

BMW  
GROUP



Shell  
Recharge



# SHELL RECHARGE – TRAINING GUIDE

CONFIDENTIAL - DO NOT SHARE WITH CUSTOMERS

C4-US-V-i

# SHELL RECHARGE OVERVIEW

## Shell Recharge Solutions, BMW's second eMobility Service Provider, launches in December (12/11).

Shell Recharge Solutions aggregates other Charge Point Operators (CPOs), allowing BMW customers to charge at all of the major CPOs in the US and CA, **under one account in the My BMW app.**

At launch, customers will gain **Click & Charge** functionality with:

- Shell Recharge / Shell SKY EV Technology
- ChargePoint
- EVgo
- EV Connect
- Blink

Additional **100,000 new charging stations** into the **BMW Charging** ecosystem.

- AC (Level 2): ~93,000
- DC (Level 3): ~7,000

Including Electrify America, total of over **104,000 public chargers to be available.**

**And more CPOs & Features to come in 2024**

BMW Charging 



**Start / Stop / Pay  
Two Accounts  
One App**



# SHELL RECHARGE – ACCOUNT MANAGEMENT (1/2)



**Shell**  
Recharge  
Solutions

To use the Shell Recharge network – customers will need to first enroll in the My BMW app, similar to the Electrify America process.

Electric Mobility > View All

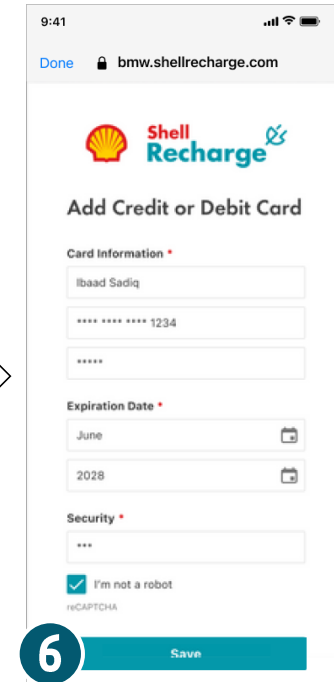
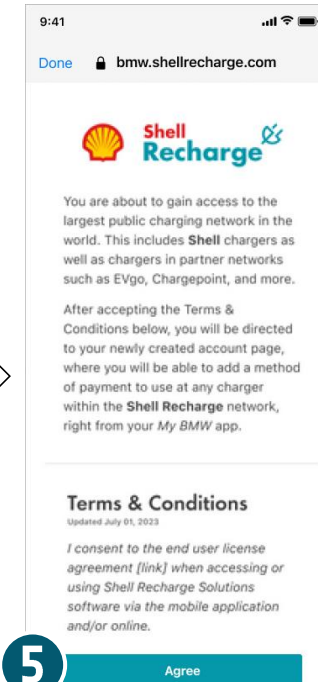
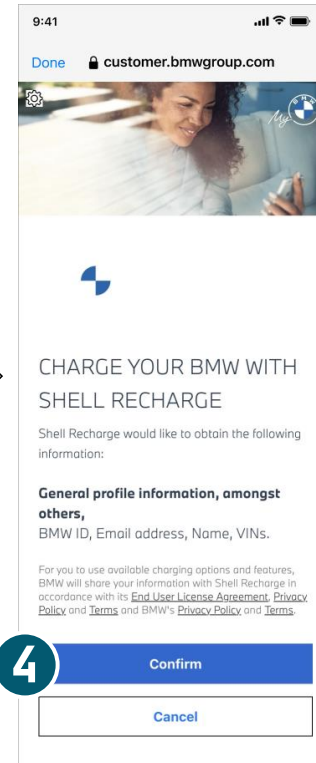
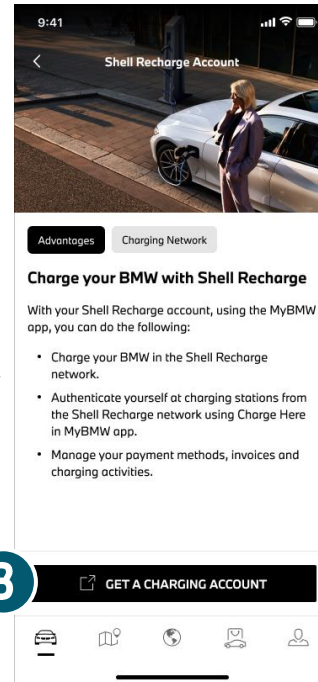
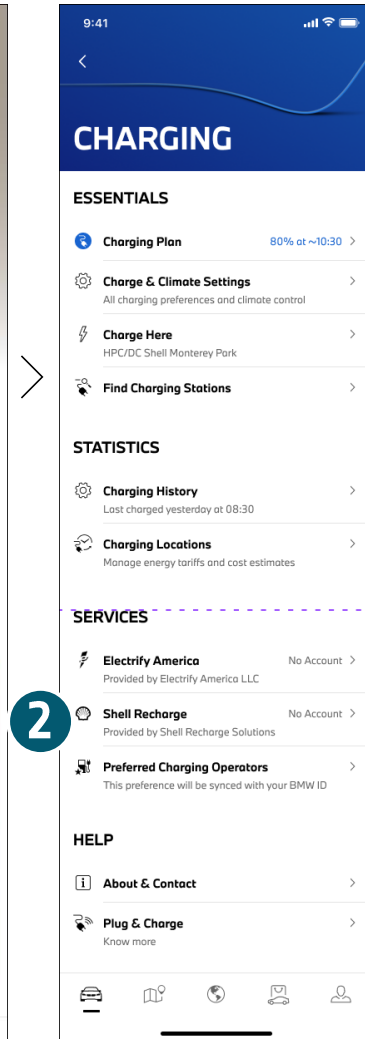
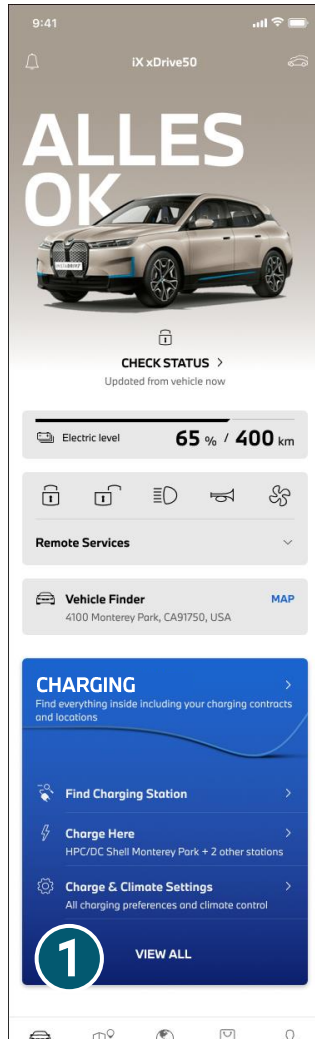
Services > Shell Recharge

