



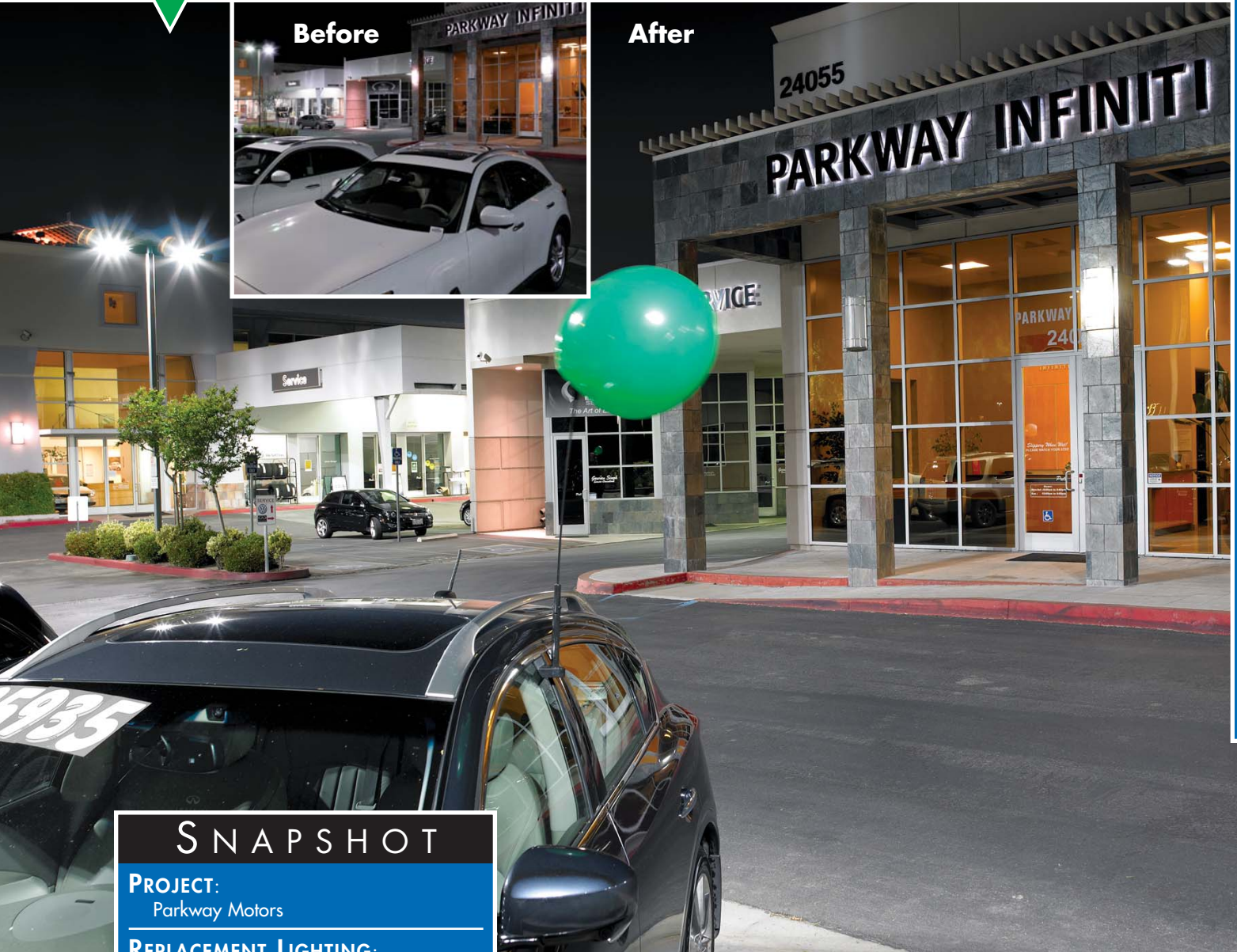
# SUCCESS STORY

Parking Lot Lighting

Valencia, California



After



## SNAPSHOT

**PROJECT:**  
Parkway Motors

**REPLACEMENT LIGHTING:**  
775W Natural White® pulse start metal halide systems in the exterior sales lot

**SCOPE:**  
(4) dealership sales lots: GMC, Infiniti, Hyundai and Volkswagen

**ANNUAL ENERGY SAVINGS:**  
The total for (4) dealerships was over \$16,000

**PAYBACK PERIOD:**  
1.4 years (with help from grant)

FOR PARKWAY MOTORS,  
THERE'S SPARKLE IN THE DEAL

### PROJECT SUMMARY

At Parkway Motors in Valencia, California, serving Los Angeles to Santa Clarita, an opportunity presented itself to owner Bob Bakshi that seemed too good to be true. The city of Santa Clarita received federal funding to assist with small business growth and was required to allocate funds to businesses that made investments in energy efficient projects.

*(continued on next page)*

The program was designed as a grant submittal. In order to qualify, small businesses needed to show a 10 percent reduction in energy or CO<sub>2</sub> emissions. The grant paid up to 50 percent of the total implementation cost of the project.

Parkway Motors has four dealerships, of which, the utility bill is one of the heaviest burdens. The city's program presented the opportunity for Parkway Motors to make an investment in energy efficient sources such as lighting, which will reduce their utility bill and upgrade to a better technology, all for only half the cost.

*"We initially just felt it was a solid investment and up front didn't comprehend the different lighting technology and how greatly it enhanced the look of our lots, it's fantastic."*

*-Bob Bakshi*

*owner of Parkway Motors*

### THE OPTIONS

Bakshi reached out to Matt Mazzola, Manager of Venture Lighting's Major Account Team to discuss lighting options for the project. After discussing Parkway Motors' requirements for the four locations, Mazzola provided a proposal to retrofit the dealerships exterior site lighting to Venture's 775W Natural White® system. This product met the criteria for the 10 percent energy reduction according to the grant submission and offered some additional benefits.

the opportunity for Parkway Motors to make an investment in energy efficient sources such as lighting, which will reduce their utility bill and upgrade to a better technology, all for only half the cost.

### THE BENEFITS

Enhanced sparkle for the cars on the lots was a significant aesthetic improvement. Bob Bakshi thought he was going to save energy and get the same light. Annual savings was over \$16,000 with less than an 18 month payback with the grant funds applied to the project.

### THE SOLUTION

The new 775W Natural White lamp system delivered crisp, white light, renders vivid colors, and reveals shiny contours of each car, making them look their best. The auto lot is inviting, and the light creates a safe environment while offering an uplifting spirit for customers.

Shopping in the evening at the dealerships is like a sunny, Saturday afternoon. "I didn't understand the real value in the retrofit until after the project was complete. We initially just felt it was a solid investment and up front didn't comprehend the different lighting technology and how greatly it enhanced the look of our lots, it's fantastic," said Bob Bakshi.

A surprise advantage of the retrofit was the maintenance savings. The Natural White product offers 90 percent lamp lumen depreciation with increased rated life. The light does not need replacements as often compared to the older technology.



**Before**



**After**



Venture's 775W Natural White Lamp and Ballast System

### COMPARISON

Existing System Standard Probe Start MH	vs	Venture's Natural White® Pulse Start MH
12,000-20,000	Rated Life Hours	20,000-26,000
68	CRI	90+
4000K	Color Temperature	5000K
0.60	LLD	0.90

**(800) 451-2606**  
**or (440) 248-3510**

Fax: (800) 451-2605  
7905 Cochran Road  
Glenwillow, Ohio 44139 USA  
E-mail: [venture@adlt.com](mailto:venture@adlt.com)

**VentureLighting.com**



**VENTURE**  
**LIGHTING**