

ALPINE

STANDARDS APPLICATION GUIDE

SATELLITE ALPINE



APPLICATION GUIDE



ALPINE SALES JOURNEY

OUTSIDE JOURNEY

01

Clearly identify the location and naturally guide the customer to the entrance.

The customer identifies the Alpine Satellite, parks, and enters the showroom.

START THE EXPERIENCE



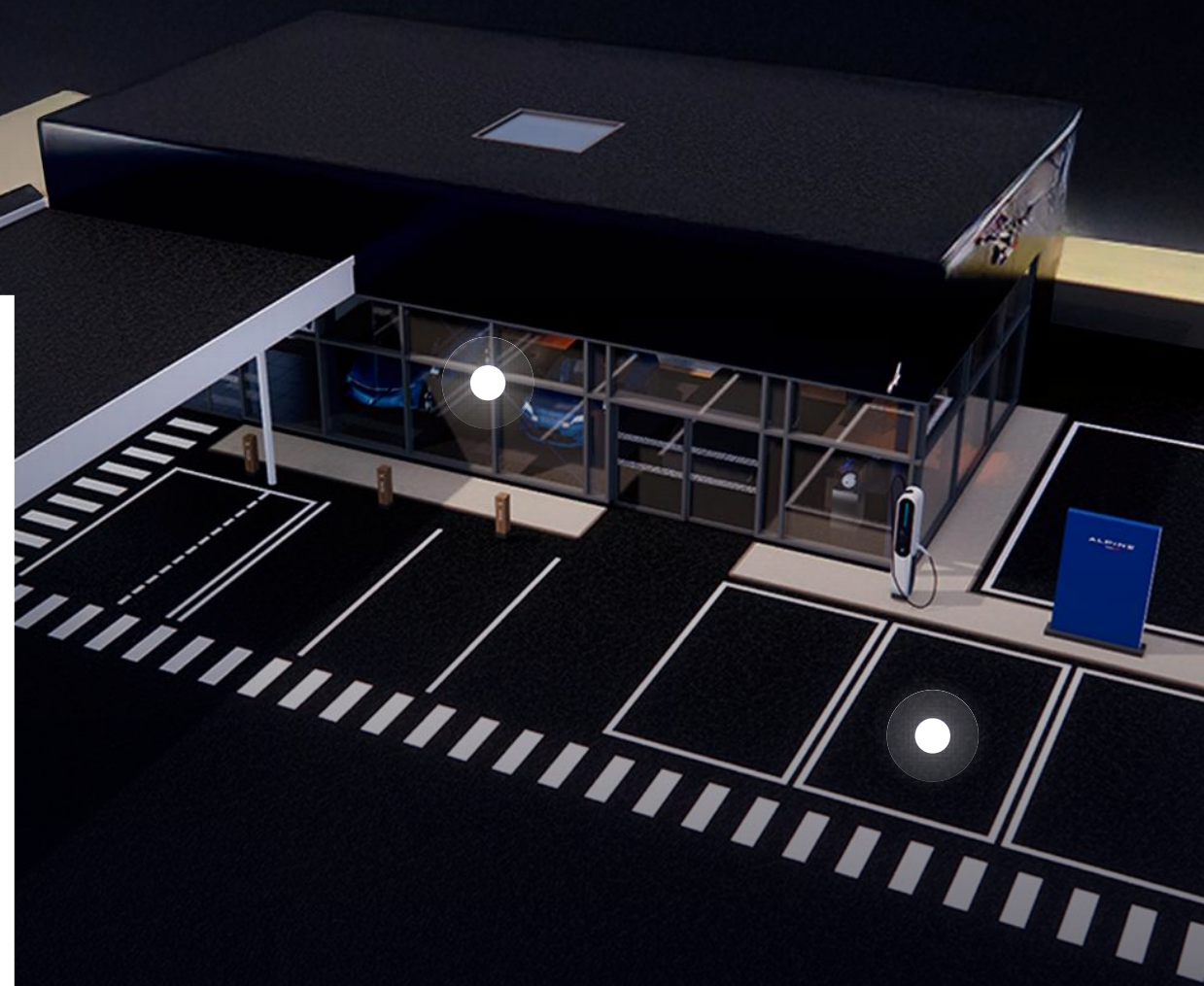
INSIDE JOURNEY

02

Spark interest and support the purchase project.

The customer explores the Alpine universe, discovers the vehicles, and builds their project together with the advisor.

START THE EXPERIENCE



EXTERIOR ELEMENTS



IDENTIFICATION SIGNAGE

01[SEE ELEMENTS](#)

TEST AREA

02

2 test vehicles minimum

[CONSULT THE GUIDE](#)

VISITORS ZONE

03

Shared with Renault

[CONSULT THE GUIDE](#)

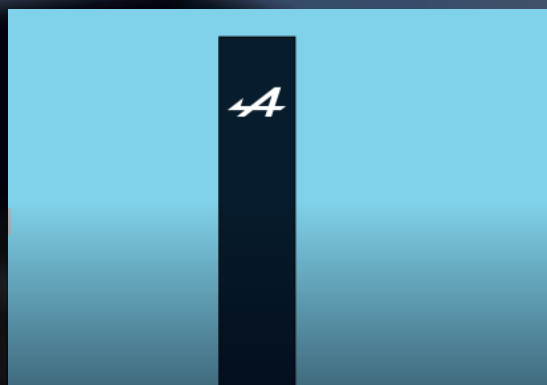
EXTERIOR ELEMENTS

Although the Alpine Satellite does not have a dedicated façade, **optional** elements allow the site to be identified.



« A » FLAG SIGN **01**

*The feasibility of the installation
must be checked beforehand*



TOTEM **02**

CONSULT THE GUIDE



FLAG SIGN
ON POLE **03**

CONSULT THE GUIDE



INTERIOR ELEMENTS

A **dedicated** Alpine area designed to optimize the customer experience.



