



RENAULT
Passion for life

Renault Store - Application guide

Specific configurations



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General



Introduction

This document is designed to enable the project owners and project managers to determine the layout of each new Renault Store.

While many cases are described and illustrated here to provide guidance, this document is not exhaustive, and each layout must be organized on an individual basis according to the following procedure:

1 / Track customer flows from the entrance to the various parts of the point of sale

- Customer flows towards the centralized Renault Road reception.
- Customer flows towards the After-sales reception in the showroom.
- Customer flows towards New Vehicle Delivery in or next to the showroom.

2 / Set out the Renault Road as a function of the main flow from the entrance

- Choose the best-suited dimensions for the size of the showroom.
- Integrate each component of the Renault Road (Brand bar, digital lounge, Brand wall), and set them out according to the layout rules.
- Lay out the thematic zones in relation to the Renault Road and main flows.

3 / Systematically set up the Headline zone at the entrance

- Systematically set up the Headline zone at the entrance.
- Set out the thematic zones according to the flows, and so as to provide a balance between the various attraction zones in the showroom.
- Set out the vehicles of the range.

4 / Set out the units of furniture according to their respective usages

- The miniatures display cabinet near the Digital Lounge.
- The configurator near the products.
- Accessories units near the products, the after-sales reception or the delivery zone.

Layout principles

The illustrations in this document do not exhaustively display all the components of a Renault Store, and are provided for information purposes.

They enable country managers to clearly and legibly set out their showrooms, in accordance with the Renault Store layout principles:

The Renault Road is located along the main line of access, systematically running from the entrance of the showroom to embody the Renault Store welcome. With rare exceptions (entrance in a corner of the dealership), it structures the showroom, which deploys to either side of this line.

The totem and reception desk offer customers a formal welcome as soon as they enter.

- The totem - via its screen - presents the entire site's front office staff.
- From the reception desk, the receptionist can welcome customers and provide appropriate guidance or assistance.

The Brand bar, digital lounge and Brand wall are set out along the Brand Road, in that order. They offer customers the opportunity to find out about the Renault brand.

The thematic zones are set out according to the following guidelines:

- Headline zone positioned parallel to and on the left of the Renault Road as you enter, against the facade.
- ZE zone positioned to the right of the Renault Road as you enter, against the facade (for countries that commercialise the Z.E. range).
- The Passion zone can be placed either on the right or left of the showroom. It must be visible on entering the showroom and situated in the middle ground.
- The thematic zones must never be side by side but separated (by a desk, an aisle, vehicles, etc.).
- The same guidelines must be adopted for all thematic zones.

