

Roy O'Brien



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

"With these projects, our payback was about two and a half years – and we've cut our energy usage by a third. That's the kind of savings I like."

-Roy Patrick O'Brien, General Manager

Case study

Automotive dealers serve as a critical link between manufacturers and customers and to do their job successfully, they require lots of energy in unique applications. From exterior lots, to showrooms and service bays, auto dealers require high lighting levels and customer comfort, and it all comes at a cost. And that's where DTE can help, with incentives for both electric and natural gas efficiency.

Within DTE's electric and natural gas service territory, there are more than 500 new-and-used auto dealers who consume on average 44 GWh and 60,000 MCF annually. More than 200 dealerships have participated with us in the last few years, saving on average 3,500 KWh and 1,500 MCF a year, which amounts to more than \$2 million in avoided energy costs.

The most common energy improvements for auto dealers include:

- LED interior and exterior lighting
- Advanced lighting controls
- Infrared heaters
- Boiler and furnace tune-up

In addition to the obvious energy savings that can be achieved, dealers also report better sales and higher customer satisfaction when their showrooms are better lit and their waiting areas are comfortable.

The Roy O'Brien family prides itself on being on the cutting edge of technology with its dealership, which was founded in 1946.

That kind of thinking now extends to installing green technology – while keeping the customer experience in mind.

For any car dealer, showcasing vehicles is paramount, especially at night. At Roy O'Brien Ford, the challenge 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.

Using incentives from the DTE Energy Efficiency Program for Business, the dealer upgraded exterior lighting, interior lighting and safety and security in the service bays. In addition, the dealership now enjoys improved lighting quality and a fuller light spectrum.

Thanks to DTE's program incentives and the energy savings, Roy O'Brien Ford will recoup its project expenses in approximately two and a half 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."

DTE

Energy Efficiency Program for Business



Project Summary

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 replaced 12 existing 100-watt HID dome lights with an equal number of 18-watt LED units, providing an 82% reduction in energy consumption.

They also replaced 58 1,000-watt HID lights with 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.

Ten 400-watt wallpack units were replaced with an equal number of 50-watt LED units – providing an 89% 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

*Savings will vary based on the annual operating hours for the site.

About our program

The DTE Energy Efficiency Program for Business offers a comprehensive set of incentives for both electric and natural gas users designed to help you invest in energy efficient technologies. Here are three ways to save:

Prescriptive

Prescriptive incentives are available for many common energy efficiency measures and typically average 20% to 50% of the incremental cost of the equipment or services provided. Incentives are based on predetermined energy savings.

Custom

Custom incentives are offered for capital investment projects that are not eligible for a prescriptive incentive. Incentives are determined on a case-by-case basis and are paid per unit energy saved. Custom incentives are capped at 50% of project costs.

New construction

New construction/major renovation incentives are available for new facilities, the renovation of existing facilities or a change of use project, such as converting a warehouse into an office complex. Incentives also are available for adding load.

*Funds will be awarded on a first-come, first-served basis; program based on availability of funding and may end at any time; certain other conditions apply

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