

**DTE Energy®**



# **DTE PLUG IN ELECTRIC VEHICLE EVENT RECAP AUGUST 7, 2013**



 **SUBURBAN**  
The Suburban Collection

## **DTE Energy's Plug in Electric Vehicle Promotion Event**

Suburban Collection partnered with DTE Energy to showcase nine (9) electric vehicles at DTE Energy Headquarters in the "D" on Wednesday, August 7<sup>th</sup> from 11 am to 2pm. DTE employees were given the chance to test drive one of the SC vehicles on and/or register to win a mini Ipad and \$100 iTunes gift card. All DTE Employees received a Suburban Collection bag and the special offer letter to purchase a vehicle at any Suburban Collection location.

DTE employees were encouraged to fill out the test drive release form and then take a spin in one of the electric vehicles on site.

**Over 207 DTE employees registered to win the prize and 45 DTE employees test drove a vehicle.**

Toyota Test Drives: 2

Chevy Test Drives: 20

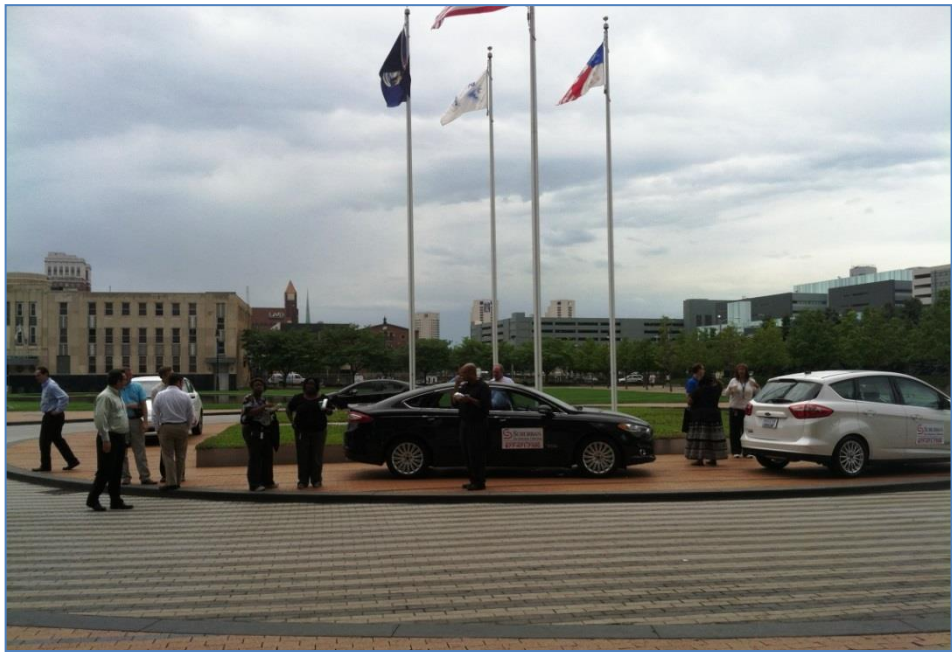
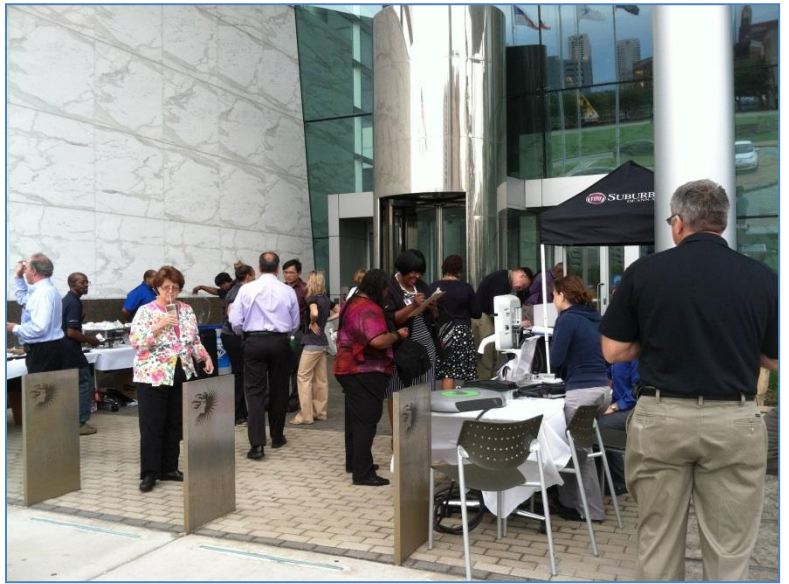
Ford Test Drives: 8

