



TRI LUX
SIMPLIFY YOUR LIGHT.

LET'S GO BEYOND

Willkommen
TCB AU

STYLE DEINEN TOYOTA

TCB TOYOTA

Germany

TCB Toyota

At the TCB Toyota car dealership in Mülheim an der Ruhr, the lighting experts at TRILUX are implementing a new lighting solution in the automotive sector for the first time, combining deep brilliance with extensive reach.

By strategically utilizing the innovative and recently patented Glorea luminaires, the lighting concept elevates the vehicles' appeal to a new level, enhances the architectural character of the showroom, and creates an inviting, modern atmosphere for customers.

The concept for Toyota was developed with the goal of showcasing the vehicles on the 738-square-meter sales floor in a brand-focused manner, using premium lighting with excellent color rendering and high-contrast illumination.



Address

Schultenhofstraße 38,
45475 Mülheim an der
Ruhr, Germany



Photos

Tobias Trapp



Architect

Arkadis







Instead of conventional basic lighting, TRILUX's lighting designers rely on an accentuated and brilliant illumination solution across the entire area of the dealership. The integrated 7-in-1 technology creates an overlapping light pattern, allowing a single luminaire to achieve the effect of multiple spotlights. This ensures consistent brightness and brilliance without the need for manual adjustments—a key advantage for the flexible use of the showroom.

In addition to providing uniform light distribution, the luminaires powerfully highlight the form and details of the vehicles, regardless of their position. The result is a lighting atmosphere that makes the vehicles appear vibrant and inviting, while optimally illuminating the showroom even under changing daylight conditions.

The lighting design concept is reminiscent of a navigation system, intuitively guiding customers through the space in a subtle and seamless manner. This aesthetic and functional solution meets Toyota's high standards, enhancing both the customer experience and the brand's image.







»The open architecture, with ample daylight streaming through the more than 50-meter-long window fronts and the three skylights, requires a powerful lighting solution. TRILUX has achieved this. Even in the evening hours, the daylight atmosphere is brought into the showroom.«

Oliver Dietz

Managing Director of TCB Toyota

MORE PICTURES

