

5

promotion of the line-up and **communications**

Promotion of the line-up	5.3
Communications	5.21

promotion of the line-up et
communications

general

To communicate better right from the approaches to the site

The promotion of the line-up and of new products in particular in front of the façade of our outlets is a priority. The layout of the display areas is designed to attract the attention of our customers as they approach the site.

Products and After-Sales communications is present in the form of communications media laid out judiciously along the main road.

To extend the showroom out in front of the façade of our outlets

The display areas are a natural extension of the showroom of our outlets.

Each of the areas is specifically devoted to one type of vehicle, arranged in flexible formats.

To make promotional communications more widely available

Communications about product news is the main purpose of the Headline zone. It allows the attractiveness of our outlets to be refreshed on a regular basis.

After-Sales communications is positioned away from the façades to ensure it remains effective while ensuring the functions of the site are as easy to understand as possible.

refreshing the
attractiveness of
our outlets

promotion of the line-up et
communications

markers



① The display areas

The display areas are located in front of the showroom of our outlets.

Flexible in their layout, they can be adapted to all site sizes and configurations.

② Communications

Communications media are installed on the approaches to sites though they should not interfere with the clarity of organization of the point-of-sale.

promotion of the line-up display areas

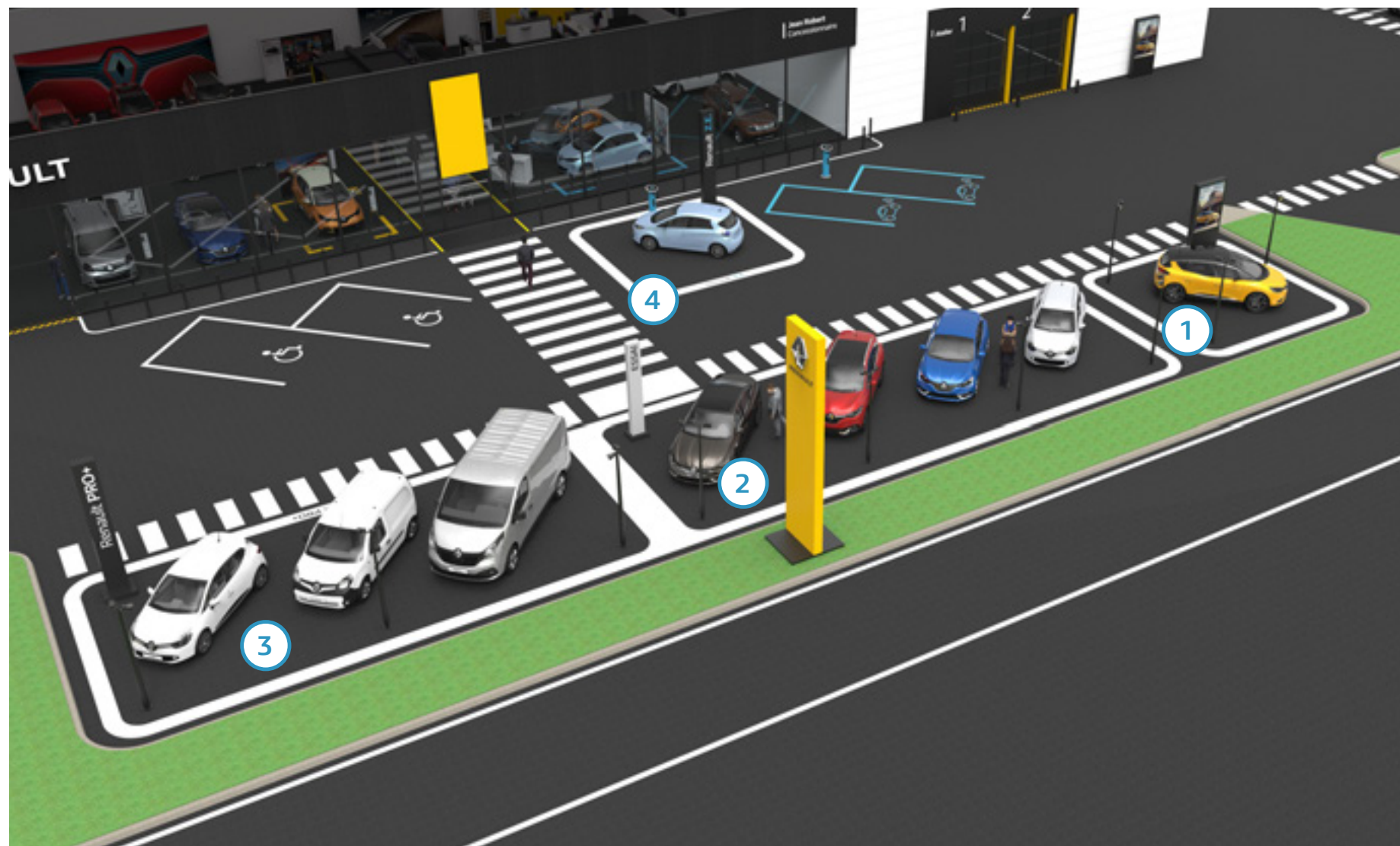
Purpose

The outdoor display areas highlight the range and new models outside the showroom, and ensure they are given optimum visibility from the main road.

A precise organization

The outdoor display areas shall feature, in terms of priority:

- ① the Headline zone,
 - ② the Test drive zone,
- then the display areas for the sub-brands present in the dealership, are positioned
- ③ the Renault Pro+ zone, for specialized Pro+ outlets,
 - ④ the Renault ZE zone,
- the Renault Sport zone, not shown here, for Renault Sport-certified outlets.



promotion of the line-up the components

A clear organization

- ① The ground markings identify and bound the outdoor display areas.
- ② The area masts identify each of the outdoor display areas upon approach.
- ③ Specific lighting is used to make the vehicles on display visible.
- ④ Specific to the Headline zone, an advertising display panel is provided to communicate on the vehicle displayed.

For more information >

The layouts for the ground markings are described in the specifications for the display areas.

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



promotion of the line-up

the ground markings

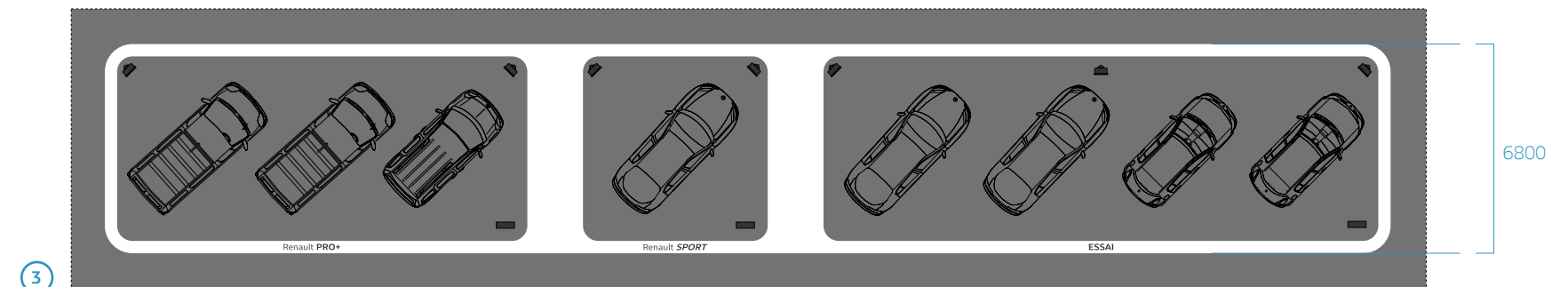
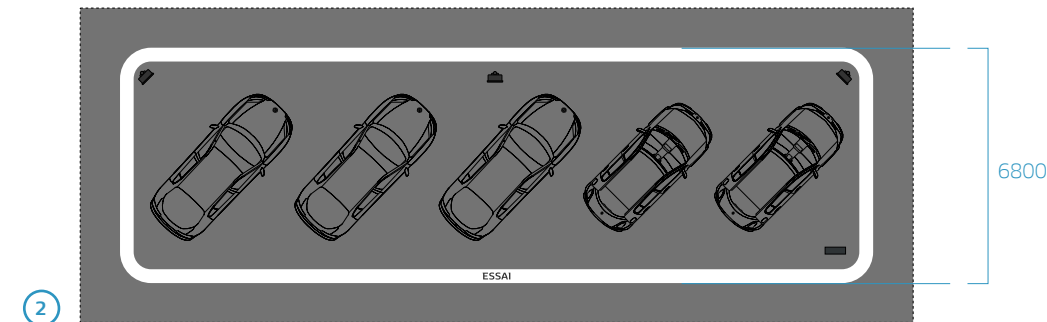
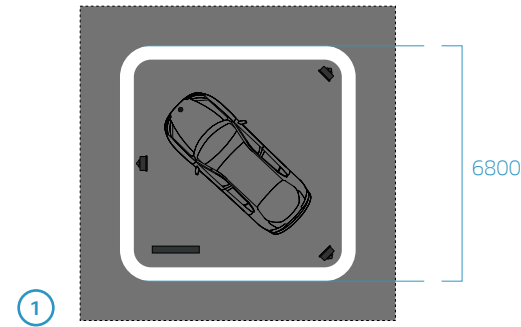
Marking out the display areas

The ground markings identify and bound the display zones and distinguish them from the parking areas.

- ① The Headline zone features a unique format designed for showcasing a single vehicle.
- ② The Test drive and sub-brand zones can accommodate several vehicles as per the standards and capacities of each point-of-sale.
- ③ The zones can be juxtaposed and linked together with a unified marking system (with the exception of the Headline zone which must be separate).

Rule

Each zone has a min.mum number and certain zones have a maximum number (refer to table opposite).



Number of vehicles	1	2	3	>3
Headline	●			
Test drive *			●	●
Renault ZE	●			
Renault Sport	●	●		
Renault Pro+ **			●	●

* The number of vehicles is defined in the Test drive policy of each country, but may not be less than 3 vehicles.

