

Partners in Excellence



Year of the Volvo: Wynn, Princeton & Bridgewater

By: Jon Otto



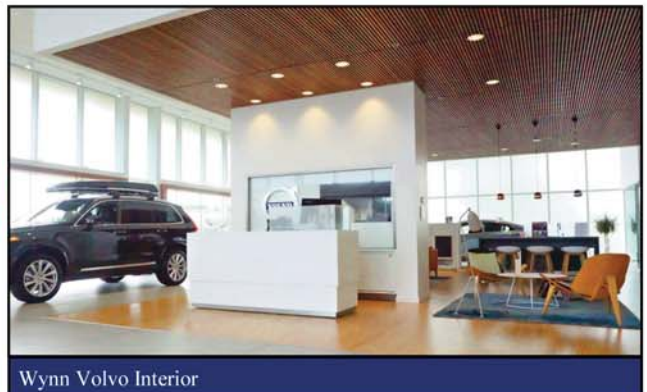
Volvo has always made great cars and maintained a loyal customer base. But under Ford Motor Company ownership, for a short time, they were more or less treading water. Leaving Ford in 2010, Volvo developed some exciting new cars and SUVs and found new energy.

In 2013 in an effort to showcase their new product line, Volvo decided to create a new image for all of its dealerships. After a search of design companies that specialize in automobile image work, SDA Partnership USA of Irvine, California was chosen to create the Volvo new image program. It would be called the VRE for Volvo Retail Experience.

The result has been nothing short of spectacular; declared by SDA to be "Cool, Confident and Clearly Scandinavian", the new image design combines simple Scandinavian beauty and efficiency with subtle attention to customer convenience and comfort. Unique design elements include the etched blue and white showroom glass installed over Kawneer Clearwall framing, the Fundermax faux wood clad entry portal as well as the "living room" with its ribbed wood ceiling, White Oak flooring and comfortable contemporary furnishings. SDA specified large Fiandre tile to be used throughout the showroom and customer service areas. The overall affect, both inside and out, is a soothing environment of understated elegance with a definite "Wow" factor.



Wynn Volvo Entry Element



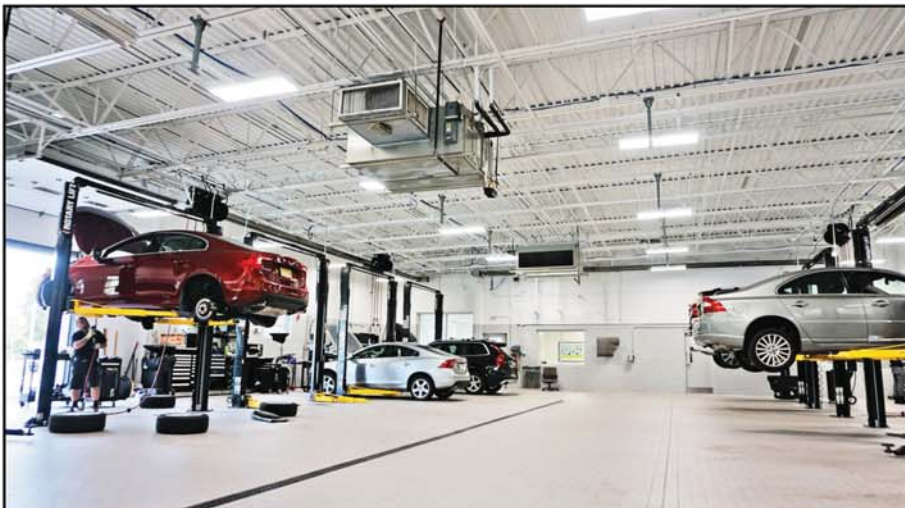
Wynn Volvo Interior

We were first made aware of the Volvo program by Kevin Dowell, principal of kd2 architects with whom we had collaborated on several projects with good success. So when we were approached first by Cindy Cook of Wynn Volvo of Norristown, Pennsylvania and shortly thereafter by David Long Sr. and his family to discuss their three projects in New Jersey, we brought Kevin with us.

WYNN VOLVO — Cindy Cook came to us as a referral from Laura Thompson Barnes, of the Thompson Organization, our long time customer in Doylestown, Pennsylvania. The design of the Wynn project got started first and was facilitated by the fact that we were able to stay within the existing footprint and therefore were spared the need to go through the land development process.

Wynn Volvo was a two phase project. Phase One was the showroom renovation and Phase Two was the renovation of the existing service write-up/service canopy and service bays. The showroom makeover involved removing the existing storefront and replacing it with the blue and white etched glass. Fiandre ceramic floor tiles were installed throughout the showroom while the customer waiting area received wood flooring and ceilings with warm inviting lighting.

During Phase Two, the existing service canopy was enclosed to create a new service drive complete with stamped concrete, storefront windows and air conditioning. The exterior of the new service drive was highlighted with Volvo Gray EIFS and two large full glass overhead doors. The existing service shop received new lighting and painting, brightening the entire space.



Volvo of Princeton Service



VOLVO of PRINCETON — In April of 2017, just a month before we started work at Wynn, we were able to start work at the Long Family's first project, Volvo of Princeton. This building was an existing facility that we would ultimately be enlarging by 25-30% adding new service bays, an enclosed write-up area and a car wash. We also installed over \$1.4 million in site work including curbs, paving, drainage and landscaping, under and around the fully operational dealership.

