GE Lighting’s energy-efficient LED collection brings automobile museum’s collection to life

National Automobile Museum saving $30,000 a year with newly lit, more vibrant galleries

THE SITUATION

The National Automobile Museum (The Harrah Collection) in Reno, Nevada, was named one of ‘America’s Five Greatest Automobile Museums’ by AutoWeek magazine. It features more than 200 cars, the majority from the world-famous collection of the late gaming pioneer, Bill Harrah. Working with the Business Environmental Program (BEP) at The University of Nevada, museum management was looking for ways to conserve energy—and assumed they’d have to sacrifice lighting quality to achieve it.

THE SOLUTION

The museum put GE Lighting in the driver’s seat to re-lamp four galleries with GE energy smart® LED replacement lamps. 635 GE 17-watt PAR38 LEDs replaced an equal number of 90-watt standard lamps.

“I felt that because of the significance of the energy savings, that we would be compromising the quality of lighting in the museum. That was the expectation, and we were so surprised to find that the end product far exceeds the quality of the lighting we had.”

- Jackie Frady, executive director for National Automobile Museum

The lensed design of GE’s PAR38 LEDs brings the collection to life. Exposed LEDs would have been visible in the cars’ paint, a distraction to the museum’s more than 65,000 annual visitors. Instead, GE’s LEDs diffuse the light evenly, make paint colors more striking and outperform the 90-watt lamps they replaced.

“Now the collection just comes to life. The paint colors are more striking on the vehicles. There’s also a new vibrancy in the galleries.”

- Jackie Frady

For more information about the GE Lighting products used in this project, visit gelighting.com or gelightingsolutions.com.

OPERATING IMPACT

- Nearly $30,000 in electricity and maintenance savings annually.
- Less than 1.5 year payback period.

ENVIRONMENTAL IMPACT

260,000 pounds per year CO₂ emissions eliminated:
= 23 cars off the road
= 32 acres of new trees