

ALLYE

DEALER PARTNERS



Customers like the machine.
Then ask how to charge it.

Sell the machine. We bring the charge.

How equipment dealers use MAX to close electric
machine sales on sites with no grid connection.

Any make of machine

Up to 1.28MW DC

ADR exempt

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THE PROBLEM

The charging question stalls the sale

Electric cars took off once drivers knew they could charge.
Electric plant is at the same point.

No supply on site

Grid power arrives late in a project, if at all.

Chargers stay put

A fixed charger at the depot can't follow the machine.

Charging from diesel

A generator burns fuel and fails the customer's carbon target.

Orders slip back to diesel

Without a charging answer, the buyer plays safe.

HOW IT WORKS

Your machine. Our power.

Add MAX to the quote, so the charging answer arrives with the machine.



1

Quote

Add MAX to the deal: sold, leased or on hire, alongside the machine.

2

Charge

DC fast charging tops up any make of machine between shifts, with no grid connection.

3

Support

Allye sizes, commissions and monitors it, so you sell machines, not chargers.

PROVEN ON THE LOWER THAMES CROSSING

Volvo, SANY and LiuGong excavators, charged

Four MAX500s on the Bouygues Murphy JV site, charging three brands since January 2026 with no grid connection.



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VALIDATED AT LOWER THAMES CROSSING

Over £30,000 saved a week

in generator hire and fuel, against charging the same excavators
from on-site generators

Generators

Needed to charge the plant

None

DC fast charging

For electric excavators

240kW

Grid connection

Needed on site

None

2026

on site and operating
since January

>£1.5m

a year, at the
weekly saving

1st

major UK project with a
carbon limit

Baseline: generator hire and fuel for the same plant. Sources:
Allye case study with Bouygues Murphy JV; National Highways.
Annual figure: weekly saving × 52.

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WHY MAX

Why dealers partner with Allye

Any make of machine

DC from 60kW to 1.28MW across the range, for excavators, loaders, telehandlers and trucks.

Sell, lease or hire

Offer MAX outright, on finance or through your own hire fleet.

Transport made simple

Exempt from ADR in the UK, so MAX travels like any other piece of plant.

Proof for every sale

Cloud data on energy, fuel and CO2 avoided, for the customer's carbon reporting.

Built in Britain

Designed and built in London around second-life EV batteries, with 60% lower embedded carbon.

Safe and supported

CE and UKCA marked, every cell monitored 24/7, built and supported in the UK.

PROVEN

Already working with electric plant



POWER RENTAL, IRELAND

Horizon Plant

Hybrid with tower crane generators: 70% less fuel, £1,500 a week



LIVE EVENTS, SCOTLAND

FTVS, part of Aggreko

12 electric vehicles charged off-grid for a month at a vehicle launch



POWER RENTAL

Dawson Group

Hybrid pilot on a commercial chiller: £75,400 a year projected per site



CONSTRUCTION, ENGLAND

Collins Earthworks

Charging electric trucks from a 125A supply, saving £2,500 a week

TRUSTED BY

JLR

e-on

roadchef

Collins

CnBio

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NEXT STEP

Sell more electric

Tell us the machines you sell and the sites your customers work on. We'll size MAX to match and build a joint offer for your customers.

ASK FOR

- 1 Partner and referral terms
- 2 A joint offer for your next big deal
- 3 The full MAX range brochure and specifications

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