

Congratulations!

You've Worked Hard... Don't You Deserve A Vacation?



Freedom of the Seas
EASTERN OR WESTERN CARIBBEAN
FROM **\$599**
7 NIGHTS

Navigator of the Seas
WESTERN CARIBBEAN
FROM **\$349**
5 NIGHTS

Rhapsody of the Seas
ALASKA
FROM **\$785**
7 NIGHTS

Adventure of the Seas
EUROPE
FROM **\$609**
7 NIGHTS

BIG THREE EXCLUSIVE OFFER

Book a Royal Caribbean Cruise by March 31st and receive up to \$100 shipboard credit, complimentary spa treatments plus an onboard value coupon book (up to a \$250 value).

Let us make your dream vacation a reality!

AVAILABLE ONLY AT



The World of Travel

860 WEST LONG LAKE RD. • SUITE 100
BLOOMFIELD HILLS, MI 48302
248-203-0022 -or- 888-268-7500

Shipboard credit and spa offer applies to select ships and sailing dates in an oceanview and above cabin. Rates are based on availability. Certain restrictions apply. Call us for details!

Detroit Edison 'Committed' to Plug-ins

by Gerald Scott
Editor
U.S. Auto Scene

Ready or not, here they come – currently thousands, but in the future, perhaps millions of plug-in electric vehicles. All needing electricity to “gas up,” in a manner of speaking.

With the Obama administration having called for 1 million EVs on the road by 2015, this undercurrent – no pun intended – will have a great impact on utilities and electricity providers such as Detroit Edison.

DTE Energy is the parent company of Detroit Edison, which is still the electric company that generates electricity in Southeast Michigan for 2.1 million customers. (Detroit Edison is one of three major business units of DTE Energy, by the way).

It was Detroit Edison President and COO Steve Kurmas who spoke at the ESD Alternative Energy Conference at the Hyatt Regency in Dearborn last week about the pending impact of millions of plug-in EVs, the so-called Smart Grid, and more trends impacting his business.

“The impact of plug-in electric vehicles (PEVs) could be huge, both on the electric grid and on improving our environment,” he said.

“A study conducted by the Electric Power Research Institute and the National Resource Defense Council substantiated that PEVs can reduce greenhouse gas emissions by 30 percent – even when the electricity used to charge their battery comes from a coal-fired plant.

“Using renewables, or nuclear power, can reduce CO2 emissions by a total of 70 percent. In that case, the only CO2 (is) coming from the supplemental gas engine that many of these vehicles have.

“We’re committed to making electric transportation a success and we’ve already begun installing ‘smart-charger’ stations in our customers’ homes.”

Kurmas pointed out that Edison has had a number of

electric vehicles in its own fleet, so this trend is not a new entity to the utility.

In fact, Detroit Edison had a dedicated electric vehicle program from 1980 to 2001 that was the first such public utility in the country to generate 1 million EV road miles, counting all of the different modified electric trucks and runabouts that Edison has experimented with on Detroit streets over the years.

He even showed a slide of an EV truck that Edison had dating back to 1915.

“In the 1990s, Detroit Edison and the Ford Motor Co. implemented a 30-month demonstration program of the Ecostar electric minivan across Southeast Michigan,” Kurmas said.

“For many reasons, electric vehicles didn’t catch on with the car-buying public in the 1970s, ’80s or ’90s. Today, technology and our American culture have evolved and there’s a strong, growing demand for mass-produced electric vehicles to support a smarter, cleaner and greener energy future.”

For the moment, the only two mass-market plug-in EVs are the Chevrolet Volt and Nissan Leaf. But, of course, the Ford Focus Electric and a host of other entries in the domestic market are scheduled to follow within the next few years, adding to demand.

“The challenge is to be ready for an estimated 1 million plug-in electric cars by the year 2015,” he continued.

“DTE Energy’s role is to work with the auto industry to ensure market and grid readiness, and to work with the state to develop and establish Michigan as the epicenter of electric vehicle research, development and manufacturing.”

He said a number of business variables – such as government incentives to buy EVs, battery technology advancements, retail gas prices and overall consumer comfort with this new technology – are impacting the EV market as it slowly ramps up.

“We recently announced a flat rate of \$40/month, per vehicle, allowing customers to charge their vehicles at no additional expense (than that) at off-peak hours,” Kurmas said.

