

Longhorn Harley-Davidson Dealership

Location:

Grand Prairie, Texas

Size:

38,000 SF

Owner / Developer:

Grand Prairie Properties

Role:

Design / Build Contractor

Building Type:

Retail



About These Projects:

- Interior design incorporates wood taken from a 100+ year old barn in Wisconsin and chemically rusted corrugated metal for interior accents, to provide an old, rustic feel to the dealership's décor.
- The new retail building features a dramatic showroom, a private second showroom, extensive service department, sales offices and waiting area.
- The main showroom features multiple LCD panels that show video clips and product information that are downloaded by satellite from Harley-Davidson's corporate offices every day.
- A second floor showroom offers a more private shopping opportunity, an enclosed setting with windows overlooking the main showroom and space for dozens more motorcycles on display.
- The service department includes 25 work bays, a Dynamometer, and overhead lubrication / exhaust rail systems.

