



**CASE STUDY:
LOOKERS BMW MINI CREWE**

CREATING A STATE-OF-THE-ART 10 BAY MAIN DEALER WORKSHOP

Part of a £4.5m redevelopment, Lookers sought to increase the capacity and 'future-proof' their BMW MINI Crewe service centre workshop to accommodate a growing customer base and evolving vehicle requirements. CCS and Dura designed and delivered a bespoke 10-bay workshop with integrated features that enable growth for the premium brand.

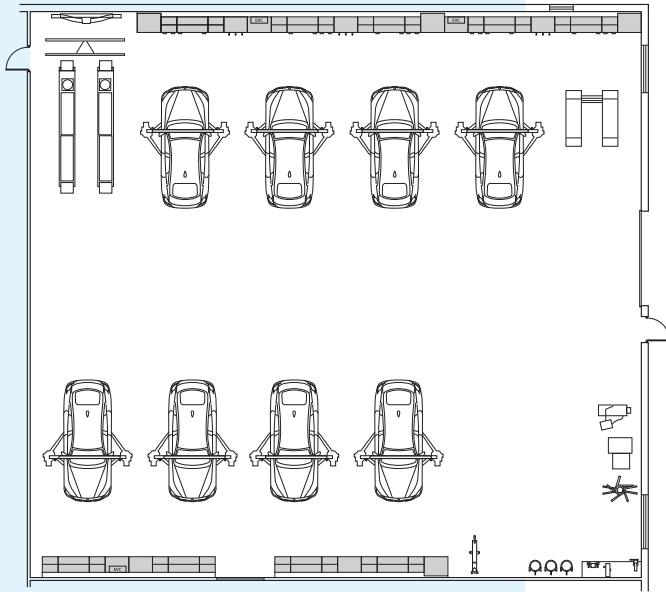


THE BACKGROUND

As one of the leading motor vehicle retailers in the UK, Lookers sought to transform its BMW MINI Crewe site into a major regional retail and maintenance hub, serving the brand's customers throughout East Cheshire.

One of Dura's trusted distributor partners, CCS, was appointed to deliver the group's updated, avant-garde workshop, with Dura supporting the design and delivery of a brand-new 10-bay workshop. The result was a unique workshop installation tailored to BMW MINI Crewe's operational processes, brand identity and growing customer base.

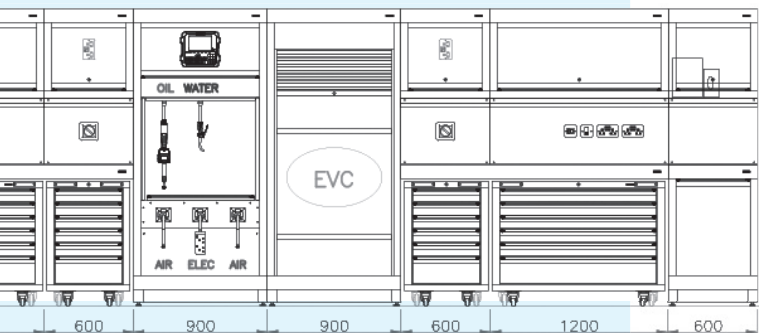
THE PLAN



WORKSHOP FLOOR PLAN



The final design was a contemporary workshop comprising of 10 servicing bays equipped with bespoke Dura workshop furniture to deliver a sleek, on-brand look to the space.



WORKBAY ELEVATION

THE DESIGN

The extensive workshop refurbishment was a key aspect of the site's overall £4.5m redevelopment. Serving customers across a vast geography, the workshop was essential to the future success of the BMW MINI Crewe site.

The layout of the workshop had to utilise all the available space, delivering the highest number of workbays with a smooth, clean workflow, enabling vehicle movement without restriction. It was essential that the final product matched the brand's Corporate Identity; more than just looking and feeling premium, it needed to deliver immediately and for years to come, when customer volumes increase, and vehicle requirements evolve.

From the outset of the project, CCS consulted with the client and its appointed architect and contractors. Working with Dura's in-house design team, BMW MINI Crewe's workshop was designed from the ground up to meet the growing dealership's operational needs and brand specification.



Workbays with fully integrated facilities

The final design was a leading-edge, contemporary workshop comprising of 10 servicing bays equipped with fixed 2-post vehicle lifts, a dedicated wheel alignment bay and Class IV MOT bay. Bespoke Dura workshop furniture was used throughout to deliver a sleek, on-brand look to the space.

The workshop was further enhanced with both integrated and flexible features; each bay features integrated data, power and services, including compressed air and lubrication systems within the cabinets. Whilst enhancing the professionalism of the workspace, incorporating these systems greatly increases the safety and efficiency of the space.

Within the tall tambour door units are built-in EV charging docks, further future proofing the design. Utilising roller door fronts allow chargers and cabling to be neatly and securely stored away without doors intruding on the space when in use.



View the video tour on



A unique workshop installation tailored to BMW MINI Crewe's operational processes

Every workbay also featured two mobile tool cabinets which can be used to bring tools closer to a job, increase worktop space or, where a job requires additional time or is awaiting parts, can be moved to avoid a workbay becoming blocked with a vehicle, enabling the continued use of the station.

