

Charging off-peak on our EV rate can save you

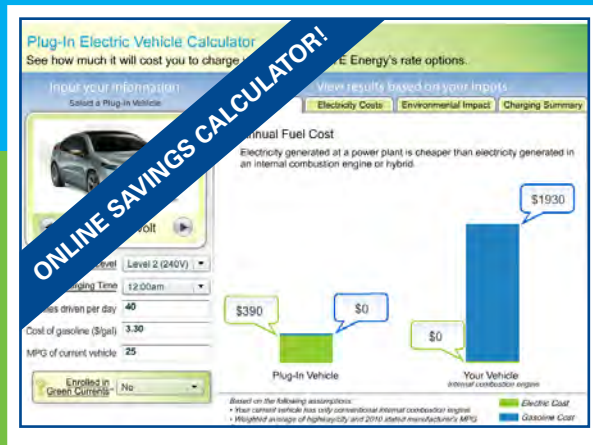
**UP TO 52%**

over the regular residential electric rate.

**DO THE MATH!**

Test drive the PEV calculator on our website.

[dteenergy.com/pev](http://dteenergy.com/pev)



You already know that charging a vehicle with electricity costs pennies on the dollar compared to filling up with gasoline. Enrolling in DTE Energy's Electric Vehicle Rate and charging off-peak can save you up to 52% from your regular electric rate, increasing your savings even more.

For more information or to apply for the EV Rate, go to [dteenergy.com/pev](http://dteenergy.com/pev)

If you still have questions, call **313.235.7700** or email us at [pev@dteenergy.com](mailto:pev@dteenergy.com)



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13-0138/1500/EGT/04-13



POWER YOUR

Plug in

ELECTRIC VEHICLE

SAVE TIME!

SAVE MONEY!

Sign up for DTE Energy's electric vehicle rate and Level 2 charging station.

## SAVE TIME - UPGRADE TO LEVEL 2 CHARGING

Plug-in electric vehicles (PEVs) have large rechargeable batteries. The time it takes to charge the batteries depends on the size of the battery, the amount of battery charge still remaining, and the voltage level of the charging unit.

You can charge a PEV using a standard 120-volt outlet, which will charge most PEVs overnight. To reduce charging time by more than half, consider installing a Level 2 charger, which uses 240-volts.

## SAVE MONEY - ENROLL IN THE ELECTRIC VEHICLE RATE

### Option 1 - TIME OF DAY PRICING

Charge off-peak (11 p.m. to 9 a.m. Monday-Friday, all day on weekends) for less than a dollar a day.\* You can still charge your vehicle during on-peak hours, but the costs will be higher.

### Option 2 – FLAT MONTHLY FEE ( Currently Fully Subscribed at 250 customers)

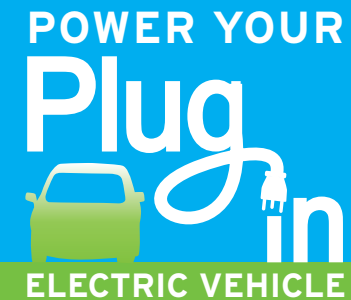
Pay a flat rate of \$40 per month and charge any time you like.

*Both options require the installation of a separate meter and a Level 2 charging station.*

## LIMITED TIME OFFER!

For the first 2,500 customers who apply, DTE Energy will pay up to \$2,500 of the cost to purchase and install a Level 2 240-volt charging unit.

*Offer expires Dec. 31, 2014.*



## SIGN UP FOR SAVINGS!

Enrolling in the EV rate is simple.

After purchasing your electric vehicle, visit our website or contact us.

Electricity Costs		
EV Rate (D1.9)		Residential Rate (D1)
On-Peak	Off-Peak	\$0.15257 kWh <sup>†</sup>
\$0.18195 kWh <sup>†</sup>	\$0.07695 kWh <sup>†</sup>	
“On-Peak” – All kWh used between 9 a.m. and 11 p.m. Monday – Friday. “Off-Peak” – All other kWh used.		

Charge Level	Level 1 charging	Level 2 charging
	standard residential rate	D1.9 rate, off-peak
Charge Level	120 volts	240 volts
Charge time	6-10 hours, anytime	3-4 hours, overnight
Rate	\$0.15257 kWh <sup>†</sup>	\$0.07695 kWh <sup>†</sup>
Service Fee	\$6	\$1.95
Charge used	300 kWh	300 kWh
Monthly Cost	<b>\$52</b>	<b>vs. \$25</b>

*<sup>†</sup>These prices do not include applicable surcharges and taxes. Rates may change by MPSC order. Prices include energy and distribution charges only.*

**SEE THE SAVINGS FOR YOURSELF!**

Use our online calculator at [dteenergy.com/pev](http://dteenergy.com/pev)

