



**SOUTHERN MARYLAND
AUTO GROUP**
LED Lighting Upgrade

ABOUT THE CUSTOMER

Founded in 1998, Southern Maryland Auto Group operates multiple dealerships throughout Southern Maryland. Known for their commitment to quality and community, they needed dealership lots that improved visibility and safety while reflecting their professional brand image.

THE CHALLENGE

- Replace outdated 1000W Metal Halide with energy-efficient LED luminaires
- Meet dealership branding requirements with white finish (not industry-standard bronze)
- Maximize SMECO rebate opportunities to offset upfront costs
- Avoid frustrations from past rebate experiences that didn't meet expectations
- Minimize disruption to dealership operations during installation

THE SOLUTION:

EiKO AAL1 LED Area Lights

The project utilized EiKO's AAL1 series LED area lighting fixtures:

- **Model:** AAL1-PS300-FCCTT3-U-WH
- **Wattage:** 300W (replacing 1000W traditional fixtures)
- **CCT:** ColorSET 3000K/4000K/5000K, (Set at 4000K during install)
- **Lumens:** Max: 42,000 lm
- **Custom Finish:** Factory-painted white (standard is bronze)
- **Optics:** Type III distribution for optimal parking lot coverage



Old Lighting

New AAL1 Area Lights



Key Product Benefits:

- High-performance LED technology with 5 year warranty
- Factory-painted white finish eliminated aftermarket painting costs
- Superior light distribution for enhanced visibility and safety
- Reduced maintenance with long-life LED technology
- SMECO rebate-eligible for maximum cost offset

Project Execution:

- **Rebate Strategy:** SMECO rebates secured upfront before material ordering
- **Product Customization:** Factory white finish coordinated through manufacturer
- **Logistics:** Fixtures manufactured, painted, and delivered on schedule
- **Installation:** Completed efficiently during autumn timeframe with minimal disruption



RESULTS & THE TEAM

Project Results:

Improved Light Levels:

- Enhanced visibility and safety with superior LED light quality

Energy Performance:

- 275 EiKO AAL1 fixtures** (300W) replaced 1000W metal halide across **4 dealership locations**
- 843,150 kWh** annual energy savings = **~\$101,000/year** in reduced costs at \$0.12/kWh
- 70% energy reduction** per fixture (1000W > 300W)

Financial Impact:

- Zero net cost to customer** – SMECO rebates covered 100% of product and installation costs
- Immediate positive cash flow** from day one
- Custom factory **white finish** eliminated additional painting expenses

Note: While 100% rebate coverage is not typical for every project, working with a knowledgeable team who understands rebate mechanisms and strategies can dramatically lower total cost of ownership. St. Mary's Lighting's expertise in navigating SMECO's programs was critical to maximizing available incentives.



THE TEAM



St. Mary's Lighting – Tony Rose (Distributor):

45+ years serving Maryland. Tony Rose, Director of Operations, leveraged deep expertise in SMECO rebate programs to develop a creative rebate strategy that covered 100% of project costs. His upfront planning and relationship with local utilities ensured maximum incentive capture—turning what could have been a significant capital expense into an immediate cash-flow positive upgrade.

Contact: Tony Rose Director of Operations/Sales | 21700 Great Mills Rd Lexington Park, MD 20653 | www.stmaryslighting.com | 301-862-4010

Guy Electric – Stan Guy (Contractor):

20+ years serving Maryland and Northern Virginia markets, specializing in energy-efficient upgrades. Guy Electric executed efficient installation across all four dealership locations with precision, ensuring operations continued smoothly throughout the project.

Contact: Stan Guy | guyelectric@md.metrocast.net | 240-925-9141



Thea Enterprises –(EiKO Rep Agency):

Provided critical coordination between distributor, contractor, and manufacturer. Thea ensured correct AAL1 product specification and factory-painted white luminaires were delivered on time, keeping the project on budget and on schedule.

Contact: 380 Allwood, RD Clifton NJ 07012 | theaenterprises.com | 973-472-4720



EiKO Global (Lighting Manufacturer):

Supplied 275 high-performance AAL1 LED luminaires (300W) with custom factory white finish. EiKO's flexibility in providing factory customization and reliability in meeting production schedules enabled seamless project execution within the planned autumn timeframe.

Contact: www.eiko.com | USA: 800-852-2217 | Canada: 844-741-2673

"EiKO's responsiveness on product specs, custom white finish, and on-time delivery was critical to securing SMECO rebates early. When you're navigating utility programs, timing is everything. EiKO understood that and delivered exactly what we needed to make this project seamless." — Tony Rose, Director of Operations, St. Mary's Lighting