



Case Study

Mainline Motors - Rosetown, Saskatchewan

Rosetown Mainline Motors, a prominent GMC dealership in western Saskatchewan, is known for its massive selection of trucks. As part of the Mainline Motors group, they are collectively known as “The King of Trucks!”. Being one of the largest volume dealers in Western Canada, the Mainline management group was looking for great looking fixtures that would keep up to the pace of their busy workforce.

Jeff Ratzlaff, Waymarc Saskatoon’s Senior Territory Manager and Heather Whyte, Waymarc’s Furniture Division Sales Manager, were the leads on this project. Working with Curtis Merrifield, President of Rosetown Mainline Motors, they collaborated on a truly unique dealership build. Featuring a one of a kind boardroom, a fully custom dealer principal suite and granite counters in all of the customer reception spaces, the look is contemporary and inviting to Mainline’s customers.

Curtis was keen to was to provide quality workspaces for his team and to create a location that made customers feel at home. Comfortable lounge seating and open concept workstations give the dealership a welcoming appeal. Excellent task seating and amenities such as a dedicated break room with a full kitchen give the Mainline team a place to recharge throughout the day.

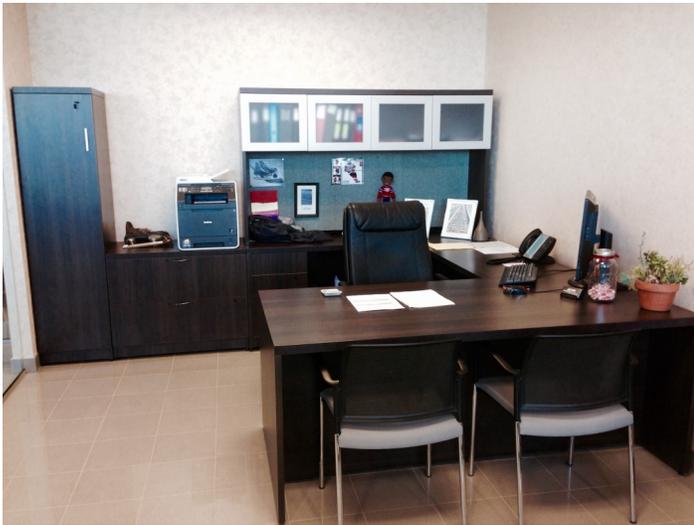


From left: A beautiful and functional boardroom space, inviting showroom guest seating, the President’s office and the dealership service desk, featuring custom granite countertops.

"The fit, finish and craftsmanship of Waymarc's refreshment stations is excellent. As well, the quality of the lounge seating they provided throughout our new dealership is outstanding. The Service and Parts Departments they designed, as well as the office furniture they provided, exceeded our expectations. I couldn't be happier with the finished product!"

Curtis Merrifield, President
Rosetown Mainline Motor Products

The board room features a custom multimedia wall feature with matching credenza, perfect for management meetings and video conferencing with other dealerships. Waymarc also designed and installed a parts storage mezzanine and all of the technician workbenches within the service department. This dealership is ready to meet their customers needs for years and years to come. And as the Mainline group likes to say, "Now you're riding with the King!"



Above: The General Manager's office features plenty of file storage and a custom locker for seasonal storage needs.

Top: A multimedia wall mount unit & matching credenza in the boardroom, staff lunchroom, dealership parts department with high density drawers in shelving and a custom refreshment station with beautiful wood veneer finish.



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