



Application Guide

Auto Dealership Lighting

Unmatched Lighting Performance and Quality With No Compromise





 **CHEVROLET**

trucks with 30+ MPG





Showcase Your Dealership and Attract Potential Customers

Selling a vehicle is about more than just having the models, safety features and prices that your customers are looking for. It's a visual and emotional experience. The same reason you wash, vacuum and wax a car before putting it on the lot is the reason why the luminaires lighting your business are so important.

Cree offers a complete line of LED luminaires that will enhance the lighting throughout your dealership—from the front-line row of cars to the showroom and service bays.

- Proven quality & performance
- Ultra-efficient lighting
- Lifetime energy savings
- Reduced maintenance costs
- Easy installation & retrofitting
- Long-term financial benefits

CREE 



Make the Right First Impression with Your Customers

Exterior lighting is a critical element in shaping customer perception of your dealership and the vehicle inventory you'd like to sell after dark.

Traditional metal halide lighting can lose 40 percent or more of its initial light output within the first year of operation and can suffer significant color shifts as well. Contrast this with Cree® LED exterior fixtures that lose less than 10 percent of their light over more than a decade on most products, and have significantly better color stability. The result is Cree products simply showcase your business and vehicles in a better light.



Cree Edge™ High Output Area

- Precisely-controlled optical choices
- Exceptional thermal management
- UL wet listed
- Exclusive DeltaGuard® Finish



Cree Edge™ Area

- UL wet listed
- High/low control options
- Optional backlight cutoff shield
- International Dark Sky Association approved



SLM Area

- Multiple dimming options
- Easy installation
- Designed for IP66 construction and integrated controls
- Vertical or horizontal tenon and direct-arm mount



Showroom Lighting that Improves Your Customer's Experience

A properly illuminated showroom enhances the features and benefits of your vehicle inventory. The showroom, more than any other area, is where your visitors form a favorable impression of your dealership's quality and professionalism. Beautiful lighting and excellent color rendering give your customers the confidence to imagine themselves behind the wheel of their new vehicle.

Cree LED downlights and lamps put the focus on your latest models and help your customers focus on their buying decision.



Essentia® Downlights

- Impressive LED lumen package
- Servicable and upgradable light engine and components
- Multiple color temperatures and distribution patterns
- Designed to last up to 50,000 hours



SR Downlights

- Cree TrueWhite® Technology
- Deliver up to 1,800 lumens
- Multiple color temperatures and shield angle options
- Designed to last minimum 75,000 hours
- Dimmable to 5%



LRP Lamps

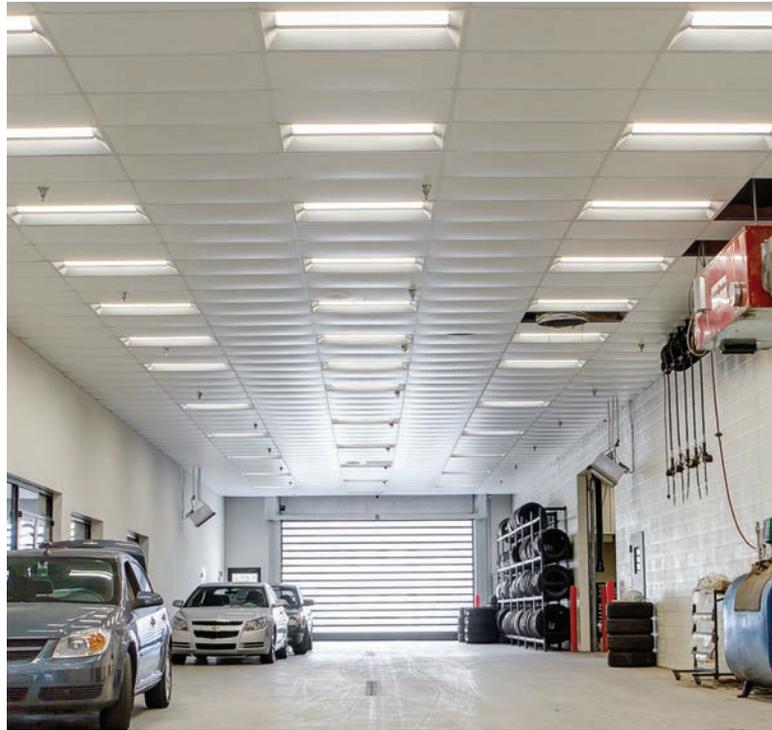
- Cree TrueWhite® Technology
- Deliver up to 1,000 lumens
- Multiple beam angle options
- 92 to 94 CRI
- Designed to last up to 50,000 hours
- Dimmable to 20%



