



Automotive



Case Study - Automotive Dealership

BMW of Crystal Lake

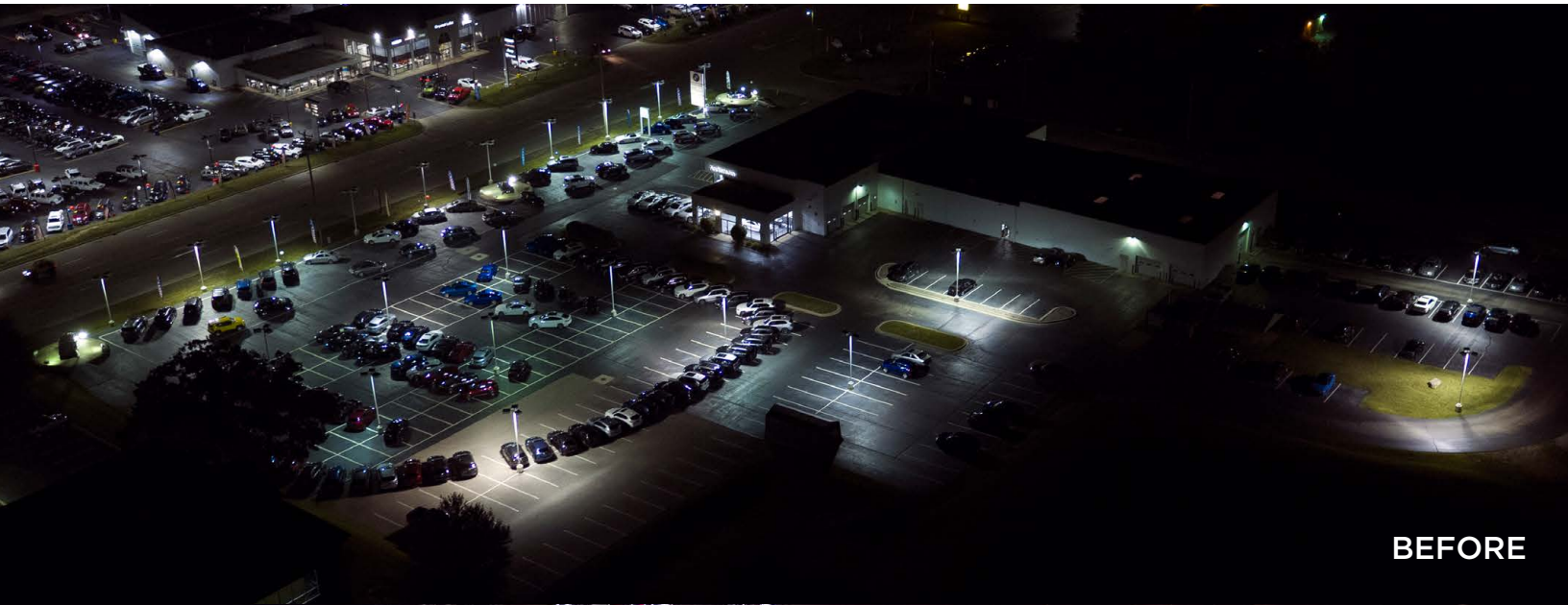
Crystal Lake, IL

XtraLight™ LED outdoor lighting helps transform BMW of Crystal Lake into a visually pleasing marketplace that catches the eye of customers while reducing annual energy savings significantly.



Viento
AREA LIGHT

XtraLight™
LED Lighting Solutions



BEFORE



AFTER

The Viento LED area light from XtraLight gives BMW of Crystal Lake a competitive advantage with the industry's best outdoor lighting and creates a visually stimulating experience for customers on the lot.

The Opportunity

Located just 45 miles northwest of the Chicago city limits, BMW of Crystal Lake is part of the largest luxury car dealership in McHenry County. Over the years, they have been committed to making the car buying experience special and stress-free for their customers. Part of that buying experience is the visual stimulation that sparks an emotional attachment to a particular vehicle on the lot. The automotive professionals at BMW of Crystal Lake understood the importance of outdoor lighting to the sales process and how crucial it was to update their system to the latest LED lighting technology.



