



LED Lighting Retrofits Automotive Dealership Initiative



Maximizing Your Potential Energy Savings

Maximizing energy savings with createchange LED products and controls starts with a comprehensive approach that focuses in three key areas of your dealership. Hubbell Lighting's LED createchange luminaires put the light where it is needed, are designed for future upgradability and can be integrated with wireless controls right from the factory.

UP TO
70%
ENERGY SAVINGS



Viper LED

UP TO
80%
ENERGY SAVINGS



SiteSync

UP TO
50%
ENERGY SAVINGS



LCAT LED

Reducing Maintenance

Energy savings is only part of the story. New Solid State LED solutions from Hubbell Lighting last up to 3 times longer than Metal Halide or Fluorescent sources and up to 60 times longer than incandescent sources, dramatically reducing maintenance costs.

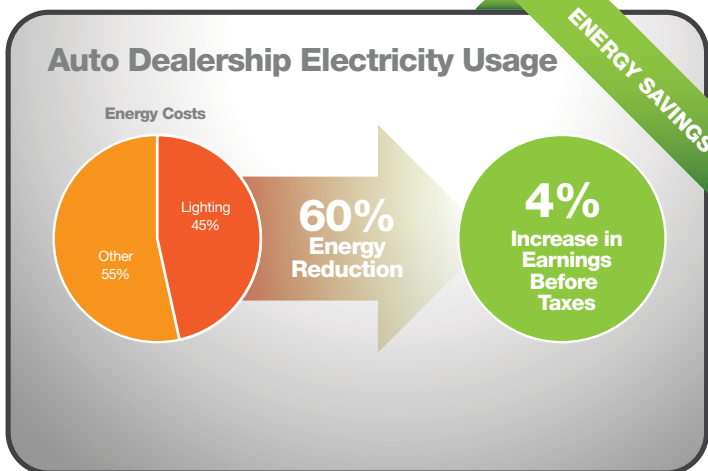
TYPE	LIFE IN HOURS	REQUIRED RELAMPS vs. LED
Incandescent	1,000	60
Compact Fluorescent	10,000	6
Metal Halide	20,000	3
Linear Fluorescent	20,000	3
LED	60,000	0

Equivalent to Selling More Cars



Replacing just one 1000 watt site lighting fixture with the Viper LED can save \$326 dollars per year. That's equivalent to the profit margin from selling one car for \$14,172 every year.

Based on 2.3% national average auto dealer profit margin utilizing an \$0.11/KWh electric rate with 12 hour per night operation and \$38 annual maintenance cost.



DEALER OUTDOOR LIGHTING



Photo courtesy of Leavens Volkswagen

52%
ENERGY SAVINGS

\$155 Annual Savings Per Fixture compared to 400W MH (460 Watts)



HUBBELL®
Outdoor Lighting

Ratio LED

- Featuring Micro Strike Optics which maximizes target zone illumination with minimal losses at the house-side, reducing light trespass issues.

63%
ENERGY SAVINGS

\$233 Annual Savings Per Fixture compared to 750W MH (764 Watts)



BEACON
design · performance · technology

Viper LED

- The Beacon Viper luminaire is available in two sizes with a wide choice of different LED Wattage configurations and optical distributions designed to replace HID lighting up to 1000W MH or HPS. Luminaires are suitable for wet locations.

49%
ENERGY SAVINGS

\$252 Annual Savings Per Fixture compared to 1000W MH (1080 Watts)



BEACON
design · performance · technology

Matrix LED

- Standard and specialty distributions make the Matrix the choice for high lumen, high mounting height applications with outputs exceeding 60,000 lumens.

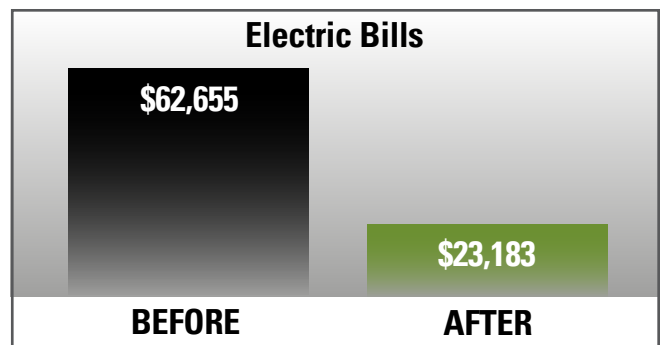


CASE STUDY - Outdoor



Energy Savings: 62.6%

Prior to the retrofit, the dealership's outdoor lighting consumed 626,546 kWh annually. After the LED retrofit, the electricity consumption fell to 234,183 kWh—or a 62.6% decline. When calculating that drop with a utility rate of \$0.10 per kWh, the dealership reduced its electricity bills from \$62,655 to an estimated \$23,183—an eye-opening \$39,472 in just one year.



CASE STUDY - Outdoor

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 of 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.



“In order to satisfy both the light trespass issue and provide high performance lighting desired for the front of the lot, we partnered with Hubbell Lighting to develop an optimal solution using SiteSync Lighting Control with Viper luminaires”.

