



As the owner of Kindred Marketing Agency in Muskegon, Don Kalisz knows the value of branding. When the lease on his latest Jeep Wrangler was up, he thought he would just get another Jeep. He asked his teenage son what kind of car they should get next. “Dad, get a Tesla!” Don initially dismissed the idea, but after some brand research, he now drives a Tesla Model 3.

Don started doing the research on the Tesla models along with the fuel and maintenance savings, and it made sense. He and his family test drove a Model 3 while on vacation. They were so impressed with the smooth instant torque that they placed an order the same day. Don still loves Jeeps but was pleasantly surprised at how well the Model 3 handles in snowy Michigan conditions. Sure, it can't go over snowbanks, but due to the weight and low center of mass, EVs tend to handle roads well in snowy conditions.

He and his boys picked up the car at the Chicago Tesla service center and drove it back home without planning a charging stop. The winter conditions took its toll on the estimated range and he experienced his one and only sense of range anxiety. Once he passed Holland with the chargers in that area as a fallback plan, he knew he could make it to Muskegon and stopped for a quick charging session at the Meijer Fruitport store. In addition to the Tesla chargers, that location now also has DC Fast Chargers and Level 2 chargers that were part of the **PowerMIDrive™** program.

For his home charging solution, Don scored a Black Friday deal on an Enel X JuiceBox, submitted his PowerMIDrive™ rebate paperwork, and had his \$500 rebate check very quickly. “Staci was fast to respond and answered my questions about the rate plan. She even sent me a rate chart.”

Work takes Don on the road quite a bit and he uses his car as a mobile office, usually at a charger. When doing business in downtown Muskegon, you'll often see Don in his charcoal grey Model 3 at a charging station between client meetings. Thanks to generous site hosts that often absorb the cost of electricity, free EV chargers make downtown attractive. Businesses like coffee shops and restaurants benefit from drivers like Don spending a bit of time and a few dollars while charging.

For 2021, Jeep has electrified some models. Now that's a smart brand move.

Driver Profile

Don Kalisz

EV Model
Tesla Model 3

Biggest EV Surprises
Total Cost of
Ownership and
Winter Handling

