

# Audi Canada



Automotive Dealership; Multiple locations, Canada

## Workplace Issues:

- Image/Branding
- Innovation
- Strategy Alignment
- World-Class Environment

## Applications:

- Entire Facility

**Project Scope:** 25 to 50 employees; 8 to 12 workstations; 25,000 square feet (average)

## Herman Miller Products:

- Ethospace System
- Eames Aluminum Group & Soft Pad Chairs
- Equa 2 Chairs
- Geiger Seating
- Geiger Furniture



The "New World of Audi" program is a global effort to align every element associated with Audi, from its product to its dealerships' design to its customers' buying experience so that the Audi brand will evoke a consistent, refined, and luxurious image worldwide.

Audi's goal is to have every dealership throughout the world conform to the same distinctive architectural style and the interior of every showroom reflect a sense of sophisticated high design. In fact, the showroom interiors are meant to evoke the same luxury and attention to detail as the interior of the Audi car, which is considered a benchmark in the automotive industry.

From the curved glass "hangar-style" showroom walls to the Quattro Cafe with its espresso bar and plasma screen TV, Audi showrooms suggest high-end performance and sleek sophistication.

"To me, the precise German engineering aesthetic is reflected throughout the building," said Martin Garster, marketing manager with Business Interiors, a Herman Miller dealer. "The lines and colors in the furniture reinforce the clean, sophisticated lines of the automobiles. It's all meant to reinforce the Audi brand."

The clean, sophisticated lines of Geiger Fame desks echo the sloped glass exterior. Ethospace tiles in wood and glass reinforce the sense of fine detail and light maple veneer adds warmth to the customer experience. Task chairs are classic Eames Aluminum Group; guests sit in black leather Geiger Quiver chairs.

"Audi customers recognize quality, such as the matched veneer of Geiger desks, so Weis and Audi looked for a supplier to reflect that level of quality," said Sandy Behrend of Weis and Associates, the company managing the New World of Audi rollout in Canada. "When a client sits in a chair or touches a desk, the consistencies with Audi quality is key, and Herman Miller is providing that consistency."

In Canada, Audi also sought out a service partner with the capability to oversee installation anywhere in the country from Halifax to Vancouver. The complexity involved with designing, specifying, and coordinating installations throughout Canada, requires a significant level of commitment and competency on the part of a furniture dealer. Business





Interiors and Account Manager Bruce Elliott not only met that criterion, but has also partnered with Audi and Weis to present the furniture portion of the new program to Audi dealer principles throughout Canada.

With nineteen dealerships completed, responses and metrics are beginning to add up. Initial customer response to the new Audi environment is, predictably, "Wow!" Increased traffic soon follows. These dealerships may see average sales increases of about 30 percent in the first year of implementing the program.

"After the new dealership is built, owners feel that without doubt it was the right thing to do, and they wonder why they ever questioned it," said Mr. Behrend.

Audi dealers also notice an increased level of employee satisfaction and an increased ability to attract and retain better caliber employees. "People are proud of where they work, and this has a strong impact on sales," said Mr. Behrend.

