

# Case Study

## Delaney Honda

**DELANEY** AUTOMOTIVE GROUP

### High Speed Doors at Delaney Add Zip to Auto Service Center

Typically, how we remember car dealerships is from a street view that features glittering new cars in an architecturally attractive showroom. That, of course, is the way the dealership wants you to regard them and the facility is designed with this presentation in mind. Usually hidden away around the back is the typically rough looking and grimy service center, the ugly duckling of the operation.

Over the past few years, one of the ways dealerships have been increasing the profit-making contribution of their service centers is to make this part of the dealership more appealing. Nobody looks forward to bringing a car in for service, so the goal of the dealership is to make the experience as professional as possible in an environment as appealing as the front of the store, communicating to customers that they are in good hands.



### Doors at Your Service

Quality. That's the impression four Rytec Spiral® FV® rollup doors provide for Delaney Honda, giving the service center area a sleek look, a tight seal to prevent energy loss, and security during off-hours. The good look of the doors fit in with the clean architectural look of the building, which is in line with Honda's signature architecture, enabling Delaney to proudly have their service center facing the street.

Rytec's sales team and local installation and service partner ensured that the doors were what Delaney Honda needed, were installed properly and performed optimally.

This new 19,000-square-foot store on the outskirts of Indiana, Pennsylvania, is part of the three-location Delaney Auto Group. This recently opened location replaced the former dealership opened in 1980. Over time, the Delaney Group has learned how they want their facility to create a customer-satisfying experience—by providing the thrill of buying a new car and by making the service center as welcoming as possible.

The new Delaney Honda dealership was designed in accordance with Honda's Dealership Image Program, and the Spiral doors complement this look. The program includes layout, materials, finishes, furniture, fixtures, signs and space specifications for all areas of the facility and site. The frontage consists of gleaming white panels, with a "Honda Blue" portal into the dealership.

According to Delaney Auto Group business manager Ed Loyacona, "The doors are an important part of enhancing our image when our customers come by to have their cars serviced."

Of course, whatever doors they use must provide a lower cost of ownership and prevent energy loss for the conditioned air in the service facility, but according to Ed, "speed is also important."

# RYTEC

HIGH PERFORMANCE DOORS

### Key Facts

#### Organization

Delaney Honda

#### Location

Indiana, PA

#### Challenges

- Enhance customer experience
- Improve energy conservation

#### Solution

Rytec Spiral® FV®

#### Results

- Improved customer perception
- Increased speed, efficiency, productivity, work flow
- Improved energy conservation and climate control
- Reduced maintenance

*"The cost of taking care of conventional doors exceeded the installation price of the Rytec Spiral doors."*

- Ed Loyacona  
Business Manager  
Delaney Auto Group

The local certified installation team dealt with the challenge of installing the doors during the Western Pennsylvania winter months. Joel Campbell, the installation team's door consultant noted, "Though the conditions were rugged, they gave us the opportunity under these conditions to ensure that the seal around the doorways was tight to keep the winds out of the service center and prevent energy from escaping."

## Respecting the Customer's Time

As service advisor Butch Noel points out, "At our older dealerships where we use slow conventional doors, many times our customers actually have trouble finding the service center."

The four 12' x 12' doors provide speed and more. Generally people who bring a car in for service are on a tight schedule and they are in a hurry. The Spiral door's snappy roll-up speed of 100 inches per second is the first indication to customers that their service needs will be taken care of efficiently. The Spiral door's opening speed is five times faster than conventional doors and does not waste the customers' precious time.

"The customers," according to Noel, "are very impressed with how fast the door zips open, enabling them to quickly drive into the service center and get down to business. And thanks to the Spiral door, no one has a problem finding our service department."

## All Parts of the Dealership on Display

The Spiral door's crisp aluminum finish completes the overall look of the new Delaney Honda dealership, and is capable of retaining these looks for years to come. In fact, the Delaney service department, unlike many auto dealerships, is visible from the street.

