

2

different types of **format**

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different types of format

the move towards a consistent network

A modern vision of automobile distribution

This is about more than just a refurbishment project. The network is also taking a step-up in quality and improving the customer experience.

The objective: to strengthen our Brand image and optimize our business.

build a **unique**
customer experience

Make the customer journey more fluid and intuitive

The Renault Store is designed to make the customer experience easier, whether they are visiting the dealership to seek advice, make a purchase or an after-sales service appointment.

A single entrance, a cleaner look for façades, more space on the forecourt,... the general organization of the dealership and accessibility have been rethought out and optimized to meet the expectations our customers as effectively as possible.

Efficiency as one of our central concerns

The Renault Store is a showcase for the Brand and its new products.

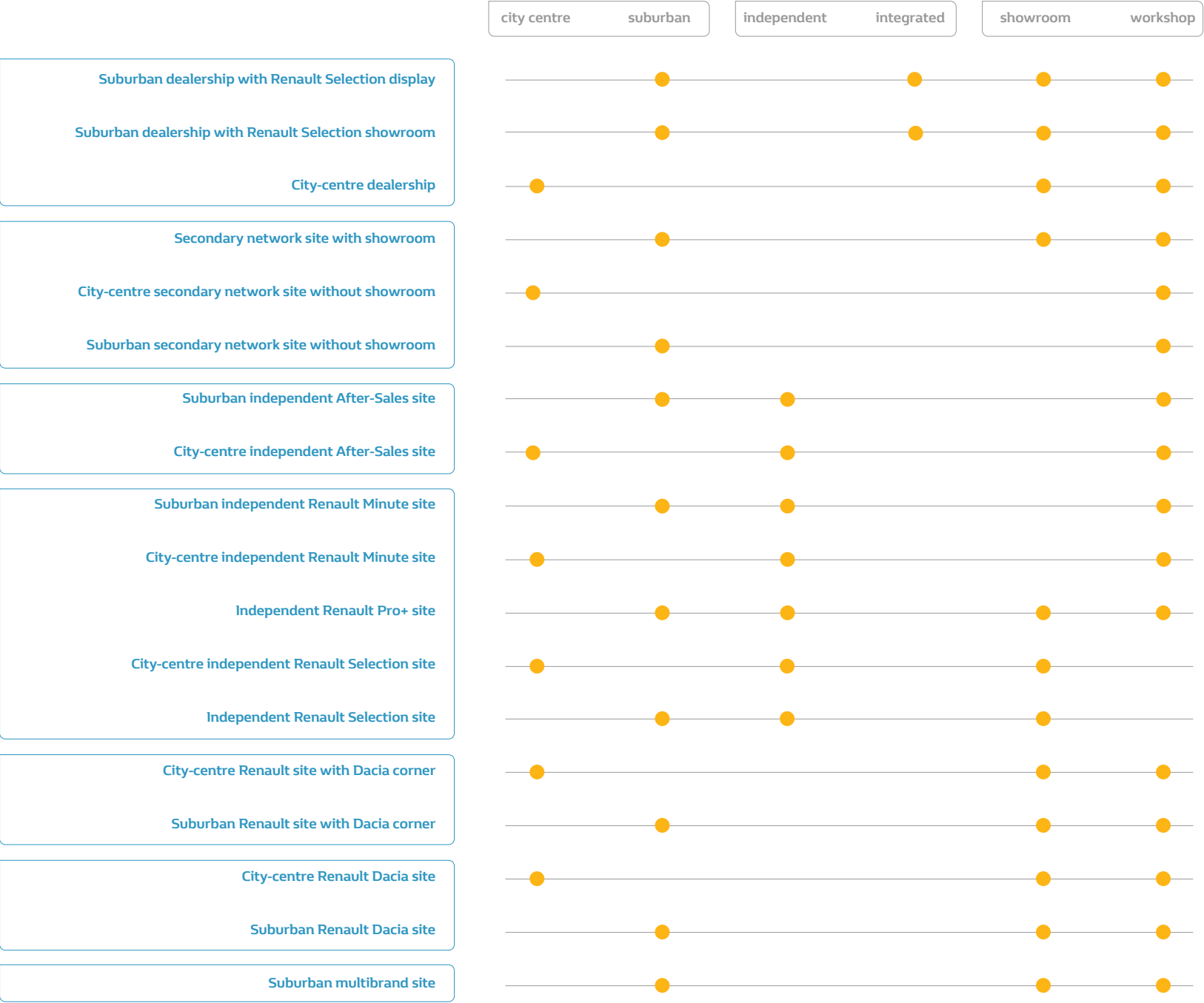
By making the transformation from a garage to a store, Renault Store achieves greater impact to improve the efficiency of a consistent dealer network which can be deployed in different formats adapted to each environment.

different types of format

possible types

A range of possible types of format to fit a wide variety of different sites

The objective is to ensure that customers coming into the dealer network are provided with a consistent vision of the brand and an experience that is in line with the various services expected despite a wide variety of site locations and layouts.



dealerships

Suburban dealerships	2.4
Suburban dealerships with Renault Selection exterior display	2.7
Suburban dealerships with integrated or offset Renault Pro+ area	2.10
City-centre dealerships	2.17

the suburban dealership
the site at first glance



the suburban dealership
the main façade



① **The exterior display area**

The most recent models are put on display in front of the dealership to make it easier to get to know the range.

② **The showroom**

The façade of the Renault Store asserts its character thanks to the woven-metal mesh which clearly presents the Brand signature.

