

# CASE STUDY

Bilia, Haga norra, Sweden



Bilia is the largest car and transport vehicle dealership in the Nordic Region with a prominent position in service and sales of passenger cars and transport vehicles, as well as supplementary services.

### **Reduce the number of replacements with Aura Long Life**

– We need to move cars in our showrooms in order to replace fluorescent lamps which we want to avoid as much as possible. Furthermore, the Aura Long Life concept observes the environmental objectives set by Bilia, says Mats Thorsell.

### **Good service**

– Initially we were in touch with ordering/customer service who provided us with first-rate material on both products and savings, and we were then paid a visit by the district sales manager. She has always been on hand to help us take stock together with our property managers, which has helped ensure we always get the right products, says Mats.



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### **About Aura**

Aura supplies Long Life light sources and solutions. With a lifetime that is at least three times longer, you can reduce your maintenance costs and environmental impact by a third. With our T8 Eco Saver and Eco Lighting Solutions, you can also reduce your energy consumption dramatically, thus reducing your energy costs and carbon footprint further.