

# LaFontaine



With the help of DTE's Energy Efficiency Program for Business and their contractor Keen Technical Solutions, the LaFontaine Automotive Group was able to receive over \$75,000 in incentives for their recent comprehensive lighting and controls upgrades resulting in annual savings of over \$150,000.

"Going green isn't just the best way to go, it's the only way to go."

- Ryan LaFontaine, COO of the LaFontaine Automotive Group

## Case study

Founded in 1980 by Michael Sr. and Maureen LaFontaine, the award winning and nationally recognized LaFontaine Automotive Group includes 34 retail franchises and 5 collision centers. The Group has over 1,300 employees with a mission to personalize the automotive experience by building lifelong relationships that connect families and strengthen the community.

The LaFontaine Automotive Group is also committed to the environment and energy efficiency as seen in their recent dealership lighting and controls retrofits. These projects saved both energy and money while taking advantage of low-interest financing available through Michigan Saves to help finance the upfront investment.

This project was a win-win-win and a great example of how smart an investment in energy efficiency can be! On the reverse side you will find additional details of the technologies used and energy savings achieved.

**"DTE project incentives and MI Saves 0% and 2.99% equipment lease options were great selling tools when closing the deal."**

- Keen Technical Solutions

# DTE

Energy Efficiency Program for Business

# Project summary

In total, the LaFontaine Automotive Group applied for prescriptive and custom lighting measures at 15 separate locations. The company partnered with Michigan Saves to help with financing and Keen Technical Solutions to complete the work. The total annual energy savings amounted to \$154,000 by installing LED pole-mounted fixtures with occupancy & daylight sensors, LED wall packs with photocells, and advanced wireless systems.



# DTE

## Energy savings summary

The energy savings results of these measures are summarized as follows:

Measure description	kWh savings	Calculated incentives
Ext/Garage HID <8760hrs, LED replacing 150W to < 250W HID	17,600	\$900
Ext/Garage HID <8760hrs, LED replacing 250W to 500W HID	138,588	\$7,360
Ext/Garage HID <8760hrs, LED replacing > 500W HID	182,868	\$9,860
Exterior LED Lighting BI-level Controls	176,771	\$8,975
Garage LED Lighting BI-level Controls	2,452	\$120
Exterior LPD (All measures)	80,903	\$3,746
Electric - Exterior Lighting: Lighting - Exterior	881,041	\$44,052
Electric - Exterior Lighting: Lighting - Interior	55,608	\$2,780
<b>Total</b>	<b>1,535,835</b>	<b>\$77,793</b>

## About our program

The DTE Energy Efficiency Program for Business offers a comprehensive set of incentives for both electric and natural gas users designed to help you invest in energy efficient technologies. Here are three ways to save:

### Prescriptive

Prescriptive incentives are available for many common energy efficiency measures and typically average 20% to 50% of the incremental cost of the equipment or services provided. Incentives are based on predetermined energy savings.

### Custom

Custom incentives are offered for capital investment projects that are not eligible for a prescriptive incentive. Incentives are determined on a case-by-case basis and are paid per unit energy saved. Custom incentives are capped at 50% of project costs.

### New construction

New construction/major renovation incentives are available for new facilities, the renovation of existing facilities or a change of use project, such as converting a warehouse into an office complex. Incentives also are available for adding load.

\*Funds will be awarded on a first-come, first-served basis; program based on availability of funding and may end at any time; certain other conditions apply

## Contact us

phone: **866.796.0512** (option 3)  
email: **saveenergy@dteenergy.com**

web: **dteenergy.com.com/savenow**  
fax: **313.664.1950**