

BEFORE
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CASE STUDY
Retrofit Solutions

SELLING CARS DAY AND NIGHT

AFTER
LED

 prescolite

Columbia
LIGHTING

 **HUBBELL**
Outdoor Lighting

CASE STUDY

PROJECT NAME: Kevin Whitaker Chevrolet
TYPE OF FACILITY: Auto dealership
LOCATION: Greenville, SC

PROJECT CHALLENGE

Serving the upstate of South Carolina, neighboring Georgia and North Carolina communities for over 30 years, Kevin Whitaker Chevrolet knows what it takes to earn business and trust. But in an increasingly competitive market, it is more critical than ever for auto dealerships to reduce operating costs to increase earnings.

With the shift to LED technology creating a flood of new lighting products on the market, it can be overwhelming to narrow down and select the right lighting fixtures.

HUBBELL LIGHTING'S SOLUTION

Working with Kevin Whitaker Chevrolet, the lighting designers at Net Zero USA chose three different Hubbell Lighting outdoor LED products to make the cars and trucks' paint truly pop. Over one hundred 1000 watt metal halide fixtures at the tops of existing poles were replaced with 332 watt Spaulding Lighting Cimarron LED luminaires. Forty-four 250 watt small metal halide floodlights located halfway down some of the front line inventory poles were swapped out with forty-four 70 watt Hubbell Outdoor Lighting Miniliter LED floodlights. And a dozen 1000 watt metal halide floodlights on the exterior of the building were updated with fourteen 107 watt Hubbell Outdoor Lighting Magnuliter LED floodlights.

Inside the showroom and office space, the dealership chose products from Hubbell Lighting's Columbia Lighting and Prescolite brands to provide an inviting atmosphere for customers and showcase vehicles in the showroom.



HUBBELL LIGHTING PRODUCTS

- 65 Columbia Lighting – Stratus® E-Series Recessed indirect troffers
- 18 Columbia Lighting – AW Low Profile wraparound luminaires
- 8 Columbia Lighting – LHR Ultra-Efficient high bays
- 44 Hubbell Outdoor Lighting – Miniliter LED floodlights (70W)
- 14 Hubbell Outdoor Lighting – Magnuliter LED floodlights (107W)
- 111 Spaulding Lighting – Cimarron LED luminaires (332W)
- 75 Prescolite – LB6LEDA LED downlights

BEFORE

\$62,655

AFTER

\$23,183

Electric Bills

From the Customer

At Net Zero USA, we work to lower, or even eliminate, costly electrical expenses. The Spaulding Lighting Cimarron LED fixtures provided the perfect product to achieve both goals—bright, uniform and eye-popping outdoor lighting and significant energy and cost reductions.

—Brian Lawrence
VP of Business Development, Net Zero USA

The lighting shows the cars far better at night and folks driving by are giving our inventory a second look. Also, the brighter lights provide better security and since they require less electricity, we run them later into the night for even greater peace of mind.

—Kevin Whitaker
Owner

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—or an eye-opening \$39,472 over just one year.

PROJECT BENEFITS

Lighting is an important part of the automotive shopping experience, but also one of its greatest expenses, accounting for more than 45% of a dealership's energy costs. Dealerships can increase earnings before taxes up to 4% by upgrading their lighting while enhancing the quality of light at their facilities, and then works with the dealership to choose which new and efficient lighting technologies can both improve the quality of illumination, as well as dramatically cut costs.

