

## Auto Dealer Case Study

# George Gee Automotive



## Main Achievements

- ▶ Realized energy savings of 66%
- ▶ Increased lamp life and maintained required light levels for longer
- ▶ Significantly reduced maintenance costs

## Background

George Gee Automotive began in Spokane, Washington in 1983 as a single point Pontiac dealership. Since then, the Gee's have built a business that is continually the market leader in sales volume and customer satisfaction. This has resulted in customer retention that is more than double the national average.

Today, Gee Automotive Companies are comprised of dealerships in Northern Idaho and Eastern Washington, selling new Buick, GMC, Porsche, Cadillac, and Kia products as well as offering an extensive selection of used cars and trucks.

## Original Situation

The existing lighting for the George Gee lot consisted of primarily 1000W and 400W Metal Halide floodlights. Excessive maintenance costs and rapid light depreciation were a constant frustration with the system. Many lights had become inoperable by the time Metrolight's partners approached George Gee management with a lighting retrofit solution.

## The Solution

With system performance and value as the criteria, the Metrolight partner team, comprising of Firefly Lighting and Design, OK Electric and North Coast Electric, presented George Gee Automotive with a proposal to replace the existing magnetic Metal Halide system with Metrolight's electronic HID solution.

## Snapshot

# 66%

## Energy Savings

### Lamp Power

Reduced from 1000W to 450W  
 Reduced from 400W to 200W

### Annual kWh Saved

440,425 kWh

### Annual CO<sub>2</sub> Saved

316 metric tons

### Simple Payback Period

1.8 years (after incentives)

### Total Annual Savings

**\$33,569**

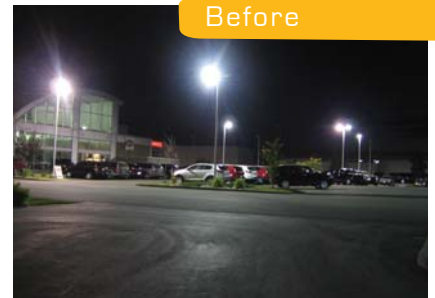
The Result

By working with their local electric utility partner, Avista Utilities, to provide energy efficiency incentives, the team came up with a plan that exceeded everyone's expectations.

In addition to spectacular energy savings and light quality, a lighting maintenance guarantee was included by the installation partner as part of the package, thus ensuring system performance and customer satisfaction.

- ▶ Achieved 66% energy savings
- ▶ Extended lamp life
- ▶ Reduced light depreciation
- ▶ Payback after Avista incentives: 1.8 years
- ▶ Metrolight's SmartDIM auto dimming technology was incorporated in this project, saving the customer an additional \$3,644 per year

Features	Before Installation	After Installation	Savings
Fixture Power Consumption [W]	1000/400	450/200	550/200
Operating Hours/Days	12/365	12/365	-
Annual Lighting-Related Energy Cost	\$50,545	\$16,976	\$33,569
Total Annual Savings	\$33,569		
Simple Payback	1.8 years (after incentives)		



Before

▶ Before: 1000W Metal Halide system with high maintenance costs and rapid light depreciation



After

▶ After: Replaced 1000W Metal Halide system with Metrolight 450W solution

Distribution Partner  
North Coast Electric



North Coast Electric, family owned and operated since 1913, is one of the largest and fastest growing electrical distributors in the nation with 33 locations operating in Washington, Oregon, Idaho, Alaska, and Arizona. As a full line electrical distributor, we supply a wide range of electrical equipment to the electrical contractor, factory automation, industrial MRO, and commercial & institutional markets.

For more information visit [www.northcoastelectric.com](http://www.northcoastelectric.com)

Distribution Partner  
FIREFLY LIGHTING AND DESIGN



Firefly Lighting & Design is a locally owned lighting showroom and design center located in Spokane, Washington. This family-owned business began as MTJ Distributors in August 2001. In April 2010 we became Firefly Lighting & Design. We continue to provide lighting products and design solutions for a broad spectrum of residential and commercial projects. For more information, contact us on (509) 482.6292 or visit our [website: www.firefly-ltg.com](http://www.firefly-ltg.com)

Integration Partner:  
OK Electric



OK Electric is a locally owned and operated company that has been serving the Spokane area since 1978. They are a full service electrical contractor specializing in energy efficient lighting retrofits as well as residential and commercial new construction remodel. For more information, visit [www.okelectricinc.com](http://www.okelectricinc.com)

About Metrolight

Metrolight provides proven energy-efficient eHID and LED solutions for high-power lighting. Metrolight's ballasts and managed lighting solutions are used in retail, industrial, commercial and municipal installations to reduce energy consumption and carbon emission by 70%. Pioneering lighting energy solutions since 1996, Metrolight operates worldwide with over 750,000 systems deployed and over 8 billion hours in operation. For more information, please visit our website at [www.metrolight.com](http://www.metrolight.com)

"When it is too good to be true I have learned to be skeptical, and for good reason. This project proved me wrong. The cost savings are as promised. The workers listened and did just what we wanted quickly, efficiently and professionally.

A great experience!"

**Scott Brewer - General Manager**  
**George Gee Liberty Lake, WA**