



Inchcape Infrastructure and AV

Services Provided



The Project

What was the problem

Inchcape is one of the UK's top franchise retailer groups. Its portfolio includes many of the World's leading automotive brands including Audi, BMW, Jaguar, Land Rover, Mercedes-Benz, Toyota and Volkswagen. Inchcape wanted to relocate their existing Audi Retail Centre in Tonbridge to a new state-of-the-art site in Tunbridge Wells. This required a supplier who could provide high quality Data Cabling and AV Installation.

What we did

Celestra worked closely with the principal contractor to update the site's CAD drawing, providing details of the placement of Data and Audio Visual (AV) throughout the site.

Our highly skilled Cablers terminated over 325 data points throughout the 3 floored facility and laid just over 16 miles of combined CAT5e and CAT6 cabling. This included provisions for 19 Wi-Fi Access Points, 20 screens and underfloor cabling to each vehicle in the 17-car showroom.

We installed CAT6 cable to all AV locations, including two beautifully crafted handover bays giving Audi the ability to provide an enhanced customer purchasing experience.

After this very successful deployment, Celestra moved on to our next brand Mini in Tonbridge.

How did Inchcape benefit?

When you are buying a premium car, the experience you receive while buying the car needs to match, the new concept Audi and Mini dealerships reflect this. They deliver a premium venue, which allows the brands to demonstrate their vehicles in an immersive environment, which guides you through the models and choices you have. The digital aids that we install, allow you to see beyond the static car and to receive a fabulous handover experience.

Why Inchcape chose Celestra

Celestra successfully won this contract by demonstrating how we could not only deliver this project in accordance to the quality and standards associated with Inchcape's brands but add real value by providing innovative ideas. Celestra's experienced team accommodated and managed varying requirements whilst dealing with unforeseen schedule and material changes.



What Inchcape said

Having worked previously with Celestra, I invited them to look at the Data Cabling work involved at our new Audi Tunbridge Wells Retail Centre, knowing I would receive an honest assessment of their capabilities in respect to the work, as well as a competitive price & guarantee of the level of craftsmanship expected when associating with a brand such as Audi.

Celestra's detailed planning & analysis, stakeholder communication & more importantly pro-active communication with on-site construction teams, meant the project was completed to time, on budget, with the minimum of input from Inchcape personnel.

Celestra's skill, knowledge, experience & can-do attitude have paved the way for an exciting partnership moving forward for both organisations.

Allan Campbell, Inchcape IS Project Manager