



***AUTOMOTIVE SOLUTIONS***  
***ACCELERATE YOUR SALES EFFORTS WITH LSI***

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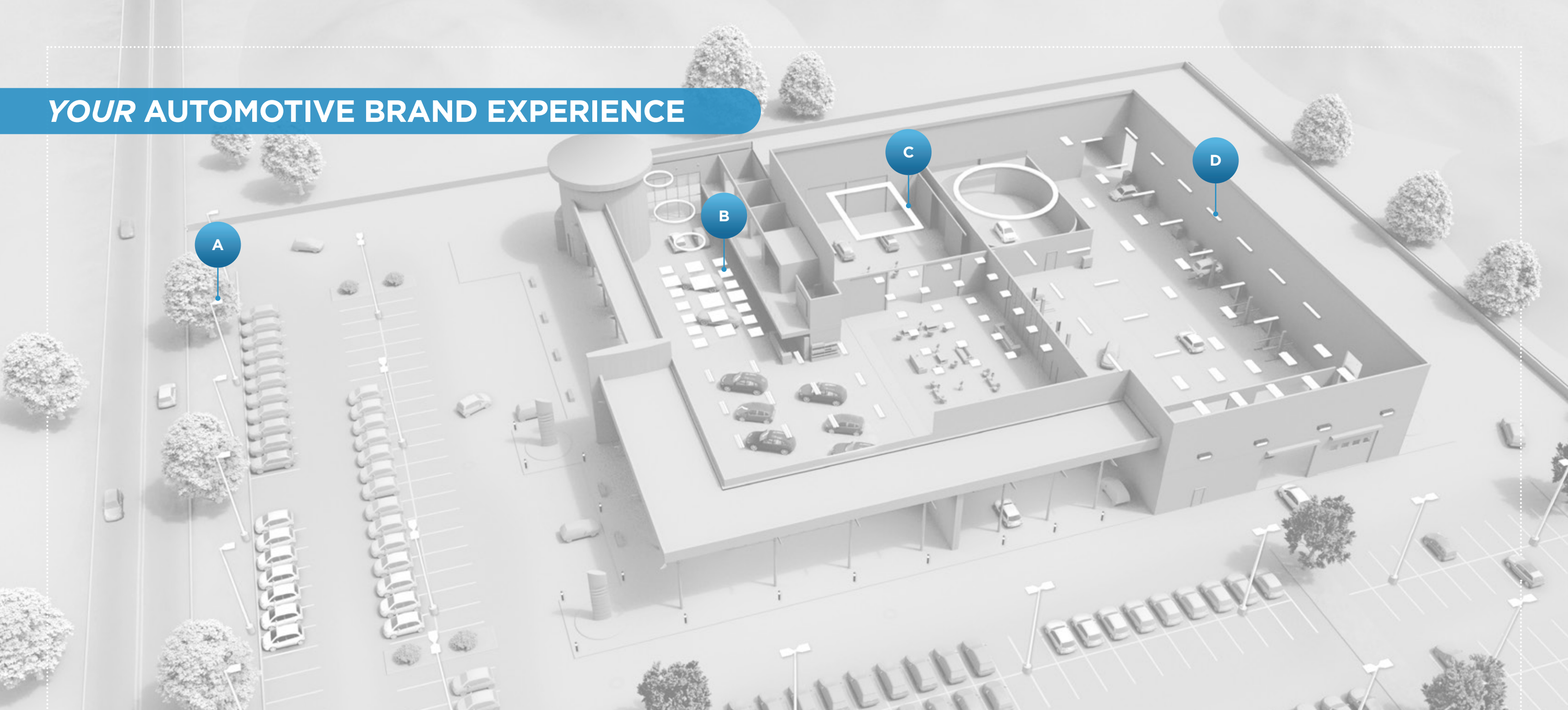


LSI is proud to manufacture in multiple facilities across the US and is headquartered in Cincinnati, OH.

With our vertical market approach to product development and customer support, LSI is well positioned to be the supplier of choice.



