

13

the
secondary
network

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the secondary network

general

To create a network which is consistent from the point of view of customers

Due to the large number of sites it accounts for, the secondary network has a major impact on the image of the dealer network.

Depending on their location, these sites may have a high or low level of visibility, so an approach which optimizes their identification is proposed.

Secondary network sites with a showroom are to be treated like dealerships

The secondary network must comply with the standards in the same way as the primary network, and the customer journeys on secondary network sites with a showroom are to be handled in the same way as for dealerships.

In practice, these secondary network sites are executed using identical components to those for the primary network.

The visibility of secondary network sites without a showroom is taken into account

The high or low visibility of a secondary network site which does not have a showroom leads to a different approach being adopted with regard to the choice and number of components.

a specific approach
for **sites without a
showroom**

the secondary network
suburban sites



① Identification of site

The site is identified by the Renault totem and flags.

Where space is lacking, the flag insignia may be used.

② Customer reception

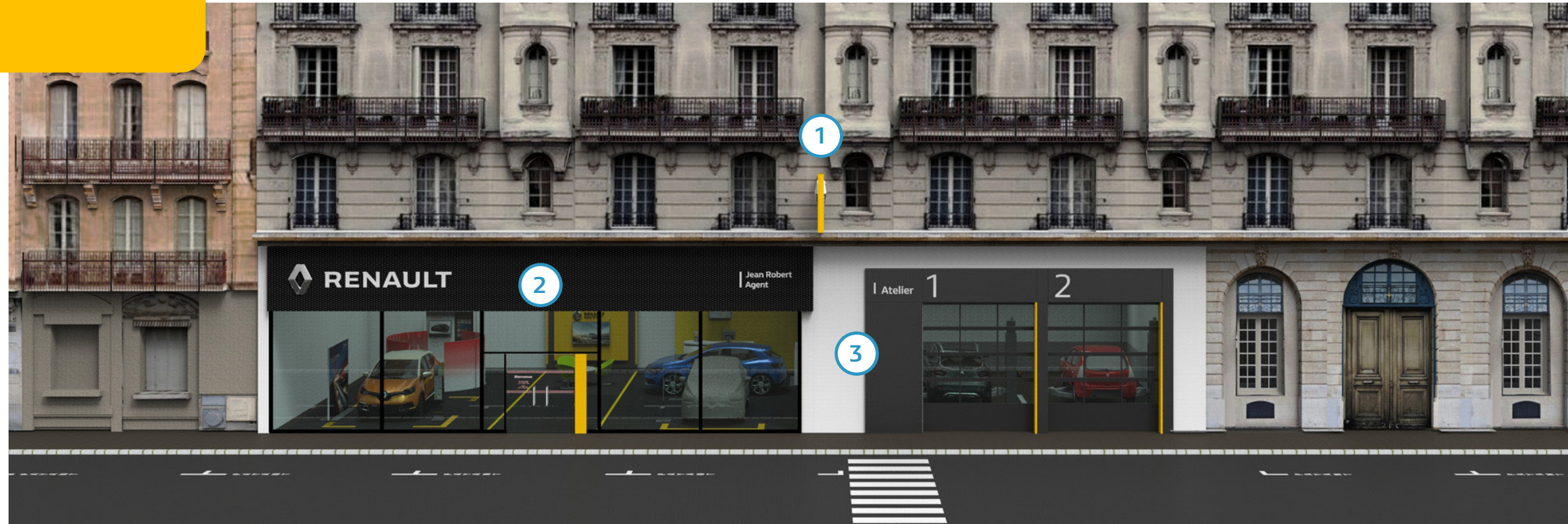
The customer reception is in the showroom. The façade is made up of the woven-metal mesh, the Renault signature and the Site Name.

The overhead panel enhances the visibility of the entrance.

③ Workshop bays

The cladding of the workshop bays gives a more unified appearance and increases the impact of the After-Sales façade.

the secondary network
city-centre sites



① Identification of site

The site is identified as belonging to the Brand by the flag insignia and the woven-metal mesh featuring the Renault signature and the Site Name.

② Customer reception

The customer reception is in the showroom.

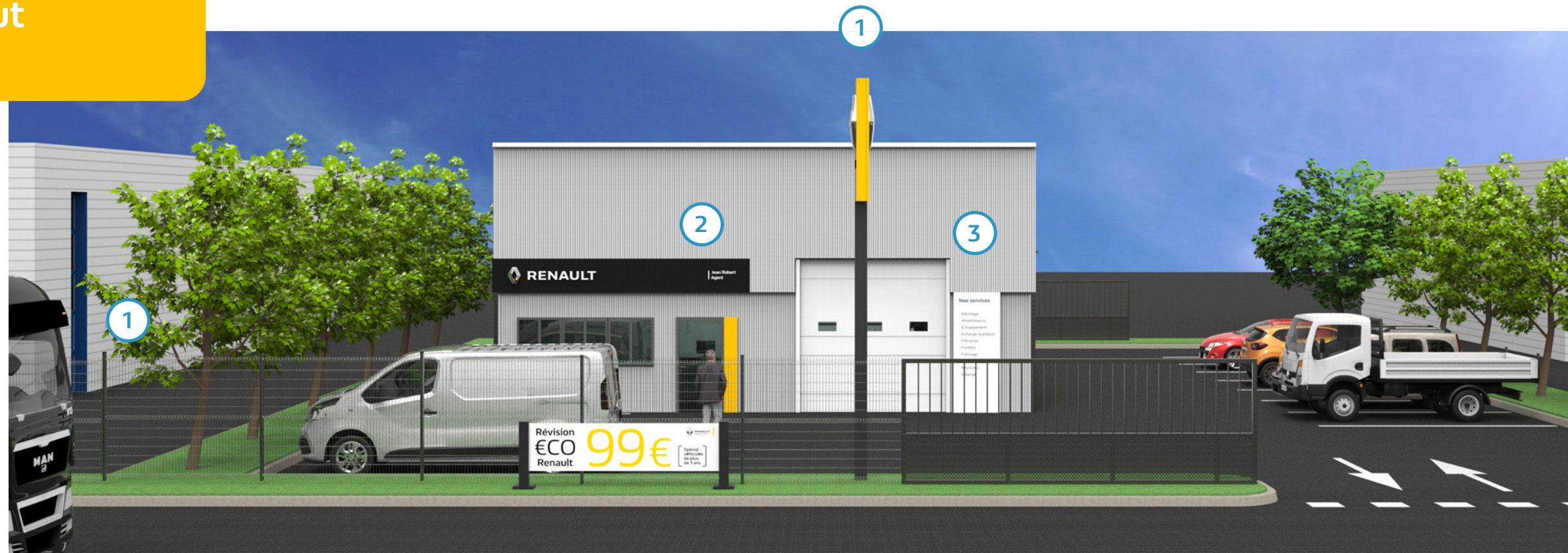
The vertical entrance marker enhances the visibility of the entrance.

③ Workshop bays

Against a white background, the cladding of the workshop bays unifies and increases the impact of the After-Sales façade.

the secondary network

sites without showroom



① Identification of site

The site is identified by the flag insignia and a silkscreen-printed strip featuring the Renault signature and the Site Name.

Optionally, the complete length of the façade may be clad with the woven-metal mesh deployed in the primary network.

② Customer reception

The vertical entrance marker identifies the entrance.

③ The After-Sales façade

The doors and frames of the workshop bays are to be uniformly painted in light grey.

the secondary network

components by type of site

As a general rule, secondary network sites with a showroom are identified as a small dealership

They use the same elements for identification.

Exterior display areas extend out from the showroom in front of the main façade.

For secondary network sites without a showroom, a distinction is made between sites with a high and a low level of visibility

The façades of low-visibility secondary network sites without a showroom are identified by a standard-length silkscreen-printed strip.



suburban sites overview

A secondary network site treated as a small dealership

- ① Identification by means of a group of 3 flags and the Renault totem.
- ② The exterior display areas in front of the main façade present new products and encourage customers to take a test drive.
- ③ The upper part of the showroom façade is clad with the woven-metal mesh and incorporates the Renault signature along with the Site Name.
- ④ The group of workshop bays is unified by a metallic dark grey cladding integrated into the After-Sales façade.
- ⑤ A promotional banner is installed parallel to the main façade.



