

ALPINE

STANDARDS APPLICATION GUIDE

# DISCOVERY ALPINE



APPLICATION GUIDE



# ALPINE SALES JOURNEY

## 01

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

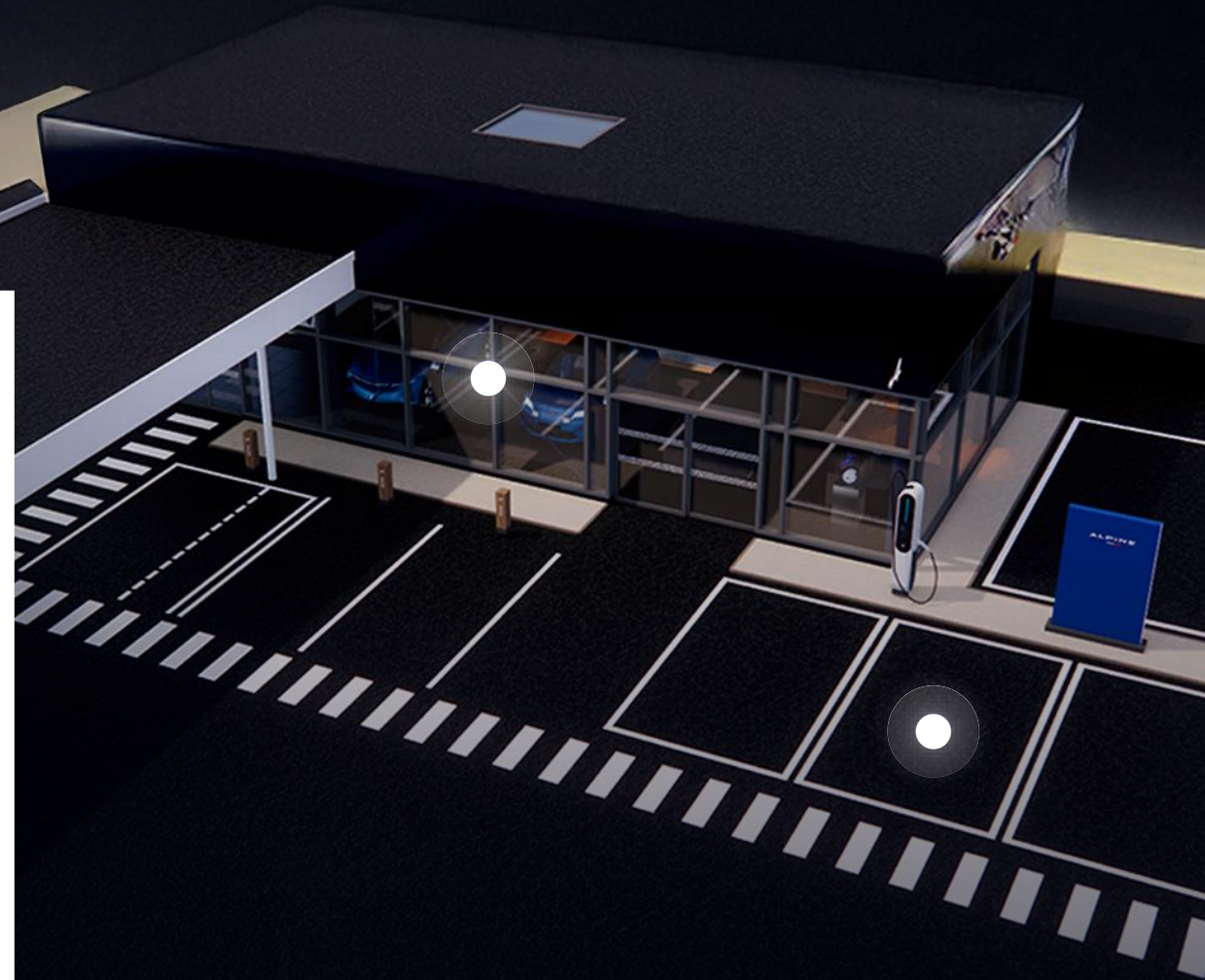
START THE EXPERIENCE



## 02

*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](#)

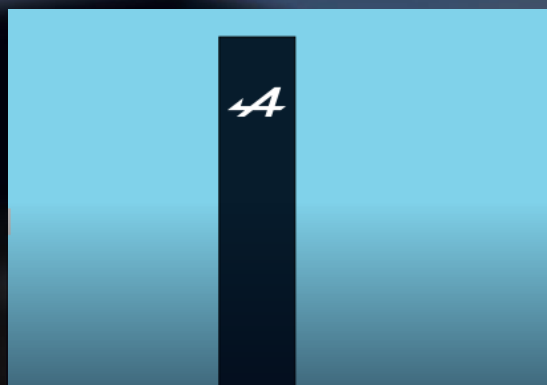
# EXTERIOR ELEMENTS

Although the Alpine Discovery 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.



