

Renault Store - Application guide



**RENAULT**  
Passion for life

# Façades and approaches



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# guided tour of the **Renault** **Store**

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introduction

## what is the purpose of this guide?

### **A general presentation of the Renault Store**

By way of an initial approach, this guide describes the main organizational principles and the façades of a typical suburban site incorporating nearly all components.

### **A visual overview of Renault Store sites**

This guide presents the various types of Renault Store sites according to their size and their location.

### **It sets out the rules to follow in using the different components**

This guide describes the rules of application for Renault Store components: approaches, forecourts, façades, etc.

It defines a general framework intended to facilitate implementation across the dealer network and meet the diversity of cases encountered.

# Discovering the **Renault** **Store**

### To discover the Renault Store or to find out more about it...

5 types de supports sont disponibles :

- the **concept book** is the summary document that explains and allows you to gain an understanding of the fundamental principles of the Renault Store, in line with the values of the Brand. It is to be widely disseminated and is intended for all those who need to be aware of and be able to implement and explain the Renault Store concept.
- the **two-minute film** presents the broad outlines of the Renault Store illustrated by customer journeys. It is to be widely disseminated – and can be used as an introduction to any information briefing on the topic – including by being made available to dealership teams
- the specifications describe the technical characteristics of the components and are intended for use by those performing installation or manufacturing work for Renault Stores.
- the **application guide** presents the different components and specifies their modes of use.
- the **Renault Store Interior essentials** provide a reminder of the Renault Store interior standards, which are pre-requisites for the application of the "façades and approaches" components..

The concept book



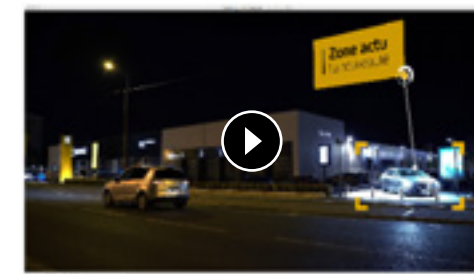
The application guide



The technical specifications



The film



All these media aids are available for download here:

<http://dpir.renault.com/>

### **General organization of the guide**

The guide allows the reader to gradually discover the Renault Store by moving from the approaches up to the façades.

- ① **Discovering the Renault Store**
- ② **Different types of format**
- ③ **General identification**
- ④ **Approaches**
- ⑤ **Promotion of the line-up and communications**
- ⑥ **Showroom façades**
- ⑦ **After-Sales façades**
- ⑧ **Renault Minute**
- ⑨ **Renault Pro+**
- ⑩ **Renault Selection**
- ⑪ **Renault Dacia sites**
- ⑫ **Multibrand sites**
- ⑬ **Secondary network**



