Cree LED Lighting sets the stage for luminous colors, performance, luxury and style.

BMW OF CAPE COD
Hyannis, MA

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Opportunity
Premier Companies builds BMW of Cape Cod using state-of-the-art materials
Since 1964 BMW has been on Cape Cod, but not in its own retail space. Joe Laham, owner of Premier Companies, changed that when he built BMW of Cape Cod on eight acres.

While in the building process, BMW initiated the Future Retail program, which strives to increase services and customer contact points and to enhance the retail experience. Since LED lighting is an integral part of the retail experience, Cree was included. Laham researched efficiency, warranty, maintenance and acquisition costs and found that Cree was the best choice.

BMW of Cape Cod became the third dealership in the country to meet BMW’s Future Retail program standards and one of the first dealerships to use all Cree® LED lighting inside and out.

Solution
BMW of Cape Cod chooses Cree LED Lighting to showcase vehicles
After previously using Cree LED lighting at a dealership in Newport, Rhode Island, Laham was confident in using Cree LED lighting for a second time.

"After researching the warranty, savings, efficiency, and life expectancy Cree provided not just a good product, but also has good support," said Laham. "I didn’t set out to buy cheap lights I set out to buy the best product for the facility."

Laham reached out to Justin Cirrone of Omnilite to help guide him through the project. Cree Edge™ area lights were installed in the parking lot to illuminate the front line with brilliant color rendering. Cree Edge™ wall packs were installed on the building exterior to provide customers with a sense of safety and security.

To create a professional and inviting atmosphere, KR Series downlights were installed in the showroom, waiting room, store and offices. For high-efficiency general purpose lighting, CR Series troffers were installed in the lunch room, offices and conference room and CS Series linear luminaires were installed in the service bays for enhanced illumination.

Laham is happy with the results and working with Cree.

"Cree was very good to us. They were upfront, forthright and honorable all of the good things you look for in a relationship," said Laham. "Cree delivered on the promise."

“I felt that I did my homework and Cree was the best product for the price. It’s the best value in overall life expectancy, efficiency, and maintenance and replacement costs.”

Joe Laham | Owner | Premier Companies
Benefits

Using Cree® LED lighting in the new BMW of Cape Cod leaves maintenance plan in the dust, reduces energy consumption and delivers positive feedback.

Historically, Laham always had a lighting maintenance plan at his dealerships where he would replace each light one time per year. However, bulbs using incumbent technology would diminish over time and reach a plateau so if he just replaced a bulb or two they would be brighter than the older bulbs. To solve that problem he replaced all the lights at once costing between $12,000-$25,000 per year.

With Cree® LED luminaires being virtually maintenance-free, “I won’t be doing that now!” said Laham.

The indoor lights illuminate 27,000 square feet and are generally on from 6am until 10pm and the exterior lights are on from 6pm until 7am. Building BMW of Cape Cod entirely using Cree LED lights instead of alternative technologies will reduce Laham’s energy consumption by more than 50 percent lowering his energy bills significantly.

BMW of Cape Cod recently held a grand opening celebration attended by approximately 450 people. Laham noted that he received many favorable comments from clients.

“Most people ask us about the LED lighting because they don’t understand it, but they have good things to say,” said Laham. “The LED lighting is now a part of the image and ambiance of the facility.”

Cirrone, who lives on Cape Cod noted, “BMW of Cape Cod is by far the best looking dealership on all of Cape Cod. The lighting is spectacular and makes it a true showplace. I’m proud to be associated with it.”

Pleased with the results and positive feedback received from employees and customers about the Cree LED lighting, Laham is hoping to install Cree LED lights in other dealerships that he owns.

“I would like to see Cree® LED lights installed in all of my dealerships,” said Laham.
Cree® LED Lighting Used

- Cree Edge™ Area
- Cree Edge™ Wall Packs
- KR Series Downlights
- CR Series Troffers
- CS Series Linear

Participants

End User: BMW of Cape Cod / Premier Companies
Representative: Omnilite