



Maple-Leaf News

Spring 2013

Laugh a little, learn a little & take a break from the daily grind

Meeting The Latest Facility Image Design

With the comeback in the American automotive industry, those select dealers who have been chosen by their respective manufacturers to lead the brands into the future have been requested to upgrade their facilities to meet new brand standards.

As part of the General Motors initiative, more than 1,900 Chevrolet, Buick, GMC and Cadillac dealers nationwide are taking part in the dealership image enhancement program. Under the GMC/Buick brand, the program is known as the "Facilities Image Program,"



An exterior view of the newly renovated Quirk Automotive Buick-GMC dealership in Manchester, N.H.

Under a larger General Motors initiative called Essential Brand Elements. The standards consist of a complete facilities upgrade, as well as extensive sales and service training and other customer experience standards.

To date, more than 170 dealers have completed the program, and by the end of 2013 more than 2,000 buildings across the United States will be fully revitalized. The goal of Buick and GMC is to keep current customers comfortable and gain new buyers by creating a convenient dealership experience.

Maple-Leaf Construction was recently contacted by Quirk Automotive of Manchester, N.H., to assist in their facility upgrade program. Having determined that they wanted their program completed by year's end, we had five weeks to coordinate with and around selected subcontractors to complete the improvements.

Located on Route 28 off of I-293, the Manchester Buick and GMC dealership,

under president and owner Daniel Quirk, was seeking to update the former Hummer building in order to provide a more inviting setting to its growing Buick-GMC dealership clientele.

The overall program included a new exterior façade with updated signage, a bright and airy showroom featuring a customer greeting station and customer lounge with free WiFi, as well as an upgraded service entrance drive-thru and reconfigured shop manager area.

The most noticeable change to Quirk Buick is the new acoustical ceilings in the sales area and new offices. Originally, the 32-foot tall ceilings, including lights, HVAC, ceiling fans and ductwork, were exposed, providing more of an industrial warehouse feel to the building, not to mention an echo. Maple-Leaf installed more than 5,000 square feet of acoustical ceilings to transform the feel of the space from the previously exposed roof deck, not only giving the facility a whole new look, but eliminating the echo to deliver a more pleasant acoustical ambience.

Additional work included new drywall, soffits and millwork. Walls were constructed between the sales and service departments, and a partition was built to enclose the service parts and accessories area.

A new reception desk with back wall separates the front showroom from the refreshment/hospitality counter and customer waiting area. While waiting for their car to be serviced, customers can sit comfortably with a hot cup of coffee in the newly carpeted lounge and watch a wall-mounted TV. This "media wall" was braced and aluminum framing was installed, along with tempered glazing to offer an open feel.

A customer business center, complete with free wireless



The showroom boasts a custom reception desk, enhanced signage and floor finishes that meet the new Facilities Image Program.

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Prior to installation of the new signage, a photo of the completed Toyota of Nashua Truck Center upgrade. Maple-Leaf completed a roof replacement and added Alucobond exterior panels, canopy upgrades and signage.



Project Profile

Toyota of Nashua Truck Center Facility

Nashua, N.H.

Upon completion of its new 65,000-square-foot auto/SUV dealership last fall, Toyota of Nashua contracted with Maple-Leaf for an exterior upgrade to its neighboring Toyota Truck facility.

Improvements included a new pre-engineered metal roof replacement complete with energy efficient insulation upgrades, new Alucobond exterior fascia panels, exterior doors and entry canopy. In addition, all overhead doors were upgraded, the building's exterior was painted and new signage was added.



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Internet connections, was also updated and new cabinets were a welcome addition to the coffee station.

New and existing walls, columns and beams in the showroom and sales areas received a fresh coat of paint.

Maple-Leaf would be pleased to assist your firm in meeting its latest facility image requirements. Feel free to call Loren Dubois, president, at 603-882-7498 to begin marching your facility into the future.



Inside the new customer waiting area, complete with flat screen TV and customer business center.