But first things first, Marc Pare' who oversees parts and service at all three of the Long's facilities arranged for trailers to accommodate the sales, service write-up and customer waiting. With that accomplished we started the showroom phase which included interior demolition and exterior foundations to carry the extended façade and entry element. This phase also included replacement of the air conditioning system and removal and replacement of the entire roof.



Volvo of Princeton "Living Room" and Offices



In a little over 5 months, we were able to complete the showroom. The Longs, their customers and Penn Valley alike were all excited by the finished product. While we had all seen SDA's beautiful renderings, the finished product exceeded everyone's expectations.

The next phase was to extend the service bays, construct the drive-through and car wash and attack the site work. Penn Valley veterans, Project Manager Steve Pfau (33 years) and Superintendent Chuck Keenan (32 years), were the perfect duo to team with Marc Pare' on this phase. We had to maintain a balance between keeping our schedule moving and allowing the Longs to stay in business. The process was part jigsaw puzzle and part Rubik's Cube; we took areas from the dealership, finished them and gave them back only to take another area and repeat the process until this phase too was complete.

With the completion of the second phase which included

putting the new service bays and service drive into production, we moved into the existing service bays which were to be gutted and fully renovated with new lights, heating, air conditioning, fresh paint and a new Clinker tile floor. A full 14 months after the project started, we completed the project on schedule.

BRIDGEWATER VOLVO — When we were just about 50% complete with Volvo of Princeton, we started demolition of the showroom and offices at Bridgewater Volvo. Since this was now our third Volvo project under construction with kd2 as the architects, all of the "wrinkles" had been smoothed out. However, the project was still a challenge because once again, the dealership would stay in full operation, a greater handicap on this site as it is the

smallest of the three.

Project Manager Piet Grover, who also had been charged with Wynn Volvo, got the job organized and started. He was joined by veteran superintendent Jeff Bertoldo and in January of 2018 we were "off to the races". Marc Pare' was again very helpful in keeping everyone informed and helping the Longs with decisions. One of the big challenges with this project was that the existing showroom was neither plumb nor square nor level. The glazing system provided by Kawneer and Oldcastle and the interior finishes must be all of those things. Jeff worked tirelessly with the carpentry crew to make the showroom as nearly perfect as possible. Larger than Princeton, this equally beautiful showroom is highlighted by a ramp down to the service level which is adorned by a very attractive stainless steel hand rail system.

The first phase of construction was completed in early



Service Drop-Off Canopy Interior at Volvo of Princeton



June allowing us to move the sales department back into the showroom and offices and the service writers into the new customer service area. This allowed us to remove the trailers in early July which could not have been better as Dave Sr. decided to go all in and install new drainage and repave the entire rear portion of the site.

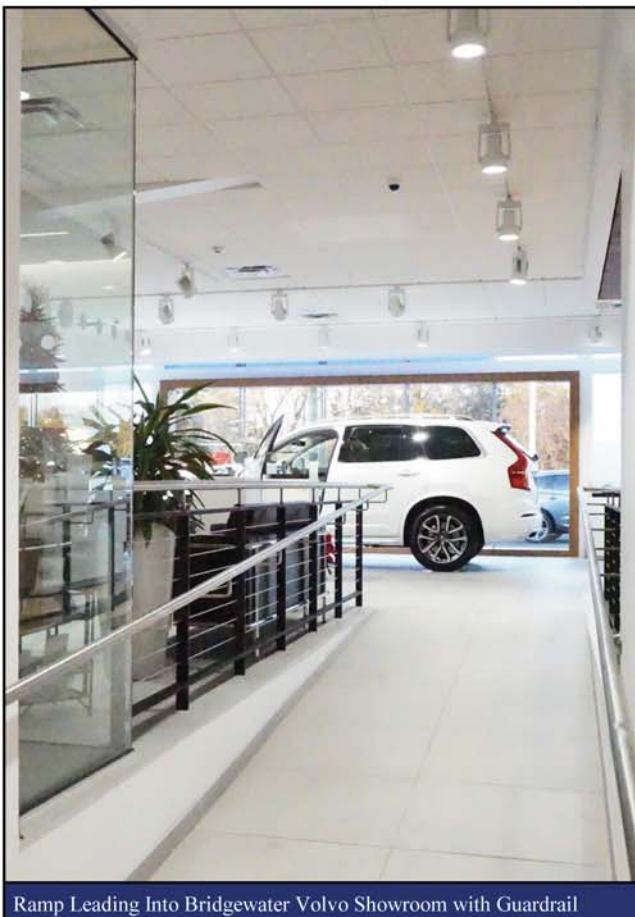
This done, we moved into expanding the service bays and constructing the car wash and finally, refurbishing the existing service area and installing the Clinker tile system

in the entire service area.

The building was ready for occupancy in December of 2018, one year after we started.



Bridgewater Volvo Entry Elevation



Ramp Leading Into Bridgewater Volvo Showroom with Guardrail

For more information, please visit:

Volvo Cars of Bridgewater
www.volvocarsbridgewater.com

Volvo of Princeton
www.volvocarsprinceton.com

Wynn Volvo
www.wynnvolvocarsnorristown.com

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