“So just think about taking your current gasoline bill – and reducing that to a flat



PHOTO: GERALD SCOTT

Detroit Edison President and COO Steve Kurmas discussed how the utility was going to provide electricity for plug-in vehicles at the ESD Alternative Energy Conference in Dearborn last week.

rate of \$40 per month (to power a plug-in EV).”

“We’re ensuring that the infrastructure is in place for broad PEV adoption. We are confident that ample grid capacity exists to charge a significant fleet of PEVs – during hours of non-peak electric usage.

“However, we’re taking measures to address issues that may come up: for example, if everyone who owns an electric vehicle decides to charge it during peak hours.

“Smart grids and electric vehicles are just two of the ways that DTE Energy is working ‘smarter’ (in how it distributes electricity).”

He said that Smart Grids, simply, are electric systems that provide two-way communications between a customer’s house or electricity meter and the utility itself. Today, Edison does not know, in and of itself, when there is a power failure in your neighborhood due to a storm or other similar common causes of interruptions in service.

“Smart Grids are a very popular term this year and it means different things to different people,” Kurmas said.

“Smart Grid technologies have the potential to transform our industry by enabling wide-spread deployment of distributed generation, like solar, and by enabling energy efficiency and demand-response programs to grow exponentially in both scope and scale – thereby allowing consumers an informed opportunity to manage their own energy future,” he added.

DTE Contracts with SPX For Home EV Chargers

DETROIT – DTE Energy announced March 1 that it has selected the SPX Service Solutions business unit as the exclusive provider of turnkey electric vehicle home charging installation services for residential customers participating in the utility’s electric vehicle rate program.

SPX Service Solutions will offer home charging installation services for up to 2,500 DTE Energy electric customers in a pilot program offered by the utility.

The program offers lower rates for customers to charge electric vehicles, as well as company-provided charging stations and funding towards installation.

“We want to jump-start the Plug-in Electric Vehicle market in Southeastern Michigan,” said Trevor Lauer, DTE Energy vice president, Marketing & Renewables. “DTE Energy is working closely with all the automakers to understand their models and how we can integrate with them to make the PEV experience seamless to our customers.”

SPX will provide DTE Energy electric customers with a one-stop solution to select and install the proper equipment to charge their plug-in electric vehicle.

As the exclusive provider on the program, the SPX electric vehicle team will manage all aspects of home charging, including home surveys, 240-volt charging stations that reduce the time required to charge electric vehicles, installations, permitting, inspections, coordination with the utility, and post installation services.

“DTE Energy is taking the lead among utility companies preparing themselves for new infrastructure and service re-

quirements in the emerging environment for electric vehicles,” said Tanvir Arfi, President of SPX Service Solutions. “SPX is working with utility companies, car manufacturers and other partners worldwide to provide innovative home-charging solutions to meet the needs of this new industry.”

Most DTE Energy customers enrolled for service under the reduced rates will receive a separate meter capable of recording the energy used to charge the electric vehicles and the time of day when charging occurs.

Eligible customers will be provided two rate options: one with a lower rate for charging during off-peak hours (11 p.m. to 9 a.m. Monday through Friday and all day weekends) and another that provides for a monthly flat fee of \$40 per vehicle.

DTE Energy can fund up to \$2,500 toward a company-provided charging station and separately metered installation.

SPX Service Solutions was recently selected by GM as the exclusive provider of home-charging services for the Chevrolet Volt, and offers a dedicated customer-service team for electric vehicle programs.

Headquartered in Warren, Mich., SPX Service Solutions has almost 100 years of automotive industry experience and supports car companies and dealerships worldwide with diagnostic equipment, tools and services.

The installation of commercial chargers, such as at shopping centers, airports and even hair salons, has been catching on across southeast Michigan lately. The DTE - SPX agreement will further their deployment at home.

CHARGING FORWARD TOGETHER

SAE 2011
World Congress

The Essential Automotive Technology Event

April 12-14, 2011
Cobo Center
Detroit, Michigan, USA

Plan your Attendance Today

Download the event brochure at www.sae.org/congress for the most current information on:

- Technical Sessions
- Management Program Keynote Speakers
- Networking Opportunities
- Innovators Only Exhibitor Profiles

And So Much More...Register by March 25 and Save!

Host Company



Tier One Strategic Partner



SAE International

www.sae.org/congress