



**umdasch**  
THE STORE MAKERS

#### **PRESS RELEASE**

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## **Two brands, one strong presence: Chery relies on the rollout expertise of umdasch The Store Makers**

With its Omoda and Jaecoo brands, the Asian car manufacturer is ushering in a new era of mobility in Europe. umdasch The Store Makers, an experienced shopfitting specialist with extensive expertise in the automotive industry, has been commissioned to translate the brand image of the vehicles into expressive and immersive showrooms. The first step will see 30 locations in the Czech Republic transformed.

### **From the façade to the interior**

By the end of 2025, over 30 showrooms will have been implemented in the Czech Republic. Around half of these have already been completed since March 2025. The experienced team at umdasch The Store Makers in Litomyšl, Czech Republic, was responsible for project management, developing the individual shopfitting elements, designing the showroom's orientation concept, and producing and installing the furnishings. The shopfitting specialists see themselves as reliable partners who understand all requirements and translate them into bespoke solutions.

They were also responsible for the exterior signage, from surveying and visualisation to construction preparation and the final installation of the façade elements. In collaboration with a specialist partner, they also developed an innovative lightweight version of this façade solution.

### **Visual highlights**

Numerous eye-catching features ensure an exceptional brand experience, showcasing the Omoda and Jaecoo vehicles to their best advantage. A particular highlight is the unique LED installation developed by the Store Makers to control the lighting effects in the showroom. This installation demonstrates umdasch's commitment to innovation and passion for advancing the retail industry. The shopfitting professionals are setting new standards in the design of modern brand spaces with their new ideas and bold concepts.

The comfort, elegant materials and high-quality fittings of the vehicles are reflected in the newly designed showrooms. These create a relaxed, feel-good atmosphere with a technological touch, making the car-buying experience more enjoyable.

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umdasch: rooted in craftsmanship, visionary in the digital world, always with a human touch and one goal: to realise successful stores. The Store Makers at umdasch create extraordinary worlds of experience for discerning customers. With their four business units – Multistore Solutions, Premium Solutions, Construction Solutions and Digital Solutions – they serve numerous areas of expertise ranging from Design Consulting & Value Engineering to Project Management, General Contracting and Shop Systems through to Digital Retail. With around 1,200 employees, umdasch is one of the leading shopfitting companies in Europe. The head office is located in Amstetten, Austria. Every year, the company realises over 8,000 shopfitting and 200 general contractor projects. Together with the Doka and umdasch Industrial Solutions divisions, the Umdasch Group is active on five continents with over 170 production, logistics and sales branches. It has been owned by the Umdasch family for 155 years.

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