

2021 AUTOMOTIVE DEALERSHIP LIGHTING RETROFIT PROGRAM



SELLING CARS DAY AND NIGHT

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.

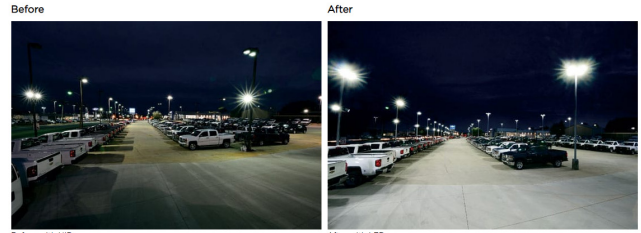
FROM THE CUSTOMER

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



HUBBELL LIGHTING PRODUCTS

- 65 Columbia Lighting – Stratus® E-Series Recessed indirect troffers
- 18 Columbia Lighting
 - AW Low Prole 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

Electric Bill

Before	\$62,655
After	\$23,183

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.



SAVING ENERGY IS ALWAYS A BRIGHT IDEA.

Upgrade to new LED lighting with saveONenergy incentives to shorten payback periods, reduce maintenance costs, and cut operating costs.

OUR PROCESS AND PROCEDURE

Step 1 – Evaluation and Audit:

Our energy team will meet with your client group to understand your objectives and goals, your lighting requirements for user groups in each space and then audit existing lighting systems (wattages, voltage, lighting levels)

Step 2 – Education and Design:

GS Lighting Group will provide a design process that allows for a level of explanation and education on various lighting systems. We believe in providing clients clarity in the design process to facilitate an understanding of LED fixture technology and control options. Our design team will provide computer generated interior and exterior lighting designs plans on reflected building and site drawings, so you can visual future results. This process will provide you an expectation for installed results. We can provide educational seminars to your management group and supply samples for review.

Step 3 – The Proposal:

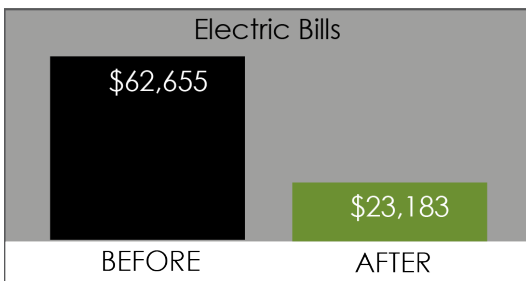
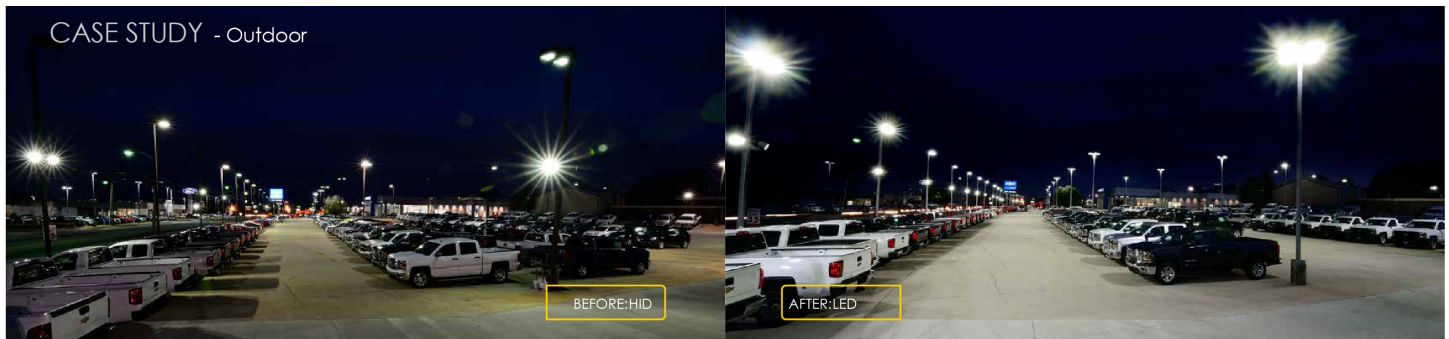
This step takes the above design to a ROI stage. We will provide you all the details. What your current installed lighting systems is, current lighting levels and current energy load. The proposal will provide the approved design, fixture specs, the expected design light levels and cost. Our proposal will breakdown a Return on Investment based on your energy reduction load.

Step 4 – Implementation:

Once you are certain that our proposal meets all your requirements and goals, we can help with the submitted IESO retrofit Save on Energy Program paperwork to help you submit your retrofit for approval and receive the rebates available.

Step 5 – Installation:

We can provide you an option for a turnkey solution with a licenced and certified Electrical Contracting company.