Service Your Customers Not Your Lights

Your service department requires good lighting to help maintain its productivity and help increase your revenues. That means the technicians working in your shops need high-performance lighting to reliably provide superior work that keeps your customers returning to the dealership for oil changes, parts replacements and other services.

Cree LED troffers and low-bay fixtures offer energy-efficient and near maintenance-free lighting for critical activity spaces that require high-efficiency, high-quality general purpose lighting.



228 Series™ Recessed Canopy

- Modular, low-profile design
- UL wet listed
- International Dark Sky Association approved
- Photometric testing to IESNA-79-08 standards



CR Surface/Suspended Ambient

- Cree TrueWhite® Technology
- Deliver up to 5,000 lumens
- Efficacy up to 110 lumens per watt
- Designed to last up to 50,000 hours or 75,000 hours with HE option
- Lutron EcoSystem® Enabled dimming option



CS Surface/Suspended Ambient

- Cree TrueWhite® Technology
- Deliver up to 8,000 lumens
- Efficacy up to 110 lumens per watt
- Designed to last up to 50,000 hours or 75,000 hours with HE option



Professional and Inviting Offices

After a customer finds the right vehicle, you want to bring them to an office with a professional and comfortable setting that provides the right environment to help close the deal. Cree interior lights fit into any architectural plan and offer a variety of color temperatures and lumen packages.

Cree LED downlights and troffers provide higher efficacy and longer life, with better light quality than you can expect from traditional fluorescent and incandescent lighting.



LR Downlights

- Cree TrueWhite® Technology
- Deliver up to 1,000 lumens
- Efficacy up to 90 lumens per watt
- Designed to last up to 50,000 hours
- Dimmable to 5%



CR Downlights

- Cree TrueWhite® Technology
- Deliver up to 800 lumens
- ENERGY STAR® qualified for commercial applications
- Designed to last up to 50,000 hours
- Dimmable to 5%



CR Troffer Retrofit Kits

- Allow conversion of most fluorescent troffers to efficient LED technology
- Cree TrueWhite® Technology
- Deliver up to 5,000 lumens
- Efficacy up to 110 lumens per watt



Save More While Securing Your Exterior

Site and area lighting often create the greatest consumption of energy for an automotive dealership. With the Cree family of LED luminaires, you can drastically reduce the wattage required to illuminate your location.

Inside, outside and on the showroom floor, Cree lighting pays for itself—all while helping your site and vehicles look crisp, colorful and appealing for your guests. Our LED luminaires help you create an inviting appearance that will provide your customers with a sense of safety and security through properly directed light.



304 Series™ Canopy

- Optional integrated multi-level sensor provides reduction of light levels
- Ideal for installation in single- or double-deck open-air canopies
- UL wet listed
- International Dark Sky Association approved



OL Series™ Linear Flood

- 360° adjustability for flexible use in any application
- Available in 2-, 4- and 8-foot lengths
- Step and continuous dimming options



Cree Edge™ Security

- Modular, low-profile design
- UL wet listed
- International Dark Sky Association approved

PROVEN INNOVATION & SUPERIOR VALUE

The innovative technologies that make up Cree products have revolutionized the lighting industry by making high-quality, sustainable LED lighting affordable and available to all. With this advantage, we remain at the forefront today, dedicated to developing new LED lighting solutions that improve both our customers' spaces and their bottom lines, and all backed by an incredible warranty.

Cree 10-Year Limited Warranty

Light your dealership with confidence. Cree offers a 10-year limited warranty that covers the broadest product range in the industry. As a leading innovator of LED chips, components and lighting, Cree has over 20 years of experience in commercial LED development, bringing an unprecedented level of expertise to all facets of the LED lighting design and development process. Cree's 10-year limited warranty covers nearly all globally-available, commercial-grade indoor and outdoor fixtures. To learn more, please visit www.cree.com/lighting/products/warranty.

