

Renault
SELECTION
sites

The exterior display areas	10.5
Integrated showrooms	10.35
The independent Renault SELECTION site	10.67

Renault SELECTION

general

Highlight the Used Vehicles offer

Whether it is in the form of an exterior display or a display in the showroom, Used Vehicles are incorporated into the Renault Store by offering consistent customer journeys.

By showcasing products and services, and making the display location more attractive, the Renault SELECTION site is made more effective.

Make the Renault SELECTION offer on Renault independent sites more dynamic

In the form of an exterior display, Renault SELECTION is incorporated into the approaches to our dealerships by offering a dynamic presentation of the Used Vehicles offer.

Inside, the Renault SELECTION showroom is organized in a clear manner highlighting flagship products for improved sales efficiency.

Deploy independent Renault SELECTION sites

Independent Renault SELECTION sites are organized in a new way based on a rational layout of vehicles in the showroom making it possible to take a test drive at any time.

Effective communications helps customers to find their way around the showroom, showcasing all the components of the Renault SELECTION customer promise.

an attractive
presentation for
Used Vehicles

Note: the "Renault SELECTION" designation is used for generic purposes and may differ in certain countries.

Renault SELECTION

the exterior display area



① Identification

A Renault SELECTION gantry identifies the Used Vehicle display area.

② The Renault SELECTION display

The Renault SELECTION display is structured around a central axis presenting the flagship models and leading to the sales area.

③ The sales area

The sales area consists of sales desks and a mini-waiting area.

Renault SELECTION the integrated showroom



① Identification

The Renault SELECTION signature is placed above the main entrance door to the Used Vehicle showroom.

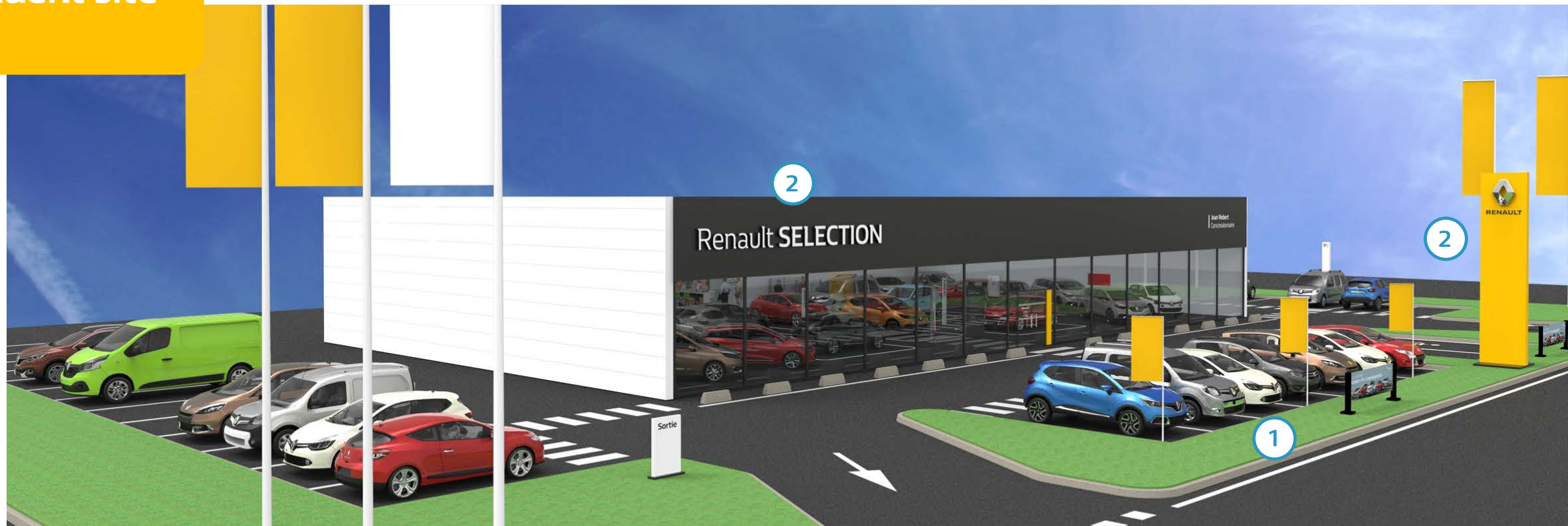
The yellow vertical marker makes it easier to locate the entrance.

The showroom does not necessarily have to have an entrance from the exterior. Used Vehicle customers then come in via the central entrance and the Renault Road to make their way to the Used Vehicle showroom.

② Organization of the showroom

The showroom is structured around a central axis presenting the vehicles in an orderly manner.

Renault SELECTION the independent site



① The exterior display area

The exterior display area located in front of the showroom presents the offers of the moment.

② Identification

The Renault totem identifies the site as belonging to the Brand.

The Renault SELECTION signature and the Site Name are laid out on a metallic grey strip which is used to clad the upper part of the glazed façade of the showroom.

the exterior display areas

the offset display area

An exterior display area close to the New Vehicle showroom.

- ① The Renault SELECTION display area is located to one side of the site and is accessible by protected pedestrian routes.
- ② A signage arch identifies the display area.
- ③ The area is organized around a central axis which is rendered more visible by ground markings.
- ④ The vehicles positioned perpendicular to this central axis are the most attractive offers in their category.
- ⑤ At the far end of the zone, the sales area serves as a customer reception with sales desks and a mini-waiting area.

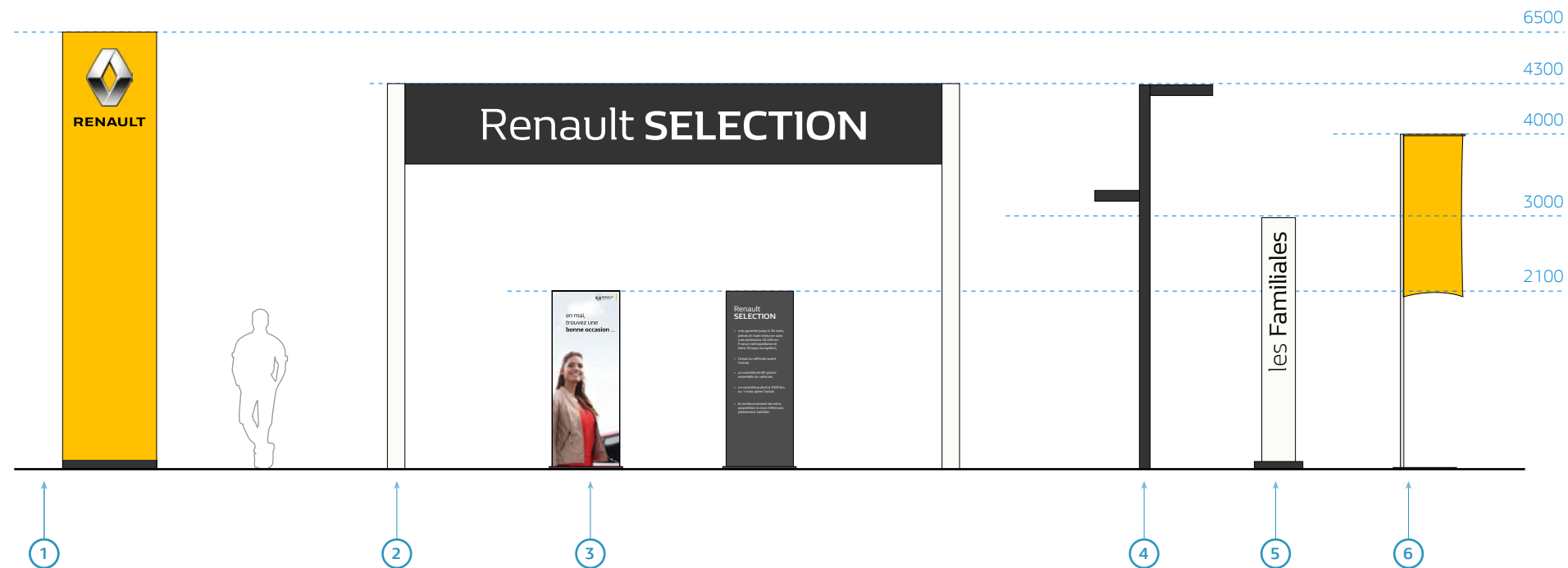


the exterior display areas

components

Key

- ① The 2 m² promotional banner
- ② The signage arch
- ③ Customer promise and communication sign
- ④ Lighting masts
- ⑤ Bay signs
- ⑥ Standards

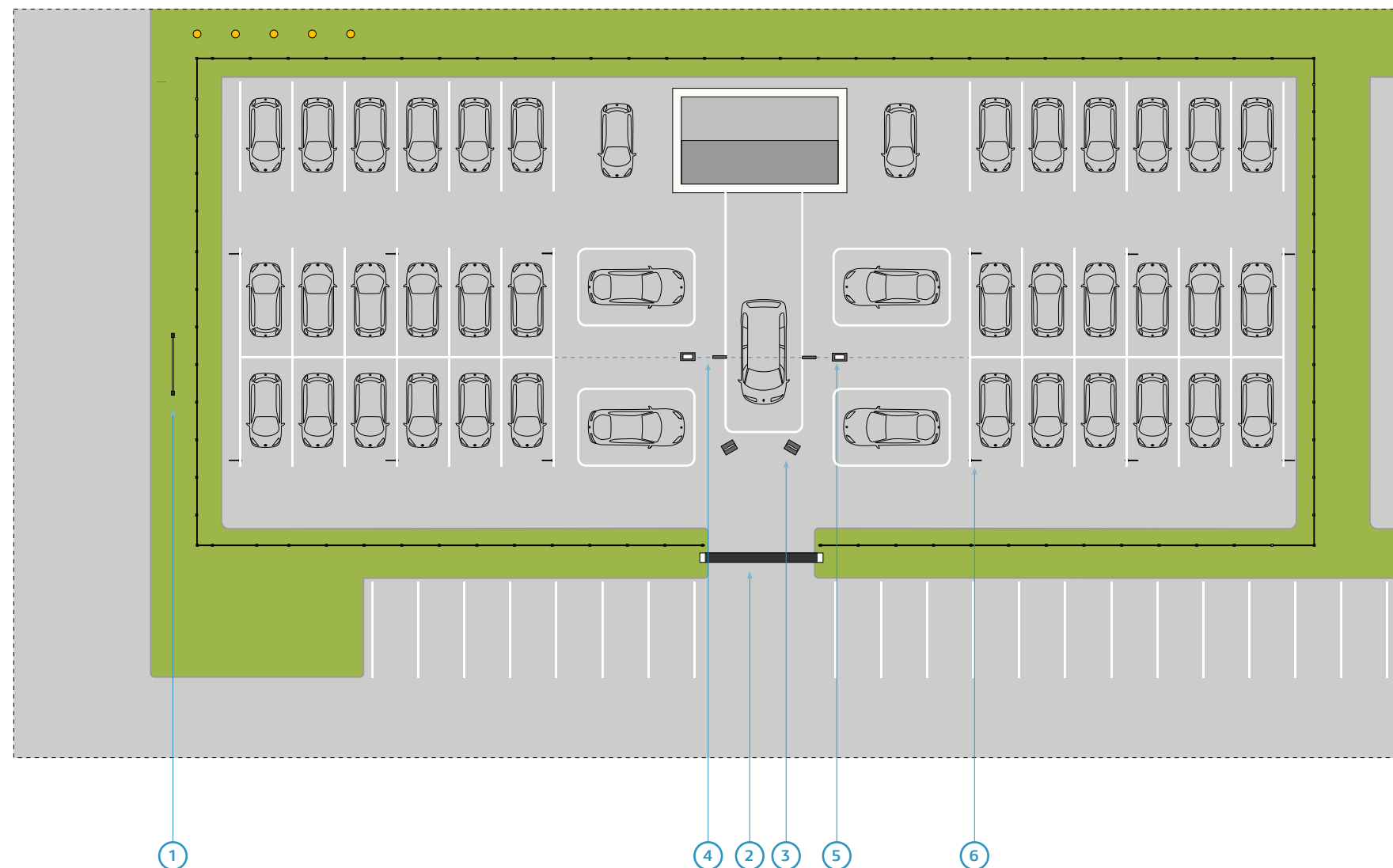


the exterior display areas

typical installation of components

Key

- ① The 2 m² promotional banner
- ② The signage arch
- ③ Customer promise and communication sign
- ④ Lighting masts
- ⑤ Bay signs
- ⑥ Standards



the exterior display areas

the promotional banner

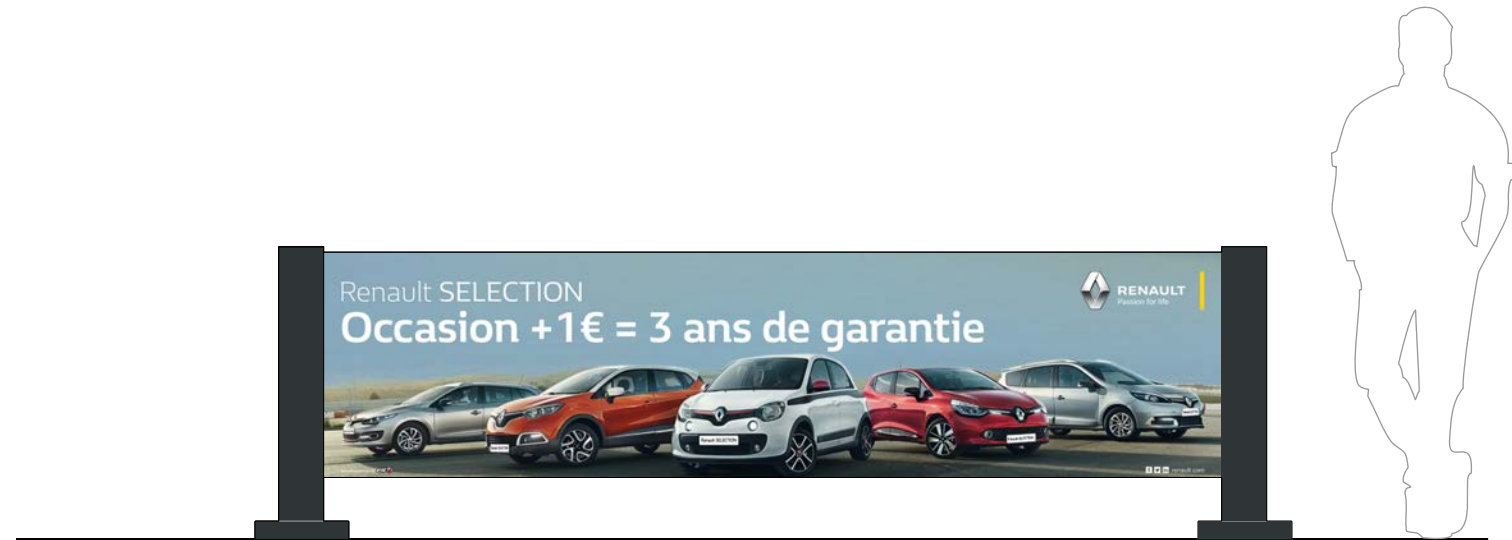
Purpose

A 2 m² promotional banner is devoted to Renault SELECTION communications.

It presents the current offer and helps to give the exterior display area a fresh and attractive feel.

Where is it to be installed?

The 2 m² promotional banner is installed on the approaches to the site parallel to the main road.



the exterior display areas

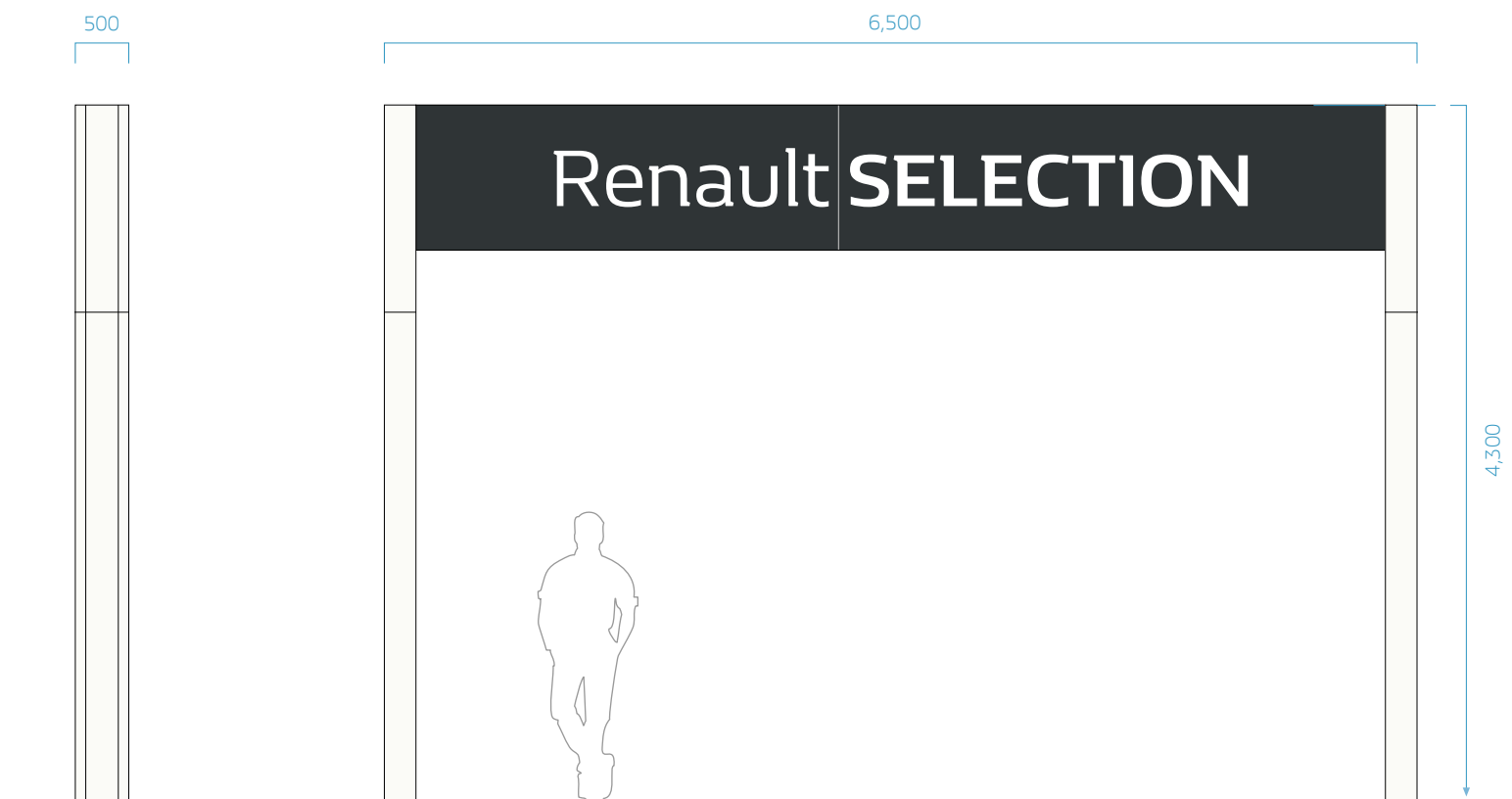
the signage arch

Purpose

The arch identifies Renault SELECTION exterior displays.

Where is it to be installed?

The arch is installed in front of the Renault SELECTION display area in the axis of the central bay.



NOTE: The previous generation of arches can be retrofitted allowing the internal structure to be retained once the cladding sheets have been removed

the exterior display areas

bay signs

Purpose

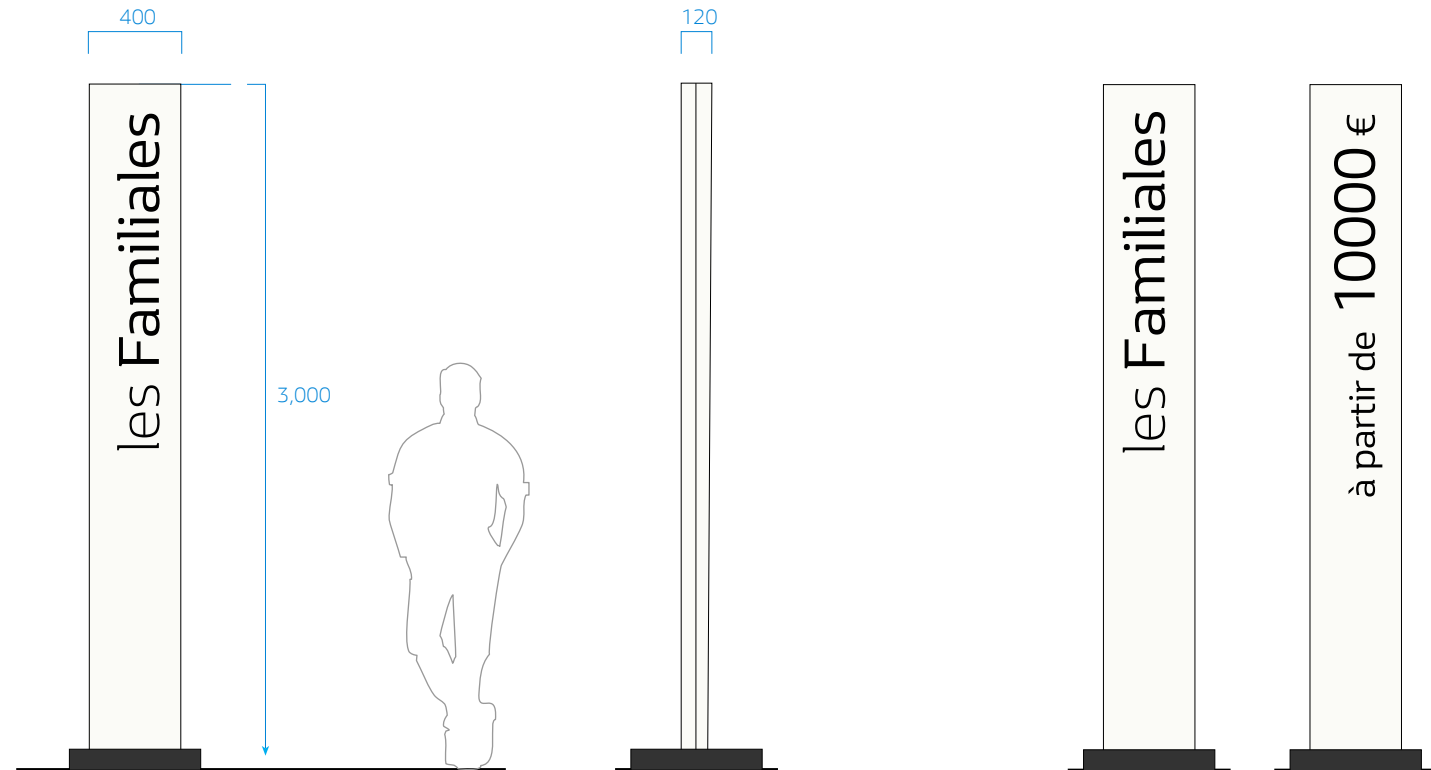
The bay signs serve the purpose of organizing and dividing up the Renault SELECTION display area into segments.

There are various possible options:

- Segmentation into categories of vehicles, e.g. family cars, sports cars, etc.
- Segmentation according to price segment, e.g. €10,000, €15,000, etc.

Where are they to be installed?

The bay signs are installed along the axis of the bays, aligned with the markings of the priority display area.



NOTE: The markings are to be adapted by the Country with the approval of the function and the Regions.

the exterior display areas

customer promise and communication signs

Purpose

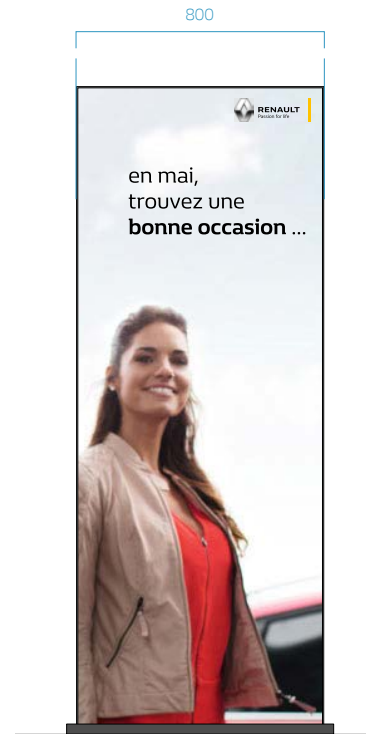
The customer promise signs display a message explaining the Renault SELECTION customer promise.

Where are they to be installed?

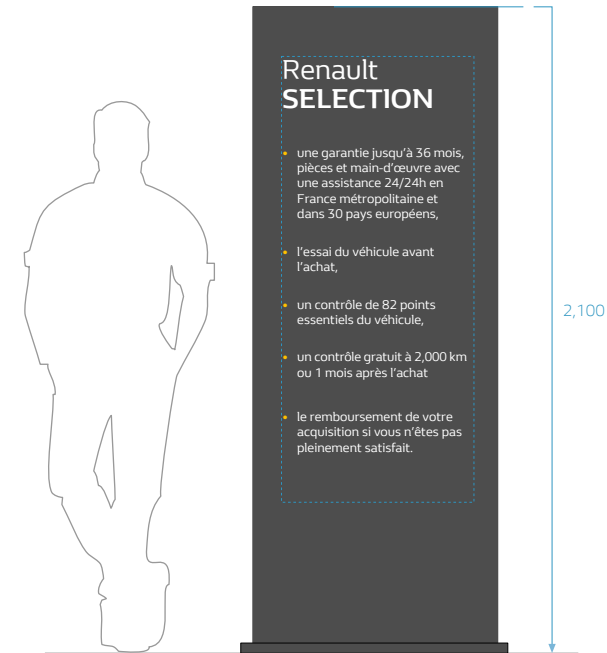
These signs are installed at the entry to the exterior display area (under the canopy where one exists), in front of the first vehicle on display.

The content is to be adapted by the Country with the approval of the function and the Regions

- ① Communication sign with an example of a promotional image.
- ② Communication sign with an example of a customer promise statement.



①



②

the exterior display areas

lighting masts

Purpose

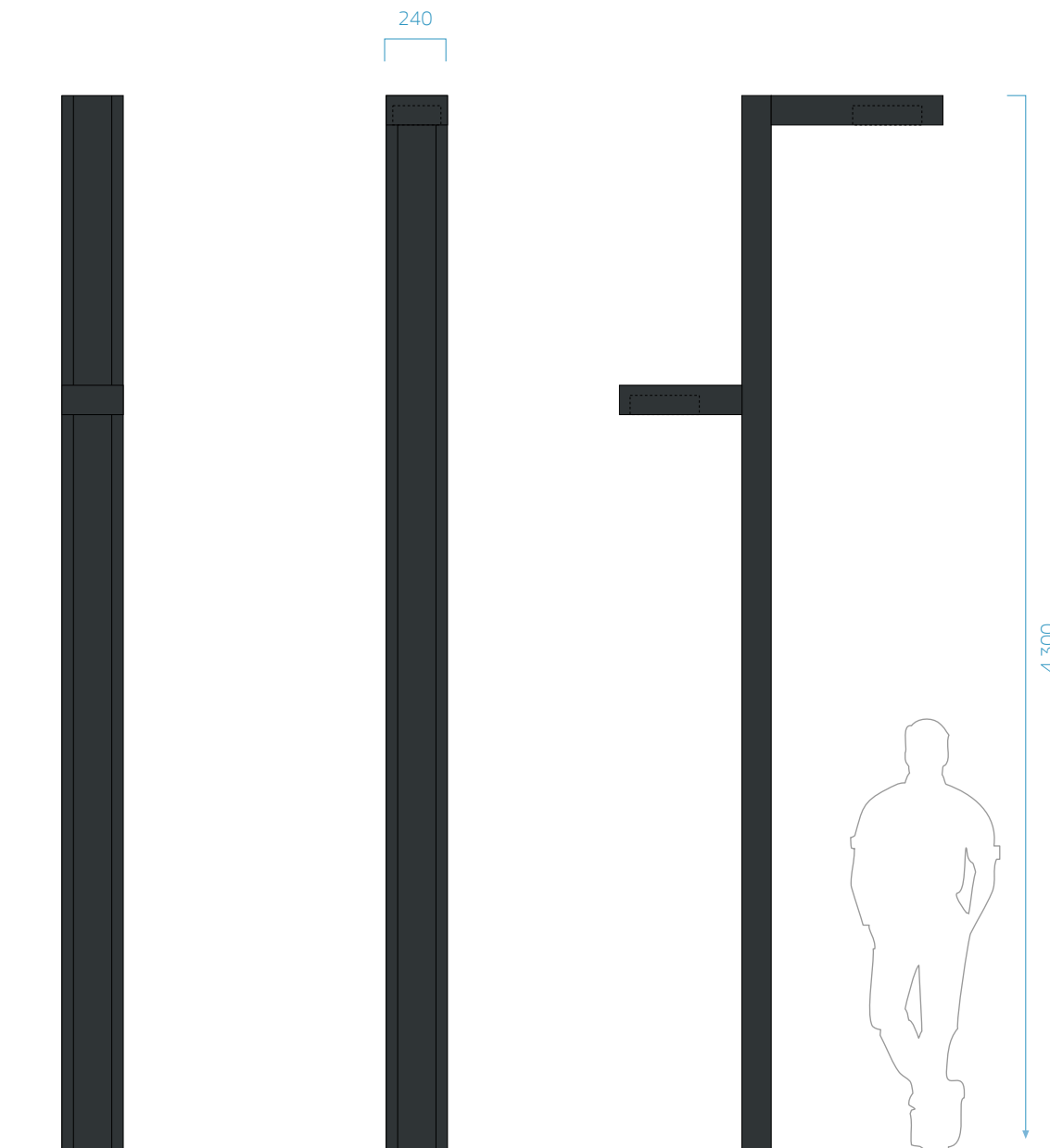
The lighting masts highlight the display area at night.

They create a central strip of light highlighting the vehicles present along the axis of the display.

Where are they to be installed?

Each vehicle located in the central bay is lit by 2 lighting masts installed in the axis of the display bay.

