



## Lighting Scheme

### Volkswagen • Car Dealership

#### *Lighting your way to sales.*

For most people, the purchase of a new car is a rather special event. And whilst technical specifications and prices can be compared at home, final decisions based on a car's shape, colour and styling are invariably made 'live' in the showroom. This means that your cars must be displayed in the most attractive way possible.

Good lighting is all too often neglected as a very effective sales tool. But it will, in fact, contribute enormously to a car's showroom appeal, influencing the mood or aura surrounding a particular model. Lighting also has the ability to direct the attention of interested buyers towards specific parts of the showroom where, for example, newly-introduced cars or special offers are displayed. And the showroom itself will benefit from lighting that advertises its presence and makes it stand out from its competitors.

#### *Volkswagen dealership brand identity*

In the automobile industry, communicating a clear-cut brand profile is a must. All communications materials, including the showroom itself, must clearly be seen to come from Volkswagen. Personality and reputation form the basis for the corporate identity. This is backed by credibility, continuity and competence, giving the customer safety and security.

Volkswagen's car-display area draws on the universal principle of the market square, the place where people meet and communicate, and where goods are exchanged.

The functional structure follows a clear and logical principle: the more intensely a customer becomes absorbed in the Volkswagen world, the farther he moves away from the open centre into the quieter recesses of the building.

#### *The lighting character*

As part of Volkswagen's architectural landscape, the daylight in combination with artificial lighting creates an open and natural atmosphere, brings the best out of products, helps people find their way around, and is an important feel-good factor during the day. After dark, artificial lighting takes over and will softly illuminate the showroom and highlight the vehicles on display.

The general lighting has a natural, open and diffuse character. The cars are illuminated with warm lighting, complete with contrasts, so that it looks like the sun shines the whole day. This creates a warm and inviting atmosphere.



**The Volkswagen lighting concept is based on indirect general lighting producing a natural lighting effect in combination with direct accent lighting to highlight the vehicles on display. Luminaires are hidden in the architecture as much as possible to create a clean, natural impression.**

## Sales area

Customers see all sides of the car: bonnet, boot, roof and sides. The farther they are away from the car, the more they see only its vertical planes. So lighting the vertical planes is very important.

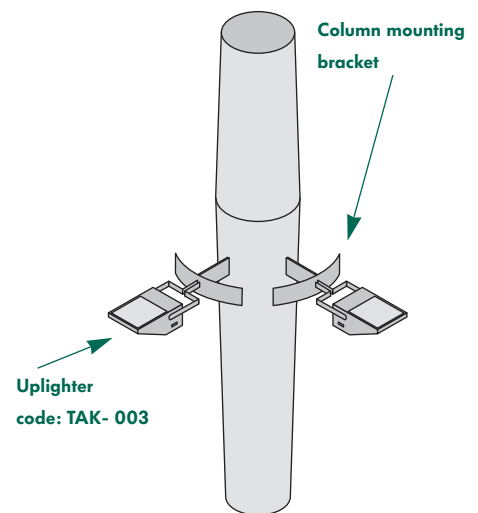
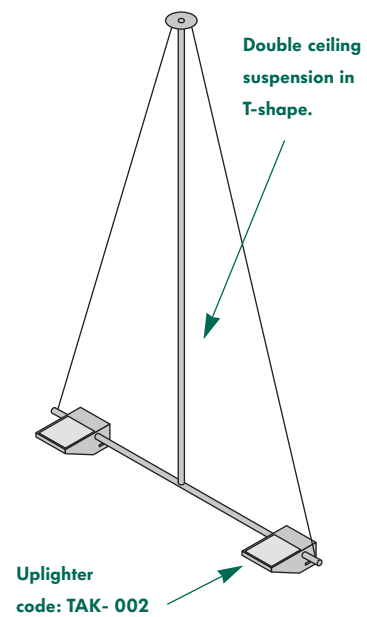
Indirect general lighting is very diffuse.

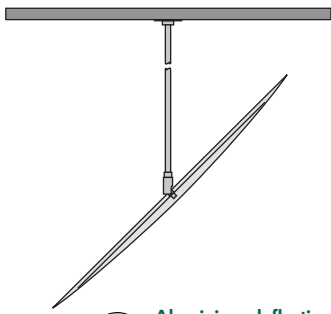
In combination with daylight, the vertical illumination will be the same level as the horizontal illumination. The reflections of the illuminated ceiling in the cars' lacquer will accentuate the contours and shapes of the cars.

