



SUSTAINABILITY

www.gmsustainability.com

Scope of Sustainability Webinar Opportunity

- Provide Dealers with GM Sustainability Messaging
- Educate Chevy Dealers on techniques to reduce energy / operating costs of their facilities
- Help Dealers align their efficient building with ecologic products
- Highlight Dealership energy efficient operations, and/or green certifications in future GM Sustainability Reports



Why is this important?



- Promote Chevrolet Sustainability commitment
 - Green customers support Green businesses
 - They relate to businesses with green friendly buildings: efficient/natural lighting, comfortable temperatures in showrooms, renewable energy installations and sustainability practices.
 - Green promotions will entice interested / like customers
 - Dealerships with Green showrooms, in addition to their high efficiency and electric vehicles, benefit from a customers recognition of joint commitment to GM's Sustainability messaging when they walk in the door

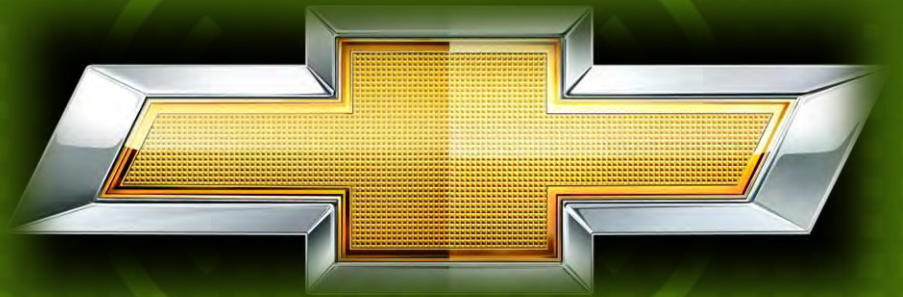
Why is this important?



- Lower dealership energy usage / operating cost
 - Energy efficient showrooms equates to higher profits
 - Lower energy use increases building asset life expectancy as well as lowers maintenance cost and increases overall value
 - Green Dealerships build a strong and profitable brand within local communities

Chevrolet Dealership Webinar Program

- GM Corporate Sustainability Messaging
- Leveraging Energy Efficiency
- Chevrolet Dealership Case Study Video
- Products and Solutions
- Energy Star Survey
- Follow up resources



Definition of Sustainability

The implementation of the three pillars of sustainable development:

People : consequences on employees, clients, suppliers, local communities

Planet : analysis of the impacts of companies and their products

Profit : financial performance, but also ability to contribute to economic development

Sustainability is an approach that examines environmental and social impacts in addition to economic impact.



SUSTAINABILITY

2012 CHEVROLET SONIC

ecologic Features	Consumer Benefit
Public Community Recycling Credits Chevrolet Sonic is made from 100% recycled steel and 100% recycled plastic. The original injection-molded plastic from our engine is made by GM. This is a first in the industry. It's a first because it's the only car in the world that's made from 100% recycled plastic.	Recycling credits are a valuable asset for GM. They help us reduce our carbon footprint and improve our environmental performance. This is a first in the industry. It's a first because it's the only car in the world that's made from 100% recycled plastic.
SPRINT™ LIGHT™ POWERED 100% EFFICIENT Sonic's 100% efficient Sprint™ Light™ engine is the most efficient in its class. It offers the industry's lowest 20% of its emissions.	100% efficient means you'll get more miles per gallon. This is a first in the industry. It's a first because it's the only car in the world that's made from 100% recycled plastic.
RECYCLING & SUSTAINABLE SOURCING Sonic is made from 100% recycled steel and 100% recycled plastic. This is a first in the industry. It's a first because it's the only car in the world that's made from 100% recycled plastic.	Recycling and sustainable sourcing help us reduce our carbon footprint and improve our environmental performance. This is a first in the industry. It's a first because it's the only car in the world that's made from 100% recycled plastic.

Check to see if you qualify for incentives available in the United States.

GreenCheckmark logo

Waste Reduction

90% of worldwide recycled waste generates \$2.5 billion in revenue through various recycling activities.



- Total global waste reduction of **43%** since 2000
- Non-recycled waste reduced by **73%** since 2000
- More than **2.6 million** tons of materials recycled in 2011

Landfill-Free Facilities

102 GM Manufacturing Facilities
Are Landfill-Free



96% of Waste is
Recycled or Reused

A collage of various recycled materials. In the top left, there are several clear plastic bottles. Below them are stacks of denim fabric. A diagonal strip of brown woven fabric runs across the middle. To the right, there are stacks of grey circular filter components, some with the text "PREFERRED FILTER RECYCLING" and a phone number "588-774-4014". In the bottom left, there are several black tires. In the bottom right, there is a pile of dark grey granular material. The entire image has a blue gradient background.

