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The Business of Plugging InSM is back, Oct. 12-14

Registration is now open for the 2010 conference

Ann Arbor, Mich., June 3, 2010 – As we move from the horseless carriage to the gasless carriage with several plug-in electric vehicles (PEVs) entering the market later this year, we will mark a significant milestone in the history of the automotive industry. The 2010 Business of Plugging InSM conference (www.bpiconference.com) will bring together industry leaders October 12-14 at the Detroit Marriott at the Renaissance Center. Focusing on the growth of PEVs and the business models that will support their global introduction, this interactive conference leads intelligent and collaborative discussion on the current and future state of the industry.

The three-day conference, built on the foundation of last year's sold-out event, will gather representatives from utilities, automotive manufacturers and suppliers, investors, regulators, researchers and more. These stakeholders will meet in the heart of the Motor City to discuss an international strategy supporting the consumer education and adoption of PEVs and furthering the development of a robust charging infrastructure. Highlights of the event include:

- Panels, workshops and breakouts focusing on advancing the PEV market
- An exclusive ride-and-drive opportunity boasting the latest production-ready PEVs
- Networking opportunities with industry leaders, including a Wednesday evening gala

The first Business of Plugging In conference in October 2009 was launched with a grant from the Michigan Public Service Commission (MPSC). Presenting Sponsors for 2010 are General Motors (www.gm.com) and DTE Energy (www.dteenergy.com). The conference is hosted by the Center for Automotive Research, (www.cargroup.org) based in Ann Arbor, Mich.

“After years of research and development, automakers will bring plug-in electric vehicles to the mass market in 2010, requiring collaborative, cross-industry development of an infrastructure to support them,” said Knut Simonsen, vice president, DTE Energy. “The Business of Plugging In is designed to cultivate discussions with stakeholders on the impact this developing market will have on their industries, the economy, the environment and consumers.”

For more information on registration, exhibition and sponsorship for The Business of Plugging In, visit www.bpiconference.com.

About The Business of Plugging InSM

The Business of Plugging In first took place in 2009 in Detroit, the center of global automotive technology leadership, to cultivate discussion among key stakeholders about developing a business model and infrastructure to support the introduction and future growth of plug-in electric vehicles. The Center for Automotive Research, a leading auto industry think tank based in Ann Arbor, Mich., manages the conference.

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