③ **The After-Sales façade**

Whether the customer has an appointment or not, the numbered bays and reception signage enable the customer to find their way around the Renault Store easily.

the suburban dealership organization

Components

- ① Customer parking for showroom
- ② Display areas
- ③ Customer reception
- ④ The Renault Store showroom
- ⑤ The Headline zone
- ⑥ The After-Sales façade
- ⑦ Customer parking for After-Sales



the suburban dealership with
Renault Selection display

the site at first glance



the suburban dealership with
Renault Selection display

the main façade



① The After-Sales façade

With its predominantly white finish punctuated by the dark grey trim of the groups of bays, the After-Sales façade has a clearer, more legible structure.

② The showroom

The woven-metal mesh and the overhead panel send out a strong signal enabling recognition of the Renault Store showroom.

③ The Renault Selection display

The display area is offset to one side of the site and connected to the showroom by pedestrian routes.

The area is carefully organized and has a sales and reception area.

the suburban dealership with
Renault Selection display

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



the suburban dealership with
integrated Renault Pro+ display

the site at first glance



the suburban dealership with
integrated Renault Pro+ display

the main façade



① Customer reception

Except in specific cases, the customer reception area is located within the same showroom, giving each customer the chance to stay up-to-date with the latest news about the brand and find out more about the new products on display.

② The Renault Pro+ workshop bays

The higher workshop bays can be integrated into the main façade indicating the presence of Service for Professionals.

The number of bays depends on the site, cf. the specific Renault Pro+ specifications.

③ The Renault Pro+ display

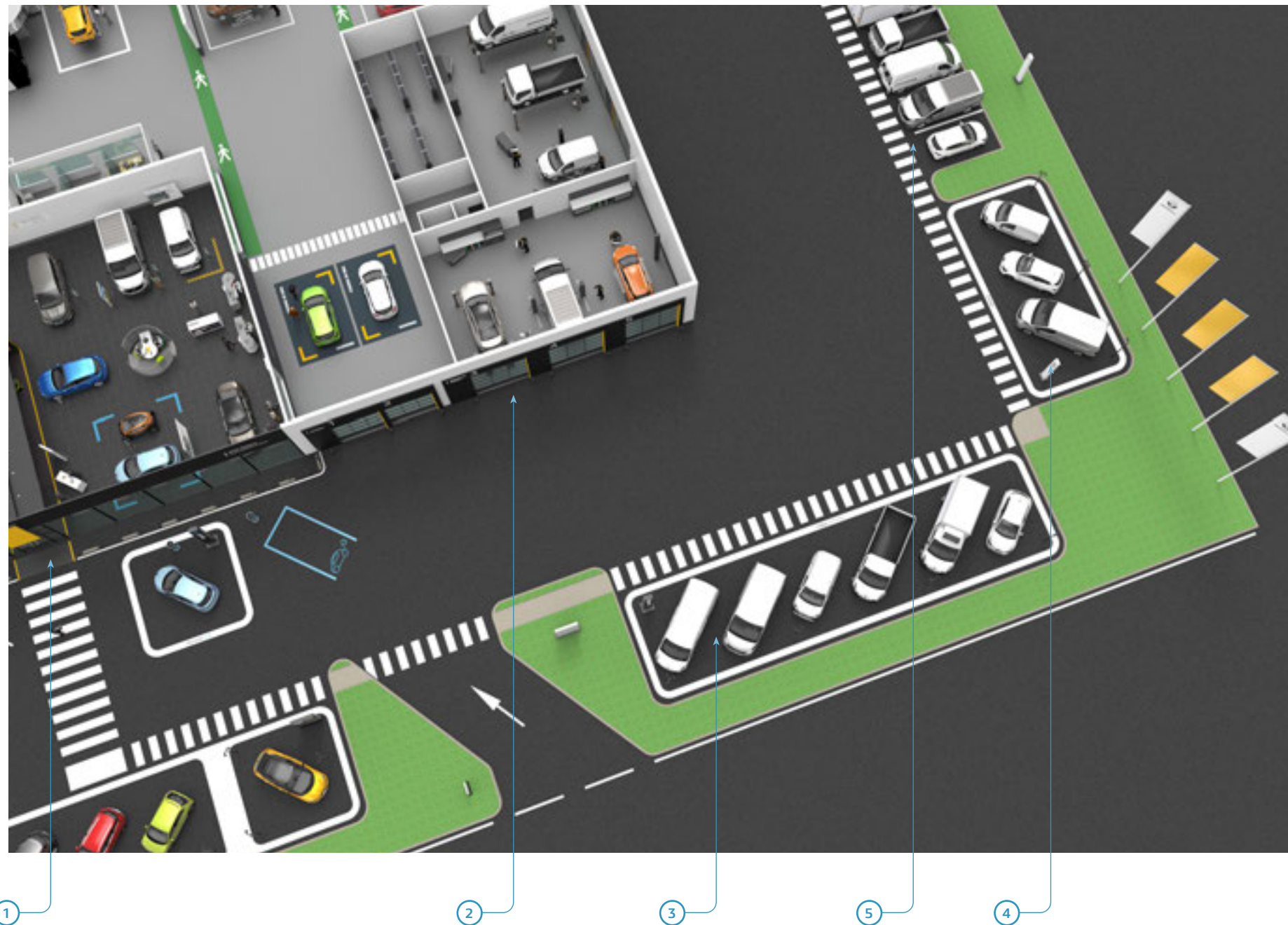
The Renault Pro+ display area is offset to one side to present the models representative of the range for professionals.

the suburban dealership with
integrated Renault Pro+ display

organization

Components

- ① Customer reception
- ② The Renault Pro+ workshop
- ③ The Renault Pro+ display
- ④ The Renault Pro+ test drive area
- ⑤ Customer parking for Renault Pro+



the suburban dealership with
offset Renault Pro+ display

the site at first glance



the suburban dealership with
offset Renault Pro+ display

the main façade



① Customer reception

The customer reception area is located within the same showroom, giving each customer the chance to stay up-to-date with the latest news about the brand and find out more about the new products on display.

