



DACIA EVOLUTION



The interior application guide

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Enjoy the guide!

The objectives of Dacia Evolution

Redesign the Dacia showroom with three goals:

- › Strengthen the Dacia Brand
- › Create an environment which promotes the Dacia community
- › Promote sales in the Dacia showroom by emphasizing the range, accessories and services.

Generous
Simple
Honest
Free spirit
Reassuring
More for Less

A concept which sums up the Dacia phenomenon:

BREAK THE RULES !

- › Create an efficient space conducive to sales
- › Simplify the customer's route through the showroom
- › Make the range more accessible and desirable.



The objectives of Dacia Evolution

An educational and efficient customer route

Organization and classification of messages according to the available spaces.

Simple and clear graphics

Visible for everyone, graphics make the point of sale more attractive and messages more enticing.

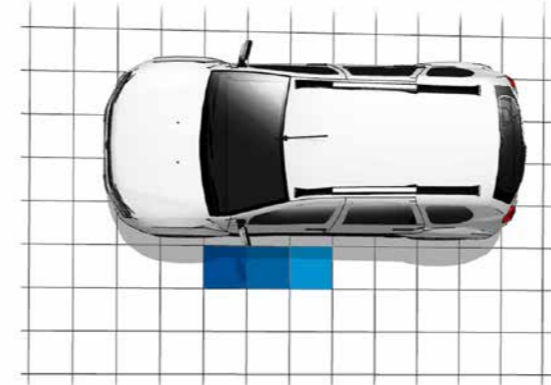
A joyful corporate colour system

All Dacia colours are used to create a warm, simple and effective environment. The blue of the Brand is present, and brighter colours add a touch of warmth and conviviality.

Oversize messages: generous and visible

The size of the messages on the walls contribute to their identification and facilitate understanding. They draw the eye and generate interest. For the sales adviser this system can enable the start of a discussion with the customer.

Services Accessories Financing



**1 DACIA
PACK
MALIN**
POUR CHANGER SA DACIA
TOUS LES 4 ANS,
SANS SOUCIS DE REVENTE.
Offres et tarifs soumis à conditions.
Suivant acceptation des dossiers
par l'organisme de financements.
Données non contractuelles.



Welcome _____
to the world of Dacia

General principles

The concept is comprised of simple, distinct and highly visible visual codes.

Welcome area:

A coffee area is laid out for customers to relax and talk to advisers.



Financing:

The financing offer display features near the sales desk.



Services:

To promote the range of services, four flagship services offered.



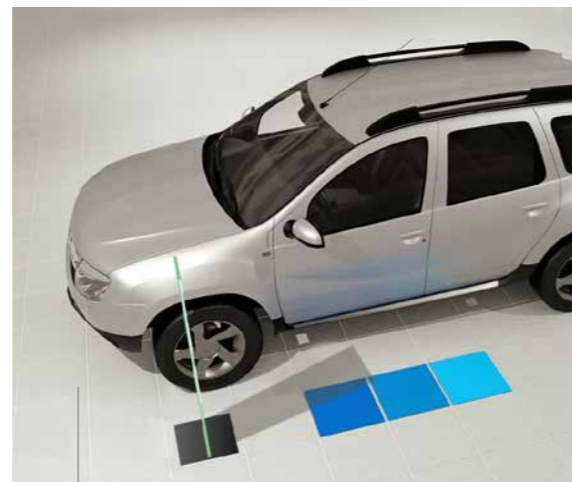
The Brand:

To introduce the Dacia Brand universe, a mural using the colour codes of the Brand is provided showcasing the Dacia community.



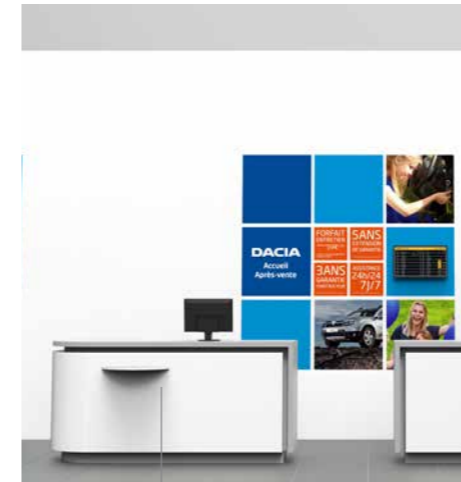
Accessories:

To sell more, a blue unit presents the Dacia Accessories offer.



The Range:

To organize the display of vehicles, floor markings feature next to each vehicle in the showroom area.



After-Sales service:

To promote and structure after-sales, a visual portraying the codes of the Brand is arranged behind the after-sales reception desk.



Delivery:

The most important moment for the customer. The handover must take place within a universe which expresses the values of the Brand.

General principles - Components



Self-standing Brand wall



Brand wall
• 3 formats



Delivery wall
• 3 formats



Services wall
• 2 formats



Financing wall
• 2 formats



Sales desk



Colour palette



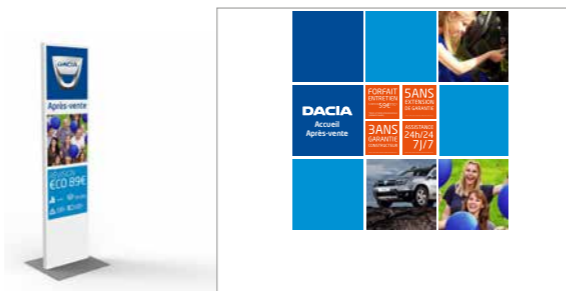
Images



Welcome area



Floor markings



After-sales reception
• Totem
• 3 formats



Delivery wall
• 3 formats

The 4 applications of the showroom

The 4 showroom formats

The Dacia Corner



The dedicated showroom



The Dacia Box



The multi-brand showroom



Identifying the Dacia Brand

The characteristics of the format:

- > Shared Renault / Dacia entrance
- > No separation between the 2 showroom areas
- > No Dacia dedicated sales desk
- > Renault showroom grey tiling
- > Maximum of 2 Dacia vehicles on display

Touchpoints:

- > ① Dacia Brand wall or a Dacia Brand wall 2x2 display,
- > ② Shared after-sales reception
Specific Dacia after-sales totem,
- > ③ Dacia vehicle delivered with dust cover.

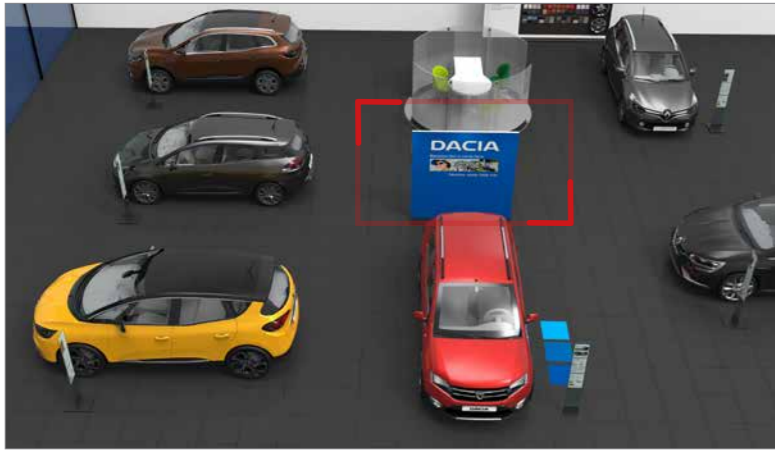


Sales

- > ① Dacia Brand wall
3 formats are available depending on wall area and the number of vehicles displayed (2 maximum).
- > ② Dacia 2x2 self-standing Brand wall opt for to identify the showroom display area in cases where there is no available wall.



The Corner - The 2x2 Brand wall



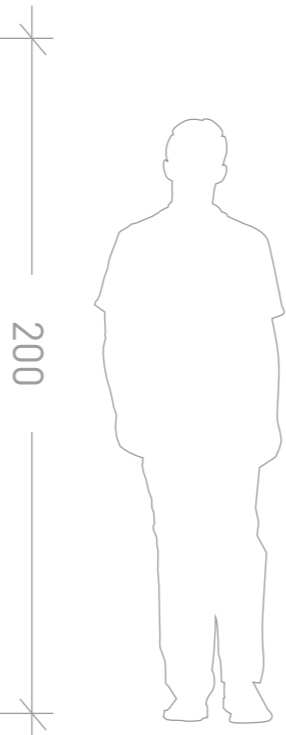
Discovery of Dacia universe:

In a Renault showroom where there is limited space, a single vehicle can be displayed with a 2m x 2m self-standing wall.

If there is good visibility from the customer flow, this wall should be identical front and rear.



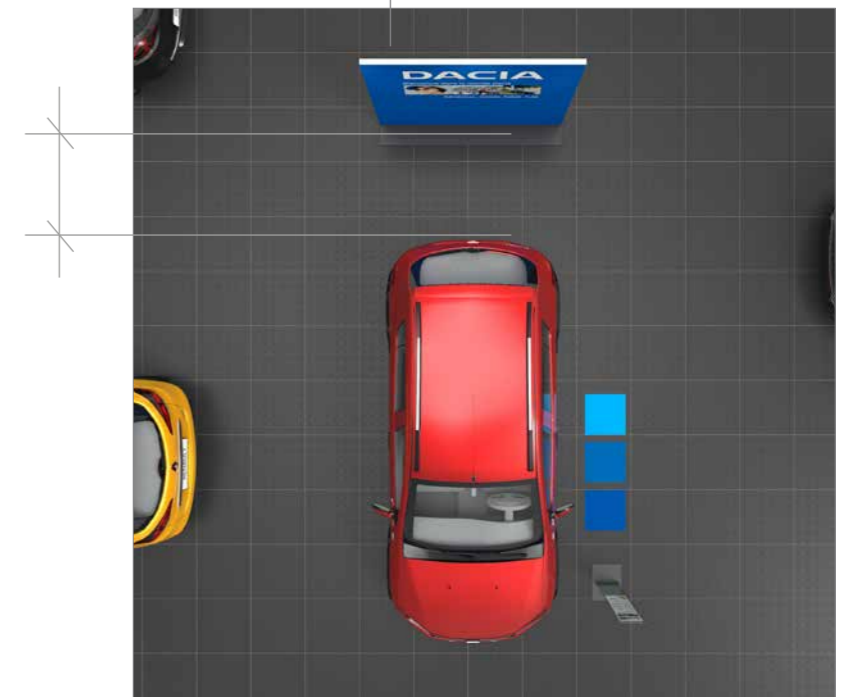
Double-sided



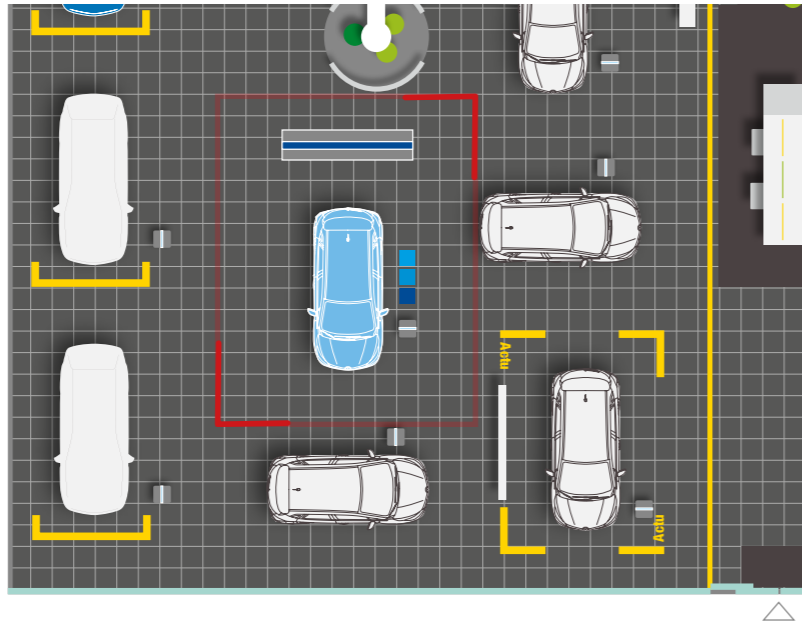
single-sided

The rear of the wall is treated differently according to how visible it is from the customer flow. Blue background or same visual as front.

