



retail

attract



automotive dealership lighting solutions



imagination at work

GE Advantage™

Our GE Advantage™ approach makes us uniquely suited to deliver support and resources when it counts. We balance five key strengths to help you reach your enterprise goals.

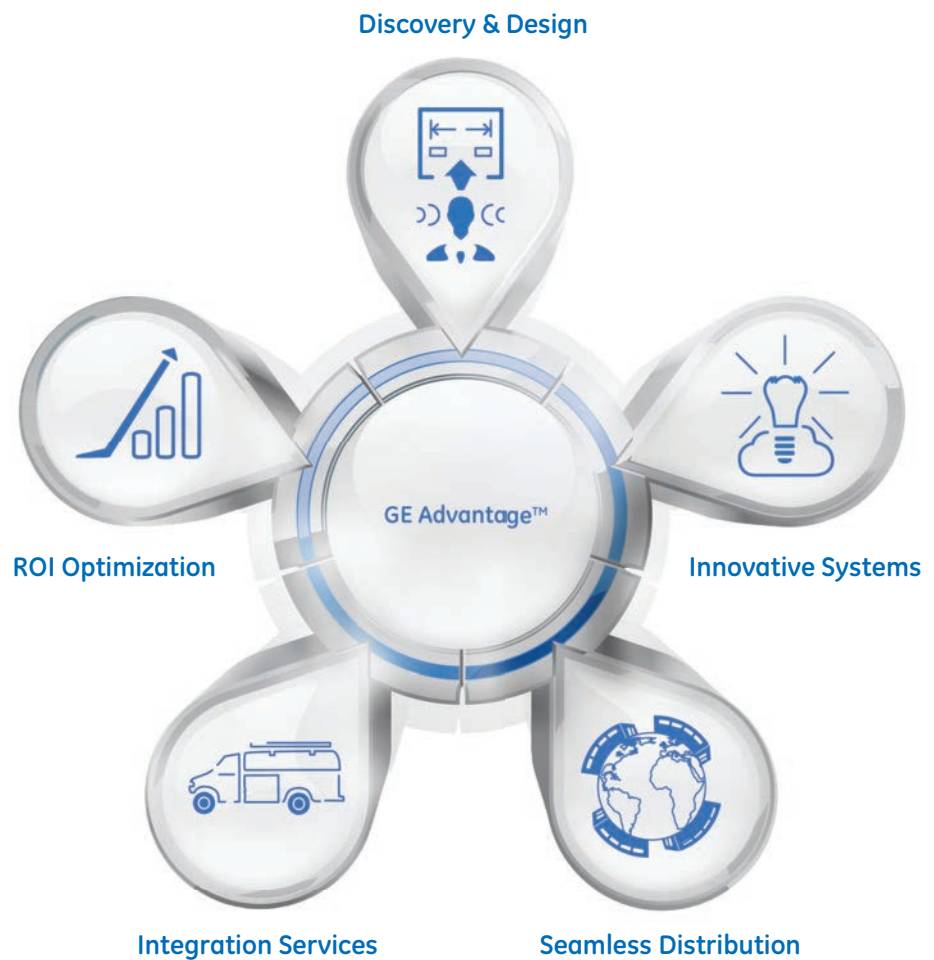
1 Discovery & Design
You receive a comprehensive, custom lighting solution from a team that truly listens to understand your specific goals.

2 Innovative Systems
You can choose from a broad portfolio, including the latest lighting technologies.

3 Seamless Distribution
You have easy and immediate access through our national network of distributors.

4 Integration Services
You garner coordination services with a network of installers for your existing infrastructure or new construction projects.

5 ROI Optimization
You see attractive financial benefits with a plan built to deliver—we even assist with utility rebate capture and propose financing options from GE Capital.





Lighting solutions from GE can add intrigue to an ordinary four-door sedan, turn the new model year into a must-have, and cast your showroom in its best light. Light has the power to captivate car buyers, guide customers through the dealership, and create an engaging and secure environment—inside and out. When the lights go on, you'll see why so many auto dealers rely on GE's retail lighting solutions to save energy, slash maintenance and help keep inventory moving every day.

