

NAVIGATING A NEW EXPERIENCE

A LOOK INSIDE BEAVER TOYOTA

Finding cutting edge delivery methods and creating new customer experience requires a brand and organization to commit itself to a mindset of adventure each and every day. That is exactly what is happening when Beaver Toyota and the Praxis3 team come together to design their new 130,000 square foot customer experience center settled on a 26.5 acre lot. Beaver Toyota selected Praxis3 to expand their reach and customer base as they move into the North Atlanta market of Buford Highway in 2017. This new facility focuses on the legendary commitment Beaver Toyota has for its customers and provides them with a unique showroom, fashioned sale lounges, fun kids' area, café, retail store, service center, quiet lounges and an outdoor entertainment area. These customer touchpoints reflect the true testament of community, comfort, building trust, service and embodies Beaver Toyota's and Praxis3's willingness to push automotive innovation past the established norms.





The first destination point along the design journey for the Praxis3 team was to establish the brand message and visuals for this new facility. Praxis3 worked with the Beaver Toyota team to enhance their current logo and provide brand specific merchandise and products.

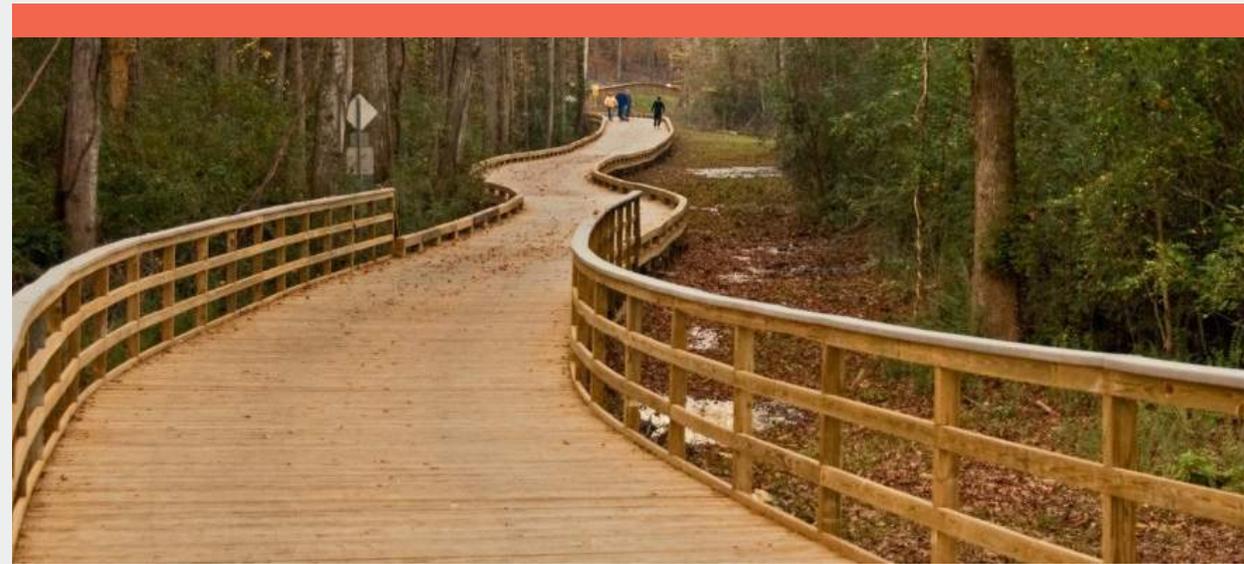
The logo, which features “Bucky the Beaver,” is the mascot of Beaver Toyota. Bucky being the name of the mascot, not only ties in nicely with the owner’s name, Mike Beaver, but also builds unity among the Beaver Toyota family and focuses on community outreach programs while being the identifier to the Beaver brand. Praxis3 modernized Bucky while adding a few other enhancements by personalizing Bucky with a location identifier and a “B” crest. Praxis3 also explored ways Bucky could change outfits or accessories depending on what type of event he would be present in. This allows Bucky to really connect with the subject matter and message Beaver Toyota needs to convey to the community and customers. The use of a beaver as a mascot lends itself to endless merchandising opportunities. Beaver T-Shirts, fun clever coffee mugs, and branded Beaver Toyota coffee all can be found in the café for sale.



