

Gene Steffy CDJR

*Solar-Integrated Hail Protection
Brings Clean Energy and Asset
Protection to Fremont, Nebraska.*



CHALLENGE

Gene Steffy Chrysler Dodge Jeep Ram, a trusted automotive dealer serving Fremont, Nebraska and the surrounding community, faced a costly lesson in the unpredictability of Great Plains weather.

After sustaining a significant inventory loss from a hailstorm in July 2025, the dealership needed a comprehensive solution that would protect its vehicle inventory from future hail events while also addressing rising energy costs.

Located along the growing corridor between Lincoln and Omaha, Gene Steffy's lot is exposed to the severe weather patterns common to Eastern Nebraska — patterns that put high-value inventory at risk every storm season. The dealership needed a partner who could deliver durable, large-scale protection without compromising the flow and accessibility of its lot.



SOLUTION

SitelogIQ, in partnership with Vehicle Protection Structures (VPS), designed and installed a 141 kW DC solar-integrated hail protection canopy system across the Gene Steffy CDJR lot — engineered to protect inventory, generate clean energy, and complement the dealership's layout and landscaping.

Custom-Engineered Canopy Design:

The system consists of five canopy structures. One signature structure features a custom curved design comprising seven sections at varying azimuths, engineered to follow the natural flow of the road and surrounding landscaping. The remaining four structures are traditional canopies set at a 90-degree azimuth, providing efficient, high-density coverage across the rest of the lot.

Bifacial Solar Generation:

The canopy system is outfitted with 248 bifacial solar panels connected to three inverters, generating clean, renewable electricity that directly offsets the dealership's energy consumption while providing complete overhead protection from hail, UV exposure, and weather-related depreciation.



Intelligent Energy Management System:

This site is equipped with Elexity smart energy management, enabling real-time monitoring and optimization of the system's performance and the dealership's energy use. 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:

Modern LED lighting is integrated into the VPS canopy structures, illuminating the protected inventory and creating a showroom-quality environment for evening browsing and vehicle presentation.

ADDITIONAL ADVANTAGES

✓ **Hail Protection That Pays for Itself:**

Comparable SitelogIQ and VPS solar-integrated canopy installations at Colorado dealerships have delivered insurance premium reductions of 50–70%, alongside significant energy cost savings — a track record now extending to the Gene Steffy installation.

✓ **Tax-Advantaged Investment:**

Between the Federal Investment Tax Credit (ITC), accelerated depreciation, energy savings, and reduced insurance costs, the system is positioned to deliver a strong return on investment over its operating life.

✓ **Enhanced Customer Experience:**

Covered parking provides shade and weather protection across the lot, creating a more comfortable browsing and shopping environment for customers regardless of conditions. Integrated LED lighting beneath the canopies extends this experience into the evening, enhancing visibility, security, and showroom-quality presentation of inventory.

✓ **Site-Specific Engineering:**

Rather than a one-size-fits-all layout, the canopy system was designed around the dealership's existing landscaping and traffic flow — most notably the curved, multi-azimuth structure that follows the contour of the road, demonstrating SitelogIQ's ability to adapt proven canopy technology to the unique geometry of each site.



EXPANDING SITELOGIQ'S FOOTPRINT IN NEBRASKA

The Gene Steffy CDJR installation marks SitelogIQ's second solar-integrated hail protection canopy project in Nebraska, and its first in the Omaha metropolitan area. Following earlier success elsewhere in the state, this project establishes SitelogIQ's presence in the Fremont community and positions the company to serve the growing corridor between Lincoln and Omaha — a region where severe weather patterns create strong demand for solar-integrated hail protection.

"We're excited about this transformative project and expanding our presence in Eastern Nebraska," said Diane Dandeneau of SitelogIQ. "Following our successful work elsewhere in the state, Gene Steffy Chrysler CDJR represents our entry into the Omaha metropolitan area and the Fremont community. They're exactly the type of forward-thinking dealer partner we seek — one committed to protecting their inventory, reducing operational costs, and demonstrating environmental leadership."

"We had a large loss in July 2025," said Ken Voorhies of Gene Steffy Chrysler CDJR.

"Partnering with VPS and SitelogIQ allows us to address this challenge while also generating our own clean energy. It's a win-win for our dealership, our customers, and our community."

KEY TAKEAWAYS

- **Protection That Follows the Property:**
Custom canopy geometry — including a curved, multi-azimuth structure — shows that solar-integrated hail protection can be tailored to a dealership's existing landscaping and traffic flow rather than forcing a generic layout.
- **Proven Results, New Markets:**
A track record of 50–70% insurance premium reductions at comparable Colorado installations gives Nebraska dealers confidence in the financial and protective value of solar-integrated canopies.
- **Regional Expansion:**
As SitelogIQ's second Nebraska installation and first in the Omaha/Eastern Nebraska region, the Gene Steffy project establishes a foothold for serving the Lincoln-Omaha corridor and the broader Great Plains.
- **Integrated Energy Intelligence:**
Combining bifacial solar generation with Elexity energy management gives the dealership ongoing visibility into system performance and energy savings.
- **Day-to-Night Value:**
Integrated LED lighting under the canopies extends the system's benefits beyond daytime energy generation and hail protection, improving visibility, security, and curb appeal after dark.
- **Turning Risk into Opportunity:**
A costly hail loss became the catalyst for a long-term investment that protects inventory, generates clean energy, and strengthens the dealership's standing as an environmental leader in the Fremont community.