# YOUR AUTOMOTIVE BRAND EXPERIENCE



## **A SALES LOT & FRONT ROW**

Accelerate sales with a strong brand identity and custom sales lot solutions. We offer near-perfect cut off in the front row and full interior lot coverage without wasted energy.

## **B SHOWROOM & LOUNGE**

We help you adhere to your global brand. With digital screens, custom fixtures, and task lighting to highlight the most important vehicle features, we put cars in their best light.

## **C NEW VEHICLE DELIVERY**

More than ever, consumers are shopping online. Meet them in their buyer's journey and showcase all the bells and whistles that come with their new car.

## **D PHOTO, DETAIL, AND SERVICE BAYS**

Every photo bay is different, and LSI diffusers ensure that—whether you have a turntable and room or just a bay with curtains—your products will look perfect in marketing materials. Make the most of the space where your customers sit. We help you create comfortable, branded lounges that lead to more time spent on your lot and more purchases.

# UNDER THE HOOD

LSI's automotive Lighting has long been the leader in commercial lighting and display solutions. We deliver high-performance, American-made lighting products, and control systems that can elevate any automotive dealership brand and result in a better customer experience and more sales.

Our fixtures complement every aspect of your space without taking any focus on themselves. **Minimalist, powerful, reliable**—these are the qualities that make our portfolio the right choice for your business.



## A HISTORY OF GLORY

Accelerating automotive sales since 1976. We've been leading the way for automotive dealers—enhancing your brand at the speed of light—for over 40 years.



**1976**  
LSI was founded



CITATION

LSI Provided cost-effective and versatile designs from the very beginning. The late 80's brought newer designs with increased vertical distribution, and backside cutoff.



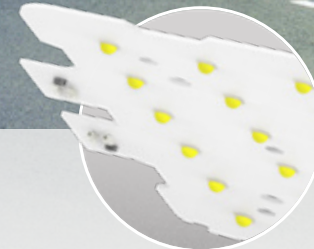
CHALLENGER

Dedicated optical systems, field rotatable optics, and top access fixture designs gave dealers more flexibility and customization.



A.R.T.

Cast aluminum housing, new rotatable optics, and the Advanced Reflector Technology (ART) gave US dealers the cost-effective design and performance improvement they needed.



LED TECHNOLOGY

In early 2011, LSI was the first to introduce an Automotive LED Fixture. LSI launched over 9 new LED fixtures in the decade following 2010 for the automotive dealership industry. With greater performance, higher lumen outputs, and the introduction of its silicone optics, LSI continued to offer more industry-leading innovations and products than anyone else.



SILICONE OPTICS



NEW HOUSINGS

LSI is committed to delivering high-performing, highly customizable, aesthetically pleasing lighting and control systems for the automotive industry.

1980s



TRAM



STARBEAM

1990s



CLASSIC



GREENBRIAR

2000s



HILTON



PATRIOT

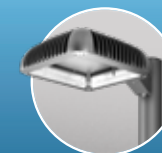
2010s



GREENBRIAR



AEROMAX



STERLING



MIRADA

2020s and Beyond



SLICE



MIRADA POST TOP

# OUTDOOR LIGHTING

Lighting can be the fuel that powers your sales machine. We'll go the extra mile to ensure your team starts the sales process from a position of strength—working with merchandise that draws eyes in all the right ways.

## OUTDOOR AREA LIGHTING

**SLICE MEDIUM (SLM)**  
• 9,000 - 48,000 lumens

**MIRADA MEDIUM (MRM)**  
• 7,000 - 48,000 lumens

**MIRADA LARGE (MRL)**  
• 50,000 - 78,000 lumens

### MIRADA MEDIUM WALL

Outdoor Wall Sconce (XWM)  
3,000 - 21,000 lumens

### MIRADA BOLLARD

Architectural Light (MRB)  
1,000 - 3,000 lumens

### MIRADA POST TOP

Area Light (MPH)  
32,000 - 78,000 lumens

## BALANCE OF AESTHETICS AND PERFORMANCE

Outfit your lot with the sleek and functional Mirada Area Lights or rugged Slice to cut through the night and achieve total coverage—all featuring superior optical performance and construction that will make your inventory stand out.