ALPINE

EXTERIOR JOURNEY

INTERIOR JOURNEY

INTERIOR ELEMENTS

A **dedicated** Alpine area designed to optimize the customer experience.

LAYOUT

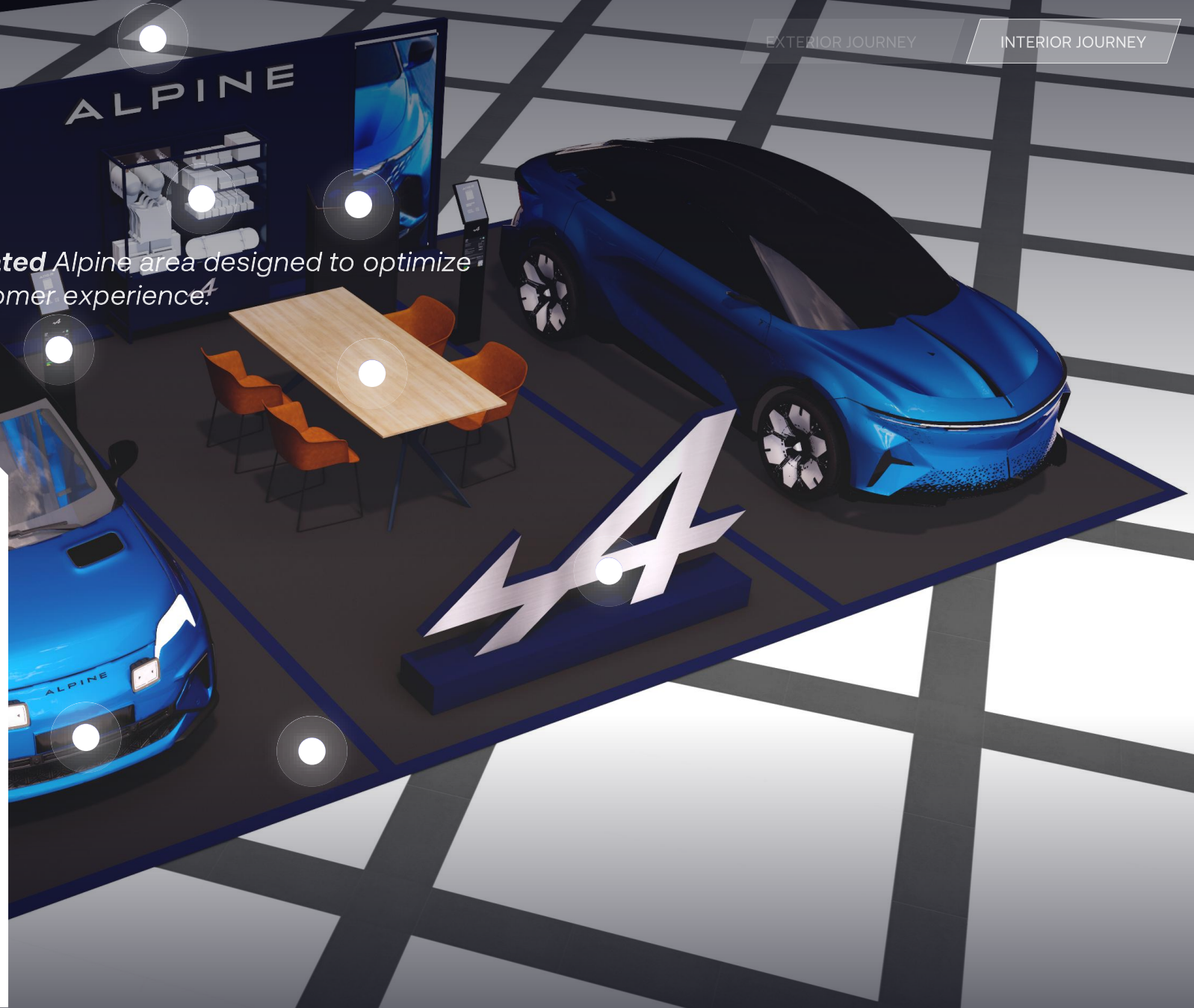
SALES AREA



4 leather chairs



1 table



ALPINE

EXTERIOR JOURNEY

INTERIOR JOURNEY

INTERIOR ELEMENTS

A **dedicated** Alpine area designed to optimize the customer experience.