② The Renault Pro+ workshop bays

The cladding of the different groups of bays gives a more uniform look.

③ The offset display area

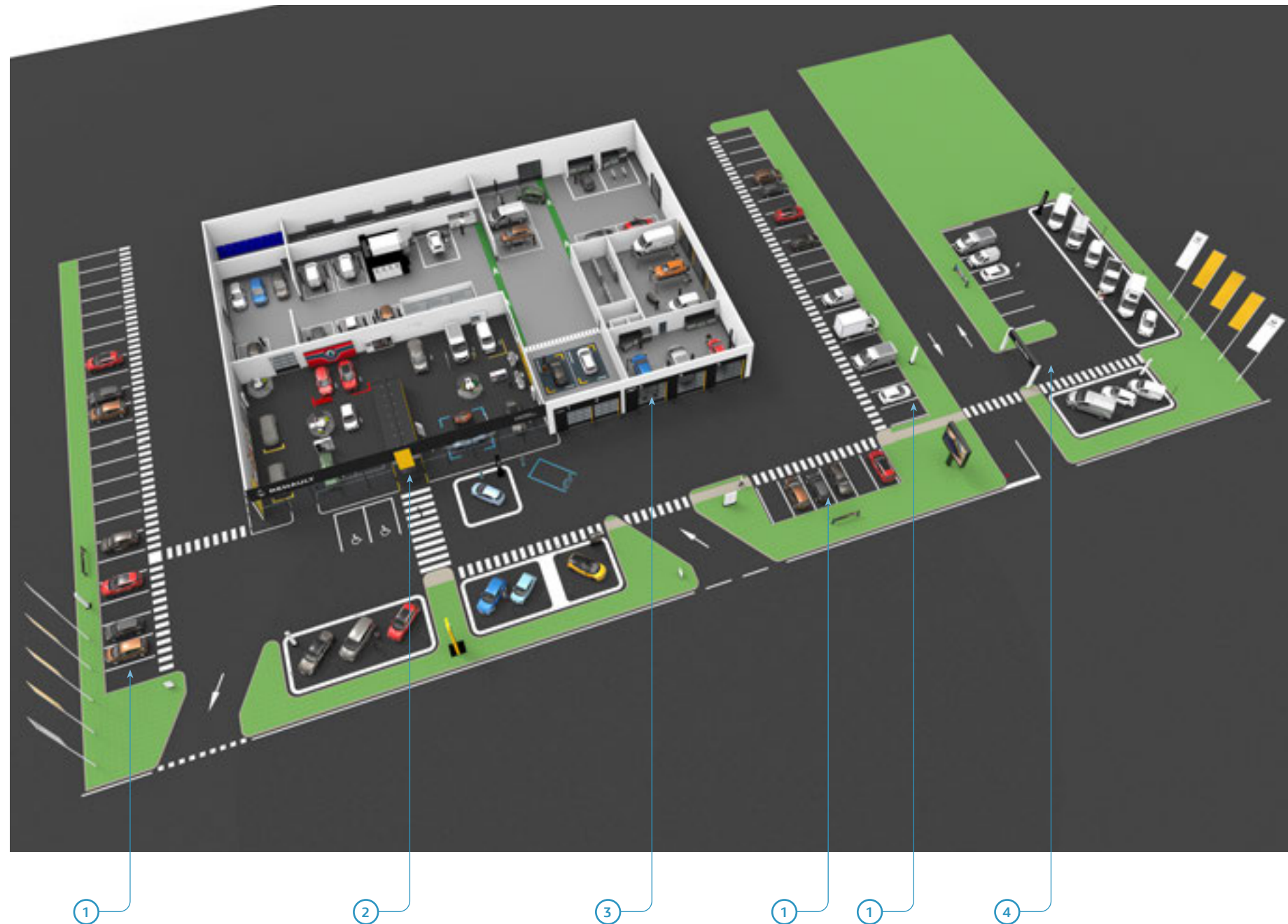
The Renault Pro+ display area takes on a new dimension, taking up a larger surface area.

the suburban dealership with
offset Renault Pro+ display

organization

Components

- ① Customer parking areas
- ② Customer reception
- ③ The Renault Pro+ workshop
- ④ The offset Renault Pro+ display



the urban dealership

the site at first glance



the urban dealership
the main façade



① **The showroom**

The showroom is emphasized by the woven-metal mesh that creates a contrast with the surrounding environment and draws attention to the vehicles on display

② **The After-Sales façade**

The After-Sales façade is clad with the same elements as used on suburban sites.

