



Creating an environmentally friendly footprint in Wichita

On April 20 – just two days before Earth Day – a group of national Honda representatives will be in Wichita to personally present the Scholfield Honda team with the Honda Environmental Leadership Silver Award through the manufacturer’s Green Dealer Program.

To earn the honor, a dealership must undergo an environmental assessment by an energy efficiency expert and implement the recommended improvements to reduce monthly consumption of water, electricity and natural gas by

at least 10 percent. Scholfield Honda shaved 17.9 off its consumption while tracking its efforts in 2014 and 2015 in its 30-year-old building.

“Being environmentally friendly is just good business, especially when you have a footprint as big as our business does,” said president Roger Scholfield. “One of Honda’s main concepts is being an environmentally friendly and responsible company, from the low-emission and hybrid vehicles they design to the manufacturing processes. That’s why 20 years ago I was one of the first dealerships in town to recycle our waste oil by installing waste oil heaters that heat the shop in the winter.”

The environmental best practices Scholfield Honda completed to earn

the award included replacing inefficient shop lights with high-efficiency fluorescent fixtures, reducing exterior lights by more than half at 10 p.m. and using water drip lines for most of the dealership’s landscaping irrigation. They also created a comprehensive recycling program encompassing batteries, tires, fluids, paper and other materials.

“Everyone made a conscious effort to do their part, from turning off lights when you leave a room to keeping temperatures at reasonable levels to bringing a reusable water container instead of drinking from plastic water bottles or paper cups,” Scholfield said.

Honda’s Green Dealer Program estimates that buildings use nearly 40 percent of all energy consumed in the U.S. and because car dealerships have showrooms, body shops, service

centers and car washes, they can make a significant environmental impact by lowering their energy use.

Knowing what they were able to accomplish in a 30-year-old building makes Scholfield optimistic that his team will realize further reductions in a new dealership built with the latest energy efficiency design, materials and equipment. Materials used for the roof, parking lots and windows along with high-speed garage doors are just a few of the sustainable features. Even the smallest details like water-efficient plumbing fixtures in the bathrooms, drinking fountains with bottle filler stations and landscaping mulch made from shredded, recycled tires were chosen to lessen the environmental impact of this 54,000-square-foot building’s footprint.

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