Energy Infrastructure Upgrades

A Competitive Edge for New Jersey Dealerships

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At Donnelly Industries, we see facility upgrades as more than construction or energy projects. For dealerships, they are investments in customer experience, service department performance, and long-term competitiveness. That's especially true when it comes to EV infrastructure.

While the initial "EV shock" has slowed in some areas of the market, the opportunity for dealers has not disappeared. EV adoption may continue to vary, but hybrid and plug-in hybrid vehicles are still creating new needs for dealership service departments. Dealerships that are prepared with the right infrastructure will be better positioned to serve these drivers as the market continues to evolve.

BOOST CONSUMER CONFIDENCE AND PROTECT YOUR BOTTOM LINE

Charging stations can help dealerships create a more convenient experience for plug-in hybrid and EV owners. Whether it's a Level 2 charger that allows vehicles to charge during service or a DC fast charger that helps customers get back on the road more quickly, access to charging can support service visits, improve customer satisfaction, and demonstrate that the dealership is prepared for the future of transportation. Investing in charging infrastructure can help build confidence in a dealership's ability to support newer vehicle technologies.

For dealers who have been hesitant because of cost, available incentive opportunities may help make these upgrades more manageable. Incentive availability can vary by program, utility territory, charger type, and project scope. These programs can help businesses offset eligible costs tied to infrastructure improvements. Now may be an important time to review available support for EV charging infrastructure and related facility upgrades.

REVIEW CURRENT INFRASTRUCTURE UPGRADE INCENTIVE PROGRAMS

Beyond EV chargers, New Jersey is one of the few states that offer significant incentives for other building infrastructure upgrades. Through eligible utility programs, businesses may be able to complete qualifying upgrades with near-zero upfront capital through New Jersey utilities' On-Bill Repayment model. Instead of paying the full project cost upfront, the approved project balance can be repaid over time through the utility bill. This can be especially useful when planning service department lighting, HVAC, and other energy efficiency upgrades.

Improved lighting can improve visibility, safety, productivity, and utility costs while HVAC upgrades keep customers and staff comfortable. When paired with EV charging planning, these improvements become part of a broader facility strategy to support future growth and meet customer needs.

THE BIGGER PICTURE

The main takeaway is that EV and other energy infrastructure upgrades should not be viewed as standalone expenses. They should be considered part of a broader strategy to modernize dealership facilities, support service operations, and meet customers where the market is heading.

Donnelly Industries brings construction and energy expertise together to help dealerships evaluate their facilities and plan practical improvements. Through Donnelly Energy, our team identifies available utility incentives; supports energy efficiency upgrades; assists with applications and paperwork; and manages projects from start to finish.

Since 2024, Donnelly Energy has helped upgrade several NJ CAR member facilities, securing over $1.5 million in upfront incentives and reducing annual CO_2 emissions by an estimated 358 tons. For dealers considering lighting upgrades, EV charging infrastructure, or broader facility improvements, Donnelly Energy can help determine which options are available and explain how to move forward strategically. **nj car**

For more information, please visit our website at donnellyenergy.com or contact us at (862) 400-6106 | cdonnelly@donnellyind.com.

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