** For specialized Pro+ sites, recommendations from Renault Pro+ recommending a min.mum of 6 vehicles on display and 3 vehicles available for test drive should be followed.

promotion of the line-up

the area masts

To make the zones immediately identifiable

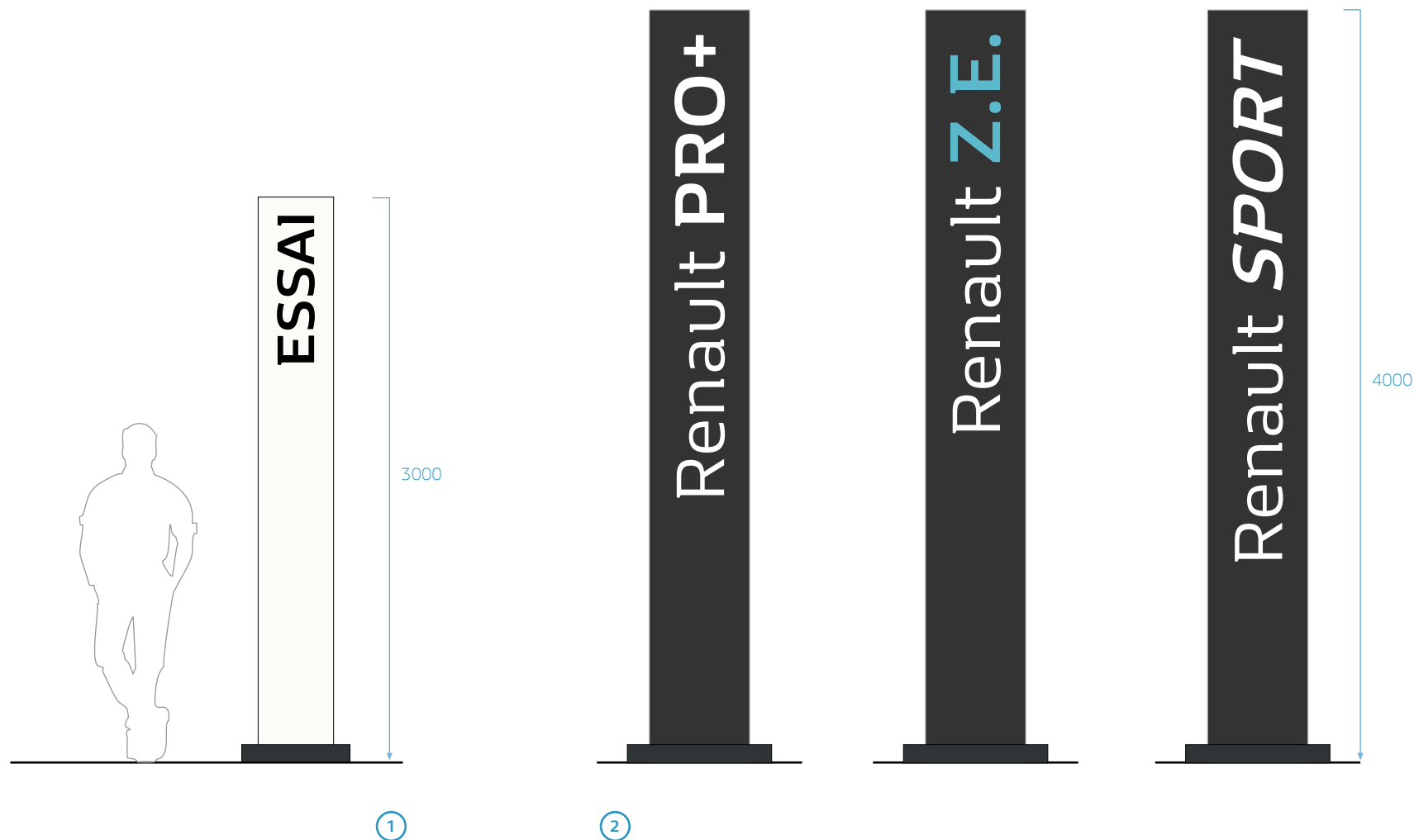
The area masts identify the outdoor display areas upon approach.

- ① They shall preferably be illuminated.
- ② The area masts for the test drive zone have a white background and are 3 m in height.

The area masts for the “sub-brand” zones have a dark grey background and are 4 m in height.

Rule

The area masts are arranged parallel to the façade. The illuminated reverse side is always facing towards the main road.



promotion of the line-up lighting of the zones

Showcasing the line up, even at night

Display areas are lit with LED spotlights mounted on 3 m masts, directed towards the vehicles on display.

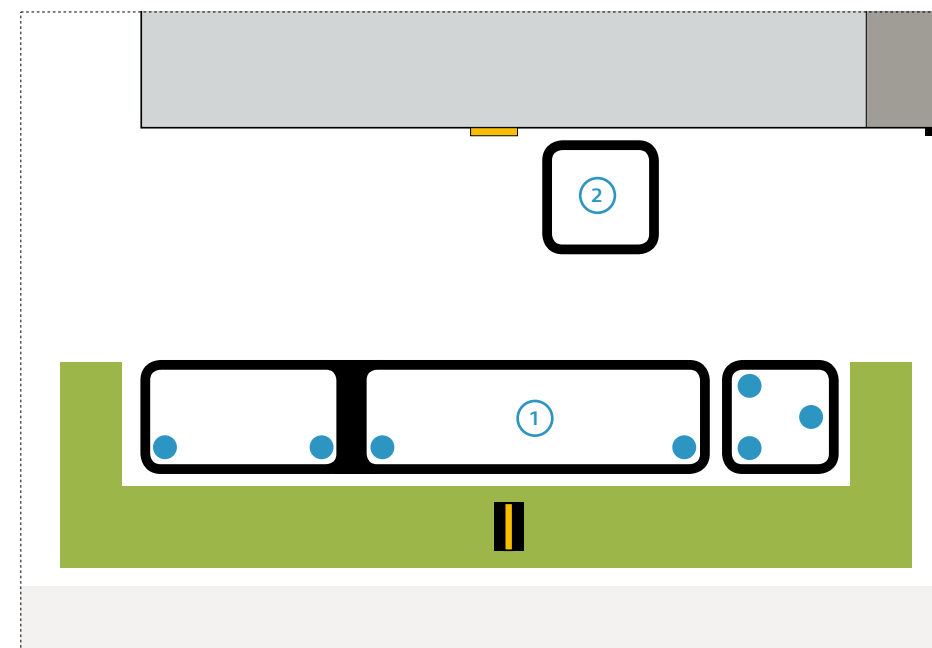
These masts are placed at specific locations at each of the display areas.

- ① Lighting is reserved for those areas located close to the road.
- ② Areas close to the façade of the showroom are not lit.

For more information >

The lighting of the display areas is described in the specifications for the display areas.

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



promotion of the line-up

the communications sign

Attracting the eye and boosting communications about new products

Present in the Headline zone, the communications sign is in a 2 m² format, with a conventional illuminated or digital display.

For more information >

This sign is described in the specifications for communications signs.

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



promotion of the line-up

the Headline zone

A priority zone

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

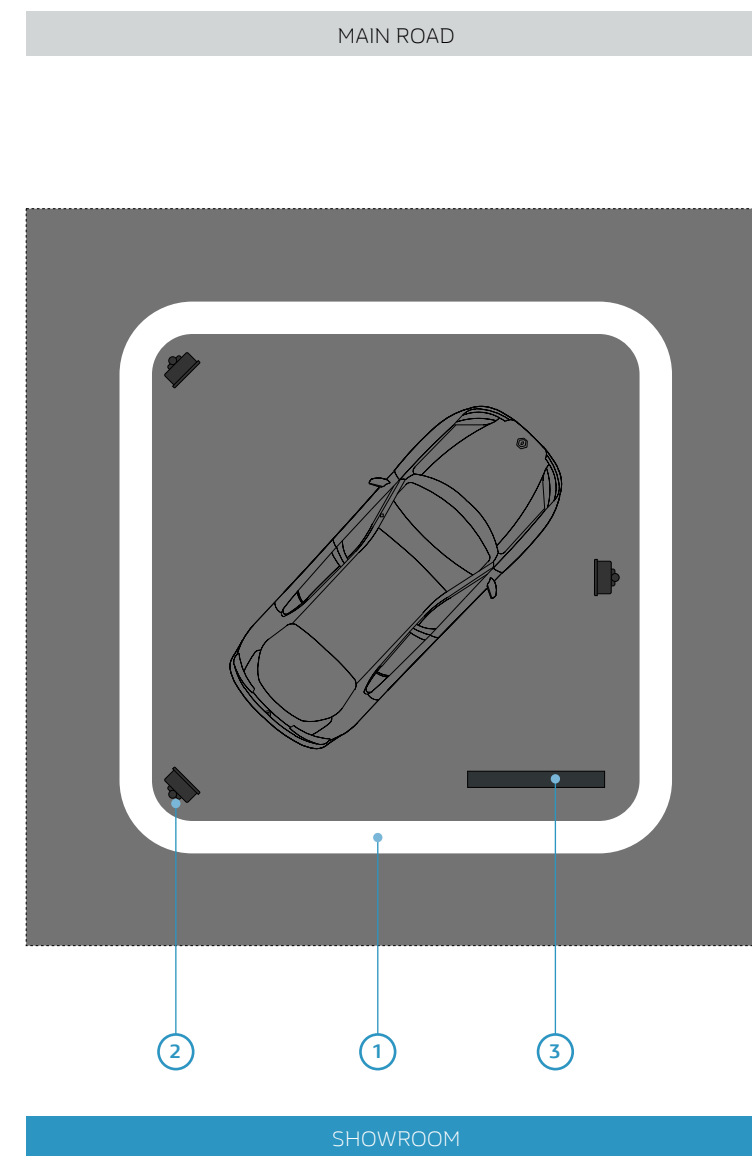
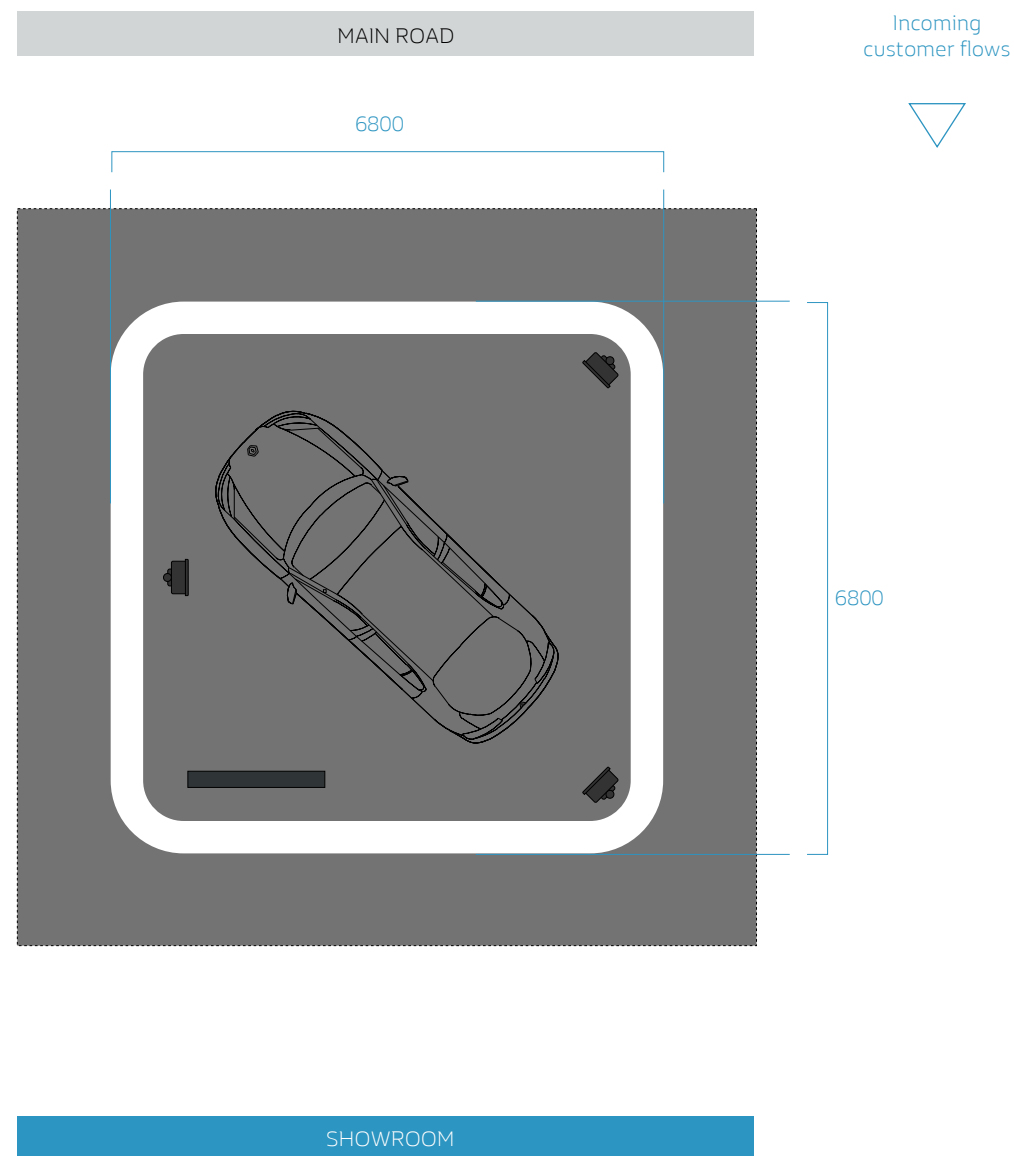
It is the key component of the outdoor display. It includes:

- ① Ground markings, to mark out the space,
- ② 3 spotlights to illuminate the display vehicle at night,
- ③ the advertising display panel, illuminated at night, with the campaign poster for the vehicle on display, which is always placed on the showroom side of the zone.

The Headline zone has the following dimensions: 6,800 x 6,800 mm.

Note

The car is connected to a charger to supply power allowing the lighting signature to be lit up.



promotion of the line-up

layout of the Headline zone

Rule 1.

The front of the vehicle is directed towards both the main road and the main entry road onto the site

This arrangement presents the vehicle in the best light.

Rule 2.

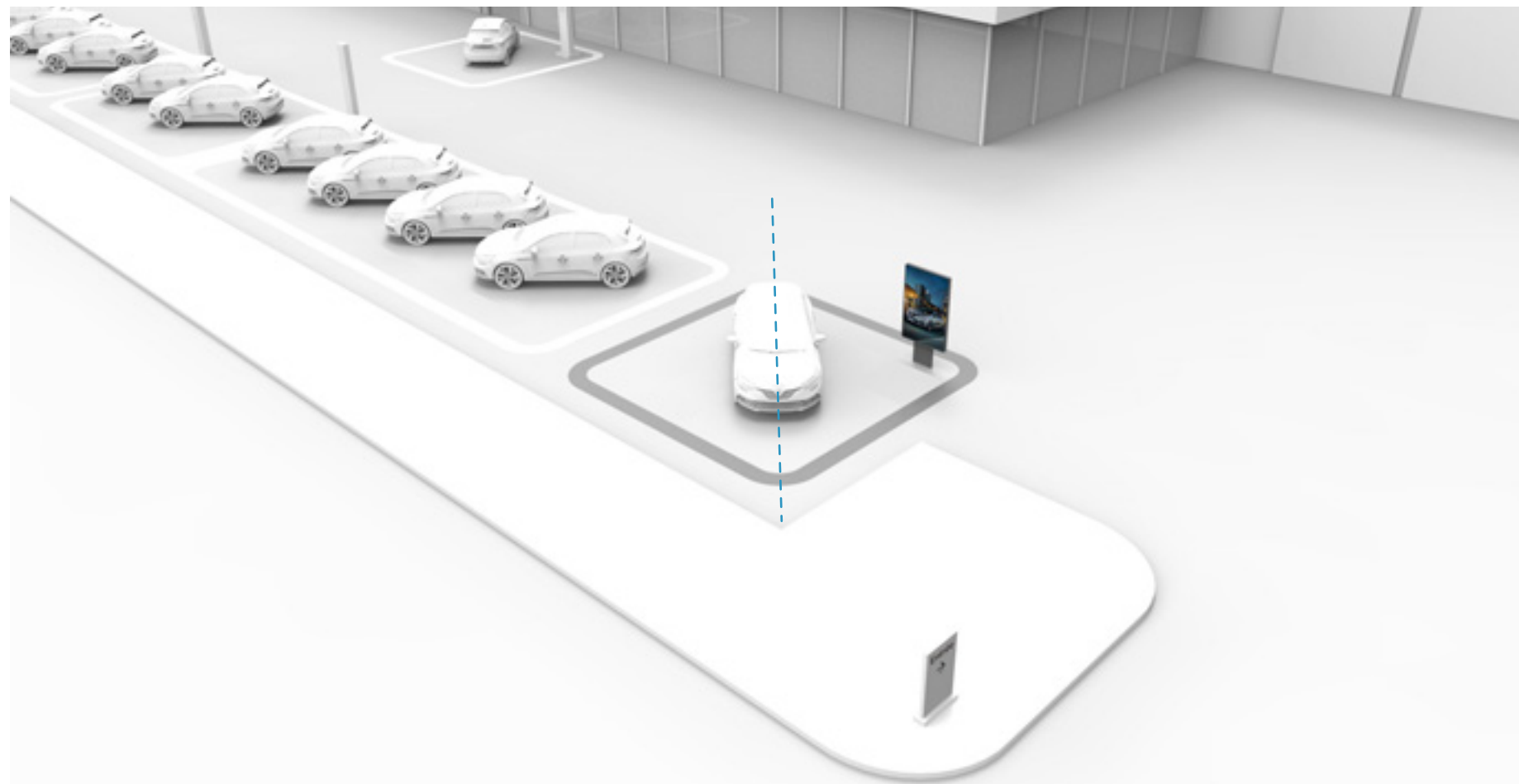
The vehicle is always angled at 45° within the zone

The perception of the display vehicle is magnified in this way and the zone is clearly differentiated from a parking space.

Rule 3.

The Headline zone is positioned near the main entrance of the site

It allows everyone passing the dealership to discover the most recent addition to the line up and it makes the first impression that customers have on entering the site.



promotion of the line-up

1 vehicle zones

The vehicle is turned to the side offering the most visibility

These requirements concern the Renault ZE and Renault Sport areas.

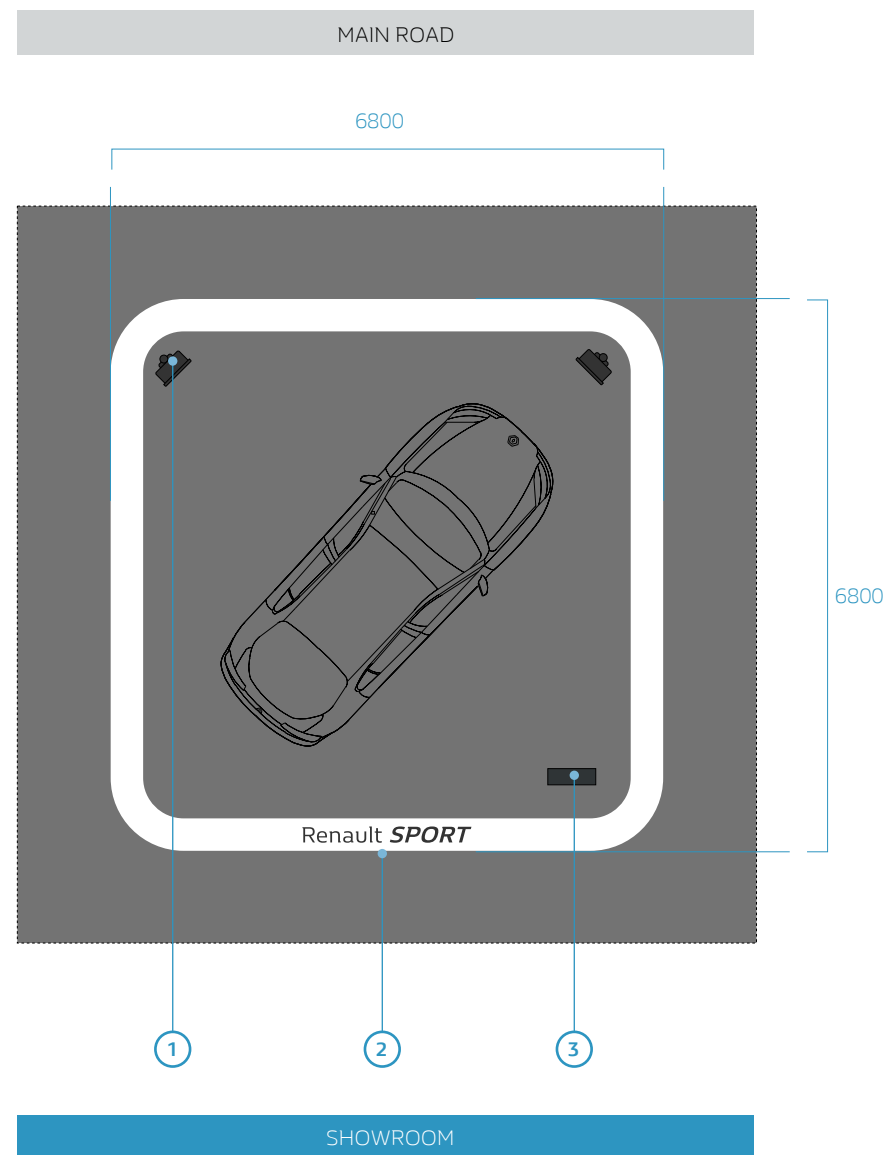
These zones feature:

- ① 2 spotlights illuminating the vehicle at night.
- ② Ground markings, to mark out the space and featuring the name of the zone.
- ③ An area mast to identify the zone.

