LED LIGHTING HELPS DRIVE TRAFFIC AND SALES

Selling a vehicle is about more than just having the models, safety features and prices your customers are looking for. It’s a visual and emotional experience. Cree offers a complete line of LED luminaires that will improve the sales and service environment by delivering better light throughout your dealership — showcasing the front-line row of cars and showroom and providing high-performance illumination throughout the service bays.

MAKE THE RIGHT FIRST IMPRESSION

Exterior lighting is a critical element to shaping customer perception of your dealership and vehicle inventory. Our High Output LED solutions with Automotive FrontlineOptic™ precisely light the front row of your inventory. The optical precision combined with 90 CRI dramatically enhance the curb appeal of any dealership.

IMPROVE THE CUSTOMER EXPERIENCE

The showroom, more than any other area, is where visitors form favorable impressions of your dealership and inventory. Cree’s LED luminaires offer beautiful lighting and excellent color rendering to put the focus on your latest models and give your customers the confidence to imagine themselves behind the wheel of their new vehicle.

SERVICE YOUR CUSTOMER, NOT YOUR LIGHTS

Service departments need good lighting to maintain productivity and increase revenues. Cree® LED luminaires offer high-performance, energy-efficient and near maintenance-free lighting to help technicians provide superior work that keeps customers returning to the dealership for oil changes, parts replacements and other services.
SHOWCASE YOUR DEALERSHIP AND ATTRACT POTENTIAL CUSTOMERS.

Cree® LED luminaires simply showcase your business and vehicles in a better light, providing a comfortable setting that creates the right environment to help close the deal. Cree interior and exterior lighting provides higher quality illumination than you can expect from traditional fluorescent and incandescent technology, available in a variety of color temperatures and lumen packages.

**Recommended Products for Auto Dealerships**

**Indoor Products**

1. KR Series Downlight
2. CR Series Troffer
3. CXB Series High-Bay/ Low-Bay Luminaire

**CR Series Troffers**
- Cree TrueWhite® Technology
- 2,000 to 5,000 lumen options
- 3000K, 3500K, 4000K and 5000K
- Efficacy up to 130 LPW
- Cree SmartCast® Technology with adjustable CCT feature

**KR Series Downlights**
- Cree TrueWhite® Technology
- 4”, 6” or 8” round or 4” or 6” square apertures
- Delivers up to 8,000 lumens
- Cree SmartCast® Technology and Cree Sunset Dimming Technology
- Cree WaveMax® Technology for 8” round

**LS Series Surface Ambient**
- Cree TrueWhite® Technology available
- Delivers up to 10,000 lumens
- Efficacy up to 130 lumens per watt
- 3500K, 4000K and 5000K
- Dimmable 0-10V to 5%
ENERGY EFFICIENT AND ENVIRONMENTALLY RESPONSIBLE LIGHTING.

Easily transform your showroom and service areas into energy-efficient spaces using automated intelligence to optimize light levels. With Cree® LED lighting, you can also drastically reduce the wattage required to help illuminate your site. The optical precision puts light on target with little or no waste, reducing light pollution while resulting in potential energy savings of more than 50 percent.

Outdoor Products

1. XSP Series Wall Mount
2. OSQ Series Flood
3. Cree Edge™ Series Flood
4. OSQ Series Area
5. OSQ Series High Output Area with FrontlineOptic™
6. OSQ Series Area

OSQ Series High Output Area
- Cree TrueWhite® Technology
- 90 CRI at 5000K
- Deliver up to 68,691 lumens
- Efficacy of 125 lumens per watt
- Automotive FrontlineOptic™
- Replace multiple 1000W fixtures with one OSQ-HO luminaire

OSQ Series Area
- 70 CRI (4000K & 5700K; 3000K asymmetric optics); 80 CRI (3000K symmetrical optics)
- Deliver up to 27,103 lumens
- Efficacy of 139 lumens per watt
- Versatile mounting options
- Replace up to 1000W MH

XSP Series Wall Mount
- Minimum 70 CRI
- Deliver up to 4,109 lumens
- Efficacy up to 101 lumens per watt
- IP66 rated
- NanoOptic® Precision DeliveryGrid™ Optic
- Photocell, dimming and multi-level options available

* Payback and energy savings are based on the national average electricity rate, recommended maintenance schedule, and typical maintenance costs over common assessment periods (application life).
REV UP YOUR AUTO SALES

Cree leads the industry with several barrier-breaking technologies that create the ideal lighting solutions for a pleasant, positive sales and service environment while maximizing the savings to your bottom line.

• Cree SmartCast® Technology, providing seamless application of scalable intelligent light strategies that can save you up to 70% in energy costs while delivering more comfortable, personalized lighting experiences

• Cree TrueWhite® Technology, delivering 90+ CRI, high R9 values, and accurate and consistent color, essential for enhancing the dealership curb appeal and vehicle inventory

• Cree WaveMax® Technology, providing visually comfortable light with unmatched uniformity, efficiency, control and appeal

• Cree NanoOptic® refractor technology, offering a wide range of optical solutions possibilities for highly-optimized target illumination performance

• Cree’s Colorfast DeltaGuard® finish, protecting the outdoor fixtures and poles with the finest industrial-grade finish available with UV-light resistance, corrosion resistance and fade protection

Better Light Changes Everything.

PAVE YOUR WAY TO SAVINGS
lighting.cree.com/auto  |  auto@cree.com  |  800.236.6800

* Payback and energy savings are based on the national average electricity rate, recommended maintenance schedule, and typical maintenance costs over common assessment periods (application life).