

Case Study

Frontier Ford Anacortes, Washington

Product

The Viper LED lighting system from Beacon Products offers a low-profile, ultimate solution in pathway, roadway, and parking applications. With its contemporary streamlined design, Viper leads the industry with a unique visual appearance that complements new and existing architecture.

Viper's unique design offers an added advantage in thermal management and provides an even longer life of the high wattage LED configurations. Viper is the cutting edge in LED style, performance and technology.



Viper

LED Area & Roadway Lighting

Project Summary

The Frontier Ford dealership in Anacortes, Washington needed an advanced LED lighting solution that provided considerably more energy savings and required less maintenance.

Frontier Ford needed a newer more efficient system to replace the dealership's existing 1000 watt metal halide exterior lighting system.

Lighting Group Northwest and C. Thornton Lighting chose the Beacon 190 watt Viper LED luminaire due to the product's considerable energy savings, lower maintenance, retail "pop" on the merchandise (cars), and mounting flexibility.

Beacons's Viper saved Frontier Ford approximately **197,000 kwh** per year or **\$22,000** per year in energy costs.



“ **Beacon Products**, with a 30+ year history of leadership in lighting and site furnishings, is the first domestic manufacturer to introduce the most comprehensive line of “Municipal-Grade” outdoor LED luminaires. These luminaires are designed to be environmentally friendly, as well as performance driven with their light control and distribution optical systems. ”

Benefits

The Viper LED lighting system provided Frontier Ford with a more aesthetically appealing automotive retail space than fluorescent or induction. Overall, Frontier Ford now has more uniform and consistent lighting in its vehicle inventory area.

In addition, the Viper gave the dealership more of a “pop” on the paint and chrome surfaces to make the vehicles more attractive to potential customers. The owners of the dealership were very impressed with the performance of these Beacon products and plan to convert the empty lot next to their dealership to the same Viper LED fixtures.

The dealership owners are exceptionally pleased with the final result and noticed immediate improvements in energy use and cost savings. Frontier Ford reported energy savings of approximately 197,000 kwh per year or \$22,000 per year in energy costs.

Frontier Ford, Anacortes Washington



Lighting Group Northwest

Lighting Group Northwest is an independent manufacture representative company, representing a diverse group of manufacturers of lighting fixtures, poles and structures, and lighting controls. As a professional sales organization we recognize that after sale support and service is paramount to the success of our manufactures, and the positive outcome of the project. Employing superior communication systems and current design protocols, Lighting Group Northwest connects with our manufactures, the design community, contractors, distributors, and dealers. Services provided to the construction industry include; sales & marketing, product selection, product demonstration & mock-ups, quotations, construction administration & project management, local & factory training. Our mission is simply to be an expert resource committed to providing first-class service to the Pacific Northwest construction industry from design to installation.

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