GREEN MATERIALS & RECYCLING

Green and Recycled Materials

- Kenaf fiber in the headliner substrate for reinforcement
 - Renewable, mass effective, superior sound absorption
- Recycled denim and carpet in acoustic insulators
- Recycled plastics from drink and water bottles in grille frame



Green and Recycled Materials



Buick LaCrosse

Recycled Cardboard
Used in Headliner

Chevrolet Corvette

Balsa Wood Used
in Floor Panel



Gulf Oil Booms Find New Life in



Chevrolet
Installs Parts in
the Volt

- Prevented 227 miles of boom from entering landfills
- Prevented 29,000 gallons of oil/water from entering landfills



**Mobile Fluid
Recovery**

Extracts Oil and
Wastewater



GDC Inc.
Produces Volt
Components



**Heritage
Environmental**
Collects Booms

- 212,500 lbs of waste eliminated
- 149 tons of CO2 equivalent emissions eliminated

GM - EPA Energy Star Partner of the Year

Recognized for outstanding performance in driving energy efficiency and GHG emissions Reductions



30 GM plants met EPA's Challenge for Industry

- Equivalent to emissions from powering 97,000 homes
- Avoiding \$50M in energy costs


Solar Power –

Largest Automotive user of solar power in the world

The world's 3rd & 4th largest industrial rooftop solar installation



GM Sustainability Report 2020 Commitments

- Energy Usage 20%
 - Carbon Footprint 20%
 - Water Consumption 15%
 - Total Waste 10%
 - VOC Emissions 10%
 - Promote Renewable Energy 125 MW
 - Promote Landfill Free Status 100 Facilities
 - Promote Wildlife Habitat All Facilities
 - Promote Outreach 1 / Facility / Yr
- 



Leverage Energy Efficiency

GM

- Corporate Sustainability Report
- Greening of Manufacturing Operations and Facilities