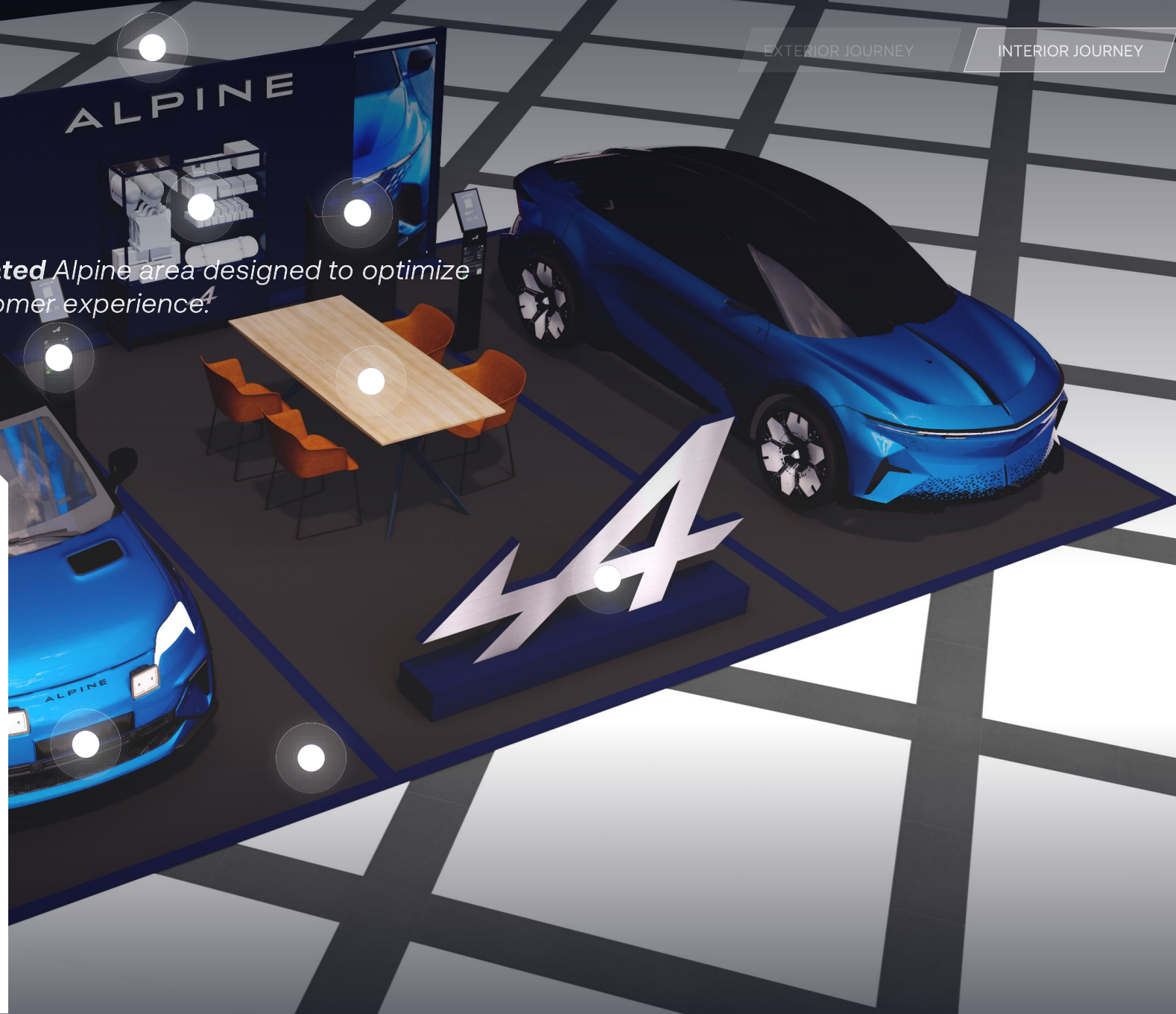
LAYOUT

MERCHANDISING



1 glass merchandising shelf

[SEE THE ITEMS TO BE DISPLAYED](#) 



DISPLAY DEALERS GUIDELINE

EXTERIOR JOURNEY

INTERIOR JOURNEY

SORT BY COLLECTIONS / COLORS

50% CARS / 50% F1 [DEPENDING ON THE SEASON]

FILL THE SHELVES WITH :

