



HIGH PERFORMANCE DOOR CASE STUDY

Infiniti of Clarendon Hills: High Performance Doors for a High Performance Dealership

Since 1989 Infiniti automobiles have set a high standard for performance and luxury in the United States. From sedans to full-size SUVs and convertibles, Infiniti vehicles feature industry leading designs and innovative on-board features such as the Around View monitor, intelligent cruise control, lane departure prevention, and blind spot intervention.

Along with the status of a respected and sought after brand, Infiniti delivers a consistently smooth, safe, comfortable driving experience without compromising on style. Internal features such as Bose premium audio systems and tri-zone automatic temperature control add to Infiniti's well rounded automotive excellence.



In Chicagoland, Lisle Auto Plaza Group has built its successful Infiniti dealerships on these same principles and a commitment to outstanding customer service. When it came time to build a new Infiniti dealership in Clarendon Hills, Lisle Auto Plaza Group brought in American Door and Dock. “You don’t get a second chance to make a first impression, and we really wanted to put the ‘wow’ factor into our customer experience at this facility.” according to Terry Leo, Facilities Manager for Lisle Auto Plaza Group.

“An attractive, clean, professional appearance is of the utmost importance to us.” says Mr. Leo. “We knew Rytec high performance doors could help meet that need. But we were looking for other strategic benefits such as energy efficiency, durability and safety, which all add up to long term ROI. With new construction and tight deadlines we knew we needed professional advice to develop a high performance door solution plan that was right for our business goals. So from a strategy and planning standpoint, it made sense to bring in Chicagoland’s proven Rytec experts.”

American brought its 40 years of experience with car dealerships and Rytec doors to bear on Infiniti's requirements. "American Door and Dock has some of the best application solution specialists in the industry." said Mr. Leo. "They're up on all the latest door trends, innovations, product developments, and car industry guidelines. They knew exactly what to look for and what questions to ask to develop a complete, accurate understanding of our application needs."



After careful consideration, upon American's recommendation Infiniti selected the Rytec Spiral FV high performance rigid rolling door for its six service entrance and exit doors. "The Rytec doors make an immediate positive impression." according to Tony B., Clarendon Hills Infiniti's Service Manager. "Their classy, modern look & feel suits our facility perfectly. Their speed is unbelievable and they're built to work and last in high traffic service environments like ours. The Rytec doors save us time and energy costs, and keep the service facility comfortable. Rytec's advanced safety sensors minimize the risk of injury and damage to vehicles and the doors themselves."



“What’s as impressive as the doors,” said Mr. Leo, “is how American factored all our objectives and motivations into the solution. We love competitive costs and successful installations. But what set American apart was its innovative, collaborative approach. They fulfilled our critical operational and ROI goals, and got a complex install job done right, on time, and on budget.”

“We’re honored to be part of Lisle Auto Plaza Group’s success with Infiniti of Clarendon Hills,” said Larry Hooker, American Door and Dock’s President. “We know Rytec doors produce measurable ROI in energy, time, and maintenance cost savings. We enjoy delivering this value and we pride ourselves on helping our automotive industry clients understand and take advantage of all the benefits Rytec doors have to offer.”

“Rytec doors also provide substantial intangible benefits.” according to Brian Bertoia, American Door and Dock’s Sales Manager. “It’s a challenge for many car dealerships to hire and keep good mechanics. Rytec doors are pleasing to the eye and help keep service facilities clean. They also help maintain consistently comfortable temperatures in service bays and showrooms. This promotes upbeat employee attitudes, pride in sales & service facilities, and better overall customer satisfaction. When a car dealership invests in an American Door and Dock & Rytec high performance door solution, it gains a bona fide competitive advantage.”

Learn More

- [CLICK HERE >>](#) to learn more about American Door and Dock’s Rytec high performance door solutions for car dealerships.
- [CLICK HERE >>](#) to learn more about the Rytec Spiral FV high performance rigid rolling door including specifications.
- [CLICK HERE >>](#) to learn more about Infiniti of Clarendon Hills.

Contact American Door and Dock

- 24/7/365 Emergency Service Telephone: 888/SOS.DOOR (888-767-3667)
- Service Email: ForService@AmericanDoorAndDock.com
- Office/Sales Telephone: 847/359.4296 (Monday-Friday 7am-5pm)
- Office/Sales Email: Sales@AmericanDoorAndDock.com
- Mailing Address: 2125 Hammond Dr. · Schaumburg, IL · 60173
- Website: <http://www.AmericanDoorAndDock.com/>
- Service Area: We proudly serve Greater Chicagoland including NW Indiana and southern Wisconsin.

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