

OnStar and TimberRock are working on energy-saving plans.

GM Pushes Sustainability

GM's 2012 Sustainability Report points to the automaker's commitment to further reduce the energy used and the environmental impacts of building and operating an automobile, detailing product goals and tracking progress toward its 2020 manufacturing priorities.

The report covers energy, emissions, waste reduction and other areas that drive long-term sustainability.

In the report, GM says that reducing energy used and emissions output in its plants, operations and products is an important priority to customers and stakeholders.

The report also states that the automaker's overall sustainability strategy creates value for customers through new technologies and lower operating costs and improves the bottom line through revenue generation, cost savings and risk mitigation.

"Sustainability is not only a key part of how GM is shifting from a good to great company, it is about the leadership and innovation that can transform the au-

to industry," said GM CEO Dan Akerson.

"Our long-term approach to sustainability enables us to increase efficiency and reimagine personal mobility to best meet customer needs and lifestyles."

The report further states that GM developed the following commitments to meet customer needs for efficient vehicles and significantly reduce the environmental impact of its products:

- Put 500,000 vehicles on the road in the U.S. with some form of electrification by 2017. GM's electrified vehicles today include the extended-range electric Chevrolet Volt, Spark EV and Buick LaCrosse, Regal, Chevrolet Malibu and Impala with eAssist.
- Double the models that achieve 40 mpg highway or better by 2017, such as the Chevrolet Volt, Sonic and Cruze Eco, and the all-new Cadillac ELR and Chevrolet Spark EV and Cruze Clean Turbo Diesel.
- Reduce average U.S. fleet CO2 emissions 15 percent by 2016 and Opel/Vauxhall fleet CO2 emissions 27 percent by 2020.

OnStar Joins in Energy-Saving Alliance

Who said it isn't easy being green?

OnStar has teamed up with TimberRock Energy Solutions on a project that could end up saving Volt customers money.

The idea is to use aggregation software and solar charging canopies with integrated storage to manage the flow of solar power to benefit the electric grid. It will be the first "real-world" use of OnStar's Smart Grid solutions.

TimberRock, an energy services company that delivers energy generation and efficiency solutions to commercial and industrial customers, will monitor the output of its solar charging stations, how much stored energy is available and when it can sell energy back to the grid to help meet peak demand. To help balance this system, TimberRock will then manage its fleet of four Chevrolet Volts to help regulate energy flow. This practice is known as Market-Based Regulation.

"The future of electric vehicle charging will be a marriage of renewable energy and battery storage as we look to address the intermittency of renewable solar and wind power," said Rob Threlkeld, General Motors' manager of Renewable Energy. "This project supports GM's goal of using all factors of the charging equation: electric vehicles, solar power, and battery storage."

The ability to control the Volts' charging using software algorithms is made possible by an OnStar solution called Demand Response, accessed through OnStar's Smart Grid application programming interface, or APIs, Threlkeld said. OnStar has given TimberRock access to this solution so that it can start, stop and modulate the amount of charge going to a particular Volt in coordination with energy requirements. TimberRock's software determines when the EVs can be

used to support the grid.

"We have given TimberRock the ability to use Demand Response to efficiently control the charging of their fleet of Volts," said Paul Pebbles, GM global manager, Smart Grid and EV Services. "This is the first time a demonstration of Demand Response is being taken beyond lab or university studies."

Pebbles envisions a day where, if consumers choose to participate, they could receive financial benefits for allowing a company to manage the charging of their EVs.

"Down the line, this could really in-

centivize solar charging for EV drivers," said Pebbles. "This opens the door for solutions like this to be brought to the public, which could increase the benefits of owning an electric vehicle. Whether it's charging with solar or wind energy, or even standard electricity, consumers will start to see that they have options when it comes to managing their EVs."

In addition to benefiting consumers and companies like TimberRock, solutions like Demand Response could also help utilities manage the electric grid load.



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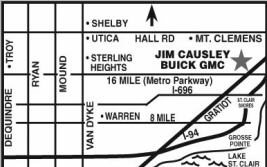
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