



the
after-sales
façades

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after-sales façades

general

Making the customer journey more fluid

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

Simplify the visual reading of the after-sales façades

Whether the customer has an appointment or not, the numbered workshop bays and reception signage enable the customer to find their way around the Renault Store easily. The directional signage guides after-sales customers to a dedicated parking area.

Harmonize the façades

The workshop bays are grouped by service assignment, and the cladding unifies each group of bays offering the same service.

energize the
after-sales offer

after-sales façades markers



① The After-Sales customer parking area

After-Sales customers are guided to a dedicated parking area as soon as they arrive at the site.

② The After-Sales façade

The cladding highlights bay groups assigned to the same services.

The numbering and markings guide the customer in his journey on the site.

③ After-Sales promotion

After-Sales communication media are presented close to the customer parking and on the main façade.

workshop bay cladding

vue générale

Purpose

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

The rest of the façade is clad in white.

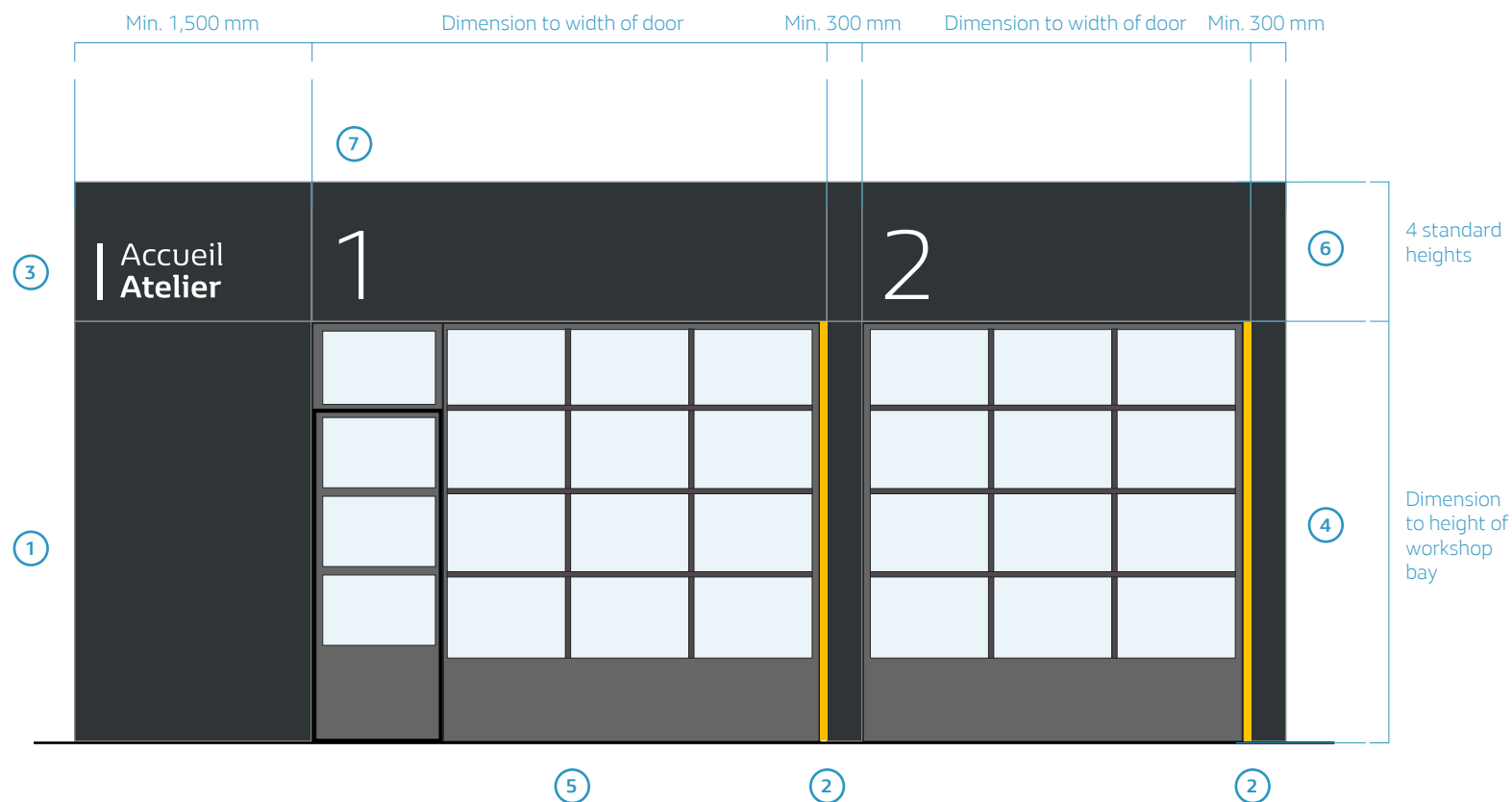


workshop bay cladding

the components

The workshop bays are clad in groups with the same activity

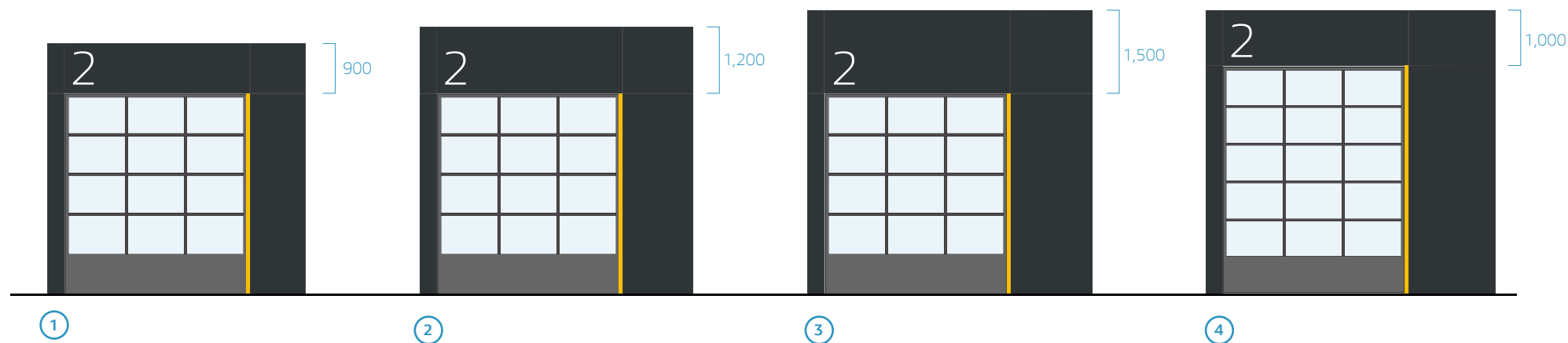
- ① The cladding consists of metallic dark grey aluminum panels.
- ② On the right side, a yellow vertical strip accentuates the visibility of each of the workshop bays.
- ③ A wording completes the identification of the workshop bays.
- ④ Uprights are re-cut to the required height for each bay.
- ⑤ Doors 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.



the horizontal panels

4 standard heights covering the different application cases

- ① 900 mm horizontal panel for façades less than 6 m in height,
- ② 1,200 mm horizontal panel for 6 m façade,
- ③ 1,500 mm horizontal panel for façades greater than 6.6 m in height,
- ④ 1,000 mm horizontal panel for high Renault Pro+ workshop bays, requiring a façade height greater than 6.6 m.



workshop bay cladding

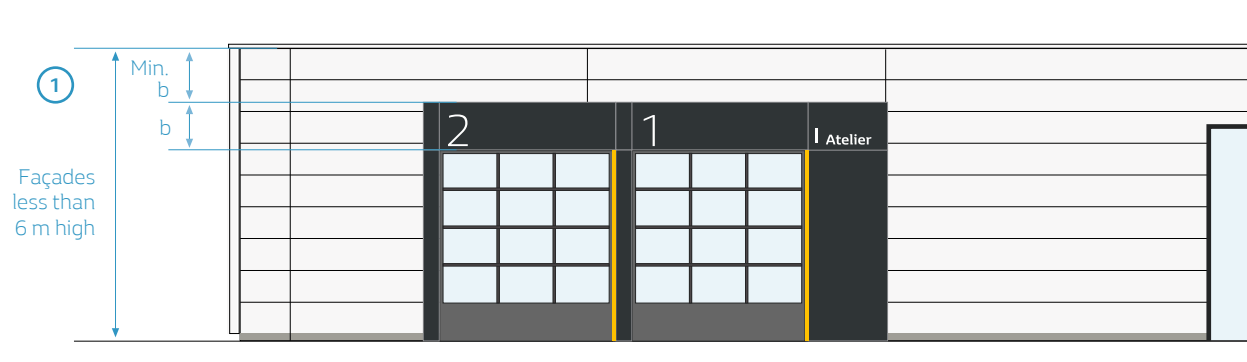
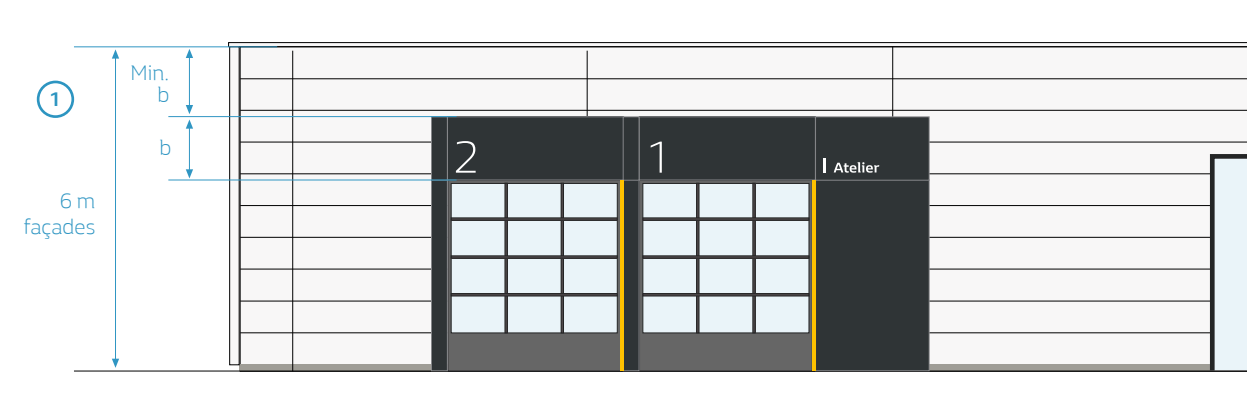
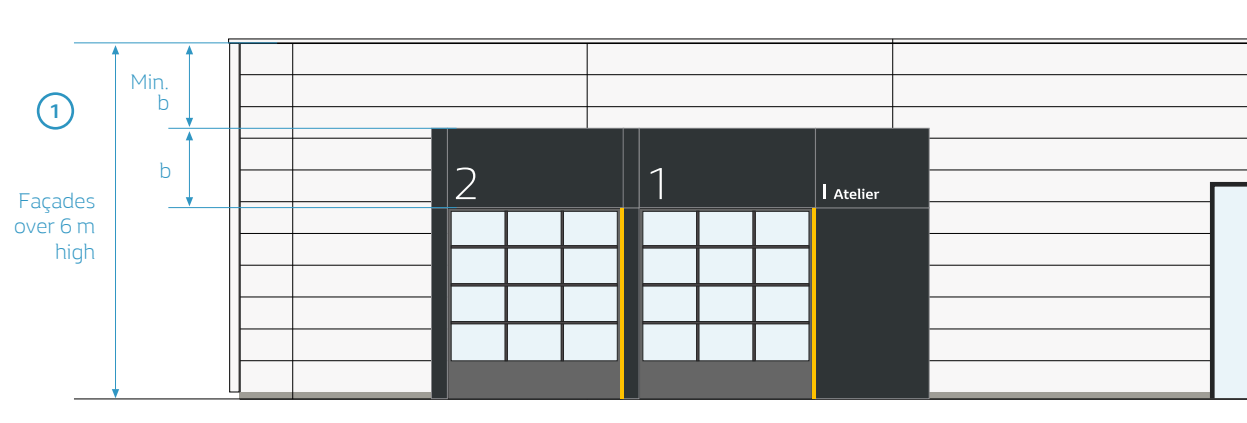
height of horizontal panel

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.