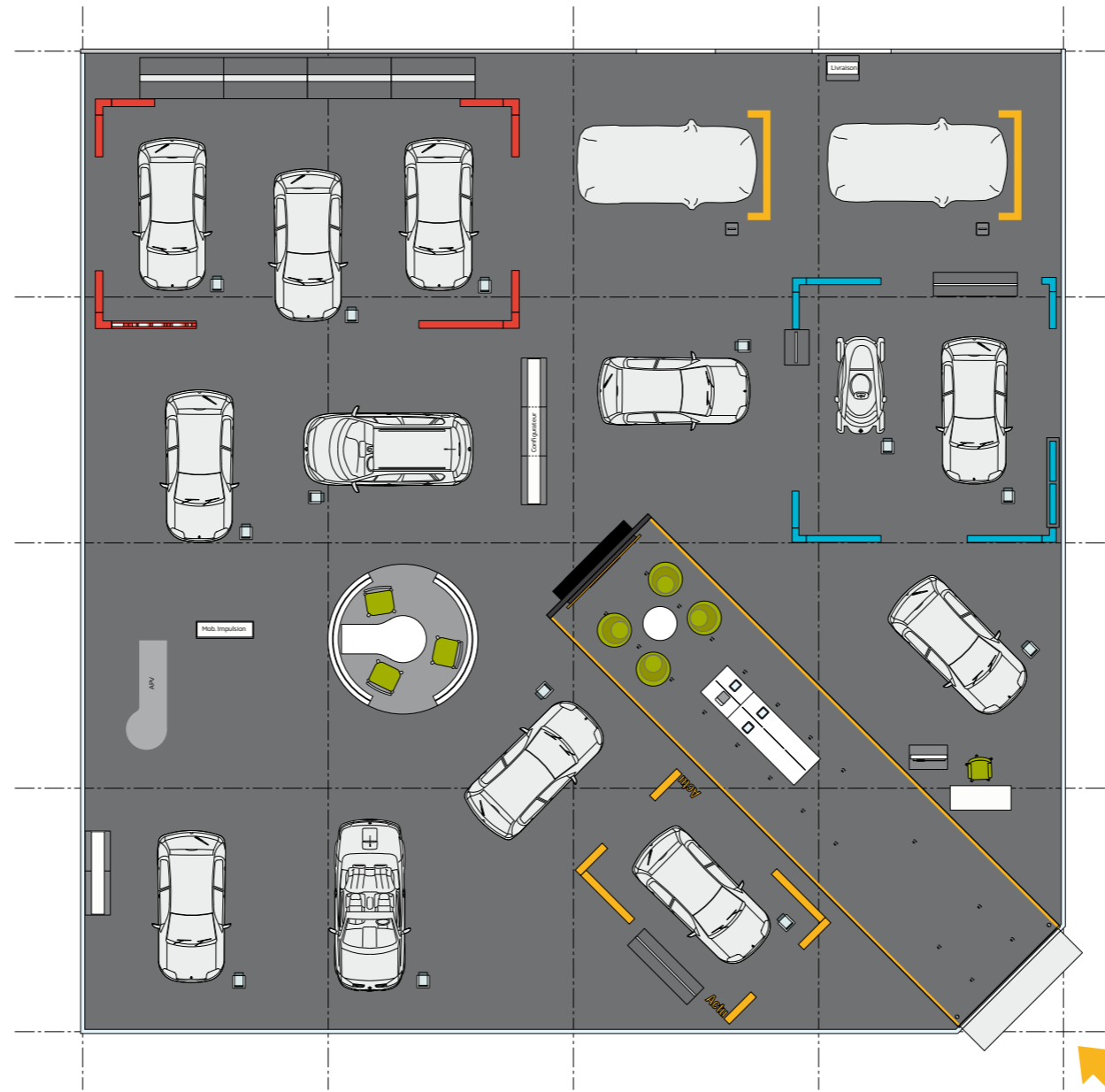
Finally, this document supplements:

- «THE RENAULT STORE ESSENTIALS», which presents the strategic approach, illustrates how it contributes to the philosophy of «sell more, sell better»,
- and outlines the key areas and functionalities.
- All technical documents and specifications (for further information, contact Brand Stores).

