

## **Abstract**

Car showrooms in the city of Bandung have become one of the developments in the sale of vehicle transformation tools, one of which is a well-known company from Japan, Mitsubishi Motors. The results of observations to various Mitsubishi showrooms, the existing showrooms still do not provide service and satisfaction to consumers with a lack of facilities that will enhance the image of the Mitsubishi company.

The purpose of Mitsubishi's showroom redesign is to fulfill the facilities, comfort and attractiveness of consumers to visit. The concept of the Mitsubishi showroom is Luxurious with dream which means "dream with luxury". The concept is taken from the character of the Mitsubishi car which always gives the impression of luxury to the vehicle.