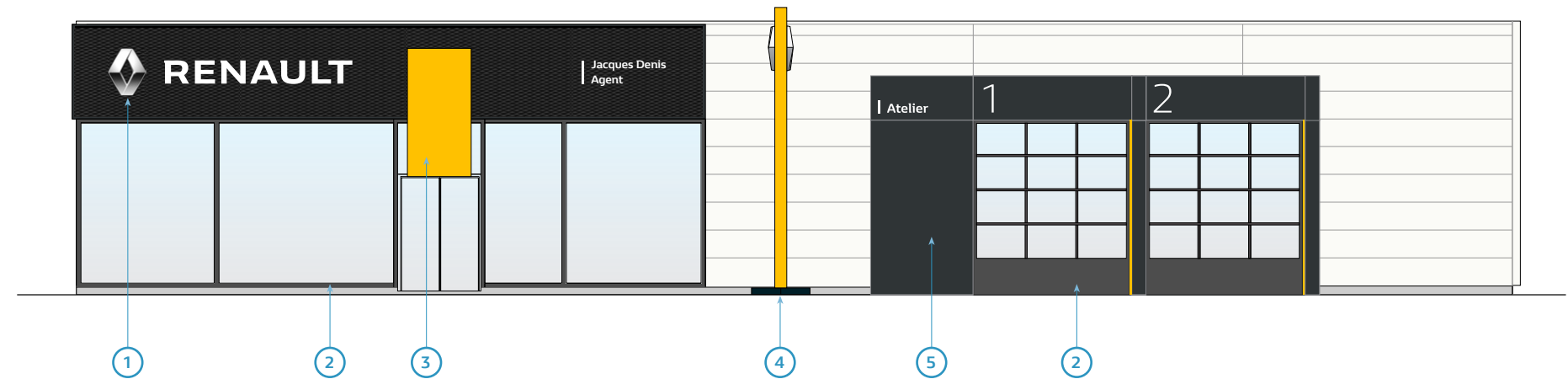
suburban sites

typical façades

Identification principle

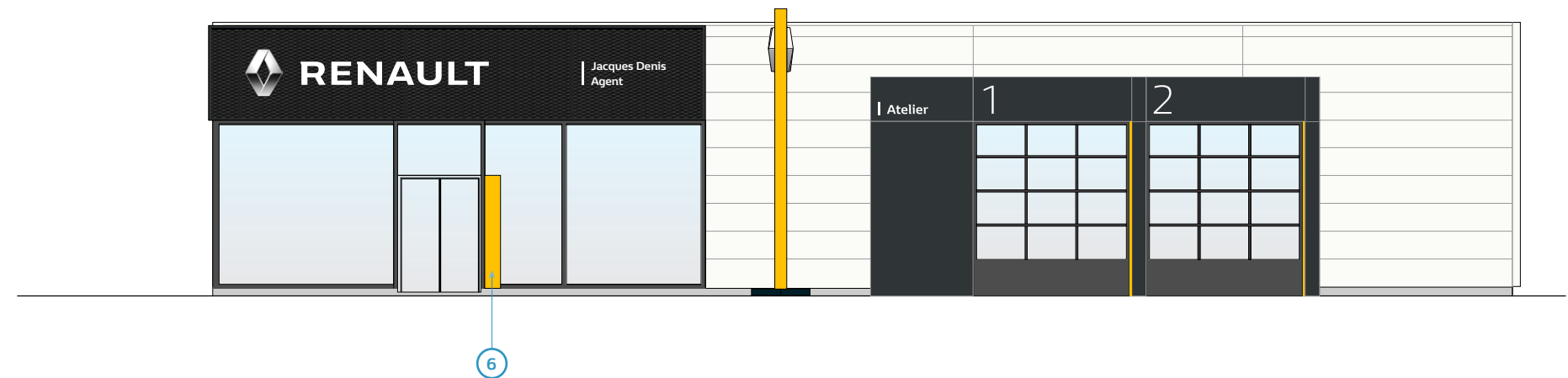
The façade of the showroom is clad with the woven-metal mesh which covers the whole of the surface above the window.

The overhead panel is installed when the configuration and the dimensions of the façade make it possible to do so.



Components

- ① Woven-metal mesh cladding with the Renault signature and Site Name
- ② Window frames, door and door frame in RAL 7021 dark grey
- ③ Overhead panel
- ④ Renault totem
- ⑤ Cladding of workshop bays in dark grey with markings and numbering
- ⑥ Vertical entrance marker



suburban sites

façade markings

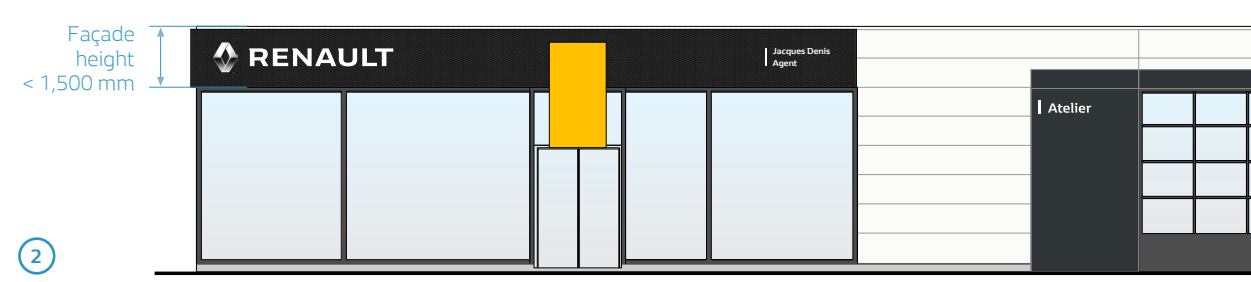
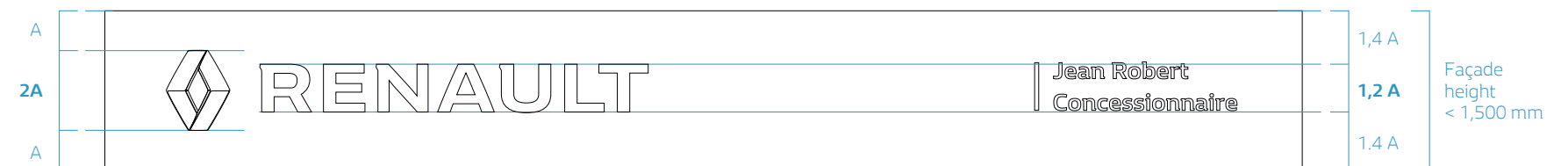
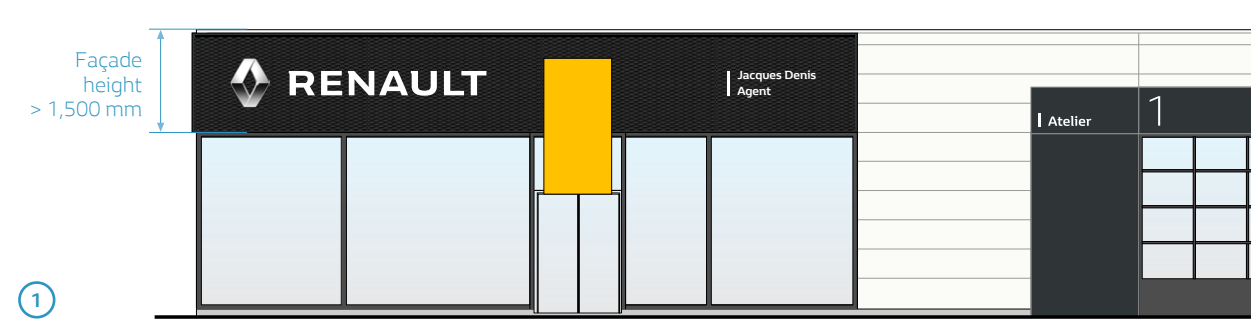
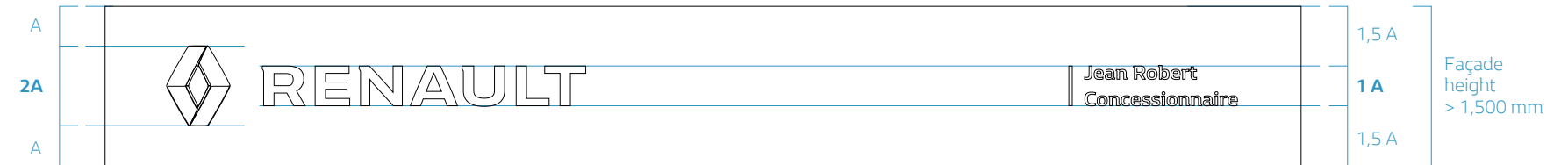
These layouts are recommended for the majority of countries

They set a proportion of 33% between the word Renault and the Site Name over two lines.

Depending on the height of the façade, 2 layouts are recommended:

- ① **Layout v1**, for façades with a frontage of over 1,500 mm in height, giving a ratio of 50% between the Renault word and the diamond.
- ② **Layout v2**, for façades with a frontage of less than 1,500 mm in height, accentuating the impact of the Renault word with a ratio of 60 %.

Note: This recommendation is identical to the one for dealership sites.



suburban sites

narrow façades

It is not always possible to position the Site Name on the façade in the case of narrow façades

- ① The main façade consists of a showroom, the upper part of which is clad with the woven-metal mesh.

Due to the narrowness of the façade, only the Renault signature is placed on the woven-metal mesh.

In this case, the site name is featured on the door (see page 13.16).

- ② The secondary façade can be finished in the same way as the main façade, with a woven-metal mesh over the upper part of the showroom.

