



# CHRYSLER DODGE JEEP RAM

## CONCEPTUAL DESIGN

### INTENT DOCUMENT (CDID)





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# INTRODUCTION

Your Chrysler Dodge Jeep Ram dealership facility represents a key component of the retail experience. The facility is more than just a place to sell and service vehicles; it is a place to engage the excitement of our brands.

The goal of the Millennium facility is to visually communicate the quality of the product while providing your customers with an enjoyable, comfortable experience. The distinctive features of the Millennium facility create a unique automotive retail experience that encourages customers to use all of the dealership's services.

There are five key elements that support the design of the Millennium facility:

- Signature Arch
- Brand and Dealer Identity
- Separate brand salons to showcase our products
- An open Main Street environment with an inviting customer lounge
- Street Front Service Drive

The Millennium facility will support all operations of your dealership, while providing a positive environment for your customers and employees.



# DEALERSHIP CAPACITY REQUIREMENTS





# DEALERSHIP CAPACITY MINIMUM REQUIREMENTS

## FACILITY AND LAND AREAS

SIZE			BUILDING AREA										LAND AREA								TOTAL AREA					
PLANNING POTENTIAL		VIO	SHOWROOM & SALES				MAIN STREET	SERVICE				PARTS	ADMIN	EMPLOYEE	TOTAL BLDG.	TOTAL PARKING & STORAGE								TOTAL LAND & BUILDING		
Column A	Column B	Column C	Column D	Column E	Column F	Column G	Column H				Column I	Column J	Column K	Column L	Column M	Column N	Column O	Column P	Column Q	Column R	Column S					
RANGE	PP Mid-Point	VIO Mid-Point	S/R Units on Display	Showroom Display f <sup>2</sup>	Sales Department f <sup>2</sup>	Total Showroom f <sup>2</sup>	Main Street / Customer Core f <sup>2</sup>	Total Service Stalls	Car Wash and Detail Stalls	Total Stalls	Total Service Dept. f <sup>2</sup>	Total Parts Dept. f <sup>2</sup>	Total Admin. f <sup>2</sup>	Employee Facilities f <sup>2</sup>	Total Building w/o Body Shop f <sup>2</sup>	New Vehicle Display / Storage f <sup>2</sup>	New Vehicle Display / Storage (spaces)	Pre-Owned Vehicle Display / Storage f <sup>2</sup>	Pre-Owned (spaces)	Customer and Employee Parking f <sup>2</sup>	Customer and Employee Parking (spaces)	Total Parking f <sup>2</sup>	Total Parking (spaces)	Total Land & Building f <sup>2</sup>	Total Land & Building + Code Compliance f <sup>2</sup>	Total Site Acreage
1 - 299	150	1200	4	2,000	1,505	3,505	1,386	6	1	7	4,800	2,340	432	1,010	13,473	6,750	25	7,200	25	12,150	45	30,015	95	43,488	46,490	1.1
300 - 599	450	3600	5	2,500	1,838	4,338	1,509	7	1	8	5,380	2,705	540	1,434	15,906	21,600	80	11,520	40	22,950	85	64,481	205	80,386	86,834	2.0
600 - 899	750	6000	5	2,500	2,526	5,026	1,771	9	2	11	7,250	3,253	660	1,986	19,946	35,100	130	18,720	65	32,400	120	99,153	315	119,099	129,015	3.0
900 - 1199	1050	8400	9	4,500	3,225	7,725	2,064	12	2	14	9,000	3,801	768	2,442	25,800	47,250	175	25,920	90	41,850	155	132,273	420	158,073	171,300	3.9
1200 - 1499	1350	10800	9	4,500	4,042	8,542	2,310	16	3	19	11,900	4,313	876	2,974	30,915	60,750	225	31,680	110	49,950	185	163,737	520	194,652	211,025	4.8
1500 - 1799	1650	13200	9	4,500	4,730	9,230	2,556	20	3	23	14,750	4,861	984	3,550	35,932	74,250	275	40,320	140	59,400	220	200,066	635	235,997	256,004	5.9
1800 - 2099	1950	15600	9	4,500	5,407	9,907	2,811	24	3	27	17,600	5,556	1,104	4,240	41,217	87,750	325	46,080	160	67,500	250	231,530	735	272,747	295,900	6.8
2100 - 2399	2250	18000	9	4,500	6,203	10,703	3,080	28	3	31	20,500	6,287	1,212	4,938	46,720	101,250	375	54,720	190	78,300	290	269,411	855	316,130	343,071	7.9
2400 - 2699	2550	20400	9	4,500	6,880	11,380	3,357	32	3	35	23,400	7,018	1,320	5,628	52,103	116,100	430	61,920	215	89,100	330	307,188	975	359,291	390,010	9.0
2700 - 2999	2850	22800	9	4,500	7,600	12,100	3,620	36	3	39	26,300	7,749	1,433	6,260	57,462	128,250	475	69,120	240	94,500	350	335,651	1,065	393,112	426,677	9.8

\* For planning potentials exceeding 3,000 units per year, please contact the Facilities team at [fcafacilities@chrysler.com](mailto:fcafacilities@chrysler.com)

- The CDJR Facility Guide is a minimum guide. Calculations are based on mid-point APP.
- Column C: Vehicles In Operation (VIO) represents CDJR vehicles only (National Average = 8:1 VIO to PP Ratio)
- Column D: FCA requires 500 SF per vehicle for showroom display and traffic circulation. Minimum Showroom to accommodate 4 new vehicles - 1 Per Brand (Chrysler, Dodge, Jeep, and Ram). 5 vehicle showroom = 1 vehicle for each brand + 1 feature vehicle, 9 vehicle showroom: 2 vehicles for each brand + 1 feature vehicle.
- Column E: Sales department functions includes open sales furniture on the showroom floor, sales offices, sales managers, general manager, f & i, new car delivery, dealer's office, conference room, business development center, fleet sales, literature storage, and associated circulation space.
- Column F: Total Showroom includes showroom vehicle display space, all sales department functions, and associated circulation space.
- Column G: Main Street functions include front entry vestibule, reception desk, customer technology bar, customer lounge, café lounge, refreshment bar, vending, retail parts display, customer restrooms, and associated circulation space.
- Column H: Service functions include service drive, service writers, service manager, service conference room, rental office, cashier, warranty & dispatch, tech hall, special tools, shop foreman, service stalls, wash & detail stalls, commercial truck stall, and associated circulation space. (note: an automated washer reduces the # of wash bays by 3)
- Column I: Parts functions include parts manager, retail parts advisor, tech parts advisors, parts storage, parts receiving, warranty parts shipping, parts lift, and associated circulation.
- Column J: Includes office manager, I. T. room, file /storage room, copier & postage area, and administrative staff.
- Column K: Employee facilities and building support functions include lunch rooms, training rooms, employee restrooms, locker rooms, janitors closet, dealer restroom, mechanical rooms, elevators, stairs, and associated circulation.
- Column P: Includes all parking & vehicle storage + 15% circulation for Aisles for new car carrier, delivery trucks, refuse trucks, entrance/exit drives and area for utilities.
- Column R: 10% is provisioned for code compliance, green space, easements, building setbacks, water retention, wetlands, etc... (Column P X 10%) + Column Q.
- Column S: 1 Acre = 43,560 s.f.

# SITE LAYOUT

SITE DESIGN REQUIREMENTS AND LAYOUT





# SITE LAYOUT

## SITE DESIGN REQUIREMENTS AND LAYOUT



### SITE LAYOUT

The customer's introduction to the Millennium facility begins at the site entrance and extends into the showroom. Adjacent to the wide entrance is the brand identity pylon or monument sign. This highly branded element acts as a beacon and defines the beginning of the customer experience.

#### Site Layout Features:

- Brand identity pylon or monument sign
- A single site entrance/exit for customers
- Multiple outdoor vehicle display pads
- Inventory display at the front of the site
- New vehicle display/storage to provide for a 60 day inventory
- Used vehicle display to provide for a 30 day inventory
- Convenient customer parking
- Prominent street front service drive
- Mopar express lane
- Secure shipping/receiving area
- Directional signage





# FACILITY DESIGN - INTERIOR

FLOOR PLAN (LARGE FACILITY)  
Showroom/Sales/New Car Delivery  
Main Street  
Parts and Service

FLOOR PLAN (MEDIUM FACILITY)

FLOOR PLAN (SMALL FACILITY)



# FACILITY DESIGN - INTERIOR

## FIRST FLOOR PLAN (LARGE FACILITY)



### FACILITY LAYOUT

Careful consideration has been given to the layout of the Millennium Facility. The layout is designed to support high volume in a comfortable, customer focused environment.

### SHOWROOM LAYOUT FEATURES:

- Staffed reception area
- Separate branded vehicle salons
- Open sales stations
- Feature vehicle salon
- Sales manager's office or optional sales tower with a full view of showroom and front display lot
- Private F&I offices with a view to the delivery area
- F&I waiting area
- Climate controlled vehicle delivery area (optional for small and medium dealers)

### MAIN STREET LAYOUT FEATURES:

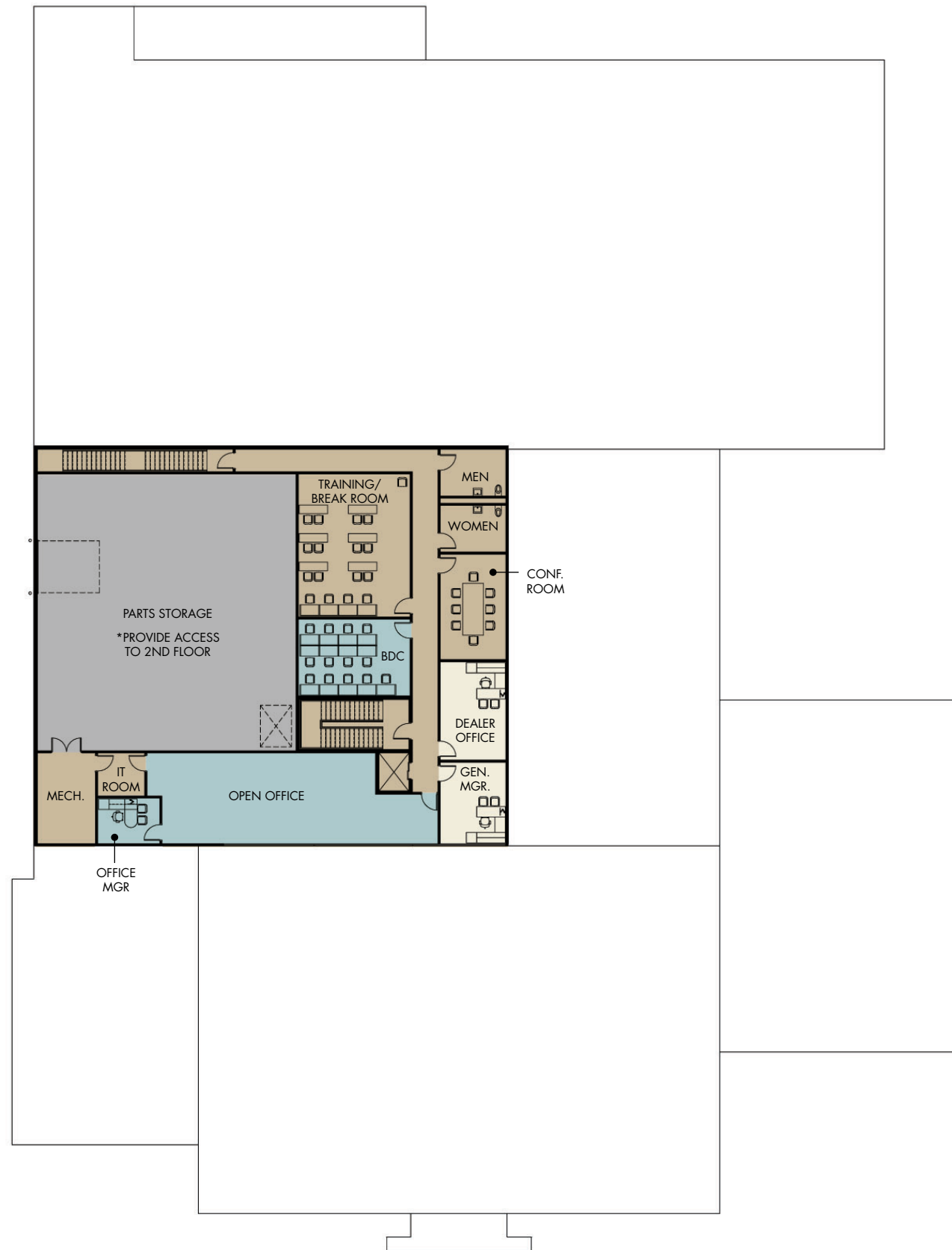
- Open customer lounge with multiple seating options
- Café/refreshment area
- Merchandise display area with a customer view of the service department
- Central cashier location

### SERVICE LAYOUT FEATURES:

- Covered street front service drive
- Enclosed service write-up with forward facing service advisor stations
- Service write-up leads to showroom or customer lounge
- The service manager office is located adjacent to service write-up and features a full glass wall
- Rental car counter for alternate transportation (optional)
- Private service consultation office
- Mopar Express Lane service stalls have been placed for quick access
- The car wash has been positioned across from the Express Lane stalls
- Special tools have been located next to the technician parts counter for increased security
- A separate shop door has been provided for the commercial vehicle stall

# FACILITY DESIGN - INTERIOR

## SECOND FLOOR PLAN (LARGE FACILITY)



### SECOND FLOOR

With a large dealership, a second floor may be necessary to minimize the facility footprint.

