

# Automotive Dealership Lighting

**SPAULDING  
LIGHTING**

*and selections from other  
distinguished brands of*



Hubbell Lighting, Inc.



# Total Lighting Systems

The automotive industry moves at a rapid pace, requiring dealers to maintain high visibility, distinctive appearance and customer appeal both day and night.

The growing trend toward evening shopping dictates that automobile dealership lighting is more important than ever before. Dealers know that bright, even site and showroom illumination attracts customers because their product is presented in optimal conditions.

A multitude of interior and exterior luminaires are available through Spaulding/Hubbell Lighting brands, all capable of meeting any lighting requirement. From concept through installation, experienced lighting representatives ensure complete customer satisfaction. Your site is thoroughly evaluated and a customized lighting analysis is prepared for your individual requirements. We assist in luminaire selection, specific illumination requirements and anticipated future needs to maximize marketing efforts for your total lighting system.



Medallion 2



## Our Promise

*Lighting systems are a dynamic nighttime invitation to consumers. They help establish the difference between ordinary dealerships and market leaders. With more than 40 years experience in automotive merchandise lighting, we clearly understand the challenges dealers face to turn the evenings into profit-producing opportunities.*

# The Dealers' Choice



## Site Lighting pages 4 and 5

Choose from the most complete selection of pole and luminaire styles available for dealership lighting. Architectural die-cast, spun aluminum and a variety of formed shapes will complement your location. Reflector distribution choices and vertical or horizontal lamp orientations are available to satisfy any design requirements. Round or square poles are available in a choice of steel or aluminum.



## Showroom and Office Area Lighting pages 6 and 7

Interior luminaires designed to highlight your display and accent your showroom are available in recessed, surface, pendant and track mounted styles for open, lay-in or hard ceilings. Lighting for all office support functions is offered in similar styles. Lamp sources include energy efficient HID and fluorescent.



## Maintenance, Repair and Body Shop Lighting pages 8 and 9

Well lit service bays and prep areas are important to your overall customer and staff satisfaction. A wide variety of high bay and low bay luminaires and specialty fluorescents for body shop detail areas designed for optimum illumination are offered to meet the needs of this important part of your business.



## Canopy and Building Facade Lighting page 10

Outdoor canopy lighting is available in recessed and surface-mount styles. Building-mounted lighting is offered in traditional wall packs and floods. In addition, wall brackets are available to mount luminaire styles that match your merchandising display site lighting.



## Featured Displays and Life Safety Lighting page 11

Accent lighting for planters, building facades, walkways and feature display areas are available in recessed, low-level flood and bollard styles. Specific fixtures for emergency lighting and exit identification complement this group of lighting fixtures for your life safety concerns.

# SITE LIGHTING

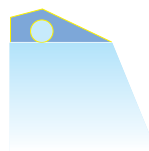
*From Your Front Line to Your Bottom Line*



Spaulding/Hubbell Lighting brands offer the most comprehensive site luminaire styles and poles for the unique lighting needs of automotive dealerships. Models include both horizontal and vertical lamp orientations in a variety of shapes to showcase your vehicles for greatest sales potential. All luminaires, poles and accessories are provided with a thermoset polyester powder paint finish.

Our vertical lamp luminaires utilize segmented optics to redirect light at higher angles and produce uniform light levels for better visibility with fewer luminaires and poles. Many of the Spaulding/Hubbell vertical product offerings are available with a flat lens configuration to meet local cut-off regulations and dark sky concerns.

## *Horizontal Lamp Luminaires*



### **Horizontal Orientation (Flat Lens)**

Provide full cut-off and high levels of controlled light to highlight your entire facility.



#### **Raven**

Sharp cornered rectilinear with or without reveal stripe



#### **Santa Fe**

Square with deep reveal and tool-free entry



#### **Cimarron**

Soft radius corners and die cast construction



#### **Detroit**

Two or three optical chambers in an extruded housing



#### **Medallion**

Stylized die cast construction

# Architectural Luminaires for the Discriminating Eye



**Structural**

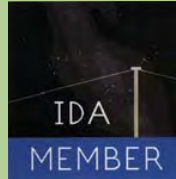
**Alaire**

**ARC Series**

Your dealership may require a distinguished luminaire style to enhance product marketability. For those applications, we offer our finest lines of site luminaires from the distinguished brands of Kim and Spaulding Lighting.

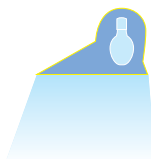
Segmented reflector designs offer exceptional light levels with maximum uniformity. The die-cast construction incorporates radius corners and a contour housing design. Features include horizontal or vertically oriented lamp with a flat or convex lens. IESNA Full Cut-off lighting classification is achieved with a flat lens.

