

Bright Ideas, Bold Innovations

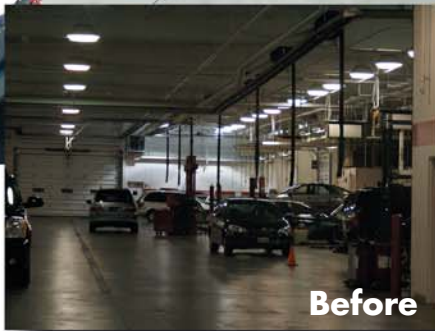
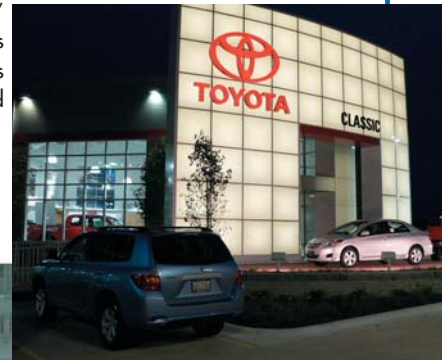
Brighter, Energy-Saving Solution from Venture!

Whiter Light and Less Energy

The Classic Auto Group, located in Northeast Ohio is one of the largest automobile dealerships in the nation. Offering a huge variety in automobile choices ranging from Chevrolet to Lexus and Cadillac, Classic has 30 franchises sold at 15 locations in Northeast Ohio for your convenience in automotive shopping.

In the fall of 2007, Classic decided to improve its overall lighting in their locations in order to achieve better whiter light, brighter light, energy savings, and an overall higher CRI for truer color rendering in all parts of their dealerships. As an initial start at accomplishing this, Classic has utilized its headquarters in Mentor, Ohio to showcase new lighting technology in their car lots, service bays, showroom and new car pick up areas.

At their Toyota dealership, Classic replaced outdated probe start metal halide technology with new state-of-the-art Uni-Form® pulse start technology. Venture Lighting's Natural White® pulse start lamps and ballasts were utilized. Natural White lamps have a high color rendering index (CRI) of 90+ and a color temperature of 5000k, the color of natural sunlight. The result is unmatched lighting color quality emphasizing the "true" color of Classic's automobiles, as well as significantly increased overall light output.



Before



After

"We're extremely pleased with Venture Lighting. At night, our dealership shines like a diamond. From just the better lighting alone, I'll sell more cars."

*-Bob Ringo,
Classic Automotive Group*

*Classic Toyota, of the Classic Auto Group,
based in Northeastern Ohio*



VENTURE
LIGHTING

Car Dealership Lighting Study

PULSE START METAL HALIDE LIGHTING SYSTEMS



Car Lot Lighting

Initially, Classic replaced (121) 1000W probe start lamps and ballasts in their Mentor car lot with 775W Natural White lamps and ballasts resulting in a huge decrease in energy consumption, with **significant energy use reduction of over 25%**. The lot is now much brighter and "whiter", drawing significant attention to the dealership for all who pass by. The results were amazing and the following was achieved in this area of the dealership alone:

- Savings of 145,200 kWh of energy annually
- Savings of \$11,616 in energy costs per year
- Car lot average footcandles were increased from 13 to 22 (an increase of 79%)
- Car lot effective footcandles (enhanced for nighttime viewing) were increased from 21 to 46 (an increase of 120%)
- A Savings of 240 watts of energy for each individual fixture

Service Bay Area Lighting

In its service bay area, Classic replaced (56) 400W probe start lamps and ballasts with the same number of energy efficient 290W Natural White pulse start lamps and ballasts. This resulted in an immediately brighter and crisper work area with light output increasing by an incredible 60%. An improved overall work atmosphere, more conducive to less servicing errors was also achieved through this improved light output. Because of the inherent energy efficiency of Venture's Natural White products, energy usage remained the same in the service bay, even with the much greater light output achieved!

The following results were achieved in the service bay area alone:

- Same energy usage with significant increase in "white" light output
- 60% increase in light levels
- Bay area lighting average footcandles were increased from 35 to 55 (an increase of 57%)

Showroom Lighting

Through Venture's lighting improvements in their showroom areas, Classic was able to achieve light levels they never thought possible! In the Mentor showroom, (24) 400W probe start lamps and ballasts were replaced with 400W Natural White pulse start lamps and ballasts in two separate areas. The following results were achieved in the Classic Showroom:

- Energy Savings of 10% due to energy efficient retrofit lighting systems
- High Ceiling showroom lighting average footcandles were increased from 40 to 75 (an increase of 87%)
- Lower Ceiling showroom lighting average footcandles were increased from 45 to 100 (an increase of over 100%)



New Car Pickup Area

Mentor Classic also replaced a variety of fixtures in their new car pickup area with Venture's newest product offering: Performance Plus Low Wattage Accent Lighting. (22) 35W MR16 fixtures with lamp and ballast now light up this area where Classic's new car owners are ready to drive away in their "prized" purchase. Like all of Venture's Natural White products, MR16's offer high energy efficiency, high color rendering and maximum light "punch", but all in a compact size with tight beam control to put the light right where you want it.

In Mentor's New Car Pickup Area, the following was achieved:

- Low system watts of only 43W per fixture
- Over 6000 hours of life per fixture
- 80% energy efficient

Classic is extremely pleased with its new "Natural White" lighting and all the benefits it has brought to the Mentor dealership. Turning to **Venture Lighting, HIDirect and I Squared Lighting** has been a win-win for The Classic Auto Group. Brighter and Whiter light throughout its Mentor dealership along with great energy savings a true winning combination.

Think of the possibilities for lighting improvement at your dealership through a partnership with Venture Lighting, HIDirect and I Squared Lighting.

	Quantity of Lighting Systems	Existing Wattage	Upgraded System Wattage	Annual Energy Savings
Car Lot	121	1000W	775W	\$11,616.00
Service Bay Area	56	400W	290W	\$3,091.20
Showroom	26	400W	400W	\$1,123.20
				Total: \$15,830.40

Total of 25% Reduction of Energy Usage
(Based on 5000 hours/year at \$0.08/kWh)



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