all-LED now comes standard

Auto dealer drives client experience beyond expectations with GE’s complete lighting strategy

LED fixtures and lighting controls give Mercedes-Benz of Fort Mitchell an advantage inside and out

THE SITUATION

Can light travel at the speed of ambition? “Instantly!” is the answer at Mercedes-Benz of Fort Mitchell, Ky., where Collection Auto Group, with help from GE Lighting, is realizing its dream of the ultimate automotive dealership—an all-LED lighting facility inside and out that drives the client experience beyond expectations.

“When Mercedes-Benz asked us to come into the Cincinnati/Northern Kentucky market, everybody said this property couldn’t become a car dealership,” said Bernie Moreno, president. “The residents had three concerns—lighting, lighting and lighting. We had to rally community support to rezone the area and it was important to make a positive first impression.”

“Mercedes-Benz of Fort Mitchell also wanted to bring a new level of sophistication to its facility and optimize energy use based on client needs,” said Austin Ashe, regional sales manager for GE Lighting. “We provided intuitive touch-screen lighting controls that allow the staff to easily customize settings whenever needed.”

THE SOLUTION

The dealership uses GE Evolve™ LED Area Lights and Evolve™ LED Post Tops to illuminate its driveway and inventory. Advanced optics aim light precisely where it’s needed and away from neighbors’ yards immediately adjacent to the property.

Added Moreno, “I’ve since received calls from several residents: ‘I love your lights!’ they all told me. We wouldn’t have been able to get the rezoning passed without GE’s fixtures.”

OPERATING IMPACT

- Estimated $46,000 annual savings vs. traditional light sources
- Automatic dimming/daylight harvesting = added savings

ENVIRONMENTAL IMPACT

Mercedes-Benz of Fort Mitchell will use about 40% less lighting energy with LED than with conventional technologies.
THE SOLUTION CONTINUED...

“We’ve chosen to continue our relationship with GE for several reasons: They’re the standard of the lighting world, and they’re a great partner, so we’ve embarked on a process where every dealership we build going forward is going to be a 100% all-LED dealership, starting with this one.”

- Bernie Moreno, President, Fort Mitchell Mercedes-Benz

Dimming and on/off scheduling of all indoor and outdoor LED fixtures is managed by GE’s LightSweep™ control system. Inside, GE’s Aware™ photo sensors also adjust light output automatically to changing daylight conditions, while at night, Aware occupancy sensors keep lights turned down until movement is detected.

Outside, intelligent lighting controls enable LED area lights to be dimmed to 10% lumen output between 10 p.m. and 5 a.m., with each fixture using just 28.5 watts of electricity. For security, the lights instantly return to full brightness when motion sensors identify a vehicle entering the lot.

Illuminating the dealership’s lavish showroom, inviting offices and captivating client areas, including a café, is a collection of GE’s fashionable Lumination™ LED Luminaires, from troffers that blend into the ceiling to linear bands of light integrated within it. Throughout the service center, suspended pendants and blade-like fixtures also help cut a striking aesthetic while simultaneously slashing costs, along with an assortment of efficient GE LED PAR20 lamps.

Meanwhile, GE Albeo™ LED High Bay fixtures deliver crisp, uniform light across the shop floor, detail bay and parts department, meaning mechanics won’t be left in the dark whether under the hood or in the pit—where LED lighting is also installed.

The world’s first all-LED Mercedes-Benz dealership further uses GE’s Evolve LED Garage Lights in an attached canopy and car wash, and Evolve LED Wall Packs to illuminate the building’s perimeter. GE’s Tetra® PowerGrid and LED Architectural lighting also add visual appeal to signs among other decorative features.

“Our goal was to build the greatest dealership in the world,” said Bernie Moreno, president. “We designed the building to be intuitive—there are lights that clearly guide you to each area. Every single lumen on the property is LED. GE did more than deliver the products we needed—it found solutions to the obstacles we faced.”

For more on energy-efficient LED lighting options, visit www.gelighting.com/auto.