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JCT600

## **Redevelopment commences at JCT600's Mercedes-Benz Sheffield dealership**

JCT600, the North's leading car retailer, has started work on a complete internal refurbishment of its Mercedes-Benz Sheffield dealership at Meadowhall.

Part of an ongoing programme to enhance JCT600's dealerships in line with the very latest Mercedes-Benz branding and digital integration, work began on the refurbishment of the showroom on Sheffield Road in mid April. Work is expected to be completed in September and the dealership will continue to operate as usual from temporary accommodation, situated in the car park.

The refurbished Sheffield dealership will have space to display 15 new cars and three AMG vehicles in a dedicated AMG showroom, plus three SMART vehicles in its own separate area. Incorporating the Mercedes-Benz 'boutique-style' showroom design, the new upgraded facilities will include extended customer hospitality areas with a kids zone complete with iPads and an Xbox with racing chair plus a new TV lounge. The showroom will also feature a configuration area complete with an interactive screen, energy efficient LED lighting throughout and two new handover bays.

"As ever, our focus is on making the customer's experience with us as pleasant as possible. This latest retail concept from Mercedes-Benz aims to provide comfortable, more intimate surroundings whether our customers want to relax or use their time with us to work and staff will come out to them, wherever they are," explains Mark Taylor, group property director of JCT600.

"The completion of the refurbishment by the autumn will mean that our new showroom will be ready in time for the increased footfall we expect from the new car registrations in September and also from the opening of the largest IKEA store in the North of England just up the road from us."

Mercedes-Benz Sheffield offers a full range of new and used vehicles as well as service and maintenance facilities.