

# 2018

(888)535-1808

 Chrysler Dodge Jeep Ram Dealer Furniture Program  
DealerConnect>Network>Brand Salons>Showroom Furniture





## Introduction

This is an overview of the furniture products and services assembled for the Chrysler Dodge Jeep Ram Furniture Program.

For ease of specification, we have assembled a collection of the most popular furniture configurations and seating options. As a Chrysler dealer, you are entitled to special program discounting and design services through American Interiors at no charge.

You can also visit our website for more info at [www.aidealerimage.com](http://www.aidealerimage.com).

Log In: chrysler

Password: password1

Please take a look and let us know how we can help. We would like to thank you in advance for your interest in our program!

**THANK YOU!**

Dealership Image Team at American Interiors

PROPERTY OF AMERICAN INTERIORS



# Why should you consider new furniture?

## Furniture helps promote the brand image of Chrysler facilities.

For more information on how your furniture supports your brand, contact your Dealer Image Consultant.



## You get the best discounts in the country. Period.

With the buying power of Chrysler LLC and the entire dealer network, our prices can't be beat. **Guaranteed.**

## Create an experience for your customer.

Dynamic, comfortable showrooms make the car buying experience memorable for your customers and help you stand out from your competition.



## Our manufacturer offers a lifetime warranty.

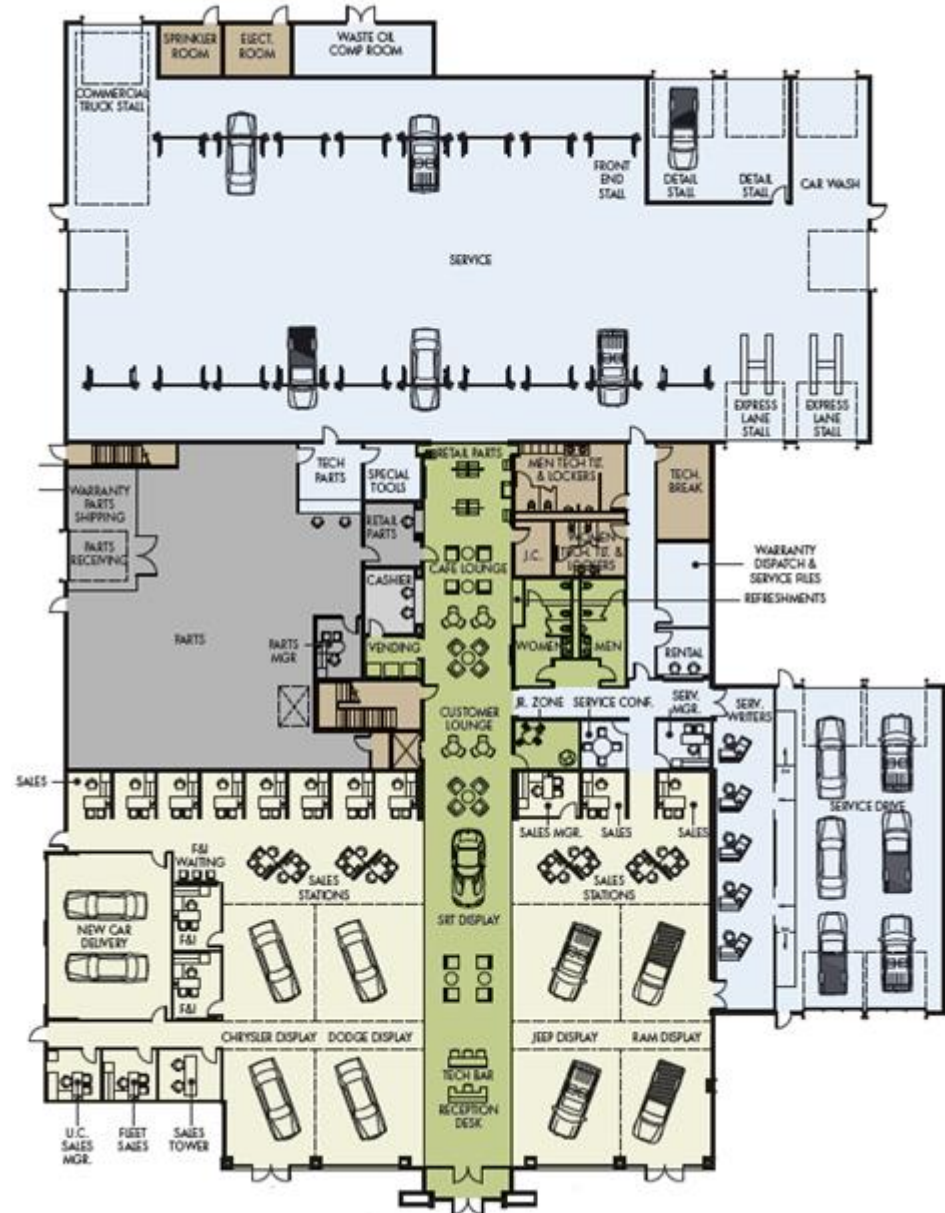
Your investment is protected with a limited lifetime manufacturer's warranty and a proven national service network. We specify products that are designed to last.

