



Quirk Auto Group Lighting Project Summary

Total Project Cost: \$1,331,000

National Grid Incentives: \$932,000

Annual energy cost savings: \$198,000

Effective Payback: 2 Years



We are very proud of our lighting improvements. Not only do they let the stunning design of our car and truck brands shine, but they also helped us reduce our utility bills.

It's truly a win-win project that has further set us apart from the competition.

Daniel J. Quirk
CEO
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COMPANY HISTORY

For over 35 years, Dan Quirk has been a part of the automobile industry. Mr. Quirk made his first impact on the auto industry in 1977 with the launch of Quirk Chevrolet in Braintree, MA. Today, Quirk Auto Group, comprised of 13 dealerships, two warehouses, and a wholesale used car auction, has a footprint across the Greater Boston area and southern New Hampshire. Quirk Auto Group represents a variety of brands, including Chevrolet, Ford, Subaru, Mazda, Chrysler Jeep Dodge, and more.

The Quirk Auto Group experience is a modern, clean, and informed buying experience, supported by a professional, dedicated staff. Quirk employs approximately 1,200 people, some of whom have been loyal to the company since its foundation in 1977.

For the past 25 years, Quirk Auto Group has been on of the Top 50 Ford Dealerships in the United States, and has received many other awards over its prosperous career.

THE CHALLENGE

Auto dealerships are some of the most energy-intensive facilities in the United States. On average, auto dealerships use more energy per square foot than a typical office building, which can mean thousands of dollars in energy costs each year. Understanding the need to reduce energy costs, Quirk and Prism partnered to upgrade the exterior and interior lighting for eight of its dealerships to energy efficient LEDs.

THE PRISM SOLUTION

On the exterior, Prism installed ARE-EDG Luminaires from Cree. These high-quality fixtures provide superior color quality, allowing the dealership to effectively extend their selling window after dark. On the interior, Prism installed troffers and linear LED fixtures from CREE. These fixtures deliver a higher color rendering index (CRI), better energy savings, longer life, and broader color rendering than traditional fluorescent lamps. This is critical for an auto dealership, as it improves the look of the cars underneath them.

THE BOTTOM LINE

The energy efficiency improvements have made a big impact on Mr. Quirk's bottom line. The eight dealerships saved a combined 1,780,854.89 kWh in annual energy consumption, for an annual energy cost savings of \$198,031.07. After Prism negotiated incentives for Quirk Auto Group, National Grid paid 70%, or \$931,518.95, of the total installation cost of the project, creating a payback period of only 26 months.