



Case Study

Pat Milliken Ford

Location
Philips Gardco

Redford, MI
Gullwing and DF12 with MasterColor Elite System



PHILIPS



Driving northbound on Telegraph Road in Redford Michigan, a suburb of Detroit, one's attention is immediately captured by the clean brightness of Pat Milliken Ford. Although the thoroughfare contains a great number of automobile dealerships, none stands out like Pat Milliken Ford.



Project info

Customer

Pat Milliken Ford

Location

Redford, Michigan

Philips Gardco Products

Gullwing G18

Designer Floodlight DF12

MasterColor Elite Advanced HID System

Company Background

Pat Milliken Ford is one of the largest stand-alone Ford dealerships in the United States in new car sales. It is in the Top Ten Ford dealerships in the country in new car sales, selling roughly 4,000 vehicles per year. Sitting on 8 acres, it is a full-service operation, supporting a new car showroom, a service and collision center and a lot for sales of pre-owned vehicles. With over 100 employees, this family owned and operated dealership has been in business for more than 50 years – over 42 in its current location.

The Challenges

The Showroom

Brian Godfrey, General Manager, was not happy with the way his automobiles looked in his showroom. Bathed in fluorescent light, the colors weren't looking right, and the cars were not as inviting as he felt they should be. Working together with Dennis Morgan of the Laidlaw & Morgan Lighting Group and Paul Lanphere, Philips National Accounts Manager, they settled on an energy-saving solution using the Philips MasterColor Elite (MCE) technology. The MasterColor Elite is an advanced HID system providing bright, white light yet using a fraction of the energy of conventional Metal Halide systems while extending the system's life from 12,000 hours to 30,000 hours.

The Lot

Extremely pleased with the outcome, Godfrey now turned his attention outdoors. However, the prospect of replacing 177 1000MH area fixtures, 400MH floodlights and poles was not that appealing. Although he realized that his light levels would probably improve with new units, the level of improvement was overshadowed by the initial costs. It just didn't seem like the payoff would be there.

In addition to initial cost, Godfrey faced three additional challenges. The first was to save energy dollars. Not only would this save money in the long-term, but DTE, the local energy provider, had a program that offered rebates based on the amount of energy saved. This could prove to be financially beneficial in justifying the upgrade. Next, Godfrey felt that the lot needed to be brighter. He wanted his vehicles to "pop" and the colors to be more accurate. He desired a more consistent quality of light, with none of the color-shift he was seeing with his current fixtures. Finally, there were maintenance issues. It seemed as if there was a constant changeout of lamps and ballasts.

The Solution

Working once again with Dennis Morgan and Paul Lanphere, Godfrey wanted to see whether LED was the way to go or if the new advanced HID systems could do the same job outdoors as it had in his showroom. A mock up was performed using two 180w LED luminaires and two 210w Philips Gardco Gullwings equipped with the MasterColor Elite system.

For the mock up, Godfrey enlisted the technical help of David McConnell, CEM, the Energy Program Coordinator with the Ford/DTE Energy Partnership. McConnell is a DTE energy engineer who works directly with Ford, performing energy audits and evaluating dealerships as part of Ford's "Go Green" dealership program.

While both units exhibited a better quality of light, McConnell measured the light levels from each mock up and found that the LED units performed no better than the existing fixtures. The MasterColor Elite system, however, showed a dramatic improvement in light levels. But Godfrey still needed to justify the expenditure based on selling his product, not just on improved light output.

“From an energy management standpoint it was a no-brainer ... This is the most win-win thing I’ve ever been involved with.”

David McConnell, CEM - Energy program coordinator, Ford/DTE Energy Partnership

A "drive-by" test was the qualitative measure. "The MasterColor Elite units popped much more than either the original or the LED," Godfrey recalled. "I was seeing results that were similar to what we had achieved in our showroom."

LED had several other issues. First, it was much more expensive for basically the same amount of light. Second concerned the luminaire's form. "The Gullwing is more compact and, frankly, much nicer looking" Godfrey explains. "It's very sleek, clean and high-tech."

The MasterColor Elite system promised everything for a complete solution - lower energy requirements, cost savings, a smaller carbon footprint, long life and a clean, white light. Although initially skeptical of the Philips Gardco claims, a photometric assurance that the product would perform as claimed within 10% helped to alleviate any concerns.

Benefits

In addition to the obvious benefits of a brighter, more pleasing lot, Pat Milliken Ford's annual energy consumption was reduced by approximately 60%, with a savings of over \$25,000 a year. Additionally, they received a rebate from DTE of \$43,000, significantly reducing their initial costs. With an average life of 30,000 hours compared to 12,000 with conventional HID, maintenance costs are also significantly reduced

Helping to keep their initial costs down, Pat Milliken Ford was able to use existing poles with a one-to-one swap out of luminaires.

Pat Milliken Ford is very pleased with the solution provided by Philips Gardco and the Laidlaw & Morgan Lighting Group. Perhaps their Maintenance Manager sums it up best: "I am amazed at how bright and clean the new fixtures are. How much light!"



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Philips Gardco Warranty

Philips Gardco luminaires feature a five year limited warranty. Philips Gardco luminaires feature a 3 year limited warranty on MasterColor® Elite ballasts and a 2 year limited warranty on lamps. For full warranty information please visit sitelighting.com.



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