

# Roadshow BMW Mini Cooper Building Memphis, Tennessee



FISHER ARNOLD

## PROJECT EXPERIENCE

With the success of the BMW Mini Cooper in America and abroad, BMW initiated a program to establish an independent identity for the brand. Roadshow BMW, in Memphis, TN used a section of land on the north side of its existing property to construct an approximately 5,000 square foot new Mini showroom, offices and service drop off. There is adequate space to display as many as nine automobiles. This provides the opportunity to display other vehicles as well as the different models of the Mini that are available.

