

The Next Generation

One of the key ways dealers can create a luxury experience is by ensuring their dealerships are inviting, modern and environmentally sustainable. To offer a premium atmosphere, many dealers are changing the way they do business from the ground up—by renovating their facilities or constructing new buildings to meet Acura's Gen III standards.



THE RENOVATOR

WHO: Nadi Malek, partner & co-owner

WHERE: Sunnyside Acura, Nashua, N.H.

WHAT: Malek and the Sunnyside team opted for a complete inside-and-out renovation inspired by boutique hotels. "It was not going to be the biggest Acura dealership in our district. But we wanted to make sure it was going to be the nicest," he says.

\$5
MILLION
Project Cost

SPACE FOR
CLIENTS TO
RELAX ON
SUNNY DAYS



Resort-style landscaping and a patio studded with Acura-blue glass were added outside

2x SIZE OF SHOWROOM

To create an upscale feel, spa music and an ambient scent inspired by the Four Seasons Miami are piped into client and staff areas

Sales, service and parts departments are bigger and brighter

Smart home-style automation added to the window shades and lights

Flat-screen TVs throughout the building display only Acura content

ACURA ENVIRONMENTAL LEADERSHIP PROGRAM

The Sunnyside team made the dealership more energy-efficient by working with the Acura Environmental Leadership Program to add:

LED interior lighting

A high-efficiency HVAC system

Low-flow water fixtures

Cool roofing



The changes have received rave reviews—especially the cozy gas fireplace in the consulting area and a Swiss-made coffee machine in the client lounge that Malek first spotted in a first-class airline lounge

“It's set a completely different mood,” Malek says. “Clients are enjoying the experience to the point where when we offer them a service loaner, they say, ‘No, I'd rather stay here at the dealership.’”



THE REBUILDER

WHO: Heath Campbell, vice president

WHERE: Acura of Little Rock, Little Rock, Ark.

WHAT: A bigger lot and a location in a busy shopping area of Little Rock, closer to other brands' dealerships. “The old building was too small,” he says. “In order for us to really grow, we needed more room to keep more vehicles and to service more clients.”



\$4.5
MILLION
Project Cost



16 SERVICE BAYS

(up from six in the previous building)



ACURA ENVIRONMENTAL LEADERSHIP SILVER AWARD

These changes earned Acura of Little Rock the Acura Environmental Leadership Silver Award:

10% REDUCTION IN ENERGY USE

Energy-efficient LED interior lighting

Programmable thermostats

Efficient heating and air-conditioning systems

Window shades

The location just off the interstate attracts clients from farther away, and glass exterior walls signify luxury to passersby. Inside, glass-walled offices put every step of the purchase process in the open, and a covered service drive means clients stay dry when bringing in vehicles on rainy days

Campbell and the team moved into their brand-new space two years ago



“Moving and building a new facility has created a lot more convenience for our clients, and it's obviously starting to pay off for us,” says Campbell.

30% Increase in sales since the changes were made. Every other department saw business double