## Dark Skies Solutions

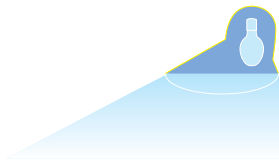


Area lighting designs that address the concerns of light trespass, glare and sky glow without compromising the quality of your nighttime merchandise presentation.

## Vertical Lamp Luminaires



**Vertical Orientation (Flat Lens)**  
Provides full cut-off with increased uniformity throughout the site.



**Vertical Orientation (Convex Lens)**  
Provides optimum visibility for curb appeal and maximum, uniform illumination.



**Alaire**

Convex or flat lens with die cast construction

**Proformer-XL**

Square convex or flat lens with or without reveal stripe

**Medallion**

Soft radius corners and die cast housing with convex lens

**Monterey**

Spun luminaire with convex or flat lens and deep reveal stripe

**Magnusquare II**

Convex or flat lens for excellent lighting value

**Orlando**

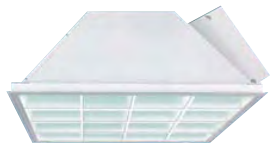
Flat lens with exceptional performance

# SHOWROOM LIGHTING

## *The Importance of a Brilliant Showroom*

Give your sales staff the right tools to perform their job by using creative lighting in your showroom and reception areas. Properly designed interior illumination accentuates colors, curves and chrome, grabbing your customer's interest.

Selective lighting inspires a warm and friendly atmosphere, naturally drawing customers to the sparkling environment inside.



### **Recessed Metal Halide**

Up to 400w, 2x2 for lay-in or hard ceiling applications  
lensed or louvered



### **Recessed Fluorescent**

2x2, 2x4 lensed, louvered and indirect options available



### **Lightwatt® Luminaire**

Up to 175w metal halide and compact fluorescent produces 3-D lighting to eliminate shadows



### **Superbay Refractor**

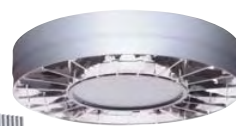
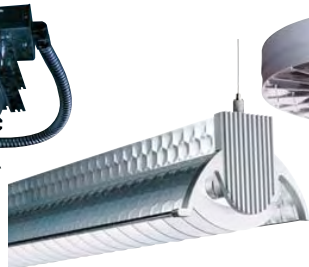
Up to 400w metal halide glass and acrylic refractors produce 20% uplight

# OFFICE AREA LIGHTING

## *An Invitation to Staff and Customers*

Spaulding/Hubbell interior lighting brilliantly illuminates office and retail areas, creating a pleasing atmosphere for daily functions.

Choose from a wide selection of luminaires in a variety of mounting styles, utilizing the latest energy-efficient technologies.



### **Architectural Track Lighting**

Surface, suspended and mono point for a variety of applications or lamp sources

### **Down Lighting**

Recessed, suspended and surface lighting with a selection of trims, reflectors and finishes plus a variety of Lamp sources

### **Pendant Lighting**

Architectural pendants providing decorative illumination for signature areas

# MAINTENANCE & REPAIR LIGHTING

## *A Well-Lit Shop Means Productivity and Safety*

Shop Lighting addresses service areas where high bay and low bay illumination greatly improve both the quality and speed of repairs. All Hubbell highbay/lowbay products use advanced technology for trouble-free operation and top performance to meet your application needs.

Our superior photometrics are designed to meet precise requirements for lumen output, color rendering and energy consumption. The Lightwatt® and Superwatt® luminaires produce 3-D lighting, virtually eliminating shadows in a low-glare application.



**Superbay BI**  
Up to 400w metal halide narrow, medium and wide light distribution, economic and efficient



**Lightwatt®/Superwatt®**  
Up to 175w metal halide in Lightwatt® and up to 400w in Superwatt® producing 3-D lighting to eliminate shadows



**Superbay WA**  
Up to 400w metal halide glass and acrylic refractors producing 20% uplight



**Superbay LB1**  
Up to 400w metal halide, aluminum reflector with acrylic refractor enclosure

# BODY SHOP LIGHTING

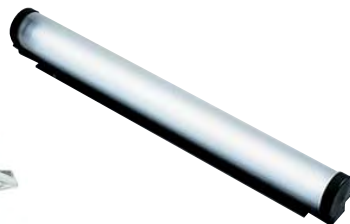
## *Providing Perfect Lighting for Flawless Automotive Body Repair and Finishing*

Specialty area lighting addresses service areas where proper illumination is necessary for high-quality, efficient workmanship.