NOTE: Details opposite are provided for information purposes. Variants may be proposed and put to Brand Stores for approval.



the exterior display areas standards

Purpose

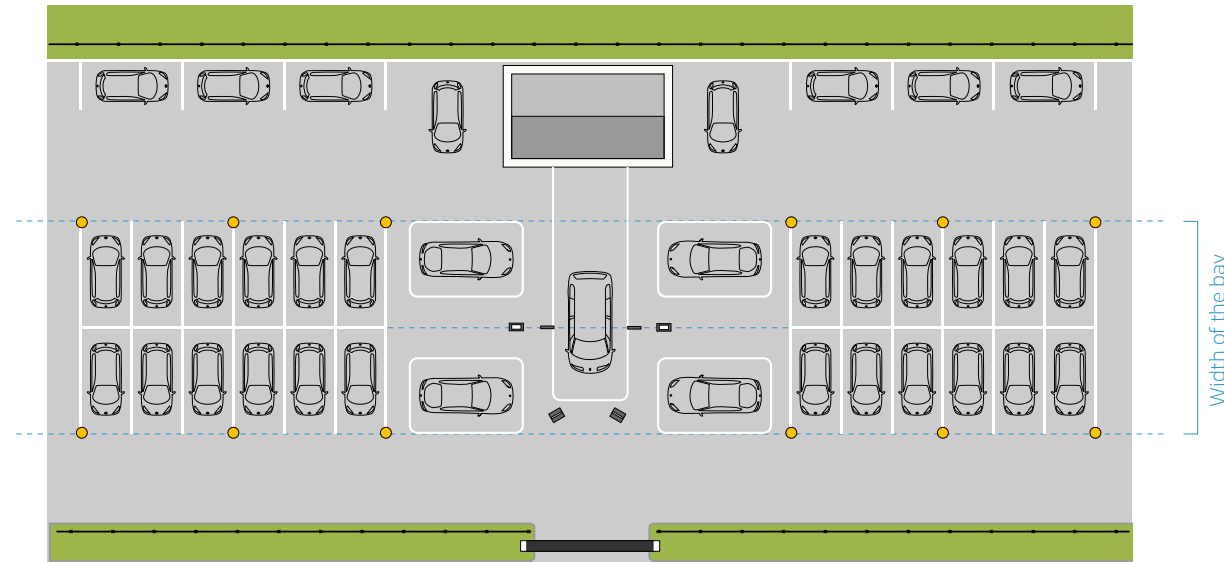
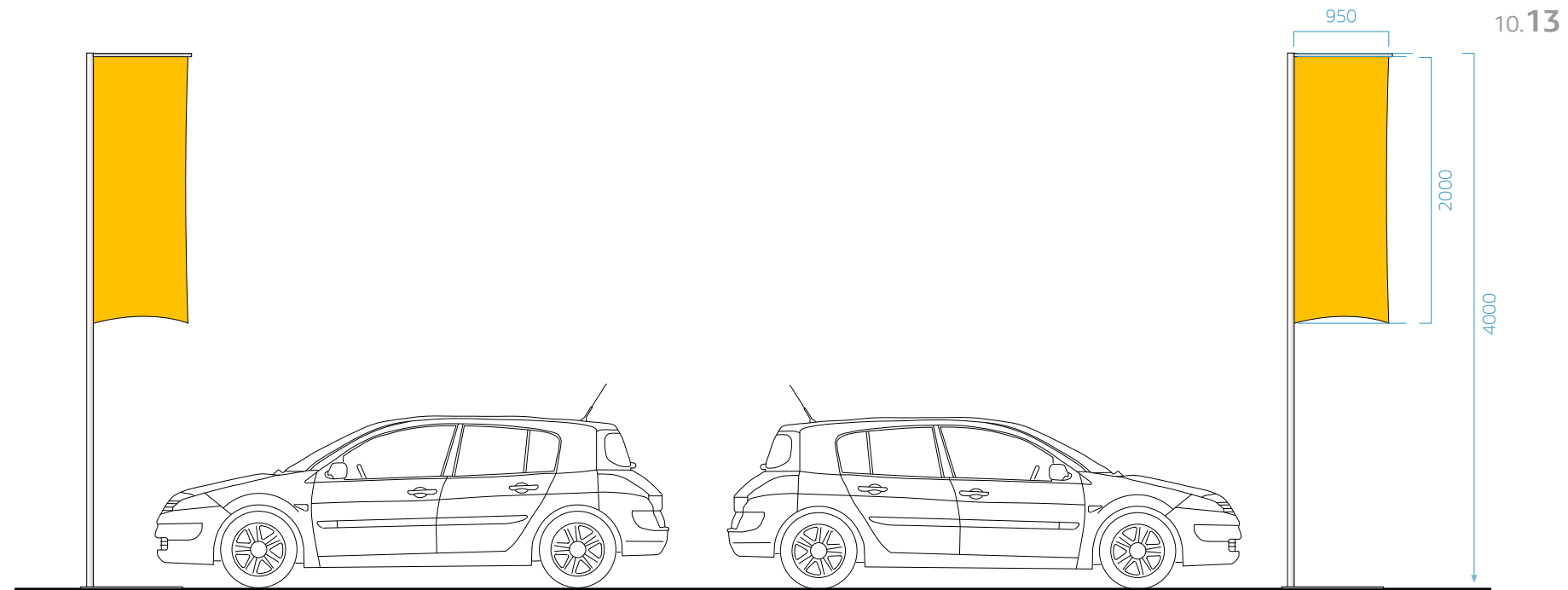
The purpose of the standards is to attract attention to the Renault SELECTION display areas.

Where are they to be installed?

The standards shall be positioned at the outer edge of the display bays in the parking areas.

The recommended interval is 1 standard every 3 to 4 vehicles at the maximum.

They should be installed in strictly limited numbers so as not to distract from the impact and readability of other information or identification media.



the exterior display areas layout around the central bay

① Standards

The standards are positioned at the outer edge of the display parking areas,

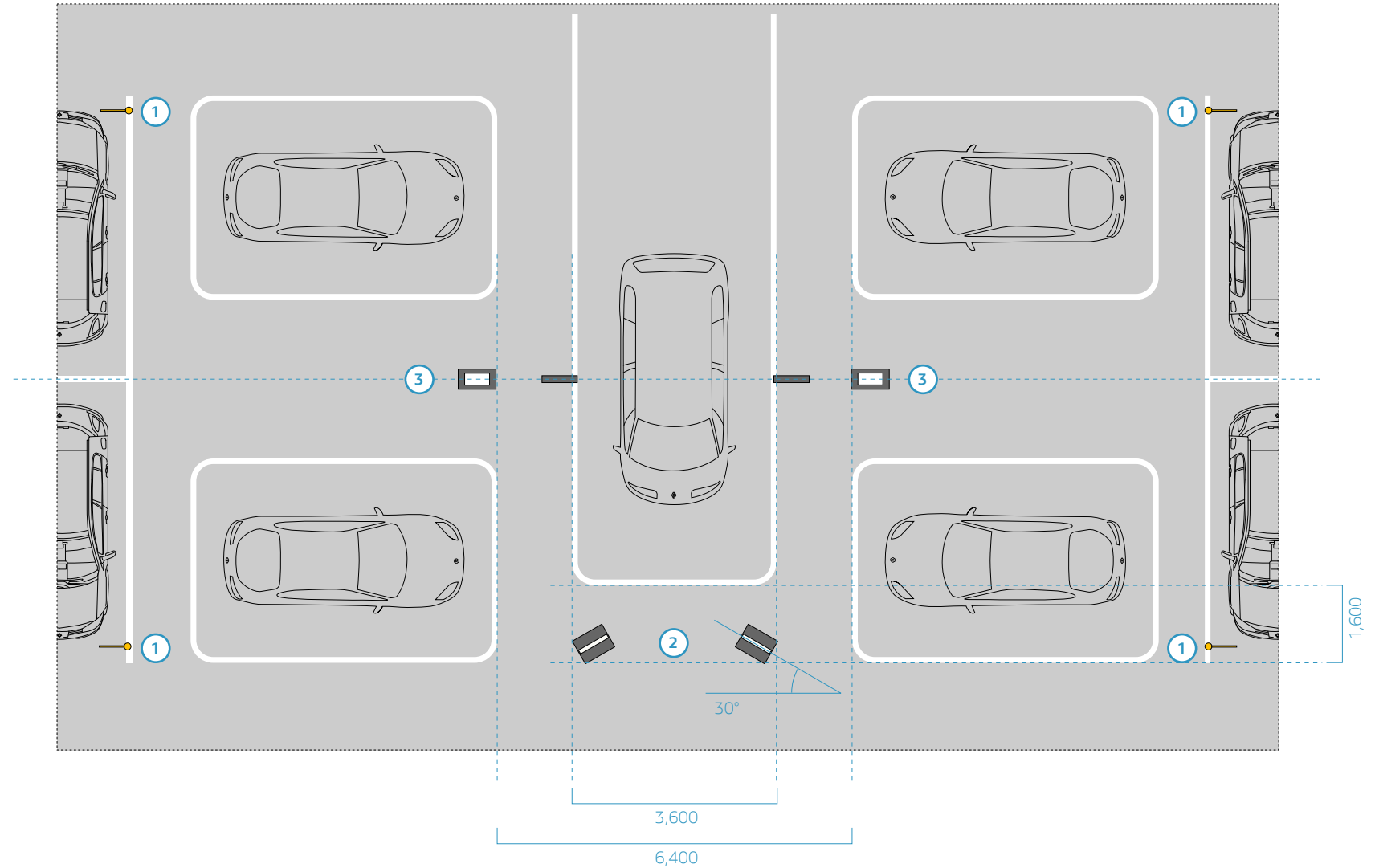
② Customer promise signs

These signs are located close to the entrance, in the first display module, at an angle of 30°.

They are aligned with the edges of the central markings, at the limits of the first module.

③ Bay signs

These signs are installed in the centre of the module between the vehicles on display aligned with the markings of the priority display area.



the exterior display areas

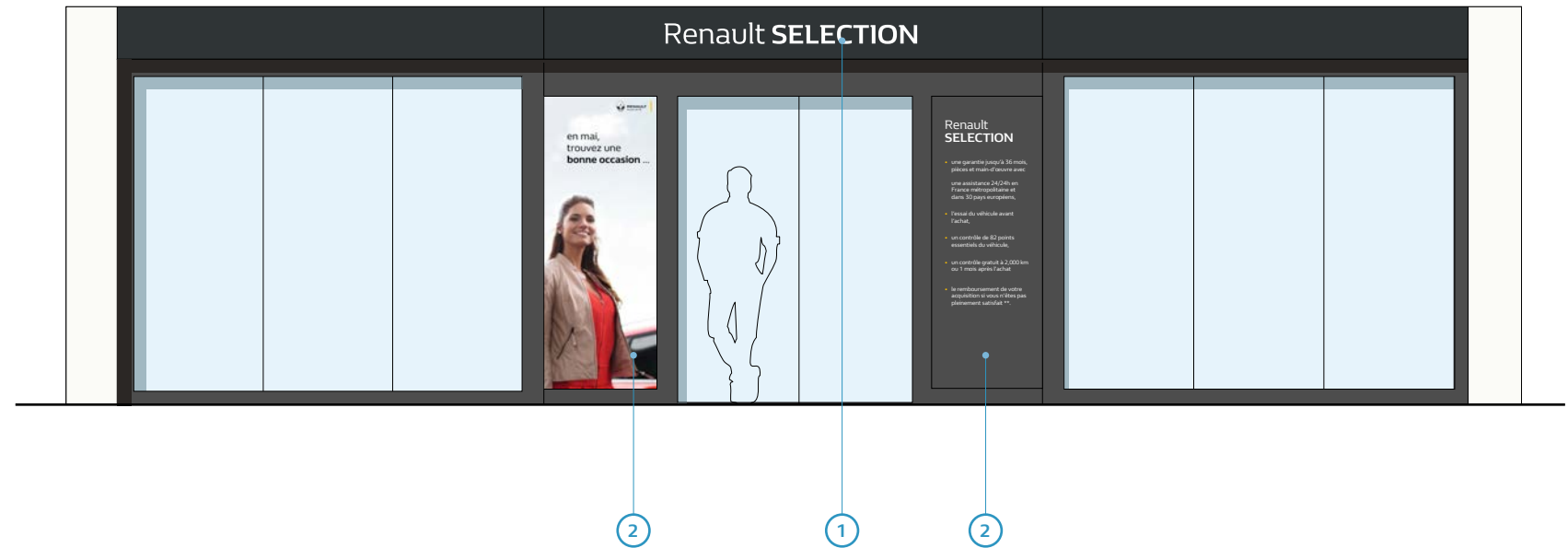
identification of sales area

Purpose

The sales area is identified by a Renault SELECTION signature and customer promise signs.

Where are they to be installed?

- ① The Renault SELECTION signature is featured on the part of the sales area frontage above the entrance.
- ② Single-sided versions of the customer promise and communications signs are installed either side of the entrance.



the exterior display areas

side façades of the sales area

Invitation to test drive

This side façade incorporates a glazed panel and a solid dark grey panel.

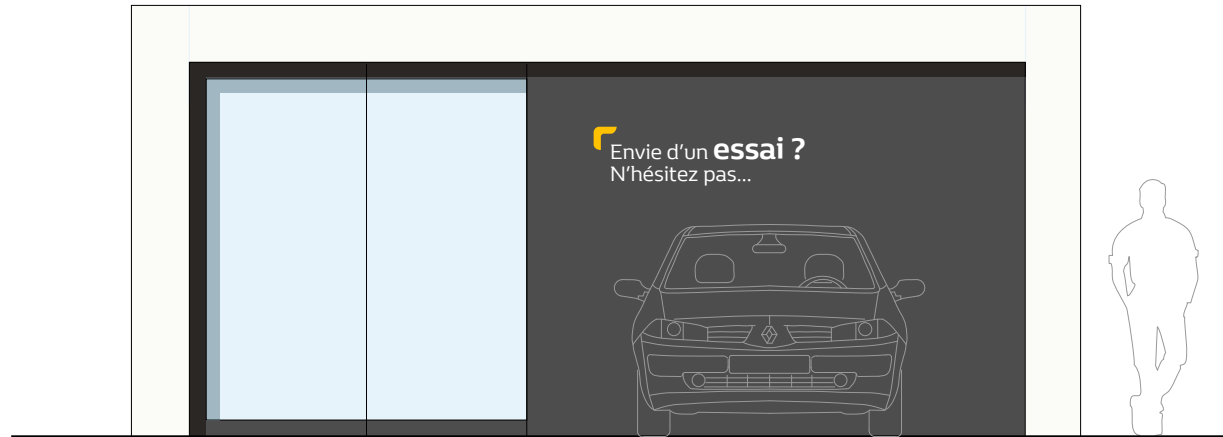
The latter features a communications message (adhesive branding) inviting the customer to take the vehicles for a test drive.

The photo studio

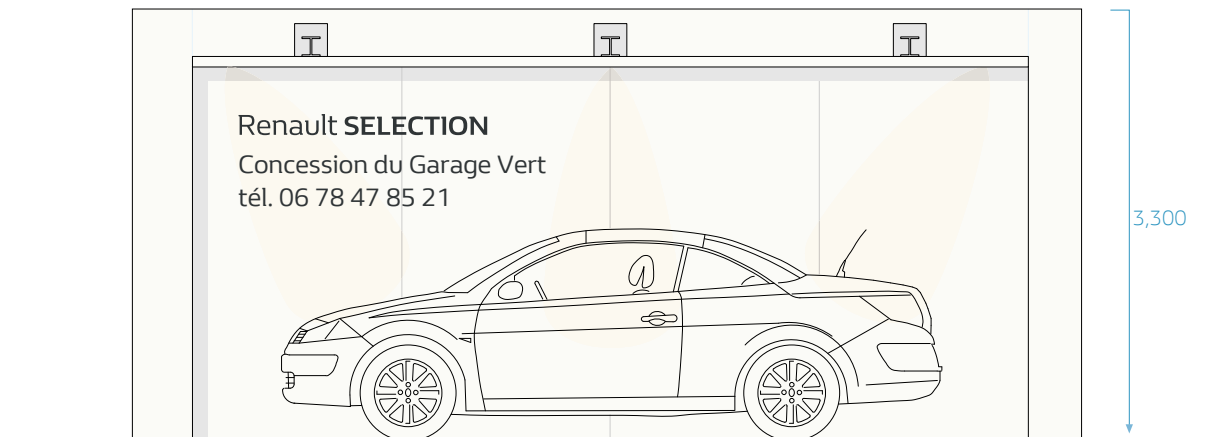
This side façade can be used as a backdrop when photographing vehicles.

The contact details for the site must be featured on this façade. The adhesive branding displays the Site Name and telephone number, along with the Renault SELECTION signature.

In addition, an awning incorporating a lighting system allows photos to be taken under all circumstances.



LEFTHAND SIDE FAÇADE



RIGHTHAND SIDE FAÇADE

the exterior display areas

bay markings

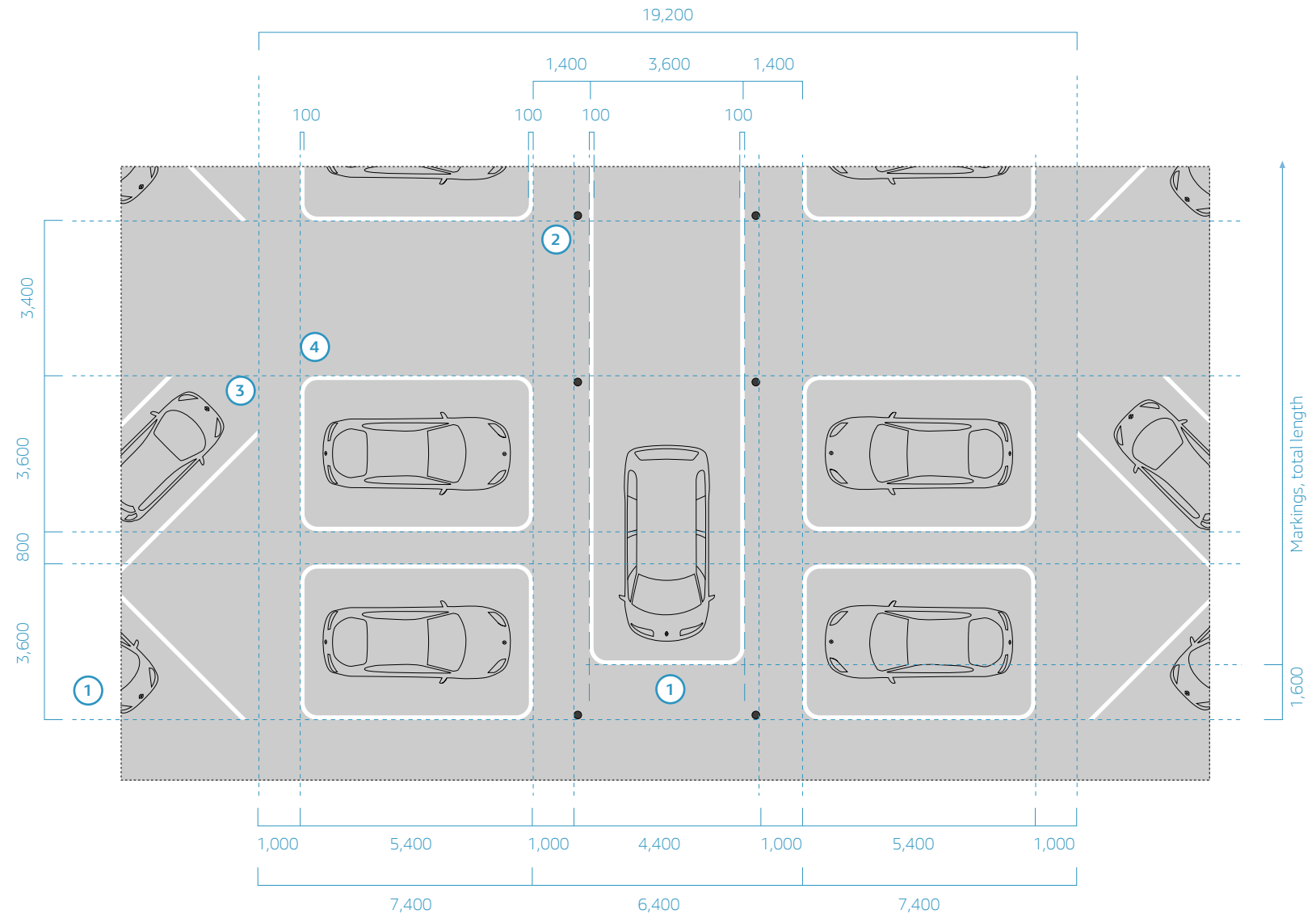
Description

The purpose of the ground markings is to structure the Renault SELECTION exterior display by positioning the vehicles precisely in the appropriate spaces.

The markings on the ground of the central bay emphasize its main axis and are always present, whether or not there is a canopy.

Key

- ① Markings on the ground of the central bay
- ② Posts of the canopy (optional)
- ③ Markings on the ground of the parking areas (in diagonal or perpendicular layout depending on the configuration of the site)
- ④ Markings on the ground of priority display areas



the exterior display areas

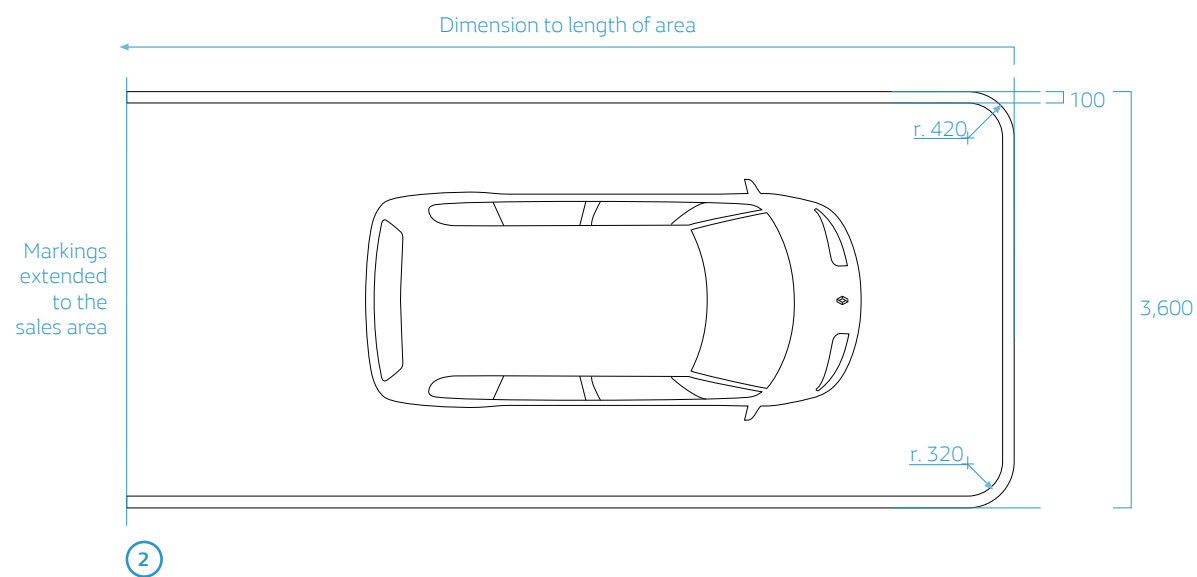
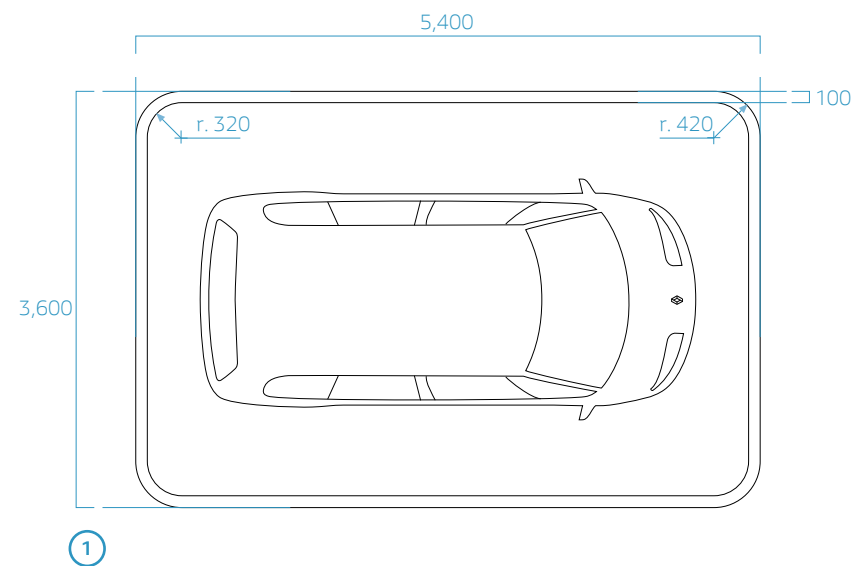
outlines of ground markings

Description

The ground markings are made in RAL 9003 white anti-slip paint.

Key

- ① Markings on the ground of priority display areas
- ② Markings on the ground of the central bay



the exterior display areas

parking space outlines

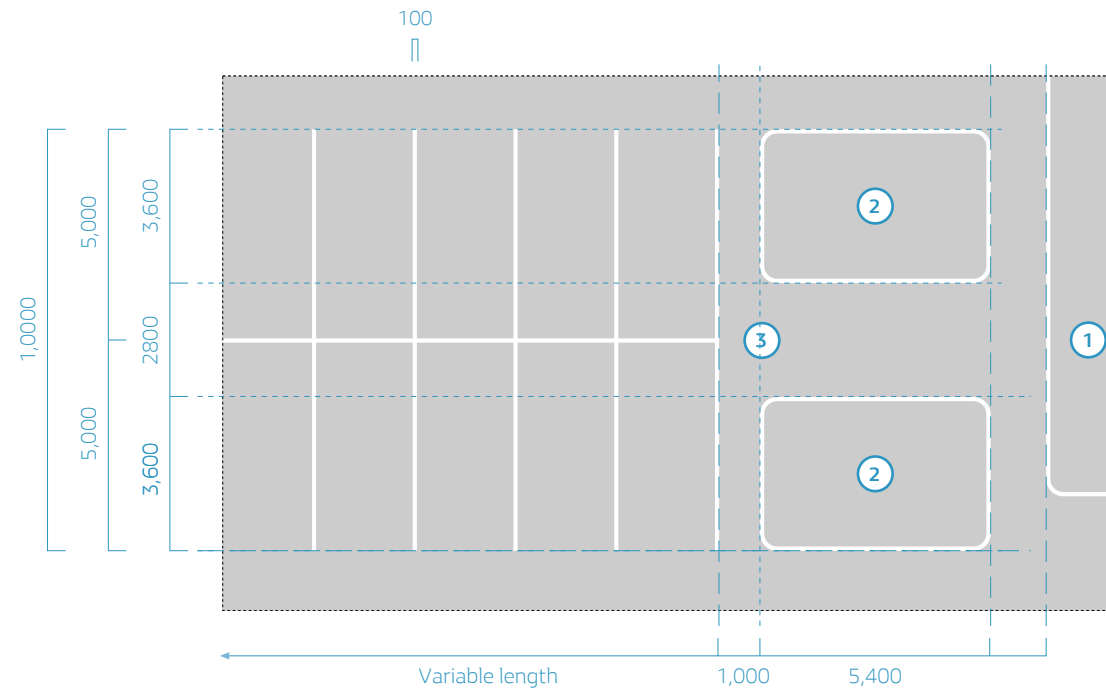
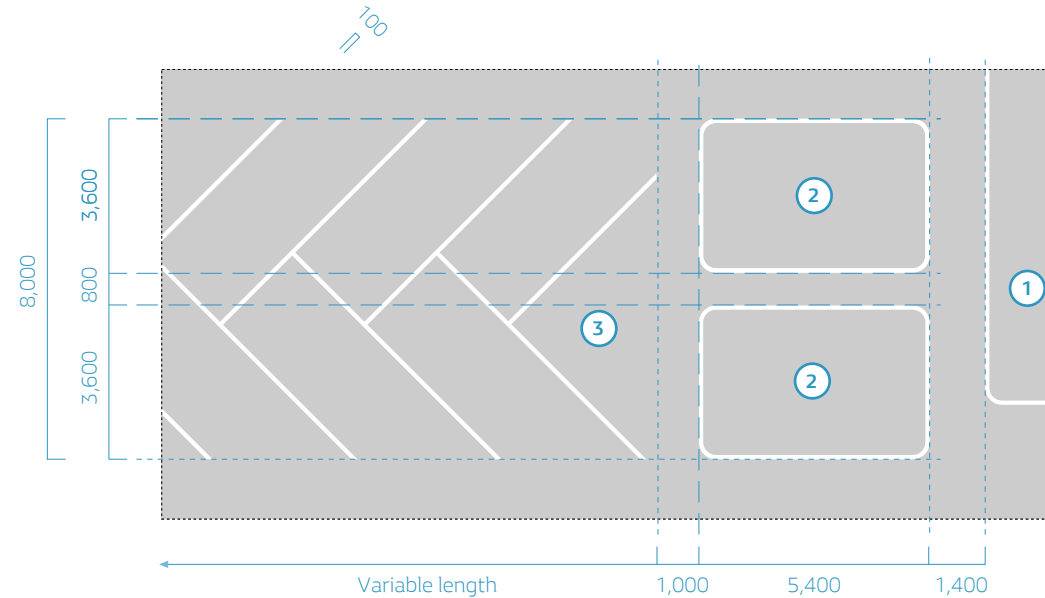
Principle

Parking areas can be organized either in a diagonal or perpendicular layout depending on the configuration of each site.

The ground markings for the parking spaces are made with epoxy paint after outlines have been drawn on the ground.