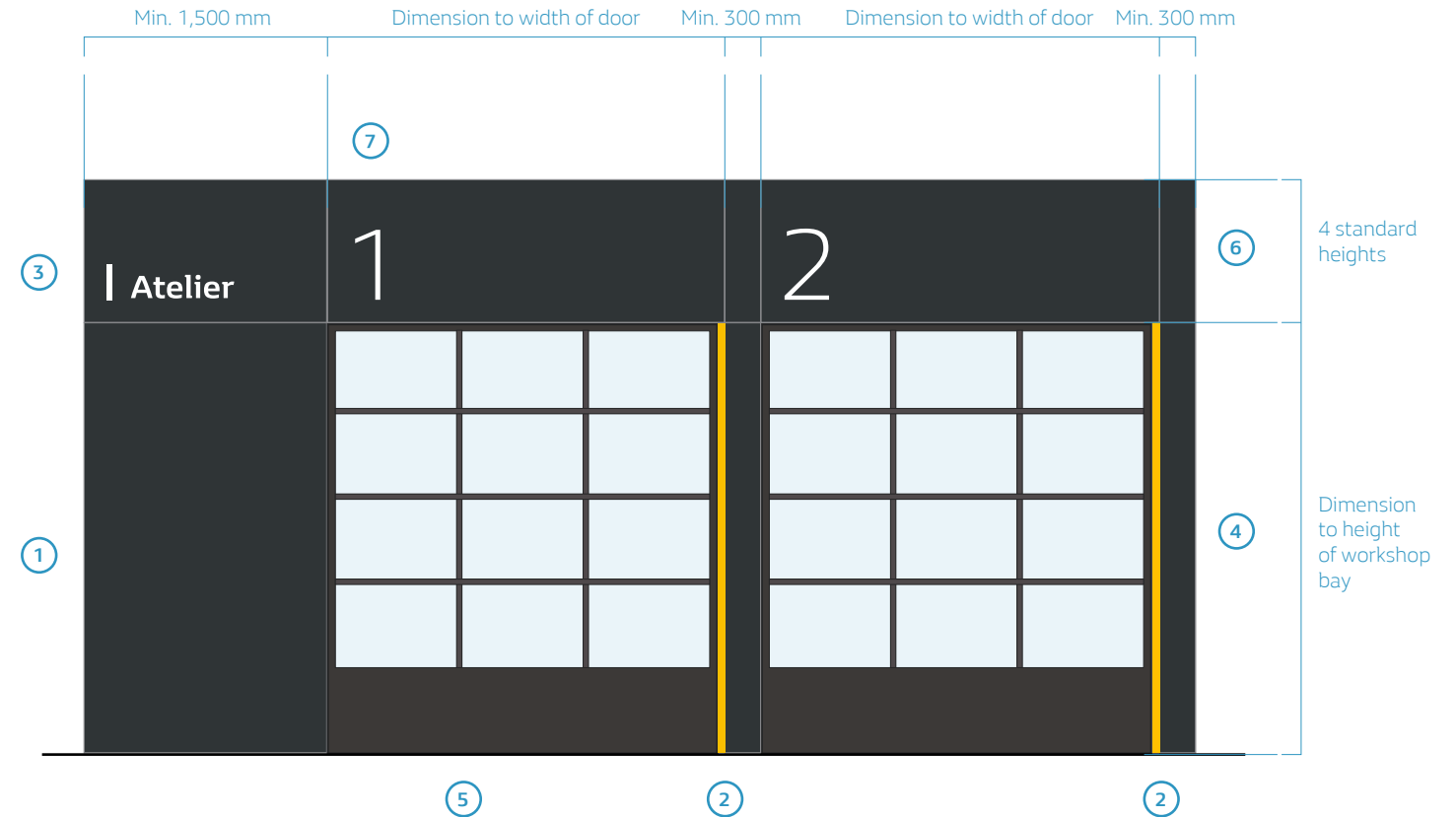


suburban sites

workshop bay cladding

The workshop bays are clad in groups with the same activity

- ① The cladding consists of metallic dark grey aluminum panels.
- ② On the right side, a yellow vertical strip accentuates the visibility of each of the workshop bays.
- ③ Markings complete the identification of the workshop bays.
- ④ Uprights are re-cut to the required height for each bay.
- ⑤ Doors and door frames are painted in dark grey RAL 7021 so they are coordinated with the colour of the cladding.
- ⑥ The horizontal panels are available in 4 standard heights.
- ⑦ A number identifies each bay accessible to customers.



suburban sites

height of horizontal panel

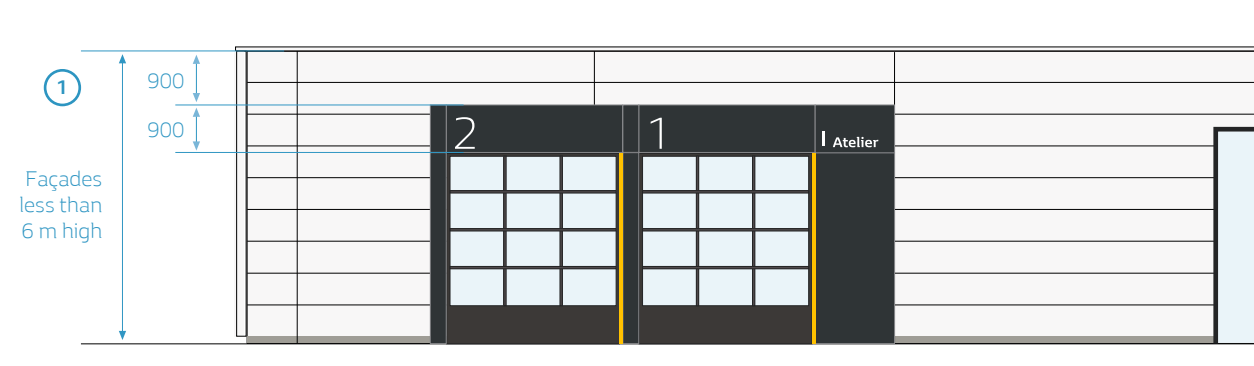
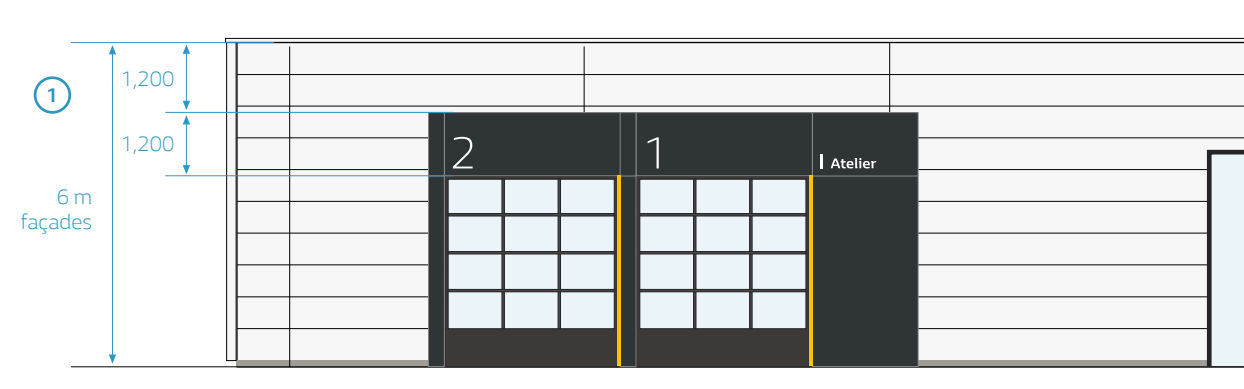
The height of the workshop bay horizontal panel shall be adapted according to the height of the façade

- ① The horizontal panel height must be less than the height of the upper part of the white cladding.

Only 2 heights of panel shall be used, 900 and 1,200 mm, with the 1,000 and 1,500 mm heights being reserved for use by dealerships

Quality requirement

The façade consists of white cladding, the perceived quality of which must be ensured when installing the new dark grey bay cladding.



suburban sites

identification of bay

2 names selected

① Atelier

identifies workshops without a pedestrian access door or a customer reception.

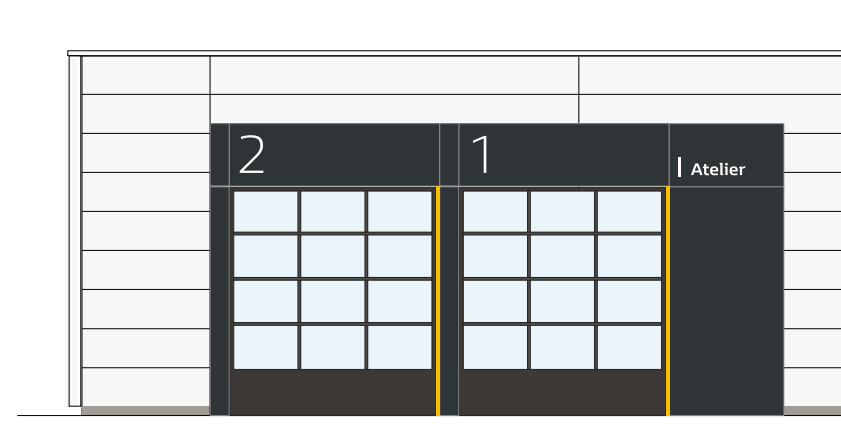
This is generally the case encountered on secondary network sites.

