

CASE STUDY

# VEHICLE SALES & SERVICE

**MBMA**  
METAL BUILDING MANUFACTURERS ASSOCIATION®  
Research | Leadership | Education

503



THE LOOK YOU WANT.  
THE FUNCTIONALITY YOU NEED.





Vehicle sales and services are building categories that greatly benefit from metal building systems.

### VEHICLE SALES INCLUDES:

- Agricultural Equipment
- Automotive
- Aviation
- Heavy Equipment
- Motorcycle
- Recreational Vehicles

### VEHICLE SERVICE INCLUDES:

- Collision Specialists
- Paint & Body Shops
- Service Centers
- Specialty Services (oil change, tires, transmission, etc.)
- Vehicle Repair
- Vehicle Restoration (vintage and collectible)

Metal building systems accommodate these types of businesses very well for a variety of reasons.

## HERE ARE THE TOP 10...

**1** Metal buildings provide a versatile, clearspan structure. This means that interior columns are not needed, allowing vehicles to be moved in and out with ease. In addition, the column-free space is extremely adaptable to accommodate all vehicle sizes and shapes.

**2** Versatility is a key component of metal buildings. By incorporating various shapes, styles, colors and exterior materials, a car dealership or service center can exude a high-design architectural appeal. However, a basic metal building system provides all the quality and flexibility needed for a less dramatic facility, such as a paint and body shop, at a very competitive rate.

**3** Metal buildings provide business owners with a building solution that is quick to construct. In fact, metal buildings are custom-manufactured for each location, then all manufactured items are delivered at one time and quickly assembled by metal building construction professionals. Most metal buildings are constructed in a fraction of the time it takes to build a conventional structure, such as one made of wood or concrete.

**4** Vehicle service locations are tough on buildings. Oils, lubricants, dirt, paint, debris and more can quickly tarnish a building's appearance and its life cycle. These detriments do not exist for metal buildings. The buildings are long-lasting and low-maintenance. They clean up with water. Painted panels minimize chalking and fading caused by UV

rays, rain, humidity and weathering. Some metal panels incorporating a paint that contains polyester come with a full 40-year warranty against chipping, cracking, peeling and blistering.

**5** Metal buildings are steel-strong and have proven resilient in extreme conditions involving wind, hail and fire.

**6** Metal roofing, one element of a metal building, has been shown to withstand winds of 140 mph. In seismic zones, low-weight flexible frame options offer higher resistance to seismic activity. Further, all metal roofs allow easy attachment of solar panels to deliver energy savings.

**7** As a business grows, so can the building. Expansion typically involves the simple removal of an end or side wall, erection of additional structural frames, and matching of the existing wall. The ability to add a showroom, office, mechanic's bay and more is an attribute already built into the metal building design.

**8** Noise is inevitable in a vehicle sales or service building but can be reduced dramatically. With any metal building, the proper use of thermal insulation helps prevent exterior sound transmission, while quieting the noise by absorbing reverberating sound.

**9** Short build-out times translate to earlier occupancy and a quicker start of business. Metal building erection time and costs are highly predictable since all parts are manufactured and shipped to the site—typically in just six to eight weeks from the time an order is submitted.

**10** Metal buildings are a green solution. They are composed of steel and are 100% recyclable. Nearly every metal building component incorporates recycled steel. An independent study also reveals that, for the types of projects where metal buildings are most economical, they typically perform better in life-cycle analyses and have the least material impact on the environment.







## A CASE STUDY IN BUILDING EXCELLENCE FOR VEHICLE SALES & SERVICE

Deacon's Chrysler Jeep • Mayfield Village, OH

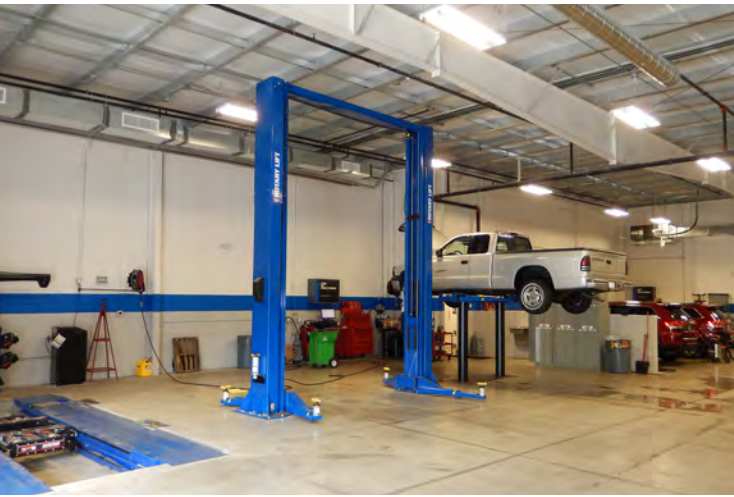
*“Roof insulation of R-30 is a big value with rising energy costs every year.”*

