

Transwest

Comprehensive Multi-Location Energy Solutions Transform Operations Across Six Transwest Dealerships

CHALLENGE

Transwest, a premier recreational vehicle and truck dealership network operating across Colorado and Nebraska, faced escalating operational challenges across their six locations in Limon, Henderson, Commerce, Frontage, Sterling, and Scottsbluff.

Rising energy costs were impacting profitability, while frequent hailstorms posed significant threats to their valuable inventory—particularly their high-end RVs, motorhomes, and commercial trucks that represent millions of dollars in assets. Additionally, the growing electrification of their vehicle lineup required new infrastructure to support EV inventory management and customer demonstrations.



The Frontage location presented unique challenges, housing premium recreational vehicles and large truck-trailers that required specialized protection solutions due to their exceptional height and value. Traditional coverage options couldn't accommodate these oversized vehicles, leaving them vulnerable to weather damage and UV degradation.

SOLUTION

SitelogIQ developed a comprehensive, multi-location energy strategy that addressed each site's specific requirements while creating operational synergies across the entire Transwest network:

Specialized Solar-Integrated Hail Protection:

All six locations received custom-engineered solar canopy systems, with the Frontage location featuring specialized high-clearance structures specifically designed to accommodate luxury RVs, Class A motorhomes, and large commercial truck-trailers. These canopies provide complete protection from hail, UV damage, and weather-related depreciation while generating substantial clean energy.

Strategic EV Charging Infrastructure:

Four locations (Limon, Frontage, Storage, and Scottsbluff) were equipped with on-site Electric Vehicle Supply Equipment (EVSE), enabling Transwest to charge their expanding electric vehicle inventory directly on-site. This eliminates the logistical challenges and costs associated with off-site charging while ensuring vehicles are always customer-ready for demonstrations and delivery.

Intelligent Energy Management Systems:

Five locations received advanced Elexity HVAC smart controls that continuously monitor and optimize energy consumption. These systems automatically adjust to weather conditions, occupancy patterns, and operational schedules, significantly reducing demand charges and maximizing the efficiency of each facility.

Comprehensive LED Lighting Upgrades:

Modern LED lighting systems were implemented across all locations, dramatically reducing energy consumption while enhancing visibility and security for both inventory and customers. The improved lighting creates showroom-quality illumination for outdoor displays, making vehicles more appealing to potential buyers.



ADDITIONAL ADVANTAGES

- **Premium RV Protection Expertise:**
  The Frontage location's custom-engineered canopies represent a breakthrough in recreational vehicle protection. These specialized structures accommodate vehicles up to 13.5 feet in height and provide comprehensive coverage for inventory worth millions of dollars. This level of protection was previously unavailable in the market, positioning Transwest as an industry leader in inventory preservation.
- **Tax Credit Maximization Strategy:**
  The project implementation was strategically timed to capture maximum federal tax credits and bonus depreciation opportunities before their scheduled reduction. This timing optimization significantly enhanced the project's return on investment and accelerated payback periods across all locations.
- **Integrated Fleet Management Solution:**
  The on-site EV charging capabilities create a comprehensive fleet management system, allowing Transwest to maintain, charge, and prepare electric vehicles without external dependencies. This integration reduces operational complexity while ensuring optimal vehicle presentation to customers.
- **Multi-Location Energy Optimization:**
  The Elexity control systems provide centralized monitoring and optimization across multiple locations, enabling corporate-level energy management and identifying opportunities for further efficiency improvements.
- **Enhanced Customer Experience:**
  Covered parking areas provide customers with comfortable browsing conditions regardless of weather, while improved LED lighting creates an enhanced showroom-quality environment that showcases vehicles in their best light, potentially increasing sales conversion rates.

STRATEGIC CONSULTING AND IMPLEMENTATION

Holistic Energy Assessment: SitelogIQ began with comprehensive energy consulting services, analyzing each location's unique requirements, utility rate structures, and operational patterns. This analysis revealed opportunities for integrated solutions that maximized savings beyond initial hail protection objectives.

Coordinated Multi-Site Implementation: Managing six simultaneous installations required sophisticated project coordination and scheduling. SitelogIQ served as the primary Engineering, Procurement, and Construction (EPC) partner, providing streamlined project management that minimized disruption to ongoing business operations.

Utility Partnership Navigation: Each location required different utility coordination and incentive program navigation. SitelogIQ's expertise in local utility partnerships ensured optimal rate structures and available incentives were captured across all sites.



KEY BENEFITS ACHIEVED

- **Comprehensive Risk Mitigation:** The solar-integrated hail canopies virtually eliminate weather-related inventory damage, particularly crucial for high-value RV inventory. This risk reduction has resulted in improved insurance terms and reduced premiums across all protected locations.
- **Substantial Energy Independence:** The combined solar installations across six locations provide significant energy independence, protecting against utility rate increases while generating substantial cost savings through net metering and demand charge reduction.
- **Future-Ready Infrastructure:** EV charging capabilities position Transwest ahead of industry electrification trends, enabling them to support growing electric vehicle inventory while reducing operational complexities and external charging costs.
- **Operational Synergies:** The consistent energy infrastructure across multiple locations creates operational efficiencies, simplified maintenance protocols, and centralized energy management capabilities.
- **Environmental Leadership:** The comprehensive sustainability approach demonstrates environmental leadership in the automotive retail space, potentially attracting eco-conscious customers and supporting corporate sustainability goals.

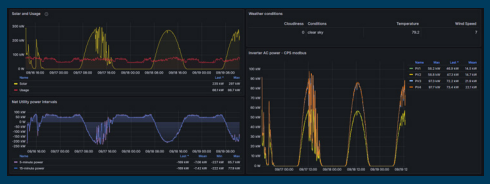
AUTODASH®

Custom energy dashboards provide real-time monitoring and performance analytics across all six Transwest locations, enabling centralized energy management, performance optimization, and detailed reporting for corporate oversight and decision-making.

Public Dashboard that can be shown in the lobby.



Manager's screen for staff viewing with high level summaries



KEY TAKEAWAYS

Multi-Location Strategy Advantages:
Implementing coordinated energy solutions across multiple locations creates operational synergies, bulk purchasing advantages, and simplified management while maximizing return on investment.

Industry-Specific Innovation:
Custom canopy designs for oversized RV inventory demonstrate the value of specialized protection systems tailored to unique industry requirements, creating competitive advantages through superior inventory preservation.

Strategic Timing Benefits:
Capturing federal tax credits and incentive programs before their reduction significantly improved project economics, highlighting the importance of strategic implementation timing.

Integrated Systems Approach:
Combining solar generation, smart controls, EV infrastructure, and LED efficiency creates a comprehensive energy ecosystem that addresses multiple operational challenges while maximizing cumulative benefits.

Future-Proofing Investment:
By implementing advanced energy management and EV charging infrastructure, Transwest has positioned their operations to adapt to evolving industry trends, regulatory requirements, and customer expectations.

Risk-Reward Optimization:
The comprehensive protection and energy generation systems provide both immediate operational benefits and long-term asset protection, creating a compelling business case that extends beyond simple energy savings.