

CONVENTION DEFYING AUTO DEALER UPS THE ANTE WITH LEDS

"I think the more that we can use of this kind of product certainly would benefit not only the dealership but the environment as well,"

-John Oh, Facilities Manager at Lexus Westminster.





SETTING:

Showroom floor, Lexus Westminster, Westminster, CA.

HEROES & VILLAINS:

Noribachi 3.7W MR16, 1.9W MR11//1, and 20W T8.4ft LEDs replace 50W Incandescent bulbs and 32W Fluorescents.

MORAL:

Over 500 lights retrofitted to save more than \$12,000.

UNIQUE MOTIVATION:

Emphasize the progressive architecture of a design paragon in auto dealerships while investing in smart energy products.

PLOT:

Like the Colosseum or the first steel-framed skyscraper the Lexus Westminster dealership defied architectural convention since its inception. Well maybe not quite as much, but it still set a new standard in car dealership design. That's why in 2011 when they decided to up the bar once again they selected Noribachi LEDs for their showroom illumination. The new LEDs pop the car's colors making the buying experience much more authentic and pleasant. Not to mention that the addition of LEDs longer lifetime and greater efficiency gives Lexus Westminster more time to contemplate their next game changing upgrade.

