

Mercedes-Benz of Asheville

Asheville, North Carolina



CLIENT	Fields Auto Group
ARCHITECT	JRB Group Architects
ROLE	Construction Manager

In 2022, ICI completed a new construction 30,000 square foot Mercedes-Benz dealership in Asheville, North Carolina for the Fields Auto Group. The former Mercedes-Benz was 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 remained in operation throughout construction and then Mercedes-Benz subsequently moved into the newly completed free-standing facility.

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.