Nissan Test Drives: 15

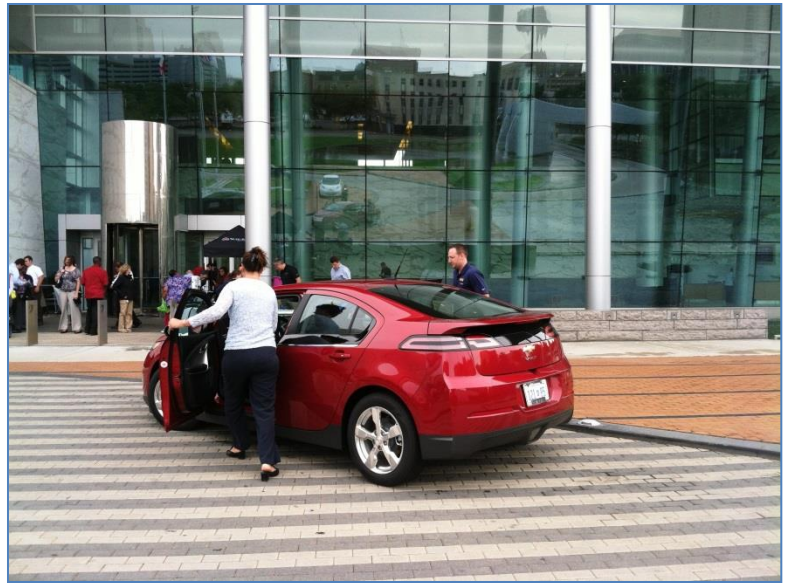
**45 TOTAL TEST DRIVES**

**Suburban Collection provided the following vehicles:** Chevy Volt (3), Ford Fusion (2), Nissan Leaf (2), Toyota Prius, (1) and the Ford C-Max (1).

DTE Energy did a great job in communicating with their employees about the event through various forms which included employee email blasts, paycheck stuffers, and details about the event on TV monitors in the three DTE buildings.