## REDEFINING AUTOMOTIVE LIGHTING STANDARDS—FRONT TO BACK

Revolutionizing automotive lighting, our advanced LED fixtures and optics guarantee superior illumination for front row and interior sales car rows. Unparalleled brightness and exceptional design redefine visibility, leaving other LED options in the shadows.

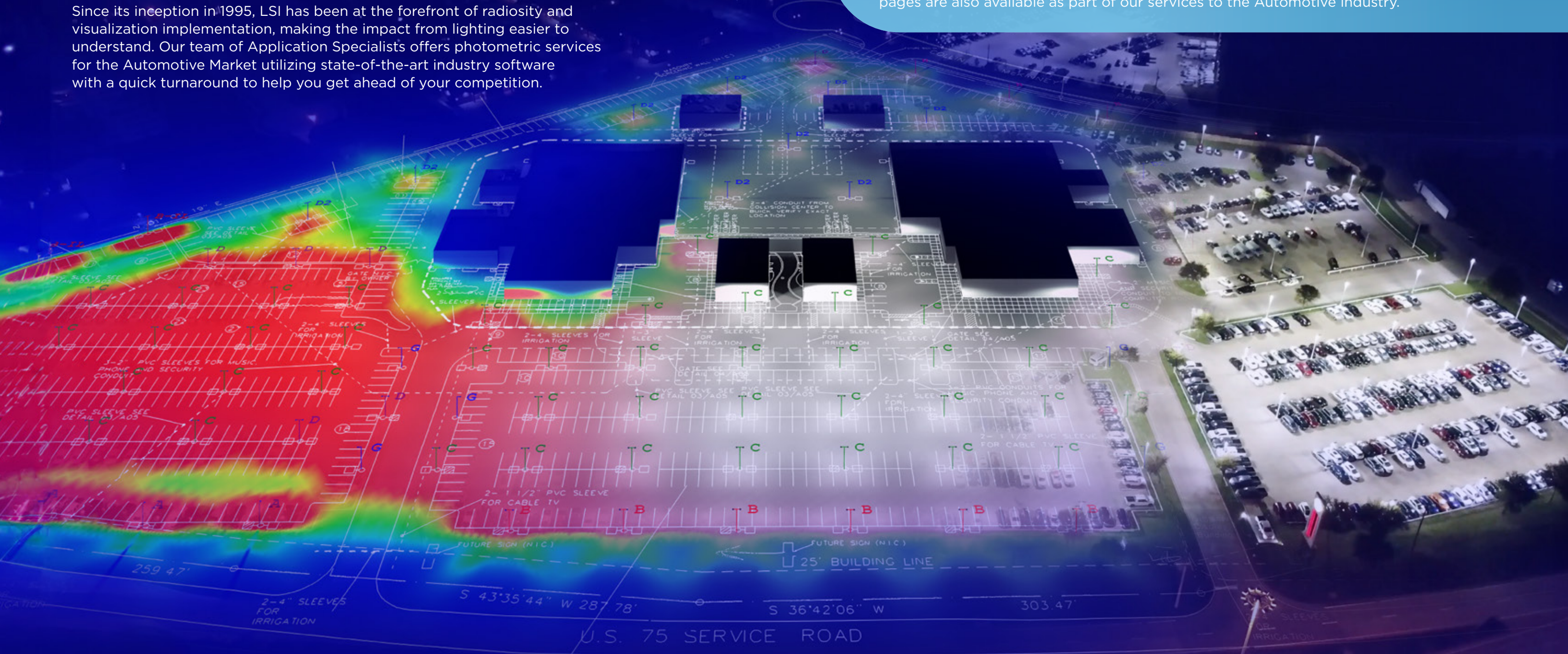
# TECHNICAL DESIGN SERVICES

The LSI Technical Design Services Team has been supplying photometric designs to our clients and representatives for over 35 years.

Since its inception in 1995, LSI has been at the forefront of radiosity and visualization implementation, making the impact from lighting easier to understand. Our team of Application Specialists offers photometric services for the Automotive Market utilizing state-of-the-art industry software with a quick turnaround to help you get ahead of your competition.

