

Retail Lighting.
Automotive.

ansorg



Good light is
good business.

LIGHT FOR THE CAR SHOW ROOM

ansorg

CAR SHOWROOMS ARE REALMS TO BE EXPERIENCED.

Light is an important tool with which the vehicles on display are given a perfect charisma and a visit to the car dealer becomes a sensuous experience.

By means of different lighting situations in each case different shape elements are to be placed at the forefront. Direct and indirect light, point-shaped or wide-area lighting, light colour temperature and intensity are only some of the parameters that

influence the plasticity and hence the character of the vehicle.

The lighting for a car showroom is an important investment. The aim of every investment is the promotion of sales.

By means of customized lighting design with optimized energy consumption and long maintenance cycles operating costs can be significantly reduced.



INDEX



4
ADVANTAGES FOR THE
ANSORG CUSTOMERS
We show your cars in the right light

6
ECONOMICAL AND
EFFICIENT LIGHTING
SOLUTIONS
HIT – LED: A comparison of lighting concepts

8
ECONOMICAL AND
EFFICIENT LIGHTING
SOLUTIONS
HIT – LED: Facts & Figures

10
Extensive product range
Light à la carte

12
FUNCTIONAL AREAS
Lighting areas in the car showroom

14
PROJECTS

- 16 Al Tayer, Sharjah
- 24 Aston Martin, Nürburgring
- 26 Audi, Västerås
- 30 Autohaus Moll, Aachen
- 36 Kia, Bremen
- 40 Landrover, Perth
- 44 Mercedes Kunzmann, Aschaffenburg
- 48 Porsche, La Rochelle
- 52 Renault, Cologne
- 56 Toyota, La Rochelle
- 60 VW Fisser & Scheers, Emmerich



ADVANTAGES FOR ANSORG CUSTOMERS

WE SHOW YOUR CARS IN THE RIGHT LIGHT



WHAT DO CUSTOMERS GET FROM US?

- + Economical and efficient lighting solutions
- + Extensive product range and technical competence
- + Sales-promoting lighting concepts
- + Lighting design & project management
- + Process and product quality
- + Global sales network for direct contact

HOW DO WE DO THINGS?

WHAT SETS US APART?

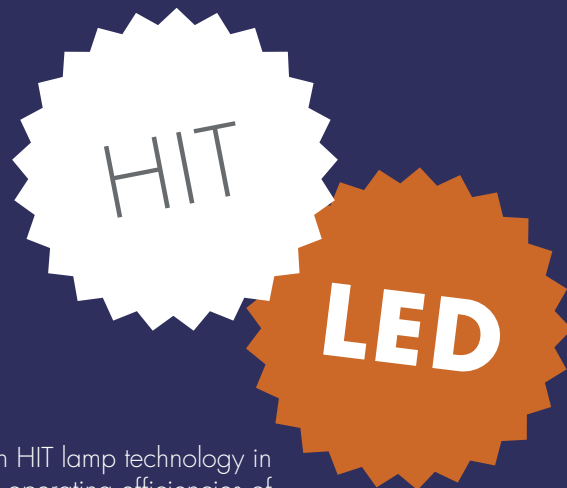
- + Emotional presentation of the vehicles and the architecture
- + Taking trademark concepts into account
- + Established competence for more than 55 years
- + Innovative LED and HIT technology
- + Competitive price level
- + Preparation of profitability calculations
- + Competent support on the spot

ADVANTAGES FOR ANSORG CUSTOMERS

ECONOMICAL AND EFFICIENT LIGHTING SOLUTIONS

HIT – **LED**: A comparison of lighting concepts

Light shapes the room. Light facilitates orientation, accentuation and scene setting. Light becomes an aesthetic building block, a dramaturgical instrument, as part of an overall visual concept. In this way the corporate identity concepts of the different automotive manufacturers are effectively implemented by the use of innovative lamp technology.



With the use of modern HIT lamp technology in conjunction with the high operating efficiencies of innovative luminaires a reduction of the wattage from 150 to 70 watts and from 70 to 35 watts is possible. This leads to markedly lower operating costs with optimum lighting quality.

The luminous efficacy and the colour rendition of the energy-efficient LED technology has been continuously developed further and improved in recent years. Due to the long service life LED equipment requires almost no maintenance and is particularly suitable for use in high-ceiling rooms.