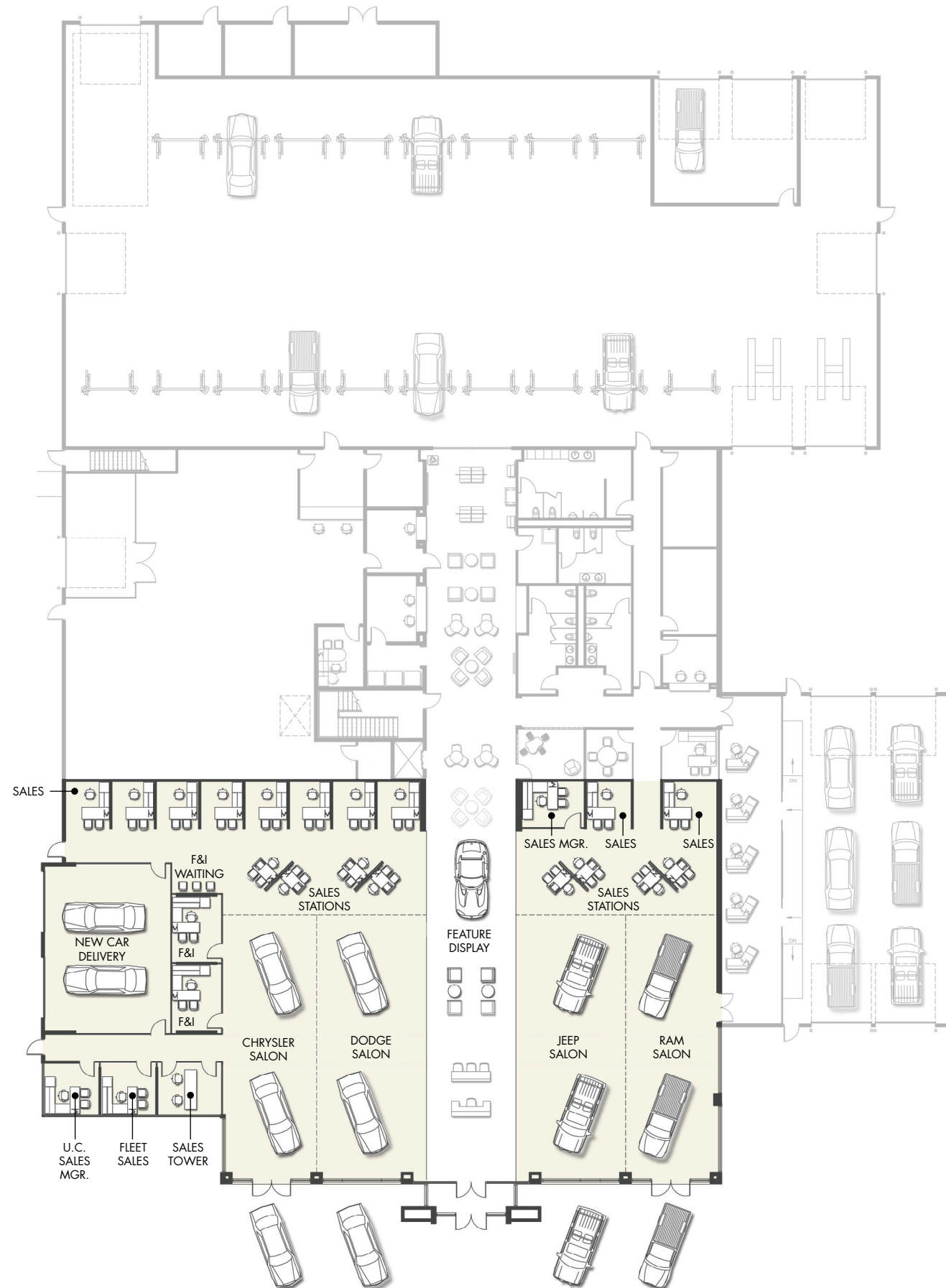
#### SECOND FLOOR FEATURES:

- Administrative offices
- Computer/mechanical rooms
- General manager/dealer office with view to the showroom
- Dealer office located next to general manager
- Senior management conference room
- Sales & service business development center (optional)
- Training/break room featuring classroom seating and individual study areas
- Staff restrooms
- Parts mezzanine, freight elevator (optional)



# FACILITY DESIGN - INTERIOR

FLOOR PLAN (LARGE FACILITY)  
Showroom/Sales/New Car Delivery



## KEY LAYOUT FEATURES

### SHOWROOM:

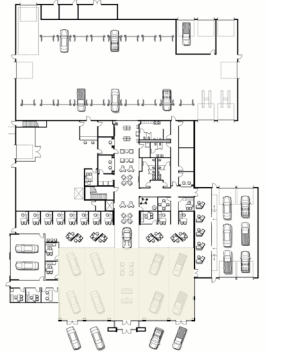
- Staffed reception area
- Separate branded vehicle salons
- Open sales offices and/or low height sales stations
- Front load showroom to allow for easy display vehicle access
- Climate controlled vehicle delivery area
- Private F&I offices with a view to the delivery area
- F&I waiting area
- Optional sales tower or manager office with a full view of showroom and front display
- Feature vehicle salon





# FACILITY DESIGN - INTERIOR

FLOOR PLAN (LARGE FACILITY)  
Showroom/Sales/New Car Delivery



## BRANDED SHOWROOM SALONS

Unlike some other OEM dealerships, the Millennium Facility must represent four vehicle brands and Mopar. Each vehicle brand must be given equal showroom space and proper brand representation.

### BRANDED SALON FEATURES:

- Chrysler, Dodge, Jeep and Ram salons are clearly identified and separated
- Ceiling or wall brand signs
- Brand graphics (minimum one graphic per brand)
- LED showroom lighting
- Impact Media Center
- One or two vehicles displayed per brand according to FCA's facility requirements
- Feature vehicle display, or Mopar accessorized vehicle display
- Soft neutral gray finishes are used to understate the showroom and highlight the vehicles
- Vehicles are positioned at the front of the showroom
- Furniture is positioned behind the vehicles





# FACILITY DESIGN - INTERIOR

FLOOR PLAN (LARGE FACILITY)  
Showroom/Sales/New Car Delivery



## BRANDED SHOWROOM SALONS

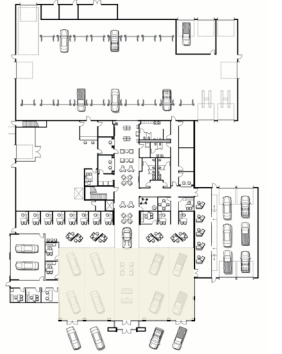
BRANDED SALON FEATURES:

- Chrysler Salon
- Dodge Salon



# FACILITY DESIGN - INTERIOR

FLOOR PLAN (LARGE FACILITY)  
Showroom/Sales/New Car Delivery



## BRANDED SHOWROOM SALONS

BRANDED SALON FEATURES:

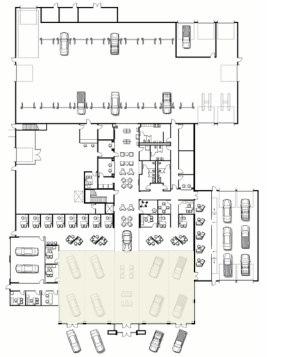
- Jeep Salon
- RAM Salon





# FACILITY DESIGN - INTERIOR

FLOOR PLAN (LARGE FACILITY)  
Showroom/Sales/New Car Delivery



## SALES STATIONS

Today's customer does not want to feel confined. Sales stations are open creating a transparent environment for the customer.

### SALES STATIONS FEATURES:

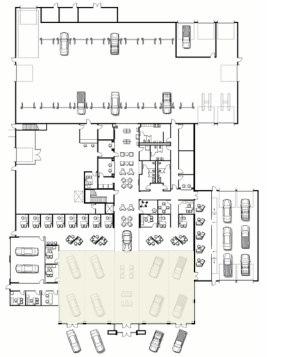
- Open front without doors
- Free standing sales stations are also available
- Wild cherry laminate is used throughout to provide rich color accent





# FACILITY DESIGN - INTERIOR

FLOOR PLAN (LARGE FACILITY)  
Showroom/Sales/New Car Delivery



## NEW CAR DELIVERY AREA

(Optional for small and medium facilities)

The highest level of customer excitement occurs during the delivery of a new car. A properly designed new car delivery area will enhance the customer's experience.

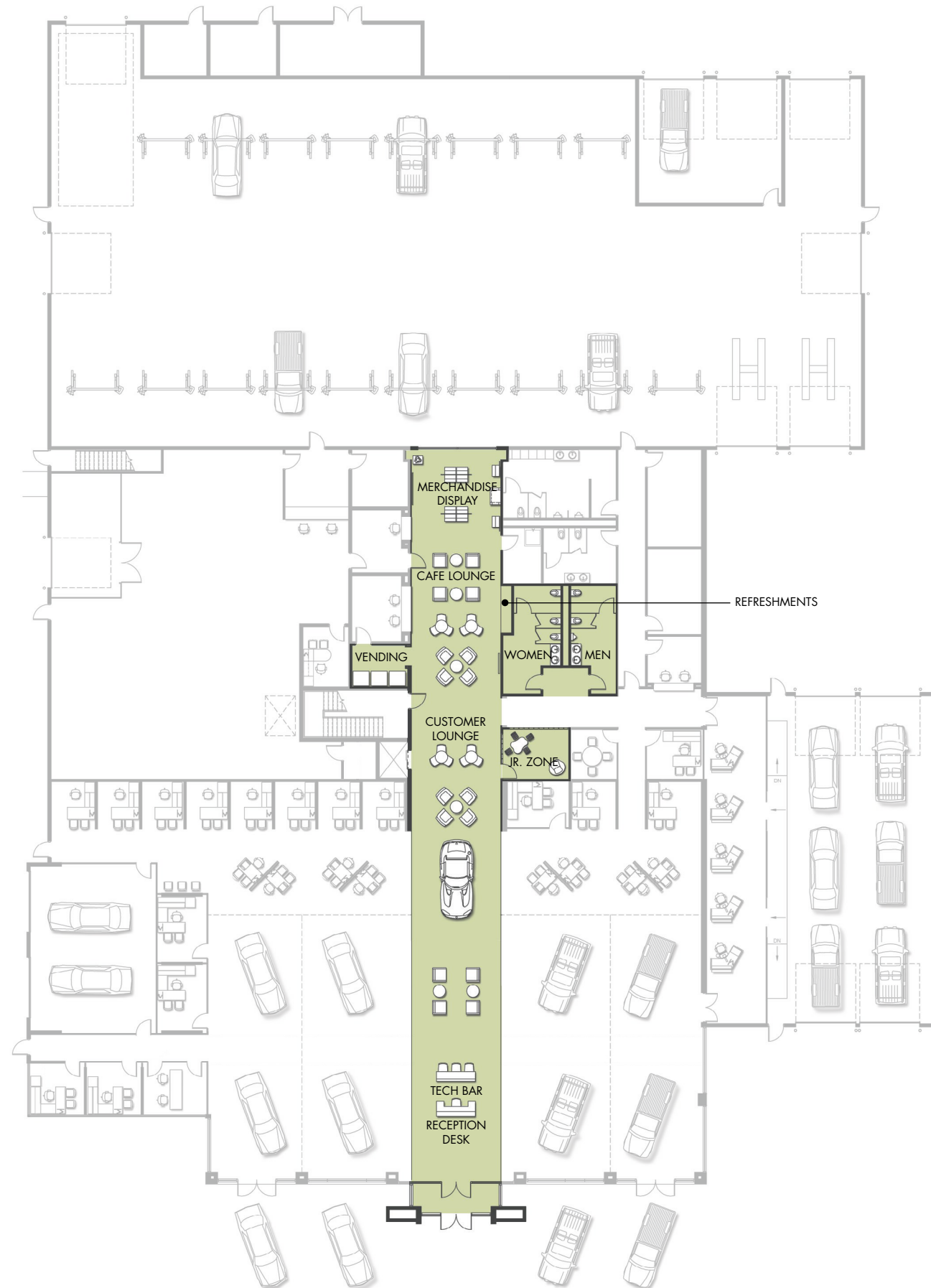
### DELIVERY AREA FEATURES:

- Clean and open
- LED lighting
- Surrounded by glass walls
- Full vision, clear glass overhead doors
- Climate controlled
- Viewable from the F&I office



# FACILITY DESIGN - INTERIOR

FLOOR PLAN (LARGE FACILITY)  
Main Street



## MAIN STREET

The main street environment down the center of the Millennium facility is an extension of the site entrance. Main street is the center of the customer core area and provides a welcoming, comfortable experience. The goal of main street is to create an atmosphere that your customers enjoy and want to spend time in.

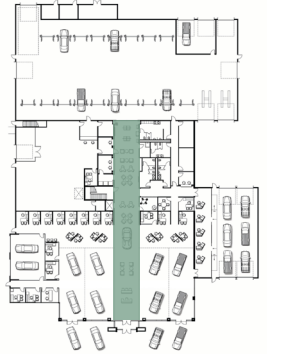
### MAIN STREET FEATURES:

- Branded staffed reception desk
- Tech bar work station with charging outlets
- Impact Media Center
- Café and refreshment area
- Open customer lounge with multiple coffee shop style seating options
- Cashier
- Merchandise display
- Customer view of the service shop
- The reception desk and Impact Media Center require 110V power. Please plan electrical needs accordingly



# FACILITY DESIGN - INTERIOR

FLOOR PLAN (LARGE FACILITY)  
Main Street



## MAIN STREET

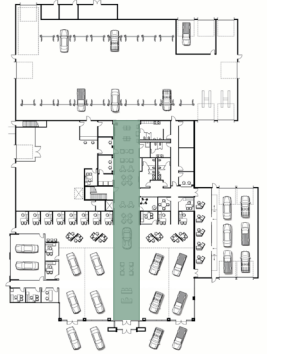
### MAIN STREET FEATURES:

- Branded staffed reception desk
- Impact Media Center
- Charging station for laptops/cell phones
- Lounge Seating
- Feature vehicle display



# FACILITY DESIGN - INTERIOR

FLOOR PLAN (LARGE FACILITY)  
Main Street



## MAIN STREET

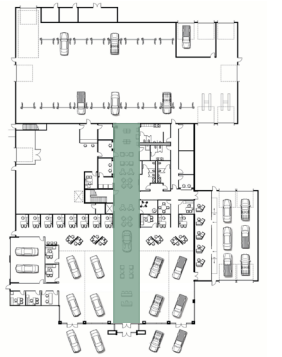
### MAIN STREET FEATURES:

- Coffee shop or hotel lounge environment
- Variety of seating options
- High-top tables (not shown) are also acceptable
- Refreshment counter featuring a variety of hot and cold beverages



# FACILITY DESIGN - INTERIOR

FLOOR PLAN (LARGE FACILITY)  
Main Street



## MAIN STREET

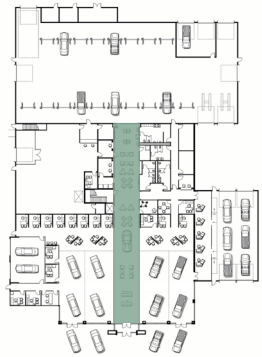
### MAIN STREET FEATURES:

- Open lounge environment
- Cashier located next to retail parts
- Merchandise display
- Full vision glass wall with view to service shop



# FACILITY DESIGN - INTERIOR

FLOOR PLAN (LARGE FACILITY)  
Main Street



## MAIN STREET

### RESTROOMS

Restrooms must be clean and maintained hourly. We have shown a fully tiled restroom. Half-tiled walls are also acceptable.

### RESTROOM FEATURES:

- Restroom tile finishes have been chosen to match the dealership color scheme. Please see the finish schedule for details.
- A brushed stainless steel finish is preferred for the plumbing fixtures
- Granite is the preferred counter top material. Matching black laminate is available as an alternate.



# FACILITY DESIGN - INTERIOR

## FLOOR PLAN (LARGE FACILITY) Parts and Service



### SERVICE SHOP

The service shop generates a large amount of revenue for a dealership. Proper layout and equipment increases efficiency and promotes customer confidence.

#### SERVICE SHOP FEATURES:

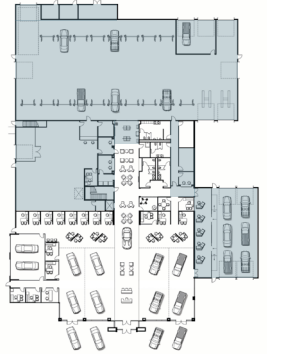
- Mopar Express Lane stalls with separate overhead doors
- Car wash stall
- Enclosed detail stalls
- Dedicated alignment stall
- Outside compressor, electrical and sprinkler rooms
- Centered overhead doors at each end
- Overhead reels provide air and bulk liquids as necessary
- Exhaust system
- Glasswall view from main street
- Non-slip floor tile for maximum durability and ease of maintenance
- Service equipment painted in Mopar blue
- A tech hall waiting space for the technician parts counter
- The special tool room is located next to the technician parts counter, providing additional security.





# FACILITY DESIGN - INTERIOR

FLOOR PLAN (LARGE FACILITY)  
Parts and Service



## STREET-FRONT SERVICE DRIVE

The street-front service drive entrance is often the first impression customers have of your dealership. It is important to position your dealership as the Chrysler, Dodge, Jeep and Ram service experts, offering highly trained technicians and competitive pricing on maintenance services. Proper branding and point of sale displays enforce this message.

