

Project Overview

Moberly Motors
Moberly, Missouri

Car
Dealership



Moberly Motors uses Lutron Vive Wireless controls for lighting that delivers the WOW factor.

Introduction

Dean Miller's family built Moberly Motors in 1943 when the average new car sold for \$900. In 2014, Dean made plans to replace their original building with a 25,000 square foot facility designed to better highlight new cars on the showroom floor and improve the sales and service areas. Lighting was a major focus of the new building design. Dean wanted the perfect atmosphere both inside and outside of his bright new showroom, and he designed lighting to deliver that wow factor not only during the day, but after hours as well, when customers often come to browse.

Lutron Vive Wireless delivered reliable control that was easy to install, easy to program, and offered the kind of flexibility a perfectionist like Dean demands.

The Challenge

To ensure lighting that helped tantalize customers, meet the needs of individual sales and service employees, and was energy efficient, Dean knew he wanted a solution that enabled LED dimming,

provided personal control options, and offered seamless integration with both daylight and occupancy sensors. He looked at several options, and ultimately identified ease of installation and system flexibility as key to his final decision.

Lutron's Vive Wireless not only gave him the control flexibility he was looking for, but the simple, app-based set up made it easy for Dean to program controls himself, make adjustments as needed, and respond to employees' feedback as they became more familiar with the system.

"I need a lighting control solution that helps create a great first impression—Vive helps highlight our vehicles during the day and at night."
— Dean Miller, Owner, Moberly Motors



The Solution

Dean Miller is no novice when it comes to his business—it's literally in his blood, and he knows how important first impressions are to his customers. From the beginning, he wanted a lighting and control solution that allowed the new cars in his showroom to shine like fine jewelry. Dimming is essential for fine tuning lighting levels to focus 150-200 fc on the vehicles during the day, and schedule lower light levels of 75 fc at night when many shoppers like to get their first glimpse of a new car. This keeps the emphasis on the cars 24/7, but also helps use energy wisely.

The showroom is set up with six different zones of control, all of which can be adjusted manually with Pico Wireless controls in the space, or with a quick tap on the Vive app from any enabled smart device.



Vive controls ensure the proper lighting on the cars at all times — 150-200 fc during the day, and 75 fc at night when many customers like to window shop.

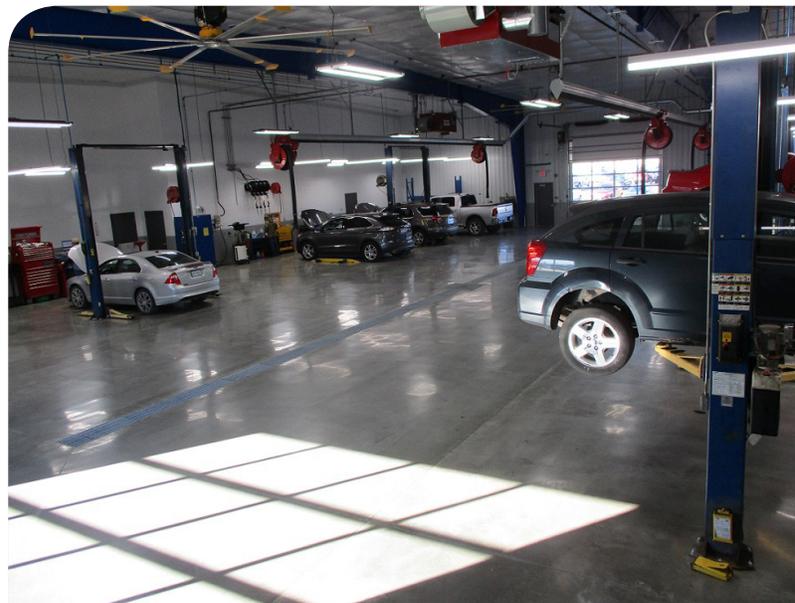
“Vive gave me the flexibility and versatility I needed to deliver the right light, at the right time throughout my showroom ... and changes are as easy as pulling up the app on my phone.”
— Dean Miller, Owner, Moberly Motors

Two Vive hubs — one upstairs and one in the showroom — ensure clear communications between all system controls with no interruption.

Dean himself used a light meter to preset just the right levels in each area, and he is still tweaking the system based on feedback from the people who work in the space day-in and day-out—simple changes that are quick and easy with the Vive app.

Daylight sensors allow the dealership to work with less supplemental light, saving energy and reducing glare. The dimming system also enables certain fixtures to utilize high-end trim for automatic energy savings year-round—a feature Dean is likely to take more advantage of during the long-lighted summer months.

Sales offices have Vive wireless occupancy sensors, and most are equipped with wireless Pico controls on pedestals at each desk. The wireless



Brighter, more focused lighting in the service bays creates a more comfortable work environment, and the light levels can be adjusted to the right levels by each service technician.



Lutron Vive Wireless helps deliver exactly the environment Dean Miller envisioned.

controls give salespeople easy access to adjust their lighting right from their chairs, keeping the focus on the customers, not the lights.

Brighter, more focused lighting in the service bays creates a more comfortable work environment, and the light levels can be adjusted to the right levels by each service technician. At the reception desk, personal control with wireless Pico remotes allow the receptionists to dim the lights over their computer screens for less glare, and to reduce eye strain.

To ensure simple installation, app-based control options, and long-term flexibility, the wireless protocol is essential. Dean can add controls, or even relocate sensors over time as needed with no interruption to the work day, and without limiting the productivity of his employees, and he can easily make adjustments at any time from within the space, or anywhere else using his tablet or phone.

Results

Moberly Motors cut the ribbon on their new showroom in November 2017, and the dealership is already seeing the effects of a flexible, wireless, updated lighting control solution. Dean makes it a point to talk to his employees about the best light

for their spaces, and now he can respond quickly to many of their requests. Over time, he'll also be able to optimize the system by comparing charted energy use from the old building with the data he gets from the new Vive solution.

Dean Miller trusts Lutron to help him deliver exactly the environment he envisioned when he designed his new dealership. For 75 years the Miller family has met the changing automotive needs of Moberly residents, and with Vive he can meet the changing needs of his dealership, too.

*Electrical Representative—Renee Meyer, Vector Electrical Sales
Lighting Consultants—Jason Kyle, Holt Energy
Lighting Control—Lutron Electronics*

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World Headquarters 1.610.282.3800 | 24/7 Customer Support 1.844.588.7661

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