LED

HIT

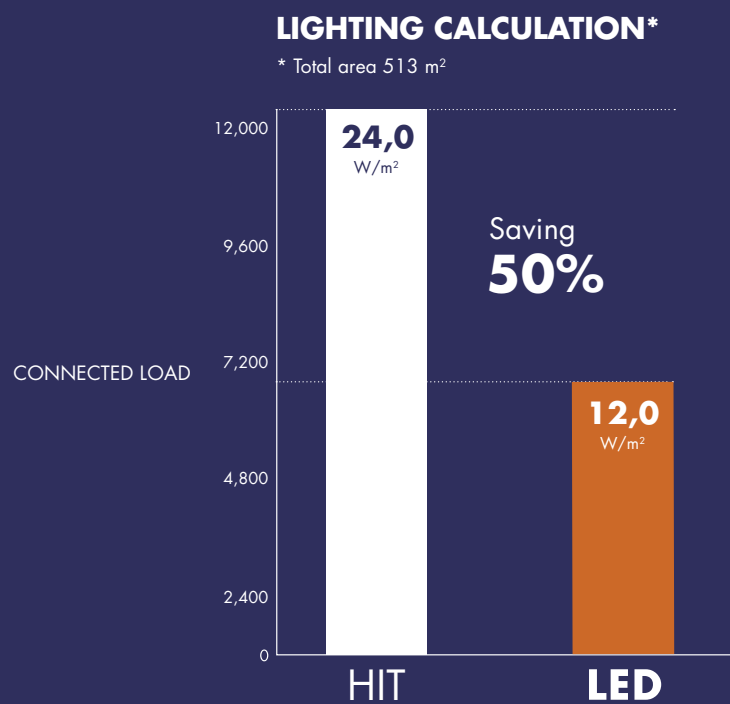
- + High contrasts due to less scattered light
- + Very good luminous efficacy and colour rendition, optimal perception of automotive coatings

- + Scattered light percentage generates soft transitions
- + Brilliant light defines the shapes very well

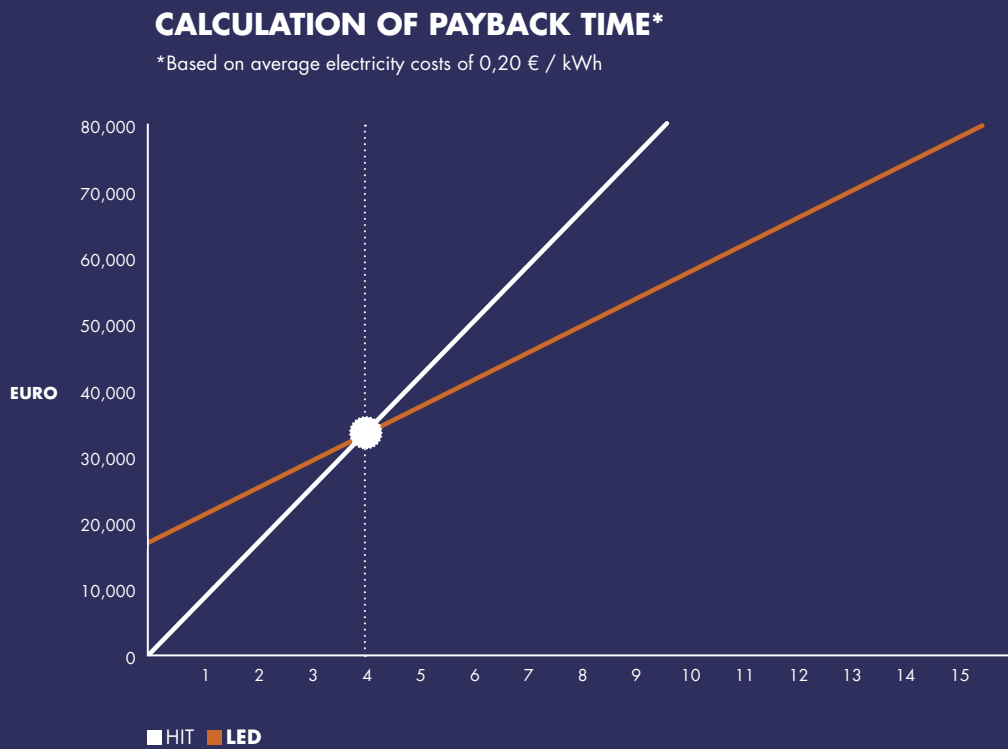
ADVANTAGES FOR ANSORG CUSTOMERS

ECONOMICAL AND EFFICIENT LIGHTING SOLUTIONS

HIT – LED: Facts & Figures



We will advise you and create a custom lighting design taking into account the manufacturer concepts including an economic appraisal. Talk to us!



