Renault Pro+ Centre
Retail Architectural Design Guidelines

edition V2j · october 2026

sommaire

1 General principles p.3
The architectural design guidelines
The Renault visual identity system
Renault Pro+ centre configurations
Exterior components
Interior components

2 Renault Pro+ corners p.11
General layout of Renault Pro+ corners
Renault Pro+ corner façades
Positioning of Renault Pro+ corners within new'R store showrooms

3 Integrated Renault Pro+ centres p.23
General layout of integrated Renault Pro+ centres
Façades of integrated Renault Pro+ centres
Interior fit-out of integrated Renault Pro+ centres

4 The standalone Renault Pro+ centre p.39
General layout of standalone Renault Pro+ centres
Façades of standalone Renault Pro+ centres
Interior fit-out of standalone Renault Pro+ centres

5 Exteriors..... p.60
Directional signage and car parks
Outdoor exhibition areas
The «converted by Renault» exhibition area
The renew pro exhibition area

6 Interior components..... p.96
POSM
Offices
The care service welcome area
Vehicle plates and displays

1

General principles

1.1 la charte architecturale

Why ?

To help every user find or discover the rules and standards to be applied at a Renault retail outlet.

How ?

- The architectural design guidelines bring together in a single document the various components found outside or on the façades of a Renault site.
- Renew and Renault Pro+ sites each have their own dedicated architectural design guidelines.
- The technical specifications contain all the technical and aesthetic requirements needed for the manufacture of each component.

All of these documents are available at: https://brandstores.renault.com



Exterior architectural design guidelines



Interior architectural design guidelines



The renew architectural design guidelines



The Renault Pro+ architectural design guidelines



The architectural design guidelines for outdoor spaces



The architectural design guidelines for indoor spaces

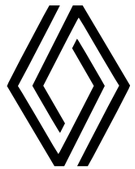
Points to watch

Despite all the care taken in the preparation of this document, errors or omissions may have occurred. In case of doubt, please contact your Network Development correspondent in the country concerned, or Renault Global Marketing.

The visuals are provided for information only; the technical specifications remain the reference documents (available in French and English).

1.2 le système d’identité visuelle

emblem



wordmark

RENAULT

fonts

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
0123456789

colors



1.3 Renault Pro+ centre configurations

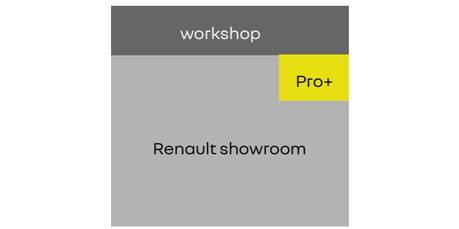
The integrated Renault Pro+ centre

is a site where the Renault Pro+ centre shares the same address, the same building or a nearby building with the dealer's other activities.

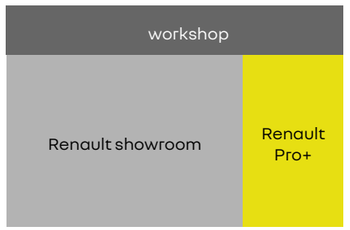
The Renault Pro+ centre will carry the same name (registered company name) as the dealer's other activities.

Three configurations exist:

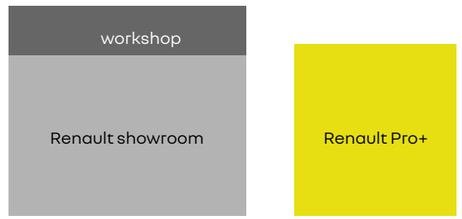
- the integrated corner site,
- the separate integrated site,
- the independent integrated site.



integrated site Corner



integrated site separated Corner



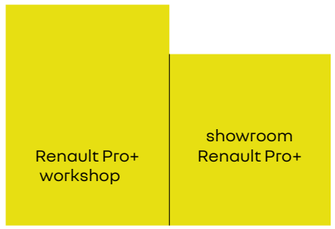
integrated site stand alone

The standalone Renault Pro+ centre
is a site where the Renault Pro+ centre has a commercial area (with or without a showroom) and a workshop

dedicated to its activities.

The Renault Pro+ centre building is completely separate from the other facilities. It will have a different address and name (registered company name) from those of the facilities dedicated to the dealer's other activities.

The Renault Pro+ centre must comply with Renault signage in addition to that required for Renault Pro+.



stand alone site

1.4.1 Exterior components

A flexible system

To provide a consistent customer experience, Renault Pro+ centers include mandatory components.

Optional components make it possible to customize each site's service offer according to its needs and specific features.

		Renault Pro+ Centres		
	Components	Corner	Integrated site	Standalone site
Surroundings	Customer parking spaces sized for LCVs	mandatory	mandatory	mandatory
	Directional signage	optional	optional	optional
	Renault flags	standard	standard	mandatory
	Renault Pro+ flag	N/A	N/A	mandatory
	Renault totem or mast-mounted sign	standard	standard	mandatory
	Metal mesh *	standard	optional	optional
Identification signage	Renault Pro+ facade markings	N/A	mandatory	mandatory
	Graphic line on building	N/A	N/A	optional
	Dark grey cassette cladding on facade header	N/A	mandatory	mandatory
	Transom	N/A	N/A	optional
	Vertical marking of dedicated entrance	optional	mandatory	mandatory
	Adhesive marking of entrance and specific opening hours	mandatory	mandatory	mandatory
	Renault Pro+ workshop bay markings	mandatory	mandatory	mandatory

* The metal mesh replaces the dark grey cassette cladding on new installations.

1.4.2 Exterior components

A flexible system

To provide a consistent customer experience, Renault Pro+ centers include mandatory components.

Optional components make it possible to customize each site's service offer according to its needs and specific features.

		Renault Pro+ Centres		
	Components	Corner	Integrated site	Standalone site
Exterior display area	Dedicated exterior display	mandatory	mandatory	mandatory
	Ground markings of the display area	mandatory	mandatory	mandatory
	Renault Pro+ area arch or mast	mandatory	mandatory	optional
	Specialized-vehicle area mast	optional	optional	optional
	Promotional banner	optional	optional	optional
	Renault Pro+ test-drive area	mandatory	mandatory	mandatory
	Renault Pro+ pennants	mandatory	mandatory	optional
	Renault Pro+ promise panel	optional	optional	optional
	Lighting mast	mandatory	mandatory	mandatory
	Replacement vehicle area	mandatory	mandatory	mandatory
"Converted by Renault" display	Area mast	optional	optional	mandatory
	Vehicle stickers	mandatory	mandatory	mandatory
	Pennant	mandatory	mandatory	mandatory
renew pro display area	Dedicated exterior display for used vehicles	mandatory	mandatory	mandatory
	Ground markings of the display area	mandatory	mandatory	mandatory
	renew pro pennants	mandatory	mandatory	mandatory
	renew pro area mast or arch	optional	optional	mandatory
	Windshield sticker	mandatory	mandatory	mandatory

1.5 Interior components

A flexible system

To provide a consistent customer experience, Renault Pro+ centers include mandatory components.

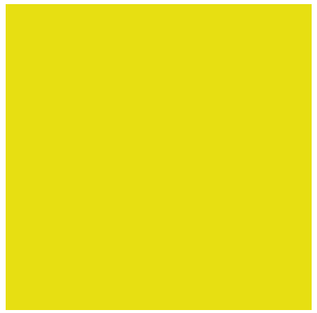
Optional components make it possible to customize each site's service offer according to its needs and specific features.

		Renault Pro+ Centers		
	Components	Corner	Integrated site	Standalone site
Customer reception	Brand wall	standard	mandatory	mandatory
	Customer-promise totem-kakemono	mandatory	mandatory	mandatory
Sales furniture	Dedicated sales desks (open or closed)	mandatory	mandatory	mandatory
Interior display	Renault Pro+ fresco (if vehicle)	mandatory	mandatory	mandatory
	Product totem-kakemono (if vehicle)	mandatory	mandatory	mandatory
	Price display stand (if vehicle)	mandatory	mandatory	mandatory
Accessories	Accessories furniture or kakemono	mandatory	mandatory	mandatory
Waiting area	Co-working furniture	standard	standard	mandatory
	Waiting lounge	standard	standard	mandatory
After-sales	Reception furniture identified Renault Pro+	mandatory	mandatory	mandatory
	Dedicated after-sales area (care service)	optional	mandatory	mandatory
	Renault Pro+ identification panel	mandatory	mandatory	mandatory

1.6 Colors and materials

White – RAL 9010

- Cladding of corners and integrated sites
- Exterior directional signage



Yellow Pantone 3955

- Exterior signage sheet metal



Grey RAL 7021

- Service bay sheet metal for corners and integrated sites
- Care service wall paint



Black RAL 9005

- ·Cladding of standalone sites
- ·Exterior signage sheet metal
- ·Service bay sheet metal for standalone sites

2

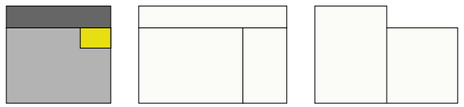
The Renault Pro+ corner


renew pro
Renault Pro+
RENAULT
converted
by renault
converted
by renault

2.1

Layout diagram

2.1.1 Layout diagram



The functional diagram

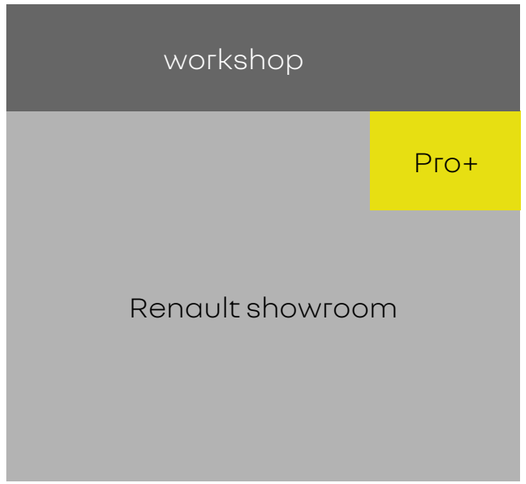
The diagram opposite illustrates the typical organization of a Renault site that includes a Renault Pro+ corner.

The main functions are located according to the customer journeys.

Key takeaways ?

A corner is made up of dedicated Renault areas with:

- a sales area (sales desk),
- an interior vehicle display area (optional, with 1 or 2 vehicles),
- a dedicated counter in the after-sales reception area,
- an exterior display,
- parking spaces sized to accommodate commercial vehicle.





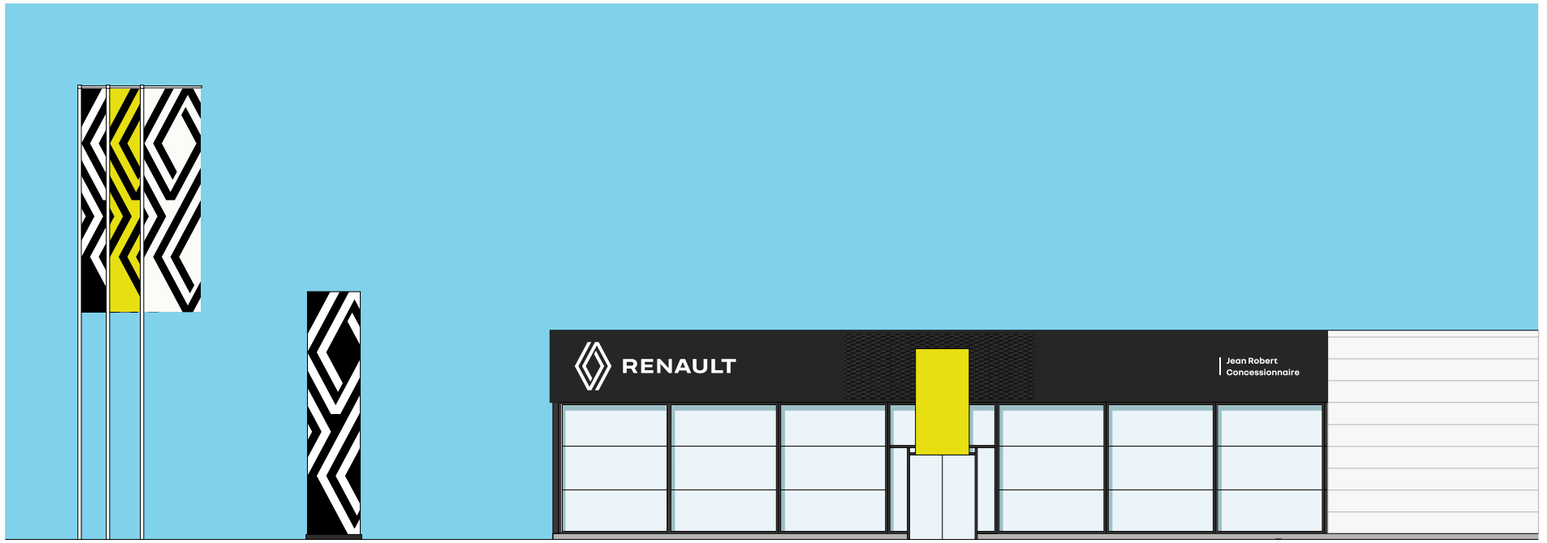
2.2

Facades of Renault Pro+ corners

2.2.1 The facade housing Renault Pro+ activities

Why ?

On the showroom facade of a site with a Renault Pro+ corner, only the Renault site identification elements are present.



warning

For any technical information on Renault components, refer to the Technical Specifications of each component.

For any rules on the use of Renault components, refer to the Essentials Guide.

2.2.2 The dedicated after-sales facade · 1

Why ?

The Renault Pro+ workshop bays are clad with dark grey sheet-metal panels, by groups of bays with the same function.

Renault Pro+ workshop doors measure at least 4000 x 3500 mm.

How ?

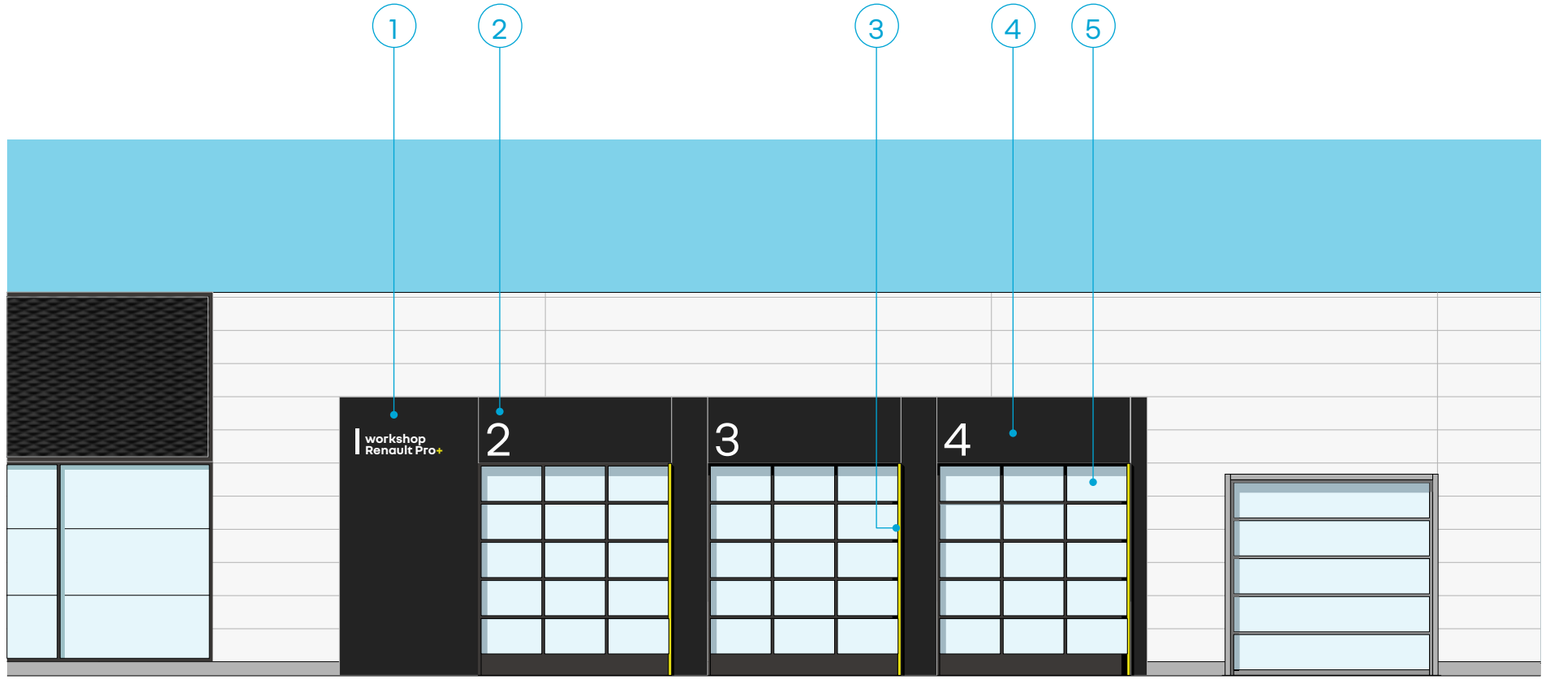
The wording “Renault Pro+ workshop” identifies the group of workshop bays dedicated to commercial vehicles.

A number identifies each bay.

A vertical yellow bar recalls the presence of the brand, giving rhythm to the group of bays and identifying each access door.

The standard heights of the bands above the doors are 900, 1200 or 1500 mm.

The workshop doors are mostly glazed. The frames are painted RAL 7021 grey.



note

Standard-size workshop doors do not allow the tallest Renault Pro+ vehicles (H3 range) to pass through.

2.2.3 The after-sales facade · 2

Principle

Renault Pro+ workshop bays have specific dimensions to match the size of commercial vehicles.

They are clad in the same way as the passenger-vehicle workshop bays with which they may share a facade.

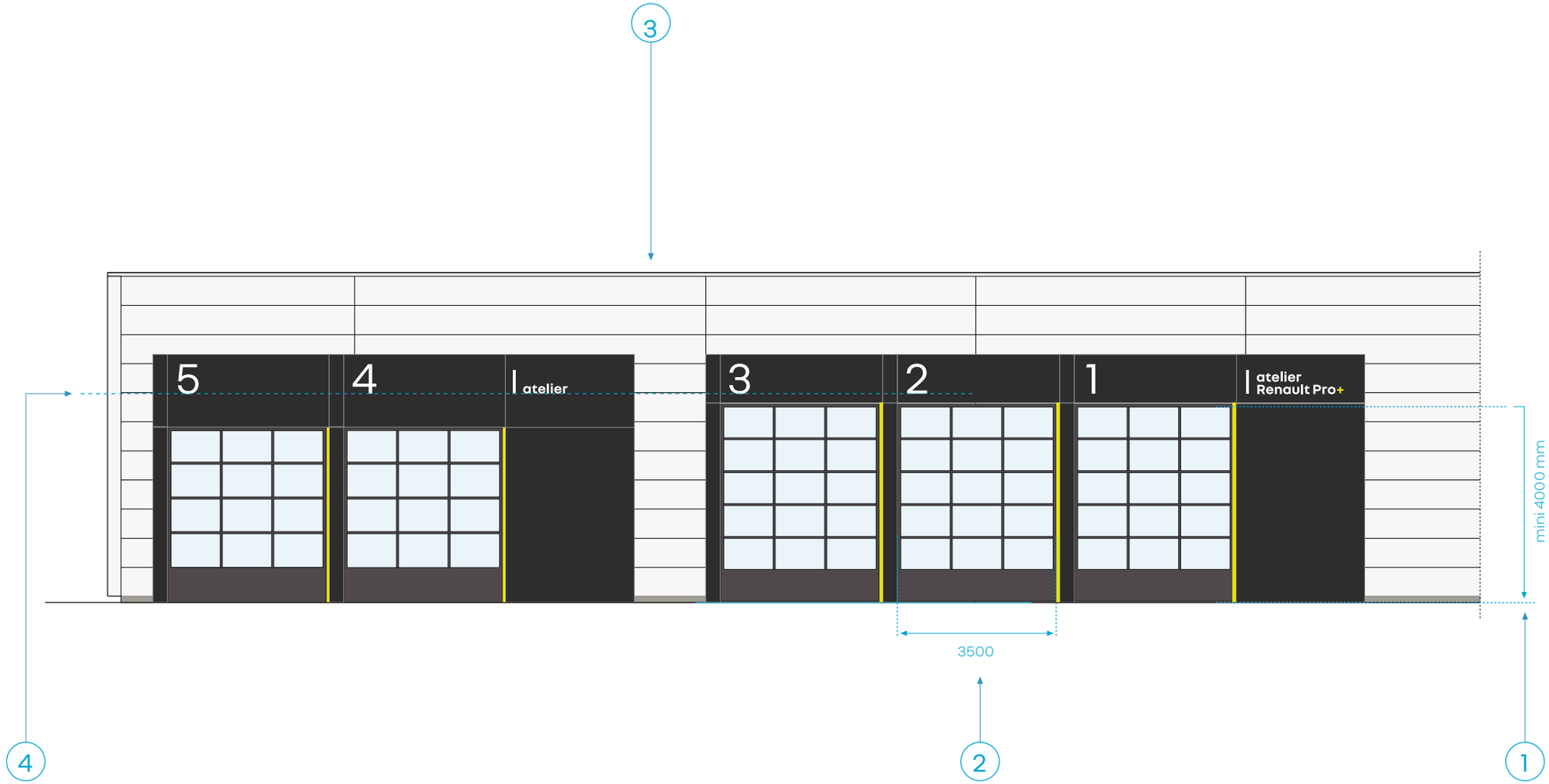
Layout rules

The recommended standard height for commercial-vehicle workshop bays is at least 4000 mm.

The recommended standard width for commercial-vehicle workshop bays is 3500 mm.

The clear height under the roof structure required for work areas is at least 5.60 m. Rear facades may be lower, depending on the layout of the vehicle lifts.

Where a block of Renault Pro+ bays is present on a facade, the markings of the other bays must be aligned on the same line.



2.2.4 Entrance markings

Why ?

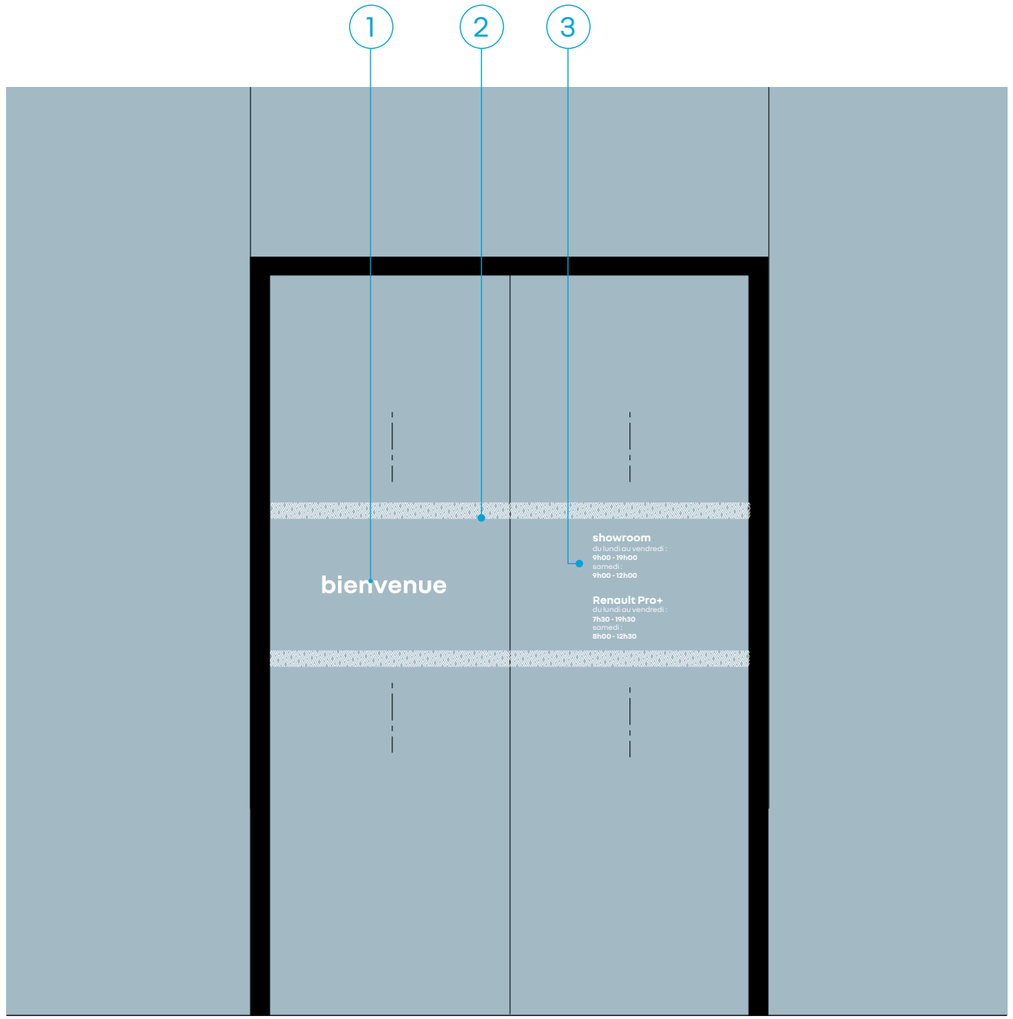
Professional customers can benefit from extended opening hours giving them access to Renault Pro+ advisors.

How ?

1 The word “welcome” greets the customer.

2 The horizontal bands are regulatory safety elements intended to make glass panels easier to see.

3 The opening-hours display tells customers the opening hours of the point of sale.



2.2.5 lEntrance markings – case of extended hours

Why ?

Two situations must be distinguished:

- a dedicated entrance exists, reserved for professional customers,
- all customers use the same entrance leading to the showroom.

How ?

Where there is a dedicated showroom entrance for professional customers, the Renault Pro+ signature appears above the opening hours.

Where there is a shared entrance for all customers, the extended hours are shown in a text block below the generic showroom opening hours.



Renault Pro+

Monday to Friday:
9:00 am – 7:00 pm
Saturday:
9:00 am – 12:00 pm



showroom
Monday to Friday:
9:00 am – 7:00 pm
Saturday:
9:00 am – 12:00

Renault Pro+
Monday to Friday:
8:00 am – 7:30
Saturday:
8:00 am – 12:30

2.3

Layout of Renault Pro+ corners in Renault Store showrooms

2.3.1 General organization of the showroom

Why ?

In the Renault showroom, a display area showcases the commercial vehicles.

It is located at the back of the showroom so as not to hide the other vehicles.

How ?

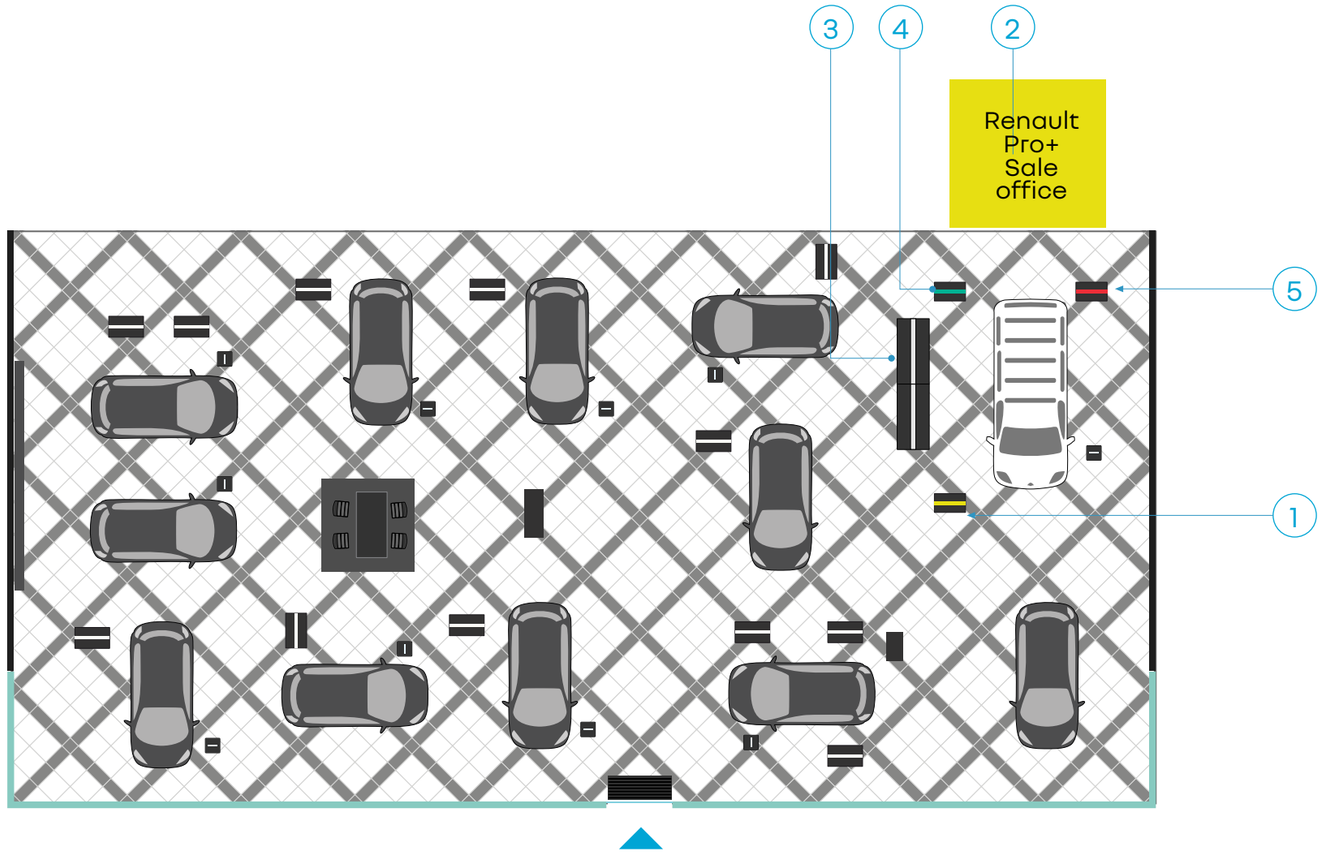
1 The Renault Pro+ display area is identified by a totem-kakemono presenting the customer promise.

2 A dedicated Renault Pro+ specialist welcomes professional customers.

3 The Renault Pro+ area is separated from the other vehicles by a fresco.

4 A totem-kakemono or a piece of furniture presents the accessory ranges.

5 A totem-kakemono presents the USPs and the conversion options of the vehicle on display.



Warning

For any technical information on Renault components, refer to the Technical Specifications of each component.

For any rules on the use of Renault components, refer to the Essentials Guide.

Diagram label: Renault Pro+ sales desk.

3

Integrated Renault Pro+ centers


RENAULT

3.1

General layout of integrated Renault Pro+ centers

3.1 Separate and independent Renault Pro+ centers



The functional diagram

The diagram opposite illustrates the typical organization of an integrated Renault Pro+ site within a Renault building.

The main functions are located according to the customer journeys.

Key takeaways

In the surroundings of the site, a dedicated exterior display presents Renault Pro+ vehicles representative of the range.

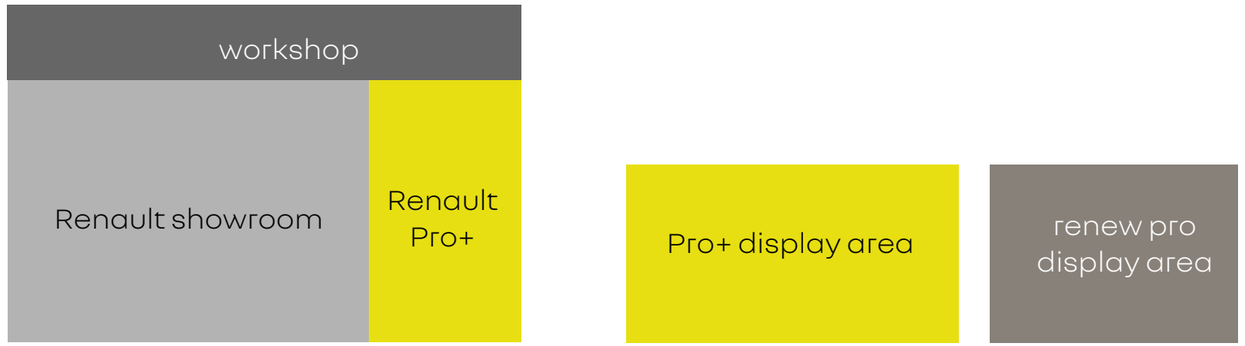
A parking area dedicated to Renault Pro+ customers is located close to the Renault Pro+ showroom.

Professional customers are welcomed in a separate Renault Pro+ showroom adjoining the Renault Pro+ workshop.

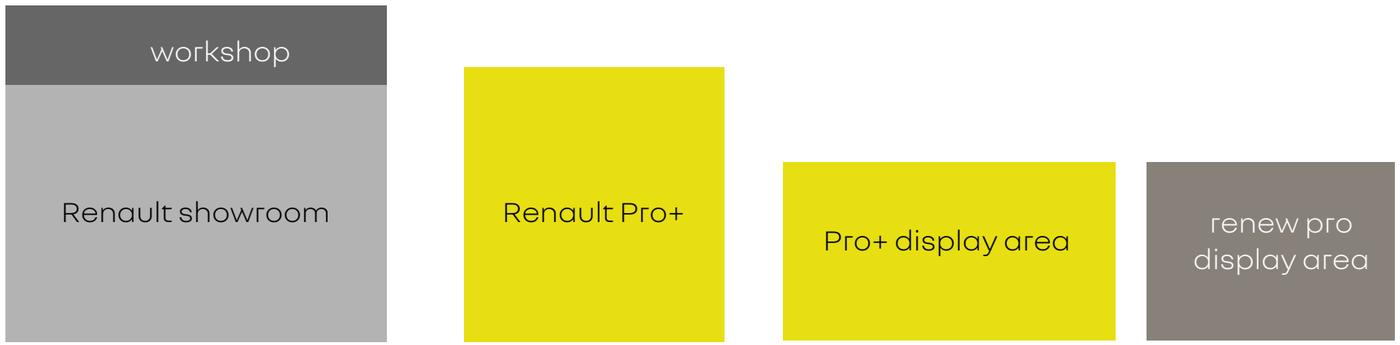
An integrated center is made up of the following areas:

- a Renault Pro+ customer parking area sized for commercial vehicles,
- a Renault Pro+ exterior display,
- a separate Renault Pro+ showroom,
- a separate Renault Pro+ service reception.

separate integrated site



independant integrated site



3.2

Facades of integrated Renault Pro+ centers

3.2.1 The Renault Pro+ facade (secondary facade) – site identification

Why ?

