



Case Study

Hoyer

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HOYER

Case Study - Hoyer

From Fuel to Kilowatts: Hoyer Drives the Shift to eMobility with reev

For over a century, Hoyer has shaped the mobility sector – evolving from a traditional mineral oil supplier into a comprehensive mobility service provider. With a fleet of more than 1,300 vehicles, a nationwide network of service stations, and a clear focus on future-ready solutions, Hoyer is actively driving the transition to electric mobility.

Entering the eMobility market is a strategic step for Hoyer: ensuring long-term competitiveness, unlocking economic benefits, and meeting the growing demand for electric vehicles.

To establish a high-performance charging infrastructure, Hoyer relies on ABL hardware combined with reev's cloud-based software solution – now installed across 300+ locations for the company's fleet, employees, and customers. The implementation is supported by Hoyer's subsidiary Powertrust GmbH.

This case study highlights how Hoyer, in partnership with reev, is laying the groundwork for sustainable mobility – and the added value this creates for all stakeholders involved.

About Hoyer

Hoyer has been active in the fuel station sector since 1952 – starting with a single station in Visselhövede, and now operating hundreds of locations across Germany.

In addition to its core business of traditional fuel supply, the company is expanding its portfolio with forward-looking charging infrastructure – serving both its own fleet and external partners.



86

charging points
integrated into the
reev system

13.124 kWh

of energy
charged

18

public charging
points

518

charging sessions
in January 2025



Project Overview

To actively drive this transformation, Hoyer has been continuously identifying suitable locations for charging infrastructure since installing its first charging station in 2021. To date, 86 charging points have been set up. The sites have been strategically selected to serve employees, company vehicles, and the public at key locations.

To ensure efficient management and billing of the charging infrastructure, the company relies on a combination of ABL hardware and reev's cloud-based software.

The planning and implementation are handled by Powertrust GmbH, Hoyer's in-house subsidiary specialising in energy and storage solutions. Through this initiative, Hoyer continues to expand its role as a comprehensive mobility provider, offering easy access to modern charging infrastructure.

Implementation

The rollout of the charging infrastructure was carried out in phases, prioritising locations with immediate demand.

Public sites, such as the company's headquarters in Visselhövede, were among the first to be included. Implementation times varied depending on the local grid situation – ranging from four weeks to several months.

The main challenges throughout the project were not technical, but rather related to bureaucratic processes and lengthy approval procedures.

Delays were mainly caused by limited capacity among contractors and pending feedback or approvals from local grid operators.

“Once the bureaucratic steps were completed and the charging hardware installed, the integration into the reev system usually took just a few minutes – or at most 24 hours. What truly stood out was reev's reliable and highly responsive support.”

Antje Veller,

Assistant,

Renewable Energies, Hoyer

Why reev?

“The combination of ABL hardware and reev software was the key factor for us. Sleek, modern and technically straightforward hardware combined with intuitive software makes the switch to eMobility easier – for us and for our customers.”

Antje Veller

Assistant,
Renewable Energies, Hoyer

Efficient Planning with Powertrust

Powertrust managed the entire implementation – from integrating charging points at existing sites to developing new infrastructure. Hoyer benefited both from its experience in fuel station construction and from Powertrust's expertise in energy management.

Everyday Benefits of the Charging Infrastructure

- No detours to public charging stations
- Waiting time can be used productively
- Cost advantage compared to third-party charging

Operation

The charging points are primarily used by company vehicles and employees. In addition, 18 charging points are available to the public – including locations such as the marketplace in Visselhövede and the Sonnentau conference centre.

Outlook

The installed charging stations are already demonstrating high acceptance and reliability – both for internal operations and for customers.

“Our charging stations run smoothly and require no complicated instruction – a clear advantage in day-to-day operations. reev provided us with a flexible and easy-to-implement solution that supported us perfectly.”

Antje Veller,

Assistant,
Renewable Energies, Hoyer

reev's intuitive and scalable solution allowed Hoyer to integrate the charging infrastructure seamlessly into daily operations. Further expansion is planned step by step, with targeted assessments of where eRoaming or paid charging can be introduced. In addition, the integration of surplus charging (Überschussladen) is being evaluated to increase the overall efficiency of the charging points.



Sustainability & Future Plans

Hoyer is pursuing a sustainable energy strategy – aiming to supply all locations with green electricity, ideally from on-site renewable generation. PV systems are already an integral part of the charging infrastructure, and new locations are consistently being developed with self-sufficiency in mind.

Thanks to its collaboration with Powertrust, Hoyer is now also able to equip sites with limited grid capacity with smart charging infrastructure. By combining on-site renewable generation with battery storage systems, the company optimises its own use of green energy, reduces pressure on the grid, and lowers energy costs in the long term.

Sustainable Measures at a Glance

- PV systems on fuel station roofs and warehouse buildings
- Solar carports at new charging parks for weather-protected charging
- HGV parking spaces with charging infrastructure for efficient charging during rest periods
- Battery storage systems for grid relief and cost reduction

reev remains Hoyer's central technology partner – delivering scalable, future-proof solutions that support the shift to sustainable mobility.

About reev

reev is a Munich-based software company operating internationally, offering a leading energy and charging platform for the semipublic sector. The company's mission is to promote sustainable and future-ready mobility. Its cloud-based solution enables easy charging, efficient energy use, and optimised load management – tailored for businesses, hospitality, parking facilities, and residential housing.

As a reliable partner for charge point operators (CPOs), electrical installers, wholesalers, and charging station manufacturers, reev actively contributes to the expansion of charging infrastructure. Intuitive solutions for management, control, and billing ensure maximum functionality, user-friendliness, and security – supporting smart, connected, and sustainable mobility.



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