

CASE STUDY

Absolar’s remote survey technology assessed all 65+ commercial properties and ground spaces, revealing each site’s solar PV potential, projected return on investment, and detailed financial analysis.



ABOUT THE PORTFOLIO

Moto Hospitality operates the UK’s largest motorway service network, with 65 roadside locations serving millions of travellers each year.

As part of its sustainability strategy, Moto is exploring solar PV installations across its estate. However, carrying out traditional on-site surveys for dozens of locations spread across the country would have been both costly and time-consuming.

The company’s vision is to roll out portfolio-wide solar PV systems with consistent engineering quality, supported by a central platform to monitor performance across all sites. Achieving this requires:

- A single point of contact to oversee all projects and ensure quality and consistency
- The ability to track and analyse system performance in one place, ensuring investments deliver their expected financial returns

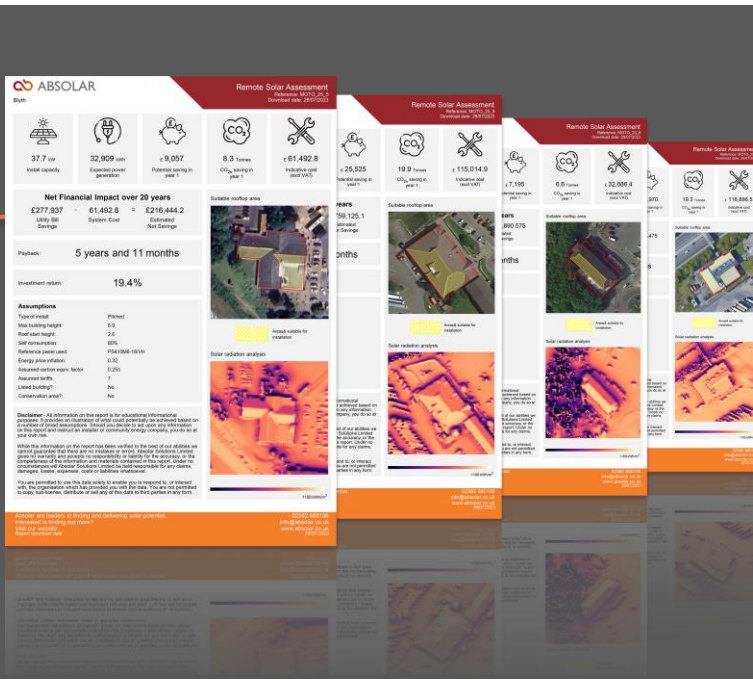
Moto needs an experienced partner that can deliver solar projects at portfolio scale. Absolar’s track record with multi-site installations and their integrated solar monitoring platform give us the confidence to track performance across all sites, with one point of responsibility.

THE SOLUTION

Absolar delivered a full remote solar survey across all 65 Moto sites, producing a detailed solar potential report for each location. Each report included system size, installation cost, payback period, financial options, and projected CO₂ savings.

This approach allowed Moto to assess its entire portfolio quickly, quantify the financial benefits and asset value uplift, and identify the sites most suitable for early investment.

- 01 Portfolio Insight**
Strategic overview across all sites to inform phase rollout
- 02 Zero Disruption**
No site access required; operations as normal.
- 03 Fast Delivery**
Complete estate surveyed in under 2 weeks
- 04 Sustainability Impact**
Significant carbon savings and energy cost reductions



SOLUTION SUCCESS

Following the remote solar surveys, Absolar worked closely with the Moto team to run a competitive tender process, assess project proposals, and support the successful delivery of multiple solar installations.

- Accurate evaluation of installation capacity and projected energy generation at priority sites
- Data-driven decision-making to maximise financial returns across the portfolio
- A clear, scalable framework for rolling out a strategic solar programme
- Measurable progress toward Moto’s corporate sustainability targets

From the full portfolio, Absolar identified 20 sites for Phase 1 development. The first installation, at Moto Rugby in 2024, is projected to achieve a payback period of just 3 years and 9 months, with an internal rate of return (IRR) of 28.8%.



Sam Peacock
Group Financial Controller

“Moto’s sustainability is to make positive impact, working together to create a more sustainable future by taking positive steps to protect our planet, customers, colleagues and communities, whilst continuing to brighten peoples’ journeys through life.”

20.2% Average return on investment (IRR)
Projected using latest market values, equivalent to a payback period <4 years.

£15,879 Annual saving per site
On average, each of the recommended site is able to reduce energy costs by £15,879 per year.

GET IN TOUCH

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