

The logo for Consumers Energy features a bright green, swooping shape that resembles a stylized 'C' or a protective shield. The text 'Consumers Energy' is written in a bold, blue, italicized sans-serif font, positioned within the upper curve of the green shape.

Consumers Energy

Count on Us

Electric Vehicles and the Utility Strategy

The Business of Plugging In 2011

- **The Utility**

- Principal subsidiary of CMS Energy
- 7,000+ employees
- \$6.8B in annual sales

- **Electric and Gas Service**

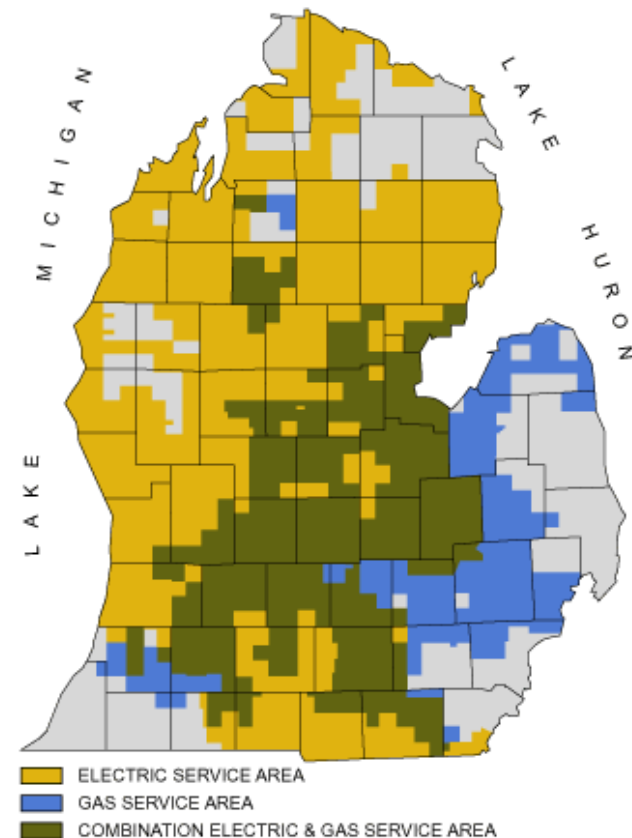
- 1.8 million electric customers
- 1.7 million gas customers
- 70,000 miles of electric lines
- 27,000 miles of pipelines

- **Generation**

- 37,000 GWh (49% purchased)
- Fleet of 28 facilities/plants
- Mix of coal, natural gas and hydro

- **Serving Michigan families and businesses since 1886**

- **Serving all 68 Lower Peninsula counties**



Electric Vehicles - Timeline

Consumers Energy

Count on Us

1886

Consumers Energy
is founded



Early 1900's

Electric cars
are developed,
but disappear
by 1935.

1990's to Today

An EV1 and a Chevy Volt



Where are we going?

***Ground breaking discovery:
charge your electric vehicle in
less than 30 seconds***

***Electric Cars talk to the
smart grid and save
customers money!***

***Large company create
cleaner facilities for
employees by
replacing diesel fork
lifts with electric***

***500 Mile Electric
Car now available!***

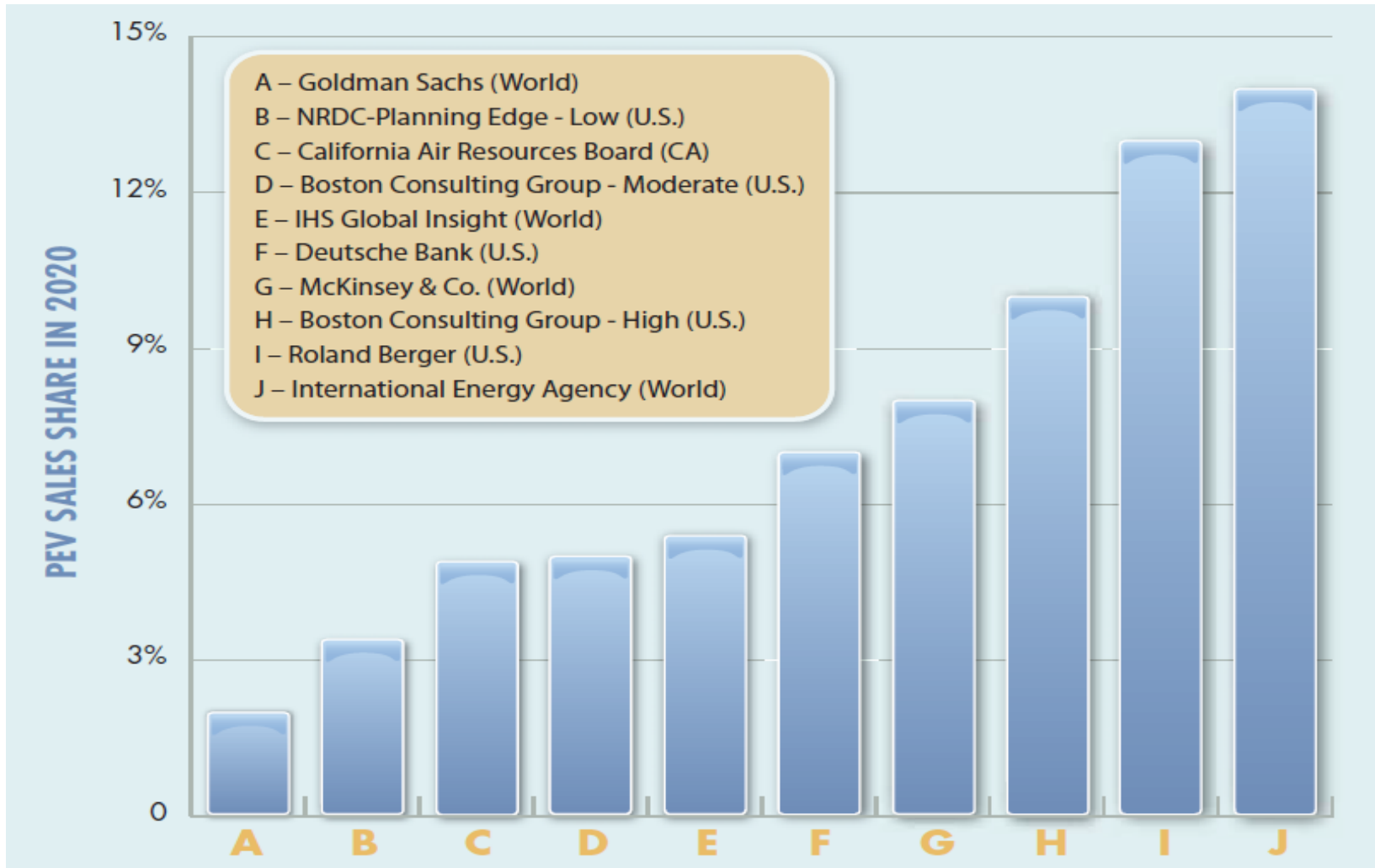
***Consumers start to 'unplug' as
devices and appliances contain
their own renewable power systems***

