

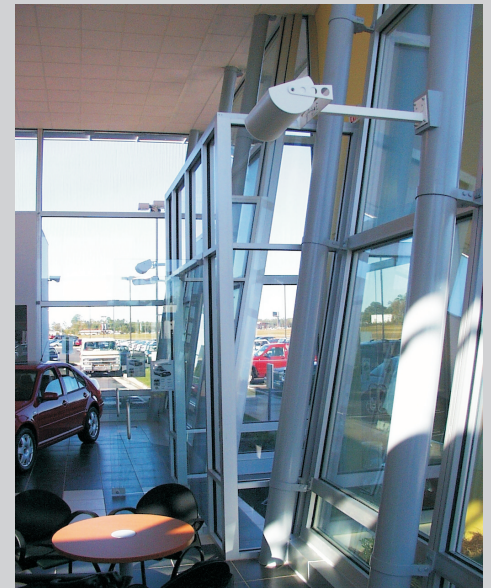


VISIONWALL[®]

Project Profile

Product Information:

- ▶ VISIONWALL[®] 3 Element system, interior glazed, capped Curtain Wall and Window System
- ▶ 6mm clear (low-e) Heat Strengthened Interior lites
- ▶ 6mm Clear (low-e) Heat Strengthened Exterior lites
- ▶ Clear Anodized finish interior and exterior
- ▶ Overall Window U-Value=0.20 Btu/hr-ft²-°f
- ▶ Shading Coefficient=0.39
- ▶ Sound Transmission Class (STC)=36



Featuring VISIONWALL[®] High Performance Window and Curtain Wall Systems

Volkswagen Marketplace Program

Volkswagen Creates An Exclusive Retail Environment

The new Volkswagen (VW) "Marketplace" concept consists of an airy, fresh and exclusive retail environment based on the European market square. The market square in this case is the VW showroom. VW's Marketplace dealerships began in Germany and hit North America in 1999. The design is part of a worldwide facilities upgrade to increase brand recognition and create a sophisticated showroom environment that parallels VW's move towards a more upscale brand.

VW wanted a bright and open environment that was also extremely comfortable. Due to its low level of performance, this was not possible with a traditional Curtain Wall and Window system. Partnering with VW's internal design group and the Detroit architecture firm Gensler and Palladia, VISIONWALL® quickly and easily developed a Curtain Wall and Window design for the Marketplace program that met all of VW's goals. Marketplace showrooms using VISIONWALL® are draft free even in the coldest temperatures and do not require perimeter heating systems.

The VISIONWALL® system is part of a kit of parts from a number of manufacturers that can be applied to any VW dealership. To ensure dealers use the best product available to them, any dealership opting to use the kit of parts including the VISIONWALL® system receives a significant cash incentive from VW.

With the help of VISIONWALL® Curtain Wall and Window systems, VW's creative new Marketplace brand strategy has positioned VW to capture an ever-greater market share.



Unitized Modules

All VISIONWALL® systems are designed, engineered and manufactured in unitized frame and glazing unit modules. This allows curtain wall installation to be completed sooner reducing installation costs. Typical VW Marketplaces will complete glazing in one week.



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