The next destination point along the design journey was creating environmental graphics and ads for Beaver Toyota. Taking the next steps and embracing the Beaver brand, Praxis3 explored how nature and the wilderness can deepen the relationship with the logo and brand message.

One of Toyota's brand messages is, "building cars and trucks for how you live." Praxis3 wanted to embrace that message by showing lifestyle images in the space or ads versus the traditional product ads. Lifestyle imagery helps define the identity, show the products in action, and add ambiance and interest to the environment and facility. Praxis3 focused on creating a series of local imagery to be used.

Examples of sailing on Lake Lanier, camping along the Appalachian Trail or canoing down the Chattahoochee River are all images that relate to the wilderness and sense of adventure that the Beaver brand wanted to take on in this new market. These local images also act as destination points you can travel to in your new Toyota. Praxis3 also used this concept to really tap into the marketing effort of brand awareness in the community by



suggesting that Beaver Toyota offer monthly raffles to win items such as a canoe, camping gear or a bike, all of which would be branded with Beaver Toyota graphics. This allows audience excitement revolving around the brand, exposure in the community, and gives customers an emotional connection to Beaver Toyota.

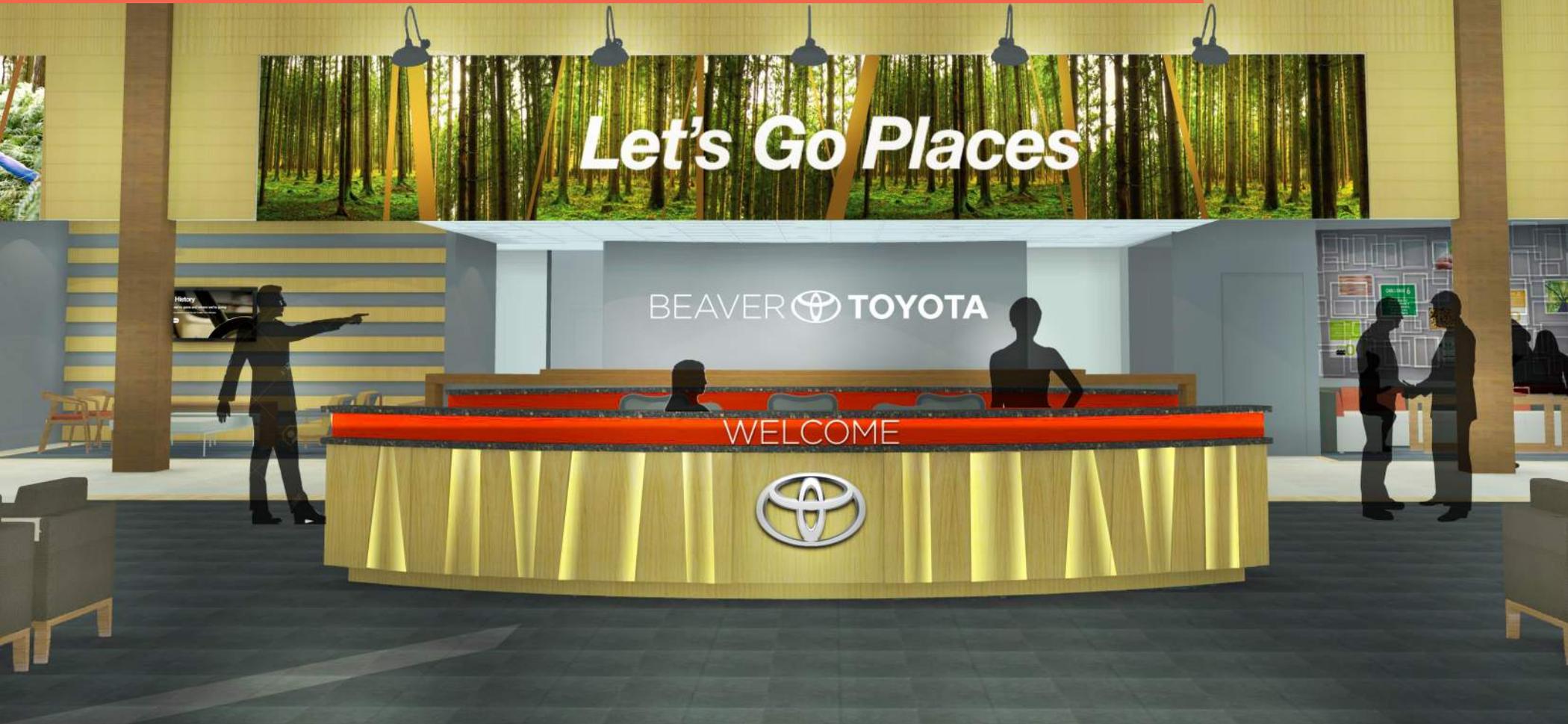
“Let the cars and trucks show themselves and let the environmental graphics of the space reflect the lifestyle of being a Toyota owner.”