- HIT
- + Efficient lamps
 - + High operating efficiencies
 - + Reducing the wattage at the same light intensity with the help of modern lamp technology
 - + Electronic ballast technology
 - + Lower operating costs

- LED
- + Lower maintenance costs / operating time up to 50,000 hours
 - + Low energy consumption / low electricity costs
 - + Low heat development in the beam direction of the light
 - + No delay of the light output upon switching on / flicker-free light
 - + Continuously dimmable, without change of the light colour temperature
 - + No UV and infrared radiation

ADVANTAGES FOR ANSORG CUSTOMERS

EXTENSIVE PRODUCT RANGE



LIGHT À LA CARTE

From the standard product to the customer-specific product development
Ansorg provides lighting solutions of proven quality.



1

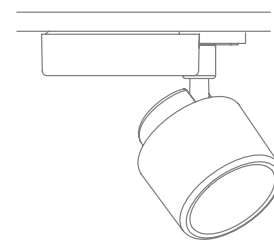
Choose from the Ansorg standard range and experience the quality of technically sophisticated and aesthetically convincing luminaires.

2

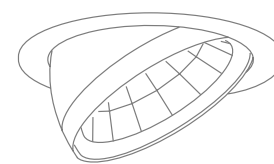
Special room situations require modified standard solutions of specifically optimised lighting quality from Ansorg.

3

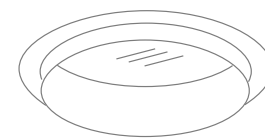
Allow your wishes to become reality. Ansorg develops property-specific special solutions of premium quality for the highest standards.



