
PARTICIPANT PROFILE

Amber, a San Francisco-based climate tech startup, makes it dead-simple and hassle-free for modern EV owners to purchase extended warranty coverage and repair support for the most important components of an EV. Amber's EV care program was designed in collaboration with top EV technicians and communities to keep EVs on the road longer with transparent coverage, no-pressure quotes, and access to the largest growing network of EV technicians.

“ We are actively educating customers about owning and maintaining EV vehicles. With industry partners, Amber is building infrastructure and customer-facing products to accommodate the used EV market drivers.
— Jun Chung, Senior Business Development Manager ”

Amber's sustainability commitments are evident in their dual focus on keeping EVs on the road longer and on ensuring an equitable transition to electrification that makes EV ownership affordable for everyone.

Chung says, “We believe that electric vehicles (EVs) should have the same or longer lifespan as traditional internal combustion engine (ICE) vehicles to be sustainable. Currently, due to insufficient service infrastructure, many OEMs are replacing parts instead of repairing them. We are working on building protection products and a service network to support this mission.” And with respect to the high costs associated with repairing high-voltage components in EVs, he noted that “customers outside of warranty are being forced to pay repair costs up to \$20,000, which is more than half the value of their vehicle. Our goal is to provide protection for these owners and offer aftermarket EVs as a feasible solution.”