

# BLUEBONNET DODGE CHRYSLER RAM + JEEP New Braunfels, Texas



## PROJECT INFORMATION

### PROJECT TYPE

Design Concepts, Interior Design

### EFFECTIVE AREA

85,000 Sq. Ft.

### CONSTRUCTION COSTS

\$21 Million

### COMPLETION DATE

March, 2026

### OWNER

Kahlig Enterprises

### ARCHITECT OF RECORD

Acuform Architecture

### CONTRACTOR

SpawGlass

### EXPERTISE

Site Planning & Design  
Image Program  
Interior Design  
Equipment Coordination  
Contract Administration

## PROJECT DESCRIPTION

Acuform was selected to design a new, state-of-the-art Dodge, Chrysler, Ram and Jeep dealership to replace an aging facility no longer aligned with the client's operational goals or brand standards. The new dealership was conceived as a cost-effective, high-performance solution that honors key Stellantis design elements while offering improved efficiency, customer experience and long-term functionality.

Located along the heavily traveled IH-35 corridor, the site design maximizes visibility and operational flow through a highly efficient layout. The facility includes a spacious, light-filled showroom with 24 sales offices, two interactive media walls, a high-end customer lounge and a dedicated 750-square-foot training room for staff development and client education.



**I wish we had selected Acuform from the get-go. We really were misled by the last architect, but thankfully we are now in good hands with your team.**

**- Wes Studdard, Owner**