

DACIA

Dacia Evolution

Brand identity components in **the customer journey**

GENERAL PRINCIPLE - BRAND STORES - DIRECTION RÉSEAUX - VERSION 01 - OCTOBRE 2018

The components of the customer journey of the 3 Dacia showroom formats and for multibrand sites

Dacia Corner



Dedicated showroom



Dacia Box



Multibrand sites



Dacia Corner

OUTDOORS

Touchpoints:

- › One Dacia flag
- › A Dacia mini totem
- › Shared Renault / Dacia entrance
- › Communications media for Test Drive vehicle



Dacia Corner

IN THE SHOWROOM



Characteristics:

- › No separation between the 2 displays
- › Renault showroom grey tiling
- › No Dacia dedicated sales desk

Touchpoints:

- › Dacia Brand wall
- › Dacia Brand wall 2x2 display
- › Maximum 3 Dacia vehicles on display
- › Dacia vehicle delivered with dust cover



Dacia Corner

AFTER-SALES

Touchpoints:

- › Dacia sign positioned next to the Service bay
- › After-sales in the Renault showroom at the Renault Service Reception
- › A Dacia after-sales totem next to the reception desk

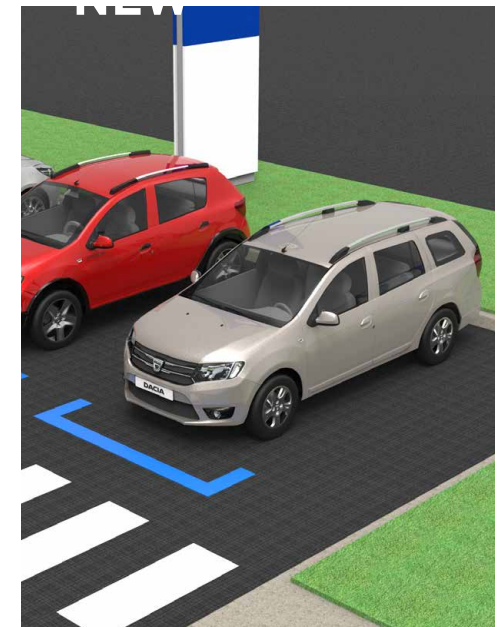
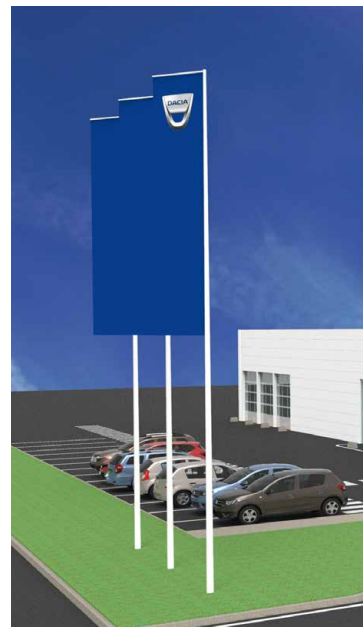


Dedicated showroom

OUTDOORS

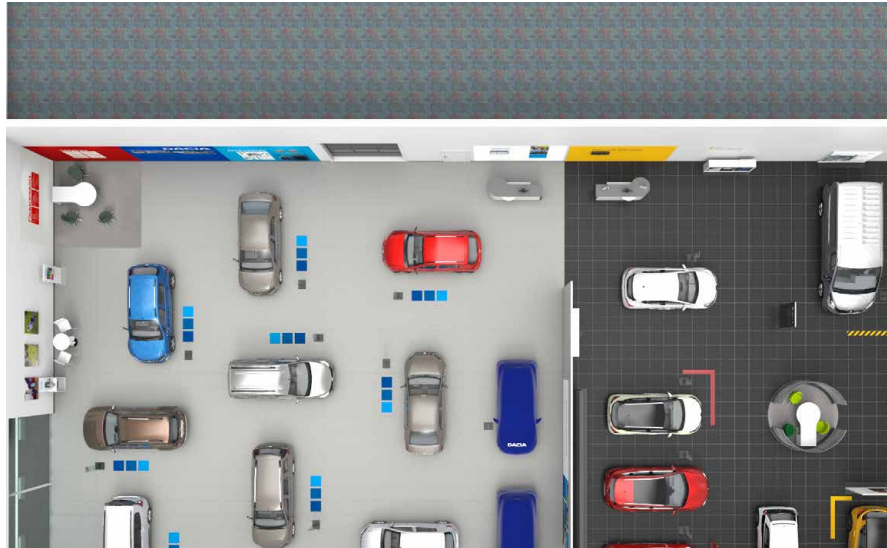
Touchpoints:

- › Three Dacia flags
- › A Dacia totem
- › A Dacia sign entrance
- › Separate RENAULT and DACIA entrances
- › A dedicated Test Drive area



Dedicated showroom

IN THE SHOWROOM



Characteristics:

- › Minimum separation of 60% between the two Brands with a minimum height of 2,20m
- › Light grey Dacia tiling
- › Dark grey tiling on derogation from Brand Stores

Touchpoints:

- › Brand / Services / Financing wall
- › Salespeople with Dacia badges
- › Dacia dedicated sales desks
- › Delivery:
 - 1 - Renault delivery area + small format Dacia visual
 - 2 - Renault delivery area + large format Dacia visual
 - 3 - Specific Dacia delivery area



Dedicated showroom

AFTER-SALES

Touchpoints:

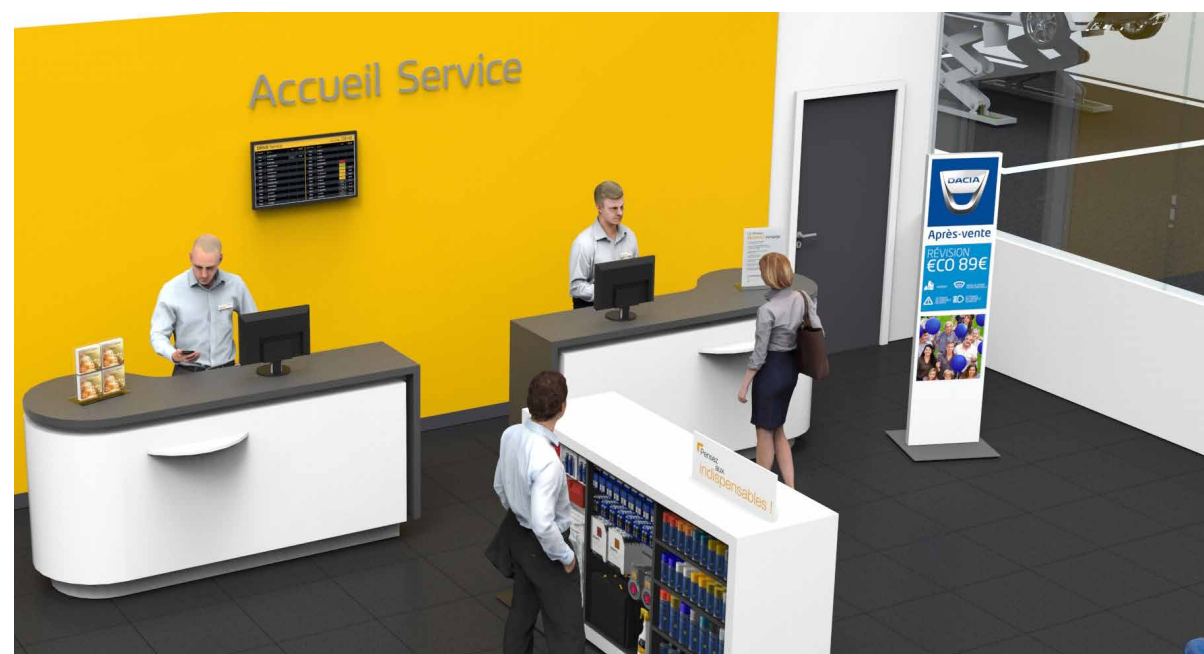
- Dacia sign positioned next to the Renault Service bay
- After-sales reception in the Renault showroom at the Renault Service Reception
 - Dacia after-sales totem
- After-sales reception in the Renault showroom
 - Specific Dacia after-sales desk
 - Specific screen
 - Dacia visual



For outlets with - 50% of Dacia workshop entries



For outlets with + 50% of Dacia workshop entries



Dacia Box

OUTDOORS

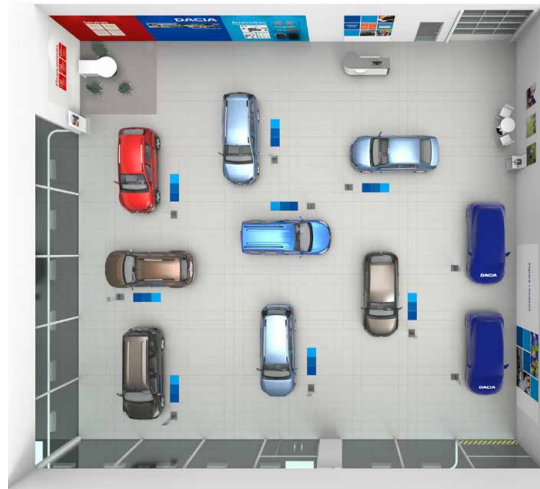
Characteristics:

- › Six Dacia flags
- › A Dacia totem
- › A Dacia sign entrance
- › A dedicated Test Drive area



Dacia Box

IN THE SHOWROOM



Characteristics:

- › No Renault showroom in direct proximity
- › Light grey Dacia tiling

Touchpoints:

- › Brand / Services / Financing wall
- › Salespeople with Dacia badges
- › Dacia dedicated sales desks
- › A specific Delivery Area

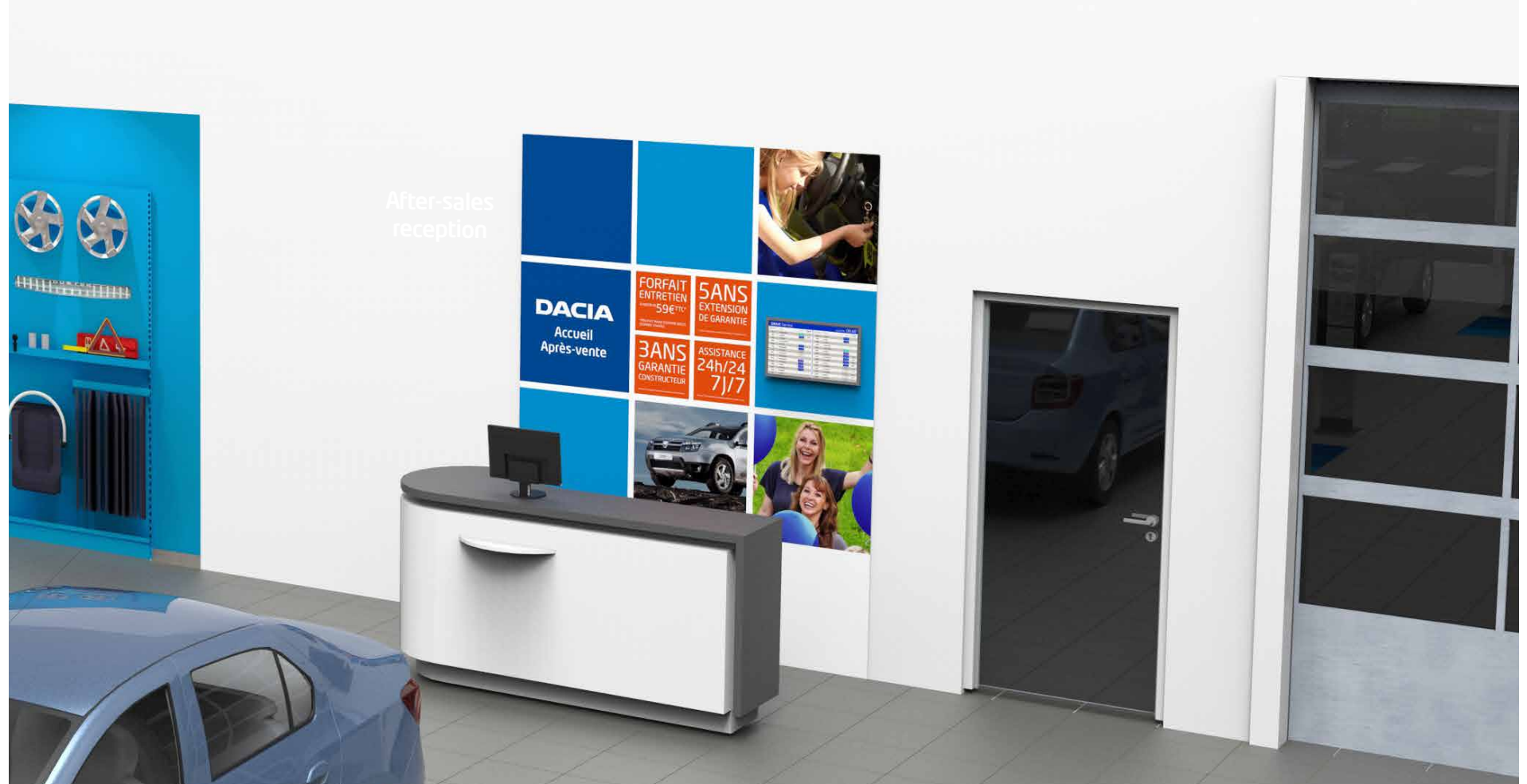


Dacia Box

AFTER-SALES

Touchpoints:

- > Dacia signage on Service bay
- > Dedicated after-sales reception
 - Specific screen
 - Dacia visual