Bill Carey,  
Carey Construction Group LLC

## METAL PROVES A WISE CHOICE FOR NEW CAR DEALERSHIP

**Deacon's Chrysler Jeep** in the Cleveland suburb of Mayfield Village, Ohio, is a 27,735-square-foot facility that features a red brick exterior with glass, aluminum and precast concrete accents. A distinctive metal arch—a corporate branding symbol for Chrysler—is an eye-catching feature that was customized by the building's design-build contractor, Carey Construction Group LLC, of Wellington, Ohio. The facility is topped with a standing seam, insulated metal roof. “Roof insulation of R-30 is a big value with rising energy costs every year,” notes Bill Carey.

The building was designed by Davison Smith Certo Architects of Cleveland, with Randy Smith as the principal in charge. Smith says that some architects are still in the dark about the design capabilities of metal buildings. “Working with metal building framing, roofing and siding in conjunction with brick, masonry, precast concrete, glass or other materials on the façades has allowed us to incorporate the benefits



## DEACON'S CHRYSLER JEEP

*“The finished building looks great and people tell me all the time how it improved the look of the area.”*

Jim Deacon

of the metal building into projects of many functions, styles, and appearances,” Smith says. “In this case, we were able to incorporate both the village’s desire for a design that complemented the local aesthetics (by incorporating brick and referencing traditional details), while blending in the contemporary image and materials established by Chrysler’s corporate standards.”

Jim Deacon, owner of the Chrysler Jeep dealership, laid down very specific requirements: 1) the business must remain open during construction; 2) the new building must be built to the budget; and 3) the building must meet design guidelines mandated from both the village and Chrysler.

During the design process, the decision was made to complete construction in three phases and to completely demolish the original concrete block structure. The decision required a change in project scope to include replacement of the existing service bays. The first phase involved expansion of the dealership onto the rezoned property and the implementation of site improvements. The second phase involved construction of the showroom and customer service areas. Next, nine service bays were built and a temporary wall was erected to separate the old and new service departments. This permitted demolition of the existing building with minimal disruption in the functional new building. Once the original building was removed, more bays were constructed, creating a 21-bay service area and car wash that completed phase three.

“In our experience, metal building structures are ideally suited to these types of requirements,” Smith adds. “Once the need for the clearspans was introduced to the project, it made sense to incorporate the metal building structure for the entire building in order to gain the economic efficiencies of a single structural supplier. The metal building structure also allowed for phasing of the construction, which became crucial to maintaining operations in the existing areas during construction.”

Deacon was pleasantly surprised to find that sales actually increased during the 20 months of construction. In addition, by completing the project, the company was eligible to add the Dodge and Ram brands to its existing Chrysler-Jeep product lineup. “The finished building looks great and people tell me all the time how it improved the look of the area,” Deacon says.



# MINI CASE STUDIES SHOW DIVERSITY OF POSSIBILITIES FOR VEHICLE SALES AND SERVICE FACILITIES







Newmar Service Center • Nappanee, IN

## NEWMAR SERVICE CENTER



**Newmar Service Center** in Nappanee, Indiana, provides recreational vehicle (RV) owners with a pleasant, comfortable environment that also brings professionalism and efficiency to a very high level. Designed and constructed by Ace Builders, the expansive structure includes 52 service bays and a warehousing area, as well as a parts store, private offices and a large conference room used primarily for educational programs for Newmar dealers and technicians. A spacious and open customer lounge provides computer workstations and Wi-Fi. Other customer amenities include a snack bar and kitchen, laundry facilities and a pet lounge.

*“Newmar Corporation’s state-of-the-art service center raises the bar and, it can be said, establishes a new standard in customer service.”*

Family RVing magazine







Dick Hannah Collision Center • Vancouver, WA

## DICK HANNAH COLLISION CENTER

**Dick Hannah Collision Center** in Vancouver, Washington, provides full vehicle services under one roof. More than three times the size of the company's previous location, the structure offers a major improvement in the customer experience and provides an extremely efficient and well-designed workspace to enhance systems and processes and to streamline work activities. This 75,000-square foot metal building is a state-of-the-art facility featuring two large lounges and an enclosed vehicle write-up area. The interior layout allows for over 75 workstations and boasts four double-sized spray booths, a high-roof paint booth and 45 adjustable height lifts with compressed air. Strategically placed trench drains are located in the vehicle drop-off area and at the car wash booth.







