



**TRI LUX**  
SIMPLIFY YOUR LIGHT.

# AUTOMAG GMBH

MINI Showroom: Maximum lighting  
quality, maximum design, Germany

# Automag GmbH

## MINI Showroom: Maximum lighting quality, maximum design

Automag GmbH has been a BMW authorised dealer since 1928 – and hence it was BMW's very first authorised car dealer.

With the new MINI Showroom, using a worldwide unique design and lighting concept, the Munich car dealership is once again leading the field. The future of car sales is shown in the new MINI branch in Munich-Trudering: over an area of 400 square metres, the Automag team presents the latest MINIs in a surprisingly different look.



### Address

Wasserburger  
Landstraße 81, 81827  
München, Germany







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»The human being has always taken centre stage in the automotive sector. That is also key for us as partners supplying lighting.«

Christian Schmid

Key Account Manager











Besides the display of cars, the areas of advice and contracting have become the focus of design and lighting technology.



In the display, somewhat cooler lighting for the MINIs and their special paintwork was chosen. The LED modules are provided with a particularly good colour rendering index CRI 95 so that they achieve excellent and authentic rendition of the paintwork on the vehicles and the interior equipment.





Hence luminaires and the retail concept complement each other in an ideal way in the ultramodern new building. Consistently used are LED spotlights of the latest generation from the versatile and high-performance CANILO product family. Individually tailored to the specific zones, at the same time small, powerful and with outstanding beam characteristics.



## MORE PICTURES



## USED PRODUCTS



### **CANILO**

Power package in classic form