It is recommended to locate the Renault Pro+ showroom on a secondary facade of the Renault site, in order to group the various activities (including after-sales) and to offer greater visibility.

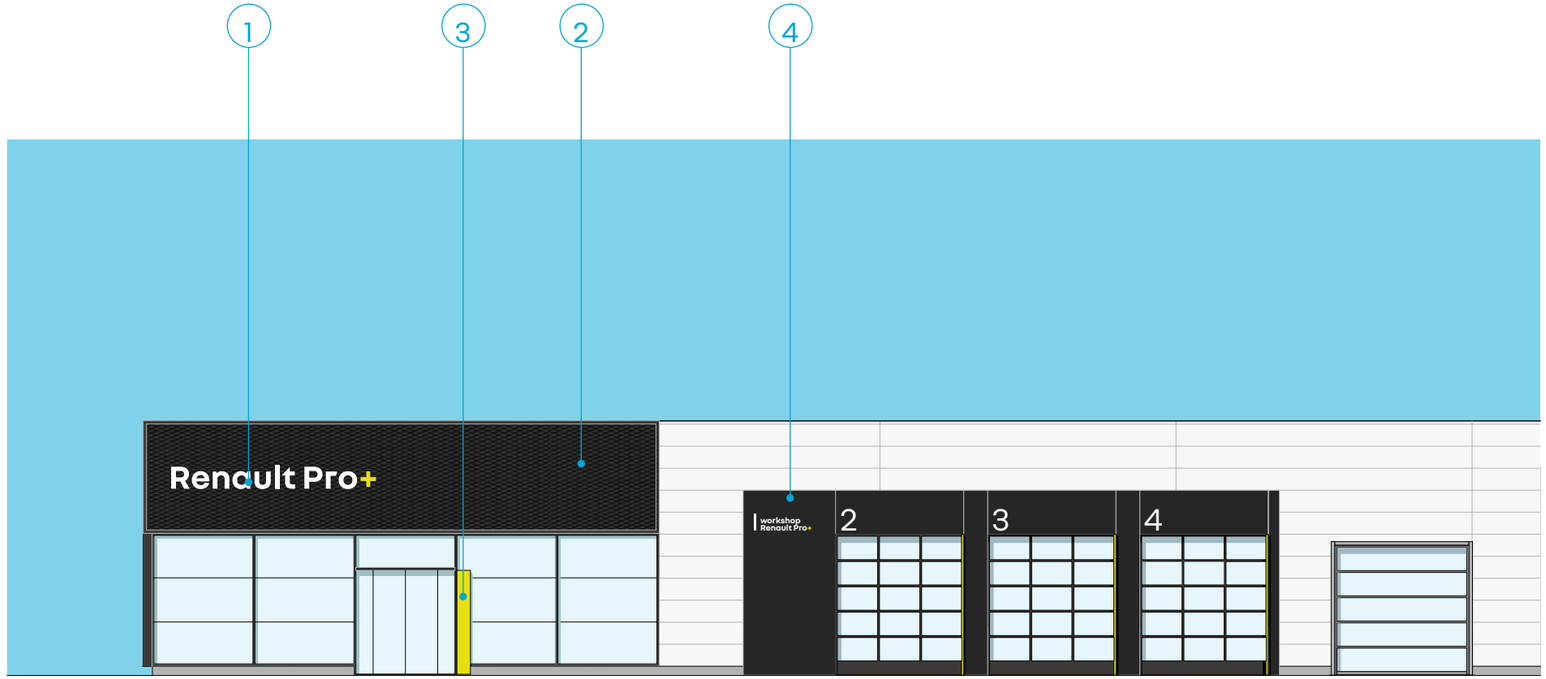
How ?

1 The Renault Pro+ signature is placed on the facade.

2 The header of the Renault Pro+ showroom facade may be clad with metal mesh. Metal mesh is used for new installations, and dark grey cassette cladding may be used for retrofits.

3 The vertical entrance marking reinforces the visibility of the Renault Pro+ showroom entrance door.

4 The Renault Pro+ service bays are clad with dark grey sheet-metal panels.



3.2.2 The secondary facade of the Renault Pro+ showroom (special case)

Why ?

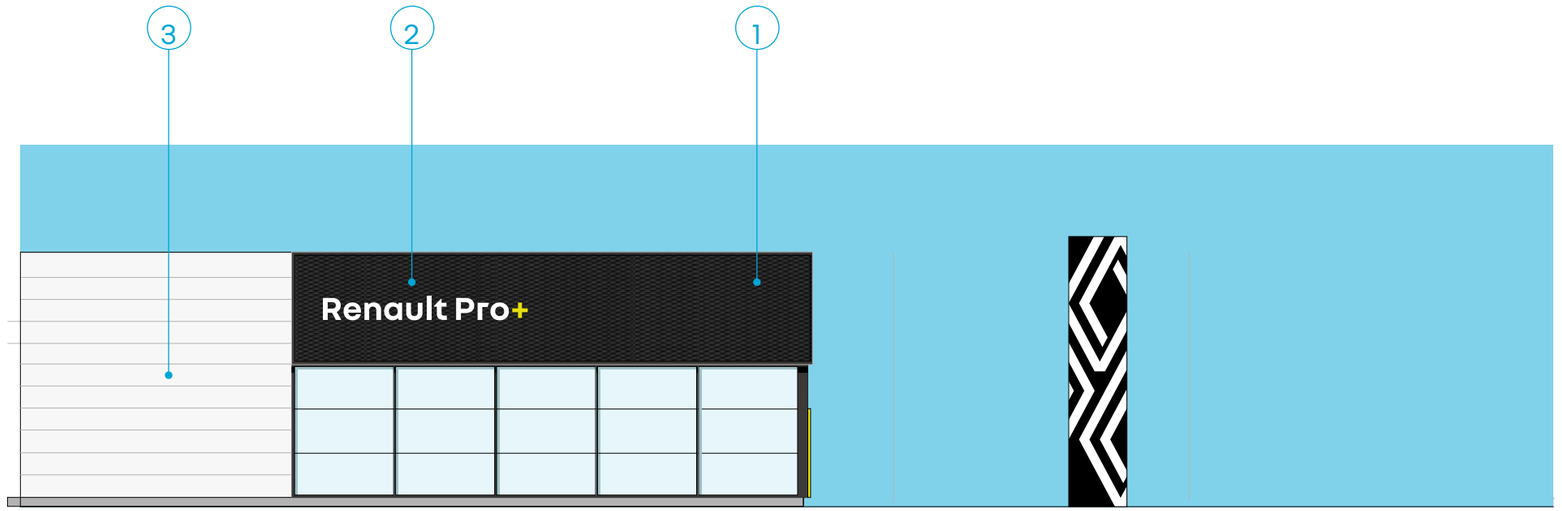
In the case of an integrated building with a secondary facade housing a Renault Pro+ activity, a facade band may be applied.

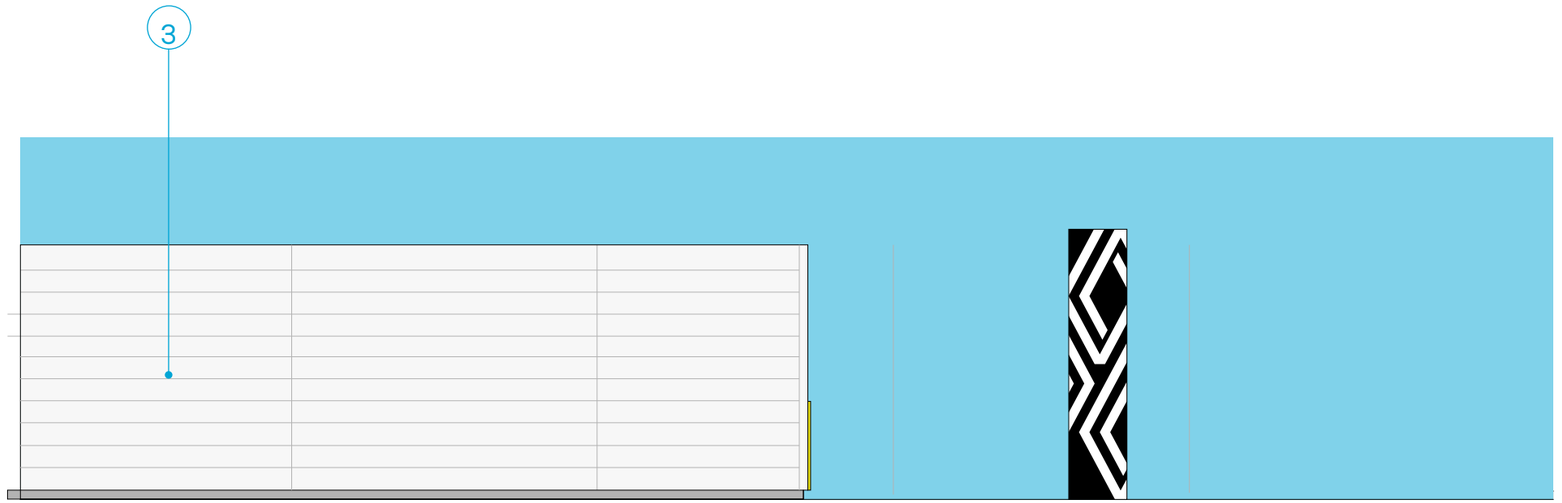
How ?

1 When the secondary facade of the showroom is glazed, its upper part is clad in the same way as the main facade.

2 When it is particularly visible, the secondary facade may receive a Renault Pro+ signature without repeating the corporate name.

3 When the secondary facade of the showroom is not glazed, the whole facade is painted RAL 9010 white or clad with horizontal-slat cladding of 600 mm.





Warning

The transom is reserved for the NV (new vehicle) showroom. There may not be 2 transoms on the same site, even in the case of separate buildings.

3.2.3 The Renault Pro+ facade – site identification

Why ?

When the Renault Pro+ showroom is located on the main facade of the Renault site, the identification must be adapted.

It is forbidden to align 2 Renault Pro+ signs on the facade.

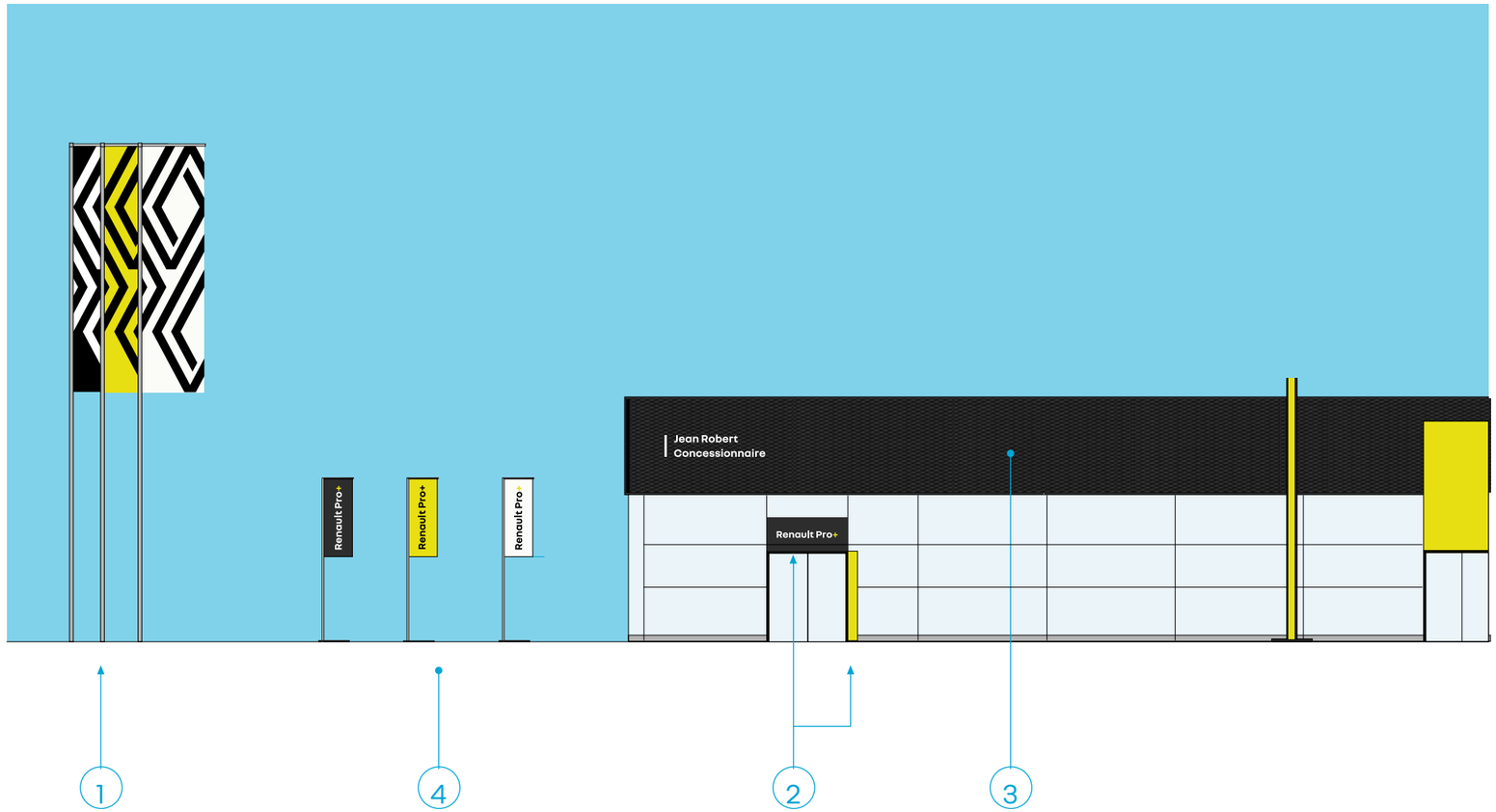
How ?

The Renault flags and the directional signage are Renault elements.

The Renault Pro+ signature appears on a box sign placed above the entrance door of the Renault Pro+ showroom, completed by the vertical entrance marking.

The Renault signature and the corporate name are placed on the header of the NV showroom, clad with metal mesh or dark grey cassettes.

The pennants confirm the presence of Renault Pro+.



note

- The transom cannot be used to identify the entrance of the Renault Pro+ showroom.
- The Renault totem identifies the site.
- The entrance of the NV showroom is identified by the transom.

3.2.4 The Renault Pro+ facade (case of separate buildings) – site identification

Why ?

Where there are separate buildings on the same site, the identification of the Renault Pro+ showroom follows the same rules as in the generic case.

How ?

1 When the distance between the 2 buildings is greater than 6 m, the Renault Pro+ showroom is identified by placing the Renault Pro+ signature on the header of the Renault Pro+ showroom facade.

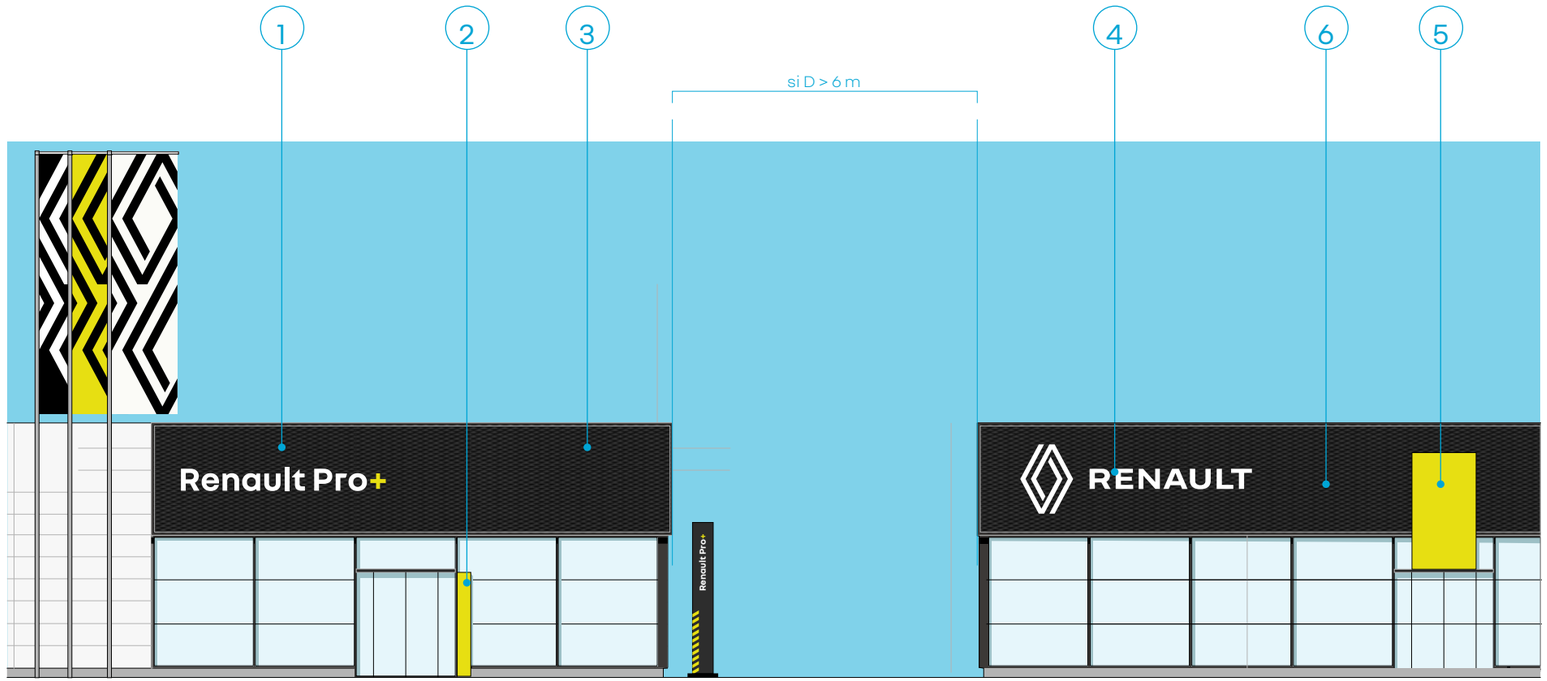
2 The vertical entrance marking reinforces the visibility of the Renault Pro+ showroom entrance door.

3 The facade of the Renault Pro+ showroom is clad with metal mesh or dark grey cassettes. Metal mesh is used for new installations, and dark grey cassette cladding may be used for retrofits.

4 The Renault signature is placed on the header of the NV showroom.

5 The transom marks the access door to the NV showroom.

6 The facade of the NV showroom is clad with metal mesh.



Warning

The transom is reserved for the NV (new vehicle) showroom. There may not be 2 transoms on the same site, even in the case of separate buildings.

3.2.5 The dedicated after-sales facade – 1

Why ?

The Renault Pro+ workshop bays are clad with dark grey sheet-metal panels, by groups of bays with the same function.

Renault Pro+ workshop doors measure at least 4000 x 3500 mm.

How ?

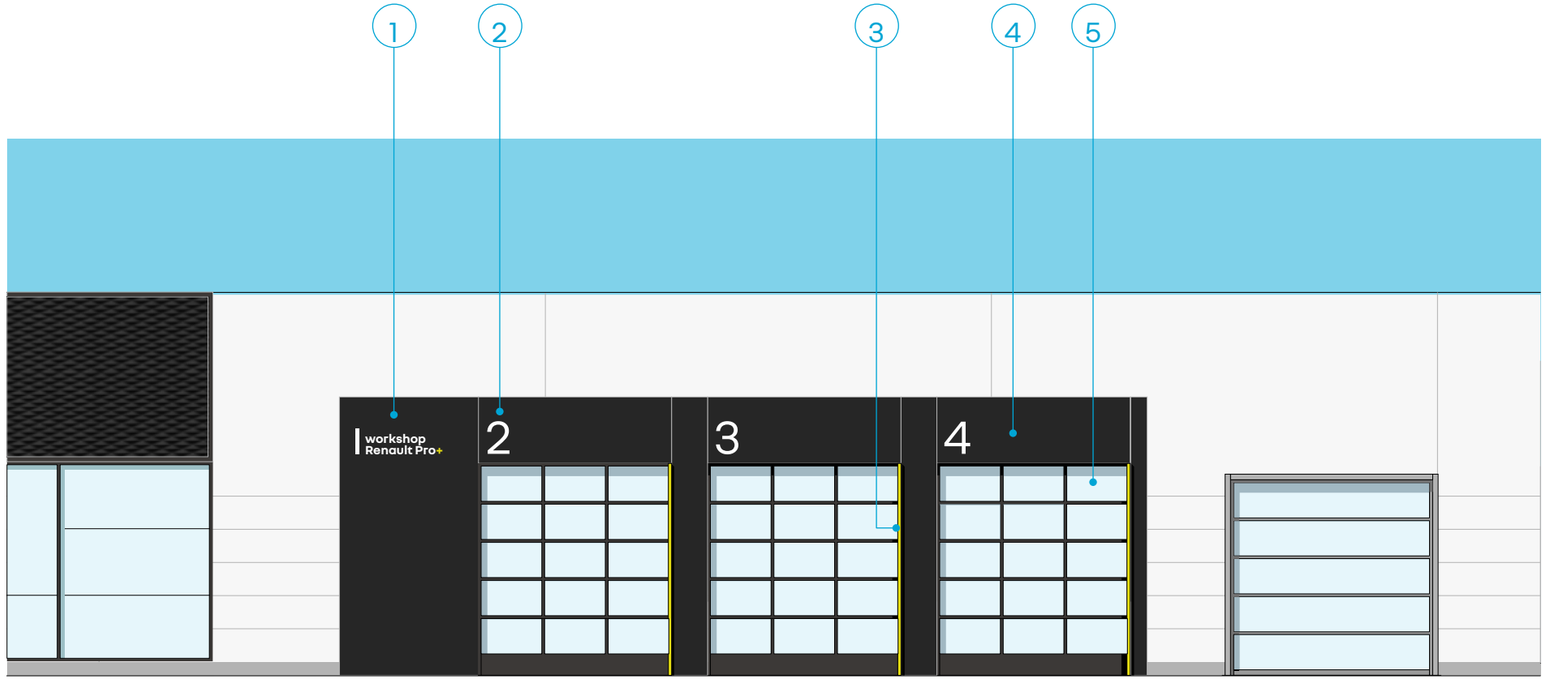
The wording “Renault Pro+ workshop” identifies the group of workshop bays dedicated to commercial vehicles.

A number identifies each bay.

A vertical yellow bar recalls the presence of the brand, giving rhythm to the group of bays and identifying each access door.

The standard heights of the bands above the doors are 900, 1200 or 1500 mm.

The workshop doors are mostly glazed. The frames are painted RAL 7021 grey.



3.2.6 The dedicated after-sales facade – 2

Principle

Renault Pro+ workshop bays have specific dimensions to match the size of commercial vehicles.

They are clad in the same way as the passenger-vehicle workshop bays with which they may share a facade.

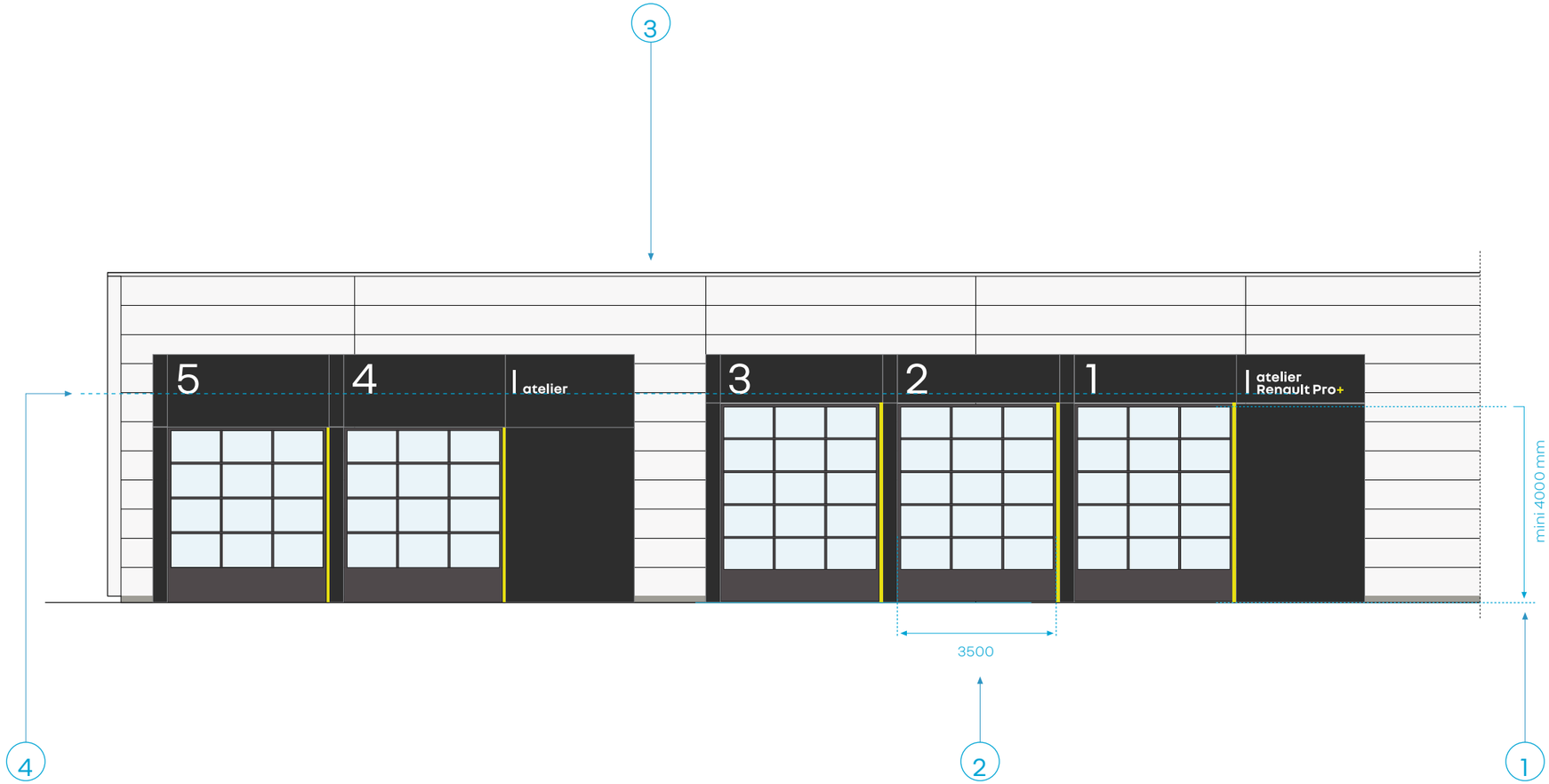
Layout rules

The recommended standard height for commercial-vehicle workshop bays is at least 4000 mm.

The recommended standard width for commercial-vehicle workshop bays is 3500 mm.

The clear height under the roof structure required for work areas is at least 5.60 m. Rear facades may be lower, depending on the layout of the vehicle lifts.

Where a block of Renault Pro+ bays is present on a facade, the markings of the other bays must be aligned on the same line.



3.2.7 Entrance markings

Why ?

All professional customers, for both sales and after-sales, are welcomed in the showroom by Renault Pro+ advisors.

The showroom entrance door is identified as described below.

How ?

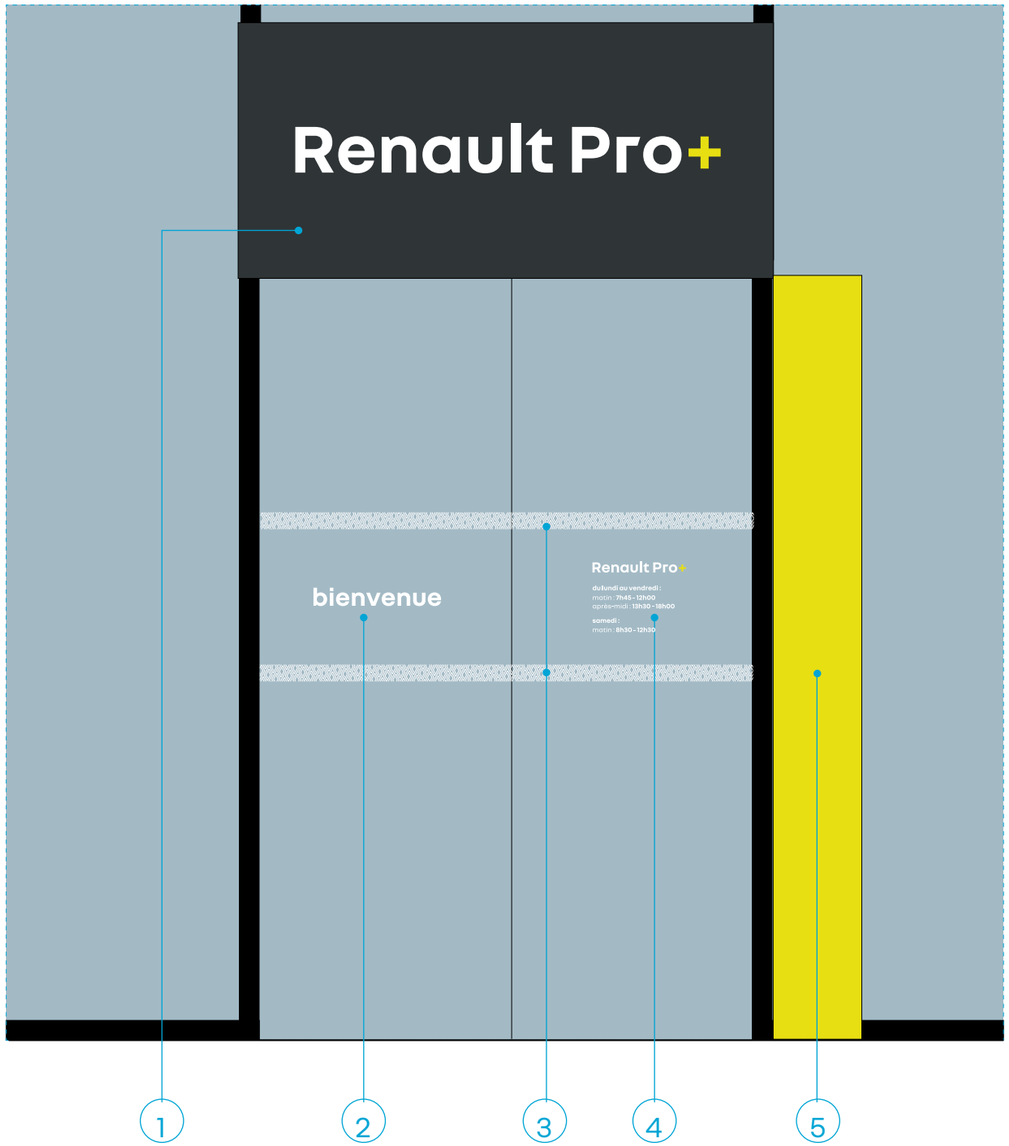
The box sign above the entrance door identifies the Renault Pro+ showroom.

The word "welcome" greets the customer.

The horizontal bands are regulatory safety elements intended to make glass panels easier to see.

The opening-hours display tells customers the opening hours of the point of sale.

The yellow vertical marking helps customers locate the showroom entrance door.



3.2.8 Adhesive markings on the entrance door

Why ?

An entrance reserved for professional customers allows them to access the showroom and be welcomed there.

The white adhesive markings on the glass door tell customers the opening hours.

How ?

The word "welcome" appears on the opposite door, where the opening hours are placed.

The Renault Pro+ signature appears above the opening hours.

The opening hours distinguish the different days where necessary.



3.3

Interior layout of integrated Renault Pro+ centers

3.3.1 General organization of the showroom

Why ?

The Renault Pro+ commercial area is structured around:

- an after-sales reception,
- sales desks,
- a waiting area,
- an optional commercial-vehicle display.

How ?

Various components are present in the showroom:

The sales desks.

The totem-kakemono or furniture presenting the accessories.

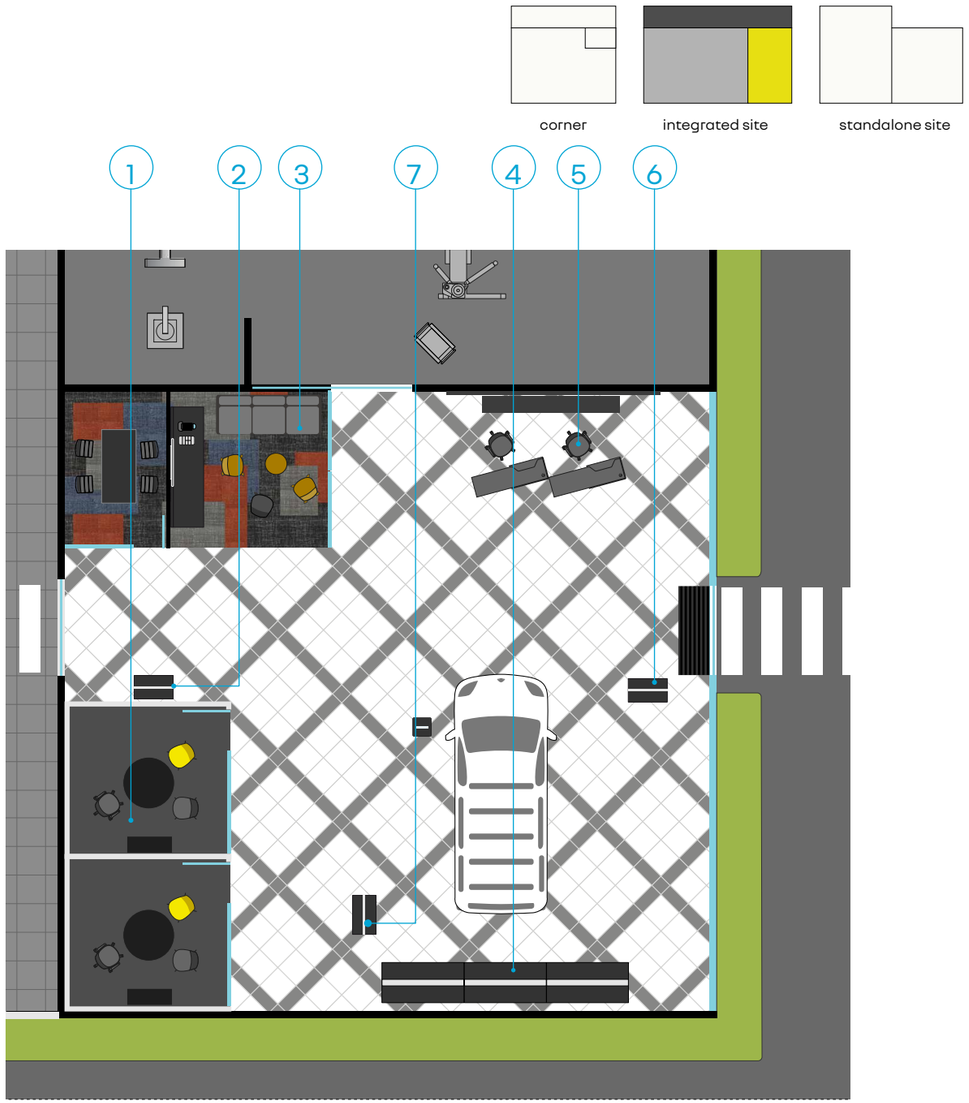
The waiting area.

