

## **Auto West Group IREDI Infiniti Showroom Brings Luxury Car Buying To a Whole New Level**

**June 20, 2011, Richmond, B.C.** - Auto West Group is proud to reveal the brand new face of its Infiniti showroom - the result of a company-wide initiative known as the Infiniti Retail Environment Design Initiative (IREDI). This state-of-the-art showroom, which officially opened to the public in June 2011, serves to provide the ultimate customer experience, while also incorporating environmental initiatives and innovative designs -- a standard that has become synonymous with Auto West Group.

According to Joachim Neumann, President and CEO of Auto West Group, "we are absolutely thrilled with the results of the Infiniti redesign. At Auto West, we expect the very best from our products and services, and the IREDI showroom achieves that; we are proud to offer such an innovative and exceptional dealership to our customers."

The new IREDI showroom's customer experience truly develops from the outside, in. Upon entering the dealership, customers find a gallery-style showroom that draws inspiration from Japanese design, in which cars are displayed as art rather than products. In fact, the IREDI team actually worked with a Japanese designer to create their vision. The result is a feeling that is more like a luxury hotel than dealership. High vaulted ceilings and a mix of open and closed offices are intended to eliminate intimidating offices with drawn shades, and instead create a comfortable and approachable environment, through the use of glass, wood and natural materials to open the space and put the customer at ease.



Auto West Infiniti is both the largest and only exclusive stand-alone Infiniti IREDI dealer in the Greater Vancouver Regional District, and one of only a handful of IREDI dealers in Canada. The 'Inspired Performance' Infiniti brand slogan is unmistakable when you enter Auto West Infiniti, through the attention to detail in design, and the unparalleled customer experience offered through sales and service. As Neumann points out, "in the world of luxury products, customer focus reigns supreme – and that's what this new showroom is all about."

### **About Auto West Group**

Auto West Group is one of Canada's premier luxury automotive groups. Operating out of the Vancouver area since May 1986, The Auto West Group is a top provider of luxury automobiles, offering an unparalleled purchasing experience.

The Auto West Group has over 180 team members, two companies and three locations: Auto West BMW, MINI Richmond, and Auto West Infiniti. The company shines above competition by providing personalized, hands-on service that truly exemplifies the luxury automotive industry.

Amidst the competitive automotive landscape, The Auto West Group has maintained an edge and secured a significant, loyal customer base through their service levels, approach to business,

and a deep appreciation for the brands they represent.

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