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

DEALER OUTDOOR LIGHTING



52% Energy Savings

- \$155 Annual Savings Per Fixture compared to 400W MH (460 Watts)

Ratio LED

- Featuring Micro Strike Optics which maximizes target zone illumination with minimal losses at the house-side, reducing light trespass issues.



63% Energy Savings

- \$233 Annual Savings Per Fixture compared to 750W MH (764 Watts)

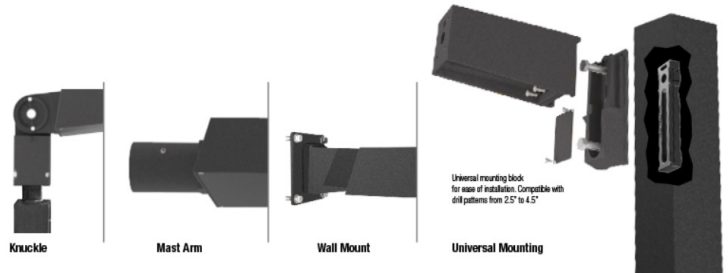
Viper LED

- The Beacon Viper luminaire is available in two sizes with a wide choice of different LED Wattage configurations and optical distributions designed to replace HID lighting up to 1000W MH or HPS. Luminaires are suitable for wet locations.

RATIO FAMILY OF POST TOP, WALL AND FLOOD



Size	RAR1-80L	RAR1-160L	RAR2-320L	RAR2-480L
Lumens	3,000/6,000	9,000/18,000	15,000/21,000	24,000/48,000
Watts	25/50W	70-135W	110-165W	185-340W
LPW	120	129	136	136
Mounting	Arm & Knuckle	Arm & Knuckle	Arm & Knuckle	Arm & Knuckle
CCT	3K, 4K, 5K	3K, 4K, 5K	3K, 4K, 5K	3K, 4K, 5K
Distributions	II, III, IV, V	II, III, IV, V	II, III, IV, V	II, III, IV, V
IP Rating	IP66	IP66	IP66	IP66
Legacy Equivalence	100-175W	175-400W	250-400W	400-750W

