



HOWDY HONDA

Austin, Texas

AUTOMOTIVE CASE STUDY

FSG Provides Savings and Sparkle for Austin's Howdy Honda

**Owner**

Howdy Honda

Contract Type

Automotive

Contract Amount

\$460,000.00

Electrical Contractor

FSG

CHALLENGE

Howdy Honda found itself in an awkward situation with its lighting. The dealership was relatively new, but the lighting technology on display inside and outside the facility was dated and becoming increasingly difficult to manage. Howdy Honda had 250 1000-watt metal halide fixtures lighting their display lot. Legacy metal halide has poor CRI properties compared to modern LED, and it is not ideal for displaying colors. Additionally, metal halide is more expensive to operate, resulting in massive monthly electric bills. As a final straw, the maintenance costs for Howdy Honda's lighting system were increasing as the system aged.

To reduce costs and improve lighting quality, Howdy Honda contacted FSG's Austin branch to execute an extensive LED retrofit project for its dealership.

SOLUTION

FSG installed LED lamps and fixtures throughout the Howdy Honda property. These systems improved energy efficiency and provided a payback time of no more than four years. Maintenance costs for the new LED fixtures were also much less than for the previous lighting systems.

RESULT

FSG delivered on the full range of its capabilities for this turnkey project. The FSG project team handled all phases of the job, from design and procurement to payback analysis, installation, rebate administration, and more. Most importantly, the customer was thrilled with the results of the project and delighted by the experience of working with FSG.