TEXTILE ON HANGER

1 PAIR OF SNEAKER SUPER LEGGERA

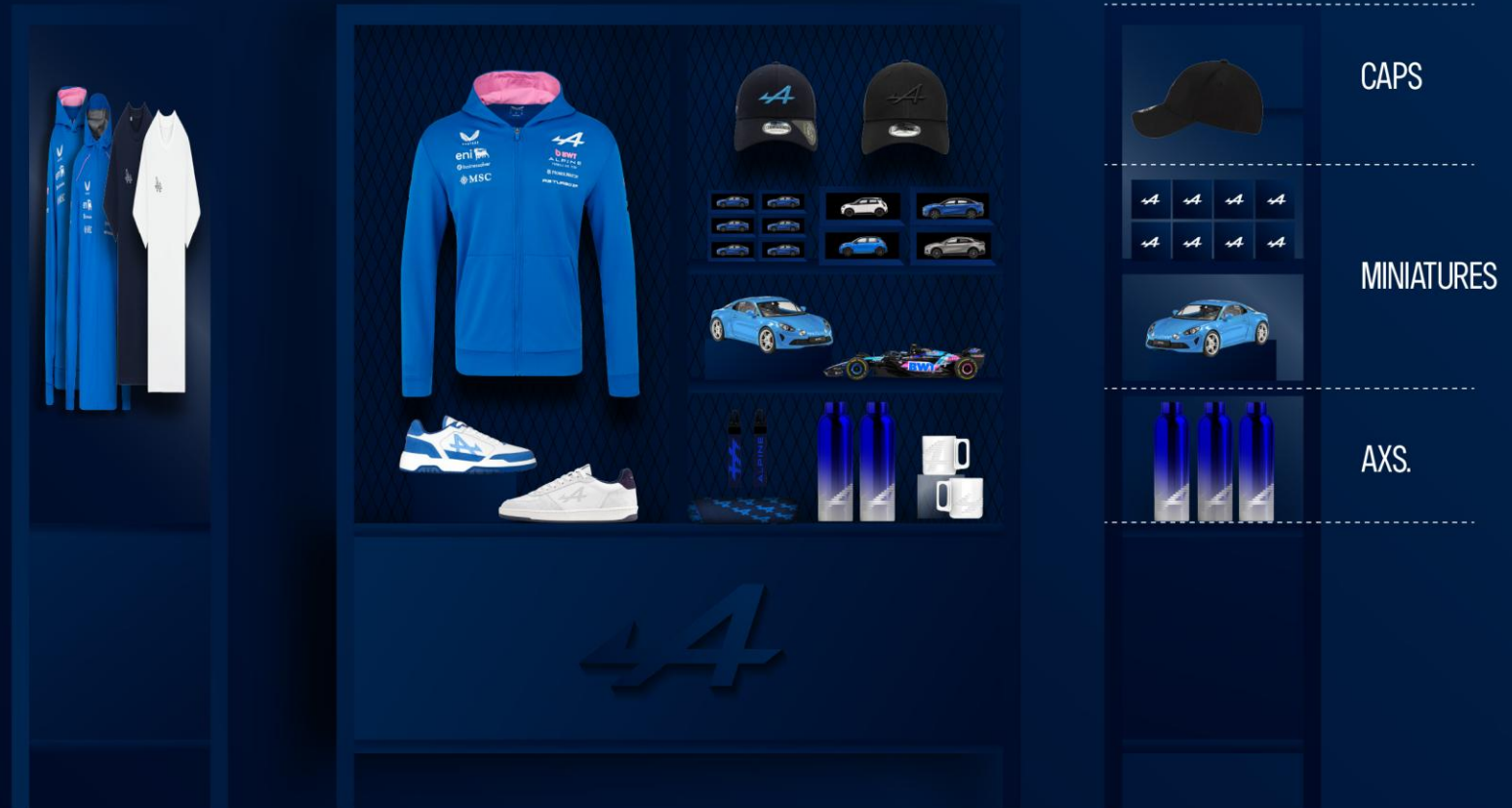
1 PAIR OF SNEAKER «A» LOVERS

1 CAP CARS

1 CAP F1

2 SHELVES OF MINIATURES [PRIORITY A390]

ACCESSORIES



PRICING MATERIALS

A5 SIZE + BLOC PLEXI

EXTERIOR JOURNEY

INTERIOR JOURNEY



SUPPORT DE PRIX



OFFRE SPÉCIALE LE MANS

~~260€~~

140€

ALPINE X SAVOIR-FAIRE SNEAKERS
SUPER LEGGERA ROUGES



70€ ENFANT

85€ ADULTE

**MAILLOT
COLLECTOR**
ÉDITION
LIMITÉE



NOS COLLECTIONS

CASQUETTES	À PARTIR DE 35€
MINIATURES 1/43 [€]	À PARTIR DE 25€
MINIATURES 1/18 [€]	À PARTIR DE 50€
MUG	15€
GOURDE	40€
MAILLOT 2GETHER 4EVER	À PARTIR DE 70€
COLLECTION ALPINE ENDURANCE	À PARTIR DE 55€
COLLECTION BWT ALPINE FI	À PARTIR DE 100€
COLLECTION ALPINE ESSENTIALS	
T-SHIRTS	À PARTIR DE 35€
SWEAT-SHIRTS	70€
COLLECTION ALPINE SPORTY	
T-SHIRTS	65€
SWEAT-SHIRTS	90€
SNEAKERS SAVOIR-FAIRE X ALPINE ...	À PARTIR DE 140€

NOTE The visuals of promotional materials evolve according to the renewal campaigns.
Contact Alpine Global Marketing to obtain the latest versions

ALPINE

EXTERIOR JOURNEY

INTERIOR JOURNEY

INTERIOR ELEMENTS

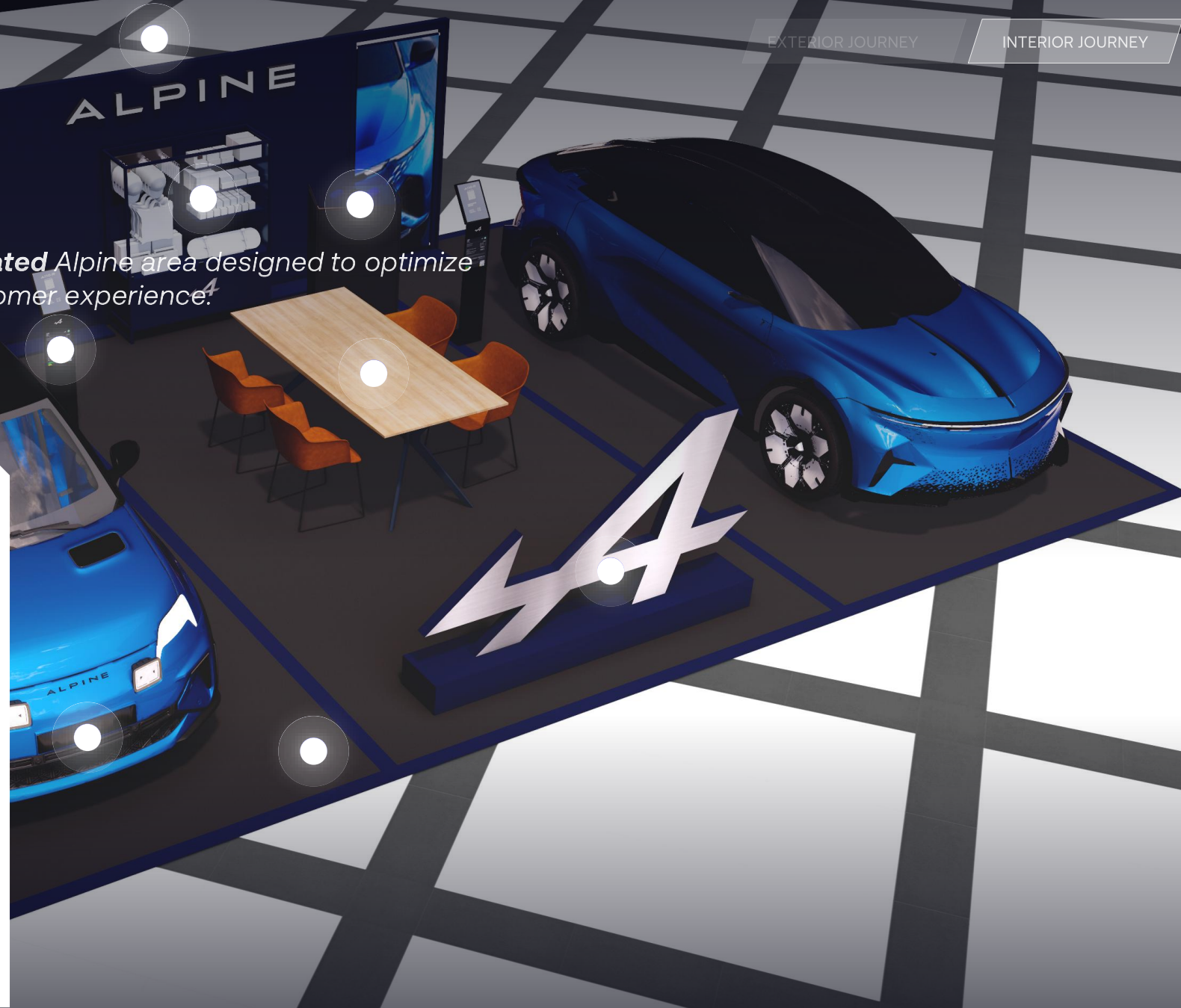
A **dedicated** Alpine area designed to optimize the customer experience.