② Accueil Atelier

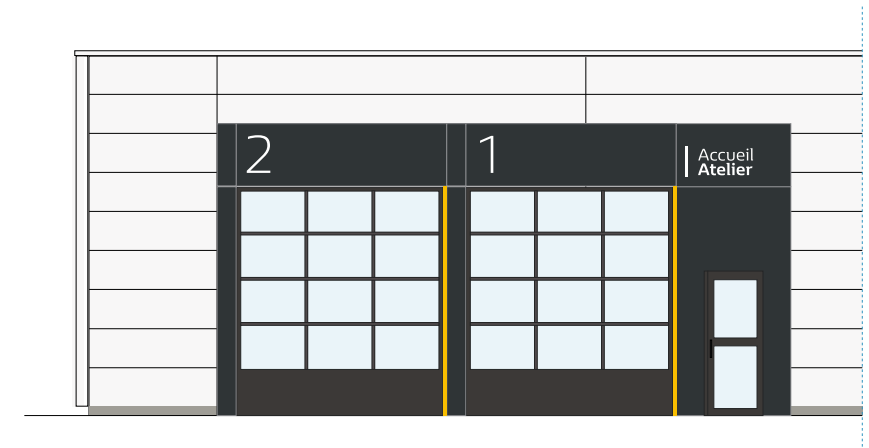
identifies workshops featuring an integrated reception.

These names or designations are to be adapted by each country.

① | Atelier



② | Accueil Atelier



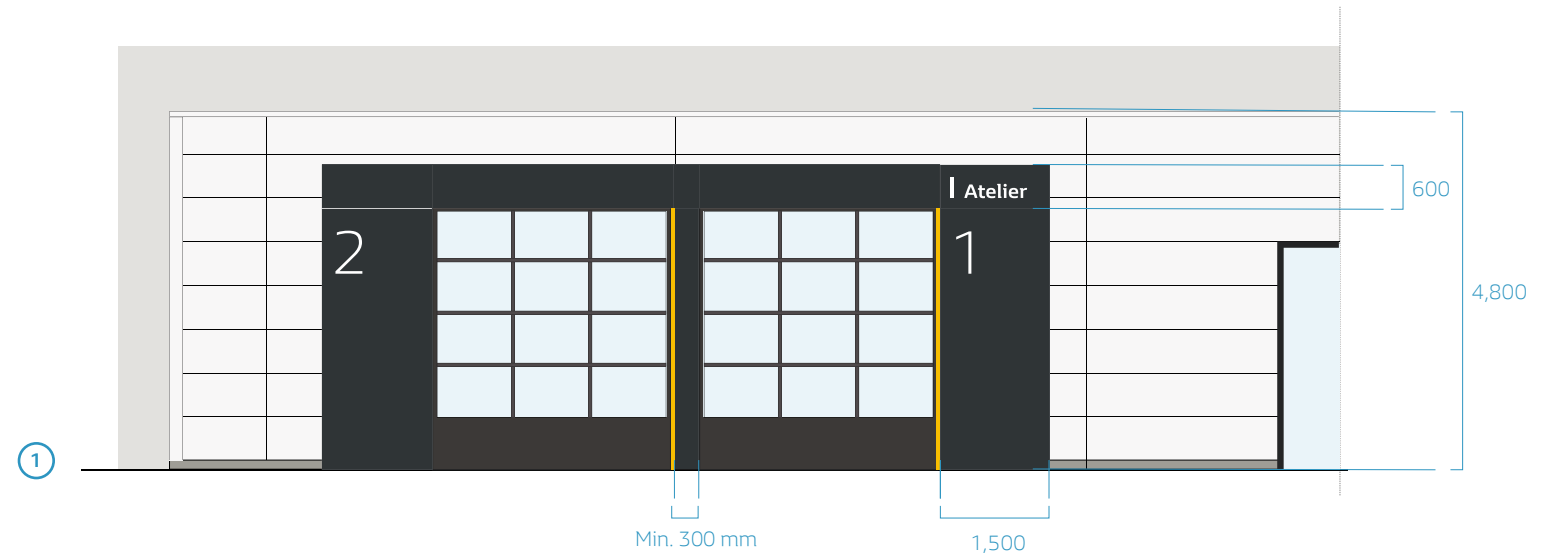
suburban sites

specific cases of low buildings

For buildings of 4,800 mm in height, markings feature on a 600 mm-high horizontal panel

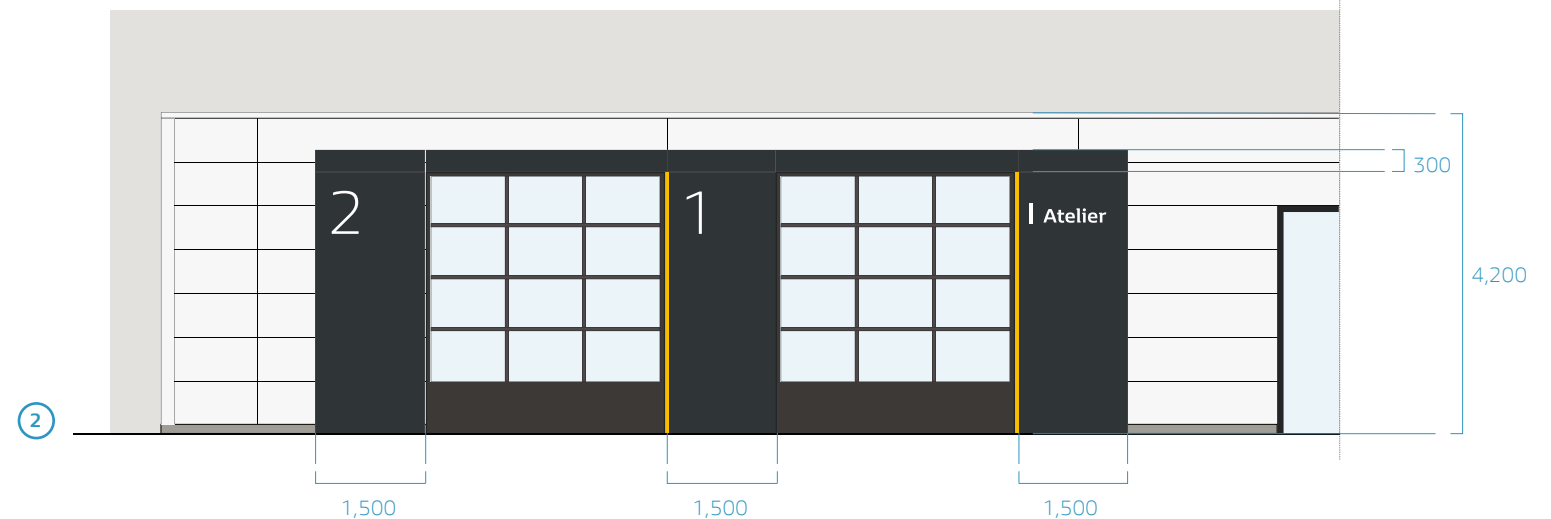
- ① When it is not possible to implement the smallest of the standard horizontal panel heights (900 mm), the side panel shall be used for the numbering

These markings use the standard guideline (dimensions and positioning) insofar as the minimum panel width is 1,500 mm.



For buildings of 4,200 mm in height, markings feature on the side panel

- ② For these low building applications, the minimum height for the horizontal panels shall be 300 mm.



