

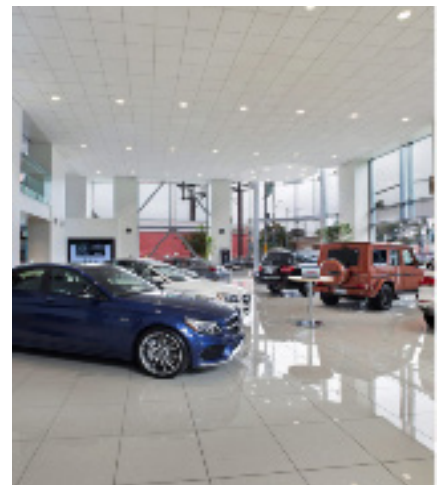
# MERCEDES-BENZ FLAGSHIP DEALERSHIP



## CHALLENGE

When plans of constructing the new U.S. flagship dealership for Mercedes-Benz in South San Francisco, the issue of consolidation and efficiency arose. Previously, a dealership and a service center relocated in efforts to consolidate and have the new state-of-the-art flagship facility become their hub.

The challenge that Mercedes-Benz presented to McMurray Stern is to facilitate both the relocated dealership and service center's existing storage + new parts in a way to drive productivity, and increase efficiency in the Parts and Service Department.



## SOLUTION



McMurray Stern created a concept of a tiered storage system to increase the storage more than 2x along with recapturing and utilizing unused vertical space. This concept was accomplished using a shelf-supported mezzanine, or commonly known as a multi-level storage system where the 2nd floor is supported by the 1st floor, system; utilizing typical stairs for back and forth access. During the process, McMurray Stern also redesigned the layout of racking and designed multiple customized parts counters to create an efficient and secure flow to access parts.

All together, McMurray Stern helped relocate more than 5,000 SKUs, added 1,200+ S.F. of storage, and increased density two-fold.