

SRP COMMERCIAL BUSINESS CASE STUDY: COULTER MOTOR COMPANY TEMPE AUTOPLEX



Greg DePaola, General Manager, Coulter Automotive Tempe

DRIVING ENERGY SAVINGS INTO A NEW LIGHT

The Coulter Motor Company's Tempe Autoplex showroom recently underwent state-of-the-art lighting upgrades in its parking lot with help from SRP Standard Business Solutions rebates.

AN OVERVIEW

Thanks to SRP's Standard Business Solutions program, commercial customers can benefit from energy-efficient lighting technologies and receive rebates to keep costs low.

Businesses can improve operations, productivity and security while optimizing energy usage through the Lighting Solutions component of SRP Standard Business Solutions. This program offers rebates for:

- › ENERGY STAR®, DesignLights™ Consortium or Lighting Design Labs approved LED fixtures and lamps
- › Qualified lighting controls

Rebates are available for retrofit and new construction projects.

EFFICIENT COMMERCIAL LIGHTING SYSTEMS

Efficient commercial lighting systems:

- › Use less energy and lower your electric bill
- › Produce less heat, which can lower air-conditioning costs
- › Require less maintenance
- › Enhance the appearance of facilities and products
- › Improve employee and customer comfort with less lighting flicker
- › Address spaces that are over-lit
- › Reduce your carbon footprint

Having served the Valley for over 90 years, the Coulter family business remains successful because of its culture of providing exceptional customer service, great value and competitive prices. The Coulter Automotive Group has expanded to keep up with the growing Valley, opening additional dealerships throughout the region. The Tempe Autoplex Loop showroom, one of the newest additions, is currently boasting state-of-the-art lighting upgrades in its parking lot made available through SRP Standard Business Solutions rebates.

One way Coulter is able to continue offering competitive prices is by cutting its operating costs by saving money through energy efficiency. Coulter Automotive owner William "Bill" Coulter made the decision to pursue SRP Standard Business Solutions rebates with the hope of achieving "twice the brightness at half the cost."



VISIBLE EFFICIENCY

Under the SRP Standard Business Solutions program, the Coulter Motor Company Tempe Autoplex had new lighting fixtures installed in their car lot. This project included replacing the existing 1,000-watt metal halide lamps with high-efficiency LED fixtures. To maximize the effectiveness of their new lighting fixtures, they also installed lighting controls under the SRP Custom Business Solutions program.

Greg DePaola is the General Manager at the Coulter Automotive Tempe dealership. He manages all departments, including sales and service, and oversees advertising and personnel. DePaola is amazed at the brightness and quality of the new lights. "From dusk till store close, they run at 70% and it's still twice as bright as anyone else in the complex," he said. The new lights not only save money, but they also offer optimal color that enhances the appearance of the cars for potential buyers. Since the new lamps are guaranteed for 10 years, DePaola has canceled his contract with a lighting maintenance company.

SEEING THE SAVINGS

"Our energy bills are half what they otherwise would have been," DePaola said. "The investment will pay for itself [in less than three years]." Of the cost comparison between the old lighting and the new energy-efficient lighting, DePaola said, "We could only run nine of the old lights for the same cost that we now run all 46 of the new lights." He also noted that "running the new light fixtures at 20% is as bright as the old lights were at full blast."

As for the money that's being saved on energy bills, DePaola said the company is investing in additional energy-saving upgrades at the Tempe location as well as at other stores.

"We have enjoyed an enhanced customer experience, increased traffic and sales and better security thanks to the improved lighting. We expect to see those benefits expand as we install additional energy-saving lighting and other upgrades."

SAVING POWER AND MONEY

Project: Coulter Motor Company Tempe Autoplex

Customer: Bill Coulter, Owner

Measures: Lighting upgrades

Estimated Annual Electricity Cost Savings: \$54,062

Project Implementation Cost: \$132,000 after rebates from SRP of \$46,754.29

Simple Payback: 2.4 years

DePaola recommends SRP Business Solutions rebates to other businesses. In the competitive automotive industry where presentation is so crucial, having efficient, quality lighting can make the difference between a sale and no sale. Being able to maintain visibility and security overnight while minimizing energy costs is another huge benefit.

SRP BUSINESS SOLUTIONS OFFERS FULL PORTFOLIO OF REBATE PROGRAMS

SRP Business Solutions offers a wide range of energy efficiency opportunities to help commercial and industrial customers save energy and money. The program is designed to help customers better manage energy usage and increase energy efficiency while taking advantage of the latest energy-saving technologies. Most measures and projects require preapproval before equipment is ordered, purchased or installed. Contact SRP before beginning any potential project for which you intend to apply for a rebate.

Specific details and program applications are available at savewithsrpbiz.com or by calling the program hotline at **(602) 236-3054**.



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