

ANKENY, IOWA, UNITED STATES • 2012

Karl Chevrolet: ending the 50%-of-lights-off compromise

Karl Chevrolet, the third-largest Chevrolet dealership in the United States at 1,307,815 square feet, had been shutting off half its lighting after hours to control costs, creating uneven, unsecure lighting across the lot. It converted 316 fixtures to LED with Dimonoff RME nodes instead.



316

FIXTURES CONVERTED TO HIGH-PERFORMANCE LED WITH RME NODES [➤ \(HTTPS://WWW.DIMONOFF.COM/CONTENT/UPLOADS/2020/07/CASE-STUDY_CHEVROLET-EN-WEB.PDF\)](https://www.dimonoff.com/wp-content/uploads/2020/07/CASE-STUDY_CHEVROLET-EN-WEB.PDF)

1,307,815 sq ft

TOTAL DEALERSHIP LOT AND FACILITY AREA COVERED [➤ \(HTTPS://WWW.DIMONOFF.COM/CONTENT/UPLOADS/2020/07/CASE-STUDY_CHEVROLET-EN-WEB.PDF\)](https://www.dimonoff.com/wp-content/uploads/2020/07/CASE-STUDY_CHEVROLET-EN-WEB.PDF)

The situation

Karl Chevrolet, the third-largest Chevrolet dealership in the United States, covers 1,307,815 square feet of lot and facility. Constant lamp failures and high energy costs had pushed the dealership to disable half its lights after closing, a workaround that left the lot unevenly lit: bright in some rows, dark in others, and reading as unprofessional and less secure from dusk until dawn.

What was deployed

The dealership converted 316 fixtures to high-performance LED, each fitted with a Dimonoff RME wireless smart lighting node, deployed through a white-label partner rather than sold under the Dimonoff name directly. Instead of switching entire zones off after hours, the lot can now dim uniformly, keeping every row lit at a lower, even level rather than alternating between full brightness and total darkness.

Why it matters for your network

Karl Chevrolet is the large-commercial-lot case: a facility that had already tried the obvious cost-control move, turning half the lights off, and found it made the security and image problem worse, not better.

Dimming instead of switching off is the fix when a site's real complaint is uneven lighting and an unprofessional look at night, not just a power bill.

DEPLOYMENT

Node	RME smart wireless lighting nodes
Category	Smart lighting control, white-label partner deployment
Control	Remote dimming, replacing the half-lot after-hours shutoff

SOURCES

- Dimonoff – Karl Chevrolet Dealership, IA (case study PDF) (https://www.dimonoff.com/wp-content/uploads/2020/07/Case-Study_Chevrolet-EN-Web.pdf)
- Dimonoff – Karl Chevrolet Dealership, IA (<https://www.dimonoff.com/resources/case-studies/karl-chevrolet-dealership/>)