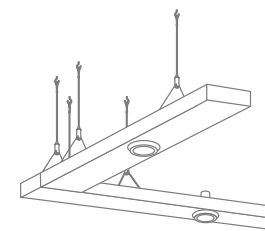
Spotlights



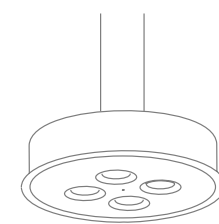
Recessed Spotlights



Downlights



Systems



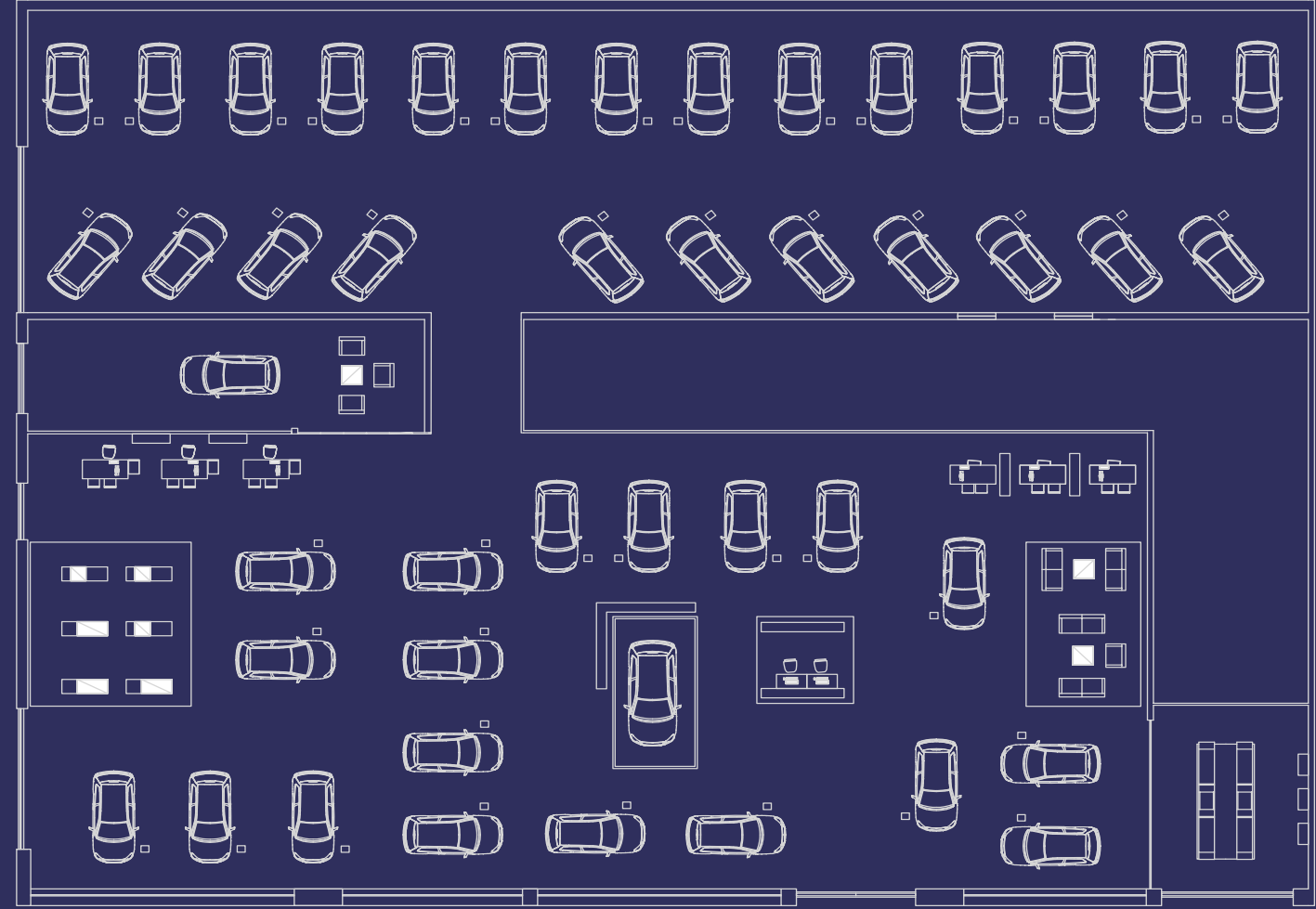
Suspended Luminaires



TAKE A
CLOSER
LOOK
AT LIGHT

FUNCTIONAL AREAS

LIGHTING AREAS IN THE CAR SHOWROOM



QUALITY

TECHNOLOGY

SERVICE

PRODUCTS

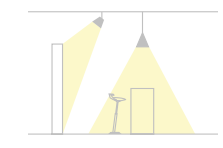
Especially for the automotive trade Ansorg has put together a selection of luminaires that best illuminate all functional areas. Hence the requirements and tasks are always ideally met and covered. Our product portfolio provides a secure basis with regard to the technology and the optimum price/performance ratio. In addition, we carry out special trademark-specific design and production within the scope of the respective corporate design.

COMPETENCE

Attractive, sales-promoting and economical merchandise presentation with light has been Ansorg's objective for more than 55 years. Our technical competence, confirmed by various test certificates, guarantees production meeting high quality and safety requirements. Ansorg's logistic and sales structure provides optimum support and handling for international chain store owners.

LIGHTING DESIGN

Ansorg has developed lighting solutions based on the respective corporate design of the different car manufacturers. These lighting concepts help you to design your location flexibly and in an individualised manner. Every architectural situation, every functional area makes its own demands on efficient lighting technology implementation. For this, the most important parameters such as colour temperature, colour rendition and illuminance are always taken into account.



Reception



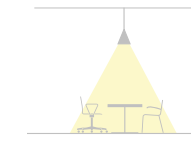
- ✦ Great long-distance impact by means of illuminated logo on rear wall
- ✦ Computer monitor-compatible workstation lighting
- ✦ Lighting scene adapted to the particular architecture



Waiting area



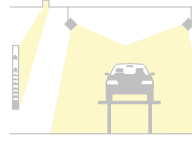
- ✦ Subdued, atmospheric lighting – separated from the ambient lighting
- ✦ Decorative lighting



