

# BRYDEN MOTORS BREAKS GROUND ON NEW EXPRESS LANE FACILITY

August 31, 2018 at 9:06 am | By [Hillary Gavan \(mailto:hgavan@beloitdailynews.com\)](mailto:hgavan@beloitdailynews.com)



Hillary Gavan/Beloit Daily News Bryden Motors broke ground on a new express lane facility at 548 Broad St. on Wednesday. (From left): Corporate Contractors, Inc. (CCI) Superintendent Brad Siegworth, Bryden Motors President Scott Bryden, Bryden Motors Secretary/Treasurer and Assistant Vice President Christine Bryden Lawver, Bryden Motors General Manager George Schaffner and CCI Project Manager Clint Wallisch pose for a photo.

BELOIT - Bryden Motors announced its plans to construct a new Express Lane facility at a groundbreaking ceremony Wednesday at 548 Broad St.

The new facility will offer five additional bays. There will be four bays where almost all vehicle makes and models can be serviced, and the west end of the building will include a fully automated car wash bay.

Designed by Angus Young Architects, the 4,000-square-foot facility will be constructed by Corporate Contractors Inc. (CCI). It will include a service office and waiting area with a large glass viewing window that will allow customers to observe the service work being performed.

The new facility is expected to be complete by Christmas.

When completed, the Express Lane will offer faster oil changes, tire rotations and simple maintenance with no appointment necessary. With these expanded services, Bryden's will have immediate openings for lube technicians and level 3 FCA certified automotive technicians.

The new facility is in response to growing demand for service, according to Bryden Motors President Scott Bryden.

He said business in the service department is up 25 percent over last year. The business is growing overall and also experiencing increased Jeep sales.

Bryden Motors also continues to have a loyal customer base. With so many customers clamoring for service there have sometimes been up to three-week wait times for people to get in. Bryden said the new facility will get people in and out quicker.

Currently the business has 14 bays, with four of them devoted to oil changes. Having the additional bays will serve more customers more efficiently. It also will allow master technicians to do more work. Oil and filter changes can be done in the new facility. If a vehicle needs more work, it can be sent right over to the existing facility.

"It will improve our productivity dramatically," Bryden said.

Bryden said he's been wanting to get the facility since 2014. He said General Manager George Schaffner had construction experience and was a help in getting the project launched.

Bryden Motors is a new and pre-owned Dodge, Jeep, Ram and Chrysler dealership which has served the area for more than 70 years.

A leading general contracting firm headquartered in Beloit, CCI has additional offices in Delafield and Williams Bay. It's part of the Hendricks Holding Company Inc. portfolio of companies and is owned by Diane Hendricks.