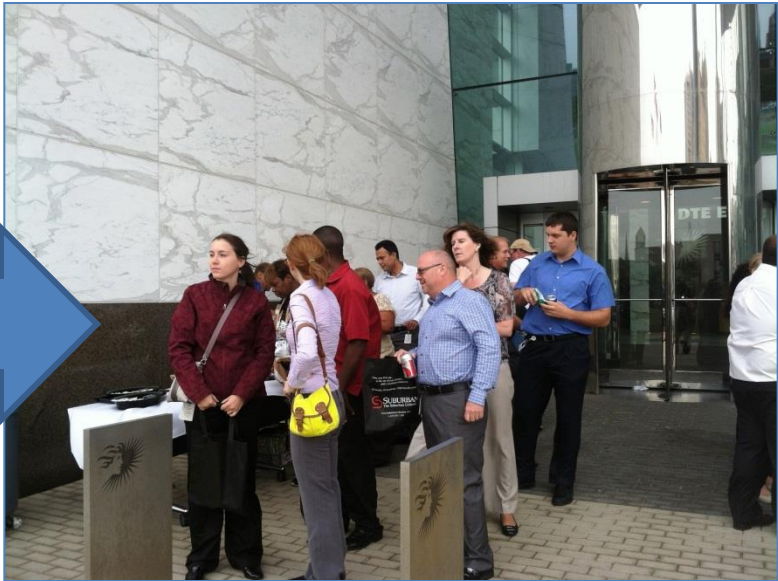
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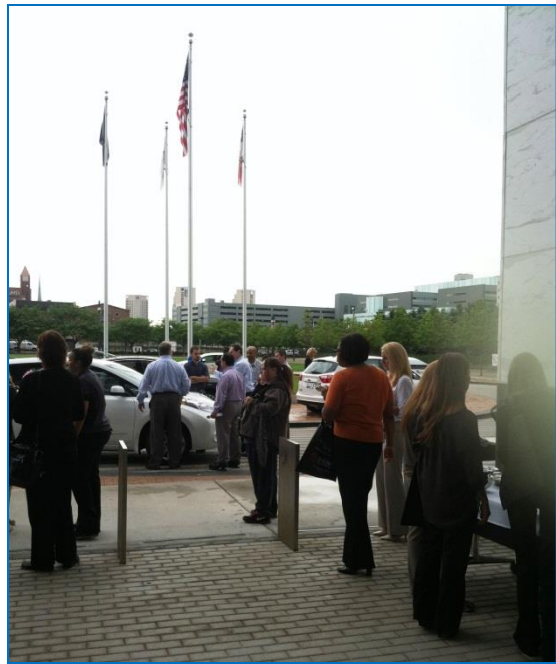
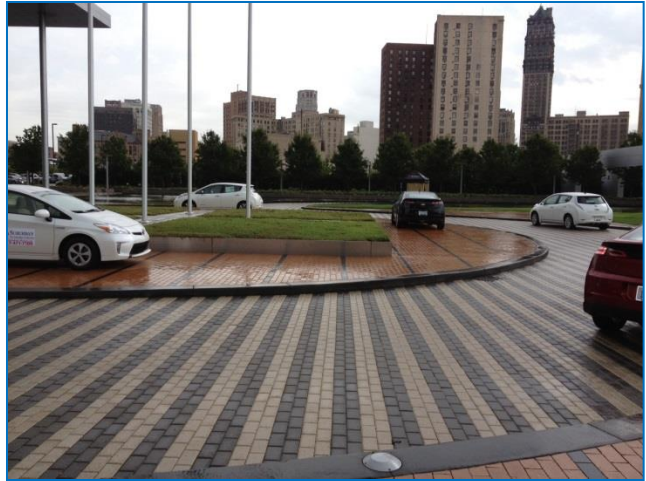