Quality requirement

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



workshop bay cladding the side panels

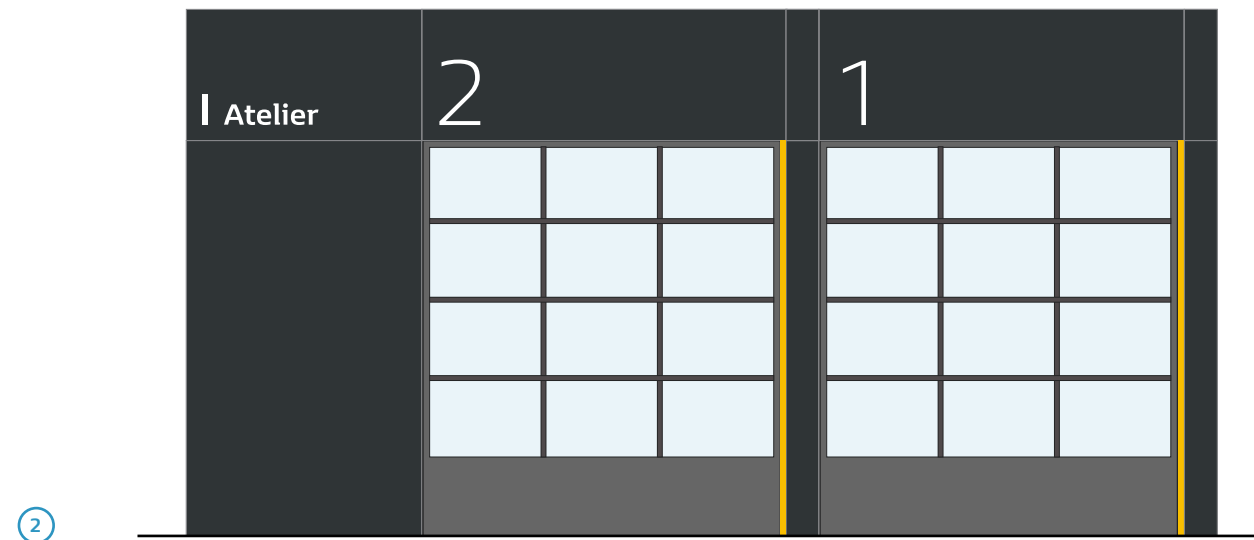
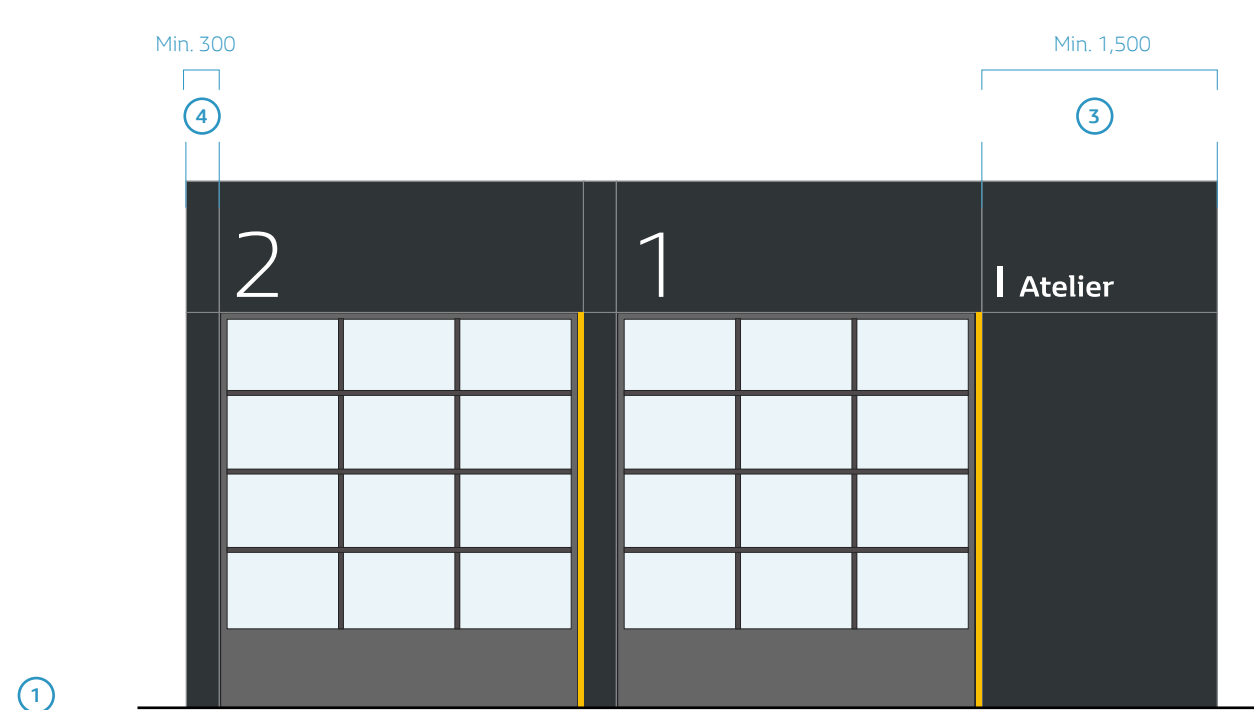
Side panel with marking

The cladding side panel featuring the identification of the bay group can be positioned:

- ① either on the right,
 - ② or on the left,
- of the group of workshop bays.
- ③ Its minimum width is 1,500 mm.

Side panel without marking

- ④ The unmarked cladding side panel shall have a minimum width of 300 mm.



workshop bay cladding

the markings

Side and horizontal panels with marking

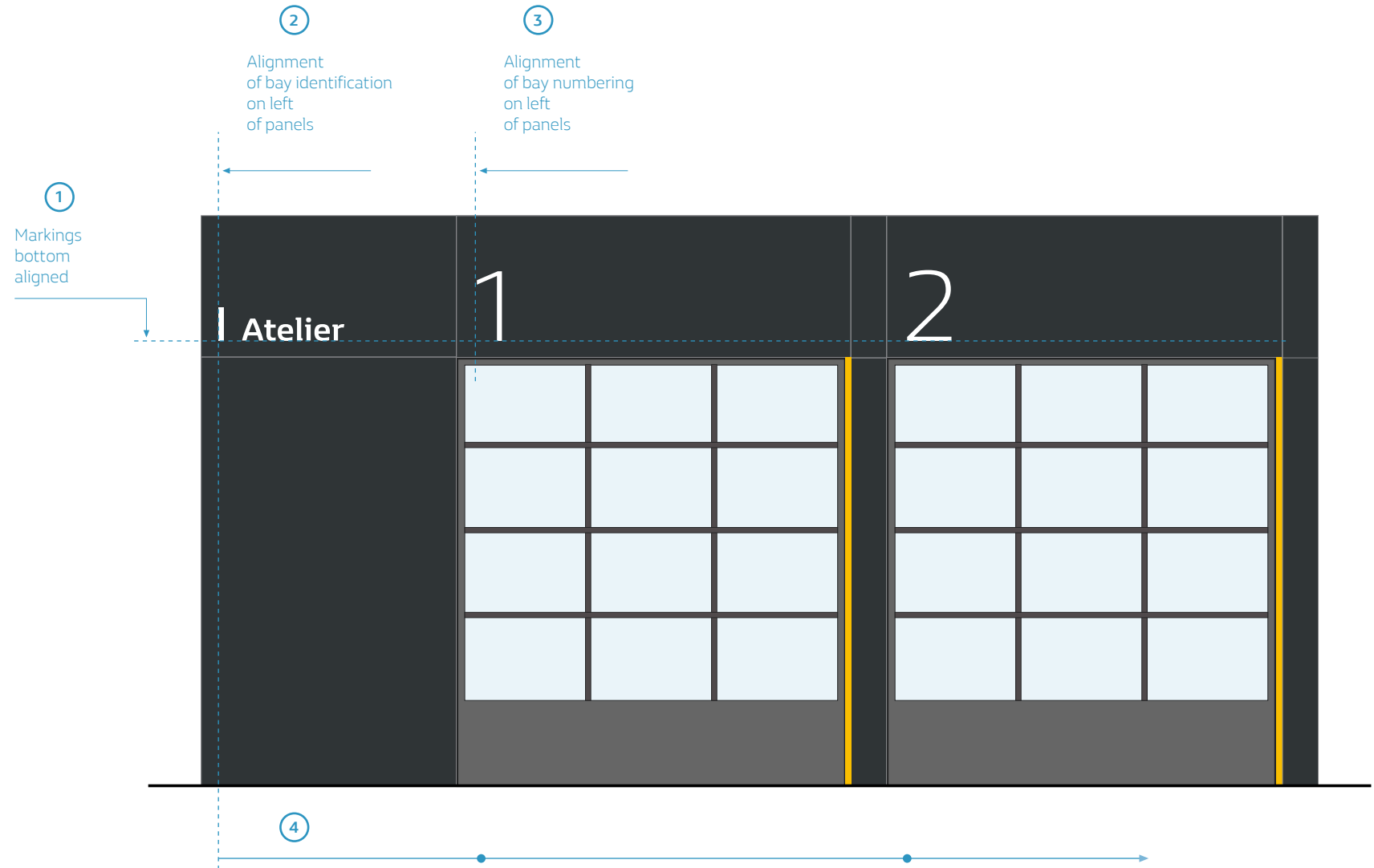
The markings follow the rules set out below

- ① All the markings are bottom aligned,
- ② Alignment of identification marking on left of panels,
- ③ Alignment of bay numbering on left of panels.

Numbering direction

- ④ The incrementation starts from the identification marking (e.g. Workshop)

In the case of several bay groups, the numbering picks up where the previous bay left off, so as never to have two bays on the same site with the same number.



