Introducing Meda Architecture

Effective dealership design. How do you avoid compromise?
Welcome to Meda.
The home of Experience, Design and Architecture.
We’re driven by a belief that really successful businesses are built on powerful experiences.
In essence, automotive dealerships are a conduit for retail experiences. Experiences that are inspirational and pleasurable for your customers as well as efficient and energising for your staff.

Their real value lies in their potential for reinforcing positive perceptions of your business, building confidence in your brand and creating advocacy amongst your customers.

They form the most significant long-term investment by a franchise partner and their efficient and effective design has a direct bearing on returns and operability.

Our approach is unique in that our design team are led by sector specialists who have had operational roles in networks.

We really understand the needs of both the brand and the operator and this ensures everyone starts from the right point - a better brief leading to the best possible design solution.
Consistent results

Experientially

Timely

Profitably

Operationally
Brand buildability. Delivering a consistent and appropriate retail experience, effectively.

Our team at Meda understand the need to maintain a balance between being faithful to the required customer experience and delivering a building that meets the needs of your business and stakeholders.

Consistency and repetition have many benefits in automotive retail roll-out - cost of build, speed of build and the ability to bring future marketing assets to bear in a planned way, enhancing operational requirements and ultimately ensuring an improvement on profitability, among them.

Through our fusion of commercial and industry sector expertise we have a proven ability to deliver global concepts into local markets, enabling concept adaption whilst maintaining brand positioning and operational integrity.

This industry knowledge, combined with our fundamental grasp of the critical impact experience delivery has on success, drives a constant determination to find ways of maximising conversion and retention through all that we design.
RIBA Workstages
Brand buildability
Your experience
Consistently better.
Building from the brand, up.

Brand buildability tackles the traditional project delivery models head on by clearly identifying the brand and operator requirements in the context of consumers as a first step.

This robust brief enables the inclusion of crucial retail planning principles into our architectural process and ensures impactful yet efficient design, from the perspective of both customer and business needs.

The design, formulated from the required experience, becomes the bedrock for the brief into the various development types, whether new build or refurbishment, as well as location strategies for urban, suburban or boutique. This allows consistency with flexibility within the complexities of a network roll-out.

Programme and cost are monitored continuously throughout the project to ensure that the desired specification can be achieved within the defined time frame and budget.
Architectural design.
Making space the place.

We deliver effective dealership solutions that are aligned to both customer needs and the business requirements of the operator. We are constantly looking for opportunities to increase revenues per square metre of investment in infrastructure and will always ensure dealerships work as hard as they possibly can.

Our client-dedicated teams are set up to deliver design solutions that provide optimum functionality together with a robust specification that is cost and quality controlled throughout the project.

We also offer a comprehensive Retail Planning and Design service. Our in-house team can design, develop and specify a retail environment from initial concept through to final design, or we can knowledgeably adapt existing global concepts to suit local country and market requirements.

In addition we can provide a full programme of brand guardianship services from site audits and feasibility planning to support for local architects, benchmark checking and compliance reporting. Our expertise in developing multiple format designs aligned to brand, business and country market strategy means we provide measurable value in any roll-out programme.
Here’s some brief examples of facility design & implementation programmes we’ve undertaken:

**Porsche Cars**  
*United Kingdom*  
Porsche approached Meda with the challenge of delivering a new retail concept into the UK on a very tight programme and budget.  
Key deliverables were adaptation for local markets and the creation of a modified German concept for the UK.

**Lexus**  
*Pan-European*  
In 1997 the Lexus offer was one model, retailed with Toyota. Given the brands desire to achieve a premium positioning, this environment was inappropriate for delivering ‘legendary customer service’.  
Meda were appointed to design and deliver the Lexus retail environment for Europe and are now rolling out the 3rd generation into new markets today.

**Infiniti**  
*Pan-European*  
Infiniti, the premium brand of Nissan, entered the European market in 2008 and Meda were commissioned to adapt and deliver the “IREDI” retail concept into all the European markets.  
This has included significant adaptation of US concepts into European boutique dealerships in major cities as well as suburban dealership solutions - all with a consistent look and feel.

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**What we offer:**

- Benchmarking
- Architectural design
- Retail planning
- Country specific adaptation
- Brand guardianship
- Site audits
- Feasibility planning
- Compliance reporting.
The application of clear and solid project management principles is the key to delivering projects of outstanding quality and value. With a proven commitment to ‘on time, on budget and on brand’ we have the confidence of many manufacturers, operators and tenants and are justly proud of this.

