



# Blackwells Holden & Mazda Car Yard

## Outshining the competition with the Edge H0

*When Blackwells Holden & Mazda required an outdoor LED lighting solution for their display vehicle area, ADLT supplied them with industry leading Cree luminaires to help them outshine the competition, day & night.*

### Challenges

High illuminance levels of 50 lux was required to effectively showcase the display vehicles, ensuring Blackwells Holden & Mazda stand out from the crowd.

Typical of car yard applications, Blackwells is situated adjacent to a major thoroughfare. In contrast to the merchandising light levels on the cars it was critical to minimise spill light over the boundaries, both onto the road and into neighbouring properties.

### Solutions

Designed especially for automotive dealership front lines, exterior retail applications and other high-lumen applications, the Cree Edge High Output showcases inventory in vivid white light. Re-defining what high output illumination performance can be and providing a lighting solution that is just as beautiful as it is practical.

Display vehicles stand out with clean bright light provided by 4000K illumination. The high levels of 50 lux maintained, ensured the vibrant colours of the vehicles 'pop' and created a bright and welcoming feel to the car yard.

Backlight shields provide precise cut-off behind each luminaire to minimise spill light over critical boundaries and the chosen optic shaped the light pattern to fall within the display target area. The result sees controlled, high levels of merchandising light within a very confined outdoor space.

Dimmable drivers were also used so that the fittings could be turned down during certain hours to avoid reflections on the showroom windows.

### Key Benefits

- **Clean white light**
- **Excellent spill light control**
- **Dimmable drivers**



## Project Title

- Blackwells Holden & Mazda Car Yard

## Client

- Blackwells Holden & Mazda

## Advanced Lighting Specialist

- Paul Franssen

## Electrical Engineer

- TM Consultants

## Architect

- Three Sixty Architecture

## Project Completion Date

- October 2016

## Applications

- Car Yard

## Product

- 5x Cree EDGE High Output



## Product Warranties

Light Fittings – Cree Manufacturer's  
Warranty of 10 years

Light Fittings - Application Life of 20 years