



**THE PROBLEM:**

Antiquated technology that didn't meet current needs

**THE SOLUTION:**

EPOS whole-house-audio and surround sound speakers that met—and exceeded—expectations

# REVVING UP THE SHOWROOM

**EPOS' solution is music to everyone's ears**

VOLVO | AUDI



VOLKSWAGEN

**FATHERS & SONS**  
*Reinventing the Experience*  
fathers-sons.com

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*Damon Cartelli, president, owner, and general manager of Fathers & Sons Volkswagen Audi and Volvo*



The first Fathers & Sons dealership opened in the early 1970s and it exists and thrives today under family ownership, due in part, to the organization’s ability to emulate the same principles upon which it was founded: hard work, quality people and products, personal attention. While customers and employees alike can appreciate the old-time values still in regular use, there came a time and place when “out with the old, in with the new” was the better option. That time was during the construction of the newest dealership in the auto group, and the place, specifically, was Fathers & Sons Volkswagen and Audi.

An important consideration in auto sales is an inviting showroom in which the customer feels welcome and at ease. At Fathers & Sons, this is accomplished first and foremost by the employees themselves: members of the founding family and leadership team are regular staples, and the majority of the 200 strong workforce is tenured with 20 years each. This stability breeds a culture and experience that makes—and keeps—customers happy for life.

Another consideration is music, meant to serve as the backdrop to the overall experience.

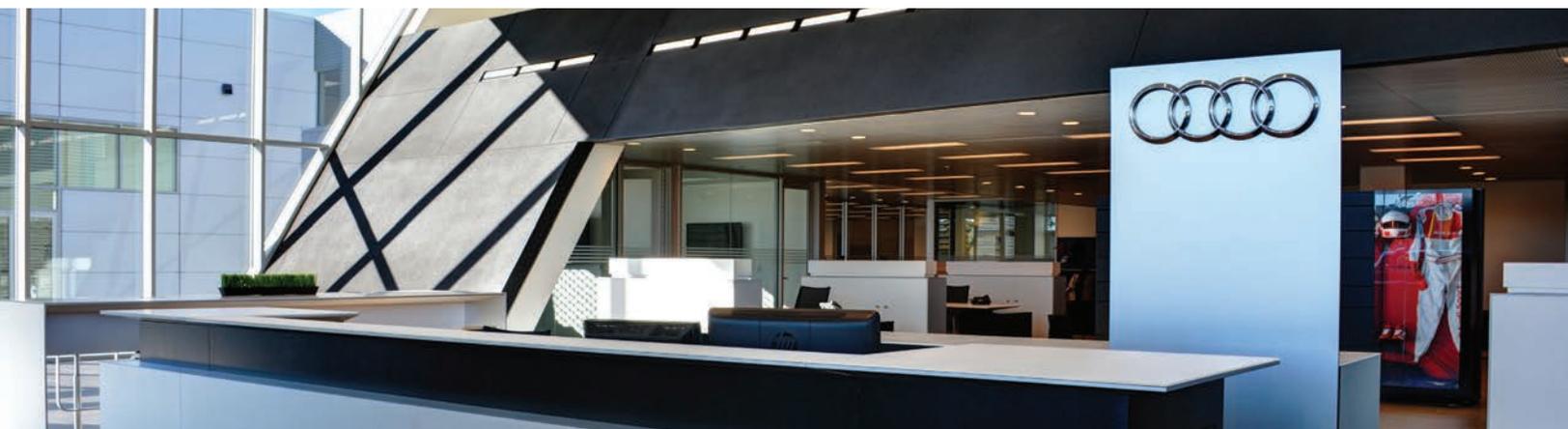
### **Vintage: good when it comes to cars, bad when it comes to technology**

Damon Cartelli, president, owner, and general manager of Fathers & Sons Volkswagen Audi and Volvo, saw an opportunity to upgrade his “vintage” sound system when building his new dealership.

“The previous location relied on a typical sound system with a manual radio tuner,” explained Cartelli. “We housed the unit upstairs in a closet, so whenever we wanted to change the radio station or adjust the volume, one of the employees had to go upstairs to do so.”

The “out of the way” location was good in the sense that it kept the showroom uncluttered, but if a change to the radio was needed quickly, it proved problematic. Understandably, the showroom and customers could not be left unattended to change the radio station, but on the other hand, it wasn’t beneficial to broadcast static or music at too loud or too soft of a volume, making for some calculated trips upstairs.

When given the opportunity to make a change, Cartelli knew just where to turn. The sales team at EPOS had, after all, previously worked with him at his residence, and with such exemplary results there,



he felt confident that they could likewise deliver at his workplace.

“It all started with a phone call,” Cartelli explained. “Then, after coming on a walk-through and sharing with them the blueprints, they did the rest, including selecting and installing the equipment. They even handled the wiring.”

He furthered, “And I’m glad they took the reins! That’s a benefit of working with EPOS: their knowledge and expertise gave me the confidence that I needed to focus on building the business. The process was seamless, and I couldn’t be happier with the results.”

### Music to everyone’s ears

What was installed were whole-house-audio and surround sound speakers that melted seamlessly into the décor. What’s more—they are easily operated with the touch of a button or from any number of computers located throughout the dealership by way of an app; no more inconvenient trips upstairs to make changes to the music.

An added benefit? Employees need not listen to the same type of music throughout the day, and customers and employees in different areas of the dealership including the showroom and waiting areas need not either—different music can be played within different zones, and at different volumes.

“There are subtle differences between the customers who are drawn to the different vehicles

we offer and now we can cater to these differences in another way: appealing to their different musical tastes,” said Cartelli.

An added, and unexpected, benefit was realized as well. After the installation took place, a number of employees expressed gratitude for the musical variety, particularly during the holidays, but also during certain times of day when some local radio stations play the same song, almost on queue.

All in all, the whole process—from initial consultation to installation—went smoothly. Of the technology, Cartelli expressed that “it’s the most cutting-edge technology available and meets the needs of today and tomorrow.” And that is music to everyone’s ears.



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