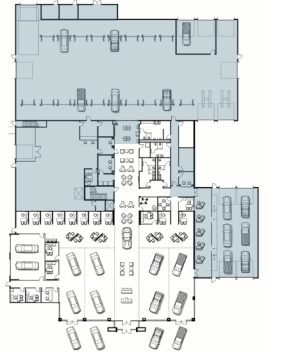
### STREET-FRONT SERVICE DRIVE FEATURES:

- Street front presence, properly marketing Mopar service
- Millennium corporate identity including Mopar service and Express Lane signage
- Climate controlled environment
- Mopar branding
- Mopar point of sale displays; tires, wheels, floor mats, etc.
- Ceramic tile is preferred as service drive flooring choice. Epoxy finish is an approved alternate
- Full vision, clear glass overhead doors



# FACILITY DESIGN - INTERIOR

FLOOR PLAN (LARGE FACILITY)  
Parts and Service



## SERVICE WRITE-UP AREA

Located just off the service drive, the service write-up area is positioned to handle high traffic volumes while providing a great customer experience.

### SERVICE WRITE-UP FEATURES:

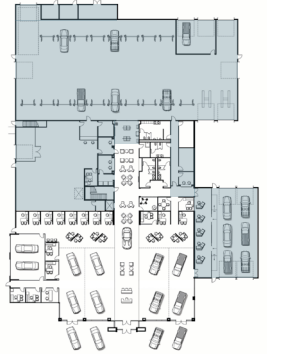
- 120° service advisor station with a forward view of the service drive
- Service menu board
- Full vision glass wall
- Mopar branded graphics
- Climate controlled environment
- LED lighting
- Skylights provide natural light, supporting LED lights





## FACILITY DESIGN - INTERIOR

### FLOOR PLAN (LARGE FACILITY) Parts and Service



#### MOPAR EXPRESS LANE

When customers lead busy lives, the best way to win their loyalty is to give them speed and convenience. That's where Mopar Express Lane comes in.

The key to winning back service business from local quick lubes, tire stores and big box auto centers is to offer speed, convenience and confidence that only Mopar® can provide.

- Mopar Express Lane reduces a typical 60-90 minute oil change to 30 minutes or less.
- Mopar Express Lane offers customer convenience plus dealership expertise
- Productivity is increased while lowering main shop congestion
- Parts and labor sales increase
- Mopar Express Lane builds customer loyalty and new-vehicle sales

Mopar Express Lane can be fit into any facility. The components of Mopar Express Lane have been optimized in our floor plan to improve speed and efficiency. In a large facility, Mopar Express Lane dedicates one lane of the service drive to this important service. Once the write-up is complete, the vehicle is moved to the Mopar Express Lane service stalls, which are positioned directly across from the service drive.

#### MOPAR EXPRESS LANE FEATURES:

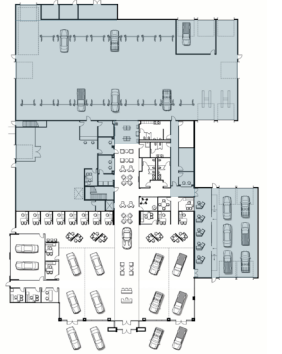
- Express Lane identity, including exterior signage on the service drive
- Drive on/drive off service lifts
- Bulk oil equipment and parts in bay
- Dedicated exterior shop doors to maximize efficiency





# FACILITY DESIGN - INTERIOR

FLOOR PLAN (LARGE FACILITY)  
Parts and Service



## SERVICE SUPPORT AREAS

There are several support areas designed into the Millennium facility to assist your service team.

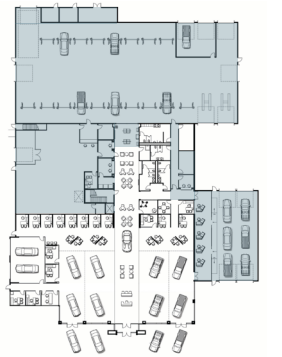
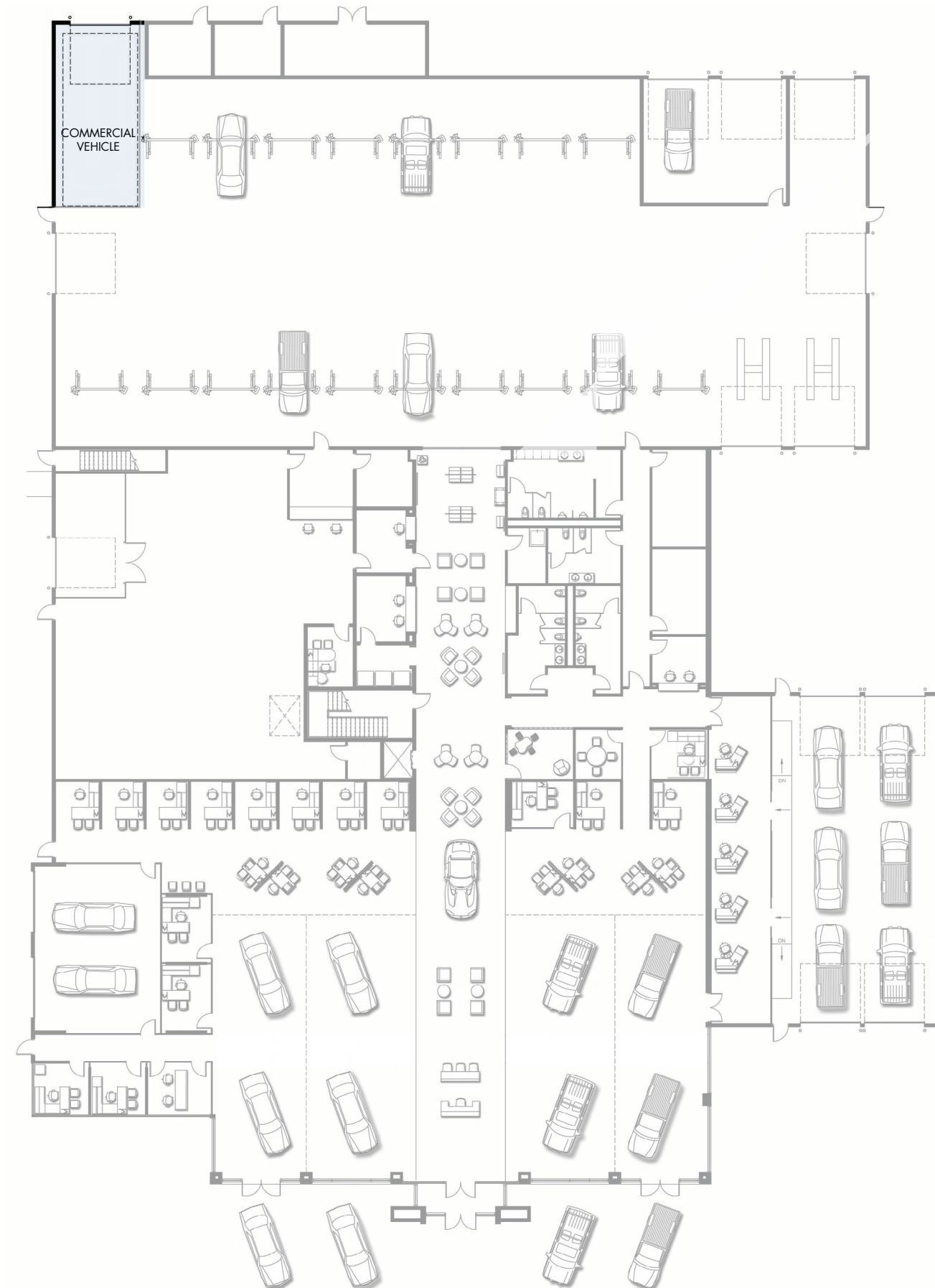
### SERVICE SUPPORT FEATURES:

- The service manager office is located adjacent to service write-Up and features a full glass wall
- A rental car counter (optional) offers convenient alternative transportation
- A private service conference room provides a space for difficult service conversations
- Warranty, dispatch and service files have been combined into one office, maximizing efficiency
- A privacy door separates the support functions from the active customer areas
- Tech break rooms, lockers and separate wash rooms offer comfort for your employees



# FACILITY DESIGN - INTERIOR

## FLOOR PLAN (LARGE FACILITY) Parts and Service



### COMMERCIAL VEHICLES

For dealers considering commercial vehicles, facility plans should take into consideration parking spaces, service drive entrances and exits, dedicated heavy duty stall, turning radius and width of service lanes. A 50' turning radius is recommended for commercial vehicles.

Because of the large size of the commercial truck stalls, they should be directly accessible from outside to eliminate vehicle maneuvering within the facility. The Millennium facility is designed with direct outside access to the commercial vehicle service stall

The minimum facility requirements for commercial vehicle service are:

Service Bay Door Size	13' Height 10' Width
Service Bay Dimensions	15' Width 32' Depth 15' Ceiling Height
Lift Capacity	30,000 lbs.

For new construction or expansion to an existing facility, we recommend the following:

Service Bay Door Size	14' Height 10' Width
Service Bay	15' Width 32' Depth 20' Ceiling
Lift Capacity	30,000+ lbs.



# FACILITY DESIGN - INTERIOR

## FLOOR PLAN (MEDIUM FACILITY)



### MEDIUM FACILITY

The medium features many of the same elements

#### MEDIUM FACILITY FEATURES:

- Display space for five vehicles
- Single level
- Signature arch
- Branded showroom salons
- Open main street environment
- Street front service drive
- Mopar Express Lane



# FACILITY DESIGN - INTERIOR

## FLOOR PLAN (SMALL FACILITY)



### SMALL FACILITY

The small facility is packed with features and provides a great environment for your customers

#### SMALL FACILITY FEATURES:

- Display space for four vehicles
- Open sales stations
- Single level
- Signature arch
- Branded showroom salons
- Open main street environment
- Street front service drive
- Mopar Express Lane



# FACILITY DESIGN - EXTERIOR

EXTERIOR ELEVATIONS

EXTERIOR RENDERINGS

ENTRY ARCH AND FASCIA





# FACILITY DESIGN - EXTERIOR

## EXTERIOR RENDERINGS



### EXTERIOR

The initial customer impression is created by the exterior of the Millennium facility and it contains the most important elements of the facility design.

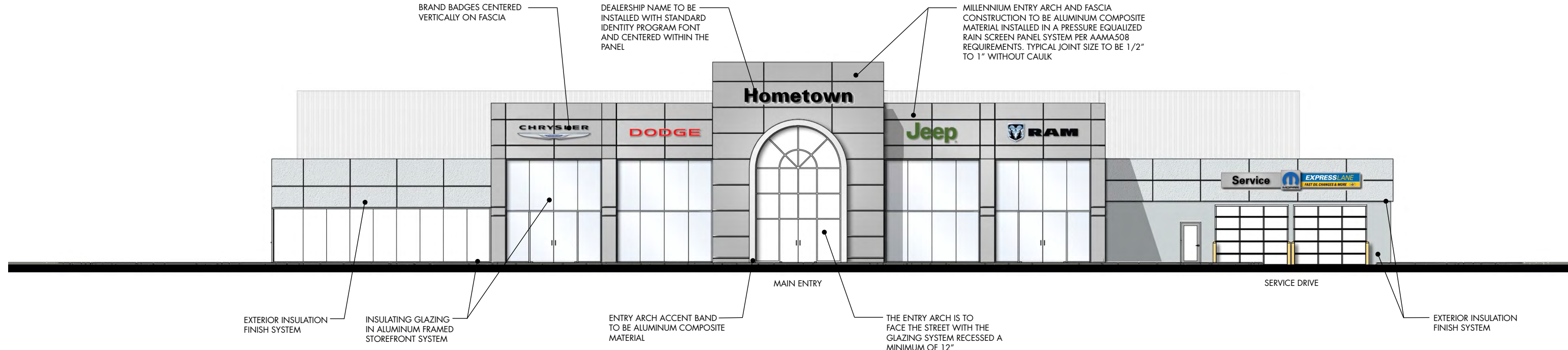
#### KEY EXTERIOR ELEMENTS:

- Signature arch
- Sign fascia
- Brand badges
- Expansive showroom glass
- Street front service drive
- LED exterior lighting



# FACILITY DESIGN - EXTERIOR

## EXTERIOR ELEVATIONS



FRONT ELEVATION



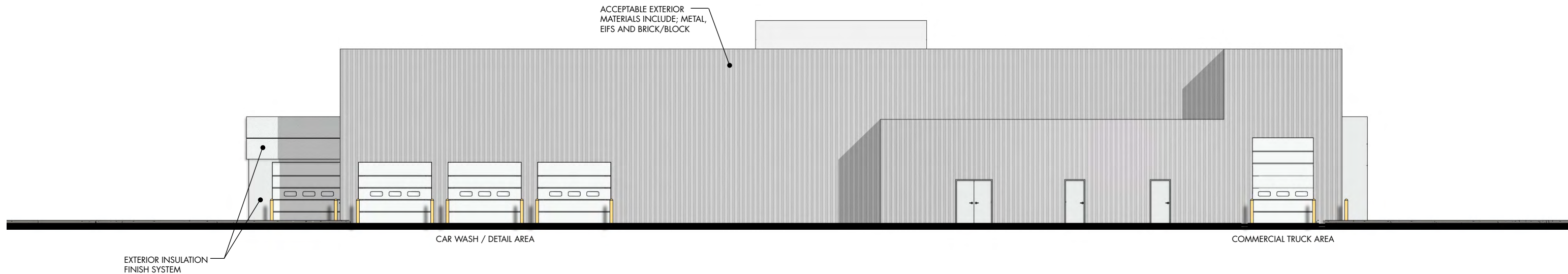
LEFT ELEVATION

\* SEE EXTERIOR FINISH SCHEDULE FOR MATERIAL COLORS

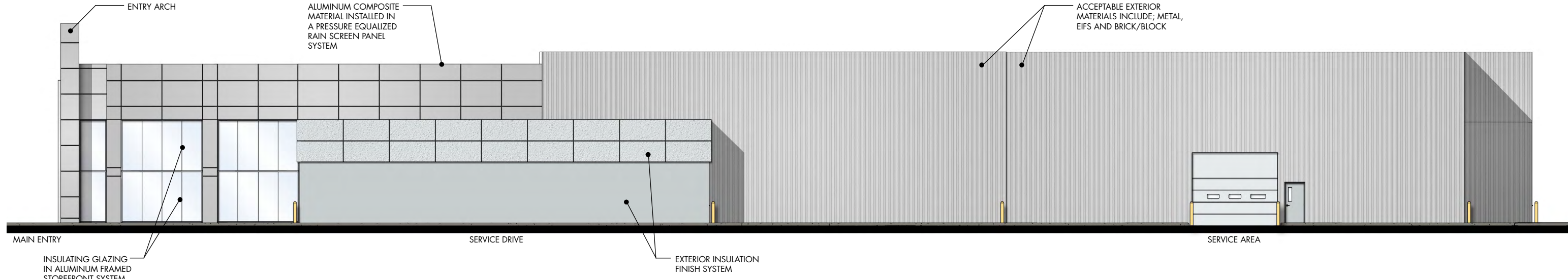


# FACILITY DESIGN - EXTERIOR

## EXTERIOR ELEVATIONS



BACK ELEVATION



RIGHT ELEVATION





# FACILITY DESIGN - EXTERIOR

## ENTRY ARCH AND FASCIA



### SIGNATURE ARCH

The signature arch is reminiscent of New York City's Chrysler Building architecture. The arch is an icon of a CDJR facility and provides prominent brand recognition.

#### SIGNATURE ARCH FEATURES:

- Proper proportions and height (see included detail)
- 3' to 8' taller than the sign fascia
- Centered on a storefront at a main customer entrance
- Standard ACM finishes
- Prototypical ACM panel joint layout
- Highly polished ACM accent band
- Radial pattern fanlight
- Dealer name in standard program font and title case

### SIGN FASCIA

The sign fascia provides a mounting surface for the brand badges and is proportionate to the facility height.

