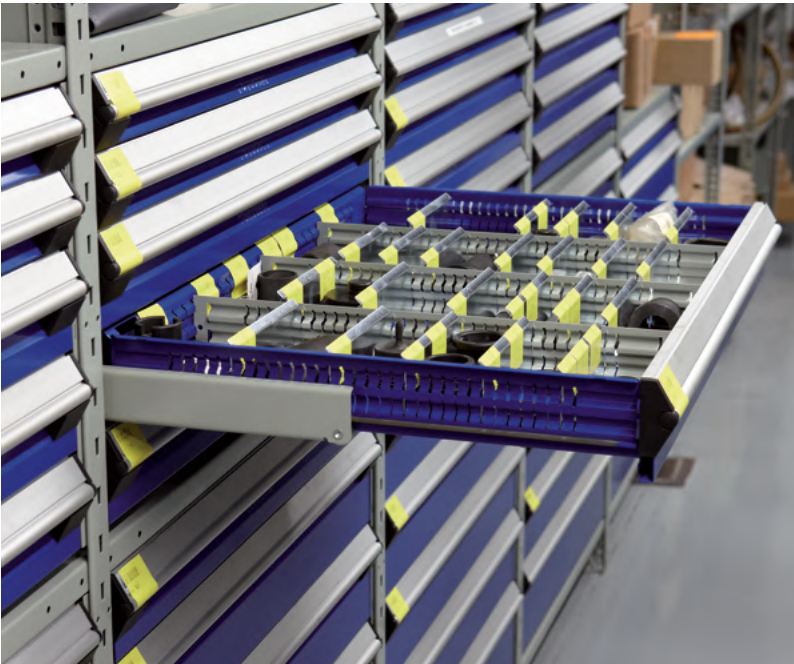


"OUR PARTS DEPARTMENT HAD A PROBLEM WITH LACK OF SPACE"

Derek Copeland, BMW Mississauga



CHALLENGE

Find the ideal solution to maximize the space in the parts department at BMW Mississauga, and by doing so, assemble the entire inventory in one place.

OBJECTIVE

Create a storage solution that would allow the client to solve the problem of having little space in the parts department, using Spider® Shelving Systems and Rousseau drawers.

ROUSSEAU SOLUTION

BMW Mississauga is a prestigious car dealership which serves a huge client base in the Greater Toronto Area, in Canada. This very busy garage was looking for a solution for their lack of space in the existing parts department.

When Derek Copeland, Parts Manager at BMW Mississauga, came to the conclusion that the parts department needed to be renovated, he had already made his decision on which option to go with. The owner of this high end dealership owns several other dealerships, among them a Ferrari dealership where he had selected Rousseau Storage Solutions in the past. He was so satisfied with the results that he knew right away he would use Rousseau systems for his BMW parts department to get the customized solution he needed.

"He was always available to talk to us. He asked questions about our needs and he presented us with his proposal. I liked their solution very much." This is what Mr. Copeland had to say about our automotive specialist Mike de Prinse. He loved his

experience! After a week of working on the project, our distributor was successful in presenting the client with a customized solution, adapted to their specific needs. Quality, modularity, flexibility and efficiency were all combined to provide a personalized solution. The excellent team work between Mr. Copeland and Mr. de Prinse was the key to the success of this project!

"Our parts department had a problem with lack of space. It is impressive to see how the layout of the shelving, drawers and accessories in the parts department has made storing all of our materials in a limited space possible, while also maximizing the work environment and storage. The productivity in the parts department has significantly increased since installing these solutions!"

FINAL COMMENTS FROM DEREK COPELAND

Here is what Mr. Copeland noticed most about Rousseau Storage Systems: "Durability and quality are what best describe Rousseau. Their modular storage materials allow you to create infinite configurations".