Spaulding/Hubbell total lighting capabilities include explosion-proof and vapor-tight luminaires.



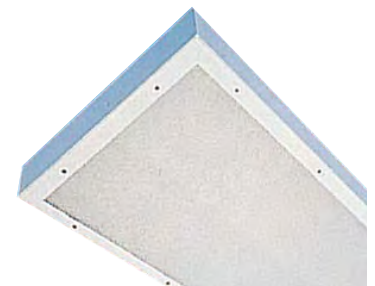
**Linear Fluorescent**  
Economical lighting solution for shop and parts storage areas



**Detector® Surface Inspection**  
Unique optics enable detection of surface defects, reducing glare and eye fatigue



**Extreme Environment Fixtures**  
Enclosed and gasketed for harsh conditions such as lube pits



**Specialty Fluorescent**  
Sealed, recessed and surface mount for specialty areas including paint booth

# CANOPY & BUILDING FACADE LIGHTING

## *Safety and Security*

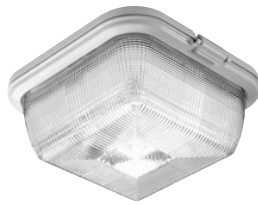
The Spaulding/Hubbell brands provide flexible illumination choices for your unique canopy and surface lighting applications. Select from many styles of wall mount, surface and recessed luminaires designed to complement our parking area products to enhance safety, security and appearance around your dealership.

Our luminaires are designed for outdoor use, assuring years of low-maintenance and energy-efficient operation.



### **Huntington**

Up to 400w metal halide, surface mount in two sizes with drop or flat lens



### **UCL**

Modular semi-recessed vertical lamp canopy luminaire producing high angle brightness for attraction and sparkle



### **Perimeter Lighting**

Up to 400w polycarbonate or glass lens with die cast back box and Perimashield® cutoff optics



### **Flood Lighting**

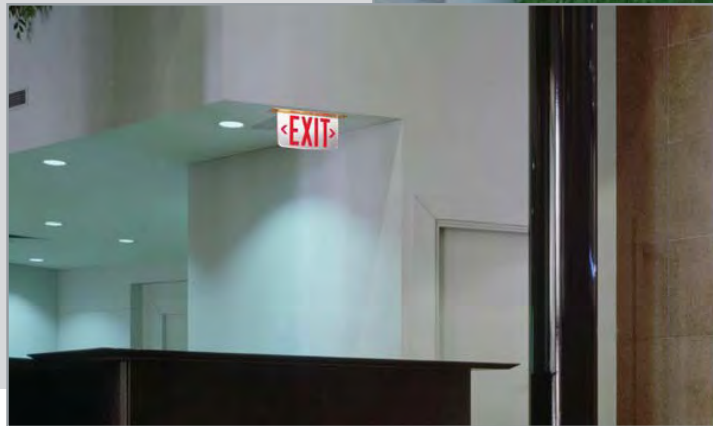
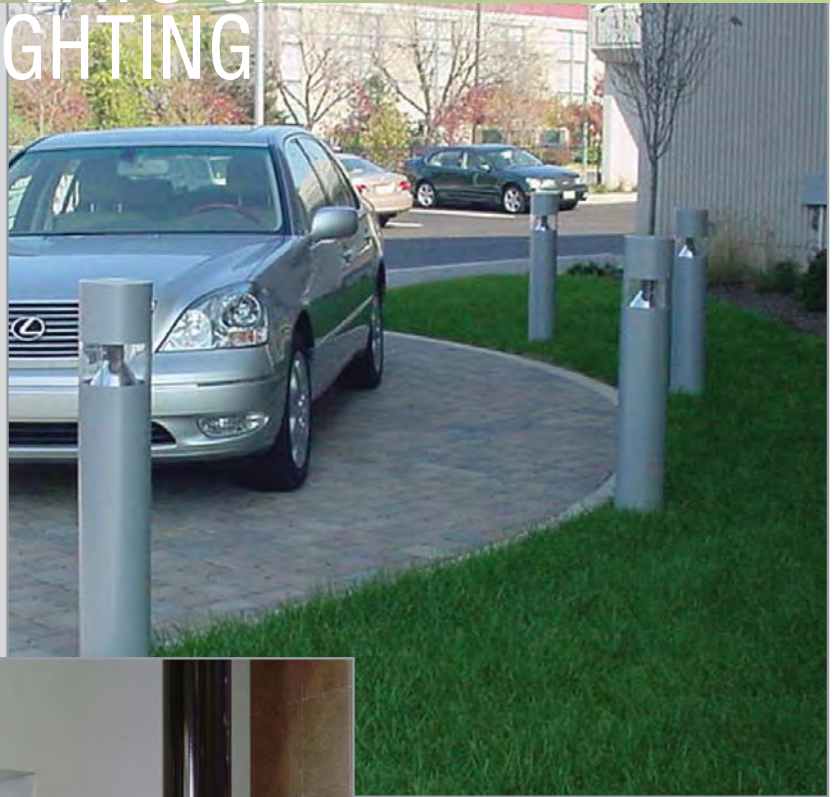
Compact die cast construction to illuminate signs, flagpoles, building facades and feature displays

