



Russ Darrow - Toyota - West Bend, WI



Russ Darrow - Toyota knows that superior auto merchandising closes deals.

It's only natural that Russ Darrow - Toyota chose an award-winning LED Done Right[®] lighting upgrade to provide superior quality light for heightened attention throughout their exterior showroom. The integration of model T[®] LED created an evenly illuminated, well-lit environment that enhances visibility of their valuable merchandise without light trespass to deliver the best quality experience to their customers and their neighbors.

In addition to cleaning up mis-matched lighting and increasing quality light levels (thanks to superior optics and advanced thermal management), the high-output performance of model T[®] allows Russ Darrow to maximize facility operations while minimizing maintenance and operating costs for years to come with a 75% reduction in energy. Efficient. Sustainable. Good Business. That's LED Done Right[®].

Project Data – TOTAL	Electric Energy Use	Electric Demand	Annual Cost of Electricity
Prior System	396,675 kWh	90.8 kW	\$41,208
energybank	97,759 kWh	22.5 kW	\$10,377

Additional lighting savings in maintenance and repair

TOTAL ENERGY REDUCTION:	298,916 kWh
ANNUAL ENERGY REDUCTION:	75%
BASELOAD DEMAND REDUCTION:	68.3 kW

Energy savings from this project have a positive impact on Greenhouse Gas emissions. A reduction of **298,916 kWh** is the equivalent of:

Eliminating the greenhouse gas emissions from **44 passenger vehicles** driven for one year

Eliminating the CO₂ emissions from the energy use of **25 homes** for one year

The carbon sequestered by **249 acres** of US Forest in one year