But customers do not only look at the exterior of a car, they are also interested in its interior, and the diffuse general lighting will make this clearly visible.

The general lighting is provided by high-intensity discharge lamps (Mastercolour) of 150 W with a cool colour temperature of 4200 K.

These lamps have a perfect colour rendering of  $R_a=96$ .

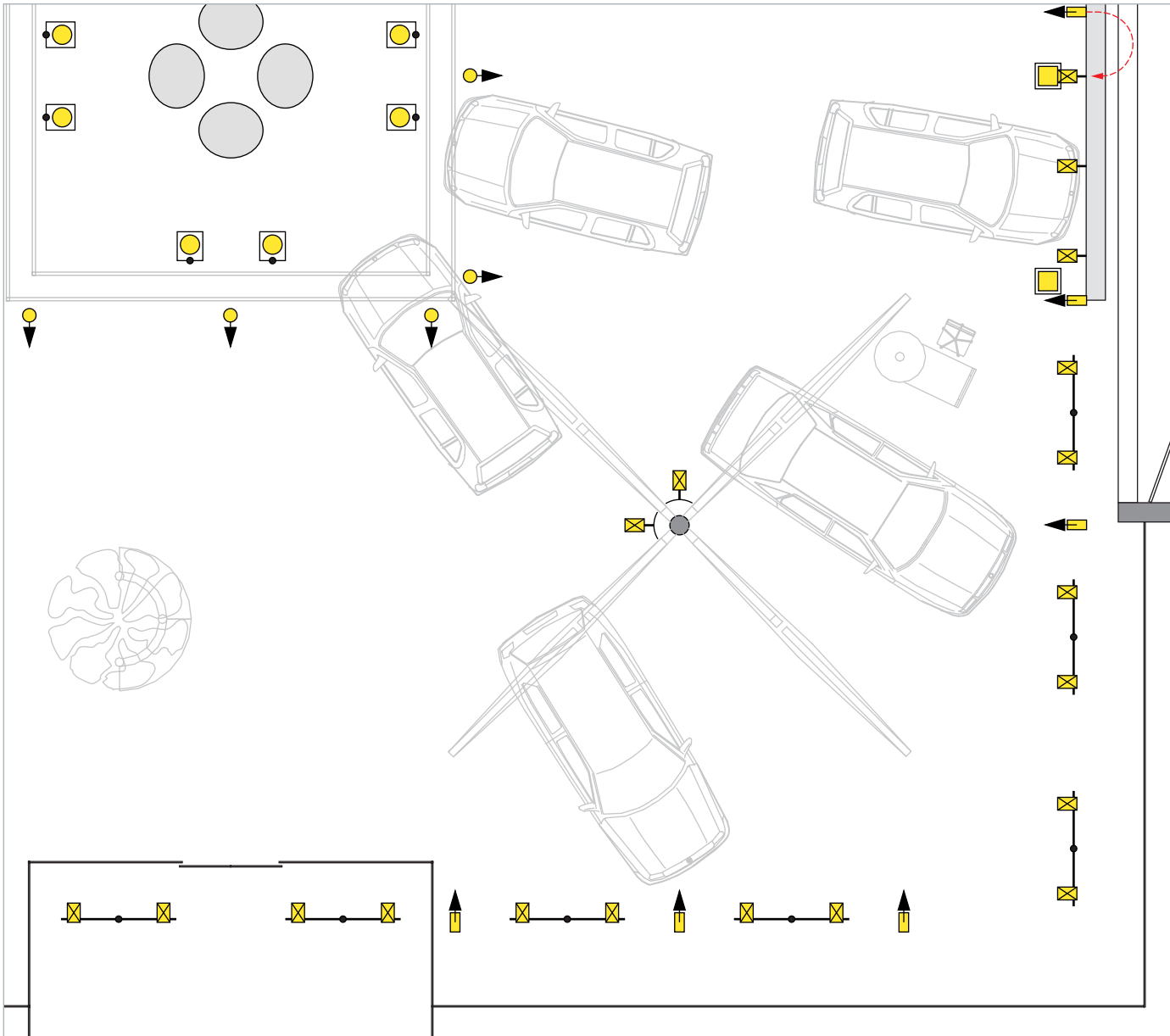




● Aluminium deflection mirror  
Code = MC800

By adding warm accents, the cars will be surrounded by a friendly and inviting ambience suggesting the special touch of the sun. This warm accent lighting, contrasting with the cool general lighting, lifts the cars from their surroundings.

