



AUTOMOTIVE BRAND SHOP-IN-SHOP

TCG collaborated with Fiat Chrysler Automobiles (FCA) to develop Auto Dealership shop-in-shop programs for Fiat, Dodge, Jeep, Ram, and Mopar. The unique challenge was to develop a low-cost family of branded shop-in-shop fixtures that could be used in various dealership floorplan configurations selling a variety of product types from promotional shirts to Mopar parts to branded watches and cups.

Targeted for 50 new, remodeled, and refreshed dealerships per quarter, our design, engineering and production team produced prototypes and subsequent volume off-shore production. TCG also developed a custom "sell-in" guide to be used by FCA Sales Management to indoctrinate independent dealership owners into the new program.





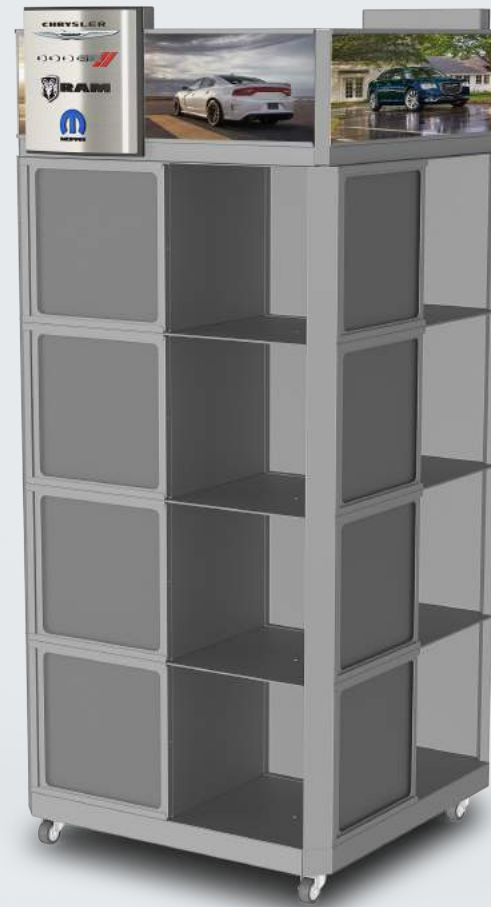
AUTOMOTIVE BRAND SHOP-IN-SHOP

- INTERPRETATION
- 2 DESIGN DEVELOPMENT
- 3 EXECUTION

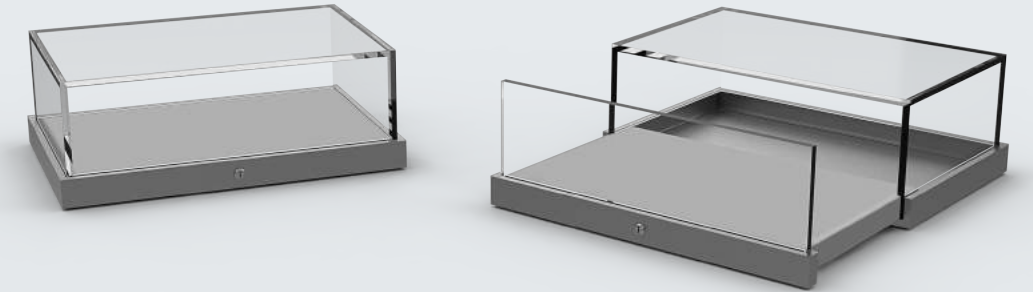
TWO WAY



T-SHIRT TOWER



LOCKING ACCESSORY CASE



MULTI PURPOSE NESTING TABLE

AFTER MARKET PARTS WALL





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