



Auto Dealership – New Construction

Joe Morgan Honda®

Monroe, OH

- Optimized illumination performance enhances the appearance of vehicles, in both frontline and mid-court
- Projected lumen depreciation of less than 10 percent at 50,000 hours of operation
- Estimated 60 percent energy savings



JOE MORGAN HONDA® HITS A HOME RUN WITH CREE® LED LUMINAIRES

OPPORTUNITY

The newly constructed Joe Morgan Honda® automobile dealership opened its doors in Monroe, Ohio, about 30 miles northeast of Cincinnati. Baseball Hall of Fame member and former Cincinnati Reds second baseman, Joe Morgan, is a majority owner in the business.

Joe Morgan Honda® sits on 4.75 acres, has a 350-car inventory and a 30,000-square-foot showroom and service area. At first, the dealership considered traditional specification-grade HID luminaires, but after seeing the Cree Edge™ LED area luminaires and learning about the energy savings – 60 percent over traditional technology, the delivered enhanced color quality, uniformity and optimized illumination performance, it was an easy decision.

SOLUTION

Joe Morgan Honda® installed 59 Cree Edge™ area luminaires: seven with Type II medium backlight optics, 28 with Type IV medium backlight optics, 19 with Type V optics, seven Type II medium optics with backlight control and five with NEMA 6 optics. They estimate a three-year ROI on the LED luminaires.

Cree LED luminaires also provide exceptional improvements in illumination quality compared to traditional specification-grade HID luminaires, with a reduction of more than 60 percent in lighting power density (LPD). Added cost-saving benefits include the virtually maintenance-free operation of the luminaires, and the elimination of hazardous waste disposal that comes with relamping traditional HID systems.

BENEFITS

“The Cree exterior lighting allows us to drive down operating expenses and present our cars in the best light,” said Dick Lange, Joe Morgan Honda® general manager.

Customers typically comment about how much easier it is to see the cars, anywhere on the lot. And knowing that Joe Morgan Honda® is the first car dealership in Ohio with LED luminaires, the sales associates specifically point out the LED lights and mention the dealership’s philosophy of helping lead the industry into a greener automotive future — all without toxic mercury.

“We installed the LED luminaires, along with many other sustainable products because it pays back in so many ways and it’s the right thing to do,” continued Lange.

The National Automobile Dealers Association (NADA) formally endorsed the EPA’s Energy Star Challenge by asking the NADA’s 20,000 members to reduce energy use by 10 percent or more. The EPA estimates that if auto dealers cut their energy use by 10 percent, they would save nearly \$193 million and prevent more than one million tons of greenhouse gas emissions.



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IN THIS CASE STUDY

Cree Edge™ Series AREA LUMINAIRE

- Minimum 70 CRI
- CCT: 4000K (+/-300K), 5700K (+/-500K)
- Utilizes BetaLED® Technology
- UL wet listed
- Two-level options
- Modular, low profile design



Cree BetaLED® Technology uses a total systems approach combining the most advanced LED sources, driver technologies, optics and form into each product. The patented NanoOptic® technology, available in more than 20 distributions, provides a level of optical control and thermal management that traditional light source technology cannot provide. Combined with the DeltaGuard® Finish, the finest industrial-grade finish available, the result is outstanding target illumination, lasting performance and optimum energy efficiency.



Join the LED Lighting Revolution.

Learn more at: www.cree.com/lighting | info@cree.com | 800.236.6800

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