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Bringing Energy Efficiency to an Auto Dealership Near You

[October 28, 2013] [Ann Arbor, MI] – Auto dealership owners from around the country will have an opportunity to learn how to reduce costs and improve profits through green technologies and services at the 2014 [National Automobile Dealer Association](#) (NADA) Convention and Expo to be held in [New Orleans, Louisiana](#) on January 24-27. Scott Ringlein, the Director of Business Development for the [Energy Alliance Group of North America](#), was 1 of 63 presenters selected to conduct workshops over the 4 day event. Scott will be joined by Chuck Golden from [Green Dealer Support](#), Andrew Lindstrom from [Cree Lighting](#) and Ryan Rodau from [GE Lighting](#) as panelists to conduct panel led workshops during the convention to share with dealers' methods to improve cash flow and profits by utilizing green initiatives.

According to NADA, auto dealerships utilize over 18% more energy than any other traditional commercial business in the United States. It is estimated that a typical dealership spends approximately 70% of their utility costs on heating, cooling and lighting alone. Of these, lighting is the largest consumption. These workshops will focus on technology solutions that can reduce a dealerships heating, cooling and lighting utility expenses by as much as 50% or more, financing options to pay for them and tax and utility incentives to reduce their costs. In addition, real world solutions and dealership case studies will be shared to highlight how significant costs savings are being achieved and the savings are utilized to pay for them without any out of pocket costs.

“Today’s lighting technologies not only offer significant utility savings, but provide exceptional lighting performance over traditional lighting”, said Scott Ringlein, Director of Business Development for The Energy Alliance Group of North America. “Yet according to the [U.S. Department of Energy](#), 80% of all lighting in the U.S. was installed before 1986 and by 2014, many of these technologies will be phased out and no longer available. Since over 500 million of these bulbs are still in service, most likely a majority of dealerships still utilize them. We are hoping that through our workshops we can address the typical questions that dealerships have about reducing their energy costs which are where do we start and how do we pay for it?”



The 2014 NADA convention will be held at the [Ernest N. Morial Convention Center](#) in New Orleans. The workshops conducted by Scott Ringlein and the other panelists will be held on the following dates and times:

- Friday , January 24, 2014 2:00pm – 3:15pm
- Sunday, January 26, 2014 10:30am – 11:45am
- Sunday, January 26, 2014 3:30pm – 4:45pm

For more information and to register for the conference, visit [NADA's conference website](#).

The Energy Alliance Group (EAG) of North America is an energy solutions company providing energy saving products, technologies and services to their customers. Taking the guess work out of an overwhelming number of potential energy saving solutions, EAG provides the most effective technologies in terms of performance and life cycle costs. No upfront capital is required for qualified customers and project costs are fully paid for through incentives and the resultant energy savings. Through its network of partners and affiliates, EAG provides a broad range of technologies and services to assist industrial and commercial customers with reducing operating costs. EAG ensures its customers the greatest energy savings and maximum return on investment by guiding them through the complexity of technology & service choices, utility and tax incentives and project financing alternatives. For more information, visit www.EnergyAllianceGroup.org or call (313) 815-1141.

The National Automobile Dealers Association, founded in 1917 and commonly referred to as NADA, represents nearly 16,000 new-car and -truck dealerships with about 32,500 franchises, both domestic and international. It is headquartered in [Tysons Corner, Virginia](#). NADA exists to provide automotive information and advocacy to three groups. Consumers are served by their NADA Guides which provide information about vehicle pricing for new, used, and classic automobiles in addition to motorcycles, boats, recreational vehicles, and manufactured homes. Related to this, the company regularly issues reports and press releases about the automotive market such as analysis of the hybrid car market. NADA also serves dealers in two ways: by following pricing trends on new and used vehicles as well as providing an advocacy association to represent dealerships before the US Congress and other government agencies. For more information, visit www.nada.org or call (703) 821-7000.

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