

# 5 Ways Solar Power Puts Auto Dealers in the Driver's Seat



## 1 Why should I spend time and money on solar?

Energy is the third-highest overhead expenditure for U.S. auto dealerships. On average, auto dealerships use 18 percent more energy than typical office buildings, according to the National Automobile Dealers Association (NADA).

When you invest in solar, you are immediately saving money that would otherwise be spent on electric bills. And while electricity rates are difficult to predict, it is likely that they will continue to increase. Investing in solar now can pay huge dividends in the years to come.

[Here are some examples of auto dealerships that have gone solar to save with SunPower.](#)

## 2 How can running my auto dealership on solar increase my bottom line?

According to a recent SunPower survey, 87% of business respondents cite saving money as one of the primary reasons for installing solar—with some projected to save hundreds of thousands of dollars (or more) in electricity costs over the life of their solar system.<sup>1</sup>

The extra savings from solar can be used to make operational improvements, purchase more inventory, hire more staff or simply make your business more profitable.



### 3 How can sustainability help my auto dealership grow?

Being environmentally conscious can lead to positive brand recognition among customers and the community at large.

For example, Boulder Nissan's decision to go solar is not only saving the company hundreds of thousands of dollars in electricity costs, it's attracting new customers. In today's environmentally minded world, people appreciate an auto dealership that invests in energy efficiency and powers its operations with solar.

[Learn more about Boulder Nissan's solar project.](#)

Additionally, more and more companies today are adopting a **triple-bottom-line approach** to business that goes beyond measuring financial results to considering a company's effect on people, planet and profits. Study after study shows that sustainability isn't just good for the planet; it's good for business.<sup>2</sup>

### 4 If solar is so great, why aren't more businesses installing it?

Actually, a lot of well-known companies have gone solar and more continue to each year.<sup>3</sup> For those that haven't, many times it's simply because they don't yet know about the full range of benefits you've just read. The fact is, the cost of solar makes it an increasingly viable money-saving solution.

In other cases, businesses might think that purchasing a system is their only solution. As a result, they believe they must first accumulate the necessary capital or secure a loan. But there are many options now to finance commercial solar, from leasing to leveraging the value of your property via PACE financing to power purchase agreements (PPA).

While utility prices continue to increase, solar pricing is more competitive than ever. This makes solar a great choice for auto dealerships that want to experience true energy independence and benefit from low (or no) energy costs for years to come.

### 5 Why should our auto dealership go solar now?

The longer you wait, the more you spend on unnecessary electricity costs that could be put to better use at your dealership.

Going solar now also protects your business from price volatility. Depending on your location and whether you choose to buy or lease your solar system, you can lock in low electricity rates for 25 years or more, and potentially eliminate up to 100% of your electricity bill.

And right now, **the federal Investment Tax Credit (ITC)** for solar is equal to 30% of the amount invested in an eligible installation (e.g., if you invest \$100,000 in solar, you could receive a \$30,000 tax credit). Over time the ITC rate will decrease to 26% in 2020, 22% in 2021, and 10% after 2021.

[Learn why now is the best time to invest in commercial solar.](#)

### 6 How do we begin?

While it may sound daunting to learn about an entirely new form of energy, we are here to help. SunPower has helped numerous auto dealerships and thousands of businesses go solar. From rooftop systems to carports that protect your inventory while generating energy, we'll help you find the perfect solution for your dealership.

[Find out how much your auto dealership could save with SunPower solar.](#)

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<sup>1</sup> SunPower Brand Awareness Survey, October 2016.

<sup>2</sup> Unilever's 'Sustainable Living' brands grow more than 50% faster than the rest of the business. Source: Marketing Week, May 18, 2017.

<sup>3</sup> 2016 Solar Means Business Report, Source: Solar Energy Industries Association, 2016.



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