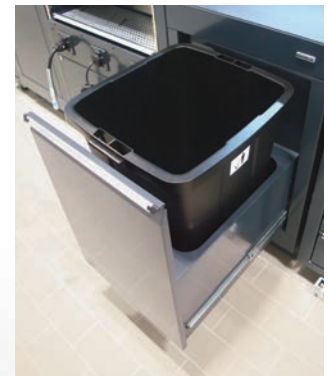
Dura's industry-leading workshop furniture is built to last. Proudly designed and manufactured by Dura in the UK, every piece of the BMW MINI Crewe workshop was made in Britain at Dura's Manufacturing facility in Portsmouth. Quality zintec (Zinc Coated) steel is used, cut and folded into component parts.

Every part and panel went through Dura's fully automated treatment and paint process, starting with a thorough anti-corrosive phosphate coating wash before being finished in award-winning, architectural grade paint, specified to an exact RAL colour. Each piece of furniture was then built by hand using only quality components, from high grade Stabilus gas struts for doors, to high-capacity drawer slides.

On site, the bespoke furniture was installed by CCS's experienced installation engineers, led by a dedicated project manager. Upon completion, CCS delivered team training to ensure the safe operation of new equipment prior to commission. Post-handover, CCS continued to support BMW MINI with ongoing servicing and maintenance, with Dura's quality guarantee keeping this important investment for Lookers BMW MINI Crewe working as good as it looks for years to come.



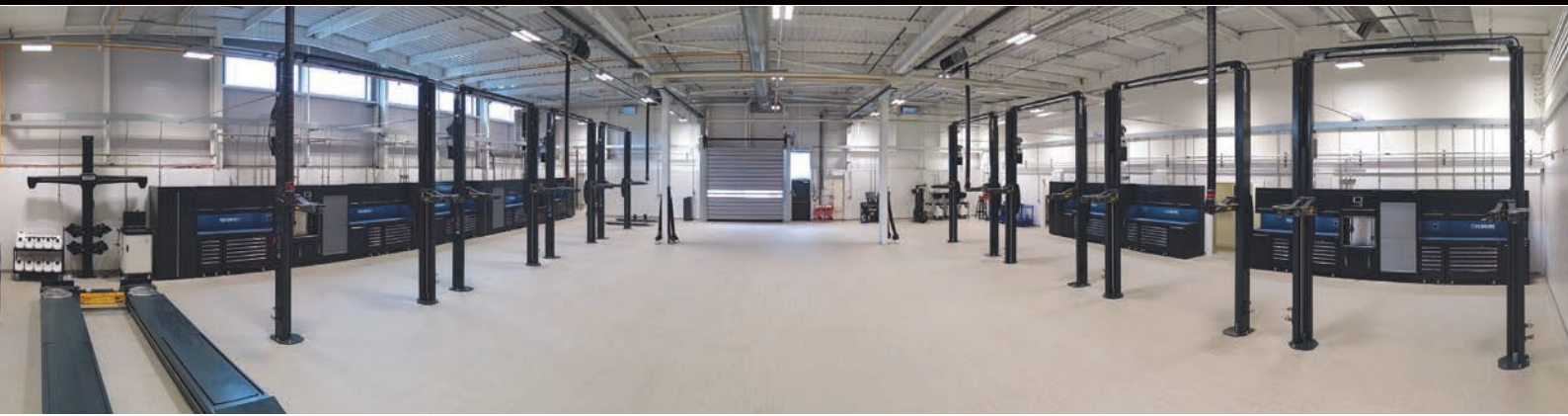
Integrated EV charging points



Workbays with waste management



Mobile tool cabinets



THE RESULTS

Following the complete garage equipment installation, BMW MINI Crewe's dealership workshop now comfortably serves 10 vehicles at any one time, offering wheel alignment and Class IV MOT services within the space.

The increased capacity provides BMW MINI Crewe with growth potential, enabling the business to serve a much greater customer base. Tailored to BMW MINI Crewe's current and future operational processes and customer base, CCS and Dura have created a slick, on-brand and fully-equipped workshop with integrated services, data and power.

Technicians now have a great - and safe - space to work, with the ultra modern design fully utilising the space available. Mobile features enabled both comfortable and flexible benefits, avoiding any workbays getting blocked with jobs requiring more time or awaiting parts.

Whilst customers will rarely see the space, it remains to the premium brands' specification, keeping workshops consistent with customer expectations. BMW MINI Crewe's workshop is compliant, contemporary and in tune with brand specification to facilitate dealership growth.

The space now enables the business to grow and, with integrated EV charging ports in the Dura workshop furniture, the workshop is literally built to last; BMW MINI Crewe is ready for the transition to electric vehicles, the space is ready for increased volumes and furniture built to exacting standards to go the distance.



DURA®

Dura Limited

St James Road, Brackley
Northamptonshire
NN13 7XY
tel +44 (0) 1280 706050
fax +44 (0) 1280 700444
info@dura.co.uk
www.dura.co.uk

If you would like to hear more about this or similar projects, then please call **01280 706050**, visit **dura.co.uk** or email **info@dura.co.uk**

