAINGAU Autostrom	0.43	o	-	-	-	+	+	+	-	+	-	+	-	o	-	+	+
Elli	0.42	o	-	-	+	-	+	+	-	-	+	+	-	-	-	+	+
InCharge	0.42	o	-	+	-	-	+	+	-	-	+	+	-	-	-	+	+
ladeapp	0.40	o	-	-	-	+	+	+	-	-	-	+	-	-	+	+	-
EWE Go	0.34	o	-	+	-	-	+	-	-	-	-	+	-	-	-	+	-
mbly	0.31	o	-	-	-	+	-	+	-	+	-	+	-	+	-	-	-
Aral Pulse	0.25	o	-	-	-	-	+	-	-	-	-	+	-	-	+	+	-
Shell	0.17	o	-	-	-	-	-	-	-	-	-	+	-	+	+	+	-
OEM MSPs																	
My BMW	0.83	+	+	-	+	+	+	+	-	+	+	+	+	-	+	+	+
My Porsche	0.77	+	-	+	+	+	+	+	-	+	+	+	-	-	+	+	+
Mercedes-Benz	0.71	+	+	-	+	+	-	+	-	+	+	+	-	-	+	+	+
myAudi	0.62	+	-	-	+	+	+	-	-	+	+	+	-	-	+	+	+
Volkswagen	0.62	+	-	-	+	+	+	-	-	+	+	+	-	-	+	+	+
CPO MSPs																	
Tesla (with vehicle)	0.52	+	-	-	+	+	-	-	-	+	+	+	-	-	+	+	+
IONITY	0.47	o	+	-	-	+	-	-	-	+	+	+	-	+	-	+	-
Fastned	0.42	o	-	-	+	+	-	-	-	+	+	+	-	-	-	+	+
Tesla (without vehicle)	0.10	o	-	-	-	-	-	-	-	-	-	-	-	-	+	-	-

Feature Test Results: Route Planner Features

+ Feature **available**
 o Feature **partially** available
 - Feature **not** available

	Score	Real-Time Route and Charging Plan Adjustment	Battery Level Display on Arrival	Optimization by Charging Time / Total Travel Time	Set Desired Battery Level	Customization of Charging Stops	Filter for Charging Provider or Charging Power	Vehicle Synchronization	Save Routes	Use-Case-Specific Route Planning
Free MSPs										
Allego	0.72	-	+	+	+	o	+	+	o	-
CHARGE NOW	0.48	-	+	-	+	+	o	-	-	-
MAINGAU Autostrom	0.38	-	+	o	+	-	-	-	-	-
Octopus Electroverse	0.30	-	+	-	+	-	-	-	-	-
mbly	0.30	-	+	-	+	-	-	-	-	-
ladeapp	0.26	-	-	-	-	+	+	-	+	-
Aral Pulse	0.00	-	-	-	-	-	-	-	-	-
Elli	0.00	-	-	-	-	-	-	-	-	-
EnBW mobility+	0.00	-	-	-	-	-	-	-	-	-
EWE Go	0.00	-	-	-	-	-	-	-	-	-
InCharge	0.00	-	-	-	-	-	-	-	-	-
Shell	0.00	-	-	-	-	-	-	-	-	-
OEM MSPs										
My Porsche	0.95	+	+	+	+	+	+	+	-	-
My BMW	0.80	+	+	-	+	+	+	+	-	-
myAudi	0.74	+	+	-	+	o	+	+	-	-
Volkswagen	0.74	+	+	-	+	o	+	+	-	-
Mercedes-Benz	0.63	+	+	-	+	-	o	+	-	-
CPO MSPs										
Fastned	0.68	-	+	+	+	+	+	-	-	-
Tesla (with vehicle)	0.45	+	+	-	-	-	-	+	-	-
IONITY	0.41	-	+	-	+	-	+	-	-	-
Tesla (without vehicle)	0.00	-	-	-	-	-	-	-	-	-

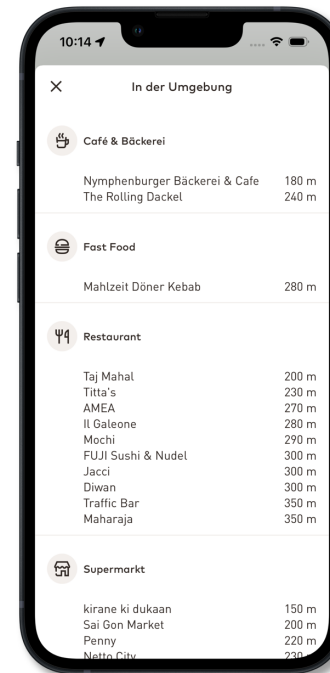
Surroundings & Amenities

As in the previous year, the presentation of amenities around charging stations has continued to develop noticeably. While many apps only show simple icons, some providers go a step further.

