



Media Contact
Lesley Ford
Lesley@theprboutique.com
512.363.5160

Freedom Solar Installs Solar Arrays at Three Boggus Auto Group Dealerships in the Rio Grande Valley

Boggus Automotive Group is Leading the Way Among South Texas Automotive Dealerships with Investment in On-Site Power Generation

AUSTIN, TEXAS—February 7, 2022. Texas-based Freedom Solar, one of the leading turnkey solar energy installers in Texas and nationwide with operations in eight other states, today said it has contracted with Boggus Auto Group to install solar arrays at its three Rio Grande Valley dealerships — Boggus Ford-McAllen, Boggus Lincoln-McAllen and Boggus Ford-Harlingen.

“The Boggus Auto Group has long been the leading dealer in the Rio Grande Valley and is highly respected for its professionalism, integrity and exceptional customer service,” said Freedom Solar CEO Bret Biggart. “Now, the Boggus family is setting a new standard among South Texas automotive dealerships by investing in on-site power generation. Freedom Solar is proud to partner with them in making their business more energy-efficient and sustainable.”

“We couldn’t be happier with our decision,” said Boggus Auto Group Founder and Owner Bob Boggus. “Freedom completed the first installation at Boggus Ford-Harlingen in December 2021, and it is up and running beautifully. They will install the solar arrays at our two McAllen dealerships in March. As far as we know, ours are the first dealerships in either city to go solar and we are proud to be leading the way within the Rio Grande Valley.”

Freedom installed a solar array capable of producing 499.95 kilowatts (kW) of on-site power at Boggus Ford-Harlingen, capable of offsetting 61% of the dealership’s energy costs. The Boggus Ford-McAllen system will produce 443.52 kW, offsetting 62% of its energy costs, and the 154.4 kW installation at Boggus Lincoln-McAllen will offset approximately 54% of the dealership’s energy expense.

Businesses of all kinds are turning to solar power due to its increasing affordability, but none more so than the automotive industry. According to the National Automobile Dealers Association (NADA), energy costs can be a dealership’s third-highest overhead operating expense due to long operating hours and energy-intensive showrooms and lots. Further, dealers nationwide report rising electric costs from utility companies, particularly in areas already prone to brownouts and blackouts from high power demand. For these reasons, many dealerships are turning to solar to mitigate their high energy expenditures and ensure electricity reliability. Switching to solar power also demonstrates the dealership’s commitment to environmental sustainability, which is appreciated by an increasingly large segment of the public.

Keenly aware of this trend, Freedom Solar is specifically targeting the automotive industry, reaching out to dealers nationwide to advise them on the tremendous positive impacts solar can have on their businesses. In 2020, Freedom hired former SunPower® National Auto Industry Manager Ryan Ferrero, the previous long-time owner of a domestic and import dealership, to create profitable, sustainable solutions for its automotive dealer customers. SunPower® is the highest-quality, most efficient solar panel on the market today, and Freedom Solar is the only SunPower® Master Dealer in Texas.

Boggus said several factors played into the decision to move forward with the conversion to on-site power generation at its dealerships: lucrative financial local and federal incentives, the testimony of dealers in other parts of the state who have already transitioned, and the fact that each of Boggus' three dealerships has ample roof area to accommodate solar arrays powerful enough to offset a large percentage of their energy costs. The Boggus family chose Freedom Solar as their solar contractor after a July 2021 presentation by Ryan Ferrero to the Texas Dealer Academy, a group of about 25 entrepreneurial dealers that meets several times each year.

"Ryan is a former auto dealer; he knows the business, and he clearly knows solar," said Boggus. "We already knew Freedom Solar has a stellar reputation, and that presentation just cinched it. Ryan gave us the confidence to make a definite plan and follow through."

Going solar is a proposition with no downside for auto dealers, especially considering the extremely strong incentives available to new solar users. Since 2020, the federal solar investment tax credit (ITC) has been a big factor in the decisions of many of Freedom's customers to go solar. As part of a broad initiative to make renewable energy like solar an attractive alternative to traditional electric power, Congress has extended the 26% solar tax credit through 2022; in 2023, it will drop to 22%.

Many of the dealerships Freedom has worked with are early movers of electric vehicles, and that is certainly true of Boggus Auto Group, which is bullish about EV technology and Ford's embracing it. They view solar as part of their EV infrastructure and have transitioned to a new paradigm in which it no longer makes sense to get all their electricity from the grid – especially when charging their inventories of new electric Fords like the Mustang MACH E and the 2022 F-150 Lightning. On-site power generation puts dealerships' expansive rooftops to work for them.

"Bob Boggus is preparing for the future," said Biggart. "He's an entrepreneur who understands the move to solar is inevitable for franchise dealerships, and his timing of these installations is impeccable. The automotive industry is now supercharging its move toward electric vehicles, Ford is a lead investor, and Bob is paving the way in South Texas."

"Installing solar has become a cost-reduction strategy for entrepreneurial automotive dealers and is growing rapidly amongst dealerships nationwide," said Freedom Solar Automotive Manager Ryan Ferrero. "In the time it takes you to enjoy a cup of coffee, we can show you how solar can both save on overhead and actually make you money, today and into the future, as well as provide elastic savings that combat seasonal energy cost fluctuations and satisfy emerging EV charging needs."

Ryan Ferrero will conduct an Electric Vehicle Infrastructure Workshop at the 2022 NADA Convention in Las Vegas on Friday, March 11, 10:30 a.m.-11:30 a.m., in Room W230. In the workshop – designed for dealer principals, general managers, CPAs and facilities managers – Ferrero will demystify solar and explain how dealerships are turning EV charging and their rooftops into income-generating assets and moving electricity from a fixed to a variable expense.

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About Freedom Solar

Founded in 2007, Freedom Solar is an industry leader in turnkey solar installations, providing high-quality, cost-effective, reliable solar solutions for residential and commercial markets nationwide. Headquartered in Austin, Texas, Freedom Solar also has operations in Colorado, Florida, Idaho, Kentucky, Ohio, Michigan, Missouri, Virginia and West Virginia. Tesla Powerwall Certified Installer and the only SunPower® Master Dealer in Texas, Colorado and Florida, the firm has installed more than 128 megawatts of solar panels since 2007, ranking as the 11th-largest solar installer in the U.S. and the 3rd-largest in Texas. Freedom Solar has completed projects for numerous national and multinational corporate clients, including Whole Foods Market, Shake Shack, Office Depot, Holiday Inn Express, Home2 Suites by Hilton, The University of Texas at Austin and numerous automotive dealerships, such as Alfa Romeo, BMW, Chevrolet, Ford, Maserati, Subaru and Toyota. For more information, visit <https://www.freedomenergypower.com> or follow @freedomenergypwr on Twitter and @freedom_solar_power on Instagram.

About Boggus Auto Group

Family owned and operated since 1933, Boggus Automotive Group has the largest selection of new Ford cars, trucks, SUVs, and pre-owned vehicles in the Rio Grande Valley. With Boggus Ford-McAllen, 1400 East Highway 83, McAllen; Boggus Lincoln-McAllen, 1301 East Expressway 83, McAllen; and Boggus Ford-Harlingen, 2521 South Expressway 83, Harlingen, the Boggus family of dealerships can meet any, the Boggus Auto Group has served South Texas with integrity, fairness and superior service for nearly 90 years. For more information, visit <https://www.boggusautogroup.com>.