# FEATURED DISPLAYS & LIFE SAFETY LIGHTING

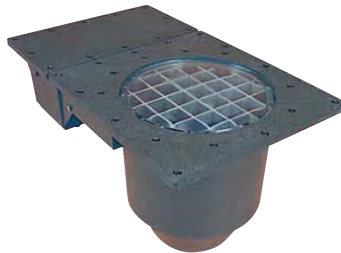
## *Aesthetic and Safe Enhancements*

A complete line of luminaire styles are available for accent lighting and display areas.

Emergency lighting systems and exit signs meet the most stringent life safety code requirements. The aesthetically pleasing designs blend with all architecture, and the high-quality construction assures many years of trouble-free operation.



**Bollards**  
Contemporary style in round or square with lensed or louvered optics



**Perimascaper®  
1000 Series HID**  
Recessed flush mount uplight for display pads and building facades



**Exit/Emergency Lighting**  
Architectural and industrial styles designed to meet NFPA and NEC Life Safety Codes

# LIGHTING GUIDELINES

## SITE LIGHTING RECOMMENDATIONS

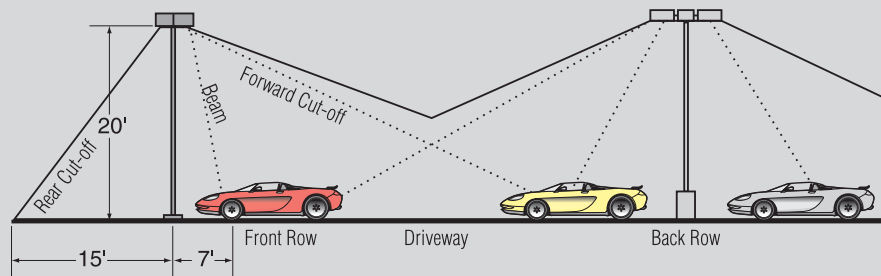
	High Competition				Medium Competition				Low Competition			
	Pole HTS	Pole Space	Fixture Needed	Foot Candles	Pole HTS	Pole Space	Fixture Needed	Foot Candles	Pole HTS	Pole Space	Fixture Needed	Foot Candles
<b>Front Row</b>	20-25' mtg on 6" base	30-35' on centers	Twin or Triple 1000w MH	100+ FC	20-25' mtg on 6" base	40' on centers	Twin 1000w MH	80 FC	20-25' mtg on 6" base	45-60' on centers	Twin or Single 1000w MH	25-50 FC
<b>Second Row</b>	20-25' mtg on 30" base	60' on centers	Triple 120° or Quad 1000w MH	60-70 FC	20-25' mtg on 30" base	65-70' on centers	Twin 1000w MH	30-35 FC	20-25' mtg on 30" base	90-100' on centers	Twin 1000w MH	15-20 FC
<b>Storage Lot</b>	20-25' mtg on 30" base	100' on centers	Twin 1000w MH	10-15 FC	20-25' mtg on 30" base	110-120' on centers	Twin 1000w MH	3-5 FC	20-25' mtg on 30" base	120-140' on centers	Twin 1000w MH	1-2 FC

## IDEAL DEALERSHIP LIGHTING DESIGN

The ideal dealership lighting design incorporates luminaires with a reflector system that drives light down on the front of cars in the front row, yet has a main beam that delivers light at 60° below horizontal which will light up the front of cars in the second row.

### Note:

- Always light a dealership equal to or greater than the general lighting in the area.
- The eye is always drawn to the brightest spot.
- Use building-mounted luminaires whenever possible to reduce the number of poles, except on or near the showroom which can detract from the facility appearance.



## Guidelines

- 1) Pole footings on the front line should be 4" to 6" above grade and the curb or tire stop of the front row vehicles should be set back 7' from the frontline poles.
  - 1a) Vehicles set back 10' from the front line poles.
- 2) Interior lot pole footings should be approximately 30" above the grade.
- 3) When grading the facility, the front row should be sloped downward toward the street.
- 4) The most important merchandising area of any dealership is the front row. Pour a 4' concrete sidewalk in front of the wheel stop or curb. Another alternative would be to use white marble chips or paint the black top white. The lighter color is highly reflective and will reflect 80% of the light, whereas blacktop or grass absorbs 80% of the light. Also, park light-colored cars in the front row to get greater reflected light and, therefore, higher levels of illumination.