Multibrand sites

OUTDOORS

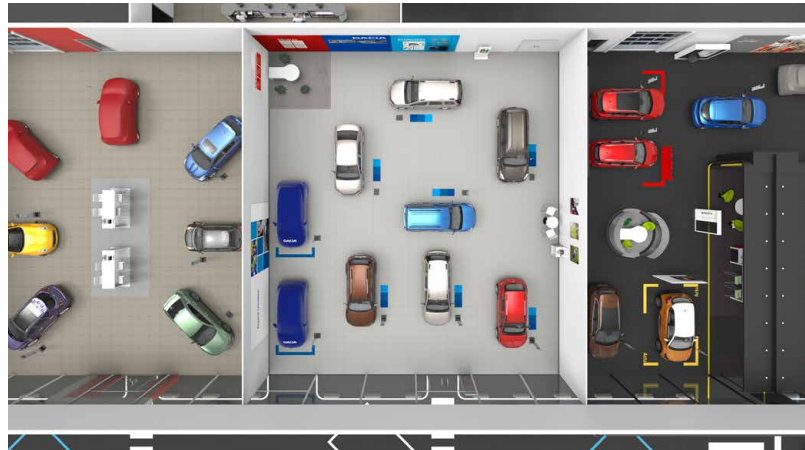
Characteristics:

- › At list one Dacia flags
- › A Dacia totem
- › A Dacia sign entrance



Multibrand sites

IN THE SHOWROOM



Touchpoints:

- › Brand / Services / Financing wall
- › Salespeople with Dacia badges
- › Dacia dedicated sales desks

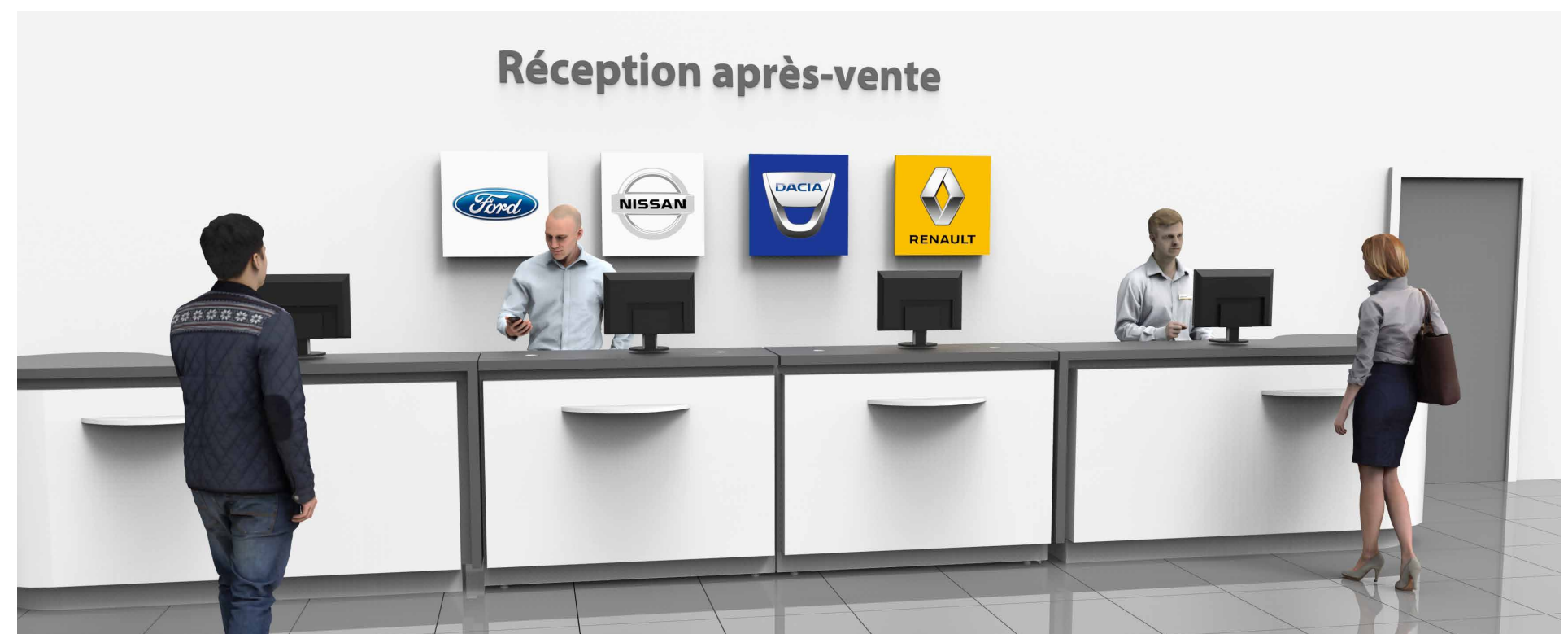


Multibrand sites

AFTER-SALES

Touchpoints:

- Dacia signage next to the Service bay
- Identification of the Dacia brand at the after-sales reception



Thank you