

PowerMI Drive

Electric Vehicle e-Newsletter

No. 11 | August 2023

EVs: The Power of Change

Welcome to our e-Newsletter, where we keep you updated on all the latest electric vehicle (EV) news, trends and breakthroughs while celebrating you – our EV partners and drivers!

In this issue, we highlight National Drive Electric Week (NDEW), offer a delightful glimpse into an EV driver's up north paradise, introduce you to an EV driver with an equal passion for both electric and internal combustion engines, bring you the latest updates on our PMD rebates and offer tips about EV brake maintenance.

Join the Fun During National Drive Electric Week



It's that time of year again when EV drivers get to show off their personal vehicles and share their passion for driving electric! Sept. 22 – Oct. 1 marks the 13th year of National Drive Electric Week and fun is sure to be had by all. If you want to show off your vehicle or learn more about EVs in a no sales pressure environment, NDEW is the perfect time.

Plus, we'll be at select events around the state to answer questions or help EV drivers get started with home charging.

[Find an Event](#)

EV Station Host | Sleepy Bear Cabin

September is also the perfect time to make plans to head north for a fall foliage trip or the upcoming winter sports season.

Located near Boyne Mountain Resort and an easy drive to Charlevoix and Petoskey, Sleepy Bear Cabin is the perfect getaway for the whole family and even offers free Level 2 charging while you sleep!



[Plan Your Visit](#)

Sidebar: Program Your EV for Off-Peak Charging

To get the cheapest charging rates, it's best to charge your EV between 11 p.m. and 6 a.m. on weekdays and anytime on weekends. If you want the convenience of plugging-in whenever, we can help you program your EV to automatically start and stop charging during off-peak hours so you can take advantage of lower-cost electricity.

[Learn How](#)

EV Driver Profile | Dayle Frame

Dayle Frame enjoys both the roar of an internal combustion race engine as well as the quiet high-torque whirr and efficiency of an EV. He's been able to combine his passion of racing with EV technology by chairing the Electrified Vehicle Advisory Committee in the Sport Car Club of America.

Read about Dayle's EV journey and find out how you can get involved in the SCCA.



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Learn About Our Rebates

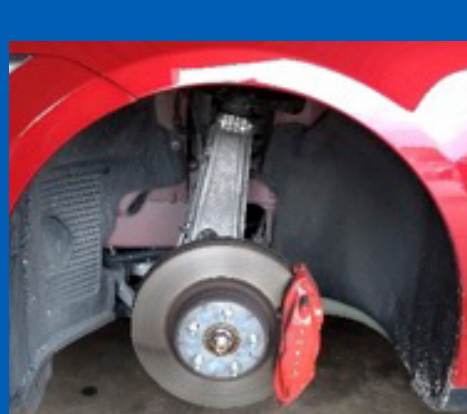
Whether you need a Level 2 charger or already have one, we can help with cost of home charging. Get a \$500 rebate for installing a qualified charger and earn up to \$120 with our Smart Charging Incentive.

[Learn More](#)

Don't Ignore EV Brake Maintenance

We've all heard that EVs generally don't need a lot of maintenance – and due to regenerative braking, brakes on your EV can last a long time.

But, between dirt roads and winter salt here in Michigan, corrosion buildup on mechanical systems like brakes (even when they're not used as much on an EV) means you should add regular brake cleaning and inspection to your routine maintenance.



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Our clean energy transformation ensures you can take an active role in becoming a force of change for Michigan. Want to do even more?

Consider participating in one of our [energy management programs](#) or visit [ConsumersEnergy.com/change](#) to learn about more ways you can help leave the planet a better place than you found it.

Share the EV Love!

Since most charging takes place at home, our PowerMIDrive program offers EV drivers a [\\$500 rebate](#) for installing a qualified Level 2 charger¹ and up to [\\$120 in incentives](#). It also comes with [electric rates](#) that encourage EV drivers to charge their vehicle between 11 p.m. and 6 a.m. to get the most savings on their electric bill, maximize the benefits of EV ownership and optimize demand on the energy grid.

Getting more electric vehicles on the road promotes reduced carbon emissions – which we all can feel good about.

Know someone who is interested in EVs?

We're here to help. Our website at [ConsumersEnergy.com/ev](#) is a one-stop-shop to help them get started if they have questions.

Or consider sharing our e-Newsletter with a friend (or two or three).

Have an EV question, story or want to be featured as our next EV driver or station host?

Contact us at PowerMIDrive@cmsenergy.com

[1] Rebates apply to installation of 50-amp circuit that supports any UL listed, ENERGY STAR® certified Level 2 charger with a maximum output of 9.6 kW installed on or after January 1, 2023. Additional terms and conditions may apply.