Key

- ① Markings on the ground of the central bay
- ② Markings on the ground of priority display areas
- ③ Markings on the ground of the parking areas (in diagonal or perpendicular layout depending on the configuration of the site)



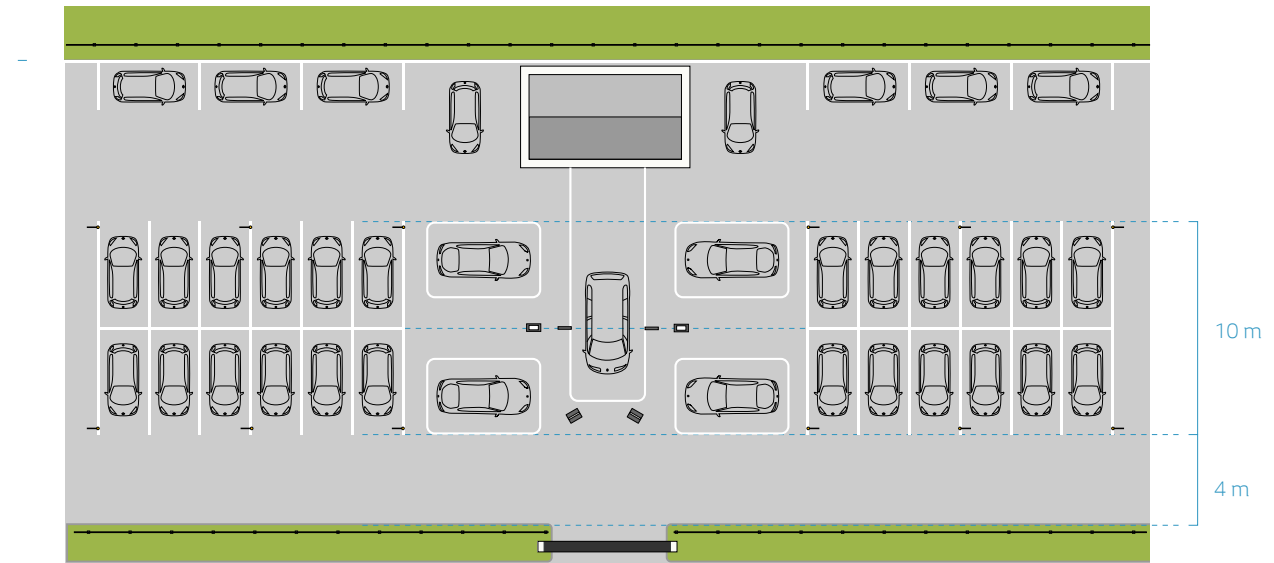
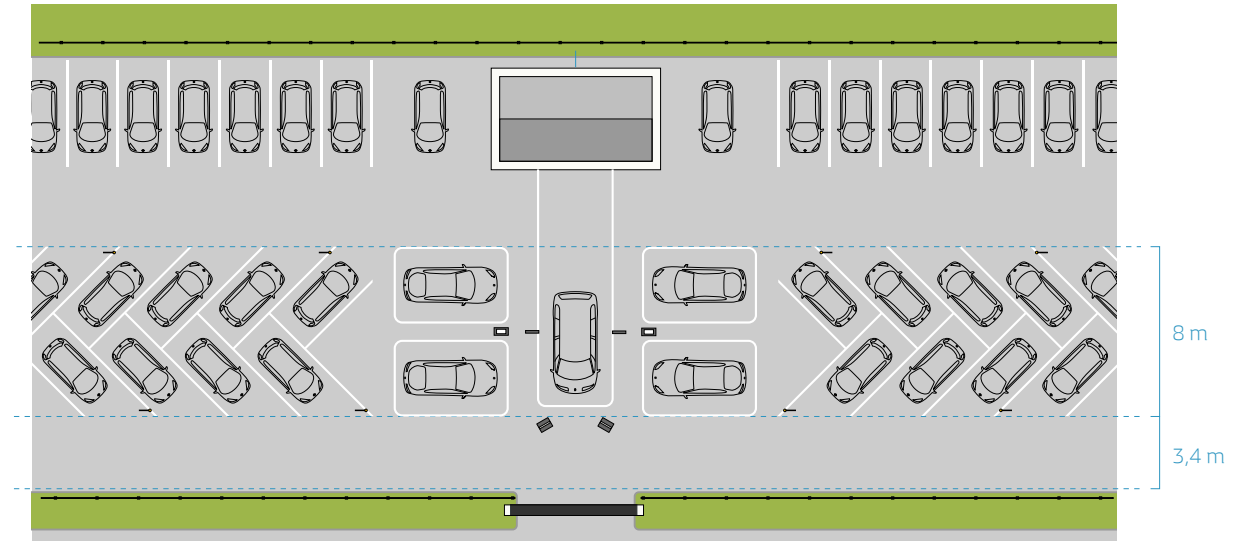
the exterior display areas

diagonal or perpendicular layout?

How do I choose the correct configuration?

Parking areas can be organized either in a diagonal or perpendicular layout depending on the configuration of each site.

- ① Parking areas arranged diagonally have a bay width of 8 m, which is more well suited to less deep displays.
- ② Parking areas arranged in a perpendicular layout have a bay width of 10 m, which is more well suited to deep displays.



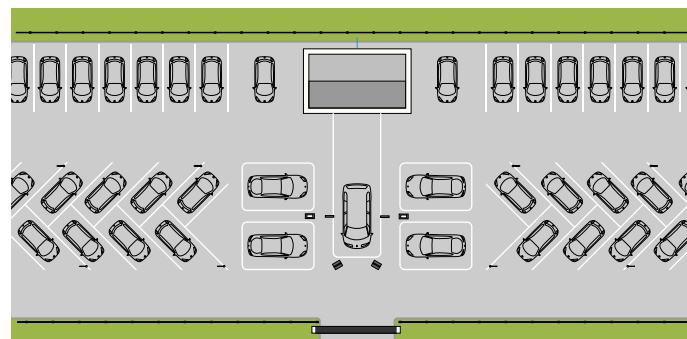
the exterior display areas

typical layouts

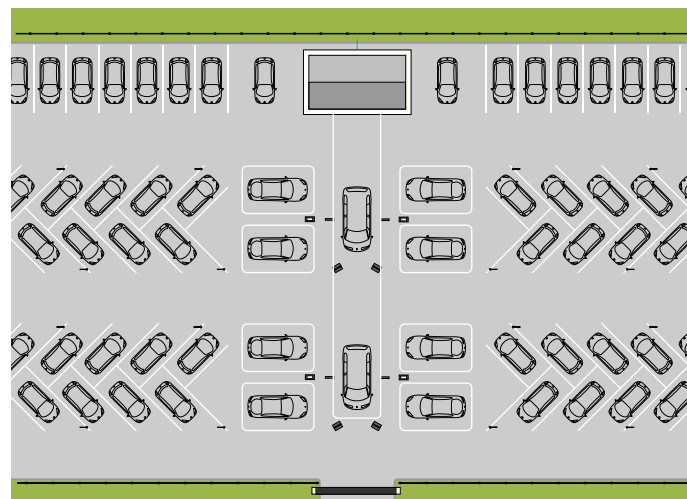
Configurations with 1, 2 or 3 bays

The layouts of exterior display areas may consist of 1 to 3 bays.

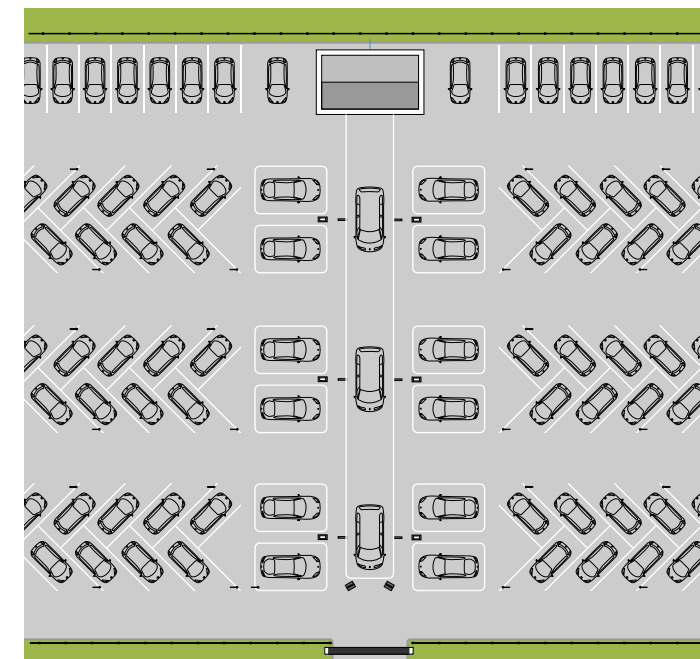
- ① Layout with 1 bay
- ② Layout with 2 bays
- ③ Layout with 3 bays



①



②



③

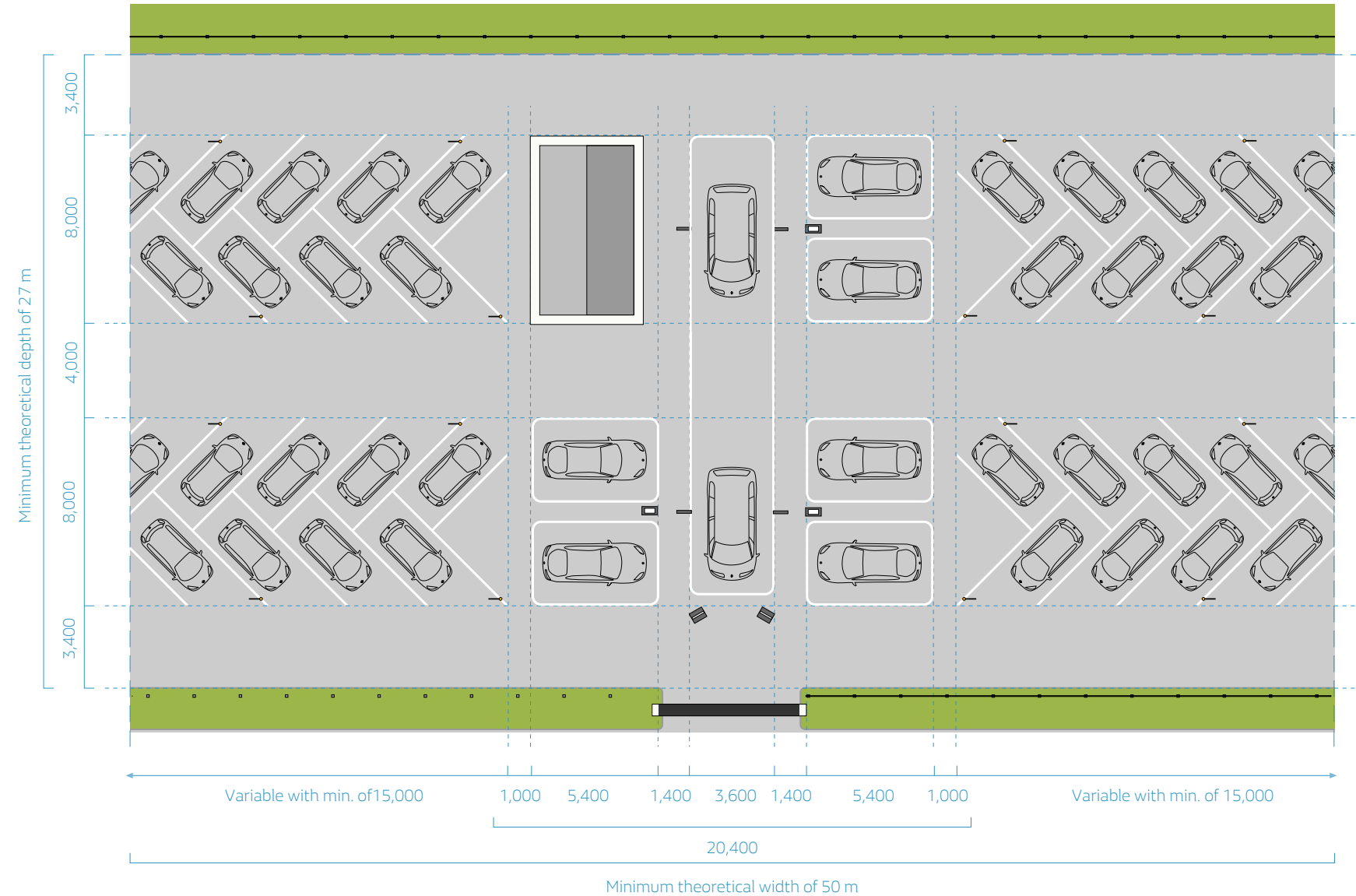
One or more rows of additional parking areas can be installed to be used to accommodate Used Vehicle stock.



the exterior display areas special cases

Positioning of the sales area to one side

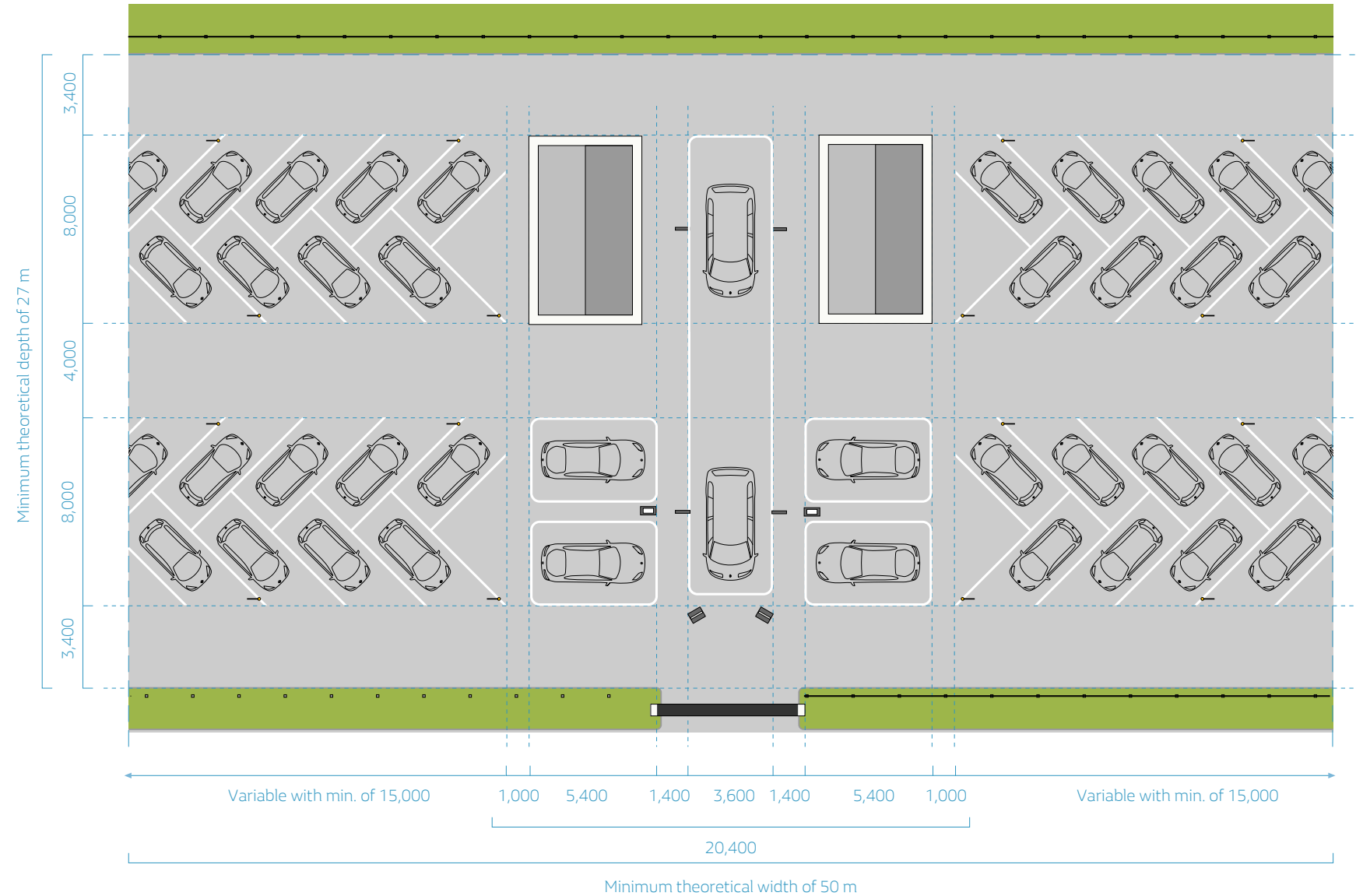
It shall be possible to install the sales area on one of the sides of the central bay when the depth of the display area is not sufficient to allow it to be installed in its usual location along the central axis.



the exterior display areas special cases

Installation of several sales areas

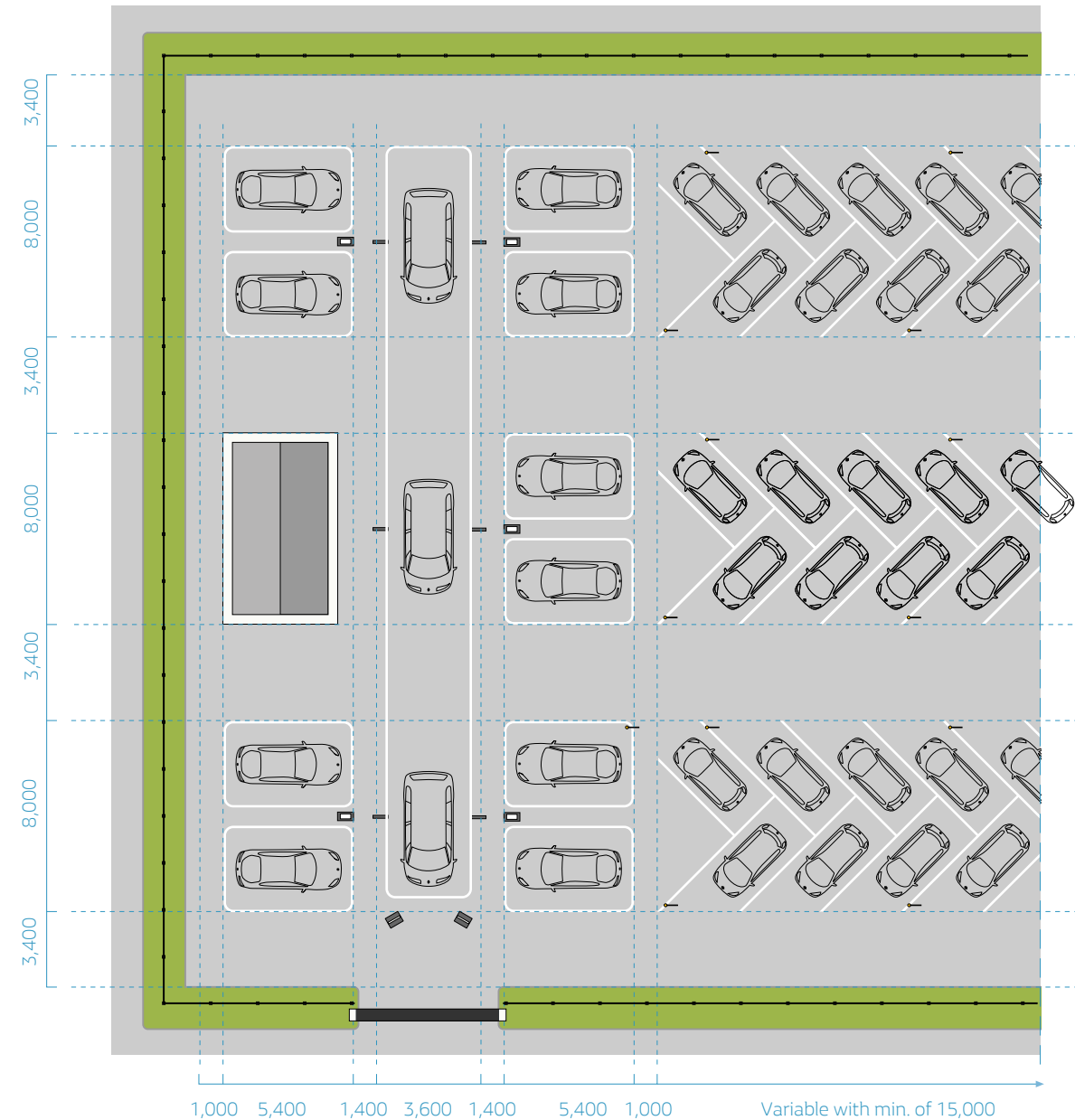
It shall be possible to install several sales areas on either side of the central bay instead of the display areas to be highlighted.



the exterior display areas special cases

When the entrance is off-centre

When the entrance not a central position, it may be necessary to opt for an asymmetric presentation by removing the display areas on one side of the central axis.



the exterior display areas

the display area with canopy

The canopy reinforces the impact of the exterior display area

The installation of a canopy (optional) structures the customer journey for the Renault SELECTION exterior display area.

It features lighting which showcases the vehicles on display in the central axis and gives customers shelter from bad weather.

- ① The canopy features the Renault SELECTION markings on its front section.
- ② It links the entrance to the zone to the sales area.



the exterior display areas

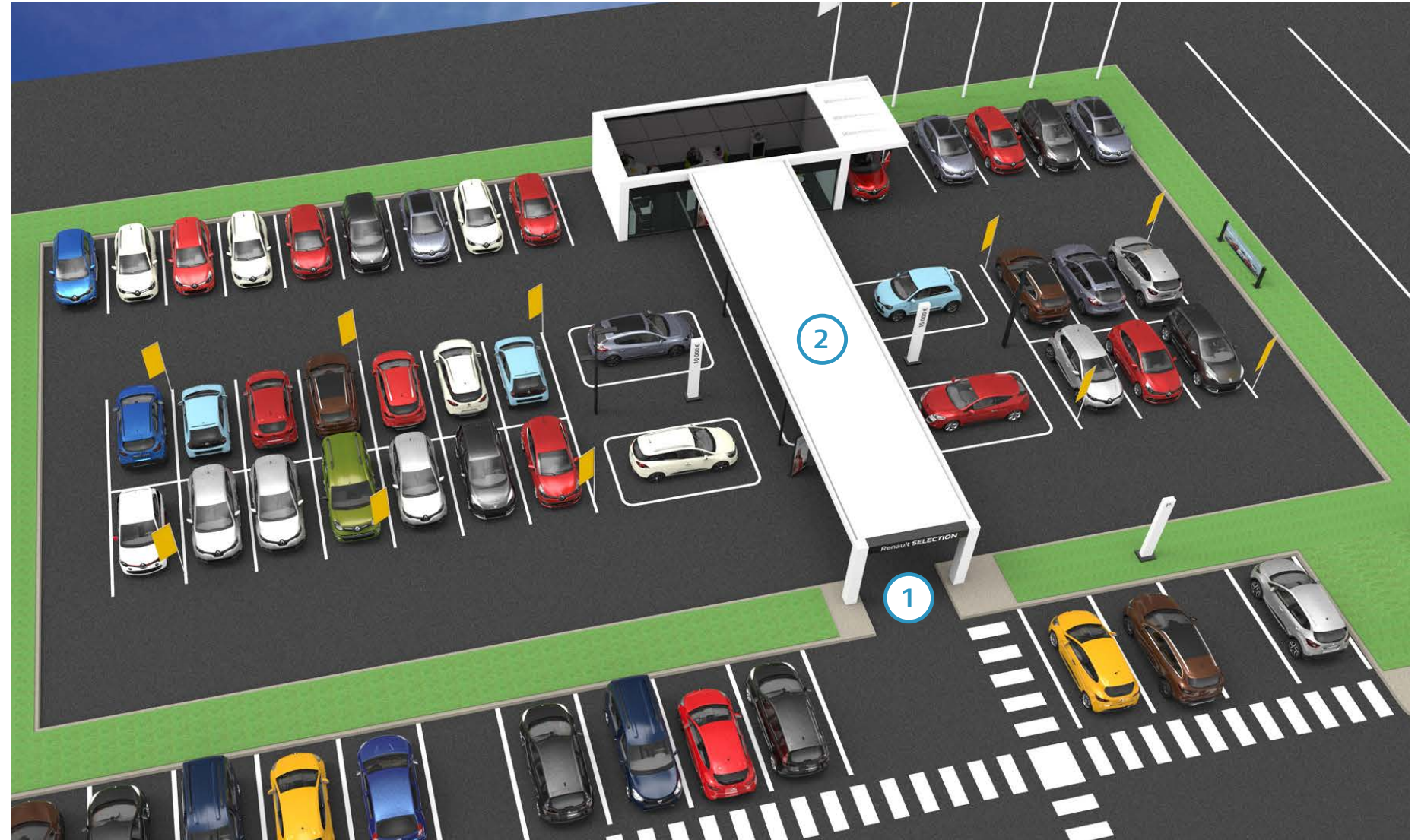
components of the canopy

Description

The canopy is made up of different elements allowing it to be installed with 1, 2 or 3 display bays.

It includes:

- ① a signage arch, turned towards the main flow to create a visual cue,
- ② roofing modules, used to cover the central display area.



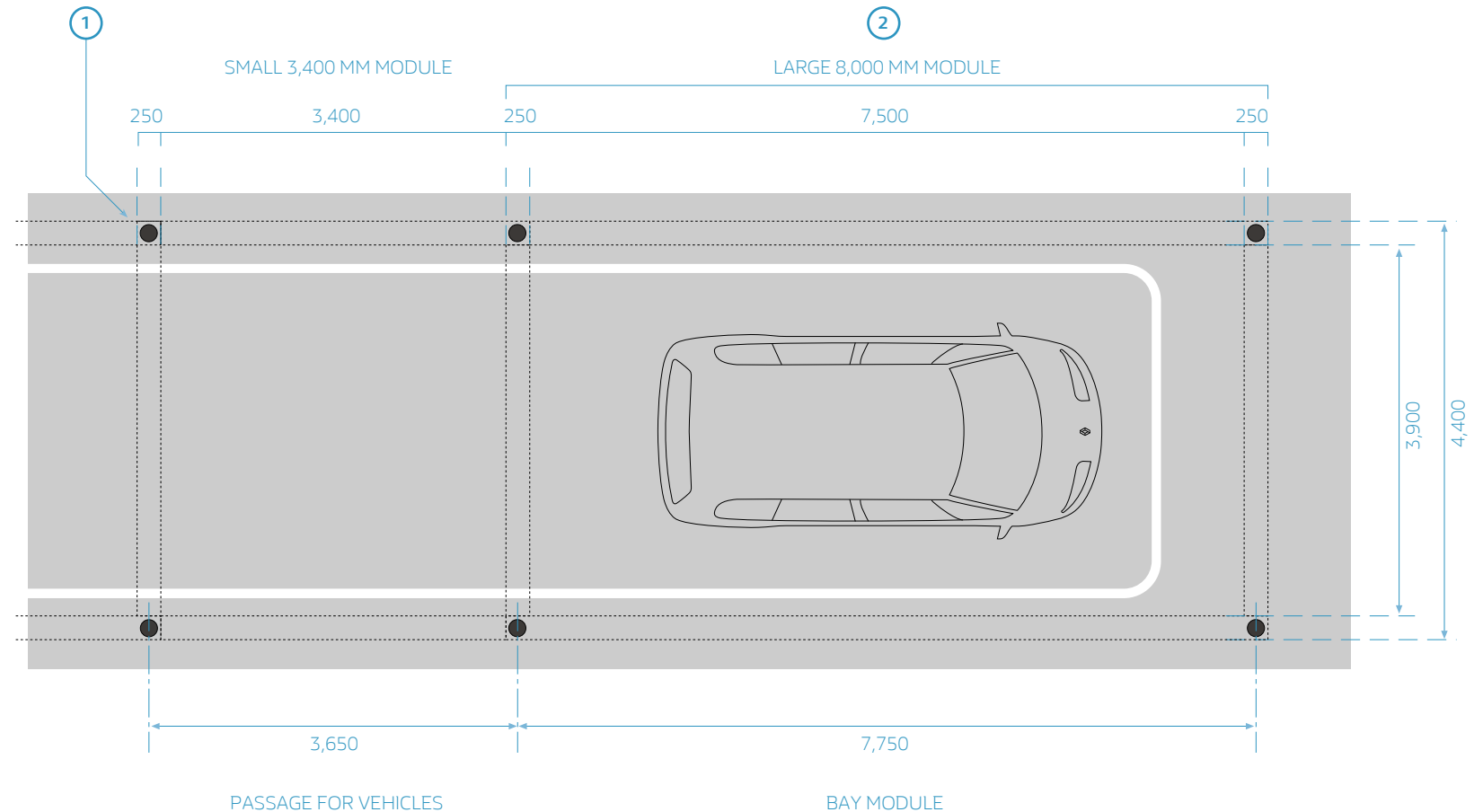
the exterior display areas

the canopy modules - 1

A position imposed by the outline of the parking areas in a diagonal layout

The dimensions of the canopy modules are imposed by the outlines of the parking areas.

- ① If the parking areas are in a diagonal layout, the canopy modules are 8,000 mm and 3,400 mm long.
- ② The ground attachment posts of the canopy are positioned on either side of the bay module to maintain an optimum distance to allow vehicles to pass between 2 bays.