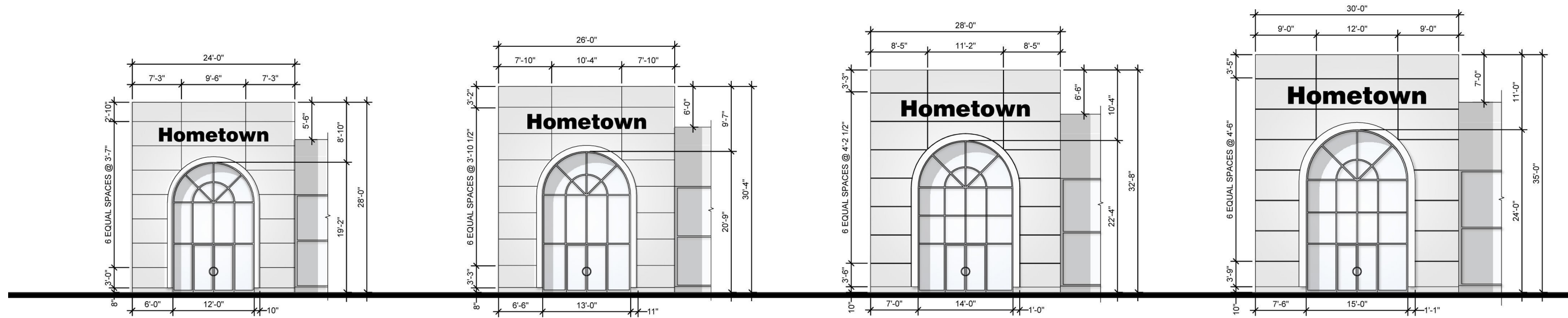
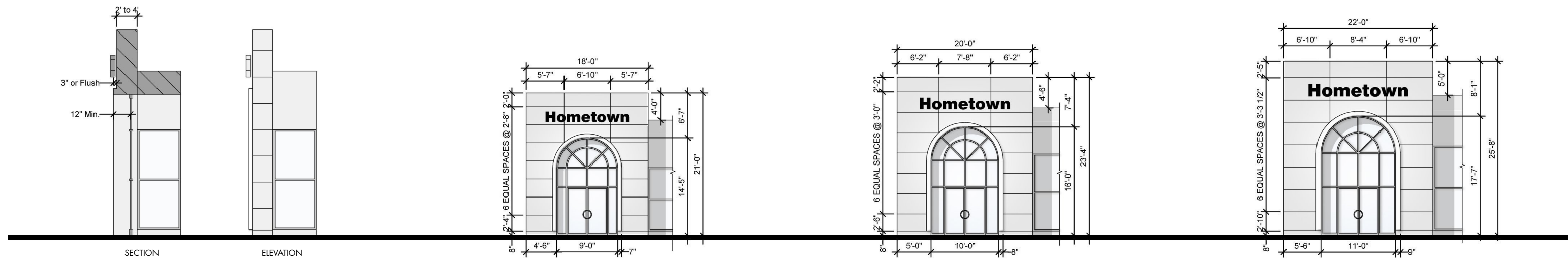
#### FASCIA FEATURES:

- The sign fascia is approx. one third of the total facility height (6' minimum sign fascia height)
- Correct finish material and color; ACM preferred, EFIS alternate



# FACILITY DESIGN - EXTERIOR

## ENTRY ARCH AND FASCIA



### MILLENIUM ENTRY ARCH PROPORTIONS





# FACILITY DESIGN - EXTERIOR

BRAND BADGES / SHOWROOM GLASS / SERVICE DRIVE

## BRAND BADGES

The brand badges identify the purpose of the facility and offer strong brand equity.

### BRAND BADGES FEATURES:

- Sourced from FCA's approved sign supplier
- Mounted in correct order; Chrysler Dodge Jeep Ram
- Vertically centered on the sign fascia
- Equal horizontal spacing centered off the signature arch (see included detail)
- Brand badge size is proportionally correct to the sign fascia height

## EXPANSIVE SHOWROOM GLASS

The showroom glass showcases the interior display and highlights our vehicles.

### EXPANSIVE SHOWROOM GLASS FEATURES:

- Clear visible glass with minimal joints
- Right and left vehicle doors to front load the showroom display
- Clear view of the vehicle display, unobstructed by furniture

## STREET FRONT SERVICE DRIVE

A street front facing service drive is important to market your dealership's service department. Service is prominently featured, letting your customers know that you can handle all their service needs.

### STREET FRONT SERVICE DRIVE FEATURES:

- Facing the high traffic front street
- Separated from the service shop to reduce noise
- Millennium corporate identity including Mopar service and Express Lane signage
- Full vision, clear glass overhead doors
- Climate controlled environment
- Mopar point of sale displays; tires, wheels, floor mats, etc.
- Slip resistant floor tile provides a long lasting, low maintenance floor surface (optional)





# FINISHES

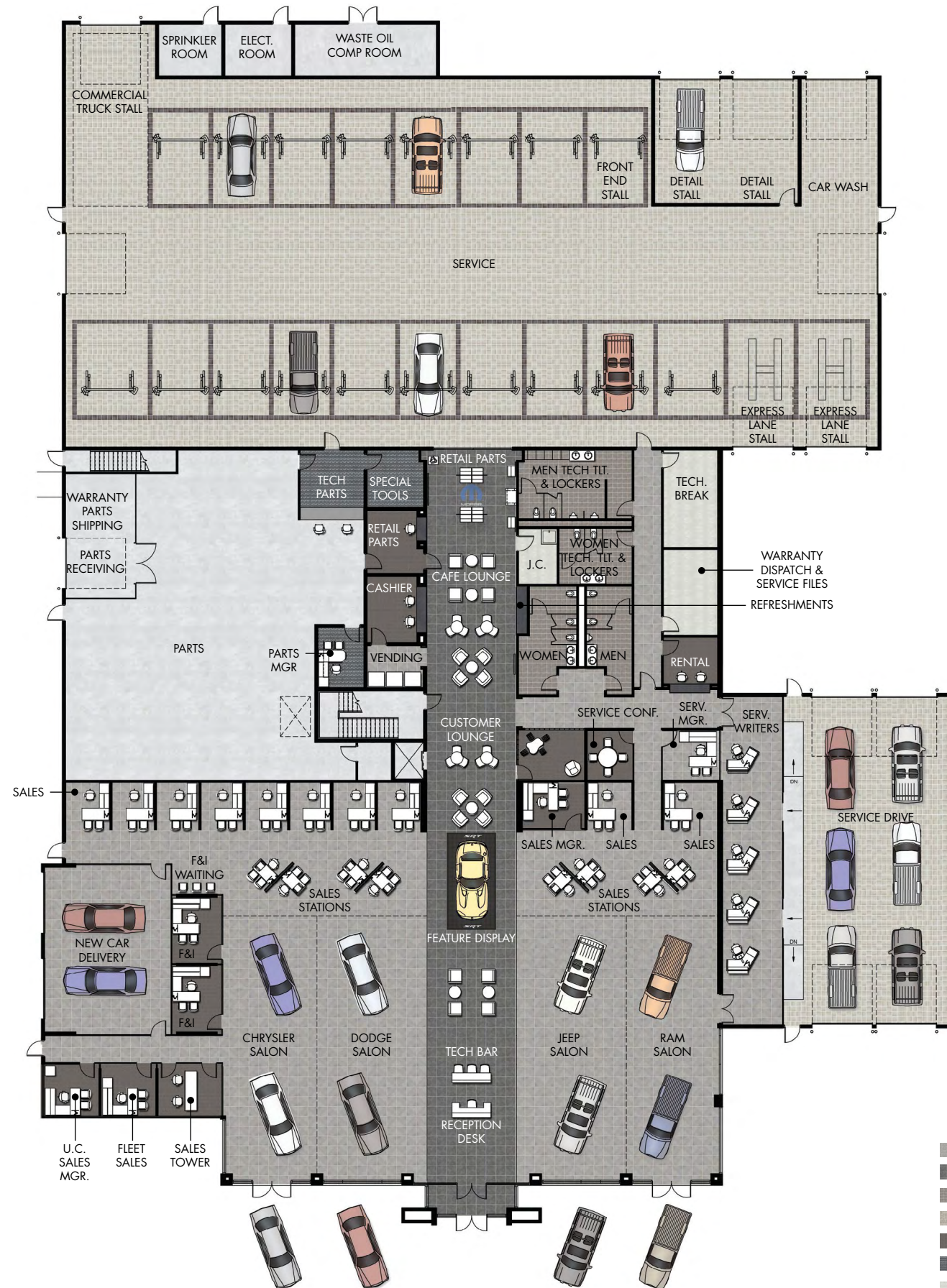
INTERIOR

EXTERIOR

SCHEDULE





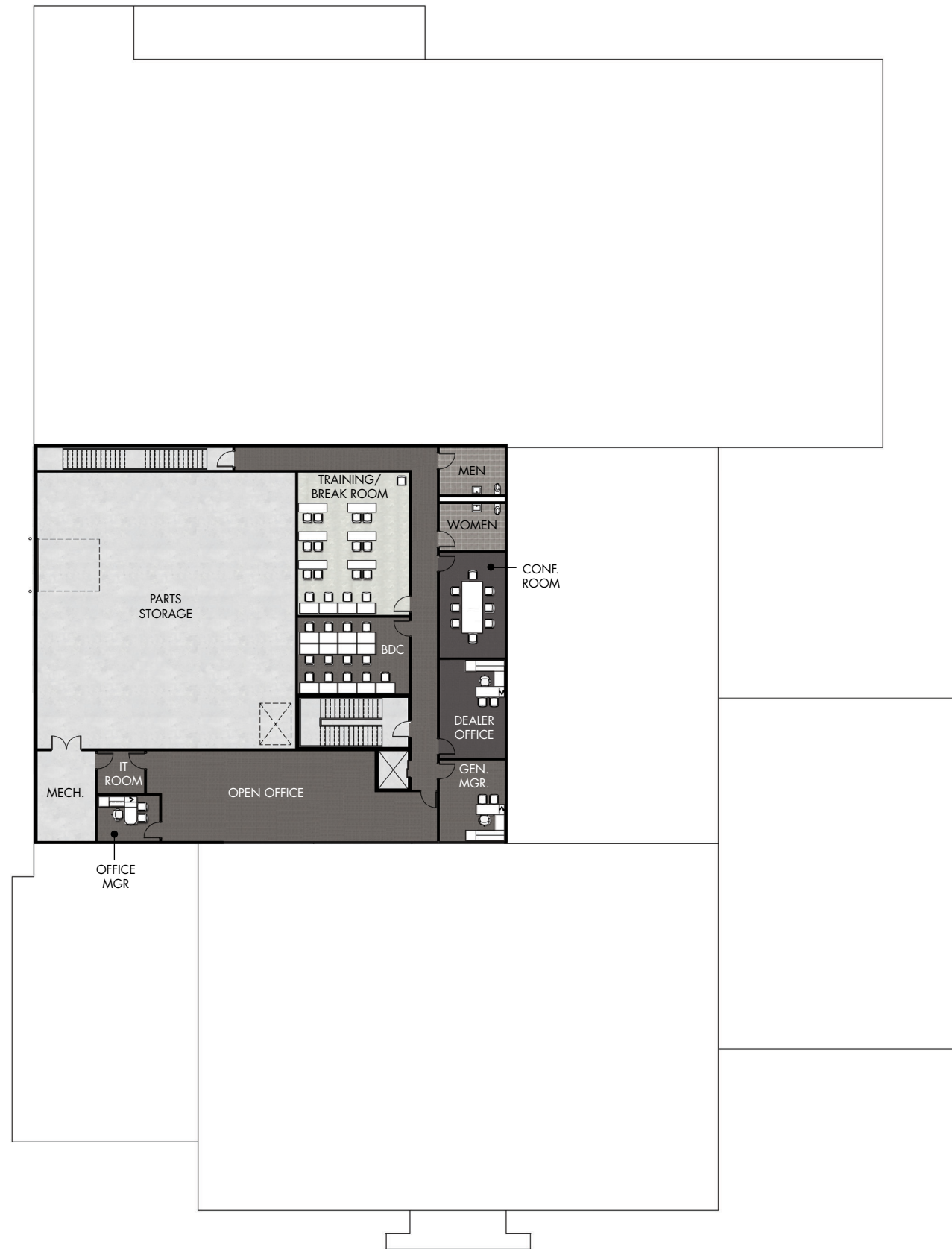


- PT-1 - AlfaLUX - Canvas Titanium (Showroom)
- PT-2 - AlfaLUX - Canvas Carbon (Main Street)
- PT-3 - AlfaLUX - Pebble Gray (Restrooms)
- PT-5 - AlfaLUX - Granite Titanium (Service) and PT-6 AlfaLUX Granite Carbon (Service Accents)
- CPT-1 - Mannington Commercial - Bouclé - Onyx 15297 (Offices)
- RT-1 - Mannington Commercial - Rubber Tile - Square - Night Black 901 (Parts Offices)
- LVT-1 - Mannington Commercial - Divergent - FEN - Spartina 13507 (Break Rm/Files)
- Sealed Concrete (Parts)



# FINISHES

## INTERIOR (LARGE FACILITY SECOND FLOOR)



- CPT-1 - Mannington Commercial - Bouclé - Onyx15297 (Offices)
- PT-3 - AlfaLUX - Pebble Gray (Restrooms)
- LVT-1 - Mannington Commercial - Divergent - FEN - Spartina 13507 (Break Rm/Files/IT Room)
- CONC Sealed Concrete (Parts)



# FINISHES

## INTERIOR (MEDIUM FACILITY)





# FINISHES

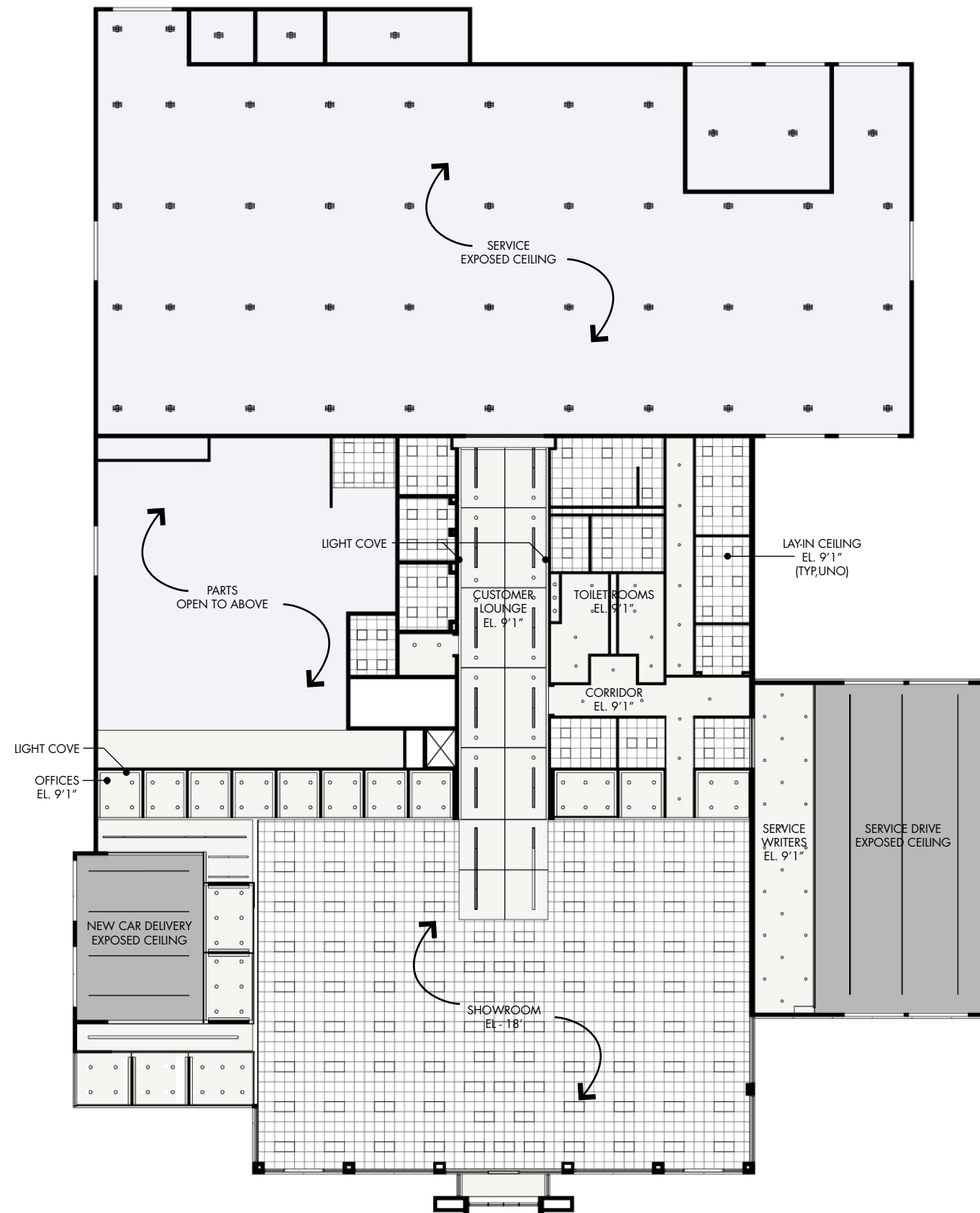
## INTERIOR (SMALL FACILITY)



