

CASE STUDY

Suzuki Ireland

KEY FACTS

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| Location | Southern Ireland |
| Industry | Motor Industry |
| Scope | Design and Layout consultants |



Rolling out and implementing corporate identity

With Woodman's successful track record of dealer fitout/refurbishment with Suzuki UK, Suzuki Ireland was happy to appoint them as a partner consultant to implement the Suzuki corporate image across their Irish dealerships.

THE CHALLENGE

Working closely with Niall O Gorman, general manager of Suzuki Ireland, the objective is to ensure that the agreed internal and external Suzuki corporate image is implemented in the showrooms

THE SOLUTION

Woodman first meet, discuss and liaise with nominated new build or refurbished Suzuki dealers throughout Ireland. Advice on design and premises layout is then given ensuring best use of available space and that showrooms are developed in line with Suzuki's specifications (including internal and external finishes). Once agreed, Woodman then meet the dealer's appointed architects to finalise and sign off the agreed design and programme including finishes and other corporate brand details.

THE CONCLUSION

To date, Woodman has worked with and helped Suzuki Ireland successfully roll out six revitalised franchises as part of a continuing programme of Suzuki new build and dealership refurbishments across Southern Ireland.

Niall O Gorman, general manager Suzuki Ireland, said: *"Without doubt, Woodman's workspace consultancy service is making our objective of refurbishing and building new dealership premises to implement the strong Suzuki brand identity throughout Ireland within agreed budgets, a lot easier"*