# Showroom

## Prototype Floorplan

In this overview you will find examples of the following that are compliant with the design intent of Chrysler's Prototypical Millennium Facility:

- Showroom Sales Workstations
- Private Offices
- Sales and Customer Seating
- Customer Lounge
- Café
- Service Advisors
- Children's Furniture
- Modular Walls
- Furniture Accessories



# Showroom

## Sales Workstations

WS-1

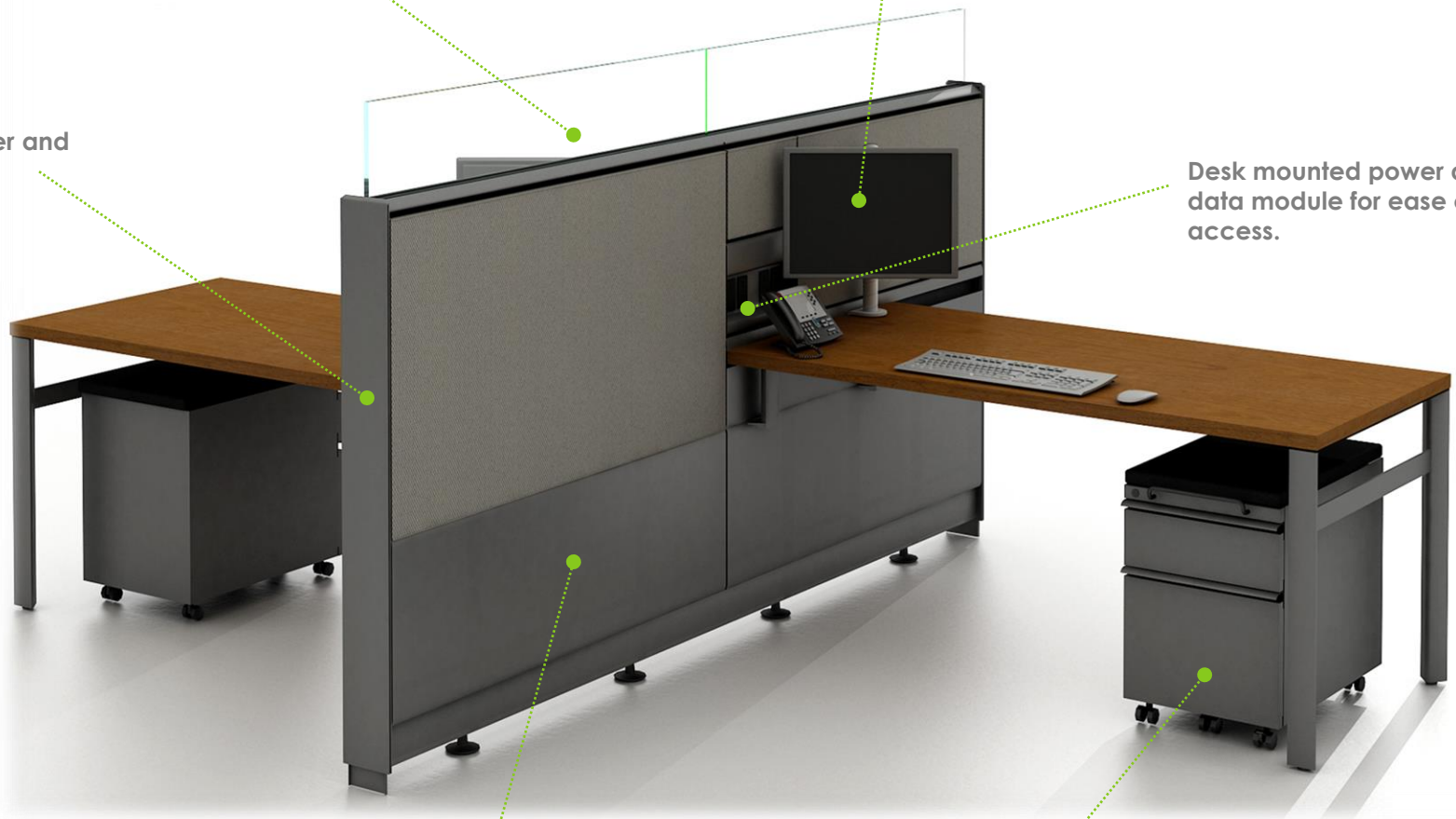
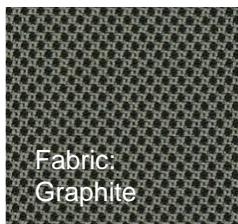
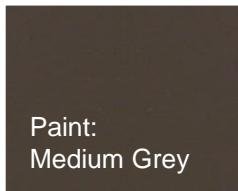
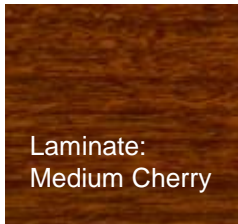
7" frameless glass for additional visual privacy.

Flat panel monitor arm allow sales to share information easily with the customer.

50" high panel to accommodate power and data.

Desk mounted power and data module for ease of user access.

As shown:



Easily replaceable metal tiles.

Lockable 2-drawer file cabinet with cushion top for additional guest seating.