Cree TrueWhite® Technology

The cars on display inside your dealership need to be properly illuminated to showcase the exciting paint and interior options that you have chosen to promote. Don't let insufficient color rendering from poor lighting diminish your customer's car shopping experience. Powered by Cree TrueWhite® Technology, only Cree indoor LED fixtures can deliver our exclusive combination of industry-leading efficacy, 90+ CRI, and consistent warm or cool color temperatures.



CREE 
TRUE WHITE
TECHNOLOGY

BetaLED® Technology

DeltaGuard® Finish

DeltaGuard® Finish is the finest industrial-grade finish available, exclusive to Cree outdoor fixtures and poles, and carries an industry-leading 10-year limited warranty. Each outdoor fixture follows an immersion process that includes six cleaning and eight pre-treatment stages and an epoxy e-coat before the topcoat is applied. The baked-on ultra-durable powder topcoat is the last step to an outstanding finish that provides ultraviolet light resistance, corrosion resistance and fade protection.

Cree Automotive FrontlineOptic™ Technology

Utilizing exclusive NanoOptic® Technology—a level of optical control that only an LED light source can provide—the Cree Edge™ High Output luminaire precisely delivers light on target, and is capable of reducing energy consumption by more than 50 percent over traditional technologies. Its thermal management system uses a flow-through design to maximize performance and longevity. The result is a payback-friendly solution that delivers unmatched high output illumination performance with significant energy and maintenance savings not possible from previous technologies.

Cree Edge™ High-Output LED versus Traditional Metal Halide



Cree Edge™ High Output with Automotive FrontlineOptic™ Technology
(2) 426W units (852 total watts)*
Excellent color quality—full color spectrum source with high CRI



Traditional Metal Halide
(2) 1000W units (2160 total watts with ballast loss)
Typical metal halide color quality



*Single 851W unit also available.



High Output Illumination with No Compromise

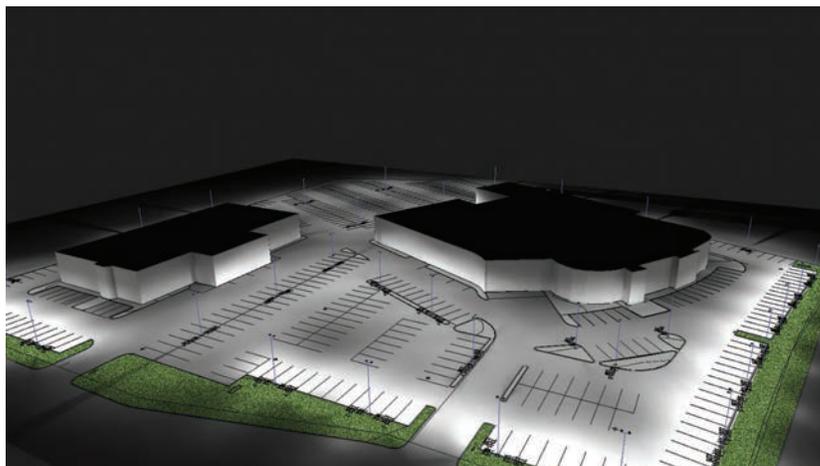
The Cree Edge™ High Output luminaire redefines what high-output illumination performance can be, all without sacrifice or compromise.

Beginning with more than 20 precisely-controlled optical choices, including a FrontlineOptic™ technology developed specifically for the needs of automotive dealerships, Cree Edge™ High Output has the optical focus required to place light where it is needed. This optical precision puts light on target with little or no waste, resulting in significant energy savings.