The Renault Pro+ display area is highlighted by a fresco.

The reception area.

A totem-kakemono presents the customer promise.

A totem-kakemono presents the USPs and the conversion options of the vehicles on display.

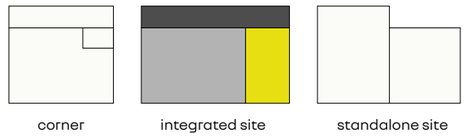


Warning

For any technical information on Renault components, refer to the Technical Specifications of each component.

For any rules on the use of Renault components, refer to the Essentials Guide.

3.3.2 Layout of the waiting area



Why ?

The waiting area is a pivotal element of the Renault Pro+ showroom layout.

It is located at the back of the showroom, close to the Renault Pro+ workshop, giving customers visibility through a glass partition.

How ?

It is recommended to create a link between the passenger-car (PC) showroom and the Renault Pro+ showroom so that customers can access it.

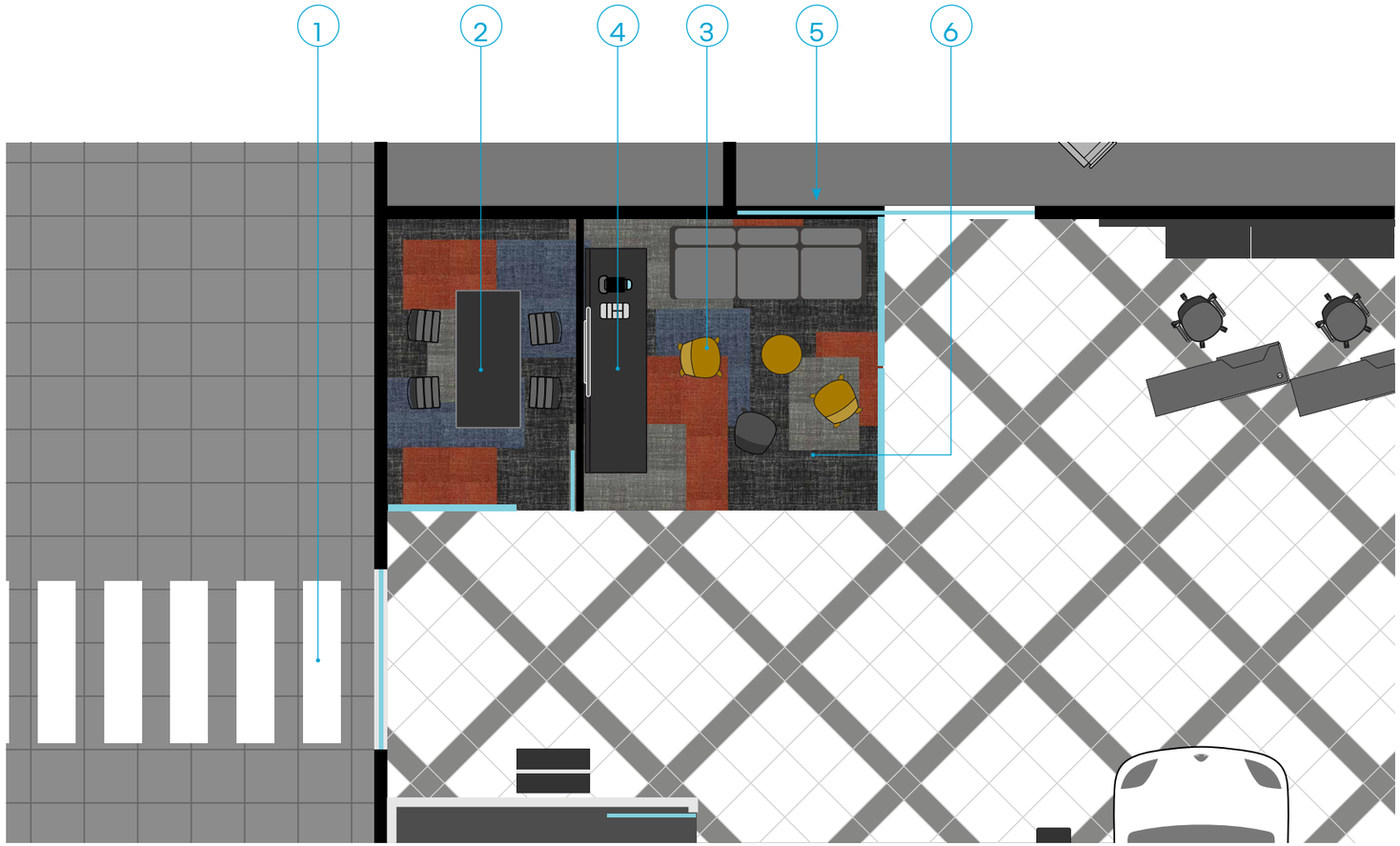
A co-working table allows customers who wish to work or charge their portable devices to do so efficiently.

The lounge, made up of armchairs and a coffee table, allows customers to wait comfortably while work on their vehicles is completed.

A beverage unit offers hot or cold drinks on a self-service basis.

A glass partition allows customers to see the vehicles being worked on in the workshops.

A carpet delimits the waiting area, contributing to the customer's feeling of comfort.



4

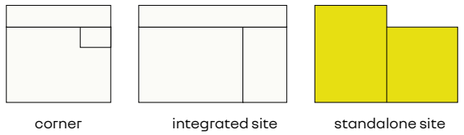
Standalone Renault Pro+ centers: Renault Pro+ next gen


Renault Pro+
Jean Robert Concessionnaire
Renault Pro+
4
3
2
1
frigorifique
converted by renault
benne
renew occas certifi
grand volume
Renault Pro+

4.1

General layout of standalone Renault Pro+ centers

4.1.1 The standalone Renault Pro+ center



The functional diagram

The diagram opposite illustrates the typical organization of a standalone Renault Pro+ site.

The main functions are located according to the customer journeys.

Key takeaways

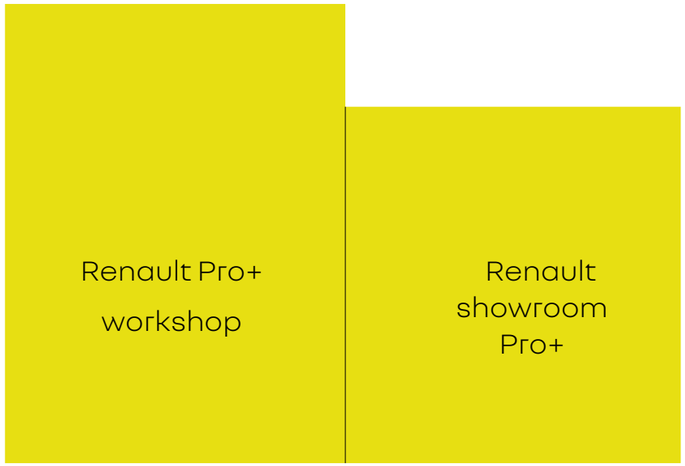
In the surroundings of the site, a dedicated exterior display presents Renault Pro+ vehicles representative of the range.

A parking area dedicated to Renault Pro+ customers is located close to the Renault Pro+ showroom.

Professional customers are welcomed in a separate Renault Pro+ showroom adjoining the Renault Pro+ workshop.

A standalone center is made up of the following areas:

- a Renault Pro+ customer parking area sized for commercial vehicles,
- a Renault Pro+ exterior display,
- a Renault Pro+ commercial area with a sales desk and an optional interior display,
- a Renault Pro+ service reception.



4.2

Facades of standalone Renault Pro+ centers


Renault Pro+
Jean Robert
Concessionnaire
Renault Pro+
4
3
2
1

4.2.1 The typical facade

Why ?

The standalone Renault Pro+ site is identified in a similar way to integrated sites.

How ?

The Renault flags and the directional signage are Renault elements.

The Renault totem identifies the site.

The exterior displays are identified either by the area mast, or by an arch and the Renault Pro+ pennants (see the “Exteriors” chapter).

The Renault Pro+ signature and the corporate name are placed on the metal mesh or on a RAL 9005 black band cladding the showroom facade.

The entrance is marked by the transom or, failing that, by the vertical entrance marking.

The service bays are clad with RAL 9005 black sheet metal.

When the secondary facade of the showroom is not glazed, the whole facade is painted RAL 9005 black or clad with horizontal-slat cladding of 600 mm.

A graphic line may be installed on one of the highly visible facades.



Warning

For any technical information on Renault components, refer to the Technical Specifications of each component.

For any rules on the use of Renault components, refer to the Essentials Guide.


4
3
2
1
Renault Pro+

4.2.2 The dedicated after-sales facade - 1

Why ?

The Renault Pro+ workshop bays are clad with dark grey sheet-metal panels, by groups of bays with the same function.

Renault Pro+ workshop doors measure at least 4000 x 3500 mm.

How ?

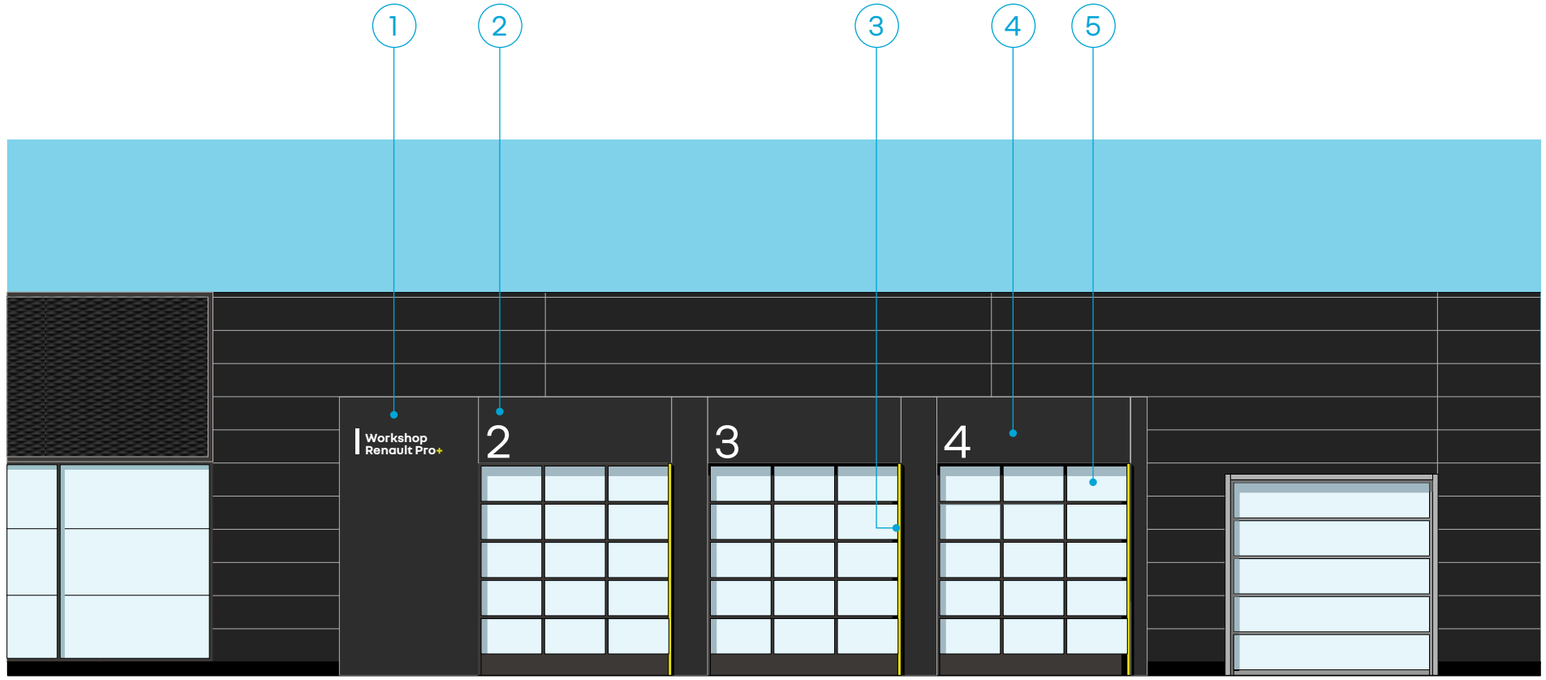
The wording “Renault Pro+ workshop” identifies the group of workshop bays dedicated to commercial vehicles.

A number identifies each bay.

A vertical yellow bar recalls the presence of the brand, giving rhythm to the group of bays and identifying each access door.

The standard heights of the bands above the doors are 900, 1200 or 1500 mm.

The workshop doors are mostly glazed. The frames are painted RAL 9005 black.



4.2.3 The dedicated after-sales facade - 2

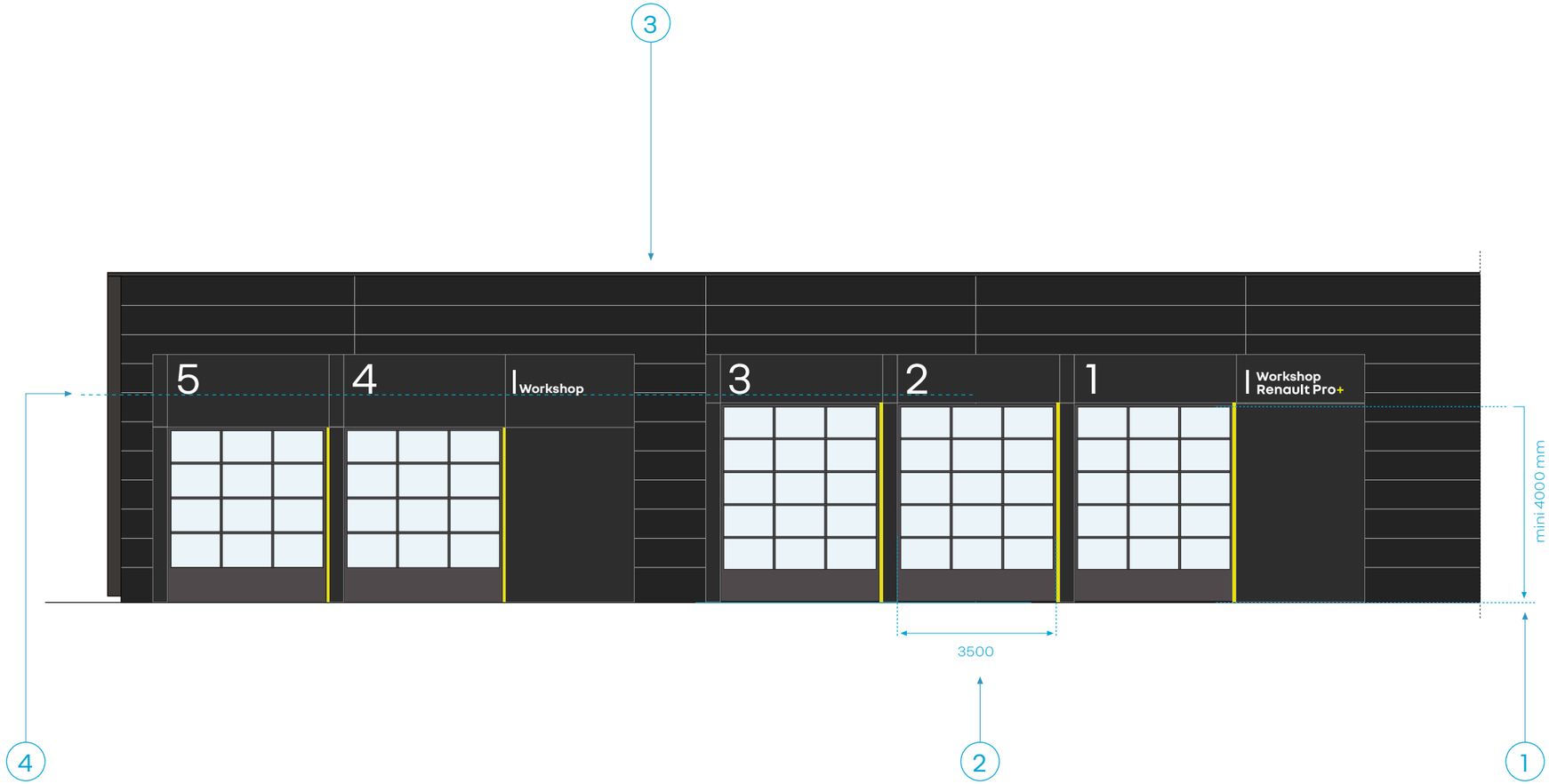
Principle

Renault Pro+ workshop bays have specific dimensions to match the size of commercial vehicles.

They are clad in the same way as the passenger-vehicle workshop bays with which they may share a facade.

Layout rules

1. The recommended standard height for commercial-vehicle workshop bays is at least 4000 mm.
2. The recommended standard width for commercial-vehicle workshop bays is 3500 mm.
3. The clear height under the roof structure required for work areas is at least 5.60 m. Rear facades may be lower, depending on the layout of the vehicle lifts.
4. Where a block of Renault Pro+ bays is present on a facade, the markings of the other bays must be aligned on the same line.



4.2.4 Entrance markings

Why ?

All professional customers, for both sales and after-sales, are welcomed in the showroom by Renault Pro+ advisors.

The showroom entrance door is identified as described below.

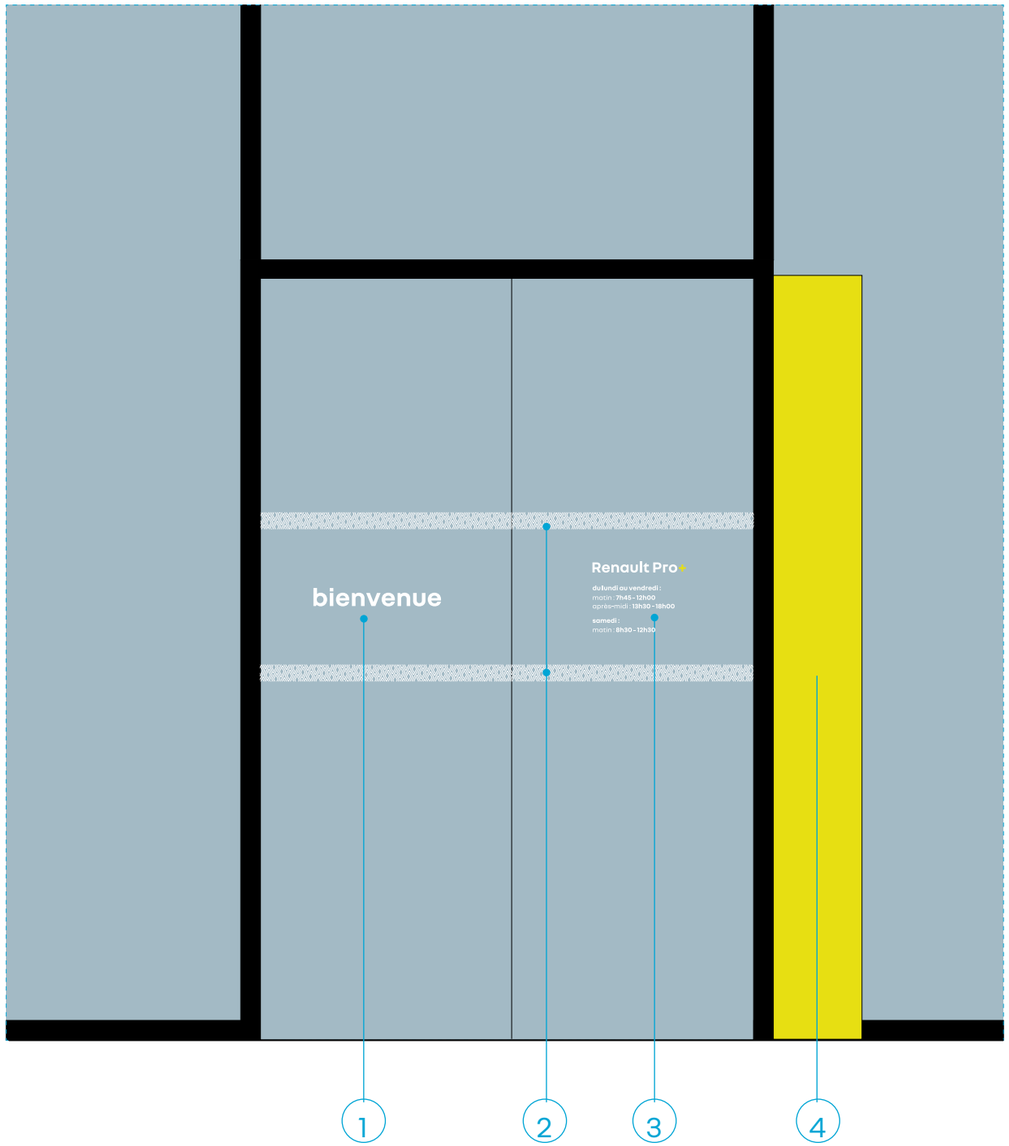
How ?

1 The word “welcome” greets the customer.

2 The horizontal bands are regulatory safety elements intended to make glass panels easier to see.

3 The opening-hours display tells customers the opening hours of the point of sale.

4 The yellow vertical marking helps customers locate the showroom entrance door.



4.2.5 Adhesive markings on the entrance door

Why ?

An entrance reserved for professional customers allows them to access the showroom and be welcomed there.

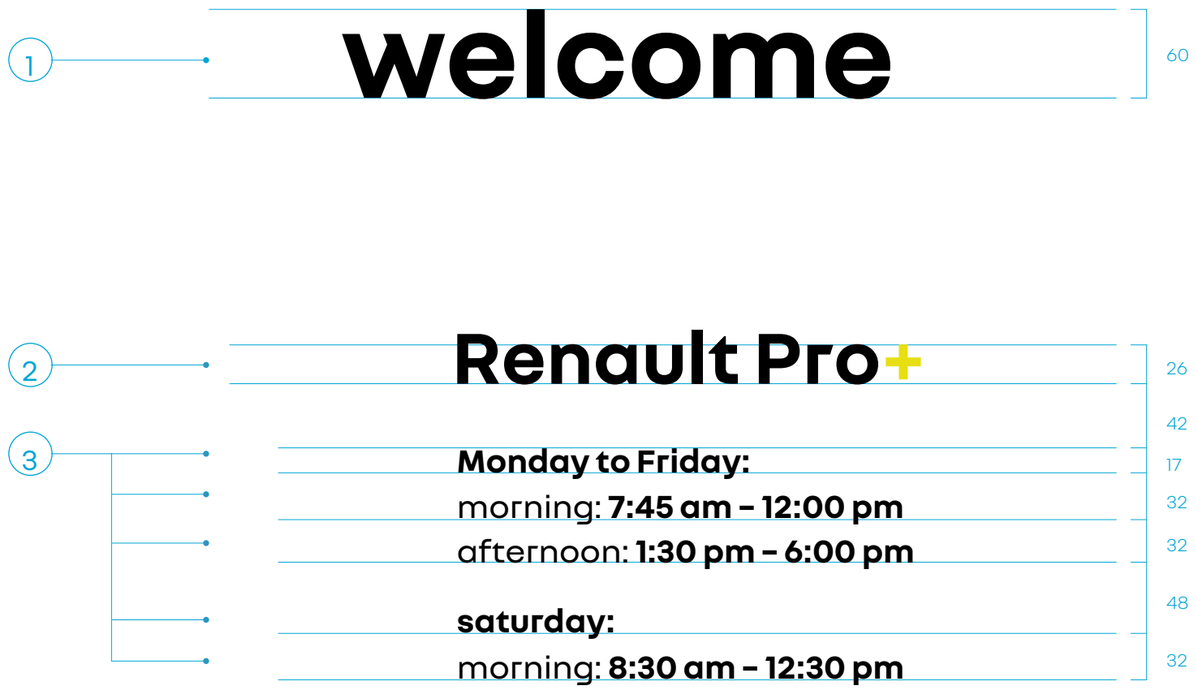
The white adhesive markings on the glass door tell customers the opening hours.

How ?

1 The word “welcome” appears on the opposite door, where the opening hours are placed.

2 The Renault Pro+ signature appears above the opening hours.

3 The opening hours distinguish the different days where necessary.

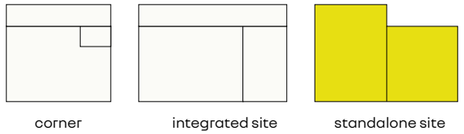


4.3

Interior layout of standalone Renault Pro+ centers



4.3.1 **General organization of the site** – variant 1: separate receptions



Why ?

The standalone Renault Pro+ site brings together all sales and after-sales functions in a single building.

How ?

The plan opposite shows an example layout of the various components, representative but not exhaustive:

1 The showroom.

2 The MPR (spare parts) store.

3 The restrooms.

4 The workshop.

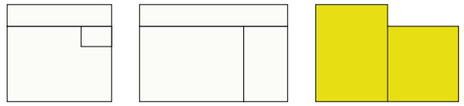


Warning

For any technical information on Renault components, refer to the Technical Specifications of each component.

For any rules on the use of Renault components, refer to the Essentials Guide.

4.3.2 **General organization of the showroom** – variant 1: separate receptions



Why ?

The Renault Pro+ showroom is structured around a display area showcasing the commercial vehicles.

The sales and after-sales receptions are separate.

How ?

1 The sales desk.

2 The totem-kakemono or furniture presenting the accessories.

3 The reception area.

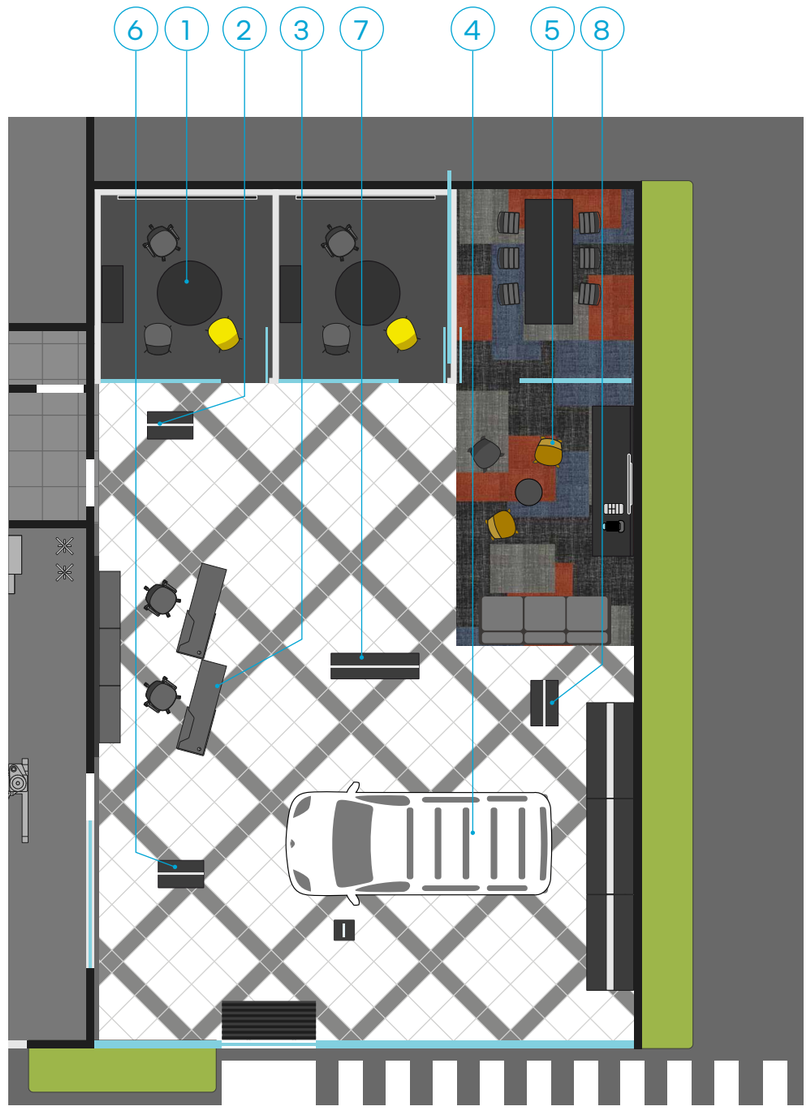
4 The Renault Pro+ display area is set against a fresco.

5 The waiting area.

6 A totem-kakemono presents the customer promise.

7 The generic 2x2 POS display presents electric-vehicle charging solutions.

8 A totem-kakemono presents the USPs and the conversion options of the vehicles on display.

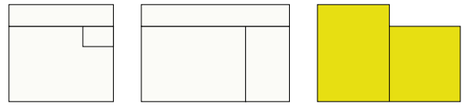


Warning

For any technical information on Renault components, refer to the Technical Specifications of each component.

For any rules on the use of Renault components, refer to the Essentials Guide.

4.3.3 **Layout of the lounge** – variant 1: separate receptions



Why ?

The lounge is a pivotal element of the Renault Pro+ showroom layout.

It is located at the back of the showroom, close to the Renault Pro+ workshop, giving customers visibility through a glass partition.

How ?

1 A closed workspace is made up of a co-working table, allowing customers who wish to work or charge their portable devices to do so.

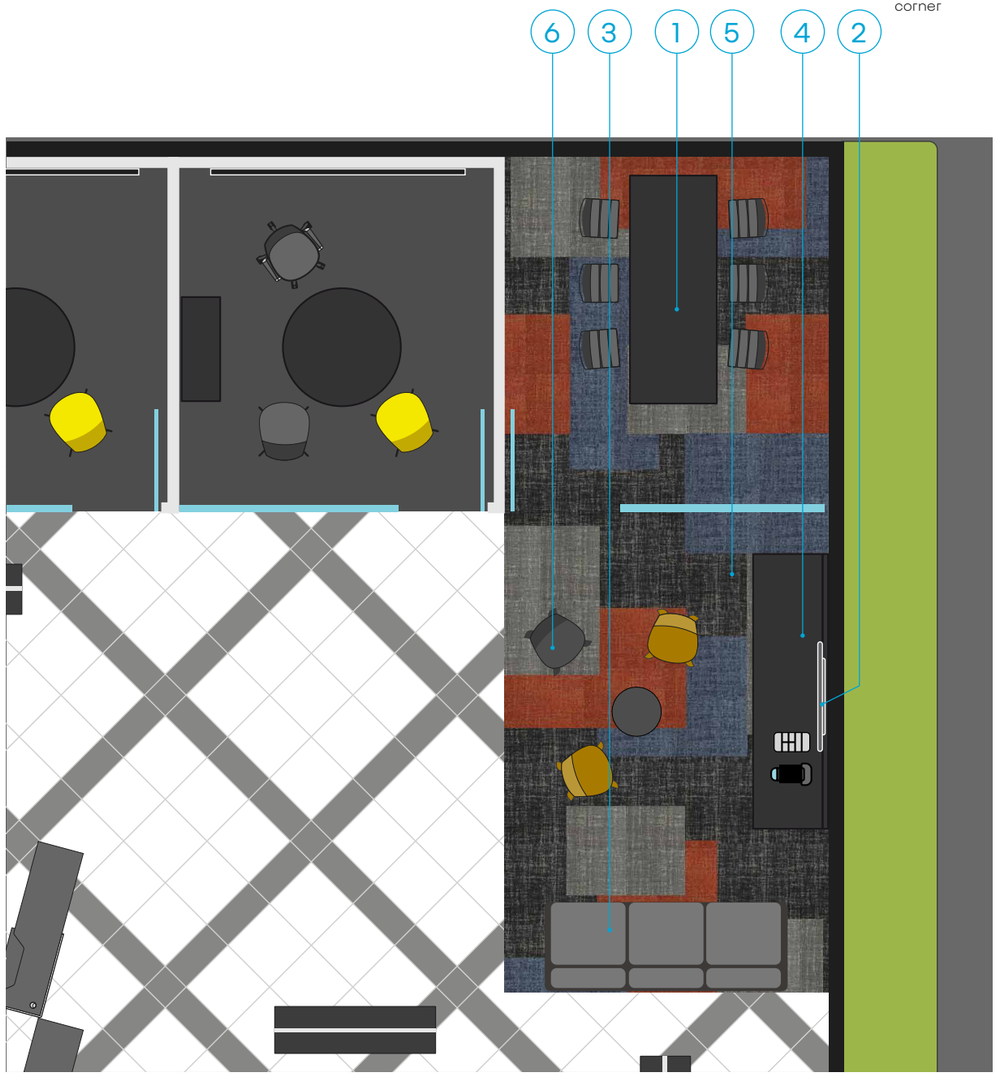
2 A screen displaying content related to Pro+ offers.

3 The waiting area is made up of armchairs and a sofa with a coffee table, allowing customers to wait comfortably while work on their vehicles is completed.

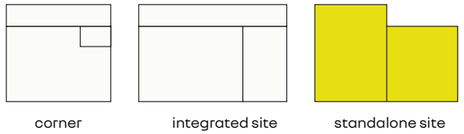
4 A bar unit offers hot or cold drinks on a self-service basis.

5 A carpet delimits the waiting area, contributing to the customer's feeling of comfort.

6 If needed, the lounge's capacity can be extended by adding 3 armchairs with a coffee table.



4.3.4 **General organization of the site** – variant 2: separate receptions, without vehicle



Why ?

The standalone Renault Pro+ site brings together all sales and after-sales functions in a single building.

If the showroom has a reduced surface area, it is possible that no vehicle is presented in it.

How ?