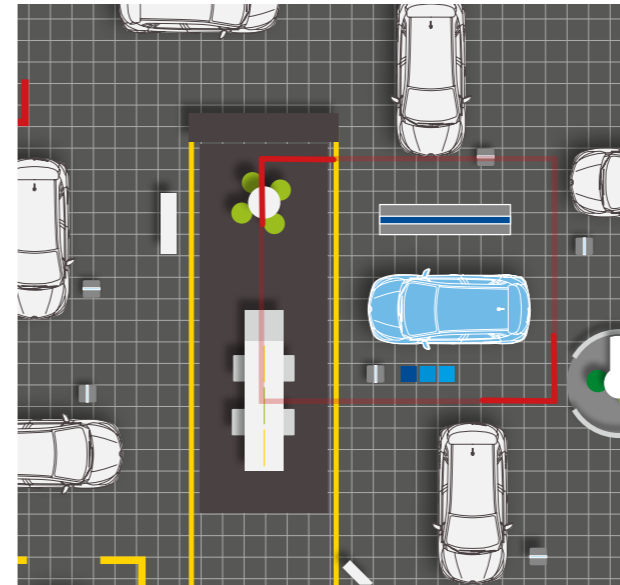
The self-standing wall is arranged at the rear of the vehicle on display. A space must be left to allow for opening of the luggage compartment.



The Corner - The 2x2 Brand wall

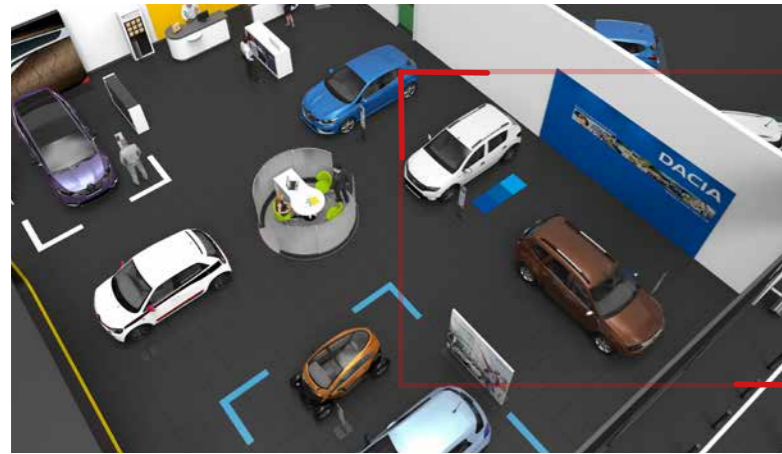


😊 Positioned in the middle of the Renault showroom: the vehicle on display with the self-standing wall is identifiable as soon the customer enters the showroom.



😞 The vehicle should not be displayed close to the canopy and the Renault lounge.

The Corner - The Brand wall



Discovery of Dacia universe:

A mural displays both the colour codes of the Dacia Brand and its content.

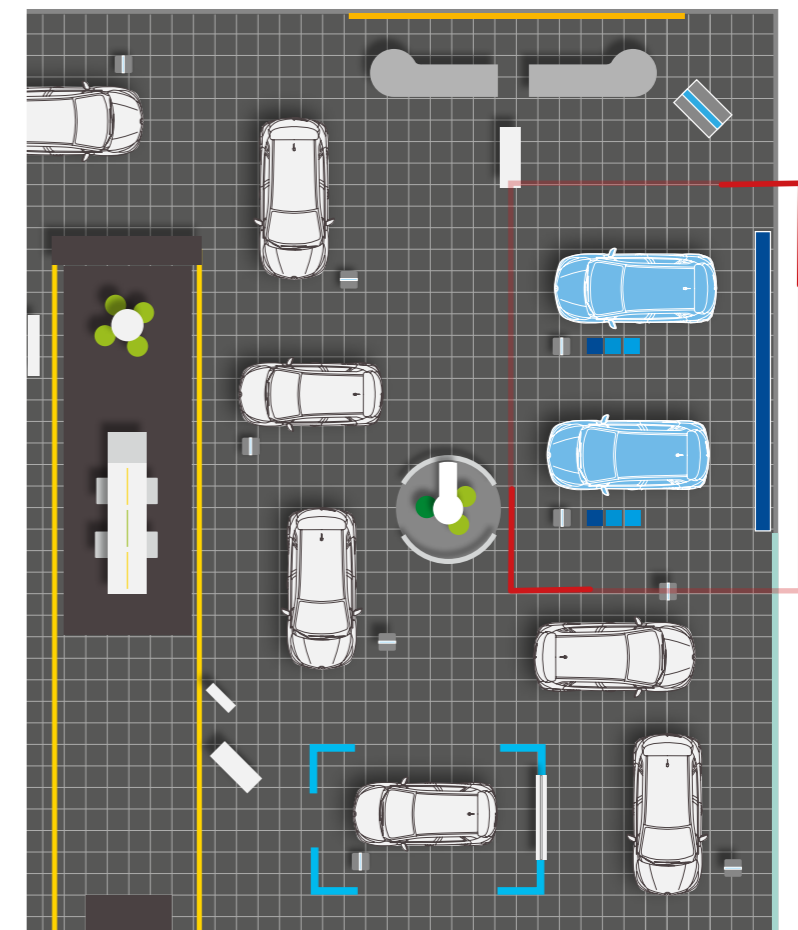
2 formats of mural are possibles for integration into the Renault showroom. .



Minimal option
2.4 x 3 m



Intermediary option
3.8 x 3 m



In the Renault showroom, the Dacia mural should be distanced from the thematic zones, the canopy, the delivery wall and the yellow wall of the after-sales reception

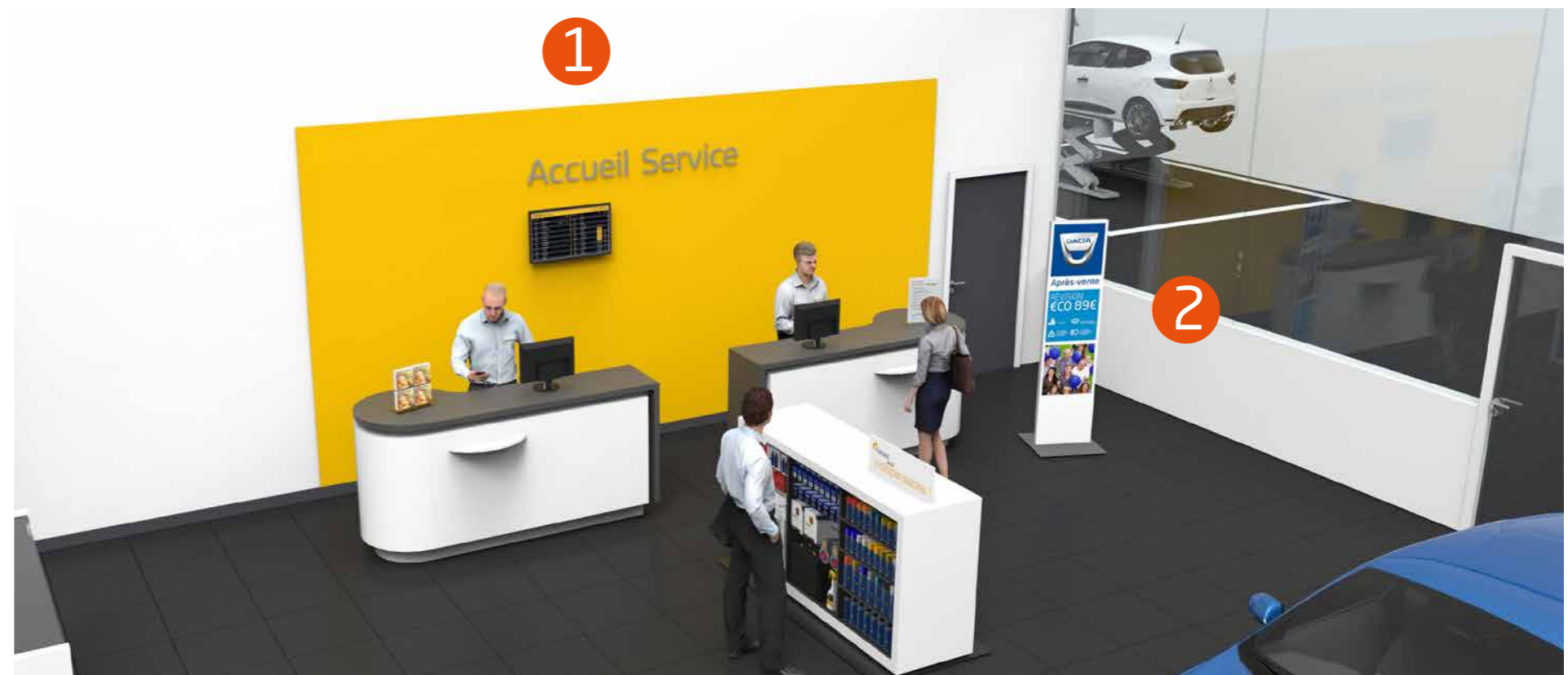
The Corner - After-sales totem



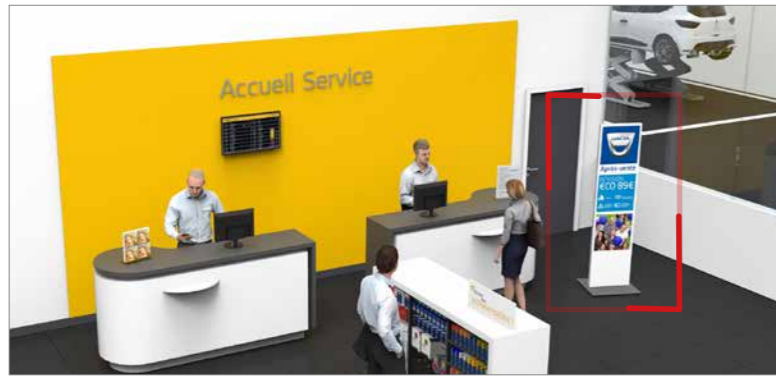
The after-sales reception area

The Dacia after-sales service is identified at the Renault Service Reception by means of a totem in the colours of the Brand. It is also used to display after-sales promotions or offers.