Get a Charging Contract

Confirm

Agree to Terms

Enter Payment Details & Save

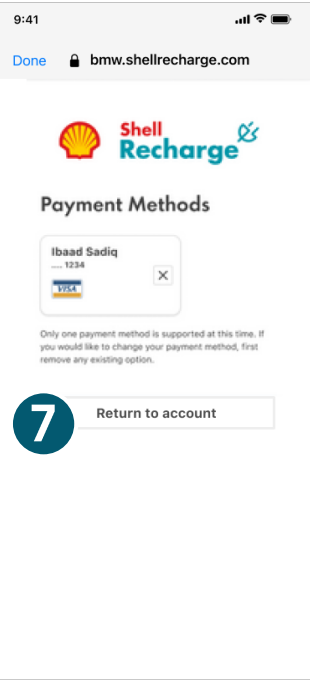


# SHELL RECHARGE – ACCOUNT MANAGEMENT (2/2)

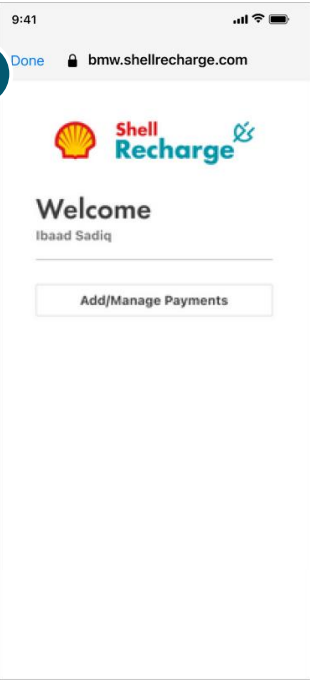


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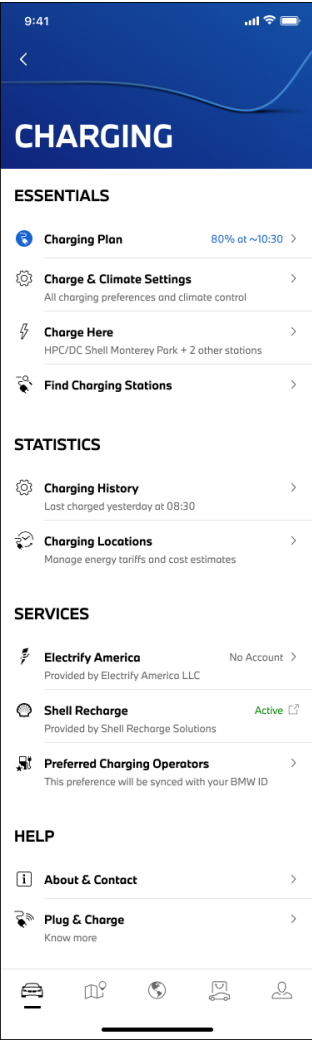
Select Return to Account



Account Management Home Page. Select Done to return to My BMW



**Important:** Verify account shows as **Active**



Once customers accept terms and enter payment info, their account will be created. Note, there is no complimentary charging offer through Shell, it is pay-as-you-go. This makes the sign up process very quick and easy.

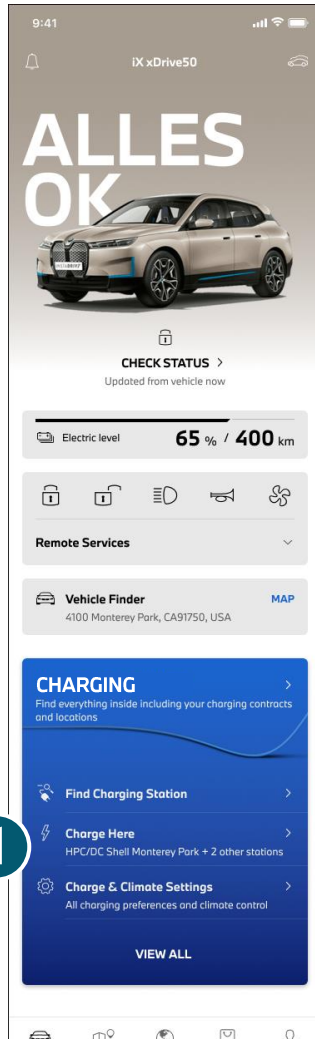
# SHELL RECHARGE – CHARGE HERE (1/2)



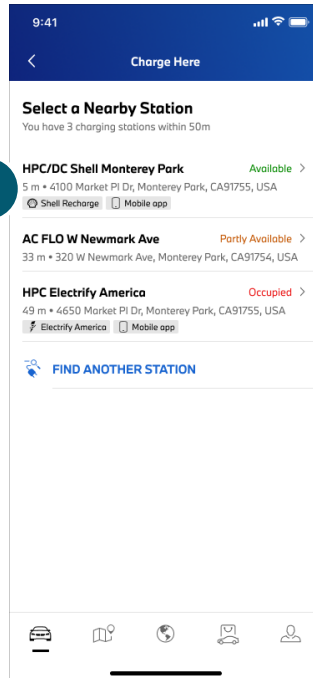
**Shell**  
Recharge  
Solutions

Once account creation is complete, customers can charge through the My BMW app at all roaming partners via Charge Here

