

CASE STUDY

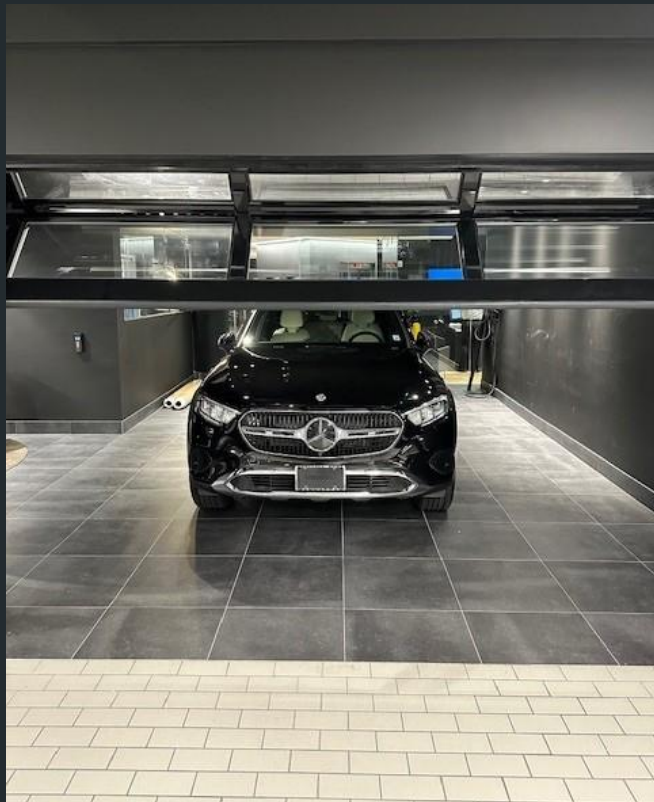
MERCEDES-BENZ MANHATTAN

New York, NY | DWS Quad

Architectural-grade glass sectional doors
for a flagship new car delivery experience.

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DoorWallSystems.com

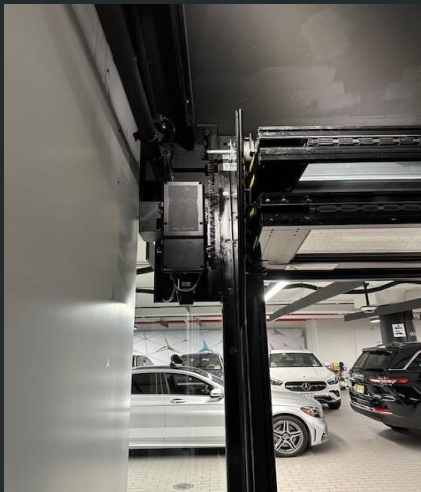


PROJECT OVERVIEW

A Flagship Delivery Bay, Finished Like Architecture

Mercedes-Benz Manhattan is the brand's flagship dealership in New York City. As part of a major renovation, the New Car Delivery Bays were reimagined as the culmination of the customer journey. Every visible component reads as part of that experience, so a standard industrial door was never an option.

Working with Mercedes-Benz USA, KCG Architects, and Gardiner and Theobald, DoorWall Systems specified three DWS Quad sectional DoorWalls that perform reliably and integrate fully into the renovated space.



PROJECT DETAILS

LOCATION

New York, NY

PROJECT TYPE

Automotive Dealership

APPLICATION

New Car Delivery Bays

PRODUCT

DWS Quad (3 Units)

GLASS

Full-Glass Panel Design

FINISH

Custom RAL Powder Coat

ARCHITECT

KCG Architects

DISTRIBUTOR

Garage Headquarters

THE CHALLENGE

An Opening That Reads as Part of the Brand

Architects describe this brief the same way: the opening needs to function like a garage door, but it cannot look like one. Mercedes-Benz USA wanted a refined, architecturally integrated solution for the renovated delivery bays.

KEY REQUIREMENTS

- Full-glass panels to keep the delivery moment visible from the showroom
- Finish quality that matched the dealership's high-end renovation
- An intentional architectural feature, not a utility component
- Custom finish for brand consistency across every system component

WHY IT MATTERS

A flagship dealership treats every visible element as part of the brand. The delivery bay is where a customer experiences the moment of ownership, and where future buyers see that moment firsthand.

An opening in this environment cannot read as equipment. It needs to perform mechanically while reading as a designed part of the showroom architecture.

Function like a garage door, but read as architecture. That is the brief the Quad answers.

WHAT ARCHITECTS TELL US

THE SOLUTION

DWS Quad: Architectural-Grade Sectional System

DoorWall Systems provided three DWS Quad sectional DoorWalls, custom designed to integrate seamlessly into the newly renovated dealership. The Quad answers the architect's brief directly: it operates with the function of a sectional door while reading as a designed architectural element, delivering full-glass transparency and finish quality at the scale a flagship delivery bay requires.

FULL-GLASS PANEL DESIGN

Complete visibility into the delivery bays, turning every handover into a showroom-worthy moment.

SLEEK ARCHITECTURAL APPEARANCE

A refined, minimalist profile that enhances the space rather than detracting from it.

CUSTOM POWDER-COATED FINISH

Sections, tracks, and hardware finished in a specific RAL color to match the dealership interior.

PRECISION ENGINEERED OPERATION

Smooth, quiet movement with powder-coated interior hardware and nothing left exposed.

OUTCOME

An Opening That Performs Like Architecture

The three DWS Quad Door Walls give Mercedes-Benz Manhattan delivery bays that integrate with the architectural standard of the renovated dealership. Full-glass panels keep vehicles visible from the showroom, the custom finish aligns with the surrounding interior, and the system operates as part of the daily customer experience. The installation now serves as a model for luxury automotive retail spaces.

KEY OUTCOMES

- Full-glass transparency between delivery bay and showroom
- Custom RAL finish aligned with the dealership interior
- Architectural integrity preserved at a flagship-scale opening
- A repeatable specification reference for future dealerships

LEARN MORE

DWS Quad

An architectural-grade aluminum sectional system engineered for commercial environments where finish quality, glazing, and visual consistency are central to the design. Built for automotive delivery bays, hospitality openings, and branded retail.

SYSTEM SPECIFICATIONS

Configuration: 4-Equal Sections
Glass: Full-Glass Panel Design
Finish: Custom RAL Powder Coat
Units: 3 DWS Quad Door Walls
Location: New York, NY

Inside the Manhattan Delivery Bays



Inside the Manhattan Delivery Bays