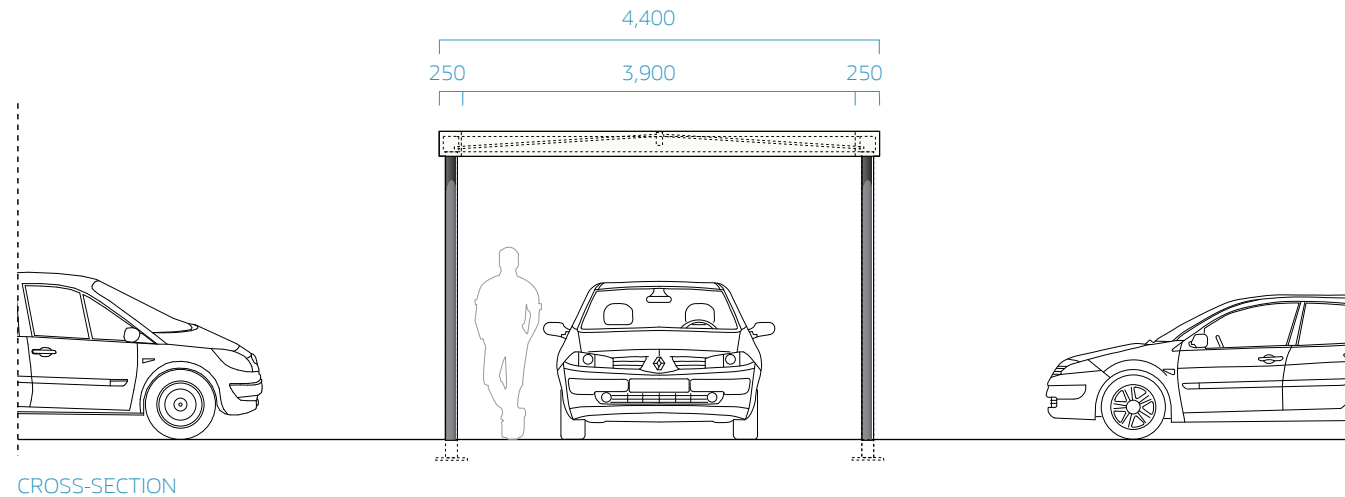
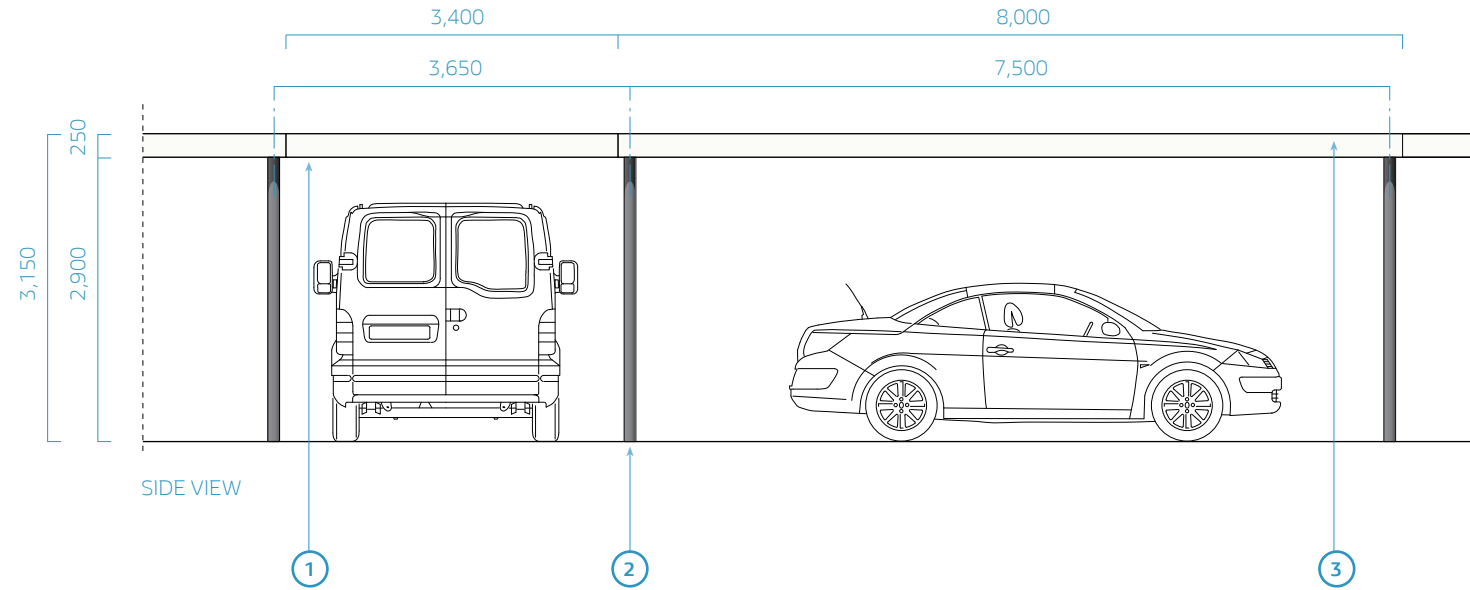


the exterior display areas

general dimensions of modules - 1

Description

- ① The height of 2,900 mm is sufficient to allow a light commercial vehicle to pass.
- ② The ground attachment posts of the canopy have a diameter of 115 mm
- ③ The structure of the roofing has a cross-section of 250 x 250 mm.



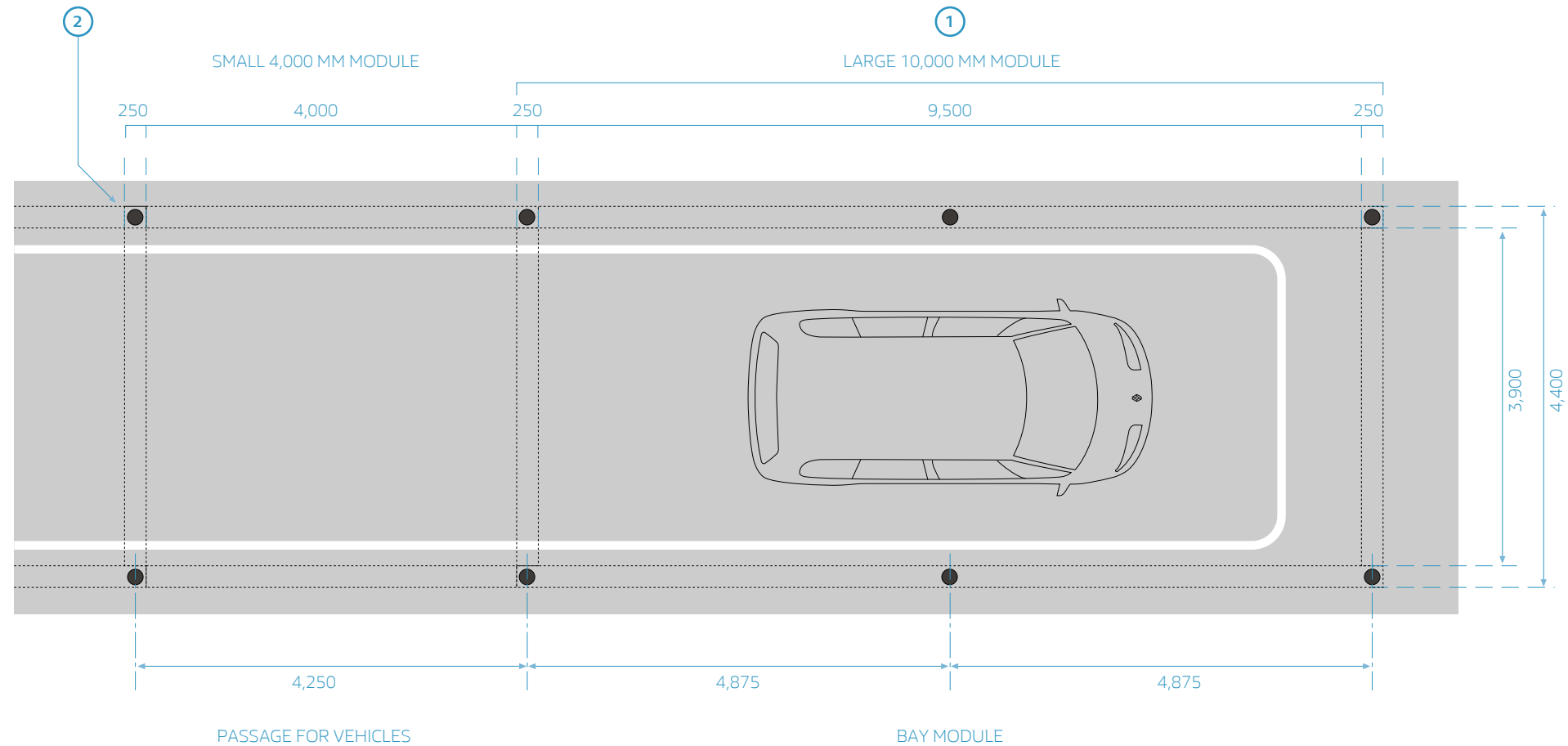
the exterior display areas

the canopy modules - 2

A position imposed by the outline of the parking areas in a perpendicular layout

The dimensions of the canopy modules are imposed by the outlines of the parking areas.

- ① If the parking areas are in a perpendicular layout, the canopy modules are 10,000 mm and 4,000 mm long.
- ② The ground attachment posts of the canopy are positioned on either side of the bay module but also in line with the module.

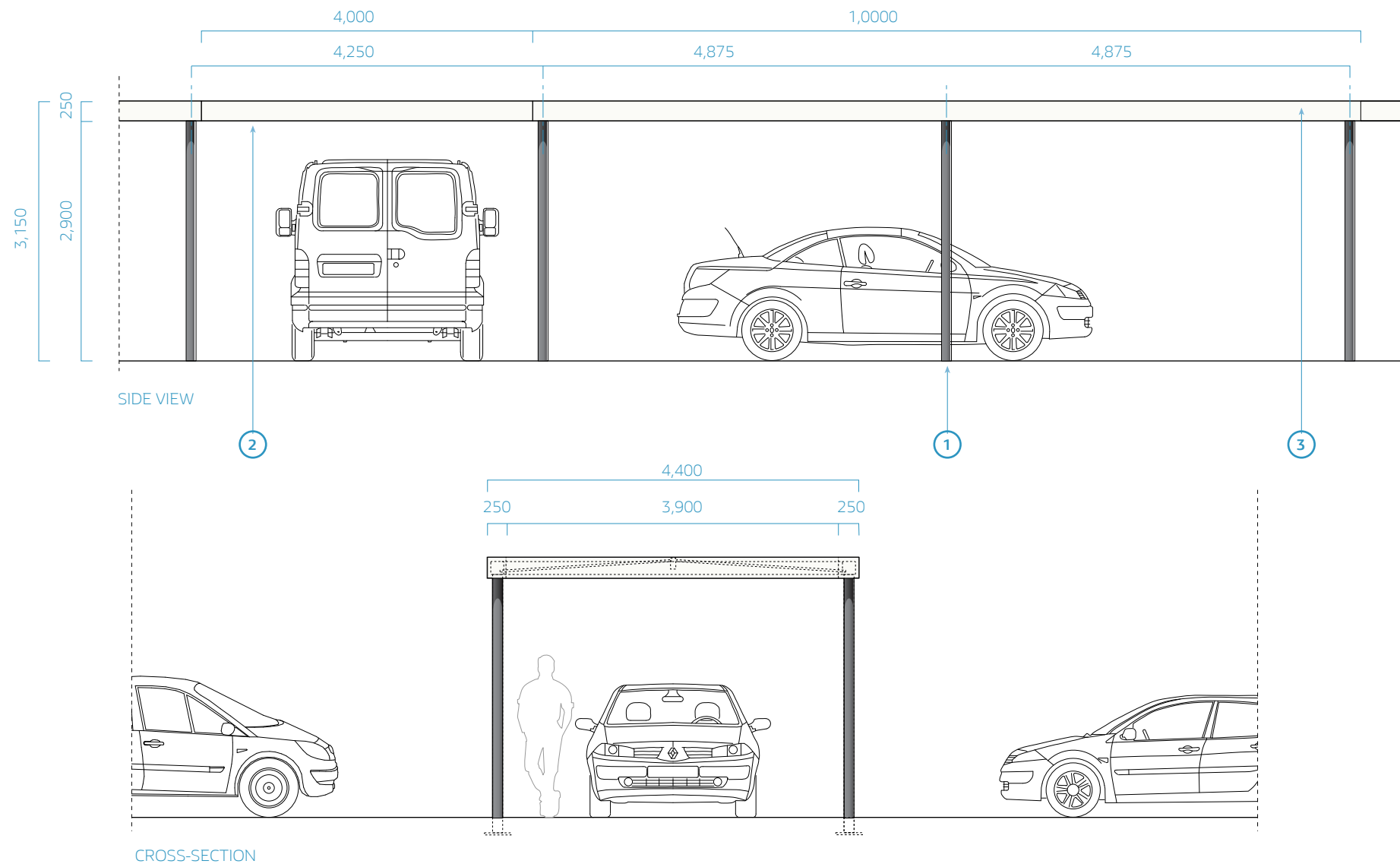


the exterior display areas

general dimensions of modules - 2

Description

- ① The ground attachment posts of the canopy have a diameter of 115 mm
- ② The height of 2,900 mm is sufficient to allow a light commercial vehicle to pass.
- ③ The structure of the roofing has a cross-section of 250 x 250 mm.



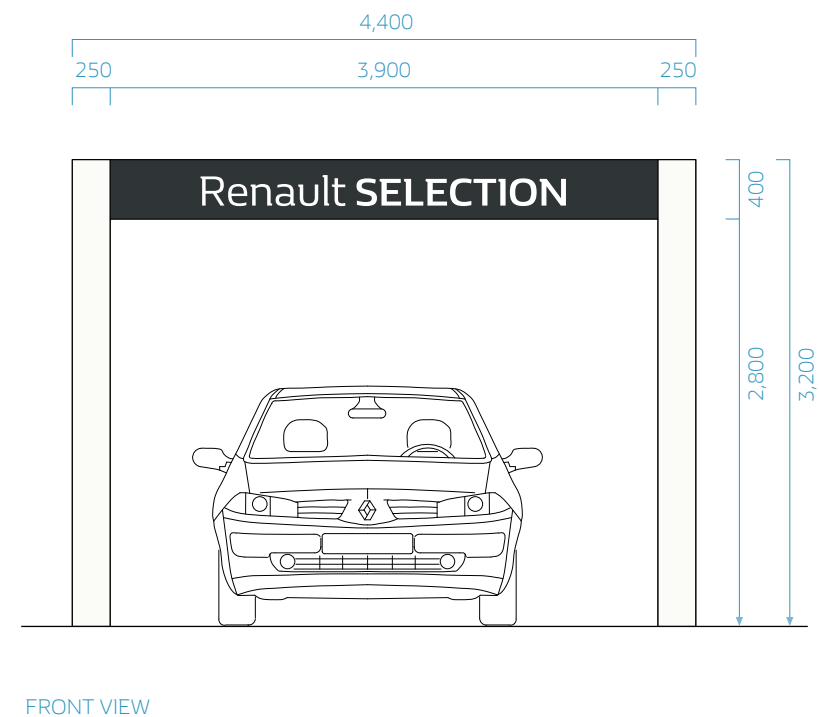
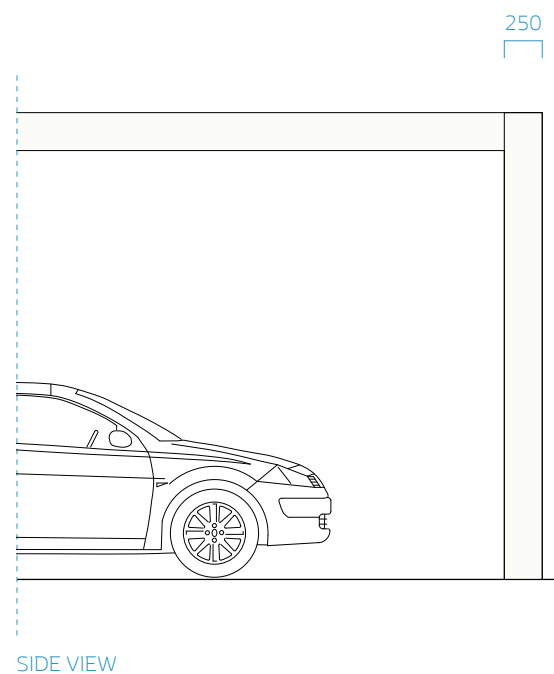
the exterior display areas

the integrated signage arch

The signage arch is integrated into the canopy

The signage arch integrated into the canopy has its own structure which ensures it is compatible with the roofing structure which it supports.

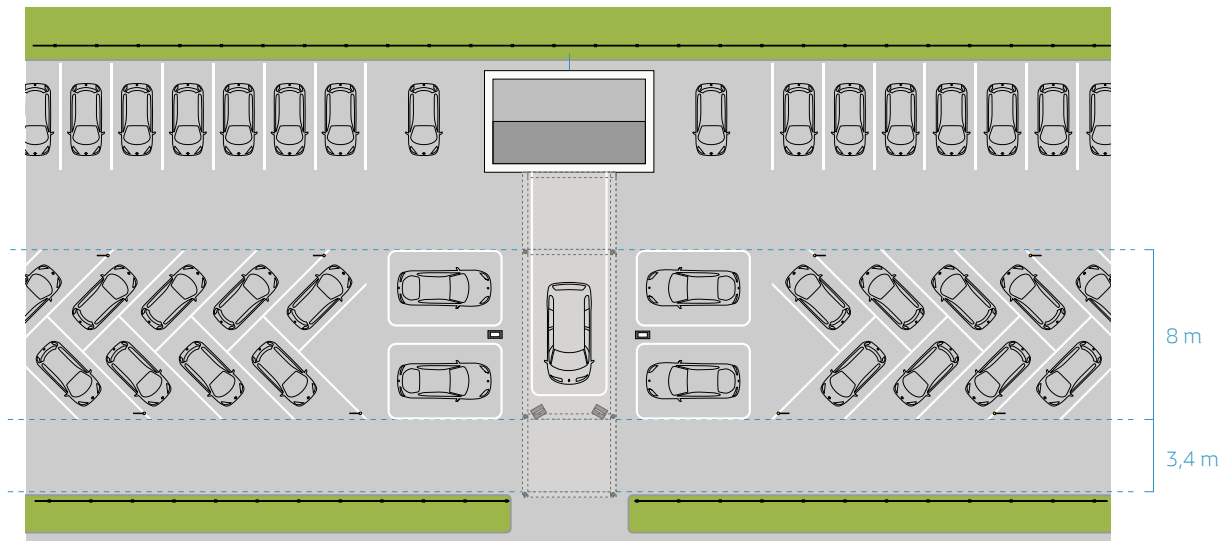
NOTE: This arch cannot be used separately from the canopy.



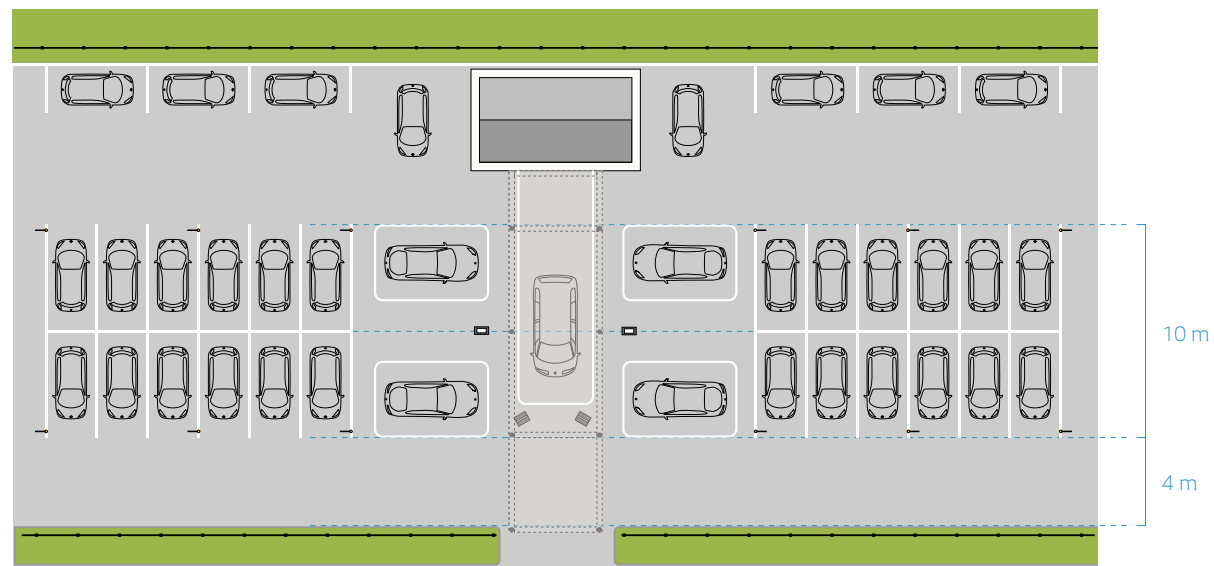
the exterior display areas examples of layouts

Principle of adaptation

- ① Parking areas arranged in a diagonal layout use 8 m bay modules.
- ② Parking areas arranged in a perpendicular layout use 10 m bay modules.



①



②

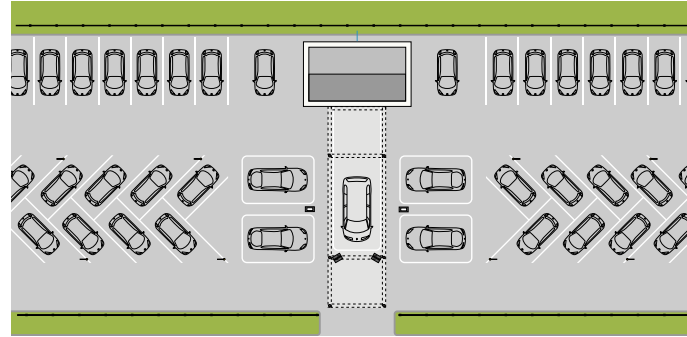
the exterior display areas

typical canopy layouts

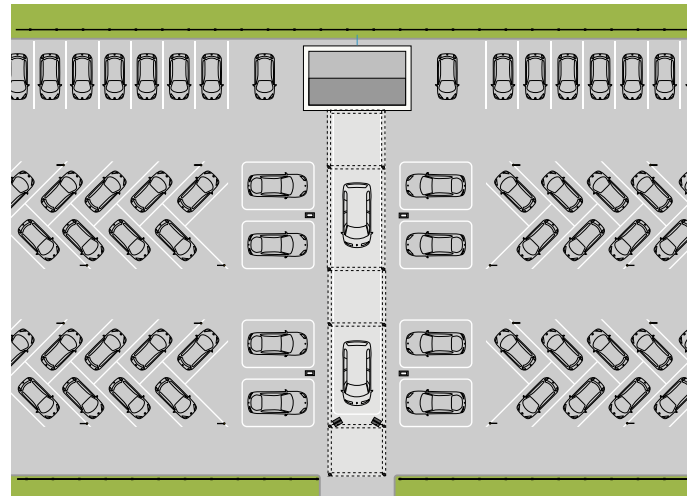
Configurations with 1, 2 or 3 bays

The examples opposite show the different configurations that are possible on the basis of parking areas in a diagonal layout:

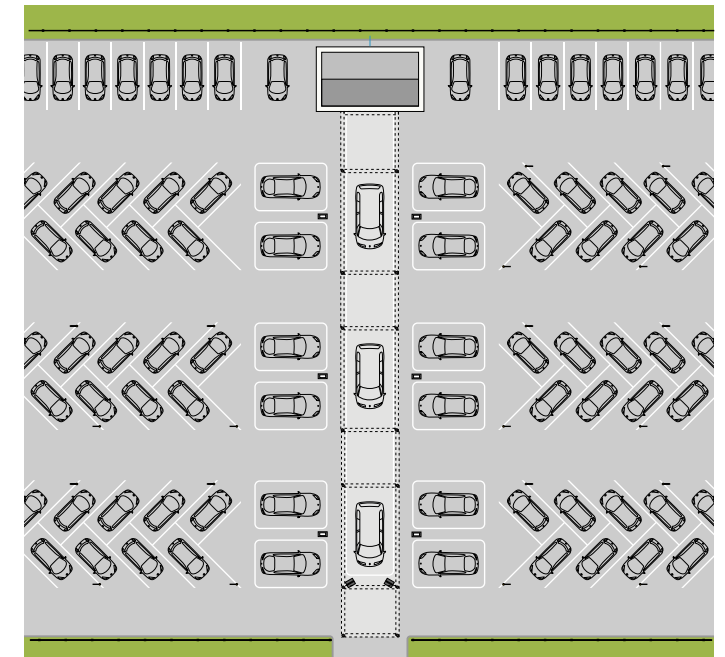
- ① Configuration with 1 bay
- ② Configuration with 2 bays
- ③ Configuration with 3 bays.



①



②



③

integrated showrooms

the integrated showrooms

When the Used Vehicle showroom is adjacent to the New Vehicle showroom

- ① The entrance door to the integrated showroom is identified by the Renault SELECTION signature located above the door.
- ② The vertical entrance marker enhances the visibility of the entrance.



integrated showrooms

the site at first glance

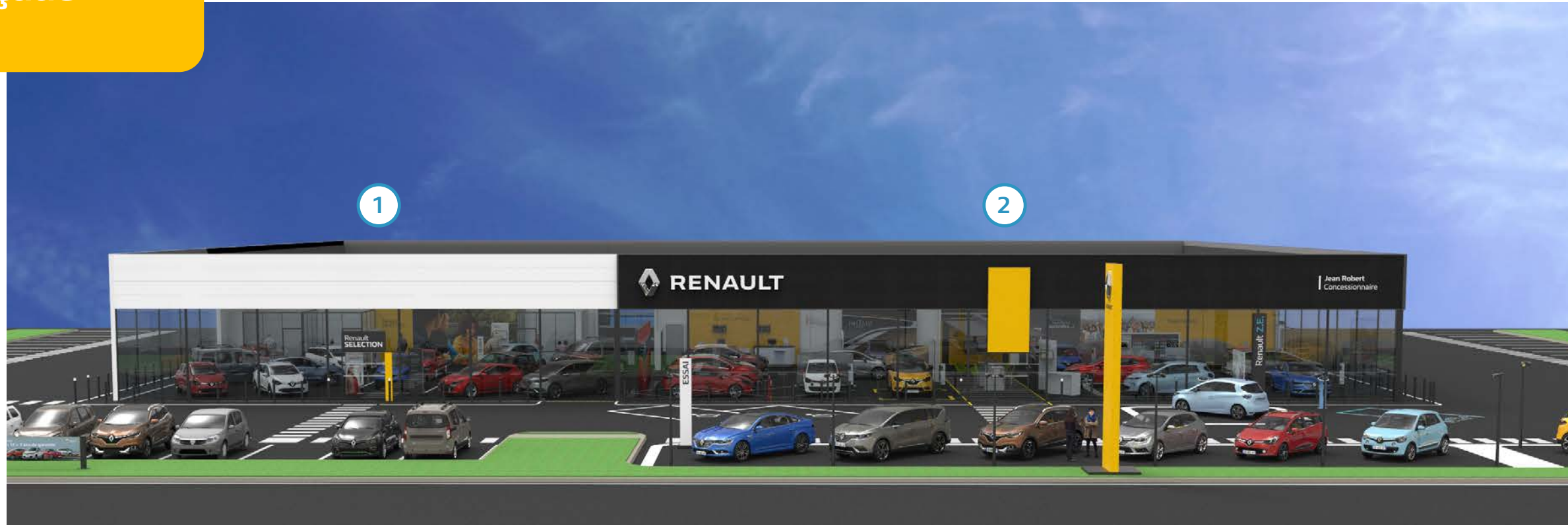
The identification of the New Vehicle showroom is predominant

- ① The identification of the New Vehicle showroom is predominant
- ② The Renault SELECTION activity is identified from the approaches to the site. It is featured on the directional sign.
- ③ The identification of the New Vehicle showroom is dominant. Most customers will use the main entrance identified by the overhead panel.

Where there is one, the entrance door to the Renault SELECTION showroom is identified, enabling customers who are more specifically interested in Used Vehicles to access the showroom directly from the customer parking area for the showroom.



integrated showrooms the main façade



① Identification of the Renault SELECTION showroom

The Renault SELECTION signature is placed above the entrance door to the Used Vehicle showroom.

The yellow vertical marker identifies the separate entrance.

② Identification of the New Vehicle showroom

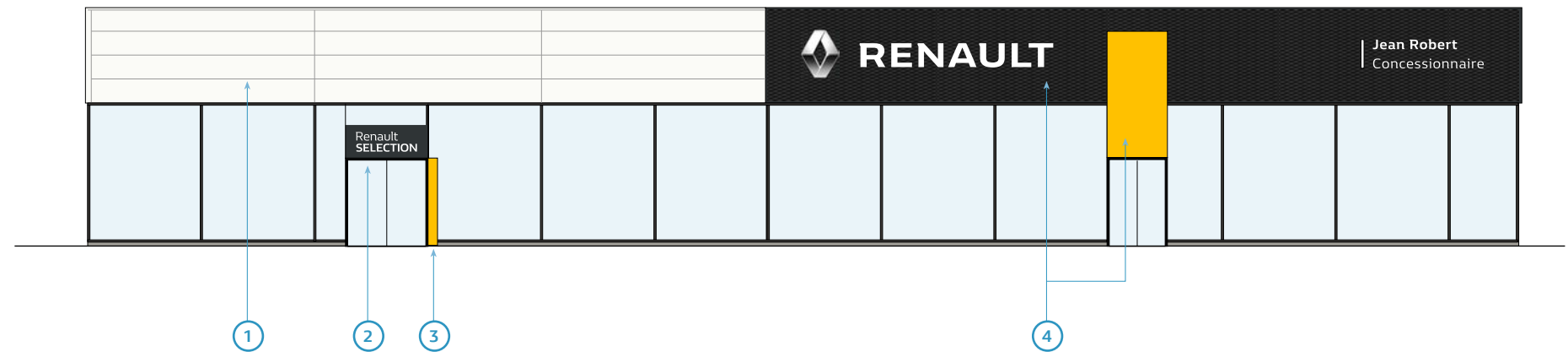
The Renault signature is only featured on the woven-metal mesh above the New Vehicle showroom.

integrated showrooms

typical façade

Rules of identification

- ① The upper part of the façade of the Renault SELECTION showroom is RAL 9010 white, without any markings.
- ② A light box is located above the main entrance door with the Renault SELECTION signature.
- ③ The vertical entrance marker attracts attention to the entrance to the showroom.
- ④ The New Vehicle showroom is distinguished from the Used Vehicle showroom by the woven-metal mesh cladding and the overhead panel.



