



Honda Dealership gets New Lounge Look with SitOnIt and IDEON

ABOUT THE PROJECT

Buerkle Honda in Minneapolis/St. Paul, Minnesota has worked with The Demo Group for nearly 20 years. The two companies have collaborated as the Honda dealership has grown and evolved. So when the time came to create an updated lounge look – while also refreshing their back office – Stephanie Serre from The Demo Group knew right away what her customer was looking for. And she knew she could do one-stop shopping a wide variety of products from SitOnIt Seating and IDEON.

WHAT MADE THE DIFFERENCE?

Stephanie worked with Contract Office Marketing to select the perfect solution to every one of the dealership's varied needs. She knew that the comfort, durability, customization, fast turnaround and price point that SitOnIt Seating and IDEON offered would fit the bill. She used ChairBuilder.com to explore solutions.

The dealership chose InFlex stools for service managers because they were bound to see some wear and tear in the service area. The InFlex chairs were ideal for comfort but also for durability and ease of cleaning. Freelance chairs took their place in the lounge area around tables where customers make their final decisions. Torsa and Wit went to offices where representatives from the dealership clock long hours and demand comfort and smart ergonomics.

IDEON Compositum Sharp made perhaps the biggest splash with the customers. The dealership created a lounge area using COM to match their style. The ability to customize not just the fabric but also the size and arms of the seating made space planning easy.

WHAT'S NEXT

With great feedback from customers about the comfort and style of their lounge, Buerkle Honda is now a model for other dealerships. Being able to source such a wide variety of attractive and affordable chairs from a single place – SitOnIt Seating and IDEON – isn't just convenient. It's exceptional. And for Buerkle Honda extraordinary is their comfort zone.

INSTALL FACTS

Sales Rep: Contract Office Marketing

Dealer: The Demo Group

Time Frame: Nov 2014 – Jan 2015

Product: SitOnIt Seating: InFlex, Torsa, Freelance and Wit
IDEON: Compositum Sharp

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