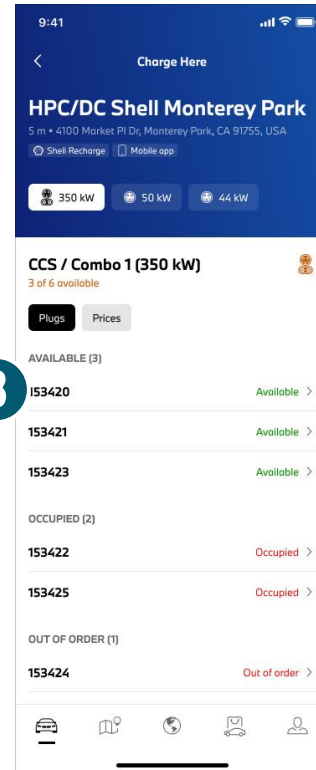
Select Charge Here



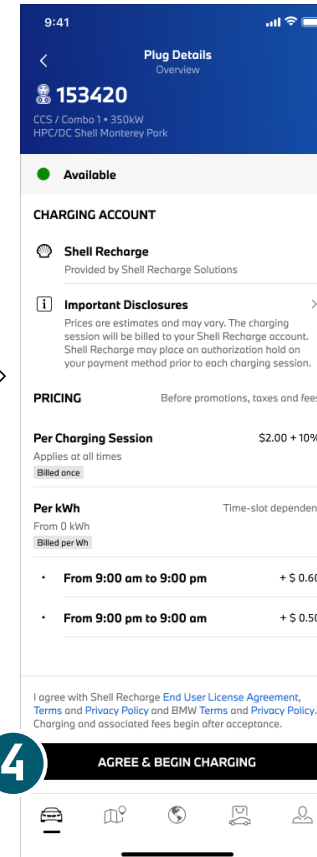
Select Nearby Charging Station



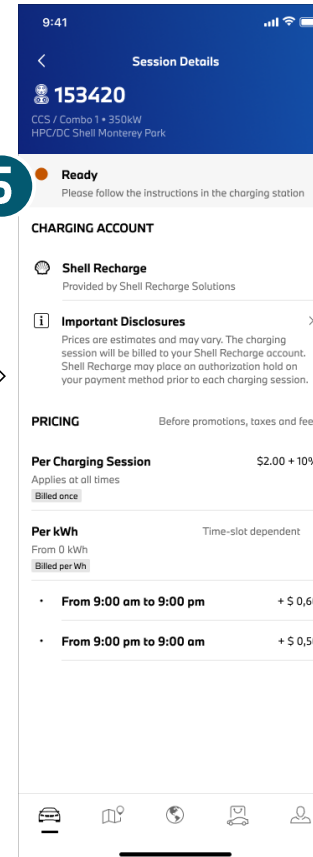
Select Specific Plug



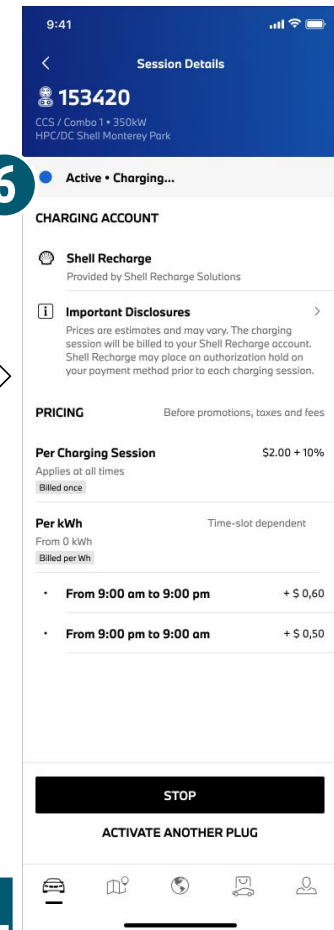
Check Pricing Info, Select Agree & Begin Charging



\*Plug In Vehicle Once Status Shows as Ready



Vehicle Is Charging Once Status Is Blue



# SHELL RECHARGE – CHARGE HERE (2/2)



**Shell**  
Recharge  
Solutions

Once account creation is complete, customers can charge through the My BMW app at all roaming partners via Charge Here

## Select Stop To End The Charging Session

9:41

Session Details

153420

CCS / Combo 1 • 350kW  
HPC/DC Shell Monterey Park

Active • Charging...

