

Shore Toyota

Background

The dealership's management was seeking to ensure its exterior lighting complemented its new, expanded facility. Emphasis was to be placed on showcasing its large inventory while reducing energy costs and improving energy efficiency.



Shore Toyota, Hamilton Township, NJ.

Shore Toyota, Hamilton Township, NJ. Shore Toyota is a large volume car dealership that caters to both new and preowned vehicle buyers. Its 25,000-square-foot facility spans 8 ½ acres and boasts an attractive, customer-focused showroom and a state-of-the-art service department. Its outside lot is capable of displaying and storing 500 vehicles.

Profile

Application

South Jersey Energy implemented a turnkey design, supply and installation package for parking lot lighting on Shore Toyota's highly visible site. The lighting was designed to enhance the new car models being displayed on the lot. Special lighting fixtures were used to cast light directly down onto the showcased vehicles rather than flooding the entire area with excess light. In addition to promoting Shore Toyota's fleet of new and preowned vehicles, the lighting package significantly reduces the dealership's energy costs. The more efficient design allows for a 25 percent reduction in wattage as compared with a conventional lighting design.

Shore Toyota is very pleased with the exterior light. The new design reduces energy usage by 30,000 kilowatt hours annually, generating a savings of 25 percent over a traditionally designed system. This savings equates to reduced electric operating cost of \$4,000 per year. To further reduce operating costs, SJE arranged a five-year maintenance contract for the growing dealership.

Results

Contact

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