Note. In the absence of identification marking, numbering is done in the direction of the main customer flow.

workshop bay cladding

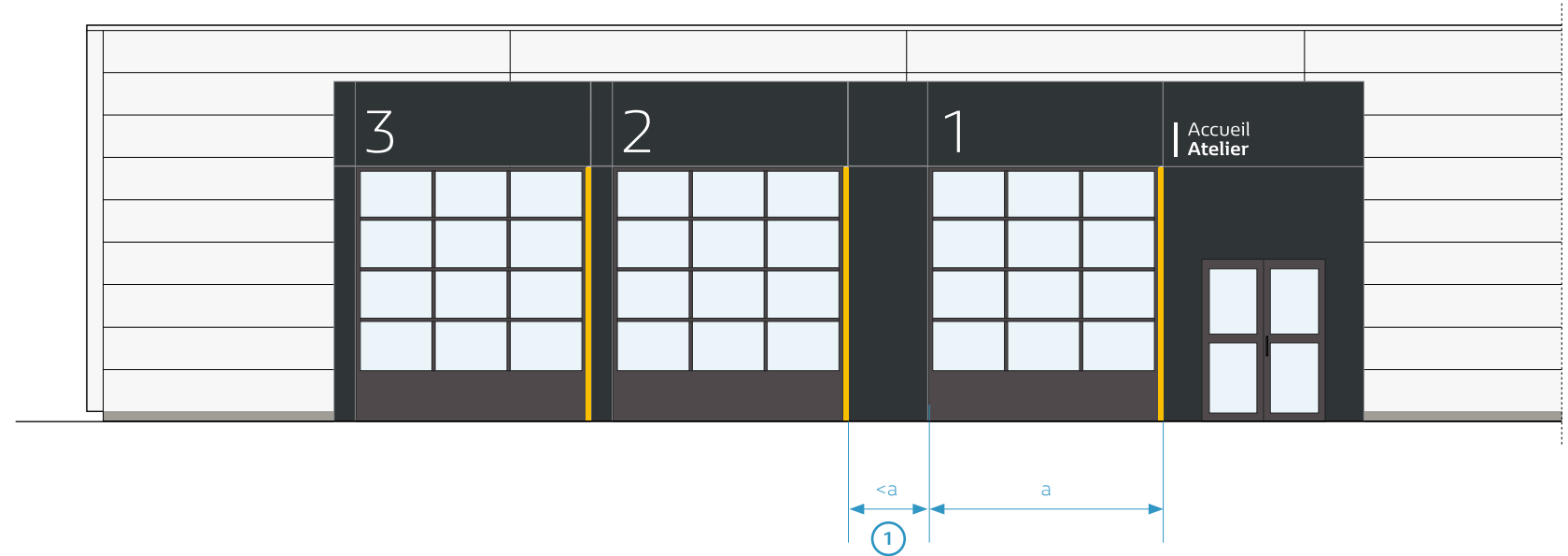
linking of bay groups

① General rule

Workshop bays assigned to the same activity are grouped together by the unity of the cladding.

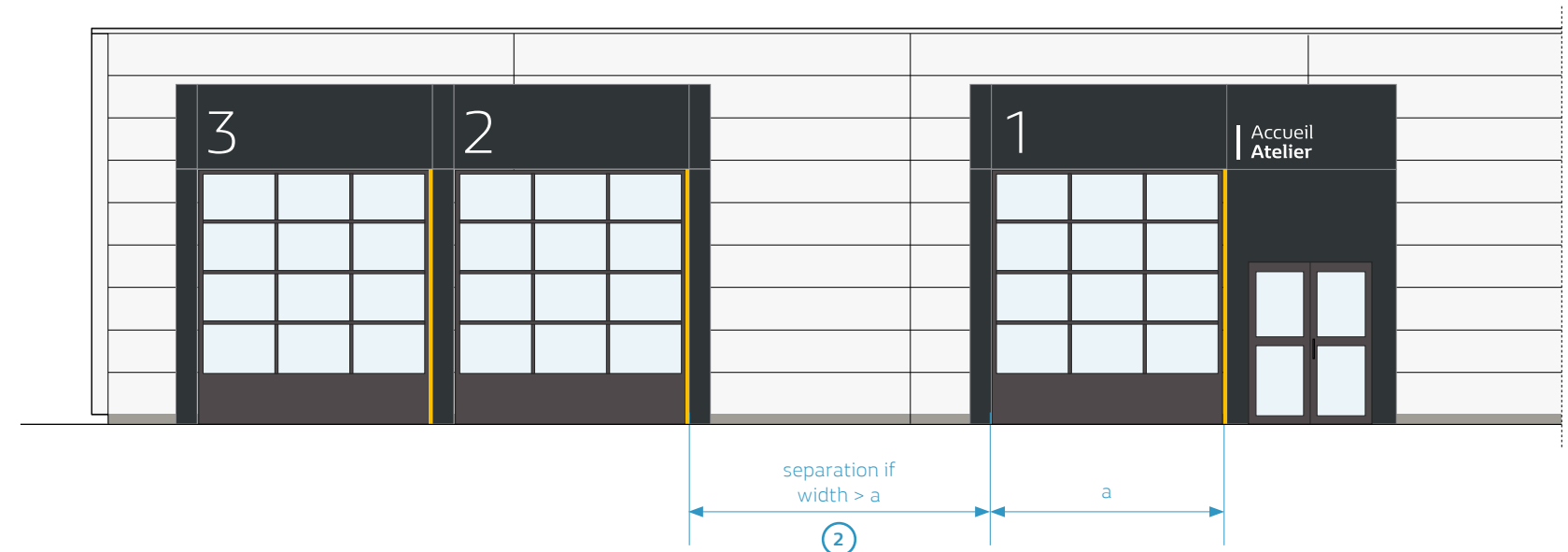
The uprights within this cladding can be of different widths.

Cladding between 2 bays shall not exceed the width of the bay itself.



② Limit of the application

When 2 bays belonging to the same activity are separated by a width of more than one bay, the cladding shall not be implemented between these two bays. Only 2 x 300 mm side panels shall be used.

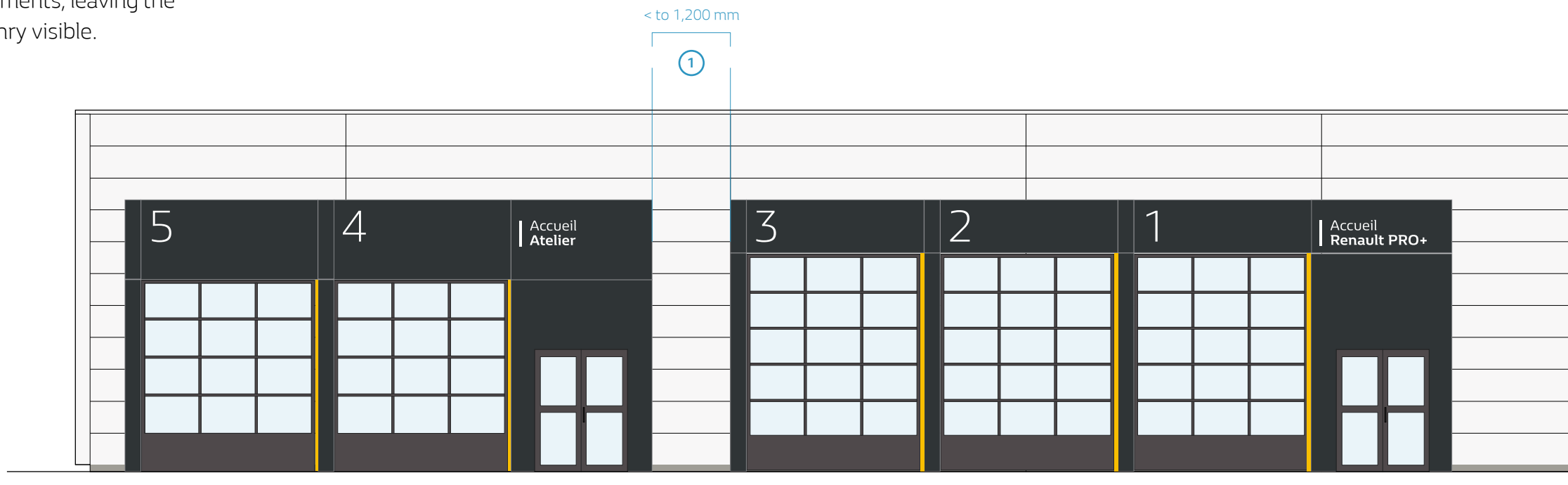


workshop bay cladding

separation of bay groups

Separation of 2 bay groups requires a width of 1,200 mm

- ① To facilitate the perception of each activity, it is necessary to leave a separation of 1,200 mm between the dark grey cladding elements, leaving the white siding or masonry visible.



workshop bay cladding

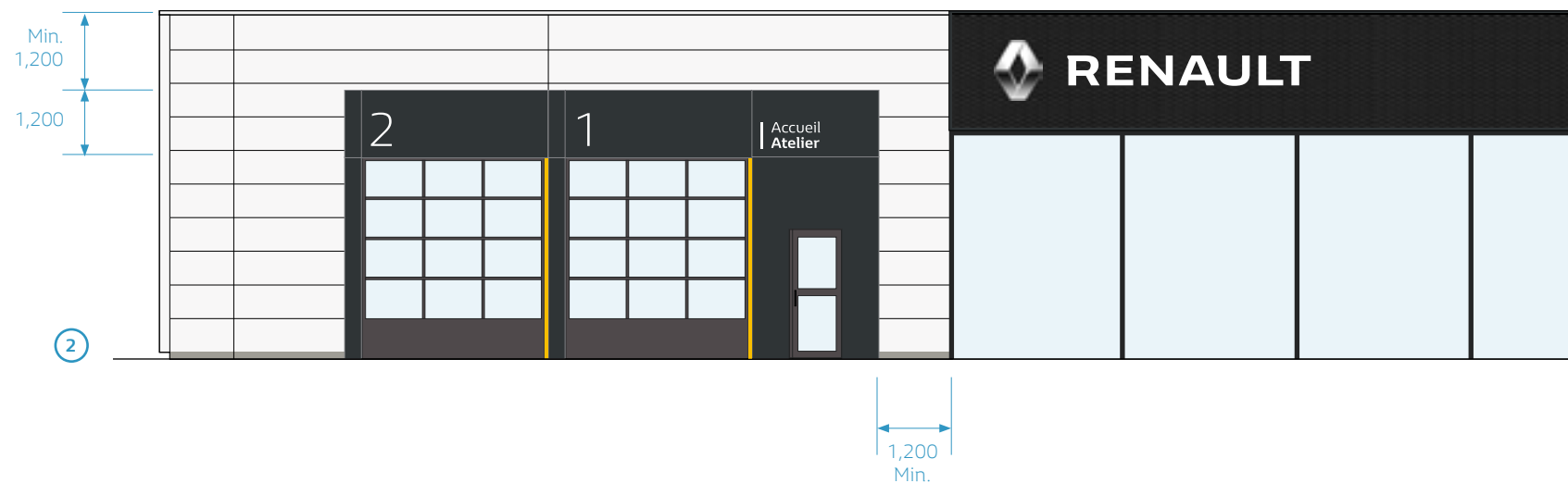
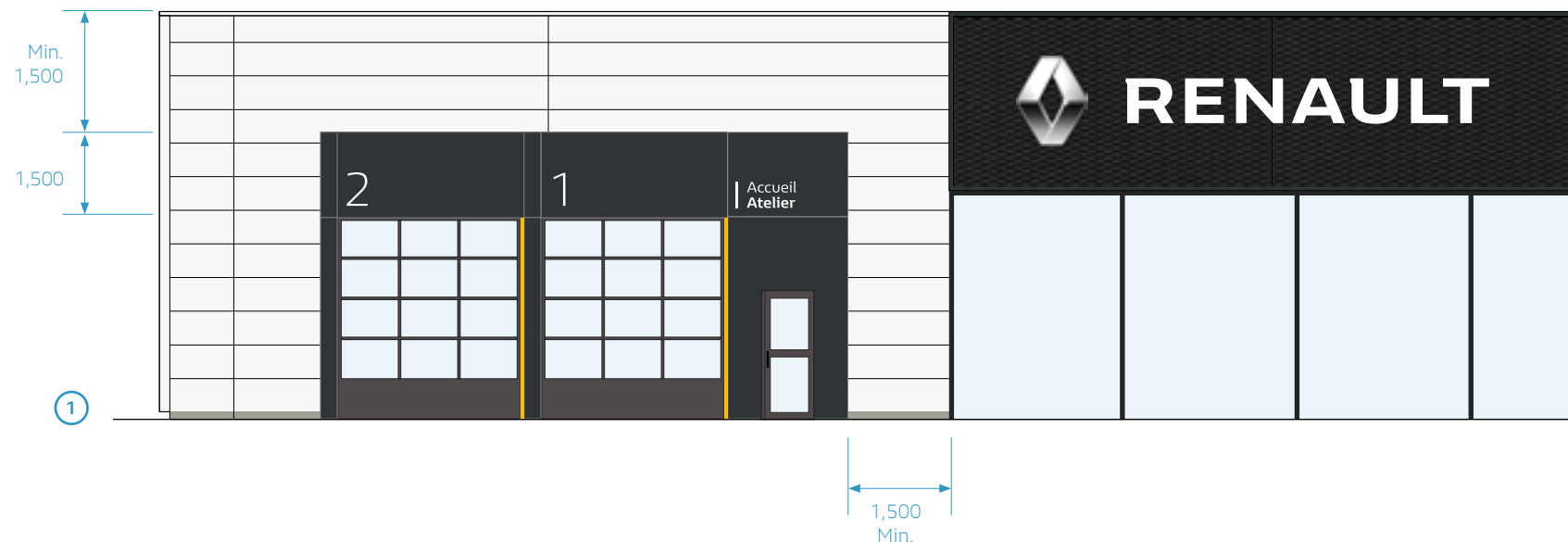
bays close to the showroom

General rule

When the workshop bays are close to the showroom, it is necessary to create a white neutral zone so as not to interfere visually with signage on the showroom façade banner.

