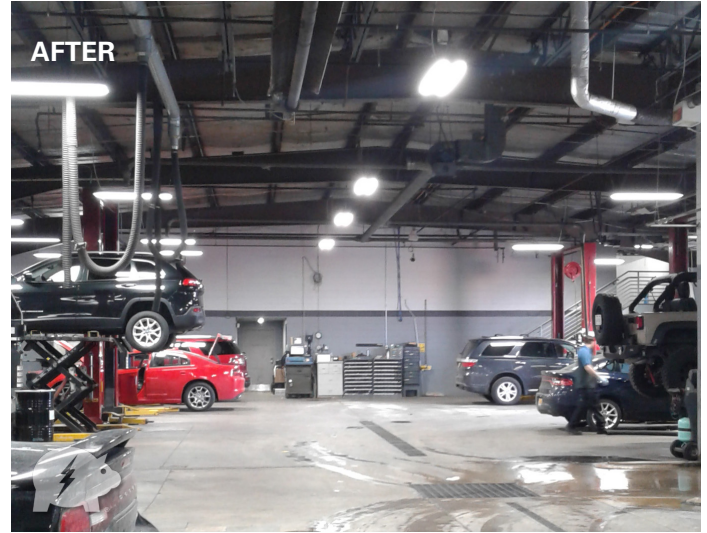


Russ Darrow Chrysler - Madison, WI

**65% energy reduction**  
**\$24,101 electrical cost savings**



Project Data – TOTAL	Electric Energy Use	Electric Demand	Annual Cost of Electricity
Prior System	307,017 kWh	71.5 kW	\$36,822
energybank	106,061 kWh	25.0 kW	\$12,721

**TOTAL ENERGY REDUCTION: 200,956 kWh**  
**ANNUAL ENERGY REDUCTION: 65%**  
**BASELOAD DEMAND REDUCTION: 46.5 kW**

*Additional lighting savings in maintenance and repair*

By upgrading existing lighting to high-performance, energy-efficient LED throughout the dealership (both interior and exterior), Russ Darrow reduced electrical energy costs for lighting by 65%. This significant reduction equates to an annual cost savings of \$24,101. Award-winning model T®, ThinLine®, and OmegaLight® are several of the products deployed to complete this upgrade. In addition to improved operations, Russ Darrow has eliminated lighting related maintenance and repair.

Efficient. Sustainable. Good Business. That's LED Done Right®.

Energy savings from this project have a positive impact on Greenhouse Gas emissions. A reduction of **200,956 kWh** is the equivalent of:



Eliminating the greenhouse gas emissions from **32 passenger vehicles** driven for one year



Eliminating the CO<sub>2</sub> emissions from the energy use of **16 homes** for one year



The carbon sequestered by **176 acres** of US Forest in one year