

MERCEDES BENZ OF BILLINGS DEMONSTRATES VERSATILITY OF QNURU PRODUCTS WITH FULL SERVICE INSTALL

Albuquerque, New Mexico. June 3, 2011-

Mercedes Benz of Billings officially opens its doors

June 10th with a festive launch party, celebrating not only the completion of the 2.1 million dollar dealership renovation but also their unique status as a sustainability leader in the automotive industry. "We had a chance to get it all done right the first time," says Steve Zabawa, co-owner of the dealership and of Rimrock Automotive Group. "Of all the eco-responsible things we did with the dealership I thought that Qnuru LED lighting was the real win - it will pay off the quickest and gives the best bang for your buck."

"Qnuru's LED lighting is true and clear - exactly what you're supposed to see is what you're seeing."

-Steve Zabawa, Owner



Qnuru is widely acknowledged as the de facto standard for auto dealerships, especially the luxury auto market. Most dealerships elect to install Qnuru lighting in their outdoor parking lots because the quality of light and the saving are so vastly superior to metal halides that making the

decision to switch isn't difficult. Steve Zabawa took it to the next level, however, demonstrating Qnuru's versatility by installing no less than five types of Qnuru's lighting solutions, making Billings the first dealership to utilize Qnuru LED lights in such a diverse range of applications.

Qnuru offers a complete range of LED solutions comprised of four product lines: Vector industrial retrofit bulbs, Matrix industrial LED fixtures, Prism screw-in bulbs and Helix LED/solar fixtures. At Billings, the 400W metal halide bulbs in the outdoor lots were replaced with Vector Capitan bulbs which, although equally as bright, use only a quarter of the energy. The high bays, wall packs and down lights in the showroom and around the reception area were also upgraded with custom-fit Vector bulbs. In the service bay, 27 brand new Matrix Viga trough fixtures were installed. Steve also noted that although the track lighting installed came with bulbs, as those





burn out, he will upgrade to Qnuru's Prism bulbs.

As Steve describes the renovation, it's clear that it was a labor of love as well as a project where every detail was scrupulously thought out. From the onset, being as sustainable as possible was key. "I'm basically taking my electric bill and buying LED lighting with it - which is a very green thing to do," says Steve. "I figure it will take about 40 months to break even and from then on it's a huge win for the store in terms of savings. But I figure until then its a huge win for the grid."

In addition to Qnuru's LED lighting, Steve replaced traditionally toxic fluids and chemicals with non-toxic alternatives when possible, refurbished the windows with smart shades that respond to solar glare by automatically deploying, installed quick roll-up Rytec doors in the service bay, and chose a gorgeous marble with recycled content as flooring.

The dealership is as breathtaking as the cars it houses. From the marble floor, to the custom woodwork, to the luxurious showroom and reception spaces decorated with rotating exhibitions of local artists' works, the "Autohaus" style dealership is the finest Mercedes dealership in the Northwest. Qnuru's lighting plays an integral role. Steve continually emphasizes how pleased he is with the quality of the light. "The white light is awesome! You can really tell the difference - not just with the cars but also the walls and the marble floor - really very, very nice. Qnuru's LED lighting is true and clear - exactly what you're supposed to see is what you're seeing."

ABOUT QNURU

Qnuru, a division of Noribachi, is a solid state lighting technology innovator. Our intelligent lighting solutions deliver unparalleled light quality while reducing grid dependency to positively impact your bottom line. We design and manufacture brilliant lighting solutions, including Vector high wattage LED retrofit solutions for the commercial and industrial markets; Prism low wattage LED bulbs for homes and offices; the Matrix product line of LED-based luminaires; and the Helix family of solar-powered LED luminaires. Qnuru products are ETL Certified to UL and CSA Standards and designed, assembled and tested in the U.S. For more information on the luxury of LED, visit www.qnuru.com.

ABOUT NORIBACHI

The Noribachi Group is creating next-generation smart energy applications for businesses and consumers worldwide. The Noribachi's suite of low-power, self-powered smart energy solutions





includes commercial, industrial, and residential LED bulbs and luminaires; solar and hybrid solar/grid-powered consumer electronics; and industrial equipment that harnesses renewable energy sources. Using Noribachi's smart energy applications, businesses and consumers can take control of their power consumption while reducing their environmental footprint. Noribachi is privately held with offices in Albuquerque, NM; San Francisco, CA; and Shanghai, China. To learn more about the Noribachi Group and how smart energy applications can empower your world, visit www.noribachi.com

ABOUT MERCEDES BENZ OF BILLINGS, A RIMROCK AUTO GROUP DEALERSHIP

Rimrock Auto Group owns the Mercedes Store along with Cadillac, GMC, KIA, Subaru, and Volkswagen in Billings, Montana. They are committed to being Montana's Low Price leader and are dedicated to Family Service! Go to Rimrockauto.com and learn more!

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