To directly access a chapter, click on the title

guided tour of the Renault Store  
**initial view**  
from the right of the site



guided tour of the Renault Store  
**initial view**  
from the left of the site



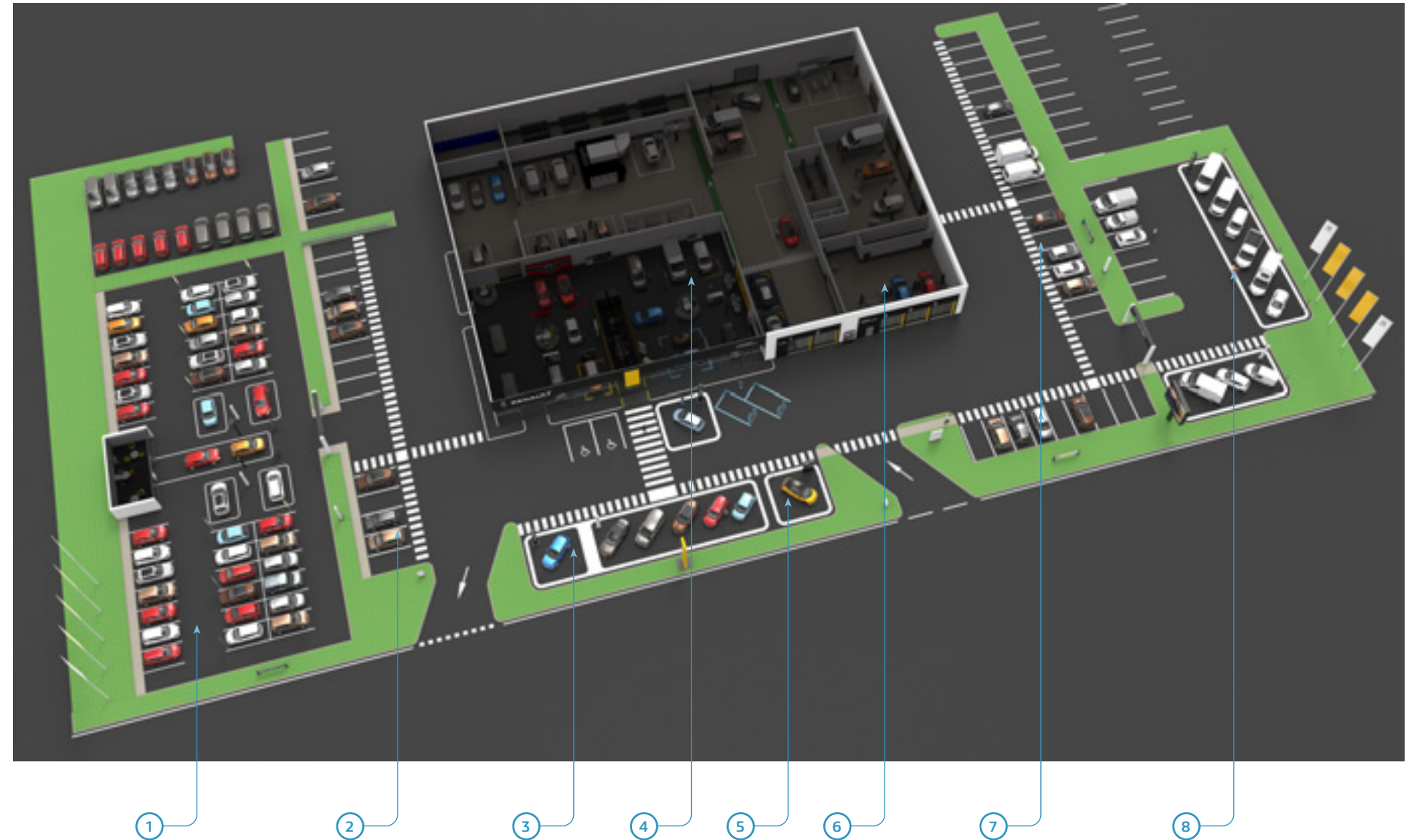
## guided tour of the Renault Store organization

### Components

- ① The Renault Selection display
- ② Customer parking for showroom
- ③ Display areas
- ④ The Renault Store showroom
- ⑤ The Headline zone
- ⑥ The After-Sales façade
- ⑦ Customer parking for After-Sales
- ⑧ The Renault Pro+ display

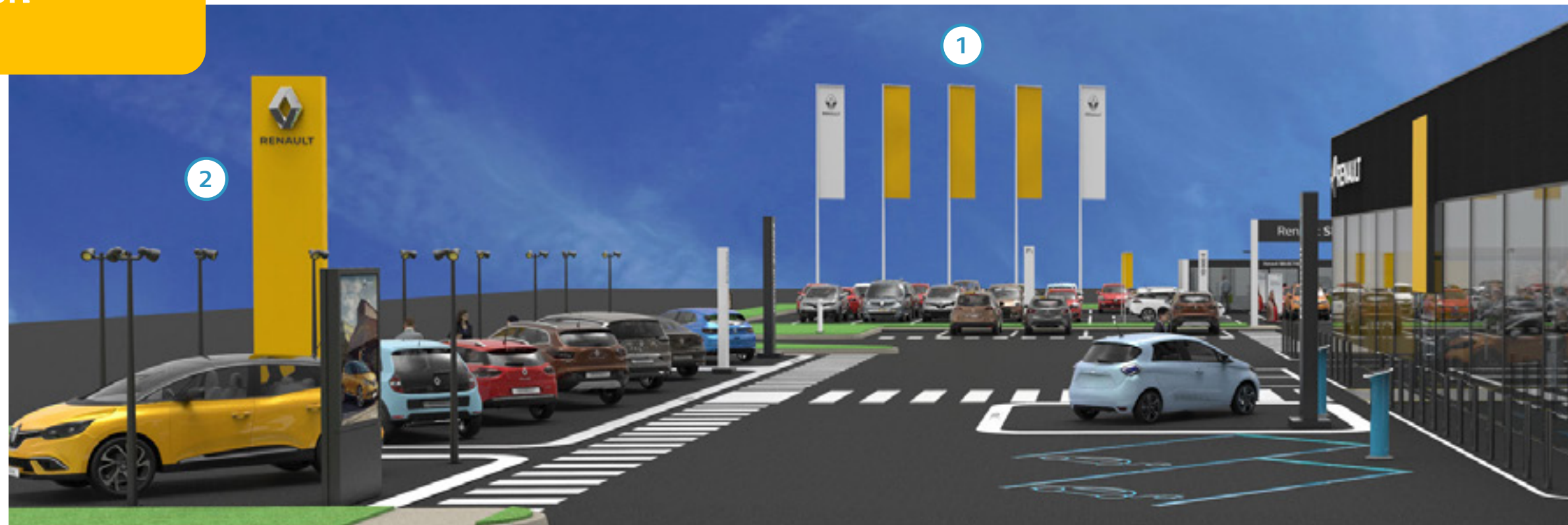
Note.

