

Woburn Toyota

CLIENT STORY

Automotive
Woburn, MA



Of the 3-hours average time spent at the dealer during the purchase process, more than half of that time is spent negotiating or doing paperwork, resulting in a 56% satisfaction rate for the process.¹

Dealerships are investing in more diverse spaces and amenities for potential buyers that can enhance the buying experience and drive brand and business loyalty.

Whether you're buying new or used, the car-buying process can be overwhelming. When Woburn Toyota investigated making a change to its flagship showroom, they wanted to not only design the space, but redesign the customer experience.

In particular, owner George Albrecht Jr., wanted to transform the family business to reflect its open and transparent culture, celebrate its history through the generations, and align with the corporate brand image in a way that will make customers feel at ease with the car-buying process from the moment they arrived on the lot.



"We loved how the designers developed solutions to fit our needs and rethink the dealership experience. They made it a place where our customers want to spend time."

GEORGE ALBRECHT JR.
OWNER



Starting with the complete demolition of the original building, the new ~152,000 sq. ft., 4-story showroom was designed from the customer's perspective.

Walking onto the main floor of the dealership, customers can discuss their vehicle wants and needs with a salesperson within semi-private cubicles. Although separated by frosted glass, the translucent nature of the privacy panels allows natural light to permeate throughout the spacious showroom, helping customers feel comfortable.

After making their selection or dropping off their vehicle in Woburn's auto shop on the first floor behind the sales cubicles, customers are lead to the second floor where they can relax in the waiting room, complete work overlooking the lot and highway, or enjoy a meal at the Crossroads Café.

PROJECT DETAILS

Headquarters

Woburn, MA
152,000 sq. ft.
90 Employees

Partnerships

W.B. Mason
Curtis Architectural Group

In anticipating the needs of his customers, Albrecht wanted this second floor waiting area to be versatile and client-facing by providing a wide array of seating options. Avoiding the stereotype of outdated and mis-matched furniture that often comes to mind when one thinks about mechanic shops and car dealerships, the contemporary products chosen for the waiting area are warm, inviting, and gives the client plenty of options on how they want to sit. Bold patterns and pops of color stand out against the neutral tones of the café and the glass wall systems that enclose the showroom.

After 2.5 years of design and construction, Albrecht said of the space, "We loved how the designers developed solutions to fit our needs and rethink the dealership experience. They made it a place where our customers want to spend time."

PRODUCT SOLUTIONS

Seating

Acuity®, Clarity®, Lyric™, Mimeo®,
Normann Copenhagen, Parallel™,
Relate®, Retreat™, Seek®

Workspaces

Stride®, Terrace®

Tables

Aware®, Merge®, Parallel™

Storage

Essentials™

Accessories

Link Light™, Monitor Arms



¹ www.v12data.com