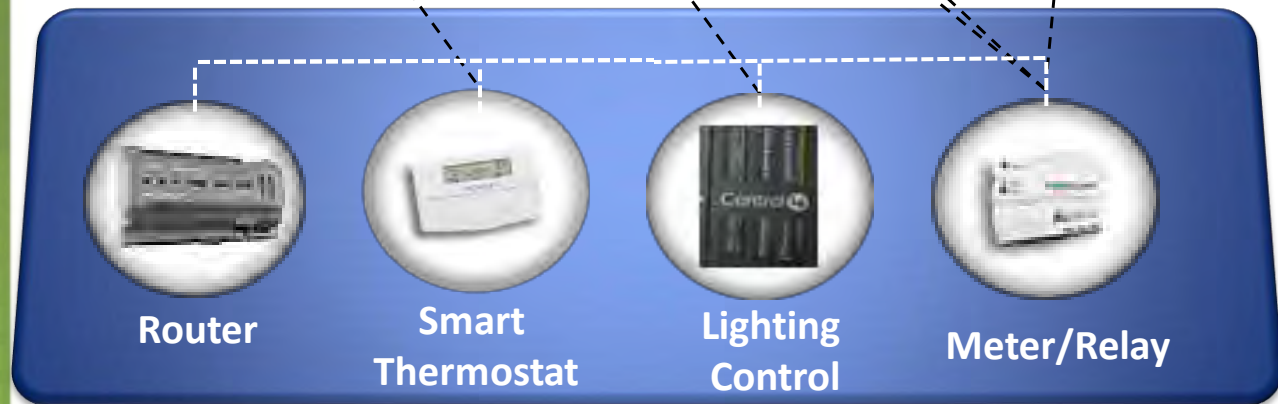
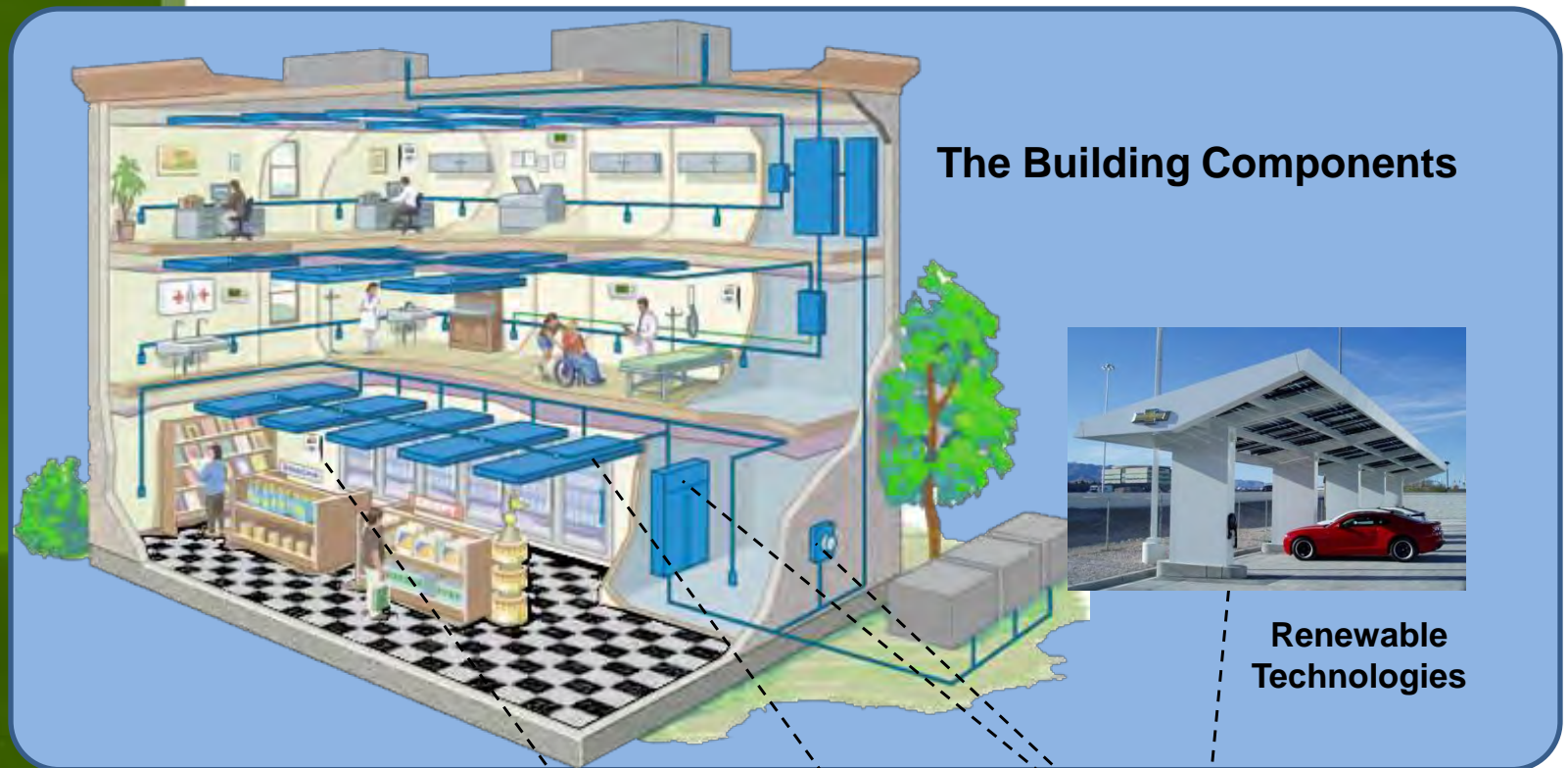
Dealerships

- Engage Energy Efficient Building Criteria through upgrades in conjunction with Image Program
- Energy Star Certification for Dealerships will be available