This site is provided by way of example and the installation layouts must be adapted depending on the configurations used, whilst being organized as specified.





guided tour of the Renault Store  
**identification  
of the site**



① **The flags**

The flags, visible from a distance, are the first markers which identify the Renault brand.

② **The totem**

Bearer of the Renault signature, the totem highlights the brand on the site.

## guided tour of the Renault Store entrance to the site



### ① The Headline zone

The Headline zone presents the latest vehicle produced by the Brand and must be visible to all passers-by and customers. It is the key component of the exterior display.

### ② Directional signage

The directional signs are arranged so as to signpost customer journeys from the approaches to the site to the customer parking areas and reception areas.

## guided tour of the Renault Store customer parking areas



### ① The parking sign

The directional signage guides customers to the customer parking area.

The identification sign for the parking area allows customers to know where they can park.

### ② Parking space markings

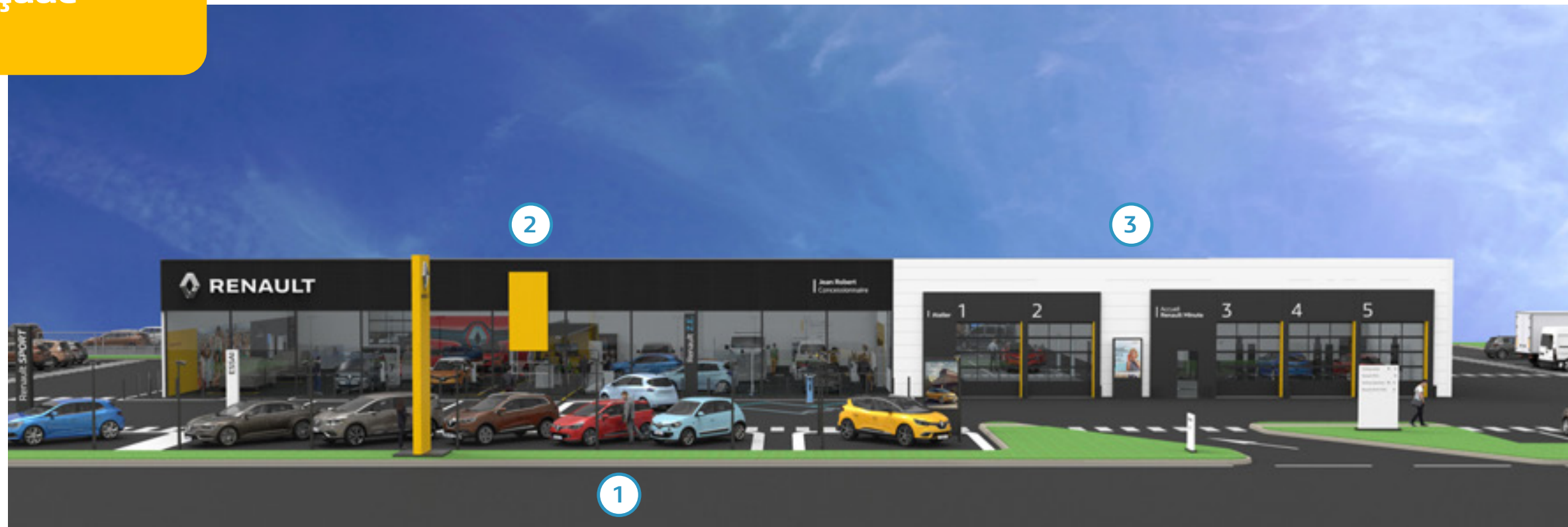
The parking spaces are marked out by lines on the ground according to the standards applicable in each country.

### ③ Pedestrian routes

Pedestrian routes allow customers to stay safe while moving around the site on foot.

They connect the parking areas and exterior display areas to the showroom.

## guided tour of the Renault Store the main façade



### ① The exterior display areas

The exterior display areas highlight the range and new models outside the showroom.

