

Powerful Light for a Strong Brand Presence: Ansorg's Lighting Solution at TCB Toyota Dealership

At the TCB Toyota dealership in Mülheim an der Ruhr, the lighting experts at Ansorg are implementing a new lighting solution for the automotive sector for the first time, combining deep brilliance with high coverage. By using the innovative and recently patented Glorea luminaires, the lighting concept elevates the visual appeal of the vehicles to a new level, supports the architectural character of the showroom, and creates an inviting and modern atmosphere for customers. The concept for Toyota was developed with the goal of presenting the vehicles on the 738-square-meter sales floor in premium lighting with excellent color rendering and high-contrast illumination to showcase the brand's strength.

Glorea: Brilliance and Flexibility for a Perfect Brand Experience

Instead of conventional ambient lighting, Ansorg's lighting planners opted for accentuated and brilliant illumination across the entire dealership using Glorea luminaires. The integrated 7-in-1 technology creates an overlapping light pattern that achieves the effect of multiple spotlights with a single luminaire. This ensures consistent brightness and brilliance without requiring manual adjustment of the lighting – a crucial advantage for the flexible use of the showroom.

In addition to its uniform light distribution, the luminaire powerfully highlights the shape and details of the vehicles, regardless of their position. The result is a lighting atmosphere that makes the vehicles appear vibrant and inviting while ensuring optimal illumination of the showroom even with changing

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Seite: 2 von 4

daylight conditions. *"The open architecture, with plenty of natural light streaming in through more than 50 meters of window fronts and three skylights, requires a powerful lighting solution. Ansorg achieved this with Glorea. Even in the evening hours, the appearance of daylight is brought into the exhibition space,"* explains Oliver Dietz, Managing Director of TCB Toyota.

Ansorg has optimally utilized the architectural features of the Toyota showroom to seamlessly combine light and spatial structure. The glass façades and open room concept support the light-filled atmosphere of the showroom. The grid-installed Glorea luminaires harmoniously integrate into the distinctive trapezoidal ceiling. Power tracks run beneath the pitched roof at a height of over four meters, giving the exhibition space a clear structure. The lighting design resembles a navigation system, providing customers with intuitive orientation and guiding them unobtrusively through the space – an aesthetic and functional solution that meets Toyota's high standards.

Basic Lighting with Glorea Complements Special Highlights: The Lounge Area and Highlight Spots for Vehicles

Ansorg's lighting concept at the TCB Toyota dealership also creates spaces for retreat and comfort. In the centrally located lounge area – positioned between two wooden partitions – warm light dominates, creating a cozy and private atmosphere. Here, customers can sit back, have consultations, or simply take in the vehicles on display nearby.

Four square-shaped light frames provide targeted accents in the highlight zones, visually emphasizing selected vehicle models and offering orientation for finding service and consultation areas. The frames, equipped with

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Seite: 3 von 4

mounted luminaires and a linear lighting system, are arranged to impressively showcase the curves and surfaces of the lead cars, making the models appear as though they are on a stage. For particularly strong visual impact, a wooden room divider with a large video screen was placed behind a highlight vehicle. Together with the light frame and precise spotlights, this creates a captivating display stage at the center of the sales floor, directly opposite the lounge.

Sustainability – Lighting Design for the Future

"In addition to the aesthetic and functional strength of the Glorea lighting concept for general illumination, energy efficiency is a key aspect of the new lighting solution," notes Marc Cornelius, Head of Sales at Ansorg. With a consumption of just 4.3 watts per square meter and high efficiency of 130 lumens per watt, the concept significantly reduces the energy needs of the dealership and contributes to more environmentally friendly lighting. The luminaires offer excellent color rendering (CRI 90), further enhancing the quality of vehicle presentation and meeting the automotive industry's high standards for premium staging.

A Bright Example of Modern Dealership Lighting

"With the lighting solution at the TCB Toyota dealership, Ansorg is setting new standards for presentation in car dealerships. The combination of efficient general lighting, flexible design possibilities in the showroom, and targeted accent lighting not only meets the automotive industry's requirements but also enriches the customer journey with a visually impressive experience," says Oliver Dietz. He adds, *"The Glorea luminaires quite literally make Toyota models shine – a forward-looking lighting concept that could serve as a model for other dealerships."*

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Projektinformationen

Client:	TCB Toyota
Location:	Mülheim an der Ruhr
Area:	738 m ²
Interiour Architect:	Arkadis
Shopfitting:	Umdasch
Lighting & Planning:	Ansorg
Energy Consumption:	4,3 Watt/m ²
Luminaires:	Glorea GLT, Iqona IMT, Lintra

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