

# SOLARIZE YOUR AUTO DEALERSHIP



Local Company. World Class Solutions.



Meet **Ryan Ferrero**, a long-time import and domestic dealer principal who has partnered with SunPower, the world's premier solar manufacturer that installs more systems than any other company. Ferrero is leading the NSP 2025 Program introduced by SunPower to fuel new solar installations at 2,500 franchised auto dealers across the country by 2025. Ferrero speaks to Dealer Principals, NADA 20 Groups and auto dealer associations across the United States. We speak car. We speak NADA. Understanding your financials, how solar improves your 20 Group Composites and all your top priorities.

Ferrero is focused on bringing the financial sensibilities to the auto industry. Entrepreneurial Dealers and General Managers have quickly identified that we have non-tariff high performing panels from SunPower, greatly improved tax incentives thanks to the December 2017 Tax Reform Law, including 100% Bonus Tax Depreciation, and are at a high water mark for ITC incentives that will begin to ratchet down December 2019.

While the auto industry isn't seen as being green, unless you're talking about electric vehicles, dealership owners are recognizing that [solar can save auto businesses a significant amount of money](#).

"The fact that they can now save money [by installing solar systems at their dealerships] is the beginning, middle and end of the argument," he said.

Ferrero's timing with SunPower couldn't be better because installing solar has never been a smarter decision for businesses of all types, thanks in part to [tax breaks](#) and [other incentives](#). According to the [National Auto Dealers Association \(NADA\)](#), energy costs can be a car dealership's [third-highest operating expense](#). That is why dealerships including [Boulder Nissan](#) in Colorado, [Covert Auto Group](#) in Texas and [Luther Auto](#) in Minnesota turned to [SunPower](#) for help.

In March, Ferrero with SunPower was the sole solar industry representative at the NADA Show in Las Vegas and will be at the [2019 Show in San Francisco in January](#). Ferrero's background as a former car dealer in Colorado and a venture capitalist specializing in sustainability issues for the auto industry makes him well-suited for helping dealers go solar. Ferrero speaks out about why more auto dealerships are becoming sustainability leaders.

## Why Auto Dealerships Are Considering Solar

### Q. This isn't the first time auto dealers may have had considered solar, right?

**A.** I started to talk to car dealers, because I can speak car geek, and what I found is that [there was] a first go-round back in 2008 or 2009 during some of the stimulus economics of the Obama administration. There were a lot of solar pitches going on to dealers, and it wasn't really financially attractive. The difference now is that we're in the sweet spot where the cost to install the panels, the cost of the technology, is very low. And the subsidies in some areas are very high, like in **Massachusetts** and California.

## **Q. What are you hoping to get out of attending the NADA Trade Shows?**

**A.** What we're really looking at is helping dealers understand that a fixed expense that they've been paying month-in, month-out, the cost of their electricity, where they thought they had no options, can now become a variable expense that they can drive down. It's a brand new conversation. It has nothing to do with how you feel about politics or renewables. It's really about saving money. So, the NADA venue is an awesome opportunity for SunPower and dealers to connect.

## **Q. What's a typical conversation like between you and a car dealer?**

**A.** First there's the Solar 101, about 30 minutes of explaining the solar landscape. The next question a dealer asks is, "How do I find out what the math does for me?" Then I explain that we take a look at their utility bills over time to know their rate, usage and seasonal differences. With that we can show them the incentives, subsidies and tax benefits specific to their usage. And they'll get a very accurate estimate of what it will cost them on a net basis to install solar. Any dealer who just says, "Tell me a little about it. You've got five minutes. Go." That's all the icebreaker we need.

## **Q. Aren't the incentives in some areas at all-time highs?**

**A.** The best recent example was with a **General Motors location in Massachusetts**. They are expected to offset about 98 percent of their electricity costs. The solar on their property will produce nearly all the electricity they need– \$350,000 gross cost. And, after all the incentives, all their tax depreciation, they're projected to net a negative \$51,000. They're literally getting paid to put solar on their roof. That's really unbelievable, but that's possible with the most recent incentives in Massachusetts – and the northeast for that matter. It's an area that's just aggressively going after the solar market.

## **Q. Does the installation cause any disruptions to business operations?**

**A.** Having been a car dealer for 20 years, I understand they are there to sell cars, so we aim to make everything we do minimally invasive. When we go to install, our benchmark is to be in and out in no more than seven days. We want to be as invisible as we can for the day-to-day operation, and that's how we scale. So far, we have had no complaints from any of these dealers.

## **Q. How do customers react when they see solar going in?**

**A.** The fact that I'm putting solar on the roof is never an invisible decision to my customers. We tell the story in the showroom with a real-time monitoring display that shows that, "Hey, the lights over my cars? They're being fed by my solar panels above my dealership." One of our customers, Boulder Nissan, has found that their clients appreciate that a dealer is making a smart move to renewables, and as the general manager there said, "I'm closing more deals because I put solar on the roof."

## **Contact: BlueSel Commercial Solar for a No Cost Site Survey and Feasibility Analysis**

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**Special Discounts****Limited Time Offer****Unique Benefits**

**BlueSel Commercial Solar**, in collaboration with **SunPower**, announces a program specifically designed to financially benefit **Auto Dealers in Massachusetts**. According to the **NADA** energy costs can be a dealership's third highest operating expense. Leveraging Sunpower's status as the #1 Commercial Solar Provider in the US along with BlueSel's industry experience, this program is a must for you to explore and understand the long term value of solar energy to reduce or eliminate electricity costs for your business.

BlueSel will perform a **NO COST SITE ASSESSMENT AND FEASIBILITY ANALYSIS** for your review. We will work with you to determine the best method to acquire a system. Options include a Cash Purchase, Operating Lease or Power Purchase Agreement, which all take advantage of your utility savings, Federal Investment Tax Credit (30% of Gross System Cost), Federal MACRS Bonus Depreciation, State Depreciation and Cash Payments from your utility provider for 20 years, under the new State SMART Incentive Program.

**Included in your Auto Dealer Solar Package:****Discounts**

- ◆ Discounted Auto Dealer Package Pricing
- ◆ Discounted Pricing on Electric Vehicle Charging Stations

**Highest Quality Equipment and Warranties**

- ◆ SunPower high efficiency, high output panels and system components
- ◆ SunPower's Complete Confidence Panel Warranty – 25 Years for Power, Product and Service
- ◆ Extended Manufacturer's Warranty on Inverters

**Sales and Marketing Benefits**

- ◆ Ribbon Cutting Ceremony to promote your Dealership's commitment to "GOING GREEN"
- ◆ Free Press Release to announce your use of solar to environmentally conscious customers
- ◆ Sales Floor Kiosk displaying real time system performance and drone video of your system
- ◆ Special Home and Business Solar Referral Program for Employees and Customers

**DON'T MISS OUT - Add a new source of capital through solar energy savings.**