

DEALERSHIP CAPACITY REQUIREMENTS

Facility and Land Areas

SIZE		BUILDING AREA													LAND AREA								TOTAL AREA			
PLANNING POTENTIAL		VIO	SHOWROOM & SALES				MAIN STREET	SERVICE				PARTS	ADMIN	EMPLOYEE	TOTAL BLDG.	TOTAL PARKING & STORAGE								TOTAL LAND & BUILDING		
Column A	Column B	Column C	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	S/R Units on Display	Showroom Display f ²	Sales Department f ²	Total Showroom f ²	Main Street / Customer Core f ²	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	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 - 299	150	1200	4	2,000	1,505	3,505	1,386	6	1	7	4,800	2,340	432	1,010	13,473	6,750	25	7,200	25	12,150	45	30,015	95	43,488	46,490	1.1
300 - 599	450	3600	5	2,500	1,838	4,338	1,509	7	1	8	5,380	2,705	540	1,434	15,906	21,600	80	11,520	40	22,950	85	64,481	205	80,386	86,834	2.0
600 - 899	750	6000	5	2,500	2,526	5,026	1,771	9	2	11	7,250	3,253	660	1,986	19,946	35,100	130	18,720	65	32,400	120	99,153	315	119,099	129,015	3.0
900 - 1199	1050	8400	9	4,500	3,225	7,725	2,064	12	2	14	9,000	3,801	768	2,442	25,800	47,250	175	25,920	90	41,850	155	132,273	420	158,073	171,300	3.9
1200 - 1499	1350	10800	9	4,500	4,042	8,542	2,310	16	3	19	11,900	4,313	876	2,974	30,915	60,750	225	31,680	110	49,950	185	163,737	520	194,652	211,025	4.8
1500 - 1799	1650	13200	9	4,500	4,730	9,230	2,556	20	3	23	14,750	4,861	984	3,550	35,932	74,250	275	40,320	140	59,400	220	200,066	635	235,997	256,004	5.9
1800 - 2099	1950	15600	9	4,500	5,407	9,907	2,811	24	3	27	17,600	5,556	1,104	4,240	41,217	87,750	325	46,080	160	67,500	250	231,530	735	272,747	295,900	6.8
2100 - 2399	2250	18000	9	4,500	6,203	10,703	3,080	28	3	31	20,500	6,287	1,212	4,938	46,720	101,250	375	54,720	190	78,300	290	269,411	855	316,130	343,071	7.9
2400 - 2699	2550	20400	9	4,500	6,880	11,380	3,357	32	3	35	23,400	7,018	1,320	5,628	52,103	116,100	430	61,920	215	89,100	330	307,188	975	359,291	390,010	9.0
2700 - 2999	2850	22800	9	4,500	7,600	12,100	3,620	36	3	39	26,300	7,749	1,433	6,260	57,462	128,250	475	69,120	240	94,500	350	335,651	1,065	393,112	426,677	9.8

For planning potentials exceeding 3,000 units per year, please contact the Chrysler Facilities team at chryslerfacilities@chrysler.com

1. The Chrysler Facility Guide is a minimum guide. Calculations are based on mid-point APP.
2. Column C: Vehicles In Operation (VIO) represents CDJR vehicles only (National Average = 8:1 VIO to PP Ratio)
3. Column D: Chrysler requires 500 SF per vehicle for showroom display and traffic circulation. Minimum Showroom to accommodate 4 new vehicles - 1 Per Brand (Chrysler, Dodge, Jeep, and Ram). 5 vehicle showroom = 1 vehicle for each brand + 1 SRT or feature vehicle, 9 vehicle showroom: 2 vehicles for each brand + 1 SRT or feature vehicle.
4. 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, conference room, business development center, fleet sales, literature storage, and associated circulation space.
5. Column F: Total Showroom includes showroom vehicle display space, all sales department functions, and associated circulation space.
6. Column G: Main Street functions include front entry vestibule, reception desk, customer technology bar, customer lounge, café lounge, refreshment bar, vending, retail parts display, customer restrooms, junior zone play area, and associated circulation space.
7. 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)
8. 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.
9. Column J: Includes office manager, I. T. room, file /storage room, copier & postage area, and administrative staff.
10. 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.
11. 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.
12. Column R: 10% is provisioned for code compliance, green space, easements, building setbacks, water retention, wetlands, etc... (Column P X 10%) + Column Q
13. Column S: 1 Acre = 43,560 f²