- PT-1 - AlfaLUX - Canvas Titanium (Showroom)
- PT-2 - AlfaLUX - Canvas Carbon (Main Street)
- PT-3 - AlfaLUX - Pebble Gray (Restrooms)
- PT-5 - AlfaLUX - Granite Titanium (Service) and PT-6 AlfaLUX Granite Carbon (Service Accents)
- CPT-1 - Mannington Commercial - Bouclé - Onyx15297 (Offices)
- RT-1 - Mannington Commercial - Rubber Tile - Square - Night Black 901 (Parts Offices)
- LVT-1 - Mannington Commercial - Divergent - FEN - Spartina 13507 (Break Rm/Files)
- CONC - Sealed Concrete (Parts)



## FIRST FLOOR CEILING PLAN (LARGE FACILITY)

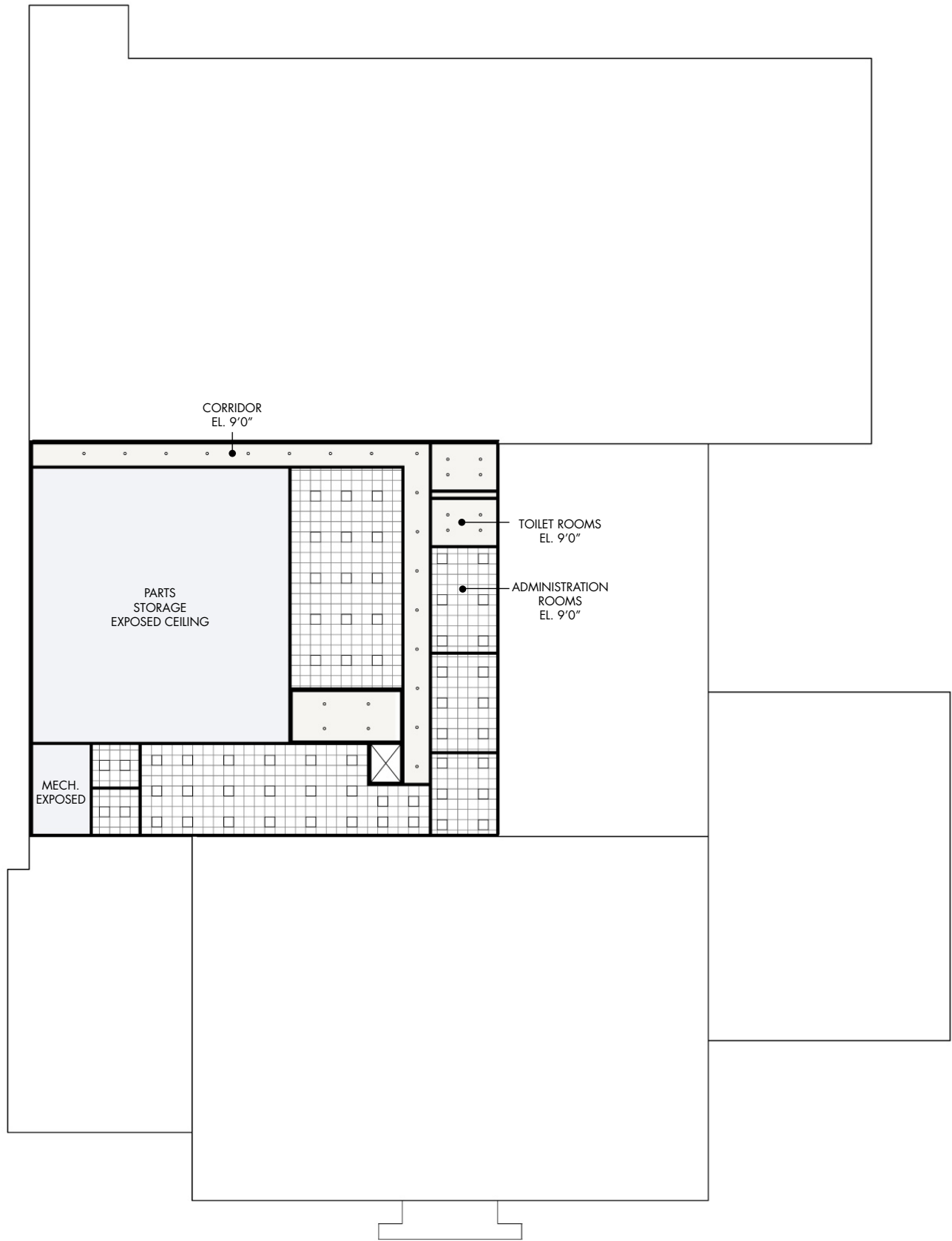


\*FOR LIGHTING INFORMATION, REFER TO LIGHTING SECTION. FCA HAS PARTNERED WITH GE LIGHTING AND REVOLUX LIGHTING TO DEVELOP THE CDJR LIGHTING PROGRAMS.

- GYPSUM BOARD PAINTED - PNT-6
- EXPOSED CEILING STRUCTURE PAINTED - PNT-6
- EXPOSED CEILING STRUCTURE PAINTED - PNT-3
- 2X2 LAY-IN ACOUSTIC CEILING PANEL - ACT-1



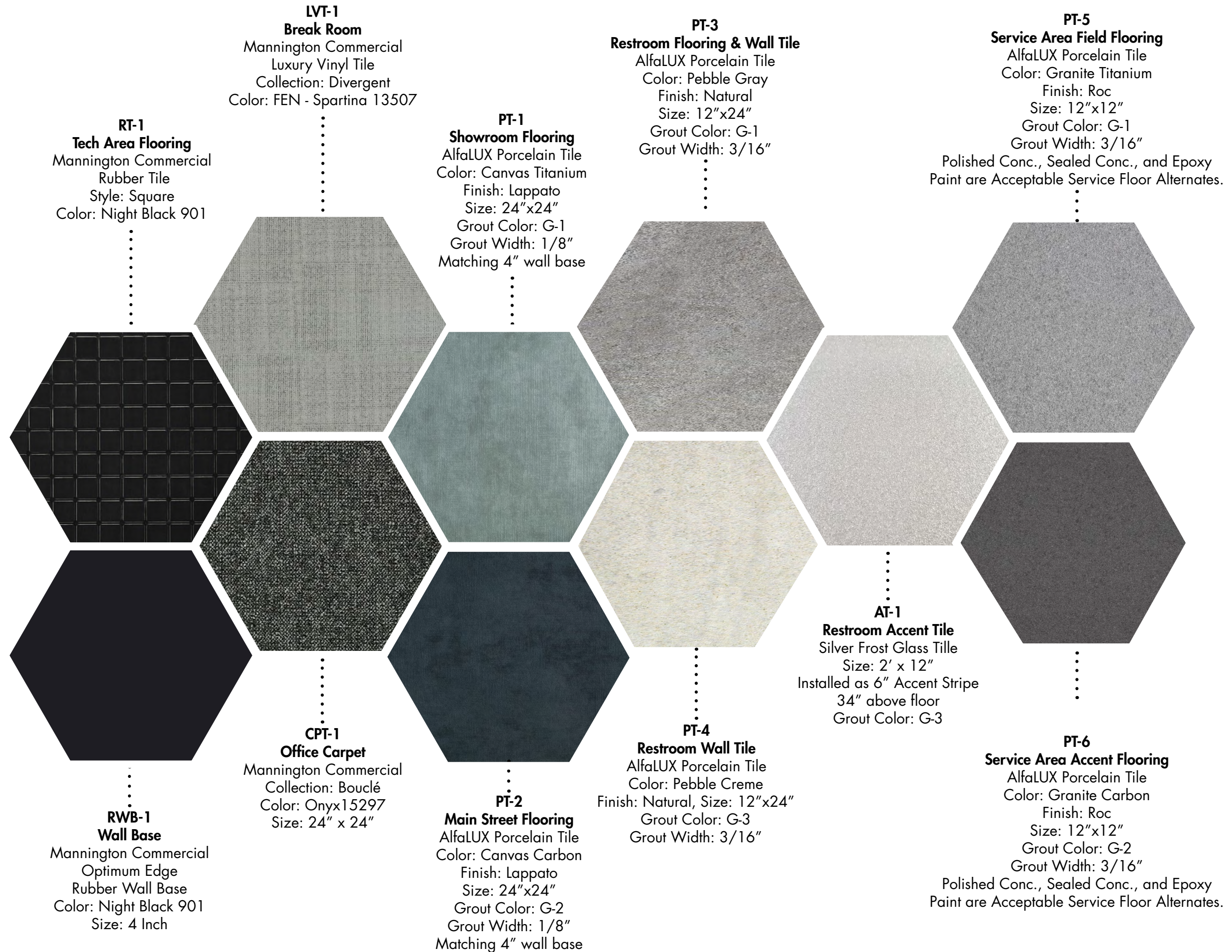
## SECOND FLOOR CEILING PLAN (LARGE FACILITY)



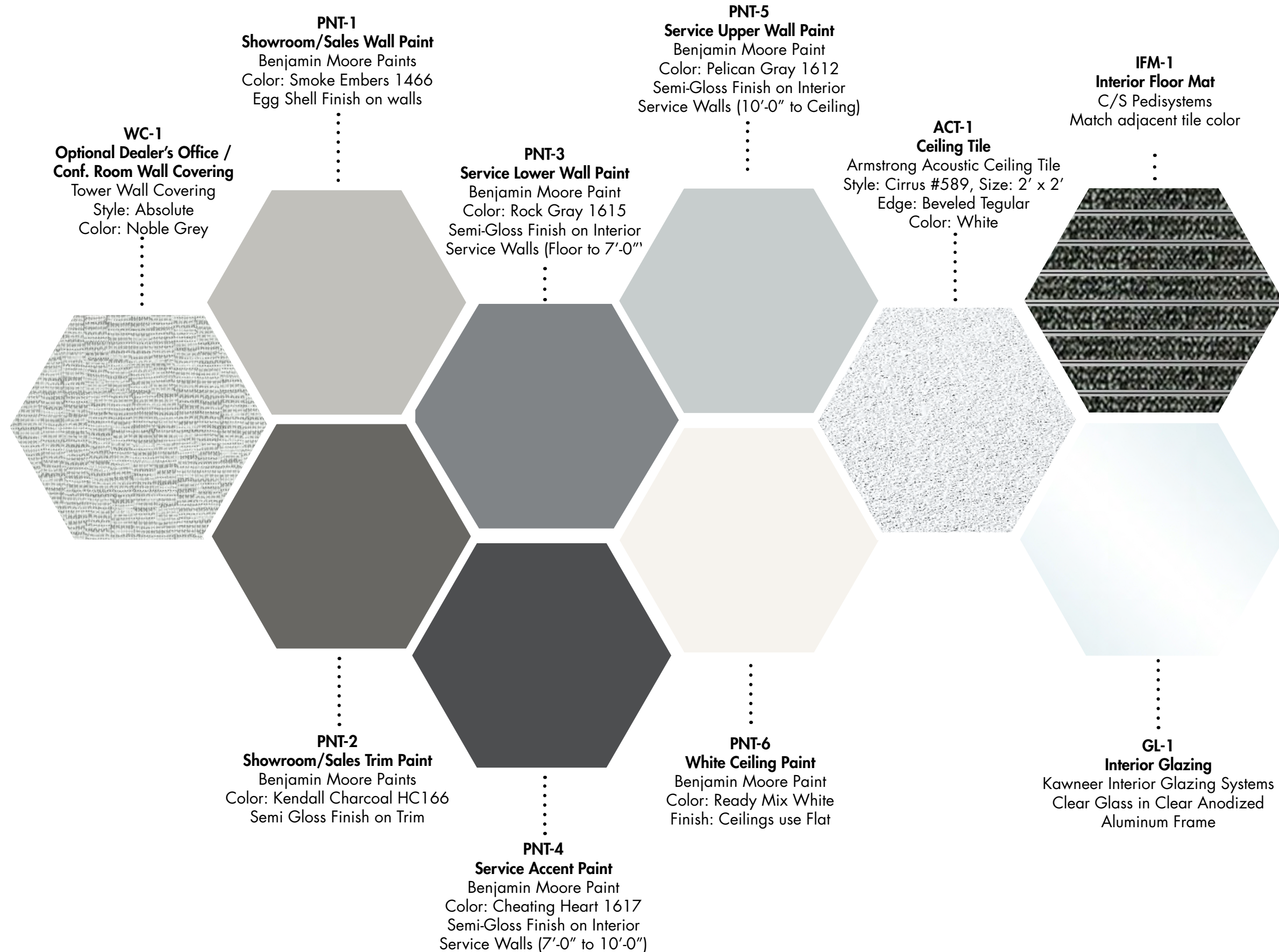
\*FOR LIGHTING INFORMATION, REFER TO LIGHTING SECTION. FCA HAS PARTNERED WITH GE LIGHTING AND REVOLUX LIGHTING TO DEVELOP THE CDJR LIGHTING PROGRAMS.