## BEYOND THE PHOTOMETRIC DESIGNS

LSI offers the latest in IES performance design files, IES PDF reports, Photometric Tools, and other resources to support the specification of LSI fixtures for your new construction or renovation projects. Submittal Packages with radiosities, renderings, and specification pages are also available as part of our services to the Automotive industry.



### COLLABORATION IS KEY

Our lighting designs let you view the project lighting levels before construction even begins. LSI's collaborative approach helps brands, architects, engineers, and stakeholders achieve the best design possible while still meeting code requirements and IES standards.

### EXPERTISE YOU EXPECT

Contact our Technical Design Services Team today for more information on how we can help you on your next automotive lighting project. Visit [LSIcorp.com/services/technical-design-services](https://www.lsi-corp.com/services/technical-design-services) to learn more!



# SILICONE OPTICS

LSI's silicone optics stand as an unparalleled industry leader, having harnessed silicone – the most rugged, durable, and versatile material in the lighting market – for its outdoor lighting fixture optics. For years, LSI has relentlessly driven innovation and development in this remarkable optic material, bestowing upon its products a superior level of performance and unmatched advantages, setting it apart from the competition.

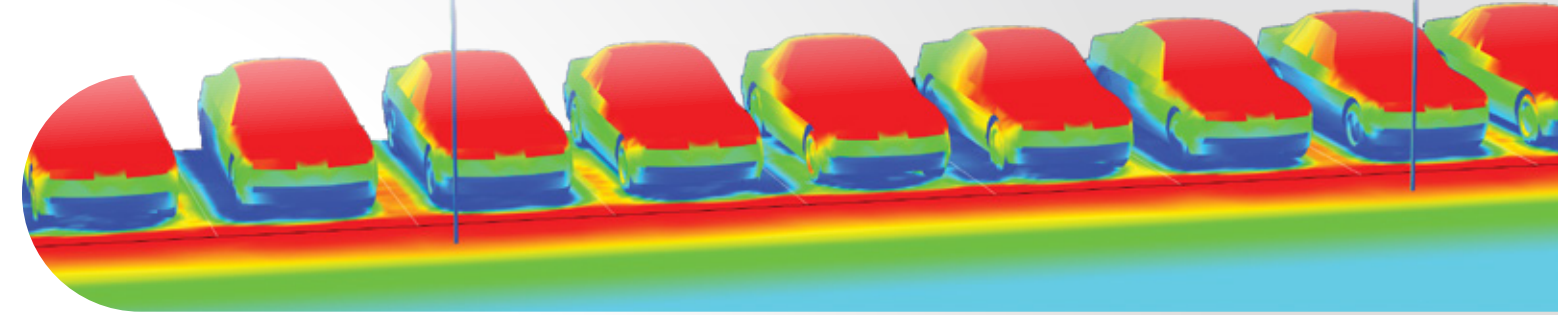


## SUPERIOR FEATURES

- High photo-thermal stability operating temperatures
- Accurately able to reproduce complex designs
- Allows integration of additional designs, such as gaskets
- High light transmittance of 93%
- Lighter weight (compared to glass)
- Does not leak
- Does not yellow or crack with age

# SALES LOT & FRONT ROW

Accelerate sales with a strong brand identity and custom sales lot solutions. We offer near-perfect cut off in the front row and full interior lot coverage without wasted energy.



## FRONT ROW OPTICAL SELECTION



Automotive Front Row Optic (FTA)



Automotive Merchandise Optic (AM) with Shield

## INTERIOR SALES OPTICAL SELECTION



Traditional Type 5W Optic



Automotive Merchandise Optic (AM)

## FIRST IMPRESSIONS MATTER

Let LSI help dazzle your customers before they're off the highway.

## WE'LL KEEP YOU COVERED

Don't risk letting customers back out before they buy.

# LSI POLES

**All American construction.** We want to be the perfect partner to your business, so we've invested in developing end-to-end solutions for dealerships like yours.

LSI poles integrate your security cameras, speaker system, Wi-Fi boxes, GFI receptacles, and outlets. What's more? All pole products are engineered to withstand years of tough weather exposure.