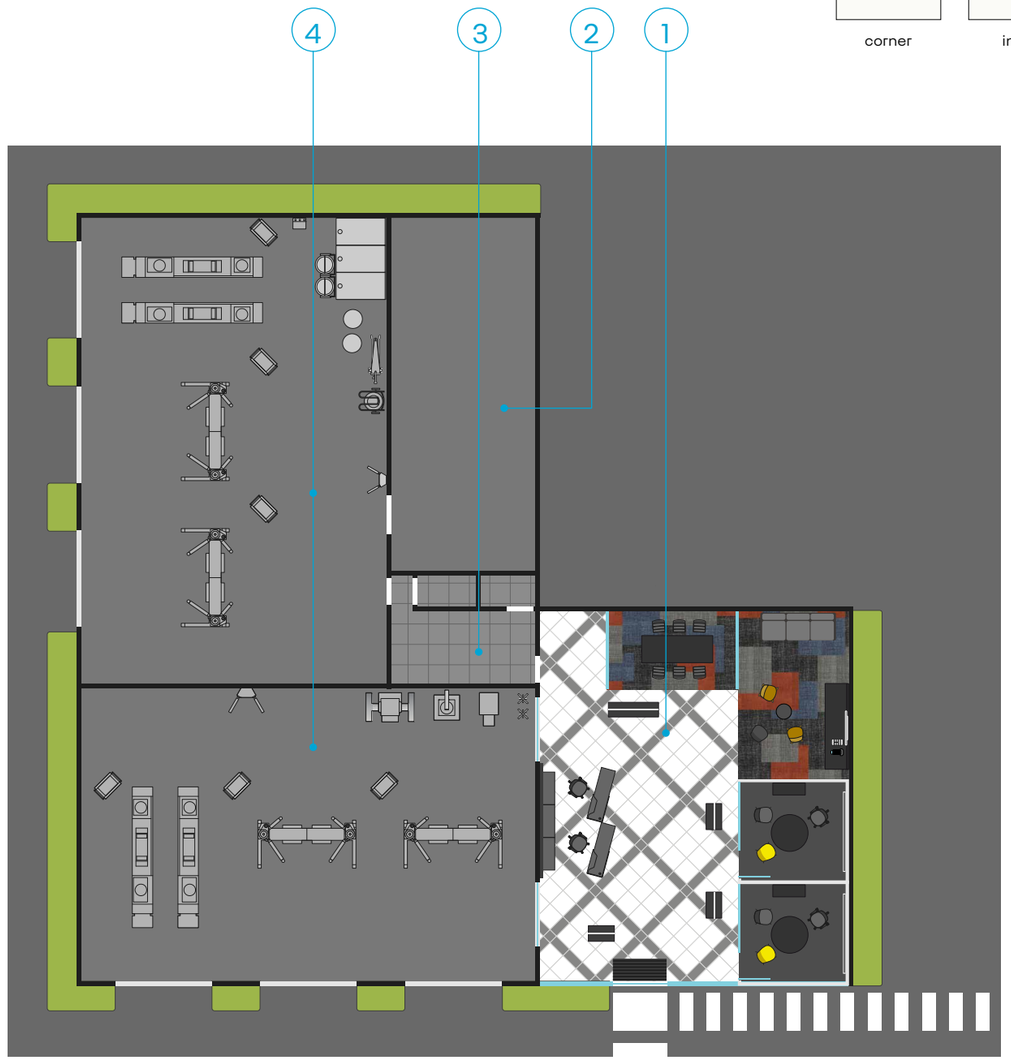
The plan opposite shows an example layout of the various components, representative but not exhaustive:

1 The showroom.

2 The MPR (spare parts) store.

3 The restrooms.

4 The workshop.

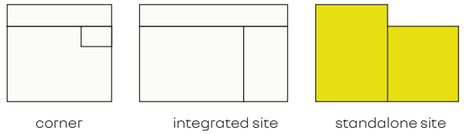


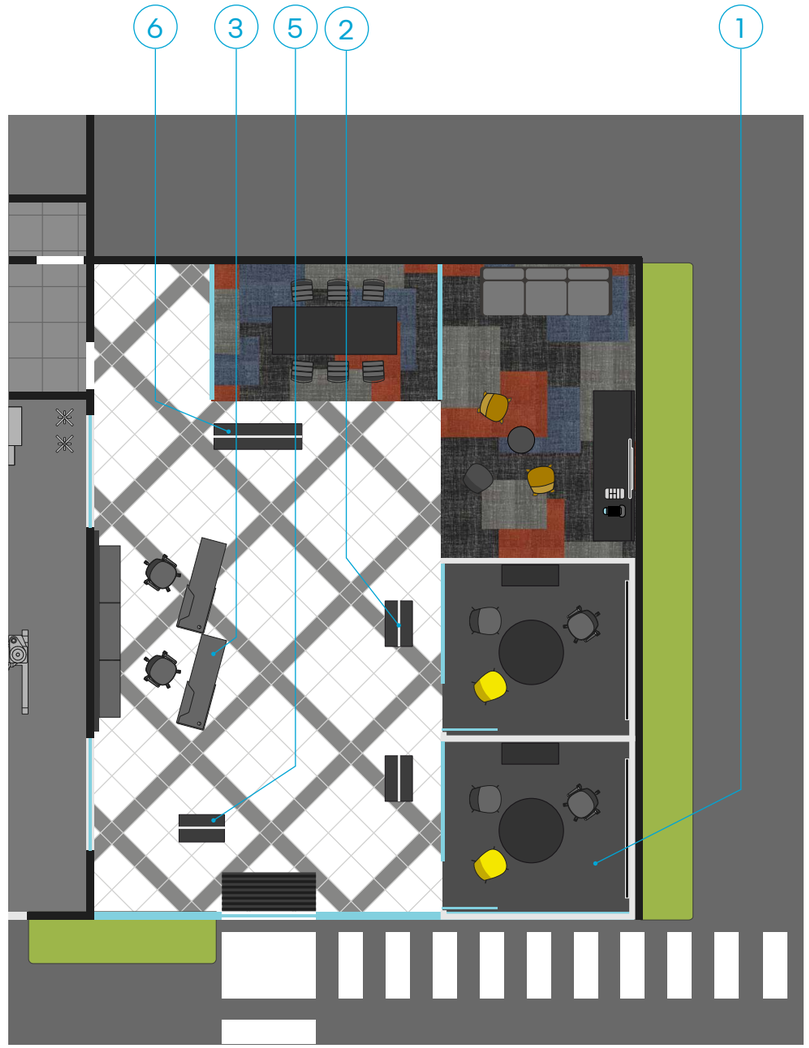
Warning

For any technical information on Renault components, refer to the Technical Specifications of each component.

For any rules on the use of Renault components, refer to the Essentials Guide.

4.3.5 **General organization of the showroom** – variant 2: separate receptions, without vehicle





Why ?

The Renault Pro+ showroom is structured around a display area showcasing the commercial vehicles.

The sales and after-sales receptions are separate.

How ?

1 The sales desks.

2 The totem-kakemono or furniture presenting the accessories.

3 The reception area.

4 The waiting area.

5 A totem-kakemono presents the customer promise.

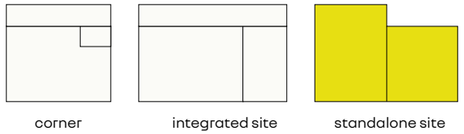
6 The generic 2x2 POS display presents electric-vehicle charging solutions.

Warning

For any technical information on Renault components, refer to the Technical Specifications of each component.

For any rules on the use of Renault components, refer to the Essentials Guide.

4.3.6 **General organization of the site** – variant 3: multi-purpose reception



Why ?

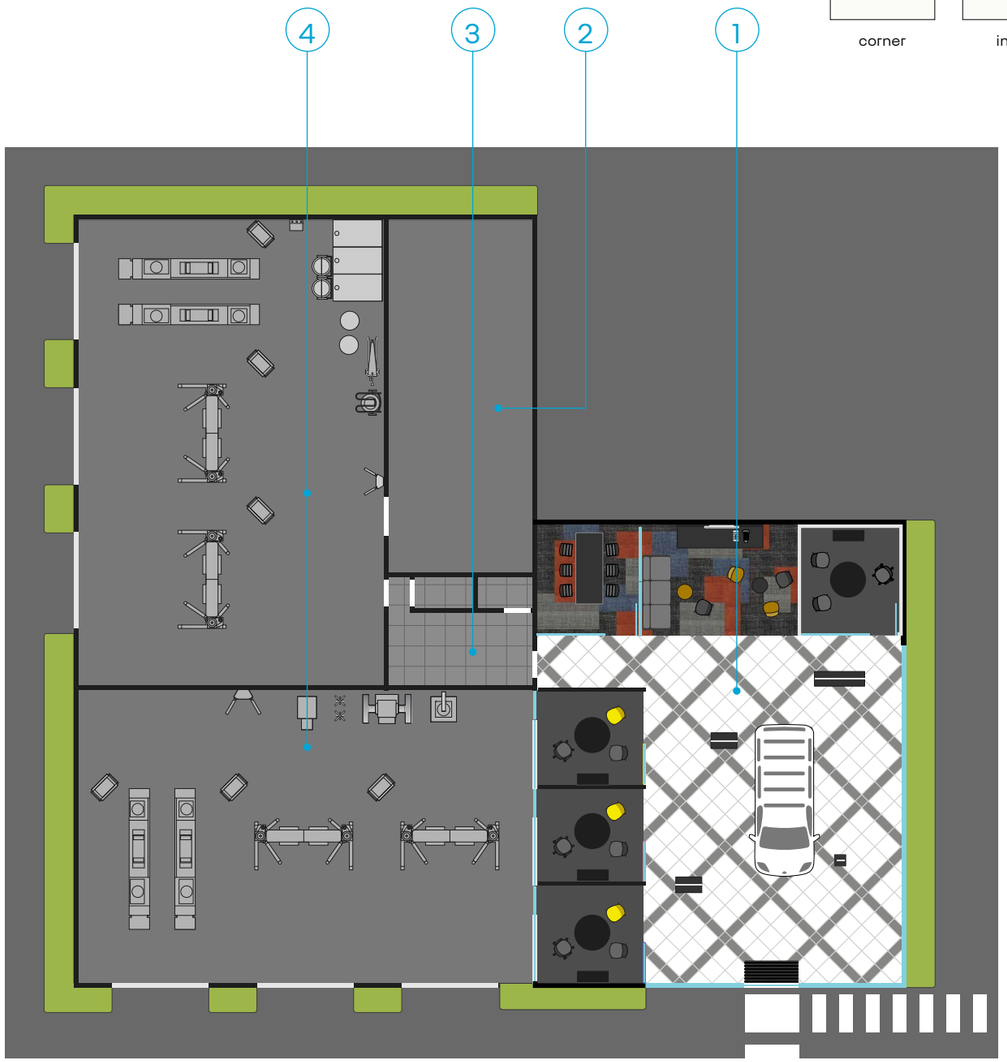
The standalone Renault Pro+ site brings together all sales and after-sales functions in a single building.

The customer is welcomed in a closed office that handles both sales and after-sales.

How ?

The plan opposite shows an example layout of the various components, representative but not exhaustive:

1. The showroom.
2. The MPR (spare parts) store.
3. The restrooms.
4. The workshop.

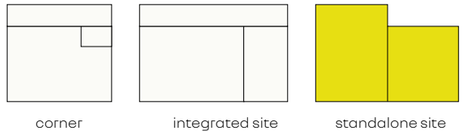


Warning

For any technical information on Renault components, refer to the Technical Specifications of each component.

For any rules on the use of Renault components, refer to the Essentials Guide

4.3.7 **General organization of the showroom** – variant 3: multi-purpose reception



Why ?

The Renault Pro+ showroom is structured around a display area showcasing the commercial vehicles.

How ?

1 The offices, with access to the workshop, allow customers to be received for the sale or servicing of their vehicle.

2 The Renault Pro+ display area.

3 The waiting area.

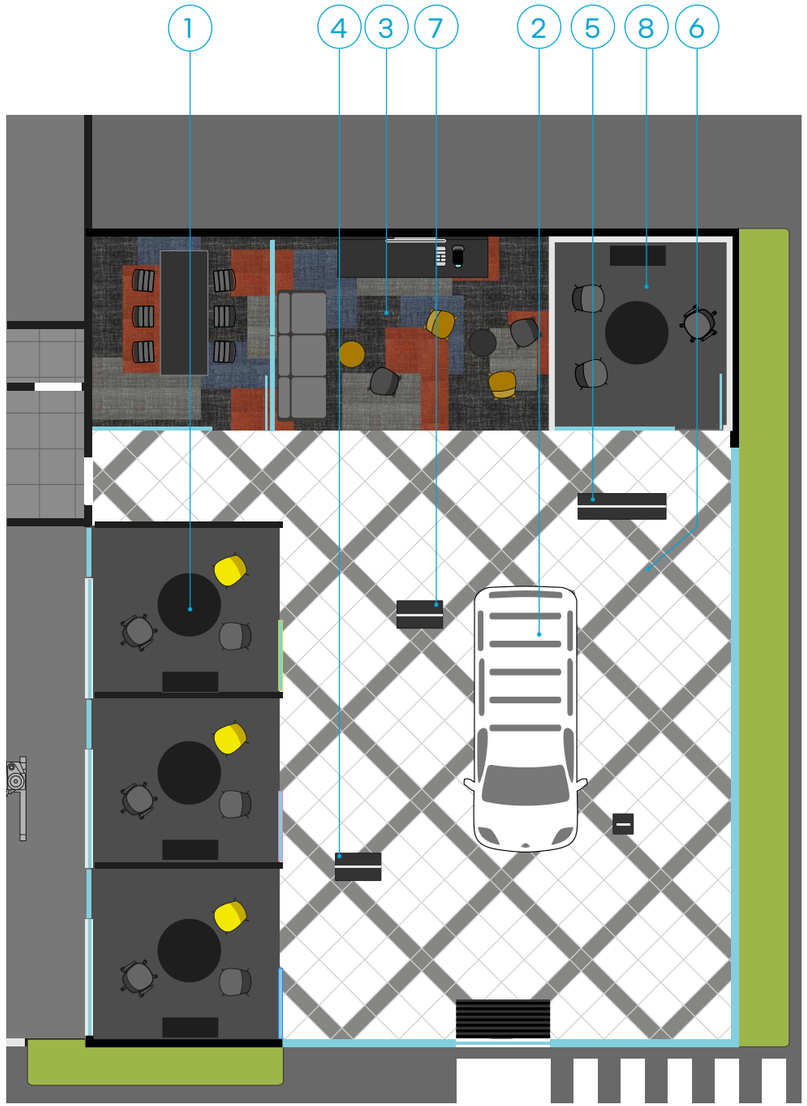
4 A totem-kakemono presents the customer promise.

5 The generic 2x2 POS display presents electric-vehicle charging solutions.

6 The totem-kakemono or furniture presenting the accessory ranges.

7 A totem-kakemono presents the USPs and the conversion options of the vehicles on display.

8 The administrative office.



Warning

For any technical information on Renault components, refer to the Technical Specifications of each component.

For any rules on the use of Renault components, refer to the Essentials Guide.

5

Exterior components of Renault Pro+ centers

5.1

Directional signage and parking

5.1.1 Directional signage

Why ?

Directional signage is positioned so as to mark out the customer journey from the surroundings of the site to the reception areas.

How ?

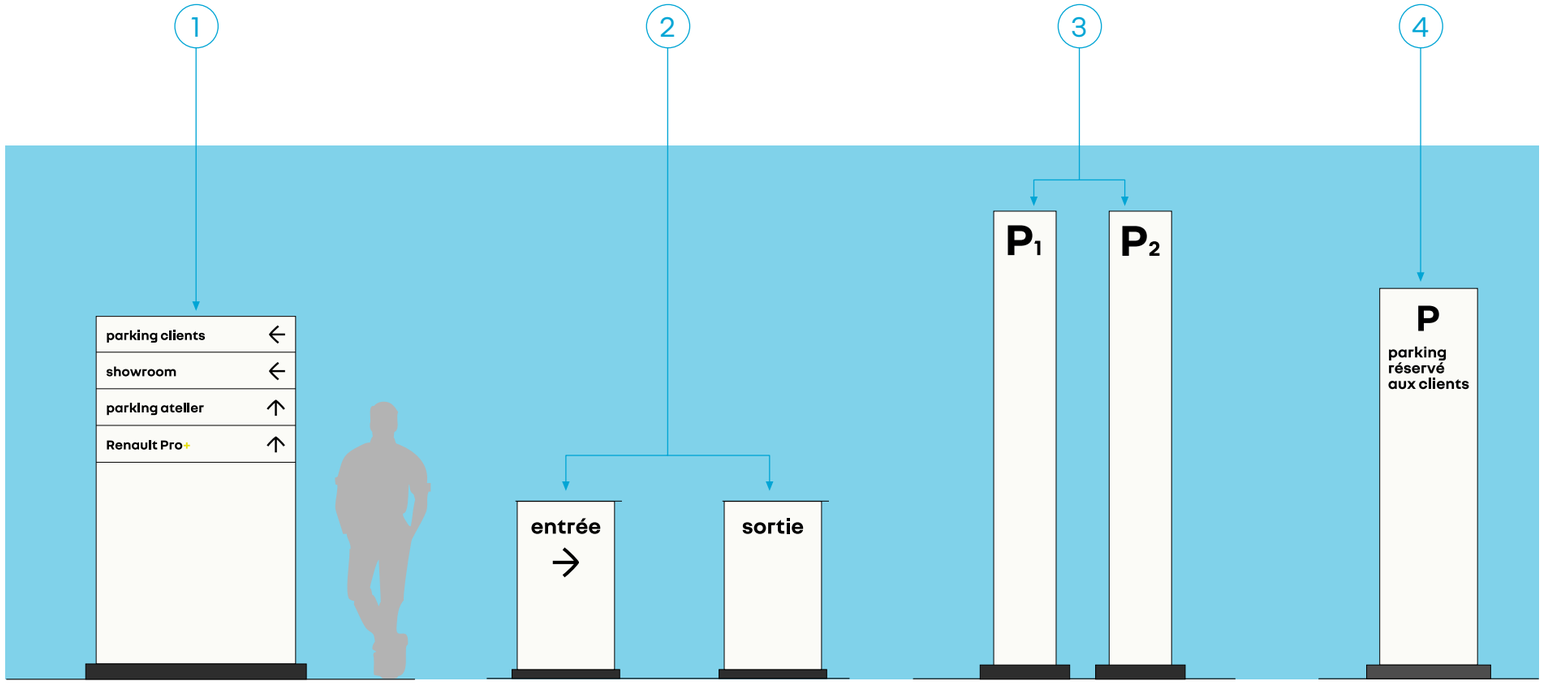
It uses the following elements:

1 The directional sign

2 Entrance/exit signs (optional)

3 The parking identification sign (optional)

4 The parking marker post (optional)



Warning

For any rules on the use of Renault components, refer to the Essentials Guide.
For any technical information on Renault components, refer to the Technical Specifications of each component.

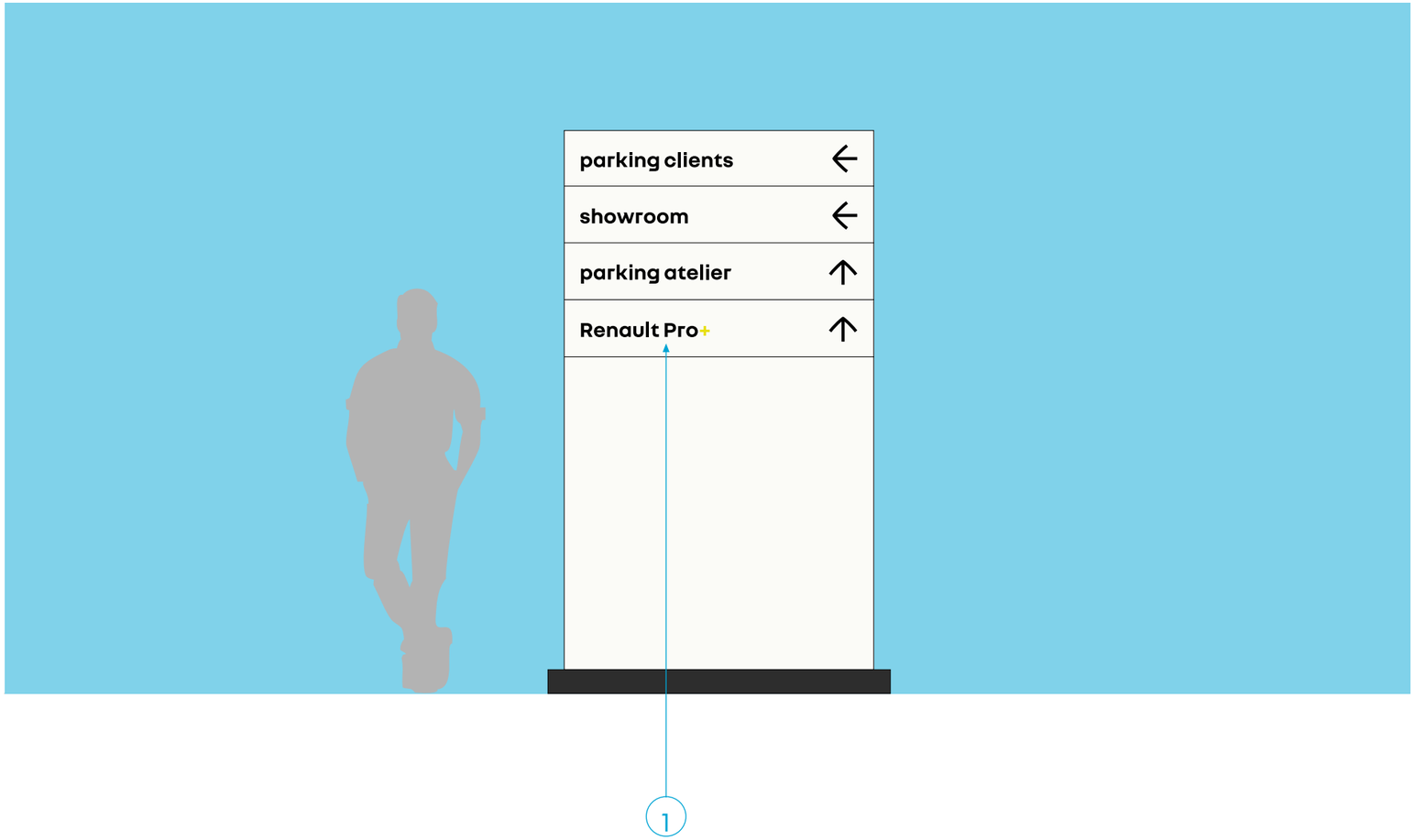
5.1.2 The directional sign

Why ?

Where a parking area is dedicated to Renault Pro+ customers, the wording “Renault Pro+ parking” is used from the surroundings onward on the faces of the directional signs, in order to guide professional customers to this specific parking area with oversized spaces.

How ?

1 The wording “Renault Pro+ parking” appears on the face of the directional posts, written in Nouvel’R Bold typeface.



5.1.3 The Renault Pro+ customer parking

Why ?

To welcome Renault Pro+ customers in good conditions, taking into account the larger size of their vehicles, it is recommended to increase the dimensions of the parking spaces dedicated to professional customers.

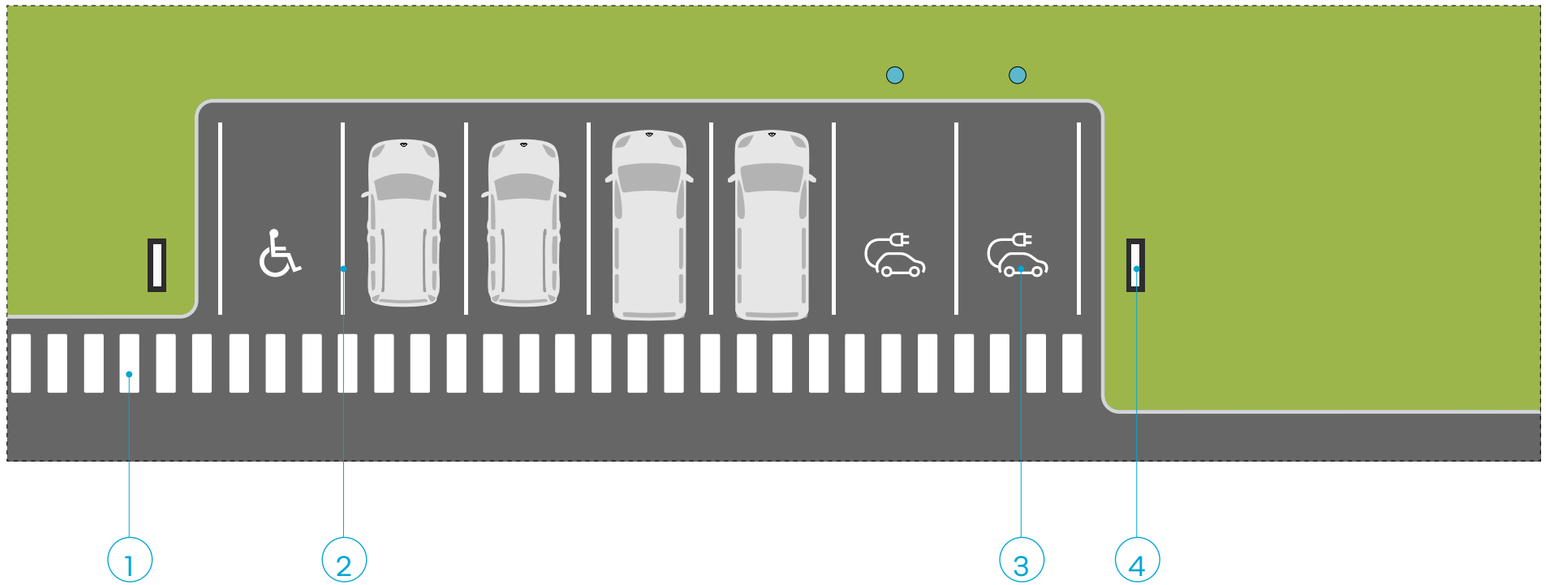
How ?

1 The pedestrian path links the customer parking to the showroom entrance as well as to the exterior displays.

2 Parking spaces are delimited by white RAL 9003 lines 100 mm wide. The recommended dimensions of all parking spaces are 2900 x 6000 mm.

3 Each space reserved for electric vehicles is identified by a pictogram.

4 The parking marker posts (optional) are placed on either side of the Renault Pro+ customer parking, helping to identify it.



Warning

In the case of a Mobilize Power Solutions contract, the markings of the charging spaces receive a specific identification.

5.1.4 The Renault Pro+ parking marker post

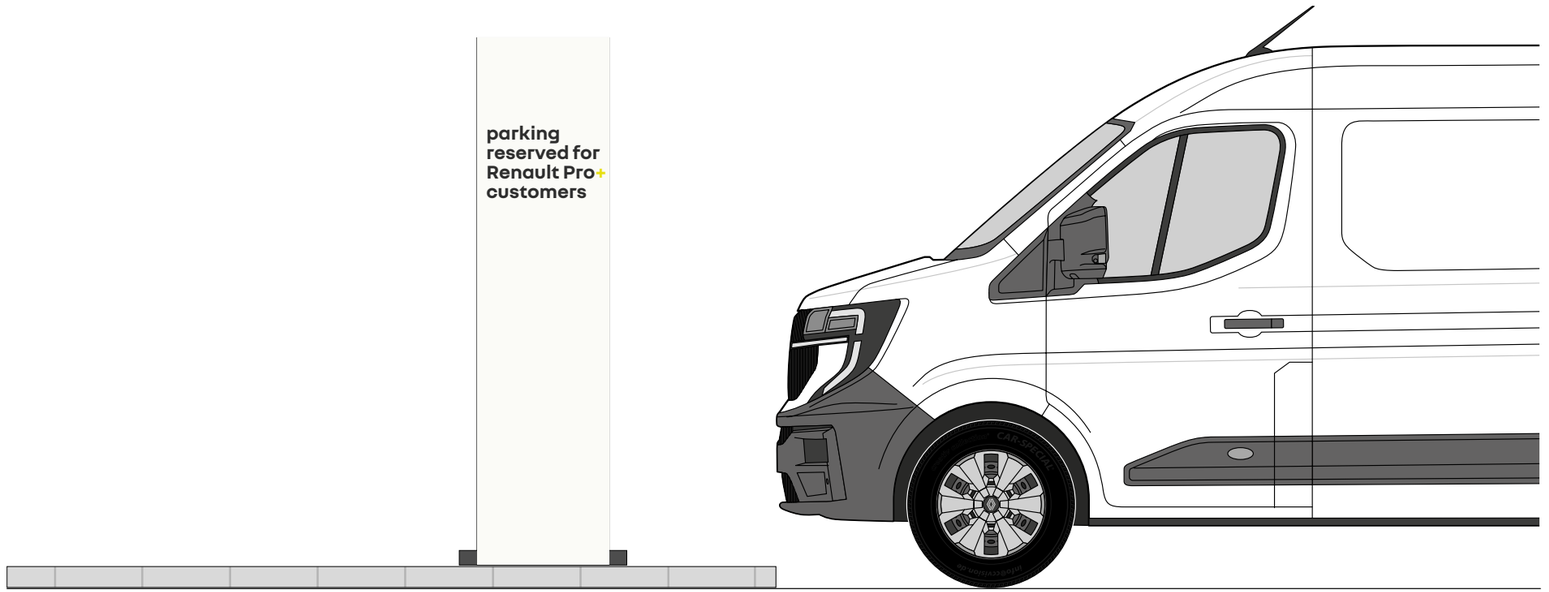
Why ?

This element increases the visibility of the parking area in addition to the ground markings.

It is recommended to place one post on each side of the customer parking to increase its visibility.

How ?

Preferably, the post is placed perpendicular to the access road to the parking area (and therefore to the parking spaces).



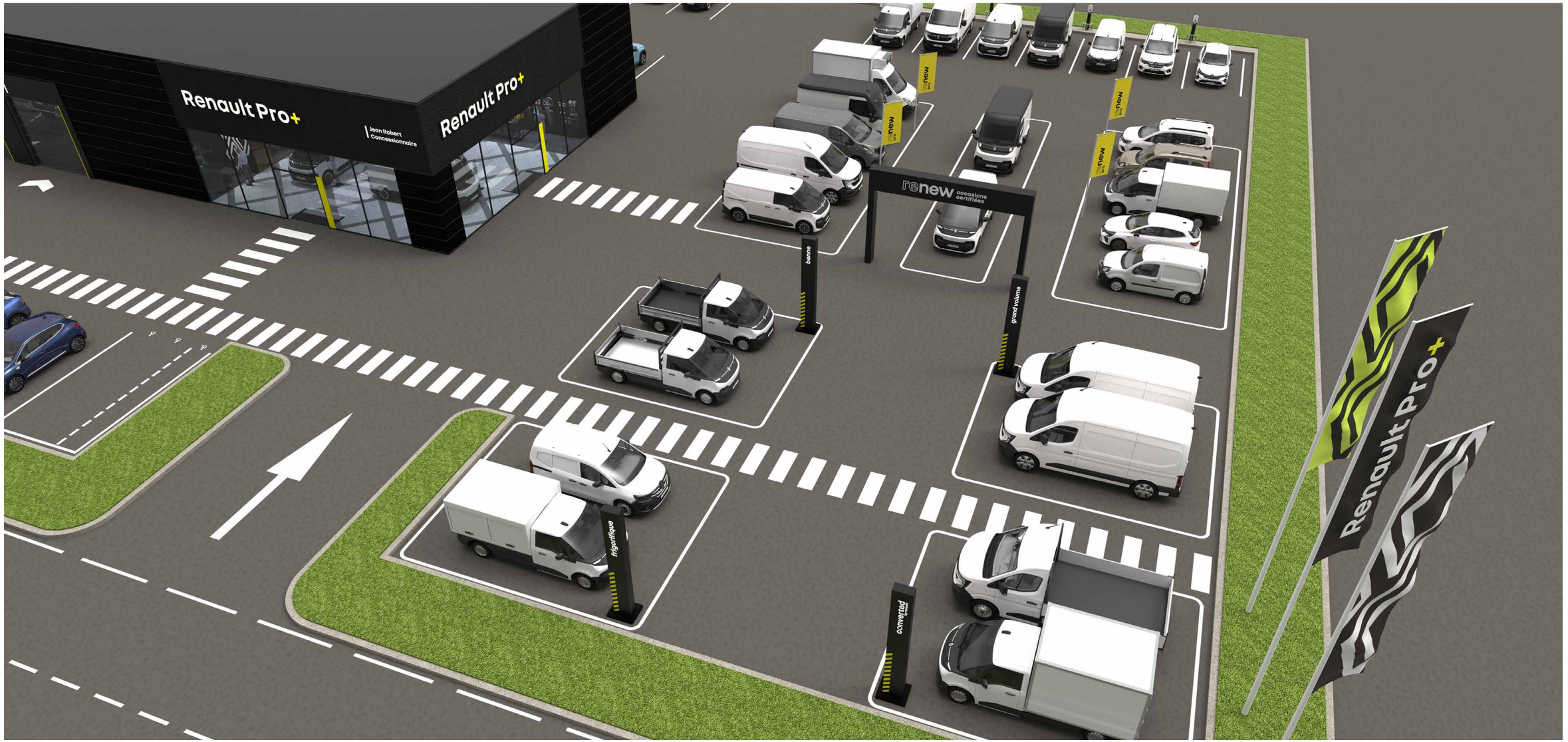
5.2

Exterior displays

5.2.0 Pro+ display area in a corner or an integrated site



5.2.0 Pro+ display areas in a standalone site



5.2.1 The flags of Renault Pro+ centers

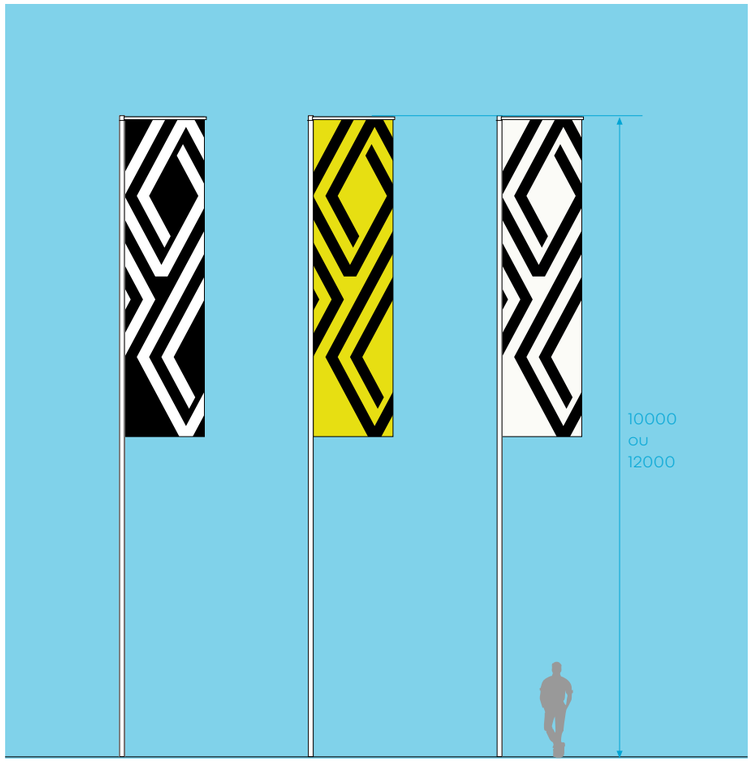
Why ?