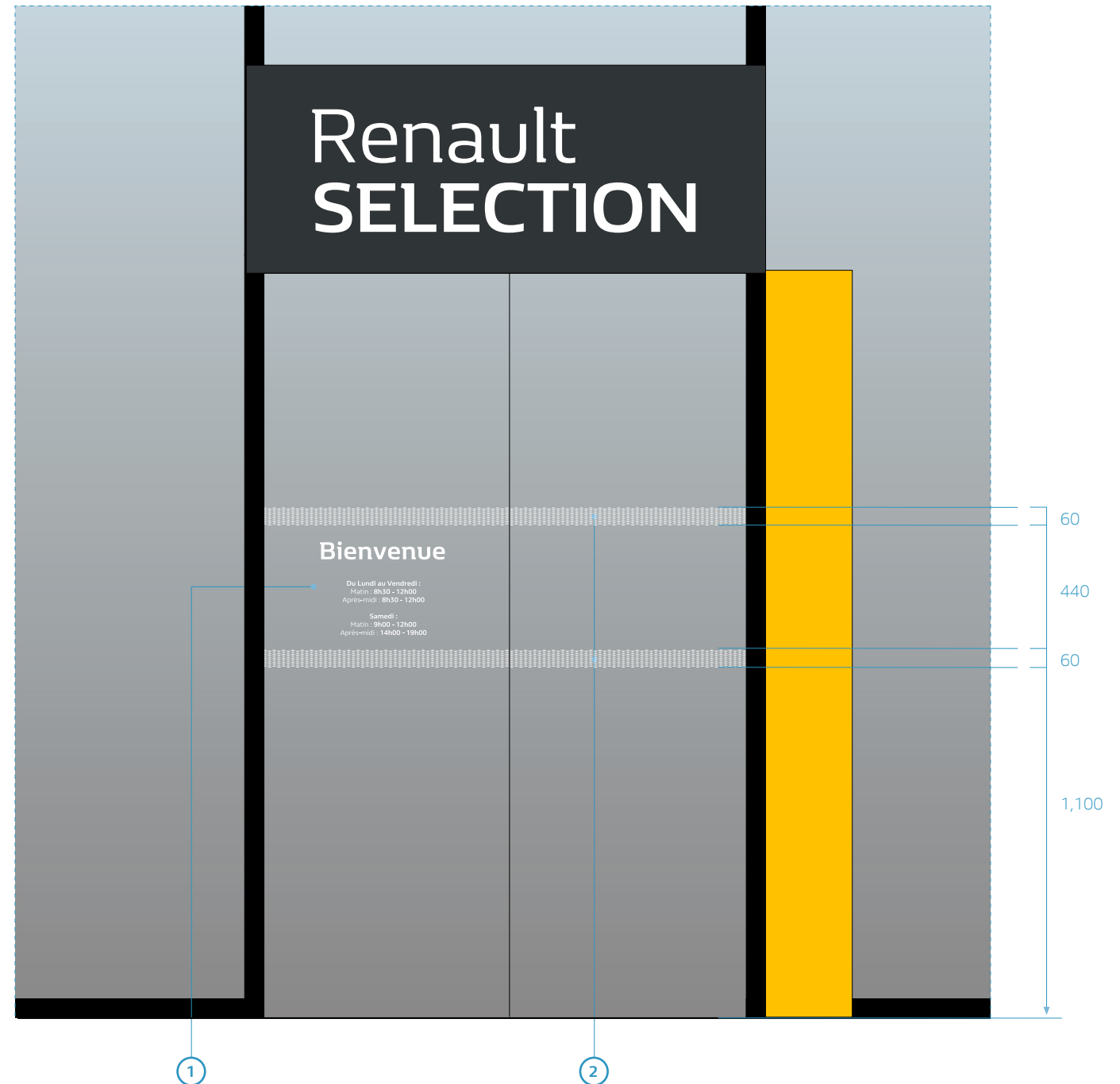
integrated showrooms

adhesive markings for entrances

Installation rules

- ① The glazed doors feature 2 adhesive strips to make them more easily noticeable in accordance with the regulations for access to public institution for the visually impaired.
- ② Information about opening hours is provided on the access door to the customer reception area. This information shall be located on the lefthand section of the door.

These adhesive elements shall be applied from the interior of the showroom for better protection.



integrated showrooms

adhesive markings for entrances

Installation rules

- ① The opening hours are displayed on the door of the showroom, accompanied by the word “Welcome”.
- ② In the event that it is not possible to install the Site Name on the façade, it is recommended to include the Site Name along with the words Renault SELECTION in the adhesive entrance markings.

①

Bienvenue

Du Lundi au Vendredi :
Matin : **7h30 - 12h00**
Après-midi : **13h30 - 19h00**

Samedi :
Matin : **9h00 - 12h00**
Après-midi : **14h00 - 19h00**

②

Bienvenue

Renault SELECTION
Concession Jean Robert

Du Lundi au Vendredi :
Matin : **7h30 - 12h00**
Après-midi : **13h30 - 19h00**

Samedi :
Matin : **9h00 - 12h00**
Après-midi : **14h00 - 19h00**

integrated showrooms

view from the New Vehicle showroom

Identify the Renault SELECTION showroom

A suspended sign featuring the Renault SELECTION signature is located at the boundary between the Used Vehicle and the New Vehicle showrooms.

Its purpose is to identify the Renault SELECTION showroom integrated into a dealership.

- ① Renault SELECTION showroom identification sign



integrated showrooms

the interior identification sign

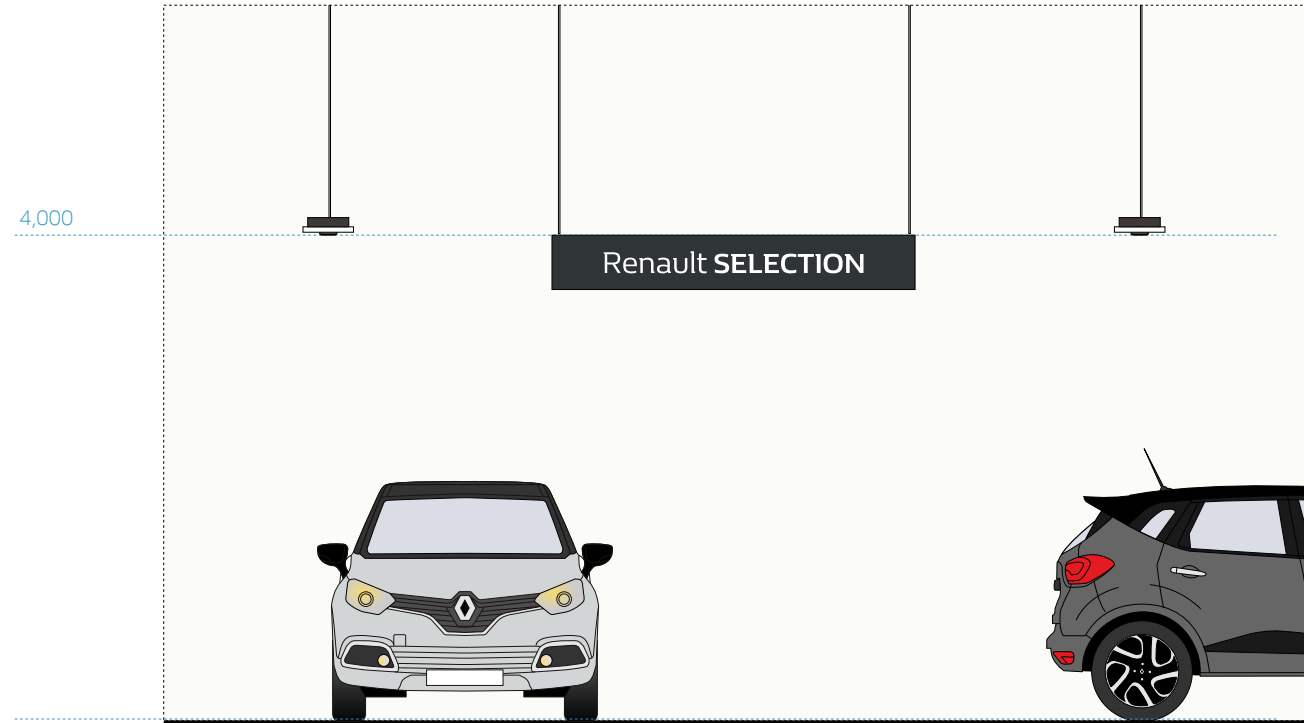
Installation rules

When the Renault SELECTION showroom is integrated into a Renault Store showroom, a suspended light box is installed at the perimeter of the section set aside for the display of used vehicles.

The box is positioned at a height of 4 m from the ground.

It is double-sided:

- ① on the front side, it features the Renault SELECTION signature,
- ② on the reverse side, it features the words "New vehicle showroom".



①

Renault SELECTION

②

Showroom véhicules neufs

integrated showrooms

finishing of the showroom

General atmosphere

The components of the building used to house the Renault SELECTION showroom are identical to those for Renault Store showrooms.

- ① Floor tiling, dark grey
- ② Cladding wall, coated or painted, White RAL 9010
- ③ Window frames in RAL 7021 dark grey lacquered aluminium and display window in colourless glass.
- ④ Base for communications media in RAL 7021 dark grey

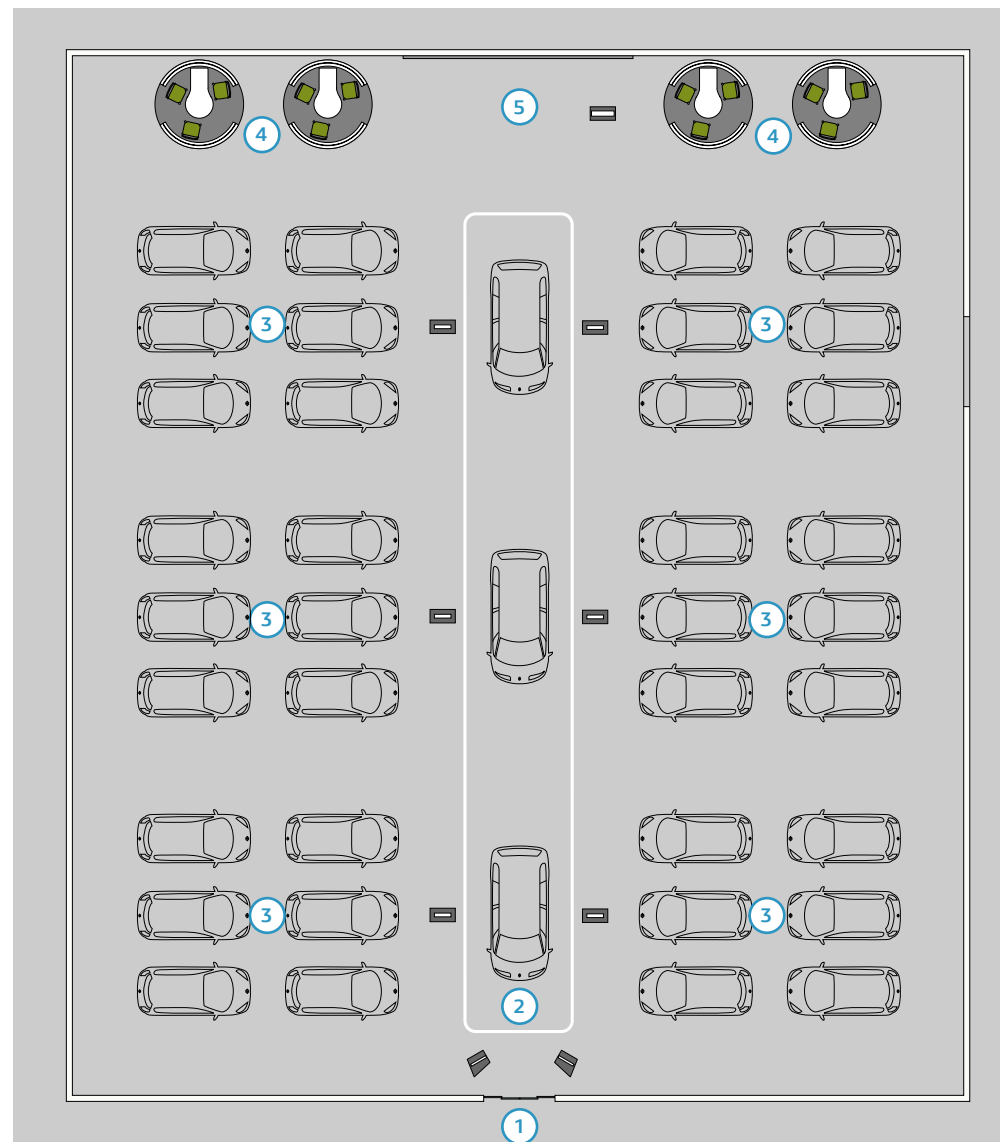


integrated showrooms

organization of the showroom

Description

- ① Showroom entrance
- ② Central bay
- ③ Display areas
- ④ Enclosed sales desks
- ⑤ Reception area



integrated showrooms

customer promise and communication signs

Purpose

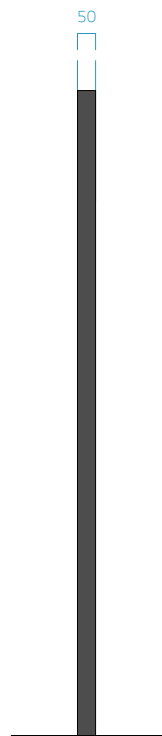
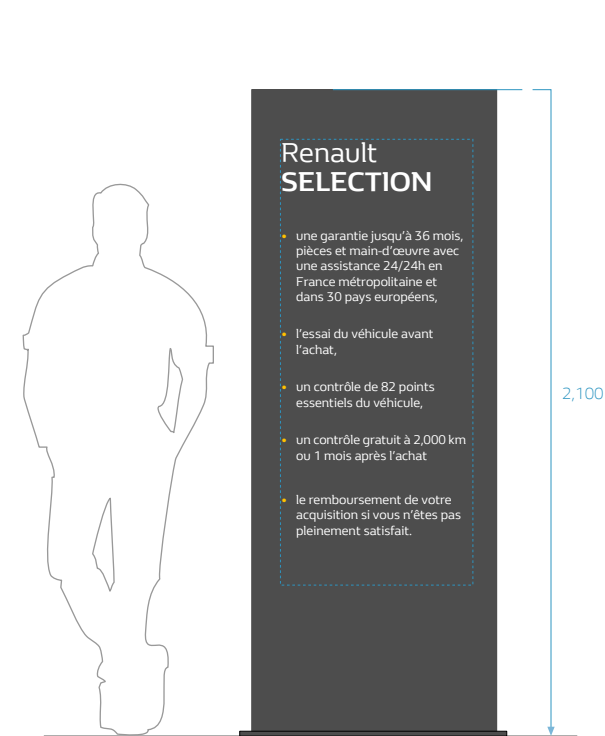
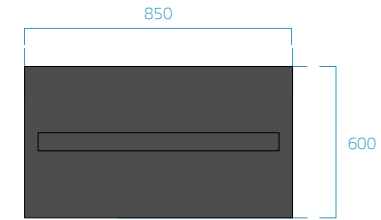
The customer promise signs display a message explaining the Renault SELECTION customer promise.

Where are they to be installed?

These signs are installed at the entrance to the showroom in the axis of the central bay.

The content is to be adapted by the Country with the approval of the function and the Regions.

- ① Communication sign with an example of a promotional image.
- ② Communication sign with an example of a customer promise statement.



integrated showrooms

area signs

Purpose

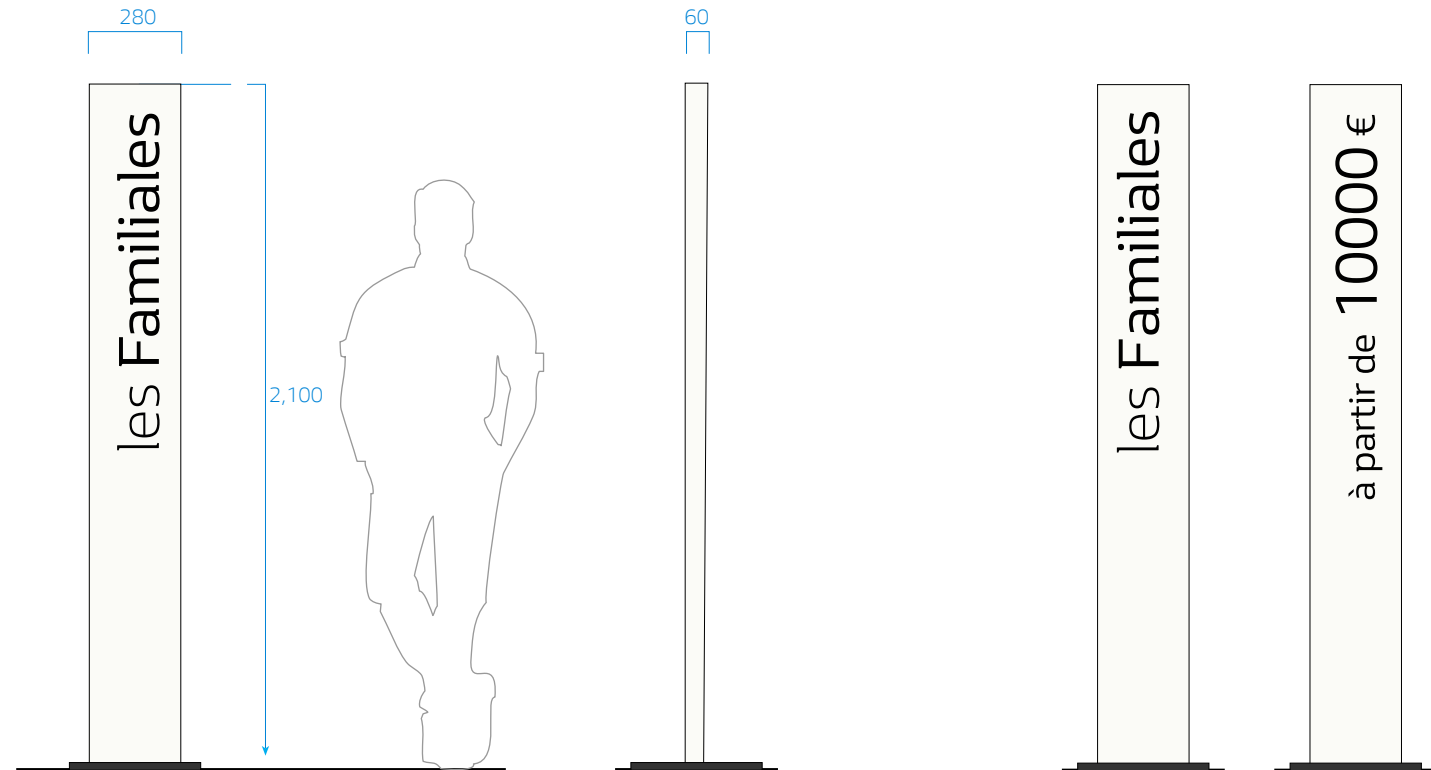
The area signs serve the purpose of organizing and dividing up the Renault SELECTION showroom into segments.

There are various possible options:

- Segmentation into categories of vehicles, e.g. family cars, sports cars, etc.
- Segmentation according to price segment, e.g. € 10,000, € 15,000, etc.

Where are they to be installed?

The area signs are installed along the axis of each display module, on either side of the central bay.



NOTE: The markings are to be adapted by the Country with the approval of the function and the Regions.

integrated showrooms

the Renault SELECTION kiosk

Purpose

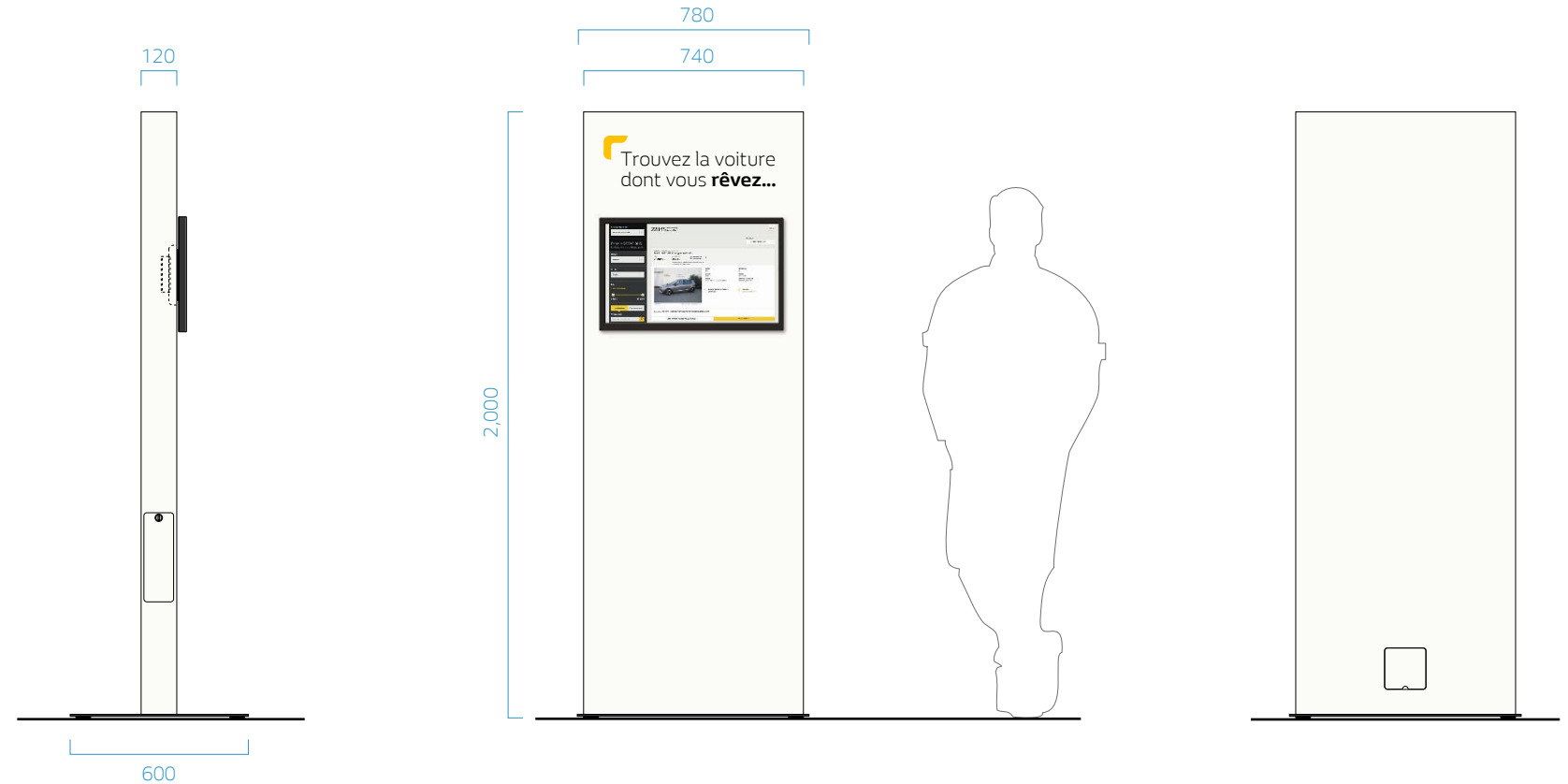
The Renault SELECTION kiosk includes a 27-inch touch screen allowing Renault SELECTION customers to consult the catalogue of used vehicles available in the dealership.

Where is it to be installed?

The Renault SELECTION kiosk is located at the far end of the showroom parallel to the rear wall in the reception area.

NOTE: The markings are to be adapted by the Country with the approval of the function and the Regions.

The dimensions may be subject to change depending on the choice of IT equipment.



integrated showrooms

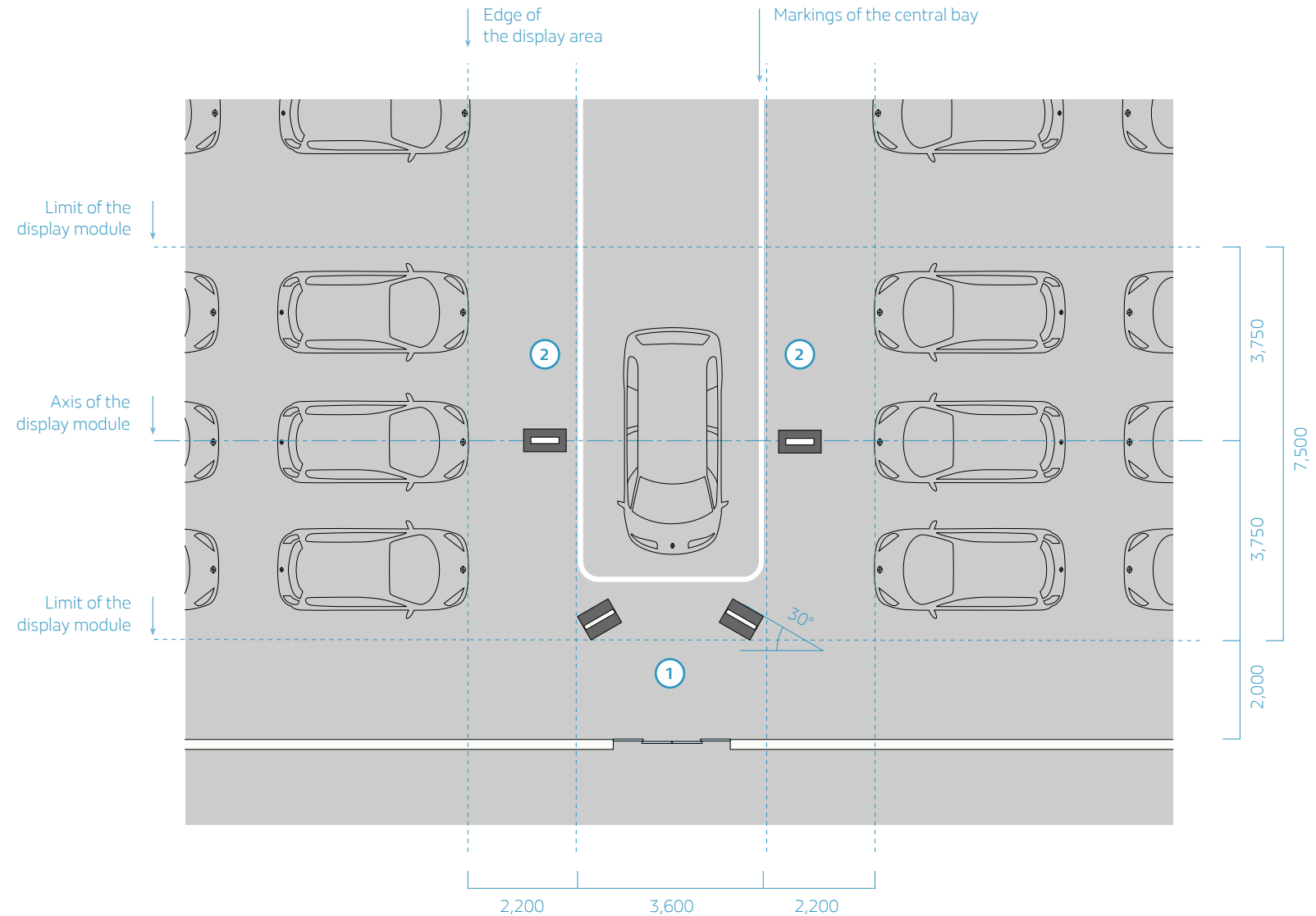
layout around the central bay

① Customer promise and communication signs

These signs are located close to the entrance at an angle of 30°. They are aligned with the edges of the central bay markings, at the limits of the first module.

② Area signs

These signs are installed in the centre of the module between the vehicles on display, aligned with the edge of the display area.



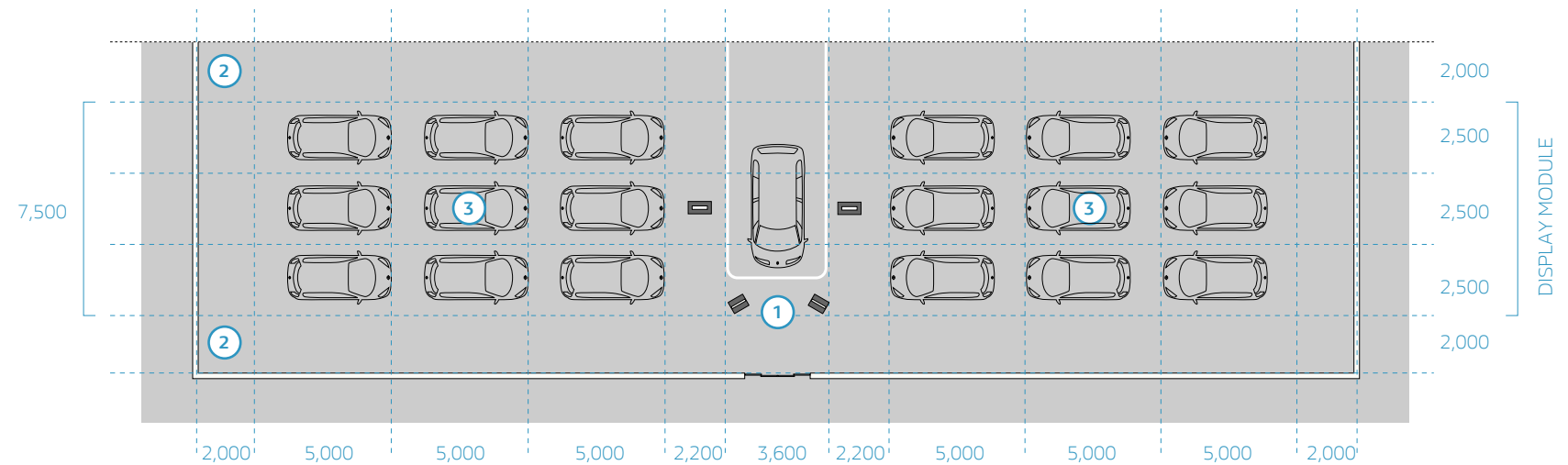
integrated showrooms

the display module

Installation rules

The display module is the 7,500 mm component on which the organization of the Renault SELECTION showroom is based.

- ① Cars to be highlighted are placed in the central bay.
- ② It is bordered on either side by 2 access aisles.
- ③ In the display areas, the cars are arranged in a perpendicular layout.

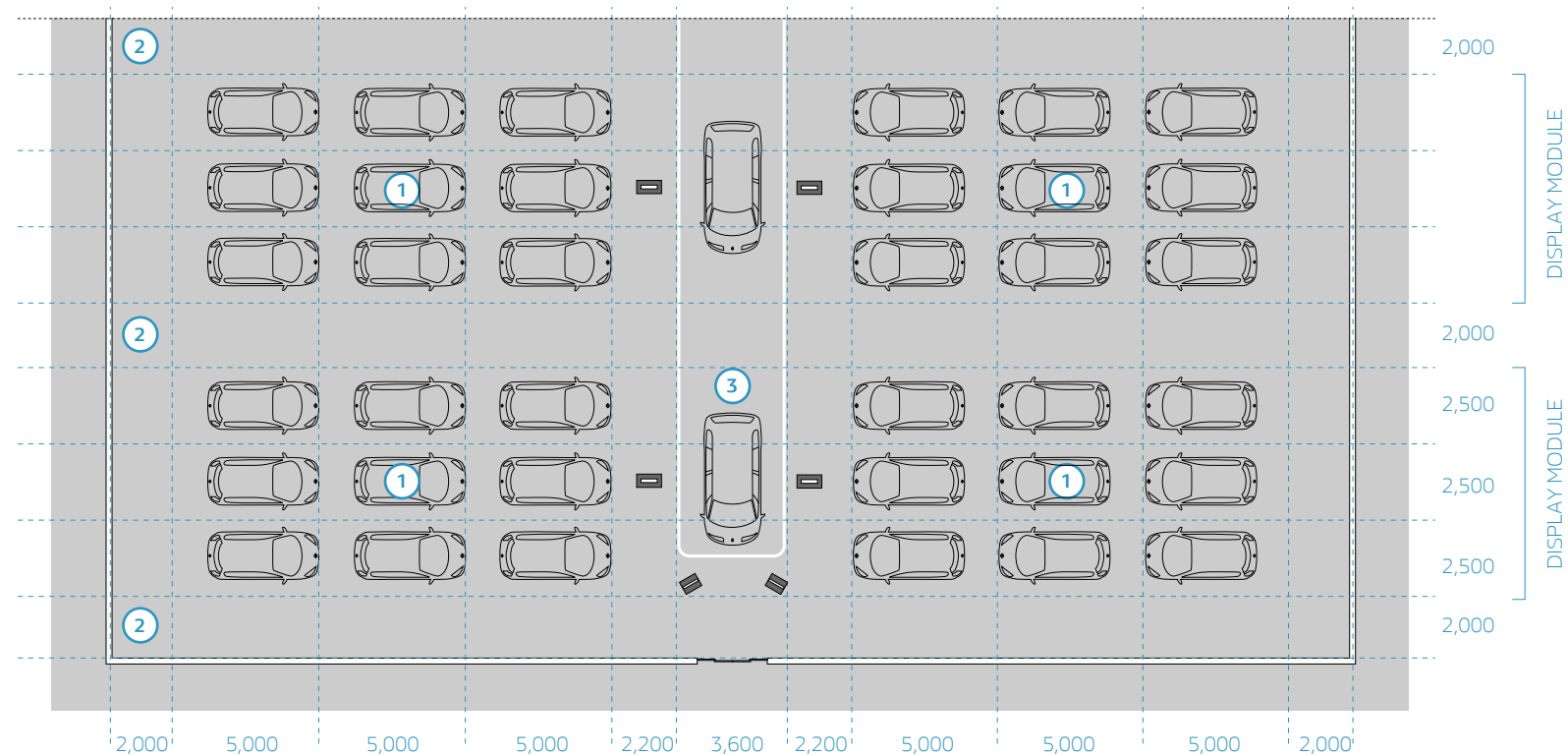


integrated showrooms

installation with 2 modules

Installation rules

- ① The modules are separated by an access aisle.
- ② This access aisle is 2,000 mm wide to allow the display area to be installed.
- ③ The markings of the central bay are extended connecting the 2 display modules together.