## POLE TOPS

- 3" Drill Pattern
- 5" Drill Pattern



## BRACKET OPTIONS

- Tenon Bracket
- Tenon Top Mounting Bracket (TN120 Configuration)



## POLE BASES

- Custom Hand Hole Sizes Available
- Decorative Base Option Available
- Direct burial and pre-cast base options available<sup>2</sup>



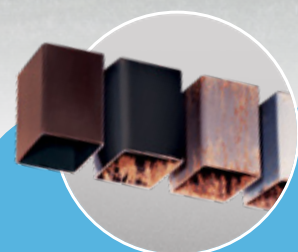
## POLE EXTRAS

- Conduit Raceways
- Pole Vibration Dampeners
- Mounting available for security, audio, and network solutions



## DURAGRIP® PROTECTION SYSTEM

Unmatched Durability - Stands Up to Harsh Environments

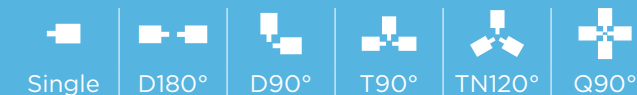


Ask about **DuraGrip Plus**, our proprietary technology that resists corrosion unlike competitors' products. Stop severe peeling, oxidation, and rusting before they become costly concerns.

## POLE-FIXTURE CONFIGURATIONS

Mounting Type Options

### Configuration



## POLE TYPES

Square, Round Tapered<sup>1</sup>

### Profile, Diameter, and Height

|                       |            |           |
|-----------------------|------------|-----------|
| • Square <sup>2</sup> | 4, 5, & 6" | 14' - 39' |
| • Round <sup>2</sup>  | 4 & 5"     | 10' - 39' |
| • Tapered             | 4 & 5"     | 20' - 39' |

1. BANNER ARMS ATTACHMENT AVAILABLE FOR ALL POLES. 2. DIRECT BURIAL AVAILABLE FOR SQUARE AND ROUND 4" AND 5" POLES.



# TAKE CONTROL OF YOUR FACILITY

**Indoor & Outdoor Control Solutions. AirLink Blue is the optimal wireless outdoor and indoor lighting control system for automotive dealerships.** Enjoy energy savings, code compliance, and enhanced safety/security for your space.

The integrated fixture sensor module can control multiple luminaires based on motion, daylight, scheduling, or an astronomical clock. Vary the brightness of your sales lots, service areas, and other spaces depending on your needs. We ensure full coverage without energy waste.

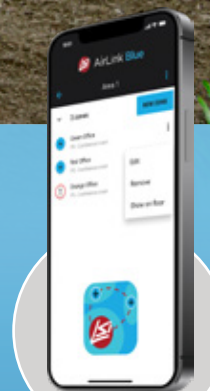
## KEY SPECS

- **Ability to group** multiple fixtures by a single sensor
- **Ability to schedule** multiple events based on time of day. Schedule by astronomical clock with AirLink Blue Time Keeper
- **Compatible** with key outdoor and indoor fixtures
- **Sensor module** for multi-level control based on motion and/or daylight

## AIRLINK BLUE

Wireless Control System (ALB)

**Fully customizable** to your requirements via a web app simplifying the startup process. Updates and modifications to the control strategy are easily implemented via a user-friendly smartphone app.



POWERED BY LSI's **AirLink Blue**

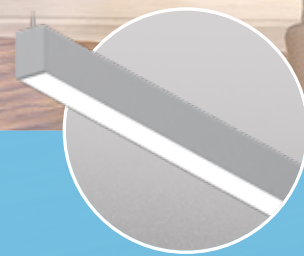
# INSIDE SHOWROOM & LOBBY

Maximize visual comfort throughout your space with the XIRR 2x2 Round Recessed, an elegant product that provides powerful illumination from a small form factor in high ceilings. Showcase your inventory exceptionally with the R-Series Suspended Direct Lighting Linear System, a versatile fixture suitable for lighting high-end vehicles on display.

