

POWER PLAY

Sena Development launches electric vehicle charging stations at its residential projects in anticipation of the rise of EVs. **B3**



Sena Development deputy chief executive Kessara Thanyalakpark uses an EV charging station at one of the company's residential projects.

Sena sets up EV stations at new projects

Eco-friendly cars predicted to be norm

YUTHANA PRAIWAN

SET-listed Sena Development Plc has officially launched electric vehicle (EV) charging stations at the company's residential projects in anticipation of the rise of EVs.

An at-home EV charging station would typically cost 100,000 baht, said deputy

chief executive Kessara Thanyalakpark. These stations will be complementary, in addition to solar rooftops for buyers.

The solar rooftops have a capacity of two kilowatts. The charging stations will be located in the parking areas.

Two of Sena's low-rise residential projects on Ram Intra Road will have pilot installations of solar rooftops and charging stations. Prices per unit start at 5-10 million baht.

Buyers can opt to purchase higher capacities of solar rooftops, up to 8kW, at higher prices.

Ms Kessara said that while the country

has limited EV vehicles such as plug-in hybrid electric vehicles (PHEVs), the company believes the trend will be adopted rapidly because every carmaker across the world is keen to produce eco-friendly cars at more competitive prices.

"Homeowners will have higher costs if they want to modify their houses for the private EV chargers," she said.

Ms Kessara said the EVs and PHEVs are projected to attract more drivers because of lower fuel costs.

For instance, she said drivers will pay 1.05 baht per kilometre for EVs, compared with 2.50 baht for petrol cars.

Petrol retails for about 35 baht per litre, while electricity costs 4.20 baht per unit during peak hours and only 2.60 baht during off-peak hours.

Last year, Sena launched public EV charger stations at five residential projects.

Sena is one of the property developers spearheading the addition of solar rooftops at property projects since 2015, and it surprised Thai consumers by offering free-of-charge solar rooftops at residential projects.

In 2015, Sena targeted 150 housing units at four projects: Sena Park Grand



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Ms Kessara said Sena plans to launch new 18 housing projects by 2018, amounting to 7,300 residential units with a total value of 23 billion baht, the highest in the company's history.

Sena expects revenue in 2018 to grow by 50% to 10.3 billion baht from 7 billion baht last year.

"Many economic research houses have projected that GDP will gradually revive this year," Ms Kessara said.

SENA shares closed yesterday on the Stock Exchange of Thailand at 4.20 baht, up six satang, in trade worth 17.2 million baht.