LAYOUT

SELF-SUPPORTING STRUCTURE



- 1 Self-supporting structure
- 2 illuminated ALPINE logo
- 2 kakemonos with visuals



ALPINE

EXTERIOR JOURNEY

INTERIOR JOURNEY

INTERIOR ELEMENTS

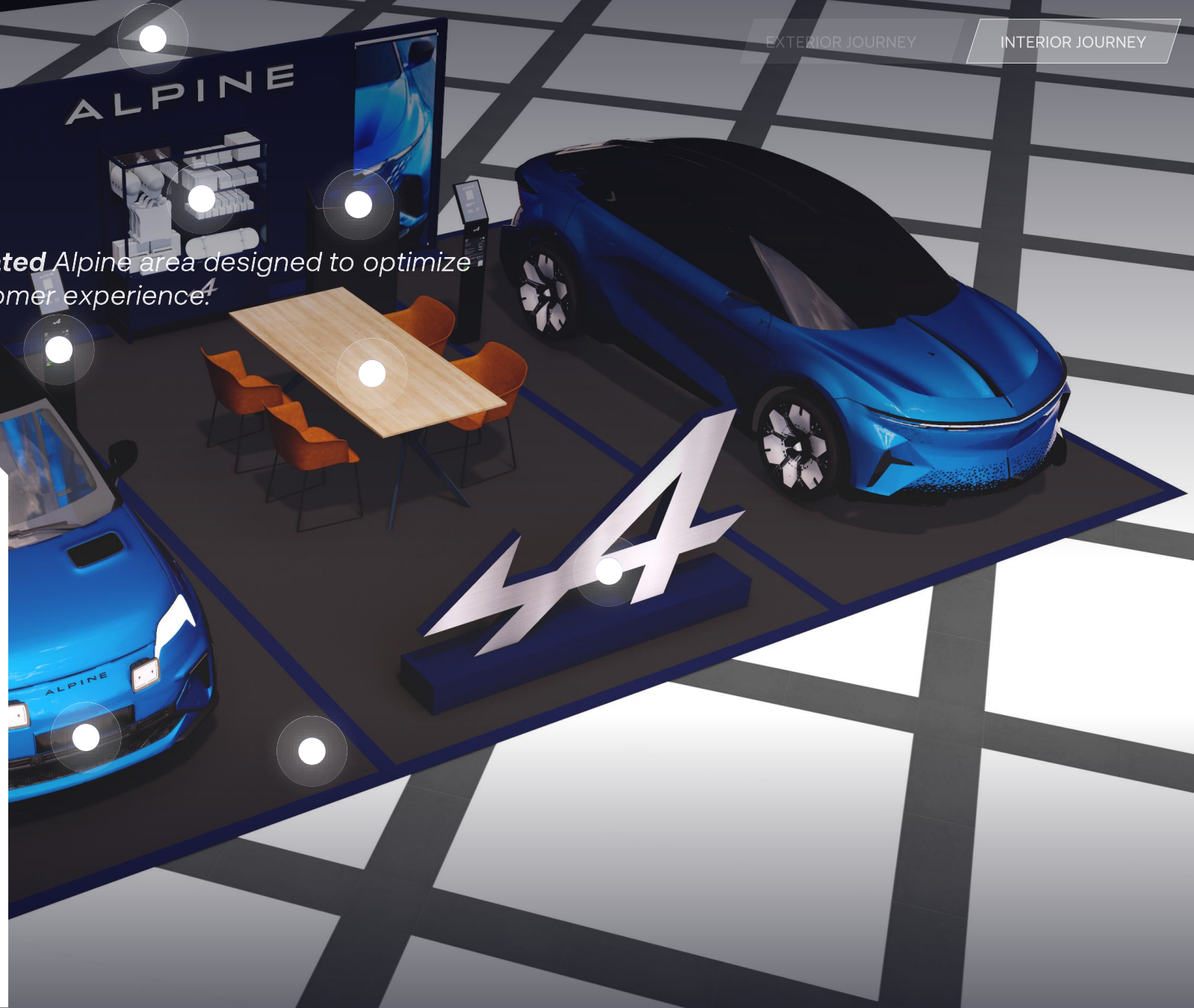
A **dedicated** Alpine area designed to optimize the customer experience.