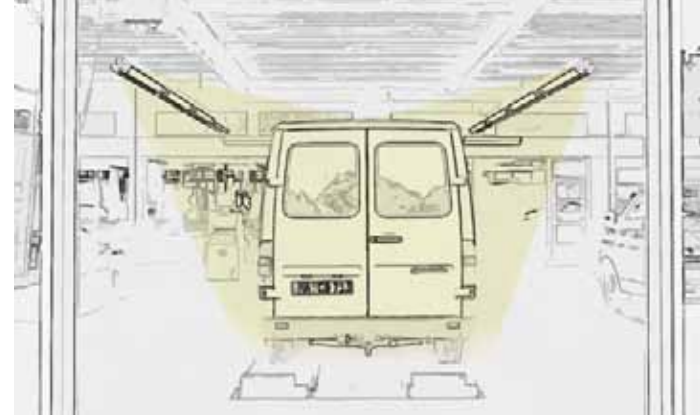
Customer service counter



- ✦ Computer monitor-compatible workstation lighting according to the Workplace Ordinance



Vehicle adoption



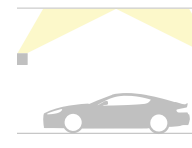
- ✦ Functional illumination of the vehicle
- ✦ Homogeneous ambient lighting
- ✦ Accentuated illumination of the accessories



Used car presentation



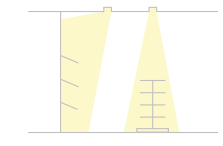
- ✦ Homogeneous, whole-area illumination
- ✦ Linear lighting



Hand-over



- ✦ Emotional illumination
- ✦ Indirect and hence diffuse light makes the paintwork surface appear homogeneous



Accessory shop



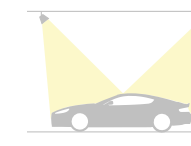
- ✦ Systematic illumination of goods, emphasizing of the products against the surrounding area
- ✦ Adaptation of the lighting to the product carriers



Car colors and car paints



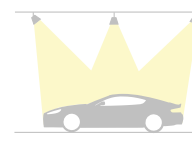
- ✦ Lighting effects with excellent color rendering and color recognition



New car presentation



- ✦ Position-dependent ambient lighting recommended
- ✦ With the lighting the scenes are set for the vehicles
- ✦ Light and shade underline the physical effect of the vehicle
- ✦ Preferably use of pointlike light sources
- ✦ Lighting of the vertical wall surfaces facilitates the perception of the showroom as a whole and makes orientation within the room easier
- ✦ Illuminance on the rear wall was meant ideally to be twice that of the ambient light
- ✦ Long-distance impact of the car showroom can be enhanced with intense illumination near the windows



Highlight



- ✦ The scene is set for the vehicle by means of higher illuminance





TAKE A
CLOSER
LOOK
AT PROJECTS



AL TAYER MOTORS CAR SHOWROOM

SHARJAH, UNITED ARAB EMIRATES

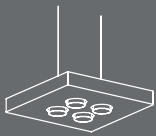


PRODUCTS



TAKE

- + Economic efficiency and long product life due to a high-quality luminaire housing
- + Optimised reflector technology for brilliant light quality and high efficiencies
- + Maintenance and user-friendly and can be fitted without the use of tools



PIAZZA

- + Geometrical design
- + High-performance LED technology
- + Low maintenance
- + High degree of viewing comfort, no glare



MAXX

- + The reflector is the shape-determining moment
- + Excellent glare-reduction of the reflectors for perfect ease of vision
- + Large variety of structural shapes

AL TAYER MOTORS CAR SHOWROOM

SHARJAH, UNITED ARAB EMIRATES



PROJECT DETAILS

- + Area: 6,350 m²
- + Architect: Godwin Austen Johnson
- + Contractor: System Construct LLC
- + Lighting design: Ansorg GmbH, Mülheim
- + Photographer: Nic Arnold, Dubai
- + Luminaires: Take TKL, Piazza PSL, Maxx MCL, Lightstripe LEL/LCL, Punta NRL, Collection CPL



AL TAYER MOTORS CAR SHOWROOM

SHARJAH, UNITED ARAB EMIRATES



AL TAYER MOTORS CAR SHOWROOM

SHARJAH, UNITED ARAB EMIRATES



ASTON MARTIN

NÜRBURGRING, GERMANY



CARDO

- + The design networking with the series Brick, Lightstripe and Cardo Systems favours the creation of a harmonious ceiling design
- + Due to mounting on gimbals, the light can be directed in any direction desired



