

Mercedes-Benz of Gilbert Breaks Ground

By Sarah
Stecko

Mercedes-Benz of Gilbert announced today that groundbreaking for its new luxury automotive dealership will take place on February 22 at 2:00 p.m. at 3455 Gilbert Road in Gilbert, Ariz. The facility is designed to offer a cutting-edge sales and service environment for shoppers from across the Phoenix metropolitan area, while the location in particular showcases the increasing affluence and economic importance of the Town of Gilbert.

“We could not ask for a better site for our dealership,” said Charlie Alfano, owner and operator of Mercedes-Benz of Gilbert. “The town has been nothing short of fantastic to work with, and we are very excited to have the opportunity to show people all across the valley what the luxury car buying experience really means today. The showroom and service facilities we are putting in place are like nothing else in the market, and we cannot wait to break ground and bring it to reality.”

The nearly 70,000-square foot facility is being constructed on a 7-acre parcel centrally located in the emerging high-end Rivulon mixed-use development directly across Gilbert Road from the Chandler AutoMall. Rivulon, developed by Nationwide Realty Investors, broke ground in 2014 and welcomed its initial tenants shortly thereafter. When complete, Rivulon will include 3 million square feet of commercial office space, significant retail and hotel areas as well as the Mercedes-Benz of Gilbert.

The Mercedes-Benz of Gilbert sales facility fits squarely in to the Rivulon aesthetic, with a sleek, contemporary sales environment that comfortably accommodates 20 display vehicles. The airconditioned service facility offers 28 service bays, detail bays, an automatic car wash and houses a fully stocked parts department. Along with this generous size, the service area is being constructed to facilitate three of Mercedes-Benz USA’s most distinctive programs: an AMG Performance Center allowing individual customization; the Digital Service Drive, which enables customers to schedule appointments online; and Premier Express Service, which gives customers the convenience and speedy service their busy lives require.

Importantly, all of the dealership’s built areas will incorporate progressive design and structural features, including a variety of green technologies for energy savings and environmental benefit. This includes the use of passive solar, daylight harvesting and building management systems. One of the most noticeable features will be the contemporary LED lighting employed inside and out, even extending to the dealership’s lot. This advanced lighting system will significantly reduce the wasteful and unsightly light spill-over that is so common among the previous generation of automotive dealerships.

The dealership is expected to be home to a total of 150 employees at full staffing, including positions for managers and executives, finance specialists, salespeople, administrative professionals and service and repair technicians. As noteworthy as the number of jobs is, the organization is equally focused on the quality of those jobs, as well. In particular, Alfano intends for Mercedes-Benz of Gilbert to become the premier automotive employer in the



marketplace by offering a competitive compensation and benefits package, providing multiple training opportunities for everyone from entry level associates to executive management, collaborating with local tech institutes to expand technician programs, establishing a clear career path for all employees and fostering an environment that is built around mutual respect and team participation.

“In the end, our goal is to create a facility for our employees and our customers where we deliver ‘The Best or Nothing’ experience” said Alfano. “Our team is united by the understanding that from the day we break ground to the day we open and every day beyond then, everything we do will be done in the best possible manner. An insistence on excellence day-in and day-out will be our key to success, and we look forward to being a successful part of the Gilbert and greater Phoenix community for many, many years to come.”