

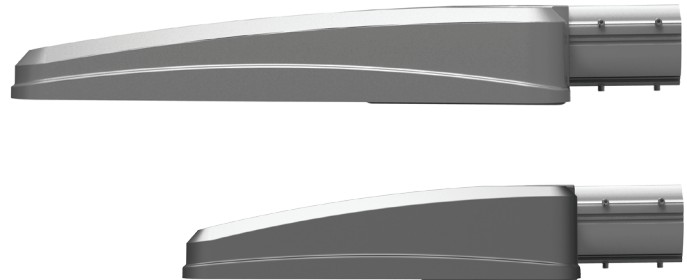
Case Study

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 in 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 substantial energy savings and significantly reduced maintenance costs 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 low energy use, long-life, mounting flexibility and retail "pop" on dealership automobile inventory.

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 HID, fluorescent or induction lighting. 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 extremely 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



About Beacon

Beacon Products is a division of Hubbell Lighting. As a pioneer in LED outdoor and indoor lighting technology, Beacon's role within the many distinct brands of Hubbell Lighting is to provide energy efficient alternatives to the decorative outdoor lighting market. Beacon is a 'one-stop' resource for Architects, Landscape Architects, Engineers and Lighting Designers, providing marine-grade, copper-free cast aluminum pedestrian scale luminaires, as well as roadway, parking and area lighting luminaires, in addition to poles and ballards which meet or exceed accepted industry standards for performance and durability. Beacon also produces site furnishings and amenities in a full range of styles to complement the most demanding environments.

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