



NEUVILLE MOTORS

WAUPACA, WISCONSIN

.....
"NO QUESTION THAT I WOULD RECOMMEND HOFFMAN AND HAVE RECOMMENDED HOFFMAN. WE'RE VERY SATISFIED. ON A SCALE OF 1 TO 10, THERE ISN'T ONE THING I CAN THINK OF THAT WOULD BE LESS THAN A 10."

- Jeff Neuville, General Manager

Hoping to avoid the stress and headaches endured while handling their own previous building projects, Neuville Motors in Waupaca, Wisconsin, brought on Hoffman for the latest renovation to their dealership. Participating in the General Motors Facility Image Program, Neuville Motors was incorporating the GM national look and feel into their dealership. Not only would the renovation align their facility's appearance with other GM dealerships throughout the country, it would also provide it with an updated look and additional customer-friendly elements.

The renovation to the 21,000 square foot facility was highlighted by the facelift of the showroom's exterior façade. All public areas, including the customer lounge, bathrooms, and open reception area, were remodeled to provide an open and bright concept and create a greater customer experience. Also helping enhance the customer experience was the addition of a new vehicle delivery area. This addition to the facility provides a controlled environment for customers to pick up cars just purchased or existing cars brought in for service work, without having to battle the weather.

Creating improved work spaces for employees, first floor offices were renovated and the service entrance was remodeled. Previously one, all-encompassing, multi-use area, the service drive entrance was divided for varying tasks. A wall now serves as a sound barrier between the service shop and the service writers, who are routinely on the phone.

SCOPE: Expansion, renovation
COMPLETION DATE: 4/2012



800.236.2370 | www.hoffman.net