

Mazda of Asheville

Asheville, North Carolina



CLIENT	Fields Auto Group
ARCHITECT	JRB Group Architects
ROLE	Construction Manager

Several years ago, ICI began the phased process of separating an individual, multi-brand dealership into separate stand-alone facilities for long-time client, Fields Auto Group. Chrysler Jeep Dodge Ram, Mazda and Mercedes-Benz were operating out of a shared facility in the Asheville, North Carolina area. The first step in the multi-year process was the completion of a new 30,000 square foot Mercedes-Benz facility (completed in early 2022).

The 18,000 square foot new construction dealership elevates the car buying experience through an open floor plan punctuated with natural materials. The extensive use of glass gives the dealership the feel of a gallery showcasing the vehicles. Customer amenities include a lounge and adjacent beverage counter as well as EV charging stations. Additionally, the new dealership includes upgrades to the existing parts and service buildings and a car wash facility.