

# CASE STUDY

## Fiat

### KEY FACTS

Location	TJ Vickers, Telford
Industry	Motor Industry
Scope	Design, layout, refurbishment and refit



## Showroom refurbishment for Fiat 500 car launch

The new Fiat 500 is the current European Car of the Year. The small 3-door car, created by the Fiat Style Centre, is cute, playful, compact and highly desirable.

### IDEAL PLATFORM

Because of the media interest and hype surrounding the launch, one particular Fiat dealership decided that it wanted to showcase the model in new and suitably salubrious surroundings. TJ Vickers, a vastly experienced specialist Fiat dealer, completely transformed their existing parts department with the help of automotive refurbishment experts Woodman – the result was a stunning, high-specification showroom that was both light and spacious, offering an ideal platform to promote the much-publicised Fiat model.

Having gained a reliable and professional reputation from its work with Suzuki dealerships around the UK, Woodman was perfectly positioned to undertake the detailed project with TJ Vickers.

### AUTOMOTIVE PARTNER

*"As a company and a partner to the automotive industry, Woodman prides itself on the attention to detail of new ventures,"* explains Director Gordon Reed, *"We are passionate about delivering on our promise, which is why all of our business relations are underpinned by the Woodman guarantee, ensuring that our clients receive the very best in customer care."*

The main detail of the Telford showroom refit was in the installation of new glazed showroom frontages and vehicle entrance doors, as well as all the integral fixtures and fittings. Cheryl Tisdale, Fiat's Corporate Identity Manager added, *"The TJ Vickers showroom, recently refurbished by Woodman, embodies the environment that Fiat is aspiring to in its dealer network, and acts as a perfect setting to display our products and introduce customers to our exciting brand."*

### WITHIN BUDGET AND ON TIME

Co-Director of TJ Vickers, Ian Vickers sums up the effectiveness of working with Woodman:

*"We have used Woodman twice to refurbish two of our showrooms, first of all in 2005 and just recently at the end of 2007. We have been delighted with the result in both instances; they did what they said they would within the budget and the project was completed in the time that they said it would be."*