



Go Big, Go Small, Go Green

Texas Retailer Embraces Eco-Friendliness in Big and Small Ways

At Sam Pack's Five Star Subaru of Grapevine, TX, going green isn't only for the big items — like quick-closing overhead doors and low-e windows — it's also woven into small details, such as pet adoptions and festival bracelets.

Sam Pack has been in the auto business for 37 years, and his auto group includes six dealerships, all bearing the Five Star name and located throughout the Dallas-Fort Worth Metroplex. Pack Auto Group dealerships are known for earning top honors. A year after opening its doors, the Subaru store is following suit with its Eco-Friendly Retailer certification.

Going Big

Car washes are a big deal at Five Star Subaru. Customers can drop by anytime for a complementary wash. Throw in washes for service appointments and new sales, plus redelivery appointments, and the gallons add up.

How many washes a day? "I would say easily between 80 and 100," says Dee Boyett, Customer Relations/Event Coordinator at Five Star. Enter the car wash system that uses reclaimed water. It's one of Five Star's biggest green additions, but far from the only one.

Other highlights include photo cells on exterior light fixtures and high-speed overhead doors that reduce the loss of conditioned air. An electrical timer shuts down non-essential power at night — from computers to shop equipment — reducing after-hours power draw.



High-speed overhead doors reduce loss of conditioned air and increase natural light in the service area.

5 additional eco-friendly advancements at Five Star Subaru

- Programmable thermostats
- Ceiling fans
- Low-e windows
- Low-flow fixtures
- Comprehensive recycling program

Going Small

Boyett leads Five Star's Green Team and is joined by four additional members from across the organization — Stephen, Tony, Debbie and Marcus. The team meets monthly and finds methods to use eco-friendly practices in even the smallest ways.

Take the wrist bracelets used at Grapevine's Fossil Fest last year. The retailer helped sponsor the event and provided entry bracelets for a children's area. Rather than traditional disposable festival bracelets, Boyett found another option.

The retailer provided bands made of recycled materials that the children can keep and wear again. Event coordinators "liked it so much, they're going to do it again next year," said Boyett.



Reusable event bracelets made from recycled materials replace disposable wrist bands.

Another fine detail is the paper used to line kennels at Five Star's monthly pet adoption events. Boyett says it's recycled.

The material used to create Five Star's eco-display is also recycled. The tree is shaped like a heart to reflect Subaru's Love Promise initiative. The piece gives details on the retailer's recycling, waste management, energy efficiency and building envelope efforts.

Green Future

Outside the dealership sits a large tree and grassy area, a prime location for a pet-friendly space. The bench under the tree is made from recycled milk cartons. Plastics that don't break down are troublesome in landfills but make an all-weather, long-lasting material for outdoor furniture.

Boyett says Green Team plans for the outdoor space include the addition of a pet station made from recycled materials and the inclusion of recycled litter bags.

Green Feedback

"It has been infectious," Boyett says of Five Star's eco-friendly efforts. She's had staff members and customers thank her personally for the green practices.

"The customers are doing it. The staff is doing it. It's just been so lovely to see the difference that this has made." Boyett continued, "It's been a very fulfilling and rewarding transition."



Five Star's eco-display (above) mirrors a tree and bench located in a grassy area on the retailer's lot (below).



Making green additions at your organization? We'd love to feature them in an upcoming newsletter. Send details to chuck@greendealersupport.com.