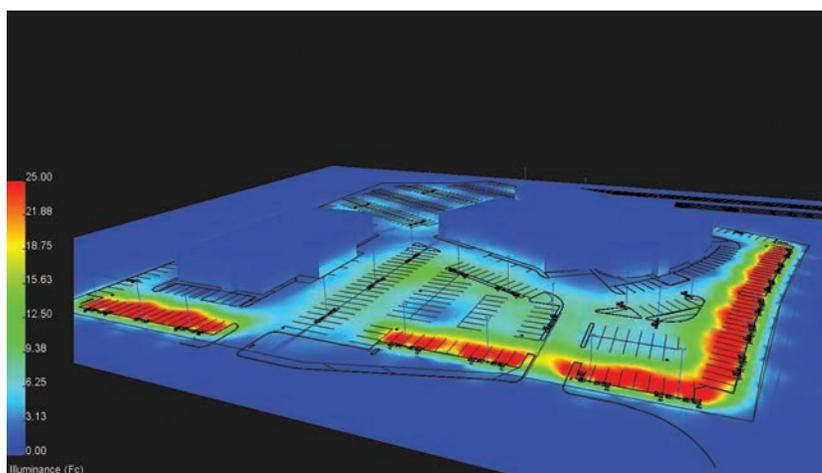
The benefits don't end there. Exceptional thermal management helps limit the amount of light lost over time. This eliminates costly and inconvenient re-lamping cycles for more than a decade, significantly reducing maintenance costs and disruptions to operations.

No sacrifice or compromise. Just high quality, high-output illumination performance that saves energy, significantly reduces your maintenance costs and puts applications requiring a high-output solution in a whole new light.

Only from Cree.



This image demonstrates our optical precision, illustrating our ability to provide much higher light levels on front-line vehicle areas utilizing our FrontlineOptic™ technology. This brings attention to the front line of the dealership to attract nighttime customers. Once customers are in the general sales area of the lot, light levels are reduced. Overall, the lighting is tailored to meet the specific needs of the dealership and is ready to contribute to the ultimate buying experience.



This image is using infrared imaging to illustrate the same message: strategic lighting capable of significant energy and maintenance savings.

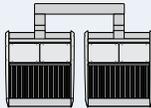
Adjustable Arm Mount



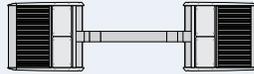
120 LED or 240 LED



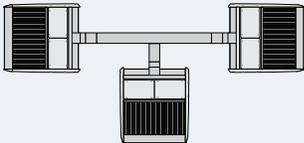
Single



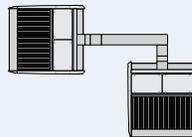
Twin In-Line



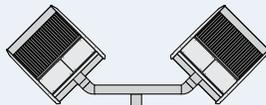
Twin @ 180°



Triple @ 90°

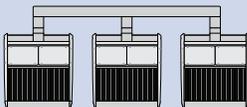


Twin @ 90°

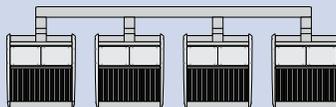


Triple @ 120°

120 LED Only



Triple In-Line



Quad In-Line

Other configurations available.

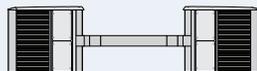
Direct/Surface Adjustable Arm Mount



120 LED or 240 LED



Single



Twin @ 180°

Realizing Energy and Maintenance Savings is as Easy as 1...2...3

- 1** Choose the right Cree Edge™ High Output luminaire for your application to significantly reduce energy and maintenance costs while improving your illumination performance.
- 2** Determine which mounting your application requires—either the Adjustable Arm Mount or the Direct/Surface Adjustable Mount.
- 3** Contact your local Cree LED Lighting representative and start enjoying the many benefits of LED lighting.

