

Lighting upgrade cuts electricity use by 60%

CASE STUDY

✓ Brimell Toyota

PROJECT STATISTICS

Brimell Toyota replaced all lighting in its showroom, service centre, body shop and outdoor lot with an upgrade to LEDs and T-8s from metal halide and HID.

Total project cost: \$83,870

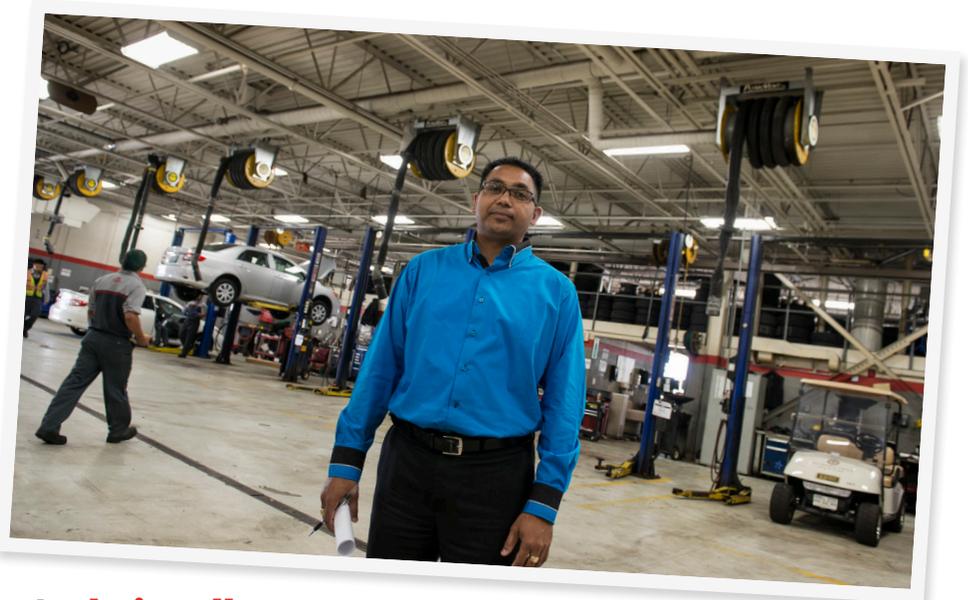
Demand savings: 65.48 kW

Energy savings: 292,413 kWh

Electricity savings: \$35,089/yr

Incentive: \$24,253

Payback with incentive: 1.68 yrs



thebrimellgroup

TOYOTA | SCION | ALL MAKES PAINT & COLLISION

Above: Kampta Persaud, Controller

Brimell Toyota is one of Toronto's leading full-service Toyota and Scion dealerships. In addition to its modern showroom, it has an extensive service centre, body shop and a large outdoor lot.

CEO Mark Bozian became aware of the **saveONenergy** incentives and the overall benefits of upgrading the lighting after a meeting with Pacific Lighting.

Based on Pacific Lighting's proposal, LEDs were installed in the showroom and outdoor lot, while the service and repair facilities were upgraded to T-8s. Brimell saw an immediate drop in electricity use by 60%.

Kampta Persaud, Controller at Brimell also noted other benefits. "The new lighting in the showroom makes the cars look better and reduces heat. Changing the lights in the parking lot is also great for security purposes."

“When we found out about the incentive, it was a great opportunity because it covers about 1/3 of the cost.”

Kampta Persaud, Controller, Brimell Toyota

Auto dealerships are prime candidates for lighting upgrades

The Brimell Toyota dealership covers approximately 100,000 square feet plus a large lot – most of it brightly lit for long hours. This is typical of many dealerships.

Previously, lighting consisted of a combination of 61 metal halide and high-intensity discharge (HID) lamps in the showroom and lot, and 125 metal halides in the service areas.

This meant that lighting accounted for the majority of electrical use, beyond HVAC and shop equipment.

The contractor handled all the paperwork

For Brimell Toyota, the entire upgrade went flawlessly. Its contractor, Pacific Lighting completed the incentive application. Like many busy contractors, they’ve become experts at the application process, allowing them to complete their projects efficiently.

The installation was handled over the course of two months so as not to interfere with daily business.

Net result? Lighting savings, reduced air conditioning and happy technicians

Like all energy upgrades, this project delivered benefits over and above the ongoing savings for lighting. Cooler LEDs mean that air conditioning costs have been reduced in the showroom.

Kampta Persaud noted that the new lighting also added to employee satisfaction. “Our staff, especially our service technicians, are happy with the new lights because they can see better and work more efficiently.”

Last words from Persaud, “I would urge all business owners to take advantage of this program. Not only because of the incentives, but over the long term it will reduce their operation costs.”

Make your case: calculate your complete savings

In reviewing opportunities for reducing electricity costs, remember that one energy-efficient upgrade often results in further cost reductions. Factor this into your payback calculations to build your case.

For example, an upgrade to LED lighting means far fewer replacements, saving both the costs of bulbs and maintenance, and resulting in a noticeable heat reduction. So be sure to adjust air conditioning for comfort and additional savings.

Contact us today to get started.

For more information or to apply for **saveONenergy** programs:

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