— Jason Summers, Brand Designer at Praxis3.



Toyota is in the business of making great cars and trucks. But they also work every day to apply and share their “know-how” in ways that benefit people, the community, and the planet in order to build a better tomorrow. “Let Go Places” is the tagline for Toyota and Praxis3 did just that. As one enters the facility, the adventure begins at the welcome reception desk with the abstraction of trees forming a graphic language on the front of the desk. Then your eye goes up

to a focal “billboard” graphic supporting the driving brand message, “Let’s Go Places”. Following the design upward, you then are greeted by a frosted tree graphic application on the second story glass better known as the Tree House. The Tree House supports the back-of-house offices, managers’ offices, conference rooms and staff support spaces. This first impression of the new Beaver Toyota sets the tone for adventure as one experiences all the hidden gems of the facility.





After one is greeted with a warm welcome at the reception desk, the customer decides where they want to go next. The openness of the two-storied showroom allows the customers to navigate through the facility. Visitors can view the latest models on the showroom floor or walk over to the interactive media wall where they can surf the inventory. Different seating arrangements are placed all throughout the wilderness showroom so as one walks they can perch, sit or lounge as they see fit. Lifestyle Beaver “huts” are sprinkled within the showroom and allow customers to engage with a sales professional.

Beaver Toyota differentiates itself by enhancing the emotional connection of buying a car. Special sales area were created to give the customer comfort while going through any negotiations they have during the process. These special areas feature multi-frame lifestyle images and community outreach messages that display the commitment of Beaver Toyota. Other areas consist of touchscreen monitors around a communal table or lounge furniture in a cozy lodge setting. The special sales area and showroom features act as fun interactive destination points along the journey.



“The careful selection of finishes and overall interior design were chosen to meet three main goals: provide an experience that would inspire the drivers to take a new adventure in their Toyota, develop an atmosphere that fit within the Toyota family yet had its own unique personality, and thirdly, to create an environment that would withstand the daily wear of an auto dealership.”

— Halle Hannaford, Interior Designer at Praxis3.

The New Vehicle Delivery (NVD) area is where you have the opportunity to leave a lasting impression and “drive the relationship home” with a new car. Praxis3 designed this area to be an open plan that feature stations for sit down discussions to give a detail overview of the vehicles being delivered. This area also houses NVD bays to bring the vehicle directly to the customer and thoroughly walk through all the operations and safety features of the vehicle.

To customize these NVD bays, each one is equipped with a digital display which provides for a communication gateway for each customer and adds promotional media to the digital screens. These areas also carry the same brand language you experience at the entrance with the abstraction of trees applied to the glass and also the NVD bay dividers. A continuous motif throughout the facility helps reinforce the brand message, which connects with the customer.



