



AUTO DEALERSHIP

EASTERNS AUTOMOTIVE GROUP

LAUREL, **MARYLAND**

CUSTOMER LOYALTY

Easterns Automotive Group consists of 6 locations that have been loyal in serving their customers in the Maryland, DC and Virginia area for the past 25 years. With their level of experience, they have successfully sold over 100,000 tested and certified vehicles their customers can feel safe in. For that reason they have received the consumer satisfaction award for the past 3 years.

A WIN-WIN SITUATION FOR ALL

Buying a new car is an experience. Robert Bassam, owner of Easterns Automotive, knew that to better serve the community, he would have to find a way to better display his services. Proper lighting has been proven to provide a sense of safety and comfort for people. However with fading metal halides all throughout the outdoor showroom and walkways, it was hardly providing the security that Robert wanted to achieve. Our Big Shine Energy consultant provided not only a solution that Eastern customers would appreciate, but even something the employees loved. The process that was most appreciated by Robert Bassam was the one of applying for and securing incentives which was completely handled by our consultant. As it pays to serve, Baltimore Gas and Electric Company's Energy Savers Program provided \$9,590 in rebates toward their energy efficient decision.

A STEP IN THE RIGHT DIRECTION

Now the Easterns Automotive family can comfortably provide their services while saving \$31,330 within the next 5 years. With the amount of savings earned, they are able to fully fund their next retrofit project. As participants in the Approaching Zero carbon emission, they can look forward to a 47,873 kWh annual reduction. Are you ready to join the movement? Contact us to see how your next LED project can help you run your business!



Big Shine's powerful area lights and wall packs create a sense of security and comfort, appreciated by both customers and employees.



Big Shine's Alioth wall packs illuminate every surface around Easterns Automotive Group's perimeter.

THE LIGHTS



Sagitta
150W



Oriya
150W



Pandora
120W
150W



Alioth
120W



THE NUMBERS

ANNUAL SAVINGS



\$6,266

SAVED IN
ENERGY COSTS



47,873

KWH SAVED

ENVIRONMENTAL IMPACT



37.1

TONS OF
CO₂ EMISSIONS
REMOVED



7.1

CARS REMOVED
FROM THE
ROAD



31.8

ACRES OF
U.S. FORESTS
PLANTED