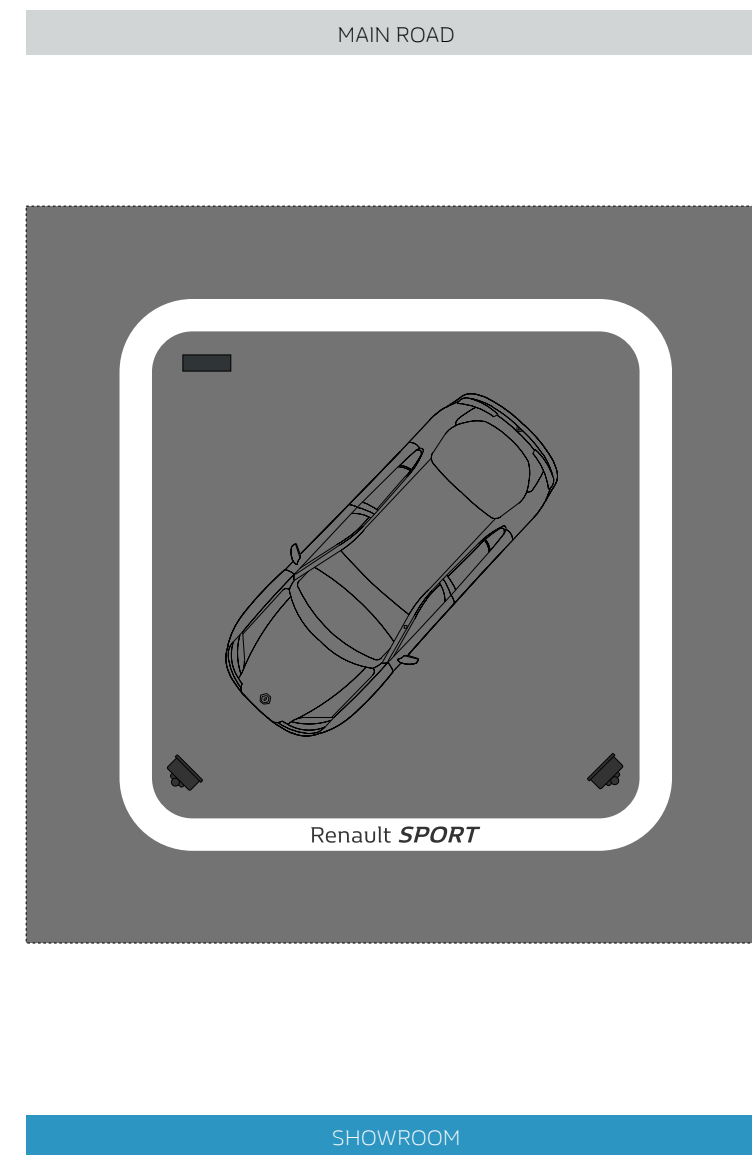
The 1 vehicle zone has the following dimensions: 6,800 x 6,800 mm.

Special case of the ZE zone

This must be installed close to the charging station if it can be located against the showroom.



Generic case:
Zone with high visibility from the road



Specific case:
Zone with low visibility from the road

promotion of the line-up

2 vehicle zones

The vehicles are turned to the side offering the most visibility

These requirements may also concern the Renault Sport zone, the Test drive or Pro+ zones if space is lacking...

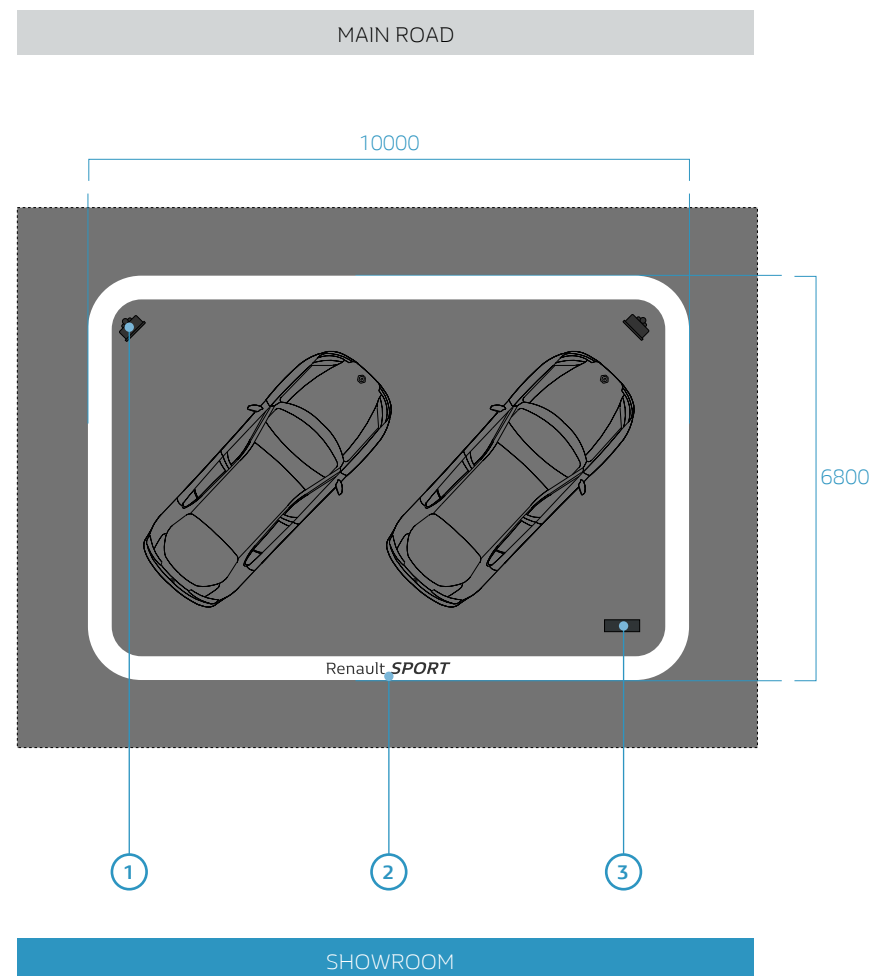
These zones feature:

- ① 2 spotlights illuminating the vehicles at night.
- ② Ground markings, to mark out the space and featuring the name of the zone.
- ③ An area mast to identify the zone.

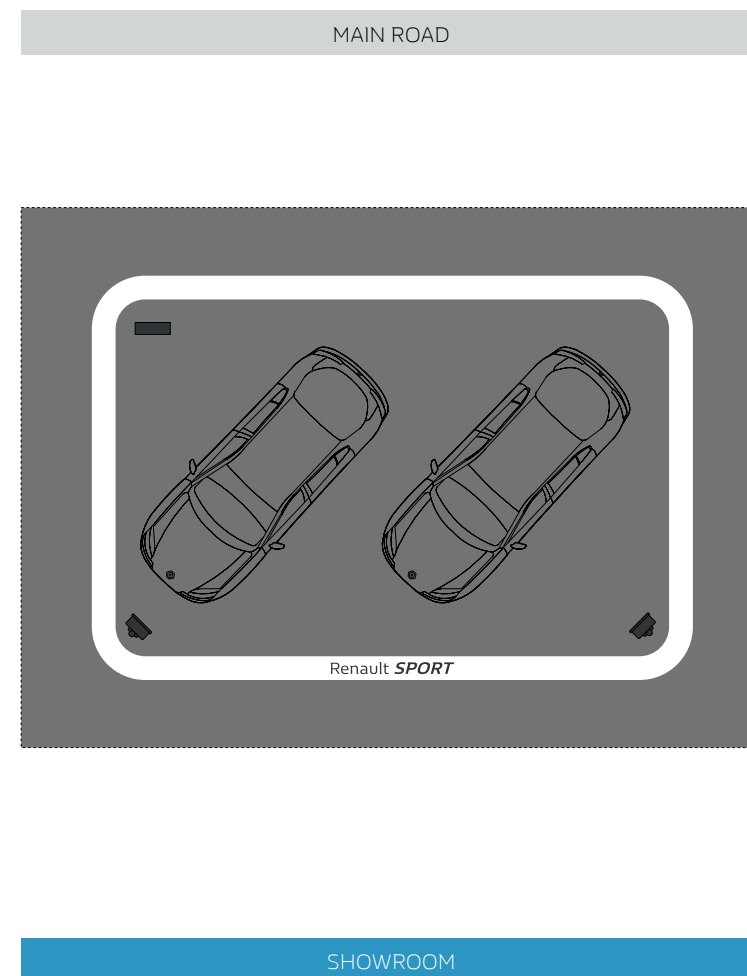
The 2 vehicle zone has the following dimensions: 6,800 x 10,000 mm.

Rule

The vehicles are always angled at 45° within the zone.



