

Classic Toyota of Texoma Case Study

Auto Dealership Case Study, Exterior & Interior Lighting

The situation. A new owner of an existing small town dealership takes an aggressive approach to updating his facilities to increase visibility and curb operational costs. The current site had undergone multiple ownership changes over the years and as a result had a myriad of lighting technologies throughout. Our team conducted a thorough site assessment and energy analysis and with input from the dealer, set out to customize an LED lighting solution.

The solution. Working with our Toyota Image USA II – LED Program Partners, our team created a more uniform lighting package (with regards to color temperature, fixture types, and light output). For the site lighting, we were able to reduce the overall number of fixture heads from 143 to 77 (as a result of the dynamic performing optics of our premium manufacturer). The savings achieved across the interior, and exterior spaces amounted to a 62% reduction in energy and an annual savings of \$73,728 (energy & maintenance combined). Additionally, the environmental impact is quite significant; 464 Tons of Carbon Dioxide and 5,361 kilograms of Sulfur Dioxide eliminated annually with 188 Tons of Coal not being burned to create electricity.



Showroom Before

400W Metal Halide



Showroom After

192W LED (3 less fixtures)



Service Before

230W Fluorescent



Service After

250W LED (9 less fixtures)

Small town dealer takes advantage of new LED Lighting Upgrade component of the Toyota Image USA II Program.

“It actually is a phenomenal investment because in less than three years’ time, it will have paid for itself.”

—Eric Brvant, Owner, Classic Toyota of Texoma (Denison, Texas)

ANNUAL SAVINGS
\$73,728

TEXOMA PROJECT DETAILS

Building Type	Improvement	kWh Saved	kW Saved	% Reduction	Annual Savings
Exterior Site Lighting	Installed New LED fixtures with a Customized Controls Package. Reduced the number of fixtures needed to achieve better light output.	417,068	95.2	62%	\$60,743
Interior Lighting	Installed Energy Efficient Fixtures (LED)	98,528	22.5	61%	\$12,985

Total Savings 515,596 117.7 61% \$73,728