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Fulcrum Associates constructing new 36,000 s/f Genesis of Manchester dealership for AutoFair Automotive

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Rendering of Genesis of Manchester - Bedford, NH

Bedford, NH Fulcrum Associates formed a partnership with AutoFair Automotive Group to construct Genesis of Manchester, the newest addition to AutoFair's family of dealerships. This 36,000 s/f full-service facility will serve as a flagship location for both AutoFair and the Genesis brand.

The new Genesis of Manchester will serve as more than just a place to buy or service a car — it

was designed and being constructed as a flagship experience for both AutoFair and the Genesis brand. Every detail of the project reflects a commitment to innovation and customer experience, from the state-of-the-art showroom to the dedicated service and detail bays that will ensure efficiency and precision for vehicle maintenance. The project also includes building a detached car wash, giving customers the convenience of a complete service destination all in one location.

“Fulcrum Associates is excited to bring this vision to life for AutoFair and Genesis,” said Daryl Luter, president at Fulcrum Associates. “This new dealership represents a significant investment in the community and sets a new standard for automotive facilities in the region. Our team is proud to help shape this new chapter for AutoFair Automotive Group, and we see this dealership as a true landmark project — both in terms of design and customer experience.”

Construction is underway, with Fulcrum Associates overseeing all phases of the project to ensure a seamless build process. Once completed, Genesis of Manchester will stand as a pinnacle automotive destination for customers across New England.

The Fulcrum team is being led by Jim Goulet, senior project manager, Melissa Field, assistant project manager, Mike Gendron, site superintendent and Ralph Fair, general superintendent. Civil engineering was completed by Allen & Major Associates of Manchester and the architect for the project is Dasher Hurst Architects of Florida. Fulcrum is joined by a team of subcontractor partners including DEI Systems, Jennings Excavation, JDS Flooring, SL Chasse, On-Line Plumbing, SAM Mechanical, Capital Fire Protection, Galaxy Glass, and Aubin Woodworking.

Fulcrum Associates is a family-owned, Amherst, N.H.-based construction management firm with the execution capabilities of an ENR100 firm.

Fulcrum applies its award-winning modern management techniques in planning, design and construction processes to deliver complex, high-performance buildings throughout the region. Visit our website at www.fulcrumnh.com to learn more about Fulcrum's project history.

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