

CASE STUDY



It's Better For Everyone

Light trespass on U.S. 19 was causing safety issues for drivers. Local businesses and regulators knew change was necessary. Being a long-standing business in the area, Ferman Chevy decided that it would proactively make changes to alleviate these concerns by investigating new lighting options.

CHALLENGE - TAKING THE INITIATIVE TO IMPROVE DRIVER SAFETY

For automotive dealerships, the front row is one of the most critical selling areas, and the approach to a new lighting solution required strategic thought. Simply put - Ferman Chevy had to identify a way to decrease the amount of light spilling onto the highway at night without losing the visual impact of product on the front row.

Ferman also faced operational dilemmas. Although the dealership closes at 10:00 p.m, it can't just turn off all the lights or even consider leaving just a few on as this would create too many dark spots, placing millions of dollars in inventory at risk. The solution in the past was to leave the lights on through the night, resulting in thousands of dollars more in energy costs every month.



Viper with Beaconnect

“When you look at the photometrics, it’s easy to see why this is one of the best lighting projects we’ve been associated with thus far.” - Tim Greene, WFLI

PROJECT OBJECTIVES

- Use LED fixtures for energy reduction with fast R.O.I. payback
- Increase lighting levels on front row cars, sales and storage areas
- Increase visibility and uniformity
- Reduce maintenance
- Replace 1000W H.I.D. with 190W and 280W LED



Project: Ferman Chevrolet
Project Type: Existing structure was demolished and rebuilt
Type of Facility: Auto Dealership
Location: Tampa, Florida
Products: 70 Viper Luminaires with Front Row Area Optic

BEACONNECT AT 25% (12 A.M.)

BEACONNECT AT 50% (10 P.M.)



BEACONNECT AT 100%



SOLUTION - THE BEST LIGHT WHERE YOU NEED IT, WHEN YOU NEED IT Auto dealerships are primarily concerned about lifetime cost of ownership, energy reduction and the safety and security of the lighting environment. As such, the Ferman Group decided this store would be the first in its portfolio that included LED lights in the parking lots.

The lighting team consisted of WFLI and Hubbell Lighting. Together they developed a plan that would complement the lighting requirements of the parking lots while exceeding the forthcoming regulations of the county. Due to its close proximity to the highway, Ferman chose Hubbell Lighting's unique Type One Auto Optic to ensure compliance. Hubbell's optic technology optimized the light task efficiency by eliminating light trespass and focusing intensity on Ferman's feature product offering at the front row of the dealership.



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HUBBELL LIGHTING PRODUCTS

- 70 Beacon Products Viper lighting fixtures
190W and 280W with Front Row & Area Optics
- Beaconnect wireless option to save energy by dimming after hours by zones
- Beaconnect wireless occupancy sensors to increase lighting levels and enhance security after hours



The lighting team identified another opportunity with this project. While the LED products opened the door for significant energy savings and precise performance, untapped savings remained on the table without proper controls. Hubbell offered Ferman the opportunity to pilot its new **Beaconnect** lighting control technology as a means to achieve even more savings in a cost-effective manner. **Beaconnect** can be factory programmed to dim lights by time and light output to save energy. As an example, if lights dim to 50 percent at 10:00 p.m., this results in a 50 percent savings in energy. Ferman chose to dim certain lights down to 50 percent output at 10:00 p.m. and others in non-sales areas down to 25 percent at 12:00 a.m.

SOLUTION BENEFITS - A WELL-OILED MACHINE The end result is best demonstrated through a [drone video](#). The viewer will see how Hubbell's technology has established a new paradigm in exterior lighting for automotive dealerships.

Through the **Beaconnect** system, the lower lighting levels still provided plenty of uniform light over the entire site, but resulted in an additional 65 percent energy savings after 10:00 p.m.

The system also included fixtures with occupancy sensors that increase light levels on the entire site back to 100 percent if intruders or customers entered the property. The R&D team at Hubbell Lighting knew the **Beaconnect** technology would be ideal for auto dealerships. In Ferman's case, it provided them with the control functionality that was needed at a facility of that size.

The wireless **Beaconnect** technology is simple and a fraction of the price of other controls systems. **Beaconnect** luminaires arrive to the site pre-programmed and ready to install, yet users have the flexibility to modify the schedules in the field at any time. The cost and complication of field commissioning by factory experts are removed with the use of **Beaconnect**. The wireless control system operates autonomously to increase control and cost savings, eliminating complicated gateways, Wi-Fi, GPS and 3rd party providers with commissioning and recurring fees. Ferman operates the system from a notepad, which was pre-programmed at the factory so the set up of the controls required only the press of one button.

“The front row of any dealership is one of the most important selling tools - it's fact. We agreed that the safety of those on U.S. 19 was the utmost priority - it included our staff and customers. We just didn't know how we were going to do what we wanted to do. The lighting package that we have at Ferman Chevy goes above and beyond what it was designed to do. It's saving us money. It's helping us sell product. And it's keeping the community safe.”

John Reece, Manager, Ferman Chevy