This neutral zone depends on the height of the horizontal panel used on workshop bay.

- ① Example of workshop bay with a 1,500 mm horizontal panel
- ② Example of workshop bay with a 1,200 mm horizontal panel



workshop bay cladding

how do I implement the cladding for the bays?

Rule 1.

The workshop bays are clad in groups with the same activity

This grouping simplifies the visual reading of the façades of the site.

Rule 2.

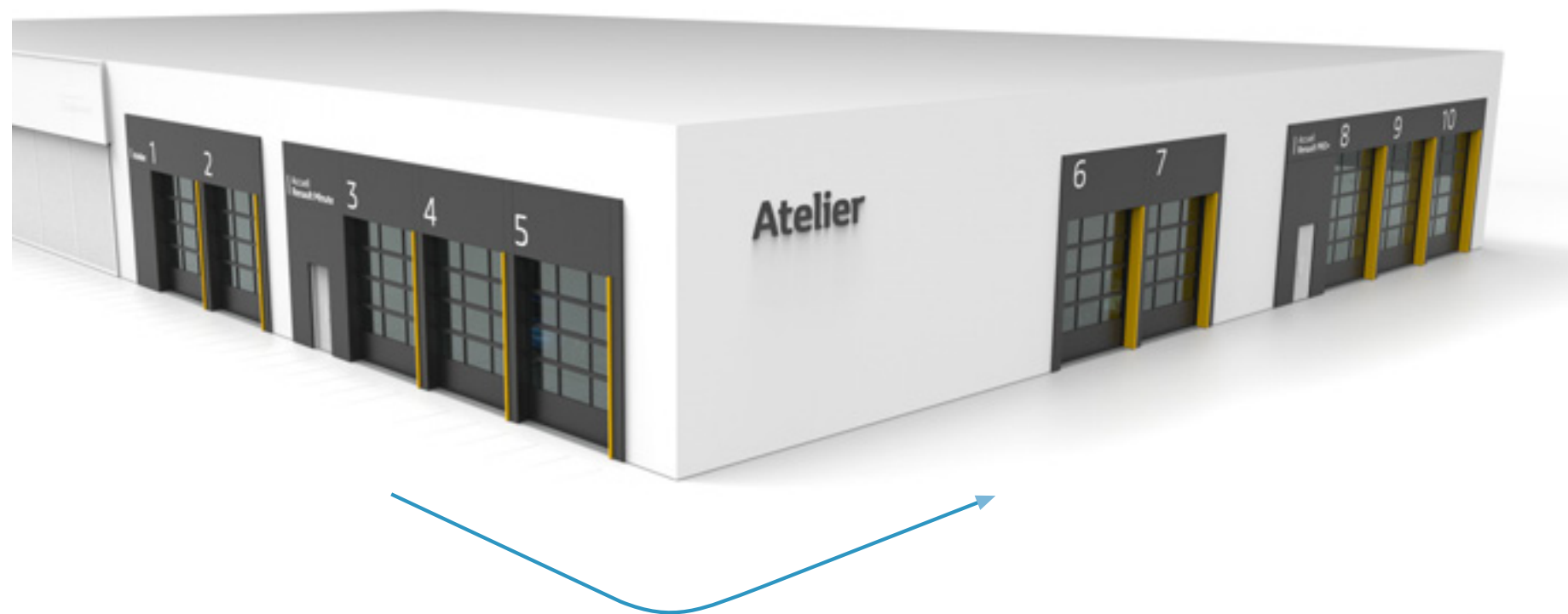
The markings on the cladding identify the nature of the activity of each group of bays

If there is an access to a reception for the activity, the indication of the reception must feature in the designation to assist customers in finding their way around the site.

Rule 3.

The bays shall be logically numbered starting from the showroom or in the direction of the main customer flow

The numbering of the bays allows customers to find the workshop bay where they have an appointment.



marking of bays

overview

Purpose

The workshop bay cladding bears the identification of the reception point and the numbering of the bays.

- ① On the secondary façade, the word “Workshop” creates a continuity with the main façade.
- ② The signage identifies the assigned service for the bay or bay group.
- ③ The numbering helps locate the required bay on the façades.



marking of bays

identification of bays

4 names selected

① **Atelier**

identifies workshops without a pedestrian access door or a customer reception

② **Accueil Atelier**

identifies workshops featuring an integrated reception with pedestrian access.

③ **Accueil Renault Minute**

identifies Renault Minute bays featuring a dedicated reception (exceptionally on 3 lines).

④ **Accueil Renault Pro+**

identifies Renault Pro+ bays featuring a dedicated reception (exceptionally on 3 lines).

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

① | **Atelier**

② | **Accueil
Atelier**

③ | **Accueil
Renault Minute**

④ | **Accueil
Renault PRO+**

| **Accueil
Renault
Minute**

| **Accueil
Renault
PRO+**

marking of bays

alignment of markings

Generic case of standard bays

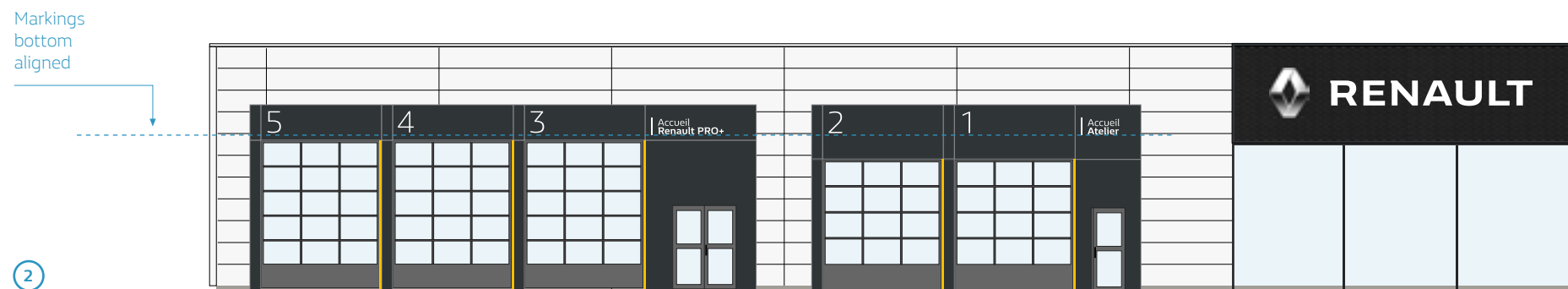
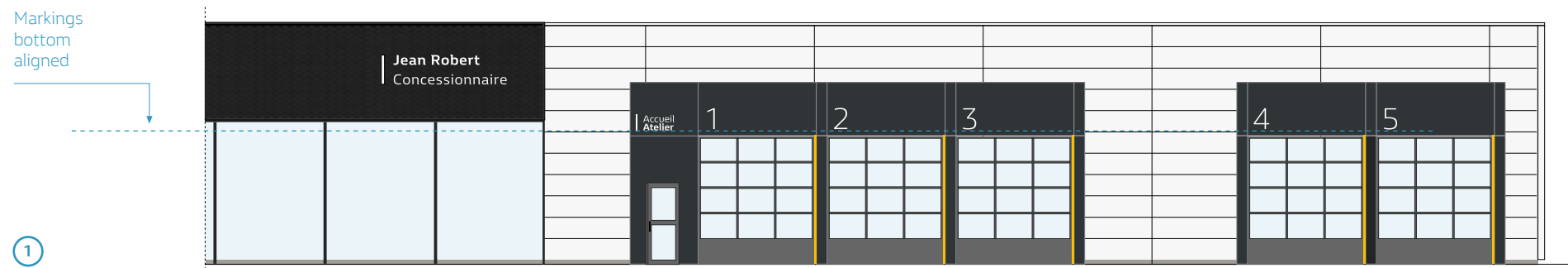
- ① All markings, numbering or identifications are bottom aligned.

Specific cases with juxtaposition standard bays and Renault Pro+ bays

- ② When workshop bays of different heights are juxtaposed on the same façade, the bottom alignment is determined by the highest of the markings.

This rule is applied façade by façade.

Alignments may be variable between main façade and secondary façades, but must be the same along the same façade.



marking of bays

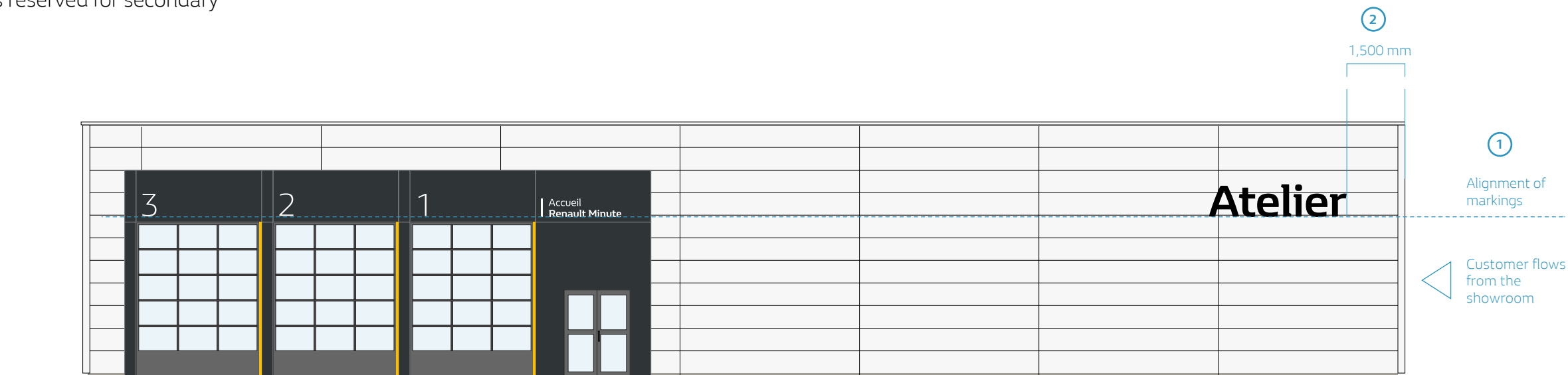
marking of workshop façade

If the workshop bays are distant from the showroom

When the workshop bays are located on a secondary façade and remote from the showroom, it is necessary to identify the activity of the secondary façade with a "Workshop" marking.

