

## Auto Dealer Case Study

# Lithia Motors



## Main Achievements

- ▶ Reduced 60% of lighting energy consumption
- ▶ Delivered superior light quality
- ▶ Improved lighting aesthetics of the dealership
- ▶ Reduced maintenance costs

## Background

Lithia Motors, a publicly traded (LAD) company is an automotive dealership network headquartered in Medford, Oregon and primarily serves the western United States. With more than one hundred dealerships, it is one of the largest auto dealers in the West.

Lithia Motors is committed to conserving as much energy as possible in their 100+ dealerships. The company works with Ryan Lighting, LLC to target the locations that present the best opportunity to improve efficiency and the aesthetics of the dealership at the same time. Two dealerships in Twin Falls, Idaho represented an excellent opportunity for a lighting retrofit.

## Original Situation

Lithia Motors' existing lighting system consisted of 102 Metal Halide fixtures (1000W) running dusk to dawn, 365 days a year.

## Snapshot

# 60%

## Energy Savings

### Lamp Power

Reduced from 1000W to 400W

### Annual kWh Saved

335,489

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

240 metric tons

### Simple Payback Period

2.5 years

### Total Annual Savings

**\$24,062**

The Solution

The solution consisted of the same number of fixtures powered by Metrolight's SmartHID™ electronic ballasts. Lamp wattage was reduced from 1000W to 400W.

The Result

- ▶ 60% energy savings - achieved through the reduction of lamp power
- ▶ Achieved simple payback of 2.5 years
- ▶ Maintained superb light quality and improved dealership aesthetics
- ▶ Reduced maintenance costs with high lumen maintenance and increased lamp life

Features	Before Installation	After Installation	Savings
Fixture Power Consumption [W]	1000	400	600
Operating Hours	4,380	4,380	-
Annual Lighting-Related Energy Cost	\$39,735	\$15,673	\$24,062
Total Annual Savings	\$24,062		
Simple Payback	2.5 years (with rebates)		

The End Result



"We, at Lithia Motors, are committed to conserving as much energy as possible as well as improving dealership aesthetics. Our decision to implement the Metrolight solution recommended by Ryan Lighting was the right one as we realized energy savings of 60%."

**Lithia Motors**



Integration Partner  
Ryan Lighting LLC

Ryan Lighting, LLC is recognized as one of the leading lighting retrofit contractors in the western region. Since 2002, Ryan Lighting has completed over 3,000 lighting retrofits, specializing in a wide range of applications. The Ryan Lighting team has demonstrated ongoing commitment to research & implementation of new technologies in this dynamic industry, integrity in all business relationships & dedication to community betterment locally & globally. Ryan Lighting has an extensive network of experienced lighting consultants & licensed installers throughout the US to meet your company's needs wherever your properties are located. For more information please visit [www.ryanlighting.com](http://www.ryanlighting.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)