## Results

- 1) The front of cars is visible from the street, not dark and in the shadows. Flush-mounted poles remove pole bases from the customer's view, revealing a clean-looking front row of vehicles.
  - 1a) The front row becomes more visible from the street for greater impact.
  - 2) The interior pole bases will protect the light poles as vehicles are moved within the lot.
  - 3) Excellent merchandising of the front row vehicles, expanding the customer's view of cars from the street.
  - 4) A brighter-looking dealership that will attract more customers at night, which creates increased sales and profits.

**INTERIOR LIGHTING RECOMMENDATIONS**

Application	Ceiling Height	Product	Lamp	Footcandles
<b>Show Room</b> Recessed Ceiling Metal Halide	Greater than 14'	Square-Lux w/ Parabolic Louver or Square-Lux w/ prismatic glass lens	400w	100
	Less than 14'		250w	
<b>Show Room</b> Recessed Ceiling Fluorescent	Less than 10'	Parabolic 2x4 or Acrylic Lensed 2x4	T-8	100
<b>Show Room</b> Open Ceiling Metal Halide	Greater than 14'	Acrylic Low Bay	400w	100
	Less than 12'	Glass Low Bay	175 / 250w	
<b>Office Recessed</b> Ceiling Fluorescent	Less than 10'	Parabolic or Prismatic Lensed 2x4	T-8/CFL	50
		Recessed Downlight		
<b>Office Open</b> Ceiling Metal Halide	Greater than 12'	Pendant Mount	250w	50
	Less than 12'	Lightwatt®	175w	
<b>Shop Area</b> Open Ceiling Metal Halide	Greater than 14'	Super Watt, Acrylic Low Bay or Lensed Low Bay	400w	70-80
		Reflector High Bay		
	Less than 14'	Superwatt® Lightwatt®	250w 175w	
<b>Service Area</b> Tool Bench Open Ceiling Fluorescent	3' to 4' over the tool bench	Linear Fluorescent	T-8	50

Please consult factory on project specific lighting design and application assistance for all the above products.



Hubbell Lighting, Inc.

# THE DISTINGUISHED BRANDS OF HUBBELL LIGHTING, INC.



Architectural Area Lighting  
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La Mirada, CA 906.8  
PHONE: 714-994-2700  
FAX: 714-994-0522  
www.aal.net



Alera Lighting  
3808 North Sullivan Road  
Building 29  
Spokane, WA 99216  
PHONE: 509-921-8300  
FAX: 509-921-8360  
www.aleralighting.com



Columbia Lighting  
3808 North Sullivan Road  
Building 29  
Spokane, WA 99216  
PHONE: 509-924-7000  
FAX: 509-921-7565  
www.columbialighting.com



Cornerstone Life Safety Products  
101 Corporate Drive  
Spartanburg, SC 29303  
PHONE: 864-599-6000  
FAX: 864-699-1428  
www.cornerstone-lsp.com



Devine Lighting  
101 Corporate Drive  
Spartanburg, SC 29303  
PHONE: 864-599-6000  
FAX: 864-699-4740  
www.hubbell-ltg.com



Dual-Lite  
101 Corporate Drive  
Spartanburg, SC 29303  
PHONE: 864-599-6000  
FAX: 864-699-1428  
www.dual-lite.com



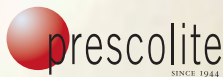
Outdoor Lighting  
Hubbell Outdoor Lighting  
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Industrial Lighting  
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Kim Lighting  
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www.kimlighting.com



Prescolite  
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www.prescolite.com



Progress Lighting  
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FAX: 864-699-6151  
www.progresslighting.com



Security Lighting Systems  
1085 Johnson Drive  
Buffalo Grove, IL 60089  
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www.securitylightingsystems.com



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www.whiteway-ltg.com



SLS Sportsliter Solutions  
101 Corporate Drive  
Spartanburg, SC 29303  
PHONE: 864-599-6000  
FAX: 864-699-4740  
www.sportslighting.com



Sternner Lighting Systems, Inc.  
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## International



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**For automobile dealership  
lighting assistance, contact:  
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c/o Spaulding Lighting  
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Spartanburg, SC 29303  
PHONE: 864-599-6000  
FAX: 864-699-4740  
www.spauldinglighting.com**

For more information visit our web site: [www.hubbellighting.com](http://www.hubbellighting.com)