This marking is reserved for secondary façades.

- ① The Workshop word is bottom aligned on the other markings of the facade.
- ② The Workshop word is positioned at a distance of 1,500 mm from the corner of the main facade.

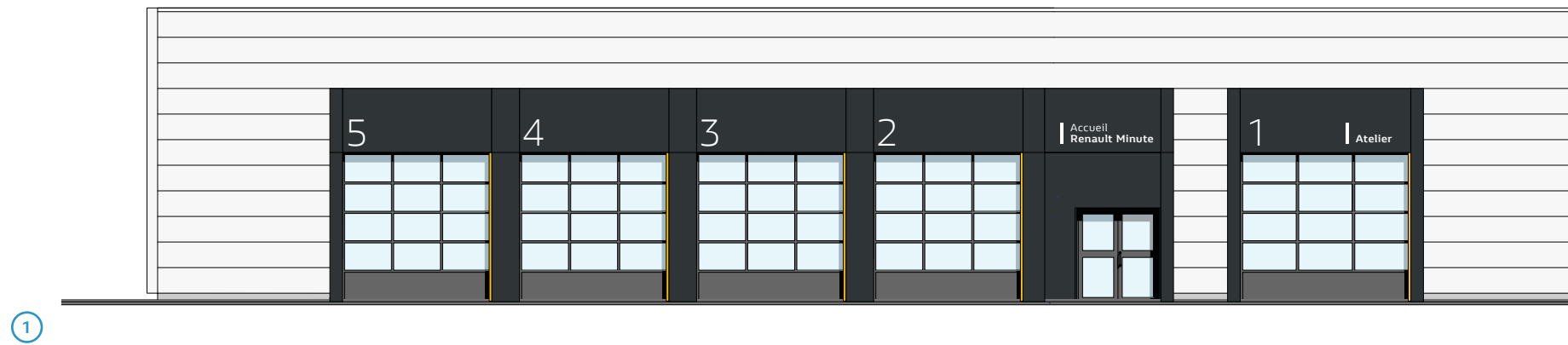


marking of bays

use of the Workshop word

Depending on the type of façade, the Workshop word will be used differently

- ① On the main façade, the Workshop word cannot be isolated; it is applied within the bay cladding.
- ② On the secondary facade, when the Workshop word is applied directly on the façade, it shall not be repeated within the cladding of the bays.

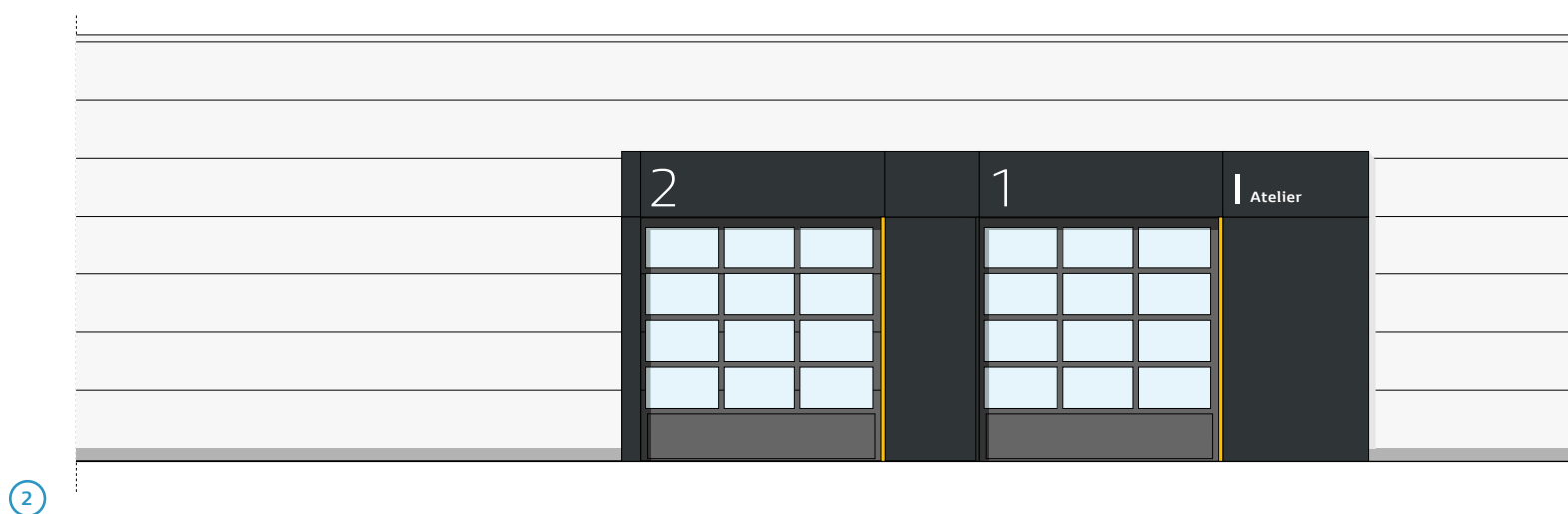
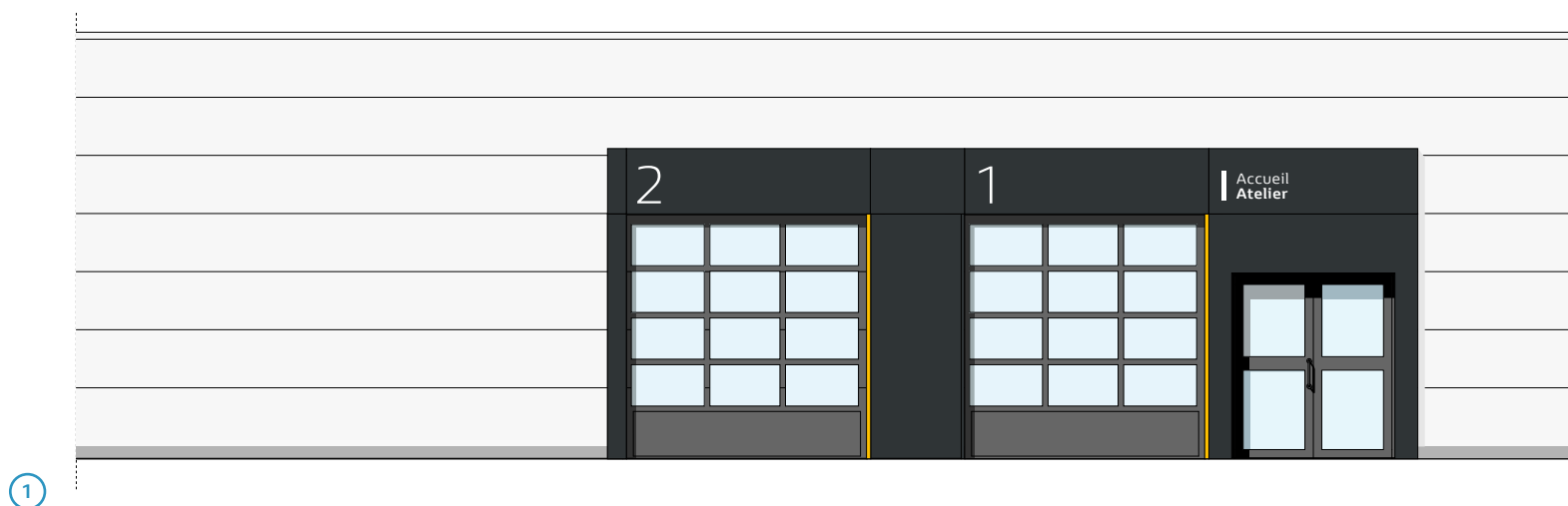


marking of bays

use of the Reception word

The Reception word is only used if the customer has direct access to a dedicated Reception point

- ① If the Workshop reception is directly accessible via the door, the Reception word features in the bay group signage
- ② If no dedicated Workshop reception is directly accessible, in the absence of a door, only the Workshop word features in the bay group signage.



