

**USLED**<sup>TM</sup>  
*Always the Right Choice!*

# Gillman Automotive Group

Houston, Texas

The Gillman Automotive Group created a sales environment that's visually stunning for customers while decreasing energy and maintenance costs.





## The Opportunity

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Since 1938, the Gillman Companies have been a family-owned and operated group of automotive dealerships with a long-established tradition of customer satisfaction. They understand that the reason you detail a vehicle before parking it on the lot is the same reason lighting is critical for the customer experience. With continual failures and extensive maintenance costs, they needed to update their outdoor lighting to the latest LED technology to avoid business disruption. By upgrading to LED, they knew their dealership would look dramatically better with improved light levels while drawing the attention of passing customers.



## The Solution

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After vetting multiple vendors, the team at Gillman Automotive Group enlisted the lighting experts at US LED. They knew that with 20 years of general lighting projects under their belt, US LED would be the right choice to transform their dealership with energy-efficient lighting.

The team worked collaboratively to develop a turnkey LED solution that could deploy quickly throughout the dealership without interrupting essential operations. New LED luminaires would boost the light levels throughout the lot and virtually eliminate maintenance while reducing energy usage. The Dorado XLE area light was chosen for the project because of its 200,000-hour L70 lifetime and industry-leading Ten-Year Warranty.



**70% LOWER ENERGY**

Consumption With New LED Lighting

**200,000 HOURS**

L70 Product Lifetime

**10 YEARS**

Industry-Leading Warranty

## The Benefits

The results of the installation were immediate and quite apparent. The dealership appears brighter and highly visible from the main road, like an oasis drawing customers in the night. Their previous light levels measured around 11 footcandles when they used legacy metal halides. Now with LED technology, parking lots measure closer to 36 footcandles on the ground. Overall, there will be a combined energy and maintenance savings of \$222,000 annually across six dealerships with a payback of fewer than two years. Not only are administrators pleased with the reduced operating costs, but they are also receiving praise from visitors and employees about the new lighting on the lots.

### About US LED

Since 2001, US LED has been a full-service provider of commercial lighting, signage, and technology solutions. Because of our early history in LED lighting, US LED has decades of engineering expertise to continuously offer ultra-long-life luminaires that approach or exceed 200,000-hour L70 lifetimes and are backed by an industry-leading Ten-Year Warranty. Many of our lighting products are assembled in our plant in Houston, Texas.

### US LED Featured Product

**DoradoXLE** LED Area/Site Lighting



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Find more case studies at: [www.usled.com/case-studies](http://www.usled.com/case-studies)

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