- ① Shared after-sales Service Reception.
- ② Specific Dacia after-sales totem.



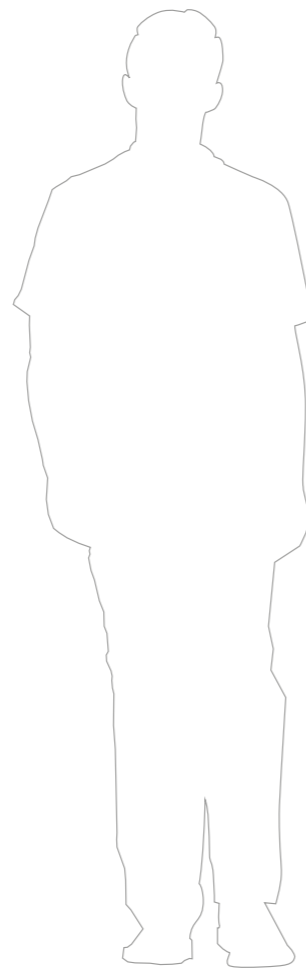
The Corner - After-sales totem



The after-sales totem is positioned close to the Renault Service Reception desk.

Depending on its location, the information on the totem may be readable on both its front and rear. If the rear is not visible, it is left blank.

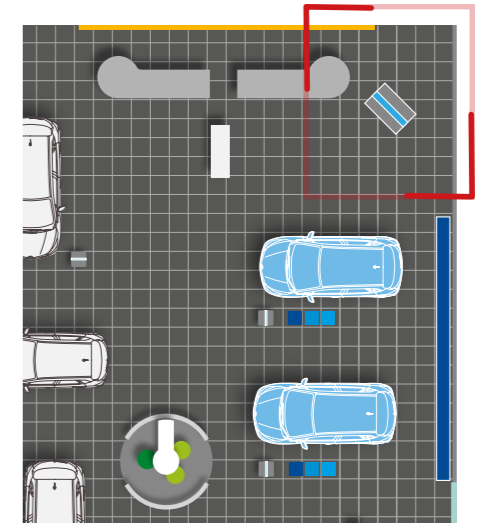
It is 50 x 200 cm in size.



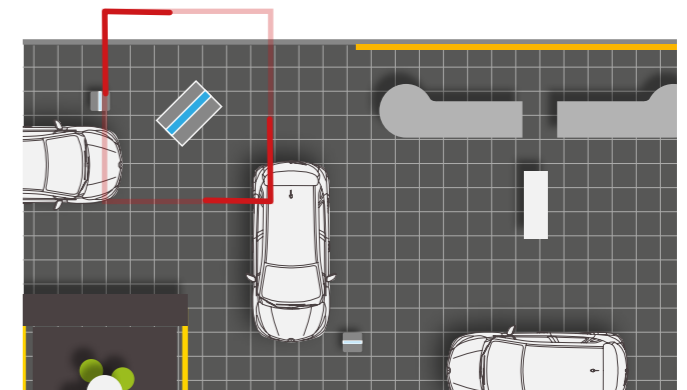
The rear is either neutral or same as front



Part of the totem devoted to advertising and updated by the country marketing departments.

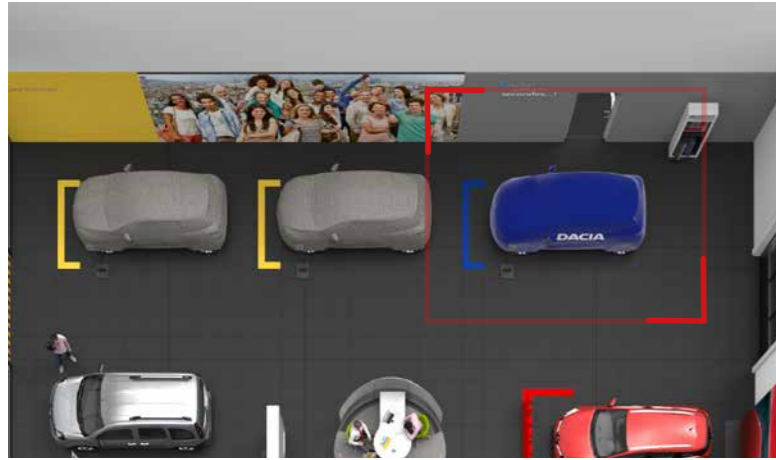


The after-sales totem is placed near the after-sales desk, preferably at 45°.



The after-sales totem should not be distanced from the after-sales desk.

The Corner - Delivery



Delivery

The Dacia vehicle is delivered with its dust cover. It is placed in line with vehicles being delivered for Renault. It is in the Renault space.

It is recommended not to position the Dacia vehicle in front of the yellow wall or the Renault display wall.



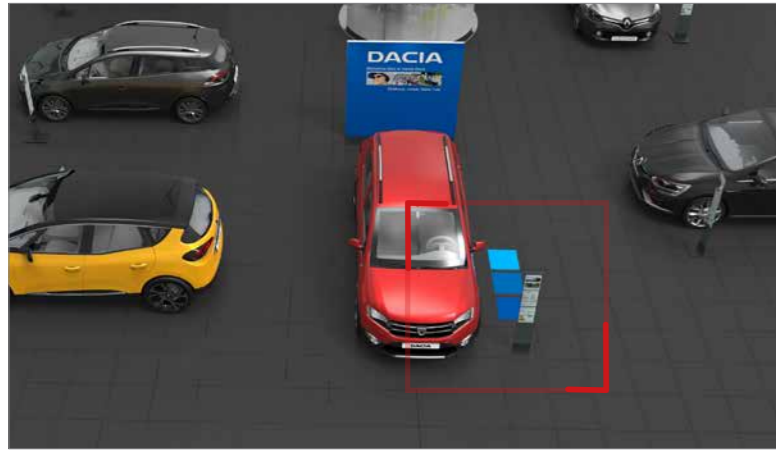
The Corner: the possible configurations

Summary



● Presence in showroom recommended

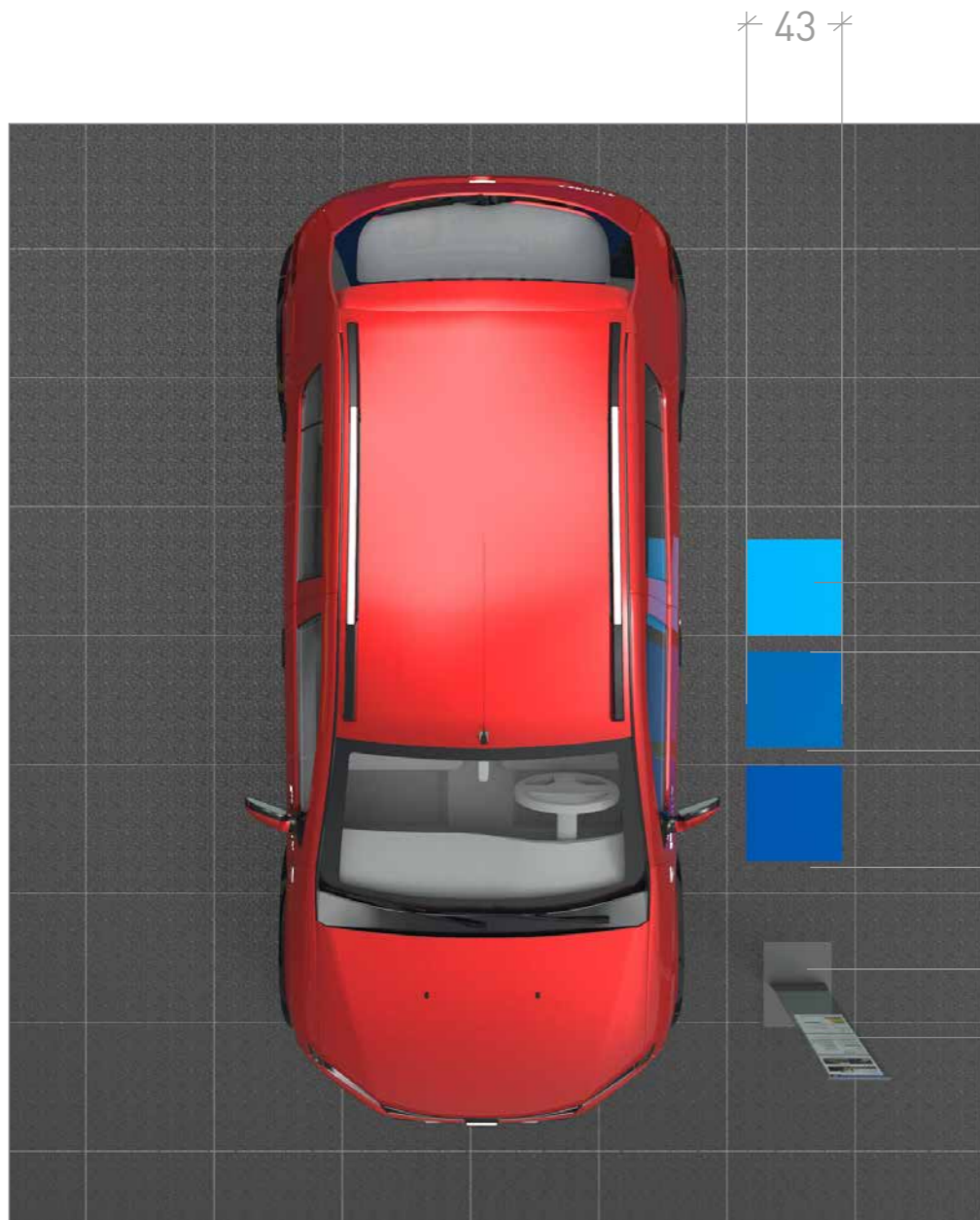
The Corner - New vehicle display



To assert the Dacia identity:

The stickers are used so that the vehicle can always be correctly positioned.

The directional lighting can be adjusted to best highlight the vehicles.

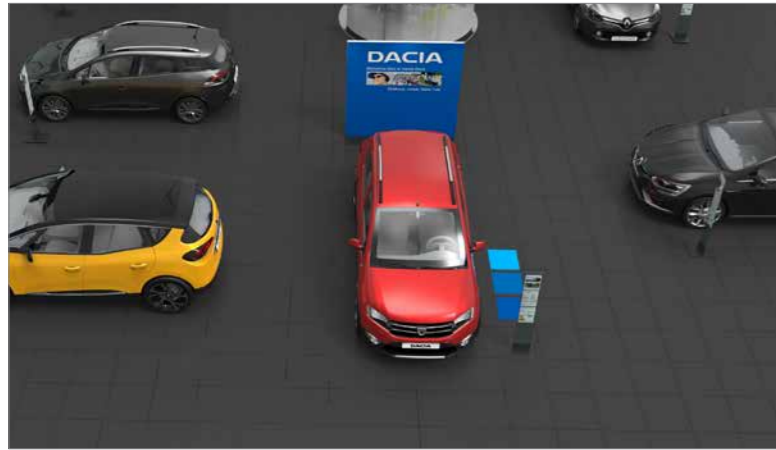


Sticker detail
The stickers are always positioned on the driver's side.

