

HAVE YOU DRIVEN ONE LATELY?

Scott Builders' original building design takes Festival Ford beyond tradition

While walking into a car dealership may send shivers down a person's spine, it usually has to do with the thought of pushy salesmen and over-priced vehicles. But, in the case of Red Deer's newest Festival Ford dealership, it's the building's glossy design that has patrons quivering.

"We've had a lot of positive feedback from our customers," says Darren Easy, owner of Festival Ford. "And, people in the business that travel from dealership to dealership have told us we have one of the nicest facilities they've seen."

Easy says while Ford does set guidelines for the basic design of their dealerships, Festival Ford had to be made more functional changes to their interior.

"Essentially we had an idea of what we wanted for the interior design, so we put a little drawing on a piece of paper and gave it to Scott Builders, who developed it

from there," he says.

This project required strong communication between Festival Ford and Scott Builders throughout the design and construction phases to develop this modern functional facility. The 40,000 square foot, state-of-the-art facility, located on a 6.5 acre site in the Liberty Crossing Business Park, just West of Red Deer's Gasoline Alley, also consists of a 16,500 square foot shop, with the remaining 22,500 square feet made up of a showroom, a parts and service area, a new car delivery area and staff and administration offices.

The showroom is constructed with top of the line finishes, such as tile flooring imported directly from Italy, while a beautiful curved custom-built oak staircase draws your eye upwards to the second floor which houses accounting staff and management offices, as well as, a



large staff room and boardroom. The exterior of the showroom is curved aluminum panelling with glazing to compliment.

The 23 bay shop houses technologically advanced service equipment, as well as, a two-ton over-head crane but it also features a unique stone core, epoxy floor that has a very hard shell.

"This makes it easier to keep the floor clean and its stain resistant, so it keeps the floor and area looking nice," states Easy. ❖