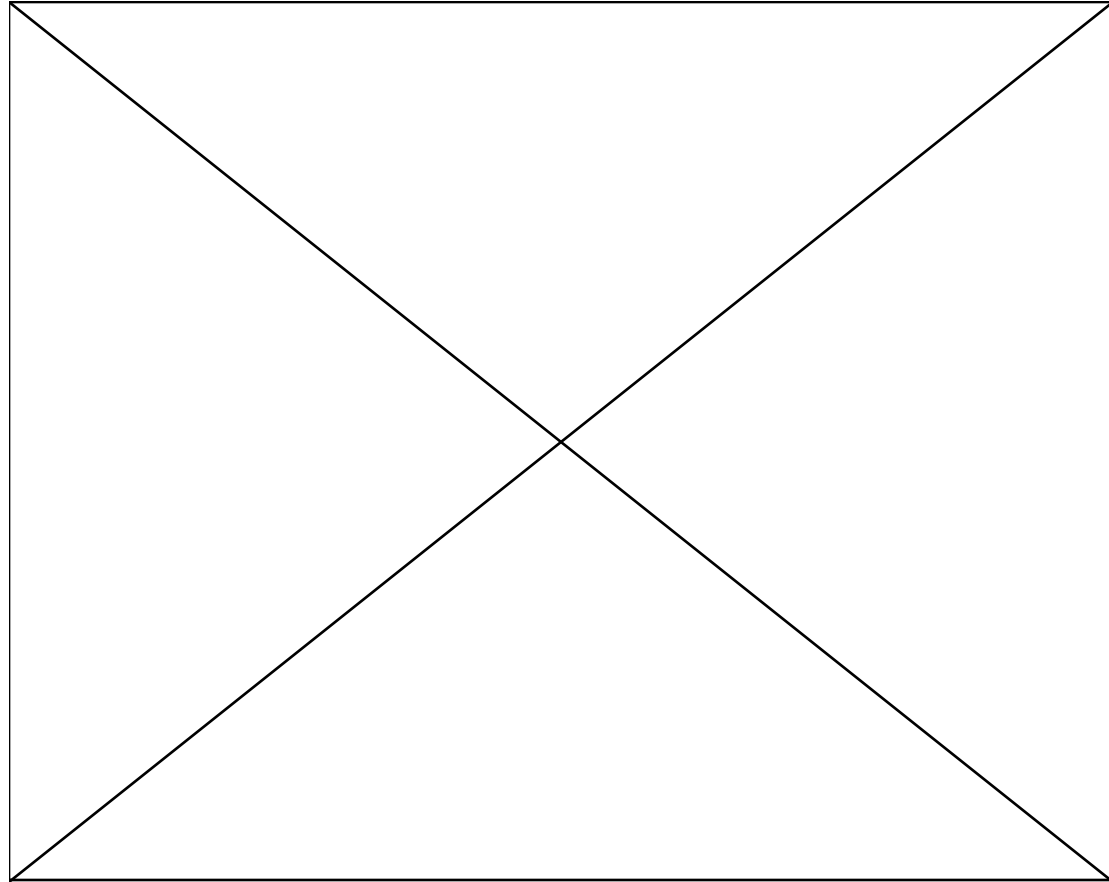
Products and Customers

- Rollout of Fuel Efficient Vehicles for Customers
- Increasing Fuel Costs
- Increasing market awareness of importance of Energy Efficiency and Sustainability Initiatives

