



# REBRAND FOR AN AUTO DEALER

McDaniel Acura of Newnan  
Newnan, GA

StudioCraft was awarded the opportunity to produce the first ever Generation 4 Acura Dealership, the beginning of a major venture to modernize dealership locations across the country.

Our team worked closely with the dealership owner to create and install all custom components for this space. Design elements included a 20-foot long reception bar with a veneer finish, Corian service write-up stations, built-in retail cabinets and counters, and more.

Because of the dealership owner's confidence in the StudioCraft team, the project scope was increased to include two full break room kitchens and additional custom elements. StudioCraft was tasked with carefully selecting materials and processes that would maintain the original design intent while cutting costs.

Our experience producing other successful auto dealership projects gave us the knowledge to ensure the project was completed under budget while resulting in a beautiful product that exceeded the client's expectations.

**WE BUILD THE ELEMENTS THAT SHAPE  
WORKPLACE ENVIRONMENTS.**