The accent lighting is provided by narrow-beam spots aimed at the vehicles. The spots are fitted with Mastercolour lamps of 150 W having a warm colour temperature of 3000 K.



Scale 1:100



TAK- 001  
CDM-TD 150W/942



TAK- 002  
CDM-TD 150W/942



TAK- 003  
CDM-TD 150W/942



MBN 210 150W HF/12°  
CDM-T 150W /830



MCN 690 12°-24° BA  
CDM-T 150W/830



MBW 600 IP 65  
CDM-TD 70W/830



SVF 607 N 250  
HQI-TS 250W/D.

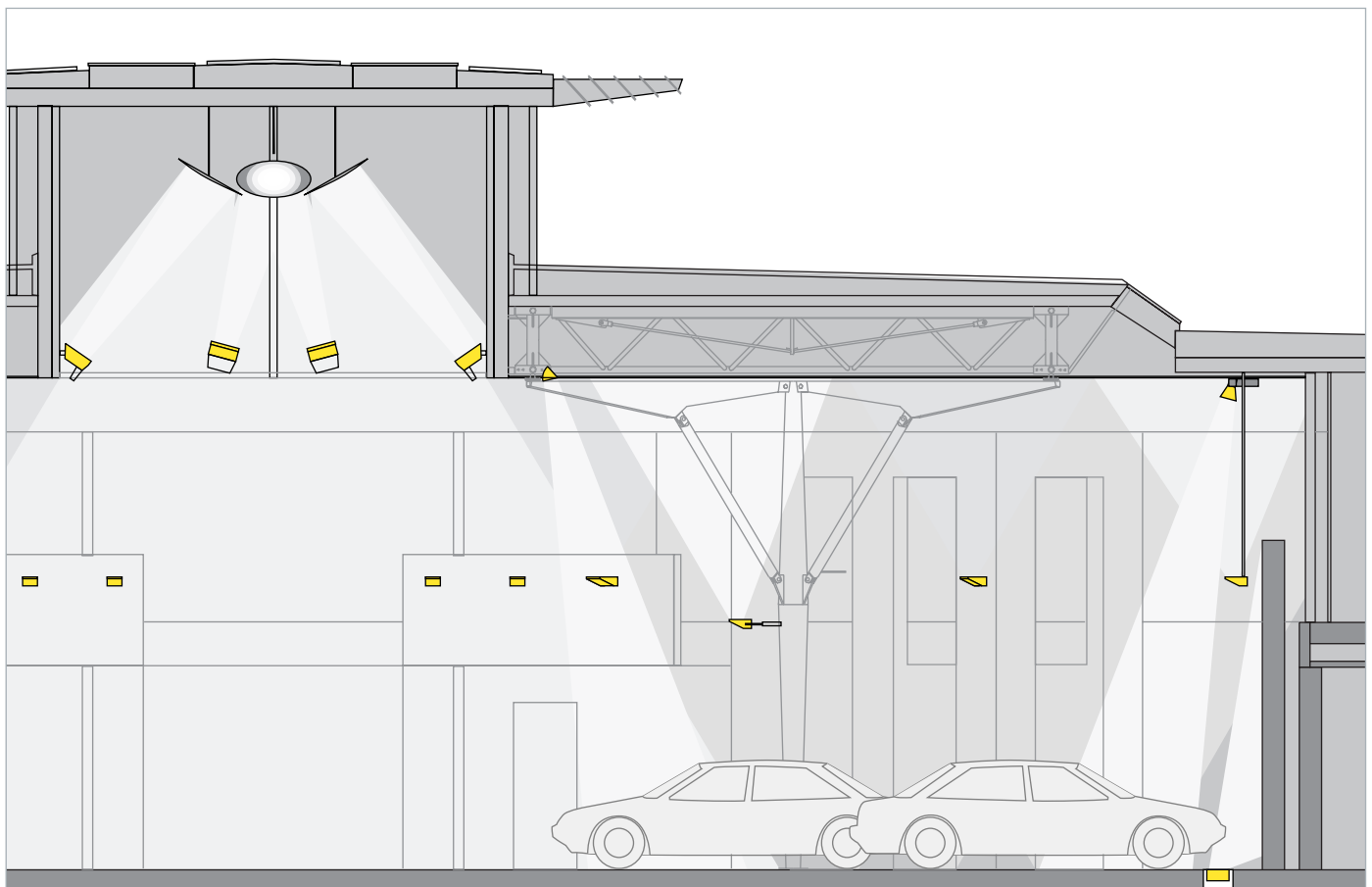


## Display window and back wall

*That a showroom is attractive and inviting must be clearly evident from the street.*

