

## **PRESS RELEASE**

**FOR IMMEDIATE RELEASE**  
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### **Venture Lighting Named AIADA's Exclusive Lighting Partner**

*Resulting in Increased Savings and Energy Efficiency for International Auto Dealers*

**ALEXANDRIA, VA (July 1)** – The American International Automobile Dealers Association (AIADA) today announced a new affinity partnership with Venture Lighting International, designed to provide dealer members with manufacture-direct pricing on energy-saving lighting. As the worldwide leader in lighting innovation, Venture offers AIADA members high quality, sustainable, peak performance lighting solutions. “This exciting new program offers AIADA members the opportunity to both save money on energy costs and make their product stand out in the showroom,” said AIADA President Cody Lusk. “With Venture’s free program management of EnergyStar, dealers can also realize recognition for being environmentally progressive. This is win-win for our dealers.”

Venture Lighting has more than 25 years experience in the lighting industry and has developed the majority of the metal halide lamps manufactured in the U.S. Metal halide lighting offers increased light output of up to 80 percent at a given dealership and can extend usage beyond 20,000 hours. Converting to energy efficient metal halide lighting could save an estimated 10 percent of the total energy consumed in the U.S. resulting in savings to consumers of over 16 billion dollars per year.

By partnering with Venture, AIADA dealers will have access to manufacture-direct pricing, the unique Natural White® Lamp product line, and free services such as a detailed site survey and lighting design plan, comprehensive proposals with multiple cost-saving options, Energy Star Program management, and Smartpac® recycling program.

“We are very excited to join the AIADA Affinity Partners family,” said Venture Lighting CEO Wayne Hellman. “Venture Lighting has been the innovator in metal halide technology over the last 25 years, and we are pleased to offer the most efficient, energy-saving options along with our suite of exclusive member benefits to AIADA members.”

With the addition of Venture Lighting International, AIADA introduces another world-class provider to its Member Benefits Program. AIADA researches hundreds of companies serving the auto industry and selects only those who provide the highest value and quality products, sales, and service to participate in the Member Benefits Program as an Affinity Partner.

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### **About AIADA**

Founded in 1970, AIADA is dedicated exclusively to the economic and political interests of America's international nameplate automobile dealers, representing the 11,000 American automobile franchises that sell and service international nameplate brands, including: Acura, Aston Martin, Audi, Bentley, BMW, Ferrari, Honda, Hyundai, Infiniti, Isuzu, Jaguar, Kia, Land Rover, Lexus, Maserati, Maybach, Mazda, Mercedes, MINI, Mitsubishi, Nissan, Porsche, Rolls Royce, Saab, Scion, Smart, Subaru, Suzuki, Toyota, Volkswagen and Volvo. These retailers have a positive economic impact both nationally and in the local communities they serve, providing nearly 500,000 American jobs. Visit AIADA online at [www.aiada.org](http://www.aiada.org).

### **About Venture Lighting**

Venture Lighting International, an Advanced Lighting Technologies company, was founded in 1983 in Cleveland, Ohio. From its inception, Venture is the only company in the world focused exclusively on the advancement of metal halide lighting technology. Venture is committed to manufacturing products that reduce energy dependence and pollution. Venture Lighting's energy-efficient systems conserve scarce, non-renewable fossil fuels by lowering electrical demand, which also decreases air pollution emitted by utilities. Some benefits of our various advanced lamp and ballast technologies include: more light for less energy, improved color uniformity, significantly longer lamp life, quieter operation and continuous dimming capabilities. The exclusive Venture arc tube technology is also safer for the environment, using an average of 25 percent less mercury than traditional metal halide. Visit Venture Lighting online at [www.venturelighting.com](http://www.venturelighting.com).