Flags have a strong visual impact from a distance and allow quick identification of the site. They also define the geographical boundaries of the business.

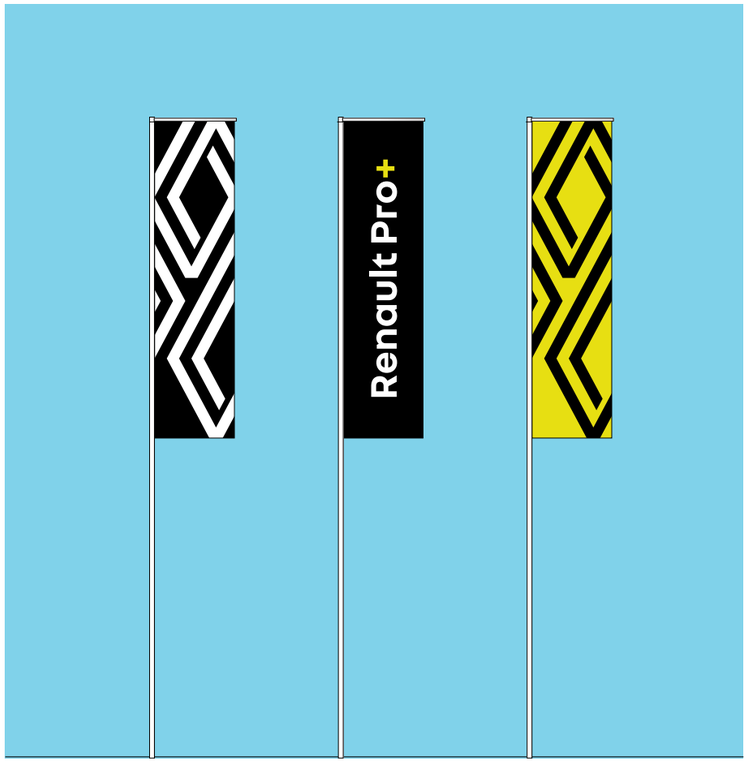
How ?

1 Renault flags are used in Renault Pro+ corners and integrated sites in the same way as for Renault Store sites.

2 Standalone Renault Pro+ sites are identified by a Renault Pro+ flag placed in the center of the Renault flags, in the order shown opposite.



1



2

Warning

The Renault Pro+ flag must not be used in corners or in integrated Renault Pro+ centers.

5.2.2 Components of Renault Pro+ display area

Why ?

Components specific to Renault Pro+ make it possible to identify and animate the display areas dedicated to commercial vehicles.

In integrated Renault Pro+ centers, it is recommended to set up a display area with a sales unit so that the Renault Pro+ advisor can welcome professional customers there.

How ?

The display area includes the following elements:

1 The customer-promise panel.

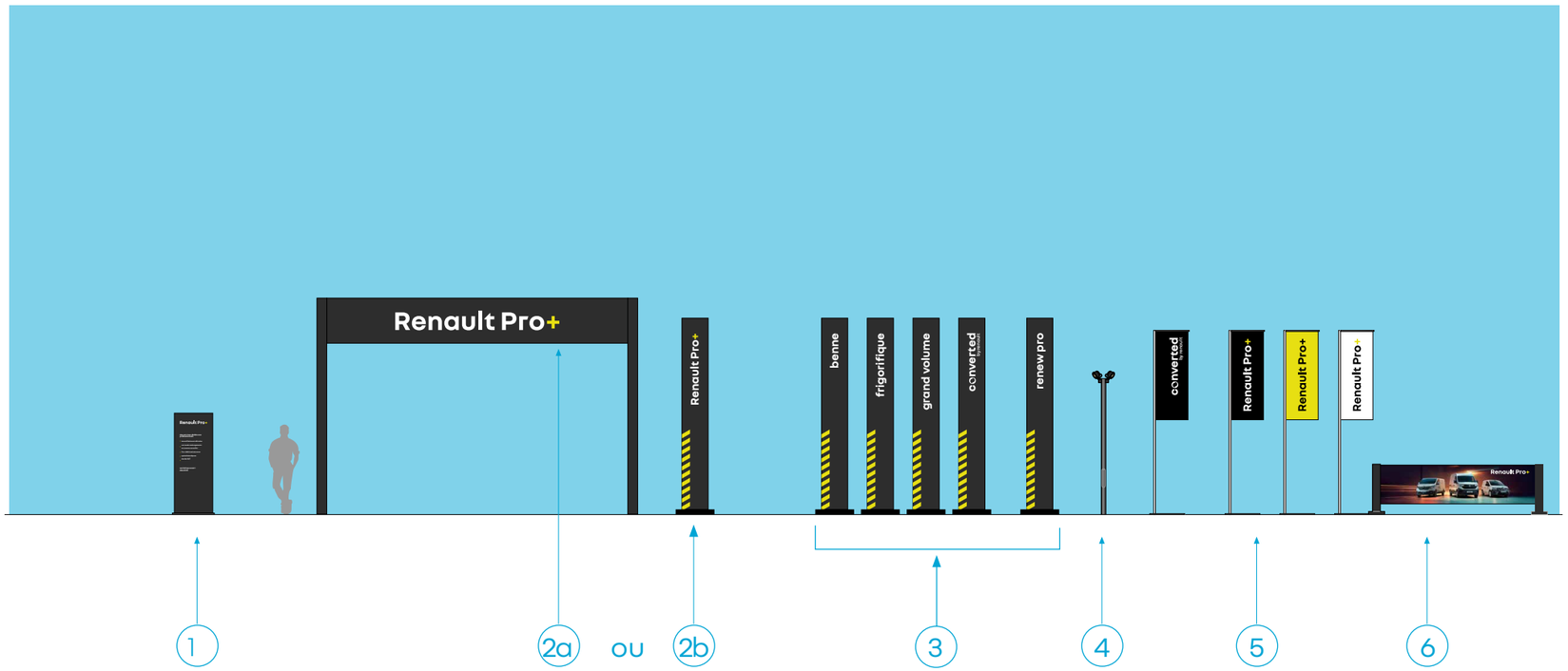
2 a. The signage arch
b. or the area mast.

3 The specialized area masts.

4 The lighting mast.

5 The pennants.

6 The promotional banner.



Warning

The visuals of the promotional materials change with each renewal campaign. Contact Renault Global Marketing to obtain the latest versions.

5.2.3 Components of Renault Pro+ display area



Why ?

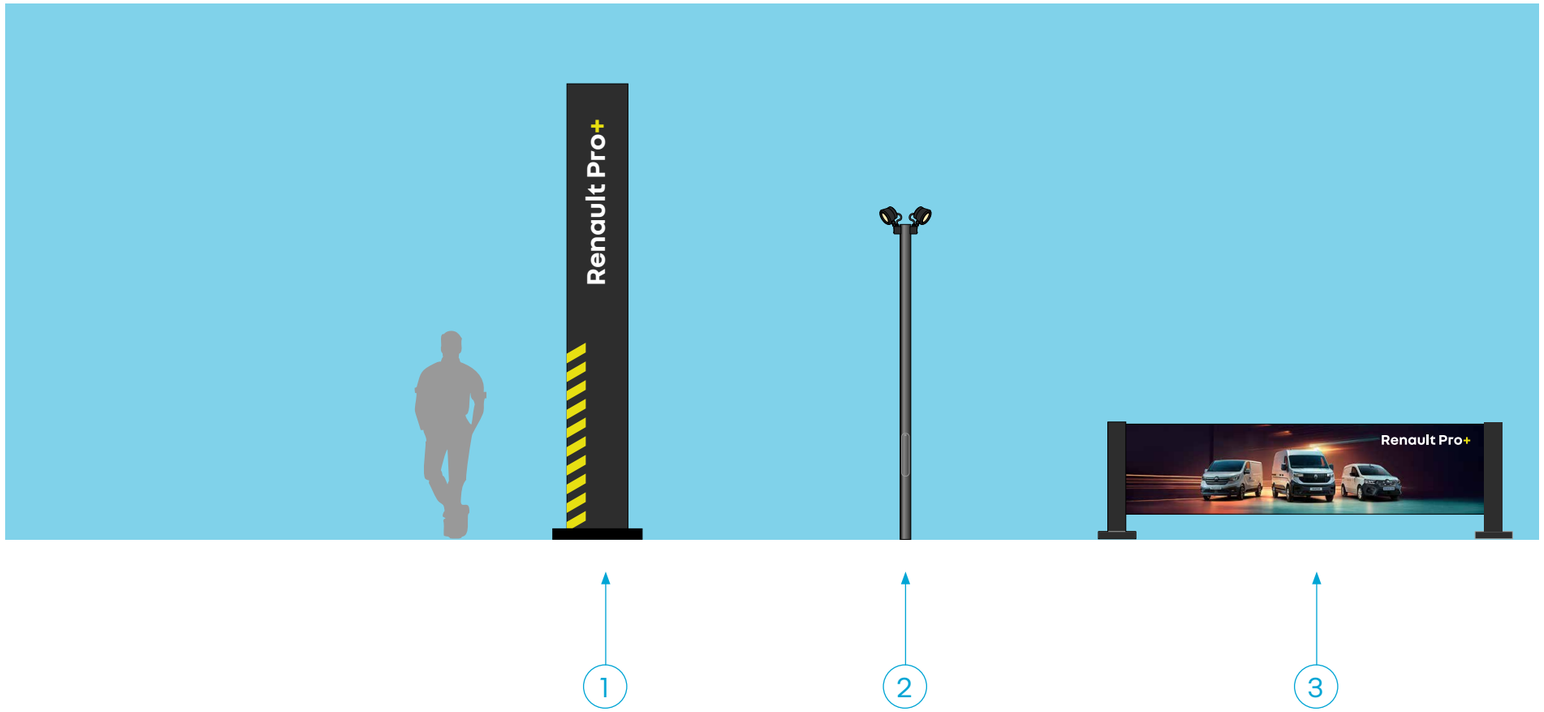
Components specific to Renault Pro+ make it possible to identify and animate the display areas dedicated to commercial vehicles.

In the case of a Renault Pro+ corner, it is recommended to set up a display area close to the other NV display areas, in order to present the main models of the range.

How ?

It uses the following elements:

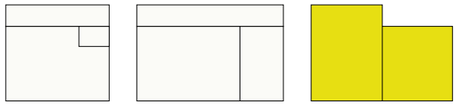
1. The Renault Pro+ area mast.
2. The lighting mast.
3. The promotional banner.



Warning

The visuals of the promotional materials change with each renewal campaign. Contact Renault Global Marketing to obtain the latest versions.

5.2.4 Components of Renault Pro+ display area



Why ?

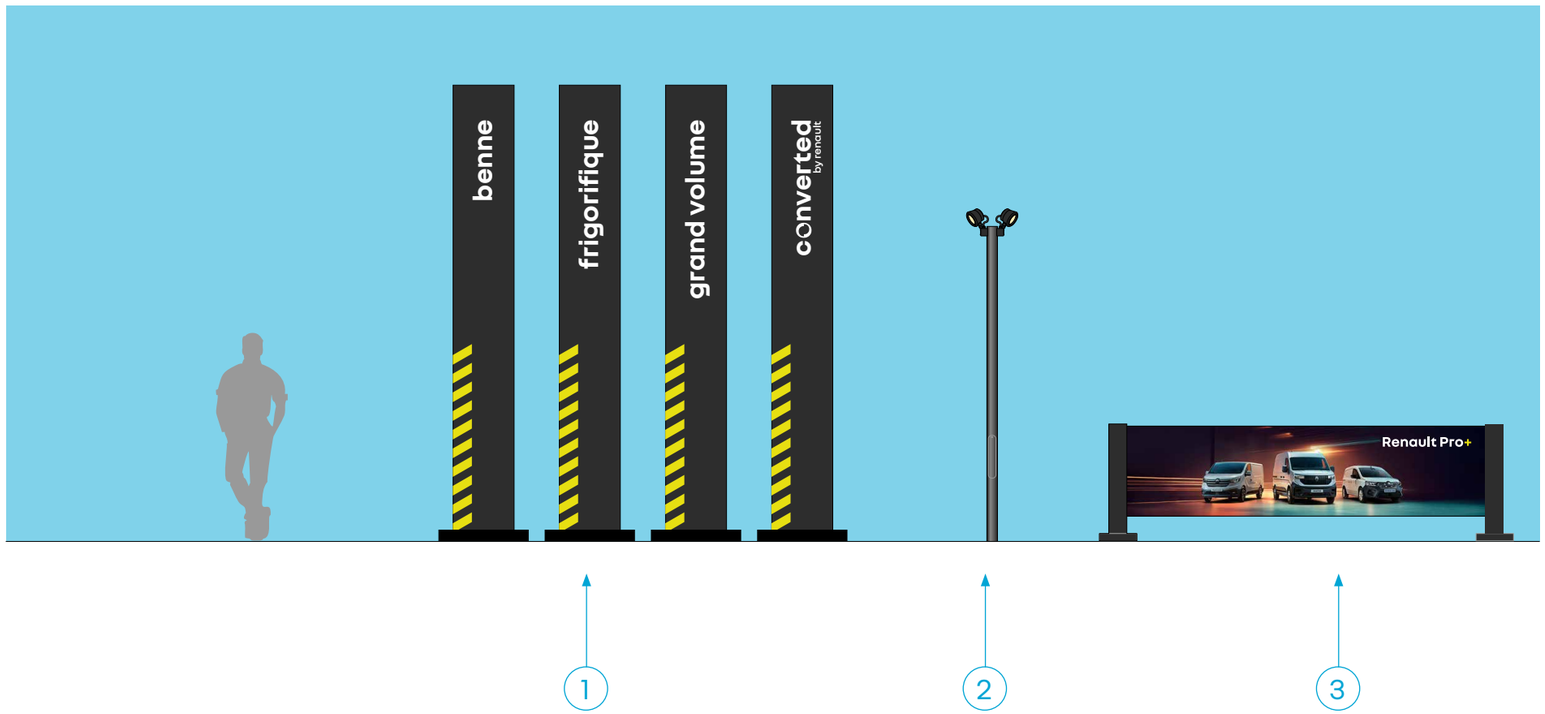
Components specific to Renault Pro+ make it possible to identify and animate the display areas dedicated to commercial vehicles.

In the case of a standalone site, it is recommended to set up a display area presenting the specialized models of the range.

How ?

It uses the following elements:

1. The specialized area masts (“refrigerated”, “large volume”, “converted by renault”, “tipper”).
2. The lighting mast.
3. The promotional banner.



Warning

The visuals of the promotional materials change with each renewal campaign. Contact Renault Global Marketing to obtain the latest versions.

5.2.5 Integration of the Renault Pro+ display area

Why ?

Exterior display areas create a strong visual draw through the display of vehicles representative of the brand's current offering, as well as test-drive vehicles.

The Renault Pro+ display area is aligned with the other exterior display areas.

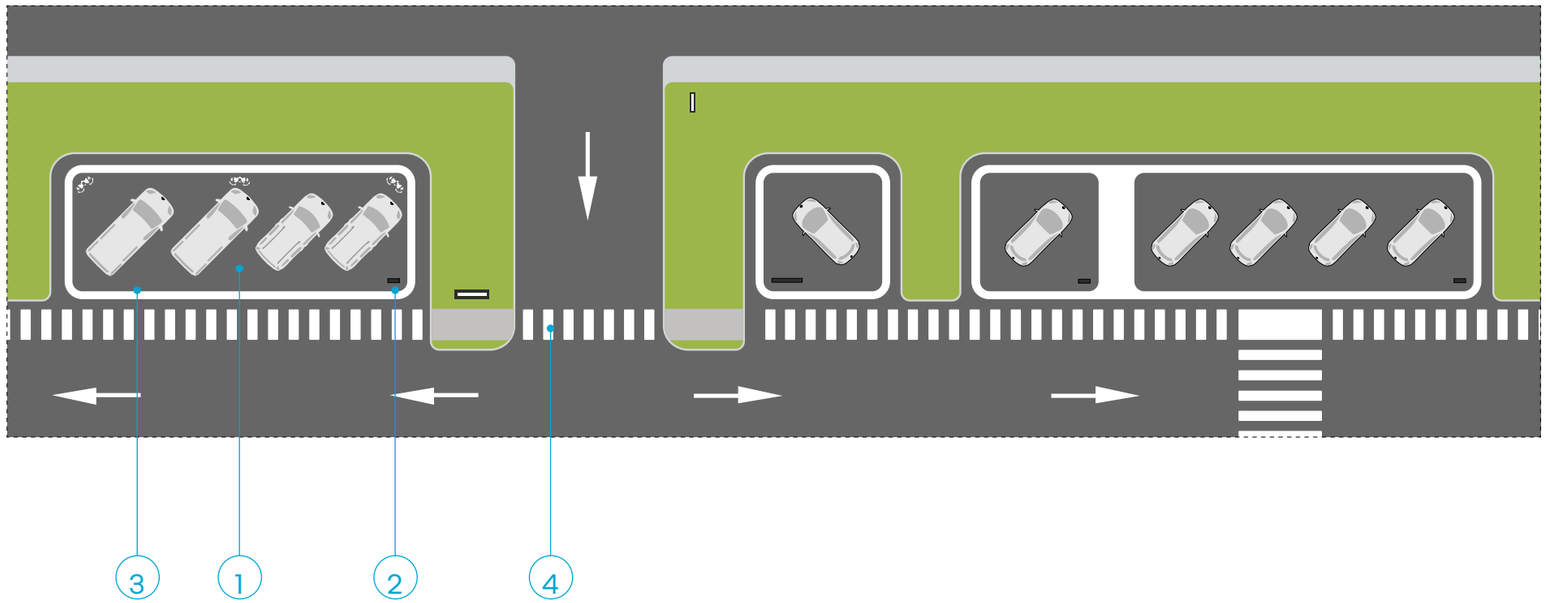
How ?

1 Preferably, the Renault Pro+ display area is located on one side of the showroom, so that the larger commercial vehicles do not block the view of the showroom.

2 The Renault Pro+ area mast identifies the display area.

3 The ground marking delimits the display area.

4 The pedestrian path links the display areas to the showroom.



Warning

For any technical information on Renault components, refer to the Technical Specifications of each component.

For any rules on the use of Renault components, refer to the Essentials Guide.

5.2.6 Typical layout of the Renault Pro+ display area

Why ?

The Renault Pro+ exterior display area allows the presentation of vehicles representative of the LCV range, test-drive vehicles and used commercial vehicles.

A sales unit allows customers to be welcomed in good conditions.

How ?

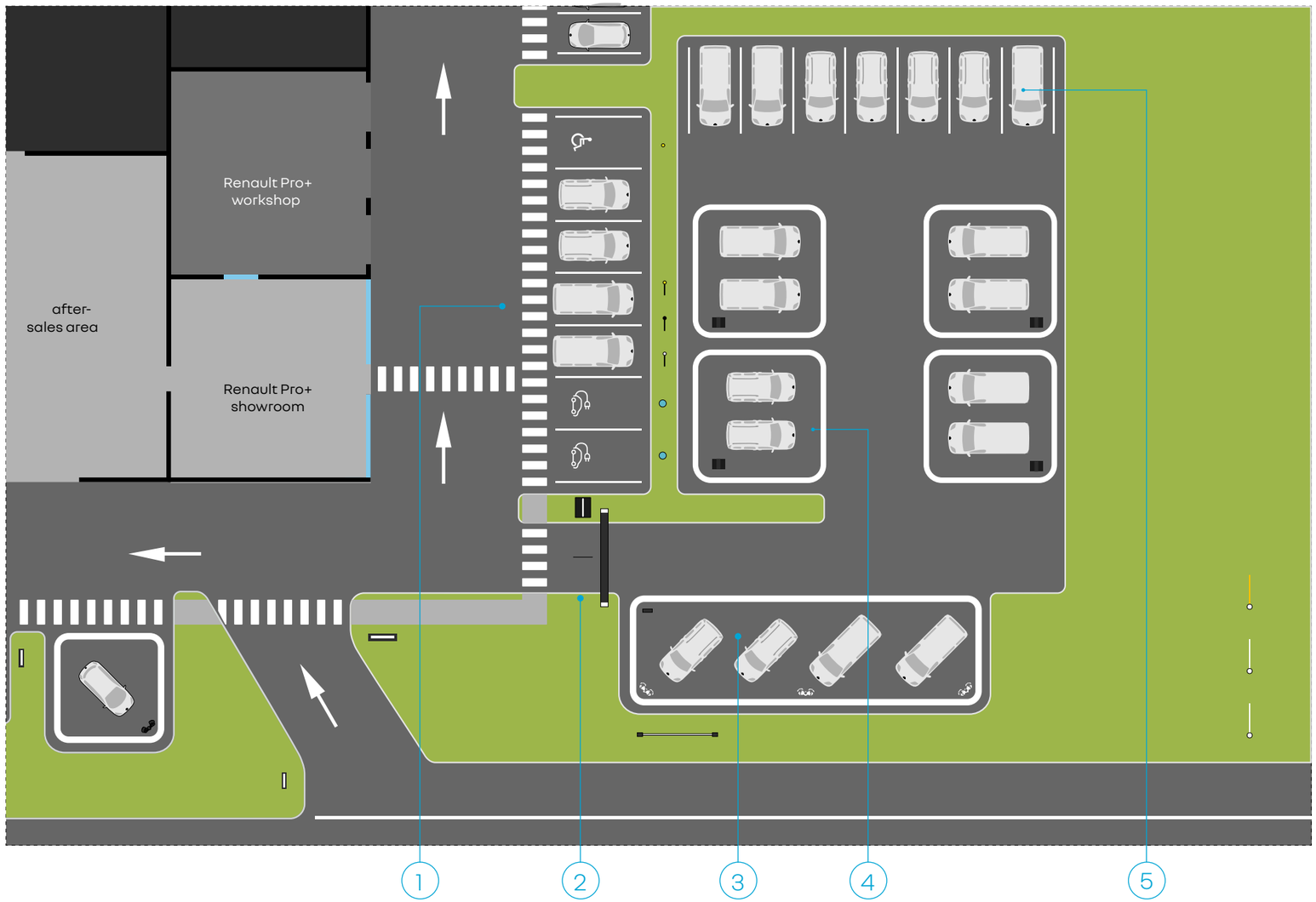
1 The Renault Pro+ customer parking is located facing the display area and close to the showroom.

2 The entrance of the display area brings together the identification components: signage arch, promise panel, pennants.

3 The Renault Pro+ range display area is located close to the main traffic route.

4 Test-drive vehicles are presented in areas with an area mast corresponding to the vehicle's specialty and a ground marking.

5 Used vehicles are parked in standard spaces marked on the ground.



5.2.7 The Renault Pro+ display area

Why ?

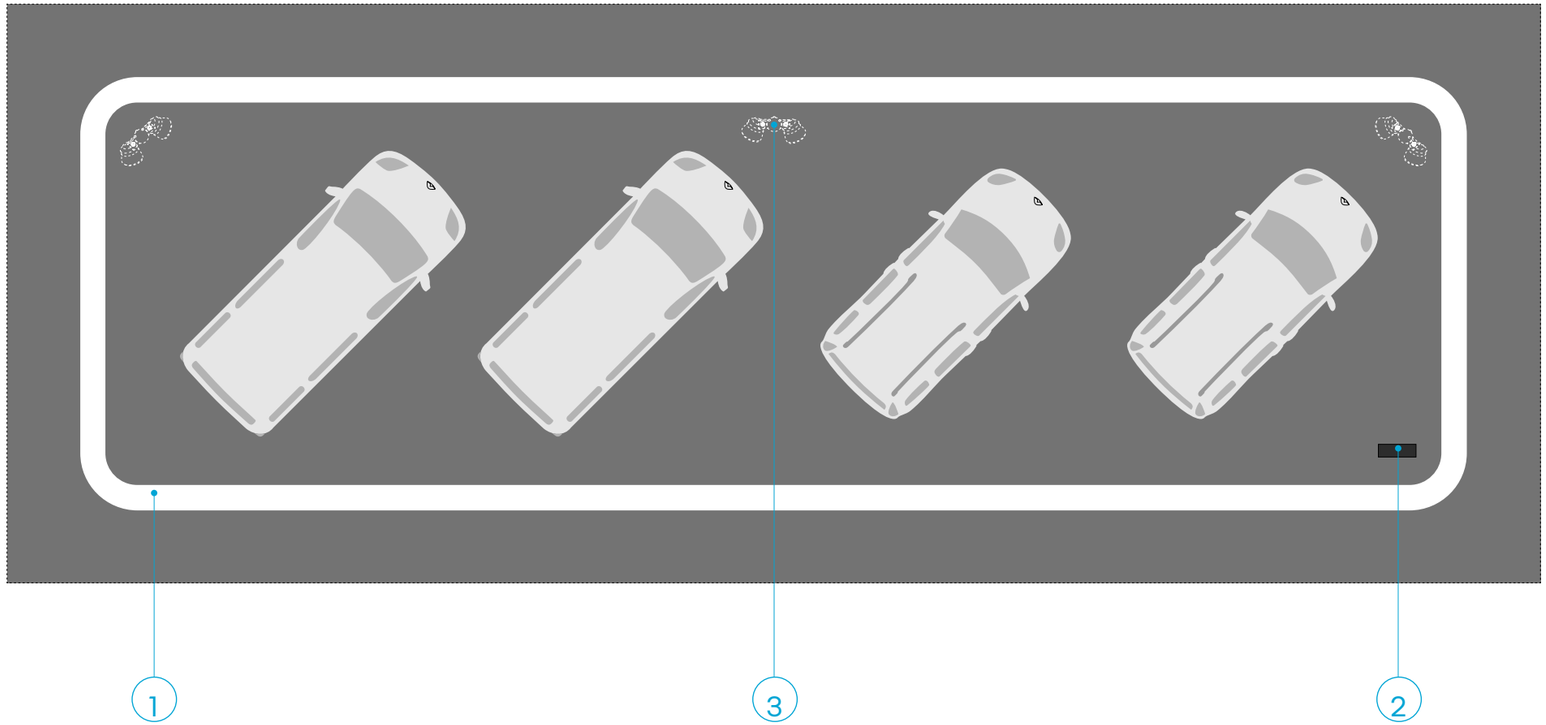
The exterior display gives visibility to the Renault Pro+ offer through the impact of the vehicles displayed in front of the showroom.

How ?

1 The ground marking delimits the area allocated to Renault Pro+ vehicles.

2 The area mast identifies the presence of Renault Pro+ and distinguishes this area from the other display areas (test drive, E-Tech, etc.) that use similar components.

3 Optional lighting highlights the vehicles on display at night.



5.2.8 The Renault Pro+ area mast

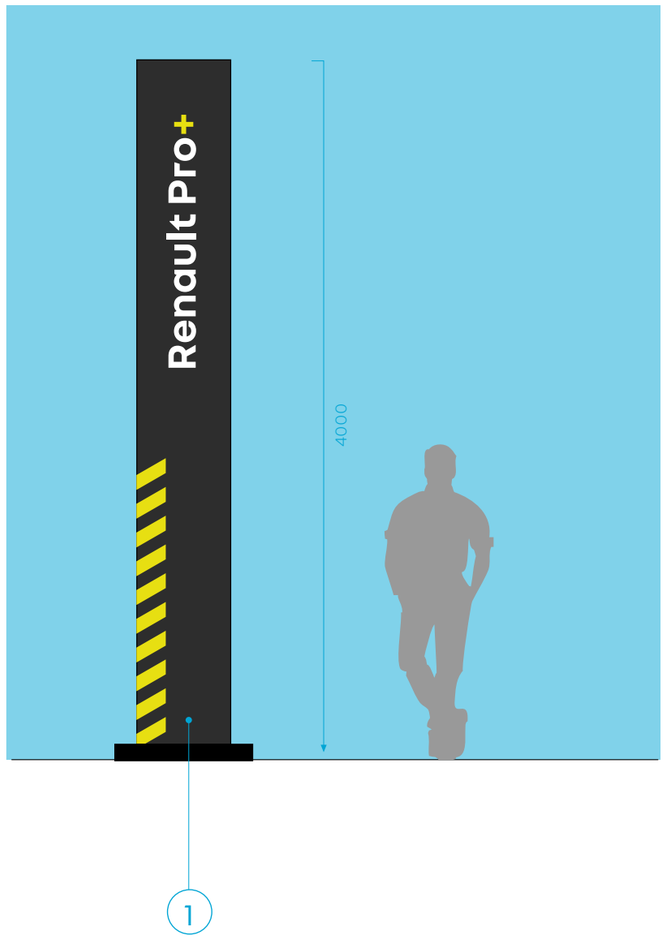
Why ?

The Renault Pro+ area mast identifies the exterior display area from the surroundings.

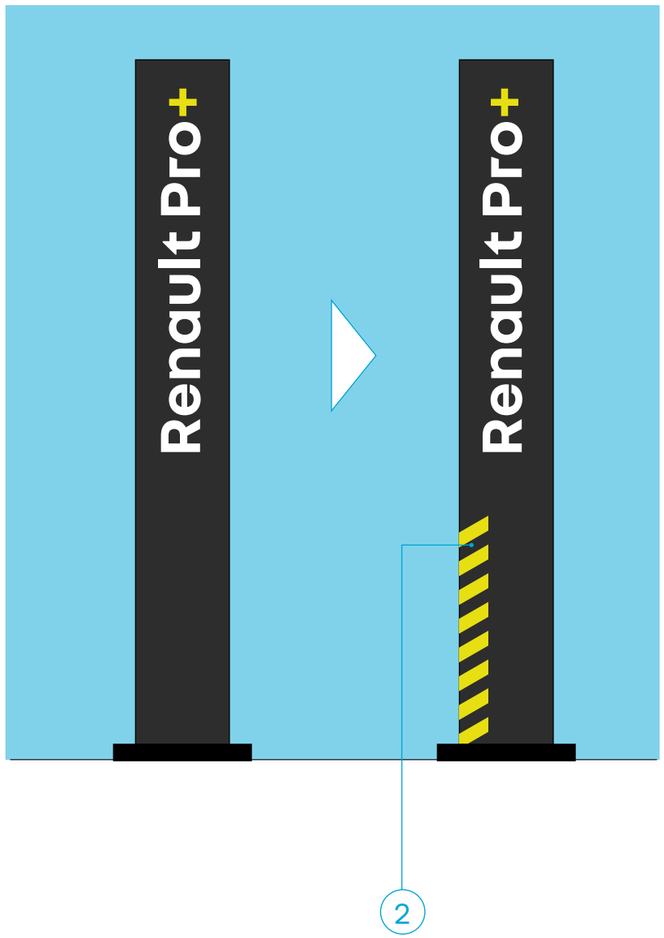
The area mast is placed parallel to the facade. The illuminated front face is always oriented toward the main road.

How ?

1. The area mast of the display areas has a black background bearing the Renault Pro+ signature. It is 4 m high, illuminated and double-sided.
2. In the case of a retrofit of the area mast, the yellow zebra stripes must be applied as adhesive on the area mast, removing the 2 yellow bands at the top.



retrofit



5.2.9 Specialized Pro+ area masts

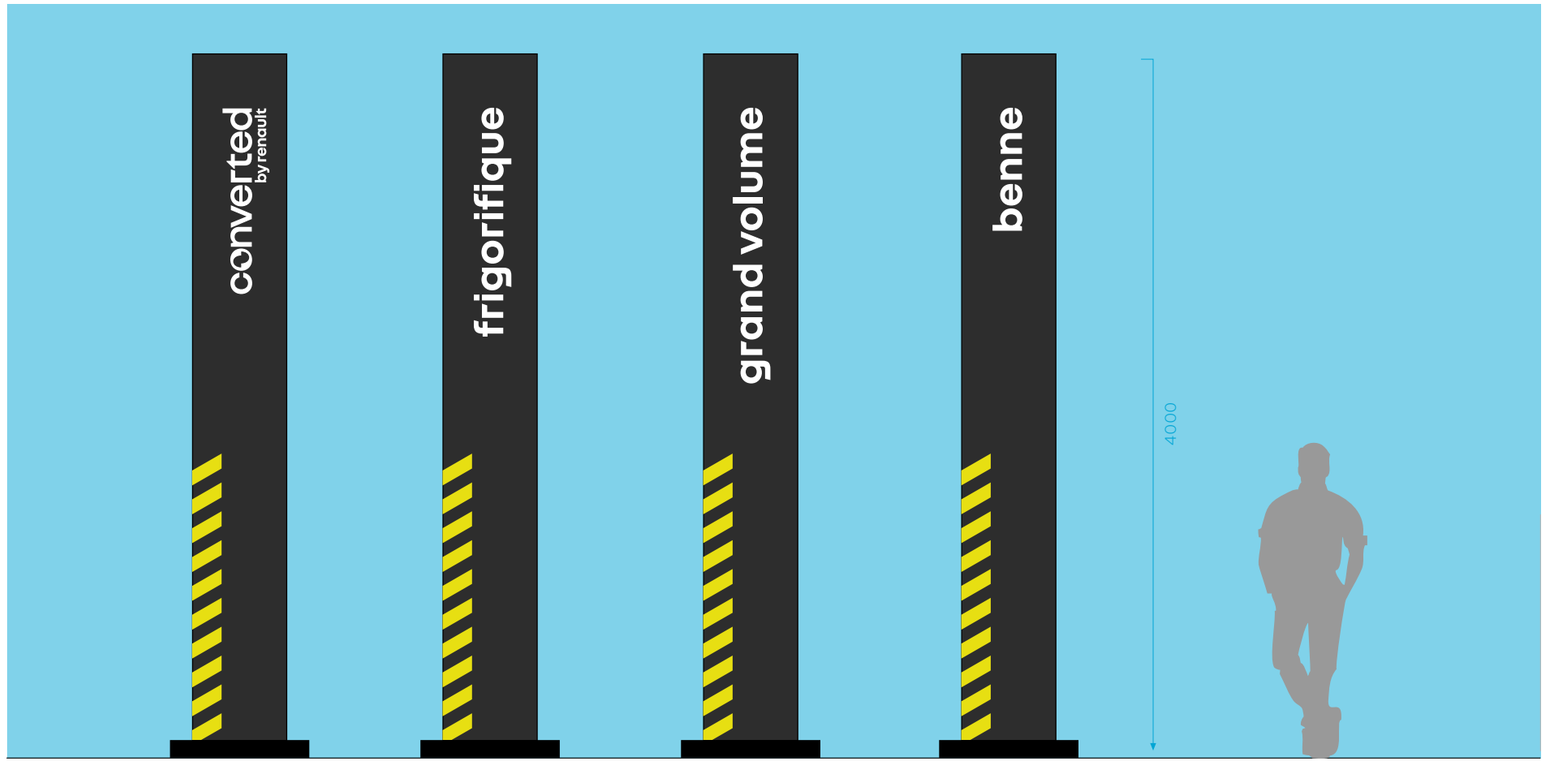
Why ?