TECNO

- + Reduction to a basic geometrical shape
- + Facelift: greater economic efficiency due to the use of low-loss ballast equipment with optimised reflector efficiency



LINEA

- + Good glare reduction of the reflectors for optimum ease of vision
- + MultiWatt ballast increases the flexibility for the use of various lamp wattages
- + Solution for ambient lighting with good price/performance ratio

PROJECT DETAILS

- + Area: 190 m²
- + Architect: Imagination, London
- + Lighting design: Ansorg GmbH, Mülheim
- + Shopfitter: Deco Leisure GmbH, Wesel
- + Photographer: Aston Martin Lagonda Ltd., Warwick
- + Luminaires: Cardo, Tecno, Linea





AUDI

VÄSTERÅS, SWEDEN



PRODUCTS



SOLARIS

- + A parabolic reflector and a structured glass produces light in a narrow beam.
- + Intense bright spots of light serve as a orientation aid and as an aesthetic attraction.



CARDO

- + The design networking with the series Brick, Lightstripe and Cardo Systems favours the creation of a harmonious ceiling design
- + Due to mounting on gimbals, the light can be directed in any direction desired



PROJECT DETAILS

- + Project details
- + Area: 1,950 m²
- + Client: Möller bil, Västerås
- + Lighting design: Ansorg GmbH, Mülheim
- + Photographer: Andreas Eklund, Stockholm
- + Luminaires: Solaris, Cardo CBL, Ambient LED, Special solution



AUTOHAUS MOLL

AACHEN, GERMANY

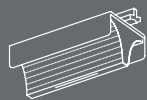


PRODUCTS



TAKE

- + Economic efficiency and long product life due to a high-quality luminaire housing
- + Optimised reflector technology for brilliant light quality and high efficiencies
- + Maintenance and user-friendly and can be fitted without the use of tools



NAVO

- + Efficient and economical LED-lighting solution
- + Dynamical accentuated light distribution, focusable for different aisle widths
- + Innovative geometry of luminaire
- + Innovative reflector technology



LIGHTSTRIPE

- + Extensive, modular luminaire system for universal lighting tasks
- + Extensible to form an infinitely long lighting duct system
- + Maximum flexibility, since it can at any time be adjusted to changed space situations



AUTOHAUS MOLL

AACHEN, GERMANY



PROJECT DETAILS

- + Area: 1,962 m²
- + Client: Moll Automobile GmbH & Co. KG, Aachen
- + Lighting design: Ansorg GmbH, Mülheim
- + Photographer: Tobias Trapp, Oldenburg
- + Luminaires: Take TKL, Navo Special Solution, Lightstripe LCL