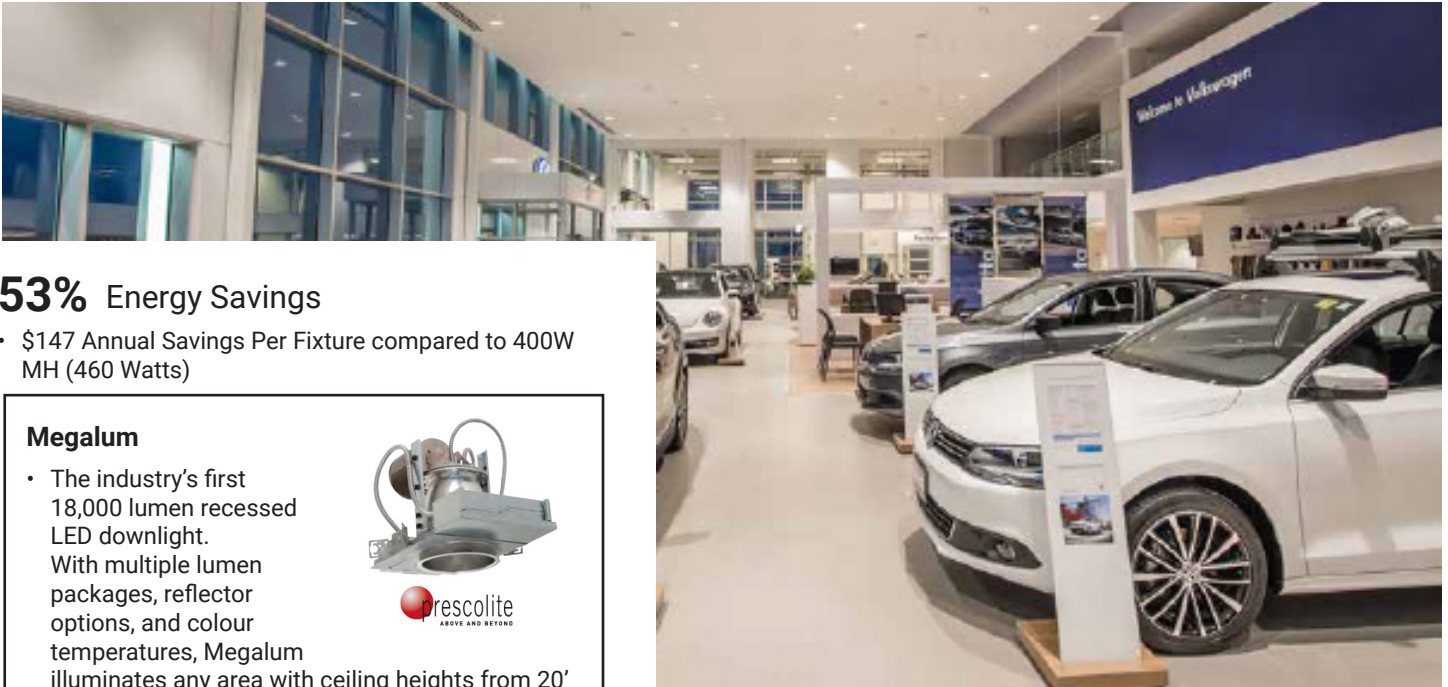


Size	RFL2	RFL3	RFL4	RFL5
Lumens	3,500	5,000/7,000	12,000/15,000	18,000/25,000/30,000
Watts	25W	40/50W	95/120W	130/190/265W
LPW	130	125/140	125/130	125/130/115
Mounting	Knuckle, Trunnion	Knuckle, Trunnion	Knuckle, Trunnion	Knuckle, Trunnion
CCT	3K, 4K, 5K	3K, 4K, 5K	3K, 4K, 5K	3K, 4K, 5K
Distributions	N, M, W	N, M, W	N, M, W	N, M, W
IP Rating	IP66	IP66	IP66	IP66
Legacy Equivalence	100-150W	175-250W	250-400W	750W-1000W



Size	RWL1	RWL2
Lumens	1,000-5,000	6,000-19,500
Watts	10-45	45-155
LPW	136	148
CCT	3K, 4K, 5K	3K, 4K, 5K
Distributions	III, IV	II, III, IV
IP Rating	IP65	IP65
Legacy Equivalence	42W-175W	175W-400W

SHOWROOM LIGHTING



53% Energy Savings

- \$147 Annual Savings Per Fixture compared to 400W MH (460 Watts)

Megalum

- The industry's first 18,000 lumen recessed LED downlight. With multiple lumen packages, reflector options, and colour temperatures, Megalum illuminates any area with ceiling heights from 20' to 60'.



72% Energy Savings

- \$39 Annual Savings Per Fixture compared to 75W MR16

D2LED

- Prescolite's 2" LED collection is a full family including downlight, wall wash and adjustable fixtures - all designed to be used together in architectural spaces.



63% Energy Savings

- \$206 Annual Savings Per Fixture compared to 400W MH (464 Watts)

LiteFrame LED

- Offers lumen packages from 14,000 to 34,000 LMS for proper illumination on a variety of high bay applications. Efficacy up to 146 LMS/W assures you energy savings over traditional high bay luminaires.



Hubbell Lighting offers a complete line of interior lighting solutions designed to accentuate automobile color, curves and chrome, grabbing your customer's interest. Well designed lighting presents a warm and friendly atmosphere, naturally drawing customers to the sparkling environment inside.

Showroom Lighting

Interior luminaires designed to highlight your automobiles and accent your showroom are available in recessed, surface, pendant and track mounted styles for open, lay-in or hard ceilings. Lighting for all office support functions is offered in similar styles. Hubbell Lighting brands offer the latest in energy-efficient and high performance lighting systems.

Office & Customer Lounge Areas

Hubbell Lighting brilliantly illuminates office and retail areas, creating a pleasing atmosphere for daily functions. Choose from a wide selection of luminaires in a variety of mounting styles, utilizing the latest in energy efficient LED technology.

Service Bay & Maintenance Areas

Well lit service bays and prep areas are important to your overall customer and staff satisfaction. A wide variety of high bay and low bay luminaires are offered to meet the needs of this important area of the dealership.

DEALER INTERIOR LIGHTING



70% Energy Savings

- \$73 Annual Savings Per Fixture compared to 4 Lamp T8

LCAT - LED Contemporary Architectural Toffer



Columbia
LIGHTING

- LCAT provides both design and value with an architectural appearance, LED technology to reduce maintenance and a full family including 2' x 4', 2' x 2', 1' x 4' and 1' x 2' sizes. LCAT is offered with a wide range of options for classrooms, offices, retail and health care applications.

52% Energy Savings

- \$42 Annual Savings Per Fixture compared to 2 Lamp T5HO

MOD™ 6L LED Pendant Direct



LITECONTROL
making light work™

- The MOD™ 6L LED Pendant Direct (6L-P-D) is part of the MODx family, which is an affordably-priced, full-featured offering with best-in-class attention to detail. Variable Intensity technology provides specifiable lumen output/wattage. End cap design eliminates visible diffuser seams/gaps.