Specialized area masts identify the exterior display areas from the surroundings.

They are placed in the areas presenting special vehicles.

How ?

- The area masts of the display areas have a black background on which the specialty of the vehicles on display is indicated.
- They are 4 m high,
- illuminated
- and double-sided. The zebra stripes are made with yellow adhesive.



5.2.10 Lighting of the Renault Pro+ area

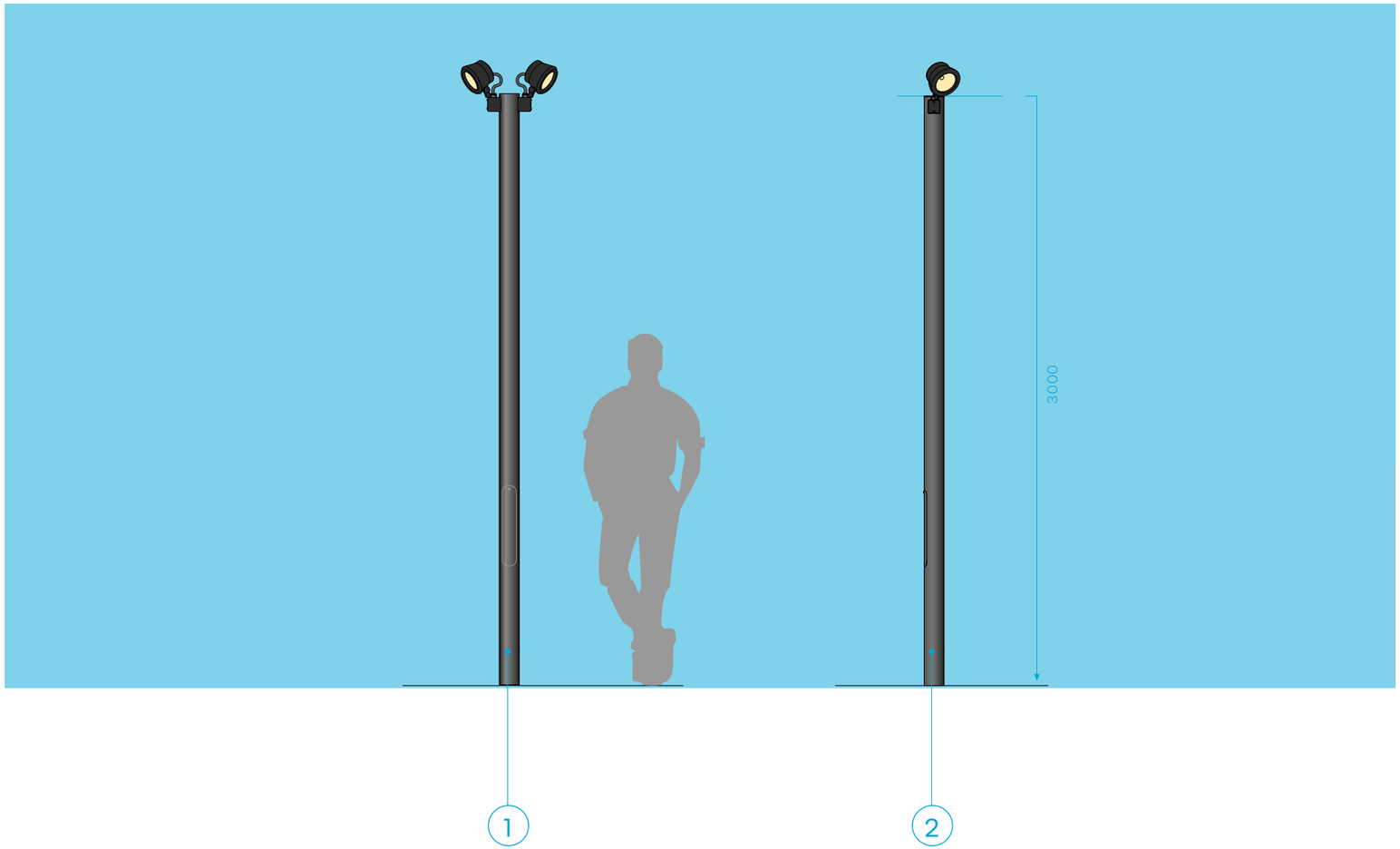
Why ?

The optional lighting of the Renault Pro+ exterior display area uses low-consumption LED floodlights mounted on 3 m masts.

How ?

1 Mast with 2 floodlights oriented at an angle of 90°. This is the basic recommendation.

2 Mast with a single floodlight (not recommended for lighting vehicles other than the Kangoo). This is an economical recommendation.



5.2.11 Renault Pro+ pennants

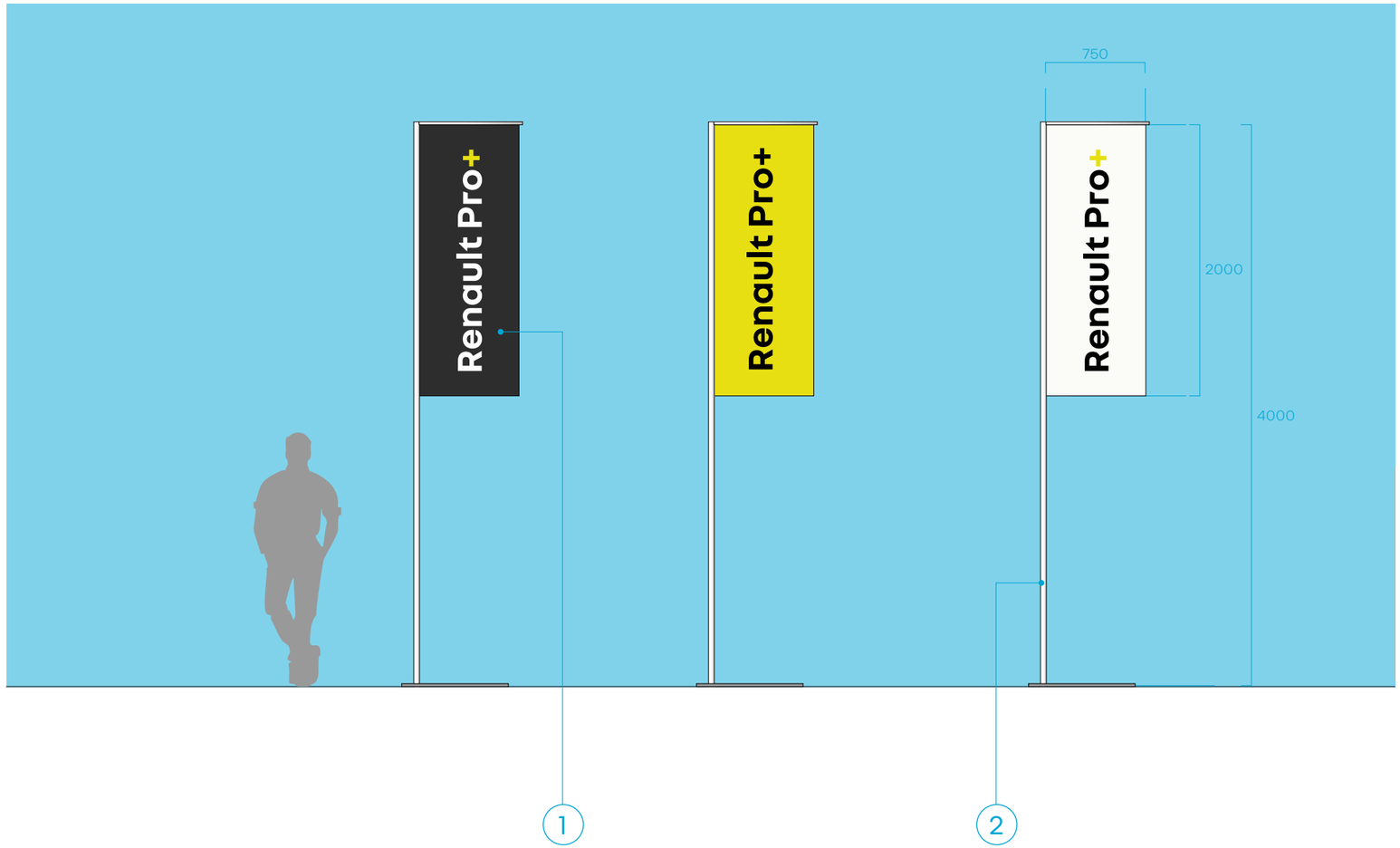
Why ?

3 Renault Pro+ pennants are placed close to the Renault Pro+ exterior display area, helping to animate it.

How ?

1 The 3-color "Renault Pro+" pennants are arranged in the order shown in the illustration opposite.

2 The pennants are attached to telescopic aluminum masts that can be fixed on removable weighted base plates or in buried sleeves.



Warning

Only one single group of 3 pennants of different colors may be used on a given site.

5.2.12 The Renault Pro+ customer-promise panel

Why ?

This support displays a message presenting the customer promise.

This element is placed close to the exterior display area.

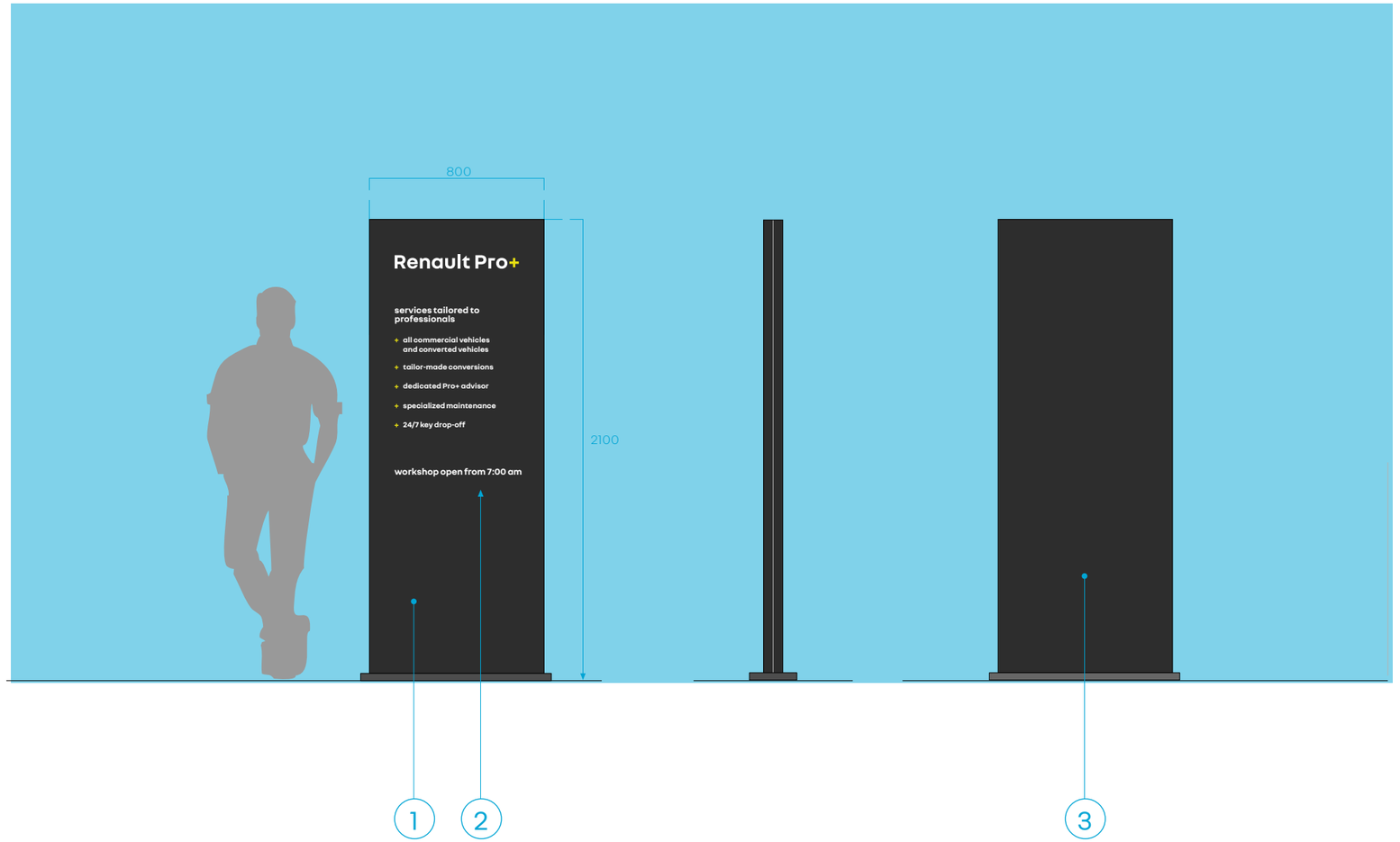
The content must be adapted by each country with the approval of the Corporate Marketing Department.

How ?

1 The front face presents the customer promise.

2 Wording personalized for each site.

3 The rear face is painted uniformly in dark grey.



Warning

The wording of the customer promise is being validated and may change during the year..

5.2.13 The Renault Pro+ arch

Why ?

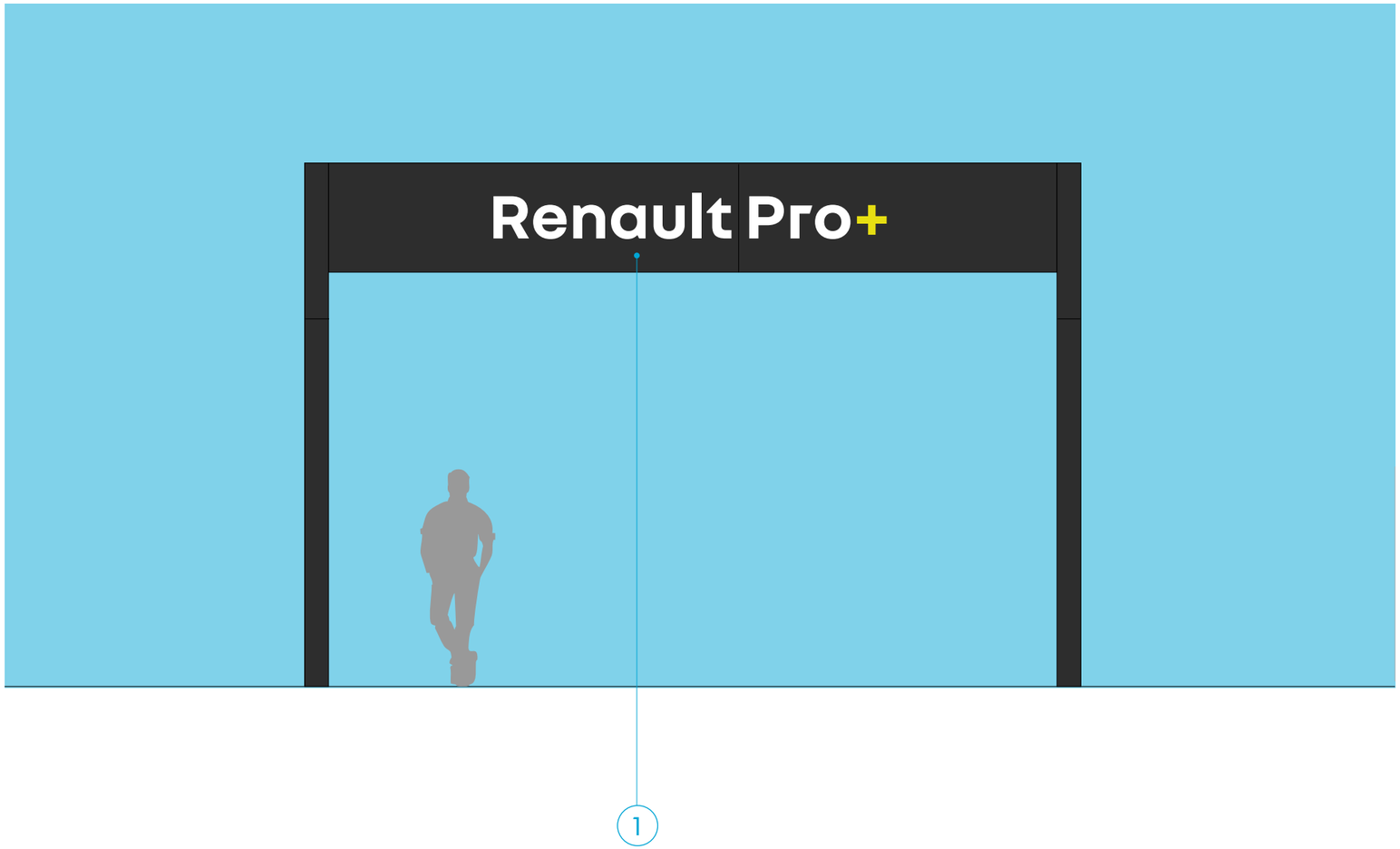
The signage arch identifies the Renault Pro+ display area when it is separate from the other areas and includes a dedicated sales unit.

It is installed when the Renault Pro+ area mast is not present.

Placed at the entrance of the area, it is positioned in line with the main traffic route leading to the sales unit.

How ?

1 The front face carries the illuminated Renault Pro+ signature.



5.2.14 The promotional banner

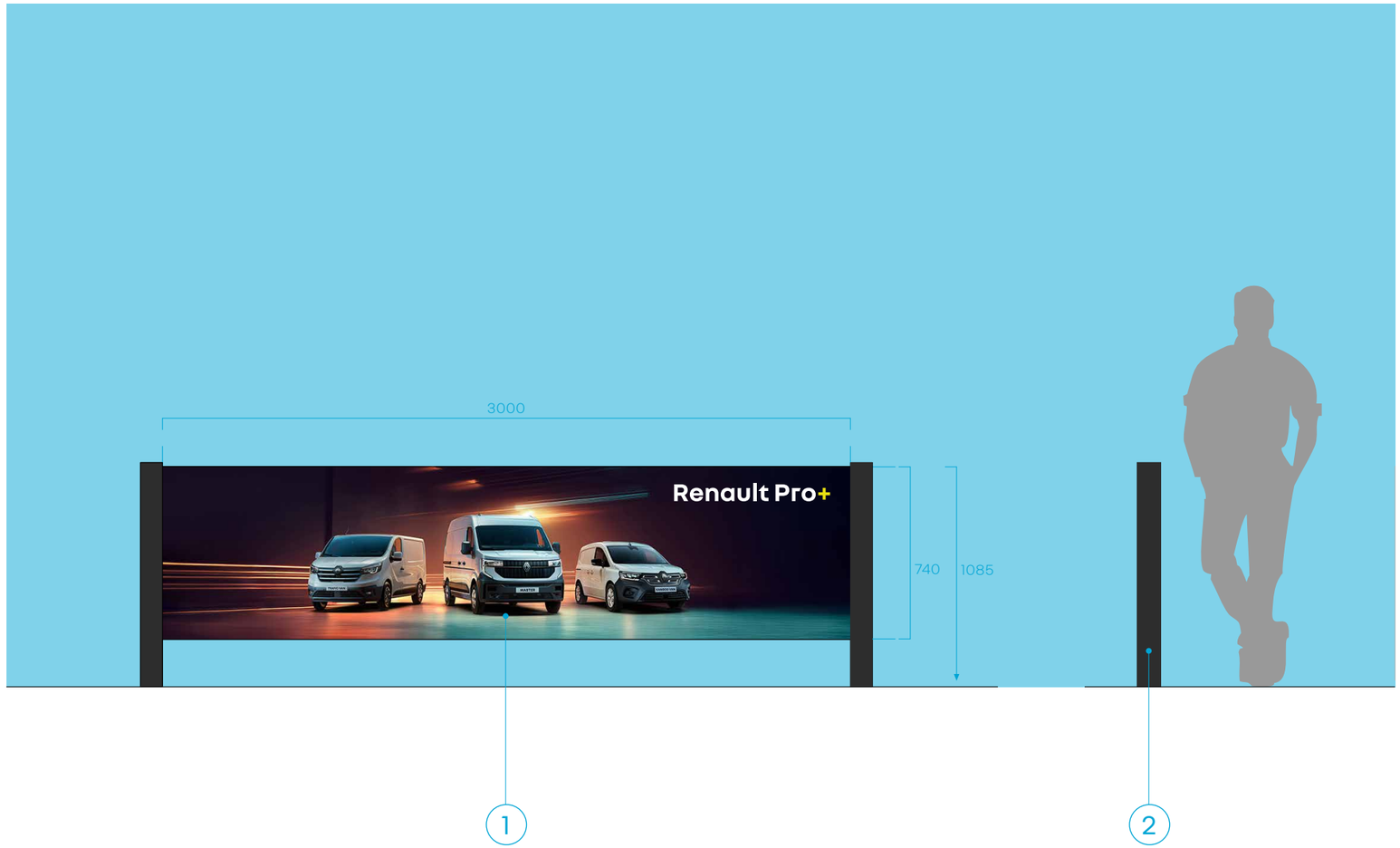
Why ?

The Renault Pro+ promotional banner is placed close to the exterior display area so that it is visible from the main traffic route.

How ?

1 The promotional banner carries a visual printed on a polyester tarpaulin.

2 A tensioning system built into the posts optimizes the visibility of the visual and makes it easier to change the banner.



Warning

The visuals of the promotional materials change with each renewal campaign. Contact Renault Global Marketing to obtain the latest versions.

5.2.15 The Renault Pro+ sales unit

Why ?

Where it exists, the sales unit is placed in line with the main traffic route.

It takes the form of a modular building whose size is adapted to the number of Renault Pro+ advisors present in the display area.

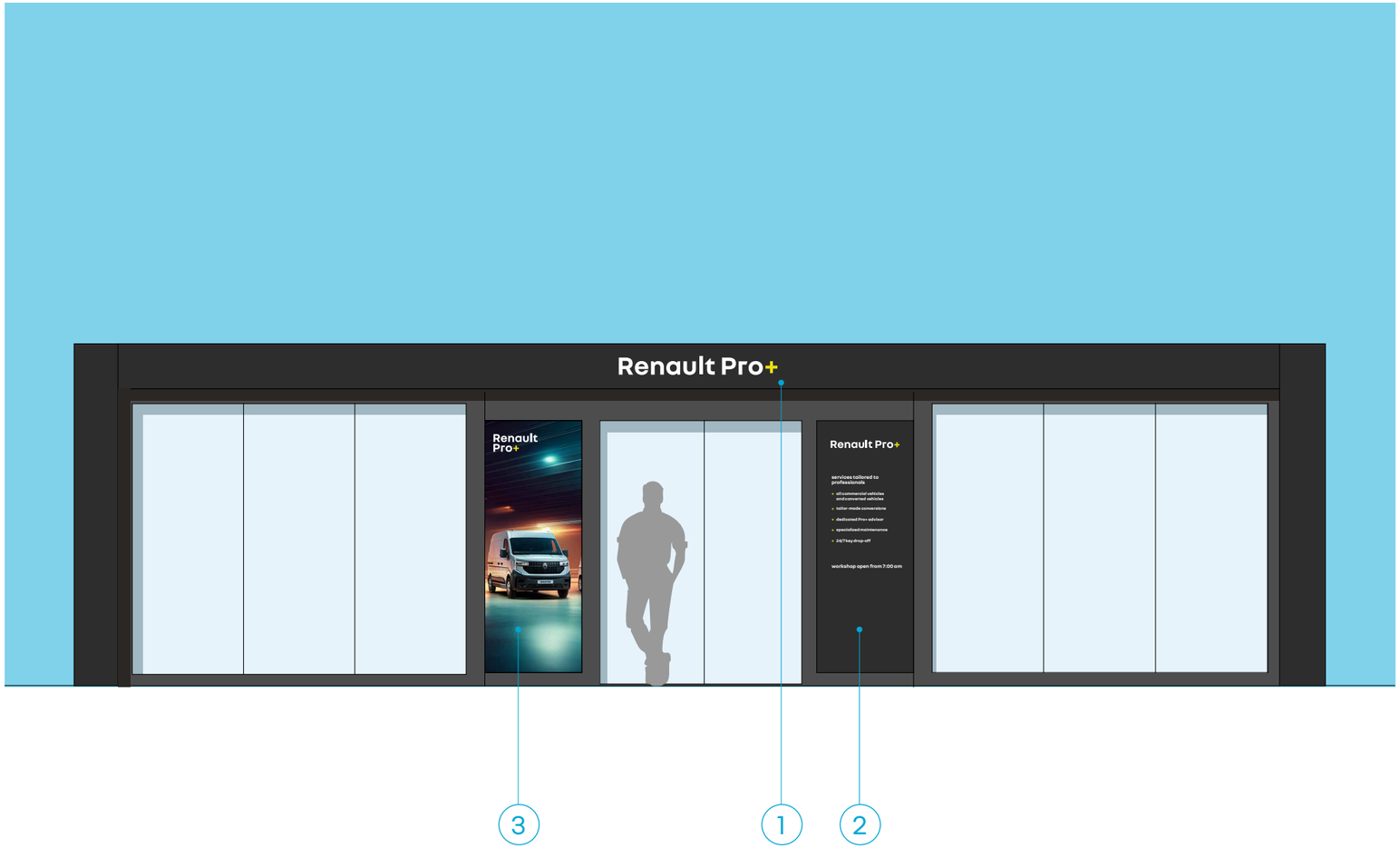
This element must not be used in new installations.

How ?

1 A dark grey band carries the Renault Pro+ signature to identify the sales unit.

2 The panel to the right of the entrance is used to communicate the commitments of the Renault Pro+ brand.

3 The promotional panel to the left of the entrance presents the current advertising campaign.



Warning

The visuals of the promotional materials change with each renewal campaign. Contact Renault Global Marketing to obtain the latest versions.

5.3

The “converted by Renault” display area


Renault Pro+
RENAULT
converted by renault
DACIA
converted
by renault

5.3.1 Typical layout of the “converted by Renault” display area

Why ?

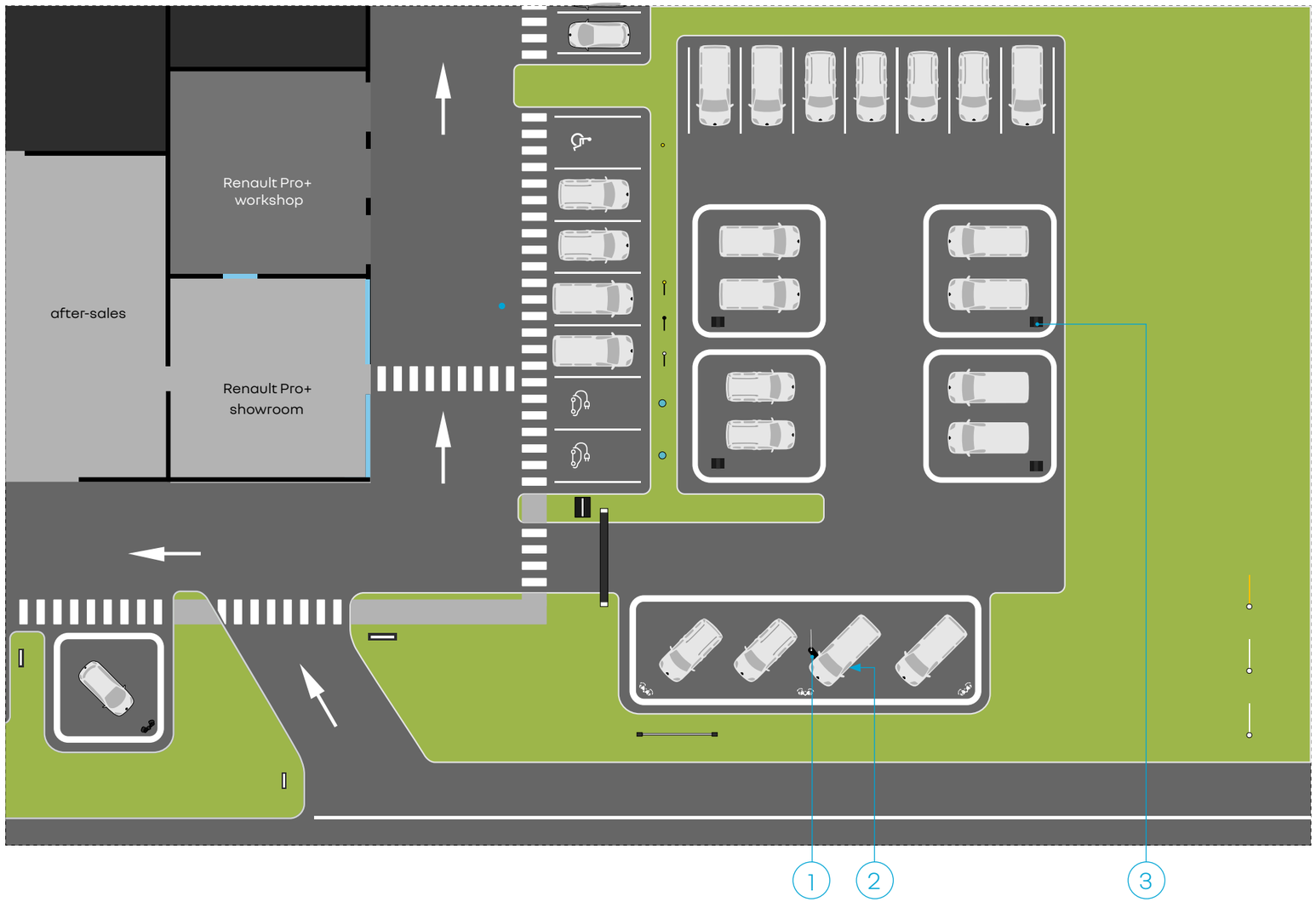
Converted commercial vehicles (tippers, refrigerated vehicles, platforms, etc.) are identified in the display areas.

How ?

Identification is achieved by a sticker on the side of the vehicle or by the presence of a pennant.

The area mast is present in the specific area of a standalone site presenting specialized vehicles.

1. “converted by Renault” pennant
2. Left + right “converted by Renault” stickers on the vehicle
3. “converted by Renault” area mast



5.3.2 "Converted by Renault" components

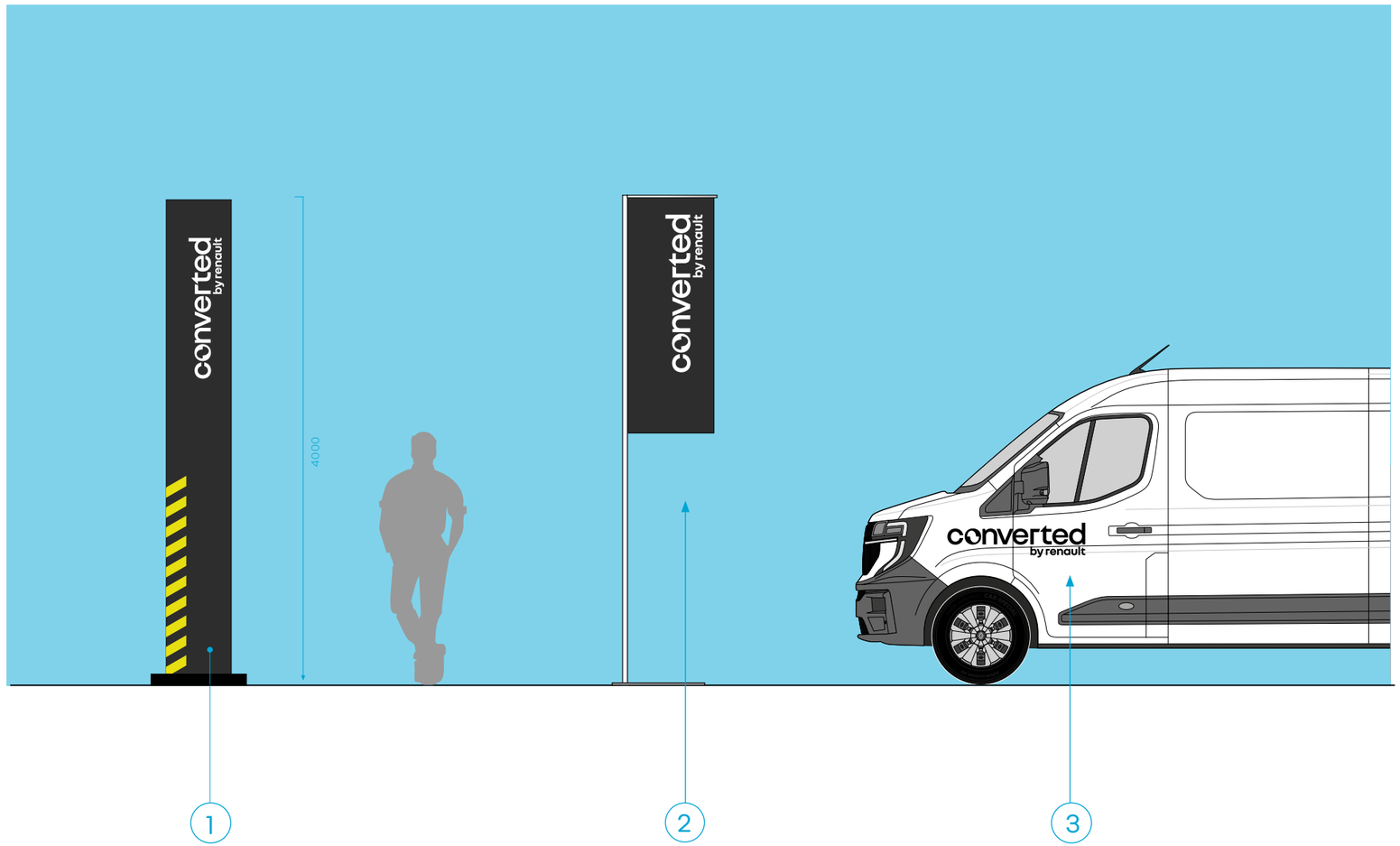
Why ?

Converted by Renault' signage helps to identify converted vehicles.

Depending on the space available, it is recommended to use either the roadside pole + the vehicle marking, or the banner + the vehicle marking.

How ?

1. The area mast of the display area has a black background bearing the "converted by Renault" signature. It is 4 m high, illuminated and double-sided. The zebra stripes are made with yellow adhesive.
2. The double-sided pennant on a black background, on which the "converted by Renault" signature is marked in white.
3. The marking on the vehicle concerned. (See the technical specifications for the different marking solutions.)



5.4

The renew exterior display in an integrated site


Renault Pro+
renew pro
renew
renew pro
renew pro
renew electric
renew start
renew plus
converted by renew
renew occasions certifiées

5.4.1 Typical layout of the renew pro display area in an integrated site

Why ?

