



# SUCCESS STORY

Auto dealership Lighting

Pittsburgh, PA



## SNAPSHOT

### PROJECT:

Northstar Chevy

### EXISTING LIGHTING:

1000W Standard Probe Start Metal Halide

### REPLACEMENT LIGHTING:

575W Natural White® pulse start metal halide systems

### SCOPE:

Retrofit of 74 fixtures in exterior sales lot

### BENEFITS:

- Increased Light Levels
- More Appealing to Customers
- Increased Security
- Reduced Maintenance

## A BRIGHTER NORTHSTAR

### PROJECT SUMMARY

Located in Moon Township, Northstar Chevrolet is western Pennsylvania's leading dealer of new and used Chevrolet vehicles with full service, parts and collision repair departments. Northstar Chevy was looking to replace their current 1000W probe start lighting system with a more energy efficient lighting solution that would also offer a utility rebate.

As a member of the esteemed Greater Pittsburgh Automobile Dealers Association (GPADA), Northstar Chevy has high standards that needed to be met for this project. The GPADA is a non-profit organization that is comprised of over 200 reputable automobile dealerships in western Pennsylvania and offers services, education opportunities and networking events to its members. Being a proud associate member of the GPADA, Venture Lighting's Major Accounts Team happily took on the challenge of exceeding Northstar Chevy's goals.

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### THE CHALLENGE

With 74 lamps and ballasts to be replaced in a mix of shoebox and flood fixtures, Northstar Chevy needed a lighting solution that produced substantial energy savings, increased light levels and improved light quality to showcase the color and appearance of the automobiles. The CRI of 65 with the current system did not highlight the merchandise, and the outdated 1000W lamps caused high energy consumption and costs.

*"Choosing Venture's metal halide retrofit, as opposed to LED, was less costly, less involved, and the end result was superior lighting that really makes the colors on the cars stand out."*

*-Ron Dakan,  
Owner of Northstar Chevrolet*

### THE SOLUTION

Venture's 575W Natural White® pulse start metal halide system was the obvious choice for exceptional light color, quality and output. Offering 90+ CRI with 5000K CCT, the *Natural White* lighting system is ideal for automotive dealerships because the crisp, white light is comparable to natural sunlight.

The 90% maintained lumens combined with 40,000 hour rated life resulted in less maintenance and decreased maintenance costs.

In comparison to the previous 1000W probe start lighting, the 575W pulse start system also provided cost savings through the drastic reduction in energy consumption. With Venture's advanced metal halide technology, the considerable decrease in wattage actually supplied more light with less energy. Northstar Chevy achieved all the benefits of a new total

integrated lighting solution while using the existing 25-foot poles and fixtures by retrofitting, as opposed to replacing the entire lighting system.

### THE BENEFITS

"The visibility in the evening has improved significantly," said Ron Dakan, owner of Northstar Chevrolet. "Choosing Venture's metal halide retrofit, as opposed to LED, was less costly, less involved, and the end result was superior lighting that really makes the colors on the cars stand out. Working with Venture's Major Accounts Team was a pleasure due to their professionalism, their work to ensure that the installation went seamlessly while the dealership was open for business, and their great management and follow up throughout the rebate process."

Thanks to a substantial energy savings over the first year, Northstar Chevrolet was able to cut the payback period on the new energy efficient lighting system to 1.2 years. The significantly reduced energy consumption also allowed the customer to qualify for a utility rebate from Duquesne Light that equaled almost half of the total material and labor cost of the entire retrofit.

Aside from the valuable energy savings and rebate, the improved color, clarity and lumen output of the *Natural White* lamps offered excellent positive enhancements for Northstar Chevrolet's merchandise. By exceeding the customer's expectations, Venture Lighting's superior metal halide retrofit technology has helped Northstar Chevrolet remain the leader among western Pennsylvania's Chevrolet dealerships.



### COMPARISON

Existing 1000W Systems Probe Start MH	vs	Venture's 575W Natural White® Pulse Start MH
<b>12,000</b>	Rated Life Hours	<b>40,000</b>
<b>68</b>	CRI	<b>90+</b>
<b>4000K</b>	Color Temperature	<b>5000K</b>
<b>0.60</b>	LLD	<b>0.90</b>

Venture's 575W Natural White SPL Lamp

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