67% Energy Savings

- \$221 Annual Savings Per Fixture compared to 400W MH (464 Watts)

Peloton™ High Performance High Bay



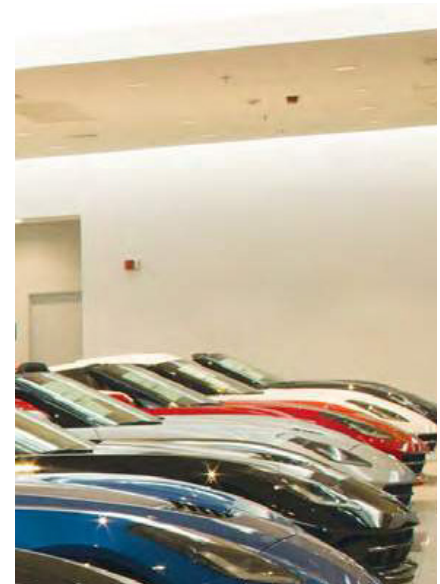
Columbia
LIGHTING

- Peloton™ High Performance High Bay offers extensive lumen packages, Best in Class efficacy and long life for low total cost of ownership and integrated NX Distributed Intelligence™ lighting control options. Available in narrow or wide distribution, Peloton is perfect for warehouses, gymnasiums and light industrial applications.

SERVICE BAY & MAINTENANCE AREAS



Well lit service bays and prep areas are important to your overall customer and staff satisfaction. A wide variety of high bay and low bay luminaires are offered to meet the needs of this important area of the dealership.



CVT Linear Vaportite

- Switchable Lumen technology: 7000/5800/4500 lumens
- 4000K or 5000K
- 0-10V dimming to 10%
- IP65/66 rated
- Up to 160 lm/w
- -40°C to 40°C ambient
- Universal voltage (120-277V)



CBL Linear High Bay

- Lumen packages range from 10,000 to 57,000 lumens
- Narrow and Wide lens distribution options
- -40°C to 50°C ambient operating temperatures
- 4000K and 5000K options with 80 CRI
- IP4X rated



CSL Striplight

- 4,000 and 8,000 nominal lumens
- Choice of two color temperatures
- Wide range of applications
- 80+ CRI
- 0-10V dimming
- Surface mount on wall or ceiling
- Universal voltage (120-277V)
- 4000 and 8000 nominal lumens



CRB Wet Location High Bay

- Compact wet location high bay
- IP66 rated
- Lumen packages from 14,000-34,000
- Efficacy up to 143 lumens per watt
- 4000K and 5000K options and 80 CRI
- Durable die-cast aluminum housing and polycarbonate lens
- -30 to 50°C ambient operating temperature range



CNW Narrow Wrap

- 3500 nominal lumens
- 116 lumens per watt
- 4000K CCT
- 0-10V dimming to 10%
- For use in a wide range of surface mount ceiling and wall applications
- 80+ CRI
- Acrylic lens for superior efficiency, resistance to UV aging
- Universal voltage (120-277V)



SAVVANO Decorative High Bay

- The Savvano™ is a decorative high bay available in two sizes (22" and 16") and in a wide range of decorator friendly colors. It has 5 different lumen levels, 3 different reflector options and 5 color temperatures



GS Lighting Group, a division of Gross Sales Limited is proud to be celebrating over 25 years in the lighting business. Since 1990 we have a vision of supporting our clients with professional lighting services with leading lighting technology from all our manufacturing partners.

Why you should consider LED Retrofits

GS Lighting Group can help you achieve the following dramatic benefits without costly infrastructure changes.

- Reduce your hydro usage on Lighting by up to 70%
- Reduce long term maintenance and labour cost
- Improve employee satisfaction and productivity
- Improve light levels and quality
- Improve facility safety – interior and exterior
- Improve patient or resident comfort
- Improve doctor and nurse patient care
- Enable lighting control systems – dimming, motion / daylight sensors, etc.
- Reduce your carbon footprint
- Provide corporate stewardship on environmental concerns

up to 70% energy savings	up to 70% energy savings	up to 70% energy savings	up to 70% energy savings	up to 70% energy savings	Additional 10-20% reductions
SHOWROOM	PARKING LOT	OFFICE	SHOP	WAREHOUSE	Controls

Book your Lighting Audit, Design Meeting or Lighting Seminar today.



GS Lighting Group Healthcare LED solutions Group
Showroom Lighting Center:
 26 Glebe Street, Cambridge, Ontario N1S2P1
 Open Mon-Fri 9:00 a.m. to 5:00 p.m.
Tel: 519-267-6262
Email: sales@gsightinggroup.ca
Website: www.gsightinggroup.ca