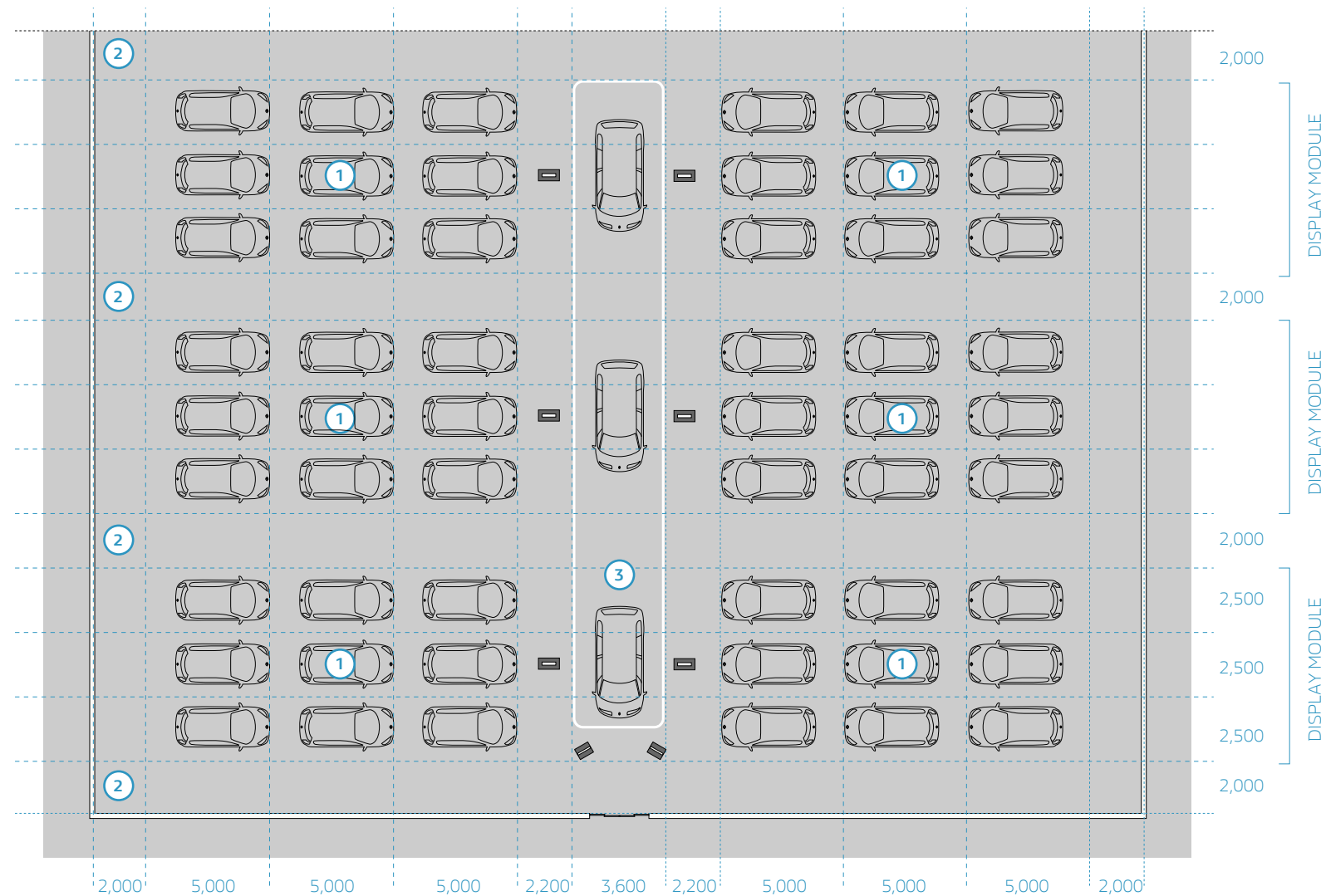


integrated showrooms

installation with 3 modules

Installation rules

- ① The modules are separated by an access aisle.
- ② The inter-module vehicle access aisles are 2,000 mm wide.
- ③ The markings of the central bay are extended connecting the 3 display modules together.

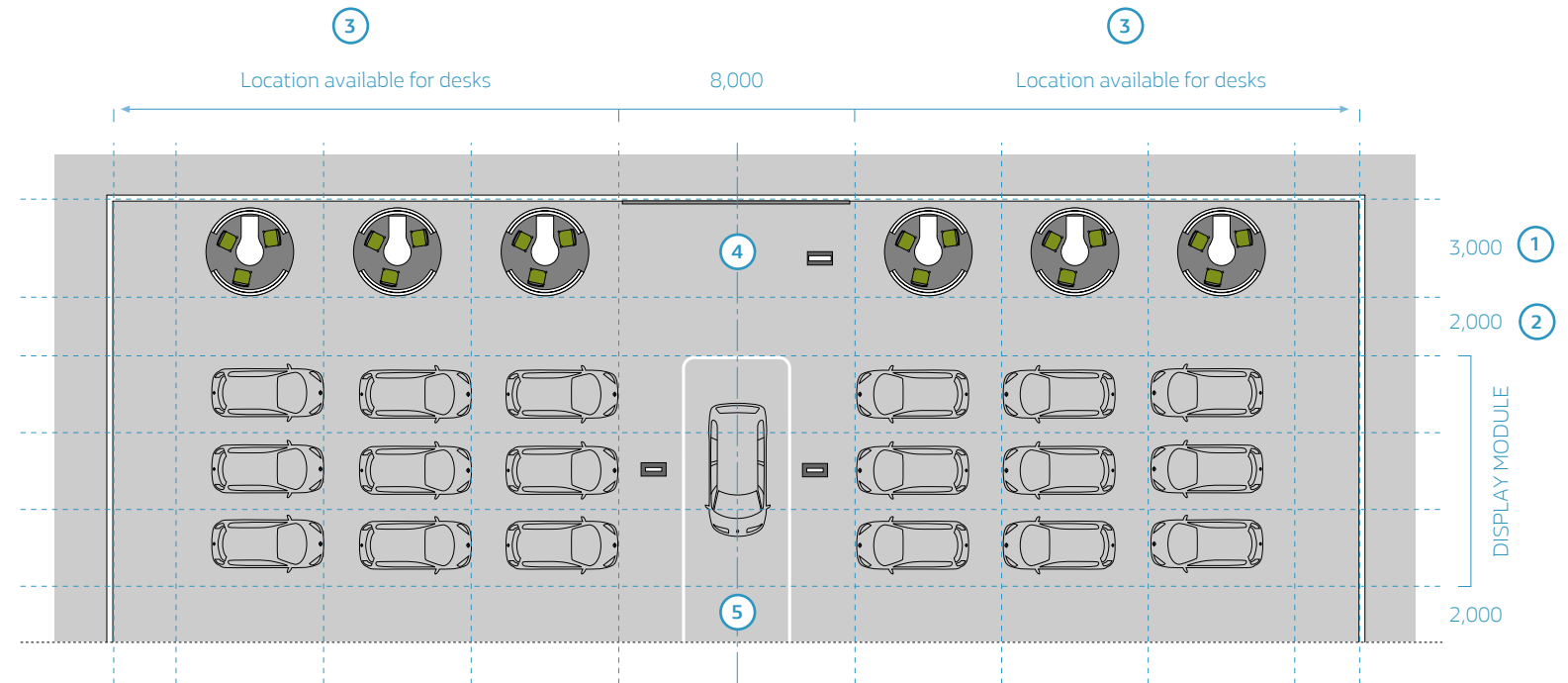


integrated showrooms

the rear wall module

Installation rules

- ① The rear wall module of the Renault SELECTION showroom is a minimum of 3,000 mm wide.
- ② It is separated from the last module of the display by an access aisle of 2,000 mm wide.
- ③ The sales desks are installed on either side of the central axis.
- ④ The Renault SELECTION reception area is positioned along the axis of the central bay.
- ⑤ The markings of the central bay stop at the limit of the last display modules.



integrated showrooms

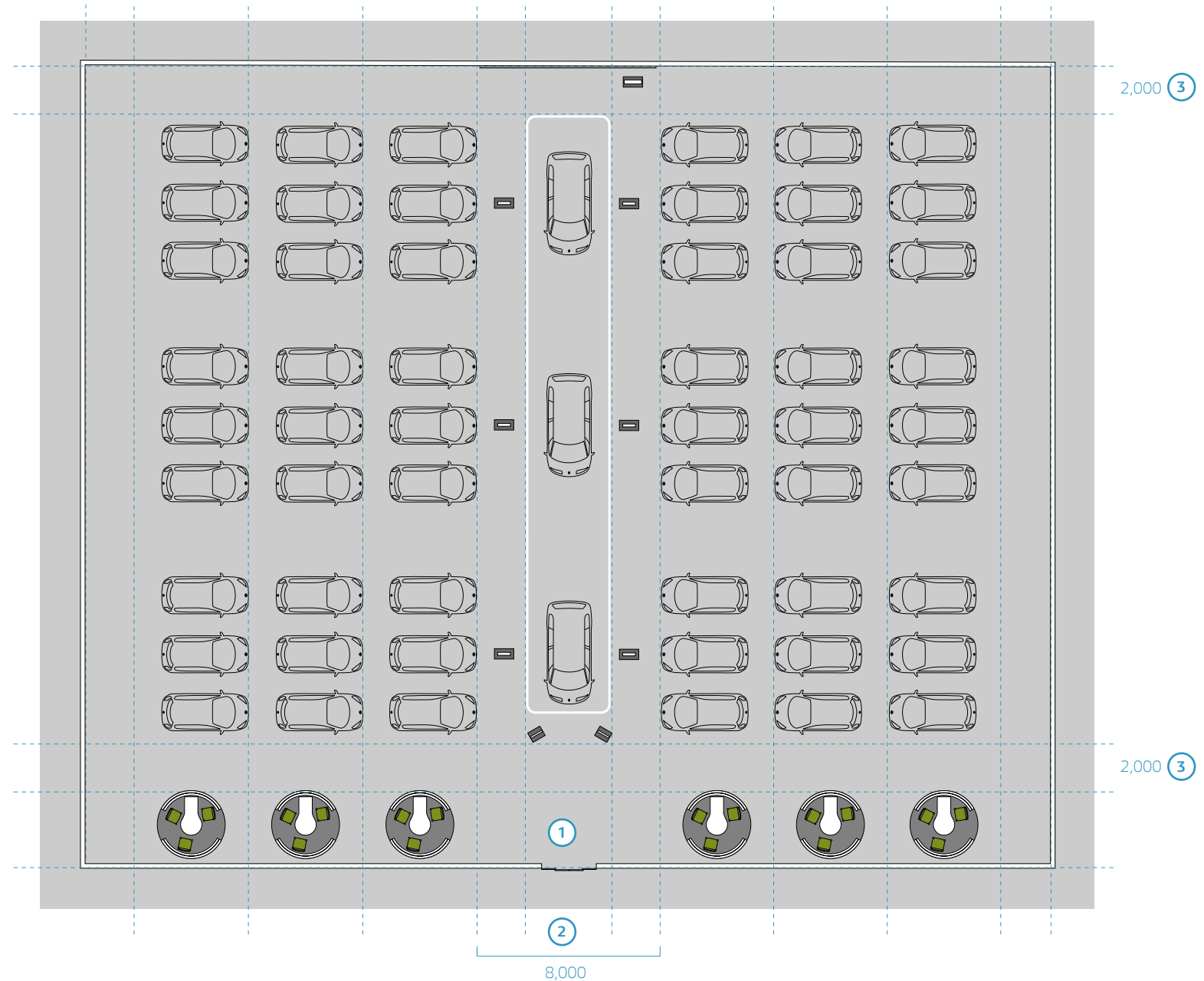
sales desks installed at the entrance

Principle of adaptation

- ① The drawing opposite shows an installation with stand-alone sales desks close to the entrance.

This layout is a special case intended to allow sales personnel to have an extended view of the showroom from their workstation.

- ② Care shall be taken to ensure a minimum width of 8 m is left clear close to the entrance.
- ③ An access aisle will be necessary to allow vehicles from the first module to be installed or removed.

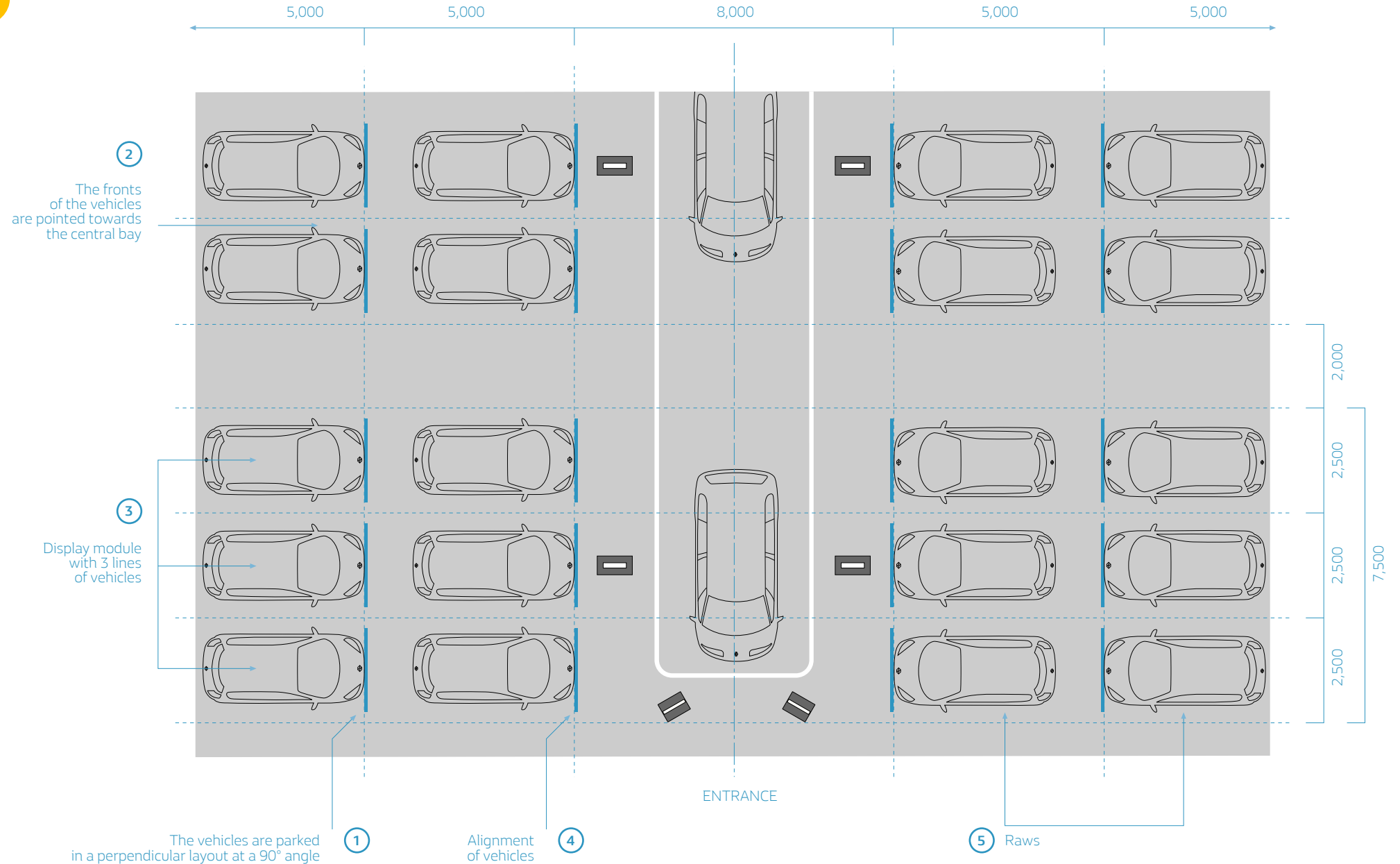


integrated showrooms

positioning in a perpendicular layout

Installation rules

- ① The vehicles are parked in a perpendicular layout at an angle of 90° to the central bay.
- ② In the central bay, the fronts of the vehicles are always pointed towards the entrance.
- ③ The vehicles are grouped together in display modules of 7.5 m in width, consisting of 3 lines of vehicles.
- ④ These modules consist of several rows depending on the width of the showroom.
- ⑤ The fronts of the vehicles are aligned with the fictional markings. The display modules do not have any ground markings. The vehicles are aligned with fictional limits of the display areas.

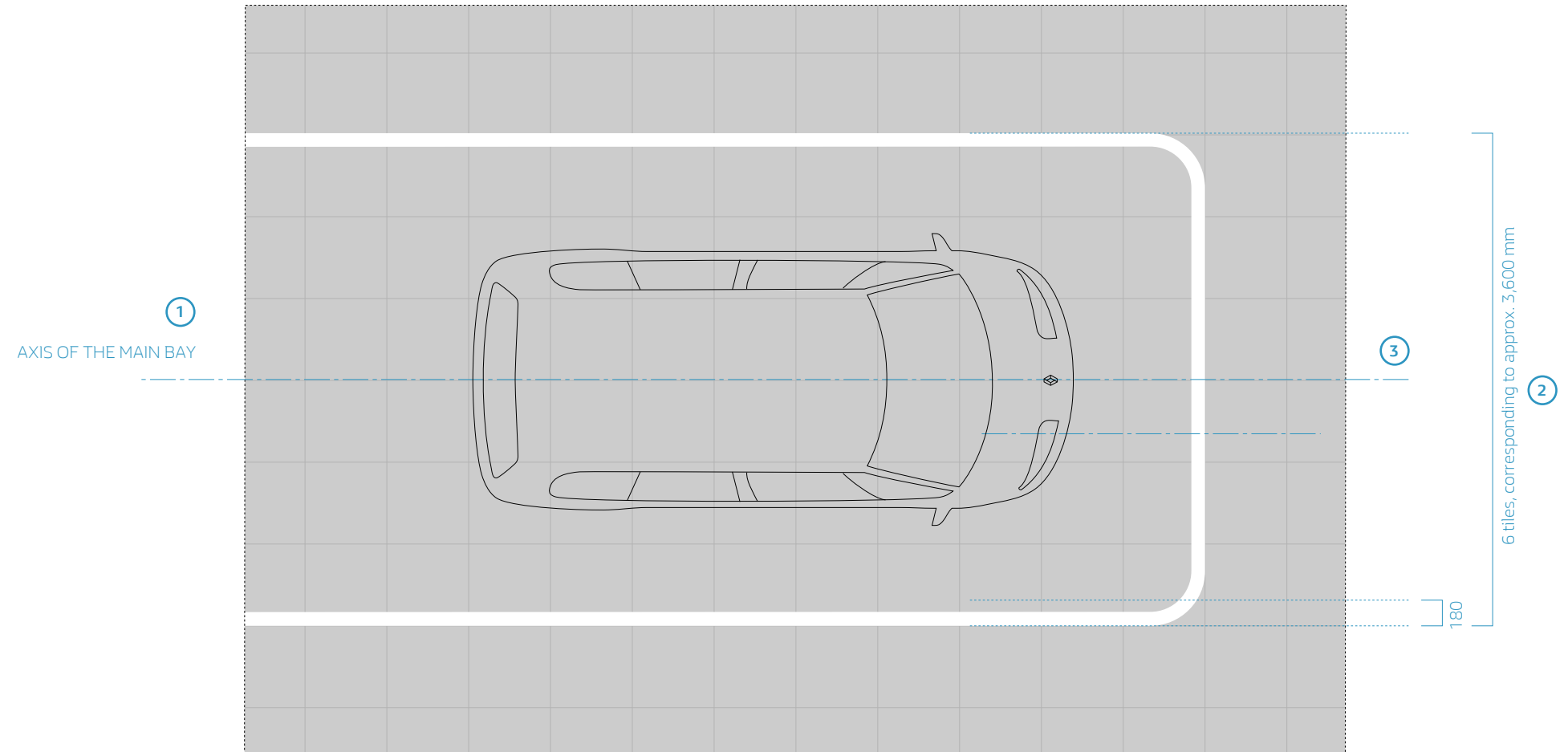


integrated showrooms

markings of the central bay

Installation rules

- ① The ground markings are to be centred relative to the axis of the main bay.
- ② To the extent that it is possible to do so, the ground markings are to be aligned with the joints between the tiling of the display area.
- ③ The vehicle is centred within the area. The doors must be able to open whilst leaving a passage between the vehicles on display.



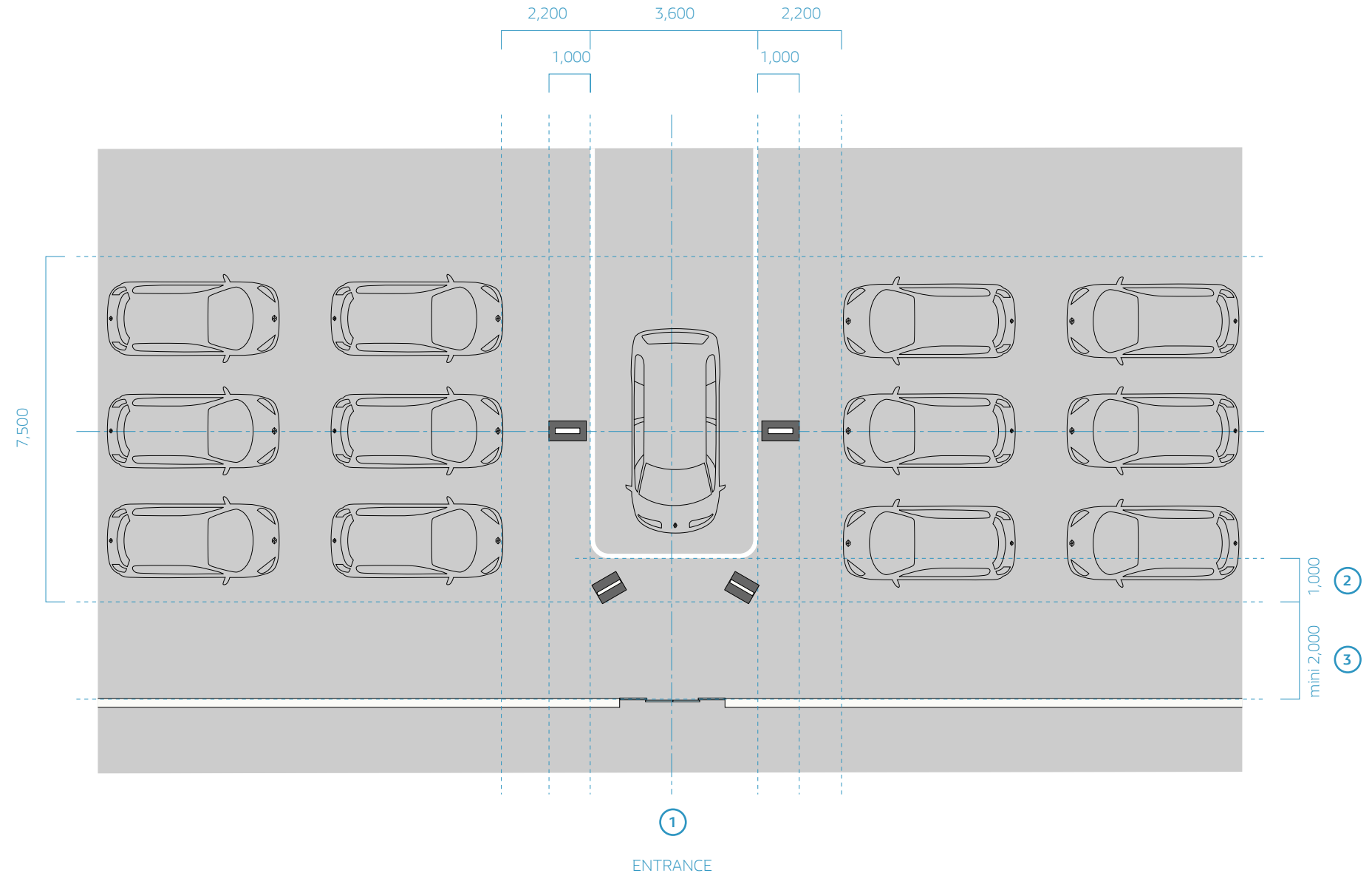
Standard tile format:
600 x 600 mm

integrated showrooms

positioning of the central bay

Installation rules

- ① The ground markings of the central bay are to be centred relative to the axis of the showroom.
- ② The markings start at 1 m from the edge of the first module.
- ③ An access aisle, of a minimum width of 2 m, is present between the entrance to the showroom and the first display module.



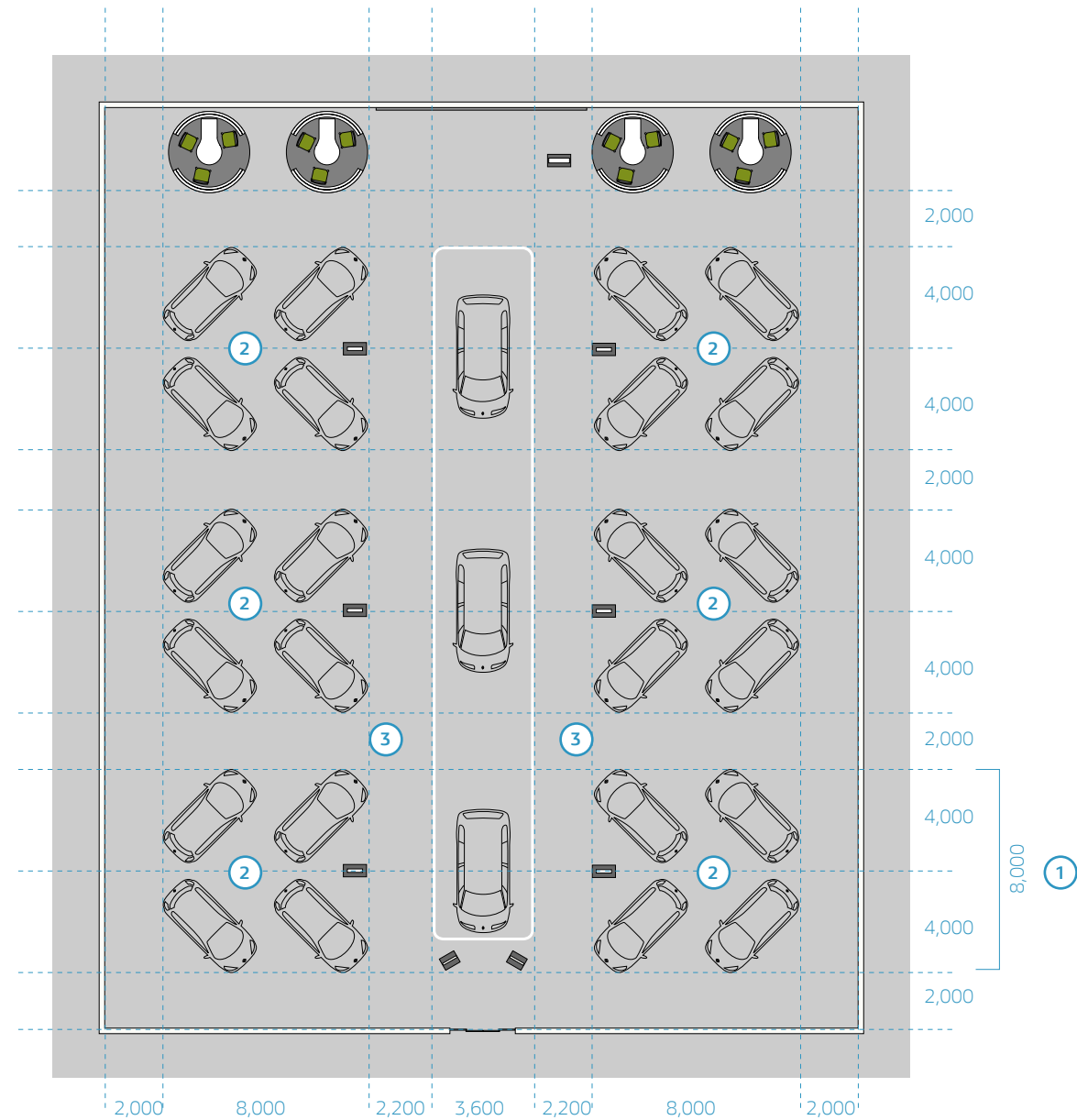
integrated showrooms

positioning in a diagonal layout

Principle of adaptation

For narrow showrooms, it shall be possible to install the vehicles in a diagonal layout at an angle of 45°.

- ① The vehicles are grouped together in display modules of 8 m in width, consisting of 2 lines of vehicles.
- ② These modules consist of several rows depending on the width of the showroom.
- ③ The front is turned towards the central bay in such a way that the customer always sees the vehicles from a 3/4 front profile regardless of the direction in which they are heading through the central bay.