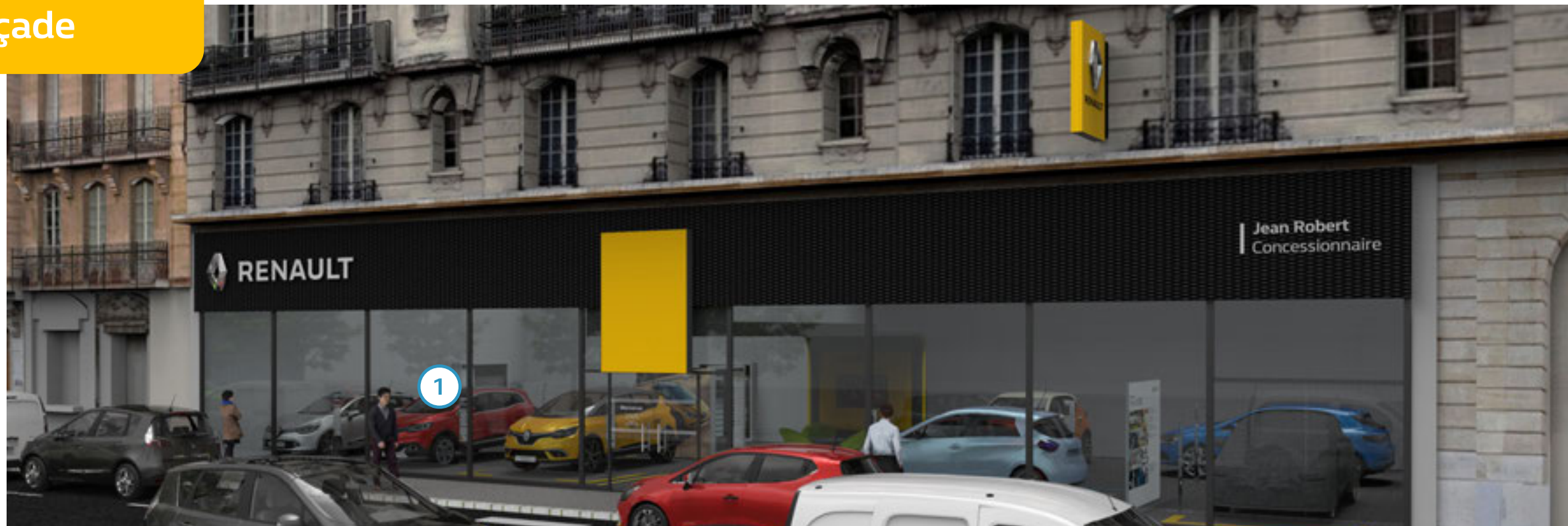
the independent city-centre
showroom

the site at first glance



the independent city-centre
showroom

the main façade



① The showroom

The showroom façade features all the brand identifiers: the woven-metal mesh, the brand signature and the overhead panel (or the vertical markings when the overhead panel cannot be installed).

secondary network sites

Secondary network sites with showroom	2.21
Secondary network sites without showroom	2.24

the secondary network site
with showroom

the site at first glance



the secondary network site
with showroom

the main façade



① The showroom

The challenge is to create a network which is consistent.

Whether it is a dealership or a secondary network site, the site must display and convey the values of the Renault Brand.

② The After-Sales façade

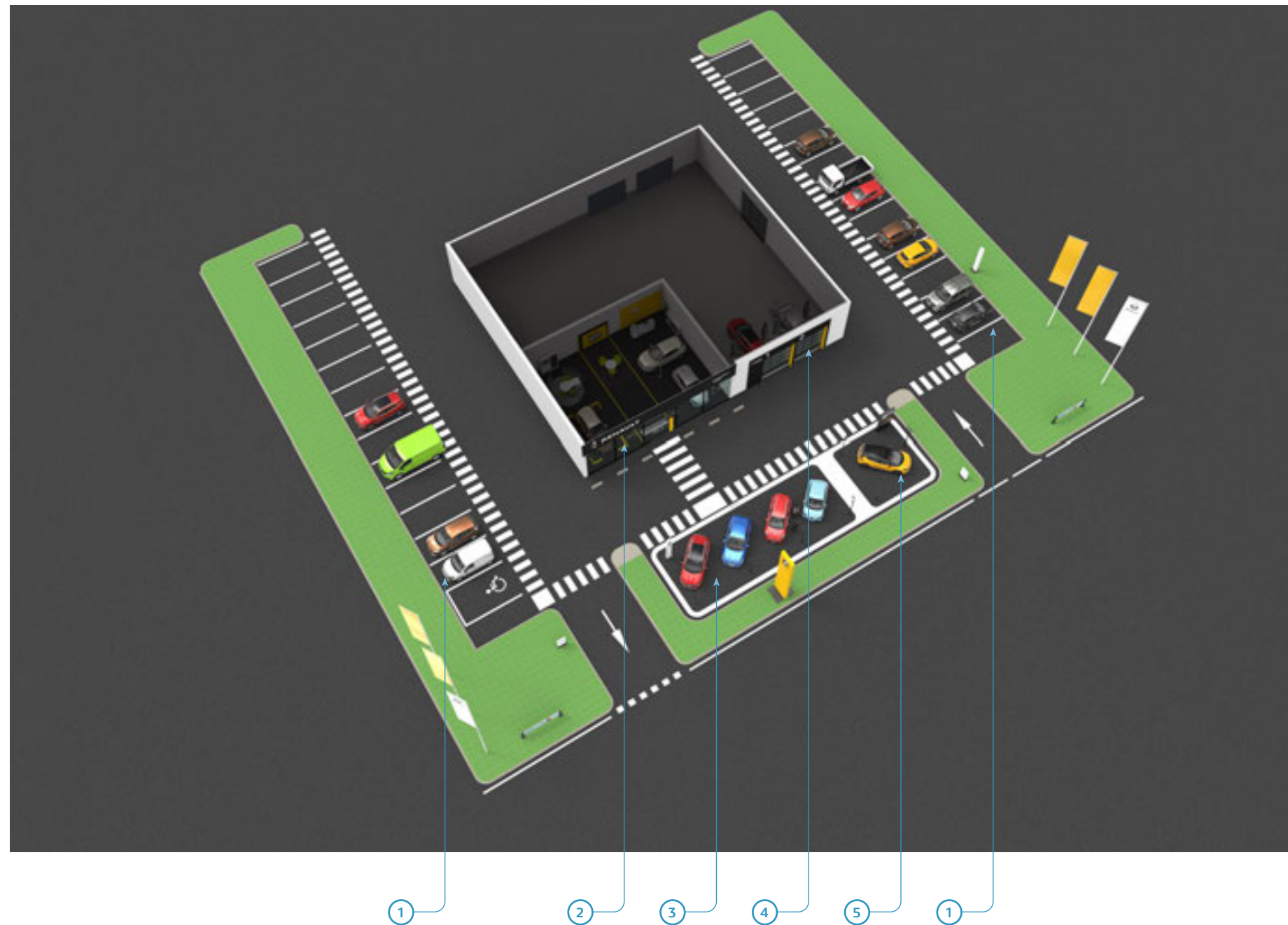
The cladding of the group of workshop bays in the main façade distinctly indicates the presence of After-Sales.

