

# The City of Langley is the place to be... for Automotive Retail



## The Collection — Canada's First Luxury Automall

*"Situated in the center of the fastest growing region in the Province, the City of Langley is a great strategic location and a great place to do business. We wanted to capitalize on this growth. The City of Langley is also great to work with. They reviewed, processed and approved our Development Permit Application in 13 days! That has to be a record!"*

— CHRISTIAN CHIA, PRESIDENT/CEO, OPENROAD AUTO GROUP LTD



*With a central location, large open lots, and a significant car culture, the City of Langley is a great place to locate any vehicle dealership. There are more than 30 automotive dealerships and more than 5 recreational vehicle and boat dealerships in and around the area. The most recent addition in the City is "The Collection" — Canada's first Luxury Automall.*

### OPPORTUNITIES

The area in and around the City of Langley continues to be one of the fastest growing areas in the region. Located centrally in a population of 3 million people, the City of Langley enjoys a potential trading market of \$3.84 billion and traffic counts in excess of 55,000 vehicles per day.

As population estimates in the area are expected to double, there remains an ever increasing demand for cars, trucks, boats, recreational vehicles, and all the spin off businesses that support them.

Currently, all the major car and truck models are represented in this area. There are also more than 25 automotive shops in the area. There remains plenty of opportunity for additional automotive parts and services, as well as ample opportunities for truck, boat and recreational vehicle dealerships.



*"The Audi brand's prestige and popularity in Canada and especially BC has grown exponentially. The City of Langley offered the best strategic location to access this growing market east of Vancouver and the surrounding Fraser Valley. The Gold Key Automotive Group is very proud of its newest store, Audi Langley. It was a pleasure to work with a City that has an incredible pro-business attitude."*

Oliver Sea & Bill Sie  
AUDI LANGLEY

# The City of Langley is the place to be... for Automotive Retail



*With a central location, plenty of land and free parking, the City of Langley has become a destination for automotive dealerships and spin-off support industries.*

## CENTRAL LOCATION

The City of Langley is part of the Metro Vancouver Regional District. Located in the centre of the Lower Mainland Region, the City of Langley marks the crossroads of several major highways, three major USA border crossings, the nearby Abbotsford International Airport and the BC Ferries Terminal. Within 35 kilometres of Vancouver, Langley provides easy access to the Vancouver International Airport and Port Metro Vancouver.

## POPULATION

There are nearly 3 million people in the region. Metro Vancouver (population: 2.3 million, with a 5-year growth rate of 9.3%) and the Fraser Valley Regional District (population: 278,000; growth rate of 8%). Langley City (population: 26,000 in 10 square km) is surrounded by Langley Township (population: 104,000) and Surrey (population: 463,000) with an averaged area 5-year growth rate in excess of 16.6%. (2011 CENSUS)

## TRADE MARKET

The City of Langley enjoys a local trading population of 275,000 people, representing a \$3.84 billion trade market with an average household income of about \$95,000, higher than the BC average. (RETAIL TRADE AREA STUDY, 2012-2016).

## REGIONAL CITY CENTRE SHOPPING

As one of Metro Vancouver's Regional City Centre's, Langley gains additional government support to enhance and develop our infrastructure and thus our shopping areas.

### Vehicle Dealerships

With plenty of space and high traffic counts, the City of Langley is home to Canada's first Luxury Auto Mall, as well as a number of other notable motor and recreational vehicle dealerships.

### Big Box Plazas

Langley Regional City Centre is home to a number of notable retailers, including (but not limited to) Army & Navy, The Brick, Best Buy, Costco, Home Depot, Home Sense, Mountain Equipment Co-op, Pier1 Imports, Rona, Spence Diamonds, Sears, Staples, Fedex-Kinkos, Walmart, and much more.

### Willowbrook Shopping Centre

With 640,000 square feet of retail commercial space and 150 stores, Willowbrook Shopping Centre is one of the largest shopping centres in Metro Vancouver, providing plenty of free parking.

### Pedestrian-friendly Downtown Langley

With an award-winning Downtown Master Plan, pedestrian-friendly Downtown Langley is a destination for independent retailers and mixed-use commercial-residential development. This distinct pedestrian shopping district provides a

more relaxed shopping experience and a greater diversity of goods that can't be found in the typical big box stores. As the social and cultural centre of the City, this area is home to some of the largest events in the region. With the active marketing support of the Downtown Langley Business Association, combined with the new and ongoing redevelopment, this area is quickly becoming a regional destination.

## ECONOMICAL LAND

The cost of living in Langley is significantly lower than Vancouver. Housing is about 40% lower than Vancouver. Lease rates for industrial and commercial property range from about \$8 to \$35 per square foot.

"Preston has been operating successfully in the City of Langley for over 50 years. We've enjoyed strong vehicle sales and look forward to the next 50 years. We offer the latest in vehicle technology with cars such as the Chevrolet Volt, as well as a re-invented Cadillac to compete with the city's expanded luxury vehicle offerings.

"We are in one of the best locations in the region, in a strong car and truck-friendly community. We would not want to be anywhere else!"

Leigh Heppner, General Sales Manager  
PRESTON CHEVROLET BUICK GMC  
CADILLAC LTD.



SEYEM' QWANTLEN LAND DEVELOPMENT GROUP LAUNCHES MERCEDES-BENZ DEALERSHIP

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