CASE STUDY
Chevrolet City Dealership

Chevrolet City Goes Big On Lighting Savings
CASE STUDY
CHEVROLET CITY

Save Big By Switching to LED

CHALLENGE: One of the most critical selling areas of the automotive dealership is their front row. And it required strategic thoughts and plan to approach an innovative lighting solution.

This dealership was located in front of neighbors and a dark location with little lighting. They had to make sure their dealership shine, but at the same time not have any light bleed into the residential neighborhood beside and behind them.

They were also dealing with high energy cost from their old HID fixtures. Although the dealership faced dilemmas, they took the initiative to improve their lot for customers experience and safety. With the help of SLG and their local San Diego Agents, they came up with a strategic plan to resolve these issues.

SOLUTION: The team implemented a rigorous specification process with the local agencies on tools to identify an ideal solution to their problems. They incorporated the Area Light.

BENEFITS: The result of the new lights has improved the outdoor lighting levels leaving little to non-pollutions, ultimately contributing to the safety and security of the customers and providing a great solution for energy savings.

The LED technology delivers a prompt return on the investment for Chevrolet City. Saving up to 82% on energy saving, while providing the comfort and safety of their customers.

PROJECT: Chevrolet City
PROJECT TYPE: Auto Dealership
LOCATION: San Diego, CA
RESULTS: Annual Saving of up to 82%
PRODUCTS USED: AL Area Light

AL Area Light

“When you look at the photometrics, SLG AL Area Light is one of the best and most popular LED light fixture.”

PROJECT OBJECTIVES:
· Use LED fixtures for energy reduction
· Increase lighting on front row cars, sales, and customer safety
· Increase visibility and uniformity
· Reduce maintenance cost and labor
· Replace 400W Metal Halide