

Dealership Reduces Energy Consumption and Lowers Utility Costs

Innovative Purchasing Solutions

About Broadway Automotive (Broadway)

- ▶ Owners: Casey David and Michael Cuene
- ▶ Employees: 350
- ▶ Annual Sales: \$177 Million

Broadway, founded in 1916, has been owned and operated for three generations by the Cuene family.



Headquartered in Green Bay, WI, consumers will find new and pre-owned sales, service, parts and financing on-site. Broadway offers Chevrolet, Ford, Jeep, Saab, Volkswagen, Pontiac and Buick franchises; in addition to four Hertz rental locations located in north-eastern WI.

Auto dealerships use on average more energy per square foot than a typical office building. Because of this, significant cost reductions in lighting, HVAC, and other energy uses are possible, while maintaining or enhancing lighting quality, safety, and customer comfort. "Most of the recommended lighting improvements will result in a payback of two years or less; now that is a quick cost recovery by any standard," raved Nick Lanser, CFO.

- ▶ According to NADA, "if all dealerships in the U.S. were to reduce their energy consumption by just 10 percent, they would save approximately \$193 million in energy costs and eliminate more than 1 million tons of greenhouse gases every year."

Partnering with Wisconsin Focus on Energy, Wisconsin Public Service (utility provider), the lighting supplier and PMG, Broadway decided to undertake the challenge of

reducing their dealership energy consumption and lower their utility costs at two locations.

PMG's Solution and Key Results

PMG worked to source and recommend energy efficient alternatives for Broadway. New lighting retrofit kits and in some areas completely new light fixtures were installed with T8 lamps. Reflectors were incorporated with these fixtures and retrofits to distribute the lighting in the most efficient manner. The electrical energy consumption for lighting was reduced by 52.4%! The investment in lighting improvements not only reduced the utility bills but greatly increased the efficiency of the lighting. In some cases more lighting was provided by utilizing fewer lamps.

Broadway is excited about the energy efficient lighting installed and hopes to continue being a leader in the industry by demonstrating ways to preserve the environment, reduce energy consumption and reduce operating costs.

Besides reducing energy consumption, with the help of PMG, Broadway deployed strategic purchasing processes also resulting in cost reductions on numerous operating expense categories, saving the dealership even more as seen below.

Additional Operating Expense Savings

Expense Category	Cost Savings
Carpet Cleaning	37%
Waste Services	51%
Uniforms and Laundry	36%
Janitorial Services	25%
Lighting Maintenance	58%
Printed Materials	33%
Credit Bureau Processing	31%