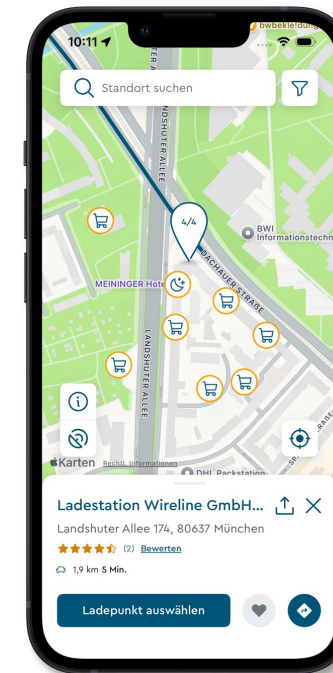
For example, **EnBW mobility+** names not only the category of an amenity but also shows the **specific name of the shop or location** along with the distance to the charging station – broken down by categories such as café & bakery, fast food, or restaurant.

CHARGE NOW and **BMW** go a step further by bringing surrounding-area information directly onto the map: nearby amenities are shown as clickable points of interest on the map view.

BMW combines both access methods – users can access amenity information both on the POI detail page and directly on the map by tapping for further details. A feature that makes the charging experience noticeably more convenient.



EnBW mobility+



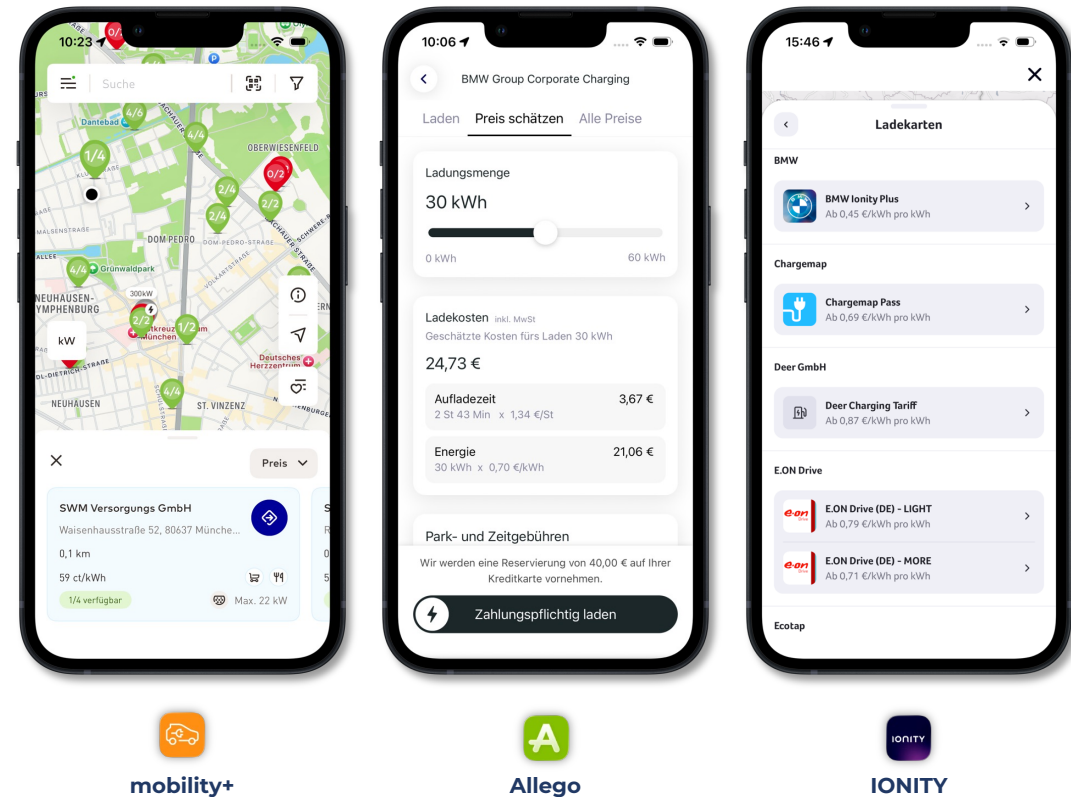
CHARGE NOW

Price Transparency & Cost Planning

The desire for price transparency before charging is increasingly being met by MSPs through expanded app features. **Allego** lets users set their desired charging amount via a slider, then shows a complete cost overview including proportional blocking fees. **Mercedes-Benz** also offers a comparable cost forecast, making expected costs calculable before setting off.

