



'European' sales plan puts cars on new level

RUSSELL EMMERSON

TOYOTA'S revamped \$20 million Adelaide showroom will take a leaf from European showrooms by displaying its cars on two storeys above street level.

The glass-fronted building on West Tce will also expose its workshops to passers-by to provide some engagement with the community, CMV Group managing director Paul

Crawford said. "We are seeking to provide a very close involvement not only for our customers but for

our staff also," he said.

"Whether you are buying or here for service, everyone walks through the same door. The whole concept is to bring everyone together."

CMI Toyota, which is owned by the CMV Group, will move parts of its business from West Tce to its Port Rd dealership and adjoining sites during the 18-month construction period. The building will house a 38-bay workshop and two car washes while about 50 vehicles will be displayed at ground level and on two upper levels.

Lord Mayor Michael HARBISON said the design would reinvigorate West Tce. "It is the sort of building we are after because it means the footpath will be a safe place to walk," he said.

The formal start to the building follows a five-year process to get the development approved. Adelaide City Council's development assessment panel rejected the \$20 million application in February last year because of its impact on nearby residents.

A revised proposal was approved last November.



GRAND SCALE: An artist's impression of the dealership's new building