

# Noribachi Successfully Retrofits 28th Auto Dealership

November 18th, 2011, Albuquerque, NM



Main show lot, Lexus of Memphis, Memphis, TN.

Noribachi, innovator of smart energy products and leader in informed grid interaction, completes another successful LED bulb retrofit of the service bays and showcase parking areas at Lexus of Memphis in Tennessee. Noribachi has enhanced over 28 automotive dealerships across the country with 13 full rollouts and 15 trials pending complete installation. Lexus of Memphis is Noribachi's 7th Lexus retrofit and continues to demonstrate the company's leadership in technologically and environmentally upgrading the automotive industry.

Noribachi retrofitted metal halide lights in Lexus of Memphis' show lots with a range of Noribachi bulbs, containing 144 LEDs in the largest bulbs to 24 LEDs in the most economical. The result was not only significantly reduced energy usage but also improved color rendition of their vehicles. The Noribachi LED bulbs used emit a 6500K color temperature, producing a cleaner, whiter light, which emulates daylight far better than any other artificial light source. For comparison, typical metal halide bulbs have a color temp of 4000K.

Leonard Temple, Director of IT Services at Lexus of Memphis, says that Noribachi LEDs are "the closest to daylight you can get," and that the vehicles under the new bulbs look noticeably better.

In addition to outdoor show lots, Noribachi LED lighting is also garnering success indoors at dealerships, due to its superior color rendering index, brightness and lack of glare. At Memphis, Noribachi retrofitted 84 high bay fixtures in the service bays, where mechanics need the best light possible to work with minute pieces and complex engine parts.

This application demonstrates an additional benefit of LEDs: their ability to instantly illuminate when turned on. Older incandescent and gas-discharge bulbs take some time, often even minutes, to reach their maximum light output, while Noribachi LED bulbs turn on immediately, allowing businesses to operate without any delays.

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"We were very happy to work with Lexus of Memphis. Upgrading their lighting has definitely been mutually beneficial. Their dealership looks amazing and has already seen a decrease in energy consumption. On our end we never cease to be amazed at what a difference LED lighting makes in showcasing the cars to their very best," says Steve Kiziuk, VP of Sales at Noribachi.

Lexus of Memphis has found Noribachi LED bulbs to be extremely effective in not only cutting costs, but in generating sales as well. Temple notes, "There is only one person who doesn't like our new LEDs: the car dealer across the street. People keep coming over to our dealership because it looks so much better."

#### ABOUT NORIBACHI:

Noribachi is advancing the concept of informed grid interaction by creating smart energy products, challenging rote relationships with energy and design.

Noribachi's product suite includes LED lighting, consumer electronics, solar solutions, and engineering and design services.

These products integrate proprietary energy optimization technologies with renewable power capabilities and an uncompromising devotion to aesthetics.

With over 800 installations – including world class hotels and luxury automobile dealerships – representing a diverse variety of markets across the US and internationally, Noribachi is a leader in integrating smart power and informed grid interaction with distinctive and human-centered design.

Noribachi is a privately held company incorporated in the State of Delaware with offices in Los Angeles, CA; Albuquerque, NM and Shanghai, China.

#### ABOUT LEXUS OF MEMPHIS:

Our passion is providing you with a world-class ownership experience. We share the thrill our customers get from owning and driving a Lexus. Whether you come in for a new or pre-owned Lexus, to have your vehicle serviced or to arrange financing, we are committed to providing a Lexus experience that keeps you coming back.

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