AUTOHAUS MOLL

AACHEN, GERMANY





PRODUCTS



BIT

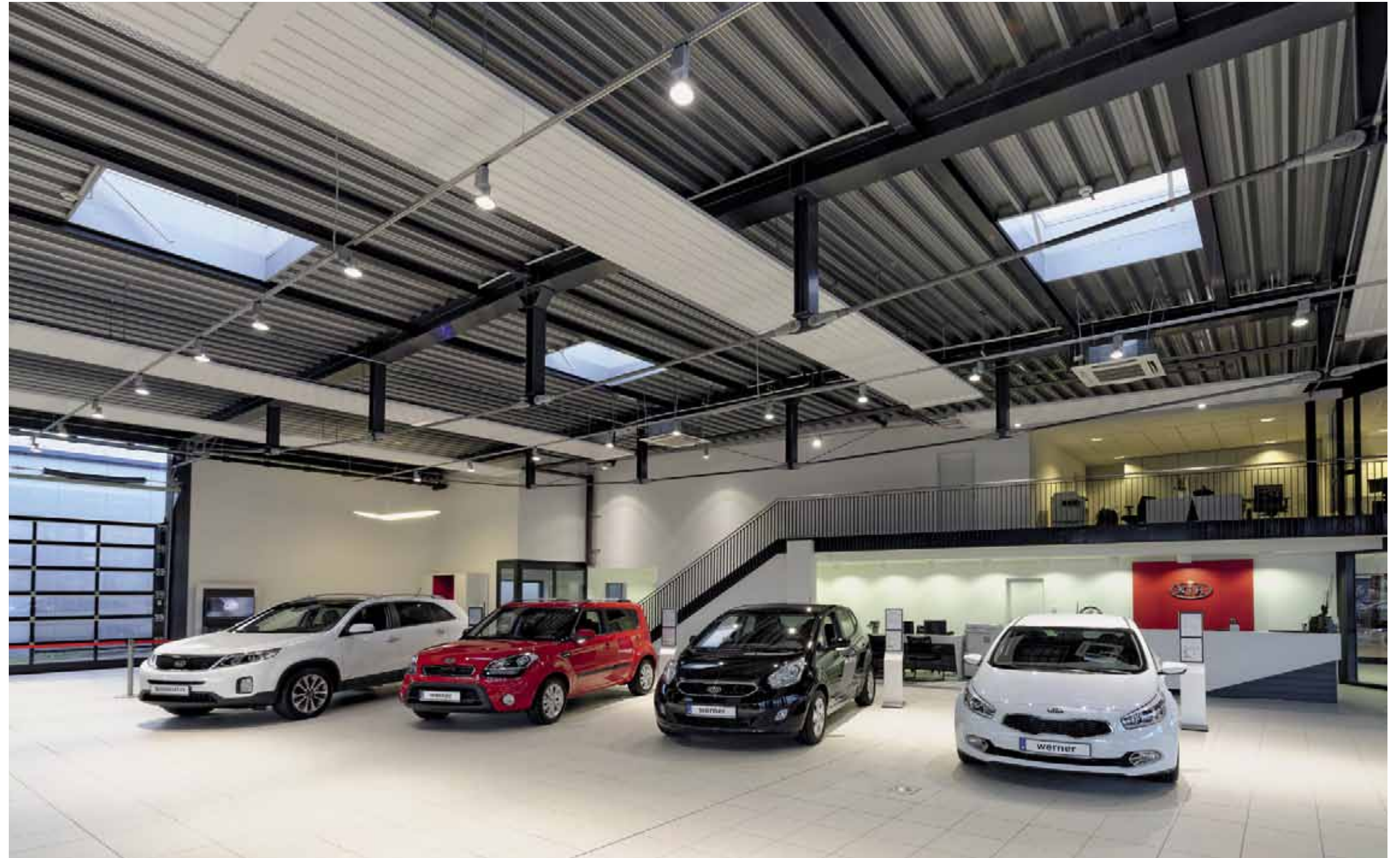
- + Particularly economical spotlight with a light output ratio of up to 80%
- + Material selection from the point of view of sustainability
- + Very good price/performance ratio (low investment per klm)





PROJECT DETAILS

- + Area: 850 m²
- + Client: Werner Automobile GmbH, Bremen
- + Architect: Planerzirkel - consulting architects GmbH, Hildesheim
- + Lighting design: Ansorg GmbH, Mülheim
- + Photographer: Tobias Trapp, Oldenburg
- + Luminaires: Bit BTC





LANDROVER

PERTH, AUSTRALIA



PRODUCTS



MAXX

- + The reflector is the shape-determining moment
- + Excellent glare-reduction of the reflectors for perfect ease of vision
- + Large variety of structural shapes



BOLA

- + Rotationally symmetrical wallwasher with a low recessing depth creating an impression of being flush with the ceiling
- + The reflector equipment permits homogeneous illumination flush with the ceiling as far as the floor. Due to the secondary reflector, additional illumination of the top edges of the walls is not necessary

LANDROVER

PERTH, AUSTRALIA



PROJECT DETAILS

- ✦ Area: 280 m²
- ✦ Client: Southern Landrover - Barbagallo, Cannington
- ✦ Lighting design: Radiant Lighting, Balcatta
- ✦ Photographer: Joel Barbitta, Perth
- ✦ Luminaires: Maxx, Bola



MERCEDES KUNZMANN

ASCHAFFENBURG, GERMANY



PRODUCTS



TAKE

- + Economic efficiency and long product life due to a high-quality luminaire housing
- + Optimised reflector technology for brilliant light quality and high efficiencies
- + Maintenance and user-friendly and can be fitted without the use of tools



