The Future Is Electric for Audi Seattle

Challenge
Audi Seattle is embracing the transition of transportation to electric vehicles. As Audi's leading seller of high-performance EVs, the dealership's management team wanted to ensure its ever-expanding operations—and new fleet of Audi EVs—would be powered by a sustainable source: solar energy.

SunPower’s Solution
SunPower Elite Dealer A&R Solar designed a 235-kilowatt (kW) system that now covers half of the dealership's roof. The system features 540 SunPower® solar modules of 435 watts each – the most powerful solar technology available on the market today.

Customer Benefit
Going solar is consistent with Audi Seattle's leadership in the EV market. The solar system will remove an estimated 150 metric tons of carbon dioxide from the air every year and is projected to save the company nearly $2 million over the first 25 years.

Quick Facts
- 235 kW Total Solar Installed
- Rooftop Installation Type
- 46% Projected Annual Electricity Offset
- $2 Million Estimated 25-Year Savings
“Being in Seattle, a very progressive area, this is what our customers are demanding ... We’re leading the way with our solar power project, as well as leading the nation in Audi electric vehicle sales. This is only the beginning.”

Miles Richardson
General Manager and Vice President of Audi Seattle/University Volkswagen

A Solar-Powered Present for a Future of Electric Vehicles

Being future-minded has a history at Audi Seattle. The third-generation auto dealership was founded in 1968 by a local banker who invested early in a little-known car called the Volkswagen Beetle. Today, the dealership is taking another visionary leap by going all-in on EVs.

“Electric vehicles are the future,” says Miles Richardson, General Manager and Vice President of Audi Seattle/University Volkswagen. “And the EV movement is happening much faster than anyone anticipated.”

Located in the heart of the city’s University District, Audi Seattle has a small footprint by auto dealership standards. The four-story building showcases cars in a parking garage covered in windows instead of the large parking lots typical of many car dealerships. Half of the building’s flat roof is blanketed in solar, the other half in grass to further offset carbon emissions.

The solar system is powerful enough to offset nearly 50 percent of the company’s electricity use, including the new fleet of Audi’s first fully electric vehicle, the Audi e-tron.

“The e-tron is a high-performance vehicle,” Miles notes. “You don’t give up anything but your gas bill. And if you charge it with sustainable power like solar, the car really pays for itself.”

Demonstrating to customers the inherent sustainability of a solar-powered EV is one of the reasons Audi Seattle’s leadership team chose to go solar. And when they began exploring the options, they quickly discovered A&R Solar—an area leader for commercial solar installations.

“We needed a partner that would do a really good job for us,” Miles explains. “We’re really pleased with the team at A&R Solar.”

A&R recommended SunPower for the project because of its sleek design and because high-powered SunPower modules produce more energy in the same footprint, crucial for smaller roof spaces in urban areas. Plus, SunPower technology is ideal for damp weather since the solar cells contained in its modules are built on a solid copper foundation that is resistant to corrosion and cell breakage.

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