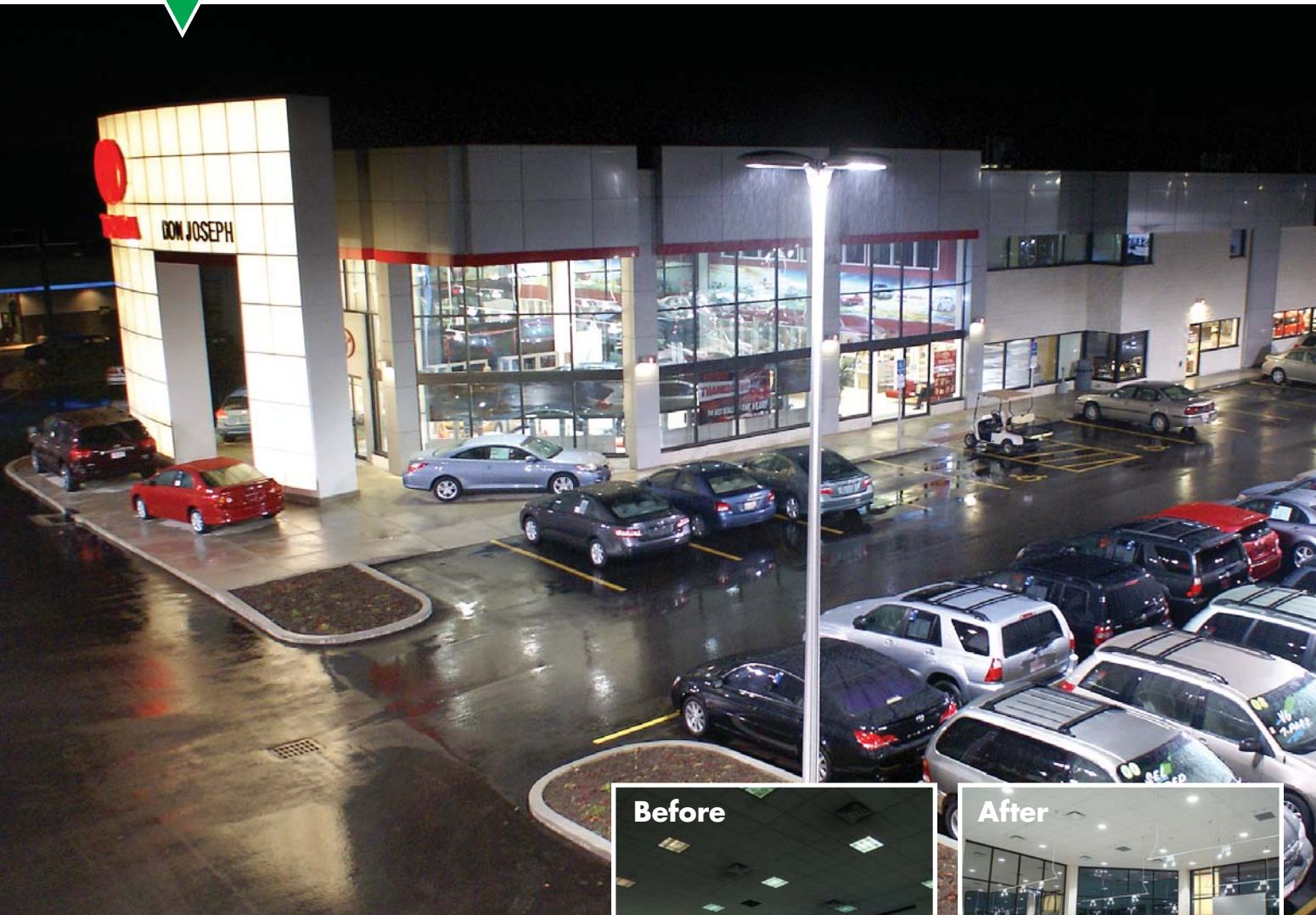




SUCCESS STORY



PROJECT:

Don Joseph Toyota

EXISTING LIGHTING:

Standard Probe Start Metal Halide

REPLACEMENT LIGHTING:

Venture's Natural White® pulse start metal halide systems

SCOPE:

23,000 sq.ft. renovation including showroom and 24,000 sq.ft. addition, and the exterior sales lot

BENEFITS:

- Annual energy savings of \$16,000
- Reduced carbon footprint -
- Low voltage control system for entire interior and exterior lighting

DEALERSHIP TAKES FIRST STEP TO A NEW IMAGE

PROJECT SUMMARY

Don Joseph Toyota/Scion of Kent, Ohio reopened in October 2009, meeting corporate standards and energy legislation while reducing energy costs and improving light levels throughout the facility. With the help of Venture Lighting, Don Joseph incorporated all-new indoor and outdoor lighting systems, brightening the dealership and reduced energy consumption by 40,000 watts per year, which equals 292,705 pounds of carbon dioxide emissions, and an annual savings of \$16,000.

Venture Lighting, an AIADA Affinity Partner, is a manufacturer of energy-saving lighting systems with lighting and electrical design services, and project management capabilities to assist automotive dealers, designers, and contractors with identifying the best lighting solution as with Don Joseph Toyota/Scion.

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THE CHALLENGE AND SOLUTION THE BENEFITS

The featured product used throughout the re-imaging project was Venture's Natural White® pulse start metal halide systems,

which enable customers to see clearer, objects to look sharper, and colors to be crisper. Not only will customers see the true colors of the automobiles in the showroom but also on the lot at nighttime. This same lighting is used in the service bays and write-up areas to increase productivity with an improved working atmosphere. *Natural White* lighting systems also increase the sustainability of Don Joseph with each lamp earning 2 LEED Points (MR Credit 4.1), and providing higher maintained light levels

and longer lamp life.

"Venture Lighting was a huge help in the building and lighting of the dealership, helping us get the best lighting technology. They've been so good to deal with, and I think we've been good for them. We're lighting the place up like a Christmas tree with a lot less energy than we used to use."

-Jeff Joseph

The lighting systems used at Don Joseph provided energy savings because of its improved efficacy over the existing systems used. However, the daylight harvesting control systems provided another level of energy savings utilizing the sunlight through windows and skylights in the service bays and write-up. Venture Lighting also incorporated a night light circuit for the exterior lighting system turning 75% of the fixtures off after store hours resulting in a 50% reduction in energy use.

Don Joseph followed Venture's guidance in choosing the right lighting system to improve light quality and save energy. The best lighting design is not solely about the aesthetics of the lighting fixture, but also the proper lamp (light bulb) and ballast selection, resulting in the most efficient system. Don Joseph was able to achieve a new image while meeting the latest energy codes and regulations by using Venture's energy-efficient systems and designs to deliver better quality light and use less energy, thus reducing its carbon footprint and increasing sustainability.



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