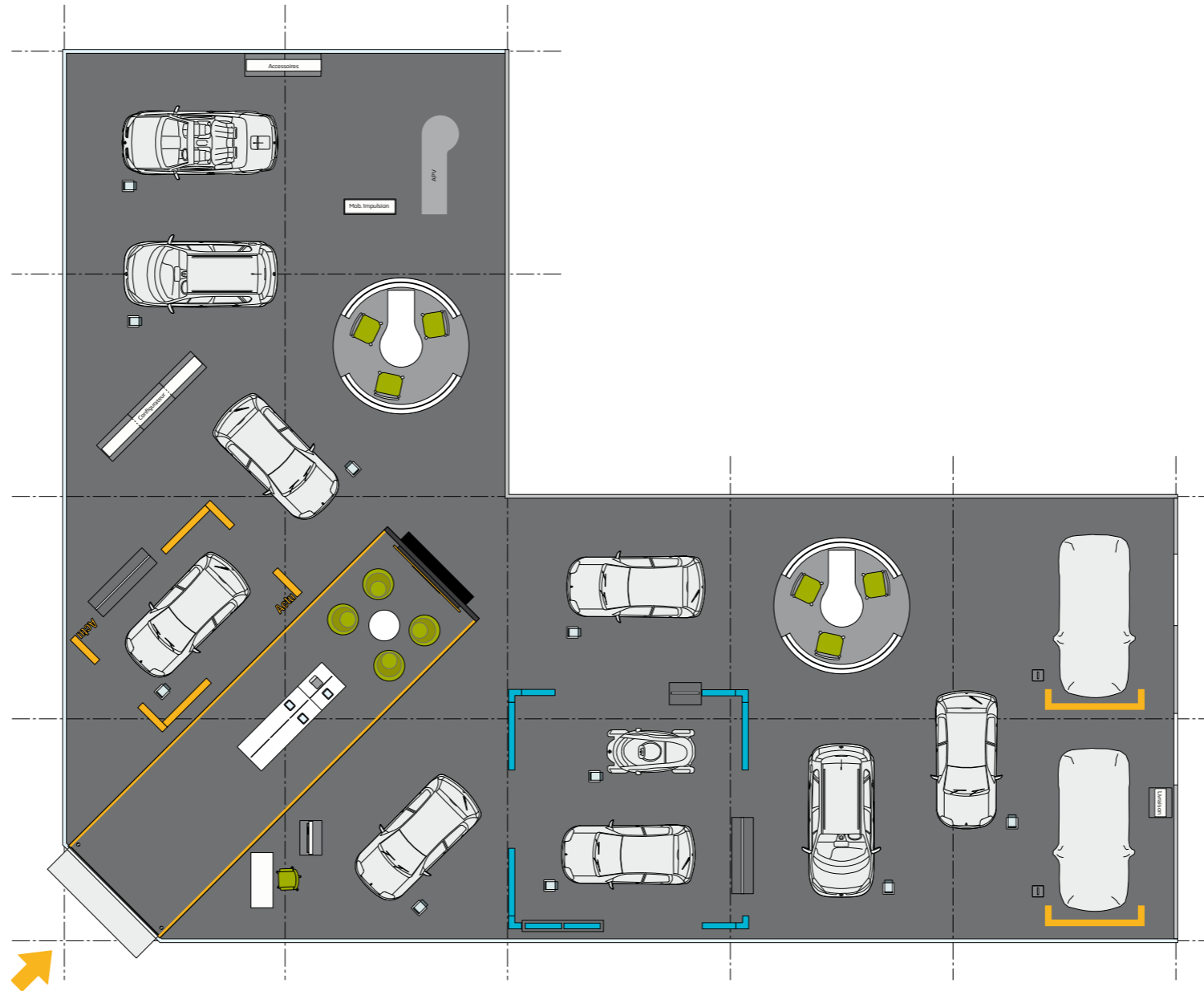
Special cases



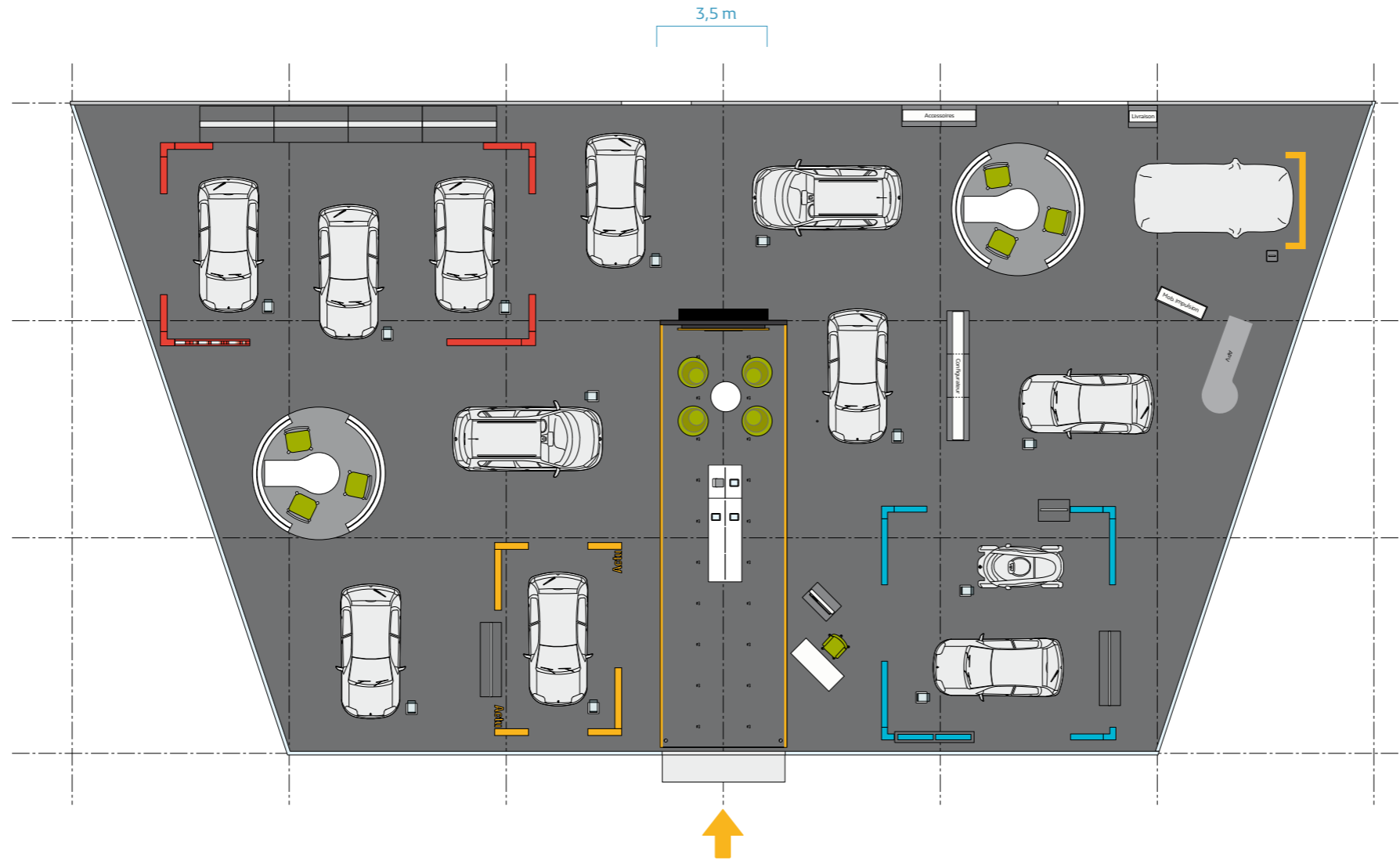
