

Proterra Business Unit Messaging



Project Summary

Over time, Proterra had expanded into three separate business units, each with distinct target customers. However, the company website had fallen behind, lacking core messaging to highlight the problem each business unit helped its customers solve. As part of a larger website redesign and restructure, I developed succinct, user-centric unique value propositions (UVPs) for the company as a unified whole and its separate business units, which we featured across our homepage and business unit webpages.

Content

Proterra [Company]

With industry-leading electric vehicle solutions from Proterra, your team can simplify its transition to clean, quiet transportation.

Proterra Energy [Business Unit]

Shorter:

Complete charging solutions for electric fleets

Longer:

Transitioning your fleet to battery-electric technology introduces a new set of challenges beyond simply adding new vehicles. That's why Proterra Energy provides a complete energy ecosystem for medium- and heavy-duty electric fleets, including design, build, financing, operations, maintenance, and energy optimization. With this comprehensive

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turn-key solution, fleet operators can lower upfront costs, reduce risk, and simplify the transition to electric vehicles.

Proterra Powered [Business Unit]

Shorter:

Vehicle and equipment electrification for OEMs

Longer:

As vehicle manufacturers race to meet the demand for clean transportation, they often discover that the process of electrifying their existing vehicles will require hard-to-find expertise. Now, automakers across the globe can partner with the electrification experts at Proterra Powered to transform their medium- and heavy-duty commercial vehicles into zero-emission electric vehicles (EVs). By implementing the same technology Proterra used to break the world record for EV range, Proterra Powered partners can keep pace with the industry's movement toward cleaner, quieter, more powerful vehicles.

Proterra Transit [Business Unit]

Shorter:

Zero-emission, battery-electric buses for transit fleets.

Longer:

Just like the communities they serve, transit fleets across North America need dependable transportation to get them to their destinations on schedule. That's why Proterra Transit offers the best 100% electric buses available today — with unparalleled range of more than 300 miles per charge — plus the most comprehensive set of turnkey solutions for charging infrastructure. With the most experienced team of electric bus experts, Proterra Transit provides everything transit agencies need to go electric from start to finish, so they can build cleaner, stronger, and more dependable fleets.