# Showroom

## Sales Workstations

### WS-2

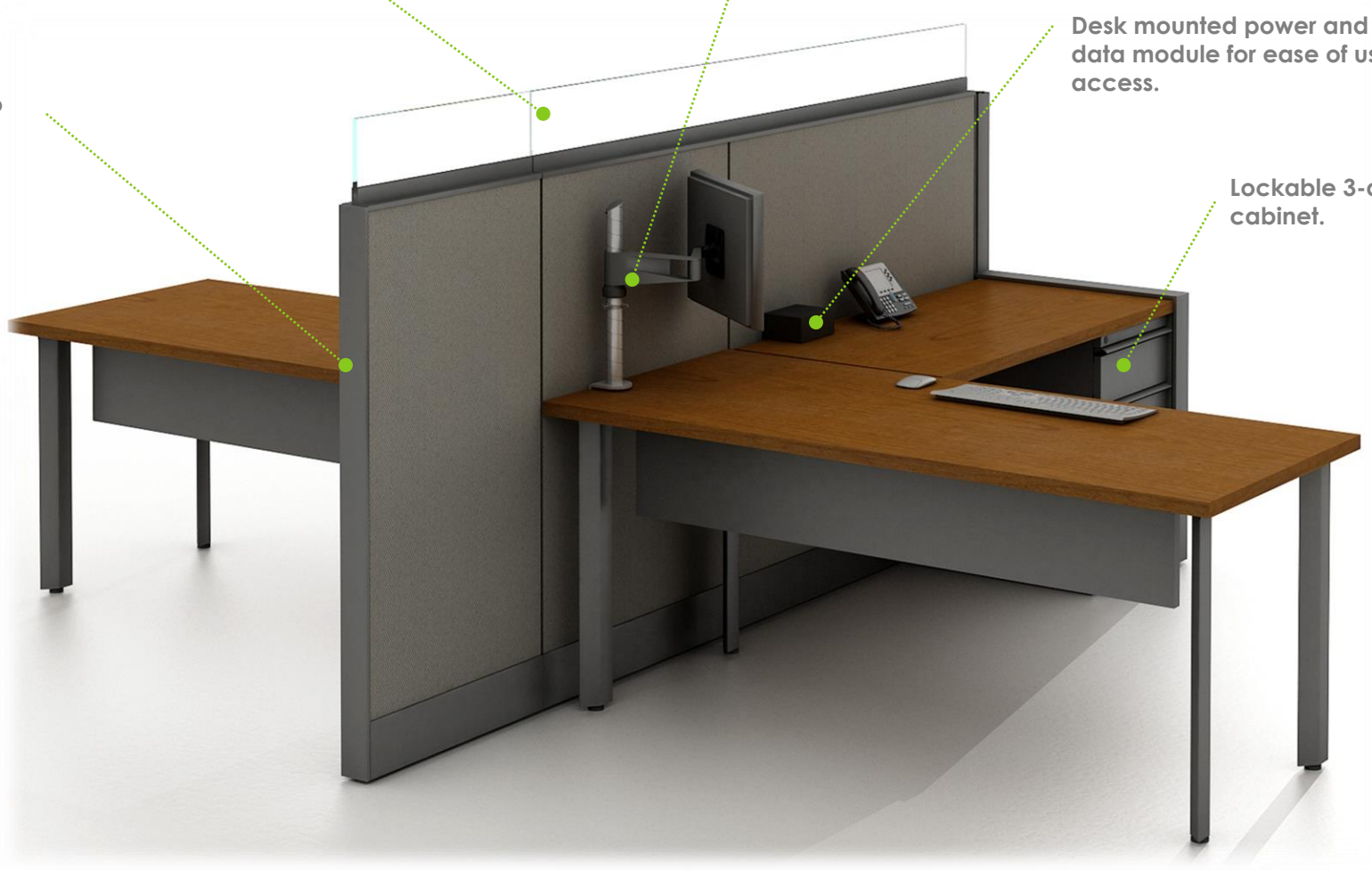
7" frameless glass for additional visual privacy.

Flat panel monitor arm allow sales to share information easily with the customer.

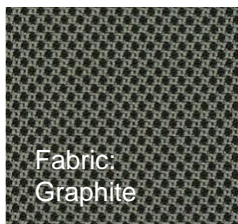
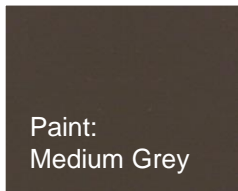
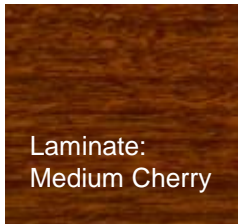
Desk mounted power and data module for ease of user access.

Lockable 3-drawer file cabinet.

50" high panel to accommodate power/data.



As shown:



# Showroom

## Sales Workstations

### WS-3

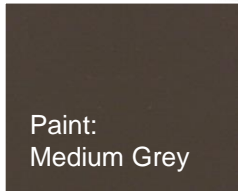
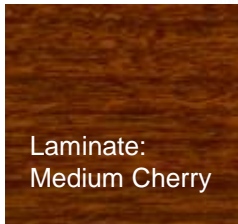
42" H storage unit acts as divider, reducing cost and increasing efficiency.

Integrated whiteboard for notes (i.e. appts., payments, incentives) and/or tackable fabric

Flat panel monitor arm allow sales to share information easily

Locking wardrobe storage for coats, umbrellas, scrapers, boots, and personal items.

As shown:



Lockable 2-drawer lateral file cabinet

CPU support located under the worksurface to protect it from spills and dust.

# Showroom

## Sales Workstations

WS-4

Lightweight, durable and stackable chairs

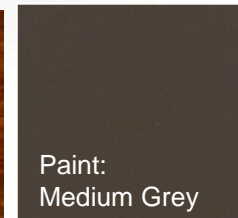
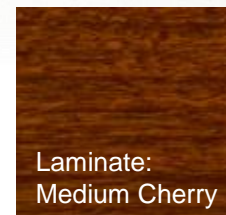
36" round freestanding tables



Paint:  
Medium Grey



As shown:





# Offices

## Finance and Sales Managers

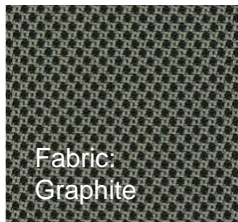
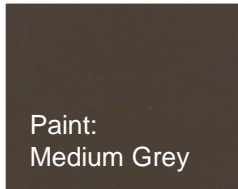
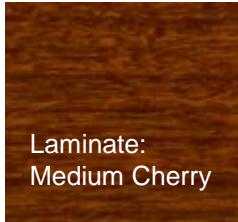
PO-1

Locking wardrobe storage for coats, umbrellas, scrapers, boots, and personal items.

Sliding door overhead with tackboard below to support a variety of work-styles and materials.

Flat panel monitor arm allows sales to share information easily with the customer.

As shown:



# Offices

## Finance and Sales Managers

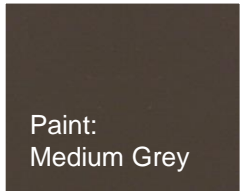
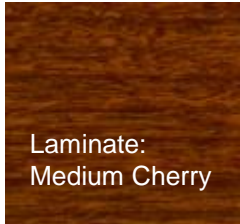
PO-2

Flat panel monitor arm allows sales to share information easily with the customer.

Desk mounted power and data module for ease of user access.

Sliding door overhead with cubbies and tackboard below to support a variety of workstyles and materials.

As shown:



Optional modesty panel.

Crédenza and bridge provide plenty of room for printers and/or fax machines.