In a Dacia Corner in a Renault showroom, the stickers retain their dimensions

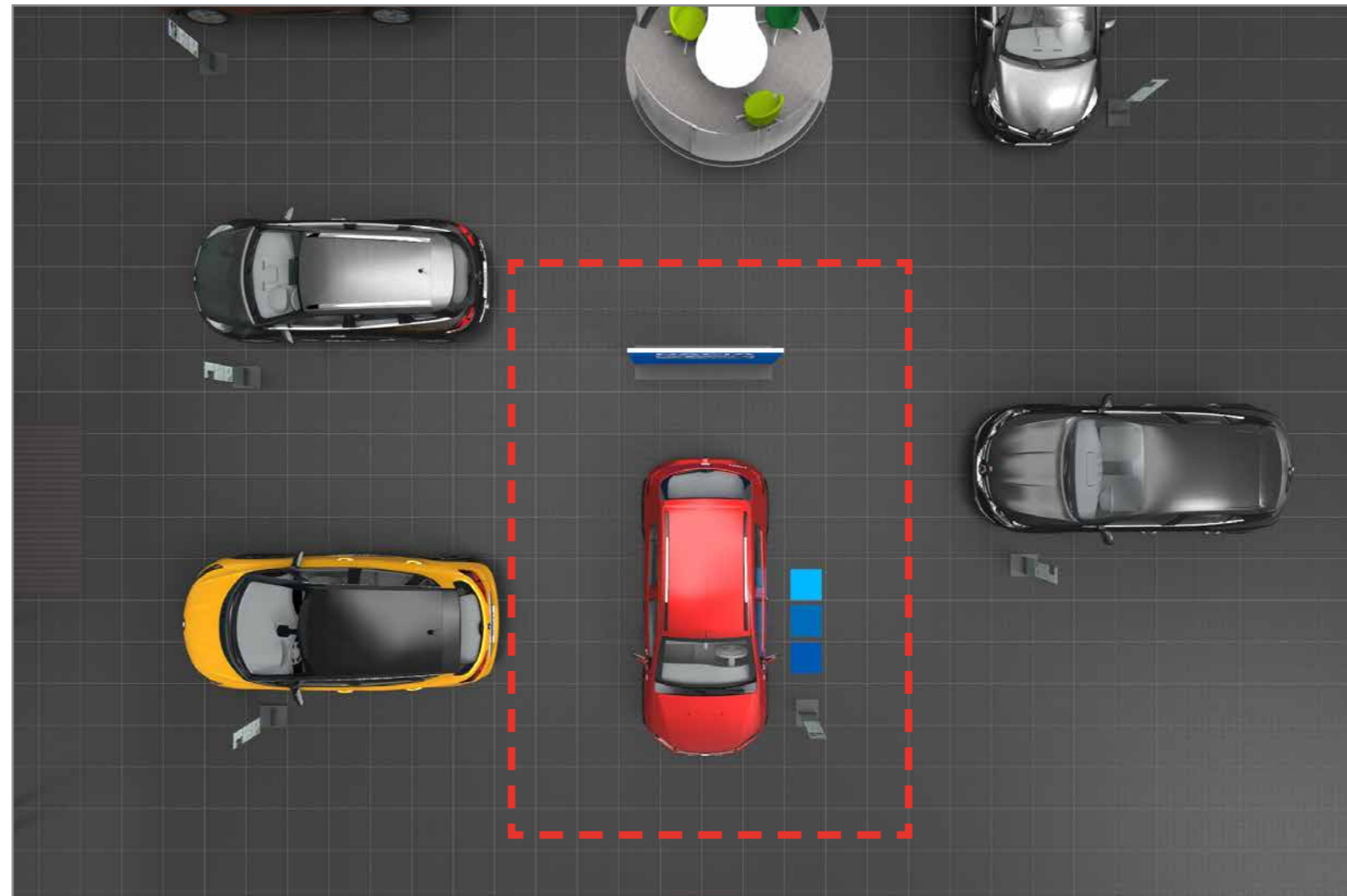
The price display unit is placed 45 cm in front of the dark blue sticker, visible to the customer.

The Corner - New vehicle display



Orthogonal alignment rule:

Vehicles on display are laid out in an orthogonal arrangement according to the tiling pattern.
Each vehicle must have a minimum area of 30 m².



30 m²

The dedicated showroom

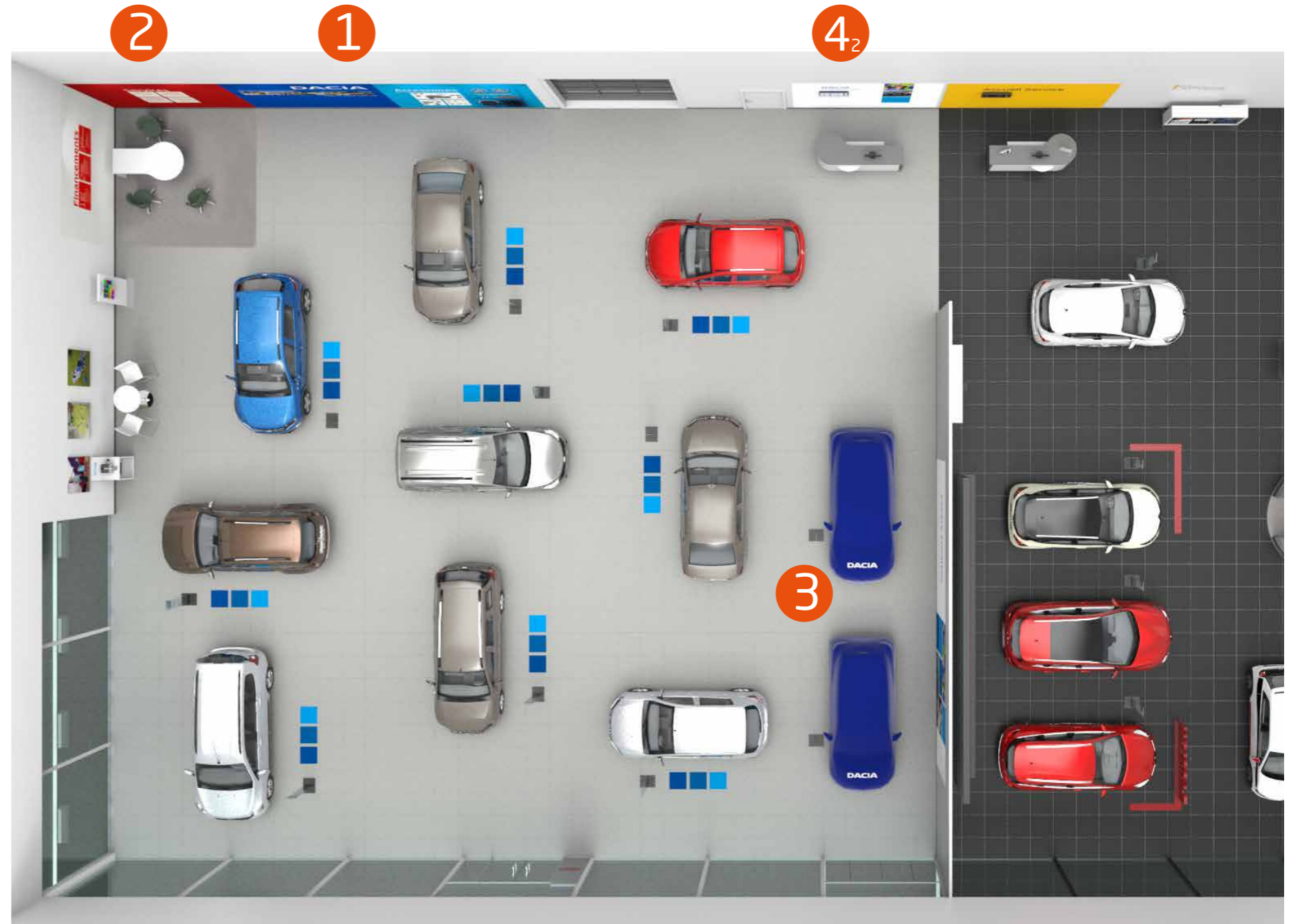
The format designed to coexist with a Renault showroom

Characteristics:

- > A dedicated entrance,
- > A minimum separation of 60% of the length between the two showrooms,
- > - Light grey Dacia tiling
- Dark grey tiling on derogation from Brand Stores

Touchpoints:

- > ① Brand / Services / Financing wall,
- > ② Dacia dedicated sales desks,
- > ③ Delivery,
- > ④ After-sales reception shared with Renault:
 - 4₁ - either at the Renault Service Reception with Dacia after-sales totem,
 - 4₂ - or with a dedicated Dacia after-sales desk with a specific terminal and Dacia visual (illustration).

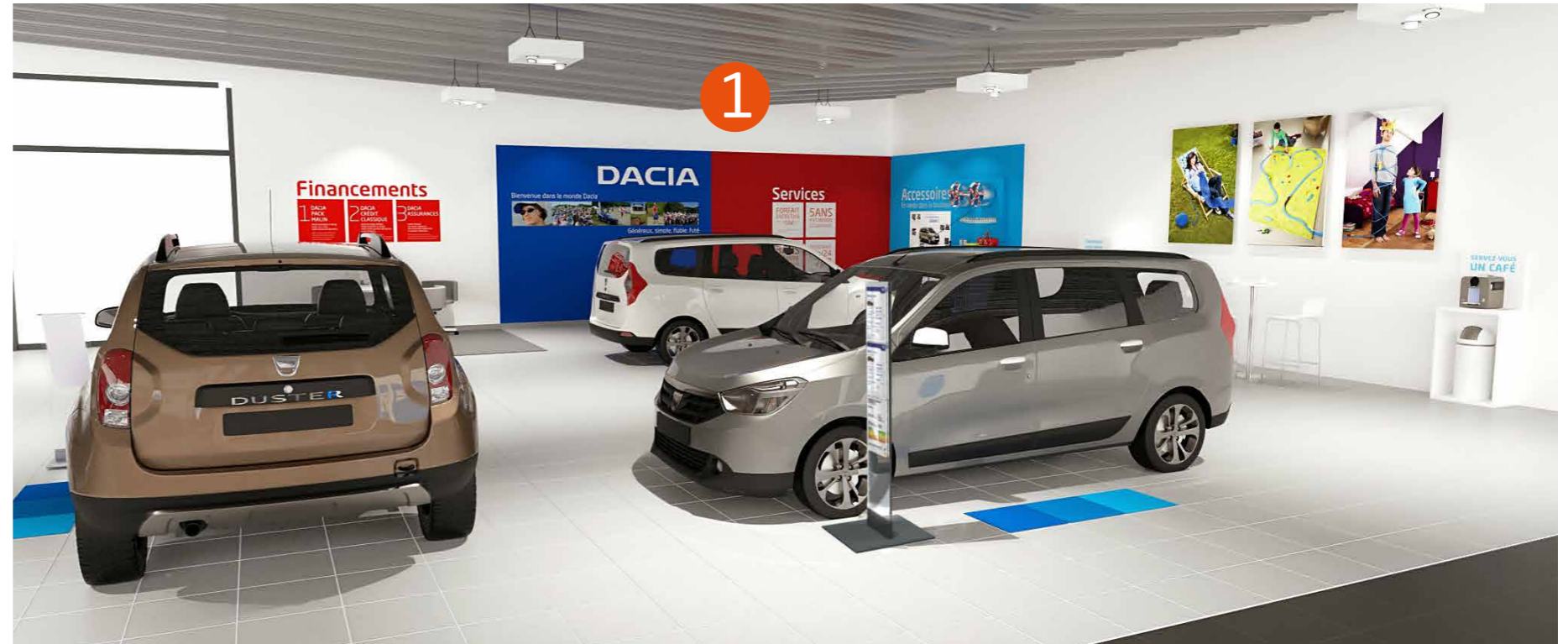


The dedicated showroom - Sales



Sales

- ① Brand wall
Services
Financing
Accessories
- ② Dacia dedicated sales desks
- ③ Dacia corporate (or country) display walls can be used in conjunction with the welcome area if there is sufficient space available.