- GYPSUM BOARD PAINTED - PNT-6
- EXPOSED CEILING STRUCTURE PAINTED - PNT-6
- 2X2 LAY-IN ACOUSTIC CEILING PANEL - ACT-1

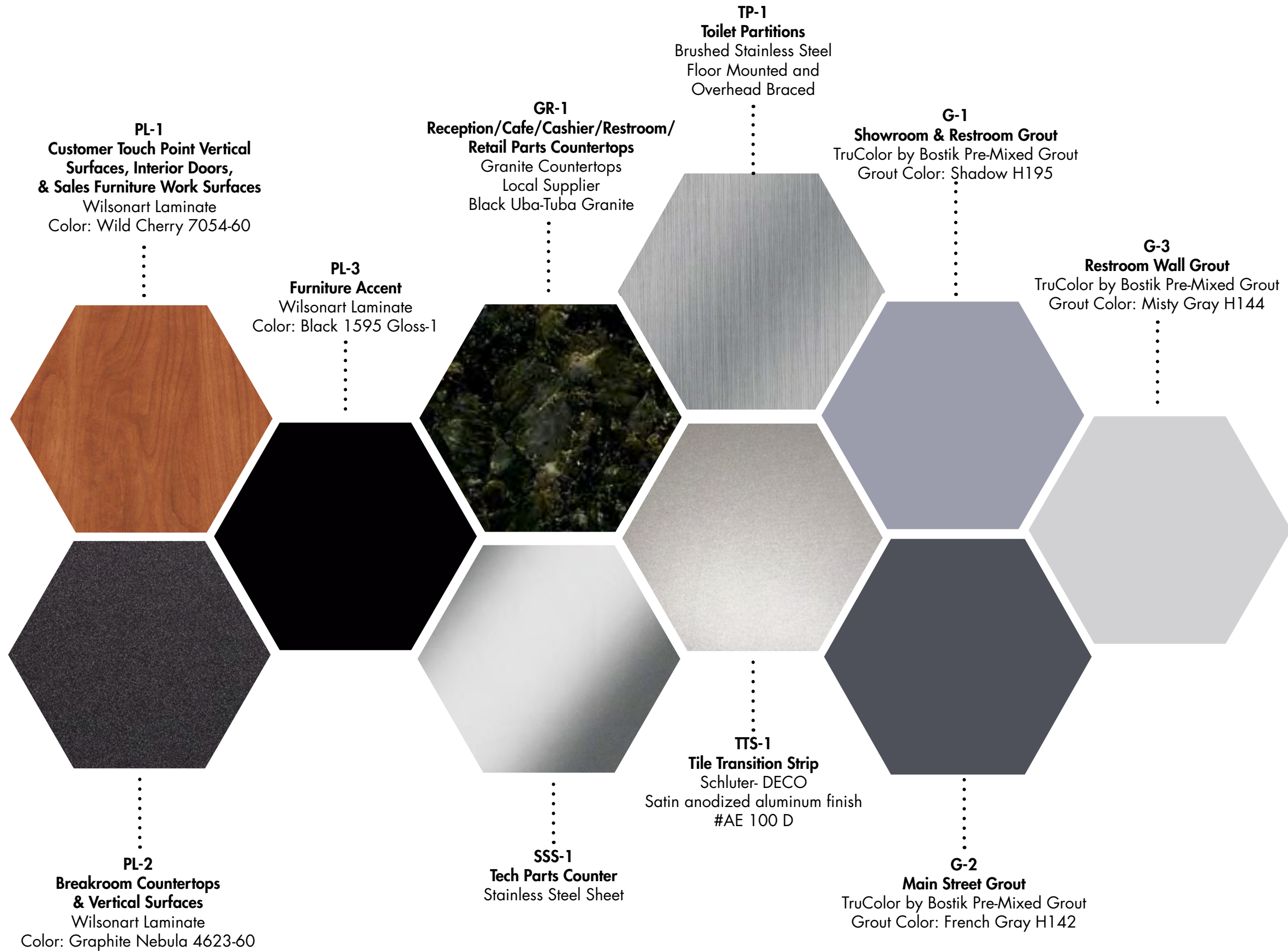
















### TILE PROGRAM GUIDE DWYER MARBLE & STONE

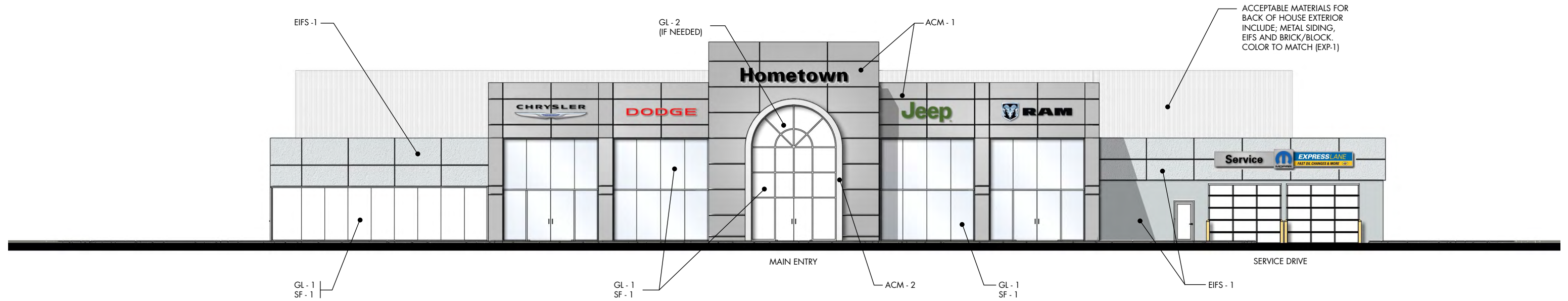
(CLICK LINK FOR PROGRAM DOCUMENT)

#### SPECIFIED INTERIOR FINISHES NOTES

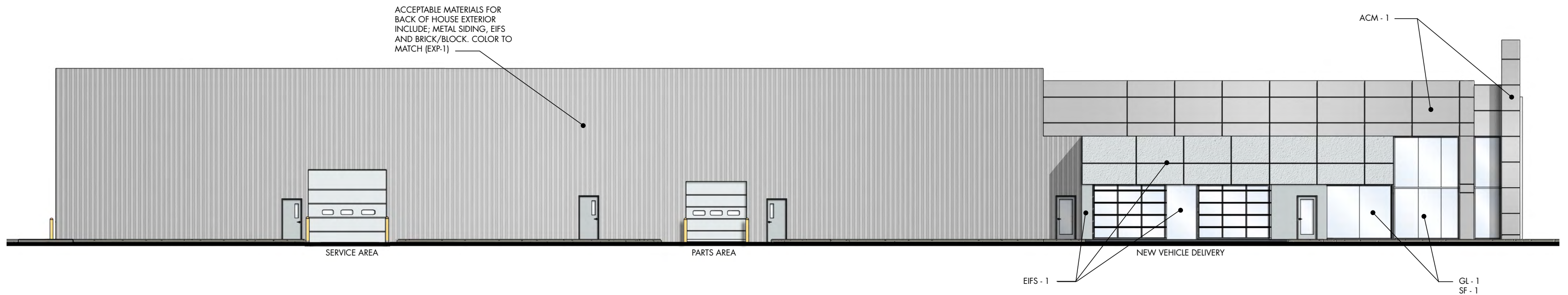
- The CDJR interior finish palette is designed to provide a quality, relaxing environment in the cool/gray color scheme.
- The specified showroom primary floor tile is to be installed as the main field tile. The accent tile is to be install in the Main Street area of the facility.
- Alternate finishes of equal material, quality, and appearance may be submitted for review. See appeal process on page 63.
- Service Department and Service Drive floor finish is dealer preference and the listed finish options are provided for direction.
- Countertops
  - Reception desk, Cafe counter, and Customer restrooms to be granite
  - Cashier counter and retail parts counter to be granite.
  - Tech parts counters to be stainless steel sheet.
  - Employee restrooms and Customer work counters to be plastic laminate or granite.
  - Employee break room to be plastic laminate.
  - Door hardware and bathroom hardware to be brushed stainless steel.

ROOM FINISH SCHEDULE												
Room Name	Floor	Grout	Base	Walls			Countertop	Ceiling			See Rendering	Remarks
				Primary	Accent	Trim		Material	Color	Height		
<b>Main Level</b>												
Vestibule	PT-2	G-2	TB-1	GL/PNT-1				ACT-1	White			IFM-1 Interior Floor Mat
Chrysler Salon	PT-1	G-1	TB-1	GL/PNT-1				ACT-1	White	18'	Page 13	
Dodge Salon	PT-1	G-1	TB-1	GL/PNT-1				ACT-1	White	18'	Page 13	
Jeep Salon	PT-1	G-1	TB-1	GL/PNT-1				ACT-1	White	18'	Page 14	
Ram Salon	PT-1	G-1	TB-1	GL/PNT-1				ACT-1	White	18'	Page 14	
Feature Display Area	PT-2	G-2						GB	PNT-6	9'-1"	Page 18	Gypsum board element
Café Seating Area	PT-2	G-2	TB-1	PNT-1	PL-1	PNT-2	GR-1	GB	PNT-6	9'-1"	Page 19	
Customer Lounge	PT-2	G-2	TB-1	PNT-1	PL-1	PNT-2	GR-1	GB	PNT-6	9'-1"	Page 19	
Merchandise Display	PT-2	G-2	TB-1	GL/PNT-1	PL-1	PNT-2	GR-1	GB	PNT-6	9'-1"	Page 20	
U.C. Sales Manager Office	CPT-1		RWB-1	PNT-1		PNT-2		GB	PNT-6	9'-1"		
Fleet Sales Office	CPT-1		RWB-1	PNT-1		PNT-2		GB	PNT-6	9'-1"		
Sales Tower	CPT-1		RWB-1	GL/PNT-1		PNT-2		GB	PNT-6	9'-1"		
F & I Office	CPT-1		RWB-1	GL/PNT-1				GB	PNT-6	9'-1"	Page 13	
F & I Waiting Area	PT-1	G-1	TB-1	PNT-1				GB	PNT-6	9'-1"	Page 8	
New Car Delivery	PT-1	G-1	TB-1	PNT-1				EXP	PNT-3		Page 16	
Sales Office	PT-1	G-1	TB-1	PNT-1	PL-1	PNT-2		GB	PNT-6	9'-1"	Page 15	
Sales Manager Office	CPT-1		RWB-1	PNT-1		PNT-2		GB	PNT-6	9'-1"	Page 15	
Service Manager Office	CPT-1		RWB-1	PNT-1		PNT-2		GB	PNT-6	9'-1"		
Service Writers Area	PT-1	G-1	TB-1	PNT-1		PNT-2		GB	PNT-6	9'-1"	Page 26	
Service Drive	PT-6	G-4		PNT-1		PNT-2		EXP	PNT-3		Page 26	
Service Department	PT-6	G-4		PNT-3/PNT-5	PNT-4	PNT-2		EXP	PNT-6		Page 25	PT-5 Service accent tile
Service Conference Room	CPT-1		RWB-1	PNT-1		PNT-2		GB	PNT-6	9'-1"	Page 24	
Junior Zone	CPT-1		RWB-1	PNT-1		PNT-2		GB	PNT-6	9'-1"	Page 21	DIRTT modular wall
Service Area Corridor	PT-1	G-1	TB-1	PNT-1		PNT-2		GB	PNT-6	9'-1"		
Women's Restroom	PT-3	G-1	TB-1	PT-4	PT-3/AT-1	PNT-2	GR-1	GB	PNT-6	9'-1"	Page 21	
Men's Restroom	PT-3	G-1	RWB-1	PT-4	PT-3/AT-1	PNT-2	GR-1	GB	PNT-6	9'-1"	Page 24	
Rental Office	CPT-1		RWB-1	PNT-1		PNT-2	GR-1	ACT-1	White	9'-1"		
Warranty Dispatch & Service Files	LVT-1		RWB-1	PNT-1		PNT-2		ACT-1	White	9'-1"		
Tech Break Room	LVT-1		TB-1	PNT-1		PNT-2	PL-2	ACT-1	White	9'-1"		
Men's Tech Toilets and Lockers	PT-3	G-1	TB-1	PT-3		PNT-2	PL-2	ACT-1	White	9'-1"		
Women's Tech Toilets and Lockers	PT-3	G-1	TB-1	PT-3		PNT-2	PL-2	ACT-1	White	9'-1"		
Tech Corridor	PT-1	G-1	TB-1	PNT-1		PNT-2		GB	PNT-6	9'-1"		
Janitor Closet and Storage	CPT-1		RWB-1	PNT-1		PNT-2		ACT-1	White	9'-1"		
Parts Area	CONC			PNT-1		PNT-2		EXP	PNT-6			
Parts Manager Office	RT-1		RWB-1	PNT-1		PNT-2		ACT-1	White	9'-1"		
Cashier	CPT-1		RWB-1	PNT-1	PL-1	PNT-2	GR-1	ACT-1	White	9'-1"	Page 20	
Vending	PT-1	G-1	TB-1	PNT-1		PNT-2		GB	PNT-6	9'-1"		
Retail Parts Counter	CPT-1		RWB-1	PNT-1	PL-1	PNT-2	GR-1	ACT-1	White	9'-1"	Page 20	
Special Tools	RT-1		RWB-1	PNT-1		PNT-2		ACT-1	White	9'-1"		
Tech Parts	RT-1		RWB-1	PNT-1		PNT-2	SSS-1	ACT-1	White	9'-1"		
Warranty Parts Shipping	CONC			PNT-1		PNT-2		EXP	PNT-6			
Parts Receiving	CONC			PNT-1		PNT-2		EXP	PNT-6			
Waste Oil / Compressor Room	CONC			PNT-1		PNT-2		EXP	PNT-6			
Electrical Room	CONC			PNT-1		PNT-2		EXP	PNT-6			
Sprinkler Room	CONC			PNT-1		PNT-2		EXP	PNT-6			
<b>Upper Level</b>												
General Manager's Office	CPT-1		RWB-1	PNT-1		PNT-2		ACT-1	White	9'-1"		
Dealer Office	CPT-1		RWB-1	WC-1		PNT-2		ACT-1	White	9'-1"		
Open Office Area	CPT-1		RWB-1	PNT-1		PNT-2		ACT-1	White	9'-1"		
Office Manager	CPT-1		RWB-1	PNT-1		PNT-2		ACT-1	White	9'-1"		
I.T. Room	LVT-1		RWB-1	PNT-1		PNT-2		ACT-1	White	9'-1"		
Business Development Center	CPT-1		RWB-1	PNT-1		PNT-2		ACT-1	White	9'-1"		
Training & Break Room	LVT-1		RWB-1	PNT-1		PNT-2	PL-2	ACT-1	White	9'-1"		
Conference Room	CPT-1		RWB-1	WC-1		PNT-2		ACT-1	White	9'-1"		
Men's Restroom	PT-3	G-1	TB-1	PNT-1		PNT-2	GR-1	GB	PNT-6	9'-1"		
Women's Restroom	PT-3	G-1	TB-1	PNT-1		PNT-2	GR-1	GB	PNT-6	9'-1"		
Parts Storage	CONC			PNT-1		PNT-2		EXP	PNT-6			
Mechanical Room	CONC		RWB-1	PNT-1		PNT-2		EXP	PNT-6			
<b>Abbreviations</b>												
ACT - Acoustic Ceiling Panel			G - Grout			LVT - Luxury Vinyl Tile			RWB - Ruber Wall Base			
AT - Accent Tile			GB - Gypsum Board			PL - Plastic Laminate			SSS - Stainless Steel Sheet			
CONC - Sealed Concrete			GL - Glass			PNT - Paint			TB - Tile Base			
CPT- Carpet			GR - Granite			PT - Porcelain Tile			TP - Toilet Partitions			
EP - Epoxy Paint			IFM - Interior Floor Mat			RFT - Rubber Floor Tile			WC - Wall Covering			





