



CSCLED

## INSTALLATION AT CLARINGTON TOYOTA

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Successful car dealerships understand that the motivations behind a car purchase are varied and that it is not always as simple as just a way to get from point A to point B.

Studies have shown that three of the top ten motivations that move customers to buy are: to enhance one's status; to make a statement; and to reward one's self.

These are emotional motivators and creating an atmosphere to meet these needs involves all of your senses: the smell of the leather seats; the sound of the engine starting up; and the sheen of the paint when the lighting is just right.

Clarington Toyota is an example of a dealership who invested in CSC LED lighting to enhance their customer experience both inside and outside their facility.

CSC LED flood / area lights were used in the exterior lots and our ST4 strip lights were installed in the service department.

The owners and staff were thrilled with the results and continue to save on their electricity bills and energy consumption.

If you are interested in learning more about how to effectively and cost-efficiently upgrade your car dealership, save money, and enhance your customer experience, give us a call.

Together, we will ensure you receive the best fixtures, with the correct colour temperature (CRI) for each area and application, at the best price.

**Now that's making a statement.**

# PRODUCTS USED



## FL01P DAYMAKER SERIES FLOOD / AREA LIGHTS

The FL01P Daymaker Series were one of the main fixtures used during the Clarington Toyota installation. Complete with a trunnion mount and high grade polycarbonate optics that will never yellow, these lights are ideal for outdoor applications such as parking lots, and more.



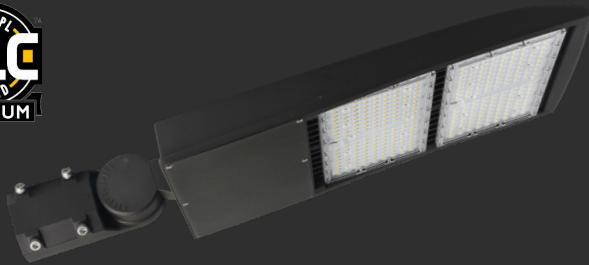
## ST4 SERIES STRIP LIGHTS

Not only did CSC LED supply the lighting for their parking lot, but Clarington Toyota also installed our ST4 Strip lighting inside their service area. These aesthetically pleasing, low profile lights can be surface mounted or chain suspended and are also damp location rated.

Because CSC LED is committed to producing products with the most up-to-date technology, we've released new generations of these products since the installation at Clarington Toyota.

## FL04 Flood/Area Lights

CSC's Best Selling Flood/Area Light!



This new generation of the Daymaker Series features a new, sleek and streamlined design. It's still complete with the standard trunnion mount and is interchangeable with a slip fit, pole mount, or multi-mount (ordered separately)

Watts	60W, 80W, 100W, 150W, 200W, 240W, 300W, 450W
Voltage	120-277V, 277-480V
Colour temp	4000K, 5000K
Lumens	8,177 lm to 57,400 lm
Finish colour	Bronze, White (select products)
Accessories (sold separately)	Twist Lock Photocell, Fixture Mounted Motion Sensor, Shield

## ST4 Tunable Strip Light

NEW!



Designed for quick, easy installation, our new ST4 strip light is now **colour tunable** and features the same aesthetically pleasing design as our previous models.

Watts	32W
Voltage	120-347V
Colour temp	Tunable (3500K, 4000K, 5000K)
Lumens	4,192 lm
Housing	Plastic
Accessories (sold separately)	Aircraft Cable, Connector, Motion Sensor



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