

SELL CARS MORE EFFICIENTLY AND REDUCE YOUR OVERHEAD WITH SMART LIGHTING

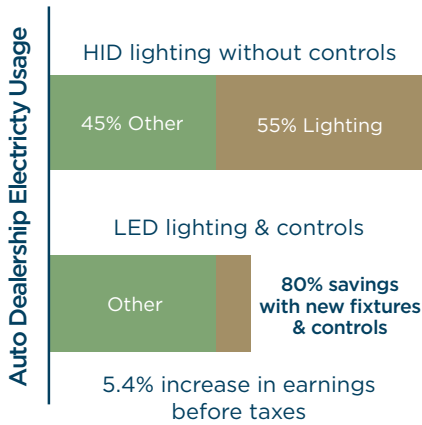
Automotive dealerships represent a unique outdoor lighting use case, where the show lots also function as the merchandising opportunities.

Superior Energy and Control's expertise in combining the right lighting system, with our customized lighting control solution helps dealerships achieve spectacular automotive lighting along with energy efficiency, safety and security.

The Challenge

Displaying automobiles in their best light is essential to healthy sales, revenues, and competitiveness for auto dealerships. Auto retailers are typically located in high-traffic areas with bright lighting to ensure visibility for potential buyers and avoid dark areas for security reasons. It is also in their best interests that lighting doesn't disturb other businesses and residents in the vicinity.

The average dealership lighting cost in the U.S. is more than \$110,000 per year for a cumulative annual expenditure of \$2.3 billion with a profit margin that averages 2.2%. Dealerships need to find a happy equilibrium between attractive, secure, neighbor-friendly illumination and reduced energy costs that boost the bottom line.



Superior Energy and Control's Energy Management System (EMS) software features simple setup, scheduling, commissioning, and programming. Dealerships can confirm their energy savings via daily reports of energy use (via revenue-grade metering) and fixture health. Performance history can also be used for predictive maintenance and system tuning.

The Solution

Many auto dealerships are replacing their existing outdoor lighting with LED luminaires, which can reduce energy costs by as much as 50%. Pairing this lighting technology with equally sophisticated control technology accelerates both energy savings and the ability to transform lighting from a cost center into a strategic business asset.

Other Benefits:

- Improved merchandising for increased sales
- Predictive maintenance for reduced operational costs
- Theft deterrence

Typical dealership lighting schedule:

Sundown	All lights turn ON to 100%
10 p.m.	Front lot and showroom building dims to 70% Back lot lighting dims to 30% with motion detectors enabled
Midnight	Showroom building dims to 40% Front lots dim to 30%
Before sunrise	Front lot and showroom building back to 100%
After sunrise	Lighting automatically turns OFF

The Results

Our Superior Lighting Controls combined with LED lighting for auto dealerships:

- Aesthetically illuminate dealership lots, and maximize energy efficiency and safety.
- Dim light levels at low-traffic times to reduce energy costs over and above the savings from upgrading to LED lighting alone.
- Reduce light levels on back lots to further reduce energy usage and costs.
- Add motion detectors to raise lights to full output when needed for improved customer experience and security.
- Reduce light pollution on neighboring homes and businesses.
- Fine tune lighting levels for optimized vehicle sales, energy savings, security, and predictive maintenance.

