



Case Study: Lester Raines Imports

Commercial & Industrial Program

\$59,000

Rebates
Paid

\$9,800

Estimated
Annual Savings

4.2 years

Payback Period
with Rebates

982,400

Annual kWh
Savings

The Opportunity

Lester Raines Imports, a business that operates Honda and Mazda dealerships in West Virginia, was looking to save energy and reduce its maintenance costs. After hearing about Appalachian Power's Commercial and Industrial Program from its electrical contractor, Titan Electric, the company reached out to the program team for an initial assessment. The team worked together to determine eligible rebates for both the Honda and Mazda dealerships, and recommended LED upgrades to the interior and exterior lighting.

The Project

In early 2016, all dealership lighting was upgraded to high-efficiency LEDs, including exterior parking lots, interior offices, sales rooms and all storage and service floor areas. At Lester Raines Imports' Honda dealership, 386 interior T12s and metal halide lights and 121 exterior lights were upgraded to LEDs. At the company's Mazda dealership, 426 interior incandescent and metal halide lights and 109 exterior lights were upgraded to LEDs. In total, over 800 interior and 500 exterior LED lamps were installed.

The Results

The project is estimated to save Lester Raines Imports \$9,800 annually, based on 982,400 kWh savings. The company received \$59,000 in rebates from Appalachian Power, putting the project payback period at 4.2 years. Lester Raines saved 982,400 kWh, which equates to the greenhouse gas emissions of 143 passenger vehicles driven for one year or 76,230 gallons of gasoline consumed, according to U.S. Environmental Protection Agency calculations.

“LEDs have saved my dealerships so much on maintenance costs and electric bills that I've installed them at home, too.”

—Lester Raines, owner,
Lester Raines Imports

To learn more about how the Commercial & Industrial Program can help your company, visit TakeChargeWV.com/Business.



TAKE CHARGE™