The Renault Pro+ exterior display area allows the presentation of at least 2 vehicles of the Pro+ range.

A sales unit shared with renew allows customers to be welcomed in good conditions.

How ?

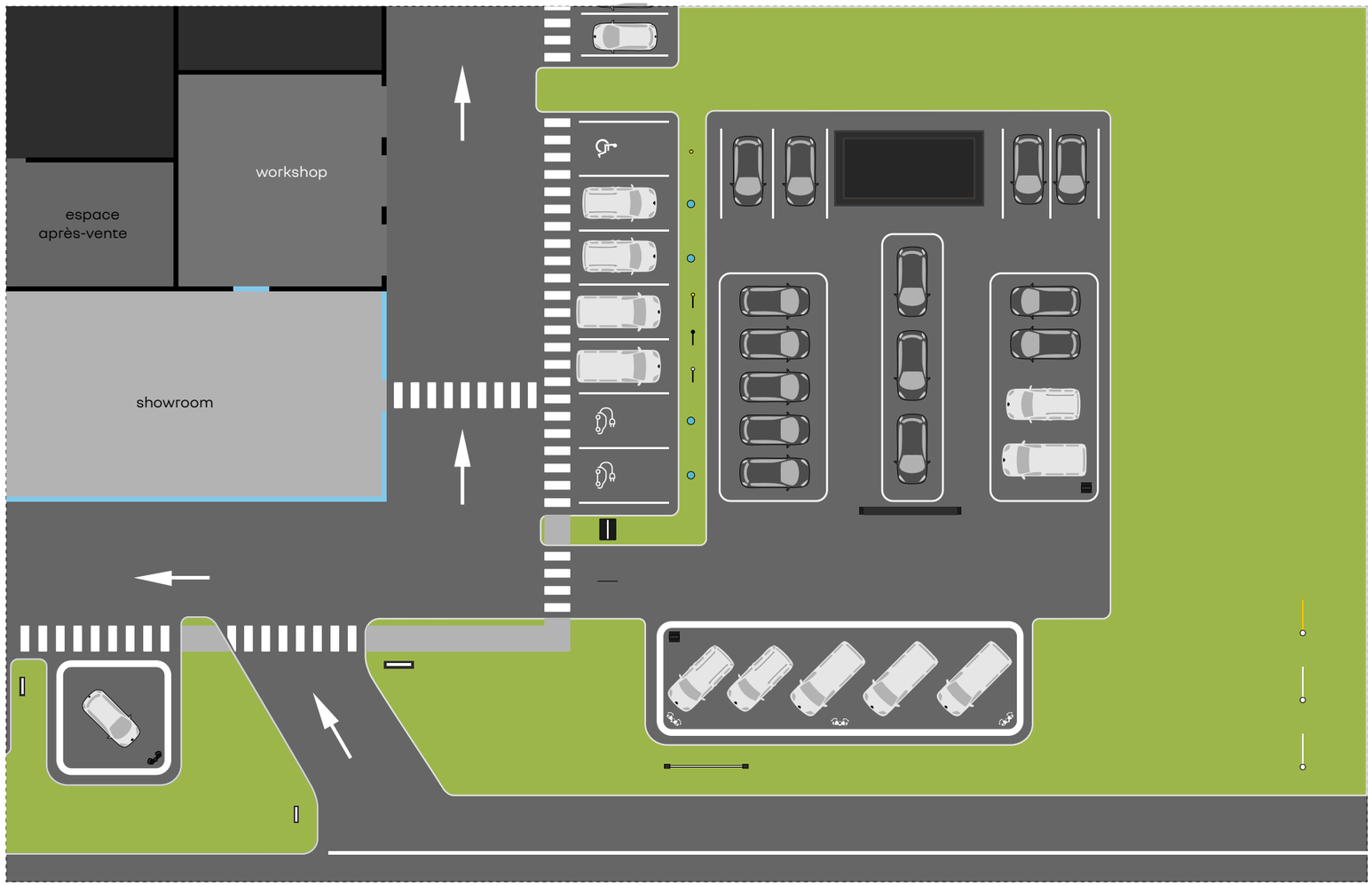
1 Display area of at least 2 renew pro vehicles. The renew pro vehicles are placed close to the Pro+ display area.

2 Pro+ range display area

3 renew vehicle display area

4 renew arch

5 renew pro area mast (or pennant)



5.4.2 renew pro components in an integrated site

Why ?

The renew pro pennant or area mast identifies the exterior display area from the surroundings.

The area mast is placed parallel to the facade. The illuminated front face is always oriented toward the main road.

A renew pro sticker is placed on the windshield of each vehicle.

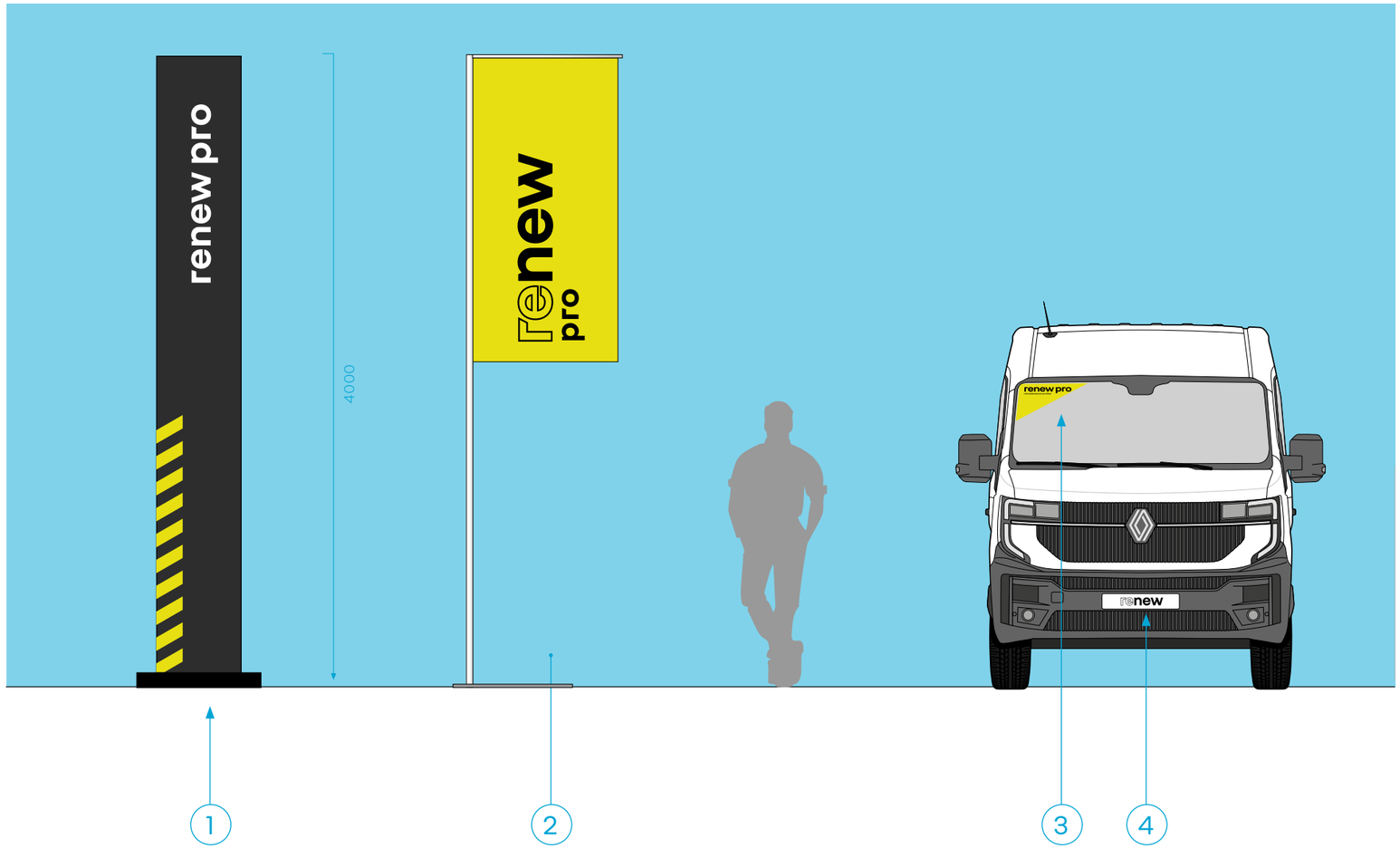
How ?

1 The area mast of the display areas has a black background bearing the renew pro signature. It is 4 m high, illuminated and double-sided. The zebra stripes are made with yellow adhesive.

2 The yellow pennant identifies the Pro+ offer.

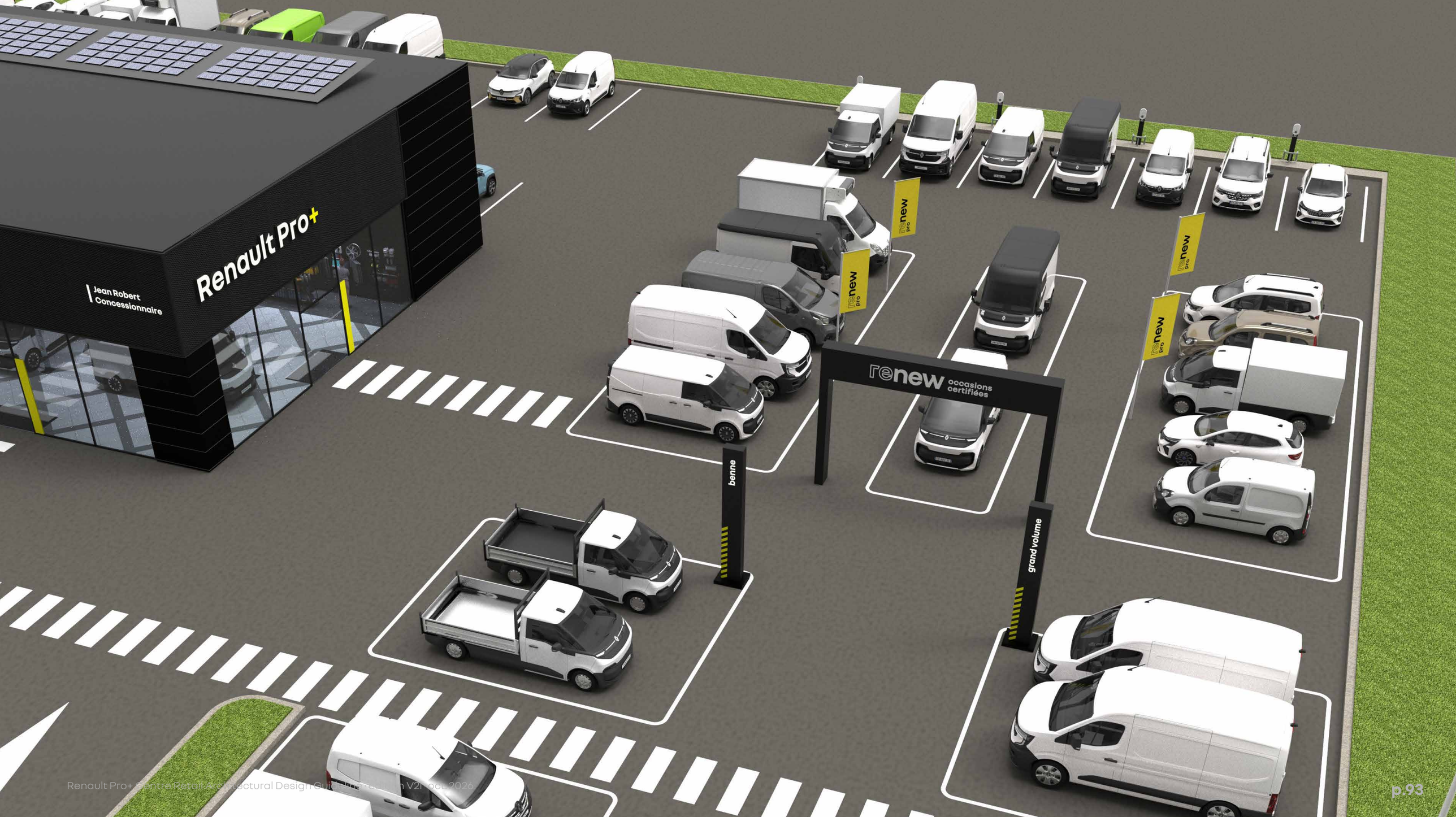
3 The stickers are placed in the upper left corner of the windshield of each used vehicle.

4 The license plate is covered by the renew signature.



5.5

The renew exterior display area in a standalone site


Renault Pro+
Jean Robert
Concessionnaire
renew
occasions
certifiées
benne
grand volume
renew
pro

5.5.1 Typical layout of the renew pro display area in a standalone site

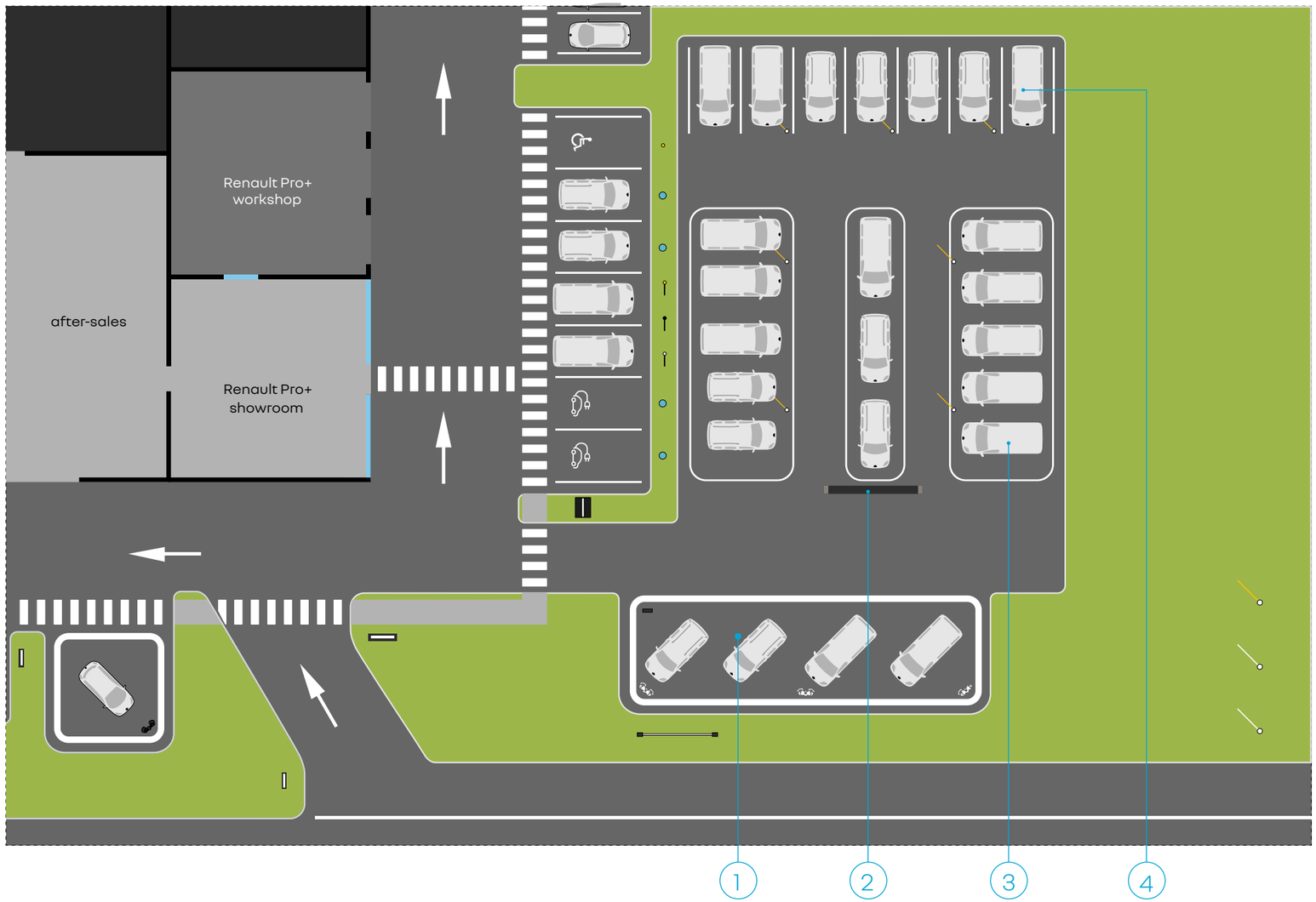
Why ?

The Renault Pro+ exterior display area allows the presentation of vehicles representative of the LCV range, test-drive vehicles and used commercial vehicles.

A sales unit allows customers to be welcomed in good conditions.

How ?

1 Pro+ range display area
2 renew arch
3 renew special-vehicle display area
4 The other renew vehicles are parked in standard spaces marked on the ground.



5.5.2 renew pro components in a standalone site

Why ?

The renew arch identifies the entrance area of the exterior display from the surroundings.

It is placed parallel to the facade. The illuminated face is always oriented toward the main road.

A renew pro area mast identifies the 2 or 3 vehicles of the Pro+ range.

A renew pro sticker is placed on the windshield of each vehicle.

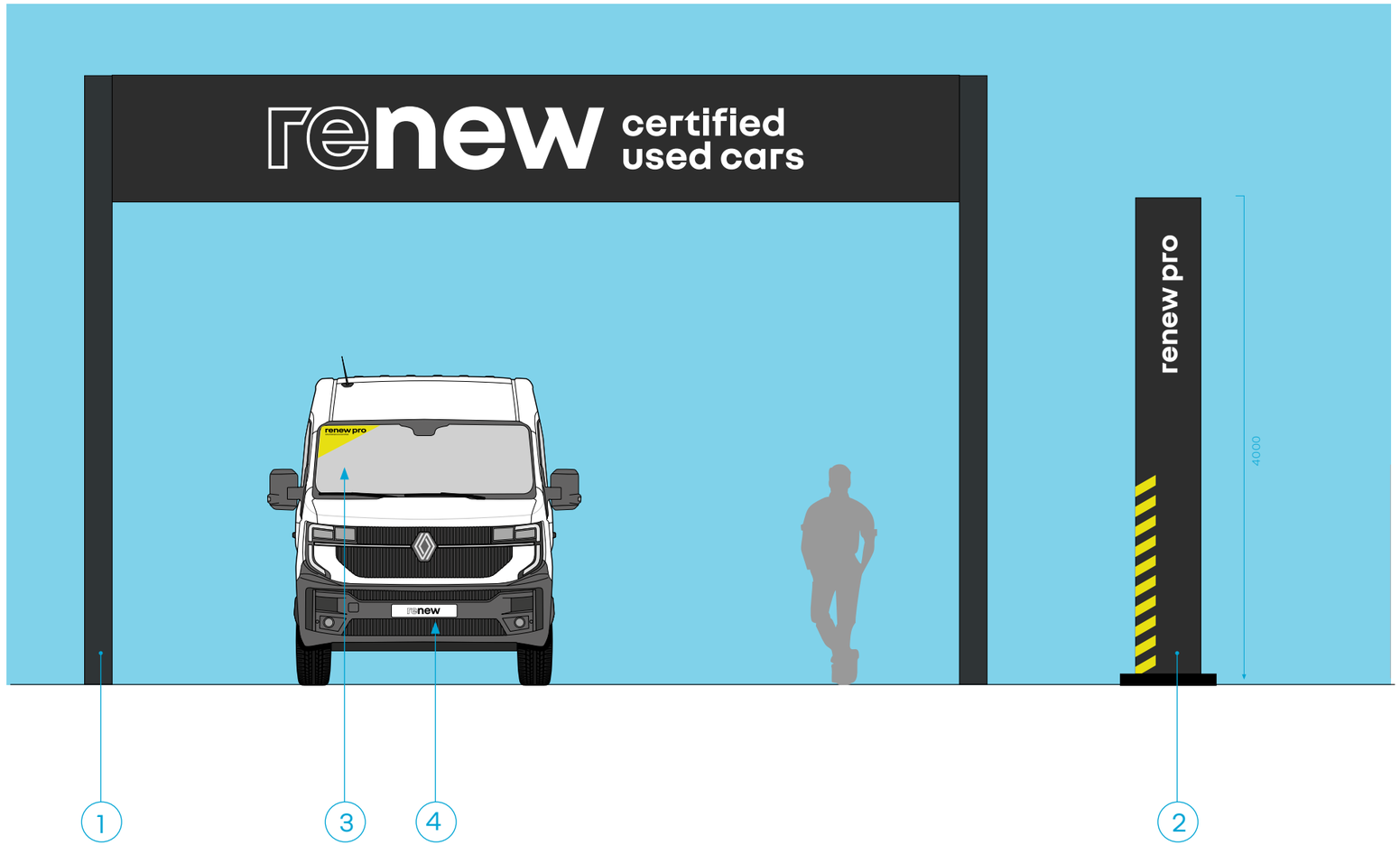
How ?

1 The arch has a black background bearing the renew signature. It is 4 m high and illuminated.

2 The area mast of the display area has a black background bearing the renew pro signature. It is 4 m high, illuminated and double-sided. The zebra stripes are made with yellow adhesive.

3 The stickers are placed in the upper left corner of the windshield of each used vehicle.

4 The vehicle's registration plate is hidden by a renew plate.



6

Interior components of Renault Pro+ centers


TRAFIC

6.1

POSM (point-of-sale materials)

6.1.1 the frescos



Why ?

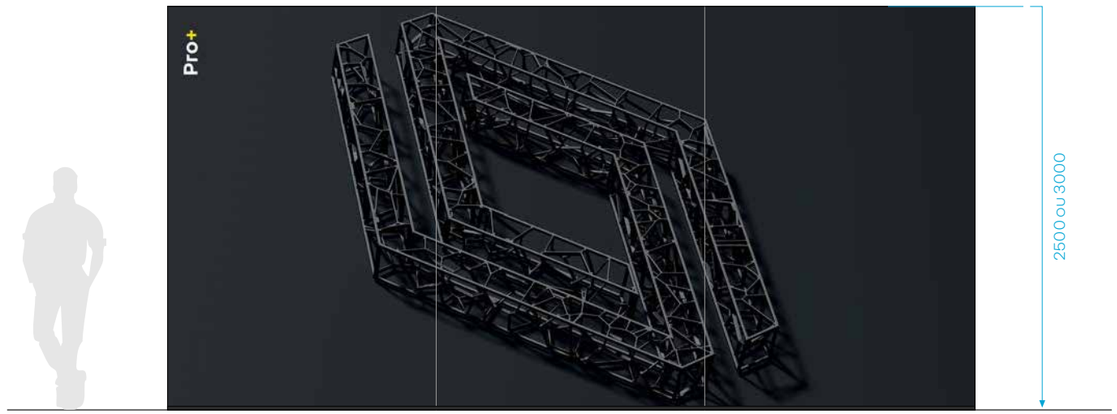
Large-format visuals bring the presentation of Renault Pro+ vehicles to life and help create a visual separation between the Renault Pro+ area and the other vehicles in the showroom.

Modular frecos come in 2 heights (2.5 m and 3 m).

How ?

1 The 3 m height is recommended for all layouts, except showrooms with low ceilings, in which the 2.5 m height may be used instead.

2 The back of the frescos repeats the visual on the front.
When the back is not visible to customers (against a wall, for example), a stretched fabric tinted dark grey RAL 7021 replaces the visual.



1



2

6.1.2 Standard frescos formats



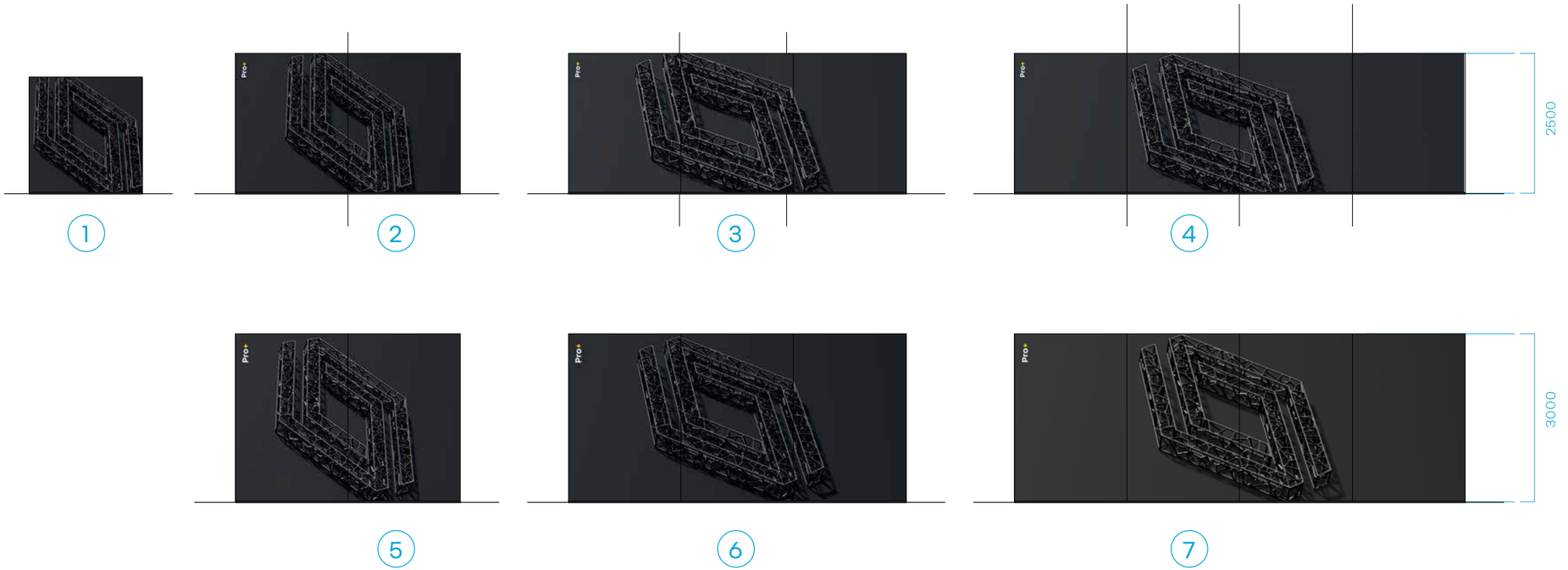
Why ?

To adapt to different showroom sizes, modular frescos come in 3 heights (2 m, 2.5 m and 3 m) and 4 lengths (2 m, 4 m, 6 m and 8 m).

Frescos are mandatory in the display areas of Renault Pro+ showrooms.

How ?

1 2 x 2 m fresco
2 4 x 2.5 m fresco
3 6 x 2.5 m fresco
4 8 x 2.5 m fresco
5 4 x 3 m fresco
6 6 x 3 m fresco
7 7 8 x 3 m fresco



6.1.3 The customer-promise totem-kakemono



Why ?

The totem-kakemono presenting the customer promise serves to identify the Renault Pro+ display area..

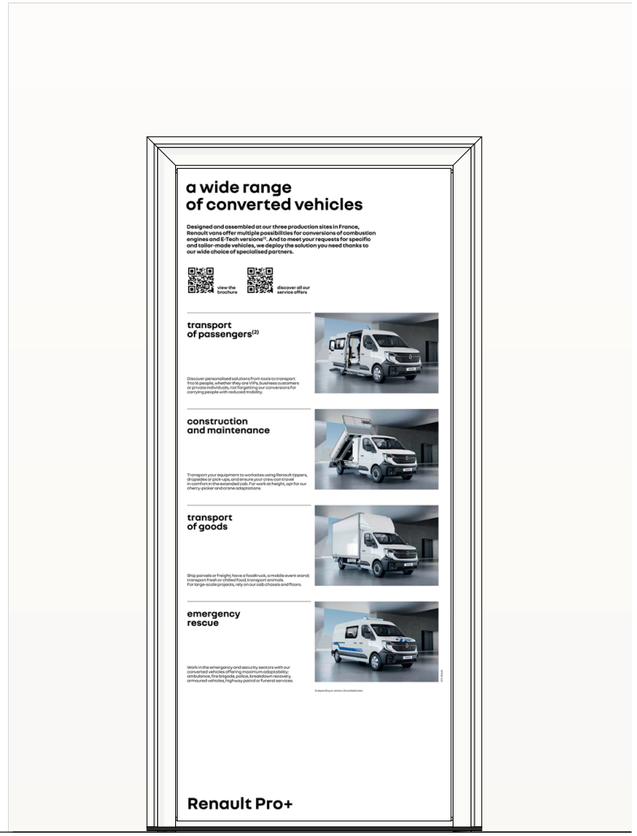
How ?

The totem is placed at the head of the display area so that it is seen by the customer entering the showroom.

1. Front of the kakemono, presenting the main elements making up the customer promise.
2. Back of the kakemono, presenting the main families of conversions offered by Renault Pro+.



1



2

Warning

The visuals of the promotional materials change with each renewal campaign. Contact Renault Global Marketing to obtain the latest versions.

6.1.4 The product totem-kakemono



Why ?

The totem-kakemono presents the USPs and the conversion options of each product on display.

How ?

For each vehicle on display, the product totem-kakemono is placed opposite the price display stand, in the rear part of the display area.

1. Front of the kakemono, presenting the vehicle's USPs.
2. Back of the kakemono, presenting the main families of conversions of the vehicle or the charging arrangements in the case of an E-Tech model.



1



2

Warning

The visuals of the promotional materials change with each renewal campaign. Contact Renault Global Marketing to obtain the latest versions.

6.1.5 The Renault Pro+ accessories totem-kakemono



Why ?

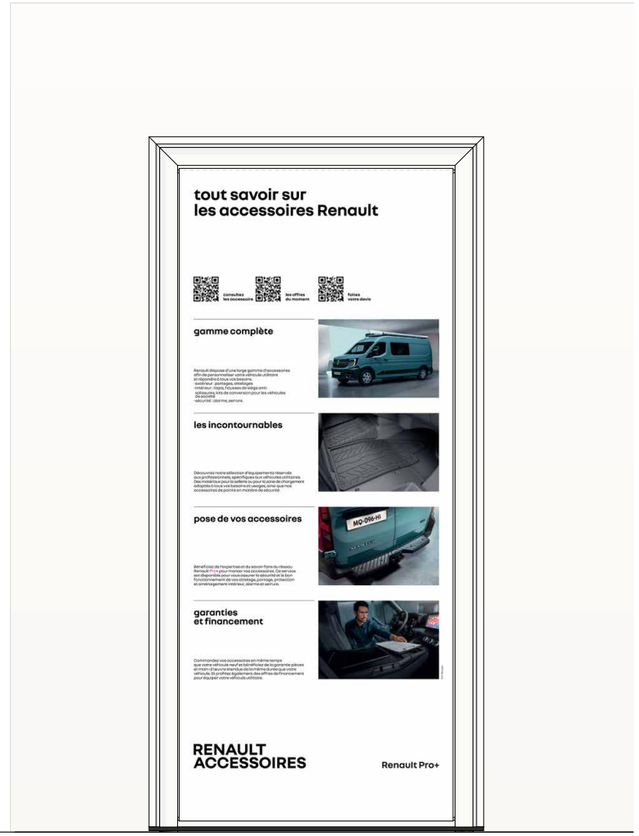
When the accessories display furniture is not present in the Renault Pro+ showroom, a totem-kakemono makes it possible to present a selection of accessories useful to professional customers.

How ?

The accessories totem-kakemono is always placed close to the Renault Pro+ advisor's desk.



1

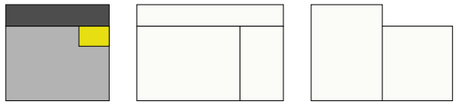


2

Warning

The visual of this kakemono is under design. Contact Renault Global Marketing to obtain the latest versions.

6.1.6 General layout of the Renault Pro+ display area



Why ?

Depending on the position in the showroom and the customer flow, the layout of the various components changes.

The display area may be set against the back wall of the showroom, preferably in a corner of the showroom.

How ?

1 The customer-promise totem-kakemono is placed in front of the vehicle so as to be the first element seen from the showroom entrance.

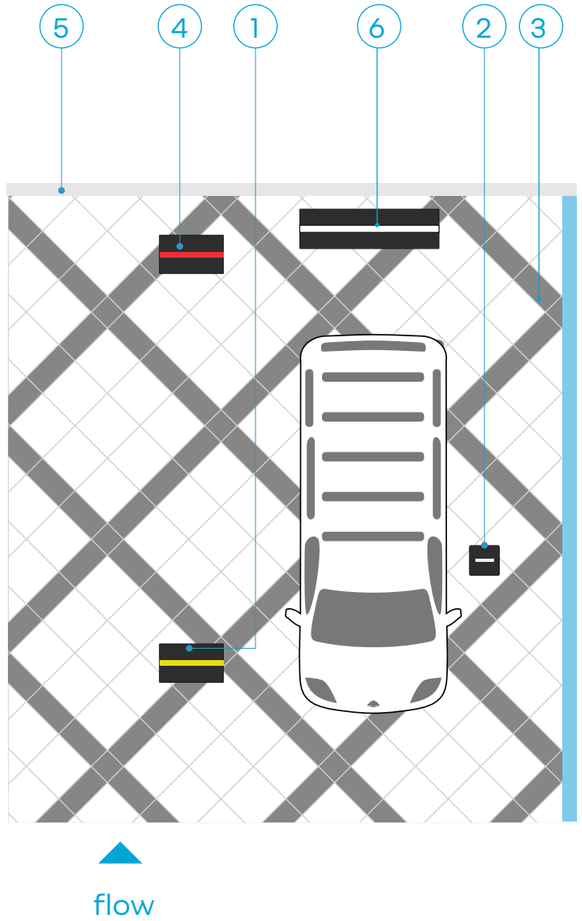
2 The price display stand is positioned level with the front wheel of each vehicle, on the driver's side.

3 Customers can walk around each vehicle, with a passage of at least 1.40 m.

4 The product totem-kakemono is placed opposite the price display stand, in the rear part of the display area.

5 The display area is set against the back wall of the showroom, preferably in a corner of the showroom.

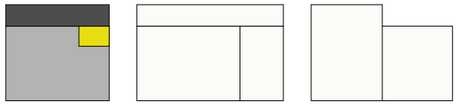
6 At a minimum, the 2x2 mural is present behind or beside the vehicle.



Warning

The presence of a Master and/or a converted vehicle in NV showrooms should be avoided.

6.1.7 Configurations of the Renault Pro+ display area



Why ?

The Renault Pro+ display area allows the presentation of 0 to 2 vehicles in the Renault showroom.

The choice of configuration is made according to the dimensions of the showroom; the Renault Pro+ area must not occupy more than 25% of the total surface area.