the secondary network site
with showroom

organization

Components

- ① Customer parking area
- ② The Renault Store showroom
- ③ Display areas
- ④ The After-Sales façade
- ⑤ The Headline zone



the secondary network site
without showroom

the site at first glance



the secondary network site
without showroom

the main façade



① Identification of the site

The identification on the façade is reduced in size compared to sites with a showroom.

The flag insignia, the strip with the standard dimensions and the vertical entrance markings are sufficient for brand recognition.

② After-Sales

Where it is not necessary to maintain a uniform appearance between different bays and where the position of the bay on the façade may vary, cladding of the bays is not necessarily a requirement.

the secondary network site
without showroom

organization

Components

- ① Customer reception
- ② Customer parking area
- ③ The workshop



independent sites

Suburban After-Sales site	2.28
City-centre After-Sales site	2.31
Suburban Renault Minute site	2.33
City-centre Renault Minute site	2.36
Renault Pro+ site	2.38
Renault Selection site	2.41

suburban After-Sales site
the site at first glance



suburban After-Sales site
the main façade



① Identification of the site

These sites are distinguished from secondary network sites by the markings on façades and their predominantly white colour.

Flag insignia and vertical markings identify the site as belonging to the Brand.

② Workshop bays

The workshop bays are clad and numbered..

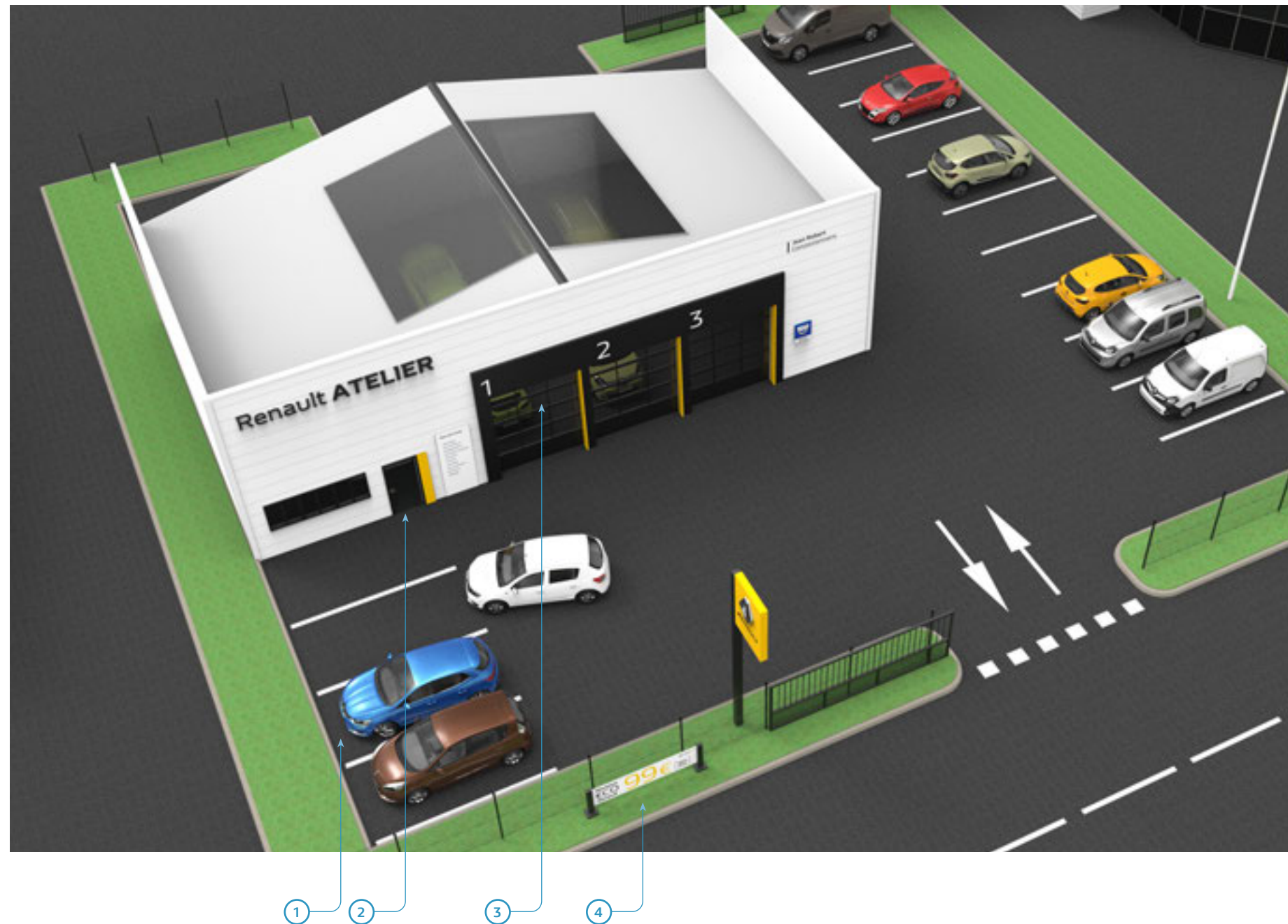
③ Promotion

An essential component, promotion is present on the approaches to the site.

