

Carlock Dealership Group

Carlock Nissan & Toyota of Tupelo and Nissan of Jackson, increases product presentation and security with LightEdison.

Outdated mismatched lighting system replaced with LightEdison turn-key LED lighting solution.

Challenge

The Carlock Dealer Group owns three dealerships in the greater Tupelo, Mississippi and Jackson, Tennessee region. Ownership wanted to improve their lighting to showcase their brands, increase safety for employees working late and reduce vandalism of vehicles.

Solution

LightEdison specified and installed 689 interior retrofit kits, 395 exterior retrofit kits, 6 replacement fixtures and 3 replacement lamps; increasing ambient light levels by more than 20% and improving safety and curb appeal for would be customers. 400-watt exterior shoebox fixtures were retrofitted with 130-watt retrofit kits designed to last more than 20 years, relieving future pressure on the operations budget. Appropriate optics were selected to create a sharp and cohesive lighting design, while minimizing overspill into the surrounding neighborhood. The design also removed troublesome dark areas thus improving safety and security. In addition, better color rendering was produced with the use of these fixtures creating a much truer and richer representation of color for the fleet of vehicles. Overall lighting energy use was reduced by over 59% while significantly increasing illumination.



Results

Carlock Automotive Group has avoided paying a net \$751,473 in direct lighting costs over the next 10 years and these benefits are marginal compared to increased safety and improved sales performance than can now be realized.

Testimonial

"We recently partnered with LightEdison to upgrade several facilities to LED lighting using their unique Lighting Service Agreement. We were looking to better show case our expansive inventory while reducing our electrical cost so that we can better service our clients. Initially we were pleasantly surprised with the conversion itself, we experienced no loss of revenue and no disruption to our normal business day. Then the shock came in the mail when the electric bill arrived, it actually worked and had beat LightEdison's projections. We are looking at saving over a million dollars in the next ten years, and we're able to use our capital for our core business. No question this was a great financial decision for our group."

– Terrence Ingram, Carlock Management