The dedicated showroom - Brand wall



Discovery of Dacia universe :

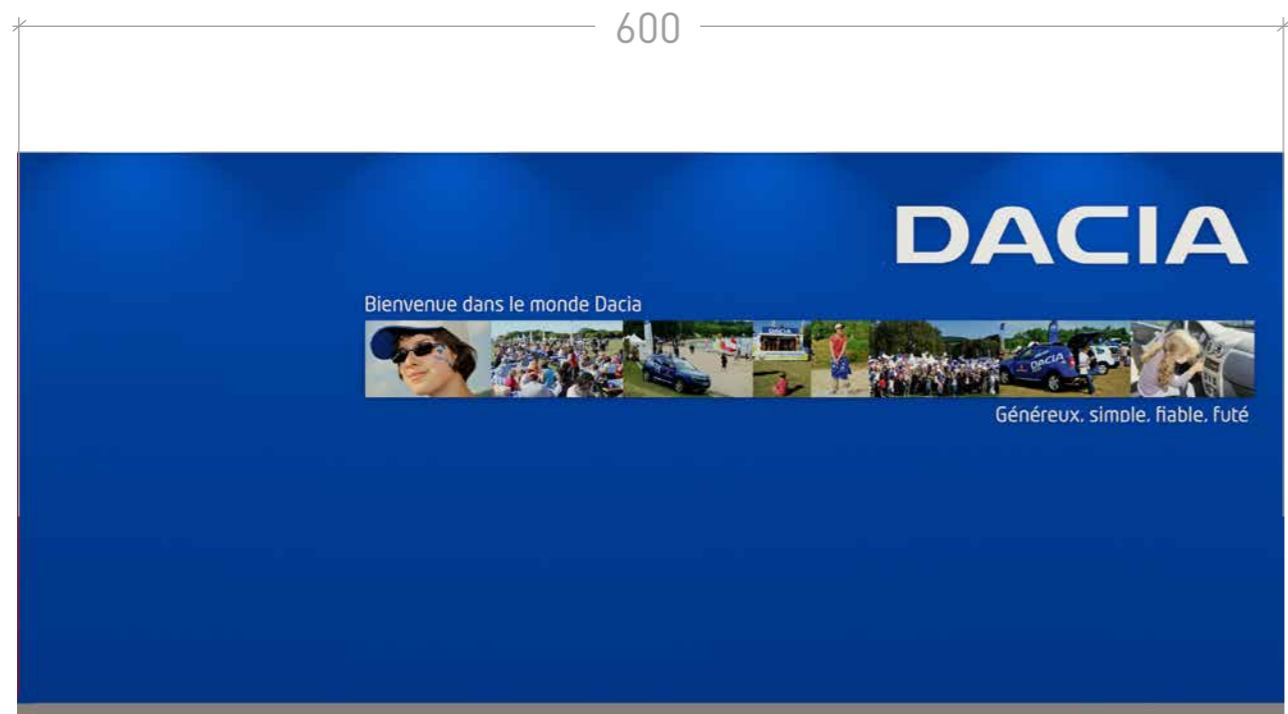
The mural displays both the colour codes of the Dacia Brand and its content.

It comes in 3 formats according to the space available and the recommended composition.

Ideally, it should be placed opposite the entrance, between the Services wall and the Accessories wall.

N.B. The murals are juxtaposed:

The thematic walls shall be painted without separations or exclusion areas.



Integral wall
6 x 3 m

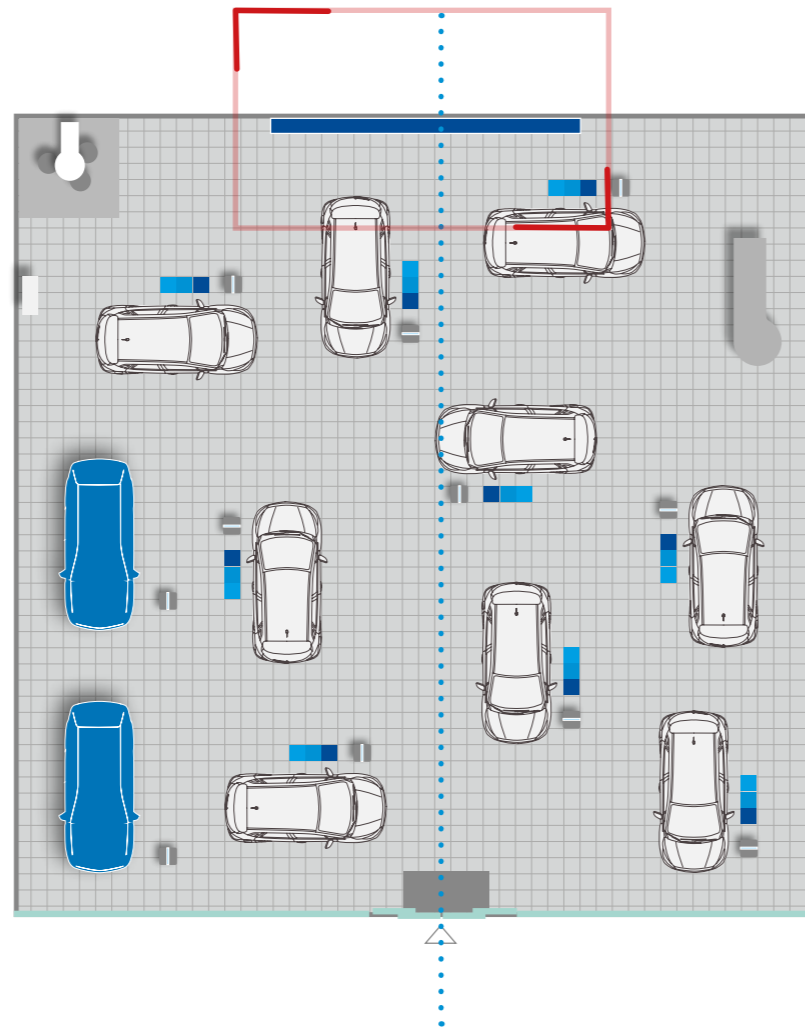


Intermediary option
3.8 x 3 m

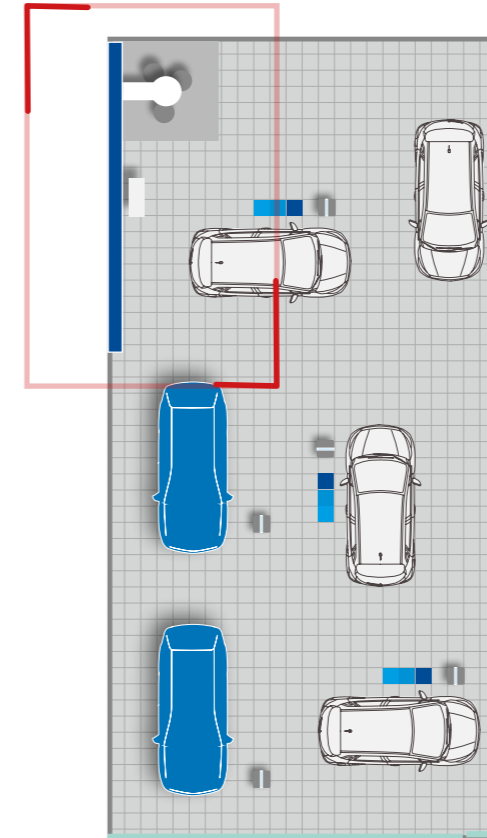


Minimal option
2.4 x 3 m

The dedicated showroom - Brand wall



😊 The Brand Wall should ideally be placed in the middle of the showroom opposite the entrance.



😞 The Brand Wall must never be positioned as an extension of the delivery area or be associated with a sales desk.

The dedicated showroom - Accessories



Accessibility and choice of tailor-made accessories:

To sell more, a light blue wall bears the Accessories message and presents the Dacia Accessories offer.

Different configurations are possible depending on the space available and the assembly type chosen.

The range of Dacia accessories is promoted in the showroom.

The merchandising plans are set out in the technical specifications.



Type 1

Self-standing unit with 2 modules + adhesive markings.
5 x 3m



Type 2

Self-standing unit with 1 module + adhesive markings + visuals
5 x 3m



Type 3

Adhesive markings + visuals
5 x 3m

The murals are juxtaposed:

The thematic walls shall be painted without separations or exclusion areas.

N.B. The visuals are provided by way of example; the definitive visuals are to be determined by the country marketing departments. To paint the wall, comply with the dimensions specified.

