

Isringhausen Imports Dealership

Isringhausen Imports increases security and product appearance with LightEdison solution.

LightEdison implemented a turn-key lighting solution to replace legacy mis-matched system.

Challenge

Isringhausen Imports required improvements in exterior lighting to address issues with insufficient lumen output that were causing security and safety concerns as well as failing to properly showcase their inventory of high-end vehicles, which was impacting monthly sales targets.

Solution

LightEdison specified and installed a retrofit solution designed to increase the delivered lumens to the dealership lot by over 25%. This solution achieved goals of improving safety and security as well as delivering a more accurate representation of each vehicle's true color and finish to produce an eye catching look to potential customers driving by. By installing a solution with retrofit kits designed to last over 20 years, LightEdison was able to maximize operational impacts per dollar spent. Overall lighting energy use was reduced by over 36% even though the retrofit kits were upsized from existing equivalency to deliver significant increase in illumination.

Results

The LED lighting retrofit solution will generate savings of \$33,769 over 10-years. These benefits are marginal compared to the improvements in security and increased sales volume that can now be realized.



Testimonial

"Isringhausen BMW is excited to be upgrading our exterior lighting to better showcase our inventory for our customers while implementing responsible energy conservation."

– Geoff Isringhausen, President, Isringhausen Imports