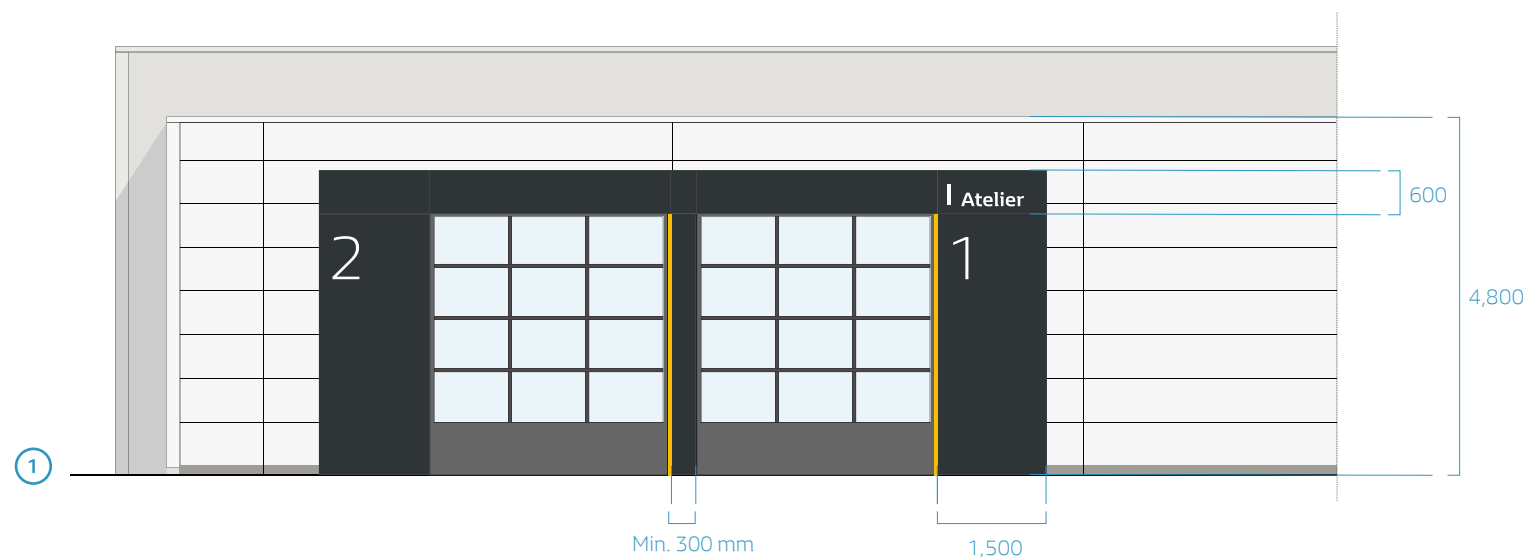
special cases

low buildings

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

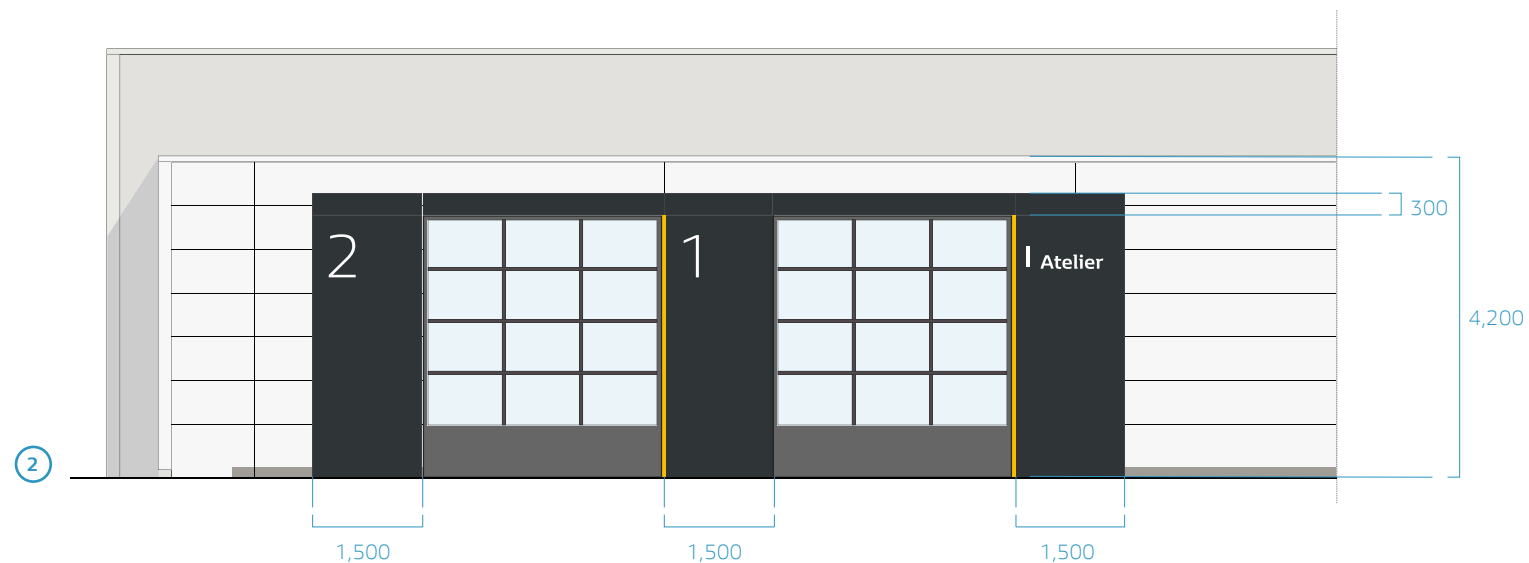
- ① When it is not possible to implement the smallest of the standard horizontal panel heights (900 mm), the side panel shall be used for the numbering

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



**For buildings 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.

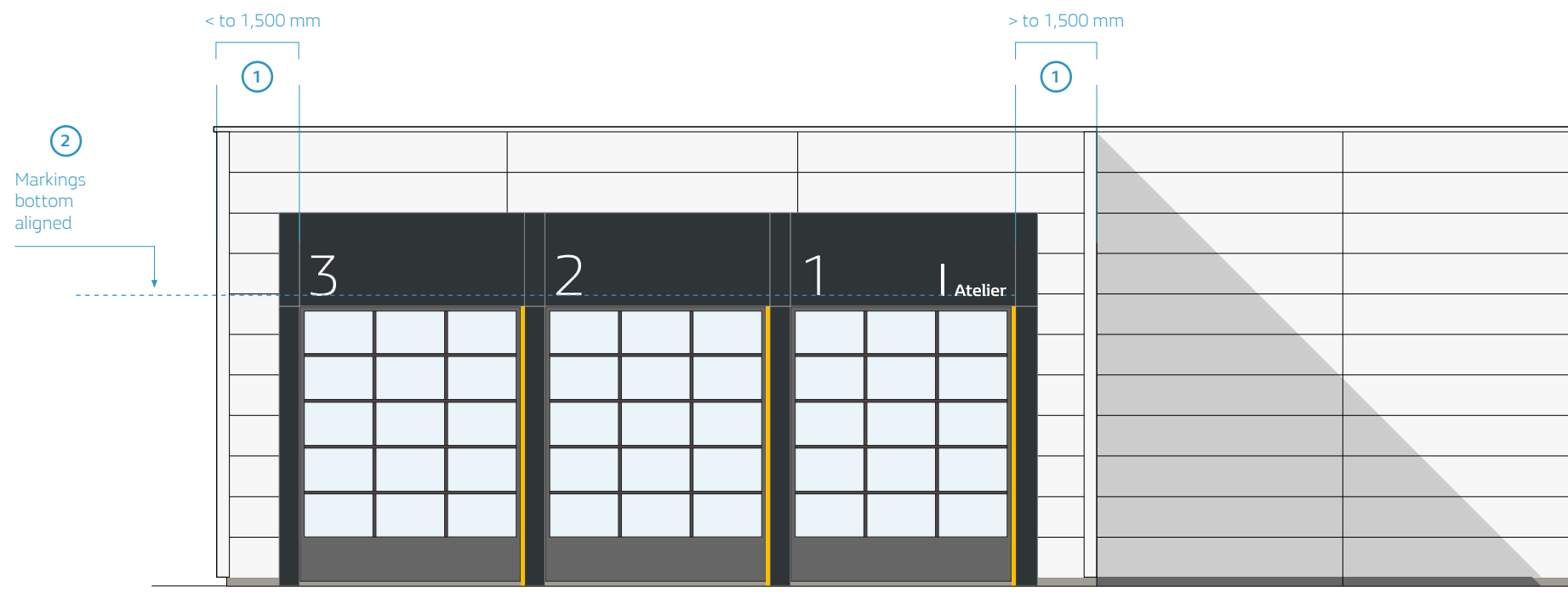


special cases

narrow façades

When the distance between the workshop bay and the edge of the façade is less than 1500 mm

- ① When it is not possible to incorporate a side panel (minimum 1500 mm as standard), the identification of the bay is implemented in the horizontal panel.
- ② It is bottom aligned with the numbering of the bays.



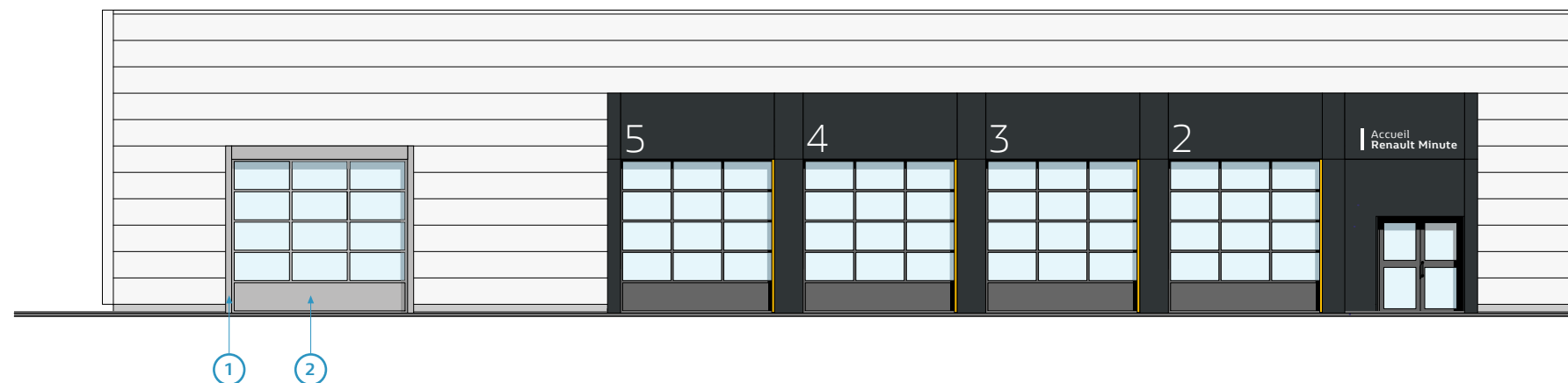
special cases

back-office workshop bays

Back-office workshop bays receive a neutral treatment

When a workshop bay provides access to a back-office activity, such as the delivery of spare parts, it shall receive a neutral treatment to integrate it into the façade, highlighting the bays accessible to customers.

- ① Frame painted in RAL 7040 grey
- ② Vertical lift door, RAL 7040 grey



the independent After-Sales site overview

The main rules of identification

- ① The Renault flags, arranged in groups of three, identify the site. A single group shall be positioned on one side of the site.
- ② The Renault flag insignia is located on the main façade, close to the customer reception.
- ③ The Renault Workshop* signature is present on the façade above the customer reception.

* The name shall be adapted appropriately for each country or region.

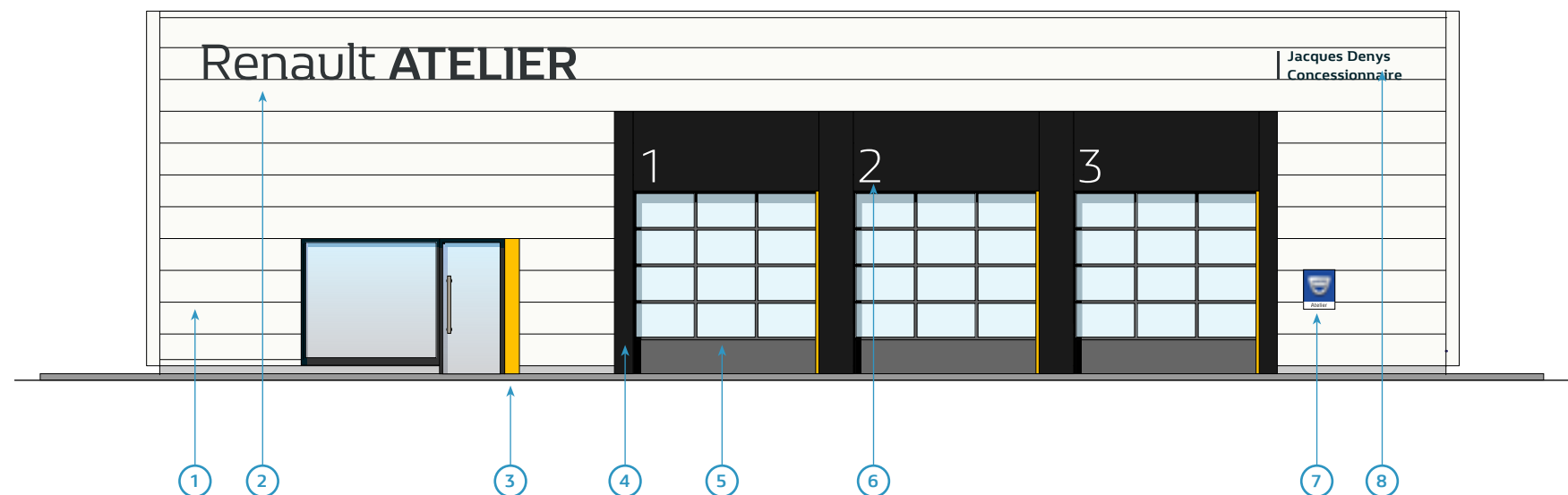


the independent After-Sales site

typical façade

Description

- ① Cladding or masonry in RAL 9010 white
- ② Renault Workshop signature in box letters
- ③ Vertical entrance marker
- ④ Cladding of workshop bays in metallic dark grey
- ⑤ Doors and door frames painted in RAL 7021 dark grey
- ⑥ Numbering of bays
- ⑦ Dacia Workshop sign (optional)
- ⑧ Site name in adhesive or in LED block letters