The dedicated showroom - Accessories - Type 1

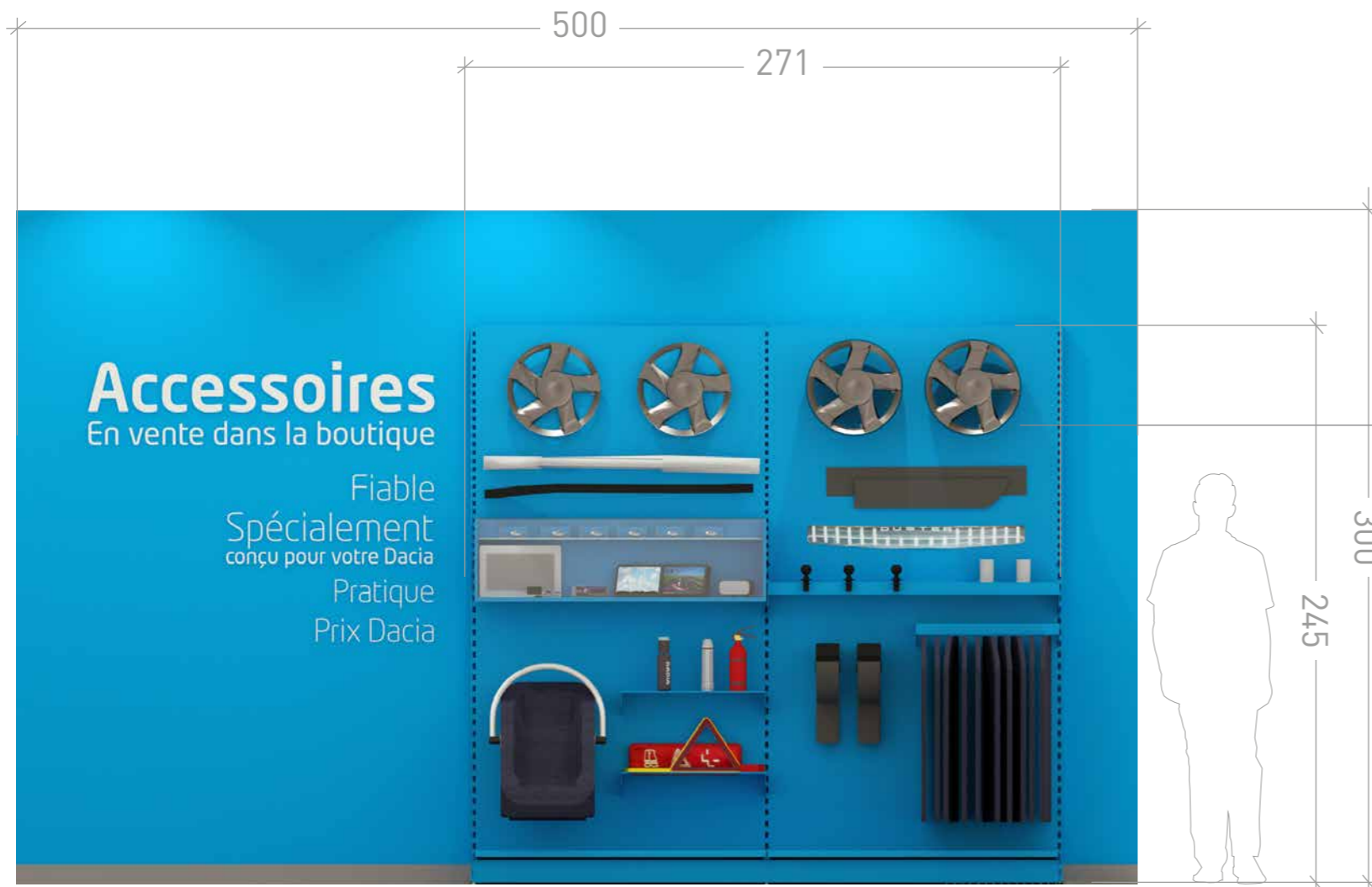


Accessibility and choice of tailor-made accessories:

Type 1: A presentation of physical accessories

The choice of accessories is to be defined by the country according to the recommendations of the After Sales Department.

The self-supporting unit is always installed in front of the painted wall and accompanied by adhesive markings.



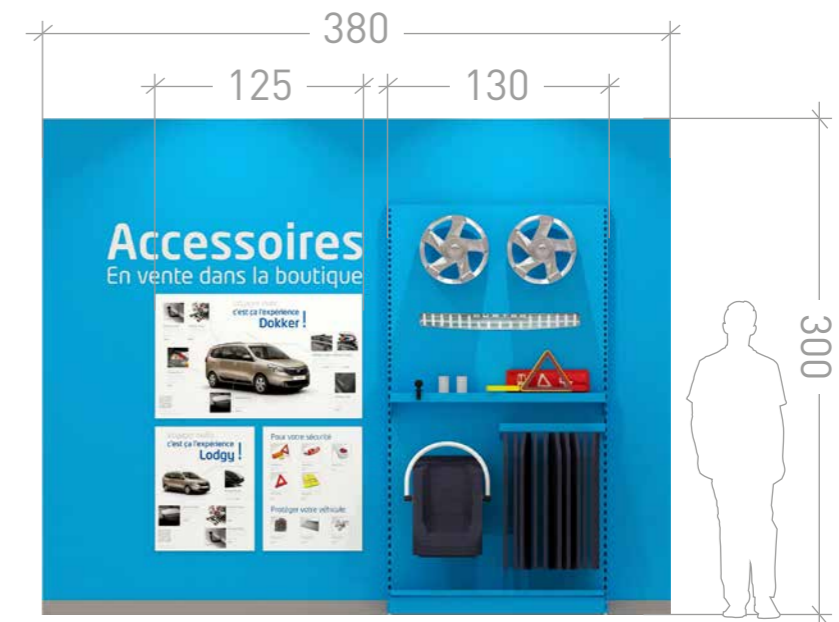
Accessories unit detail:
Self-standing unit in light blue lacquered steel with racks.

The dedicated showroom - Accessories - Type 2



Accessibility and choice of accessories:

Type 2 : A variant of type 1, a combination of accessories and visuals.



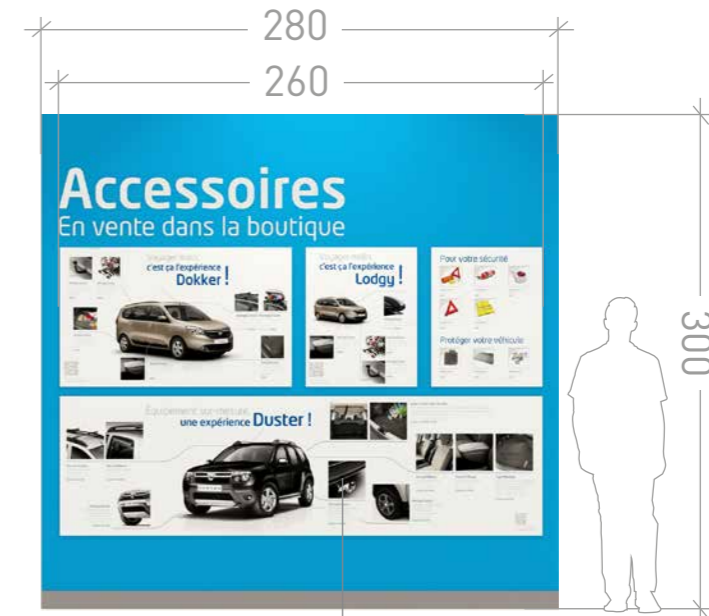
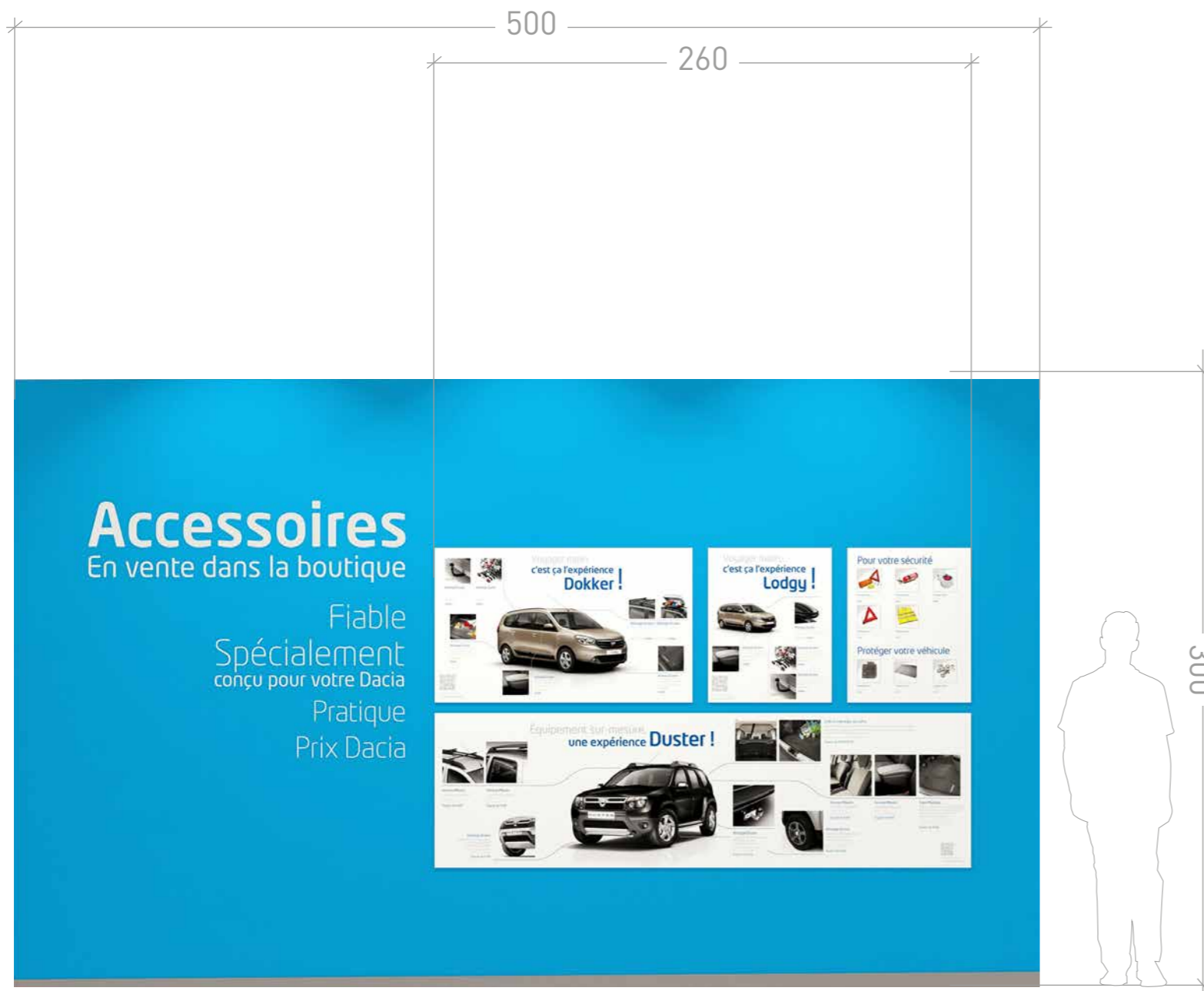
Intermediary option

N.B. The visuals are provided by way of example; the definitive visuals are to be determined by the country marketing departments. To paint the wall, comply with the dimensions specified.

The dedicated showroom - Accessories - Type 3



Accessibility and choice of accessories:
Type 3 : A 100% visual option is possible to promote the accessories.



