



**Location**  
Nationwide

**Project Type**  
Automotive Retail

**Area Supplied**  
Showroom Floors, Sales  
Area Walls, Restroom  
Walls & Wainscot

**Products**  
Inyo, Bricolage, Urban,  
Subway, Schluter, Setting  
Materials

**Designer**  
ChangeUp, Inc.

Kia Motors, a global leader in automotive innovation, set out to refresh the look and feel of its dealerships across North America. The goal: a modernized, high-impact showroom and service area design that reflects the brand's progressive identity without exceeding budget constraints. To bring this vision to life, Kia partnered with design firm ChangeUp and relied on Creative Materials Corporation for tile specification and supply.

## CHALLENGE | Balancing Design Vision with Budget Realities

Kia and [ChangeUp](#) envisioned a sleek, contemporary aesthetic using high-quality tile finishes throughout the facilities. Initially, all tile materials were sourced from Italy to meet the desired design standards. However, as the scope expanded, budget efficiency became a central concern. Kia needed a partner who could balance cost, aesthetics, and performance without compromising project timelines or quality.

## SOLUTION | Strategic Sourcing and On-the-Ground Support

Creative Materials Corporation stepped in with a flexible and cost-effective sourcing strategy. One of the originally specified Italian tiles was successfully reproduced in the United States, reducing material costs while maintaining design integrity. Additionally, Creative Materials' centralized stocking model allowed for consolidated shipments, saving both time and money through more efficient logistics.

Beyond sourcing, Creative Materials provided technical guidance to develop a complete specification, including tile, floor preparation materials, setting materials, and grout; carefully selected to withstand the demanding conditions of a dealership environment where vehicles are driven directly over finished surfaces. This ensured long-term performance and durability without compromising appearance.

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"For Kia, we wanted to maintain a bold contrast between a cool-toned striking showroom and a warm, rich lounge space. Not only did Creative Materials offer countless unique options that matched our design intent, but they are fantastic partners in collaboration and execution. The result was a dynamic space that fit Kia's brand standards and offers an elevated dealership experience for customers."

~ Catherine Blubaugh  
Senior Environmental Designer  
ChangeUp

To further ensure project success, Ken Ahn, Technical and Quality Assurance Manager at Creative Materials, personally traveled to the first dealership installations. His on-site support helped guide installation teams, answered technical questions, and reinforced quality standards from the outset.

By combining innovative sourcing solutions with hands-on technical support, Creative Materials Corporation helped Kia Motors and ChangeUp deliver a modern dealership design within budget. With more than 71 dealerships supplied since 2022, Creative Materials continues to be a trusted partner in Kia's dealership transformation, delivering consistent results, efficient logistics, and proven technical expertise.



photography credit (all): ChangeUp

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