



# NADA's Energy Stewardship Initiative: Meet the ENERGY STAR Challenge



## Why Energy Stewardship?

Auto dealerships use on average more energy per square foot than a typical office building, but the good news is that significant reductions in lighting, HVAC, and other uses are possible, while maintaining or enhancing lighting quality, safety, and customer comfort. And energy stewardship makes good business sense. In fact, 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.

## NADA's Commitment to Its Members and to the Environment

ENERGY STAR is a joint program of the U.S. Environmental Protection Agency and the U.S. Department of Energy helping us all save money and protect the environment through energy efficient products and practices. NADA joined the U.S. Environmental Protection Agency's ENERGY STAR Challenge in December 2006, and in January 2007 launched the Energy Stewardship Initiative. Through this Initiative, NADA is encouraging dealerships to meet the goals of the ENERGY STAR Challenge, and to reduce their energy consumption by 10 percent or more.

## Why Participate?

Dealerships that participate in the Energy Stewardship Initiative can save money and demonstrate to their employees and customers a commitment to environmental protection through energy efficiency. Participants can take advantage of free resources from NADA and ENERGY STAR, including:

- Technical resource guides and materials.
- Energy tracking tools and training.
- Recognition for your achievements.



**CHANGE FOR THE  
BETTER WITH  
ENERGY STAR**

**BUILD A BETTER WORLD 10% AT A TIME**

Take the ENERGY STAR® Challenge and improve your building's energy efficiency by 10% or more. Be a Leader—Change our environment for the better. Visit [www.energystar.gov/challenge](http://www.energystar.gov/challenge) to learn more.



## NADA's Energy Stewardship Initiative – 4 Easy Steps to Energy Savings

Go to [www.energystar.gov/autodealers](http://www.energystar.gov/autodealers), then

### **Step 1: Join ENERGY STAR**

- Take the first step toward making your dealership more energy efficient by joining ENERGY STAR and a network of other small businesses committed to environmental protection through energy savings.

### **Step 2: Measure Your Energy Use**

- Use ENERGY STAR's Portfolio Manager tool to enter your monthly energy use and to track reductions over time.

### **Step 3: Develop and Implement a Plan**

- Use the many technical resources available from ENERGY STAR to learn about energy efficiency opportunities and to formulate and implement an action plan.
- Get a copy of NADA's "A Dealer Guide to ENERGY STAR Putting Energy into Profits" (BM31) through [www.nada.org/mecatalog](http://www.nada.org/mecatalog)

### **Step 4: Earn Recognition**

- Recognition as a leader in reducing energy consumption can send a powerful message to today's environmentally minded consumer.
- Dealerships that document energy reductions of 10 percent or more will be recognized.
- Dealerships may also apply for special NADA or ENERGY STAR awards programs.

For more information, visit [www.energystar.gov/autodealers](http://www.energystar.gov/autodealers) or contact [regulatoryaffairs@nada.org](mailto:regulatoryaffairs@nada.org).



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