



## MERCEDES BENZ OF MEMPHIS – SHOWROOM

### LOCATION

Memphis, TN

### SERVICES

Architecture, Interior Design, Construction Administration

### SIZE

11,678 SF

### CONSTRUCTION COST

\$2,906,080

### CONTRACTOR

Montgomery Martin Contractors

### COMPLETED

2009

### LEED CERTIFIED

No

### REFERENCE (CLIENT)

Gunter Stephan, Owner

### AWARDS

2009 Excellence in Construction Award – Best Commercial (\$2-\$5 million)

Mercedes Benz of Memphis recruited Fleming Architects to help design an addition to their existing dealership location in East Memphis. The addition incorporated Mercedes Benz's standard corporate details such as castellated beams, blue portal entrances, and canted glazing that emphasizes transparency. The corporate prototype prioritizes convenience and comfort and has an overall modern and industrial feel. The new space includes an enlarged showroom, offices and conference room space, and new carwash and detail bays.

The renovation incorporated the Mercedes Benz USA "Autohaus" design, which was established in their flagship showroom in Manhattan.