CASE STUDIES

"WHAT GRABBED OUR ATTENTION WAS THE DESIGN AND FLEXIBILITY OF THE PRODUCTS AND HOW HEAVY-DUTY THEY WERE"

Lorenzo D'Alessandro, Queensway Honda



CHALLENGE

The new dealership had to look professional and include technicians workstations, toolboxes, reel cabinets and computer stations

OBJECTIVE

Create a comprehensive solution that combined high-quality products, professional aesthetics and efficient workflow

ROUSSEAU SOLUTION

For over 50 years, Marino's Auto Group's promise to its customers has always been to exceed expectations. This business in the greater Toronto area specializes in five vehicle brands: Honda, Subaru, Volvo, Jaguar and Land Rover. Each customer is given a family-style welcome by passionate employees. Their driving force is to provide the best customer service possible. Although the business was thriving for this respected company, it did not want to sit back and rely on its good reputation. Recognizing that the market was evolving, and customers had new expectations, the owners wanted to relocate three of its dealerships to a new location. As a result, the group moved Lakeshore Honda to a building built for the new Queensway Honda.

Located in Etobicoke in Ontario, the new building needed to cater to current needs as well as growth in the medium and long term. This meant choosing a storage system that

was flexible enough to scale over time. The group heard about Rousseau at the annual NADA trade show and at the Automotive Conference Expo (ACE). The managers were immediately impressed by the quality of the products on show: "What grabbed our attention most of all was the design and flexibility of the products and, of course, how heavy-duty they were," said Partner Lorenzo D'Alessandro. "We also liked the fact that the products were made entirely in North America."

The group was in the early stages of their relocation project and meeting with the Rousseau team was a turning point. The Rousseau product specialist at Metric Storage Systems, was soon involved in the project. As Mr. D'Alessandro said, "It has been great to work with Rousseau

products expert from Metric Automotive – he listened to our needs and presented us with recommendations based on our requirements as well as innovative storage solutions for our parts department. The initial need was for a high-quality workbench solution with a professional appearance, but as we had a more in-depth look at our requirements, we had to find a solution for multiple technician shifts, as well as a way to integrate everything from toolboxes and air and oil reels to computer stations."

Everything was considered in this project. From technicians workstations to alignment stations and oil changes, every detail was included in the creation of workspaces that met the specific needs of the tasks to be performed. The Honda dealership now



has stylish and distinctive aesthetics and is a pleasant environment for employees to work in. Mr. D'Alessandro maintains that the quality of the installations is also important for hiring and retaining high-performing employees. "Their design aesthetic makes an impactful statement by presenting a professional appearance not only to our customers but equally as important – to our employees." The work environment's design and functionality of the custom workstations will most likely help recruit top talent in the coming years.

The end result is down to teamwork from start to finish. This project proves that establishing a partnership between passionate people with a common goal – to offer customers the best experience – leads to an end result that exceeds expectations. Our Rousseau specialist agrees. He believes that a project of this scale is particularly rewarding: "It's great to work on a project of this size. We installed a total of 24 workstations and a complete parts department. We took the time to listen to our client and advise them. When you look at the result, and when the client is happy, you know you've done a good job."

Although they didn't know at the start of the project that the three dealerships would turn to Rousseau for their parts and service departments, they were left in no doubt after the Queensway Honda project was completed: Rousseau had the solution. Mr. D'Alessandro summed it up, "Rousseau products have greatly contributed to increased productivity and given the business a more professional look." A few months after completing the Honda Queensway installation, Marino's Auto Group once again called on Rousseau for Marino's Fine Cars Subaru and Jaguar Land Rover Metro West.