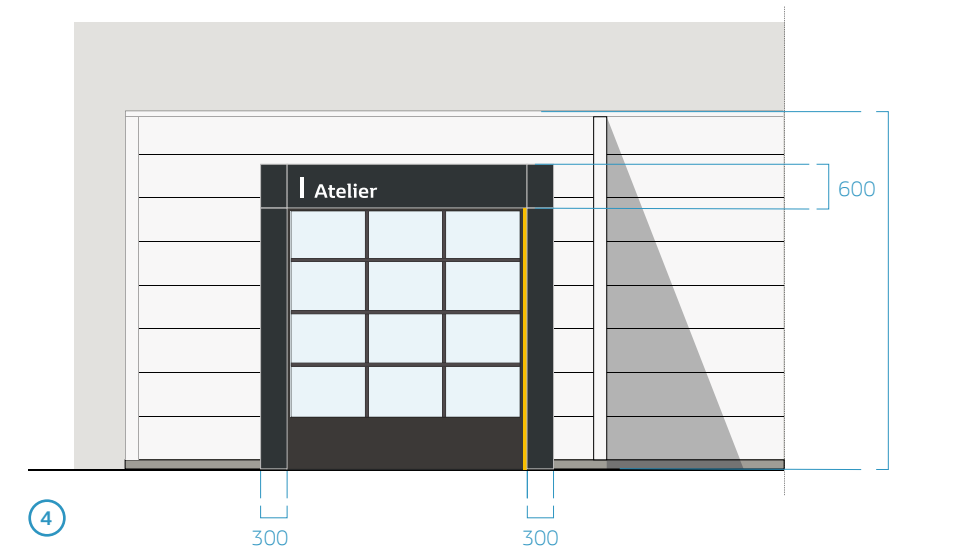
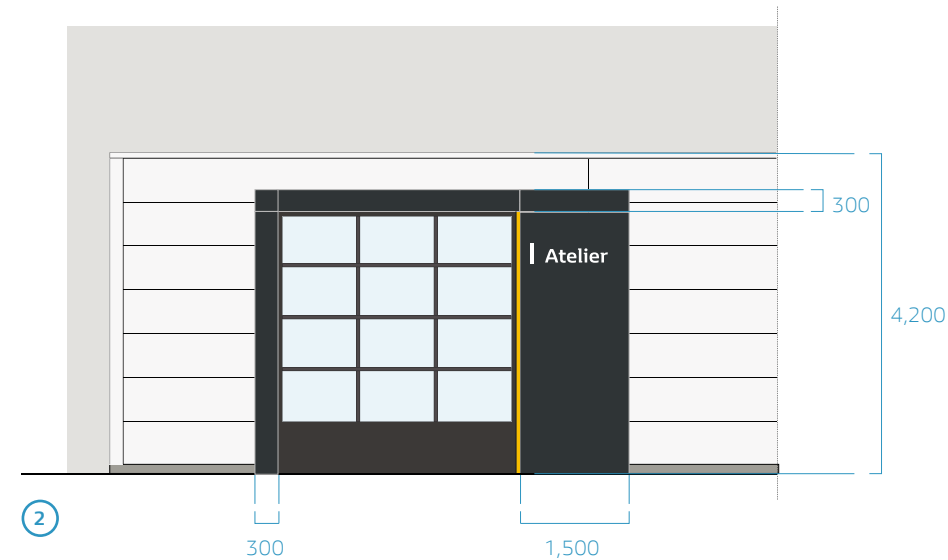
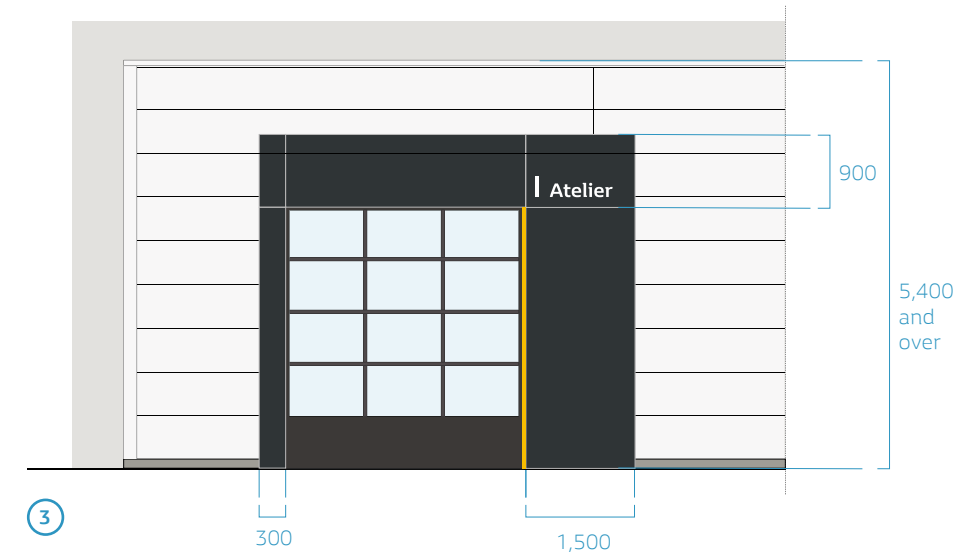
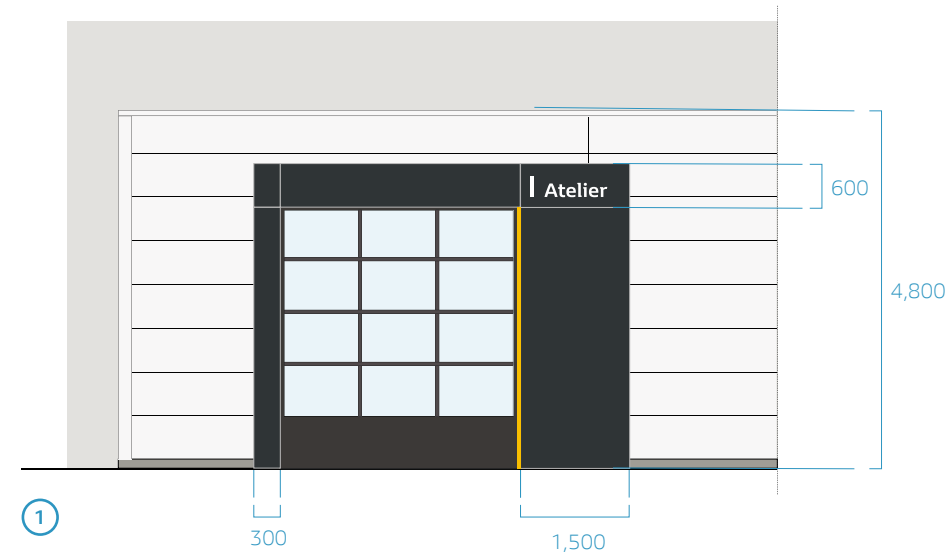
suburban sites

markings for single doors

The numbering is not used with a single door

Only the "Atelier" or "Accueil Atelier" are shown when there is only one door to identify on a site.

- ① Case of buildings of 4,800 mm in height
- ② Case of buildings of 4,200 mm in height
- ③ Case of buildings of 5,400 mm in height or more.
- ④ Special case of a door located on a narrow façade that does not allow for the installation of a side panel where the "Atelier" marking can be displayed.



suburban sites

adhesive markings for entrances

Mandatory items

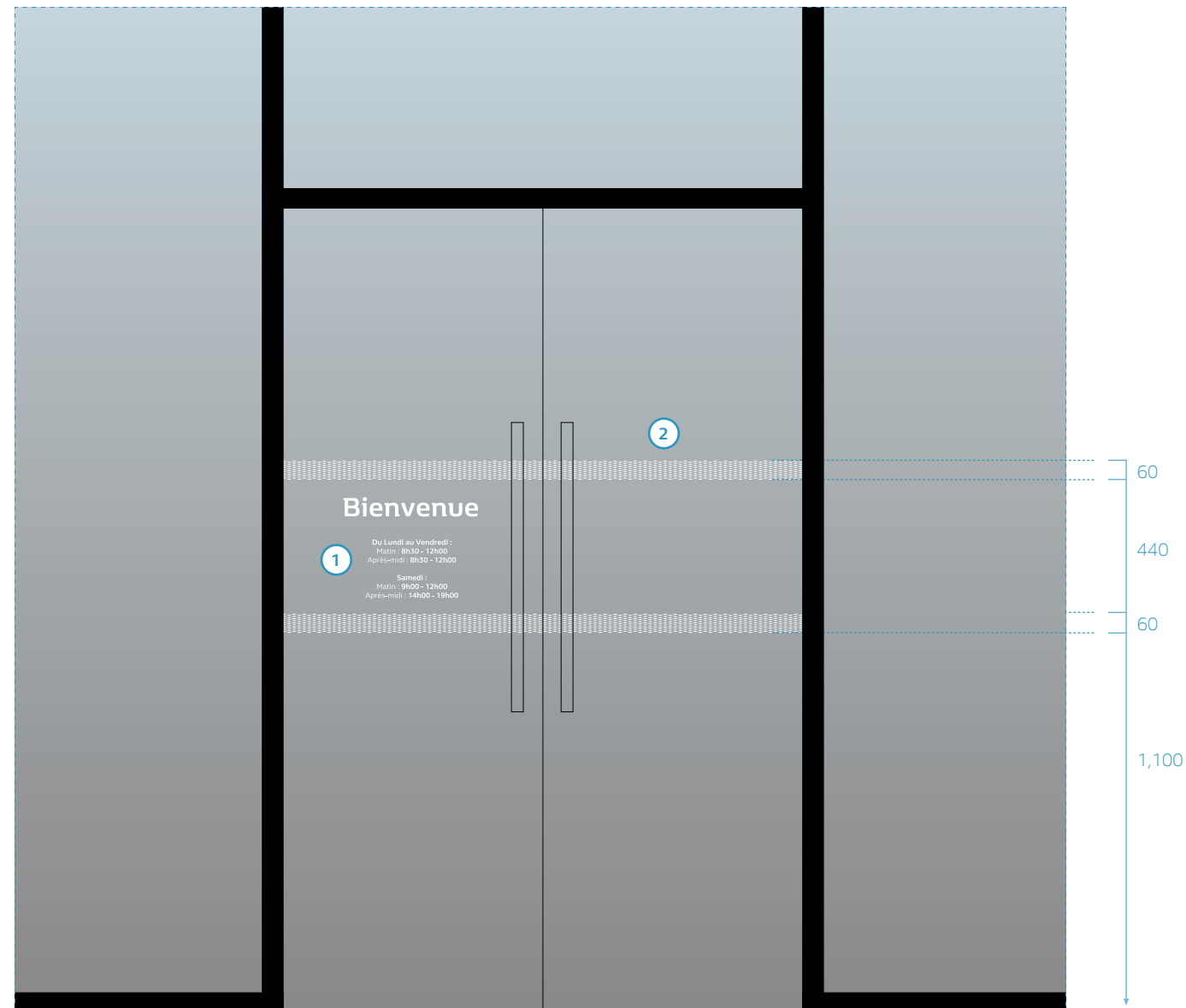
In certain countries, adhesive markings may have to meet certain legal obligations.

Renault has opted to specify general requirements here, even if it means seeking to anticipate the obligations that may be imposed by certain local legislations.

This scheme includes:

- ① The opening hours of the secondary network site,
- ② The horizontal adhesive strips present on all glazed doors accessible to customers.

These markings are applicable for all types of secondary network sites including secondary network sites without a showroom.



suburban sites

adaptations of adhesive markings

Adapted according to the site activities

The opening hours are displayed on the access doors leading to a contact point (showroom, receptions, etc.).

