GM WORLD
Our GM World space showcases the company’s latest vehicles and provides a year-round auto show experience for visitors. This dynamic social area is a place to gather, converse and discover the World of GM. Casual seating arrangements allow for working or just unplugging for the day. Visible from several floors, it’s the cultural mecca, heartbeat and pulse of the building.

GM World highlights our brands and immerses visitors with an engaging multi-screen video presentation, interactive experiences and vehicle displays.

GM WINTERGARDEN
The GM Wintergarden is one of Detroit’s focal points. This magnificent five story tropical glass atrium overlooks the Detroit River and is always bustling with activity.

GM PAVILION & JEFFERSON LOBBY
The GM Pavilion is an impressive and inviting glass and steel entrance featuring vehicle displays which leads into the Jefferson Lobby.

“BOREALIS” ART GLASS STRUCTURE
Located in the Jefferson Lobby of the GMRENCEN, Borealis is the tallest vertical glass structure in the world!

CIRCULATION RING
Suspended from stainless steel cables, this architecturally impressive circular glass walkway provides easy navigation and connects visitors to additional shops and restaurants in the Millender Center, along with easy access to the People Mover Station.

GM COMPANY STORE
The GM Company Store is the premier destination for officially licensed General Motors merchandise. Overlooking the GM Wintergarden, the store features merchandise representing Chevrolet, Buick, GMC and Cadillac brands.

GMRENCEN SHOPS
The GMRENCEN Shops offer a variety of goods and services for our visitors. A few of our retailers include an AT&T kiosk, Pure Detroit, Henry Ford OptimEyes, CVS Pharmacy, Sam’s Tailor Shop, a Verizon Wireless kiosk and Ren Cen Fitness Center.

RESTAURANTS & CAFE
Combining your tour with a meal is easy and affordable! Several dining options are available. Our fine dining restaurants - Andiamo Detroit Riverfront, Granite City Food & Brewery and Joe Muer Seafood - feature private dining areas. For groups on the go, try out CAFE restaurants and prepaid voucher program.

TOUR•GMRENCEN
A trip to Detroit is not complete without visiting one of Michigan’s most iconic landmarks—the GMRENCEN. The GMRENCEN is the premier destination to dine, shop, play and stay while in Metro Detroit. Tour GMRENCEN showcases Detroit’s most famous building and outlines the rich history General Motors shares with the city.

Join us for a Complimentary Public Tour MONDAY – FRIDAY 12:00 P.M. OR 2:00 P.M. Holidays Excluded

Please sign in for the public tours at the starting point in the Jefferson Lobby. Please arrive 10 minutes prior to the tour departure. The tour is limited to 25 people. Visit us at www.GMRENCEN.com for more information.

Access to certain areas of the building is subject to change due to building improvements and event schedules.
GROUP TOUR INFORMATION

Professionally guided public tours are available on a first-come, first served basis Monday through Friday at noon and 2 p.m. (excluding holidays). Weekend tours are not available. Sign up is required on the day of the tour (up to 25 people) at the Jefferson Lobby Information Desk. Private tours are available and priced accordingly. We recommend a minimum of 1½ hours to visit the GMRENCEN and enjoy the variety of experiences here.

GROUP TOUR PACKAGE

- Motor coach step-on greeters
- Complimentary admission for driver and escort
- Complimentary group photo
- Optional prepaid CAFE food vouchers; available in any denomination with group name/logo

PRIVATE TOUR RATES

- Groups consisting of:
  - 10 to 30 people –$75,
  - 31 to 60 people –$150,
  - 61 to 90 people –$225, etc.

We can accommodate groups up to 150 people. We accept credit card payments ONLY. All fees associated with canceled or stopped payments will be the responsibility of the client.

ADVANCE REGISTRATION FOR GROUPS LARGER THAN 10 PEOPLE IS REQUIRED

To book a Private Group Tour, please contact Tour Ren Cen at 313.568.5624 or TourRenCen@cbre.com

PARKING

Convenient self-parking is available in the Beaubien Parking Garage. Motor coaches are invited to arrive at the GM Wintergarden for a step-on ‘Meet and Greet.’ Free motor coach staging is available nearby, and parking in the GM lot is $25.

DIRECTIONS TO THE GMRENCEN

From Pontiac, Rochester & The North
I-75 South to I-375, to Jefferson Avenue West

From Clinton Twp, St. Clair Shores & The East
I-94 West to I-75 South, to Jefferson Avenue West

From Ann Arbor, Metro Airport & The West
I-94 East to I-75 South, to I-375 to Jefferson Avenue West

From Canada
Via the Detroit-Windsor Tunnel, turn right at Jefferson Avenue. Via the Ambassador Bridge, take I-75 North to I-375, to Jefferson Avenue West