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FOR IMMEDIATE RELEASE

US Based LED Lighting Manufacturer Noribachi Makes Rimrock GMC Cadillac Shine

Noribachi, a premier US based LED lighting and engineering firm, completes LED lighting retrofits for all Rimrock Dealerships

LOS ANGELES - Rimrock GMC Cadillac of Billings, Montana recently completed an \$8 million upgrade of their facility. Steve Zabawa, a Rimrock Auto Group Partner, was intimately involved with all choices in the design and build of the beautiful new showcase. Steve knew, from previous experience with LEDs, that they were efficient, cost effective and gave off a beautiful light.

"Our local contractor wanted to use a different LED company, however they did not have the solutions we were looking for. Noribachi's light offerings are ahead of the competition, price competitive, and they offer an exceptional customer experience; plus they look and feel great," said Steve. "The light is clean, clear and gorgeous, bringing out the true color of our vehicles."

Rimrock GMC Cadillac's old metal halide lighting gave off a yellow light that visually polluted the car color's appearance. They were replaced with Noribachi's 1000W replacement light engine solution, which is built to order at their Los Angeles Headquarters, bringing the dealership a 60% cost savings on their utility bill. They also received significant rebates from their local energy company, which made the retrofit project a cost effective choice. The new lighting reveals true colors, showcasing the automobiles with unparalleled brightness and clarity. The full color light spectrum also makes the dealership more appealing to customers from the street and increases security.

Noribachi's 1000W offerings come in multiple form factors available to suit any application, in addition to being used in custom retrofit options.

"Having worked in the automotive industry, I know how important lighting is to car sales," says Esther M. Santos, Noribachi's Chief Operating Officer. "No other LED company can replace lighting at auto dealerships like Noribachi. There is absolutely no other product currently on the market that can meet or exceed our 1000W replacement offerings."

Noribachi has completed custom retrofit lighting for all of Rimrock Auto Group's dealerships, which include GMC Cadillac, Mercedes-Benz, Kia, Subaru and Volkswagen.

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About Noribachi:

Noribachi is a premier, US based, LED lighting and engineering firm providing customized illumination solutions for any application.

Embracing a hand crafted and modular approach for developing custom LED solutions, Noribachi drives the lighting industry forward with a dedication to thoughtful product design and the principles of efficient energy use. All lights are custom-made in the US, with typical lead times of 6 weeks or less.

Noribachi LED solutions are independently tested and fully certified; over 1,000 installations for Fortune 500 companies, leading government agencies, and world-class hotels in the US and internationally attest to Noribachi's enduring product quality.

Noribachi is a privately held company with offices in Los Angeles, CA and Albuquerque, NM. For more information please visit noribachi.com.

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