PIAZZA

- + Geometrical design
- + High-performance LED technology
- + Low maintenance
- + High degree of viewing comfort, no glare



MERCEDES KUNZMANN

ASCHAFFENBURG, GERMANY



PROJECT DETAILS

- + Area: 1,376 m²
- + Client: Robert Kunzmann GmbH & Co. KG, Aschaffenburg
- + Architect: Ulrich Köhler, Stuttgart
- + Interior Design: Rüdiger Schulze, Berlin
- + Lighting design: Ansorg GmbH, Mülheim
- + Photographer: Tobias Trapp, Oldenburg
- + Luminaires: Piazza PRL, Take TKL



PORSCHE

LA ROCHELLE, FRANCE

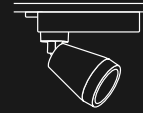


PRODUCTS



TECNO

- + Reduction to a basic geometrical shape
- + Facelift: greater economic efficiency due to the use of low-loss ballast equipment with optimised reflector efficiency



BRICK

- + Qualitatively high-grade material version made of diecast aluminium
- + The position of the tilting mechanism at only one point makes it possible to use it as a directional spotlight or as a downlight



PROJECT DETAILS

- + Area: 390 m²
- + Client: Porsche France SA, Boulogne Billancourt
- + Architect: Frédéric Periot, Les Sables d'Olonne
- + Lighting design : Porsche France SA, Boulogne Billancourt, Ansorg France
- + Photographer: Ansorg France
- + Luminaires: Tecno TBL, Brick BML



PRODUCTS



TAKE

- + Economic efficiency and long product life due to a high-quality luminaire housing
- + Optimised reflector technology for brilliant light quality and high efficiencies
- + Maintenance and user-friendly and can be fitted without the use of tools



CORDLINE

- + Strip lighting system as a quick-mounting system
- + Connection of the profiles without the use of tools





PROJECT DETAILS

- + Area: 2,200 m²
- + Client: Renault Niederlassung Cologne
- + Lighting design: Ansorg GmbH, Mülheim
- + Photographer: Tobias Trapp, Oldenburg
- + Luminaires: Take TKC, Cordline special solution



TOYOTA

LA ROCHELLE, FRANCE



PRODUCTS



VELO

- + Integrated temperature separation between reflector and ballast equipment in a very confined space: this results in a higher product life for all of the components and at the same time makes a compact structural shape possible
- + Efficient reflectors and a high light output reduce the number of luminaires required



BOLA

- + Rotationally symmetrical wallwasher with a low recessing depth creating an impression of being flush with the ceiling
- + The reflector equipment permits homogeneous illumination flush with the ceiling as far as the floor. Due to the secondary reflector, additional illumination of the top edges of the walls is not necessary



CARDO

- + The design networking with the series Brick, Lightstripe and Cardo Systems favours the creation of a harmonious ceiling design
- + Due to mounting on gimbals, the light can be directed in any direction desired



PROJECT DETAILS

- + Area: 1,066 m²
- + Client: Toyota France, Vaucresson Cedex
- + Architect: Toyota France, Vaucresson Cedex
- + Lighting design: Ansorg France
- + Photographer: Ansorg France
- + Luminaires: Velo VEL, Bola, Cardo, Classic Ball

VW FISSER & SCHEERS

EMMERICH, GERMANY



PRODUCTS



TAKE

- + Economic efficiency and long product life due to a high-quality luminaire housing
- + Optimised reflector technology for brilliant light quality and high efficiencies
- + Maintenance and user-friendly and can be fitted without the use of tools



CARDO

- + The design networking with the series Brick, Lightstripe and Cardo Systems favours the creation of a harmonious ceiling design
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LIGHTSTRIPE

- + Extensive, modular luminaire system for universal lighting tasks
- + Extensible to form an infinitely long lighting duct system
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VW FISSER & SCHEERS

EMMERICH, GERMANY



PROJECT DETAILS

- + Area: 420 m²
- + Client: Fisser & Scheers GmbH & Co. KG, Emmerich
- + Lighting design: Ansorg GmbH, Mülheim
- + Photographer: Tobias Trapp, Oldenburg
- + Luminaires: Take TKL, Cardo CBL, Lightstripe LWL, Special solution



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GOOD LIGHT IS GOOD BUSINESS

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