ONE POINT OF CONTACT SOLVES ALL OF YOUR CHALLENGES

To request a free customized needs analysis or to learn more about how GE can help you achieve your goals, contact your GE Lighting representative or visit gelighting.com/auto.

make your dealership shine

A sign lighting
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DID YOU KNOW?

The average auto dealership uses more energy (about 18% more) than a typical office building.

Lighting alone can account for 18-55% of electricity costs for most businesses, with auto dealerships falling on the high end of this range.

Source: National Automobile Dealers Association (www.nada.org)



explore the multiple solutions we offer
for all of your lighting applications





sign lighting

A burned-out or flickering sign can turn potential customers away from your dealership. Take pride in your appearance and send the right “open for business” message with GE’s energy-efficient sign lighting systems.

With the rising cost of maintaining signs and ever-increasing energy standards, updating your sign lighting is a decision that will save you money for years to come.

Tetra® LED lighting systems provide significant energy cost reduction, easier job-site installation, less frequent maintenance, and more consistent brightness than standard fluorescent and neon products.



featured sign lighting products

Channel Letters



Tetra® miniMAX MS



Tetra® miniMAX



Tetra® MAX



Tetra® PowerMAX

Cabinet Signs



Tetra® EdgeStrip



Tetra® miniStrip



LineFit Light LED



Tetra® PowerStrip



LFL Systems

Border Lighting



Tetra® Contour



Tetra® Contour LS

Controls



Aware™ Outdoor Photocell



LightSweep™ Modular Lighting Control System



invite

outdoor lighting

A well-lit dealership can be the deciding factor between a customer pulling into your lot or moving on. Outdoor lighting can leave a lasting positive impression, from beautifully illuminated inventory to brightly lit areas offering a sense of security. The right solution can even keep light from encroaching on neighbors' yards while extending a warm welcome for customers to step inside.

Our outdoor lighting solutions deliver:

- Significant energy and maintenance savings
- Incredible light quality and uniformity
- Excellent control of light pollution/trespass

These solutions provide energy efficiency, long life through reliability and durability, an assortment of light spreads to meet varying lot configurations, and optional controllability.



featured outdoor lighting products

Area Lighting



Evolve™ LED Area Light



Evolve™ LED Flood Light



Evolve™ LED Wall Pack



Evolve™ LED Post Top



CMH® ChromaFit™

Canopy Lighting



Evolve™ LED Canopy Recessed Light



Evolve™ LED Canopy Surface-Mount Light



Evolve™ LED Garage Light

Garage Lighting

Controls



LightSweep™ Modular Lighting Control System



LightGrid™ Outdoor Wireless Lighting Control System



Aware™ Outdoor Photocell



indoor ambient lighting

From the showroom to the lobby and beyond, ambient or general lighting can turn a tour of your dealership into a memorable experience. The right lighting can act as a guide, helping customers feel comfortable and at ease while simultaneously enhancing the environment. GE's ambient lighting solutions offer low operating costs, long life, and efficient light output.

DID YOU KNOW?

Reducing lighting energy consumption also lowers cooling demand. A good rule-of-thumb is that you will save 1 watt of HVAC energy for every 3 watts you save in the ceiling, due to more efficient lighting that emits less heat into conditioned spaces.

Source: U.S. Department of Energy (www.energy.gov)



