

## Director of Community Development Discusses Issues that Come with Public EV Plug-in Charging Stations

by Jim Stickford

Auburn Hills is known throughout the state as a progressive leader, especially in the area of public charging stations for electric vehicles.

To inform others how and why the city has been successful and to pass along the information to other cities, Steve Cohen, Auburn Hills' director of Community Development, spoke at the Electric & Hybrid Vehicle Technology Expo on Sept. 18 at the Suburban Collection Showplace in Novi.

Cohen led a discussion titled, "Infrastructure Models," to address how to better prepare a community for plug-in electric vehicles (PEVs).

"More than two years ago, Auburn Hills made an intentional decision to prepare for the fueling needs of plug-in electric vehicle drivers," said Cohen. "Since then, the city has implemented the state's first comprehensive Electric Vehicle Infrastructure Ordinance, created best practice standards for on-street charging stations and developed Michigan's standard for PEV charging station regulatory signs."

Cohen talked about the processes and strategies Auburn Hills used to determine the role communities play in developing: a network of charging stations to meet the fueling needs of plug-in electric vehicles; uniform standards to assist with public education and acceptance for plug-in electric vehicle technology; and planning for the current and future infrastructure needs of plug-in electric vehicles.

"Making a community PEV-ready does not have to be complicated," said Cohen. "It just takes advanced planning and commitment."

And by making a community ready, it makes purchasing EVs more attractive, Cohen said. If someone wants to buy a Volt, the

decision is easier to make when that person knows the infrastructure is in place to install a home charger for only a few hundred dollars.

Cohen said he was just one of several speakers who addressed battery show attendees.

"There was a presenter from San Diego," Cohen said. "He explained how they worked with charging station providers that received funding from the Department of Energy (DOE). There was also a man from California utilities about the importance of sharing a plug."

Cohen said that talk was interesting because public charge stations are new and they require a new kind of etiquette.

"The speaker said it was similar to living in an apartment building where there's a laundry room," Cohen said. "When there's a common laundry room, there are rules such as what times it can be used. But there are also etiquettes. Can you remove someone's clothes from a dryer that's completed its cycle or do you have to wait for the person to come back to the dryer and take his or her clothes out themselves."

And just as apartment buildings have common laundry rooms for tenants, they now come with common charging stations, Cohen said. Can someone unplug a car that's completed its charge? How do you settle parking issues? These kinds of situations are going to become more common and require a kind of Miss Manners solution, Cohen said.

The kind of advanced planning that will promote EV use isn't always on people's radar, Cohen said. So the Battery Expo invited people like himself to tell others what can be done on a public level.

"I am proud to be a part of a forward-thinking community that is looking ahead and I was proud to talk about what we've done at such a forum," Cohen said.

## Jeep to Debut Wrangler Dragon Edition

On the heels of last year's introduction of the Jeep Wrangler Dragon Design Concept, Jeep is now unveiling the new 2014 Wrangler Dragon Edition.

The new Jeep Wrangler Dragon, said spokesman Patrick Hesper, will be a limited-production special edition, available in Jeep showrooms in North America this fall.

"When we introduced the Jeep Wrangler Dragon Design Concept last year (at the Beijing International Automotive Exposition), we received tremendously positive feedback," said Mike Manley, president and CEO - Jeep Brand. "Our loyal Jeep enthusiasts asked us to build this unique Wrangler, and we are delivering exactly what they've asked for. The new 2014 Jeep Wrangler Dragon Edition boasts a stunning, unique, upscale design with styling cues that make it unlike any Wrangler ever seen before."

The dragon symbolizes strength and power and is an aspirational character normally associated with royalty and good fortune, Hesper said. It was these characteristics that inspired the upscale design of the Jeep Wrangler Dragon Edition.

Based on the Jeep Wrangler Sahara, the Dragon Edition has numerous unique exterior and interior styling cues consumers will appreciate, said Hesper. Available only in Black and as a four-door Unlimited model, the Jeep Wrangler Dragon Edition features Bronze Satin Gloss trim inside and out.



2014 Jeep Wrangler Dragon edition

The U.S. Manufacturers Suggested Retail Price (MSRP) for the Jeep Wrangler Dragon Edition is \$36,095. Through August, Jeep Wrangler sales are up 12 percent in 2013, Hesper said.

The Jeep Wrangler Dragon Edition is painted black with a black body-color three-piece hardtop. From there, the designers incorporated numerous bronze satin gloss details found inside the front grille slats, headlamp surrounds and on the Jeep badging. The unique 18-inch five-spoke alloy wheels are matte black with a satin bronze high-gloss outer edge, Hesper said.

The exterior also features gloss-black appliques on the front and rear bumpers, and a dark charcoal dragon decal that starts on the hood and runs along the driver's

side of the vehicle (see photo). Final exterior touches include a Mopar fuel-filler door and a black spare tire cover with dragon decal.

The black-and-bronze theme continues inside with heated black Nappa leather seating surfaces with satin bronze dragon scale on the outer bolster surfaces, center console armrest and steering wheel.

Other interior touches include high-gloss black instrument panel bezels and door handles and satin bronze accent trim on the steering wheel spokes and passenger-side dashboard grab handle, Hesper said. Finishing the interior modifications are matching bronze bound floor mats and a unique dragon graphic overlay in the gauge cluster.



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