Universal Fleet RV & Auto Collision Inc • Frederick, CO

## UNIVERSAL FLEET RV & AUTO COLLISION INC.



**Universal Fleet RV & Auto Collision Inc.** in Frederick, Colorado, is a multipurpose, multiservice vehicle repair and maintenance center. When the company needed to upgrade and expand its service location, the owners chose a metal building solution. Constructed by Baker Builders LLC, the 12,800-square-foot facility has six overhead doors, an oversized RV paint booth and paint mixing space, and the clearspan design provides room to fit Class A RVs and motor coaches. A demising wall, a specially constructed partition that separates two different uses or occupancies, allows the office and service space to fit effectively and economically into the building footprint. Also, included is a custom compressor room, providing for an enclosed and conditioned specialty space.





## BOB BOYTE HONDA

**Bob Boyte Honda**, of Brandon, Mississippi, recently expanded their operations by adding a full-service auto dealership in Moss Point. Constructed by MB Erectors, the attractive, multi-building complex features a showroom, a service center and ancillary workspace. It is topped with a metal standing seam roof. Located on the busy Highway 63 corridor, the 31,000-square-foot facility provides a large, dramatic showroom floor, while accommodating private offices and efficient workflow between the sales and service departments. The facility accommodates an employee base of 80 to 100 people.



Bob Boyte Honda • Brandon, MS







When the owners of **Kavia Auto Body** decided to move to a prominent location, they wanted a building that would give them an impressive image. Far from the typical collision repair shop template, the new architectural design is eye-catching and attractive.

The exterior metal panels, combined with expansive windows, provide an impressive and welcoming building entry. The wide-open clearspan interior design offers great versatility for servicing multiple vehicles. The facility is topped with a resilient metal roof.

Kavia Auto Body is located in Saskatoon, Saskatchewan, Canada, and provides a variety of vehicle services, from restoration to collision repair. The facility was constructed by Con-Tech General Contractors Ltd.

## KAVIA AUTO BODY



Kavia Auto Body • Saskatoon, Saskatchewan, Canada



**Thunder Road** is a Harley-Davidson motorcycle dealership owned by Chris and Carol O'Neil and is located in Windsor, Ontario, Canada. Several years ago, their thriving dealership needed to expand. During their travels throughout North America, the O'Neils noticed the quality of the Harley-Davidson dealerships that were housed in metal buildings. Now, they have one of their own. Their nearly 20,000-square-foot building structure combines a retail showroom and service department under one roof.

Designed by Architectural Design Associates Inc., the open-concept showroom makes it easy to display products and to reconfigure at will. The metal roof, due to its expandability and weathertight seam, offered additional protection for the dealership's high-value inventory while reducing energy costs. Despite having 50% more space than their previous facility, Thunder Road's heating costs dropped by one-third. "That's a testament to how well-built the structure is," Chris says. The couple subsequently added solar panels, which attach easily to the metal roof and further increase energy savings.



## THUNDER ROAD HARLEY-DAVIDSON



Thunder Road Harley-Davidson • Windsor, Ontario, Canada





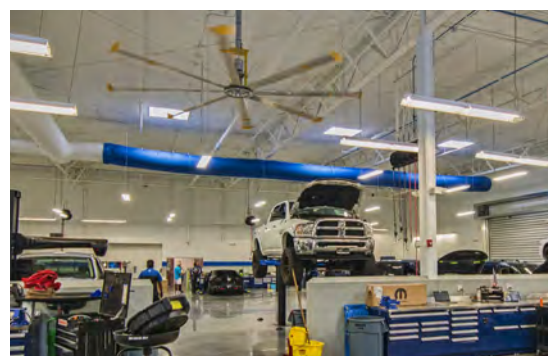
Titan Machinery Inc. • North America & Europe

## TITAN MACHINERY INC.







**Titan Machinery Inc.** (NASDAQ:TITN) owns and operates a network of full-service agricultural and construction equipment dealer locations in North America and Europe. Titan has built dealership facilities in many markets using metal building systems. With large clearspans, the buildings are well-suited to handling the awkward, bulky, heavy equipment that they service. The company has also upgraded the appearance of their facilities by creating inviting, airy entries. The metal exteriors are easy to maintain and the long-life metal roofs provide weathertight protection and can lower insurance costs in some areas because they withstand hail, fire and wind.









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Trinity Restoration • Tulsa, OK