



Reducing Costs While Enhancing the Customer Shopping Experience

Automotive Dealership
Cincinnati, OH

SUMMARY

Solution

- LSI Mirada™ Medium Outdoor Area LED Luminaires (MRM)

Results

- Upgraded to high-efficiency LED technology
- Vibrantly lit vehicle display areas
- Modern, durable, attractive fixtures

Benefits

- Enhanced customer experience
- Greater energy efficiency
- Reduced energy costs
- Lower maintenance costs
- Improved customer safety

About Performance Kings Honda

Performance Kings Honda, a member of the Performance automotive family, is a large, premier dealership located in the Greater Cincinnati area.

The dealership features an expansive showroom, numerous express service bays, spacious and comfortable waiting areas and a fantastic customer lounge with free Wi-Fi and complimentary refreshments.

Whether customers need to purchase, finance or service a new or pre-owned Honda, when they go to Performance Kings, they've gone to a great place.

www.performancekingshonda.com

The Challenges

Reduce Costs, Increase Energy Efficiency

As part of a major upgrade and expansion initiative, Performance Kings Honda was looking for ways to reduce their energy consumption and associated costs. The existing lights in their parking lots did not use LED technology and, while functional, they were aging and inefficient - which increased energy costs and maintenance expenses.



Enhance the Customer Experience

In addition to reducing costs, the dealership wanted to use outdoor lighting to create a safer, more engaging environment for customers. They needed a solution that would produce a comfortable, welcoming experience for visitors while showcasing a wide spectrum of vehicle colors, shapes and forms.

This was a critical objective, as light can affect perceptions about various auto bodies, trim styles, wheels and interiors. As the old saying goes, “You never get a second chance to make a first impression.” This old adage was top of mind during the upgrade and expansion project.

“We are so pleased with our new LSI lights that we will be installing them at several other Performance Automotive dealerships. The quality of light creates an exceptional experience for our customers and employees. Thank you, LSI!”

- Ken Kocher, Director, Fixed Operations

The Solution

LSI Mirada™ Medium Outdoor Area LED Lights (MRM)

The Mirada’s sleek design makes it perfectly suited for automotive dealership applications, and its die-cast aluminum housing and silicone optics make it extremely weather-resistant and cost-competitive.

The Mirada uses high performance factory-rotatable silicone optics, 5 standard CCTs, 42,000+ delivered lumens and is available with integral Airlink™ Wireless Controls.

Product Features

LSI’s Mirada LED lighting solutions feature

industry-leading photometry through our molded silicone optical system. The benefits of LSI’s molded silicone optics include:

- Light transmittance of 93%+ across the visible spectrum
- Reduces system level complexity and cost
- Does not age or discolor with UV and temperature exposure like traditional thermoplastic materials
- Significantly more impact resistance compared to thermoplastics and glass

The Mirada also features:

- Contemporary, sleek, low-profile radius styling
 - Optional Integral Bluetooth Motion and Photocell Sensor
 - 5000K temperature, vibrant quality lighting
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The Results

Following the installation of their Mirada LED fixtures, Performance Kings Honda began experiencing reduced energy costs and lower maintenance expenses. The dealership’s new Miradas produce a smoother, whiter light with less glare as compared to their previous lights – creating a safe, comfortable experience for customers.

In addition, due to their 5000K temperatures and silicone optics, the Miradas helped create vibrant product displays across numerous Honda vehicle models and colors – with light emanating from modern, architecturally pleasing LED fixtures.

LSI Industries

Our lights and graphics are everywhere you look!

LSI’s products are used extensively in automotive dealerships, petroleum stations, quick service restaurants, grocery stores and pharmacies, retail establishments, sports complexes, parking lots and garages, and commercial and industrial buildings.

Learn more!

Visit our website at Isicorp.com, or call us at (800) 436-7800.