

# DRIVE DOWN YOUR ENERGY COSTS!



The right lighting can attract customers to your lot and enhance the displays in your showroom, all while reducing operating costs and boosting sales. We offer a full line of indoor and outdoor LED lighting and lighting control solutions to bring out the best features of your dealership.



# LED LIGHTING SOLUTIONS FOR AUTOMOTIVE DEALERSHIPS

We are the nationwide LED lighting retrofit experts and offer automotive dealerships energy efficient lighting solutions for lots, showrooms and service bays. Our sustainable, low- energy, commercial lighting retrofits can reduce 60% to 90% of your current electric lighting costs. The key is in our proven energy audit, savings report and retrofit program. Our nationwide network of highly trained Energy Efficiency Pros work with you to find the areas within your business that will generate the fastest payback with the most effective use of LED technology.

## It's Easy to Get Started!

Schedule a free lighting audit today to learn how you can save energy, cut spending, help the environment and realize a positive return on investment.

## SAVE MORE, SEE BETTER, LAST LONGER

- **Save More:** An LED retrofit provides energy savings of 60-90% over traditional lighting, while increasing lighting quality and safety.
- **See Better:** LEDs provide brighter light. In fact, the brightness of LEDs perceived by the human eye is higher than the actual measured lumens of the bulbs.
- **Brighter Longer:** Our high-quality LEDs have a typical life of 50,000 to 100,000 hours. Imagine not having to change your lot or showroom lights for 10 years!
- **Environmentally Friendly:** Car-buying customers are more environmentally conscious. LED lights contain no mercury, emit no CO<sub>2</sub>, UV or IR Radiation, and are recyclable.

# INVITING LIGHTING

## DID YOU KNOW?

The average auto dealership uses about 18% more energy than a typical office building. Lighting accounts for up to 50% of electricity costs for most businesses, with auto dealerships falling on the high end of this range.

Source: National Automobile Dealers Association ([www.nada.org](http://www.nada.org))

## OUTDOOR LIGHTING

A well-lit dealership can be the deciding factor between a customer pulling into your lot or moving on. Outdoor lighting can leave a lasting positive impression, from beautifully illuminated inventory to brightly lit areas offering a sense of security. The right solution addresses light pollution restrictions, keeps light from encroaching on adjacent properties and extends a warm welcome for customers to step inside.

## INTERIOR LIGHTING

From the showroom to the lobby, interior ambient or accent lighting can turn a visit to your dealership into a comfortable, memorable experience. The right lighting can act as a guide, helping customers feel comfortable and at ease while enhancing the environment. Our LED lighting solutions offer low operating costs, long life, and efficient light output.

## SERVICE AREA LIGHTING

When it comes to servicing a vehicle, having the right lighting for employee comfort and productivity matters. LED high bay lighting solutions in your service garage will provide quality illumination to help employees do their best work, and make customers feel comfortable arriving for service appointments, all while significantly lowering operating costs.

# SIMPLE MATH. DRAMATIC SAVINGS.

LED lighting solutions provide 60 to 90 percent lower operating costs than existing lighting with products that last as much as 5 times longer through reliable and durable technology, an assortment of light spreads to meet varying lot configurations, and optional controllability.

Project Illustration: Single dealership, parking lot site lighting, conversion of HID to LED Area lights with lighting controls. Note: For illustration purposes only. Every situation is unique. We can provide a free, no obligation, lighting audit, plan and analysis for your location.

## PROJECT SAVINGS

Current Situation: 85 1080w HID Fixtures  
Proposed: 85 250w LED Fixtures  
Annual kWh Savings  
Electricity Rate  
Annual Energy Savings  
Annual Maintenance Savings  
Total Annual Savings  
Monthly Savings

## THE MATH

402,084 kWh/Year  
- 93,075 kWh/Year  
309,009 kWh/Year  
x 11¢  
\$33,991  
+\$4,250  
**\$38,241**



**\$ 3,187**

## PROJECT COST

Estimated Fixtures & Controls Costs \$76,500  
Utility Rebate - \$27,811  
Adjusted Fixtures & Controls Cost \$48,689  
Installation Cost (Labor & Materials) +\$8,500  
Total Project Cost **\$57,189**

Monthly Expense (5 Year Financing Term)

**\$1,018**

## FINANCIAL OUTCOME

### With Financing

Positive Cash Flow / Month

**\$ 2,169**

### Without Financing

Simple Payback

**1.5 YEARS**

10 year Savings

**\$382,410**



Call us now to schedule your  
**FREE LIGHTING AUDIT!**