

New concept in Audi showrooms

MOTOR NEWS REPORTER

THE new Terminal Concept Dealership in Hatfield, Pretoria, is the new metro concept facility for Audi worldwide and the showroom will be the lighthouse development in SA, with more Terminal dealerships coming on line in 2010 and 2011.

"The substantial investment by the Hatfield Group is a symbol of business confidence in the Audi brand in SA," says Ryan Searle, GM of sales and marketing at Audi SA.

The development is multistoried and multifaceted, with room to add on as and when required. It is also a concept that reduces

maintenance with aluminium cladding externally and some innovative design concepts internally, which sets it apart from other dealerships.

There are about 13 terminals throughout the world with more in progress. An example of the concept can be seen in Munich, while the largest one under construction is in Sydney.

"Even in such a challenging economic climate it is clear the dealership has to expand its facilities to cater for the growth in its customer base and the Audi brand. The Audi Terminal facility will further enhance the customer service standards," says Brad Kaftel, franchise director and owner of the Hatfield Group.



A rendition of the new Audi Terminal Concept Dealership. Right: At the sod-turning, from left, David Powels, MD of VWSA; Peter Schwarzenbauer, sales and marketing director of Audi AG; and Brad Kaftel, franchise director and owner of Hatfield Group.

