

# AUTO DEALER SHOCKED by LED'S VIABILITY

'I had my CPA run the numbers. It was a wakeup call for me when he said we would be crazy not to upgrade to LED lighting. Eco-\$mart's lights are simply amazing.'  
-Fred Emich IV, Owner, Emich Volkswagen





#### SETTING:

Showroom Floor and Car Lot, Emich Volkswagen, Denver, CO.

#### HEROES & VILLAINS:

Eco-\$mart's lin.24//REC, lin.7//REC, hex.1//ROU, lin.8//REC, and hex.4//ROU LEDs, ranging from 23W to 161W, replace incandescents ranging from 150W to 1080W.

#### MORAL:

40 lights retrofitted to save over \$30,000.

#### UNIQUE MOTIVATION:

Renovate an iconic dealership to showcase environmental sustainability and reduce remodel cost.

#### PLOT:

Maybe you didn't know that it was a Roman poet in 250 BCE that said 'you must spend money to make money', but it was. And he did. Aside from being, quite literally, one of the oldest clichés in business it's a maxim that continues to be effective, particularly for Fred Emich of Emich Volkswagen. He invested in Eco-\$mart's LED lights throughout his dealership, resulting in an 80% energy cost savings and generating a \$30,000 conservation rebate. Looks like there's some truth in the wisdom of the ages.