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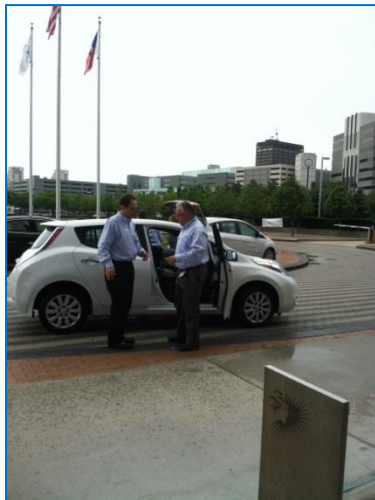
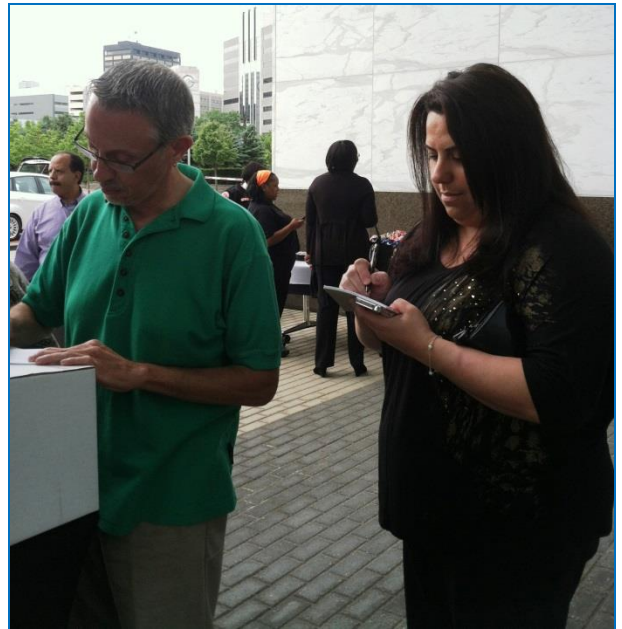
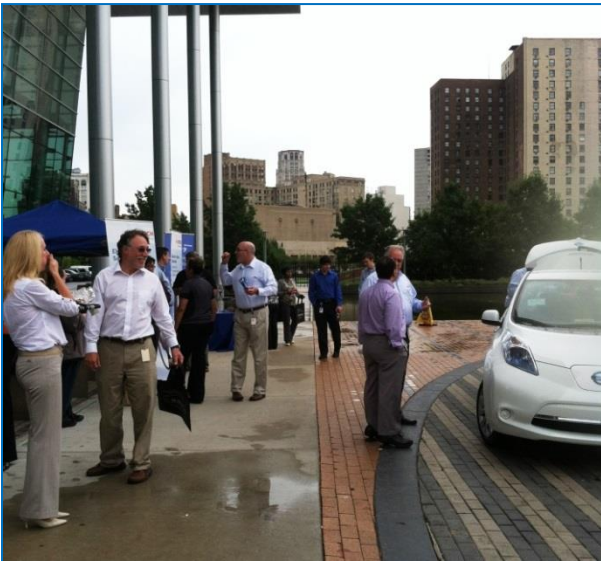
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Waiting for a  
test drive





