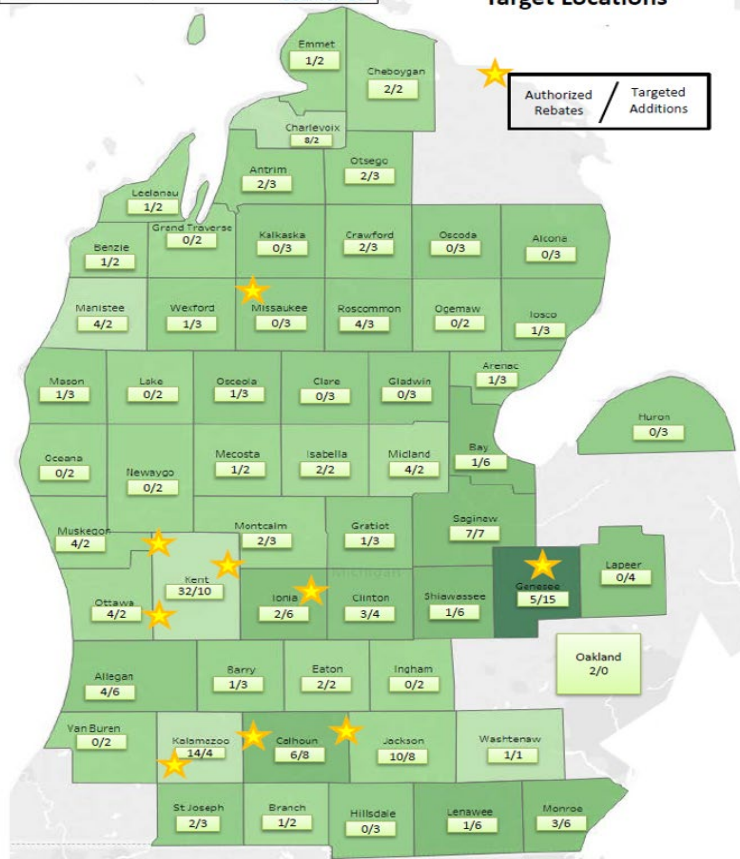




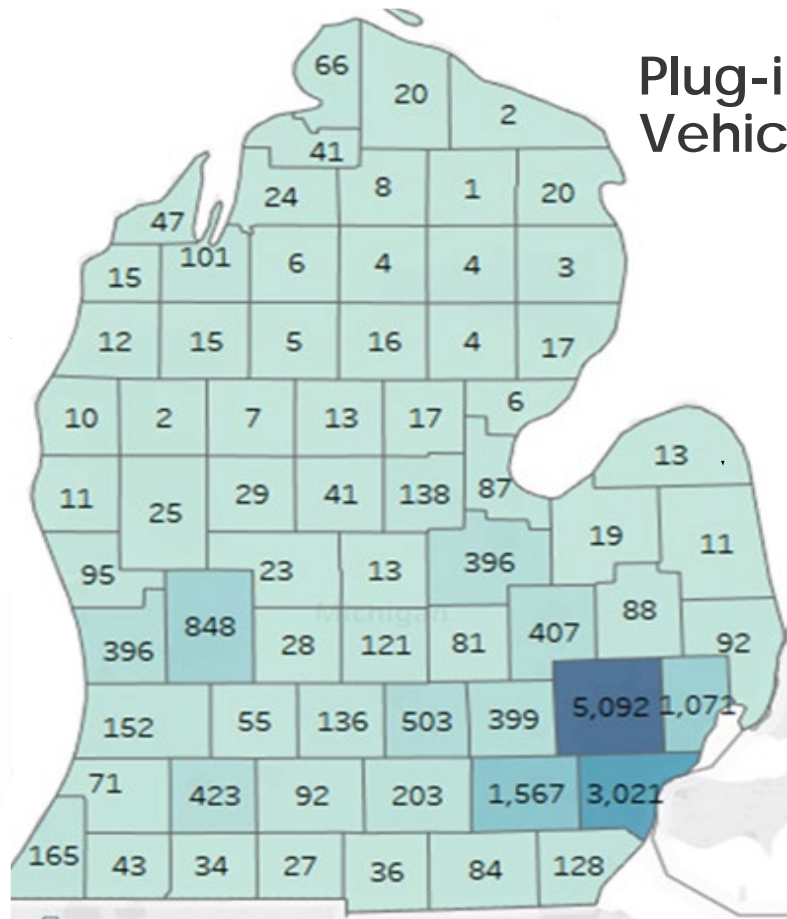
Scott A Weber
Director of Alternative
Energy Solutions
Renewable Energy & Electric Vehicles