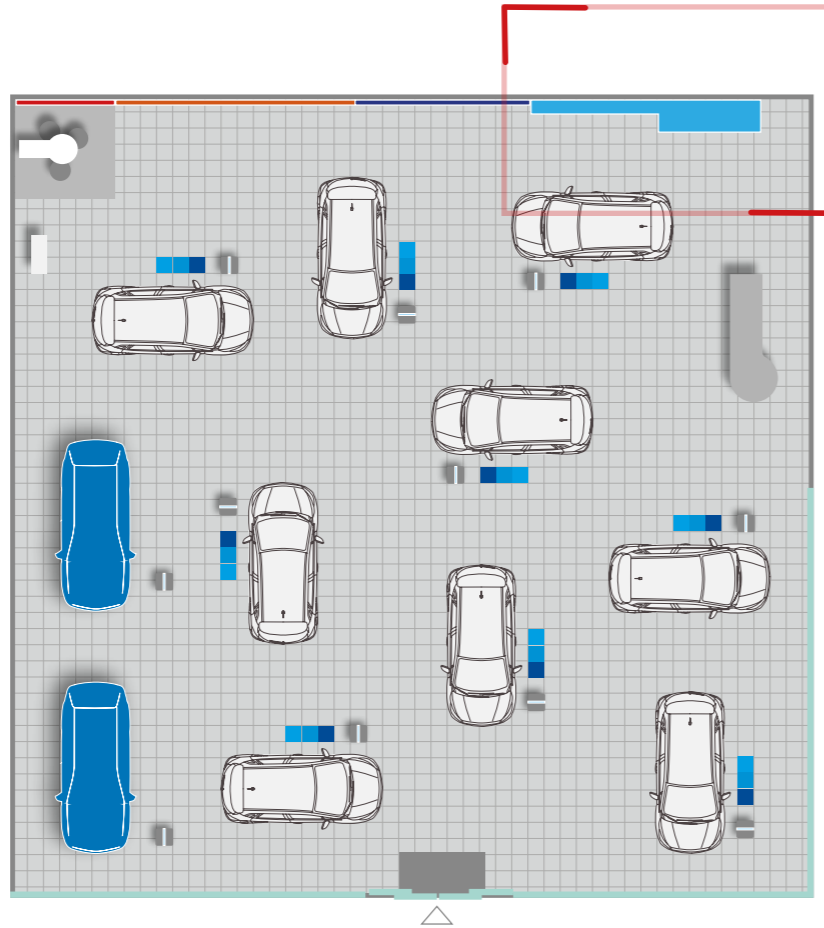
Minimal option



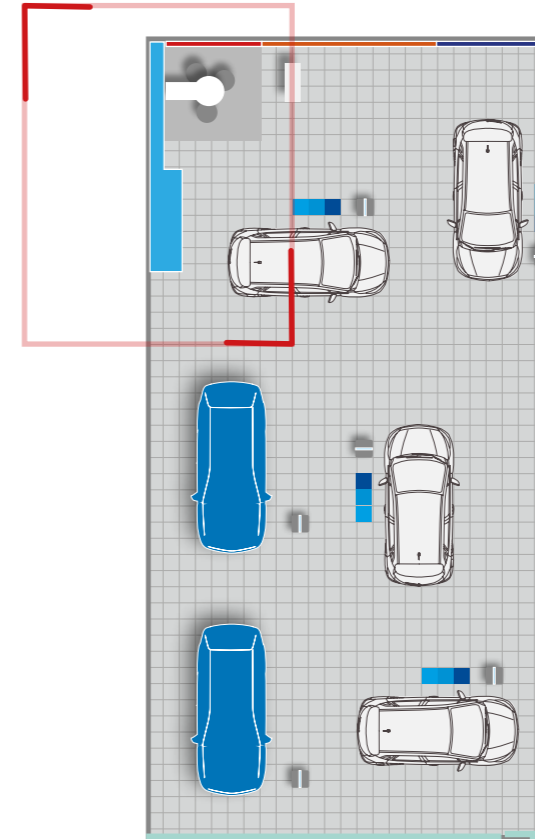
Detail:
 Emphasis of the USPs of the accessories.

N.B. The visuals are provided by way of example; the definitive visuals are to be determined by the country marketing departments. To paint the wall, comply with the dimensions specified.

The dedicated showroom - Accessories



The Accessories mural should be located on the after-sales service side



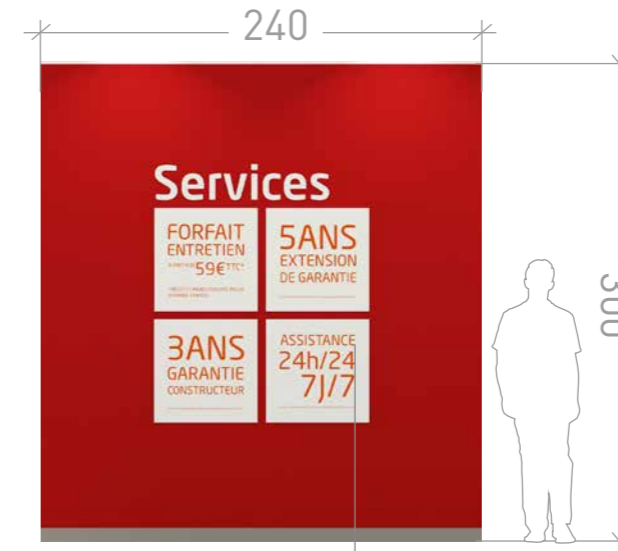
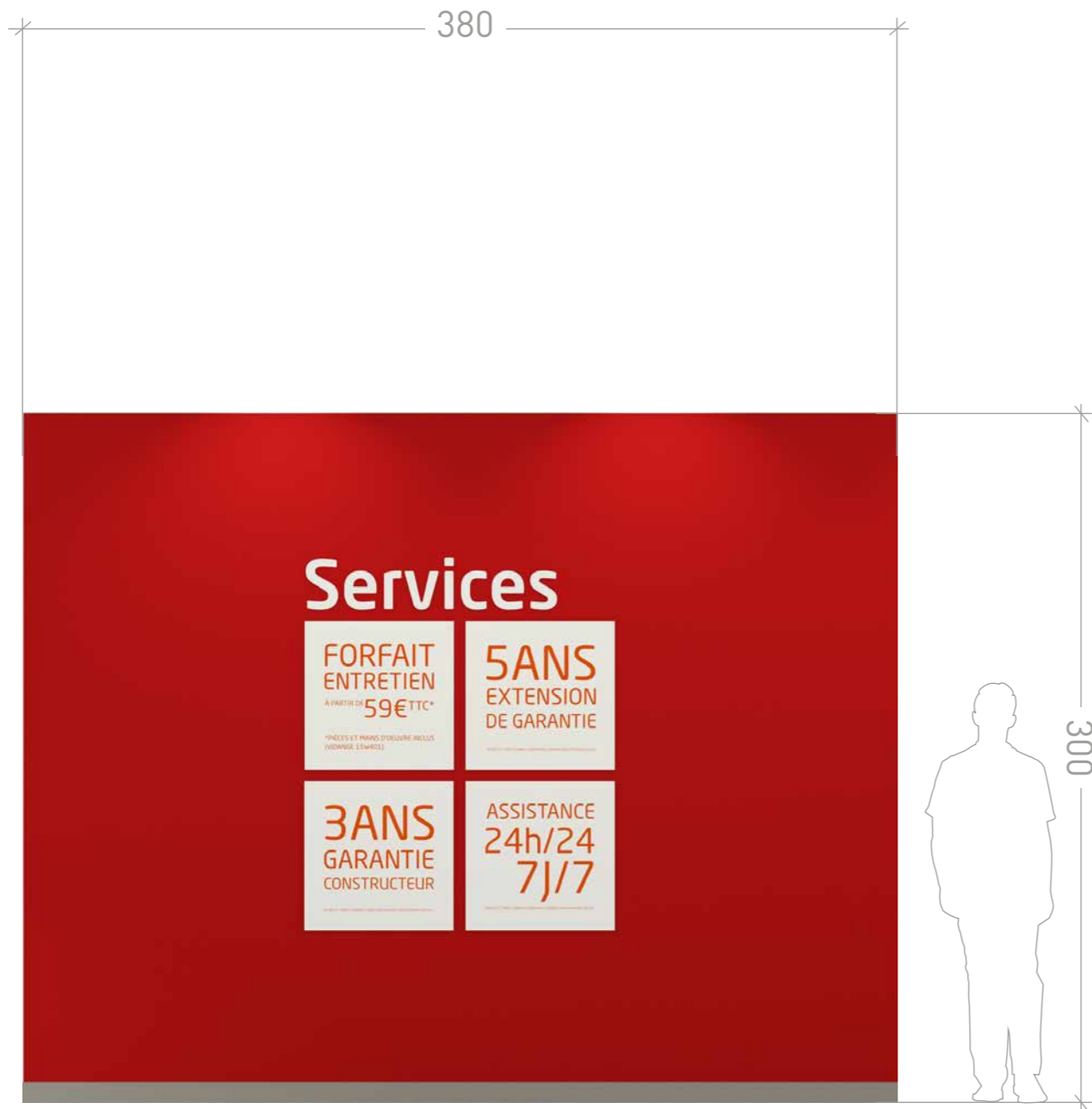
The sales desk must not be placed in front of the Accessories mural.

The dedicated showroom - Services



To promote the range of services:

Four flagship Services offered by the Brand are presented on an orange-red background.