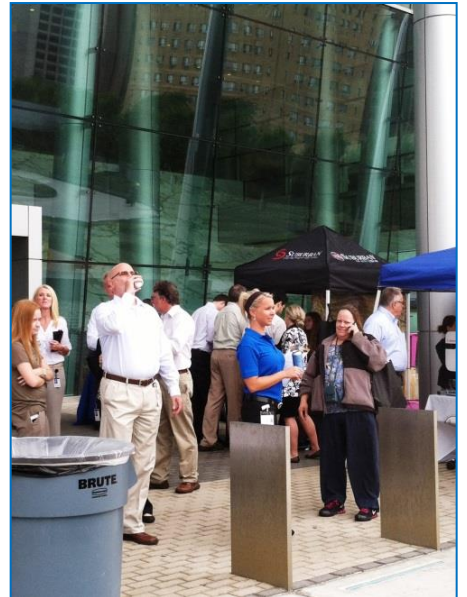
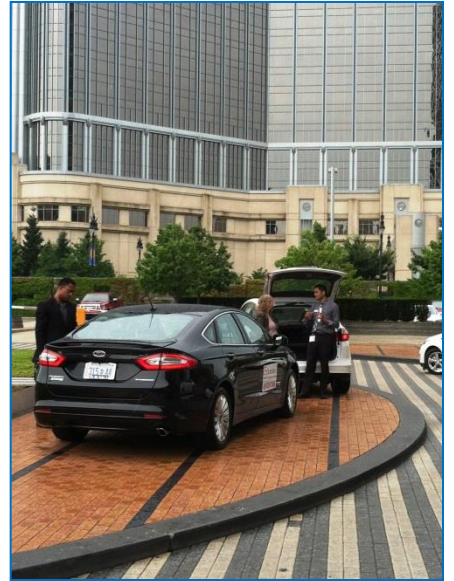
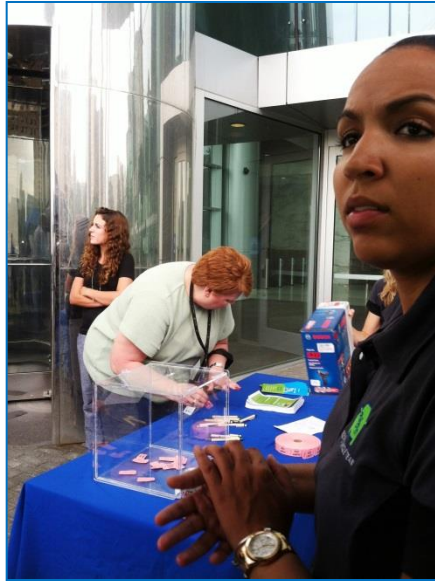
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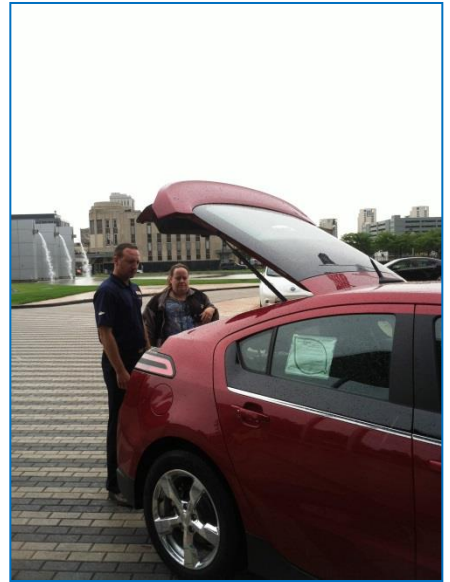
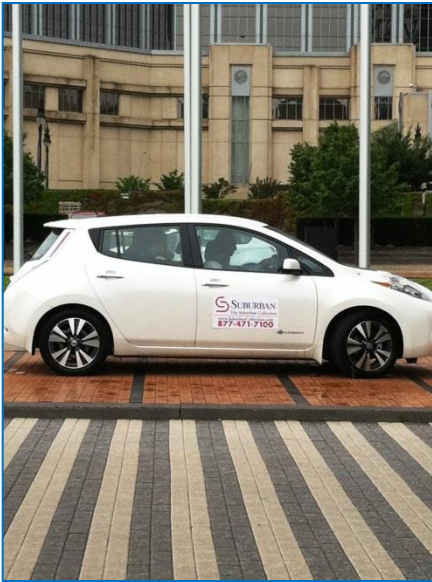
