

# BMW Group

## U.S. Press Information

**For Release:** July 22, 2025

**Contact:** Phil Dilanni  
BMW of North America, LLC  
[phil.dilanni@bmwna.com](mailto:phil.dilanni@bmwna.com)

Luke Parker  
BMW of North America, LLC  
[luke.parker@bmwna.com](mailto:luke.parker@bmwna.com)

### **ChargeScape and PSEG Long Island Partner to Enroll BMW and Ford Electric Vehicles in First-Ever Grid Reliability Program Participation.**

**Hicksville, NY – July 22, 2025...** ChargeScape, a joint venture between BMW, Honda, Ford, and Nissan, today announced a partnership with PSEG Long Island to enroll electric vehicles (EVs) in the utility's Peak Load Reduction program, a first in the nine-year history of the utility's peak load reduction programs. Designed to alleviate strain on the power grid during summer months, the initiative will leverage ChargeScape's AI-powered technology platform and aims to intelligently integrate more than 4,000 BMW EV drivers and 2,200 Ford EV drivers into the power grid. Participating customers will receive financial incentives for helping to support grid stability and community resilience through optimized EV charging.

The Peak Load Reduction program integrates EVs into the power grid using ChargeScape's proprietary software algorithm, EV AI™. The software receives real-time data from PSEG Long Island to determine the optimal timing, duration, and intensity of EV charging for enrolled customers, ensuring that EV electricity demand does not exceed what the power grid can support at a certain time or location.

"We are excited to join forces with PSEG Long Island in this important initiative," said Alexander Schleicher, Head of E-mobility at BMW of North America. "This program not only empowers our customers to play a vital role in energy conservation but also reinforces our commitment to sustainable mobility and community support."

"Enabling our customers to enjoy the benefits from utilities' electric vehicle charging programs is part of the core value of EV adoption and ownership," said Dave McCreadie, Director, EV Grid Integration and Energy Services, Ford Motor Company. "Ford believes that ChargeScape will provide utilities like PSEG the best tool to help them manage their grid as EV adoption accelerates."

Company  
BMW of North America, LLC

BMW Group Company

Mailing address  
PO Box 1227  
Westwood, NJ  
07675-1227

Office address  
300 Chestnut Ridge Road  
Woodcliff Lake, NJ  
07677-7731

Telephone  
(201) 307-4000

Fax  
(201) 307-4095

Internet  
[bmwgroupna.com](http://bmwgroupna.com)

"The Peak Load Reduction program is an excellent example of collaboration among automakers and power utilities to help keep the lights on while saving EV drivers money," said Joseph Vellone, CEO of ChargeScape. "ChargeScape is thrilled to provide BMW and Ford customers in Long Island with the opportunity to reduce their charging costs and contribute to their community."

"We are pleased that these automakers recognize the importance of the Peak Load Reduction program," said Michael Voltz, PSEG Long Island's Director of Energy Efficiency and Renewables. "The program not only saves for those that participate but also reduces the amount of overall energy being used, which reduces the amount of electricity needed to be purchased for the following summer period. That translates into future savings for all customers."

For more information about the Peak Load Reduction program and how to participate, please visit <https://www.psegliny.com/saveenergyandmoney/GreenEnergy/PeakLoad/CSRP>.

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#### **BMW Group in the United States.**

BMW of North America, LLC was established 50 years ago to support the sales, marketing and distribution of BMW automobiles in the U.S. BMW Motorrad was brought into the fold in 1980. In 1993 BMW Group Financial Services NA, LLC was founded, and one year later BMW Manufacturing Co., LLC began assembling vehicles in South Carolina. In 2002 and 2003, BMW Group established MINI USA, and Rolls-Royce Motor Cars NA, LLC relaunching two iconic brands and rounding out its product portfolio.

Today, the BMW Group has a nationwide corporate footprint in the U.S. which consists of nearly 30 locations in 12 different states. Beyond the National Sales Company and Financial Services headquarters in Woodcliff Lake, NJ, its manufacturing plant in Spartanburg, South Carolina, and numerous other operational facilities, BMW Group in the U.S. also includes Designworks, a strategic design consultancy in Santa Monica, CA, BMW Group Technology Office USA, a technology research and development center in Silicon Valley, and BMW i Ventures, a venture capital fund, also in Silicon Valley.

BMW Group Plant Spartanburg is the largest single BMW production facility in the world, and the global center of competence for BMW Sports Activity Vehicles including the X3, X4, X5, X6, X7, and XM. The plant assembles more than 1,500 vehicles each day, and up to 450,000 annually. Since 1994, Plant Spartanburg has assembled nearly 7 million BMW vehicles in the U.S.

The BMW Group sales organization in the U.S. is represented through a network of 350 BMW retailers, 144 BMW motorcycle retailers, 105 MINI passenger car dealers, and 38 Rolls-Royce Motor Car dealers. The company's activities provide and support over 120,000 jobs across the U.S. and contribute more than 43.3 billion to the U.S. economy annually.

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Journalist note: Information about BMW Group and its products in the USA is available to journalists on-line at [www.bmwusanews.com](http://www.bmwusanews.com) [www.miniusanews.com](http://www.miniusanews.com) and [www.press.bmwna.com](http://www.press.bmwna.com)