



Case Study: Roy O'Brien Ford



Always on the cutting edge of technology, Roy O'Brien Ford took advantage of incentives available from DTE Energy's Energy Efficiency Program for Business to add state-of-the-art LED lighting to interior and exterior applications.

The project involved the installation of 80 lights and fixtures throughout the dealership's parking lots, outside its service bays and inside its showrooms, providing an average of 84% in annual energy savings. In addition, the dealership now enjoys improved lighting

quality, a fuller light spectrum — which illuminated the dealer's vehicles at their most appealing. Thanks to the program's incentives and the energy savings, Roy O'Brien Ford will recoup its project expenses in approximately two years.

High Efficiency LED exterior lights

For any car dealer, showcasing vehicles is paramount — especially at night.

At Roy O'Brien Ford, the challenge for the dealership's contractor, America's Green Line, wasn't simply to illuminate vehicles on the lot, but to ensure that their color and luster were consistently shown in the best possible light — day or night.

To achieve this result, the existing 58 1,000-watt HID lights were replaced with an equal number of 200-watt LED units, which provided an 81.5% reduction in energy consumption.



That same approach — mixing efficient lighting with the right color balance — was applied to the dealership's service bay area.

Along this wall (photo at right), 10 400-watt wallpack units were replaced with an equal number of 50-watt LED units — providing an 89% reduction in energy consumption.

The LED lighting installed in the dealer lot (above and right) and outside the service bay area (left) provides outstanding illumination and coverage.



High Efficiency LED interior lights

As is the case outside, properly displaying a vehicle's color and finish indoors is critical.

To help improve the image of its product line, Roy O'Brien Ford had its contractor,

America's Green Line, replace 12 existing 100-watt HID dome lights with an equal number of 18-watt LED units, providing an 82% reduction in energy consumption.

Energy Savings Summary

The energy savings results of these measures are summarized as follows:

Original Type/Qty	New Type/Qty	Annual Energy Savings	Estimated Annual Cost Savings
400-watt HID wallpacks/10	50-watt LEDs/10	89%*	\$2,271
100-watt HID dome/12	18-watt LEDs/12	82%*	\$552
1,000-watt flood lights/58	200-watt LEDs/58	81.5%*	\$27,944

LED lighting installation continues dealer's green tech tradition

For more than two years, the Roy O'Brien family has been on the cutting edge of introducing green technology to their dealership, which was founded in 1946.

And now, with the installation of LED lighting through DTE Energy's **Energy Efficiency Program for Business**, the family continues a tradition that has included other energy-efficiency

equipment over the years.

"We started with our showrooms and our offices and then moved into our used car department," said General Manager Roy Patrick O'Brien — grandson of the founder.

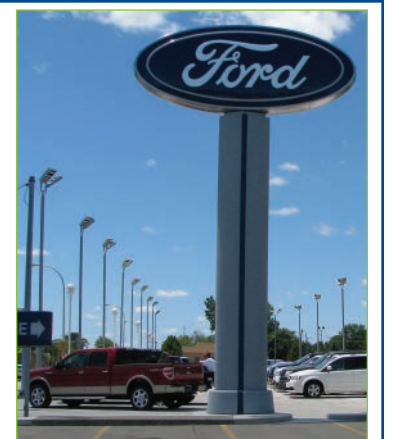
"The LED lighting in particular has been a unique improvement to our showrooms: It makes our vehicles look

like gems in a jewelry store."

"I wish we could have done a lot of this 20 years ago," he said, "but the technology just wasn't there.

"With these recent projects, our payback is about two and a half years — and we've cut our energy usage by a third.

"That's the kind of savings I like," he said.



ENERGY EFFICIENCY PROGRAM FOR BUSINESS

About the Program

Through DTE's **Energy Efficiency Program for Business**, companies like yours — big and small, manufacturing and service, sole proprietorships and corporations — can apply for cash incentives to help offset the cost of energy-saving equipment and technologies.

The **Energy Efficiency Program for Business** offers a comprehensive set of incentives for both electric and natural gas users, helping you invest in energy efficient technologies, saving you energy and money — today and into the future.

Our online Catalog provides specifications about each incentive offered, and our online Application provides step-by-step instructions on how to apply for those incentives.

The incentives fall into three categories:

Prescriptive Incentives

Prescriptive Incentives provide customers with predetermined incentive rebates for the installation of specific energy-efficient equipment — including, but not limited to: lighting, controls, HVAC, refrigeration and food service equipment. Incentives are provided for qualified improvements and equipment commonly installed in a retrofit or equipment replacement situation. Prescriptive incentives are paid based on quantity, size and efficiency of the equipment.

Custom Incentives

When customers cannot find a prescriptive measure that fits their projects, they can apply for **Custom Incentives**. This program provides cash rebates for measures installed in qualified projects that are less common or more complex than prescriptive measures. Custom incentives are paid based on the first year of energy savings (kWh and/or Mcf).

New Construction and Major Renovation Incentives

If a customer is building a new facility, changing the usage of space or adding load, **New Construction and Major Renovation Incentives** are available to assist them with off-setting the cost of energy-efficient upgrades, allowing them to save on operating costs long term. There are three categories of new construction incentives:

- **Systems Approach** incentives are predetermined to optimize the energy efficiency of individual systems.
- **LEED Whole Building Approach** incentives are based on energy savings validated by LEED.
- **LEED Design Review Assistance** is a flat rate incentive designed to encourage LEED certification.

Contact Us

We are available to help you understand the incentive requirements and available resources for this and other energy-efficiency projects. Call to check your eligibility and learn how to make DTE's **Energy Efficiency Program for Business** work for you.

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NOTE: Programs based on availability of funding and may end at any time.