



LARRY ROESCH CHRYSLER JEEP DODGE, ELMHURST, ILLINOIS

In large metropolitan markets like Chicago, The Chrysler Group is encouraging its dealers to offer all three Chrysler lines in one location. Larry Roesch Chrysler Jeep Dodge is one such dealership, which required the construction of a new 18,000 Sf facility to house the three lines. Working from design guidelines developed by Chrysler, VDTA designed a distinctive identity for Larry Roesch. The project was completed in 2006.