

Authoring a Saab story



By DAN SHINGLER

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Auto dealer Bernie Moreno, who already has sunk millions into buying and updating dealerships selling Mercedes-Benz, Porsche and other high-end models, is about to spend some more to put Saab on ice.

Mr. Moreno will spend about \$3 million to remodel a 21,000 square-foot former carpet and tile store in North Olmsted into a Saab dealership designed to look almost as though it were made out of ice. A similar store, which uses the same high-tech lighting and large frosted-glass façades that Mr. Moreno will employ, exists in London.

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Photo credit: PROVIDED PHOTO

The dealership, which is now under construction and should be completed by the end of this year, was designed by Forum Architects of Cleveland. WZX Development of Fairview Park is building it.

About 10 jobs will be created when Mr. Moreno expands his existing North Olmsted Saab dealership into the new facility