suburban After-Sales site organization

Components

- ① Customer parking area
- ② Customer reception
- ③ The workshop bay
- ④ Promotion



the city-centre After-Sales site
the site at first glance



the city-centre After-Sales site
the main façade



① Identification of the site

These sites are distinguished from secondary network sites by the markings on façades and their predominantly white colour.

Flag insignia and vertical markings identify the site as belonging to the Brand.

② Workshop bays

Failing to clad workshop bays, the doors are painted dark gray.

the suburban Renault Minute
site

the site at first glance



the suburban Renault Minute site

the main façade



① Identification of the site

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

The white façade incorporates the Renault Minute markings above the entrance leading to the customer reception area.

② Workshop bays

The workshop bays are clad and numbered.

③ Promotion

An essential component, promotion is present on the approaches to the site and in the proximity of the façade.

the suburban Renault Minute
site

organization

Components

- ① Customer parking areas
- ② Customer reception
- ③ The workshop
- ④ Promotional media



the city-centre Renault Minute
site

the site at first glance



the city-centre Renault Minute site

the main façade



① Identification of the site

The flag insignia identifies the site as belonging to the Brand. It is positioned on the opposite side to the Renault Minute signature.

The Renault Minute signature is present above the customer reception in line with the cladding of the workshop bays.

② Customer reception

The yellow vertical entrance markings attract the customer's attention.

The customer reception includes a waiting lounge.

A promotional media can be integrated in the window bay.

③ Workshop bays

The juxtaposed cladding of the bays creates a façade similar to the express service sector.

the Renault Pro+ site
the site at first glance



the Renault Pro+ site the main façade



① The exterior display area

Separated into two parts, the exterior display area presents models from the professional range and encourages customers to try them out.

② The After-Sales façade

The white After-Sales façade features cladding around the workshop bays.

③ The identification

The Renault totem and flags identify the site as belonging to the Brand.

The top of the showroom is clad with a flat metallic grey strip.

The Renault Pro+ signature and the Site Name are incorporated into it.

the Renault Pro+ site organization

Components

- ① The Test-Drive zone
- ② The After-Sales façade
- ③ The exterior display area
- ④ The Renault Pro+ showroom
- ⑤ Customer parking area



the Renault Selection site
the site at first glance



the Renault Selection site
the main façade



① **Identification of the site**

The Renault totem and flags identify the site as belonging to the Brand.

The top of the showroom is clad with a flat metallic grey strip.

The Renault Selection signature and the Site Name are incorporated into it.

② **The Renault Selection showroom**

The interior display area is structured around a central axis presenting the flagship models in each category.

