



WOODRUM FORD CAR DEALERSHIP MACOMB, IL | CASE STUDY

Woodrum Ford has successfully implemented a 197.88kW ground-mounted solar array. This initiative has resulted in \$30,751 of annual cost savings.

AT A GLANCE

CHALLENGES

- Upfront Capital Investment
- High Energy Load Patterns
- Local Zoning
- Weather Dependency

BENEFITS

- Tax Incentives & SREC Credits
- Significant Cost Savings
- Energy Independence
- Utilizing Unused Space
- Low Maintenance
- Sustainable Leadership

"If we can build this array large enough to take away our electrical expense, then we would have no bill and save money over the long run. With the money we are saving, we will be able to upgrade facilities, buy new vehicles, and products so that we are able to better serve our customers."

MIKE WOODRUM

General Manager & Partner



**Scan the QR
Code to learn
more about
Woodrum Ford's
Solar Success
Story!**

OBJECTIVES

As a family-owned Ford dealership, their mission has always been clear: deliver exceptional service and make every customer experience seamless. That same focus on quality and efficiency drives their internal operations. Understanding the value of smart investments, the dealership recognized that solar energy offered a better, more cost-effective solution to meet their high energy demands. Today, their solar system plays a major role in powering daily operations, allowing them to enjoy long-term savings while continuing to help customers make smart investments of their own.

SOLUTIONS

To bring that vision to life, Woodrum Ford partnered with Harvest Solar to develop a system that could meet the dealership's high energy demands. After a thorough assessment of their electric usage, a 197.88 kW ground-mounted solar array was designed, strategically placed on unused land at the back of their property. This approach allowed them to generate clean energy without sacrificing valuable space. Today, the system helps power essential operations, including lighting, HVAC, and service department equipment. It's a shining example of how investing in solar supports daily efficiency, strengthens customer service, and positions the Woodrum family as leaders in their industry.

FAST FORWARD

Estimated kWh Generation

This solar array has a nameplate capacity of 197.88kWdc and is estimated to generate approximately 279,055kWh per year.

Estimated Savings

The projected savings on utility bills over 30 years from this solar array amount to \$2,023,903.

Estimated CO2 Offset

The solar array's estimated CO2 offset is equal to the emissions from burning 5,948,787 pounds of coal.

Estimated Tax Incentives, Rebates, etc.

Woodrum Ford has factored in a 40% Federal Investment Tax Credit and additional incentives from the Illinois Shines Program for this project to reduce the ROI to 3.8 years.