Locking wardrobe storage for coats, umbrellas, scrapers, boots, and personal items.

# Sales Tower

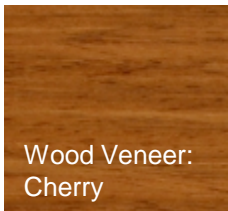
## Sales Managers

SM-1

Rear storage credenza for easy access to forms and documents.

Flat panel monitor arm allows sales to share information easily with the customer.

As shown:



Paint:  
Medium Grey

Optional 36" high raised work surface.

42" high panel with transaction top for easy communication with sales team.

*\*\*also available in 3 and 4 person stations.*



# BDC

## Business Development Center

### BDC-1

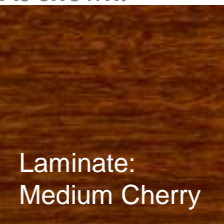
48" high divider panels for added privacy.

Flat panel monitor arm allow sales to share information easily with the customer.

Wall mounted slat tile with optional work tools.

Under work surface mounted pencil drawer for personal belongings.

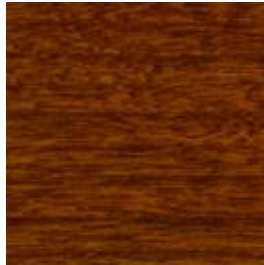
As shown:



# Finishes

Our finish palette has been selected to compliment the interior elements within your facility.

## LAMINATES (WORKSURFACES)



Option A  
Medium  
Cherry

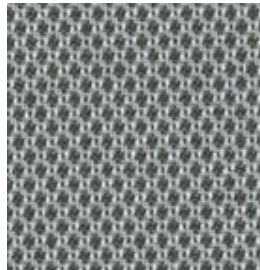


Option B  
Brushed  
Grey

## FABRIC (PANELS)



Option A  
Versatility/  
Graphite



Option B  
Versatility/  
Dove

## PAINT (STORAGE/SUPPORT)



Medium  
Grey

\*Large samples available upon request.

# Seating

## Task Chairs



### TC-1

Task Chair:

- Swivel/Tilt
- Pneumatic Height Adjustment
- Flex back/Upholstered seat

*\*\*also available with polished aluminum base.*



### TC-2

Task Chair:

- Swivel/Tilt
- Pneumatic Height Adjustment
- Mesh back/Upholstered seat

*\*\*also available with polished aluminum base.*



### TC-3

Task Chair:

- Swivel/Tilt
- Pneumatic Height Adjustment
- Mesh back/Upholstered seat

*\*\*also available with polished aluminum base.*



# Seating

## Guest Chairs



### GC-1

Guest Chair:

- Cantilever base
- Loop arms
- Molded back/Upholstered seat

*\*\*also available with polished aluminum frame.*



### GC-2

Guest Chair:

- 4-Leg base
- Fixed arms or Armless
- Mesh back/Upholstered seat

*\*\*also available with black frame.*



### GC-3

Guest Chair:

- 4-Leg base
- Fixed arms or Armless
- Molded seat and back (optional seat pad)

*\*\*also available with black or grey frame.*



# Seating

## Lounge Seating



### LC-1

Lounge chair:

- Rectilinear lounge chair
- Leather/mock leather combo
- Silver or black legs

*\*\*also available as a 2 or 3 seat sofa.*



### LC-2

Lounge chair:

- Rectilinear lounge chair
- Leather/mock leather combo
- Silver or black legs

*\*\*also available as a 2 or 3 seat sofa.*



### LC-3

Lounge chair:

- Rectilinear lounge chair
- Leather/mock leather combo
- Polished aluminum legs

*\*\*also available as a 2 seat sofa.*

# Seating

## Lounge Seating



LC-4

Lounge chair:

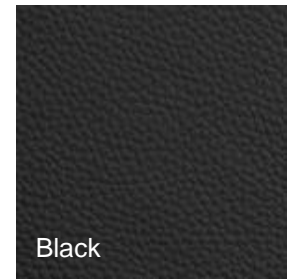
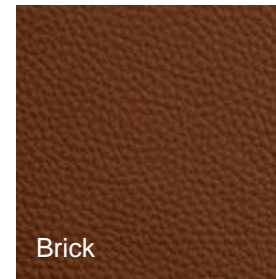
- Contemporary lounge chair
- Leather/mock leather combo
- Chrome legs



FABRIC OPTIONS:



FAUX LEATHER OPTIONS:





# Tables

## Lounge Tables



### TB-1

Lounge Table:

- Metal Legs
- Laminate Top



### TB-2

Lounge Table:

- Metal Legs
- Laminate Top

# Seating

## Café Seating



### CS-1

Café Stool:

- Mesh back/Upholstered seat
- Counter and Bar Height Available
- Silver or black frame



### CS-2

Café Stool:

- Molded seat and back
- Counter and Bar Height Available
- Seat pad (optional)
- Chrome frame