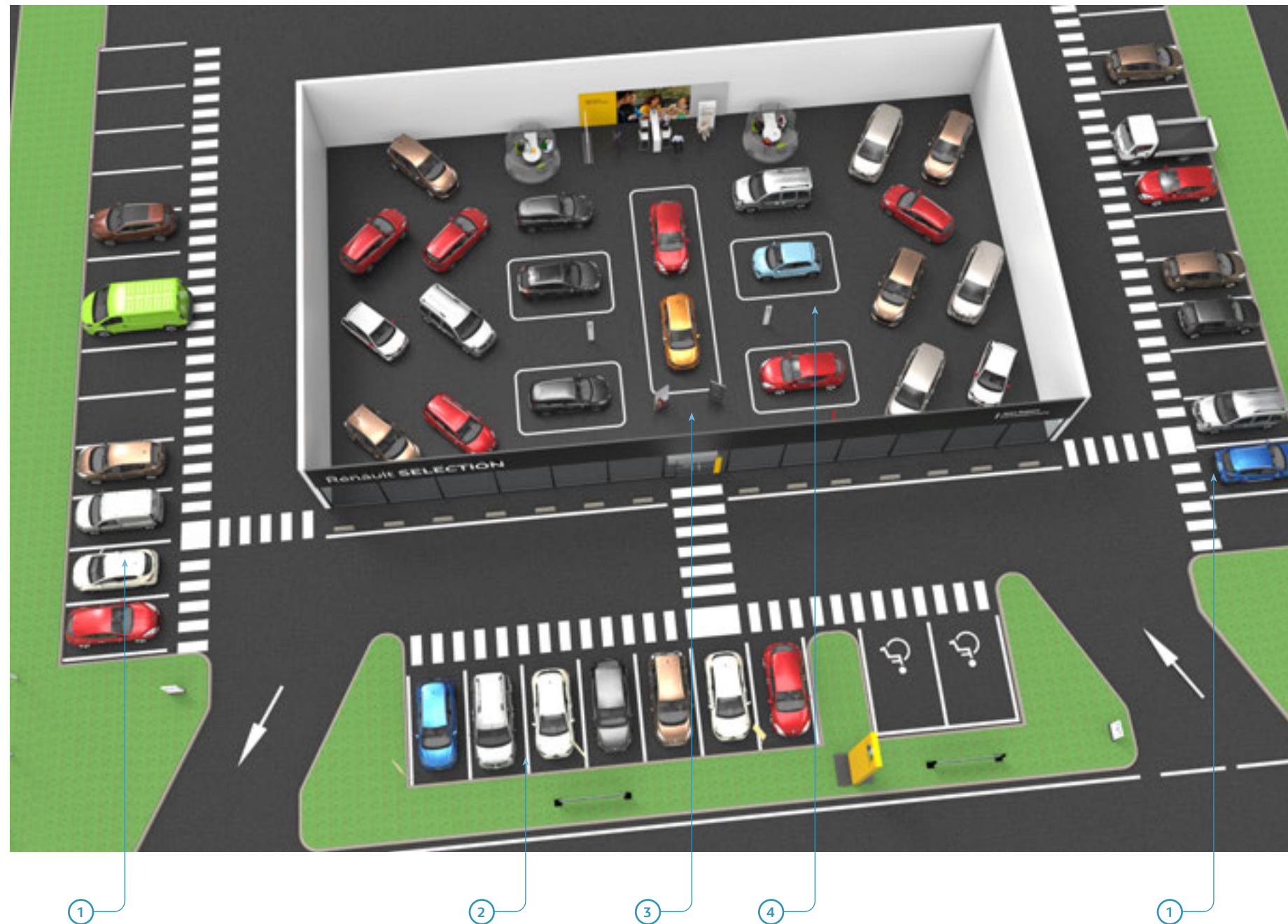
③ **The exterior display area**

The Renault Selection Headline zone highlights a particularly attractive model with a more dynamic presentation.

the Renault Selection site organization

Components

- ① Customer parking areas
- ② Customer reception
- ③ The Renault Selection display
- ④ The exterior display area



multibrand sites

Renault Dacia multibrand site	2.45
Multibrand site with two brands	2.47
Multibrand site with three brands	2.51

Renault Dacia site

the site at first glance



Renault Dacia site the main façade



① The Dacia showroom

The Dacia showroom, in a multibrand context, is identified by means of the same elements as sites specifically devoted to the brand.

A white clear space is to be observed between the Dacia wave strip and the woven-metal mesh.

② The Renault showroom

The organization and identification remain identical to that for single-brand sites.

The totem, entrance markings and façade markings are present.