Price transparency is also increasingly becoming standard on the map view: **EnBW mobility+** lets users sort charging stations directly by price, so cost-effective options are specifically highlighted within the map view. **MAINGAU Autostrom** complements this with a quick price filter that activates with a single tap, saving the detour through the filter menu – a small but effective usability improvement.

IONITY already creates price transparency at the route level: for each planned charging stop, it shows which charging tariff applies – including estimated charging costs and blocking fees. For long-distance drivers with multiple charging tariffs, this feature creates entirely new planning certainty.



Always the Right Charging Station

The need for security and reliability when choosing a charging station is growing – and leading apps are responding with well-designed information features directly on the POI detail page.

My BMW offers proactive warnings for potentially faulty stations – based on the experiences of other BMW drivers during recent charging sessions. A small but effective feature that prevents unnecessary detours and strengthens trust in the displayed availability.

IONITY creates transparency at the connector level: in the station view, each individual charging point shows whether a vehicle is plugged in and how far its charging session has progressed. This makes it easy to see at a glance whether a short wait is worthwhile or whether an alternative station makes more sense.

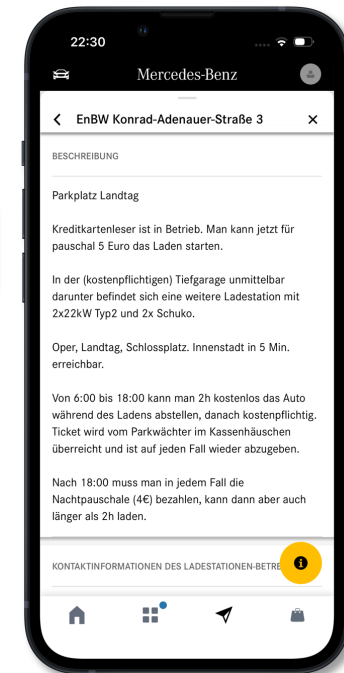
A different approach is taken by **Mercedes-Benz** with a **free-text description field**, where detailed notes on access and use can be stored – such as information about parking, the underground garage's opening hours, or other on-site specifics.




My BMW




IONITY



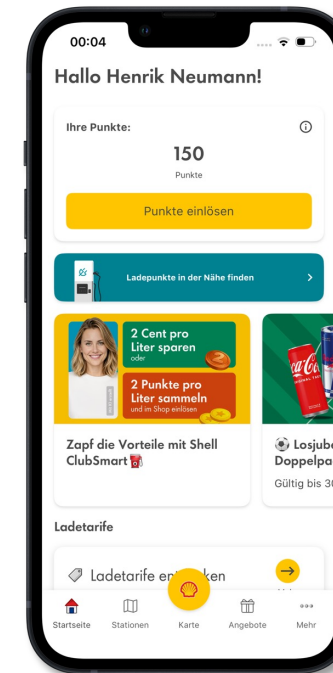
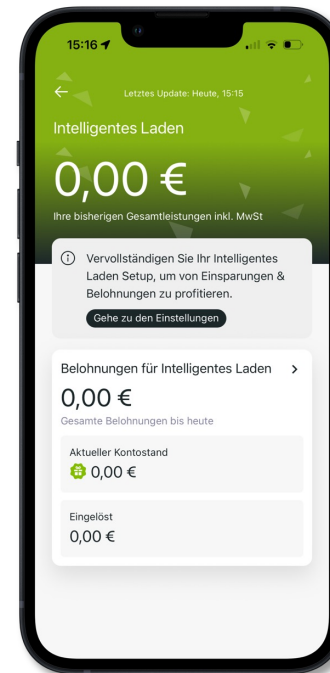

Mercedes-Benz

Bonus & Points Programs

Bonus and loyalty programs are gaining increasing importance in the market – some MSPs are already using them deliberately to build customer loyalty and actively influence charging behavior.

Allego relies on a behavior-based bonus model: **users are rewarded for smart charging**, for example when charging during off-peak hours. The accumulated bonus can be viewed directly in the app and redeemed as a discount on the next public charging session. A clever mechanism that promotes sustainable charging behavior while also optimizing station utilization.

