



**focus on energy**<sup>sm</sup>

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..... **for immediate release** .....

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**Bergstrom Automotive Wins Award for Excellence in Energy Efficiency**

*- Focus on Energy recognizes Bergstrom Automotive for energy efficiency improvements -*

**MADISON, Wis. (July 2, 2007)** – Bergstrom Automotive, a Neenah-based business has received the Focus on Energy Award for Excellence in Energy Efficiency for the implementation of innovative energy efficiency projects within its business. With the help of Focus on Energy’s Commercial Sector, part of Wisconsin’s energy efficiency and renewable energy initiative, Bergstrom Automotive replaced its electronic message centers statewide with energy efficient systems, saving more than \$62,767 annually. Bergstrom Automotive was also eligible for financial incentives from Focus on Energy for the LED message board installations, which replaced incandescent-lit boards.

“All of us involved with the leadership of Bergstrom Automotive understand the importance of and are committed to energy conservation. Our operating teams and our architectural team have a clear focus on building long-term energy conservation initiatives,” said John F. Bergstrom, chairman and CEO.

Since 2001, Focus on Energy has delivered cost effective energy solutions to Wisconsin consumers, farms and businesses. The results for businesses have meant lower operating costs and improved bottom lines, as holds true for Bergstrom Automotive. In total, businesses in Wisconsin have saved about \$85,000,000 in energy costs annually.

“We are proud to present Bergstrom Automotive with the Focus on Energy Award for Excellence in Energy Efficiency,” said Tom Quasius, sector manager for Focus on Energy’s Commercial Program. “Its leadership in energy efficiency will benefit not only its business, but also the environment, the community and our energy’s future.”

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Commercial businesses have numerous opportunities to save money through energy efficiency. Focus on Energy offers a range of services to owners and managers of commercial businesses, including support in developing an energy management plan tailored to the businesses, research into new technologies that can save money and improve productivity, assistance in communicating with internal audiences of the benefits of increasing energy efficiency in their business and locating contractors and incentives to help buy down the equipment costs.

For more information about saving opportunities at other commercial facilities or Focus on Energy's Business Programs, call Focus on Energy at (800) 762-7077 or visit [focusonenergy.com](http://focusonenergy.com).

### **About Focus on Energy**

Focus on Energy works with eligible Wisconsin residents and businesses to install cost effective energy efficiency and renewable energy projects. Focus information, resources and financial incentives help to implement projects that otherwise would not get completed, or to complete projects sooner than scheduled. Its efforts help Wisconsin residents and businesses manage rising energy costs, promote in-state economic development, protect our environment and control the state's growing demand for electricity and natural gas. For more information call (800) 762-7077 or visit [focusonenergy.com](http://focusonenergy.com).

### **About Bergstrom Automotive**

Bergstrom Automotive is the largest dealer group in Wisconsin with 24 locations throughout the state. The company is headquartered in Neenah, Wis., and currently employs more than 1500 people. They have won numerous awards for their service over the years representing 25 makes of vehicles.

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