



Nederland, TX

PHILPOTT TOYOTA

39 AVG. FOOTCANDLES
ON THE GROUND IN
THE FRONT ROW

10 YEARS COVERED BY
MANUFACTURER
WARRANTY

\$22,600

COMBINED ANNUAL ENERGY
AND MAINTENANCE SAVINGS

Highly-Acclaimed Texas Dealer

SHOWS OFF INVENTORY IN A BETTER LIGHT

Thanks To LED Lighting From Solis

The Opportunity

Over the last 70 years, Philpott Motors has served the community of Greater Nederland by selling quality vehicles with exceptional service. This once small-town motor company has now grown into a major area auto dealer, building “Customers for Life” with unparalleled dedication toward their satisfaction.

For Sonic Automotive, owner and operator of Philpott Toyota since 2001, installing new LED lighting became critically important to continue that same customer-focused experience beyond the front door. They know now what many other automotive dealers already did: the car buying process is an emotional experience that is sparked by visual stimulation – starting with lighting.

Many years of phenomenal growth have not been kind to the outdoor lighting system. It mainly consisted of outdated metal halide fixtures around the lot and exterior facades that have burned out over time. Sonic Automotive knew by upgrading their lighting to LED it would not only create a dramatic difference for the aesthetics, but it would quickly draw more attention to the vehicle inventory from those driving by.

“Everything we do here is dedicated to creating the best experience for customers,” says Daren Granger, General Manager of Philpott Toyota. “Anything we install on our lots must perform and align with that mission.”

SOLIS
Lighting & Electrical Services

WWW.SOLISUSA.COM



“ FROM THE PROJECT PLANNING TO THE INSTALL TO THE FINAL SIGN-OFF, SOLIS USA WAS VERY GOOD WITH US EVERY STEP OF THE WAY. ”

DAREN GRANGER | GENERAL MANAGER | PHILPOTT TOYOTA

The Solution

After previously using Solis USA’s services at other dealerships, Sonic Automotive was confident in using their expertise once again. They reached out so they could complete the turnkey project and tasked the team to find a solution that could be deployed easily without disrupting ongoing business. Because so many of the existing metal halide fixtures had failed, it was imperative that the new lighting increase light levels enough to meet industry standards and improve overall visibility on the lots.

XtraLight’s Viento LED area lights were installed throughout the parking lots, especially in the front rows where color rendering is critical to making vehicles as vibrant as possible. Viento LED wall packs were installed on the building exteriors to further provide customers with a sense of safety and security. By the end, the team completed a one-for-one replacement of 131 fixtures throughout the property with LED technology that consumed half of the original amount of energy.

Granger is very pleased with the results and working with Solis USA.

“Solis USA was very good with us every step of the way. They were upfront with the plan, installed everything efficiently, and made sure we were satisfied with the results,” said Granger.



The Benefits

The modern LED lighting has had a dramatic effect on the dealership's lots and architecture. Light levels have improved drastically, with front rows averaging 39 footcandles on the ground. Thanks to its high color rendering index (CRI), the new lighting showcases vehicles more vividly and creates an inviting experience at night.

Along with the better visibility, Philpott Toyota and Sonic Automotive are enjoying increased annual energy savings and reduced maintenance costs associated with replacing old lamps and ballasts. They have received positive feedback from employees and customers, saying it feels like a whole new dealership at night. Previously hidden, dark areas of the lot have come back to life and it feels safer. Best of all, the precision-molded optics target the light precisely without spilling over into nearby properties.

“When customers come on the lot with the new lighting, they feel safer and can actually see every aspect of the car without shadowing,” said Granger. “The new lighting from Solis USA really made the difference and our customers will continue to get the very best experience from us.”

SOLIS

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888-600-6811



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About Philpott Toyota

For over 70 years, Philpott Toyota has been a premier new and used auto dealer serving the Greater Nederland community. With a priority for “Building Customers for Life”, their professional staff is dedicated to total customer satisfaction throughout the buying process. For more information about Philpott Toyota, please visit: www.philpotttoyota.com.

About Solis USA

For more than 27 years, Solis USA has been the leading provider of energy conservation services, including lighting and electrical maintenance throughout the United States. With 200 field-service employees and a vast fleet of trucks, Solis provides interior and exterior services for commercial and industrial applications. For more information about Solis USA, please visit: www.solisusa.com.