Shell links charging to its **existing points program**. Users earn points when charging that can be redeemed for discounts or other benefits, whereas **mbly** offers **direct instant rewards** instead of classic points. After starting a charging session, users receive location-based coupons for service stations and motorway stops – such as discounted food and drinks or free SANIFAIR access. A pragmatic solution that makes the charging stop on the motorway noticeably more pleasant.

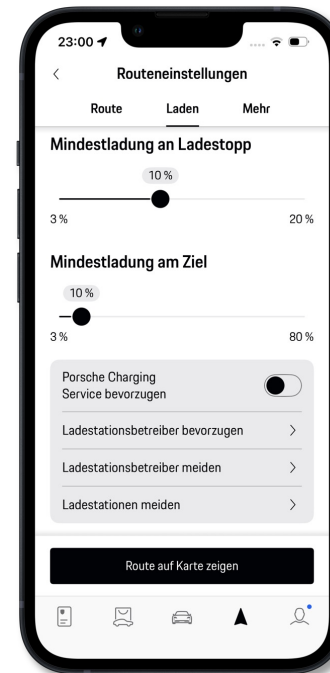


Excursus | Route Planner

The route planner is one of the most complex features of a charging app – and the differences in feature scope between providers are noticeable.

My Porsche sets the standard here – not only among the OEM-MSPs, but across the entire test field. The route planner offers a high degree of customization: users can prioritize or specifically avoid preferred charging station operators, exclude individual charging stations from route planning, and manually search for an alternative station for each planned charging stop. Charging duration per stop can also be manually overridden – a feature that offers maximum flexibility for experienced long-distance drivers.

Among the free MSPs and CPO-MSPs, Fastned impresses with a solid feature set: network preferences can be specifically configured – for example, whether only Fastned stations or all available stations should be considered. In addition, the preferred stop frequency can be individually adjusted, tailoring the route to a personal charging strategy.



My Porsche



Fastned

6.6 App – UX (22.5 %)

The app UX benchmark of the eMobility Excellence Report evaluates the **usability** of the participating charging apps based on the interaction principles according to DIN ISO 9241-110. These principles include task appropriateness, self-descriptiveness, conformity with user expectations, learnability, controllability, robustness to user errors, and user engagement. The evaluation is conducted through **systematic tests** including a qualitative survey.

Based on the **previously conducted survey**, the UX benchmark result contributes 22.5 % to the overall result. As the demand for **price transparency** among users continues to grow in importance, the user experience around this topic was tested **as a separate use case** this year. In total, **three use cases (UC) were tested: searching for and finding charging stations (UC1), price transparency (UC2), and route planning (UC3)**. The overall rating is each made up of 50 % UC1 and UC2. Since not all apps offer route planning, UC3 is not included in the overall rating for comparability reasons (see Excursus).

Ranking	Score	App - Free MSPs
1	83	MAINGAU Autostrom
2	82	EnBW mobility+
2	82	CHARGE NOW
3	80	Octopus Electroverse
4	78	EWE Go
4	78	Allego
5	77	InCharge
6	75	Shell
7	74	mbly
8	72	Aral Pulse
9	68	Elli
11	60	ladeapp
Ranking	Score	App - OEM-MSPs
1	86	My Porsche
2	81	My BMW
3	80	Volkswagen
4	79	myAudi
5	77	Mercedes-Benz
Ranking	Score	App - CPO-MSPs
1	76	IONITY
2	74	Tesla
3	51	Fastned



Note:
Apps were tested as of
April 20, 2026

eMobility Excellence UX Score

3 Use Cases

UC1: SEARCHING AND FINDING
CHARGING STATIONS



UC2: PRICE TRANSPARENCY



UC3: ROUTE PLANNING (SPOTLIGHT
TOPIC)



15 Testers



AGE: 26 – 46



CONSISTING OF:
UX EXPERTS
E-MOBILITY EXPERTS
E-MOBILITY NEWCOMERS



7 Interaction Principles

per ISO 9241-110

TASK APPROPRIATENESS Users are **supported in completing their tasks effectively**

SELF-DESCRIPTIVENESS All **relevant** information is available **and clearly understandable**

CONFORMITY WITH USER EXPECTATIONS The system behaves in a **predictable** and **consistent**

LEARNABILITY The system **supports learning** and allows for **exploration**

CONTROLLABILITY The system allows users to retain **control**, including **speed, sequence, and customization**

ROBUSTNESS TO USER ERRORS The system helps users with **error prevention and error recovery**

USER ENGAGEMENT The system encourages **ongoing interaction** in a **welcoming** and **motivating** way



The use cases were evaluated by the UX testers based on the 7 interaction principles and a Likert scale.
The overall evaluation was translated into a UX score from 0 to 100.