CHARGING ACCOUNT

Shell Recharge  
Provided by Shell Recharge Solutions

Important Disclosures  
Prices are estimates and may vary. The charging session will be billed to your Shell Recharge account. Shell Recharge may place an authorization hold on your payment method prior to each charging session.

PRICING Before promotions, taxes and fees

Per Charging Session \$2.00 + 10%  
Applies at all times  
Billed once

Per kWh Time-slot dependent  
From 0 kWh  
Billed per Wh

- From 9:00 am to 9:00 pm + \$ 0,60
- From 9:00 pm to 9:00 am + \$ 0,50

7 STOP

ACTIVATE ANOTHER PLUG

Icons: Car, Map, Globe, Plug, User

## Status Light Turns Red

9:41

Session Details

153420

CCS / Combo 1 • 350kW  
HPC/DC Shell Monterey Park

8 Stopping...  
Please wait a few seconds

CHARGING ACCOUNT

Shell Recharge  
Provided by Shell Recharge Solutions

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- From 9:00 am to 9:00 pm + \$ 0,60
- From 9:00 pm to 9:00 am + \$ 0,50

Icons: Car, Map, Globe, Plug, User

## Unplug to End Session

9:41

Session Details

153420

CCS / Combo 1 • 350kW  
HPC/DC Shell Monterey Park

Completed

OVERVIEW

Charging Operator Shell Recharge

Duration 42 min

Energy Delivered 25.48 kWh

Charging Account Shell Recharge

Total Cost \$ 12.60  
Taxes included. Billed to your Shell Recharge account according to the chosen payment method.

ACTIVATE ANOTHER PLUG

Icons: Car, Map, Globe, Plug, User

## Active + Grace Period

9:41

Session Details

153420

CCS / Combo 1 • 350kW  
HPC/DC Shell Monterey Park

Active • Grace period  
Idling costs might apply after grace period

CHARGING ACCOUNT

Shell Recharge  
Provided by Shell Recharge Solutions

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- From 9:00 am to 9:00 pm + \$ 0,60
- From 9:00 pm to 9:00 am + \$ 0,50

STOP

ACTIVATE ANOTHER PLUG

Icons: Car, Map, Globe, Plug, User

## Unplug to End Session

9:41

Session Details

153420

CCS / Combo 1 • 350kW  
HPC/DC Shell Monterey Park

Completed

OVERVIEW

Charging Operator Shell Recharge

Duration 42 min

Energy Delivered 25.48 kWh

Charging Account Shell Recharge

Total Cost \$ 12.60  
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ACTIVATE ANOTHER PLUG

Icons: Car, Map, Globe, Plug, User

If charging has stopped due to reaching state-of-charge target but the vehicle remains plugged in/ in the parking spot, idling fees may apply after a certain period of time. Unplug and move the vehicle to end the session and see a receipt

# SHELL RECHARGE – FURTHER DEVELOPMENTS



## Future Enhancements in 2024:

- More CPOs
- Digital Wallet Charging via NFC Card on Mobile Phone
- Further Account Management Features & Plans
- Plug & Charge

# CUSTOMER SUPPORT – FAQs (1/3)

## 1. What is 'Shell Recharge' within the My BMW app?

- A. BMW has partnered with Shell Recharge to provide more a more convenient charging experience to our customers within the My BMW app. By creating a Shell Recharge account in My BMW, customers get automatic payment and charging authentication access to over 100,000 Shell Recharge, ChargePoint, EVgo, Blink, and EV Connect charging stations. There is no longer a need to download multiple charging apps, as the services are centrally housed within My BMW.

## 2. How do I create an account?

- A. Within the My BMW app, simply navigate to Charging > Services > Shell Recharge and select "Get a Charging Contract". Follow the steps to accept terms, enter your payment information, and you're all set.

## 3. How do I charge using my Shell Recharge account?

- A. First, you can browse and select charging options near you or along your route through both the My BMW app and your BMW's on-board navigation system. Once you have arrived at the charging station, select "Charge Here" under "Charging" to choose the specific station and plug you would like to use. Click "Agree and Begin Charging", and your session will start.