September, 2019

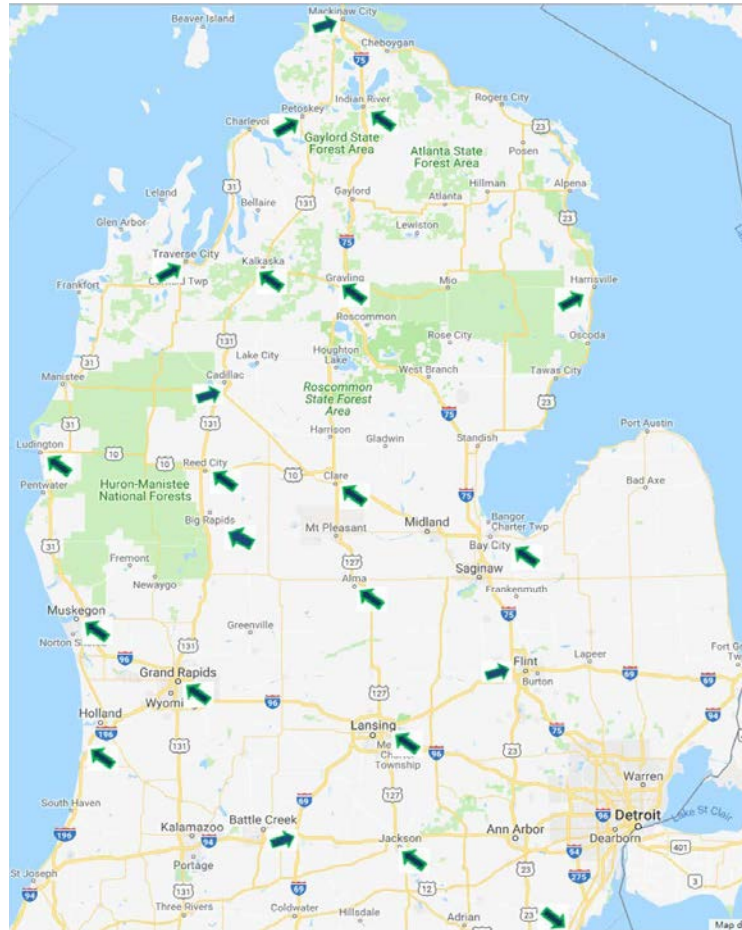
Level 2 Public Target Locations



Plug-in Vehicles



Charging Stations DC Fast Charging



Three-year program to make it easier for electric vehicles (EV) owners to charge their EVs, and to ensure the electric grid is prepared to capture the benefits for our customers from the growing EV market

Includes:

- **Rate options** to help EV owners maximize the value of their vehicle by charging off peak and at night
- **Education campaign** to build awareness and understanding



\$400 for customers who install an approved Level 2 Charger at their residence, and sign up for our EV rate. *Additional savings available to low-income customers.*



Up to \$5,000 for commercial customers who install an approved Level 2 Charger in public location. *Total number of rebates limited.*



Up to \$70,000 for commercial customers who install an approved DC Fast Charger in public location. *Total number of rebates limited.*

Consumers Energy

CONTACT PAY BILL OUTAGE SEARCH LOGIN

Jackson, MI 70°

RESIDENTIAL BUSINESS COMMUNITY COMPANY

Electric Vehicles



Charging Options



Explore Your Options

PowerMIDrive Rebates



Explore Available Rebates

Rates and Plans



Explore Your Options



How much can you save with your next car?

Easily compare your favorite car models based on fuel efficiency, available incentives and total cost of ownership.

56

LEXUS
2019 IS 300



TESLA
2019 Model 3 Standard Range
Battery Plus RWD

97



CLEARCOST

\$53,789

\$41,188

BREAKDOWN

MSRP	\$38,560	MSRP	\$38,990
FUEL COST (5YRS)	+ \$15,229	ELECTRICITY COST (5YRS)	+ \$4,073
		UP TO \$1,875 IN A FEDERAL INCENTIVE	- \$1,875

Enhanced Website Options

Electrification Strategy

EARLY UTILITY ROLE

Utilities have a role early in the customer journey, as a trusted voice and valuable resource for data and in-home touchpoints

ENABLING ADOPTION

Setting the foundational structure for Plugin vehicles, provide insight & education & positive customer experience

OBSERVE ADJUST & REACT

Modify programs to support adoption and influence behaviors that will provide positive outcomes for all customers

Thank you

Scott A Weber
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