This calls for generously-dimensioned display windows, free from reflections. Reflections in the window are avoided by inclining the top of the window glass forward by 10 degrees. It also helps to place light-coloured cars in the front of the window and to ensure that the vertical planes are well illuminated. Cars adjacent to the display window will be illuminated by the showroom's general and accent lighting system, which makes them clearly visible from outside.

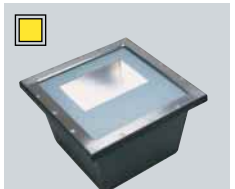
The vertical planes seen from outside include the backwalls. These light-coloured walls are evenly illuminated by an asymmetrical, wide-beam Odyssey luminaire recessed in the floor. This luminaire (MBW 600 IP65) is used with a Mastercolour lamp (CDM-TD 70 W) having a warm colour temperature of 3000 K.



Cross-section  
Height: 6.7 m.  
Scale 1:100



MBW 600 IP 65  
CDM-TD 70W / 830



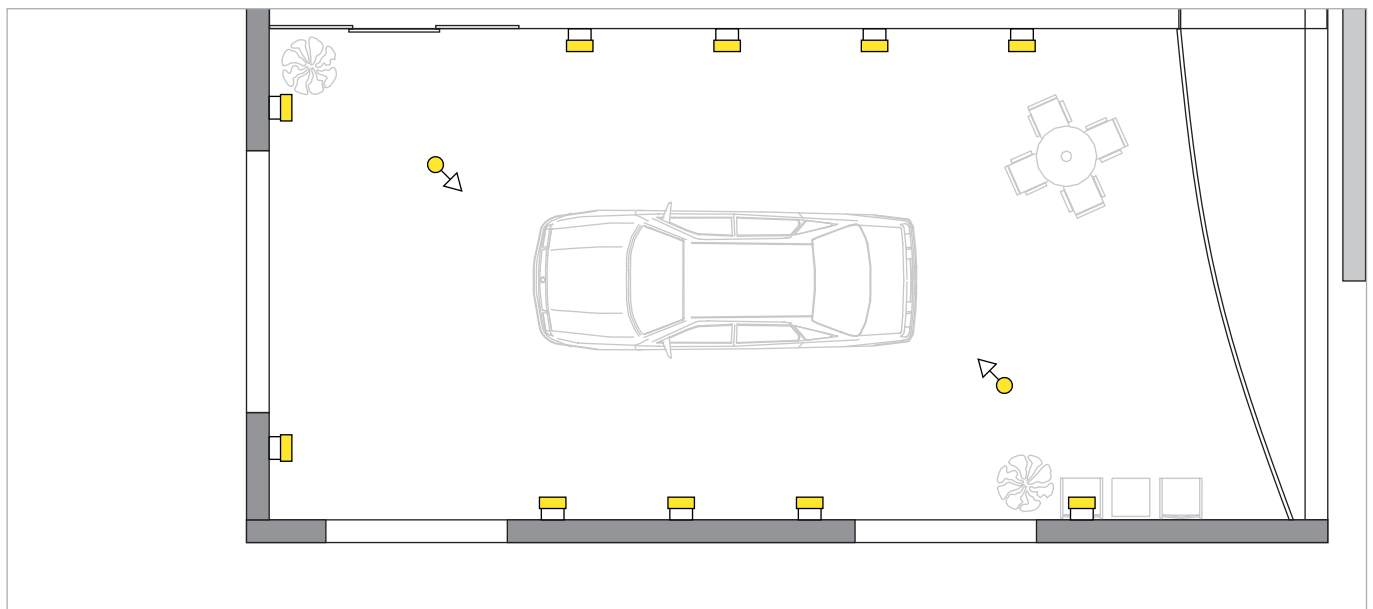
# Car Hand-over

## area

*For most people, the purchase of a car is a special event. The actual hand-over is an important occasion for the customer, and the area in which this takes place should receive special attention to ensure that a personal atmosphere exists.*

It must be borne in mind, however, that the lighting employed in this area must also show off the car's lacquer to the best effect. In the case of second-hand cars, scratches or other surface blemishes will be only too evident under spotlighting, so only diffuse indirect general lighting should be employed.