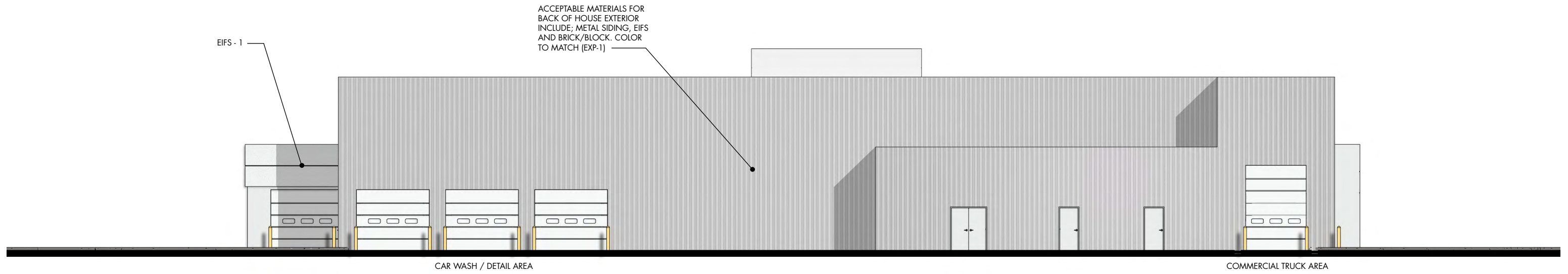
### FRONT ELEVATION



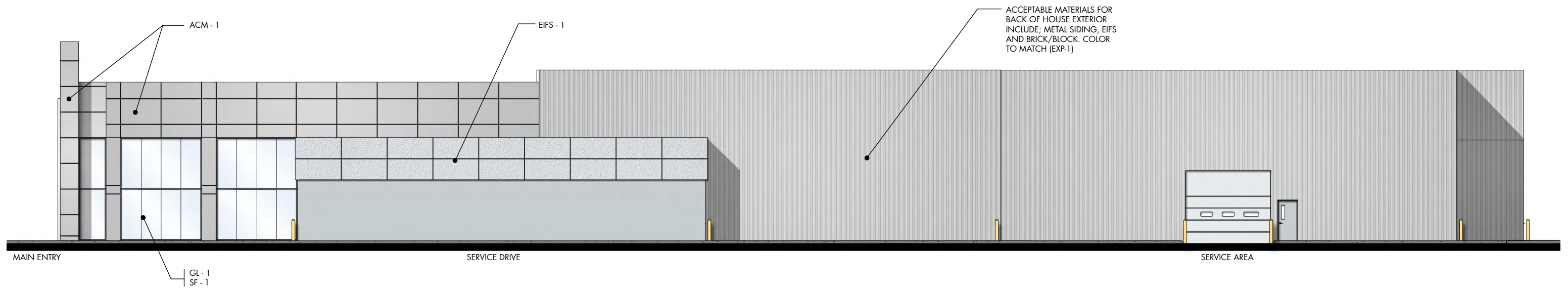
### LEFT ELEVATION

\* SEE EXTERIOR ELEVATIONS FOR MATERIAL DESCRIPTIONS ON PAGES 32 AND 34.





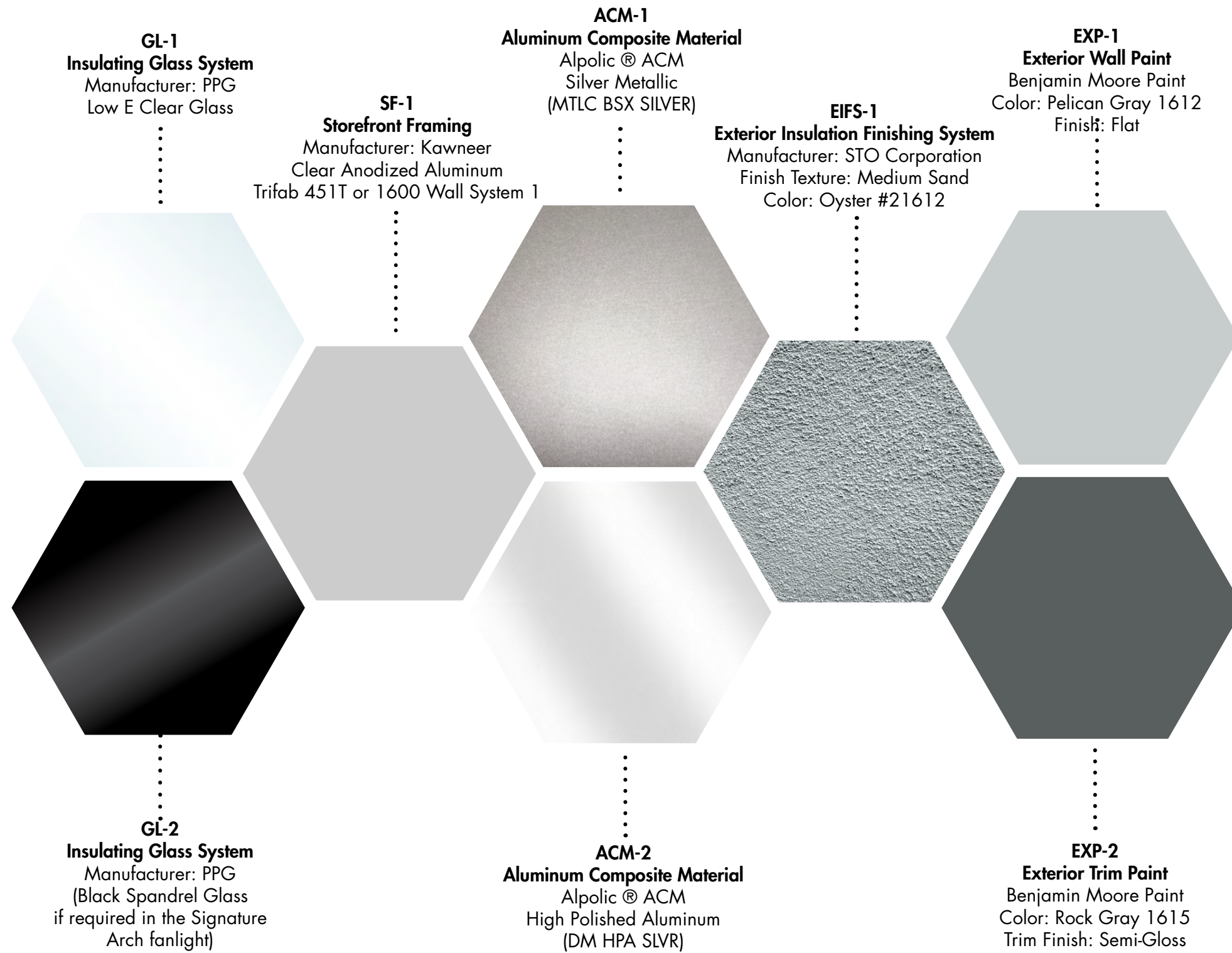
### BACK ELEVATION



### RIGHT ELEVATION

\* SEE EXTERIOR ELEVATIONS FOR MATERIAL DESCRIPTIONS ON PAGES 32 AND 34.

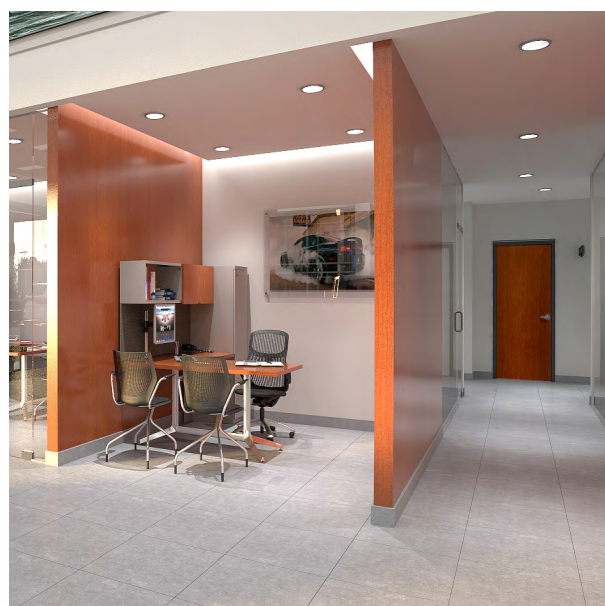
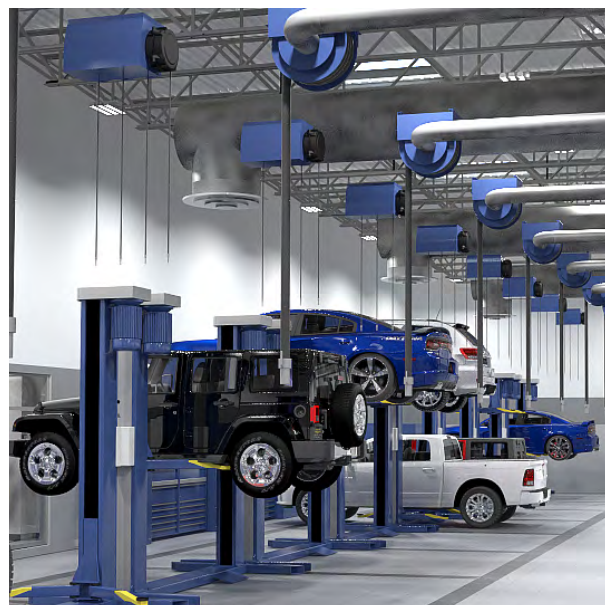






# LIGHTING

LIGHTING PROGRAM







**LIGHTING  
PROGRAM GUIDE**  
GE LIGHTING



**LIGHTING  
PROGRAM GUIDE**  
REVOLUX LIGHTING

*(CLICK LINKS FOR PROGRAM DOCUMENTS OR VISIT  
FCAFACILITIES.COM TO DOWNLOAD INFORMATION)*



# SIGNAGE

DEALER SIGNAGE OVERVIEW

SIGNAGE PROGRAM







### OVERVIEW

The Millennium Identity sign program produced and distributed by FCA US LLC's approved vendor, Principle, provides your dealership with a full line-up of high quality, energy efficient signage. Principle is FCA's only approved sign vendor and must be used to ensure consistent quality.

The Millennium Identity program consists of the following element:

- Pylon or Monument Signs
- Fascia Signage
- Mopar Service and Express Lane Signs
- Directional Signage
- Supplemental Signage

### PYLON / MONUMENTAL SIGNS

The pylon sign has a powerful distinctive style and effectively communicates the corporate brands. Colors and materials are similar to the showroom facade and establish a consistent brand identity.

Monument signs are available where local ordinance, deed restrictions and other coeds restrict the use of a pylon sign.

### FASCIA SIGNAGE

Fascia signage focuses on brand identification and presents a consistent image of the Chrysler, Dodge, Jeep and Ram brand elements. Each brand badge is designed to create and grow strong brand awareness. The badges are instantly recognizable and bring strong brand equity to your facility. Brand badges are placed in a specific order and set the stage for showroom vehicle placement.

The fascia signage combined with a pylon or monument sign composes the primary identity package.





### **MOPAR SERVICE AND EXPRESS LANE SIGNS**

When combined with a street front service drive, Mopar service and Express Lane signs communicate a strong brand message. These signs bring trust and equity of the Mopar brand and help effectively market your service department.

Mopar service signs are available to all FCA US LLC dealers. The Mopar Express Lane sign can be ordered at the time of the dealer's Express Lane enrollment; however, this sign can not be install until the dealership is validated as a Mopar Express Lane dealer. Validation is the final step in implementing a successful Express Lane.

### **DIRECTIONAL SIGNAGE**

Directional signs from Principal help maintain consistency with the Millennium family of signs. Exterior and interior signs help direct your customers and prevent confusion.

### **SUPPLEMENTAL SIGNAGE**

Supplemental signs are available and include optional Certified Pre-Owned Vehicle sign (CPOV enrollment required). Please see the attached document for reference.