Entrance in corner of Showroom



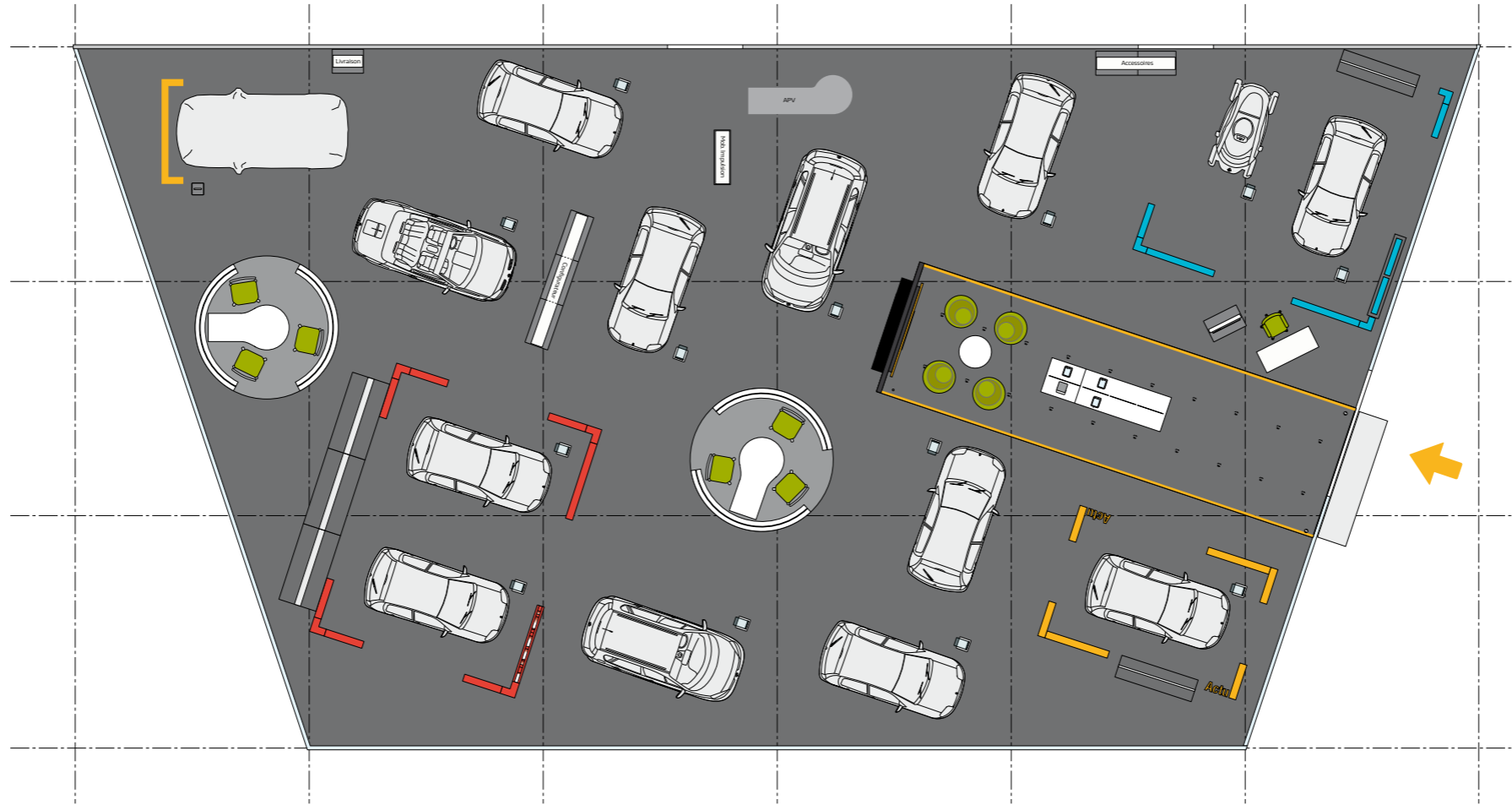