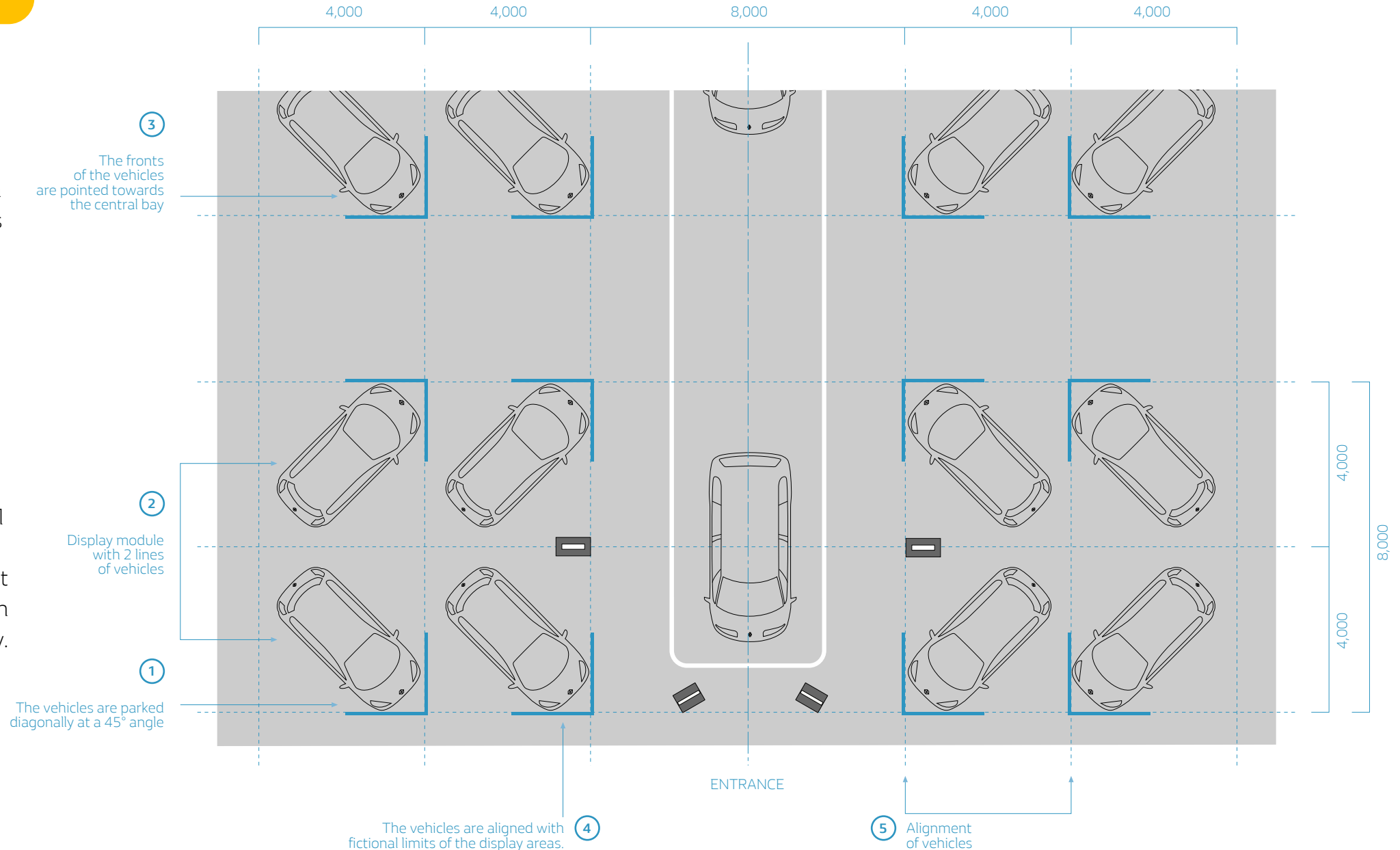


integrated showrooms

positioning of vehicles in a diagonal layout

Installation rules

- ① The vehicles are parked diagonally at a 45° angle. In the central bay, the fronts of the vehicles are always pointed towards the entrance.
- ② The vehicles are grouped together in display modules of 8 m in width, consisting of 2 lines of vehicles. These modules consist of several rows depending on the width of the showroom.
- ③ The front is turned towards the central bay in such a way that the customer always sees the vehicles from a 3/4 front profile regardless of the direction in which they are heading through the central bay.
- ④ The display modules do not have any ground markings.
- ⑤ The vehicles are aligned with fictional limits of the display areas.



integrated showrooms

overview of the showroom

The central bay leads to the reception area

- ① Due to its direction and continuity, the central bay naturally guides clients towards the reception area.
- ② The display wall in the reception area brings the showroom to life and makes the area more attractive.
- ③ The signature "Renault SELECTION" is displayed on a yellow surface.

Note. The image on the display wall is provided for illustrative purposes only and is to be adapted for each country.



integrated showrooms

the customer reception area

Purpose

The reception area allows customers to be welcomed to the showroom and provided with information about the nature of services offered Renault SELECTION.

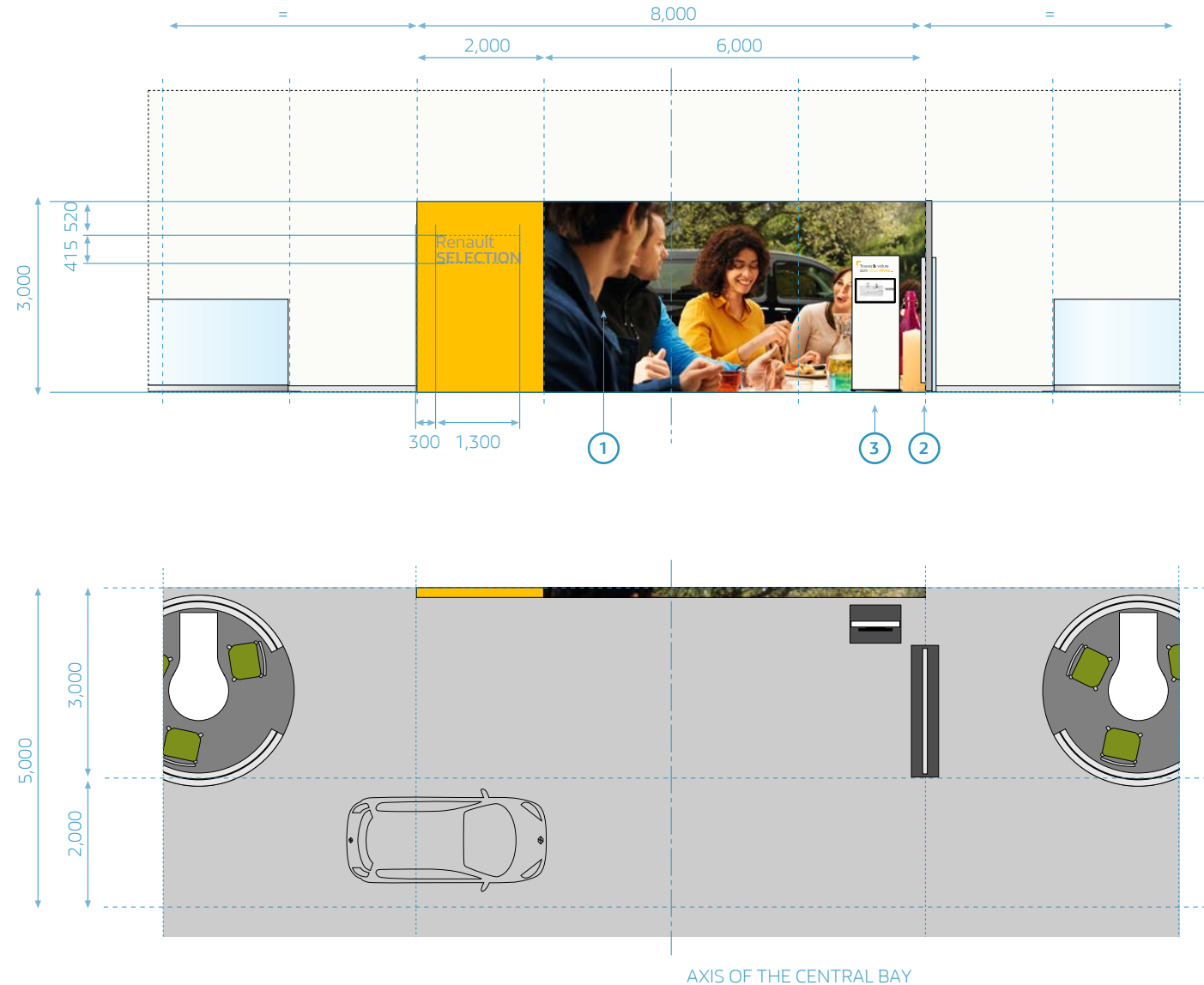
It is made up, at the very least, of:

- ① a 3,000 x 8,000 mm display wall,
- ② a 2x2 communications display,
- ③ the Renault SELECTION kiosk.

Where is it to be installed?

The reception area is located at the back of the Renault SELECTION showroom in the axis of the central bay.

It is generally surrounded by sales desks.



integrated showrooms

rear bay of reduced width

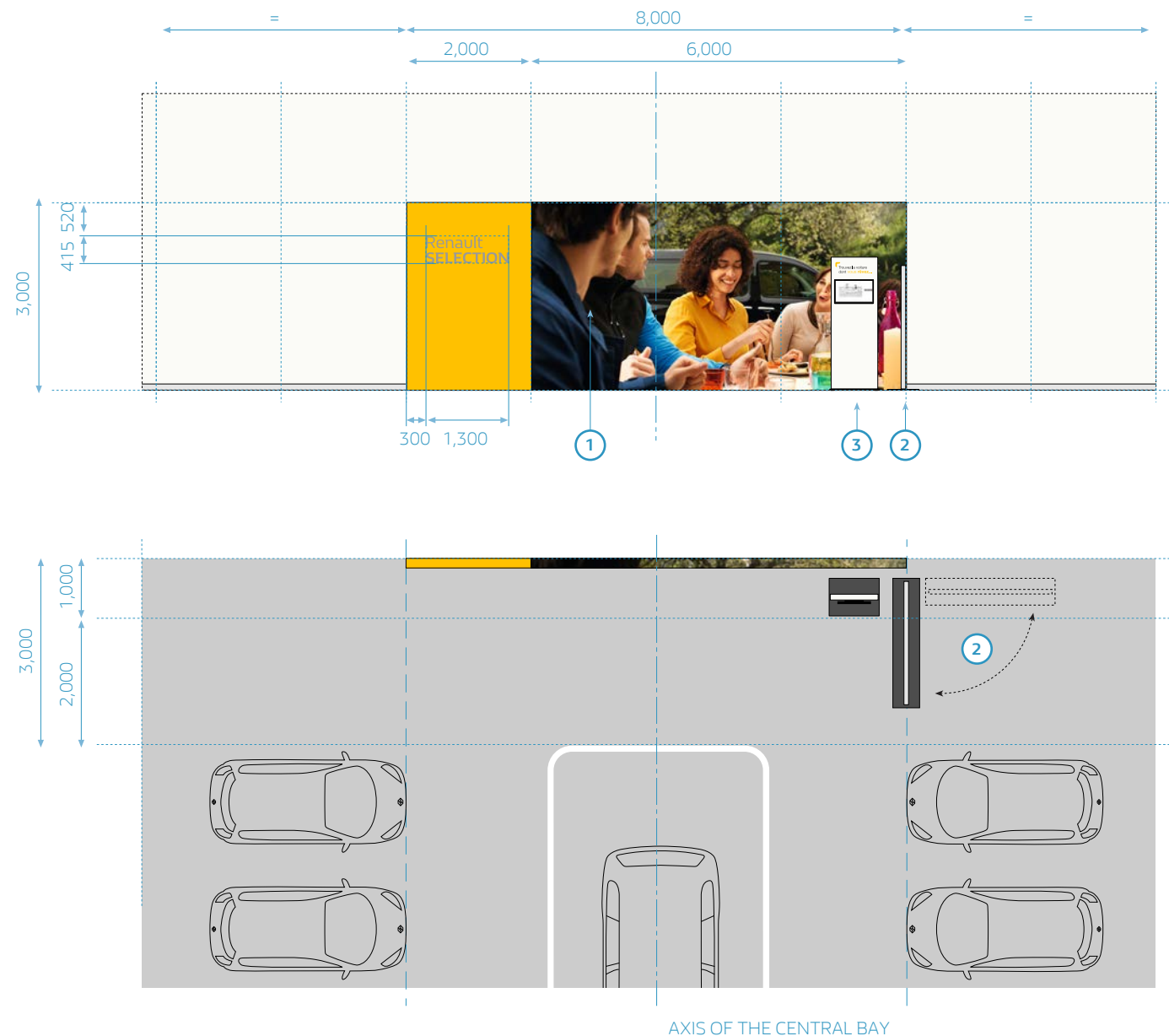
Rule for adaptation

If the depth of the showroom is limited, the width of the rear aisle shall be reduced from 3,000 to 1,000 mm.

To enable vehicles to pass, only the stand-mounted 2x2 POS advertising display will be installed perpendicular to the rear wall.

When vehicles need to pass, it can easily be stored up against the rear wall.

- ① 3,000 x 8,000 mm display wall,
- ② 2x2 communications display,
- ③ Renault SELECTION kiosk.



integrated showrooms

the 2x2 communication display

Purpose

The 2x2 communications display is used to expand upon the content of the Renault SELECTION customer promise and commitments.

It is updated on a periodic basis.

Where is it to be installed?

The 2x2 communications wall display is preferably located on the righthand side of the Renault SELECTION reception area.

Note. The image on this display is provided for illustrative purposes only and is to be adapted for each country.



integrated showrooms

communications

messages

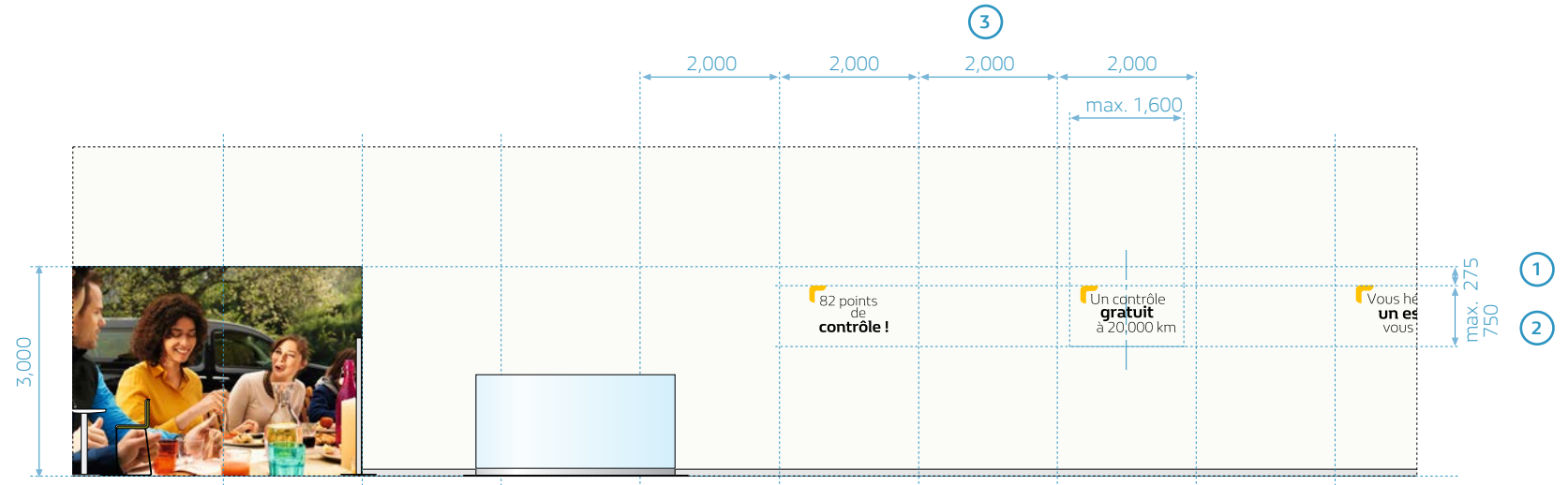
Purpose

Inform the customer about the content of the Renault SELECTION customer promise.

How are they to be installed?

- ① Their top edge is aligned at a distance of 275 mm from the upper edge of the display wall (height of 3,000 mm from the floor).
- ② They are to be created along the central axis of a 2,000 mm panel, with the following maximum dimensions: h. 750 x W. 1,600 mm.
- ③ A blank space of 2,000 mm wide should be left between any two communications messages.

NOTE: These signs must be adapted to the language and culture of each country.



82 points
de
contrôle !

Satisfait
ou
remboursé...

Un contrôle
gratuit
à 20.000 km

Vous hésitez ...
un essai
vous tente ?

jusqu'à
24 mois
de garantie !

integrated showrooms

the lighting concept

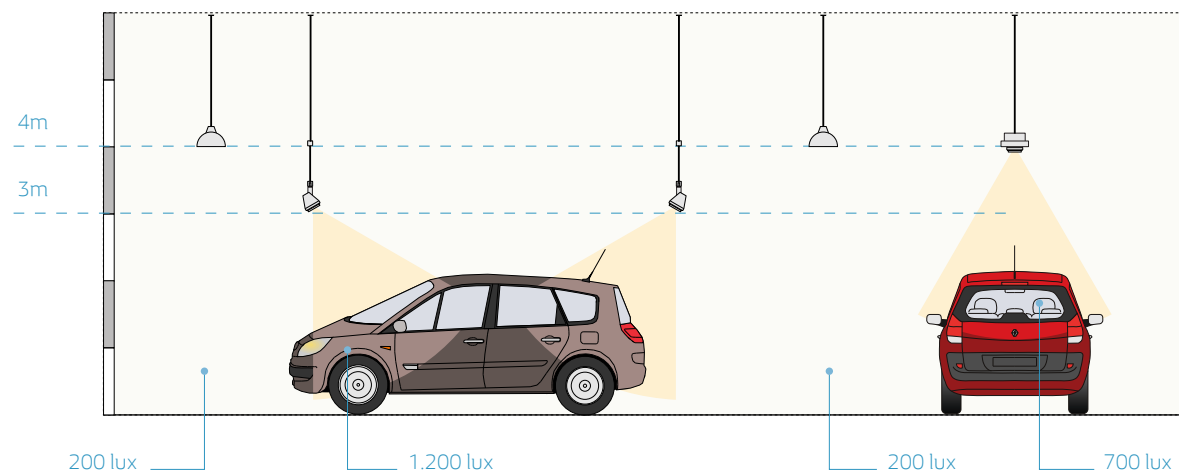
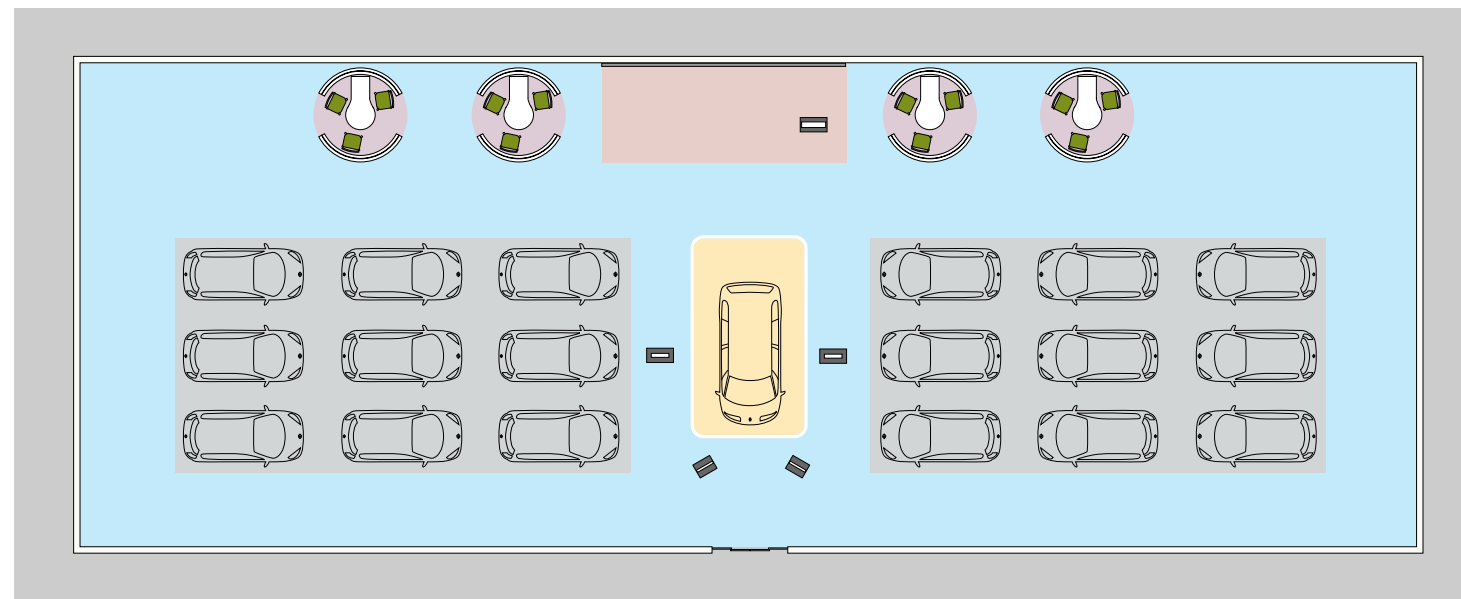
Installation rules

The recommended lighting concept aims to structure the showroom and showcase the vehicles on display.

How are they to be installed?

- The lighting is adapted to each constituent area of the Renault SELECTION showroom.
- The recommended lighting temperature is 4,000°K, with a general neutral glow for directional lights and 3,000°K (warm glow) for the general lighting of the showroom.
- The directional lighting is positioned 3 m off the ground.

Access areas 200 lux - 3,000° K	
Display areas 700 lux - 4,000° K	
Central bay 1200 lux - 4,000° K	
Reception area 400 lux - 3,000° K	
Sales desks 400 lux - 3,000° K	



integrated showrooms

lighting of communications area

Installation principles

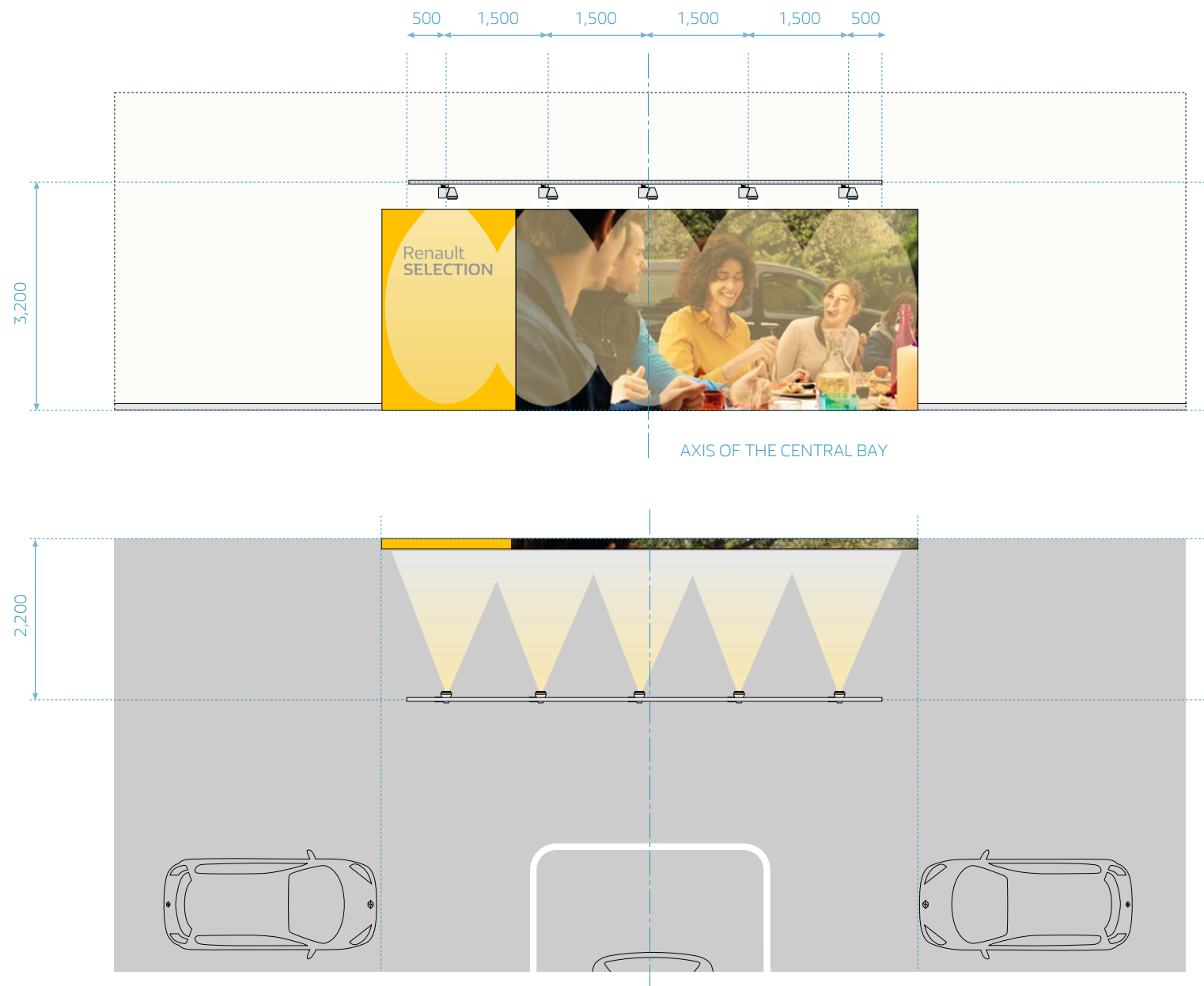
Arranged on a rail, directional spotlights are positioned 1,500 mm apart over the entire length of the wall.

Characteristics

The lighting for the rear wall consists of an aluminium finish Eurostandard guide rail fitted with TARGETTI MAGMA 70W directional spotlights, 60° beam, aluminium finish, 3,000°K.

- Height of the rail: 3,20 mm from the ground
- Distance from wall: 2,20 m.

Note. It can be used another brand of equipment with equivalent features.



integrated showrooms

lighting of messages

Installation principles

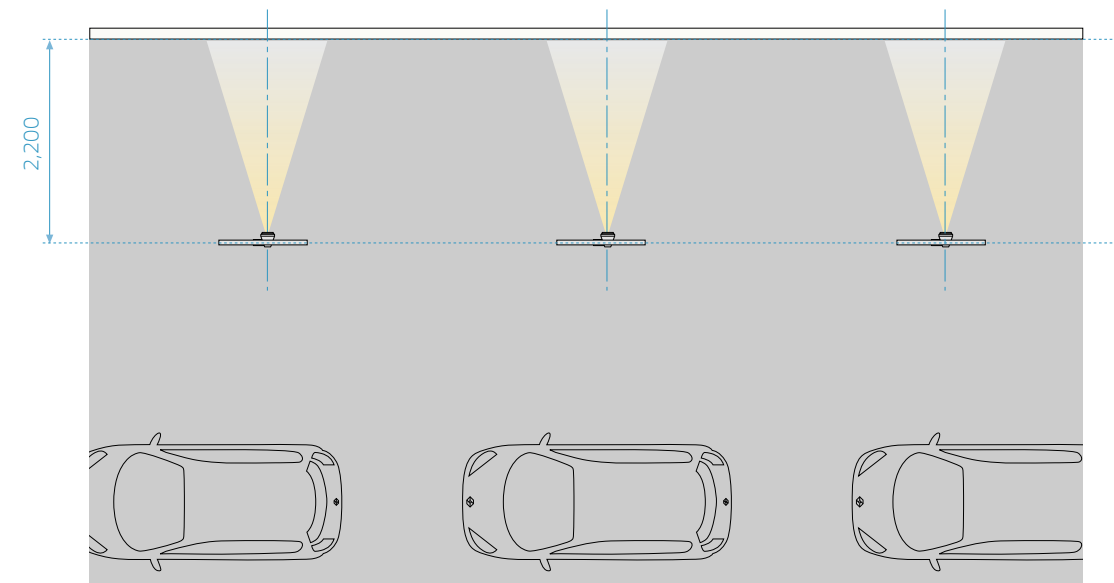
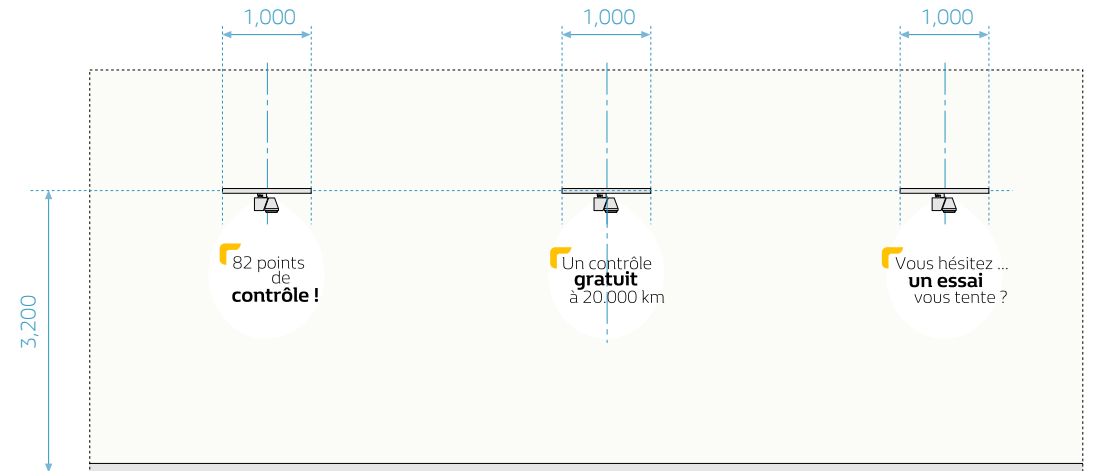
Arranged on a rail, a directional spotlight is focussed on each of the messages to highlight them.

Characteristics

The lighting for communications messages affixed to the rear wall consists of an aluminium finish Eurostandard guide rail fitted with TARGETTI MAGMA 70W directional spotlights, 60° beam, aluminium finish, 3,000°K.

- Height of the rail: 3,20 mm from the ground
- Distance from wall: 2.20 m.

Note. It can be used another brand of equipment with equivalent features.



independent site

the suburban site

The main rules of identification

- ① The Renault flags, arranged in groups of three, identify the site. They are positioned on either side of the site.
- ② The Renault totem is positioned in line with the main façade in front of the customer parking areas.
- ③ The Renault SELECTION signature along with the Site Name is present on the façade of the showroom.

