

How To: Enhance the Car Buying Experience & Sell More Cars with Energy-Saving Showroom Lighting

By Greg Dixon, product portfolio manager, Cree, Inc.

Editor's Note: Here is a "how to" solution to bringing a new lighting system to your dealership

Outdated Lighting Costly Dealers Sales & Impacting Image: As an energy-intensive industry, automotive dealerships consume about 110 kBTU per square foot compared to prime office space at 93 kBTU according to the [EPA ENERGY STAR® Program](#).⁽¹⁾ Automotive retailers using outdated lighting technologies are sacrificing significant energy and maintenance savings along with aesthetics. Now, LED lighting provides light quality equal to—and in most cases better than—incumbent light sources, for a truly no-compromise solution.

Why Dealers Should Care about Lighting now: Lighting that saves energy, maintains retail aesthetics and helps drive sales and productivity is important to consider when selecting a lighting solution for any auto dealership. Market-leading LED lighting innovator, Cree, Inc. understands the potential sales benefits of dramatically enhancing merchandise appeal and showroom aesthetics. That's why Cree introduced the new Cree® LS Series linear LED luminaire, a design-inspired compact LED linear luminaire that allows dealerships to conserve energy usage without compromising aesthetics or color-quality.

Flexible installation & easy customization: Featuring a slim, modern form factor (less than 3" wide and 3" tall) with multiple mounting options, the LS Series linear LED luminaire delivers a market-leading combination of sleek aesthetics and vibrant illumination to display merchandise in their truest colors. The LS Series linear LED luminaire also offers flexible installation and easy customization to accommodate a variety of showroom and backroom spaces.

Selling & buying a car is emotional experience: merchandise is about more than just stocking products for customers. For patrons, it's a highly visual and sometimes emotional experience. Powered by Cree TrueWhite® Technology, the LS Series linear LED luminaire delivers best-in-class color quality and accuracy, critical for showrooms where visual acuity and color rendering are important.

25% reduction in energy consumption: Compared to fluorescent fixtures, the high-efficacy, compact LS linear luminaire can reduce energy consumption by more than 25 percent and virtually eliminate costly maintenance needs. At a value price and 10-year warranty, the introduction of the new LS Series luminaire enables dealerships to get remarkable color quality while achieving significant energy and maintenance savings to support the bottom line.

The best lighting solution for your dealership: The Cree LS Series linear LED luminaire proves that dealerships don't have to sacrifice modern aesthetics for high quality lighting. Cree removed existing product barriers and delivered a linear luminaire that produces exceptional, long-lasting light in a modern form factor.

Source: ⁽¹⁾ EPA ENERGY STAR Program: A Dealer Guide to ENERGY STAR® Putting Energy into Profits, Guide document from NADA

http://www.energystar.gov/buildings/sites/default/uploads/tools/A_Dealer_Guide_to_ENERGY_STAR.pdf Note: ENERGY STAR is a U.S. Environmental Protection Agency (EPA) voluntary program that helps businesses and individuals save money and protect our climate through superior energy efficiency.