LAYOUT

LOGO A



1 Free-standing A logo



ALPINE

EXTERIOR JOURNEY

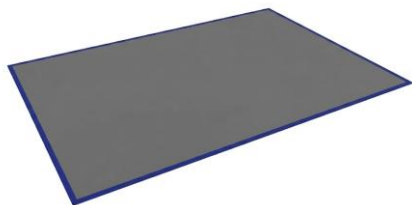
INTERIOR JOURNEY

INTERIOR ELEMENTS

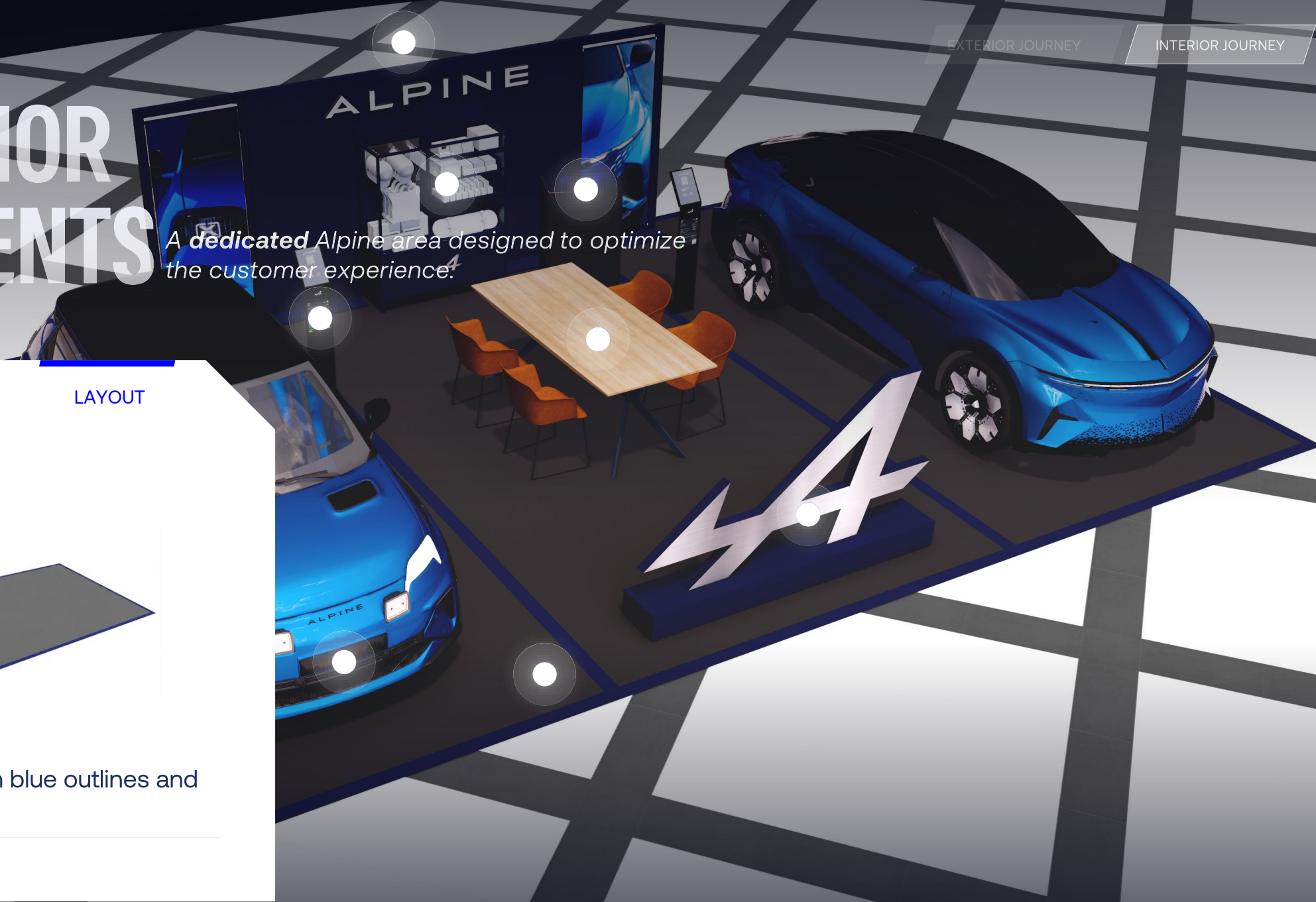
A **dedicated** Alpine area designed to optimize the customer experience.

