



CASE STUDY

Mark Martin Dealership

PROJECT AT A GLANCE:

Annual kWh reduction:	285,696 kWh
Total fixtures replaced:	90
Estimated annual savings:	\$19,427
Total project incentive:	\$25,712
Payback period:	~2 years

THE OPPORTUNITY

The Entergy Arkansas Large Commercial and Industrial Prescriptive Program helps customers like dealership owner and NASCAR driver Mark Martin operate facilities more efficiently by increasing energy efficiency. In an effort to achieve significant, long-term electricity savings, Martin enlisted the help of the program team and a local lighting contractor to explore savings opportunities at his dealership.

THE PROJECT

While projects using LED bulbs are less common, Martin was intrigued by the notion that while the capabilities of LED products are increasing, the prices are decreasing. So, rather than implementing a traditional lighting retrofit using CFL, T12 or T8 light bulbs, Martin and the program team decided to replace all 1000 Watt metal halide fixtures in the exterior parking lot with 284 Watt LED fixtures. The project would not have been possible without a demonstrated annual savings and program incentive that would yield a short payback period.

THE RESULTS

As shown above, the lighting upgrade resulted in significantly increased energy efficiency and an ROI that worked with the Martin's budget. Most notably, the savings achieved are equivalent to eliminating the annual greenhouse gas emissions from 42 passenger vehicles, according to the Environmental Protection Agency.

To learn more about the Large Commercial and Industrial Prescriptive Program, visit entergyarkansas.com/largeprescriptive.

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Questions? Contact the Energy Efficiency Solutions Center at 877-212-2420 or visit entergyarkansas.com/largeprescriptive.