This information shall be located on the left-hand section of the door.

These adhesive elements shall be applied from the interior of the building for reasons of durability.

- ① Customer reception in the showroom
- ② Workshop Reception
- ③ Reception of a site that cannot have its Site Name displayed on the façade

① Bienvenue

Du Lundi au Vendredi :
 Matin : 8h30 - 12h00
 Après-midi : 13h30 - 19h00

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

② Bienvenue

Accueil Atelier
Du Lundi au Vendredi :
 Matin : 7h45 - 12h00
 Après-midi : 13h30 - 18h00

Samedi :
 Matin : 8h30 - 12h30

③ Bienvenue

Agent Jacques Denis

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

Samedi :
 Matin : 8h30 - 12h30

city-centre sites overview

The main rules of identification

- ① The Renault flag insignia site is located above the other identifying elements, preferably opposite the Renault signature present on the woven-metal mesh.
- ② The façade of the showroom is clad with the woven-metal mesh. The vertical entrance marker attracts attention to the showroom door.
- ③ The workshop bays are clad in groups.

Note: The elements used are those deployed in dealerships.



city-centre sites

typical façade

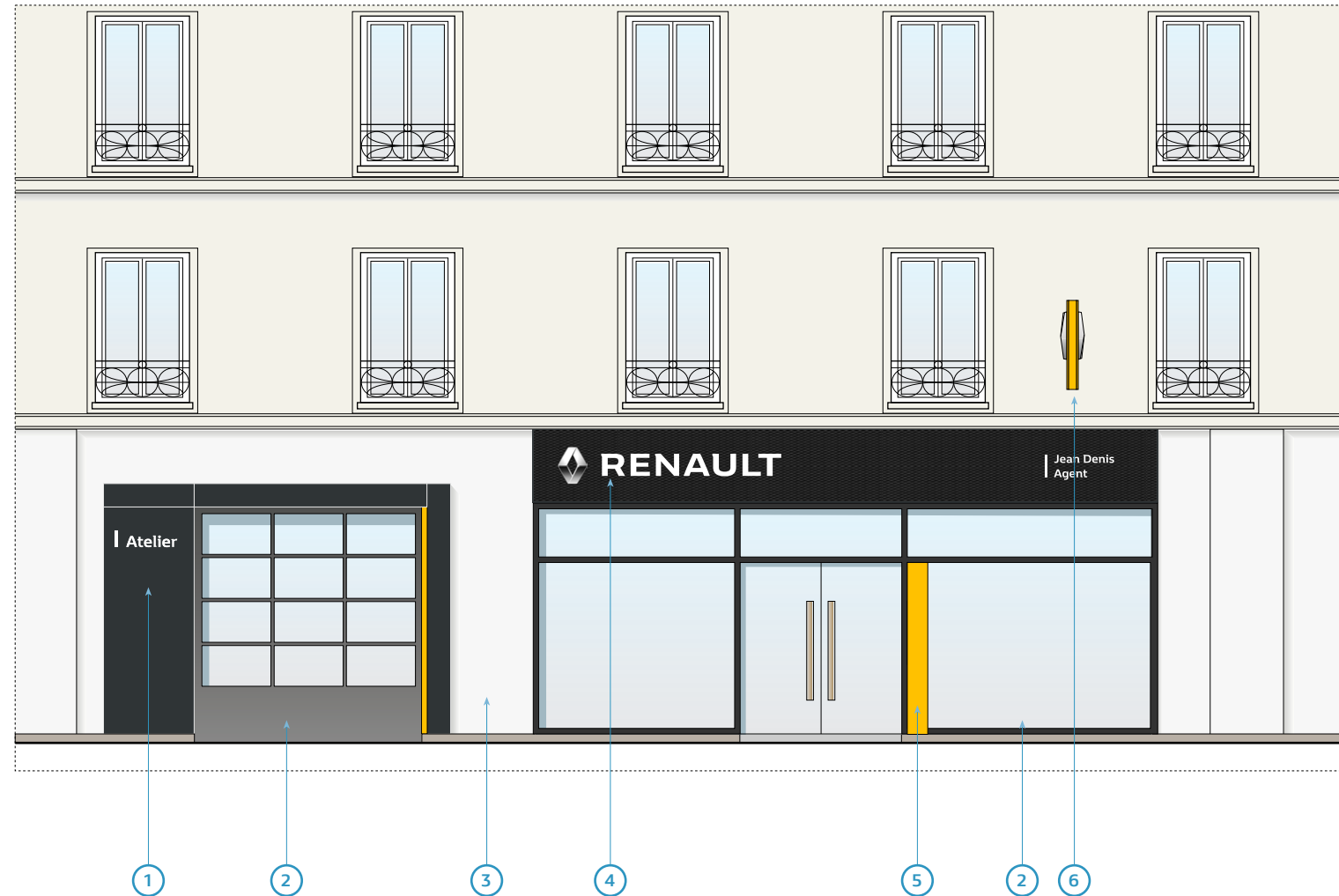
Identification principle

The façade of the showroom is clad with the woven-metal mesh which covers the whole of the surface above the window.

The workshop bay is clad in dark grey.

Components

- ① Cladding of the workshop bays in RAL 7021 dark grey with markings
- ② Window frames, door and door frame in RAL 7021 dark grey
- ③ Masonry of a light colour similar to RAL 9010
- ④ Woven-metal mesh cladding with the Renault signature and Site Name
- ⑤ Vertical entrance marker
- ⑥ Renault flag insignia



city-centre sites

secondary façade

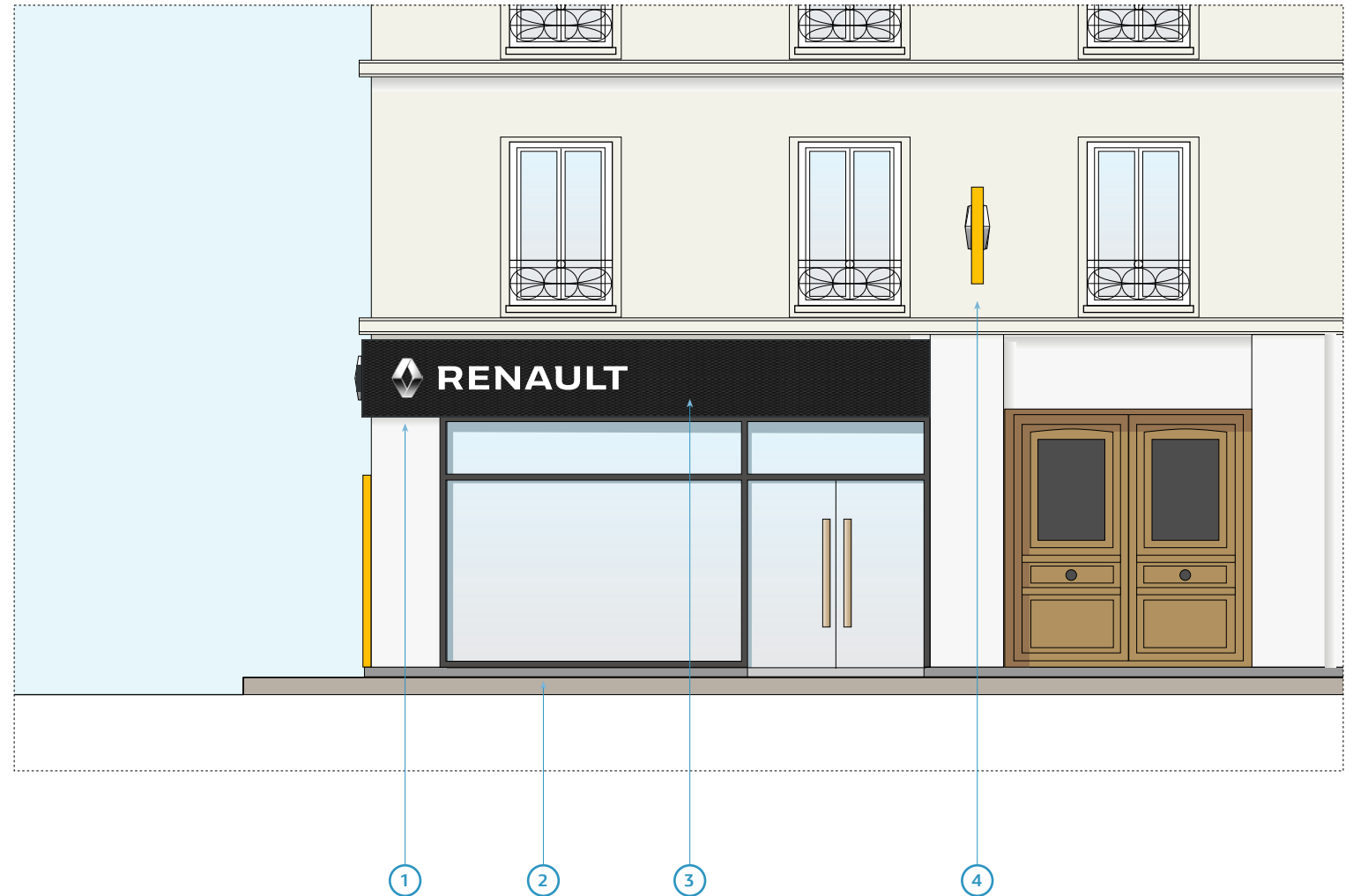
Identification principle

Depending on visibility, the secondary façade may be clad as an extension of the main façade.