An uplighter (MCG 101/150W) fitted with a Mastercolour lamp (CDM-TD 150W/942) having a cool colour temperature is ideal. For new cars, additional spots for accent lighting (MBN 210 / CDM-T 35W 24°) can be used to create a certain degree of sparkle with pleasing contrasts.



Scale 1:100

MBN 210 35W HF/24°  
CDM-T 35W / 830



MCG 101/150 Wh.  
CDM-TD 150W / 942

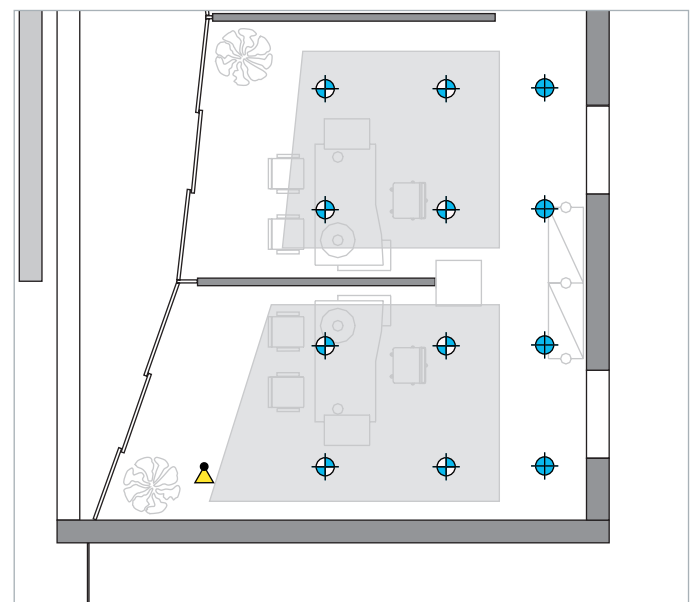


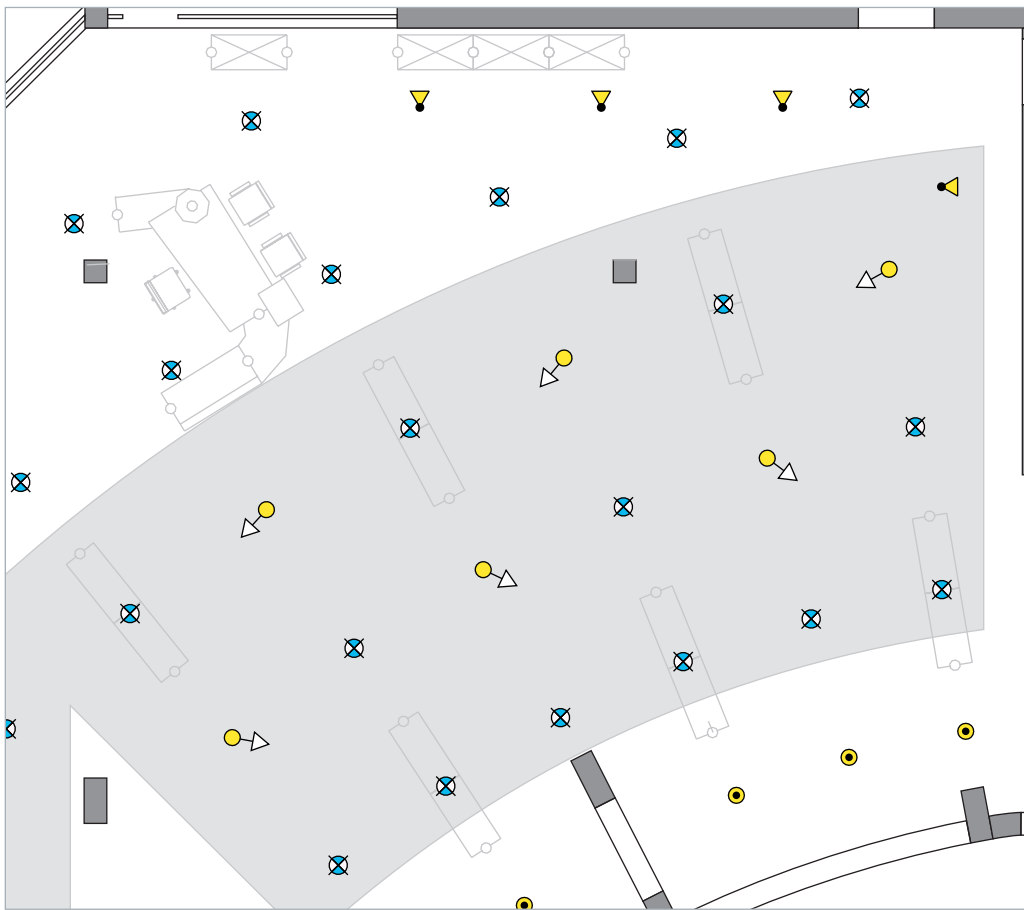
## Sales office

*The atmosphere in the sales office must be in keeping with that in showroom.*

General lighting employing downlights (FBS 170 / 2xPL-C 18W) fitted with compact fluorescent lamps will fulfill the highest lighting requirements (DIN 5035/7 BAP 60° and CIBSE CAT 2), and is ideally suited for use in offices.

To create a pleasant, inviting atmosphere in the office, additional adjustable spotlights (QBD 5610) fitted with low-voltage halogen lamps (MASTERline ES 12V/45W/24°) can be used to illuminate a nice picture or an attractive plant.





## Shop



The car-accessories shop and customer-service counter are situated in a quiet part of the building.

Adequate general lighting here is provided by compact-fluorescent downlights (FBS 170 2xPL-C 18W). The accessories on display are lit by adjustable spots (MBN 210/35W 24°), which are aimed at the gondolas. These spots house a high-intensity discharge lamp (CDM-T 35W) having a warm colour impression of 3000 K.

Because the back wall of the shop is visible from outside, it has been well illuminated by adjustable halogen spots (QBD 5610) fitted with low-voltage halogen lamps (MASTERline ES 12V, 45W, 24°).

