

## NORIBACHI'S BRIGHTEST LED LIGHTING YET MAKES SUBARU OF GLENDALE SHINE FOR MILES, COMPLIMENTING THE DEALERSHIP'S STRONG SENSE OF STYLE

May 22nd, 2012, Los Angeles, CA.



Noribachi SHOEBOX.L Fixtures At Subaru Of Glendale.

Noribachi announces the successful installation of high performance, ultra bright LED lighting at Subaru of Glendale's new outdoor show lots. Dealer Principal Sam Ershadi recently expanded into the property next door to the existing dealership in order to increase the dealership's exterior show lot space. The new property acquisition also facilitated the construction of a stylish new showroom dedicated to showcasing Subaru's performance vehicles.

Prior to expanding into the new space, Subaru of Glendale had been largely eclipsed by the building that occupied the adjacent property. The show lot was small and poorly lit with only two lights.

Ershadi didn't need to be convinced of the importance of light. In fact, his only concern was whether or not he would be able to find lighting that met his exacting standards for brightness and color, yet also remained financially viable. Ershadi's appreciation of lighting was evident in his participation of the entire lighting design process, from insisting on the brightest bulbs to precisely positioning the lights at the dealership.

It was after viewing Noribachi's LA-headquartered manufacturing facilities (entirely illuminated by Noribachi LED solutions) that Ershadi was instantly sold on the quality and luminous output of Noribachi light. As a result, Glendale now boasts a formidable array of 20 pole-mounted floodlights that each consume only a little more power than three 100W household bulbs. These floodlights, however, are Noribachi's brightest installation yet, as powerful as traditional outdoor stadium lights, which are huge energy guzzlers at 1,300W.

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*- Sam Ershadi, Dealer Principal, Subaru of Glendale*

Ershadi installed Noribachi’s elegant and classically minimalist LED shoebox fixtures. The alternative, retrofitting an existing fixture, is also a solution Noribachi offers. In the case of Subaru of Glendale, new construction made retrofitting a moot point. Even during the waning hours, the sleek luminaires, tilted at precise angles to maximize light within the lot’s boundaries, fill the twilight with a welcoming aura befitting a dealership that prides itself on standing out.

Stylistic touches are evident throughout the dealership. Inside, a giant vintage clock salvaged by Mr. Ershadi from a clock tower metes the hours with precision. The new indoor showroom is specially designated for displaying the dealership’s high performance vehicles, enticing visitors from behind a sleek glass façade.

With conventional lighting Subaru of Glendale’s exterior lighting costs would exceed \$1,000 a month. With an equivalent Noribachi LED solution, the dealership enjoys luxurious light for less than \$300 monthly.

“A well-lit venue feels cleaner, safer, more expensive – in a word: manicured. Noribachi was the only lighting that delivered the brightness I needed. I love the way the show lots look at night now; they’re the brightest on the street and help attract customers,” notes Ershadi.

Although switching to LED lighting can seem daunting, Noribachi’s expert sales force educates prospective customers on the benefits of LED lighting, assesses the facility, works with the customer to determine lighting needs and current issues to be resolved and recommends a Noribachi solution. The installation is as simple as changing a bulb, with cost savings and light improvement that are impossible not to notice.

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#### ABOUT NORIBACHI:

Noribachi defines the future of illumination and grid interaction with its suite of LED and solar smart lighting products, power management solutions, and engineering and design services.

Noribachi products challenge traditional relationships with energy and design, driven by a passion to advance lighting technologies while reducing grid dependence.

**NORIBACHI**

Noribachi embraces the idea of the modern artisan with products crafted of the highest quality components and hand assembled in Noribachi's LA headquarters.

With thousands of installations – including world class hotels and luxury automobile dealerships – representing a diverse variety of markets across the US and internationally, Noribachi drives the lighting industry forward.

Noribachi is a privately held company incorporated in the State of Delaware with offices in Los Angeles, CA and Albuquerque, NM. For more information please visit [noribachi.com](http://noribachi.com).

#### ABOUT SUBARU OF GLENDALE:

Subaru of Glendale in greater Glendale is proud to serve Los Angeles, Van Nuys and Pasadena with quality Subaru vehicles. With the latest models like the Forester, Outback, Legacy, Impreza and Tribeca, we carry a vehicle to fit everyone's need. Come over and visit us at 1308 South Brand Blvd and test drive a new Subaru or used car. Our customers leave our dealership 100% satisfied with our excellent customer service and our friendly salespeople.

We carry a variety of used cars for you to choose from, all of which have gone through our detailed quality inspection before made available on the lot. We offer financing services so you can get into the new Subaru or used car you want without a problem.

We at Subaru of Glendale are not just your greater Glendale Subaru dealership, we have a full service and repair shop so you can get the best care for your new Subaru or used car. Whether you need Subaru auto repair, scheduled service maintenance or Subaru auto parts, we are ready to be your first and only choice for quality work on your car.

Stop by our showroom and see the latest additions to our Glendale area Subaru dealership, stop by our website [subaruofglendale.net](http://subaruofglendale.net) or give us call at (888) 855-6434 today!

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