DTE EV Ride & Drive:

Detroit’s leading energy supplier, DTE Energy, hosted an event over the weekend giving customers the opportunity to test drive many of today’s hottest electric vehicles. Detroit has not been the fastest adopter of EVs, but with large investments by the area’s legacy automakers Ford, GM, and Stellantis, the shift seems inevitable.

DTE is poised to lay a crucial role in EV adoption in the Detroit area, and is taking several steps to ensure the transition is smooth, such as:

* Investing in upgrades to their electrical power grid infrastructure
* Offering rebates for home charger installations
* Hosting events for potential buyers to learn about EVs

The last point is why some of our engineers found themselves downtown over the weekend. At the EV Ride & Drive event, people had the opportunity to speak with product experts and test drive some of the most popular EVs on the market. “I test drove the Volkswagen ID.4, GM’s Hummer EV, Polestar 2, Rivian R1T, and Ford’s F-150 Lightning. They’re all impressive vehicles in their own ways, but the ID.4 and F-150 Lightning really stood out to me. It’s awesome to see so many automakers working towards a sustainable future!”

For our engineers, this was a fun social event, but it’s also beneficial to their working lives. Physical benchmarking of vehicles has long been used in the automotive industry to evaluate different methods and establish best practices. This is especially important during a time of significant push towards EVs. It’s our responsibility to have as extensive of a knowledge base as possible so that we may best serve our clients on current and future projects!

An electrifying transition taking place right in the heart of Detroit, stay tuned for more!