Each slat has a translucent plastic panel, framed in aluminum, enabling customers and service personnel to see each other and adding sunlight to

the service area. The Spiral roll-up design has no metal-to-metal contact so operating noise is not disruptive when opening and closing.

And although this area is involved with auto maintenance, Delaney does not have to deal with maintaining the Spiral doors. Loyacona notes that the old doors at their other dealerships require continual attention, whereas the Rytec Spiral doors need only occasional adjustments. "The cost of taking care of the conventional doors exceeded the installation price of the Rytec Spiral doors."

Motion sensors activate the doors at the new facility. So as soon as the customer arrives at the driveway, motion sensors detect the car and begin opening the door. The motion sensors are timed with the speed of the door to avoid the car from colliding with the door. These collisions could occur at the other locations when conventional doors are used, entailing repair costs and creating possible downtime for the facility.

The low maintenance and high speed are thanks to the Spiral door's compact, variable-speed, 2HPAC drive with a three-phase motor that offers smooth starts and stops and longer drive life. A weather-resistant NEMA-4X enclosure protects the UL/ULC-listed controls. Preprogrammed menu options allow Delaney's door service crew to easily adjust door operation to match the specific needs of each doorway location; self-diagnostic capabilities help keep maintenance time to a minimum.

In addition to superior speed, the tight coil of the Spiral design makes it a perfect fit for the service center wall. Although there is a lot of room above the door, that area is not taken up by a lot of door header.

Space along the side is spared as well. The Spiral door guides mount to the inside wall, providing full access to the doorway for cars that drive in and out. Thanks to the additional space, the certified installation crew was able to mount the control box between the doors.







## Secure, Sustainable and Safer

Because of their inventory, dealership can be prime targets for break-ins. When closed, the Rytec doors rigid aluminum slat construction and integrated locking system guard the doorways, discouraging intruders.

To protect Delaney Honda's investment in heating/cooling energy and for the comfort of customers and service personnel, a durable rubber membrane connects the roll-up door slats, which run along galvanized steel side frames with full-height weatherproofing. This creates a complete seal along with the door's high speed minimizes the escape of conditioned air.

Because the service center doorways are not closed off to pedestrians, a door operating this fast can be a safety concern. Rytec designed the Spiral door with standard dual photo eyes that prevent the door from closing if someone is strolling through the opening or if a car is sitting in the way. This safety system is backed up by a reliable, pressure-sensitive edge that causes the door to reverse instantly upon contact.

Honda was recognized by the Kelley Blue Book for winning this organization's Most Trusted Brand and Best Value Brand awards. The good looks and efficiency of the Spiral doors at Delaney Honda and other Honda dealerships is one indication of how the company pays close attention to quality details in all areas of their operation.

When it comes to running an auto dealership these days, customer satisfaction plays a major role in the success of the operation. While the front end of Delaney Honda attracts customers through the showroom door, Rytec Spiral doors on the service area help make sure they stay customers.

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-Butch Noel  
Service Advisor  
Delaney Honda



## About the Delaney Automotive Group

The Delaney Automotive Group is a first-generation dealership group with three locations in western Pennsylvania selling new and pre-owned cars. Its auto sales group includes Honda, Chevrolet, Buick, Subaru, and Hyundai dealerships. The Delaney Service Department regards having a supply of manufacturer recommended parts as an important part of maintaining optimum performance for customer vehicles. At Delaney Honda, they offer the same high quality parts the customer's vehicle was built with, and they keep a large inventory of OEM certified parts in stock. Delaney Honda's service department strives for 100% customer satisfaction. <http://www.delaneyhonda.com>

## About Rytec High Performance Doors

Rytec is North America's leading independent manufacturer of high-speed, high-performance doors for industrial, commercial, and cold-storage environments. From security doors to traffic doors, every door addresses a specific operational and environmental challenge, and is engineered for maximum safety, productivity, and efficiency. Corporate offices and manufacturing operations are headquartered in Jackson, Wisconsin. Customer support is provided through national and regional offices and a network of local dealers and installers throughout North America. [www.rytecdors.com](http://www.rytecdors.com)

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