In the circulation area, the customers are guided by patches of light created on the floor.

FBS 170 1.18W HF  
F60 S  
1xPL-C 18W/830



FBS 170 2.18W HF  
F60 S  
2xPL-C 18W/830



FBS 170 2.26W HF  
F60 S  
CDM-T 35W/830



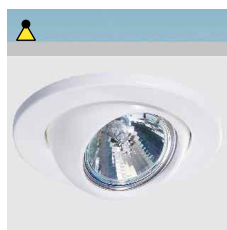
MBN 210 35W HF 6°  
CDM-T 35W/830



MBN 210 35W HF/24°  
CDM-T 35W/830



QBD 5610 Wh.  
MASTERline ES  
12V 45W 24°





## List of materials

*The products listed here are those needed to light the standard areas as illustrated in this brochure*

Symbol Luminaire	Type number	Description	Lamp	Rated Average life time (hrs)	Luminous efficacy (lm/W)
	TAK 001	Project Luminaire	CDM-TD 150W/942	6.000	85
	TAK 002	Project Luminaire	CDM-TD 150W/942	6.000	85
	TAK 003	Project Luminaire	CDM-TD 150W/942	6.000	85
	MC 800	Project Mirror convex			
	FBS 170/1.18W HF F60 S wh	Downlight Trilogy 170	PL-C 18W/4p /830	11.000	73
	FBS 170/2.18W HF F60 S wh	Downlight Trilogy 170	PL-C 18W/4p /830	11.000	73
	FBS 170/2.26W HF F60 S wh	Downlight Trilogy 170	PL-C 26W/4p /830	11.000	75
	MBN 210/CDM-T 35W HF 6°	Mezzo	CDM-T 35W/830	10.000	87
	MBN 210/CDM-T 35W HF 24°	Mezzo Series	CDM-T 35W/830	10.000	87
	MBN 210/CDM-T 150W HF 12°	Mezzo Series	CDM-T 150W/830	10.000	85
	MCN 690/CDM-T 150W 12°-24° BA	Soprano	CDM-T 150W/830	10.000	85
	QBD 5610 White	Super Basic Series	MASTERline ES 12V 45W 24°	5.000	23
	SVF 607 N 250W	Decoflood	HQI-TS 250W/Daylight		80
	MCG 101/150 White	Iodine Series	CDM-TD 150W/942	6.000	85
	MBW 600 IP65	Odyssey	CDM-TD 70W/830	12.000	82

*Let's make things better.*



**PHILIPS**