Add an element of sophistication to your showroom with the easy-to-install, upscale R-Series. The product features both corner and straight units for design flexibility. Transform your space with the highly configurable, versatile Sculpted Light Form system, a track concept product that can be suspended or mounted directly to your lobby ceiling.



**2X2 ROUND RECESSED**  
Square Housing and  
Round Aperture  
(XIRR)



**R-SERIES**  
Suspended Direct Lighting  
Linear System  
(RSS)



**R-SERIES**  
Recessed Light Fixture  
(RLS)



**SCULPTED LIGHT FORM**  
Track Joiner System  
(SLF)

*Note:* Custom lumen packages are available on most indoor fixtures. Contact your sales representative for more information.

# INDOOR NEW VEHICLE DELIVERY

Add **focused, low-profile solutions** like the STRB30 Series LED track light, providing powerful directional lighting to highlight key aspects of your inventory.

**Specify Architectural Square Downlight**, complete with anodized aluminum reflectors for even illumination and minimal glare, to illuminate your lobby and lounge without distracting from your brand.



**Specify individual or continuous row mounting** with the R-Series Recessed Perimeter Lighting System, available in 2' and 8' options accenting anything from a showroom to employee offices.

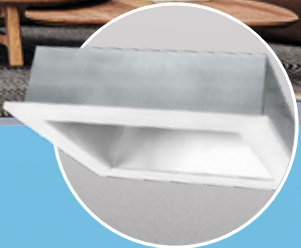
*Note:* Custom lumen packages are available on most indoor fixtures. Contact your sales representative for more information.



**SMALL TRACK SERIES**  
Track Box &  
Track Light System  
(TRKS / STRB30)



**R-SERIES**  
Recessed Perimeter  
Lighting System  
(RPM)



**ARCHITECTURAL SQUARE**  
New Construction Downlight  
(LADSQ)

# OUTDOOR NEW VEHICLE DELIVERY

Give them an outdoor experience they won't forget. LSI understands the importance of creating an exceptional car buying experience for customers through the outdoor vehicle delivery location.

Our goal is to help dealerships create strong brand advocates through a unique car buyers' journey that is highlighted by our lighting systems and solutions. We optimize the lighting conditions for maximum impact, ensuring consistent and uniform illumination across the entire area, and accurate color rendering to showcase the vehicles' true colors.



**SCOTTSDALE VERTEX**  
Canopy Luminaire (SCV)  
• 9,000 - 23,000 lumens



**OPULENCE SMALL**  
Surface Mount (OPS SD)  
• 3,000 - 14,000 lumens



**EXCURSION**  
Edge-lit Luminaire (EXN)  
• 3,000 - 11,000 lumens

## LIGHTING SOLUTIONS FOR THE OUTDOOR NEW VEHICLE DELIVERY SPACE

Aesthetic Appeal - High Functionality

**We understand the significance of accurate color rendering** in allowing customers to fully embrace the vehicles they have chosen to purchase. By providing consistent and uniform illumination, our lighting systems ensure that every vehicle is presented in its best light.

## COVERED CANOPY TO OPEN-AIR LOT

Enhanced Customer Experience - Lighting Ambiance that Complements the Dealership's Brand

**With LSI, dealerships can rely on our expertise** to transform their outdoor spaces into captivating environments that leave a lasting impression on car buyers.

# LOUNGE & SERVICE WAITING AREA

**Contemporize your space** with Opal, LSI's cord-hung, cable-hung or stem-mount decorative pendant—perfect for adding modern flair to enhance your dealership's brand.

Utilize Luna for a decorative touch in customer-facing spaces like your lobby or showroom. Choose between various fabric options for a truly custom look and feel.

Integrate advanced technology into retrofit applications with Advantage, the retrofit downlight that features field selectability, allowing you to vary CCT and lumen output depending on the layout of your showroom floor.



**OPAL PENDANT**  
Decorative Pendant  
(OPAL)



**LUNA**  
Drum Pendant  
(LUNA)



**ARCHITECTURAL DOWNLIGHT**  
New Construction  
(LAD)

*Note:* Custom lumen packages are available on most indoor fixtures. Contact your sales representative for more information.

