

CASE STUDY
COLORADO

CONNECT     

Brighten and Tighten: VW dealership upgrades lights and looks



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JAY FRANK

General Manager,
Larry H. Miller Volkswagen

Keen to be green

“It’s hard for a car dealership to be green,” says General Manager Jay Frank at Larry H. Miller Volkswagen in Lakewood, Colorado. “We keep the lights on inside and out almost all of the time but we knew we could be smarter about our energy use.”

Frank had previously chosen compact fluorescent bulbs in his service lounge hoping to conserve energy but found the bulbs came with problems. He wasn’t happy with the light they emitted and says they burned out too often, so he was constantly replacing them, spending money he was trying to save.

“There’s mercury in them, too, so if one broke, it was an arduous process to clean it up,” says Frank.

Time to change

He decided to take a closer look at LED technology, especially when he learned he could get a rebate from Xcel Energy as an incentive to offset the cost.

After reviewing his options, he installed 56 LED bulbs in his sales and service areas, including the customer lounge and showroom. He loves both the light and the lower maintenance of the new bulbs.

“It gives those areas a nice, clean, professional look,” says Frank.

Year to date, Frank says he’s already saved \$5,000 in heating and lighting costs. He adds that his electrical consumption is far less, even though the lights often stay on 24 hours a day, seven days a week.

Not done yet

But he didn’t stop there. He also upgraded eight lamps on his service drive from metal halides to much more efficient T5 and T8 fixtures. Again, the upgrades were eligible for rebates.

FINANCIAL SNAPSHOT

Project	<ul style="list-style-type: none"> Converted 56 compact fluorescent bulbs in the sales and service area to energy-efficient LED lighting Retrofitted older fixtures with T5s and T8s with low-wattage lamps Upgraded 12 250W metal halide fixtures to 150W ceramic metal halides
Cost	\$8,970
Xcel Energy rebate	\$2,240
Estimated energy savings	\$1,300/year or 14,000 kilowatt hours/year
Payback	5.5 years

Another advantage to the new bulbs: the option for directional lighting to showcase a menu of services for customers.

Frank isn’t the only one to notice the changes.

“Customers tell me that the whole place is much nicer than it used to be a year ago,” says Frank.

Customer satisfaction, lower energy bills and better lighting are the perfect payoff for Frank’s upgrades. And as a bonus, he can now say he’s doing his part to be green.

For more on lighting rebates and other Xcel Energy efficiency rebate programs, visit ResponsibleByNature.com or call the energy efficiency specialists at **1-800-481-4700**.