# INTERIOR ELEMENTS

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## LAYOUT

## SALES AREA



4 leather chairs



1 table



# INTERIOR ELEMENTS

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LAYOUT

## MERCHANDISING



1 glass merchandising shelf

[SEE THE ITEMS TO BE DISPLAYED](#) ➔



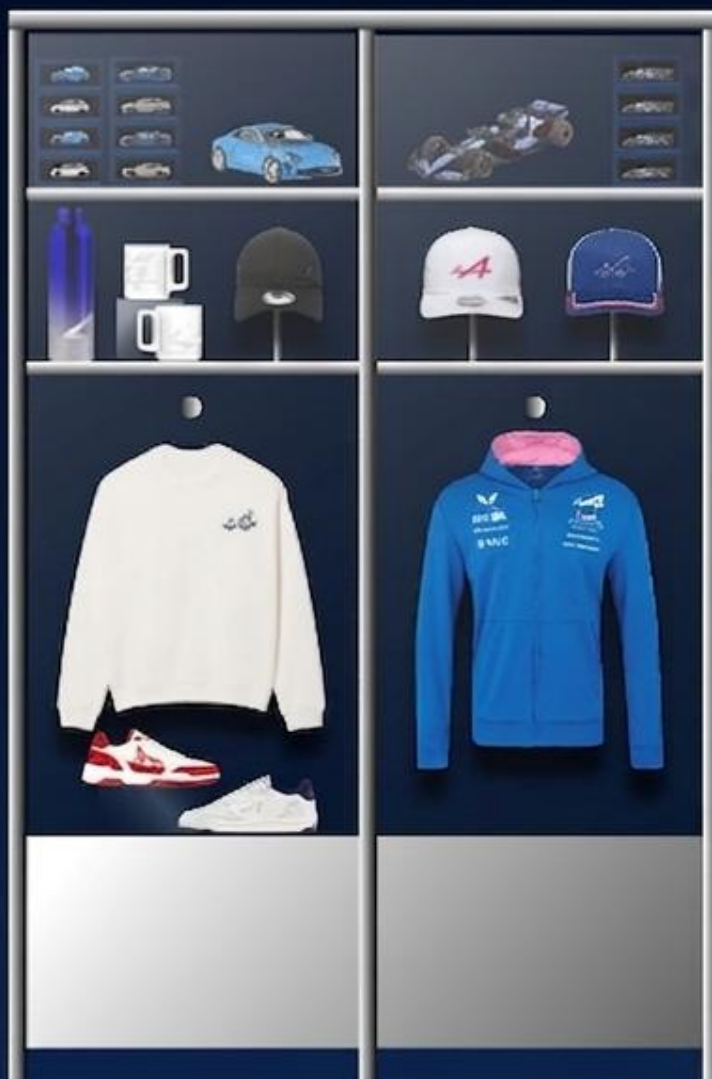
12 MINIATURES 1/43 A290  
12 MINIATURES 1/43 A300  
1 MINIATURE 1/18 A110 PURE

1 LIFESTYLE CAP [ON SUPPORT]  
1 WATER BOTTLE  
2 MUGS

**ON HANGER:**  
1 ESSENTIAL SWEATSHIRT BLUE  
1 ESSENTIAL SWEATSHIRT WHITE  
1 ESSENTIAL T-SHIRT BLUE  
1 ESSENTIAL T-SHIRT WHITE

OR SPORTY LINE

1 SUPER LEGGERA SNEAKER  
1 SNEAKER + A-LOVER  
3 T-SHIRTS ESSENTIAL DROP PLIES



12 MINIATURES 1/43 F1  
1 MINIATURE 1/18 F1

2 BWT CAPS [ON SUPPORT]  
1 WATER BOTTLE  
2 MUGS

**ON HANGER:**  
1 SOFTSHELL F1  
1 BODYWARMER F1  
1 T-SHIRT F1  
1 POLO F1

# 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<sup>€</sup> ..... À PARTIR DE 25€

MINIATURES 1/18<sup>€</sup> ..... 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

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## LAYOUT

## SELF-SUPPORTING STRUCTURE



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



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LAYOUT

## VISUAL



1 visual



# INTERIOR ELEMENTS

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LAYOUT

## LOGO A



1 Free-standing A logo

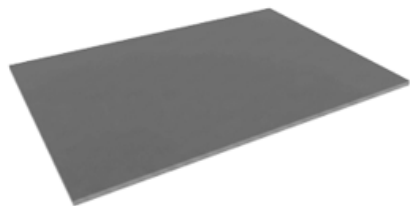


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## LAYOUT

## CARPET



1 carpet with adhesive strips

Standard dimensions: 9x9m  
but may vary depending on projects



# INTERIOR ELEMENTS

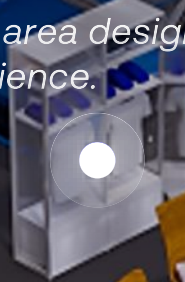
A **dedicated** Alpine area designed to optimize the customer experience.

LAYOUT

## PRICE DISPLAY



3 price displays



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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



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LAYOUT

## PERSONALIZATION TROLLEY



1 trolley containing all A290 and A390 personalization elements



# INTERIOR ELEMENTS

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## LAYOUT

## LOUNGE AREA



1 sofa



2 armchairs



1 table



1 lamp



# INTERIOR ELEMENTS

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LAYOUT

## SCREEN



1 screen





# SUMMARY OF THE STANDARDS

# FURNITURE 1/2



Table X1



Chairs X4



Price display x3



Carpet [dimensions TBC] x1



Sofa X1



Armchairs X2



Table X1



Lamp X1



Screen X1



Merchandising shelf x1

# FURNITURE 2/2



Self-supporting structure x1  
Illuminated ALPINE logo x2



Kakemonos with visuals x2



Free-standing A logo x1



Personalization trolley x1



Visual x1

# LIST OF REQUIRED FURNITURE

ALPINE

## SALES AND VEHICLE DISPLAY AREA

- 1 carpet [dimensions TBC]
- 3 price displays
- 4 chairs
- 1 table

## MERCHANDISING AREA

- 1 shelf

## LOUNGE AREA

- 1 sofa
- 2 armchairs
- 1 table
- 1 lamp
- 1 screen

## BRAND ELEMENTS

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

## CONFIGURATION AREA

- 1 personalization trolley*