Entrance in corner of Showroom



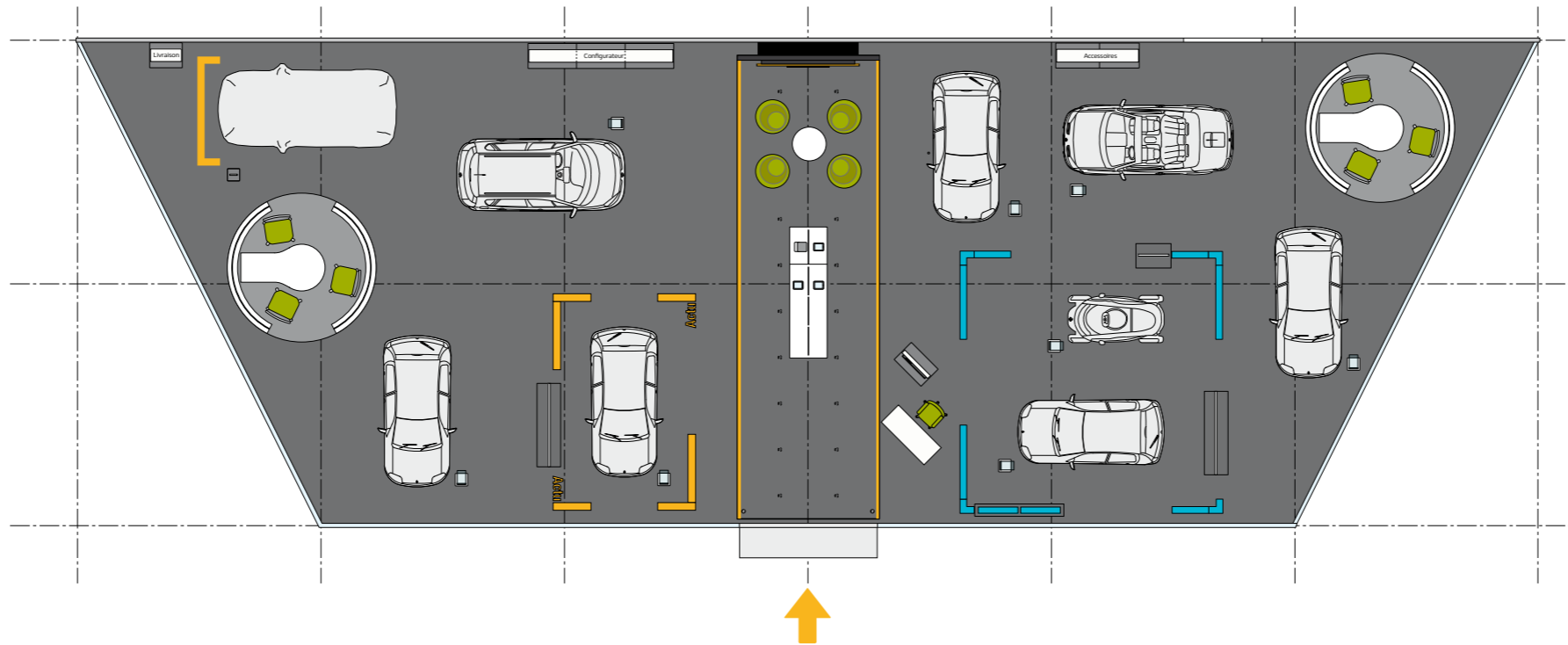
Trapezoid-shaped