

# Electrada to Provide a Complete Electric Fuel Solution for Red Bull's Fleet Electrification Program

## KEY STATS

**Partner:** Red Bull

**Vertical:** Food & Beverage

**In a Nutshell:** Electrada has entered into an agreement with Red Bull Distribution Company to provide the electric fuel component for Red Bull's strategy to electrify its fleet.

**The GPS:** Multiple sites across CA

**Snapshot View:** Advancing its mission to expand access to integrated, scalable, and reliable electric fuel solutions for fleets, Electrada and its 360 Charging-as-a-Service (CaaS) complete electric fuel solution have been selected by Red Bull to energize its fleet electrification efforts, marking a significant milestone in Red Bull's comprehensive sustainability efforts. This initiative commences the electrification of Red Bull's distribution fleet across multiple sites in California.

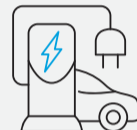
Kevin Kushman, CEO of Electrada, highlights the importance of Red Bull's demand for high uptime performance in their partnership decision. "Importantly, Red Bull's requirement for high-uptime performance was a key consideration in their decision to team with Electrada as an electrification program partner. Our 360 CaaS model represents the most evolved and integrated CaaS model available – one that's required across a national footprint where use cases, duty cycles, utilities, and energy prices call for a strong and knowledgeable partner that delivers reliable and predictably priced electric fuel."

Electrada's unique approach to fleet electrification provides a predictably priced contract that eliminates the significant upfront capital investment and mitigates long-term energy cost risks that often prevent organizations from adopting a robust EV program beyond the pilot stage.

## ELECTRADA'S 360 CaaS



100% Capitalized



Guaranteed Performance



Reliable 99% Uptime



Predictable Pricing



Day One Savings Guaranteed

Fleet electrification doesn't have to be costly and complicated.

Regardless of where you are on your fleet electrification journey, let us guide you through a seamless, risk-mitigated electric fuel solution that works best for your fleet.

Get started at [electrada.com](https://www.electrada.com) →



Energizing Your Fleet