My Porsche & MAINGAU Autostrom Set the Standard

In this year's evaluation, several apps achieve high ratings, with the overall field of participants moving closer together. As in the previous year, the **My Porsche App** takes first place among the OEM-MSPs. Among the free MSPs, first place this year goes to **MAINGAU Autostrom**. Both apps impressed in testing with a consistent, user-oriented overall experience, clear information display, and intuitive operation. **MAINGAU Autostrom** shows a **well-balanced information density** and uses clear **color coding** for **visual pre-filtering**, allowing charging stations to be found quickly and efficiently. **Targeted prompts** (e.g. "Show charging points") also make the app easier to use. As a result, users forgive the extra tap needed to reach the pricing display. For the My Porsche App, testers praised the consistent design and the **clear guidance through the app**.

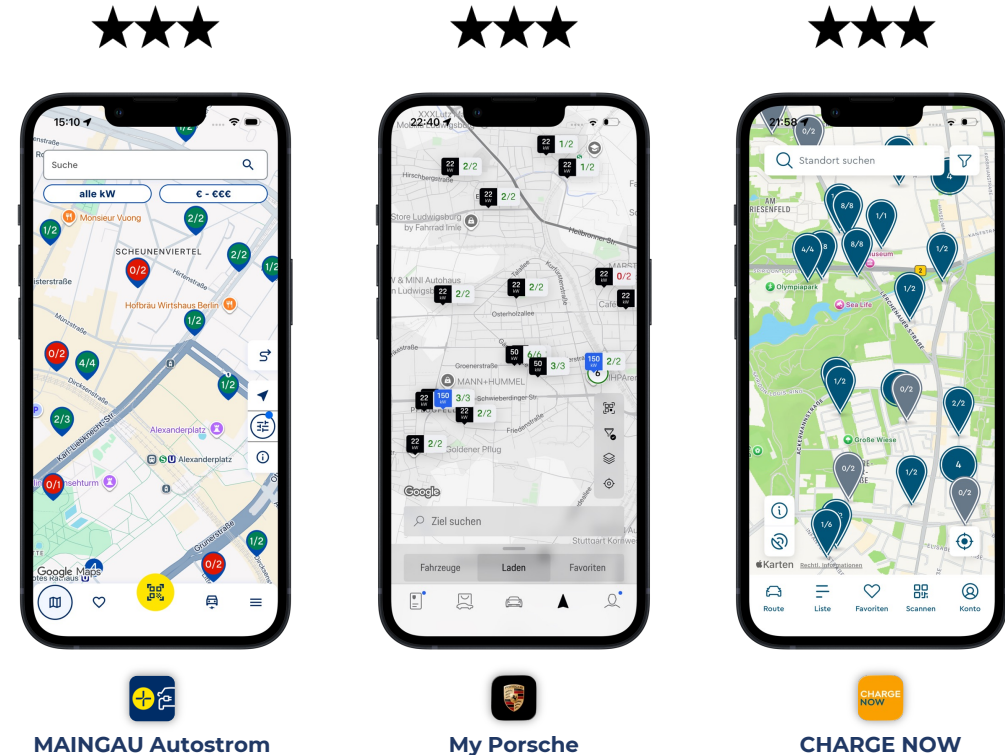
The app not only displays information such as charging power and prices clearly but also ensures **smooth and pleasant operation despite a wealth of features and information**. Also rated very highly is **EnBW mobility+**, which impresses above all through the confident implementation of its core features. Appearing in the test for the first time and rated well right away is the app from **Octopus Electroverse**, where an integrated operator filter in the search bar, among other things, makes the app easier to use. Among the CPO-MSPs, **IONITY** takes first place this year, closely followed by Tesla.

eMobility Excellence
Report 2026

Use Case 1 | Searching for and Finding Charging Stations

My Porsche, **MAINGAU Autostrom**, and **EnBW mobility+** show how efficient searching and finding works: all three apps use **an intuitive color coding** in which free and occupied charging points are shown in **green and red, respectively**. This gives the apps the **right information density** while maintaining **clarity**. All three providers manage to display **additional information** without overwhelming the user. My Porsche labels **charging power** numerically and supports this with color coding: high charging power in blue, low in black. MAINGAU Autostrom and EnBW mobility+ mark fast-charging points with a lightning bolt icon. EnBW mobility+ also offers the option to easily select higher charging power via a quick filter. Overall, the apps succeed in displaying a large amount of varied information **clearly and attractively**.