The Site Name, featured on the main façade, is not repeated on the secondary façade.

Components

- ① Masonry of a light colour similar to RAL 9010
- ② Glazing frames painted in RAL 7021 dark grey
- ③ Strip with Renault signature
- ④ Renault flag insignia



sites without showroom

overview

The main rules of identification

- ① The Renault flag insignia is located in front of the site.
- ② The façade is fitted with a silkscreen-printed strip of standard height and length. The vertical entrance marker guides customers towards reception.
- ③ The doors and frames of the workshop bays are painted in light grey. A sign lists the services offered by the site.

Note: The silkscreen-printed strips are specific to secondary network sites and may not be used on the façades of dealerships.



sites without showroom

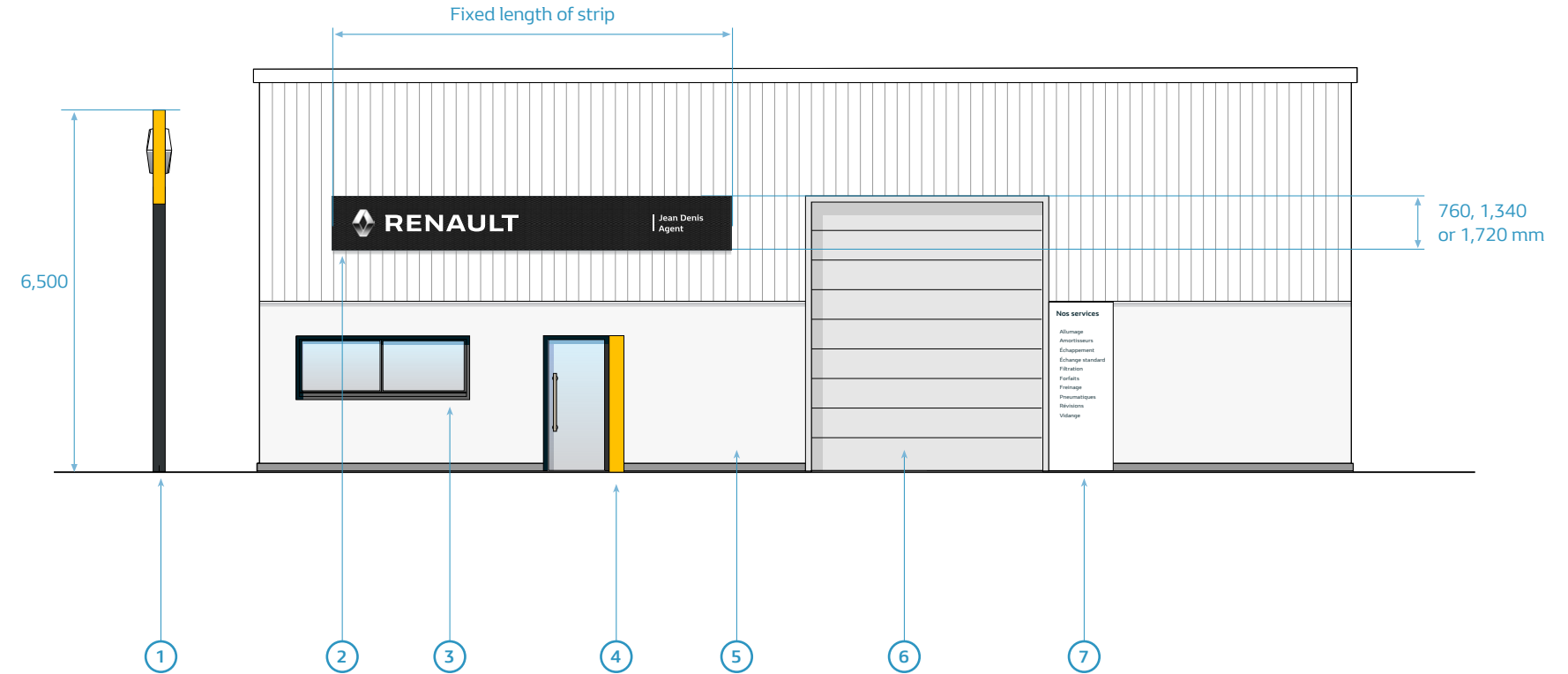
typical low-visibility façade

Identification principle

The white façade is identified by a strip of standard length available in 3 heights: 760, 1,340 and 1,720 mm.

Components

- ① Renault flag insignia on mast
- ② Silkscreen-printed strip of standard length centred on the façade
- ③ Vertical entrance marker
- ④ Frames painted in RAL 7021 dark grey
- ⑤ Cladding or masonry in RAL 9010 white
- ⑥ Frame and door of the workshop bay in RAL 7040 light grey
- ⑦ Services sign



sites without showroom

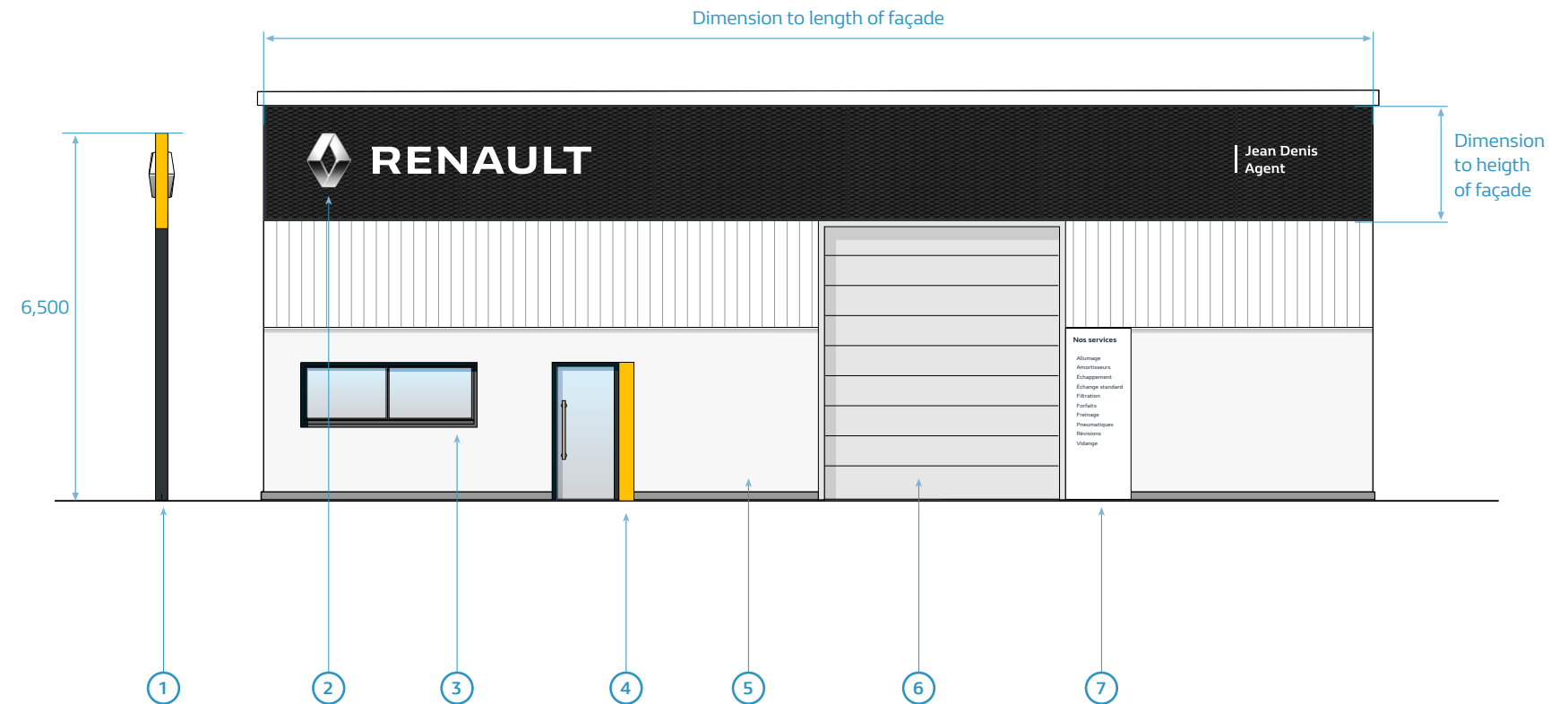
typical high-visibility façade

Identification principle

The total length of the façade is clad with the woven-metal mesh to provide an image which has greater impact and is more attractive.

