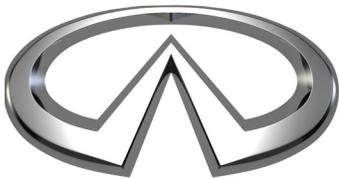




Project Spotlight

IDEON and SitOnIt Seating Outfit Every Corner of Car Dealerships



I N F I N I T I .

INSTALL FACTS:

Sales Rep: Luther and Associates

Time Frame: May 2013

Product: SitOnIt Seating: Focus

IDEON: Composium, Mezzanine

ABOUT THE PROJECT

Buying a car can mean a lot of sitting – in the driver’s seat testing everything out, across the table for negotiation, or in reception considering the options. Seating is an important part of the whole process. When Infiniti dealerships across North Carolina were looking for comfortable customer seating, they looked to IDEON and SitOnIt Seating for solutions.

WHAT MADE THE DIFFERENCE?

When the dealerships chose to work with IDEON and SitOnIt Seating for lounge and office furniture, they only had to look one place. This made outfitting the whole dealerships – from guest to office seating and even occasional tables – a one-stop purchase.

For desk seating, Focus was an easy choice. Infiniti sales reps were outfitted with the highback model that came with all of the Focus collection’s built-in ergonomics. The dealership also chose Focus highback stools in a sand mesh to provide an airy look for the dealership.

But Composium was the biggest hit with employees and customers alike. They loved the quality, the brushed aluminum and the sleek, modern and professional look. The dealership liked the solid structure of Composium and the fact that parts are field-replaceable. That means a longer life for furniture that’s sure to see a lot of traffic.

The dealerships’ architects chose Composium in chocolate and beige, intermingling the colors in the lounge area. They chose oval and square occasional Mezzanine tables to complement the seating and fill out the space.

WHAT’S NEXT

The A&D team that worked with SitOnIt Seating and IDEON were so impressed with the final install in North Carolina that they plan on including the products in future projects. As IDEON and SitOnIt Seating’s success in the dealerships continues, it may not be long before Infiniti customers everywhere find themselves considering their next ride from the comfort of an IDEON or SOI seat.