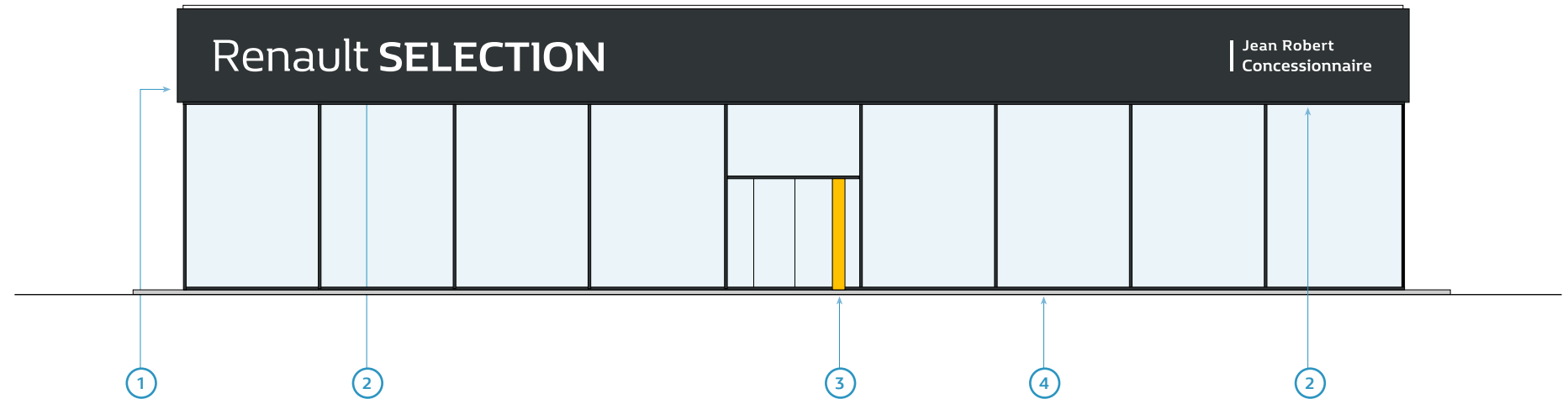


independent site typical façade

Rules of identification

- ① The upper part of the façade of the Renault SELECTION showroom is RAL 7021 grey.
- ② The Renault SELECTION signature along with the Site Name are installed on the grey background.
- ③ The vertical entrance marker attracts attention to the entrance to the showroom.
- ④ The glazing frames are painted in RAL 7021 dark grey.

Note. The Renault woven-metal mesh must not be installed on independent Renault SELECTION sites. It is reserved exclusively for use on the New Vehicle showroom.



independent site

the signage signature

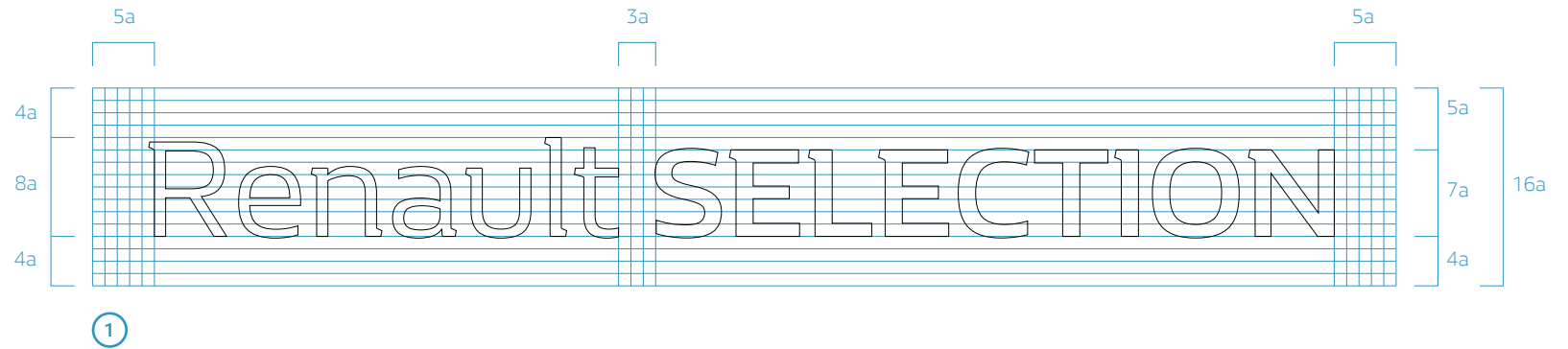
Installation rules

The façades of independent Renault SELECTION sites are identified by a signage signature in white letters on a dark grey background located above the showroom.

This signature shall be combined with the Site Name.

A unique signature format

- ① The signature on 1 line is to be applied on the façades of independent Renault SELECTION sites.

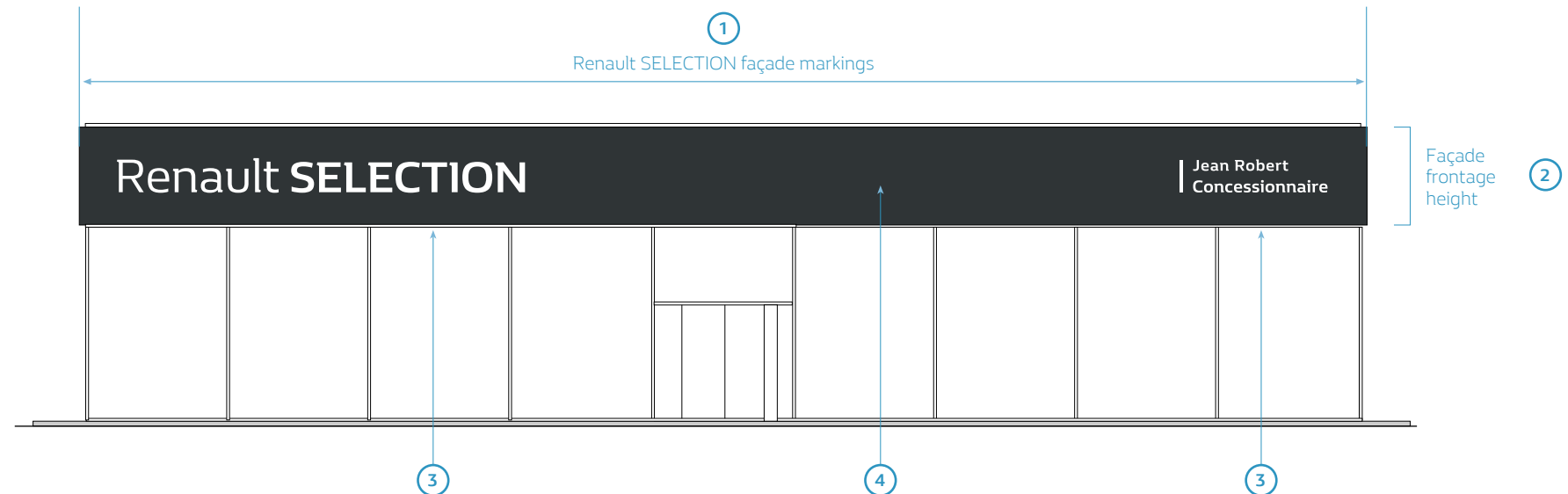
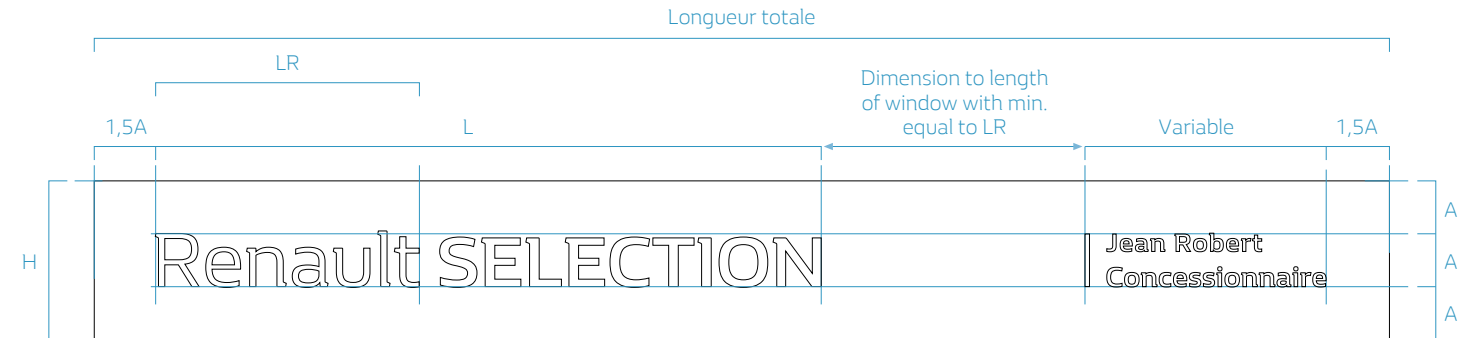


independent site

markings on main façade

Rules on positioning

- ① The markings on the Renault SELECTION façade take up the whole of the available surface above the showroom window.
- ② The signage height is governed by the height of the façade frontage based on the drawing opposite.
- ③ The Signature and the Site Name are located on the façade frontage.
- ④ The dark grey background (RAL 7021 satin finish with 40% gloss) of the façade may be executed using various processes adapted to each situation (cladding, painting of the façade, aluminium sheet cladding).

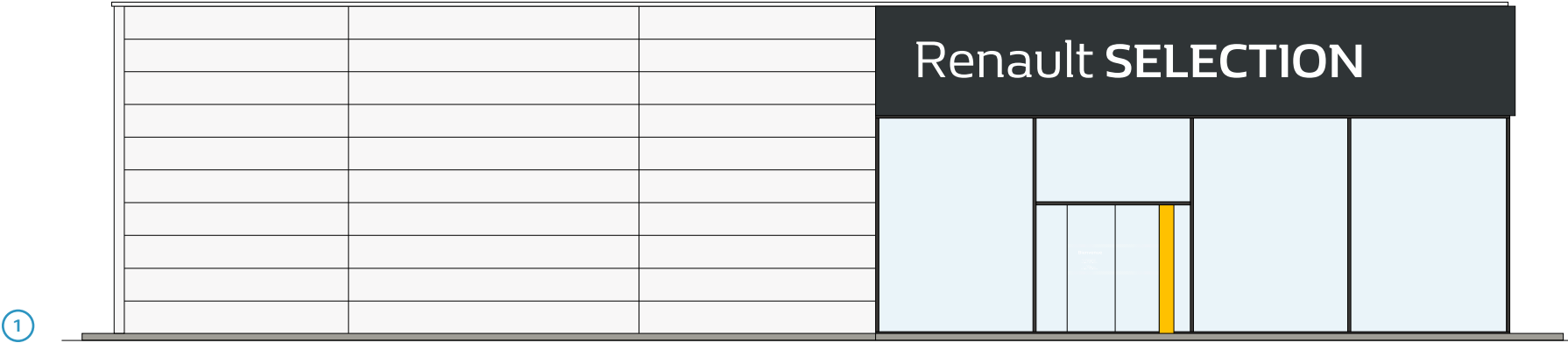


independent site

narrow main façades

Principle of adaptation

- ① The Site Name cannot be positioned on the main façade due to lack of space. It shall be incorporated into the adhesive entrance markings (cf. page 10.77).

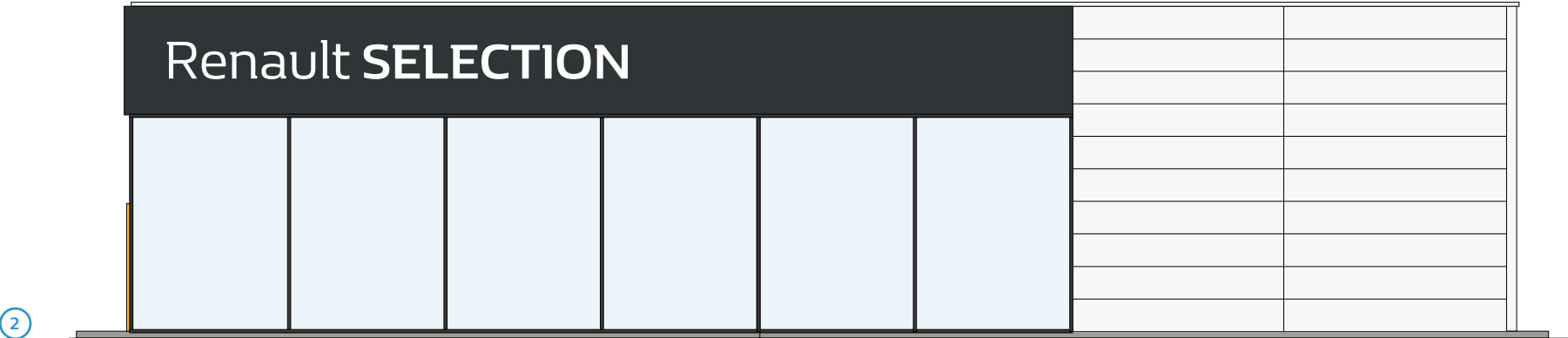


independent site

secondary façade

Rules of identification

- ① The upper part of the secondary façade of the showroom shall be clad or painted in dark grey in the same way as the main façade.
- ② If it is particularly visible, the secondary façade may feature a Renault SELECTION signature without repetition of the Site Name.

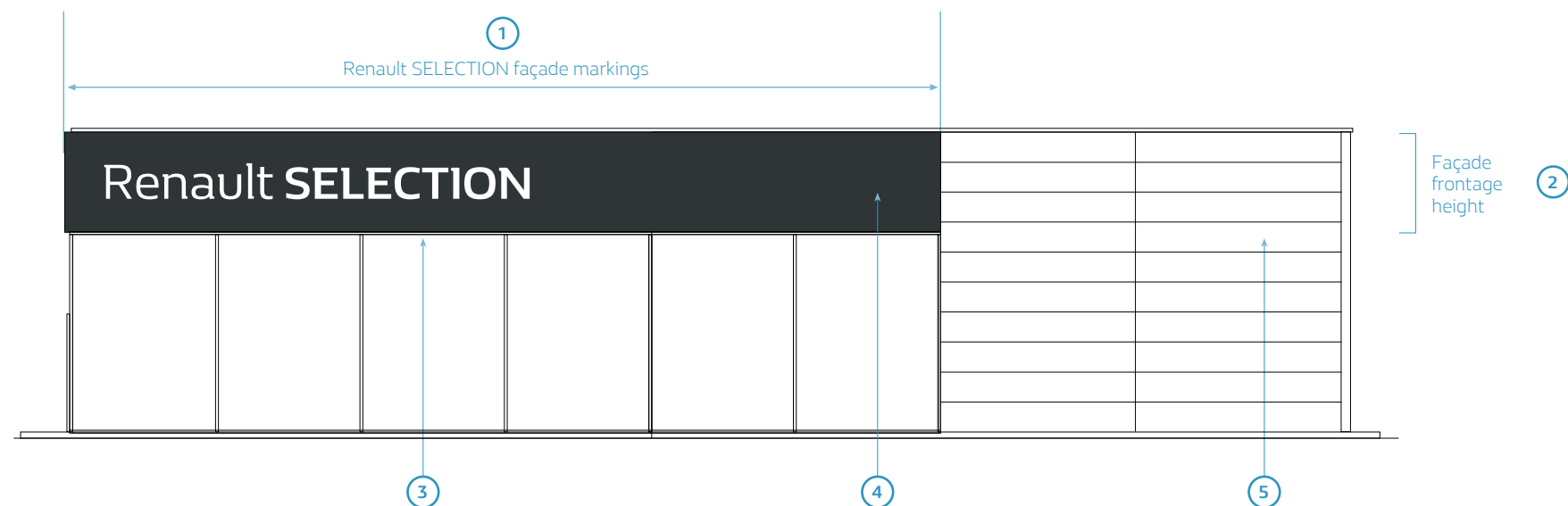
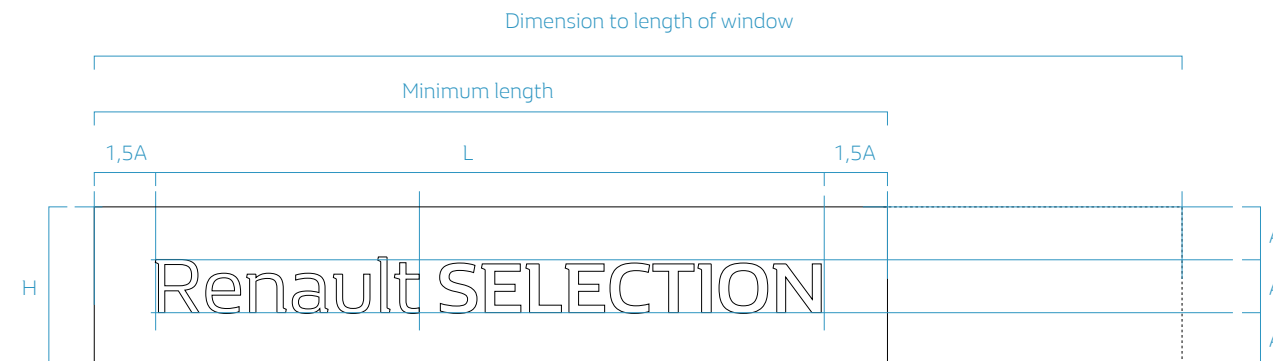


independent site

markings on secondary façade

Rules on positioning

- ① The markings on the Renault SELECTION secondary façade take up the whole of the available surface above the showroom window.
- ② The signage height is governed by the height of the white façade frontage based on the drawing opposite.
- ③ Only the signature is positioned on the secondary façade.
- ④ The dark grey background (RAL 7021 satin finish with 40% gloss) of the façade may be executed using various processes adapted to each situation (cladding, painting of the façade, aluminium sheet cladding).
- ⑤ The rest of the building is in RAL 9010 white.

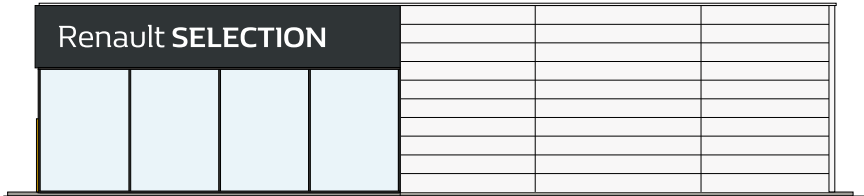


independent site

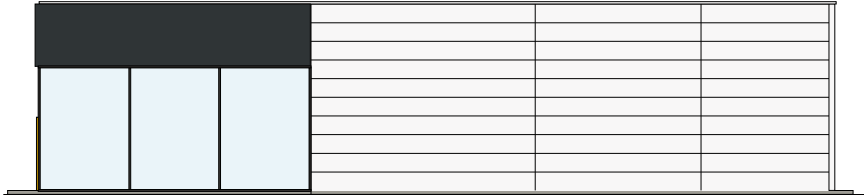
examples of application

Rules of identification

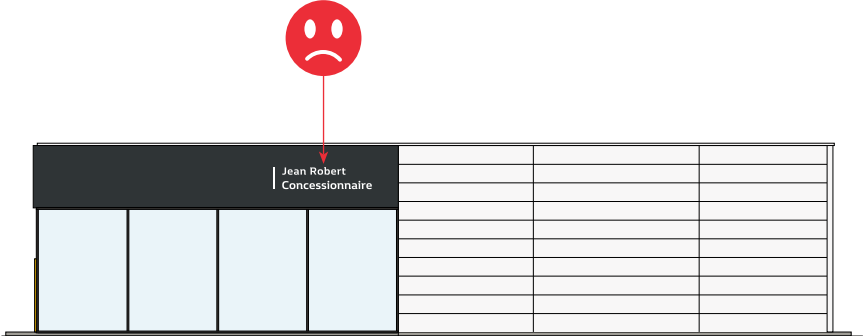
- 1 The Renault SELECTION signature on one line must be used when the length of the secondary façade of the showroom makes it possible to do so.
- 2 Otherwise, the top of the façade will be uniformly dark grey.
- 3 The Site Name shall never appear twice on the same site, nor should it be featured alone on the secondary façade.
- 4 The Renault SELECTION signature may be positioned to the right if conditions of visibility mean it is necessary to do so.



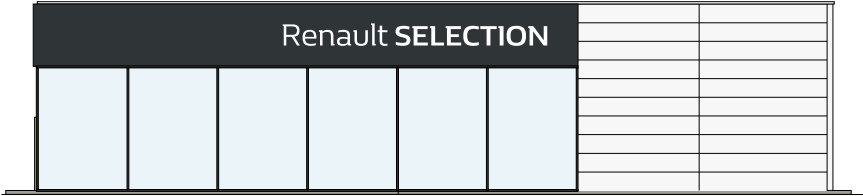
1



2



3



4

independent site

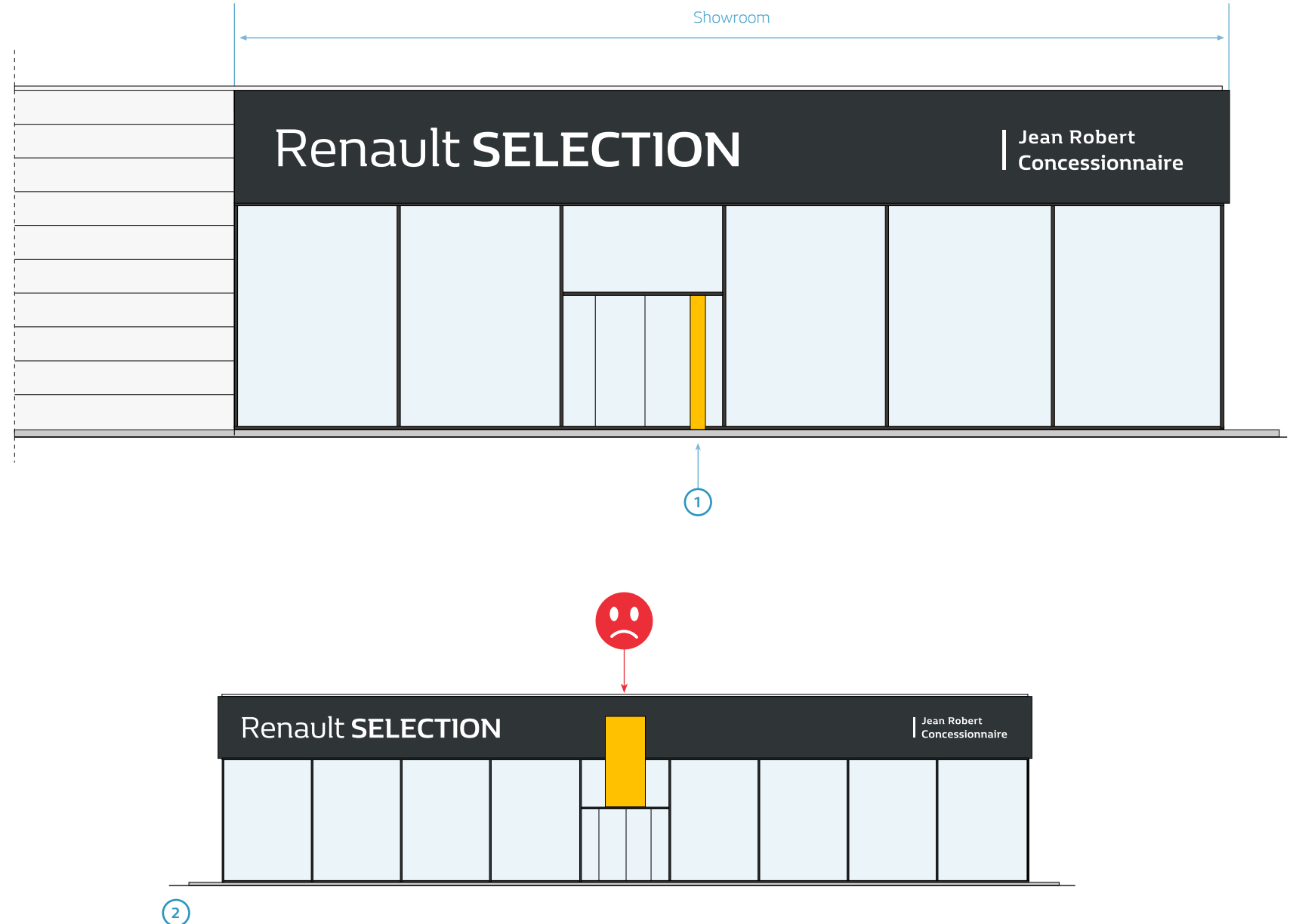
the vertical entrance marker

Installation rules

- ① The vertical entrance marker is positioned to the right of the entrance door to the showroom.
- ② The overhead panel must not be used on independent Renault SELECTION sites.

It is reserved exclusively for use at the entrance to the New Vehicle showroom.

Note. The Renault woven-metal mesh must not be installed on independent Renault SELECTION sites. It is reserved exclusively for use on the New Vehicle showroom.



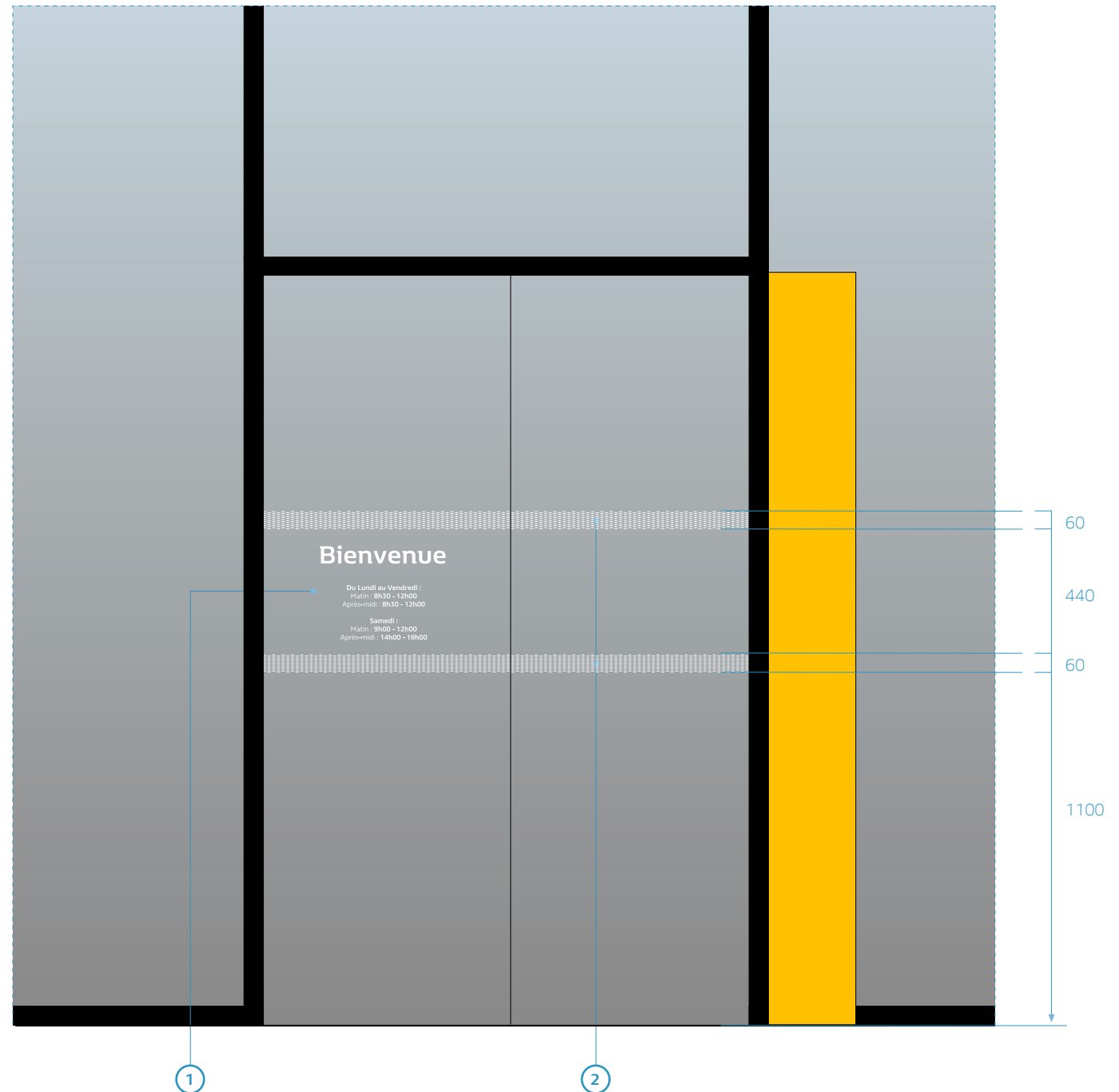
independent site

adhesive markings for entrances

Installation rules

- ① The glazed doors feature 2 adhesive strips to make them more easily noticeable in accordance with the regulations for access to public institutions for the visually impaired.
- ② Information about opening hours is provided on the access door to the customer reception area. This information shall be located on the lefthand section of the door.

These adhesive elements shall be applied from the interior of the showroom for better protection.



independent site

adhesive markings for entrances

Installation rules

- ① The opening hours are displayed on the door of the showroom, accompanied by the word “Welcome”.
- ② In the event that it is not possible to install the Site Name on the façade, it is recommended to include the Site Name along with the words Renault SELECTION in the adhesive entrance markings.

①

Bienvenue

Du Lundi au Vendredi :
Matin : **7h30 - 12h00**
Après-midi : **13h30 - 19h00**

Samedi :
Matin : **9h00 - 12h00**
Après-midi : **14h00 - 19h00**

②

Bienvenue

Renault SELECTION
Concession Jean Robert

Du Lundi au Vendredi :
Matin : **7h30 - 12h00**
Après-midi : **13h30 - 19h00**

Samedi :
Matin : **9h00 - 12h00**
Après-midi : **14h00 - 19h00**

independent site

finishing of the showroom

General rule

The components and rules of installation for independent Renault SELECTION showrooms are identical to those used in integrated showrooms.

- ① However, the finishing of the reception area differs incorporating additional features with waiting area furniture including a coffee machine.



independent site

reception area

Rule for adaptation

The reception area is located at the back of the Renault SELECTION showroom in the axis of the central bay.

It is made up of the following elements:

- ① 3,000 x 8,000 mm display wall,
- ② Renault SELECTION kiosk,
- ③ 2x2 communications display,
- ④ Waiting area furniture.

