



SAS and E.ON launch EV charging partnership

SAS and E.ON Drive Infrastructure today announce a new partnership enabling EuroBonus members in Sweden and Denmark to earn points every time they charge their electric vehicle at E.ON Drive's public charging network. This is the first EV charging partnership in the EuroBonus program.

E.ON Drive Infrastructure runs one of Denmark's largest public charging networks and an expanding network in Sweden, covering ultra-fast motorway chargers and urban charging points. Together with SAS EuroBonus, a loyalty program with millions of members in Scandinavia, the partnership creates a direct link between everyday EV charging and the travel benefits members already use.

"This partnership is a further step in our ambition to develop EuroBonus and strengthen the program's relevance in our members' everyday lives. By enabling seamless point earning at EV charging stations, we are integrating sustainable mobility into our offering and making it even easier to combine climate-smart choices with attractive benefits. It feels both inspiring and entirely in line with the direction we are heading," says Madeleine Svantesson, Head of EuroBonus Partners at SAS.

"Sweden and Denmark are among Europe's most engaged EV markets, and SAS EuroBonus is one of Scandinavia's most trusted loyalty programs. Bringing the two together feels like a genuinely Nordic moment, where the infrastructure for sustainable travel meets the loyalty ecosystem that millions of travelers already know and trust," says Marie Feuk, Regional Director Nordics at E.ON Drive Infrastructure.

Members earn points on any charge paid with a payment card linked to their EuroBonus account, at stations with a minimum output of 50 kW. The points rate is 50 points per 100 SEK in Sweden and 30 points per 100 DKK in Denmark. In Denmark, members can also earn points when paying through the E.ON Drive Public app, provided the card used is registered with EuroBonus. Points are credited automatically and redeemable against flights, upgrades, hotel stays, car rental and the full range of EuroBonus benefits. No additional registration is required.

As electric mobility grows across Scandinavia, this partnership reflects a shift in how loyalty programs can actively support sustainable behavior. For SAS, now in its 80th year of connecting Scandinavia with the world, adding EV charging to EuroBonus is part of the same drive to keep the travel experience relevant for the next generation of travelers. Every charge on E.ON Drive's network uses 100% certified renewable energy, meaning every point earned is also a step toward carbon-free transport.