

ROSA JIMENEZ CANO TRANSPORTATION OCTOBER 19, 2023

# The Electrify festival exposes trends in electric mobility

The Miami exhibition shows the electric vehicles that will soon be a reality.



Electrify shows the latest developments in the electric mobility industry RYAN REA

Two days and almost 100,000 square meters to see, touch, and feel where the electric mobility industry is going is what [Electrify Expo](#) represented, which has brought together the industry in Miami. Not only the big guys in the sector, but also small *startup founders*, including, for example, importers of electric golf carts that are routinely used in Key Biscayne to get to and from school every day.

10 years ago anyone would have laughed at hearing about an electric Mustang, or a Porsche. Then, Toyota and Tesla were just the standard-bearers of a trend with great challenges ahead. The challenges are still there, ready to be solved. And, precisely, that is what makes them a great opportunity to innovate and boost business.

Electric cars, scooters, boats, motor-assisted bicycles, and even applications to find the nearest battery charger with social intelligence have been presented. Indeed, in true Waze style, and with a similar aesthetic, [Chargely](#) is an app to indicate which is the nearest charging point, where it is, what type of connection it offers and what amenities are around.



Volkswagen's European classic, the Camper, reinvented, prepares its arrival in the United States. RYAN REA

Electrify presents itself as a festival. And, in its own way, it is. Everything is celebrated outdoors, with music, a relaxed atmosphere and only a few tents. The rest, open field to walk and test vehicles. Both children and adults attend. With their respective ranks, of course.

There is no direct sale, there are almost no prices. It is not merely commercial, but informative. Obviously, many future buyers will come from there. There are also newly created evangelists, consumers who are curious and eager to know what the future of closer mobility will be like.

After passing through Miami, Electrify continues its journey through the United States, Austin will be the next and last stop of the year.

## They don't sound, they don't roar

In any similar event but with fuel vehicles, the smell and sound would be totally different. Here there is no smell of gasoline nor do the revving engines sound. But yes, they continue to burn tires when braking and accelerating. The latter

more pronounced than ever. That part of the charm of the electric car, the ability to go from 0 to 100 quickly and, increasingly, the autonomy, is the great impediment, along with the price, to its expansion. The most repeated question is: how many miles per charge?

Tesla was present with many fans showing off their homemade customization; BMW, Lexus, Volvo, loaded with new features. Ford assisted with the aforementioned Mustang (its trade name is Mach-E). There was no shortage of Polestar, Porsche with its 75 years of history as an attraction, and Volkswagen, with the classic Van camper as an object of desire. There was one especially notable, Kia, which has gone from being a minor competitor to having a line to join his models. They stand out for price, accessories and also for variety of vehicles.

### **Fun on two and four wheels**

As we said, not everything is cars. There are electric bikes, scooters and other micromobility solutions. Among the brands that had a prominent presence were Bosch, Gocycle, JackRabbit, NIU (which has its headquarters in Brickell), Ryvid Motorcycles and Volcon ePowersports.





Consumers ask for customizations and curiosities according to their taste. RYAN REA

## Why Miami?

Miami is the city in the Southern United States with the most enthusiastic and early adoption of this type of vehicle. The purchase of these cars is directly associated with the charging points. An important factor for this growth is construction: buildings strive to offer more and more *amenities*. The electrical charge is one of the most attractive. In addition, it makes an effort to also offer points in large commercial areas, work centers and public spaces. According to PlugShare, the areas of Miami, Fort Lauderdale and West Palm Beach have 3,075 public charging stations, 414 of them free.

BJ Birtwell, CEO and founder of this event, highlights the enthusiasm of the area: “This is the third year we have come and each year it is improved. The desire to have electric vehicles is perceived year after year.”

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