

# DTE

# DTE Smart Charge

Get rewarded for enabling a cleaner, more efficient energy grid

Dovoljeno za  
car sharing 100%  
električnih vozil  
storitve

The DTE Smart Charge program rewards electric vehicle (EV) drivers for allowing DTE Energy (DTE) to manage your EV's home charging to occur during off-peak time periods, based on your time of use electric rate schedule. The goal is for charging to occur when it's the cheapest for you and the most beneficial to the energy grid. Once enrolled, all you have to do is plug in at home – DTE Smart Charge will do the rest. Plus, you can get up to \$100 for joining and remaining in the program. The program duration is from June 2023 through December 2024.

## About DTE Smart Charge

DTE Smart Charge helps EV drivers manage their charging during times of the day that help the energy grid operate more efficiently. DTE Smart Charge will schedule daily charging to meet your charging needs and will occasionally shift charging\* to help optimize the energy grid. Plus, by participating in this program, you'll help design future programs. You will always have control of your participation and can override your charge schedule at any time.

## The Perks

**It pays.** We'll send you a \$50 gift card of your choice when you enroll. Keep participating and you'll get an additional \$50 at the conclusion of the program.

**It's clean.** By allowing DTE Smart Charge to schedule your car's charging for grid optimization, you'll help reduce carbon emissions and energy usage during peak times as we work together to build smarter energy infrastructure.

**It's easy.** After enrolling and inputting your preferences, just plug in at home and let DTE Smart Charge do the rest.

## How It Works

When able, DTE Smart Charge will schedule your EV to charge during off-peak time periods, based on the electric rate you're on throughout the duration of the program.

If you charge your EV during on-peak time periods, DTE may shift your charging to occur during off-peak times. You may be notified in advance of these shift events and can override if needed.



## How to Get Started

If you're a DTE residential electric customer and drive a qualifying battery electric or plug-in hybrid electric vehicle from Ford, Chevrolet, BMW, or Tesla and perform most of your charging at home within DTE Electric's service territory, you're eligible to participate in this program! To sign up for the program:

**Ford customers:** [Apply now](#) if you drive a 2021 or newer Ford plug-in electric vehicle model.

**Chevrolet customers:** [Apply now](#) if you drive a 2016- 2021 Chevrolet electric vehicle or plug-in hybrid with an active Chevrolet Connected Access plan.

**BMW customers:** [Apply now](#) if you drive a 2017 or newer BMW electric vehicle or plug-in hybrid.

**Tesla customers:** [Apply now](#) via evPulse if you drive a 2012 or newer Tesla.

## Frequently Asked Questions

### Why is DTE Energy offering this program?

In the years to come, we expect significant growth in electric vehicles. This program will help us understand how we can effectively manage the increased EV energy load so that less energy is used when demand is high. This will help the grid operate more efficiently.

### Why does it matter when I charge my vehicle?

Electricity costs more to produce when demand is high. During these times of high demand, DTE typically relies on electricity sources that use fossil fuels. Shifting your EV charging to occur during off-peak time periods helps reduce carbon emissions and improves operation efficiency to better manage our energy grid.

### Will other automakers participate in this program?

If the program proves successful, DTE may seek to expand the number of automakers.

### What is evPulse? (For Tesla only)

evPulse is a free web app that connects your Tesla to DTE. Your charging patterns will be shared with DTE, allowing you to participate in the Smart Charge program and access perks.

[Get the details.](#)

### What participation incentive will I receive?

After DTE validates your eligibility for the program, we'll send you a link via email from our partner, Customer Motivators, that you can use to select a \$50 gift card from over 20 popular merchants. Stay enrolled and keep participating to get another \$50 gift card at the end of the program.\*\* Your reward is dependent on your enrollment and participation for the duration of the entire program year.

### How long will it take to receive my enrollment reward?

After receiving your enrollment confirmation email from DTE or your OEM and receiving your gift card selection email from [Support@DTErewards.com](mailto:Support@DTErewards.com), please allow up to 4 weeks for your physical gift card to arrive in your mailbox once a selection has been made.

### Who do I contact if I am having problems redeeming or using my gift card?

If you have any problems or questions redeeming or using your gift card, please contact [Customer Motivators' customer service](#).

### Who can I contact if I have further questions?

Email [SmartCharge@dteenergy.com](mailto:SmartCharge@dteenergy.com).

### Will I save on my electric bill?

The program is designed to help you save on your electric bill. The program may provide additional bill savings by shifting charging to off-peak time periods.

### What if I no longer want to participate in the program?

You can unenroll from the program at any time.

To unenroll:

- Ford customers: Visit [ford.com/grid/DTE/dashboard](http://ford.com/grid/DTE/dashboard)
- Chevrolet customers: Visit [smartcharging.chevrolet.com](http://smartcharging.chevrolet.com)
- BMW customers: Log in to [bmwchargeforward.com/dashboard](http://bmwchargeforward.com/dashboard)
- Tesla customers: Contact [smartcharge@dteenergy.com](mailto:smartcharge@dteenergy.com)

### What data is DTE collecting from my vehicle?

DTE's partners or your automaker will provide charging information about your vehicle to DTE, including plug-in and plug-out times, start and stop times of charging, energy transferred to the vehicle, state of battery charge at the beginning and end of the charge session, and whether you chose to override a scheduled charge. This data is used to evaluate the benefits of smart charging and demand curtailment. DTE will only receive data on your charging and will not receive any data about your driving patterns. The DTE Energy terms and conditions, which you must agree to before you enroll, provide more detail on the data we collect and how it will be protected and used.

## Additional Information

View the [DTE Smart Charge Terms & Conditions](#)

\*DTE may call up to 5 charging interruption events during the summer months between June 1 - September 30.

\*\*Program year is from June 2023 - December 2024