PoGo Charge goes live on cross-network payment solution Zap-Pay

New payment partnership makes charging even easier at destinations across the UK

Ultra-rapid electric vehicle (EV) charging network PoGo Charge is the latest operator to go live on Zap-Pay, the simple way to pay for EV charging across networks from Zapmap.

With a network of ultra-rapid chargers across the UK, PoGo Charge is now live as one of Zapmap's payment partners.

Thanks to the charge point operator's network of mostly rapid and ultra-rapid charging devices at car parks as well as retail and leisure destinations, the new partnership makes paying for charging much easier for electric car drivers up and down the country.

Established in 2023 to encourage and accelerate the adoption of electric vehicles, PoGo Charge's UK-wide charging network offers ultra-rapid, rapid and destination charging for electric vehicle drivers, providing multiple charging options powered by renewable energy. The company currently operates around 180 charging devices across almost 100 locations, stretching from Inverness to Penzance.

In April, the company opened the first of 32 new ultra-rapid charging hubs for Kew Green Hotels, with other recent installations opening in Derby and Birmingham.

As well as being able to search for charge points, plan longer journeys and share updates with other electric car drivers, Zapmap users can now pay quickly and easily for their charging on PoGo Charge's network of charge points, which are ideally placed for topping up the battery while at a variety of destinations.

The charge point operator joins live payment partners Osprey, ESB Energy, char.gy, GeniePoint, Mer, MFG EV Power, Fastned, Alfa Power, Connected Kerb, evyve, Charge My Street, Applegreen Electric, FOR EV and Be.EV in making payment easy for electric car drivers up and down the country.

Zapmap's in-app payment solution [Zap-Pay](#) uses a credit or debit card to pay for charging, and was launched with a mission to include all the key charge point networks across the UK. The payment solution avoids the hassle of using different payment methods across all the various charge point operators, providing a simple way to pay for EV charging across networks from within the familiar [Zapmap app](#).

Drivers using Zap-Pay are also able to view their charging history, receive live status updates while away from their vehicle, and download receipts to help keep track of their spending. To facilitate easy payment, they can also use both Apple Pay and Google Pay on all Zap-Pay enabled devices across the UK.

"I think Zap-Pay is good when you're going somewhere new," said Zapmap user Andrew Green. "There you have no idea how those chargers work, so Zap-Pay is really useful when using an unfamiliar network.

"I found it quick and easy and it saved me signing up to yet another charge point provider.

"I didn't want to sign up for another app. The fact that I could do it through Zap-Pay made it much easier."

With PoGo Charge's ultra-rapid charging network now live on Zap-Pay, today's announcement represents a significant step forward for convenient and reliable charging for electric car drivers across the country.

More integrations and announcements around Zap-Pay are to follow over the coming weeks and months.

Matt Lloyd, Head of CPO Networks at Zapmap, said:

"I'm delighted that PoGo Charge is now live on our cross-network payment solution Zap-Pay, and I'm sure many electric vehicle drivers up and down the country will be too.

"PoGo Charge is an important addition to our payment network, not least because its ultra-rapid charge points are conveniently situated at car parks and other retail and leisure destinations.

"This new payment partnership makes charging even easier for EV drivers at a whole range of useful locations across the UK."

Stuart Douglas, Managing Director at PoGo Charge, said:

"It goes without saying that Zapmap is an important partner for us, enabling drivers to find our chargers as well as plan their routes around PoGo Charge sites, wherever they might be located.

"Integrating with Zap-Pay is a significant step for PoGo Charge and for electric vehicle drivers across the country. I'm thrilled to see this integration go live and delighted to add our network to Zapmap's cross-network payment solution."

- ENDS -

Press contact

Zapmap press office
press@zap-map.com / 07718671003
Ian McKee

About Zapmap

Zapmap was founded in 2014 with a mission to make the EV charging experience simple, wherever you go.

The Zapmap app helps EV drivers search, plan and pay for charging, and currently has around 900,000 registered users. Zapmap has mapped over 95% of the UK's public points on its network, more than 75% of which show 24/7 live status data.

For more information, please visit www.zap-map.com.

About PoGo Charge

PoGo Charge is a UK-wide EV charging network offering ultra-rapid, rapid and destination charging for electric vehicle drivers. Derived from the concept of enabling drivers to 'Power Up. Go Adventure', PoGo is being built to help accelerate the UK's transition to sustainable transportation and play a role in reducing carbon emissions.

PoGo charging locations offer multiple charging options, which are regularly serviced and maintained by an experienced team of EV-driving engineers and powered by 100% renewable energy.

PoGo works with landlords to identify the right charging locations and then takes care of the installation, operation, and maintenance of its market leading charging technology.

With PoGo, drivers can activate a charging session through a variety of payment methods including Contactless, Mobile App, Webpay and RFID card, as well as roaming. EV drivers will also have access to PoGo's 24/7 award winning in-house customer support team who can be contacted by phone, email or social media support channels.

https://pogocharge.com