

Case Studies

Transportation & Mobility



Turning EV Charging into a Premium Experience with SmartFlower at Chuck Hutton Toyota



Electri-CITY Park at Chuck Hutton Toyota, Memphis, TN

Four SmartFlowers bloomed at the launch of Electri-CITY Park, a first-of-its-kind solar-powered EV charging hub. This hub features custom-branded SmartFlowers at Chuck Hutton Toyota's Whitehaven location in Memphis, Tennessee. This initiative spotlights the dealership's commitment to sustainability and elevating the consumer's experience.

Electri-CITY Park is a state-of-the-art EV charging destination that offers a next-level charging experience, designed to be as convenient as traditional gas stations.



The SmartFlowers power nearly all the dealership's operations, and the on-site power helps to cut energy costs. Also, any excess energy produced can be sold back to the local grid.

Chuck Hutton is meeting growing consumer demand for EVs with the installation of solar-powered EV charging stations. These stations make it convenient for customers and employees to charge their EVs while also encouraging the use of renewable energy.



Electri-CITY Park is more than just charging though; the vision is to be a multi-faceted place where drivers can recharge. The initial phase talks of a dog park, modern facilities, entertainment, relaxation zones, and workspaces. "We aimed to create a comfortable and convenient stopping point," says Chuck Hutton Toyota Dealer Principle Young Kim, "ensuring EV charging is as effortless as gas refueling." [Read the full article here.](#)

Solar Power Continues to Bloom at Toyota West Virginia



The new “garden” near the main entrance of Toyota West Virginia supercharges the idea of “flower power.”

Five recently installed SmartFlower solar arrays help power the facility's employee services buildings, which are home to popular destinations like the uniform store, footwear store, credit union, clinic and pharmacy. The flowers also help power three EV charging stations.

“This is just one more way Toyota West Virginia is embracing alternative energy and reducing our ecological footprint here in the Mountain State,” said David Rosier, Toyota West Virginia president. “Our environmental team is always working to make our plant more efficient and guiding our efforts to create a more sustainable future.”

Much like a sunflower, SmartFlowers bloom at sunrise and follow the sun's path throughout the day, allowing them to effectively capture the sun's rays. Because they maintain a 90-degree angle to the sun, the power they produce is optimized over that of traditional solar panels. At sunset, the flowers fold back up and await sunrise the following morning. The petals are self-cleaning, lined with tiny brushes that remove dirt and debris when they open and close.

While the flowers are beautiful and highly visible, Toyota West Virginia also has the largest solar array in the state. Located just behind the plant, this array can generate 2.6 megawatts of power. That is enough to power over 400 homes. The solar generation also reduces the Buffalo plant's CO₂ emissions by an estimated 4 million pounds per year.



These initiatives are some of the many projects aimed at helping Toyota West Virginia meet the Toyota Environmental Challenge 2050. Toyota West Virginia was also recently named the winner of the Wildlife Habitat Council's prestigious Ibis Award. This award recognizes a Wildlife Habitat Council certified program that has "demonstrated resiliency of spirit and advancement of conservation despite unforeseen or unique challenges."

The group specifically cited the plant's nature trail, which features forest and wetland habitats, a pollinator garden, an outdoor classroom, bird houses, bat houses and a nesting platform to support avian species in the area.

The nature trail and the outdoor classroom can be utilized by outside groups. They are just another way Toyota West Virginia gives back. Toyota has invested over \$10 million in the community, supporting a wide range of philanthropic initiatives.

For information about the Smartflowers at Toyota West Virginia, please contact [George Gannon](#).

Read the original press release [here](#).

Smartflower Helps Customers Drive Clean at the Green Clean Auto Spa

Nestled in the city of Jacksonville, North Carolina is the Green Clean Auto Spa, an eco-friendly alternative car wash dedicated to providing superior customer service, community involvement, and environmental stewardship. A Smartflower was installed at the car wash in the Winter of 2020 and generates power for their operations.



John Hunter, the owner of the Green Clean Auto Spa, first saw the Smartflower on Facebook when he spotted another car wash that had installed one. The dual-axis solar system resonated with him, as it was a perfect representation of the car wash's sustainable mission. "One of our core purposes is to provide car washes that have the least impact on the environment. The Smartflower just made sense," said John.

As a business that prides itself on minimizing its carbon footprint, the Smartflower helps showcase its commitment to sustainability, especially because the many elements that make the Green Clean Auto Spa so green are not easily visible to customers. Components like energy-efficient car wash equipment, higher voltage motors, LED lights, biodegradable products, and recycling used water are crucial to making the car wash what it is, but customers tend to overlook such subtler details.



With the Smartflower, customers can immediately recognize that mitigating climate change is a high priority for the Green Clean Auto Spa. It also helps the business save money on electricity and increase its bottom line!

Customers of the car wash are fascinated by the innovative technology, and many find themselves watching it work as they wait in line. "It's definitely an eyecatcher," said Robert Jordan, Site Manager of the Green Clean Auto Spa, "We've gotten customers that come in just to see how it works. The staff loves it too!"

"The Green Clean Auto Spa is a company of purpose. We are not just here to make money, but to do our part and give back to the community. We want to minimize the impact we are making on the environment, and we believe in putting our money where our mouth is. We hope that when people see our Smartflower, they recognize it for what it is: A powerful statement that strengthens our company values," said John.



Kings Lynn Depot – Vision Logistics



Vision Logistics Kings Lynn Depot, UK

“The Smartflower will spearhead our green vision.”

“While the basics... make a difference to consumption and ultimately the environment, we decided that more commitment was needed to fulfil our green vision. This is where the Smartflower has come into play... the Smartflower will spearhead our green vision, with plans for additional installations already in motion.”

– Vision Logistics UK