Showrooms



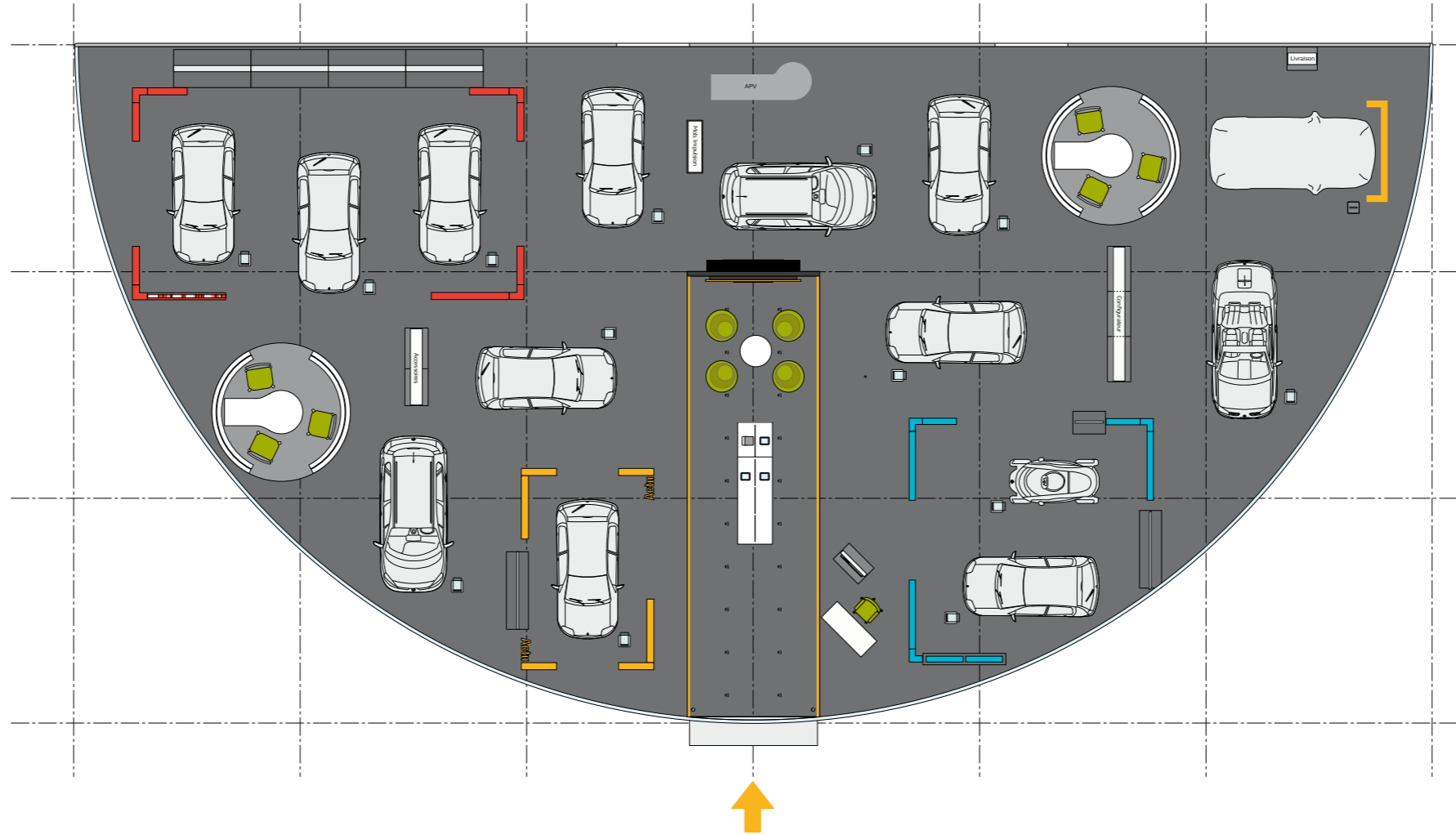
Trapezoid-shaped Showrooms (2)