Generic case:
Zone with high visibility from the road



Specific case:
Zone with low visibility from the road

promotion of the line-up

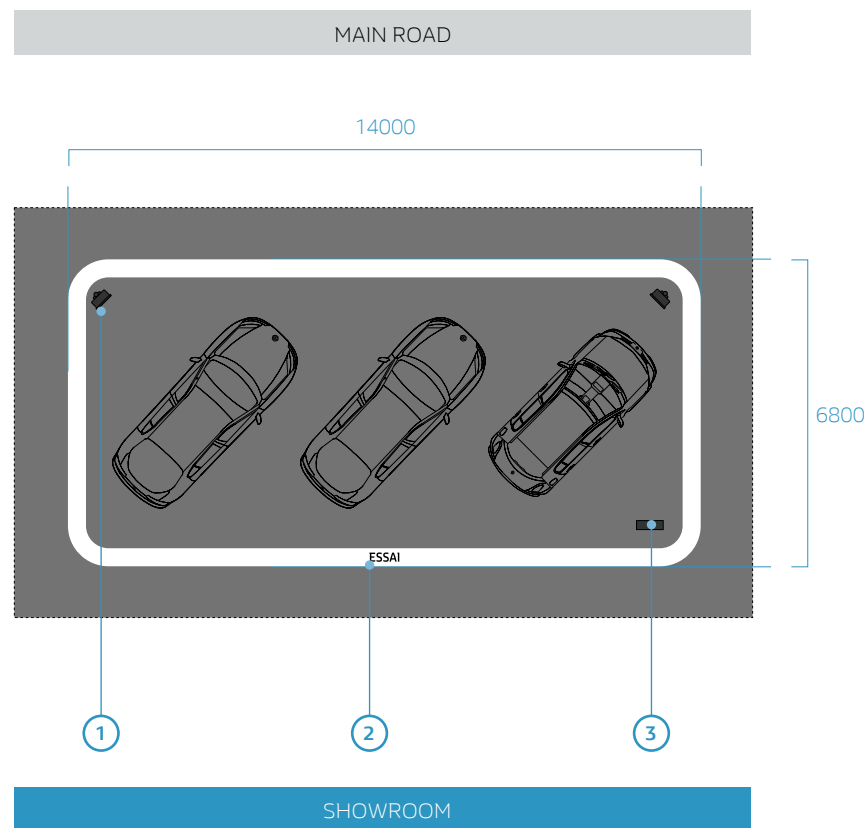
3 vehicle zones

The vehicles are turned to the side offering the most visibility

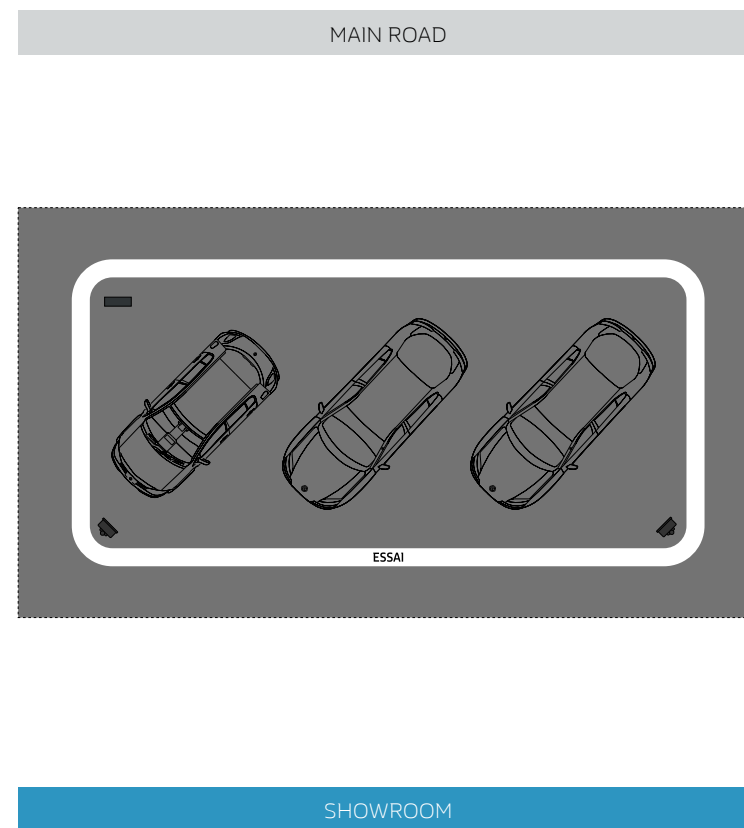
These zones feature:

- ① 2 spotlights illuminating the vehicle at night.
- ② Ground markings, to mark out the space and featuring the name of the zone.
- ③ An area mast to identify the zone.

The 3 vehicle zone has the following dimensions: 6,800 x 14,000 mm.



Generic case:
Zone with high visibility from the road



Specific case:
Zone with low visibility from the road

Rule

The vehicles are always angled at 45° within the zone.

promotion of the line-up + than 3 vehicle zones

The vehicles are turned to the side offering the most visibility

These requirements concern the Test drive zone and the Pro+ zone.

These zones feature:

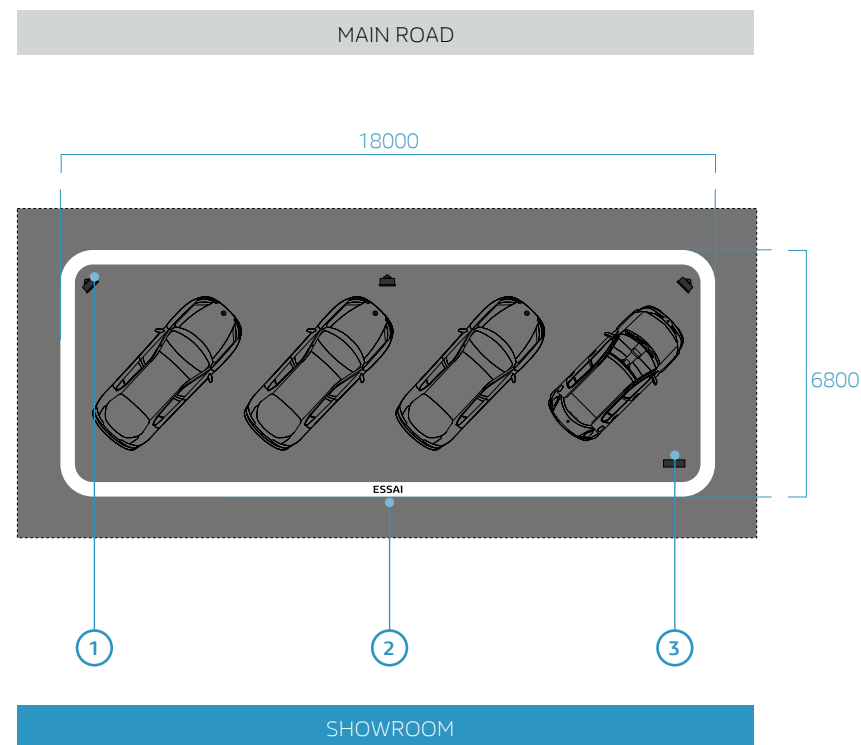
- ① 3 spotlights illuminating the vehicle at night,
- ② Ground markings, to mark out the space and featuring the name of the zone.
- ③ An area mast to identify the zone.

The 4 vehicle zone has the following dimensions: 6,800 x 18,000 mm.

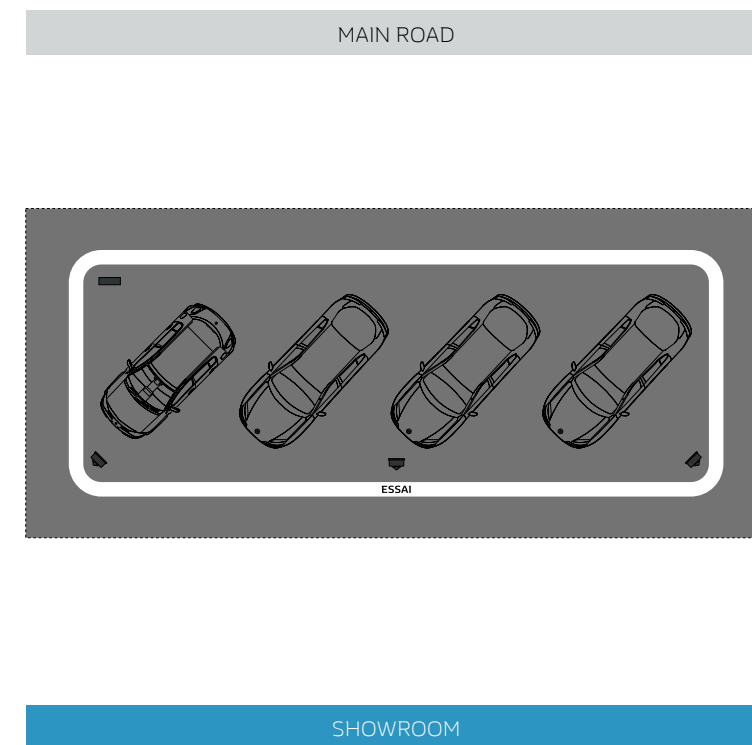
Beyond, the zones are incrementally bigger by 4 m per additional vehicle.

Rule

The vehicles are always angled at 45° within the zone.



Generic case:
Zone with high visibility from the road



Specific case:
Zone with low visibility from the road

promotion of the line-up

separation of the Headline zone

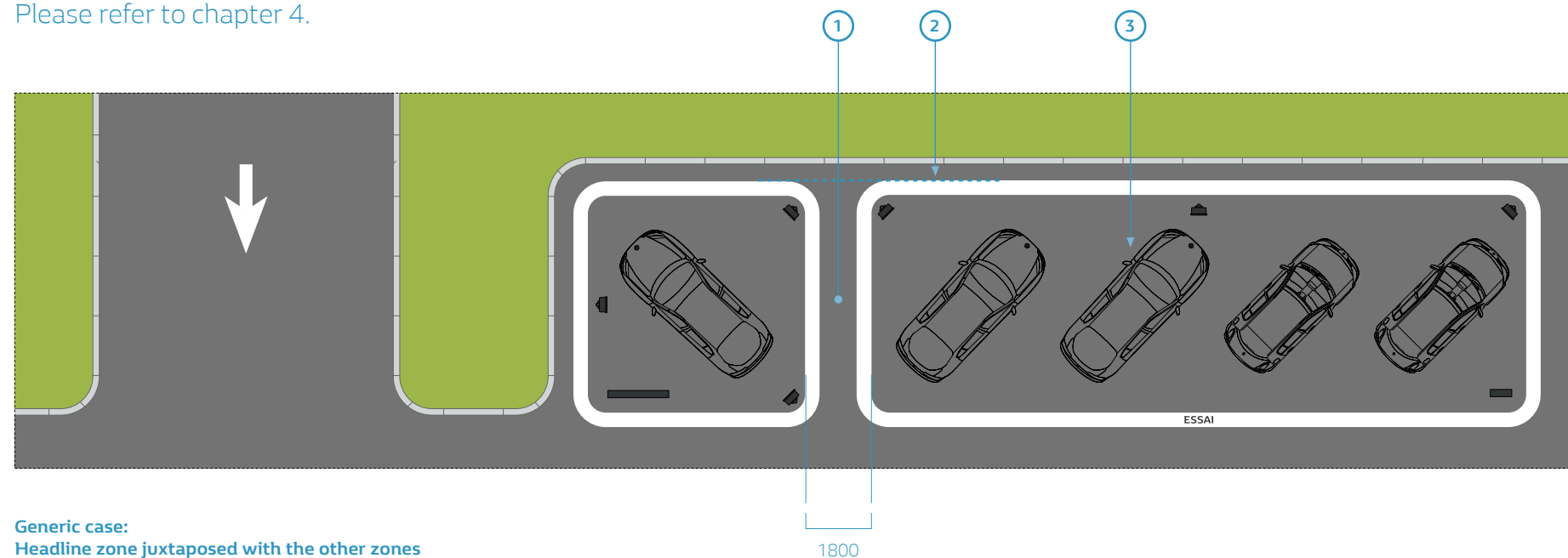
The separation of the Headline zone makes it stand out among the outdoor zones

The Headline zone is separated from other areas (Test drive and Sub-brand zones) so that it stands out better in the outdoor site environment.