Jaguar Land Rover Metro West



Marino's Fine Cars Subaru

SHOWCASE – SERVICE DEPARTMENTS

TAILOR-MADE FOR EVERY CUSTOMER

FERRARI LAKE FOREST (IL)



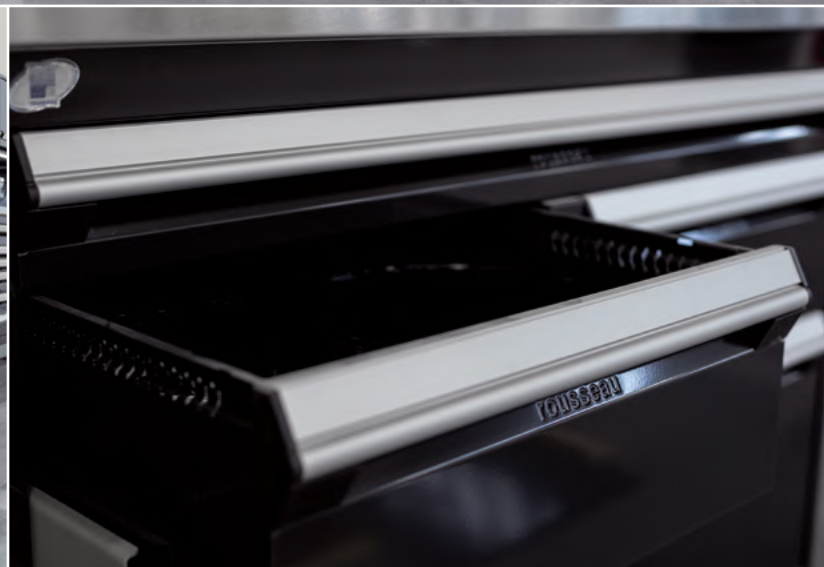
SHOWCASE – SERVICE DEPARTMENTS

LANCASTER TOYOTA (PA)



SHOWCASE – SERVICE DEPARTMENTS

BUDDS JAGUAR LAND ROVER (ON)



SHOWCASE – SERVICE DEPARTMENTS

COMPLEXE VOLKSWAGEN 440 (QC)



SHOWCASE – OFFICES



SHOWCASE – PARTS DEPARTMENTS

SPECIALIZED STORAGE

For many years we have worked on solutions to help you achieve maximum efficiency in your parts stores. You can count on us no matter your store size or what obstacles you are faced with. We have the solution you need!



SHOWCASE – PARTS DEPARTMENTS

MULTI-LEVEL SHELVING



SHOWCASE – PARTS DEPARTMENTS

SMALL, MEDIUM AND LARGE PARTS STORAGE



SHOWCASE – PARTS DEPARTMENTS

SERVICE COUNTERS AND SERVICE ADVISOR DESKS



STANDARD COLORS

HAVING THE ABILITY TO CUSTOMIZE YOUR ROUSSEAU PRODUCT WITH ANY OF OUR 20 STANDARD COLORS IS ALSO DISTINCTIVELY ROUSSEAU!



Everest Blue
051



Classic Blue
052



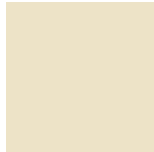
Avalanche Blue
055



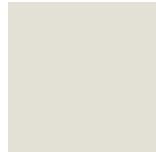
Midnight Blue
057



Glossy Sapphire Blue
560



Beige
041



Frost White
061



Light Gray
071



Modern Gray
745



Charcoal Gray
072



Glossy
Carbon Black
741



White
616



Glossy EverGreen
1025



Glossy Yellow
208



Sienna Orange
085



Flame Red
081



Glossy
Carmine Red
806



Glossy
Cranberry Red
815



Black
091



Glossy Black
902

FOR PRODUCTS THAT REALLY POP, YOU CAN EVEN COMBINE COLORS. HERE ARE SOME EXAMPLES:



Classic Blue /
Frost White
052/061



Glossy Yellow /
Glossy Black
208/902



Avalanche Blue /
Charcoal Gray
055/072



Glossy
Carmine Red /
Charcoal Gray
806/072



Glossy EverGreen /
Charcoal Gray
1025/072



Glossy
Cranberry Red /
Frost White
815/061

HANDLE END CAPS:



Black
031



Orange
021



Ocean Blue
011

**CAN'T FIND
THE COLOR YOU WANT?**

CONTACT OUR CUSTOMER SERVICE.

*Colors may differ slightly from those shown.