

CASE STUDY

KIA NATIONAL ACCOUNT





DRIVING DESIGN CONSISTENCY ACROSS KIA DEALERSHIPS NATIONWIDE

As Kia continues to grow its footprint across the United States, ensuring a consistent, cohesive brand identity remains a top priority. Kawneer's specialized National Accounts Division has supported our partners in delivering high-performing solutions for a variety of Kia dealerships that reflect Kia's modern aesthetic and maintain visual harmony across locations.

Kawneer's National Accounts Division offers a comprehensive, full-service approach, overseeing everything from product selection and finish coordination to estimating, design consultation and logistics, all through a single, dedicated point of contact. This streamlined model ensures efficient project execution and consistent design standards across locations.

Working in close collaboration with Kia as well as the architects, glazing contractors and general contractors, Kawneer provided expert guidance at every project phase. From providing exterior curtain wall systems to coordinating interior framing solutions, Kawneer's architectural solutions and design expertise helped create dealerships that support operational needs while reinforcing Kia's brand identity across a range of locations.



CONSISTENCY IS KEY

Kawneer's National Accounts Division has supported the architectural design and construction of several Kia dealerships with tailored aluminum solutions that offer brand uniformity and performance across locations.

COLLABORATING FOR GREATER SUCCESS

Beyond supplying architectural aluminum solutions and design and installation assistance, Kawneer's National Accounts Division delivers project management support across multiple locations. The team's responsiveness and expertise helped ensure smooth project execution and consistent quality across these locations.

The glazing contractor, Broken Glass, Inc., has collaborated closely throughout this process, providing expert glazing input to optimize the storefront and curtain wall systems. This partnership not only improved future dealership designs but also reduced costly modifications during bidding; ensuring projects remain streamlined, efficient, and cost effective.



Elgin Kia

ELGIN KIA ELGIN, ILLINOIS

The Elgin Kia dealership in Illinois utilizes Kawneer's 1620 Curtain Wall System, featuring a narrow 2" sightline and 7-1/2" system depth with steel reinforcement in the mullions, finished with a #14 Clear Anodized finish. The facility's interior spaces incorporate Kawneer's Trifab® VersaGlaze® 450 and 451T Framing Systems for vestibules and areas connecting the service center and showroom, ensuring durability and a cohesive design throughout.



Raymond Kia

RAYMOND KIA ANTIOCH, ILLINOIS

Similarly, the Raymond Kia dealership in Illinois mirrored the design of Elgin Kia by using Kawneer's 1620 Curtain Wall System, helping to maintain a consistent appearance across the locations. Broken Glass, Inc. enhanced the Kia projects by producing detailed shop drawings in-house, aligning seamlessly with Kia's commitment to innovation and reliability. This expertise streamlined coordination and installation, also showcasing the successful collaboration between Kawneer and its trusted glazing partners.



McGrath Kia

MCGRATH KIA HIAWATHA, IOWA

The McGrath Kia dealership in Hiawatha, Iowa, showcases Kawneer's 1600 Wall System®2 Structural Silicone Glazed (SSG) Curtain Wall, designed with a wider 2-1/2" sightline and a deeper 10-1/2" system profile. Factory-fabricated with standard shear block construction and structural silicone glazing, the system delivers both sleek aesthetics and faster installation. Finished in #14 Clear Anodized for a modern, cohesive look, it ensures visual continuity across all locations.



CHALLENGES

- A variety of Kia's dealership designs required expansive exterior views to showcase vehicles and create a bright, welcoming environment for customers.
- Interior and exterior framing systems needed to be visually cohesive and durable to support high-traffic operations.
- A key objective was to create a sleek, modern architectural appearance that complemented the vehicles while reinforcing a premium, forward-thinking brand image.
- With numerous dealership locations and tight construction schedules, seamless communication and collaboration were essential.

SOLUTIONS

- Kawneer supplied curtain wall solutions for a variety of dealerships, including the 1600 Wall System®2 Structural Silicone Glazed (SSG) Curtain Wall System and the 1620 Curtain Wall System with a narrow 2" sightline, to help maximize natural light and offer expansive views while enhancing the overall customer experience.
- Kawneer's Trifab® VersaGlaze® 450 and 451T Framing Systems were used in vestibules and showroom areas to provide durable, cohesive interior framing that matches the exterior design. The 1600 Wall System®2 Curtain Wall, featuring standard shear block construction with structural silicone on both the exterior and interior, delivered a refined architectural aesthetic and reliable performance to create a sleek, lasting impression.
- Kawneer and Broken Glass, Inc. worked closely with the project team to deliver glazing systems that not only met performance standards but also reinforced Kia's branding and design consistency across every dealership.
- A dedicated contact from Kawneer's National Accounts Division helped streamline communication, while trusted partners, such as Broken Glass, Inc., created shop drawings and coordinated finishes, ensuring design consistency while minimizing delays.

PRODUCTS USED

- 1600 Wall System®1 Curtain Wall
- 1600 Wall System®2 Curtain Wall
- 1620/1620 SSG Curtain Wall System
- Trifab® VersaGlaze® 450 Framing System
- Trifab® VersaGlaze® 451/451T Framing System



ABOUT KAWNEER'S NATIONAL ACCOUNTS DIVISION

Serving a range of industries, Kawneer's National Accounts Division helps national brands deliver consistent, high-performance buildings across multiple sites. With 11 stocking service centers and 42 sales territories across North America, our specialized team provides local expertise with national reach, offering estimating, product selection, design assistance, finish coordination and shipping logistics, all from a single dedicated point of contact to simplify complex projects.



Kawneer's National Accounts Division delivers the expertise and coordination national brands rely on to execute consistent, high-performing projects with efficiency and long-term value.

Discover Kawneer's National Accounts Division at kawneer.us/national-accounts-division.

Learn more about Kawneer's presence in the retail sector at kawneer.us/retail.