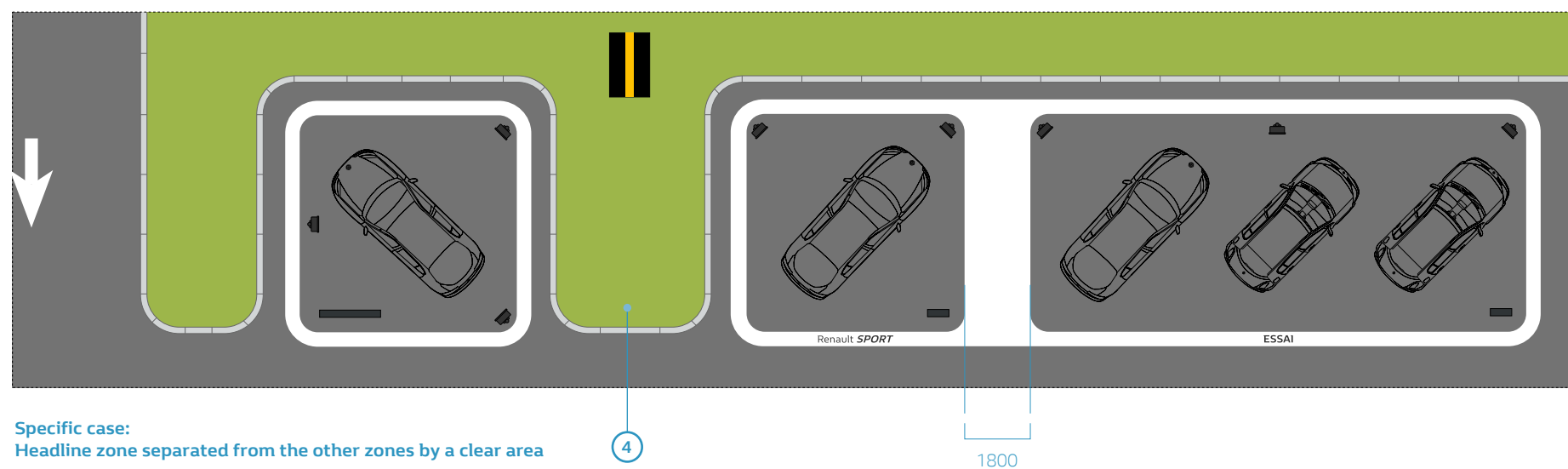
- ① A distance of 1,800 mm is left between the Headline zone and the other zones.
- ② As far as possible these zones of identical width are aligned.
- ③ The vehicle in the Headline zone is turned towards the entrance, the vehicles in the other areas being turned the other way (mirroring the Headline zone vehicle).
- ④ The Headline zone can be separated by a clear area (median) in particular to highlight the totem.

For more information >

Please refer to chapter 4.



Generic case:
Headline zone juxtaposed with the other zones



Specific case:
Headline zone separated from the other zones by a clear area

promotion of the line-up

juxtaposition of other zones

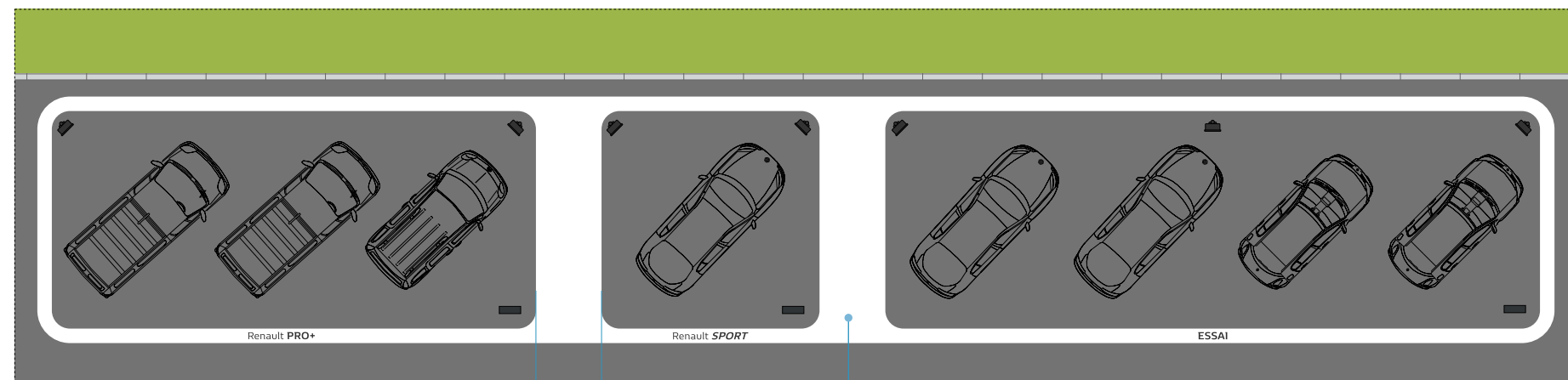
Juxtaposing the zones gives them greater clarity

As far as possible, the Test Drive and Sub-Brand zones should be juxtaposed to allow clear visual reading of the various zones and dissuading customers from parking between zones.

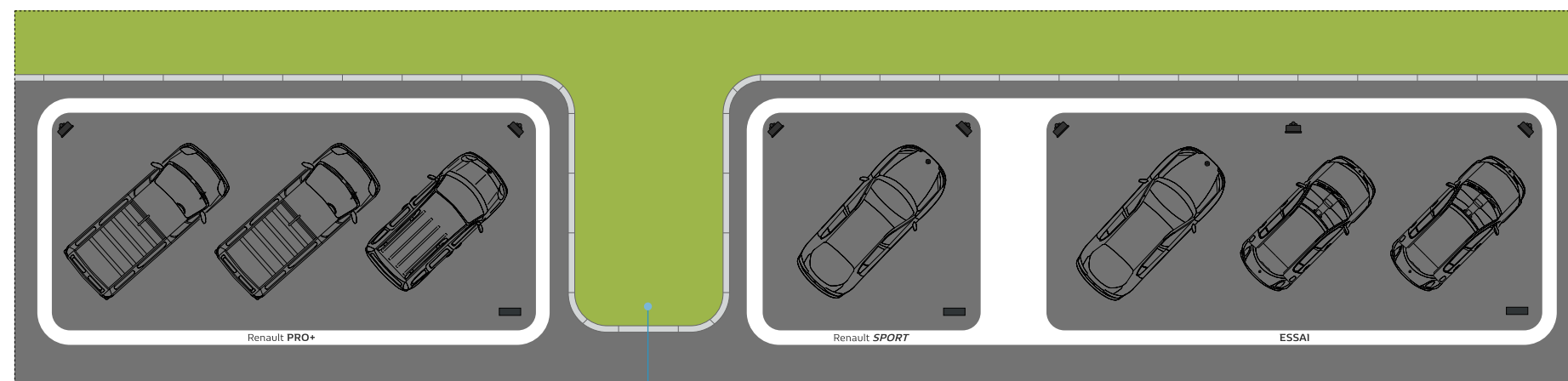
- ① The juxtaposed zones are connected by a white band 1,800 mm in width.
- ② The zones may be separated by a median or other form of clear space to prevent parking between zones.

For more information >

Please refer to chapter 4.



Generic case:
Juxtaposition of 3 zones



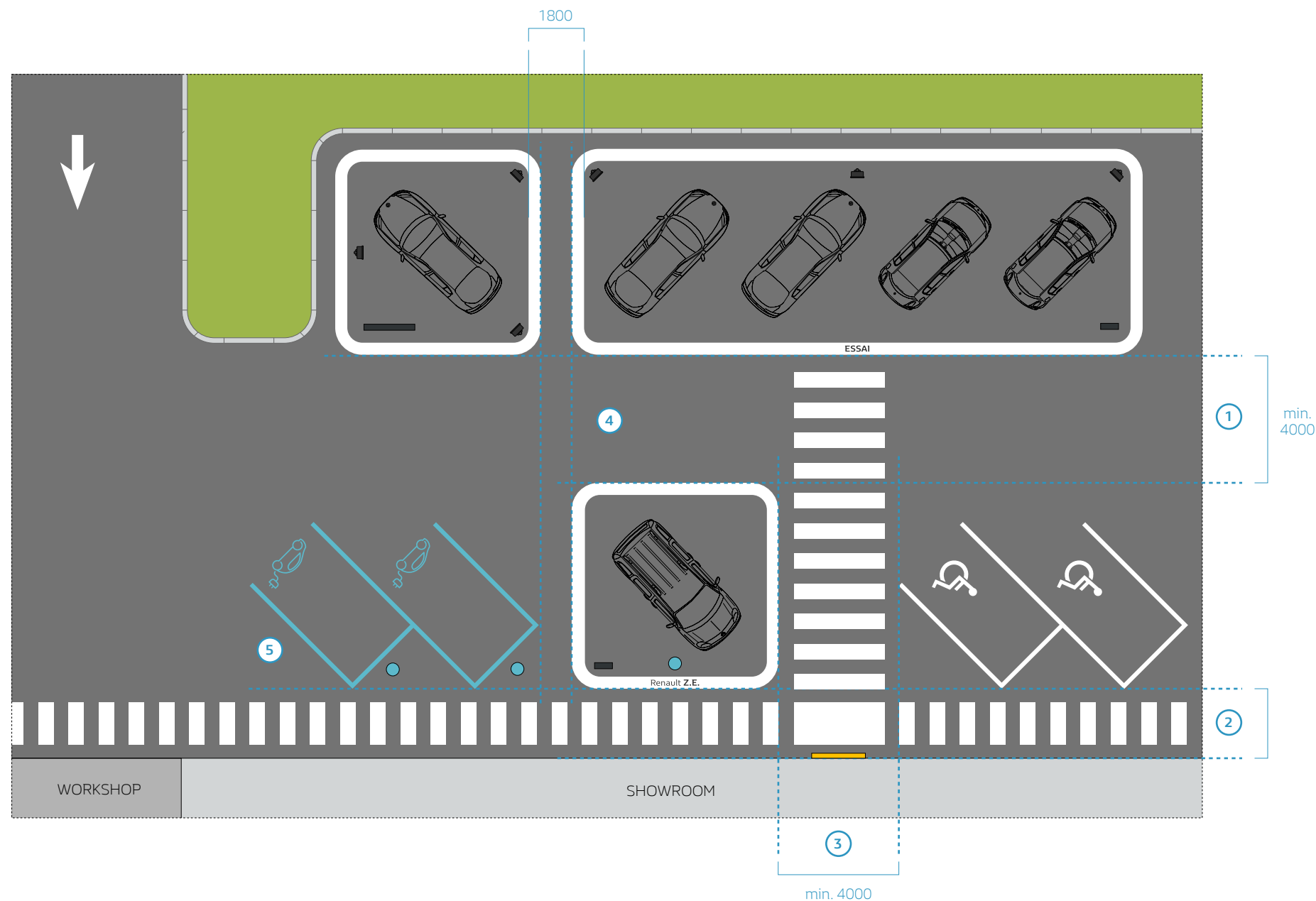
Exception:
Zones separated by a clear area

promotion of the line-up installation of the zones in 2 areas

Carefully controlled organization

Layout of the zones may include a central access way.

- ① This access way separating the zones shall be at least 4 m in width.
- ② Zone(s) positioned in the background shall be separated from the showroom façade by at least 1.8 m in order to include a walkway for pedestrians.
- ③ The positioning of the zones - and of the disabled parking spaces - must leave clearance of 4 m facing the showroom entrance.
- ④ The zones in the background shall, as far as possible, be aligned with the left-hand edge of the zones in the foreground.
- ⑤ The electric vehicle recharging spaces area positioned close to the showroom façade and the ZE zone.



promotion of the line-up installation of the other zones

Rule 1.

