

Intelligent Energy Management for **APS** Customers

> Save \$ as energy prices continue to increase

Switch to demand plan and take advantage of significantly reduced usage charges

- Save 25% or more on your energy costs
- Qualifies for the 30% (up to \$600) Energy Efficient Home Improvement Tax Credit
- Cloud-enabled to provide a wide range of time and money saving tools
- Compatible with existing solar and battery solutions
- Set it and forget it







ECRWSS U.S.POSTAGE PAID EDDM Retail

LOCAL POSTAL CUSTOMER

Complete an interest form at: http://savings.energy

Demand and Usage Charges Explained

The Usage Charge...

...is the AMOUNT of energy you consume in the month measured in kilowatt-hours (kWh).

It is the equivalent of the ODOMETER or number of miles you drove your car in the month.



The Demand Charge...

...is the RATE of electricity use measured in kilowatts (kW). It is averaged over a rolling 60-minute windows of time.

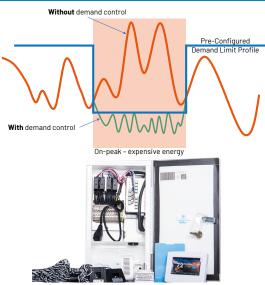
It is the equivalent of the SPEEDOMETER or speed you are driving in your car.

Switching to APS's new demand plan saves you money

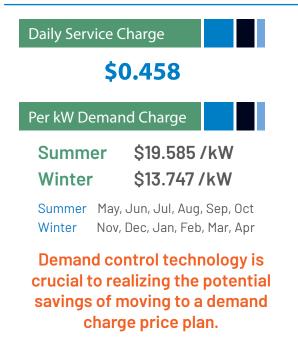
When you switch to the new **Time-of-Use with Demand Charge** price plan (R-3) from the Time-of-Use only plan (TOU-E), *the cost per kWh is up to 70% less* than the current Time-of-Use only plan.

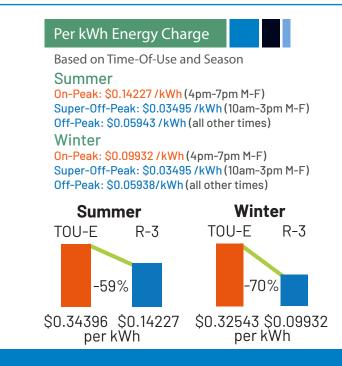
With R-3 a new item is added to your bill called "On Peak Demand" (measured in kW, or kilo-Watts). APS determine the 60-minute on-peak period where the most energy is being used - your energy system's "top-speed" (see above). This is used to calculate your Demand Charge for the month (see rate below).

By temporarily turning off large loads, so that they do not run at the same time, our **Smart Energy Management System** can reduce demand by up to 50%—it's like engaging cruise control on your car. It keeps you from using energy too fast, without sacrificing comfort.



APS's Time-of-Use with Demand Charge Price Plan (R-3)





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