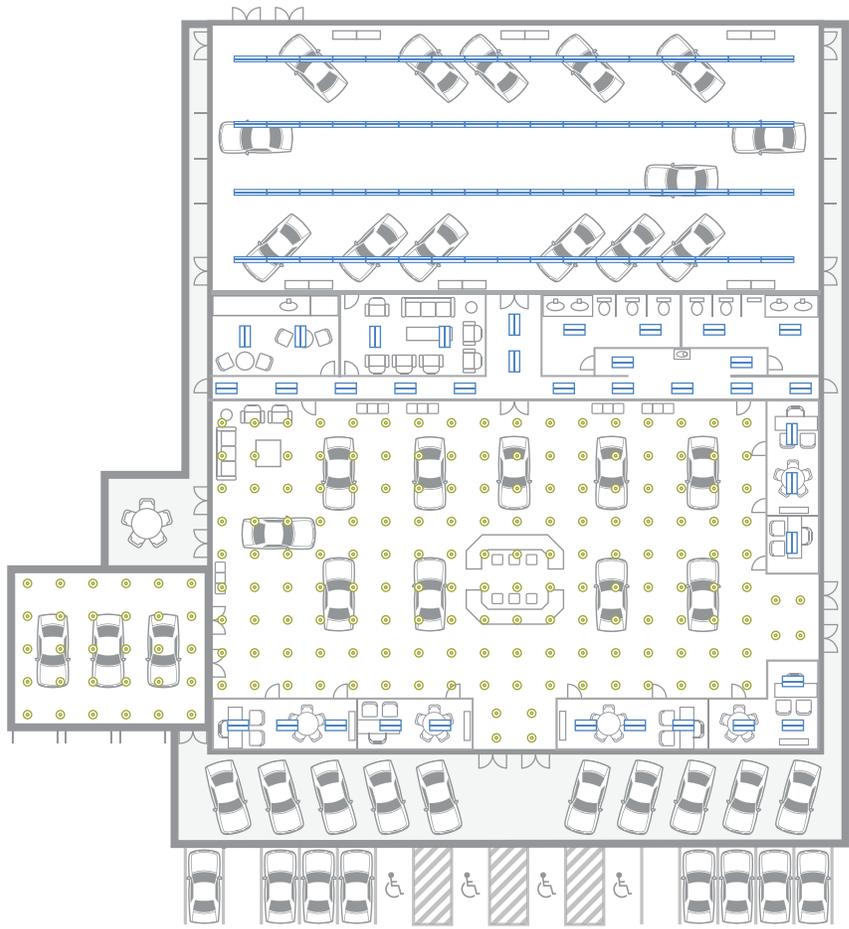
Turn Your Savings Into More Sales

Installing energy-efficient Cree LED lighting offers lifetime financial benefits in the form of lower energy bills and maintenance costs. In an auto dealership like the one shown here, these savings can add up to a significant amount over time—\$604K over 11.4 years, to be exact.

What could you do with that \$604K? How about reinvest the savings back into your business to increase sales. With this amount, you could purchase every car shaded in green in this picture—that's 40 new vehicles* or your entire front line. Expand your showroom by nearly 6,800 square feet* to make room for your growing business, hire more sales agents or fund monthly promotions.

The possibilities are endless, but the end result is clear: with Cree LED lighting, you have the power to turn your savings into more sales.

Showroom and Service Areas



Indoor Savings Analysis**



Cree LED Lighting

Symbol	Luminaire	Qty	Watts	Total Watts
	CS18™ HE	68	73	4,964
	CR24™	36	44	1,584
	SR6™	191	24	4,584



Incumbent Lighting

Equivalent	Qty	Watts†	Total Watts
T8 Fluorescent Industrial	68	120	8,160
T8 Fluorescent Troffer	36	90	3,240
42W CFL Fluorescent	191	47	8,977