CHARGE NOW shows that color coding can also work outside familiar schemes: available stations appear blue, occupied or unavailable ones appear gray.

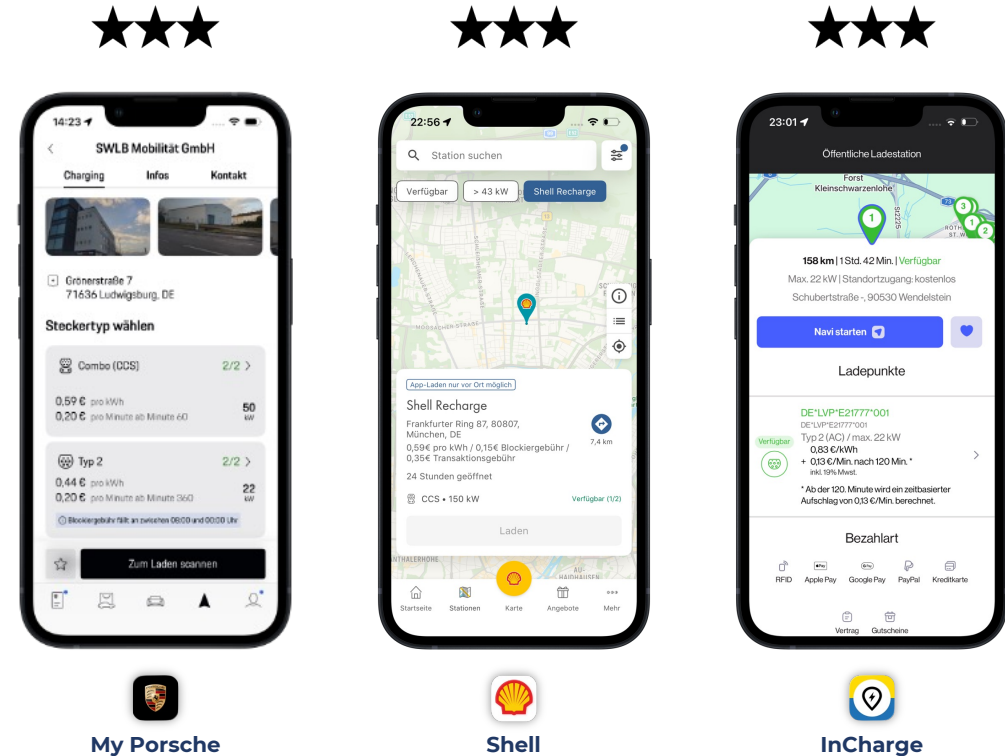


Use Case 2 | Price Transparency

Price transparency was evaluated as its own use case for the first time this year. Key assessment criteria include the **time it takes to find pricing information** as well as the **clarity** and **completeness of pricing details**. If users must search for a long time and blocking fees are not communicated, user acceptance declines.

How price transparency works correctly is shown by **My Porsche** and **Shell**. In both apps, prices are found **quickly**. Costs **are displayed directly in the charging point overview**, **blocking fees are communicated transparently**, and nested or hidden pricing information is avoided. **InCharge** shows how a good breakdown of costs in the station details can work.

Overall, the test results showed that incomplete pricing information, only discoverable after several steps, represents a key weak point from the perspective of users.



Excursus | UX in Route Planning

Route planning is **not included in the overall rating**, as not all apps offer route planning. This is therefore addressed in a special topic.

The usability of route planning was tested based on the interaction principles according to DIN ISO 9241-110, with the following difference compared to Use Case 1 and Use Case 2:

For **all apps with route planning functionality**, the principles of task appropriateness, self-descriptiveness, controllability, and user engagement were **evaluated**. Since OEM apps have structurally different capabilities, conformity with user expectations, learnability, and robustness were also tested here.

Ranking	App - Free MSPs
1	MAINGAU Autostrom
2	Allego
2	Octopus Electroverse
4	CHARGE NOW
5	mbly
6	ladeapp
7	EnBW mobility+
Ranking	App - OEM-MSPs
1	My Porsche
2	My BMW
3	Volkswagen
4	myAudi
5	Mercedes-Benz
Ranking	App - CPO-MSPs
1	IONITY
2	Fastned
3	Tesla

Excursus | UX in Route Planning (Use Case 3)

Free MSPs

The three top-rated apps, **MAINGAU Autostrom**, **Allego**, and **Octopus Electroverse**, impress with **clear, well-organized route planning** as well as **the ability to configure the target charge level and departure SoC**. However, charging station changes can only be influenced to a limited extent based on start and target charge levels. Price transparency in route planning **is also important**. Allego's calculator stands out in particular, calculating the approximate cost of each charging session and thus the total energy cost of the trip.

