PARKPLUS
HIGH DENSITY PARKING SYSTEMS

PROJECT CASE STUDY

AUTO DEALERSHIP

Mercedes-Benz Manhattan

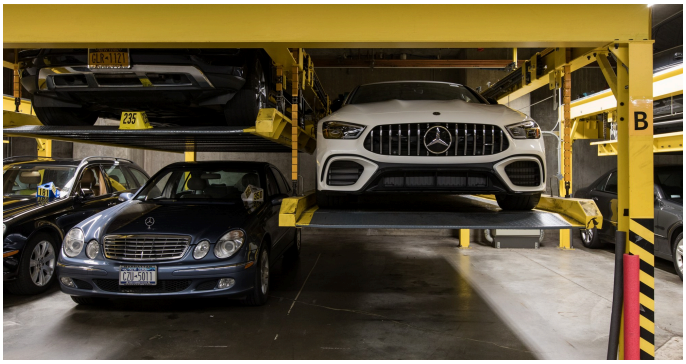
770 11th Avenue, New York, NY

SP100 Suspended Platform, subterranean garage · Two suspended lift display units, showroom

288	2×	2	2008
PARKING SPACES	SUBTERRANEAN CAPACITY	DISPLAY LIFT UNITS	YEAR COMPLETED



Mercedes House, 770 11th Avenue, Manhattan



SP100 suspended platform, subterranean garage

THE CHALLENGE

A vertical dealership with nowhere to put cars

The dealership sits on a dense west side site with no outside parking, so every inventory, service and customer vehicle lives inside the building. The garage footprint was never going to hold a Manhattan flagship's volume, and the showroom needed a presentation to match.

THE SOLUTION

Two systems, one building

SP100 suspended platform lifts run through the subterranean garage, putting a second vehicle above each space and doubling what the footprint holds. In the showroom, two suspended display units hold vehicles above the floor, putting cars at eye level from the street and across the room.

THE OUTCOME

More than fifteen years of added capacity and revenue

The dealership holds more inventory and moves more service work through the same building than the site would otherwise allow, and credits the systems with increased revenue as well as capacity.

SPECIFICATIONS

System detail

System	**SP100**
Type	**Suspended platform**
Display units	**2**
Capacity	**6,000 lbs**
Operation	**Electric, push button**
EV	**Level 2 compatible**
Completed	**2008**

SP100 product page and ROI calculator ↗

Full project detail and photography: **parkplusinc.com/projects/auto-dealership-manhattan ↗**

CLIENT

"ParkPlus lifts have helped us double our capacity, essential for a vertical dealership like ours with no outside parking. We've relied on them for over a decade to maximize space, increase revenue, and better serve our customers."

Tommy Russo, Operations Manager, Mercedes-Benz Manhattan

Talk to our team about your project.

Contact us