featured ambient lighting products

Lumination™ LED Recessed Luminaires



ET Series



BL Series



BR Series



BT Series



EL Series



EP Series



IS Series

Lumination™ LED Downlights



DI Series



RI Series



RS Series

LFL Systems



Energy Saving 25W 4' T8 Ecolux®



Energy Saving 28W 4' T8 Ecolux®



High Lumen 32W 4' T8 Ecolux®



Energy Saving 26W T8 Mod-U-Line® Ecolux®



Energy Saving 28W T8 Mod-U-Line® Ecolux®

CFL Systems



High Lumen Biax® Watt-Miser® Lamp



4-Pin Double Biax®



4-Pin Triple Biax®

Halogen Lamps



HIR™ Plus PAR



R20



BR30



Infusion™ DLM Downlight Module

LED Lamps

LED Module Systems

ConstantColor® CMH® Systems



ConstantColor® CMH® SPXX

Multi-Vapor® Metal Halide Systems



PulseArc®

Controls



LightSweep™ Modular Lighting Control System



Aware™ Ceiling Sensor



Aware™ Stand-Alone Photo Sensor



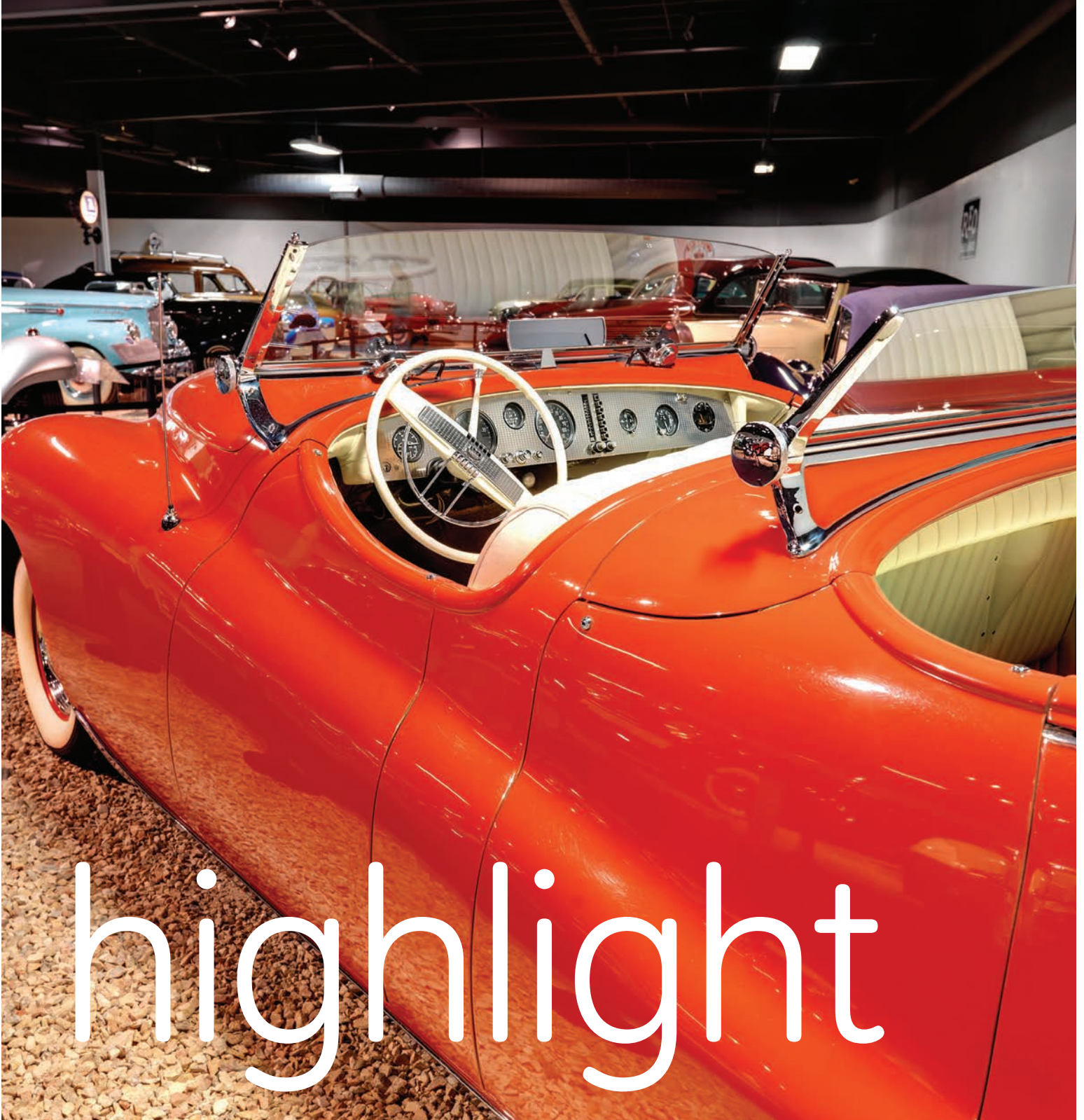
Aware™ High Bay Sensor with Low Bay Lens



