



September 1, 2011

For Immediate Release

Plug In, Power Up & GO

Charging Stations Now On Line in Downtown Ferndale

Ferndale, MI -- Drivers of electric cars will now be able to plug in and power up — for free — at two electric vehicle charging stations conveniently located in Downtown Ferndale. The Electric Vehicle Supply Equipment (EVSE) was installed as a result of a collaborative effort by DTE Energy, General Motors and the U.S. Department of Energy.

DTE Energy is working with GM through a DOE grant to accelerate the transition to electric vehicles in the U.S. by deploying vehicles and installing charging infrastructure. The Ferndale units are among 16 that will be deployed in Southeast Michigan by mid-September.

“Our residents have placed a high value on going green and sustainability,” said Ferndale Mayor Dave Coulter. “This fits right in and takes our city to a new level of environmental friendliness. We expect the stations to be well-used.”

“The pumps go hand-in-hand with Ferndale’s ongoing effort to enact green initiatives, and the program itself is a result of a highly successful collaboration among all sectors. We are happy to have been included in the program and in the process,” said Ferndale City Manager April McGrath, noting that the city already encourages the use of high mpg cars by reducing parking fees for vehicles meeting government guidelines; and the city’s vehicle fleet includes many hybrids.

The Blink L2 Pedestals, manufactured by ECOtality, will be officially “revealed” in Downtown Ferndale at 1 pm, Thursday, September 8 in the public parking lot adjacent to the LEED-certified Ferndale Public Library at 222 East Nine Mile Road. The installation of the electric vehicle charging station near the city’s greenest building reinforces the citywide mantra to go green at every opportunity, and to encourage residents and consumers to do the same. The second charging station is located in the Withington Public Parking Lot and it is near the city’s first LEED-certified building, Affirmations at 290 West Nine Mile Rd; the lot is north of the building.

“Our business owners and consumers have embraced going green and we have made every effort to make our downtown as eco-friendly as possible,” said Cristina Sheppard-Decius, Executive Director of the Ferndale Downtown Development Authority. “We plant and replace trees, we encourage bicycling and walking as modes of transportation, we have transitioned to LED lights and we have placed recycling containers throughout the district. These charging stations help all of us to reduce our carbon footprint.”

Downtown Ferndale is the second city in Oakland County to be powered up and joins four other locations already online including Troy with one charging station, four at MetroDetroit Airport, two in Mt. Clemens and one in Saline. Preparing for September installs are the City of Rochester, Village of Rochester Hills Shopping Center and the City of Auburn Hills. Once online, the chargers will be listed on the Blink network (blinknetwork.com), which provides users with information about charging station locations across the U.S. The FREE Blink swipe card, issued to PEV owners and required to activate the charging station, may be used at any of the stations. Cards will be available in Ferndale at City Hall, the Ferndale Downtown Development Authority at 149 W. Nine Mile Road and several other locations, yet to be finalized.

A Chevy Volt will be part of the demonstration planned for the September 8 Reveal. At a Blink charging station, the Volt’s battery powers up from dead to fully charged in four hours. Also available to PEV drivers that day and at City Hall, will be information on DTE Energy’s program for at-home charging stations. In the U.S., there are approximately 10,000 PEVs and PHEVs (hybrids) on the road. In southeast Michigan, Ferndale, Ann Arbor, Rochester, Auburn Hills, Mt. Clemens and the Grosse Pointes have the highest concentration of registered electric vehicles.

For more information about DTE Energy and its involvement in the program, please contact : Scott Simons, DTE Energy at 313-235-8808, simonss@dteenergy.com.

For further information about the reveal in Downtown Ferndale, please contact Ferndale DDA Executive Director Cristina Sheppard-Decius at 248-546-1632.

The Ferndale Downtown Development Authority is the economic redevelopment engine for Downtown Ferndale and as such manages and markets approximately 3.9 linear miles of property and businesses that comprise the district. For more information about the Downtown Ferndale, please call the DDA at 248-546-1632 or visit its website at www.downtownferndale.com.

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