# SERVICE AREA

Enhance open spaces like service bays with Alliance, which comes in 2' and 4' units and delivers up to 100,000 lumens to enable easy access for technicians.

Bad lighting becomes bad service when your technicians can't see everything they're doing. Let us help you properly illuminate service bays to enable your team's best work.

### 45-Degree Angled Bracket

Included in our offering for strip and enclosed and gasketed service bay fixtures. This puts light on the areas that matter most.



**ALLIANCE**  
LED Linear High Bay  
(ALI)



**EG3 SERIES**  
Enclosed and Gasketed  
Linear Fixture  
(EG3)



**DIFFUSED LENS STRIP**  
Indoor Industrial LED  
(SDL)

**Enhanced illumination enhances productivity.** Optimize lighting placement for technicians' requirements with LSI's diverse range of hanging and mounting options.

**Employ 2', 4', or 8' Diffused Lens Strip options** for a sleek look throughout large spaces like service bays, details bays, showrooms, and lobbies.

*Note:* Custom lumen packages are available on most indoor fixtures. Contact your sales representative for more information.

# SERVICE BAY LIGHTING SOLUTIONS

**Bad lighting becomes bad service when your technicians can't see everything they're doing.** Let us help you properly illuminate service bays to enable your team's best work.

**Take Pride in Transparency.** We know consumers are keeping cars longer, making service a massive portion of your revenue. Give them a clear look into the service bay with robust lighting from LSI.

