LaFontaine - GM’s First GREEN Dealership
Ground Breaking June 5th 2007
63,000 sq. ft building on 34 acres
Rendering of the Buick Pontiac GMC Building
Rendering of the Cadillac Building
LaFontaine Cadillac
Buick Pontiac GMC Showroom
Lady La’s Boutique
Customer waiting area with FREE internet / 8 Flat Screen TV’s / Children's Play Area and 450 Gallon Salt Water Fish Tank
Full Service Café / Nail and Hair Salon
Geo Thermal Heating and Cooling
LaFontaine’s Energy & Atmosphere

GEOTHERMAL ENERGY
LaFontaine’s Energy & Atmosphere

GEOTHERMAL ENERGY

- We will use a Closed-loop system which involves the construction of a closed piping loop within which a liquid solution continuously circulates.
- Two pipes connect an underground coil to the heat pump units within the building.
- As the solution circulates through the earth, it is cooled and re-circulates through the building. In the winter months, the solution is heated within the earth, and re-circulates heat throughout the building.
Geo Thermal Heating and Cooling
LaFontaine’s Sustainable Site

- Alternate pavement materials
  - Building aggregate for pavement is recycled crushed concrete.
  - Asphalt to be colored to reduce heat island effect
  - Integrated paving products to provide excellent aesthetic as well as reduce water runoff.

Recycled Material and Ongoing Recycling
White roofing system designed to repel heat
LaFontaine’s Water Efficiency

- Water consumption will be reduced
  - Indigenous plants that require less watering.
  - Roof storm water retention system for landscape irrigation
  - Low-flush toilets reduces amount of water used per flush.
  - A car wash system that recycles 100% of the water wasted in a traditional car wash.
Rain Water is collected in a separate retention pond and used to irrigate the site.
Windmill power is generated to power the irrigation system
Carwash recycles 85% of water used
We provide a FREE car wash to every customer
LaFontaine’s Indoor Environmental Quality

- One key to a good workplace is a healthy environment. Lafontaine is making sure employees and customers can enjoy the new amenities.
  - All showrooms, offices, waiting rooms, service rooms, and garage facilities will have natural day-lighting
  - Some of the benefits will be increased productivity, marketing for the “Green” dealership, and provide a benchmark for future GM dealerships
85 Sky Lights and Solar Tubes provide light throughout the facility
Solar Tubes and Sky Lights
Service Hoists utilize vegetable oil
Nitrogen benefits gas mileage and longer tire life
Eco-Friendly paints are used in the collision shop
Water Soluble Paint Booth Emits Zero VOC’s
Ongoing GREEN Education
Grand Opening June 2008
Ribbon Cutting – Grand Opening
Oakland County’s Commissioner L. Brooks Paterson and Troy Clarke from General Motors spoke at the open Ceremony
The LaFontaine Family During Open Ceremony
Grand Opening Night June 2008
Northwood Alumni working at LaFontaine Automotive Group with Keith Pretty President of Northwood University
The trip finished with a tour of LaFontaine’s “green” dealership. This dealership is only one of two LEED Certified gold dealerships in the USA. LEED Certification requires extensive dedication to ecofriendly technology and the gold level is the highest level a dealership could reach based on the requirements. Every aspect of this $15 million dealership was focused around being environmental friendly, from the geothermal heating and cooling to the extensive use of recycled building materials. Northwood University Alumni Ryan LaFontaine and Michael Walls gave the students a full tour and answered a host of questions about this innovative dealership that indicates the future direction of dealership construction. For further questions, please email tag@northwood.edu or attend our bi-monthly meetings held Tuesdays, with information posted on BlackBoard.
Bob Lutz and Susan Docherty Awarding the LaFontaine Family for 25 Years in Business
Rick Wagner's visit to the LaFontaine Automotive Campus
Awards and Accolades

LaFontaine Automotive Group is the first General Motors GREEN Dealership in the Country. They received 45 points out of the 39 necessary to qualify for GOLD L.E.E.D Certification.
Awards and Accolades

LEED® Certification

LaFontaine Automotive Group is well aware of its customers’ and employees’ growing interest in social and environmental issues, and it wants to demonstrate its own deeply held commitment to caring for the environment by taking the boldest steps possible. Soon after site preparation, excavation, and foundation work began, an action plan was developed by LaFontaine Automotive Group and Bloom General Contracting to attempt to become the first new traditional automotive dealership in Michigan to obtain LEED® certification under the Green Building Rating System® established by the U.S. Green Building Council.

Why Pursue LEED® Certification?

LEED® certification provides independent third-party verification that a building meets the highest sustainability standards, and it assures building owners and occupants that their efforts will have an immediate and measurable impact on their building’s performance. LEED® measures and documents performance criteria for every building type—including new commercial construction such as the project—and recognizes success and awards “points” based on whether those standards are met in each of the following six key areas of human and environmental health:

- Sustainable Site Development
- Water Efficiency
- Energy & Atmosphere
- Materials & Resources
- Indoor Environmental Quality
- Innovation & Design Process

The Green Building Rating System® rewards best practices and assists owners and managers in solving problems, improving performance, and maintaining the condition of their buildings over longer periods of time. The following are just a few among the many ways a LEED® certified building is not only more environmentally responsible and profitable but also a healthier place to visit and work:

- Conserves energy, water, and natural resources
- Improves the indoor environment and reduces its impact on the outside environment
- Reduces uncertainties, lowers operating costs, and increases asset value
- Creates healthier, more comfortable, and more productive spaces for its occupants
- Reduces waste sent to landfills as well as harmful greenhouse gas emissions
- Qualifies in a growing number of locations for tax incentives, zoning allowances, and other incentives
- Increases public recognition to encourage the attainment of sustainability leadership through their demonstrated commitment to environmental stewardship and social responsibility
DealersEdge

Michigan dealer invests $15 million in new green facility

LaFontaine dealerships add ecologically friendly features to new auto campus

(5/14/2008)

DealersEdge Daily Headlines

Automotive News

Dealers' green policies, not just cars. draw shoppers

Crain's Detroit Business

Vehicle dealership takes 'green' approach

Customers ask for it by name

LaFontaine Green Auto Campus

GM's First Environmentally Green Dealership Nationwide

LaFontaine Green Auto Campus

Grand Opening Celebration

An interview with General Manager
PONTIAC/GMC

Going Green
LaFontaine - GM’s First GREEN Dealership