The Test drive and Sub-Brand zones are positioned as an extension of the showroom

Once the Headline zone has been positioned, the Test drive and Sub-brand zones are positioned in a continuous line with it, occupying the front of the site.

Rule 2.

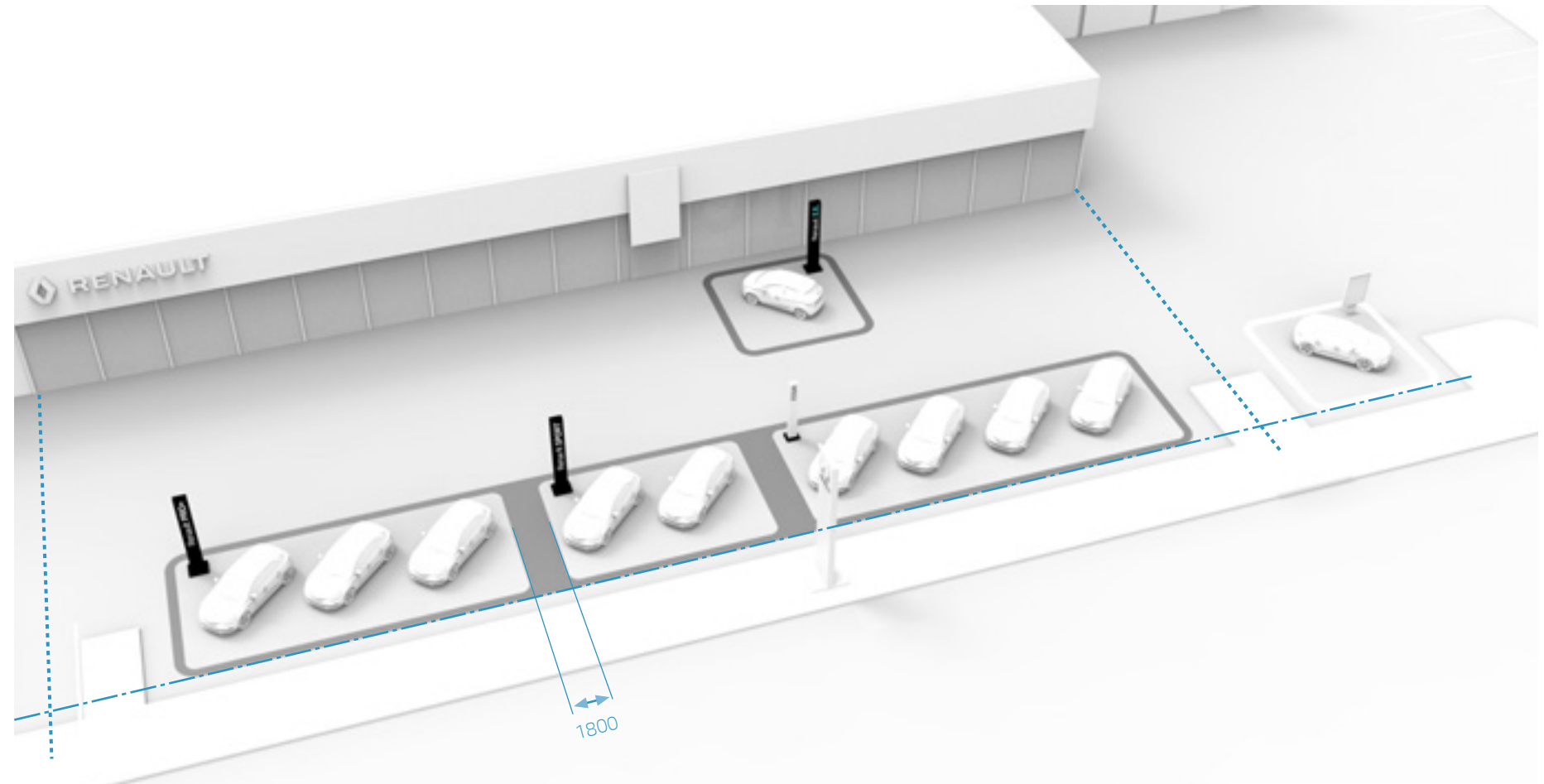
The zones are aligned with each other to provide a clear and structured overview of the range

Wherever possible, the zones are positioned facing the showroom and with the same alignment.

Rule 3.

The Test drive and Sub-Brand zones are connected by a white band 1,800 mm in width

They are seen as a unit and are distinguished from the Headline zone by a different orientation of the vehicles on display..



promotion of the line-up

the activities sign

Where space is lacking to implement the Sub-Brand zones

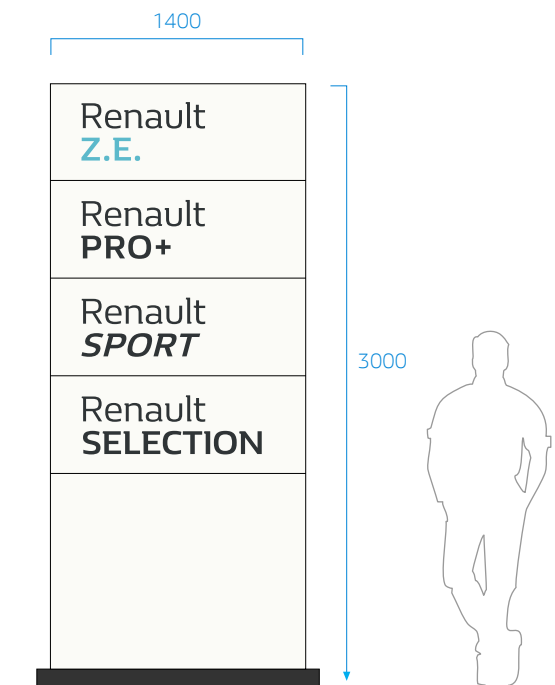
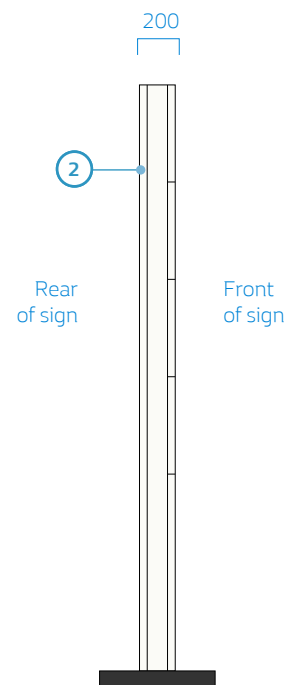
The Activities sign displays available activities on the site upon arrival.

It is only used when it is not possible to position all the Sub-Brand zones along the main façade.

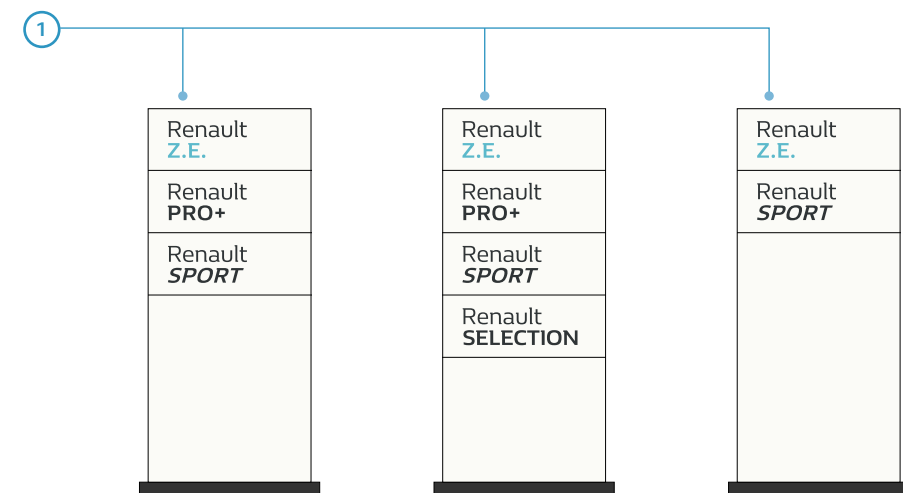
- ① The content is tailored to each site but only these signatures can be used.
- ② The sign is only available in single-sided version, the reverse side being devoid of texts.

Rule

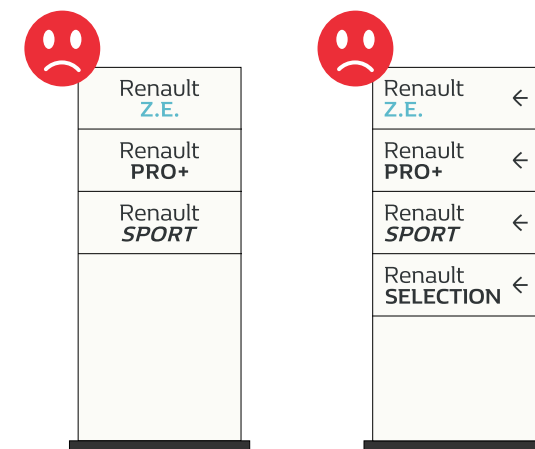
When only one activity is concerned, all of the activities on the site are indicated.



MAXIMUM CONFIGURATION
WITH 4 SIGNATURES



EXAMPLE OF APPLICATIONS



TO BE AVOIDED

promotion of the line-up

installation of the activities sign

Rule 1.

This sign is installed when activities are concealed or not present on the main façade

It is used when it is not possible to position all the Sub-Brand zones along the main façade.

Rule 2.

