



JEEP & CHRYSLER DODGE RAM DUAL DEALERSHIP CAPACITY REQUIREMENTS

These guide requirements are for dual showroom facility designs with Jeep and Chrysler Dodge Ram.



SIZE		BUILDING AREA													LAND AREA								TOTAL AREA						
PLANNING POTENTIAL		VIO	SHOWROOM & SALES							Total Cust Core	SERVICE				PARTS	ADMIN	EMPLOYEE	TOTAL BLDG.	TOTAL PARKING & STORAGE								TOTAL LAND & BUILDING		
Column A	Column B	Column C	Column D		Column D		Column E		Column F	Column G	Column H				Column I	Column J	Column K	Column L	Column M		Column N		Column O		Column P		Column Q	Column R	Column S
RANGE	PP Mid-Point	VIO Mid-Point	CDR Units on Display	CDR Display f ²	Jeep Units on Display	Jeep Display f ²	CDR Sales Department f ²	Jeep Sales Department f ²	Total Showroom f ²	Customer core areas	Total Service Stalls	Car Wash and Detail Stalls	Total Stalls	Total Service Dept. f ²	Total Parts Dept. f ²	Total Admin. f ²	Employee Facilities f ²	CDR & J Total Building w/o Body Shop f ²	New Vehicle Display / Storage f ²	New Vehicle Display / Storage (spaces)	Pre-Owned Vehicle Display / Storage f ²	Pre-Owned (spaces)	Customer and Employee Parking f ²	Customer and Employee Parking (spaces)	Total Parking f ²	Total Parking (spaces)	Total Land & Building f ²	Total Land & Building + Code Compliance f ²	Total Site Acreage
1 - 599	300	3600	3	1,500	3	1,500	1,019	1,019	5,038	2,509	7	1	8	6,680	3,205	540	1,434	19,406	21,600	80	11,520	40	22,950	85	64,481	205	83,886	90,335	2.1
600 - 899	750	6000	3	1,500	3	1,500	1,363	1,363	5,726	2,771	9	2	11	8,550	3,753	660	1,986	23,446	35,100	130	18,720	65	32,400	120	99,153	315	122,599	132,514	3.1
900 - 1199	1050	8400	4	2,000	4	2,000	1,713	1,713	7,426	3,264	12	2	14	10,400	4,301	768	2,442	28,601	47,250	175	25,920	90	41,850	155	132,273	420	160,874	174,101	4.0
1200 - 1499	1350	10800	4	2,000	4	2,000	2,121	2,121	8,242	3,510	16	3	19	13,300	4,813	876	2,974	33,715	60,750	225	31,680	110	49,950	185	163,737	520	197,452	213,825	4.9
1500 - 1799	1650	13200	4	2,000	4	2,000	2,465	2,465	8,930	3,756	20	3	23	16,150	5,361	984	3,550	38,731	74,250	275	40,320	140	59,400	220	200,066	635	238,797	258,803	6.0
1800 - 2099	1950	15600	4	2,000	4	2,000	2,804	2,804	9,608	4,011	24	3	27	19,000	6,056	1,104	4,240	44,019	87,750	325	46,080	160	67,500	250	231,530	735	275,549	298,701	6.9
2100 - 2399	2250	18000	5	2,500	5	2,500	3,202	3,202	11,404	4,480	28	3	31	21,900	6,787	1,212	4,938	50,721	101,250	375	54,720	190	78,300	290	269,411	855	320,132	347,073	8.0
2400 - 2699	2550	20400	5	2,500	5	2,500	3,540	3,540	12,080	4,757	32	3	35	24,800	7,518	1,320	5,628	56,103	116,100	430	61,920	215	89,100	330	307,188	975	363,291	394,010	9.1
2700 - 2999	2850	22800	5	2,500	5	2,500	3,900	3,900	12,800	5,020	36	3	39	27,700	8,249	1,433	6,260	61,462	128,250	475	69,120	240	94,500	350	335,651	1,065	397,113	430,678	9.9

For planning potentials exceeding 3,000 units per year, please contact Krista Spader at Krista.spader@fcagroup.com

- The CDR & J Facility Guide is a minimum guide. Calculations are based on mid-point APP.
- Column C: Vehicles In Operation (VIO) represents CDJR vehicles only (National Average = 8:1 VIO to PP Ratio)
- Column D: FCA requires 500 SF per vehicle for showroom display and traffic circulation.
- Column E Sales department functions includes open sales furniture on the showroom floor, sales offices, sales managers, general manager, f & i, new car delivery, dealer's office, business development center, fleet sales, literature storage, and associated circulation space.
- Column F: Total Showroom includes showroom vehicle display space, all sales department functions, and associated circulation space.
- Column G: Customer core functions include customer technology bar, customer lounge, café lounge, refreshment bar, vending, retail parts display, customer restrooms, junior zone play area, and associated circulation space.
- Column H: Service functions include service drive, service writers, service manager, service conference room, rental office, cashier, warranty & dispatch, tech hall, special tools, shop foreman, service stalls, wash & detail stalls, commercial truck stall, and associated circulation space. (note: an automated washer reduces the # of wash bays by 3)
- Column I: Parts functions include parts manager, retail parts advisor, tech parts advisors, parts storage, parts receiving, warranty parts shipping, parts lift, and associated circulation.
- Column J: Includes office manager, conference room, I. T. room, file /storage room, copier & postage area, and administrative staff.
- Column K: Employee facilities and building support functions include lunch rooms, training rooms, employee restrooms, locker rooms, janitors closet, dealer restroom, mechanical rooms, elevators, stairs, and associated circulation.
- Column P: Includes all parking & vehicle storage + 15% circulation for Aisles for new car carrier, delivery trucks, refuse trucks, entrance/exit drives and area for utilities.
- Column R: 10% is provisioned for code compliance, green space, easements, building setbacks, water retention, wetlands, etc... (Column P X 10%) + Column Q
- Column S: 1 Acre = 43,560 f²