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New online publication to highlight Southeast Michigan's mobility assets and leadership

Partners include Detroit Regional Chamber, MICHauto, Oakland County, Macomb County, City of Detroit, Ann Arbor SPARK and the Michigan Economic Development Corp.'s PlanetM initiative.

Detroit, January 9, 2018— *Driven* (www.detroitdriven.us), a new online publication devoted to telling the story of Southeast Michigan's mobility economy launches in partnership with the Detroit Regional Chamber and local economic development organizations and businesses.

"Realizing the next-generation mobility story and our leadership in the industry was not one that was actively being told in a singular place, we came together collectively to highlight our strengths as a region," said Justin Robinson, Vice President of Business Attraction at the Detroit Regional Chamber. "We are working together to engage our local partners and the region's mobility leaders to advance the narrative through the lens of how metro Detroit is leading the global race towards next-generation mobility."

With Issue Media Group (IMG) as the editorial partner, the Detroit Regional Chamber, along with its automotive initiative MICHauto, and a network of regional stakeholders have come together to identify and capture the story of companies, talent, investment, innovation and emerging assets that are shaping the region's mobility future. Stakeholders are engaged to uncover, capture and promote stories relating to mobility-led economic transformation in the Detroit region. The site will also curate national and global news hits that add to the narrative of Detroit's continued leadership in the space of connected, autonomous, shared and electric.

More than a century ago, the Detroit region put the world on wheels and changed the transportation landscape forever. Our community built the modern automotive industry and in this process evolved into the densest cluster of automotive assets on the planet. Today, this world-class ecosystem of automakers, suppliers and innovators are not sitting on the sidelines as the industry evolves towards a connected, shared, electric and autonomous future. In fact, it is leading this revolution. *Driven* is the story of how the Detroit region and our world class companies and institutions will shape the way people, goods and services move for the next 100 years.

"Driven is meant to be a collaborative representation of the region," says Brian Boyle, CEO of Issue Media Group. "We are encouraging those who are interested in sharing their mobility stories with the editor —whether it be of talent, economic development, or innovation—to be a part of this bigger narrative."

The first full issue of *Driven* will be published in late 2017 with new issues to be published monthly. The website will be updated weekly with curated stories from across the media. The publication will feature the work of local writers, journalists and photographers. Stories will also appear in Issue Media Group's Southeast Michigan publications, including *Concentrate* (Ann Arbor), *Metromode* (Metro Detroit), *Prosper* (Oakland County) and *Model D* (Detroit).

About Issue Media Group

Issue Media Group (IMG) publishes a wide range of online magazines and websites in multiple markets across North America. Publications feature a variety of content consisting of timely news and resources related to lifestyle, cities and economies. In each market, the Detroit-based media company promotes local assets and growth while working with community stakeholders in a coordinated effort to attract new talent, inspire business investment and spur creative thought.

About Our Partners:

About the Detroit Regional Chamber

Serving the business community for more than 100 years, the Detroit Regional Chamber is one of the oldest, largest and most respected chambers of commerce in the country. The Chamber's mission of powering the economy for Southeast Michigan is carried out through economic development, education reform, regional collaboration and providing valuable benefits to members. For more information, please visit detroitchamber.com.

SOURCE: Issue Media Group <http://www.issuemediagroup.com>