

# Case Study | Kool Chevrolet

## About the customer:

Grand Rapids' largest north end full service GM dealer that has been in operation since 1974. Family owned and operated, specializing in "Complete Satisfaction." From friendly sales and factory trained service staff to quality vehicles and low prices, Kool Chevrolet strives to exceed expectations for every visit.



## Location:

Grand Rapids, MI

## RT London Sales Representative:

Steve Eldersveld, President  
RT London, Grand Rapids, MI

## Design Firm:

Gensler



**About the project:**

Kool Chevrolet of Grand Rapids came to RT London in need of furniture to update their lobby area.

**The Need:**

Kool was looking for durable lounge seating and sturdy work surfaces that would be fit for a high traffic area in a car dealership.

**The RT London Solution:**

RT London was able to provide Lucy lounge furniture to fit the space incorporating tablet arms and upholstery recommendations. The furniture was installed and because of the relationship RT London developed, Kool Chevrolet will be using RT London's interior design services expanding into private offices.