LAYOUT

CARPET



3 6x3m carpets with blue outlines and adhesive strips



ALPINE

EXTERIOR JOURNEY

INTERIOR JOURNEY

INTERIOR ELEMENTS

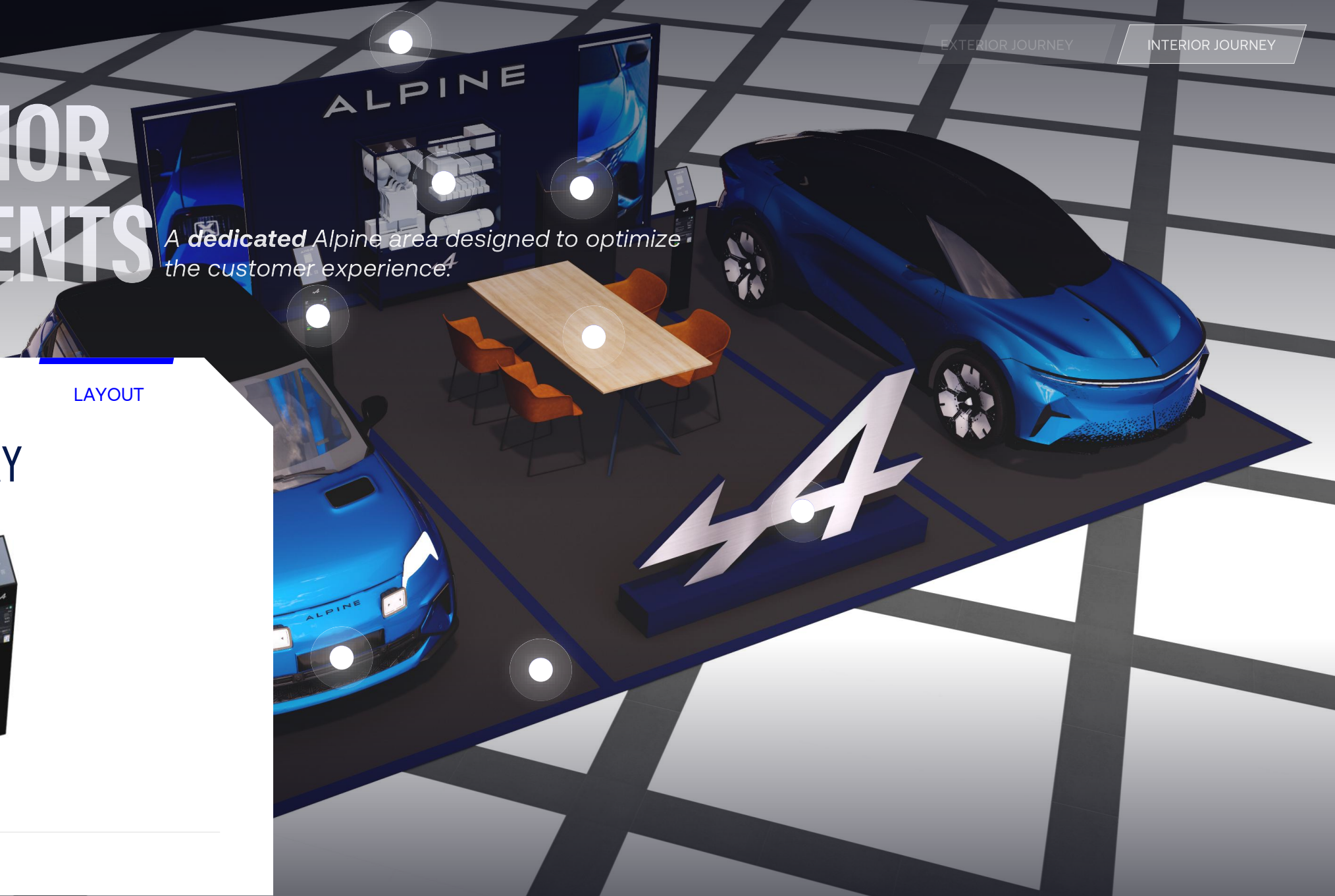
A **dedicated** Alpine area designed to optimize the customer experience.

LAYOUT

PRICE DISPLAY



2 price displays



ALPINE

EXTERIOR JOURNEY

INTERIOR JOURNEY

INTERIOR ELEMENTS

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LAYOUT

ALPINE PLATES [FRONT & REAR]

60 20 080 752

A290 [front] + Alpine [rear]

60 20 081 332

A390 [front] + Alpine [rear]