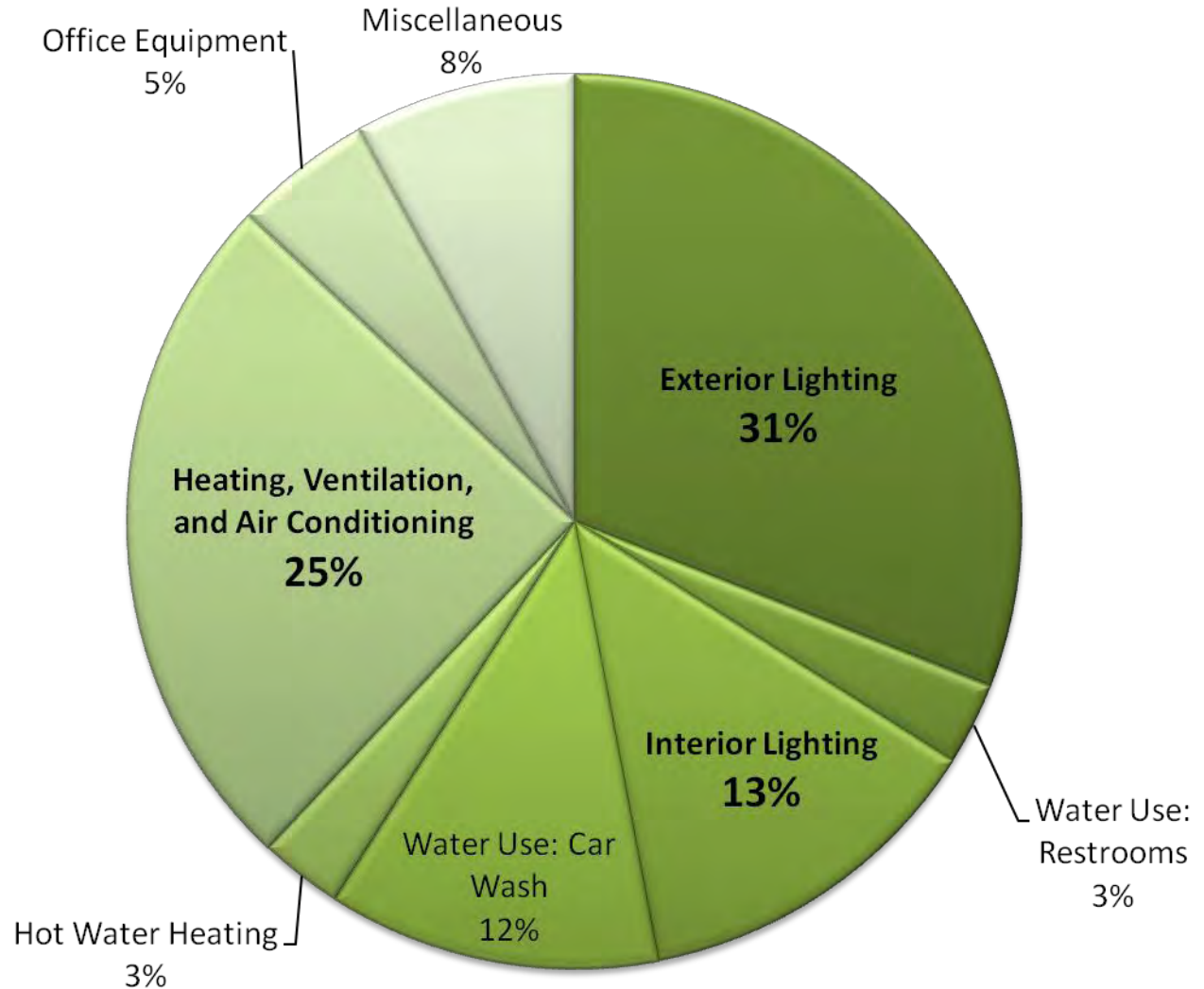
Energy Management System Components



Chevrolet Dealership Case Study Video



Auto Dealer Energy Breakdown*



*Based on Detroit Edison Utility Company Report

70% of Energy Use is in HVAC & Lighting systems

44% of energy consumed is during hours the dealership is closed

Energy Reduction Techniques

Fluorescent, or LED interior lighting

Energy Management System with Daylight Harvesting Capabilities, Occupancy Sensors

Energy Efficient Exterior Lighting

Energy Recovery Ventilator (ERV), and 90+ Efficiency HVAC for Mechanical Equipment

Energy Efficient Glazing, R-40 Roof Insulation, Foam Insulated Concrete Block

Geothermal, Renewable Energy Production

What is Daylighting? *Taking advantage of natural light !!*

The practice of placing skylights so natural light can meet your internal lighting requirements, allowing fixtures to be shut off and reducing your electric bill.

Suntracking Skylights track, capture and drive sunlight indoors!



Lights On
No Lighting Controls



Lights On
With Lighting Controls



Lights **OFF!**
With Lighting Controls

Suntracker Skylight Benefits

Save Energy
Dollars by
20% to 30%!



Ciralight Suntracker Skylight



Dealership Suntracker Installation

- Reduce energy usage during peak hours, which are typically higher rates
- Reduce A/C and maintenance costs associated with traditional lights and skylights
- Receive Federal, State or Local Tax credits, plus incentives for using a 'Green Product' from Utility Companies.



Energy Star Certification

New Opportunity for Automotive Dealers

Current eligible industries:

- ✓ Auto Assembly
- ✓ Cement
- ✓ Food Processing
- ✓ Glass Manufacturing
- ✓ Petroleum Refining
- ✓ Pharmaceuticals
- ✓ Wet Corn Milling
- ✓ Dairy
- ✓ **EPA Standards for Auto Dealerships are currently being established**





Energy Star Certification

New Opportunity for Automotive Dealers

- Obtaining the Data required to create an Energy Star Label for Dealers
- Energy Star's on-line Survey Form is being simplified and prepared for distribution in 2013
- Provides immediate consumer recognition
- Brand Leader opportunity for Chevrolet



What do I do next?

- Make a commitment to be energy efficient
 - Share this engagement with customers
- Set goals and start planning to get there
 - Incorporate into Facility Image Program updates
- Consider EMS and lighting upgrades when designing new or modifying facilities
- Work with the GM Sustainability team for Sustainability Messaging ideas
- Participate in development of Auto Dealer Energy Star certification criteria & strive to achieve Energy Star compliance

Follow-up Resources

- **ECO Green Energy**

www.eco-green-energy.com

email: jmv@eco-green-energy.com

phone: (800)881-6925



- **Bloom General Contracting**

www.BloomGC.com

email: josh@BloomGC.com

phone: (313) 532-8860



- **Grid Navigator EMS & Lighting**

www.GridNavigator.com

email : info@GridNavigator.com

phone: (866) 654-8007