Flexibility in route planning is **severely limited** for most free MSPs. For example, charging stations cannot be manually changed once planning is complete, and the route planning must be started over from scratch. There is also room for improvement when it comes to inserting available charging stations as intermediate stops: the previously calculated charging stops are retained and the route is not adjusted.

Both ladeapp and EnBW mobility+ have room to improve. ladeapp currently lacks automatic charging-stop suggestions. Stops must currently be selected and added entirely manually. EnBW mobility+ does show stations along a route, but SoC-based planning with charging stops is not yet offered. Route planning takes place within the app, while navigation is handed off to navigation apps (e.g. Google Maps, Apple Maps). Here too, **sending the route to another navigation app did not always work smoothly**. Among the free MSPs, **there is still significant room for improvement**. For users who expect complete trip planning, few apps are well suited for a comfortable trip-planning experience.

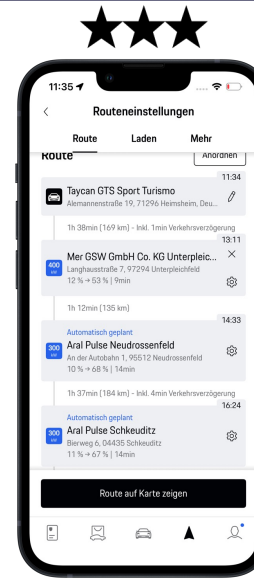
OEM-MSPs

A key advantage of route planning in OEM apps lies in the direct vehicle connection: vehicle-specific information such as the state of charge can be automatically considered – without manual input from users. The planned route can typically be conveniently created in the app and sent directly to the vehicle.

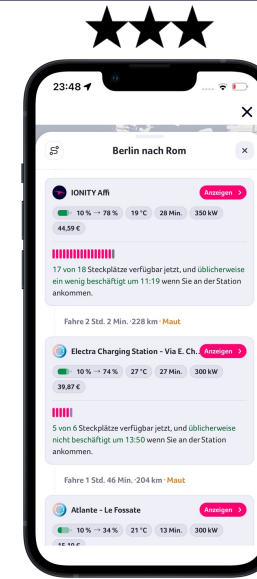
Note: synchronization of data with the vehicle was not part of the test scope.

In the **route planning test**, as in the previous year, **My Porsche** impressed with **the best overall impression**. Besides the automatic integration of vehicle data, the app impresses with configurable charging stops and the ability to **select alternative stations directly within the app**. Route planning remains clear and well-organized even at maximum configuration depth. **CPO-MSPs**

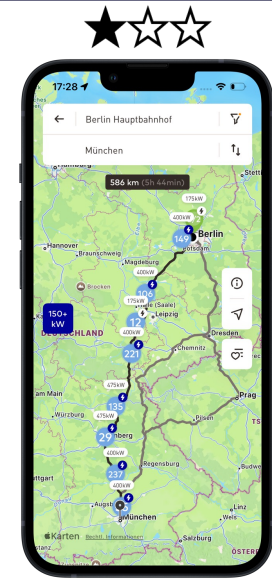
IONITY takes first place and impresses with a high information density during route planning, such as showing charging station utilization upon arrival.



My Porsche



IONITY



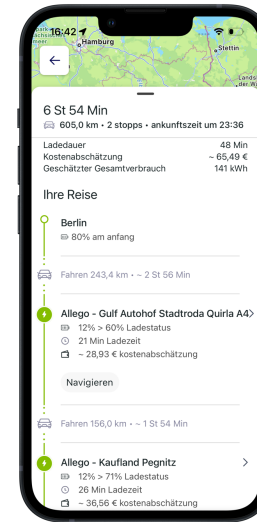
EnBW mobility+

Further Highlights from the UX Test

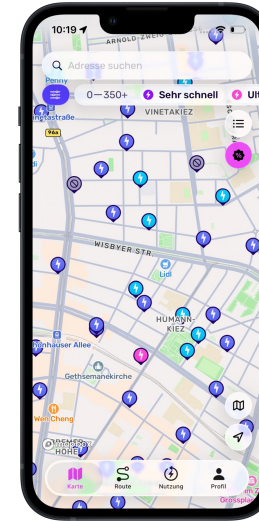
That color coding can also **work differently** is shown by **Octopus Electroverse**. The app stays true to its CI while showing that other color logics can also work when applied consistently and logically: the highlights ranging from **light blue** through **pink** to **purple** reflect the **charging speed of the stations**. Occupied stations are grayed out.

