

Mercedes-Benz of Asheville

Asheville, North Carolina



CLIENT	Fields Auto Group
ARCHITECT	JRB Group Architects
ROLE	Construction Manager

ICI is currently underway on a new construction 30,000 square foot Mercedes-Benz dealership in Asheville, North Carolina for the Fields Auto Group. The current Mercedes-Benz is operating out of a shared facility with Mazda and Chrysler Jeep Dodge Ram brands and the format no longer met the Fields Auto Group's needs. The multi-brand dealership will remain in operation throughout construction and then Mercedes-Benz will move into its own free-standing facility upon construction completion which is anticipated for early 2022.

Stand-out features of the new facility include electric vehicle charging stations for customers, inventory, and employees; a full-service kitchen/café with solid surface countertops and beech wood veneer cabinets, a lounge area, and a retail sales boutique.