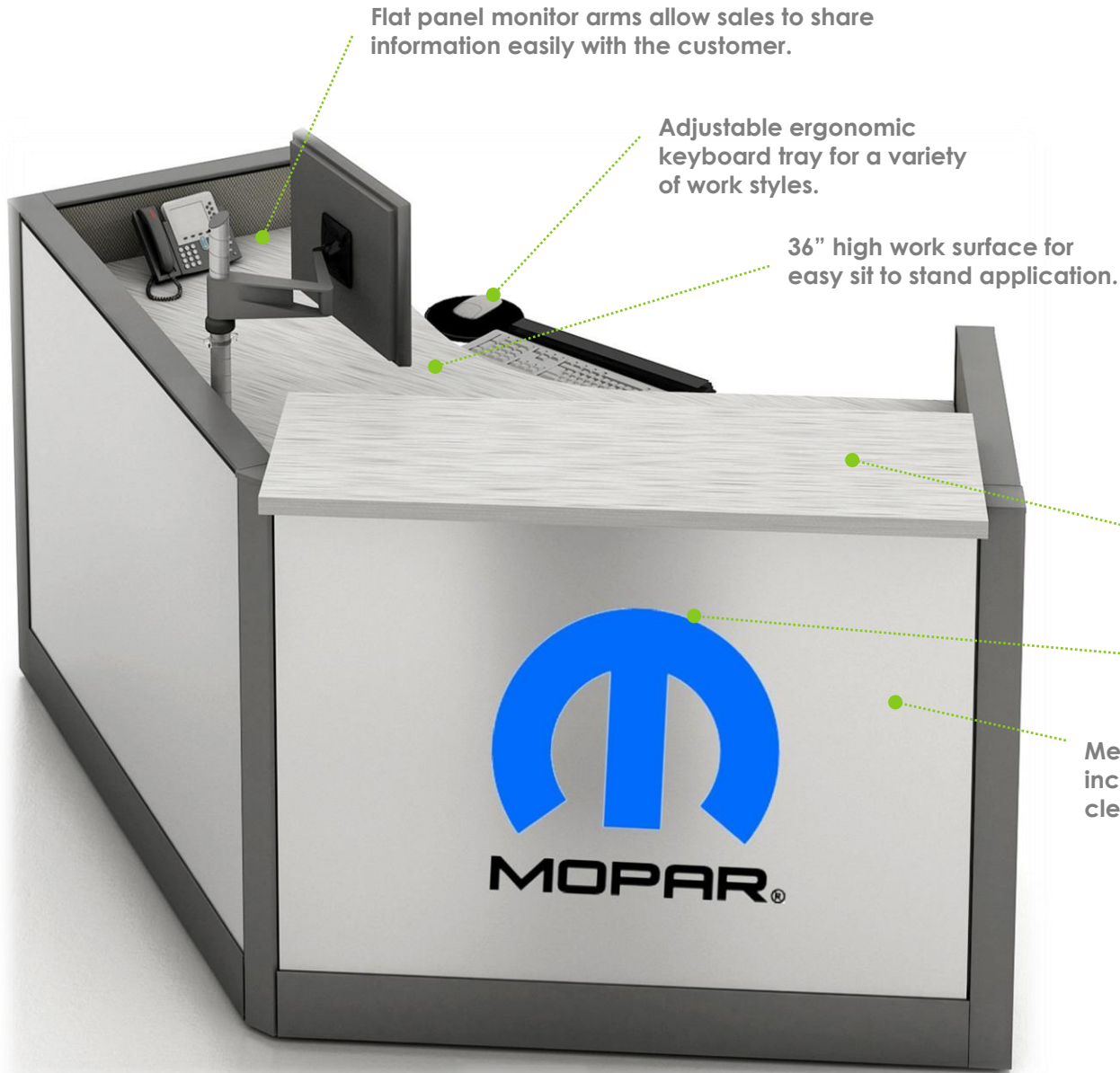
### CS-3

Café Stool:

- Molded seat and back
- Seat pad (optional)
- Silver or black frame

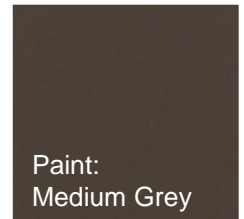
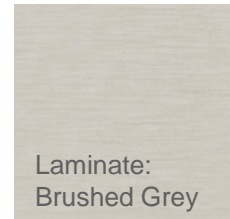
# Service

## Writer Kiosk



Rear View

As shown:







### TS-1

**Task Stool:**

- Mesh back/Upholstered seat
- Basic and extended height available
- Adjustable or fixed arms
- Polished Aluminum or Black base



### TS-2

**Task Stool:**

- Flex net back/Upholstered seat
- Basic and extended height available
- Adjustable or fixed arms
- Polished Aluminum or Black base



### TS-3

**Task Stool:**

- Mesh seat and back
- Basic and extended height available
- Adjustable or fixed arms
- Black base

# Junior Zone

JZ-1



JZ-2

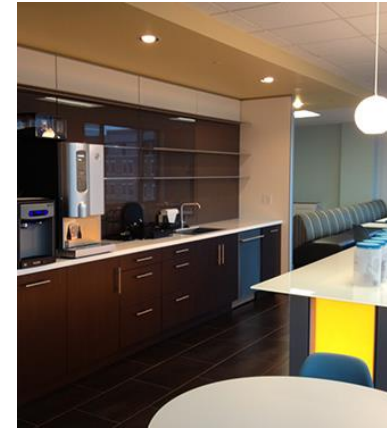


JZ-3



# DIRTT

## Modular Construction





## Modular Construction

### Build Better with DIRTT- Doing It Right This Time

- **Tailored prefab for interiors**

DIRTT is the first to combine the speed, certainty and modularity of prefab with the custom dimensions, functionality and aesthetics of construction.

- **A videogame experience to design, price and build**

ICE software captures the real-time experience of a first person point-of-view 3D videogame and combines it with engineering and design and enables DIRTT's four-week lead-time.

- **Product Neutral & Accessible**

DIRTT will manufacture brackets to allow your furniture, technology or accessories to integrate with the modular walls throughout your space. Facility teams can maintain or replace technology without demolition or reconstruction.

- **Keep Up or Sprint Ahead**

Walls and floors are accessible for moves, adds, changes and maintenance. Meeting rooms can be turned into offices or vice versa. Technology is accessible for updating without damaging the walls.



## Private Offices

Floor-to-ceiling walls are available in glass or other materials and are installed on top of carpet or tile.



Cornice height walls are freestanding and can be used without attaching to floor or ceiling.

Furniture can be mounted directly to the DIRTT wall.

Sliding doors, glass or wood, allow for better use of space

**\*\*\*DIRTT provides a great solution for showroom manager towers or work areas.**

## Service Write Up



Butt Joint Glass offers an elegant storefront solution. The frames arrive on site pre-engineered to your exact space. They are assembled and the glass slid into place for quick, clean construction.

DIRTT Frameless Glass Doors can come as swing or barn door. They install quickly, come in almost any size you need and can accommodate many lock styles and functions.

