

Improved Dealership Lighting While Increasing Lot Safety & Lowering Energy Costs

PROJECT OVERVIEW

Poor outdoor light levels at Boulevard Car Dealership meant they were more susceptible to thieves, and the dim lighting gave off a gloomy ambiance. With rising energy costs, Boulevard Auto Group not only needed a more energy-efficient system but also required an outdoor lighting solution that illuminated their lot effectively to alleviate safety and security concerns.

SBT Alliance's Direct Discount Lighting (DDL) powered by the Enlighted advanced controls system enhanced the look and feel of the dealership while significantly increasing their energy cost savings.

THE PROBLEM

Boulevard Auto Group's dealership lighting levels were low, but their energy costs were high. They required a system that would cut costs without sacrificing lighting quality. Especially with theft on the rise at night, they needed bright lights around their lot that could double as a fail-safe in case of security camera malfunction.



Low Light Levels



High Energy Costs



Safety Concerns

THE SOLUTION

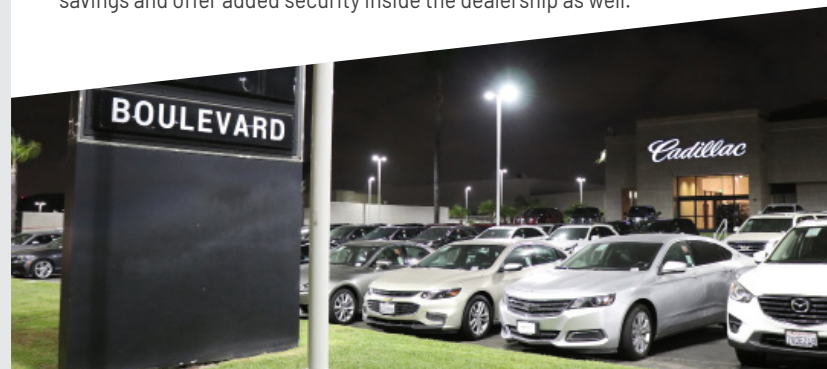
SBT developed a low-cost outdoor lighting system, increasing light levels from two foot-candles (fc), yes 2-foot candles, to 20 fc. Rather than 575-watt fixture heads, which wasted energy from all the heat they produced, SBT installed highly efficient 145-watt LED heads.

The sensors that reside within the LED lights communicate statistics to Boulevard, alerting them if there is any suspicious activity at night, even if their security cameras are disabled.

THE RESULTS

Switching out fluorescent heads to LED heads reduced Boulevard Car Dealership's monthly kilowatt-hours (kWh) usage from 24,440 to 3,018 kWh. Bright lights enhance the look and feel of the dealership while also offering significant energy cost savings.

Boulevard Car Dealership is working on phase two of this project with SBT: upgrading their indoor lighting system. This will provide additional savings and offer added security inside the dealership as well.



HEADQUARTERS

6700 E. Pacific Coast Highway
Suite 235
Long Beach, CA 90803

REGIONAL OFFICES

Atlanta, GA Nashville, TN
Boston, MA Scranton, PA
Cleveland, OH

MFG / PRODUCTION

Sacramento, CA
Tijuana, MX