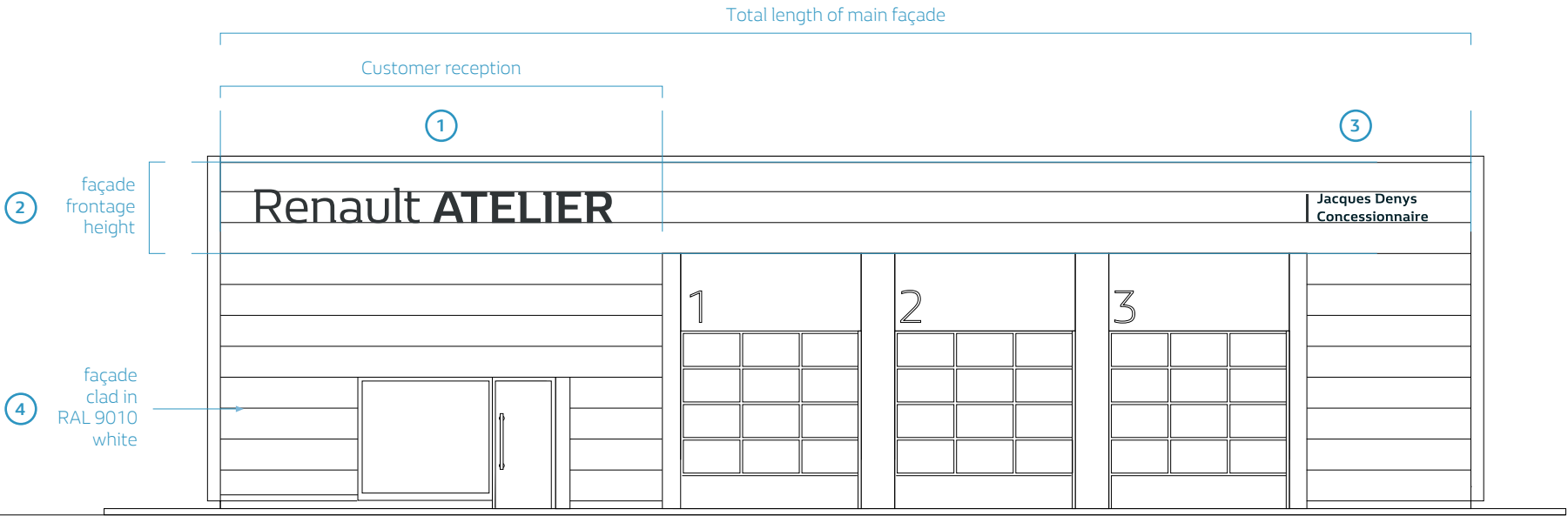
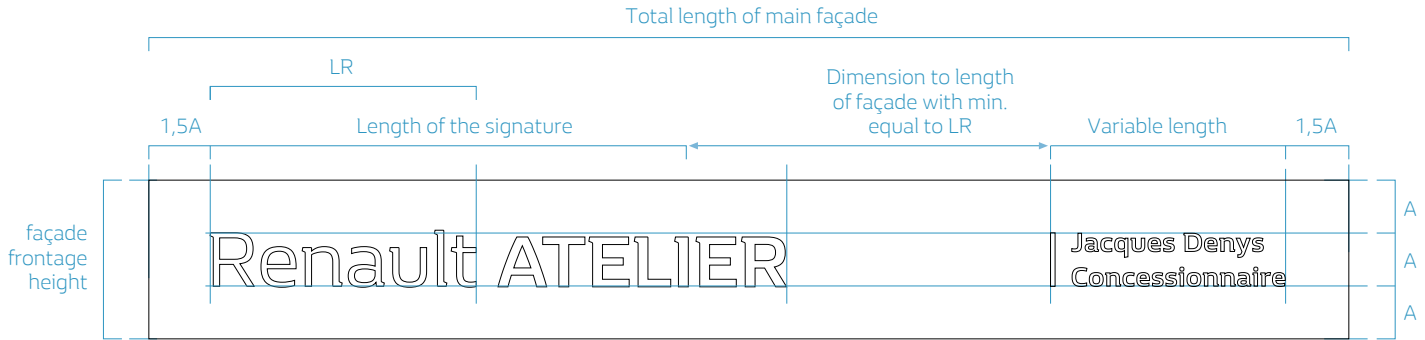


the independent After-Sales site

signature

Rules on positioning

- ① The Renault Workshop signature is positioned above the customer reception (or on the left hand side of the building).
- ② The height of the signage is determined by the height of the white façade frontage based on the drawing opposite.
- ③ The Site Name is positioned on the opposite side to the Renault Workshop signature.
- ④ The general façade is clad in RAL 9010 white arranged horizontally.

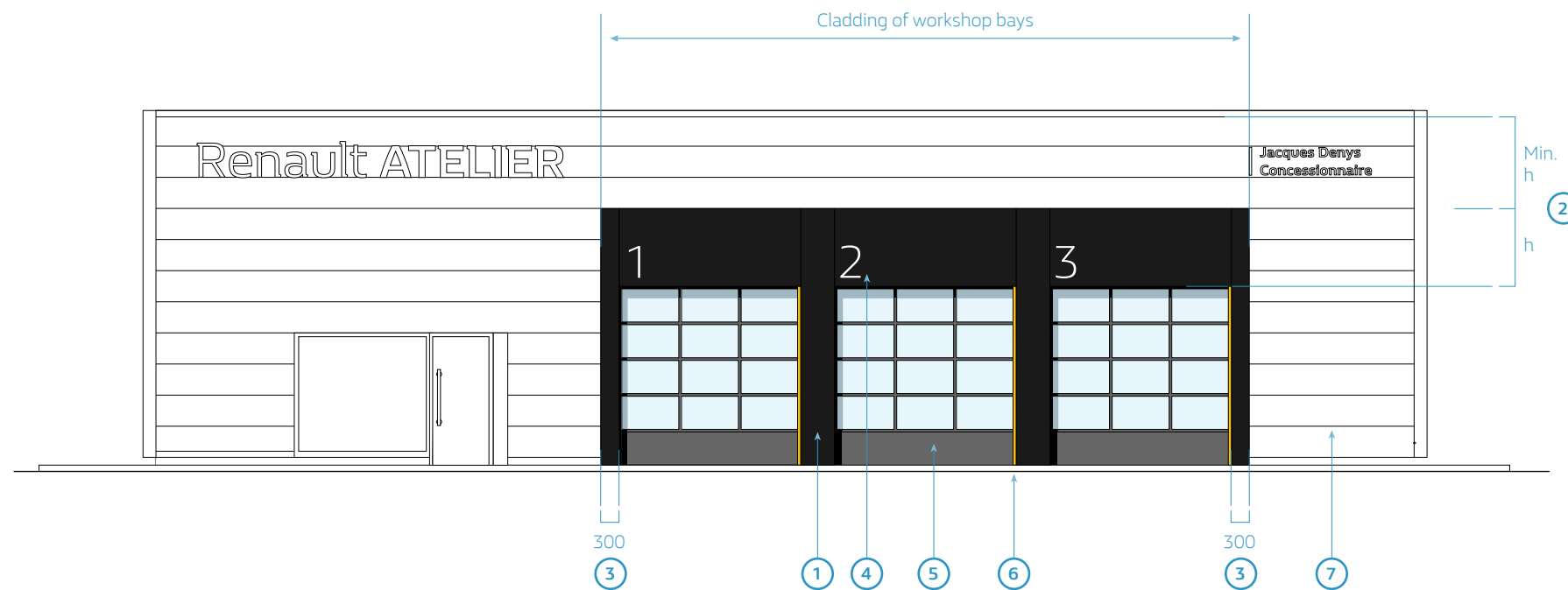


the independent After-Sales site

cladding of the bays

Installation rules

- ① The cladding gives all the workshop bays a unified appearance.
- ② The height of the white section above the horizontal panel shall be equal to or greater than the height of the horizontal panel itself.
- ③ The exterior side panels are always 300 mm wide
- ④ The numbering of the bays is always positioned to the left of the panel.
- ⑤ The doors and frames are painted in RAL 7021 dark grey.
- ⑥ The yellow vertical strip accentuates the visibility of each of the workshop bays. It is always positioned to the right of each door.
- ⑦ The façade is uniformly painted in RAL 9010 white.



the independent After-Sales site

positioning of markings

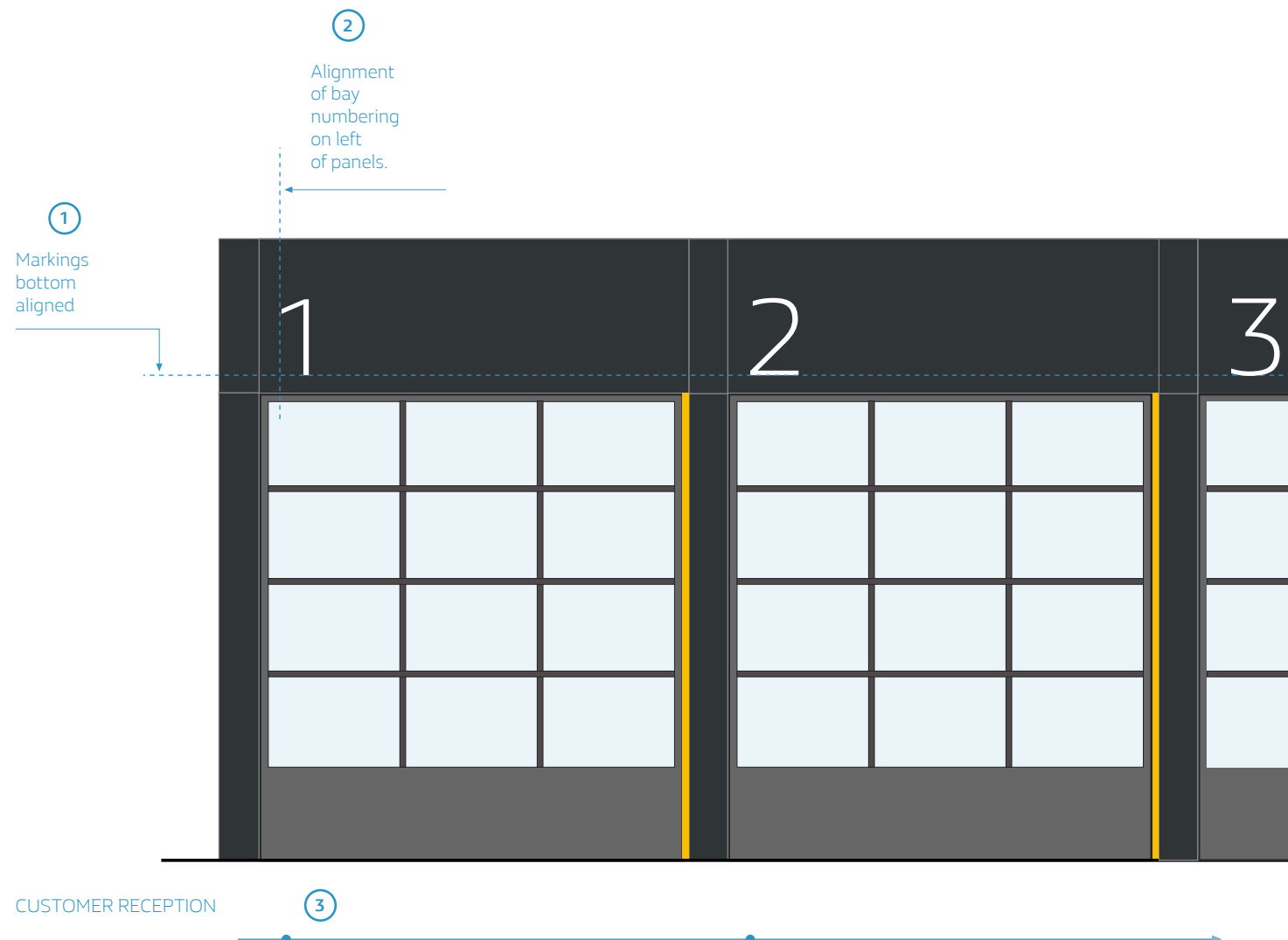
Side and horizontal panels with numbering

The markings follow the rules set out below

- ① Markings bottom aligned,
- ② Alignment of bay numbering on left of panels.