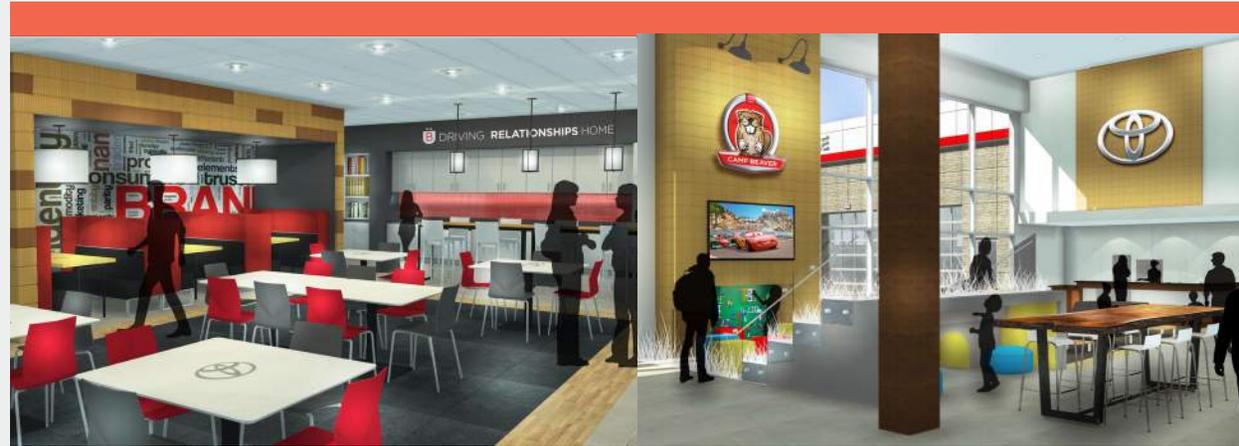
A stone-lined fire pit, an outdoor bar, Adirondack seating, and a branded water cistern, similar to what one might find in the north Georgia mountains, sit outside the main entrance, in what looks more like an entertainment park than a dealership parking lot.

Inside the dealership and past the branded showroom you will find multiple special amenity areas throughout the facility allowing the customer to choose their destination. The kids' area, set up to be an indoor amphitheater, is placed central to the showroom allowing parents to keep an eye on their children as they take a stroll through the showroom. This area also features a digital display, Lego wall and a fun space to hang out under the tiered seating, better-known as the Beaver Dam.

“It’s all about the experience, which is ultimately what we’re trying to deliver.”

— Ryan Stancill, Principal at Praxis3.

Over in the Beaver Café Lounge, one can read a book or surf the web next to the two-story stone fireplace or enjoy the grand open space that promotes a lodge feel. The two-story atrium features a “green” living wall and carries the abstraction of the tree graphics from the showroom over. Consistency builds a brand and this is one graphic element Praxis3 focused on threading throughout the facility. This lodge area also supports the customers coming in for routine car service. Strategically placed next to the retail center, a visitor engages the café bar. This is where one can enjoy a cup of coffee or grab a bite to eat from a local food vendor. You might even find a home-made apple pie for sale from the neighboring Ellijay Apple Orchard.



Up the monumental wood and steel staircase, guests can get away from all the hustle and bustle and enjoy the serenity of a quiet lodge or get a personal private massage. Beaver Toyota not only wanted to provide a facility for their customers, but an inspirational space for their employees. Adjacent to the special amenity space for visitors, Beaver Toyota has a large break room, training

facility and locker rooms for their employees. Brand building does not stop at the public facing areas, the message and graphic language carries throughout the employee areas and reinforces the culture for Beaver Toyota.



A group of four people are camping in a forest of tall, thin trees. They are sitting around a campfire, holding blue cups. In the background, a red Toyota SUV and a white Toyota SUV are parked on the grass. The scene is lit with warm, golden light, suggesting late afternoon or early morning.

The new Beaver Toyota facility exemplifies how a brand can and should involve customers and employees in a broader conversation about lifestyles and mindsets. The facility also demonstrates how brand appropriate spaces can be engines for creativity and customer connection. By merging physical space with technology and hospitality, this new facility becomes a full-fledged experience and adds a new dimension to the Toyota brand and delivery process of a new vehicle.

PRAXIS3

architecture + multidisciplinary design

100 Peachtree Street NW,
Suite 1450, Atlanta, GA 30303
www.PRAXIS3.com