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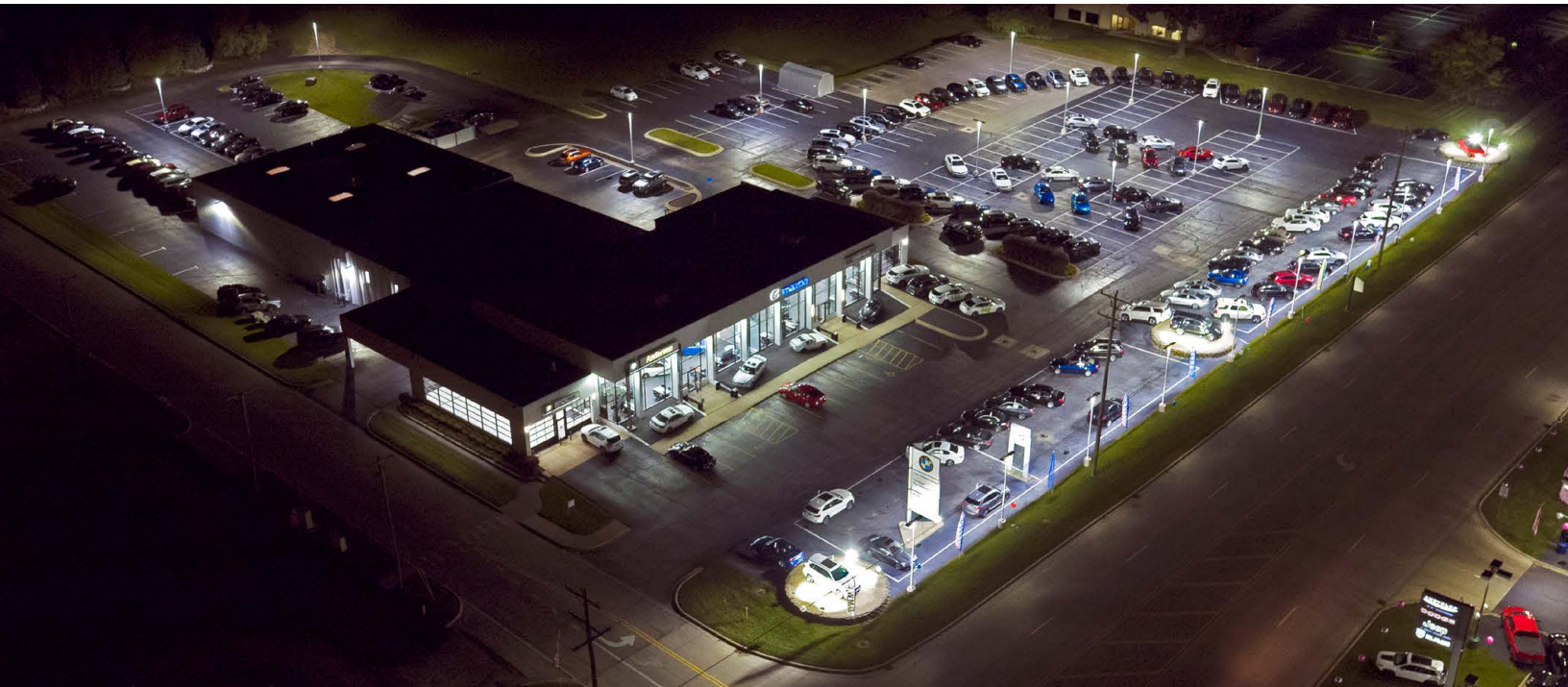
It looks like a new dealership! My expectations were exceeded from the time we made the decision, all the way through actual install itself. The whole process from beginning to end was fantastic and we couldn't be happier with the illumination of our facility when the lights come on.

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Dan Brzozowski | General Manager | BMW of Crystal Lake

Solution

Dan Brzozowski, the General Manager of BMW of Crystal Lake, connected with Thayer Lighting, a local lighting company to get guidance on upgrading their system. In turn, they partnered with their local manufacturer's rep, Vertical Lighting & Controls. All working together, they would create an LED lighting solution that would feature XtraLight's Viento Area/Site luminaire to improve the lighting quality and capture significant energy savings. Over the course of the entire installation, (65) 1000W metal halide lights were replaced with (44) 300W Viento Large models and (7) 400W metal halide wall lights were replaced with (7) 144W Viento Medium models. The Viento Area/Site luminaire was chosen specifically for its ability to leverage the optical and thermal characteristics unique to LED technology and its exceptional illumination performance. By utilizing the proprietary optics, mounting accessories and available photocells, this would dramatically improve the curb appeal of the lot and focus the light when and where it's needed the most.



Benefits

With the new XtraLight Vientos installed, visibility on the lot has improved significantly and the curb appeal has never been better. The annual energy consumption will be reduced by 78% and the new lighting system will be paid for with those exact savings in just a year and a half. Overall, there will be a combined energy and maintenance savings of \$27,400 a year. Pleased with the results and positive feedback received from employees and customers about the new LED lighting, BMW of Crystal Lake will showcase its dealership in a “new light” and make the right first impression with new customers for years to come.

About XtraLight

For over 30 years, XtraLight has invented, patented, and manufactured a wide range of industrial and commercial LED lighting products. XtraLight is the most responsive lighting manufacturer in the market and has the widest range of outdoor and indoor LED lighting fixtures. All products are made to order with a standard lead time of 7-15 business days and are backed by an industry leading 10-year warranty.

About Thayer Lighting, Inc.

Thayer Lighting, Inc. is a solution-oriented lighting company that updates commercial lighting systems for maximum energy efficiency and light quality-with minimal disruption to client operations. Replacing your company's outdated lighting with today's energy-efficient systems can cut energy use in half. That's better for the environment, not to mention your bottom line.

XtraLight LED Lighting Products Featured In This Project

- Viento Large Model - 300W
- Viento Medium Model - 144W

Project Participants

End User: BMW of Crystal Lake

Manufacturer's Rep: Vertical Lighting & Controls

Distributor/Installer: Thayer Lighting, Inc.