***Electric Cars used to power
home during storm outage***

***New inductive charging
eliminates the need to 'plug in'.***

***Electric vehicle owners save money
by charging their vehicles off peak –
take advantage of utility rates***

Penetration Projections



At 14% penetration, Consumers Energy would see an average annual consumption load growth of 0.15%

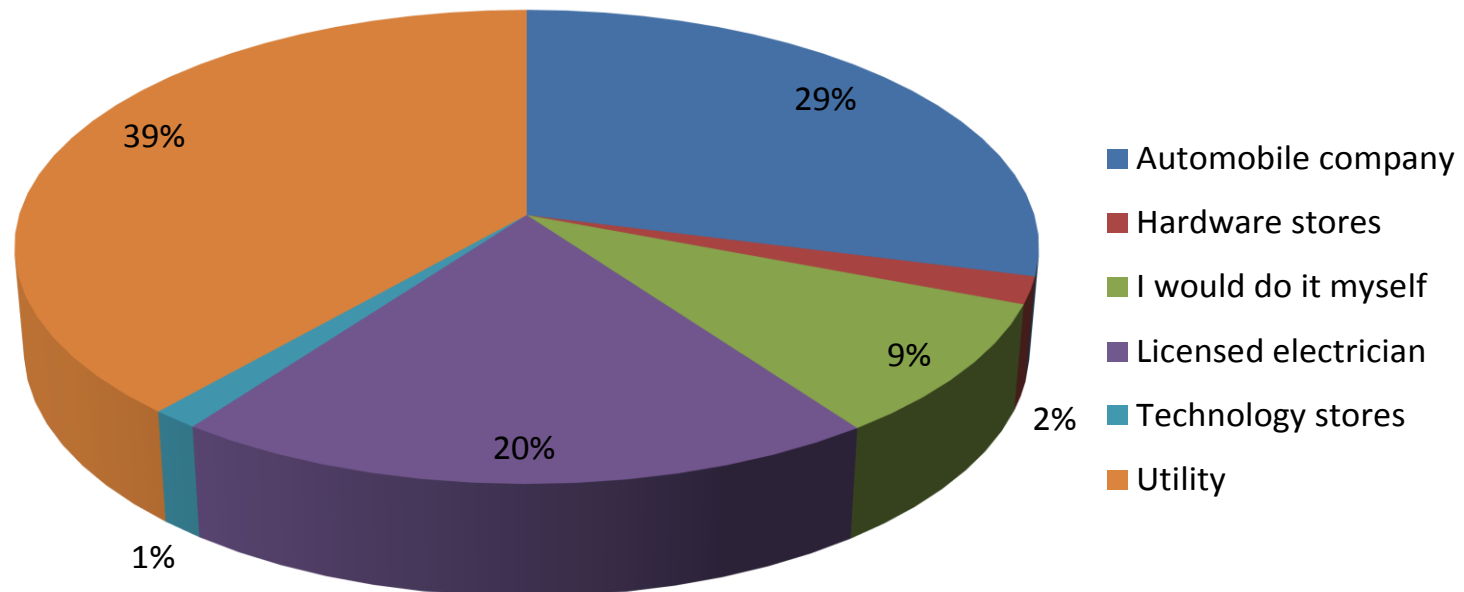
➔ Safe and reliable service

➔ Build on existing relationships


➔ Partnerships for infrastructure


➔ Providing customer Value


“Who would you expect to provide EV equipment installation services?”



Source: Chartwell EV Consumer Survey Overview: Equipment Installation Service Expectations

-  **Provide service options that meet our customers needs**
 - ◆ Consumers Energy's PEV program
 - ◆ Know your customer

-  **Strengthen our brand**
 - ◆ Create innovative connections with our customers
 - ◆ Provide customer value by becoming their energy solutions provider

-  **PEVs support alternative energy solutions**



Powered By

Consumers Energy

Count on Us

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