

# Case Study



## McCluskey Chevrolet, Cincinnati, OH

Keith McCluskey and his team invested thousands of hours to design and produce one of the most exciting automotive dealerships in the country. Starting with the new facility image Chevrolet introduced in 2010, McCluskey developed a plan for a site upgrade that would set the bar for a new 'high-end' dealership image. This included a multitude of innovative, high-performance lighting and graphics products from LSI Industries.

*“Selecting the partners for this project was not a quick task. We wanted this new dealership image to be beyond exciting and different – we wanted to create a truly unique car shopping & service experience. LSI Industries was the obvious choice given its expertise in lighting, graphics and image. They were able to take our ideas and turn them into reality.”*

**Keith McCluskey**  
Chief Executive Officer at McCluskey Chevrolet



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With 200,000+ people driving by the dealership on Interstate 71 every day, the exterior image is as important as the interior. To maximize visibility for merchandising and safety, McCluskey selected a variety of LSI's leading LED light fixtures for the parking lot, solar charging station and pedestrian walkway areas. All provide crisp white, uniform lighting across the areas they are illuminating. Already an excellent choice for energy efficiency, LSI incorporated its LSI Virticus Wireless Controls and Information Systems to control all exterior illumination including area lights, ceiling spot lights, wall packs, signage and canopy fixtures so they can be scheduled for both brand presence and energy savings.

To further enhance the dealership exterior, a 16mm LED Video Display can be seen from the highway. Powered by LSI's SmartVision technology, the video display presents colorful, high definition graphics to showcase the brand and various promotions.

Once inside the dealership, lively graphics lit with complementary lighting create an exciting, welcoming environment. From three dynamic LED video displays and printed graphics to directional signage, suspended light rings and vinyl wall coverings, customers are engaged in the many messages from the Milestones Hallway through the McCluskey Experience Information Center. Of special note is the LED video display in the showroom, shaped like the Chevy bowtie sign. At over 7' high and 22' 6" wide, this 10 mm video display is something to be seen.

