



# autoweb<sup>SM</sup>

FEATURED WORKSPACE



# BOS

## SHOWCASE

[www.BOS.com](http://www.BOS.com)

## PROJECT OVERVIEW

When Autoweb decided to move from the suburbs to an iconic downtown Tampa building, Rivergate Tower, they envisioned a workspace that reflected their brand and culture. As a leader of technology in the automobile business, their executives wanted to ensure the new space was strong on place identity and would align with their strategic goals for innovation in their industry. BOS Tampa worked closely with the interior design team of Create+Co to maximize the potential of this workplace within this split-level suite with riverfront and park views.

A generous number of collaborative settings with a residential feel were provided that were identifiable and welcoming to workers. The open feel and low separations reinforce Autoweb's collaborative workstyle. The use of Haworth Collection, a major supplier of leather to luxury car brands like Ferrari and Lamborghini, as well as luxury interior furnishings, stylishly closed the loop on the connection between their space and culture.





## PROJECT DETAILS

**PROJECT SIZE**  
12,000 Square Feet

**KEY PARTNERS**  
Create+Co, Rubicon

**PRIMARY MANUFACTURERS**  
Haworth, Haworth Collection, Andreu World,  
HBF, Global, Davis



## CLIENT PROFILE: AUTOWEB

AutoWeb — formerly Autobytel — is a premier provider of consumer leads, web traffic and sales enhancing technologies in the automotive space. As one of the original internet companies connecting consumers and dealers, they've helped facilitate millions and millions of car deals since their founding in 1995, and they continue to be a premier partner for the many dealers and the OEMs that they work with. As they move into the next phase of their evolution, they're recommitting themselves to providing the highest quality leads, traffic and technology to help drive even greater success for the people that they serve.





happen. Some wish it to happen. Others MAKE IT HAPPEN.  
Content Curation  
Relationships are built on  
**PARTNERSHIP**  
However beautiful the STRATEGY, you should occasionally look at the RESULTS  
DREAMS  
DON'T WORK  
UNLESS YOU  
DO SOMETHING  
ABOUT THEM







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