Components

- ① Renault flag insignia on mast
- ② Cladding of façade with mesh with the Renault signature and Site Name
- ③ Frames painted in RAL 7021 dark grey
- ④ Vertical entrance marker
- ⑤ Cladding or masonry in RAL 9010 white
- ⑥ Frame and door of the workshop bay in RAL 7040 light grey
- ⑦ Services sign



sites without showroom

the silkscreen-printed strip

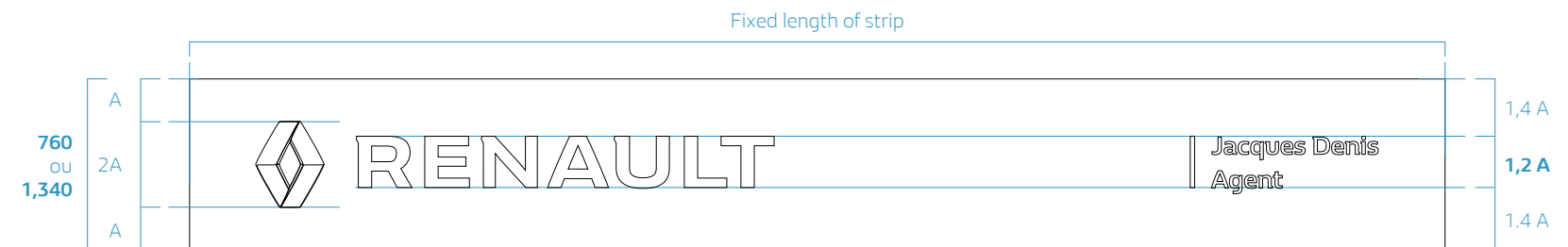
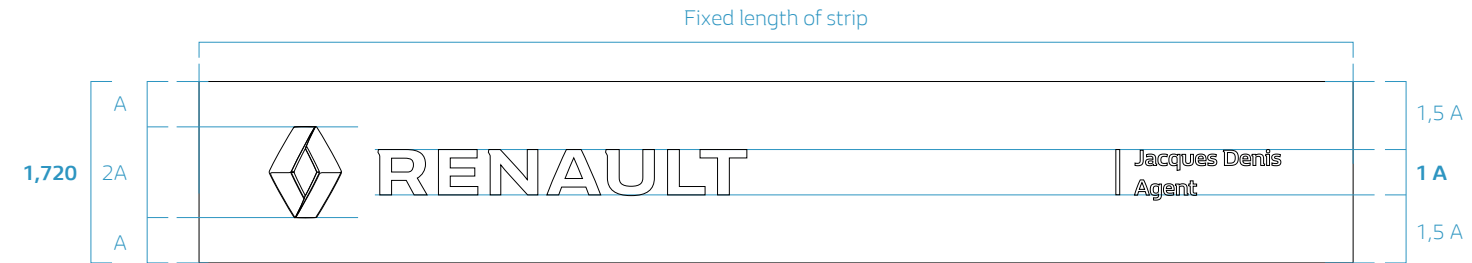
The silkscreen-printed strips are an economical adaptation of the façade markings used in the dealerships

They may be used on secondary network façades only and under no circumstances in dealerships.

Two layouts defining the proportions between the diamond and the word Renault:

- ① Layout v1, for strips of 1,720 mm in height,
- ② Layout v2, for strips of 760 and 1,340 mm in height.

These strips are of a fixed length and may not be adapted to the specific dimensions of the façades on each site.



Dacia in Secondary Network sites with showroom



① Site identification

The presence of Dacia is indicated by a flag and a signal post located at the entrance of the site or near the entrance to the showroom.

② Customer welcome

Customer reception is done in the Renault showroom.

③ After sales

The Dacia after-sales activity is identified by a service plate on the cladding near the service bay entrances.

Dacia in Secondary Network city-center site



① Site identification

The presence of Dacia is indicated by a sign placed near the entrance to the showroom.

② Customer welcome

Customer reception is done in the Renault showroom.

Dacia in Secondary Network sites without showroom



① Site identification

The presence of Dacia is signaled by the signal terminal located at the entrance of the site or near the entrance to the showroom.

② After-sales

The Dacia after-sales activity is identified by a service plate on the cladding near the service bays.

special cases

a high-visibility façade

The context

The secondary network site has a showroom adjoining a service station. A workshop bay is incorporated into the structure of a building different to that accommodating the showroom.

Components

- ① The 4,500 mm Renault totem
- ② Woven-metal mesh and Renault signature above the showroom
- ③ Vertical entrance marker
- ④ Glazing frames painted in RAL 7021 dark grey
- ⑤ Cladding or masonry in RAL 9010 white
- ⑥ Cladding of workshop bays in metallic dark grey
- ⑦ Renault flags



special cases

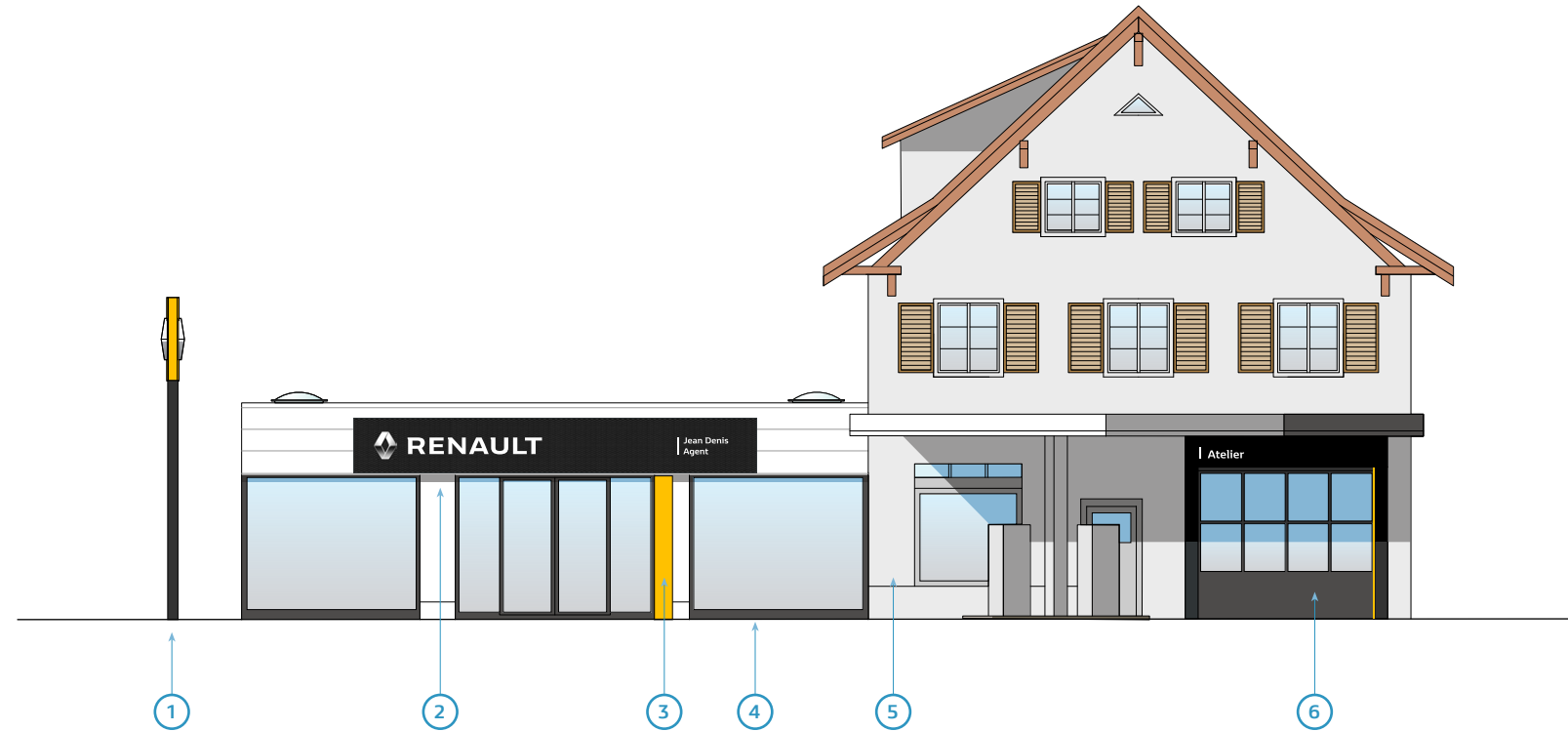
a low-visibility façade

The context

The example presented here is that of the same secondary network site as on previous page but in a situation of low visibility.

Components

- ① Renault flag insignia on mast
- ② Silkscreen-printed strip of standard length centred on the façade of the showroom
- ③ Vertical entrance marker
- ④ Glazing frames painted in RAL 7021 dark grey
- ⑤ Cladding or masonry in RAL 9010 white
- ⑥ Cladding of workshop bays in metallic dark grey



special cases

a secondary network site without a showroom

The context

The example opposite shows a secondary network site without a showroom in a situation of low visibility.

Components

- ① The Renault flag insignia on mast
- ② Frames painted in RAL 7040 light grey
- ③ Vertical entrance marker
- ④ Silkscreen-printed strip of standard length centred on the façade of the showroom
- ⑤ Cladding or masonry in RAL 9010 white
- ⑥ Frame and door of the workshop bay painted in RAL 7040 light grey



special cases

a secondary network site without a showroom

The context

The façade of this secondary network site is highly visible.

Though there is no showroom, it is possible to extend the woven-metal mesh across the whole length of the building on condition that the white surface is finished with care (white metal cladding, panels, etc.).

Components

- ① Renault totem
- ② Woven-metal mesh cladding with the Renault signature adapted to the dimensions of the façade
- ③ Vertical entrance marker
- ④ Metal cladding or panels in RAL 9010 white arranged horizontally

