



Detroit  
Regional  
Partnership

**For Immediate Release**

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**‘The Motor City’ Partners with ‘Space City’ to  
Heighten Awareness for NASA’s Mission to Build the New Lunar Rover**

- **The Detroit Regional Partnership steps up to support NASA by providing a key listing of Detroit automotive leaders, outreach efforts along with RFI distribution**

(Detroit, February 10, 2020) – In a collaborative effort to support NASA’s Artemis Program to land the first woman and next man on the Moon by 2024 – the Detroit Regional Partnership is working with NASA and the Johnson Space Center to heighten awareness with “Top-Tier” Detroit-based automotive and transportation leaders uniquely positioned to support the development of the new Lunar ‘Space’ Rover.

The Lunar Rover, an exploration vehicle that moves across the surface of the moon will be driven by the Artemis astronauts to “take the next giant leap” with innovative technologies to reach NASA’s science objectives.

NASA will collaborate with their commercial and international partners to establish a sustainable lunar exploration by 2028.

NASA also recognizes the value that the Detroit automotive ecosystem could bring to the Artemis Program – as NASA and the Motor City (Detroit) have a long rich history of partnering on key technologies – dating back to the 1960s with the development of the navigation system for the Apollo Mission.

The Detroit Regional Partnership, a leading economic development organization serving Southeast Michigan’s 11-county region, is working in alliance with the Johnson Space Center, Greater Houston Partnership, and the Michigan Economic Development Corporation to raise awareness about NASA’s Request for Information (RFI) amongst Detroit Michigan business leaders.

The RFI presents a winning opportunity to partner with the Houston, Texas community – a leader in energy, and aerospace offering strong infrastructure and support.

“The Detroit region stands ready to support NASA and the Johnson Space Center with their mission that will greatly benefit mankind and the Detroit economy,” said Barry I. Matherly, President and CEO of the Detroit Regional Partnership. “Detroit put the world on wheels and as a leader in the automotive industry for over 100 years, we want to collaborate for the next giant leap to drive the ultimate SUV on the Moon.”

For more information on the NASA RFI, please contact Justin Robinson at the Detroit Regional Partnership at [Justin.Robinson@detroitregionalpartnership.com](mailto:Justin.Robinson@detroitregionalpartnership.com)



Southeast Michigan **Ecosystem**