



SOLAR POWER HELPS SELL MORE CARS

Many energy-intensive businesses have discovered that using solar power can cut their electric bills. And since car dealerships use more energy than the average commercial property, they can save 20% or more on their electric bills with solar. But the car business is not about savings—it's about sales. And auto dealerships that have installed solar power on site are attracting customers and closing deals, especially for high-income, tech-savvy drivers.

It's about branding. Visible solar panels on a dealer's rooftop or, even better, installed on a canopy over the parking lot, send a message that the dealership understands what today's car buyers want and can get them the popular new models those customers are looking for, especially EVs and hybrids.



A custom-designed steel solar canopy over Washington & Lee University's parking deck supports 540 solar panels.

WHATEVER HAPPENS IN WASHINGTON, EVS ARE HERE TO STAY

Tax credits, state mandates for clean cars, and tariffs may come and go, but driver demand for EVs and hybrids is projected to continue to grow in the next decade, despite any potential slowdown in the short term.

“American hunger for electric vehicles isn’t just growing—it’s growing faster than demand for petroleum-powered cars.”

—CNN BUSINESS

While Tesla remains the market leader, legacy automakers have invested \$33 million in factories that only build electric cars and another \$90 billion in U.S. battery factories. Automakers are playing the long game, and they know that making EVs and hybrids that sell is the only way to win. That's because EVs will be 32% of all passenger vehicles on the road globally by 2040, according to Bloomberg New Energy Finance.

HOW WE CAN HELP

Solar on site with no upfront capital cost is now available to dealerships through Power Purchase Agreements. Through this financing, which we innovated in our service area, **Secure Solar Futures** builds, owns, and maintains solar equipment while selling you all the solar power at a lower rate than your electric utility. Or, for dealerships who need the tax benefits, co-ownership is the best of both worlds—affordable solar with tax credits.

HOW SOLAR BOOSTS DEALERSHIPS

ADVANCED TECH BRANDING

Better than any signage, a solar array visible from the street will catch the eye of drivers in the market for a new car. And not just those who want EVs and hybrids, but also ICE cars with advanced features and electronics.

SOLAR CANOPIES: CUSTOMER MAGNET & INVENTORY PROTECTOR

The most visible solar is installed on a carport structure over a parking lot. Customers are drawn to dealerships where they can park their vehicle under a canopy. EV and PHEV drivers appreciate it if they can plug in under a solar carport. And as it shades cars from the sun on a bright day, in a storm, a canopy protects dealer inventory from hail damage.

ADDING VALUE TO THE BUSINESS

With an effective lifespan of 35-40 years, solar panels increase property values, building a legacy for future generations of family ownership or for a potential sale. And with massive parking lots and lots of sunny flat roofs, dealerships are ideal sites for solar power.



In addition to generating clean energy, solar canopies provide shade to keep vehicles and drivers cool, as well as protection from hail.

CUSTOMER PRAISE

“Our solar array performs well, and it produces more power than we even expected. It’s a reliable system—it works well, so we don’t have to think about it.”

—**RAUL ARBELAEZ, VICE PRESIDENT, INSURANCE INSTITUTE FOR HIGHWAY SAFETY, RUCKERSVILLE, VA**