Floor-to-ceiling walls are available in glass or other materials and are installed on top of carpet or tile.

## Junior Zone



Area can be enclosed with storefront glass up to the ceiling, with a door or without.

Complete design flexibility to meet any design aesthetic.

Integrate technology like flat panel monitors and video game consoles.

Add playful graphics or artwork to the walls.



Rails for books, reading or coloring.



# DIRTT

## Training Room

Back painted glass files provide a clean writeable surface that will not ghost.

Curtain wall application allows TV's to be imbedded directly into the wall for a clean aesthetic. Easily assessable for technology upgrades and maintenance.



DIRTT Millwork can be mounted directly to the walls for added storage.

Tackable inserts provide areas to display presentation material.

DIRTT Millwork is finished on all 6 sides for easy reconfiguration/relocation.



# Other

## Outdoor Furniture



Outdoor benches/trash receptacles



Metal seating and tables



Receptacles





# Other

## Accessories



# Why American Interiors?

*"We understand how dealerships work and design showrooms that support your business model while maintaining the desired corporate image."*

**American Interiors** is a contract office furniture dealer: providing design, product solutions and installation services for workstations, private offices, filing, seating and anything else related to your office interiors.

Since 1993 we've grown into a multifaceted company with a 120,000-square-foot headquarters in Toledo, OH and offices in Cleveland and Detroit. Our clients range from start-ups to Fortune 500 companies, and we offer each of them a wide array of products and services and have a nationwide service network.

We are also a tier one supplier for Chrysler LLC and along with Knoll, we have assembled a package of products that meet the design intent of Chrysler Dealership Image program.

We have negotiated extremely aggressive discounting with several manufacturers, using the buying power of Chrysler LLC, FIAT and dealerships nationwide to be more than competitive with other furniture suppliers.

Additionally, American Interiors has the expertise of working with dealers to make practical suggestions that help, not hinder, your business model.

Since 2001, the Dealer Image Team at American Interiors has assisted over 700 dealers of multiple brands in reaching their facility image goals throughout North America, including Canada, Mexico, Puerto Rico and Guam.





# Why Knoll?

**Knoll** The primary furniture manufacturer for the Chrysler Dealership Program. Headquartered in East Greenville, PA, Knoll has provide timeless design and quality workmanship for over 70 years.



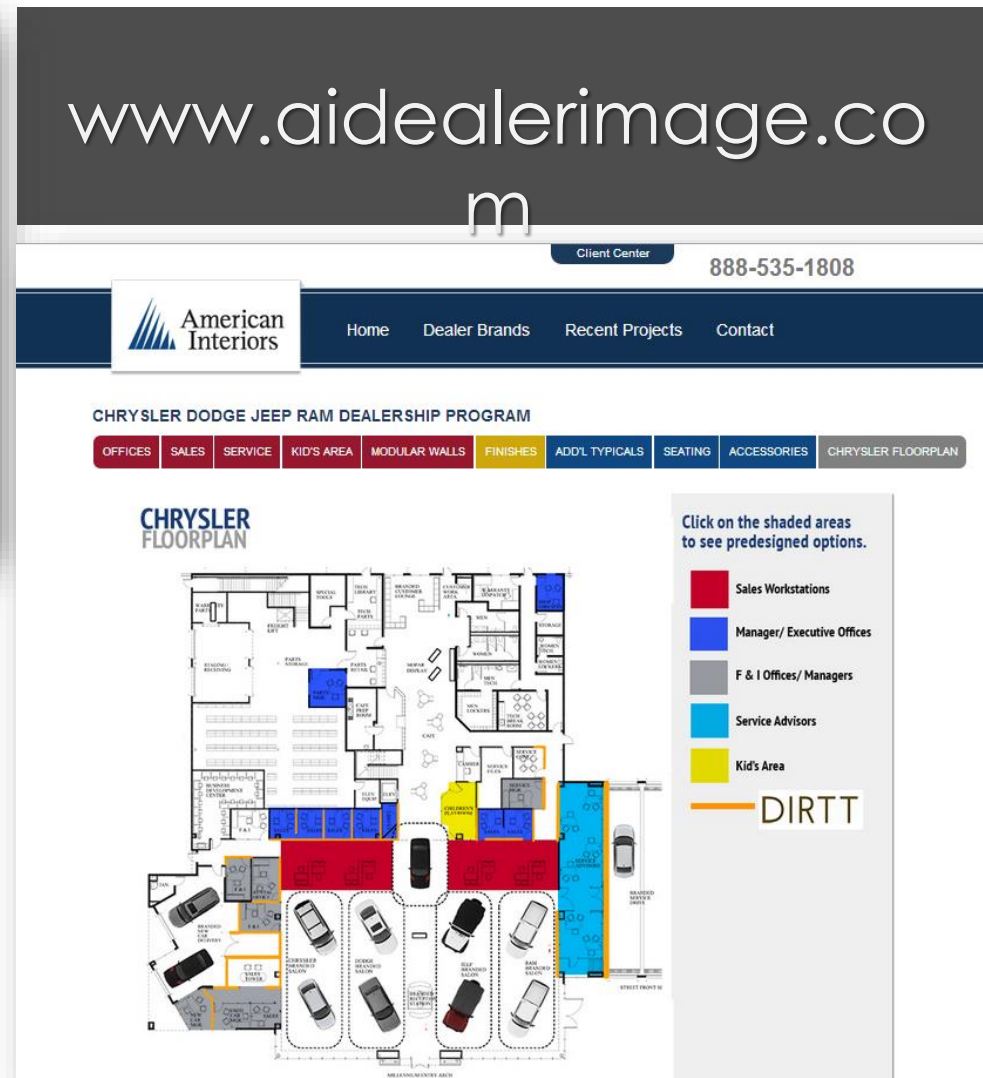
## What a Knoll workspace solution provides:

- A research approach with product solutions that reflects our 74 years of experience in modern design.
- An integrated product solution from one manufacturer – Office systems, seating, files and storage, tables and desks, wood casegoods, textiles and accessories.
- Products that are a neutral foundation for ever changing technology.
- Consistency in manufacturing which insures continuity to future component adds.
- Ergonomics – A range of performance levels to respond to personal needs and preferences.
- Lasting quality conceived for the long-term and manufactured to the highest standards (built to last).
- A comprehensive Limited Lifetime Warranty.
- A commitment to environmentally responsible practices.
- A proven model – Knoll has enjoyed our relationship with Chrysler Group, LLC for more than 20 years which include furnishings for corporate offices worldwide and many North American dealerships.  
With our dealer partner American Interiors we respond quickly and leverage our sales team and network of dealers to support this program.

