

Karl Chevrolet Dealership

Iowa, United States



CASE STUDY

Karl Chevrolet Dealership in Ankeny, IA is the 3rd largest Chevy dealership in the US at 1,307,815 square feet. The annual cost for lighting was enormous. Faulty lamps were constantly being replaced and 50% of the lamps were turned off after hours to save on energy costs. This in turn created non uniform lighting patterns that represented a security flaw as well as a non-professional look from dusk till dawn.

They wanted to:

- Improve customer experience
- Improve operations
- Reduce energy costs

WHAT HAS BEEN DONE?

All 316 lights were converted to high performance LEDs equipped with smart wireless lighting nodes.

Benefits:

- Superior light-Level uniformity and quality, eliminates dark spots;
- Projects a professional image and enhances reputation;
- Highlights the merchandise;
- Improves safety and security;
- Low maintenance and real-time monitoring;
- Eliminates light trespass with improved emphasis on the front row;
- Controls dimming capabilities instead of turning off 50% of lights after hours.

RESULTS

74%

REDUCTION IN
ENERGY USE

\$143,465

ANNUAL ENERGY
SAVINGS

\$12K

ANNUAL MAINTENANCE
SAVING

29%

RATE OF ANNUAL
RETURN ON
INVESTMENT

\$216K

REBATE FROM LOCAL UTILITY