

BUILT FOR ART MOEHN CHEVROLET

Facility: Art Moehn Chevrolet

Location: Jackson, Michigan

Application: Area Lighting

Partners:

Eagle Electric - Contractor

Consumers Energy - Utility

art moehn
AUTO GROUP

Key Results

- Estimated 194,000 kWh's Annual Savings
- Increased Brand and Outdoor Product Visibility
- Footcandles Increased from 10 to 25
- Customer and Employee Safety Improved
- Reduced Maintenance Costs



\$23,240
In Combined Rebates



194,000 kWh
Annual Energy Reduction

Built For You

Art Moehn Chevrolet Honda is a family owned and operated automotive dealer located in Jackson, Michigan. In operation since 1962, Art Moehn Chevrolet Honda has been an award winning dealership throughout the Midwest as well as a staple member of their community for the past 55 years.



EverLast **Encounter Series**



The new lighting drastically changed the look of the lot! It makes the car colors and accents pop. We are also excited about the thought of eliminating lamp change out schedules!

J.S. | Operations Manager



Overview

Founded in 1962 by Art Moehn, this family owned and operated dealership is one of Michigan's premier Chevrolet and Honda automotive dealers. When relocating their facility from downtown Jackson to the current high visibility location along the I-94 corridor, superior lighting became a critical concern for enhancing the dealership's area lighting.



Challenge

Faced with rising maintenance costs, a result of numerous HID bulb failures, the decision to upgrade their lot to LED was obvious, however the mounting pole locations caused some challenges as they have been in place for many years. To provide adequate coverage of their inventory of vehicles, a very specific light distribution pattern was necessary. In addition, avoiding light trespass onto neighboring dealerships was also a top concern. These obstacles were no match for the EverLast team and their LED solutions that were built for Art Moehn.

Solution

After reviewing the requirements needed to accomplish Art Moehn's goals, the team at EverLast went to work and developed a strategy to exceed the expectations of the client. EverLast Lighting's Encounter Series, an industry-leading LED area light with multiple distribution types available, was selected because of its ability to provide optimal property coverage while providing an increase in foot candles of more than 100%. In addition, the customized optical features eliminated light trespassing into neighboring dealerships. Pairing the Encounter Series LED area lights with EverLast's innovative and time-saving universal mounting brackets, the installation time was reduced to a fraction of the initial estimates as it required far less labor during installation. This "one person operation" allowed the installation team to do twice the work, cutting the installation time in half when compared to competitors lights.

Results

The results of this LED area lighting upgrade were immediate. From staff members to customers, the feedback on the optimally lit dealership was remarkable. A combination of the ideal color temperature and increased foot candles resulted in more visibility of their vehicles throughout the night. This increase has deterred theft and created a more enhanced, safer experience for customers shopping for vehicles after hours. The Art Moehn staff and customers will continue to enjoy the benefits of the Encounter Series LED area lighting fixtures.



The EverLast UARM let one guy do the whole job!

- Roger | Installation Supervisor

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Talk to a Pro: (888) 383-7578