## 4. Who is eligible to create a Shell Recharge account?

- A. All customers are eligible – there is no complimentary charging plan and the program is pay-as-you-go.



## CUSTOMER SUPPORT – FAQs (2/3)

### 5. When should customers be enrolled?

A. At time of vehicle handover

### 6. What does a customer need in order to enroll?

A. Just a credit/debit card, no enrolment code.

### 7. How do I verify if I have successfully created an account?

A. In the My BMW app under "Charging > View All > Services" users will see a green "Active" marker next to Shell Recharge (see pg. 4). Otherwise, users will see "No Account"

### 8. Can I use Plug & Charge or an NFC card with Shell Recharge?

A. Not yet, but these features (and more) are coming in 2024.

### 9. Do I plug in my vehicle first, then activate the charger through the app? Or activate first, then plug in?

A. It depends on the charging station. With Electrify America, either approach works. With ChargePoint, you must activate first and then you can plug in. With EVgo, you must plug in first, and then activate.

### 10. If I charge at a ChargePoint or EVgo station, will I see "ChargePoint" or "EVgo" on my credit card statement?

A. No, charging at any of the providers through your Shell Recharge account will always result in a charge from "Shell Recharge" on your credit/debit card account.

## CUSTOMER SUPPORT – FAQs (3/3)

### 11. Will a hold be placed on my account when I charge?

- A. Yes, depending on the station operator, you may receive a hold of between \$20 and \$60. This hold is typically cleared from your account within a few days. SRS is currently working with their partners to reduce both the hold time and amount.

### 12. What should I do if I receive an error “Unable to activate” after clicking “Agree & Begin Charging”?

- A. **If occurring at all charging stations:** Go to Charging > Services > Shell Recharge > Manage My Plan. Double check credit/debit card is not expired and latest Shell Recharge terms have been accepted. If this doesn't solve it, contact BMW Assist. **If only occurring sporadically or at specific chargers,** contact Shell Recharge support.

### 13. Who should I contact if I have issues or questions?

- A. For any issues initiating charging sessions, reporting a downed charger, account management, or payment processing: contact Shell Recharge's dedicated BMW support line at 1-888-211-7088.
- B. For any issues with the My BMW app features or functionality: contact BMW Assist at 1-888-333-6118
- C. For general questions on EVs, the My BMW app, “how it works” etc, contact the BMW i Genius Hotline at 1-855-236-1025

# CUSTOMER SUPPORT – TEAMS

## Who should customers reach out to for help?

	BMW i Hotline	BMW Assist	Shell Recharge Solutions
Responsible For	Answers questions pertaining to charging and supports customers through all "how-to's" with the <b>My BMW app</b> (e.g. mapping vehicle to My BMW app, enrolling customer into EA / SRS, initiating a charging session, etc.)	Provides support on all technical issues customers run into when using the <b>My BMW app</b> (e.g. loss of app functionality, missing buttons/options in app, log in issues, etc.)	Answers questions pertaining to charging station troubleshooting, validation of settings, account management, and payment.
Common Topics	Questions: <ul style="list-style-type: none"><li>• How it works</li><li>• How to create an SRS account</li><li>• How to find chargers</li><li>• How to start and stop a charge</li></ul>	My BMW App issues: <ul style="list-style-type: none"><li>• Can't find chargers</li><li>• Charging features / buttons missing or malfunctioning.</li></ul>	Charger issues: <ul style="list-style-type: none"><li>• Charger unavailable when marked as available or otherwise status not matching what is in the app</li><li>• Start/stop not communicating with charger</li><li>• Charger not accepting payment &amp; authenticating</li></ul> Billing / Payment / Credit card issues
Hours (EST)	Mon –Thu: 9AM-9PM Fri: 9AM-6PM	Mon –Thu: 9AM-9PM Fri: 9AM-6PM Sat: 10AM-7PM	24x7x365
Contact Info	1 (855) 236-1025 bmwiconcierge@bmwusa.com	1 (888) 333-6118 customercare@bmwassist.com	1 (888) 211-7088 support@shellrecharge.com

For Internal Escalations to EV Team: Contact [BMWEVServices@bmwna.com](mailto:BMWEVServices@bmwna.com)