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

Ferman Site at 25% (12 A.M.)

Ferman Site at 50% (10 P.M.)



Ferman Site 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.



SHOWROOM LIGHTING

53%
ENERGY SAVINGS

\$147 Annual Savings Per Fixture
compared to 400W MH (460 Watts)



Megalum

- The industry's first 18,000 lumen recessed LED downlight. With multiple lumen packages, reflector options, and colour temperatures, Megalum illuminates any area with ceiling heights from 20' to 60'.

72%
ENERGY SAVINGS

\$39 Annual Savings Per Fixture
compared to 75W MR16



D2LED

- Prescolite's 2" LED collection is a full family including downlight, wall wash and adjustable fixtures - all designed to be used together in architectural spaces.

63%
ENERGY SAVINGS

\$206 Annual Savings Per Fixture
compared to 400W MH (464 Watts)



CRN2

- Offers lumen packages from 14,000 to 34,000 LMS for proper illumination on a variety of high bay applications. Efficacy up to 146 LMS/W assures you energy savings over traditional high bay luminaires.



Photo courtesy of Leavens Volkswagen

Hubbell Lighting offers a complete line of interior lighting solutions designed to accentuate automobile colour, curves and chrome, grabbing your customer's interest. Well designed lighting presents a warm and friendly atmosphere, naturally drawing customers to the sparkling environment inside.

Showroom Lighting

Interior luminaires designed to highlight your automobiles and accent your showroom are available in recessed, surface, pendant and track mounted styles for open, lay-in or hard ceilings. Lighting for all office support functions is offered in similar styles. Hubbell Lighting brands offer the latest in energy-efficient and high performance lighting systems.

Office & Customer Lounge Areas

Hubbell Lighting brilliantly illuminates office and retail areas, creating a pleasing atmosphere for daily functions. Choose from a wide selection of luminaires in a variety of mounting styles, utilizing the latest in energy efficient LED technology.

Service Bay & Maintenance Areas

Well lit service bays and prep areas are important to your overall customer and staff satisfaction. A wide variety of high bay and low bay luminaires are offered to meet the needs of this important area of the dealership.

DEALER INTERIOR LIGHTING



70%
ENERGY SAVINGS

\$73 Annual Savings Per Fixture compared to 4 Lamp T8



Columbia
LIGHTING

LCAT - LED Contemporary Architectural Troffer

- LCAT provides both design and value with an architectural appearance, LED technology to reduce maintenance and a full family including 2' x 4', 2' x 2', 1' x 4' and 1' x 2' sizes. LCAT is offered with a wide range of options for classrooms, offices, retail and health care applications.

52%
ENERGY SAVINGS

\$42 Annual Savings Per Fixture compared to 2 Lamp T5HO



LITECONTROL
making light work™

MOD™ 6L LED Pendant Direct

- The MOD™ 6L LED Pendant Direct (6L-P-D) is part of the MODx family, which is an affordably-priced, full-featured offering with best-in-class attention to detail. Variable Intensity technology provides specifiable lumen output/wattage. End cap design eliminates visible diffuser seams/gaps.

67%
ENERGY SAVINGS

\$221 Annual Savings Per Fixture compared to 400W MH (464 Watts)



Columbia
LIGHTING

Peloton™ High Performance High Bay

- Peloton™ High Performance High Bay offers extensive lumen packages, Best in Class efficacy and long life for low total cost of ownership and integrated NX Distributed Intelligence™ lighting control options. Available in narrow or wide distribution, Peloton is perfect for warehouses, gymnasiums and light industrial applications.



DEALERSHIP LIGHTING INVENTORY

(Fill Out Appropriate Items to Identify your Lighting System)

Exterior

Pole Shape

- Square Straight Steel
- Round Straight Steel
- Square Tapered
- Round Tapered
- Decorative

Quantity _____

Fixture Orientation

- Single
- Double
- Triple
- Quad

Quantity _____

Building

- Wall Mounted
- Soffit
- Inground

Quantity _____

Voltage _____

Wattage _____

Source MH
 HPS

Mounting Heights

• Poles _____

• Building _____

Controls Yes
 No

Interior

Showroom

- Recessed Fixtures
- Pendant
- Linear

Source _____

Voltage _____

Quantity _____

Controls Yes
 No

Offices

- Recessed Fixtures
- Pendant
- Linear

Source _____

Voltage _____

Quantity _____

Controls Yes
 No

Common/Customer Areas

- Recessed Fixtures
- Pendant
- Linear

Source _____

Voltage _____

Quantity _____

Controls Yes
 No

Service

- Pendant
- Linear

Source _____

Voltage _____

Quantity _____

Controls Yes
 No

Service Drive Through

- Recessed Fixtures
- Pendant
- Linear

Source _____

Voltage _____

Quantity _____

Controls Yes
 No

Detailing

- Pendant
- Linear

Source _____

Voltage _____

Quantity _____

Controls Yes
 No



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Due to our continued efforts to improve our products, product specifications are subject to change without notice.

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