The successful outcome of any project relies on it being planned and resourced efficiently from day one. To this end a comprehensive appraisal and business plan review at the outset is an essential part of our approach.

Our breadth of services means that we are able to credibly manage most sizes of projects from initial feasibility to project completion.

Project management
All good finishes start here.
What we offer:
- Resource plans & programmes
- Value management
- Procurement advice
- Contractor selection
- Tender analysis
- Project monitoring
- Control procedures
- Contract administration
- Dispute resolution.

Here's some brief examples of project management programmes we've undertaken:

**Inchcape Estates**
**Mercedes Benz Leicester**
A multi-phased refurbishment commencing with the erection of a standalone car deck for external display cars. The showroom was then expanded by the excavation of a basement to create a used car showroom at lower ground level with significant refurbishment on the upper levels around the brand hub. Sales activities were maintained throughout this complex refurbishment with handover on programme.

**Lexus Europe**
**Roll-out programme UK-wide**
A programme of works that extended from developing the design concepts in 1996 to planning the showroom roll-out over the network with development approval processes, site appraisals, procurement strategy, supply chain management and contractor selection. The multiple stakeholders and the co-ordination of each parties' direct suppliers was critical in guaranteeing the facilities were affordable, functional and operationally efficient.

**Mitchell Group**
**Mazda Skoda Chester**
The Mitchell Group required a multi-franchise facility to accommodate their Mazda and Skoda businesses, along with a 19 bay after sales facility. An economical structural portal was developed so a mezzanine level for shared administration and headquarters accommodation could be incorporated. The site included their Lexus facility to compliment the Mitchell Groups’ site as a multi-brand destination.
Cost management. Making every part of the experience add up.

Our breadth and depth of experience means an efficient and focussed service for our clients. Well established databases enable us to align proposed design solutions with budget cost estimates efficiently and effectively, highlighting opportunities for value engineering where appropriate.

There are very few areas of automotive feasibility that we haven’t tested through a wide range of procurement solutions and as a result, are also able to provide a standalone suite of pre-contract cost services set up specifically to verify site feasibility appraisals.

In addition we offer lifecycle costing supported by our comprehensive sustainability research and data resource.

The valuation of works in progress and assessing of variations through the programme prior to preparation of final accounts is a critical part of our approach.

We pride ourselves in concluding final accounts simultaneously with practical completion wherever possible.
Here’s some brief examples of cost management programmes we’ve undertaken:

**West Riding Motor Group**
**Lexus Bradford**

The new Lexus facility in Bradford for WRMG had to deliver the most cost effective solution as testament to the conclusion of the UK facility roll-out programme. The scheme realised all the benefits of the continuous improvement in supply chain rates and resulted in a very efficient build and fit out cost.

**Inchcape Estates**
**Toyota and Lexus Derby**

The complexity of the contamination below a capping layer and the proximity of a mast on this site required sensitive substructure, external works and drainage designs without introducing prohibitive project cost. The two site levels were raised on gabion walls to maximise display and compound storage on the site and improve visibility from the Pryde Parkway.

**Motorline**
**Nissan Tunbridge Wells**

The departure from planning precedent at The Motorline Nissan facility at Tunbridge Wells resulted in a flexible design that optimises vehicle display via double volume, fully glazed road frontage offering a day lit interior and maximum visibility to passing trade. The facility was procured via main contract for the shell and core, followed by a separate fit-out contract to ensure competitive price and a superior quality of finish.

What we offer;
- Cost management
- Budget cost estimates
- Pre-contract costing
- Lifecycle costing.
- Value engineering
- Cost benchmarking
- Payment valuations
- Final Account preparation.
What else might be just over your horizons?
Delivering Sustainability
Designing a greener retailer
The automotive industry needs buildings and processes that measure up to the exacting standards of the new breed of ecologically friendly cars.
Government policy dictates that by 2019 all new buildings in the UK should be zero carbon. The need for change is undeniable, but it has to be met with practical, business-relevant and economically efficient solutions.
At Meda we are working to bridge the gap between the desirable and the deliverable - to work through the ‘greenwash’ and focus on the relevant and the reasonable.
Our unique blend of artistic creativity, technical knowledge and practical experience is harnessed to ensure that your affordable facility for today, delivers a sustainable environment for tomorrow.

Contact ade@experiencemeda.com for more information

Improving Profitability
Multiple ways to effectiveness
With the constant issues created by increasing customer and brand requirements against a backdrop of falling margins and commercial pressures the inevitability of more multi-brand locations to gain commercial effectiveness is with us.
Should manufacturers be concerned or are there perhaps real benefits from being adjacent to the right partner or partners?
Meda’s design team have been working on solutions to the issue of how you maintain the brand independence and enhance the customer ownership experience at the same time as improving profit performance.