Aware™ Wall Switch Sensor



Aware™ Corner/Wall Mount Sensor



indoor accent lighting

The right lighting can attract customers and enhance the displays in your showroom, all while reducing operating costs and boosting sales. A full line of LED accent lighting, energy-saving halogen, and ceramic metal halide solutions bring out the best features of your environment.



featured accent lighting products

Halogen Lamps



ConstantColor®
Precise™ IR MR16



HIR™ Plus PAR



Infusion™
LED Module
System



Infusion™ NPM
Narrow Punch
Module

LED Module Systems

ConstantColor® CMH® Systems



CMH® PAR



CMH®
Integral PAR38



CMH® Ultra
MR16 (GX10)



CMH® Ultra
Mini G8.5



CMH® Ultra
Single-Ended G12



CMH® Ultra
GU6.5

LED Lamps



MR16



GU10



PAR16



PAR20



PAR30



PAR30L



PAR38

LED Systems



Tetra® AL10



GE LED Cove Lighting



GE LED Wall Wash



GE LED Accent Lighting



Tetra® Contour



Tetra® PowerGrid



effective

service area lighting

When it comes to servicing a vehicle, having the right lighting matters. Employees are a critical investment for a dealership, and it's important to optimize light for their comfort, satisfaction and productivity. GE high bay lighting solutions offer quality illumination to help employees do their best work and make customers feel comfortable arriving for service appointments. Whether it's the shop floor, detail area or beyond, GE high bay lighting delivers energy efficiency, lower operating costs and reliability.



featured high bay lighting products

LED Luminaires



Albeo™ ABV Series LED High Bay



Albeo™ ABHX Series LED High Bay



Albeo™ ALC4 Series LED Linear



Lumination™ IS Series LED Suspended

Luminaires



VS5 Versabeam™ Disconnect Luminaire



OB5 Omnibeam™ 400 Luminaire



OG6 Omniglow™ 1000 Luminaire



Ultra Star™ FH Series Value High Bay Luminaire

LFL Systems



Energy Saving 25W 4' T8 Ecolux®



Energy Saving 28W 4' T8 Ecolux®



High Lumen 32W 4' T8 Ecolux®



Energy Saving 47W 4' T5 HO Ecolux®



Energy Saving 49W 8' T8 Ecolux®

ConstantColor® CMH® Systems



ConstantColor® CMH® SPXX

Multi-Vapor® Metal Halide Systems



PulseArc®

Controls



LightSweep™ Modular Lighting Control System



Aware™ High Bay Sensor



program

lighting control solutions

With today's technology, lighting control means more than just having an "on/off" switch. GE's full suite of optional lighting control systems offers features such as motion and occupancy sensors, daylight harvesting, web-enabled wireless control, predetermined timers, and the ability to command and synchronize hundreds of applications with the simple touch of a screen. Change the way your dealership saves energy, indoors and out.



featured lighting control options

Controls



LightSweep™
Modular Lighting
Control System



LightGrid™ Outdoor
Wireless Lighting
Control System



Aware™ Outdoor
Photocell



Aware™
Ceiling Sensor



Aware™
Stand-Alone
Photo Sensor



Aware™ Wall
Switch Sensor



Aware™ Corner/Wall
Mount Sensor



Aware™
High Bay Sensor
with Low Bay Lens

DID YOU KNOW?

If all auto dealerships in the U.S. were to reduce their energy use just 10%, it would save \$193 million in utility costs and eliminate more than 1 million tons of carbon dioxide emissions annually.

Source: www.energystar.gov





getting started with three easy steps

1. Say yes to a complimentary Lighting Audit
2. Say yes to your customized lighting solution
3. Let GE coordinate the rest

Schedule a **complimentary Lighting Audit** today to learn how to save energy, cut spending, support environmental initiatives, and realize a positive return on investment.

To schedule your complimentary Lighting Audit or to learn more about our auto dealership lighting solutions, visit www.ge.com/digital.

About GE

GE (NYSE: GE) is the world's Digital Industrial Company, transforming industry with software-defined machines and solutions that are connected, responsive and predictive. GE is organized around a global exchange of knowledge, the "GE Store," through which each business shares and accesses the same technology, markets, structure and intellect. Each invention further fuels innovation and application across our industrial sectors. With people, services, technology and scale, GE delivers better outcomes for customers by speaking the language of industry. www.ge.com

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