Allego demonstrates with its **cost calculator** how **price transparency can be further developed**. By automatically calculating charging costs (e.g., for the charging stops in route planning), it instantly shows how much the trip is likely to cost.

IONITY always offers the option to **order a charging card directly within the app**. The workflow is short and stripped down to the essentials. With other providers, the charging card can sometimes only be ordered during sign-up and not added afterward.



Allego



Octopus Electroverse



IONITY

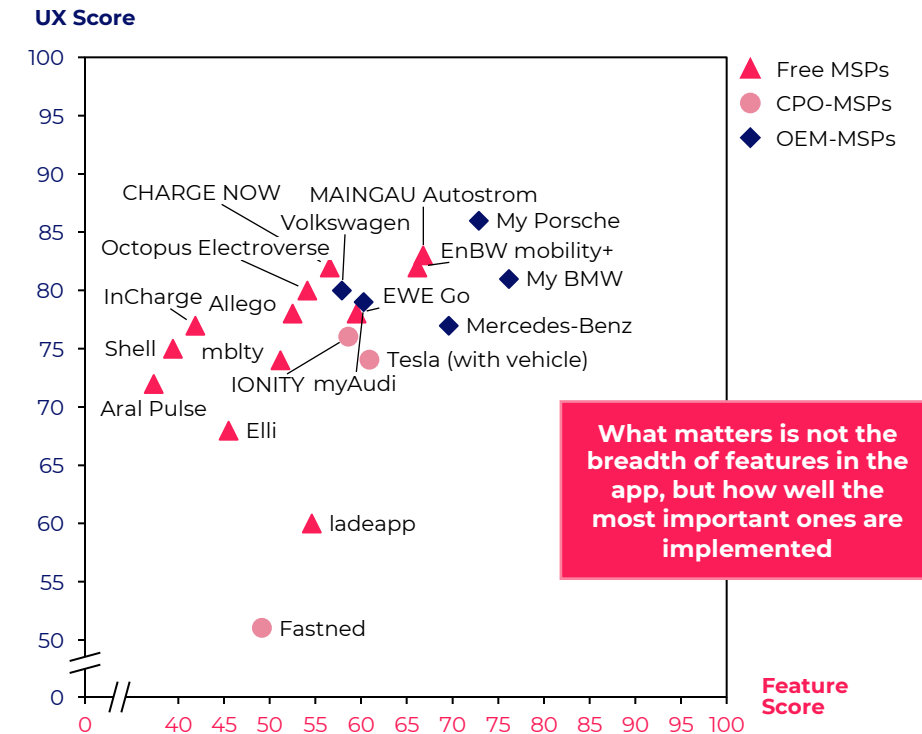
What Really Matters in the App

The benchmark shows a similar pattern to last year: **it's not the breadth of features that determines the user experience, but how well the most important ones are implemented.** Apps with fewer features but clear implementation perform better than feature-rich apps with weak implementation. The leading apps in the test make clear that:

- ✓ **Availability data and charging power belong on the map** – color-coded, backed by numbers, and recognizable at a glance before the user even taps
- ✓ **Prices must be fully visible before charging begins** – including blocking fees, instantly and without extra clicks
- ✓ **Planning and adjusting belong together** – anyone who calculates a route must also be able to swap charging stops afterward, or the feature loses its value in everyday use

eMobility Excellence

The Results of the App Comparison



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About the Study

This report presents the results of the eMobility Excellence MSP Benchmark 2026. In addition, Axel Springer Deutschland GmbH will publish a summary on the AUTO BILD website on July 1, 2026, on the COMPUTER BILD website on July 3, 2026, and in the printed AUTO BILD edition on July 23, 2026.

The aim of this study is to compare MSP services and provide drivers of electric vehicles with a well-founded orientation aid in an increasingly complex charging market. In addition, the publication offers decision-makers comprehensive insights into the competitive landscape to derive strategic learnings and action-oriented recommendations for their own market positioning.

If you have any questions or would like to get in touch, the eMobility Excellence team is happy to assist at any time. The primary contact is Henrik Neumann.

www.emobilityexcellence.com

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