

CASE STUDY

# Fitzgerald Auto Malls



SAVINGS BY THE NUMBERS

**\$68,958**

Total incentives

**265,985**

Annual kWh savings

**\$17,156**

Estimated annual savings

**3 years**

Estimated payback period

## THE OPPORTUNITY

Located in Frederick County, Maryland, Fitzgerald Auto Malls is committed to establishing and maintaining an Environmental Management System (EMS) that goes beyond simply meeting environmental laws and regulations but extends to everyday practices and business decisions.

Fitzgerald recognizes the ways that their business impacts our environment, from major recycling efforts to energy consumption, and feels this sets them apart from the competition. So, when they were considering making energy-efficient upgrades to their facility, Potomac Edison stepped in to help them fulfill their environmental commitment.

## THE PROJECT

Watt Watchers, Inc. has been working with Fitzgerald for years, and President Gary Perno makes it a point to keep himself educated about energy efficiency programs, which he then passes on to his customers and advises them on how to make the best-informed decisions regarding upgrades. Electricity costs are on the rise, so energy-efficient LED lighting upgrades were performed on both interior and exterior lighting fixtures. Brighter LEDs resulted in an overall reduction of fixtures due to more strategic placement.

## THE RESULTS

The upgrades resulted in brighter lighting, which enhanced customer comfort and safety, especially in the evening and after business hours. The service technicians in the shops and parts offices enjoy the benefit and increased productivity of a well-lit environment. In addition, members of the local police force have admitted that they like to sit on the Fitzgerald lot at night to complete their paperwork because it has the best lighting in the area!

### Questions?

Visit [enregysaveMD-business.com](http://enregysaveMD-business.com) or call us at 855-801-5803 to learn how your business or organization can save.

EmPOWER Maryland programs are funded by a charge on your energy bill. EmPOWER programs can help you reduce your energy consumption and save you money. To learn more about EmPOWER and how you can participate, go to [www.enregysaveMD.com](http://www.enregysaveMD.com).



## ENERGY EQUIVALENCIES



**7,144**

Incandescent lamps switched to LEDs



**23,983,991**

Number of smartphones that could be charged



**22**

Average Maryland homes' energy use for one year

Source: U.S. Environmental Protection Agency

“Improving the efficiency of our facilities, allows us to not only save energy but improve the environment of the people who work there, and the customers who come to shop.”

Dave Marcoux, Corporate Manager  
Fitzgerald Auto Malls