

Hänel Case Study



#1 Cochran Automotive



Location
Robinson Township, PA

Category
Automotive

Product
Lean-Lift®

Website
cochran.com

#1 Cochran Automotive is the leading automotive retailer in Western Pennsylvania, and one of the top private dealer groups in the U.S.. What began as a single Pontiac dealership in 1965 has grown to three locations with 10 showrooms and 13 new vehicle franchises.

In 2011-12, #1 Cochran undertook a major renovation of their Robinson Township, PA Buick/GMC dealership. The goal was to improve customer convenience, dealership efficiency and appearance. The project included construction of a new showroom, major renovations to their service center and expansion of their lot space and landscaping.

The existing building housed the showroom, parts department and service area. With the new showroom, the parts department could be expanded and additional service bays and services added. To help make room for the new additions within the existing building space, #1 Cochran turned to Hänel for a vertical storage solution.

The Hänel Lean-Lift® was chosen to free up valuable floor space and make parts retrieval faster and more accurate for employees. The Lean-Lift installation was designed as part of the building renovations, allowing it to be incorporated directly into the physical structure of the facility.



Before: The parts department was dark and confined, not appealing for customers, and most parts were on the second floor, not ideal for employees.



The Lean-Lift® stores parts of all shapes and sizes.

The result is a parts department that is bright, inviting place to work. Separate counters are provided to support the retail customer operation and the service department alike. The majority of the parts in inventory are now readily at hand at the touch of a button, eliminating time-consuming climbing stairs, walking rows of shelves, and searching for the correct part.



After: The Lean-Lift was integrated into the building itself, keeping parts close to both the window to the service bays and the new retail counter window.