Numbering direction

- ③ The numbers are to be incremented in the direction moving away from the Customer Reception (situated on the left in the example opposite).

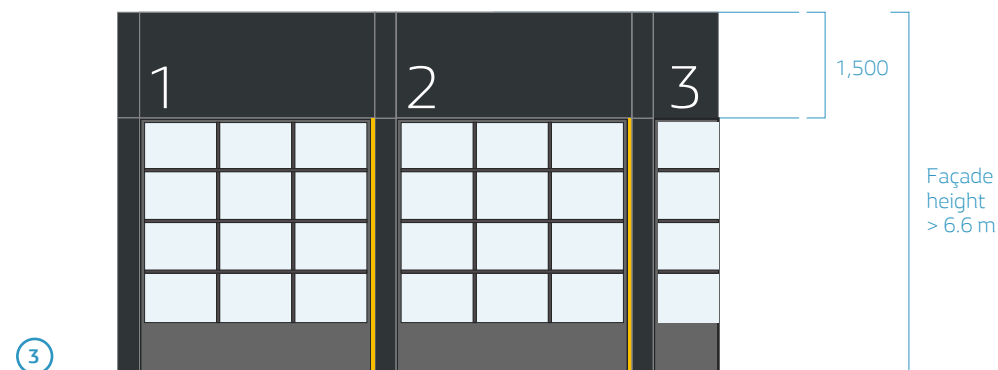
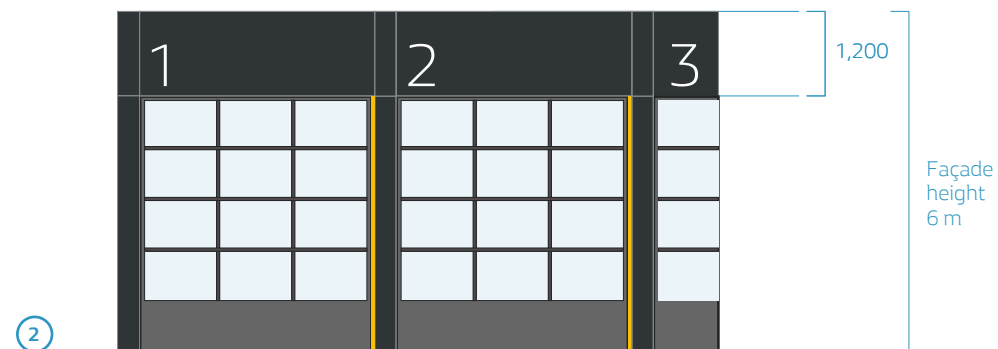
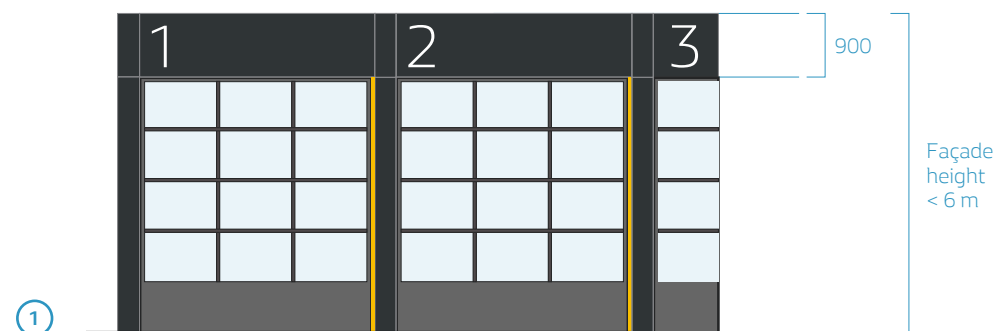


the independent After-Sales site

the horizontal panels

3 standard heights covering the different application cases

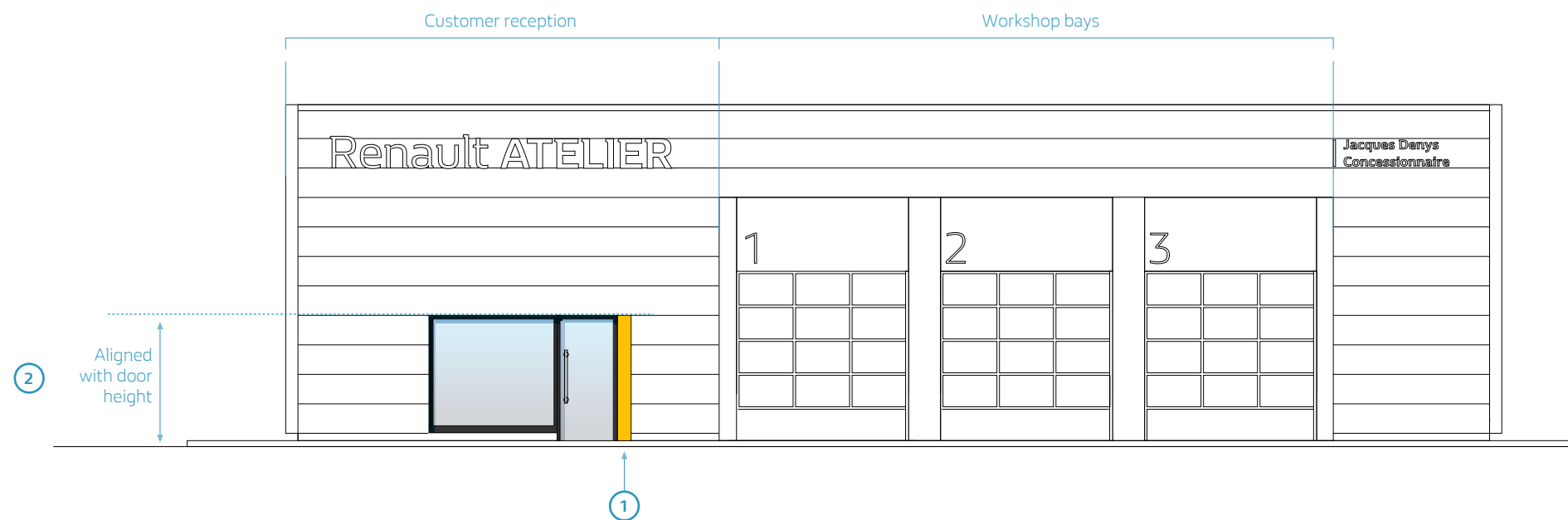
- ① 900 mm horizontal panel for façades less than 6 m in height,
- ② 1,200 mm horizontal panel for 6 m façade,
- ③ 1,500 mm horizontal panel for façades greater than 6.6 m in height,



the independent After-Sales site entrance signage

Installation rules

- ① The vertical entrance marker is positioned to the right of the entrance door to the customer reception.
- ② The height of this item will be adapted to match the height of the entrance door.



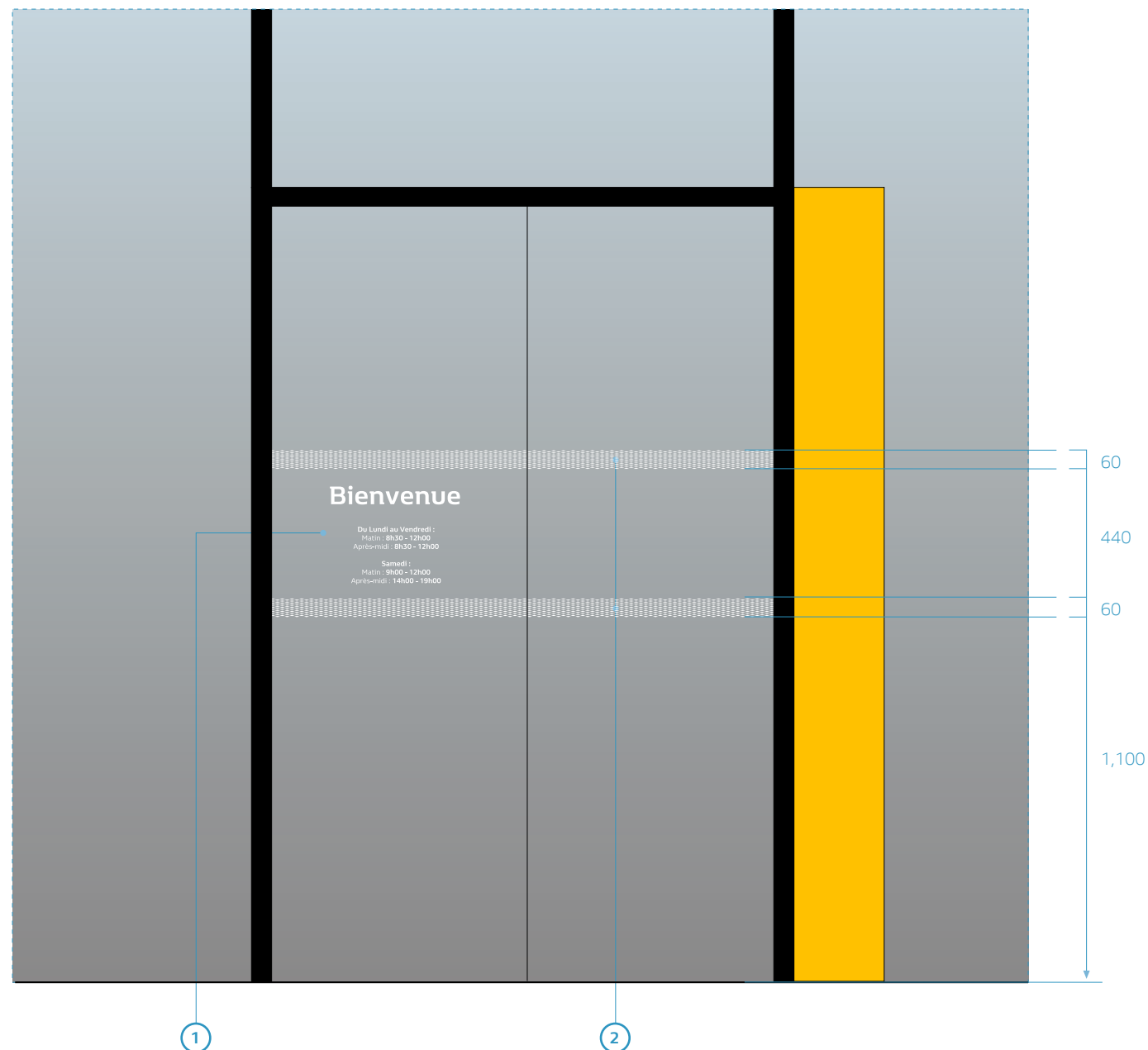
the independent After-Sales site

adhesive markings for entrance

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.



the independent After-Sales site

adhesive markings for entrance

Installation rules

- ① The opening hours are displayed on the door of the showroom, accompanied by the word “Bienvenue”.
- 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 Workshop 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 Atelier
Jacques Denys - Concessionnaire

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

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