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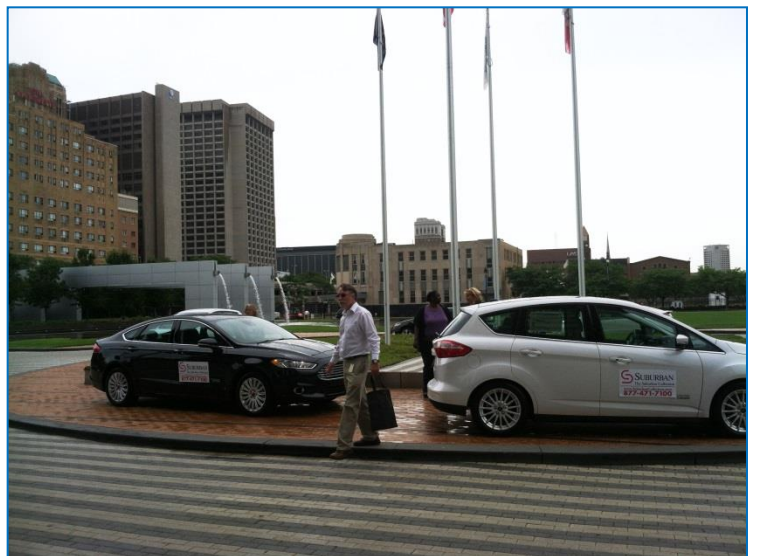
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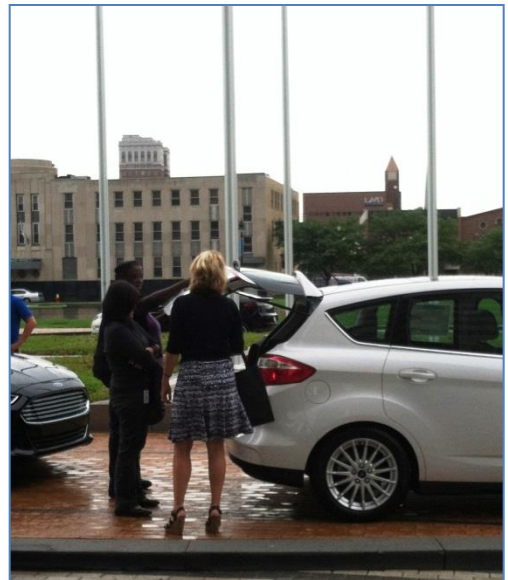
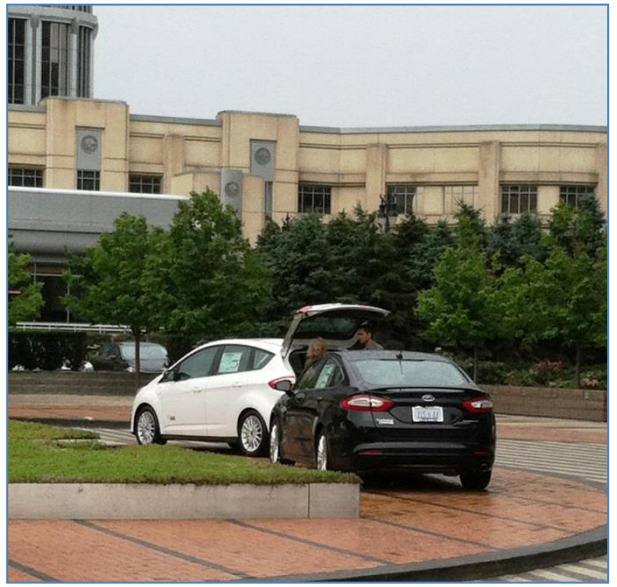