A290

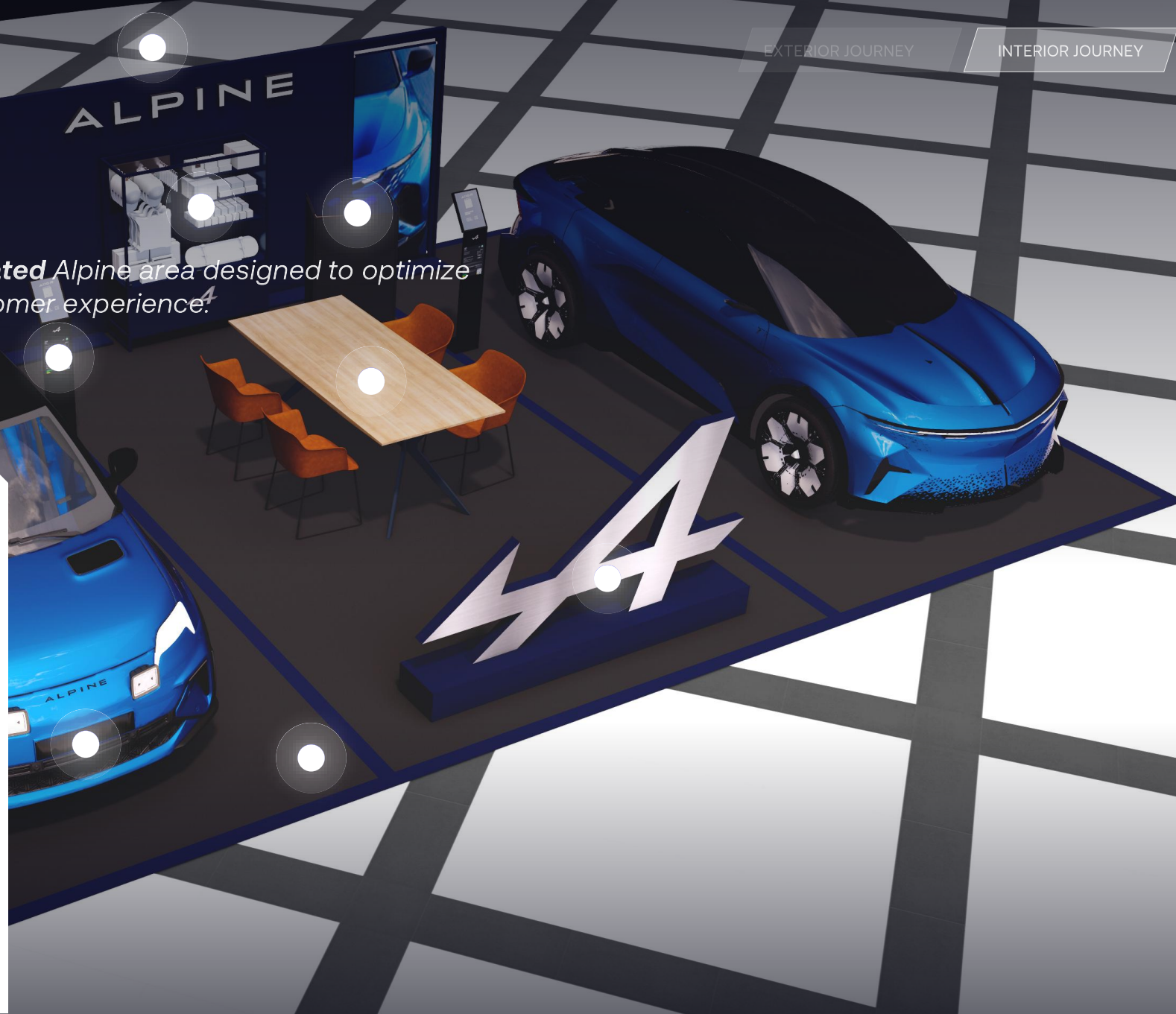
+

ALPINE

A390

+

ALPINE



ALPINE

EXTERIOR JOURNEY

INTERIOR JOURNEY

INTERIOR ELEMENTS

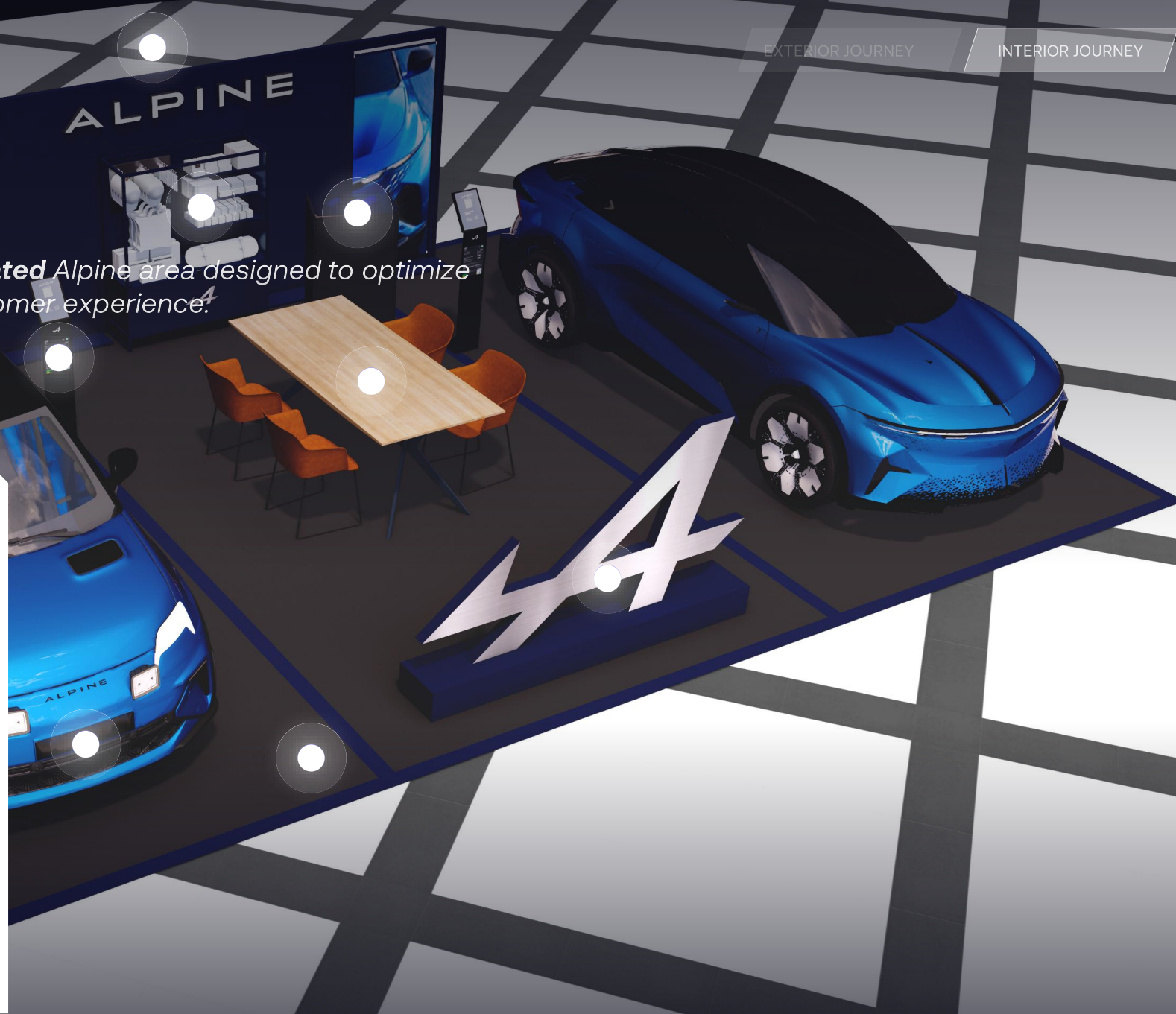
A **dedicated** Alpine area designed to optimize the customer experience.

LAYOUT

PERSONALIZATION TROLLEY



1 trolley containing all A290 and A390 personalization elements





SUMMARY OF THE STANDARDS

FURNITURE



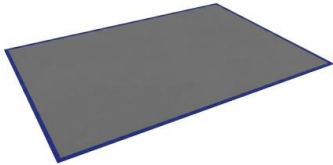
Table x1



Chairs x4



Price display x2



Carpet x3



Glass shelf x1



Personalization trolley x1



Self-supporting structure x1
Illuminated ALPINE logo x2



Kakemonos with visuals x2



Free-standing A logo x1

LIST OF REQUIRED FURNITURE

ALPINE

SALES AND VEHICLE DISPLAY AREA

- 3 6x3 carpets with blue outlines
- 2 price displays
- 4 chairs
- 1 table

MERCHANDISING AREA

- 1 glass shelf

BRAND ELEMENTS

- 1 self-supporting structure
- 2 illuminated ALPINE logos
- 2 kakemonos with visuals A290 et A390
- 1 free-standing A logo

CONFIGURATION AREA

- 1 personalization trolley*

Outside France, the Satellite may be configured with only one car, two carpets, and the sales area placed in between