

Partners in Excellence



Ardmore Toyota: A Family Business Keeps Growing

By Jonathan E. Otto



"Max, Dad or Poppy"; that's how Max Paul's cell phone greets you if he is unavailable to take your call. That greeting tells you a lot about Max; he is a family man, running a family business.



Max Paul (left), Dealer Principal and Brad Paul, General Manager of Ardmore Toyota

The original roots of the business go back to Max's Grandfather, also named Max. The Elder Max came to this country from Russia over a century ago. He had been trained in the old country as a copper smith and readily found work in Philadelphia repairing wagons, bicycles and the poorly protected, damage prone radiators which were appearing in West Philadelphia on the front of early automobiles.

Grandfather Max's business grew into Paul Bros. Body Shop at 48th and Chestnut Streets in West Philadelphia



The 12,800 square foot showroom floor as seen from the second floor mezzanine.



Toyota/Scion showroom displaying 10 cars.



Customer Waiting Area

and was run by his sons Ed and Harry. It was a thriving business in a thriving community. In 1960 Harry's eighteen year old son, Max went to work full time with his father. By 1964 Max was managing the 40 plus mechanics, body men and painters in the "back end". The Pauls worked hard, focusing on doing a good job and satisfying their customers. The business flourished as repeat customers and their friends brought their business to the Paul Bros.

In 1968 an event occurred which would alter the Paul family's future, down to this day; Harry and Max were approached by the then relatively obscure Toyota Motor Company and asked to become a Toyota Dealer. Toyota was just starting to build its dealer network in the United States and was meeting resistance from the Big Three. By a happy coincidence, Harry had just been on a vacation trip and had rented a Toyota. He liked it! So it came to the pass that Harry and Max decided to take a chance and become a Toyota dealer.

Central City Toyota grew and grew. Max's son Brad representing the 4th generation joined the business in 1997 and the growth continued. In 2000, Max and Brad realized that they were hopelessly out of space with no place for the much needed expansion. By good fortune, a building and land became available next to the Saab dealership Max owned on Lancaster Avenue in Ardmore.

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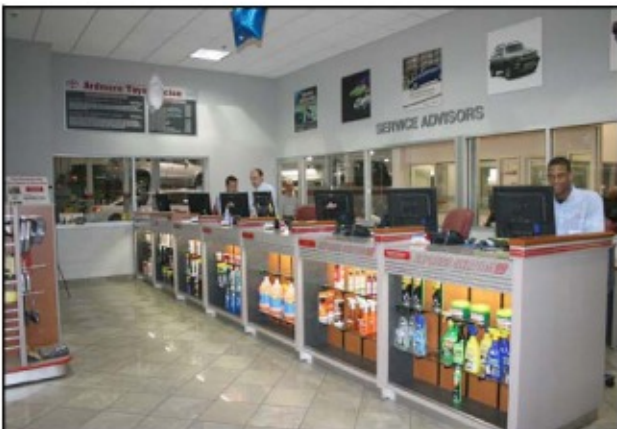


State of the art service bays

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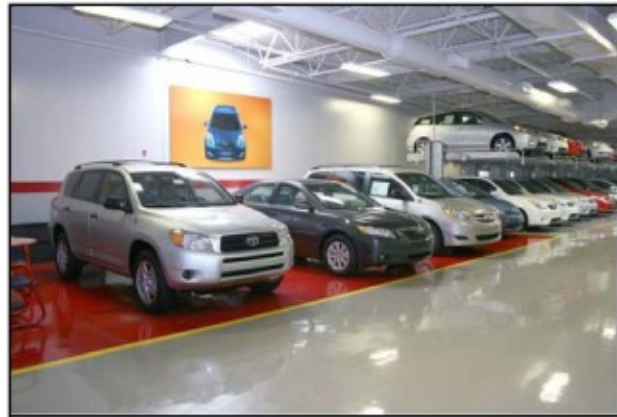
Now came another hard decision; could the Pauls give up Saab and move Toyota to Ardmore? It was a hard decision, which took a lot of wrestling and intense design. Ultimately, with Toyota's blessing, the decision was made; Max and Brad would tear down most of the buildings on the site and build a new Toyota Image USA II dealership. It would be the first of its kind in the Delaware Valley.