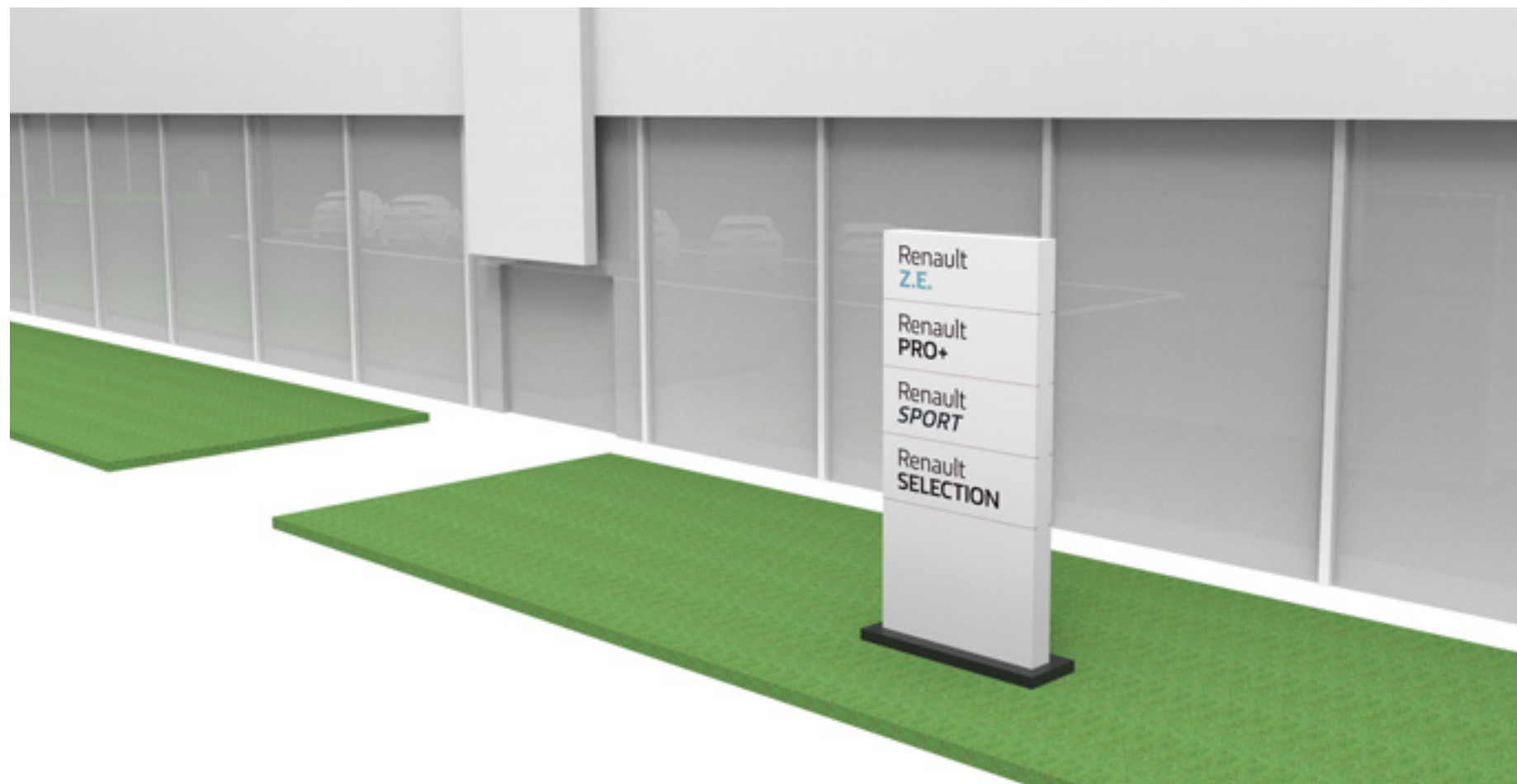
The sign is arranged parallel to the main façade

This layout creates a reading code hierarchy with the Renault totem, so that its impact is not weakened.

Rule 3.

The sign is positioned on the main façade, near the main entrance to the site

It will preferably be placed on the showroom side, fairly close to the Headline zone.



communications overview

Purpose

Promotional media is used at different points in the customer experience.

It is essential that their use is properly managed to ensure that promotion is effective and non-invasive.

There are several types of media that make it possible to meet this objective.

All Sales and After-Sales must be managed in coordination with the Marketing Departments in the countries.

Key

- ① 2 m² promotional sign
- ② 2 m² banner
- ③ 12 m² promotional sign

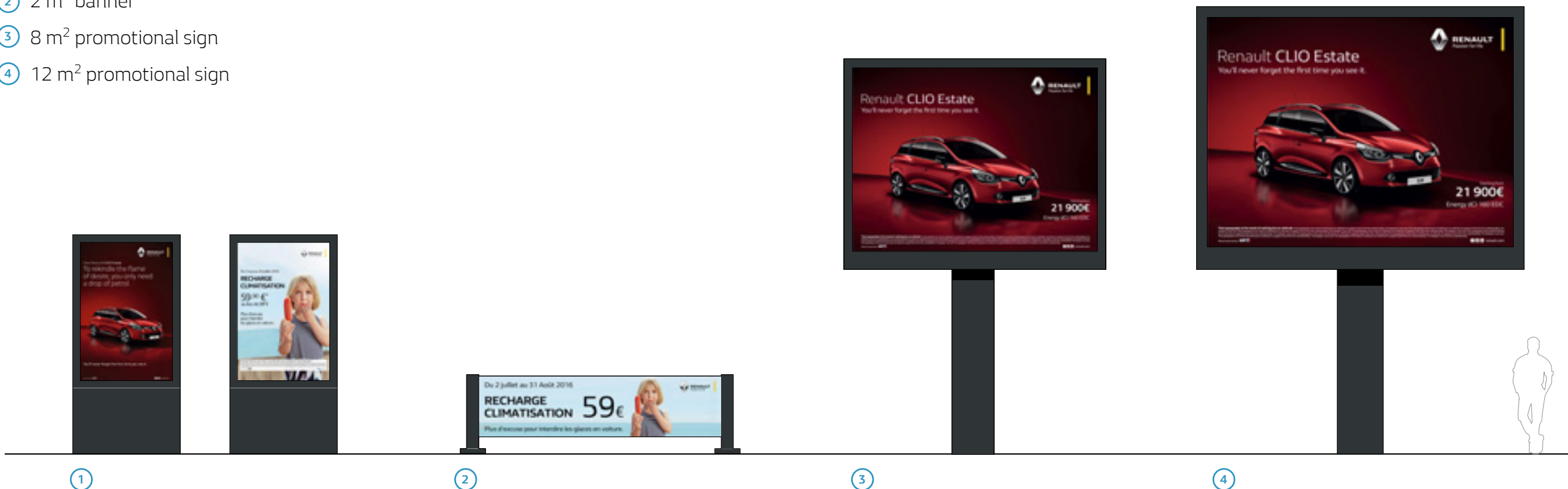


communications

communications media

A complete family of elements

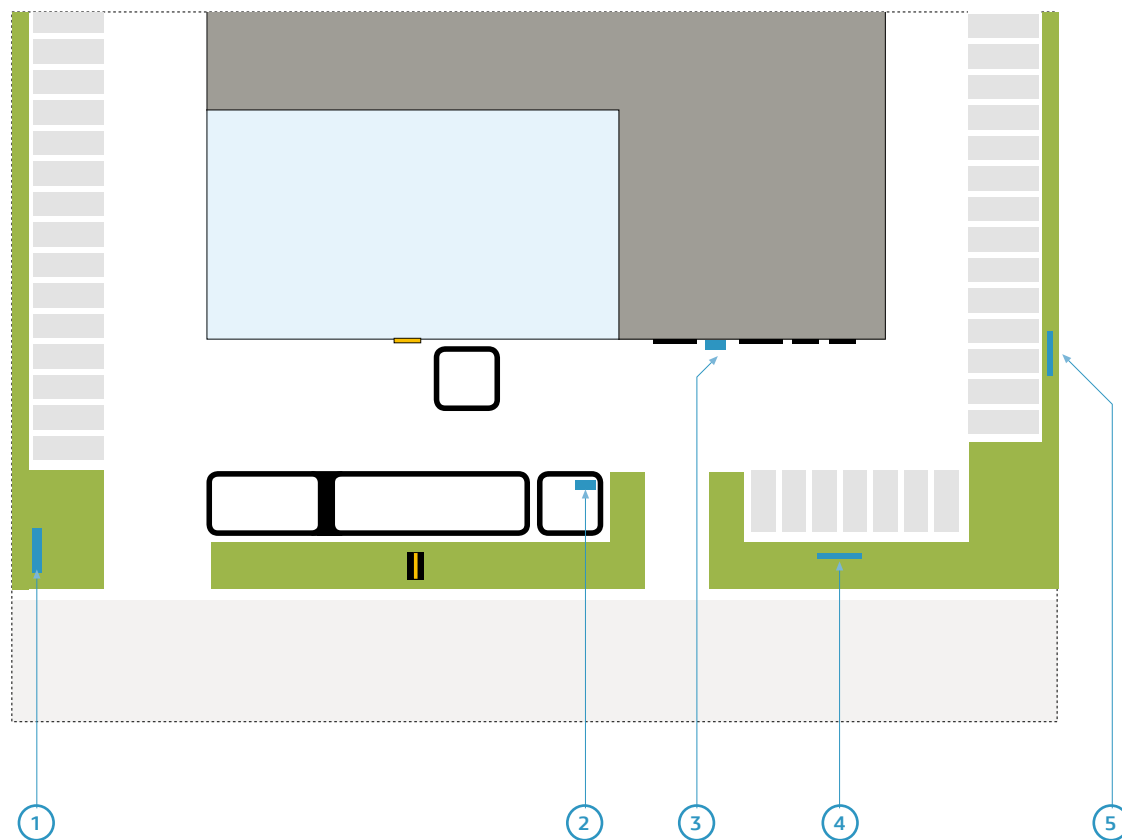
- ① 2 m² promotional sign
- ② 2 m² banner
- ③ 8 m² promotional sign
- ④ 12 m² promotional sign



typical installation

Media devoted to product communications and After-Sales

- ① 8 m² or 12 m² promotional sign devoted to product communications or After-Sales and located at the perimeter of the property.
- ② 2 m² promotional sign devoted to product communications, located in the Headline zone close to the entrance to the site.
- ③ 2 m² promotional sign devoted to After-Sales located along the main façade near to the workshop bays.
- ④ 2 m² banner devoted to After-Sales communications located facing the After-Sales customer parking area.
- ⑤ 2 m² banner assigned to After-Sales communications located perpendicular to the main façade.



communications

the 2 m² sign

A sign which must be located in the Headline zone

The 2m² promotional sign consists of an upper section in which the posters are installed in a light box.

A variant of this 2m² promotional sign incorporating a rolling poster system is also envisaged.

Devoted to product communications, it is located in the Headline zone and is double-sided.

When this sign is devoted to **After-Sales communications**, it is located up against the façade close to the workshop bays.

This sign is single-sided.



communications

the 2 m² banner

A format devoted to After-Sales communications

The 2m² banner is held by 2 posts anchored to the ground by a concrete block.

A banner made of 450 g/m² PVC, incorporating 2 sewn vertical cords, is stretched taut between the 2 posts. It may be recto-verso printed if necessary.

The posts incorporate the tensioning system which can be accessed from the side. The banner is changed by removing the upper cover.

This format is devoted exclusively to After-Sales communications.



communications

the 8 m² display unit

A format devoted to Product communications

The 8m² promotional display unit is a single-pillar display unit accommodating 2 standard format 2.40 x 3.20 m posters arranged recto/verso.

The display unit is not illuminated but can optionally be fitted with an upper lighting rack on each side.

This format is mainly devoted to Product communications.



communications

the 12 m² display unit

A variant of the 8 m² display unit

A variant of the 8m² promotional display unit, this single-pillar display unit accommodates standard format 3.00 x 4.00 m posters.

This format is mainly devoted to Product communications.

