

LEDS HANDLE LIKE A DREAM AT BRAND NEW LEXUS DEALERSHIP

"Do we believe being green will sell more cars? Maybe not. But our customers greatly appreciate our environmental efforts. And at the very least, we end up with lower overhead and better looking cars, and that is a big payback for doing the right thing."

-Jeb Balise, Owner, Balise Lexus





SETTING:

The newest Balise Lexus dealership: a \$6.5 million, 27,000 square foot facility featuring 19 service bays and Eco-\$mart LED bulbs in their outdoor show lots and pathway illumination. Located in Springfield, MA.

HEROES & VILLAINS:

Eco-\$mart 144W lin.24//REC and 67W hex.3//PYR LED bulbs replace 1000W and 320W HID metal halide bulbs.

MORAL:

40 brand new LED bulbs save over \$10,000 on maintenance alone compared with equivalent metal halide bulbs.

UNIQUE MOTIVATION:

Balise has highly educated customers who acknowledge and appreciate businesses that contribute to the local community. Showcasing green business practices was the initial motivation for installing LED lights in the new Lexus dealership - the brilliant light quality was an unexpected bonus!

PLOT:

Environmental responsibility. It's not just a passing trend. Recognizing this, Balise Lexus has aimed to become the face of sustainable practice in auto dealerships. With improved light output, color, and efficiency the LED bulbs take Balise out of the dressing room and onto the catwalk. In fact, the new Eco-\$mart bulbs are so much better than previous metal halide lighting that Balise Lexus' sister dealership, Balise Toyota, immediately noticed the drastic difference in car display quality and upgraded their lighting as well. With one of the largest dealership networks in the northeast, including Buick GMC, Chevrolet, Ford, Honda, Hyundai, Mazda, Nissan, Subaru, and Volkswagen in addition to their Lexus and Toyota locations, Balise Auto Group is rapidly becoming one smart supermodel of sustainability.