Advancing quality of life through design innovation has earned Knoll the 2011 Corporate and Institutional Achievement award from the Smithsonian's Cooper Hewitt annual design awards. Headquartered in East Greenville, Pennsylvania, we serve our clients in North America through a network of more than 300 Knoll dealerships and 100 showrooms and regional offices. To learn more visit our website at: [www.knoll.com](http://www.knoll.com)

# Website

www.aidealerimage.com



Visit our website today for more details and updates to the furniture program!

# Equipment Leasing

## Have you considered leasing?

Conserve Capital • Preserve Credit Lines • Fixed Payments

Sample payments<sup>1</sup>

	60mos <sup>^</sup>
\$25K	\$543.25/mo.
\$50K	\$1,081.00/mo.
\$100K	\$2,120.00/mo.
<p>*Subject to credit approval and applicable tax. Two monthly payments due upon approval. \$1.00 buyout at end of Lease agreement.</p> <p><sup>^</sup>Other terms available.</p>	

### ADVANTAGES OF EQUIPMENT LEASING

**\*Conservation Of Capital** — Only requires minimal initial investment for the equipment you need and can spread out your payments over time. This allows you to preserve your working capital for the operation and growth of your business.

**\*Preserve Credit Lines** — Keeps existing credit lines open for operational uses and short term financing. \*Leasing is 100% financing—In addition to equipment most additional incidentals can be included such as freight, delivery and installation costs.

**\*Flexibility** — Your equipment needs will grow and change along with your business. Equipment leasing allows you to take on additional equipment or upgrade your current equipment.

**\*Customized Financing** — You can choose from a wide variety of lease packages and payment plans to create the exact program that is best for you—such as deferred, seasonal, step up/down, and balloon payment options that are more common.

**\*Fixed Payment** — Payments are fixed and not affected by any other factors such as in economical or financial market changes.

**\*Tax deductions** — Take advantage of the new tax deduction limits for equipment as outlined in Section 179 of the US tax code. In some cases as much as 100% of the equipment cost may be immediately deducted from your taxable income.

**\*Easy and quick approval process** — Not slow and complicated

**Q: How long will it take to get my furniture once I place my order?**

A: Most products have a 4-6 week lead time. Items designated “Quick Ship” usually ship or are shipped within 10 days\*\*

**Q: Will American Interiors provide installation and delivery?**

A: Yes, American Interiors can provide you with an installation quote that is based on labor rates for your region. Freight on most products is included.

**Q: Do I have to provide building measurements?**

A: No. Typically, American Interiors can utilize AutoCAD files created by your architect or contractor to spaceplan for your facility. If those plans are unavailable, we will have our local representative verify site dimensions.

**Q: Does American Interiors charge for design?**

A: We offer our design services **free of charge** for all standard product. In cases where custom or non-standard applications are needed, design fees by-the-hour may be required.

**Q: Can you warehouse my furniture until my building is ready?**

A: Yes. Our local warehousing partners typically allow for 2-3weeks of storage if needed at no additional cost. If longer storage is needed, we offer competitive monthly storage rates.

\*\*Does not include transit time from manufacturer.



# Glossary

**AutoCAD** – A common computer program used in building design or engineering.

**Box drawer** – A 6”h drawer in a pedestal file.

**Case goods** – Desks, credenza, hutches that are shipped assembled from the manufacturer. These are typically laminate or veneer.

**Credenza** - A closed desk height cabinet (typically 28-30”H) that sits behind an a manager or executive in a U-shaped office.

**COM** - Customer's Own Material

**Contract Furniture** - See Systems Furniture

**File drawer** – A 10.5”-12”h drawer in a pedestal file.

**Finish** - A broad term describing the specific material treatment for a furniture item or a facility interior includes work surfaces, walls, floors, ceiling, glazing, etc.

**Floor plan** - Drawings that include furniture and equipment, square footage for each space and placement of walls, doors, and windows.

**Furniture plan** - A floor plan of the building containing two-dimensional diagrams of the proposed furniture in its planned location. This plan should be created during the schematic design phase, revised throughout the project, and coordinated with the lighting, power, telecommunications, and interior elevation plans.

**Hutch** – An enclosed cabinet that sits on the surface of a credenza or return.

**Laminate** – A thin synthetic application material affixed to a board made of chip core or particleboard used for work surfaces. Laminate can be a solid, a speckle pattern or a wood grain pattern and is the most common surface for systems furniture.

**Millwork** - Also known as casework. Counters or cabinets of custom design and construction, which are usually fixed to the structure and are included in the general construction contract.

**Pedestal** – A broad term for underdesk filing.

**Punch List** - An inspection of furniture items and installation before final payment is released.

**Return** – A desk height work surface that attaches to the desk in an L-shaped configuration.

**Systems furniture** - Furniture, workstations, or work areas which are created using horizontal work surfaces and storage units which are mounted to vertical panels of varying height or metal support posts attached to a perimeter wall.

**Task Chair** - An ergonomic clerical chair, with or without arms, that adjusts to the user's body via mechanisms ranging from simple seat height to a multitude of other adjustments. Casters are attached to the base, which facilitate easy movement.

**Veneer** - A thin application wood affixed to a board made of chip core or particleboard used to produce the appearance of solid wood for a reduced cost

## **TERMS AND CONDITIONS**

### **Prices**

Prices quoted are firm for 30 days from date of proposal. Prices quoted may not include applicable sales, use or excise taxes. Such taxes will be added to the invoice at the time of billing.