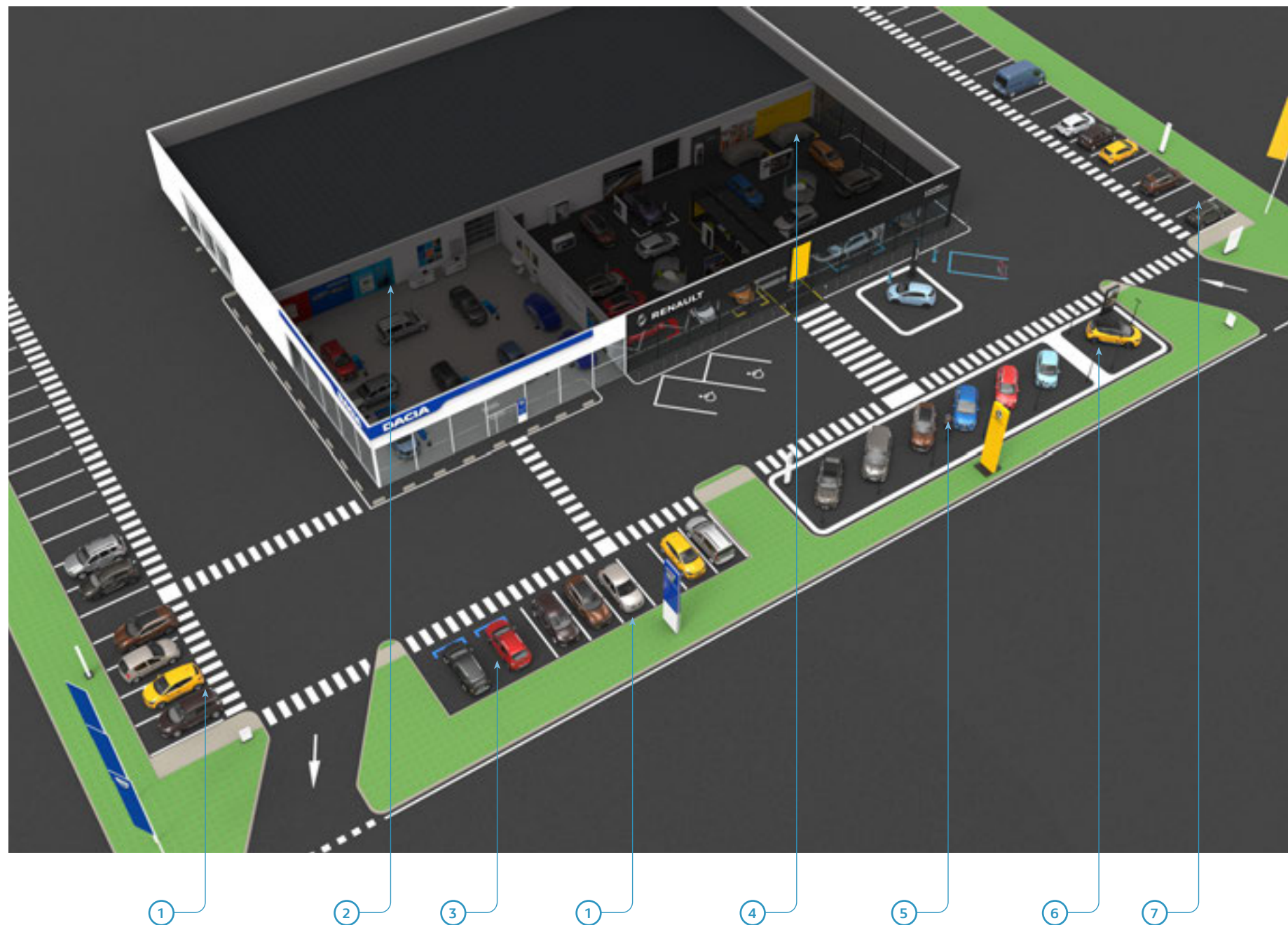
③ The exterior display areas

The exterior display areas are located in front of the main façade, presenting the range and encouraging customers to take a test drive.

Renault Dacia site organization

Components

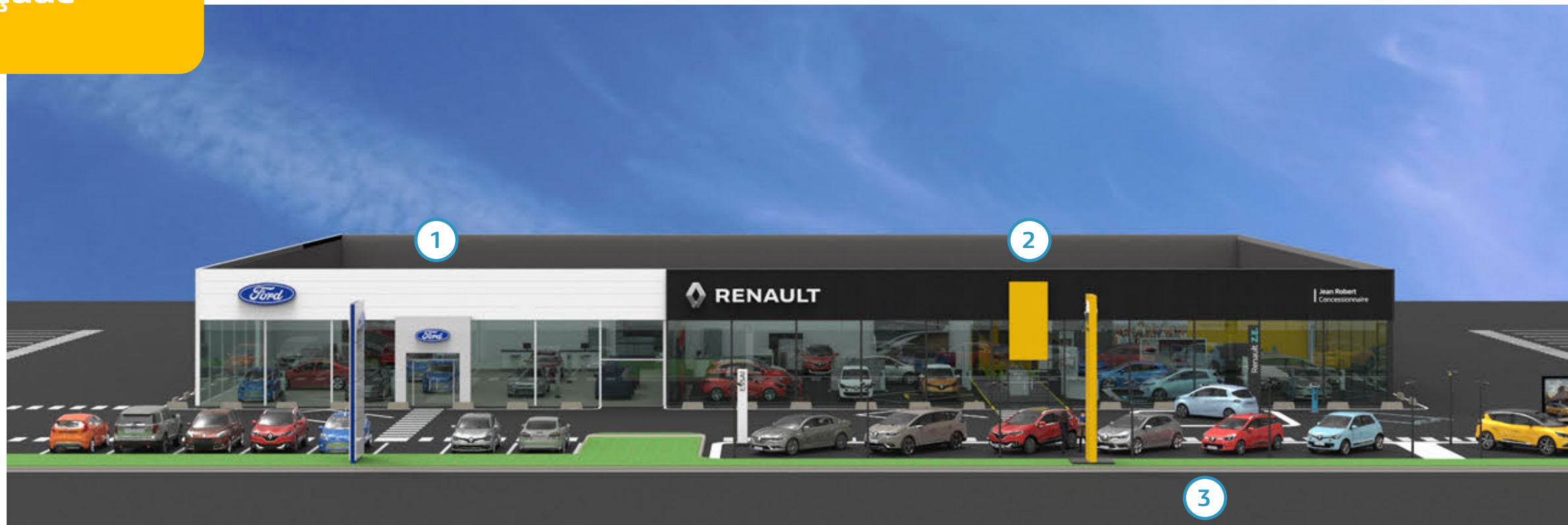
- ① Customer parking for Dacia
- ② The Dacia showroom
- ③ Dacia test-drive vehicles
- ④ The Renault showroom
- ⑤ The exterior display areas
- ⑥ The Headline zone
- ⑦ Customer parking for Renault



multibrand site with two brands
the site at first glance



multibrand site with two brands
the main façade



① The showroom for the 2nd brand

The signage for the second brand is placed above the showroom for that brand.

A white clear space is to be observed between this signage and the woven-metal mesh used to clad the Renault showroom.

② The Renault showroom

The organization and identification remain identical to that for single-brand sites.

The totem, entrance markings and façade markings are present.

③ The exterior display areas

Located in front of the Renault showroom, they present new products and encourage customers to try out vehicles from the Renault range.

multibrand site with two brands organization

Components

- ① Customer parking for Brand 2
- ② The showroom for Brand 2
- ③ Workshops
- ④ The Renault showroom
- ⑤ The exterior display areas
- ⑥ The Headline zone
- ⑦ Customer parking for Renault



multibrand site with three
brands

the site at first glance



multibrand site with three brands

the main façade



① Les showrooms autres marques

The signage for the two brands is placed respectively above of the each brand-specific showrooms.

A white clear space is to be observed between this signage and the woven-metal mesh used to clad the Renault showroom.

② The Renault showroom

The organization and identification remain identical to that for single-brand sites.

The totem, entrance markings and façade markings are present.

③ The exterior display areas

Located in front of the Renault showroom, they present new products and encourage customers to try out vehicles from the Renault range.

multibrand site with three brands

organization

Components

- ① Customer parking for Brand 2
- ② The showroom for Brand 2
- ③ Customer parking for Brand 3
- ④ The showroom for Brand 3
- ⑤ Workshops
- ⑥ The Renault showroom
- ⑦ The exterior display areas
- ⑧ The Headline zone
- ⑨ Customer parking for Renault

