



## The ROI of LEDs

When owners Jonathan and David Dworsky at Park Chrysler Jeep decided to replace the 30 1,000 watt metal halide fixtures on their lot, they knew that LEDs were an option to consider but they were unclear about the monetary return on the investment they could expect from the new lighting technology.

**CHALLENGE - PROVING THE PAYBACK:** Jonathan and David engaged the services of a lighting consultant who specialized in energy-efficient retrofits to guide them in the process. The lighting project is a piece of a larger initiative that the dealership has undertaken to improve the energy-efficiency of its business. Additional areas for improvement included insulation, roofing and HVAC. The team at The Retrofit Companies has been performing lighting upgrades since 1992, and its members are well-versed in helping organizations take full advantage of new lighting solutions and local utility rebates.

It was imperative that the new lighting would qualify for a rebate from Xcel Energy to justify the expenditure. The team also identified an available grant from the Minnesota Chamber of Commerce to assist with the cost of the project.



Cimarron CL1



**SPAULDING**  
L I G H T I N G

### 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:** Park Chrysler Jeep  
**Project Type:** Outdoor Parking Lot Retrofit  
**Location:** Burnsville, Minnesota  
**Results:** Annual Savings of \$10,000  
**Products:** 30 [Spaulding Lighting Cimarron with Type 1 Auto Optic](#)

#### BEFORE



#### AFTER



**SOLUTION - OPTIMIZING PERFORMANCE & OUTPUT:** A large majority of automotive dealerships that have not performed a lighting upgrade in the last five years are over-lit or too bright in some areas and too dark in others - the lighting lacks uniformity. Unfortunately, this was true at Park Chrysler Jeep.

The Retrofit Companies coordinated with the lighting team of Mlazar Associates and Hubbell Lighting to design a lighting strategy that would optimize the lot lighting with increased uniformity while reducing overall system wattage. The previous lighting solution put off numerous "hot spots" around the facility, which contributed to significant shadowing. The new lighting solution had to ensure the uniformity of the light would alleviate concerns about shadowing, which ultimately led to issues with security.



**HUBBELL**  
Lighting

# CASE STUDY



**“Hubbell Lighting offers one of the best packages for automotive dealers looking to accomplish cost savings and performance functionality with their lighting solutions.”**

**Steve Kath** - President and Founder of The Retrofit Companies



Taking budget concerns and the lot layout into account, the team decided Spaulding Lighting’s Cimarron with the Type One Auto Optic would be the ideal fixture that offered the best combination of performance and monetary value.

Hubbell Lighting’s unique Type One Auto Optic is specifically designed to optimize a front row display while cutting off trespass light. It is ideal for auto dealerships concerned about encroachment on neighboring homes, businesses and roadways but want to accent the front row automobiles.

**SOLUTION BENEFITS - DOING MORE WITH LESS:** The lighting solution accomplishes more with less — the new fixtures require

less energy and light to provide more even light distribution than the fixtures they replaced. Park Chrysler Jeep will see a dramatic dip in lighting costs since the fixtures use 75 percent less kW per year than the dealership’s former metal halide HID fixtures.

This light is being applied even more efficiently through the use of Hubbell’s Type One Auto Optic. Without any complaints from residents about light spillover onto the highway, Park is achieving 75 footcandles on more than 300 feet of front row automobiles. Park is incurring cost savings of \$10,000 per year. When the \$13,000 utility rebate is added in, the total return on investment excluding maintenance savings is 22 percent and the projected project payback period is 4.5 years.

## RESULTS

ROI

**22%**

per year

COMPLAINTS

**0**

COST SAVINGS

**\$10,000** per year



Combined with a  
**\$13,000** utility rebate

CO2 REDUCTION

**78.1** metric tons



15 passenger vehicles a year  
removed from U.S. roadways\*

\*per year



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