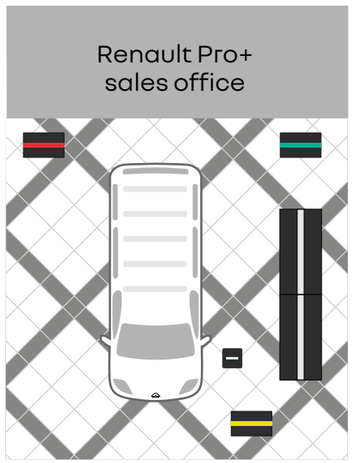
How ?

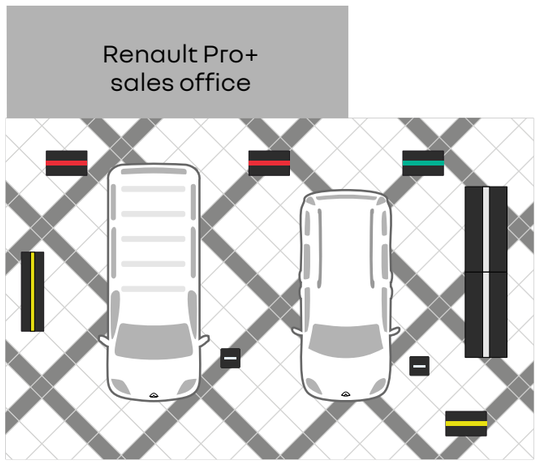
1 In this configuration, only a dedicated sales desk is present in the showroom.

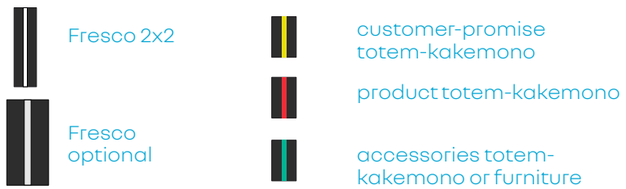
2 In this configuration, a Trafic-size vehicle is presented with a 4 x 3 m mural.

3 This configuration provides for the presentation of a Kangoo and a Trafic together with a 4 x 3 m mural.









6.1.8 General layout of the Renault Pro+ display area



Why ?

Depending on the position in the showroom and the customer flow, the layout of the various components changes

How ?

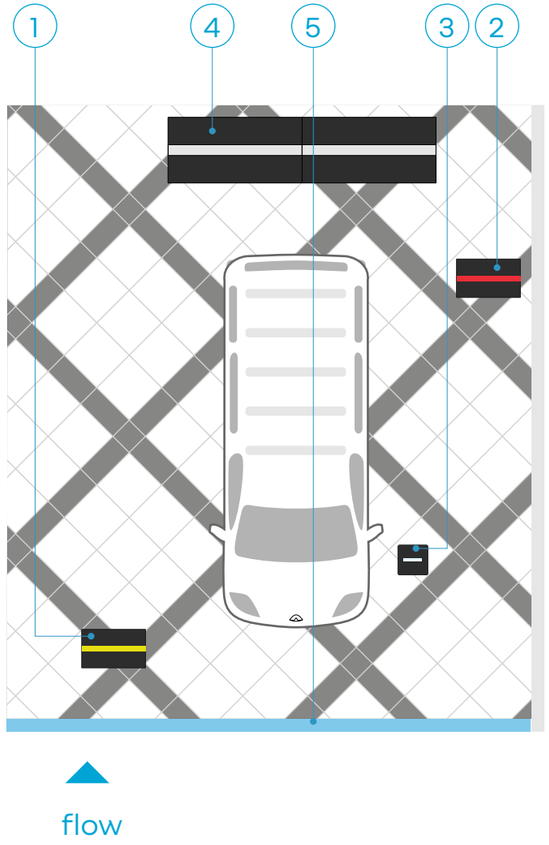
1 The customer-promise totem-kakemono is placed in front of the vehicle so as to be the first element seen from the showroom entrance. It is placed perpendicular to the customer flow.

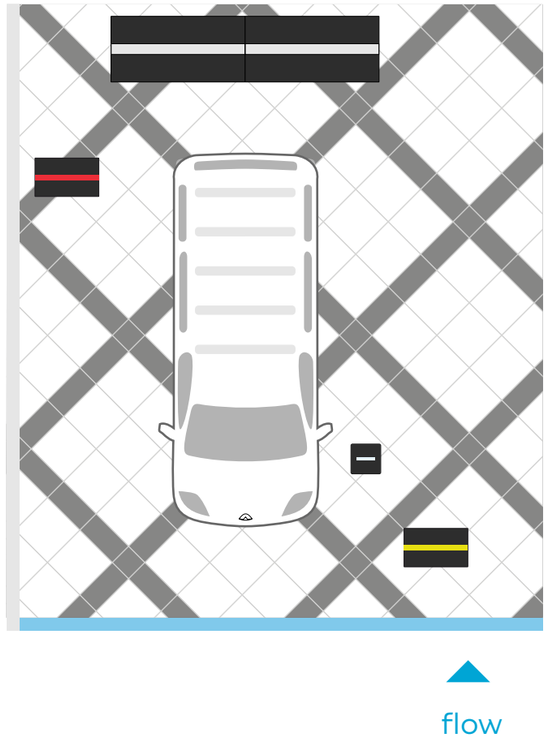
2 The product totem-kakemono is placed opposite the price display stand, in the rear part of the display area.

3 The price display stand is positioned level with the front wheel of each vehicle, on the driver's side.

4 The mural is placed behind the vehicles, helping to showcase the vehicles on display.

5 Preferably, the front of the vehicles faces outward to offer good visibility from the surroundings of the site or from the customer parking.





6.1.9 Configurations of the Renault Pro+ display area



Why ?

The Renault Pro+ display area allows the presentation of 1 to 3 vehicles in the dedicated Renault Pro+ showroom.

The choice of configuration is made according to the dimensions of the showroom.

How ?

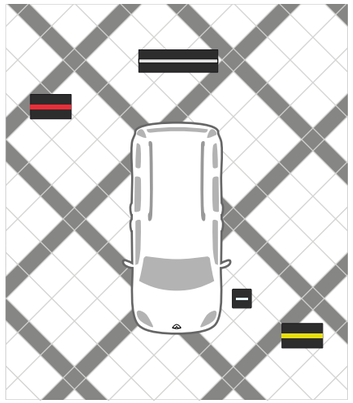
1 The smallest configuration comprises a Kangoo presented together with a 2x2 m mural.

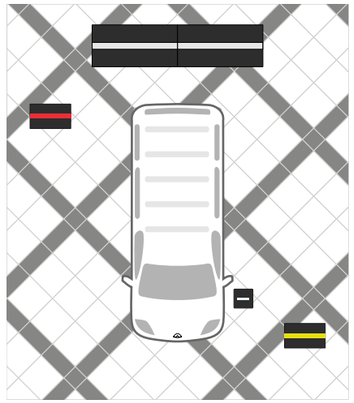
2 In this configuration, the Trafic is presented with a 4 x 3 m mural.

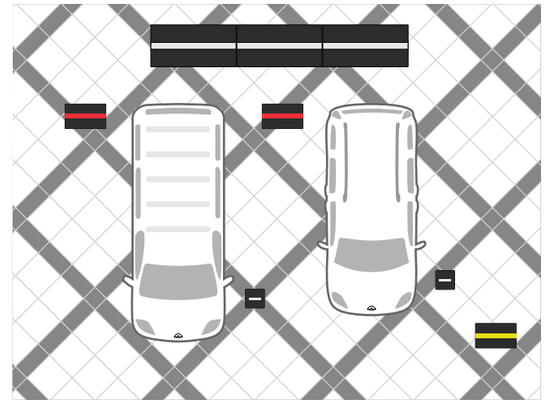
3 This configuration provides for the presentation of a Kangoo and a Trafic together with a 6 x 3 m mural.

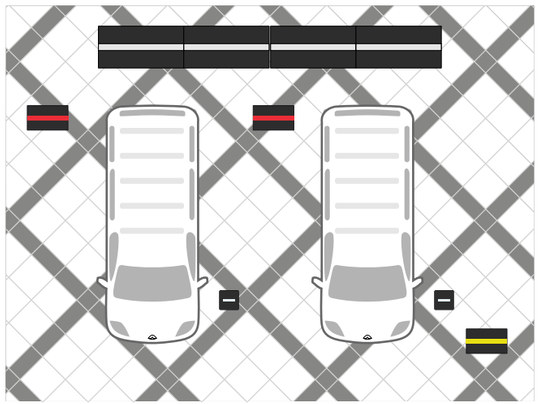
4 This configuration provides for the presentation of 2 Trafic together with an 8 x 3 m mural.

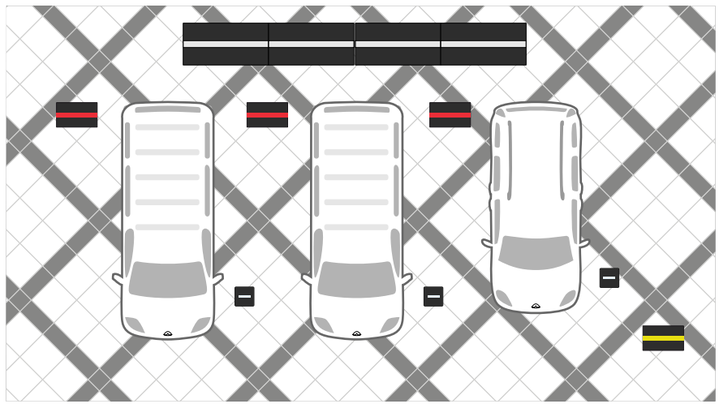
5 The extended configuration with an 8 x 3 m mural allows the presentation of 2 Trafic and a Kangoo in a Renault Pro+ showroom.













6.2

Offices

6.2.1 Organization of the Renault Pro+ advisors' office



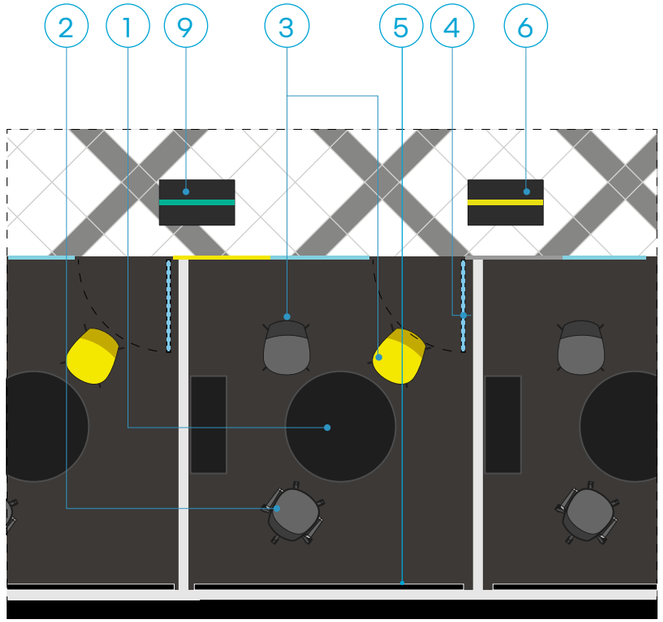
Why ?

The office allows the Renault Pro+ advisor to develop a trusting commercial relationship in a comfortable atmosphere.

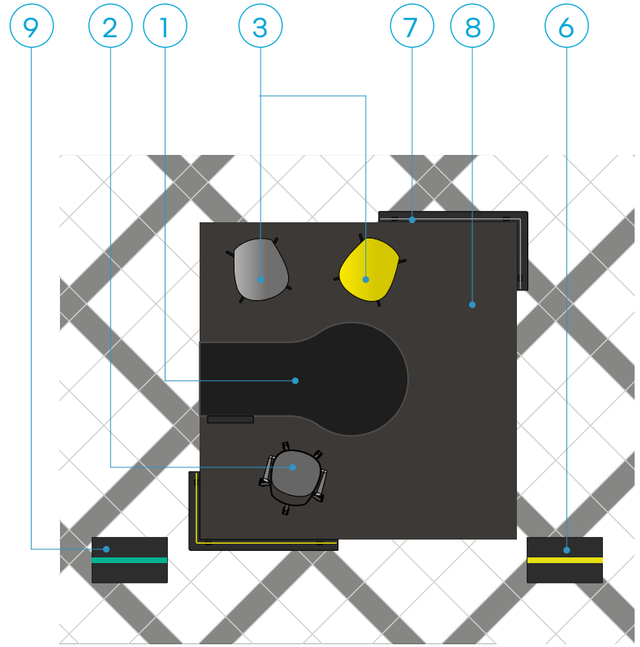
Two variants are offered: a semi-open variant located at the periphery of the showroom and an open variant, located as an island in the showroom.

How ?

1. The table comfortably seats 2 customers.
2. The advisor's armchair is dark grey. It differs from the chairs intended for customers.
3. The customer chairs are in mixed colors, one being yellow and the other dark grey.
4. The door is optional, making it possible to create a semi-open office.
5. The backlit panel on the back wall reinforces the warm and professional atmosphere.
6. When no vehicles are on display, the customer-promise totem-kakemono is placed in front of the sales desk. When vehicles are on display, the customer-promise totem-kakemono is placed in front of the vehicle so as to be the first element seen from the showroom entrance.
7. In the open office, low partitions provide a degree of privacy.
8. A dark grey carpet covers the whole surface of the office.
9. The totem-kakemono or the furniture presenting the accessory ranges is placed in front of the sales desk.



closed office



island office

6.2.2 The atmosphere of the Renault Pro+ advisor's office



Why ?

The overall atmosphere of this space is dynamic thanks to the graphic animations, colors and large-format visuals on the walls of each sales desk.

How ?

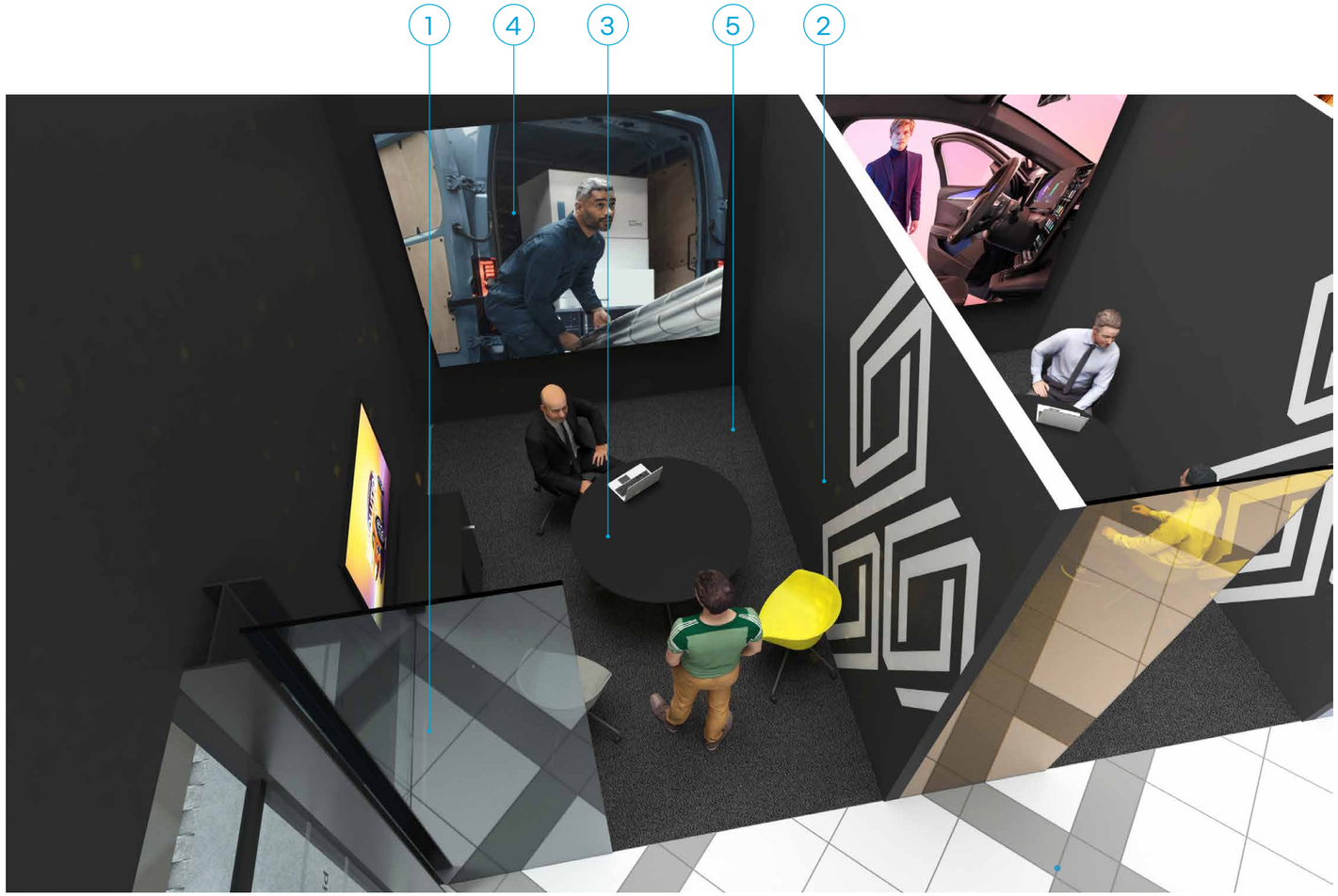
1 Glass facade covered with a transparent yellow or 65% black adhesive.

2 Black wall with the Renault graphic line.

3 Furniture identical to the other sales desks.

4 Lifestyle visual produced as a backlit panel.

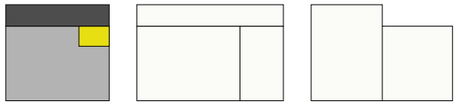
5 Dark grey carpet.



6.3

care service

6.3.1 The service reception with a Renault Pro+ advisor



Why ?

A Renault Pro+ service advisor is present at the site's service reception alongside the other service advisors.

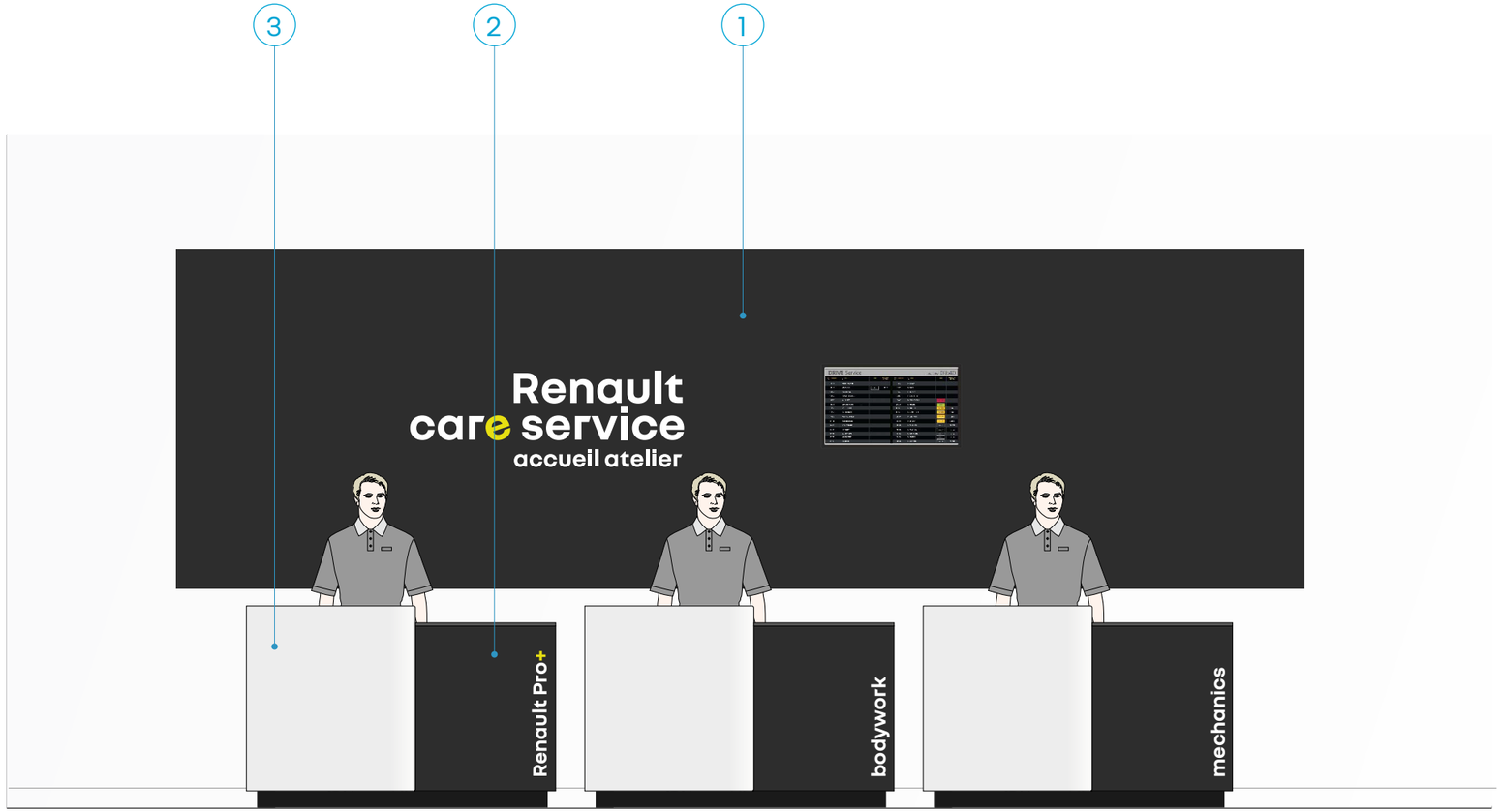
When it is not possible to use suspended identification panels, a marking of the reception furniture may be applied to identify each activity.

How ?

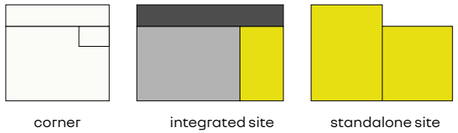
1 The service reception is identified by a dark grey rectangle painted on the wall, bearing the wording "Renault care service".

2 An adhesive marking on the front face of the furniture, bearing the "Renault Pro+" signature, identifies the counter dedicated to professional customers.

3 The Renault Pro+ reception furniture is identical to the other counters.



6.3.2 The customer service reception



Why ?

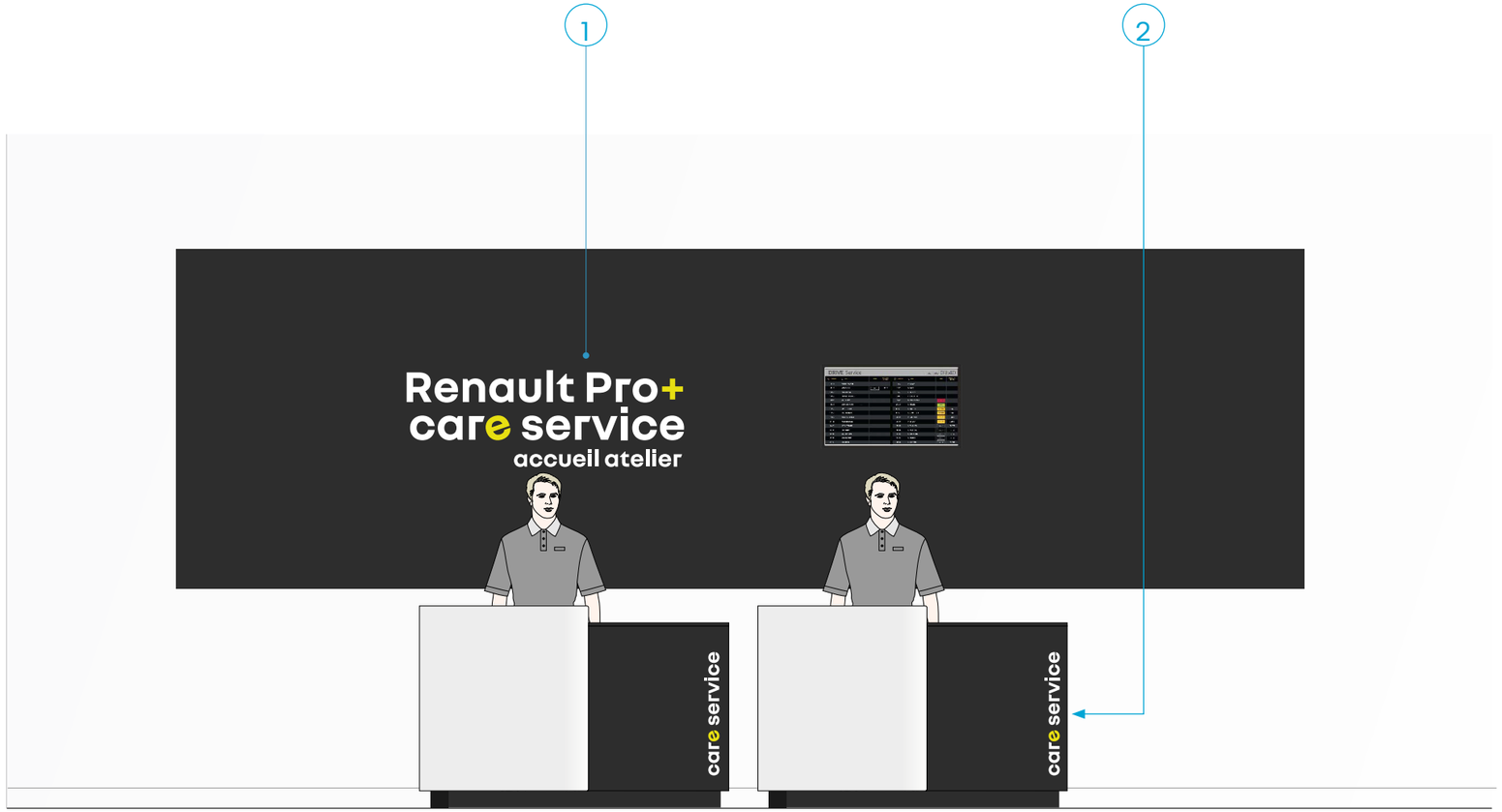
The customer reception is located close to the showroom entrance, preferably perpendicular to the entrance and against the wall of the Renault Pro+ workshop.

A Renault Pro+ service advisor is always present in this area.

How ?

1 The reception is identified by a dark grey rectangle painted on the wall, bearing the wording “Renault Pro+ care service”.

2 The Renault Pro+ reception furniture is identical to the after-sales counters of Renault sites. An adhesive marking bearing the “care service” signature is always present on the front face of the furniture.



6.4

Vehicle display

6.4.1 Identification plates



Why ?

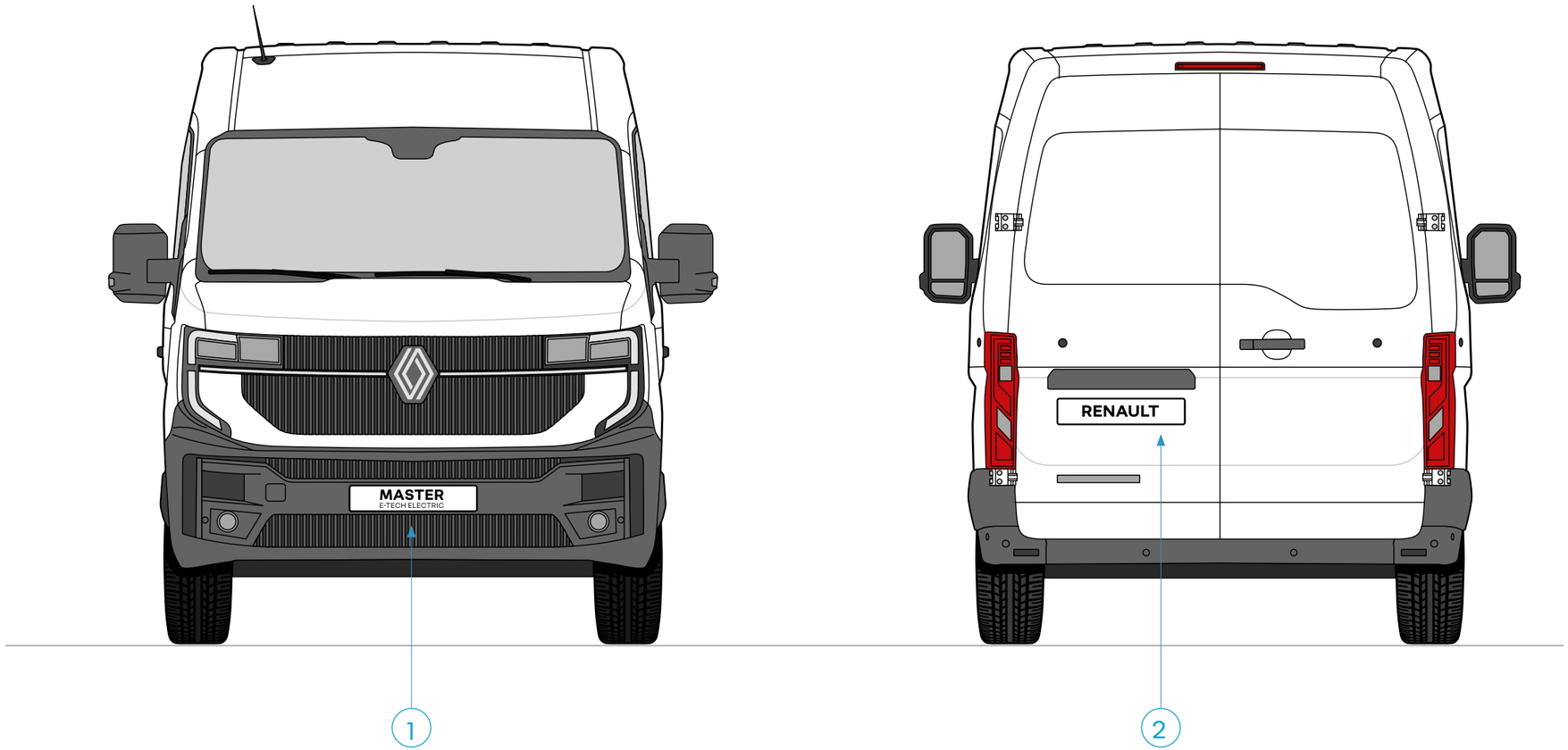
The plates identify new vehicles, distinguishing them at first glance from used vehicles or customers' vehicles.

These plates are mandatory for all vehicles displayed outside or inside corners, integrated showrooms and standalone sites.

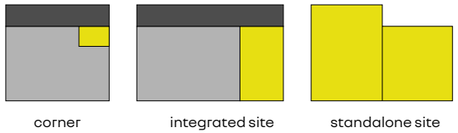
How ?

1 The plate bearing the name of the vehicle range and the characteristics of its powertrain is placed on the front.

2 The plate bearing the RENAULT brand name is placed on the rear.



6.4.2 The display price



Why ?

Each vehicle is equipped with a display panel giving the customer information about the vehicle presented.

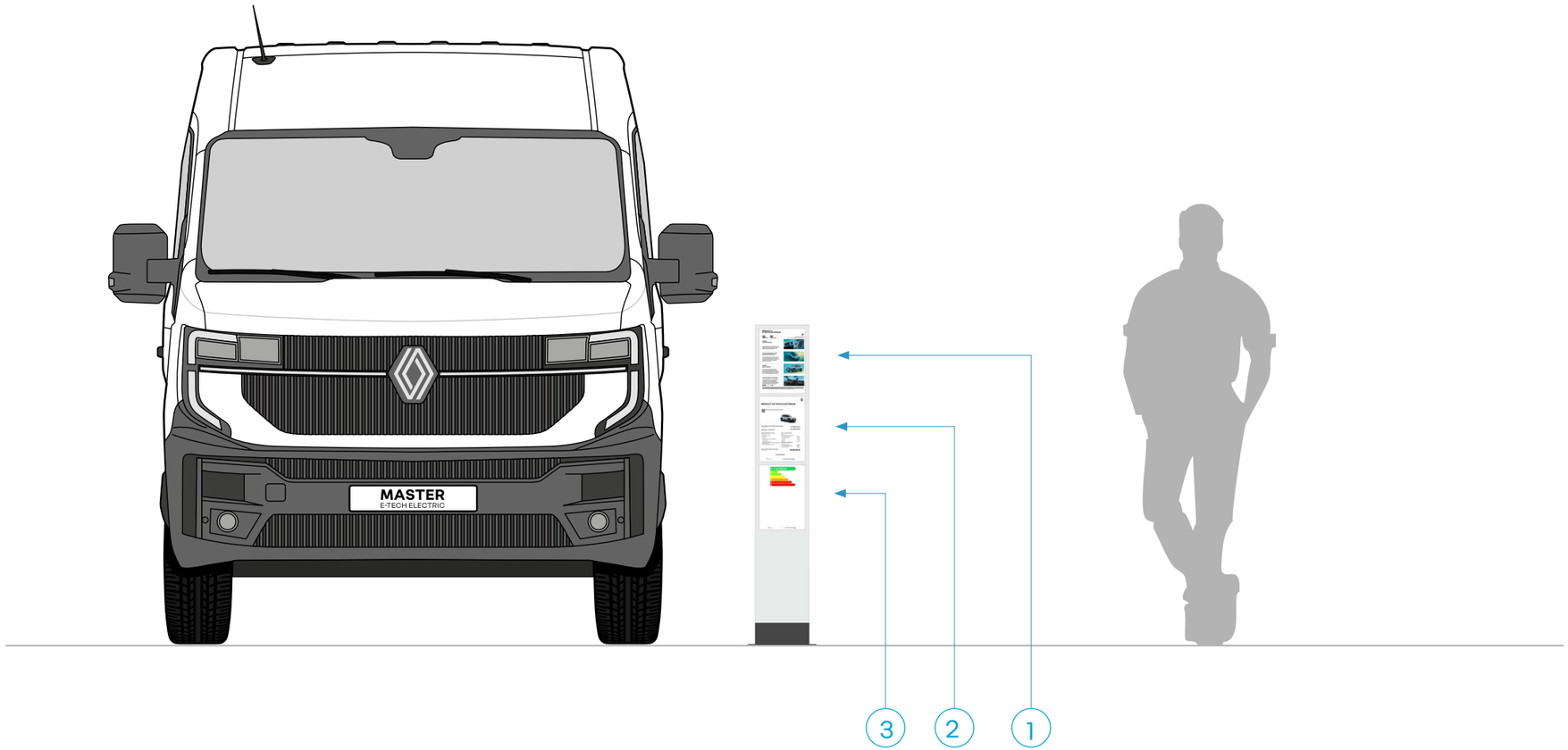
How ?

The display panel is placed in front of the steering wheel, on the driver's side.

1 the specific characteristics of the vehicle

2 the price offered

3 the legal notices



thanks