**DEALERSHIP SIGNAGE  
PROGRAM GUIDE**  
PRINCIPLE

*(CLICK LINK FOR PROGRAM DOCUMENT OR VISIT  
FCAFACILITIES.COM TO DOWNLOAD INFORMATION)*



# FURNITURE, FIXTURES, & EQUIPMENT

FURNITURE LAYOUT

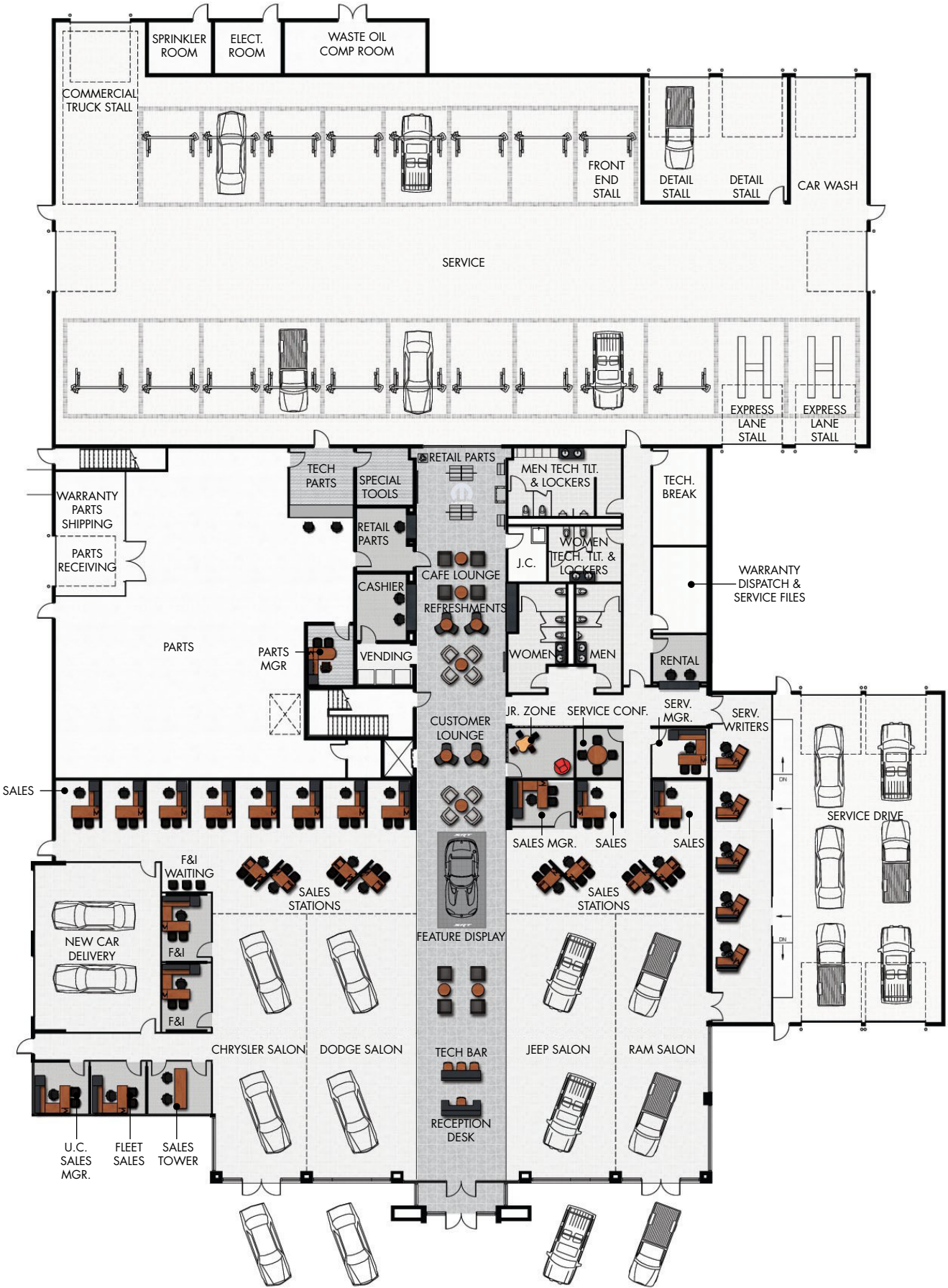
BRANDING AND FURNITURE GUIDES





# FURNITURE, FIXTURES, & EQUIPMENT

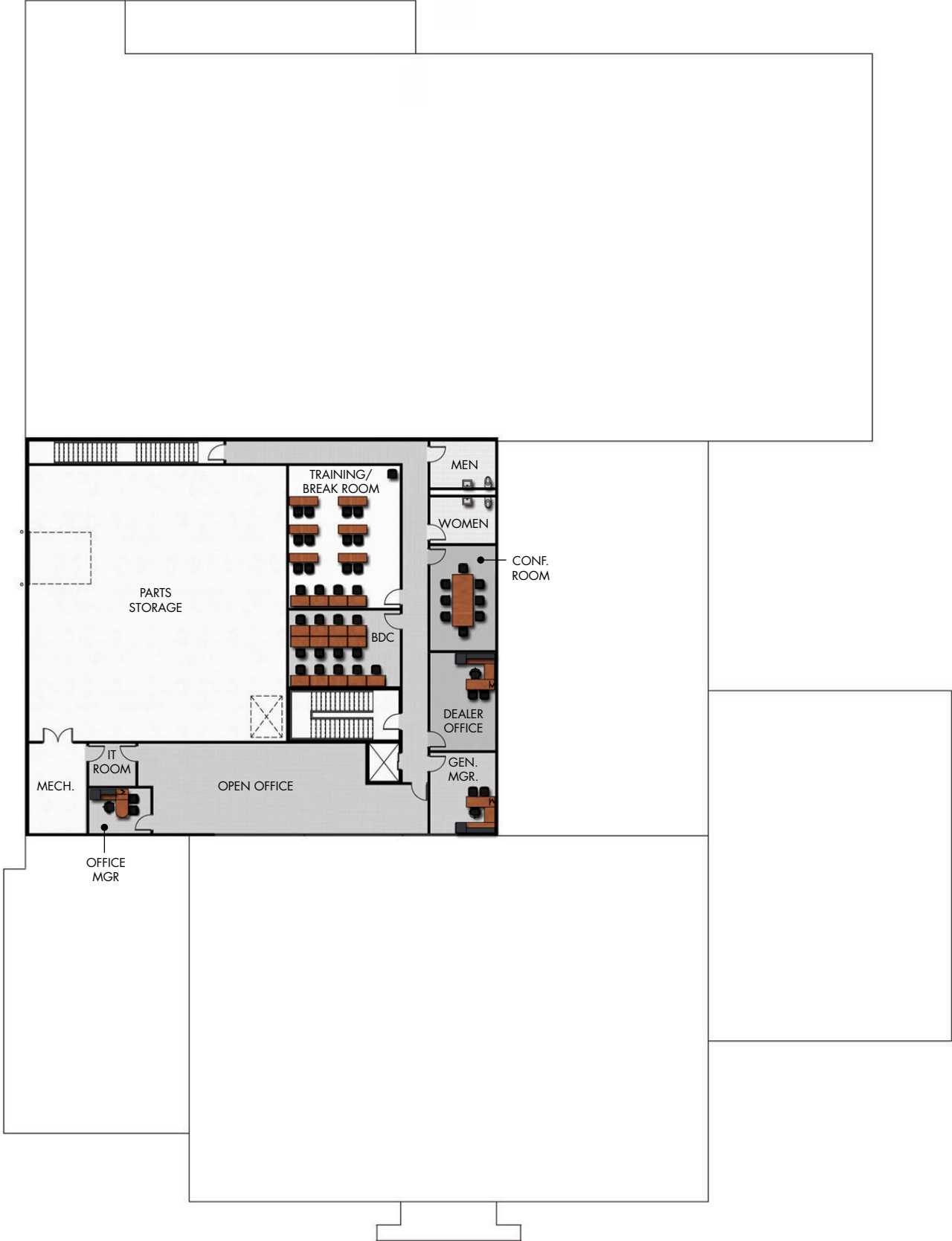
FIRST FLOOR FURNITURE LAYOUT (LARGE FACILITY)





# FURNITURE, FIXTURES, & EQUIPMENT

SECOND FLOOR FURNITURE LAYOUT (LARGE FACILITY)





# FURNITURE, FIXTURES, & EQUIPMENT

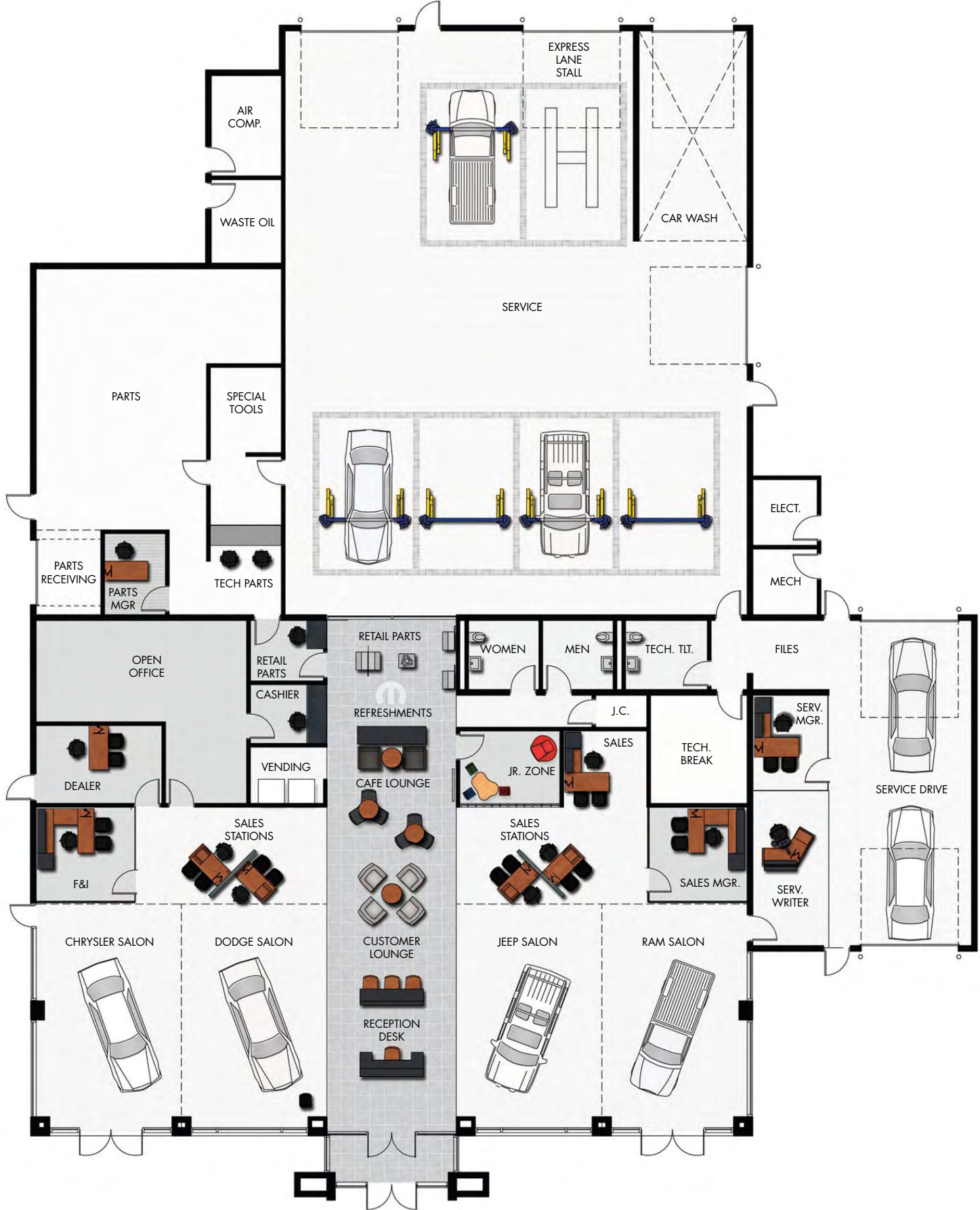
## FURNITURE LAYOUT (MEDIUM FACILITY)





# FURNITURE, FIXTURES, & EQUIPMENT

## FURNITURE LAYOUT (SMALL FACILITY)





# FURNITURE, FIXTURES, & EQUIPMENT

BRANDING AND FURNITURE PROGRAMS



**FURNITURE  
PROGRAM GUIDE**  
AMERICAN INTERIORS



**FURNITURE  
PROGRAM GUIDE**  
INTERIOR ENVIRONMENTS



**INTERIOR BRANDING  
PROGRAM GUIDE**  
EWI WORLDWIDE



**IMPACT MEDIA CENTER  
PROGRAM GUIDE**  
CREATIVE REALITIES



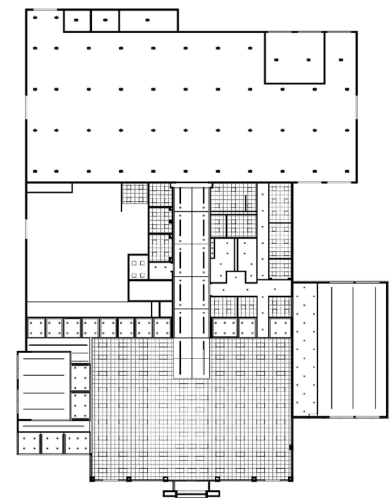
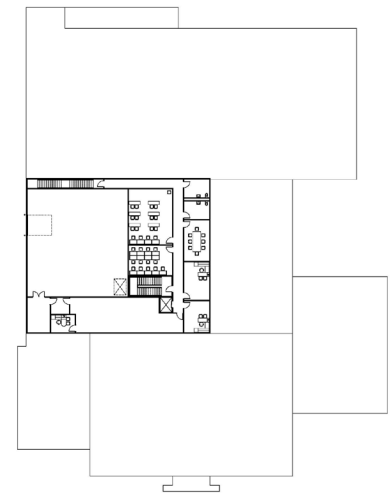
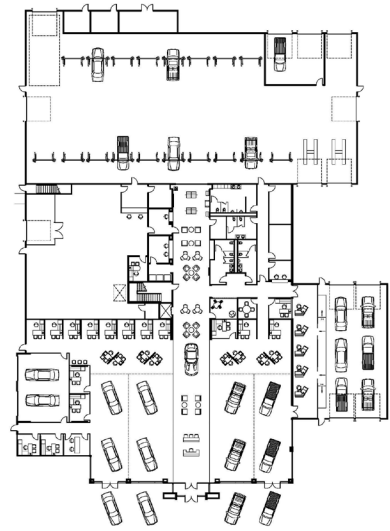
**GRAPHICS FOR LIFE  
PROGRAM GUIDE**  
iMBRANDED



**MERCHANDISE DISPLAY  
PROGRAM GUIDE**  
HELM

*(CLICK LINKS FOR PROGRAM DOCUMENTS OR VISIT  
FCAFACILITIES.COM TO DOWNLOAD INFORMATION)*





## FACILITY PLAN SUBMISSION

According to your Dealer Agreement, any facility change must be reviewed and approved in writing by FCA US LLC. Please submit the following documents to the FCA Facilities Team for review and approval.

### Required Documents Checklist

- Capacity Comparison (template available by clicking here)
- Project Contact Information (template available by clicking here)
- Aerial Property Image (Internet Sourced)
- Proposed Site Plan
- Proposed Floor Plan
- Proposed Elevation Plan

### Supporting Documents (These documents are helpful, but are not required)

- Existing plans (if available)
- Proposed facility rendering
- Existing exterior photos
- Existing interior photos
- Highlighted building area plan

Please forward your plans and above documents to your Dealer Placement Manager at your local Business Center. Upon submission, your plans will be forwarded to the FCA Facilities Team for review. We will notify you if we have questions or need additional information. The plan review process takes approximately 7-10 business days. Once the plans are approved you will receive written notification via email.

If you have additional questions regarding facility plans or recommended materials, please feel free to contact your local Business Center or email the FCA Facilities Team at [fcafacilitiesteam@chrysler.com](mailto:fcafacilitiesteam@chrysler.com).

### Appeal Process

If you would like to submit alternate materials, i.e. tile, carpet, etc. for review, or wish to appeal items in your plan review, please contact the Facilities Team via email at [fcafacilitiesteam@chrysler.com](mailto:fcafacilitiesteam@chrysler.com).

We will need samples of any alternate materials shipped to our attention at the following address:

FCA Facilities Team  
CIMS: 485-03-20  
1000 Chrysler Drive  
Auburn Hills, MI 48326

We will review your request within 10 business days and contact you with a decision.



## SUPPLIERS

### MATERIALS

ALPOLIC ACM PANEL  
 Contact: Dave Kearney  
 Cell: (757) 286-1005  
 Office: (757) 382-5724  
 CS: (800) 422-7270  
 Email: dave@alpolic.com

BENJAMIN MOORE PAINT  
 Contact: Dorothy Hazinski  
 Phone: (330) 353-3850  
 Email: dorothy.hazinski@benjaminmoore.com

CONVENTIONAL CARPET & VINYL FLOORING  
 Contact: Chuck Dettloff  
 Phone: (586) 739-6090  
 Fax: (586) 739-5466  
 Email: cdettloff@conventionalcarpet.com

DWYER MARBLE & STONE TILE  
 Contact: Meg Nichols, Chad Robar, Joe Lack  
 Phone: (248) 476-4944  
 Fax: (248) 476-5543  
 Email: CDJrtile@DwyerMarble.com

KAWNEER STOREFRONT GLAZING SYSTEMS  
 Contact: Doug Hess  
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 Email: Doug.hess@arconic.com

WILSONART LAMINATE  
 Contact: Dan Chickvara  
 Phone: (770) 335-3982  
 Email: Dan.Chickvara@wilsonart.com

### SERVICE EQUIPMENT

MOPAR ESSENTIAL TOOLS SERVICE EQUIPMENT  
 Phone: (855) 298-2687  
 Website: MoparEssentialTools.com

### INTERIOR BRANDING

CREATIVE REALITIES IMPACT MEDIA CENTER  
 Contact: Rob Pepper  
 Phone: (519) 946-4144  
 Email: rob.pepper@cri.com  
 Website: www.cri.com/impactmedia

EWI WORLDWIDE INTERIOR BRANDING  
 Contact: Lori Kasten  
 Phone: (414) 277-6312  
 Email: lkasten@ewiworldwide.com  
 Customer Support: (877) 585-3696  
 Email: FCA-showroom@ewiworldwide.com

HELM BRANDED MERCHANDISE  
 Contact: Dave Burks  
 Mobile (801) 828-0157  
 Email: dburks@helm.com

i.M. BRANDED GRAPHICS  
 Contact: Jereme Brown  
 Phone: (248) 606-1816  
 Email: JBrown@imbranded.com

### PRE-FABRICATED SIGNATURE ARCH

PRINCIPLE PRE-FABRICATED SIGNATURE ARCH  
 Contact: Lisa Serpas  
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### SIGNAGE

PRINCIPLE SIGNS  
 Contact: Lisa Serpas  
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### LIGHTING

GE LIGHTING  
 Contact: Holly Freet - Southern Lighting Source  
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 Email: hfreet@southernlightingsource.com

REVOLUX LIGHTING  
 Contact: Nate Kimes  
 Phone: (616) 717-5351  
 Email: Natek@revoluxled.com

### FURNITURE

AMERICAN INTERIORS FURNITURE  
 Contact: Melissa Caples  
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 Email: mcaples@aminteriors.com

INTERIOR ENVIRONMENTS FURNITURE  
 Contact: Marc Cygan  
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 Email: mcygan@ieoffices.com

### COMPUTER NETWORK

SOLVIT COMPUTER NETWORK & IT INFRASTRUCTURE  
 Contact: Lou LaBrecque (Dealer Support)  
 Phone: (248) 514-5397  
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 Web Site: <https://www.go2si.com/assessment>

CDK GLOBAL COMPUTER NETWORK & IT INFRASTRUCTURE  
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