

Fall Into What's New in Southfield: Business Openings, Local Innovation, Community Connections and More!

Southfield Businesses Compete in the 2026 CommUnity Cup Challenge

Congratulations to DENSO North America, winner of the 2026 Southfield CommUnity Cup Challenge! This year marked the challenge's 10th anniversary, with employees from Southfield businesses taking part in goofy golf, sand volleyball, kickball, euchre, trivia and lawn games. Teams also decorated pieces for a collaborative art installation unveiled at August's Eat to the Beat event.

The CommUnity Cup gives coworkers a chance to build team spirit while meeting people from other Southfield businesses. Those connections strengthen our local business community and help the City's Business & Economic Development team stay engaged with the companies that call Southfield home. Watch the 2026 highlight video [HERE!](#)



HORSE Powertrain Opens Its First North American Office

The City celebrated the opening of HORSE Powertrain's first North American office with a ribbon cutting on September 9. The global supplier of combustion and hybrid powertrain systems chose Southfield Town Center for its new operations center, where its team will work with North American automakers and suppliers.

The project represents an expected investment of more than \$1 million and is expected to create at least 32 jobs in Southfield. HORSE plans to use the office for functions including research and development, purchasing, sales, marketing and finance. We're proud the company chose Southfield as the place to establish its North American presence and build new connections across our automotive industry.



Southfield Startup Spotlight

Congratulations to Southfield-based Ketchel Axle Systems on being selected as one of 20 startups for the 2026–27 PitchMI competition. Founded by Bradley Ketchel, the company is developing the eRHINO, a modular electric axle system for commercial trucks. Its technology is designed for use in new vehicles and to help convert existing fleets to electric power.

Ketchel competed against four other startups in the Defense & Aerospace semifinal on September 15 in Grand Rapids. Although Common Vector Robotics of Detroit won the round, Ketchel's selection from hundreds of applicants is an accomplishment worth celebrating. Congratulations to the team on representing Southfield and bringing its vehicle technology to a statewide audience!





Find Your Next Space in Southfield

Looking to open, relocate or expand your business in Southfield? Our Business & Economic Development team can help you find a space that fits your needs. Email us your preferred location, square footage, and intended use, and we can prepare a customized list of properties for you.

Contact us and [visit our website](#) for more information!

25510 W ELEVEN MILE RD



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SQ FT
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FOR LEASE
OR SALE



GREAT
LOCATION

Upcoming Business Events & Opportunities

october 2026

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

10/6: [Cybersecurity Essentials for Small Business Success](#) Webinar (Main Street Oakland County)

AI Office Hour: [Think Smarter With AI](#) Webinar (Detroit Regional Chamber)

What Now? [Preparing Your Business for the Future](#) Webinar (Oakland Thrive/Fifth Third)

10/7: [Websites: What You Need to Know](#) Webinar (SBDC)

10/8: [Blood of the Dragon Business Networking Event](#) (APACC)

[Finding the Right Customers and Getting Them to Buy Using AI](#) (Oakland Thrive)

10/9: [Small Business and Advocacy](#) (Detroit Regional Chamber)

10/14: [Start and Grow a YouTube Channel](#) Webinar (Michigan SBDC)

10/20: [Greet & Eat Engagement Series Food Truck Event & Shop Small Kickoff](#) (SDDA)

[Cybersecurity Essentials for Small Business Success](#) Webinar (Main Street Oakland County)

10/28: [2026 Neuro-Inclusion Forum: Unlocking Talent & Navigating Hidden Disabilities](#) (NeuroDiversity Inclusion Institute)

10/30: [Sweet Treats Bakery](#) 5-Year Milestone Celebration, 25070 Southfield Rd, 12:00-2:00 p.m.

Emage Fibroid Centers Expands Women's Health Care Options

Welcome to [Emage Fibroid Centers – Detroit](#), which recently celebrated its Southfield opening at 29201 Telegraph Road, Suite 450. The outpatient center focuses on uterine fibroid embolization, a nonsurgical treatment option for people experiencing symptoms from fibroids.



Fibroids are common: Emage reports that 40% to 70% of women develop them by age 50, and that up to 80% of Black women will develop them during their lifetimes. By adding Southfield, Emage is expanding the health care services available in our community.



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Businesses interested in sponsorship opportunities can contact Rochelle Freeman at rfreeman@cityofsouthfield.com. Click on the image above for more information.



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