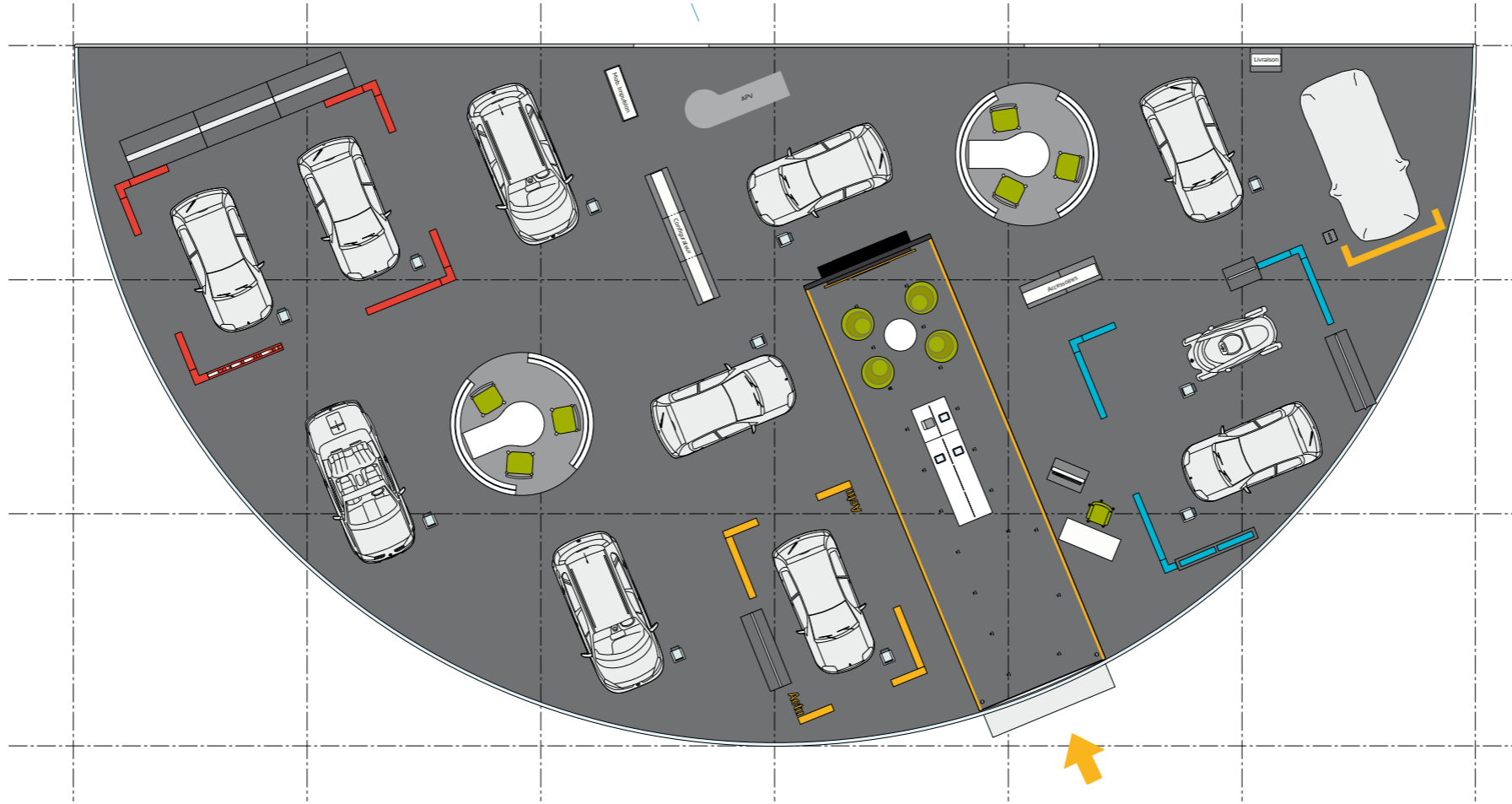
Trapezoid-shaped Showrooms (3) with after-sales reception remote from showroom



Semi-circular Showrooms



Semi-circular howrooms (2)



Diamond-shaped Showrooms with after-sales reception remote from showroom