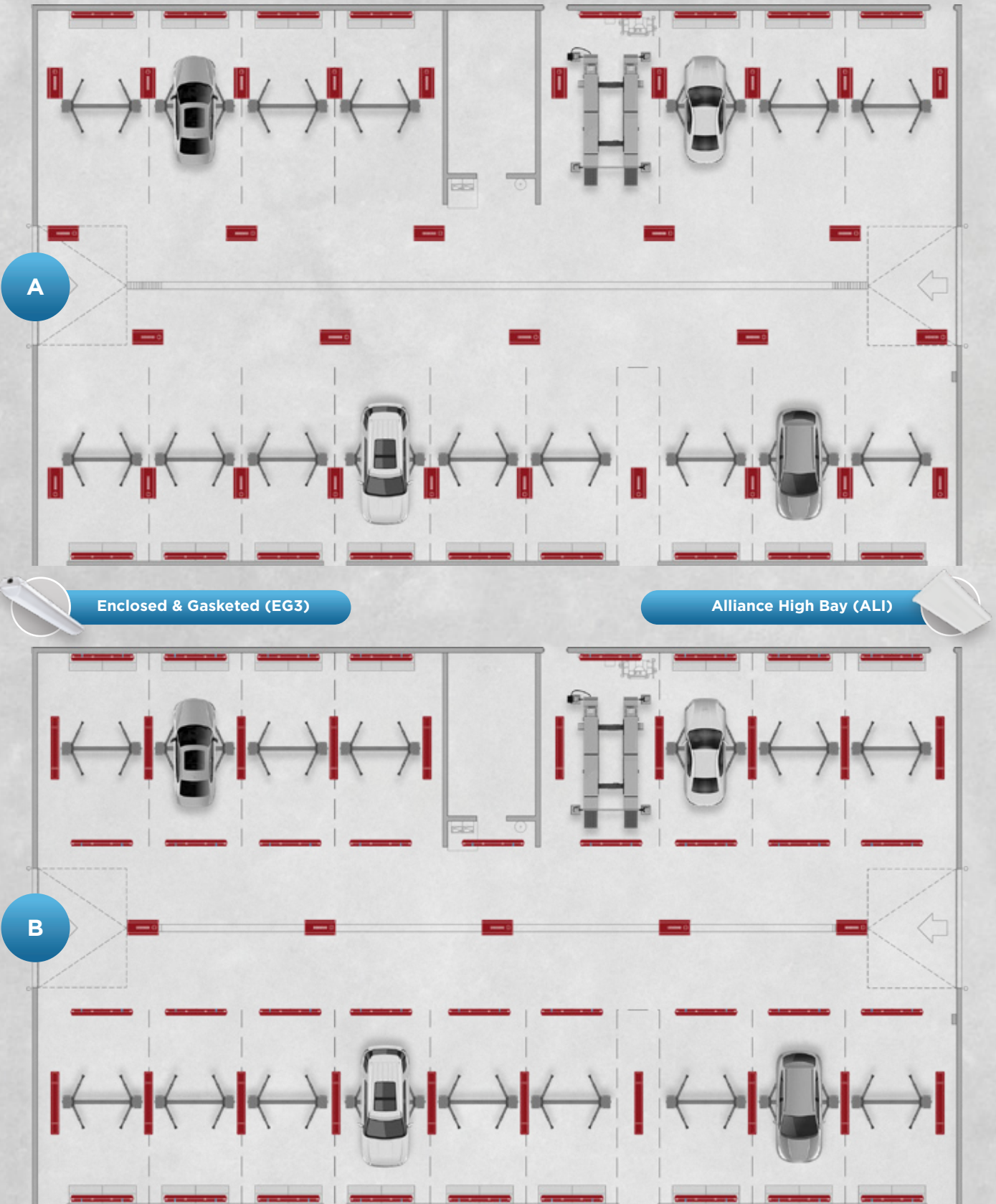


## SERVICE SHOULD BE SIMPLE

**No technician should work with headlamps, flashlights, or temporary lamps.** LSI lighting solutions shine at a 45-degree angle, eliminating shadowing and hitting cars from the door handle down.

## TYPICAL SERVICE BAY LAYOUT

As the primary fixture, **Option A** features the Enclosed & Gasketed (EG3) and **Option B** the Alliance High Bay (ALI).



# GRAPHIC & DIGITAL SOLUTIONS

LSI offers a variety of graphic solutions for your automotive needs. We supply lighting solutions that integrate perfectly with your vision for the space.

Our designers work with your team to tell your story and activate the space. Ask about our range of advanced, specialty printing and imaging capabilities.



## OUR CAPABILITIES

- Signage & Banners
- Printed Vinyl & Wallpaper
- Large Wall Murals
- Magnetic Wall Graphics
- Dimensional Logo & Text
- Hanging Graphics & Signage
- Back-lit Graphics & Signs
- Custom LED Display Modules
- LED Video Boards
- Menu Boards
- Illuminated Architectural Rings & Light Boxes
- Vehicular Graphics
- Illuminated Canopy Fascia
- Digital Signage
- Kiosks
- Interior/Exterior Wayfinding
- Floor & Windows Graphics
- Banner Stands & Sign Holders
- Dispenser Valances & Graphics
- Program Management & Implementation

## DID YOU KNOW?

The **DesignLights Consortium® (DLC)** is a non-profit organization dedicated to accelerating the widespread adoption of high-performing commercial lighting solutions.

## MANY OF LSI'S FIXTURES ARE EITHER DLC STANDARD OR PREMIUM QUALIFIED

The DLC promotes **high-quality**, energy-efficient light fixtures and establishes product quality specifications.



# PHOTO BAY

**From online to off the lot.** Welcome to the Photo Bay room, where every vehicle is showcased in its best light! In today's digital age, most sales start online but are completed on the showroom floor. That's why we know how crucial it is to leave the right impression and capture the best aspect of every vehicle in your online listings.

## Today's Photo Bay rooms require advanced diffusion techniques

To ensure maximum appeal and minimal glare in every shot. We understand that showing off your best product the way it should be seen; is essential to highlighting each vehicle's unique features and attributes.



**By utilizing our diffused and indirect lighting solutions,** you can rest assured that your vehicles will be presented in the best possible light to potential customers, ultimately helping to drive sales and boost your bottom line.

# AUTOMOTIVE APPLICATIONS

# AUTOMOTIVE SOLUTIONS

Want to learn more?

Visit [LSIcorp.com/automotive](https://LSIcorp.com/automotive) or call (800) 436-7800

Visit [LSIcorp.com/rep-locator](https://LSIcorp.com/rep-locator) to find an agent today.



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MKV1103.C.0823