Total Savings

	ENERGY SAVINGS	46%
	TIME SAVINGS	216 Hrs
	TOTAL LIFETIME SAVINGS	\$60K+

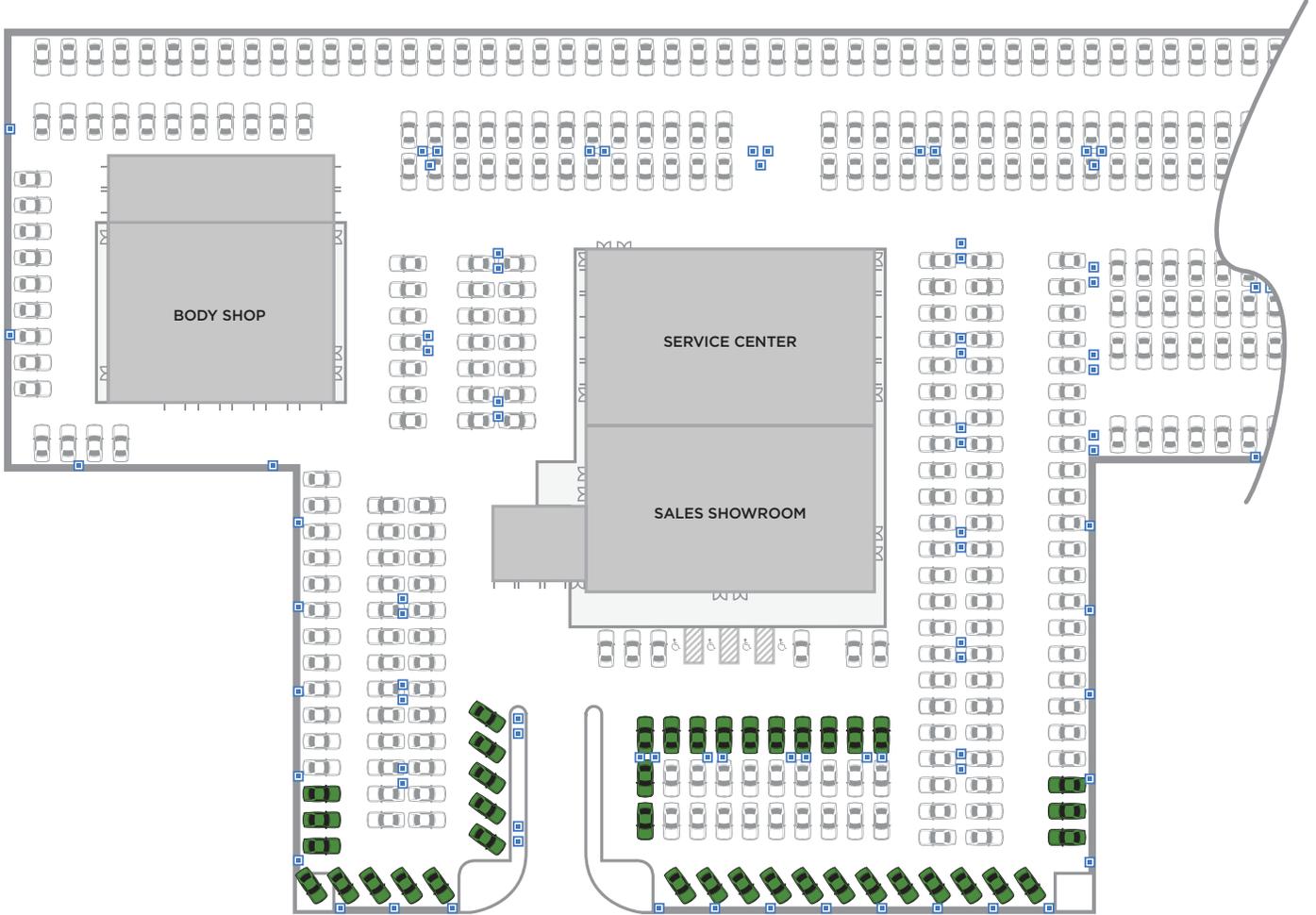
Relamp Cycle	50K Hours = 11.4 Years
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12K Hours = 2.7 Years

*Assumes \$15,000 dealer invoice for 2012 basic 4D sedan (Source: Kelly Blue Book) and \$88/square foot construction cost estimate for U.S. car dealership (Source: Reed Construction Data)

†Wattage with ballast factor.

Vehicle Inventory



Front Line

Outdoor Savings Analysis**

<p>Cree Edge™ High Output</p> 				<p>Metal Halide</p> 				
Cree LED Lighting				Incumbent Lighting			Total Savings	
Symbol	Luminaire	Qty	Total Watts	Equivalent	Qty	Total Watts	 ENERGY SAVINGS 55%	
□	Cree Edge™ High Output	99	58,621	Metal Halide	120	129,600		 TIME SAVINGS 614 Hrs
Relamp Cycle		50K Hours = 11.4 Years		3,600 Hours = Less Than 1 Year			 TOTAL LIFETIME SAVINGS \$544K+	

**Savings and payback are representative of what customers could expect operating in a typical new construction auto dealership environment using comparable products.

To see how these savings were achieved and to calculate your own, visit www.cree.com/payback.



Rev Up Your Auto Sales

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

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