Acting on the advice of several of his fellow Toyota Dealers, Max had called Penn Valley Constructors to work with him in 2000. Hence it was our pleasure to work with Max through the many design changes and Township meetings required to get the land development approval and to build the new facility. We worked closely with Max's designer, Orlando Rivera and the project architect, McLean-Shortall and the different engineers to make the program a real plan. In the winter of 2005, we finally initiated the demolition of the existing structures on the site.



Service Write-Up Area designed to quickly receive and process service customers.

As construction progressed it became more and more apparent to Max and Brad that reusing even some of the existing structure would severely inhibit the use of the site. Midway through construction a radical decision was made; all of the existing structures would be demolished and a larger service building with a complete second floor would be incorporated into the project. The second floor would be accessed by an automobile elevator and would house cars double stacked to increase sales inventory. A wash bay would be added along with an enlarged parts area and enlarged lavatory/locker and lunch facilities for the dealership's 80 employees. The redesigned facility meets Max and Brad's needs by giving them a total of 28 service bays and the ability to add over 120 vehicles to their on site inventory.



Second floor inventory adding 120 cars to the site

In July of 2006, the showroom opened for business and a few months later, the redesigned service building went into operation as well. Sales are growing towards Max's goal of 300 new cars per month. The service business is gradually building up as well.

With the construction completed, Max and Brad are once again able to concentrate on doing what the Pauls have always done; taking care of business and their customers.



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New in the Field

By Michael McCormick & John DenBleyker



Street Road in Bensalem, Pennsylvania will be the new home of **Faulkner Cadillac**. The 19,143 square foot building is a full sales and service facility. The split faced block and limestone panel building is one of many automobile dealerships constructed by Penn Valley Constructors; however, it is the first for the Faulkner Organization.



In August of 2006, Penn Valley Constructors started construction on a 90-room hotel in Bordentown, New Jersey. The three story **Candlewood Suites** is designed for extended stay customers. The new facility will offer a variety of spacious accommodations ranging from single queen studios to one bedroom

suites, all with their own kitchenettes. Additional amenities will include guest laundry, fitness center and "Candlewood Cupboard" - a convenience store.



Peking Pavilion, a prominent central New Jersey Asian restaurant burned to the ground Christmas of 2005. After some permit and design delays, Mike and Corrina Kuo chose Penn Valley Constructors to rebuild their dream.

The distinctive design was created by Manhattan restaurant designer Rafael Alvarez with architectural planning by Shean Wang.

Penn Valley Constructors began construction of the new 10,000 square foot restaurant in October of 2006. The restaurant was re-designed to be the same size as the old restaurant for zoning reasons, but the expanded kitchen services will allow for higher volume catering and take-out business.

On the Drawing Board

By Michael McCormick

Gamesa Wind purchased 24 acres of the former U.S. Steel Fairless Works Plant outside Morrisville, PA in July of 2006 including the former central maintenance and warehouse buildings. Alterations to the existing building were immediately implemented to convert the facilities into wind turbine generators as well as creating and refurbishing office areas. Penn Valley Constructors welcomes Gamesa Wind to their new home in the Keystone Industrial Port Complex.

Penn Valley Constructors is designing an addition for **Pre-Blend Products** located in the Keystone Industrial Port Complex, Morrisville, PA. The 22,500 square foot pre-engineered steel building will be used to warehouse finished products and will contain new shipping docks.

After construction, **Tiger Distributors** will be moving to a new location in Jackson Township, NJ. The 20,000 square foot facility will serve as both corporate headquarters and a product distribution center. Tiger Distributors delivers a variety of snack foods to supermarkets and convenience stores throughout the region.

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