They are the only way of signaling the presence of sub-brands (Renault Sport, Renault ZE and Renault PRO+).

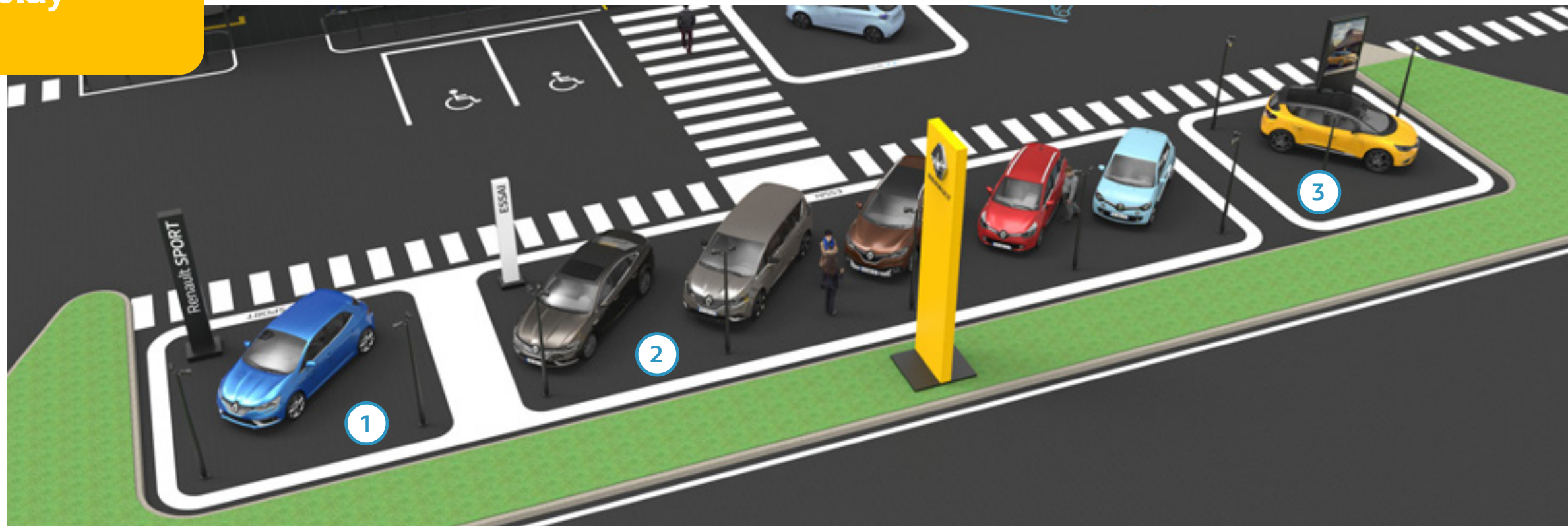
### ② The showroom

The showroom is identified by markings on the façade and main entrance markings on a specific identifying strip.

### ③ The After-Sales façade

The After-Sales façade is predominantly white, with the reception areas and service bays used by customers having a grey trim providing a uniform overview of the different services on offer.

guided tour of the Renault Store  
**exterior display  
 areas**



① **The Sub-Brand areas**

The Renault Sport, Renault ZE and Renault PRO+ vehicles represent their respective Sub-Brand.

Each site, depending on the approval granted to it, presents either all or some of these Sub-Brands.

② **The Test drive zone**

The Test drive zone located in front of the showroom shows the extent of the Renault range and encourages the customer to try out the different vehicles on display.