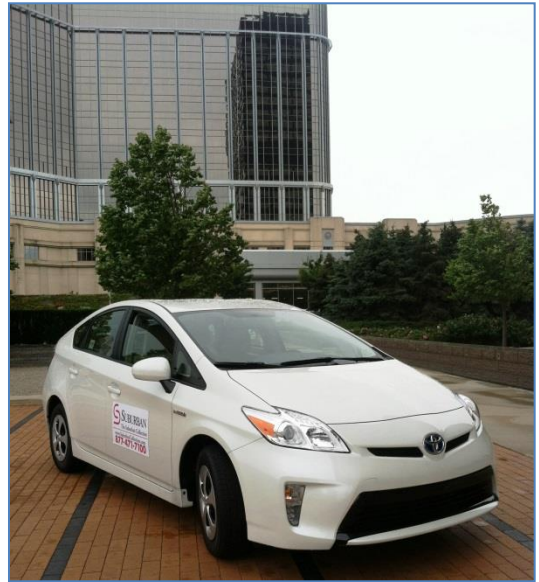


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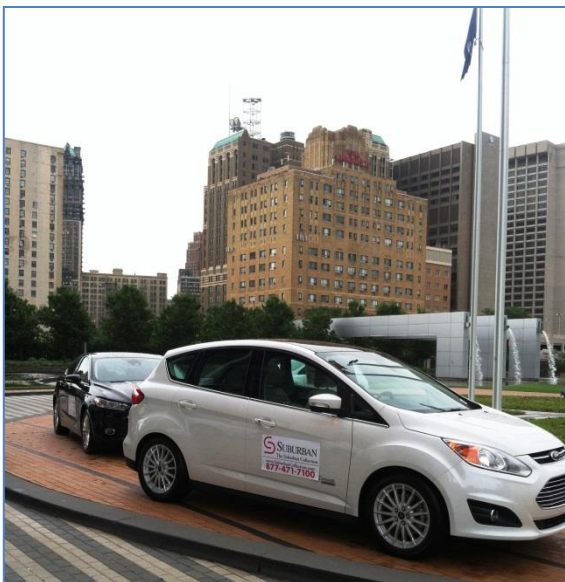
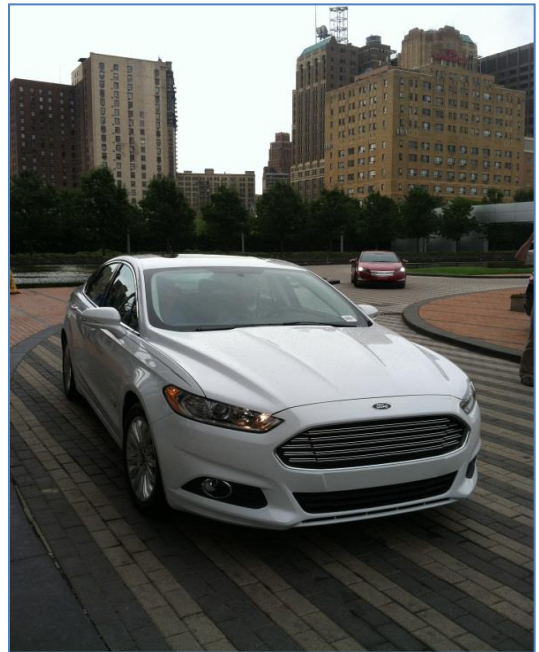


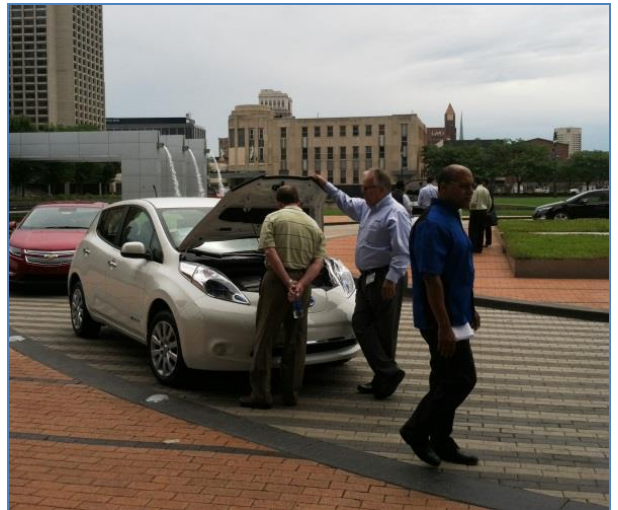
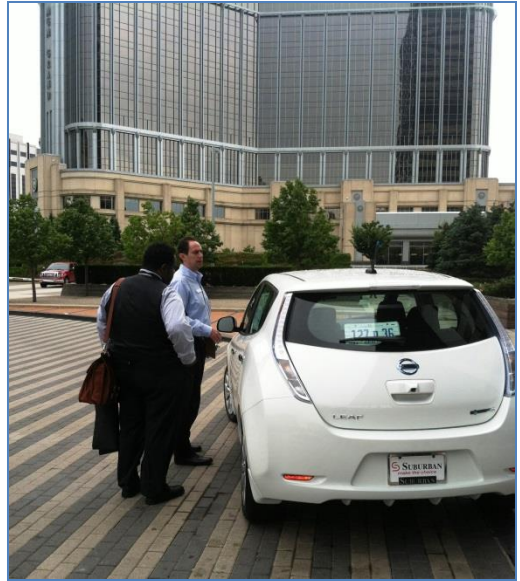


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