Contact mike@experiencemeda.com for more information

Brand Buildability
Gaining a consistent advantage
The ability to manage the roll-out of a retail network with minimum deviation provides both front end and downstream benefits for all departments in your organisation.
These can be time or cost related but ultimately, the provision of improved network consistency, one that is well documented, will reduce the waste in management time in the future when marketing assets need implementing through the retail channel.
Meda have prolific experience of this and can provide advice and a robust process to ensure your roll-out is as effective as possible both now and in the future.

Contact james@experiencemeda.com for more information

Site Suitability
Right place, price and plan
Our approach to site selection is based on a location assessment which employs the key criteria to ensure pre-purchase, or lease-site, viability and delivers a well-planned risk register for you.
We begin with an ideal customer journey to drive the design direction, aligned with your operational needs, to ensure a clear brief for the site’s requirements.
We then research easements, anticipating local authority restrictions, costly service diversions and potentially prohibitive ground conditions.
A comprehensive mapping and grasp of a site’s gradient and orientation, blended with local requirements for landscaping, will ensure site optimisation, design and most productive utilisation.
The alignment of all these key issues ensures the validation of your site selection - critically before your capital investment and business plan viability is concluded.

Contact james@experiencemeda.com for more information
Just some of the brands, manufacturers, distributors and dealer groups we’ve worked with.

All identities © their respective owners
Working with brands you know and shaping the experiences of the future.

We've worked for many different brands in a broad range of sectors including retail, FMCG, professional services, technology, construction and finance.

But our main focus has always been automotive. Having worked with more than 30 top brands in the sector over the last 25 years, you could say we lead the field in automotive retail experiences.

Our team has been behind some of the most memorable developments in the industry.

Some of us come from client-side careers with manufacturers, groups and dealers. And we're still at the forefront having most recently created a new benchmark retail experience for Infiniti.
Infiniti Europe
Now with over 40 facilities across Greater Europe.
Delivering the networks’ retail environment, from concept development to reality.

- Adaptation of North American design concept
- Facility design, formats, technical specifications and guidelines
- Architectural design
- Brand guardianship
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Lexus Europe
Now over 300 dealerships across 30+ European countries in a 12 year long partnership. Delivering the retail facility contributing to 10 consecutive Gold J.D. Power Ownership Satisfaction Awards.
Lexus GB

The European pilot roll-out programme for the Lexus brand in the UK.
Delivering the concept in 42 consistent and aligned facilities.

Toyota GB

- Architectural design
- Brand guardianship
- Project management
- Cost management
- Supply-chain management.
Origination of the retail concept

Facility design, format, technical specifications and site liaison.

Virgin Cars
Creating a pioneering physical presence for the virtual Virgin brand.
“The best manifestation of the Virgin brand I’ve seen”
Richard Branson.
Retail concept adaptation
Network planning
Architectural design
Interior specification
Brand guardianship.

Porsche UK
32 premium sector outlets across the UK.
Designing and developing the European concept into local market conditions.

Porsche AG
Nissan Tunbridge Wells
Dealership development for this renowned multiple-franchise operator in southern England. Creating style and standout for Nissan with state-of-the-art design.

Motorline Group

- Architectural design
- Cost management
- Project management.
New channel development
Display concepts
Sales process
Communications and merchandising design.

Saab UK
Special project development for the UK distributor, exploring new retail formats. Extending the brand presence into major airports to increase test drives.
Volkswagen Audi Group

Audi UK
Moving the Audi brand into a dedicated environment of their own. Brand re-launch and Retail Concept for the UK market.

- Research & benchmarking
- Retail experience development
- Customer journey mapping
- Facility, architectural and interior design
- Point of sale and graphics.
Architectural design
Cost management
Project management.
Co-ordination with brand guardian.

### Toyota Derby
Retail development for “the world’s most customer-centric car retailer”. A site-specific solution for private and business/fleet Toyota customers.
Mercedes Leicester
Retail enhancement for the brand on the distributors behalf.
Creating a major new display area, with minor disruption for ongoing Mercedes operations on the site during refurbishment.
Architectural design
Cost management
Project management.

Mazda/Skoda Chester
Making the most of a multi-brand facility combined with a headquarter office. Delivering a retail environment and office space - without compromising either - for a facility with a mezzanine headquarters for the company.

Mitchell North West Group