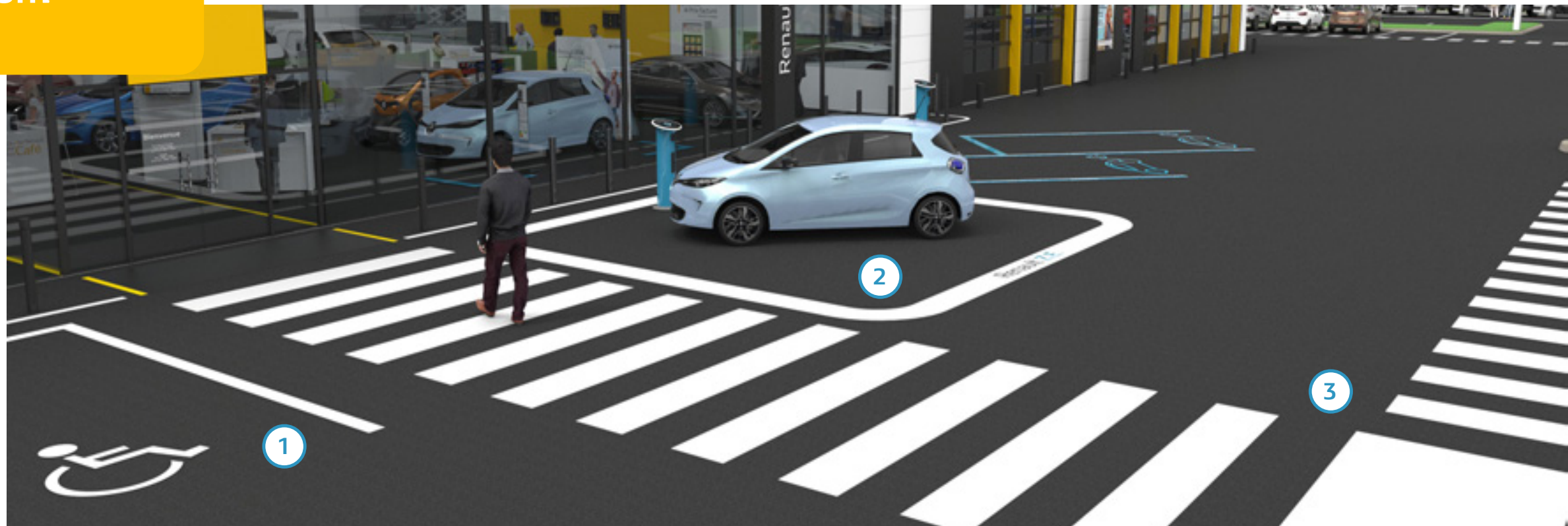
③ **The Headline zone**

The Headline zone presents the latest vehicle produced by the Brand.

guided tour of the Renault Store

**the showroom**

**the forecourt**



**① Parking spaces for people with reduced mobility**

Depending on the legislation in force, parking spaces are reserved for people with reduced mobility, preferably in front of the showroom.

**② The ZE zone**

To meet space constraints, the ZE zone may be located adjacent to showroom façade.

**③ Pedestrian routes**

Pedestrian routes connect the showroom to the exterior display areas via a protected corridor laid out as an extension to the Renault Road.

guided tour of the Renault Store  
**the showroom**  
**main façade**



① **The façade signage**

The main façade features markings consisting of the 3D diamond, the word Renault and the Site Name.

② **The woven-metal mesh**

The façades of the showroom are clad with a specific woven-metal mesh covering the whole of the available surface above the window.

③ **Entrance markings**

The entrance is marked by an overhead panel above the entrance door to the showroom on the main façade.

guided tour of the Renault Store

## workshop bays main façade



### ① Cladding for the bays

The workshop bays accessible to customers are characterized by a metallic dark grey cladding bearing the identification of the reception and a number for each of the bays.

### ② Marking of bays

The numbering is intended to facilitate the identification of the bays for customer access.

### ③ The Renault Minute workshop bays

The Renault Minute bays share the same cladding.

The Renault Minute reception is identified by markings above the entrance door.



guided tour of the Renault Store

## workshop bays secondary façade



### ① The word Workshop

The word Workshop\* is used to identify the activity of the secondary façade when the workshop bays are located at a distance from the showroom.

\* depending on the term on use in the country concerned.

### ② Cladding for the Renault Pro+ bays

The Renault Pro+ workshop bays have entrances that are higher than standard.

The cladding for all the workshop bays is of the same height to give all the façades a uniform look.

### ③ Cladding for the other bays

Only workshop bays which are accessible to customers are clad and numbered.

## guided tour of the Renault Store

# Renault Selection



### ① The signage arch

The arch identifies Renault Selection exterior displays\*.

Located at the entry to the Renault Selection display area, it is positioned in the axis of the central bay.

\* depending on the term on use in the country.

### ② The vehicle display area

The organization of the display area is carefully managed.

Parking space markings, communications media, highlighting of flagship products... are all covered by specific recommendations.

### ③ The sales area

The Renault Selection signature identifies the sales area for used vehicle sales.

The general organization of sales areas is standardized.

## guided tour of the Renault Store Renault Pro+



### ① The signage arch

The arch identifies Renault Pro+ exterior displays\*.

### ② The vehicle display area

The Renault Pro+ range of vehicles is presented according to standards developed for exterior display areas located in front of the showroom.

### ③ Test-drive vehicles

Vehicles representative of the Renault Pro+ range are made available to customers to encourage them to take a test drive and promote sales.