



lots of savings



New LED illumination drives down dealership costs

Area Lights will save Collection Auto Group \$400,000 over five years

THE SITUATION

Northeast Ohio-based Collection Auto Group represents 21 brands, including Mercedes-Benz, Maserati and Aston Martin. The company approached GE Lighting with the goal of converting all 14 of its locations to new LED outdoor lighting, while building new dealerships in an environmentally minded way.

THE SOLUTION

LED Area Lights drawing between 101 and 217 watts will replace predominantly 400- and 1,000-watt high-intensity discharge (HID) fixtures at Collection Auto Group dealerships. The bright, white illumination better captures the attention of passing drivers, properly represents the colors of vehicles thereby enhancing the customer experience, and helps improve lot security where millions of dollars of inventory is displayed outside.

Combining energy and maintenance reductions, the lighting swap will save Collection Auto Group nearly \$77,000 a year (based on a \$0.11 kWh rate and 12 hours of operation a day). A comprehensive outdoor LED lighting solution includes pole-mounted fixtures and wall packs attached to buildings, bathing the lots in crisp, uniform light.



- \$77,000 annual savings
- \$400,000 saved over 5 years across 14 properties



- 660,000 fewer kWhs used:
 - = 75 cars off the road
 - = 105 acres of trees planted

