



The Many Benefits of the NADA/ATD Dealership Energy Use Survey

NADA has partnered with the Environmental Protection Agency (EPA) to help dealerships reduce their energy and water use and to gain recognition for their energy efficient operations. By completing the [Dealership Energy-Use Survey](#), you are helping our industry join the ranks of those [many others](#) who can earn ENERGY STAR certification for their facilities. In addition, completing a Dealership Energy-Use Survey also helps to:

I. Compare and Save Energy and Money.

The survey asks for 2019 energy and water data and for other dealership energy use information. Dealerships that have completed the survey now have an up-to-date baseline for use when considering future energy use reduction strategies. They can easily set up ENERGY STAR [Portfolio Manager](#) accounts to track future energy and water usage and costs. Below are the top five most cost-effective best practices for reducing dealership energy use:

- Setting thermostats to 73°F for cooling and 70°F for heating during occupied hours; and to 83°F for cooling and 60°F for heating during unoccupied hours.
- Scheduling quarterly HVAC system preventative maintenance.
- Replacing metal halide and fluorescent lighting with LED lamps.
- Installing occupancy sensors in offices, restrooms, parts storage and service bays.
- Configuring exterior lighting to power down by 50% during late night hours.

II. Protect the Environment.

Buildings account for nearly half of all energy consumption in the United States at a cost of more than \$300 billion per year, more than any other sector of the economy. This energy is mostly derived from the burning of fossil fuels at power plants. These emissions contribute to climate change. Out of all that energy, often up to 30 percent or more is wasted through inefficiencies. Improving energy efficiency is the single largest way to eliminate this waste.

III. Earn Recognition.

Once enough Dealership Energy-Use Surveys are completed, EPA will develop a dealership ENERGY STAR score. This score will allow dealerships to easily compare their energy performance with others nationwide and to earn recognition for their energy efficiency efforts through [ENERGY STAR Certification](#). EPA data shows that ENERGY STAR certified buildings [cost \\$0.50 less per square foot to operate](#), which means they both save money on utility bills and reduce their environmental impacts.

IV. Enhance Customer Loyalty and Trust.

Customers increasingly care about environmental issues and they are motivated to select businesses and products that align with these interests. According to a [Deloitte study](#), they are even willing to pay more for environmentally friendly products, such as electric vehicles. Over 90% of customers recognize the ENERGY STAR logo. ENERGY STAR Certification is a well-known and respected recognition program that helps businesses to attract new customers and stay competitive in the marketplace.

V. Gain the Respect of Regulators.

The new vehicles dealerships sell are arguably the most regulated products there are. Be it emissions, fuel economy, or safety performance, federal and state regulators are focused on motor vehicles and will have a hand in how new technologies are applied. Sure, reducing energy and water use saves money, but it also earns the respect of EPA and other regulators who appreciate it when businesses make sustainability and front and center issue.