

Christopher Dodge

Expansive solar-integrated hail coverage transforms into a comprehensive solution at Christopher's Dodge

CHALLENGE

Located in the scenic foothills of Colorado's Front Range, Christopher's Dodge auto dealership faces a costly seasonal challenge. Summer thunderstorms frequently bring damaging hail that batters the dealership's inventory. These weather events have led to escalating insurance claims and steadily rising premiums. Concerned about the impact on operating costs, the owner began investigating preventative solutions that could protect their vehicles and stabilize insurance expenses.



SOLUTION

After consulting with SitelogIQ, Christopher's Dodge implemented a multi-faceted solution addressing hail damage prevention while enhancing sustainability including:

Multi-purpose Hail Protection & Solar Production: The dealership invested in an expansive 500kW solar-integrated hail canopy system that protects over 550 parking spaces. This strategic installation shields valuable inventory from costly hail damage while simultaneously generating renewable energy. Beyond the primary benefits, the canopies offer customers a more comfortable shopping experience by providing shade from Colorado's intense sun.

Intelligent Energy Management: To optimize operational efficiency, advanced HVAC controls were integrated to reduce demand charges and lower monthly utility costs.

Top Tier LED Lighting: The customer experience was transformed by replacing outdated lighting fixtures with premium LED systems beneath the front canopies. This upgrade not only created showroom-quality illumination to showcase vehicles in their best light, but also significantly reduced energy consumption and maintenance requirements while delivering superior brightness and color rendering.



ADDITIONAL ADVANTAGES

✓ **Major Insurance Cost Reduction:**

After implementing the protective canopy system, Christopher's Dodge transformed its risk profile with insurance providers. By virtually eliminating hail damage exposure to inventory that is parked beneath the canopies, the dealership qualified for substantially reduced premiums and more favorable deductible terms, resulting in immediate and long-term cost savings.

✓ **Environmental Benefits:**

The canopies were equipped with bifacial solar panels, generating clean energy and reducing reliance on traditional power sources.

✓ **Energy Consulting and Holistic Approach:**

SitelogIQ began with consulting services to analyze the location for hail protection but expanded to include all possible solutions to improve savings. With their expertise, they provided expert insight into multiple energy solutions incorporating state and federal funding assistance to reduce the financial burden of expanding the project. SitelogIQ then served as the Engineering, Procurement, and Construction (EPC) partner providing key partnerships and project management services to fast track the complicated and expansive installation.

STRATEGIC CONSULTING LEADS TO ADDITIONAL IMPLEMENTATION

Consulting Intervention: When Christopher's Dodge was presented with a proposal from a manufacturer-recommended vendor for EV charging infrastructure, they sought SitelogiQ's expertise for evaluation. Our assessment uncovered critical deficiencies in the original proposal:

- *The vendor lacked understanding of local utility incentive programs*
- *The proposed rate structure was inappropriate for the dealership's usage patterns*
- *These oversights would have resulted in unnecessary expenditures of \$200,000-300,000*

Value-Added Solution: SitelogiQ developed an alternative proposal that:

- *Leveraged available utility infrastructure at no cost to the dealership*
- *Implemented the correct rate structure for the dealership's specific needs*
- *Delivered a cost-effective solution without compromising quality or functionality*



EV Infrastructure Installation: Recognizing the significant cost savings and expert guidance, Christopher's Dodge commissioned SitelogiQ to install two i Level 2 chargers and one Level 3 fast charger specifically for maintaining their EV inventory and supporting their service bay.

This implementation not only prepared the dealership for the growing electric vehicle market but did so at a fraction of the originally proposed cost. The EV chargers, powered by the dealership's own solar canopy system, created a truly sustainable charging solution with minimal operating expenses. **This integrated approach demonstrated SitelogiQ's commitment to customer-focused solutions that maximize existing investments rather than unnecessarily expanding project scope.**



SitelogiQ has saved us thousands with the solar integrated hail canopies and EV Chargers. After installation our insurance premiums decreased by 50% the first year and didn't increase the following year, the agents had never seen that before. These projects have already paid for themselves in just a few short years.

Darrin Hall
Christopher Dodge

KEY TAKEAWAYS

▶ **Risk Reduction:**

By installing the hail protection canopies, the dealership significantly lowered their risk profile with insurance providers, resulting in reduced premiums and deductibles.

▶ **Dual-Purpose Infrastructure:**

The solar-integrated canopy system serves multiple functions - protecting inventory from hail damage while generating renewable energy for operational use.

▶ **Enhanced Customer Experience:**

The combination of shade coverage and upgraded LED lighting creates a more comfortable and visually appealing environment for customers browsing vehicles.

▶ **Operational Cost Savings:**

Between insurance savings, reduced energy consumption from LED upgrades, and HVAC control improvements, the dealership has lowered its ongoing operational expenses.

▶ **Future-Ready Positioning:**

The EV charging infrastructure prepares the dealership for the growing electric vehicle market, supporting both inventory management and customer needs.

▶ **Sustainability Leadership:**

The comprehensive approach demonstrates environmental leadership in the automotive retail space, potentially attracting eco-conscious customers.

▶ **Strategic Partnership Value:**

Working with SitelogIQ as a consulting and implementation partner provided expertise that maximized the return on investment across multiple systems.