### **Acceptance**

Acceptance of any proposal is only upon receipt by American Interiors of a signed copy of this agreement or Marshall Erdman & Associates purchase Order.

### **Delivery and Installation**

All job sites shall be clean, clear, and free of debris prior to installation.

Electric current, heat, light, hoisting and/or elevator service will be furnished without charge to Seller. Adequate facilities for off-loading, staging, moving and handling of merchandise shall be provided.

Delivery and installation will be made during normal working hours. Additional labor costs resulting from overtime work performed at the Customer's request will be passed on to the Customer. Seller is responsible for proper installation of all furniture in accordance with the drawings, plans, and construction/installation schedule Customer has provided to Seller. Seller's ability to erect, assemble, install, permanently attach, or bolt in place movable furniture is dependent upon agreements made by trade unions at the job site. If applicable trade regulations at the time of installation require employing tradesmen to complete the installation, the cost will be paid by the Customer. Delays or damages due to site conditions at the time of delivery are the sole responsibility of the customer. Merchandise delivered and brought onto the job site by the Seller or its shipper as scheduled shall be inspected and fully accepted at the time of delivery by the Customer, subject only to any final installation thereof to be performed by the Seller. Failure to report any shortages, damages, or errors in writing, and/or failure to reject non conforming or damaged goods, at the time of delivery will constitute Customer's full acceptance of the merchandise, subject to any damage claims as a result of installation. Customer and Seller will conduct an inspection of the products and the installation thereof. Upon satisfactory completion of the inspection, Customer shall inform Seller. At Customer's request and at no additional charge, Seller will return to the job site at any time within six months after project completion in order to correct any Customer "punch list" items. Upon delivery of product to Customer's site, or into storage negotiated by Customer, if job site is not ready on mutually agreed upon date, Customer assumes all risk of loss of delivered/stored product and shall not be released from any obligation under this agreement due to product's loss, damage, or disrepair following delivery/storage unless such loss, damage or disrepair results from the actions or inactions of Seller or Seller's employees, agents or contractors. If special packaging, handling, demurrage, or storage at other than Seller's warehouse is required that is not provided in the specifications, any additional charges will be paid by the Customer.

### **Cancellation**

It is understood that the Products covered by this Quotation are to be specially ordered by Seller to meet Customer's particular specifications. For this reason, upon order placement and acceptance by the relevant manufacturer, orders cannot be cancelled or returned following order placement.

### **Delays**

Prices quoted are based on delivery and invoicing of merchandise as available in whole or in part on or after scheduled delivery date. Should Customer be unable to receive merchandise as agreed, merchandise available for delivery will be invoiced and payment is due in accordance with this agreement.

### **Storage and Handling Charges**

Buyer agrees that the premises for the delivery and installation of the Products will be available not later than the end of the applicable Lead Time (defined as the period of time, expressed in weeks, between the date the order is placed and accepted by the relevant manufacturer and the date the manufacturer commits to ship the Products). Provided the Products are not delivered prior to the end of the applicable Lead Time, if the premises for delivery and installation are not available, Seller will endeavor to work within the constraints imposed, and will try to accommodate the Buyer's schedule as best as possible. In the event no reasonable alternative is found, Buyer will provide safe and adequate storage space. If the storage space provided is not conveniently located to the installation site or in some other way necessitates excess handling, Buyer agrees to pay Seller's handling charges. If the products must be stored offsite or at Seller's facility, Buyer agrees to pay Seller's handling charges, storage charges and transportation charges.

If the Product must be moved from or within the site due to the progress of other trades, or other reasons attributable to Buyer, Seller will provide reasonable accommodation.

Should the progress of other trades or reasons attributable to Buyer necessitate excessive movement of product by Seller, Buyer agrees to pay Seller's handling charges.

### **Deposits and Payment Terms**

A deposit of 50% is required. Terms of sale are: the remaining 50% of the total price shall be paid within 30 days after Customer receives an invoice from Seller (with Seller agreeing not to submit an invoice until after Seller has been invoiced by its supplier). A delinquency charge of 1.50% assessed monthly against any amounts not paid within these terms will be added to such amounts. Payment may only be withheld for merchandise invoiced, but either conditionally accepted by Customer with Seller's written consent or rejected by customer because of damage or non-conformance, until Seller remedies the situation. Payment may not otherwise be withheld. Customer is responsible for Seller's costs, including reasonable actual attorney fees, incurred in the enforcement of payment terms.

### **Invoicing**

Direct shipments from manufacturers will be invoiced upon shipment from the manufacturer. Services not related to purchase of product, unless otherwise negotiated, will be invoiced after the services are substantially completed, as determined by the Seller.

### **General Liability**

No liability shall accrue against Seller as a result of any breach of these terms and conditions resulting from any work stoppage, act of God, unauthorized delays by the manufacturer, or other delay beyond Seller's control.

### **Freight**

Unless otherwise noted, all applicable freight charges may not be included in the price quotation and will be invoiced as a separate line item.

### **Warranties**

Seller makes no warranties of product sold hereunder whatsoever, including any warranty of merchantability or warranty that the furniture is fit for any particular purpose. Seller agrees to act as Customer's agent in event of claims of defective materials or workmanship that may be made within the warranty period stated by the manufacturer, supplier, or fabricator. The Customer shall rely exclusively upon warranties provided by the manufacturer, supplier, or fabricator of all products sold hereunder. If the seller is asked to perform warranty work and it is subsequently determined that the furniture is not covered by any warranty, Customer will be charged for the service at the then current rate.

### **Title**

Seller retains title to all goods until Customer has performed all it's obligations under this agreement and the purchase price of the goods and related services has been fully paid to the Seller.

### **Miscellaneous**

Terms and conditions as set forth herein may be altered only upon the written approval of both the Customer and the Seller. By acceptance of this Agreement, Customer



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