

AUTO DEALERSHIP SMARTENS UP WITH LEDS

"Every automotive dealer confronts the same set of challenges with their lighting - it consumes too much electricity, the bulbs burn out frequently, and the quality of the light is poor. **Noribachi has great LED solutions that solve a problem we have been struggling with for years.**"

-**George Karolis**, Vice President of Corporate Development and Real Estate at Asbury Automotive Group, Inc., parent company of Nalley Lexus of Roswell, GA



SETTING:

Show lot exterior lighting, Nalley Lexus Roswell, Roswell, GA.

HEROES & VILLAINS:

Noribachi 144W lin.24//REC LEDs replace 1000W Metal Halide bulbs.

MORAL:

81 lights retrofitted to save 86.6% on energy consumption.

UNIQUE MOTIVATION:

Reduce light maintenance costs and show off cars with daylight true illumination.

PLOT:

Quick, switch out that 22 foot tall pole light - is that the fifth bulb that's gone out this month? What? You don't have a lift? Bummer, I guess that part of your dealership sales lot is going to be dark. Such is the plight of the automotive sales world that still relies on metal halide illumination. Maintaining an HID metal halide system is a full time job and expense. That's why intelligent dealerships, like Nalley Lexus Roswell, are switching to Noribachi LED lighting. With Noribachi LEDs dealers don't have to wait for monthly replacement and repair; they last for years without ever needing a repairman's touch. In fact, Noribachi warranties their products for 5 years. Plus, LEDs go beyond saving on replacement costs by reducing the energy consumption needed by their toxic, mercury-containing precursors, often by more than 50%.

