

Mobility Plaza®

bp slows down on EV charging goals

Close to 100 jobs were recently axed worldwide as the company wants to focus its bp pulse business in just four countries.



bp's bet on electric vehicle charging is slowing down after cutting over a tenth of the workforce in its e-mobility business unit.

According to a report by Reuters, the company has pulled out of different markets after not getting enough results from the commercial EV fleet sector. Thus, bp pulse will now focus on four countries instead of 12, including the United States, Britain, Germany and China.

These changes are part of The changes at BP Pulse are part of recently-named CEO Murray Auchincloss' strategy to shift the British firm's focus. As the news agency reported, bp is currently navigating investor doubts related to its plans to transition from oil and gas to low-carbon energy.

A total of 100 jobs were axed recently, more than 10% of its global workforce of 900, in addition to many staggers being transferred to other divisions.

EV charging keeps being one of the five key growth engines for bp in the future, alongside convenience, bioenergy, hydrogen and renewables & power. The company operated over 29,000 charging points globally at the end of 2023 and aims to have 100,000 charging points by 2030.