



CASE STUDY

Mechanicsville Toyota improved security, lowered energy and maintenance costs with NaturaLED lighting solutions.

OPPORTUNITY

The Mechanicsville Toyota in Mechanicsville, Virginia was overdue for a lighting upgrade. Their parking lots were being illuminated by 1000W metal halide light fixtures which have an average life span of 12,000 hours. As they age, they lose light output at a rapid pace. Excellent light output is necessary to highlight the features and benefits of cars and protect them from theft. In addition to improving the appearance of the dealership, Toyota was paying too much for the energy required to operate old fixtures and maintain the short-life bulbs. So in order to attract more customers, improve security and lower costs, Toyota found a solution.

PROJECT DETAILS - PARKING LOT

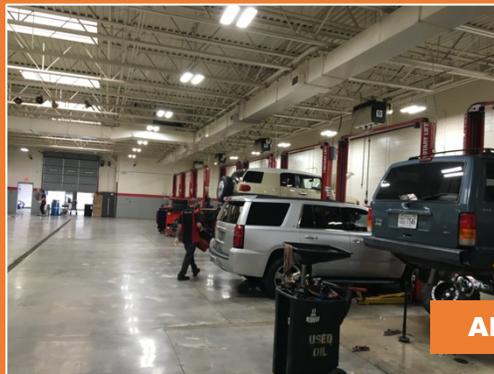
Original: 65 - 1000W Metal Halides

Replacement:

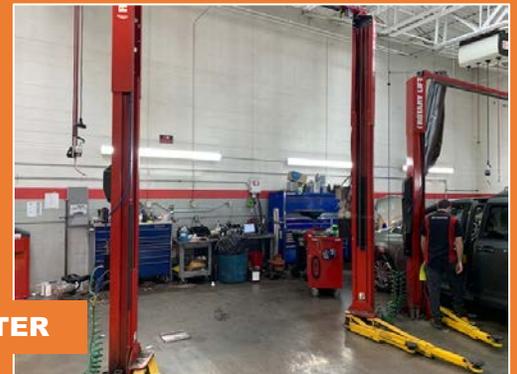
65 - NaturaLED 240W LED Slim Area Lights



BEFORE



AFTER



PROJECT DETAILS - INTERIOR

Original: 23 - 80W LED Round High Bays

Original: 13 - 400W MH High Bays

Replacement:

23 - NaturaLED 100W LED Linear High Bays

13 - NaturaLED 100W LED Linear High Bays



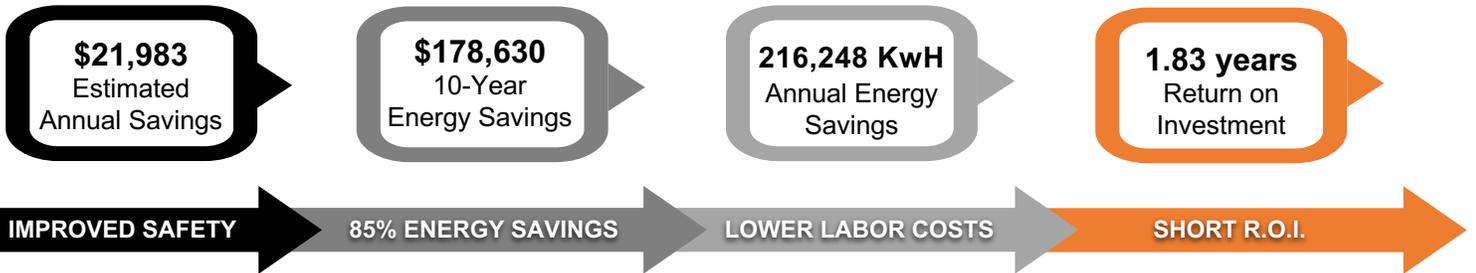
**LINEAR HIGH BAY
100 watts**



SOLUTION

The lighting design team developed a layout for the entire Toyota location. They used NaturaLED LED light fixtures with premium optics to maximize light distribution while reducing light pollution and directing the light to the target areas. 268 fixtures were replaced or retrofitted in this project to meet the customer's sustainability and safety goals.

BENEFITS OF INSTALLING LED LIGHTING



“One of the best improvements we have done to our dealership. It’s not just a great savings, but it feels like we have a new store.”

Jeff Bessellieu, Director of Facilities, Page Auto Group



SLIM AREA LIGHT
240 watts



As a result, Toyota achieved an annual reduction of 216,248 kWh, and a cost savings (energy and maintenance) of over \$178,630 over the life of the fixtures, in addition to returning the cost of their initial investment in 1.83 years.

Best of all, the employees and customers of Toyota have a bright and safely lit environment for years to come.