

Balise Lexus Springfield, MA

Customer Case Study



About Lexus

Lexus belongs to the global Toyota family, whose members together constitute the world's third-leading automaker. Established in the early 1980s and launched in 1989, the Lexus marque is synonymous with quality, luxury and superior customer satisfaction. A dozen years after its founding, Lexus became America's best-selling line of luxury motor vehicles.

Balise Lexus Website

www.baliselexus.com

Lexus LED Lighting Project

- 32 new parking lot lights based on Qnuru's 144W Pecos LED bulbs.
- 8 new pathway lights based on Qnuru's 67W Sandia LED bulbs.
- 80-86% lower energy consumption than conventional 1000W metal halide parking lot lights and 320W pathway lights.
- 24 month ROI, not including local utility rebates for the installation of energy efficient lighting.
- Neighborhood-friendly, white-light illumination.

Green From the Ground Up Balise Lexus Builds New Showroom with Qnuru LED Lights

"We have highly educated customers who reward their loyalty to businesses that contribute to the local community," said Jeb Balise, owner of Balise Lexus in West Springfield, Massachusetts. "Showcasing our green business practices was our initial motivation for installing LED lights in our new Lexus dealership. We also expected to significantly reduce our utility bills with LED technology, and certainly have. But the unexpected surprise was the incredible quality of the illumination. The LED lights are much less harsh than the 1000 watt HID ("high intensity discharge") fixtures we typically install at our stores. They make our cars look great and are more neighbor-friendly because they don't throw off harsh yellow glare."

Balise is the third generation owner of Balise Auto Group, one of the largest retailers of new and used automobiles in New England. The company was founded by Balise's grandfather in 1919 when he purchased a welder and began fixing farm equipment and automobiles from his backyard garage. Today the company operates Buick GMC, Chevrolet, Ford, Honda, Hyundai, Lexus, Mazda, Nissan, Subaru, Toyota Scion and Volkswagen dealerships. Balise employs over 800 people in Massachusetts, Connecticut and Rhode Island.



New Qnuru LED Lights Installed at Balise Lexus

The newest Balise Lexus dealership opened in October 2010 to much fanfare. The \$6.5 million, 27,000 square foot facility features 19 service bays and a staff of 45. Working with Collins Electric, Balise installed 32 new exterior parking lot lights that use Qnuru's Vector Pecos LED bulbs. The Pecos LED bulbs provide illumination equivalent to standard 1000 watt HID (continued)

Giving the Green Light to LEDs

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About Qnuru

Qnuru, a division of Noribachi, is a digital lighting technology innovator. Our intelligent lighting solutions deliver unparalleled light quality while reducing grid dependency to positively impact your bottom line. We design and manufacture brilliant lighting solutions, including Vector high wattage LED retrofit solutions for the commercial and industrial markets; Prism low wattage LED bulbs for homes and offices; the Matrix product line of new LED-based luminaires, and the Helix family of solar-powered LED luminaires. Qnuru products are UL Listed, ETL-Certified and designed, assembled and tested in the U.S. For more information about how we can take your lighting light years ahead, visit www.qnuru.com.

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lamps but consume only 144 watts of power. In addition, Balise purchased eight pathway light fixtures based on Qnuru's Sandia LED bulbs which use only 67 watts of energy to provide 320 watt equivalent light output. In total, Qnuru's 40 LED light fixtures save Balise 80-86% in energy costs and eliminate its exterior lighting maintenance expenses because of Qnuru's 5-Year Warranty.



Side by Side by Balise

Balise's Lexus dealership shares a 12 acre site with another Balise Auto Group retailer, Balise Toyota of West Springfield. Opened in 2006, the Toyota dealership's parking lot lights and interior recessed lighting are also being retrofitted with Qnuru's LED bulbs. "The minute we flipped the switch on the new LED lights at our Lexus shop and saw the side by side comparison to our Toyota dealership, I knew we had no choice but to upgrade the Toyota store with Qnuru's LED lighting too," said Balise.

Doing Right by Going Green

Balise's commitment to green dealer principles isn't confined to West Springfield. All new Balise retail stores are built using LEED standards. One of its dealerships in Rhode Island even uses the latest rainwater harvesting technology for its irrigation and car wash water needs. "Do we believe being green will sell more cars," pondered Balise. "Maybe not. But we know our customers greatly appreciate our environmental efforts. And at the very least, we end up with lower overhead and better looking cars, and that is a big payback for doing the right thing."



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