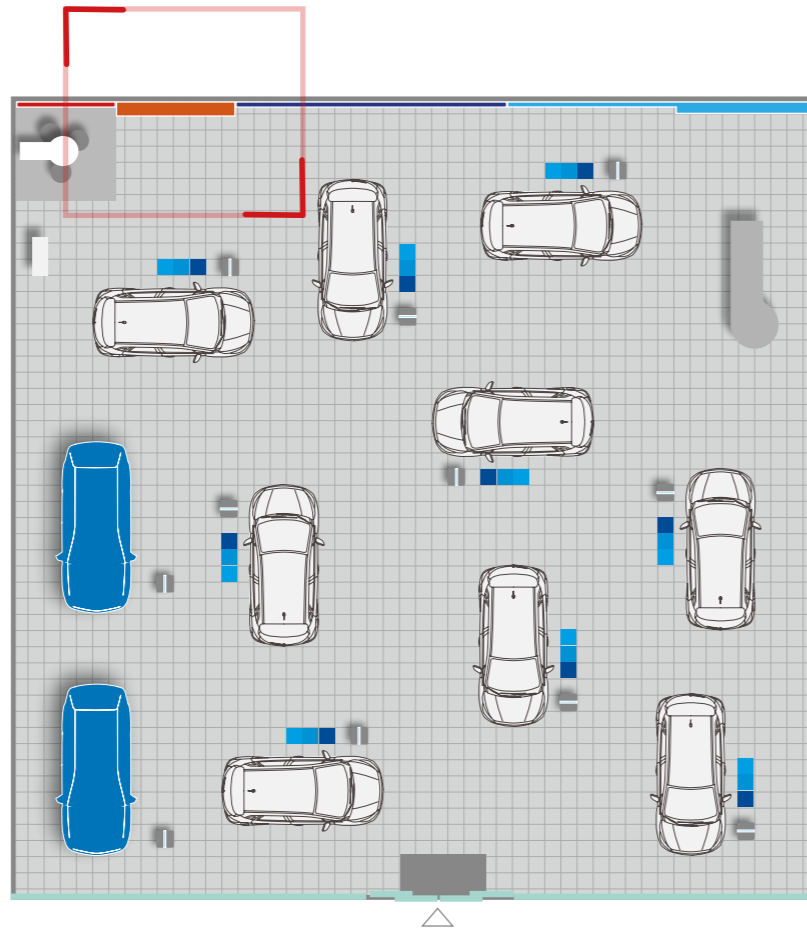


Minimal option

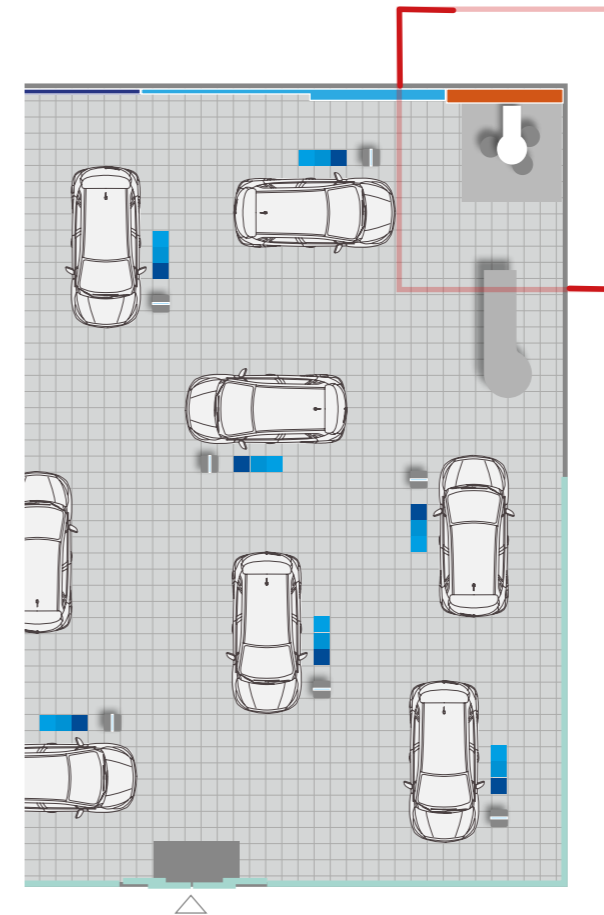


N.B. The visuals are provided by way of example; the definitive visuals are to be determined by the country marketing departments. To paint the wall, comply with the dimensions specified.

The dedicated showroom - Services

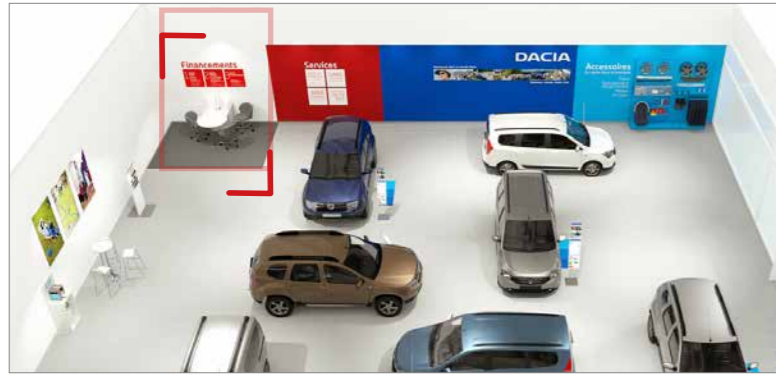


😊 The Services mural is located near the sales desk between the Brand wall and the Financing wall.



😞 The Services mural should not be close to the after-sales reception.

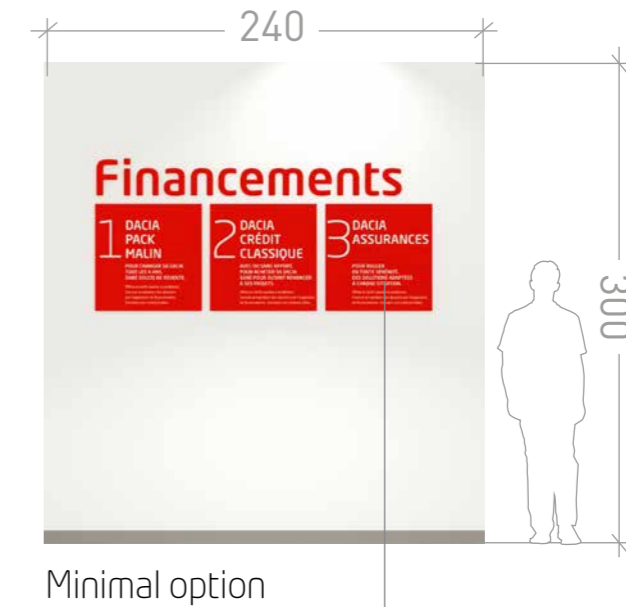
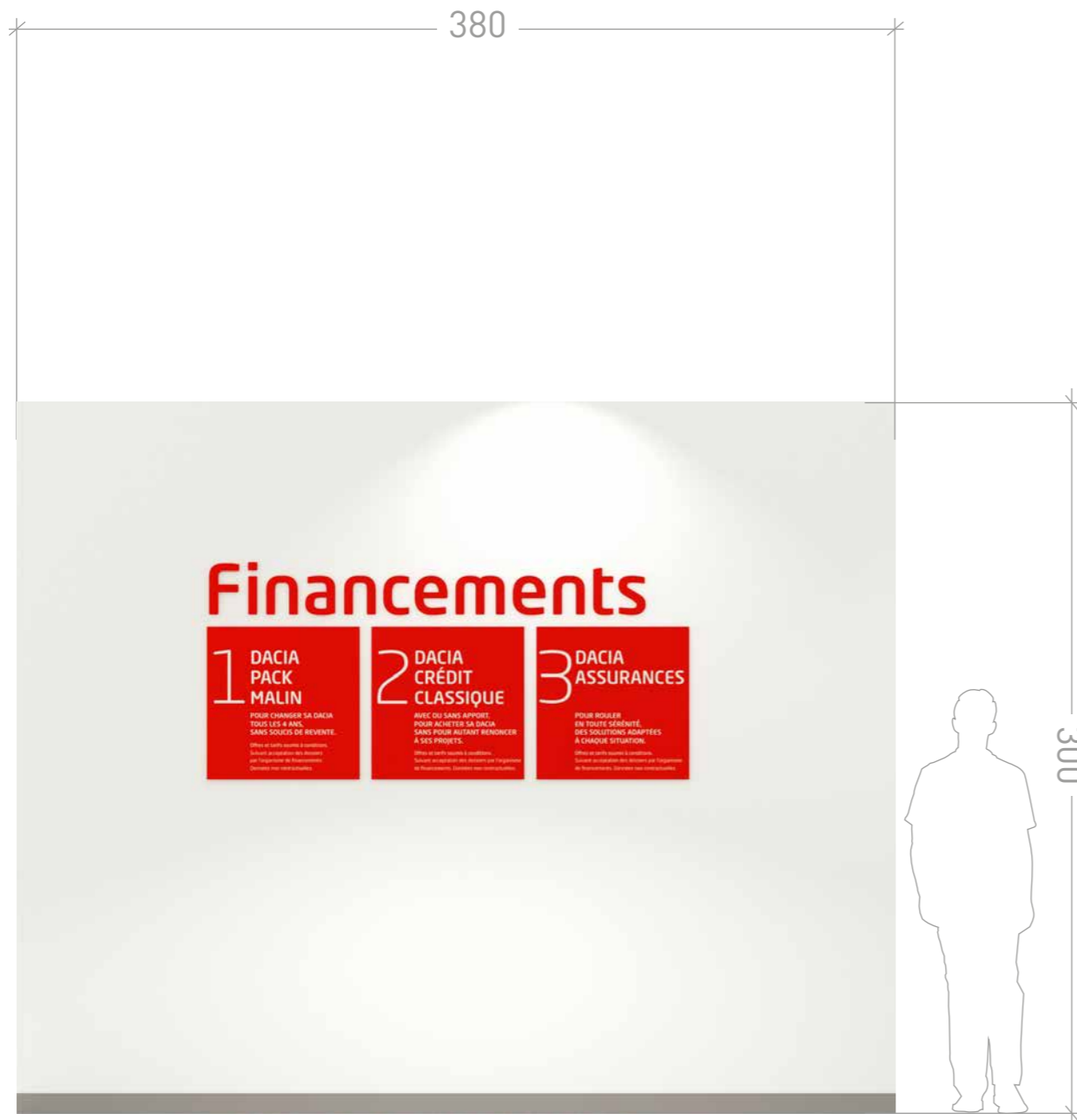
The dedicated showroom - Financing



An advice and sales assistance tool:

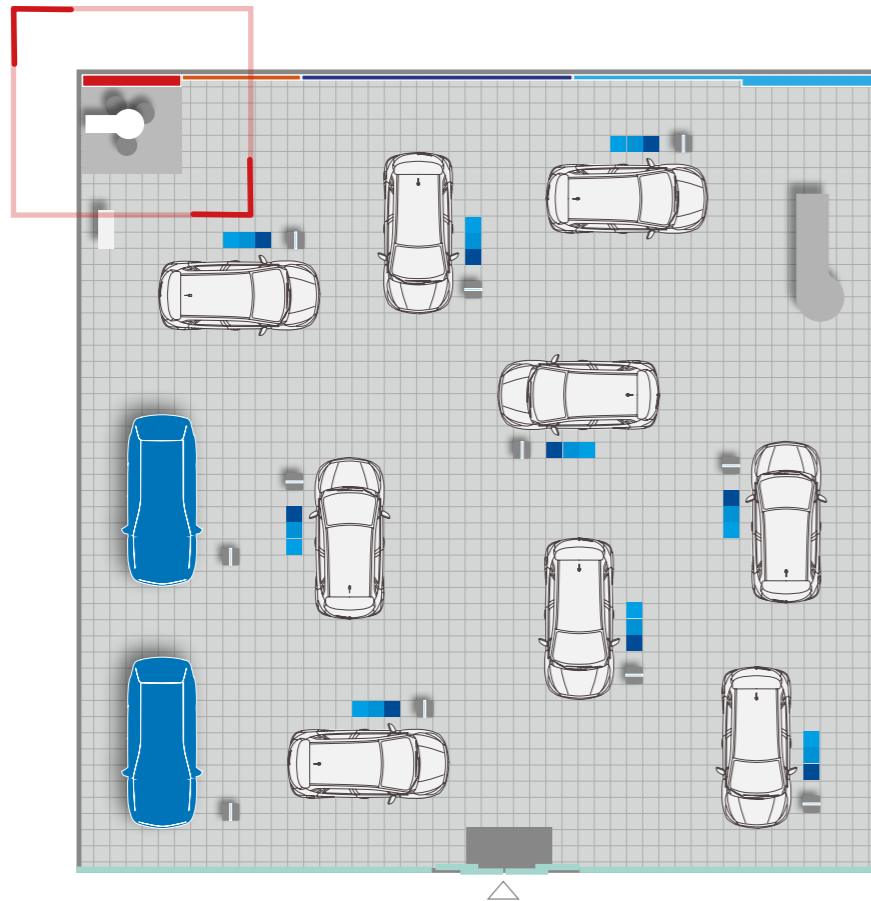
To facilitate the purchasing process for the customer, a mural providing information on the financing solutions is placed behind the sales desk.

Prerequisites : the wall must be absolutely white before applying the marking elements.

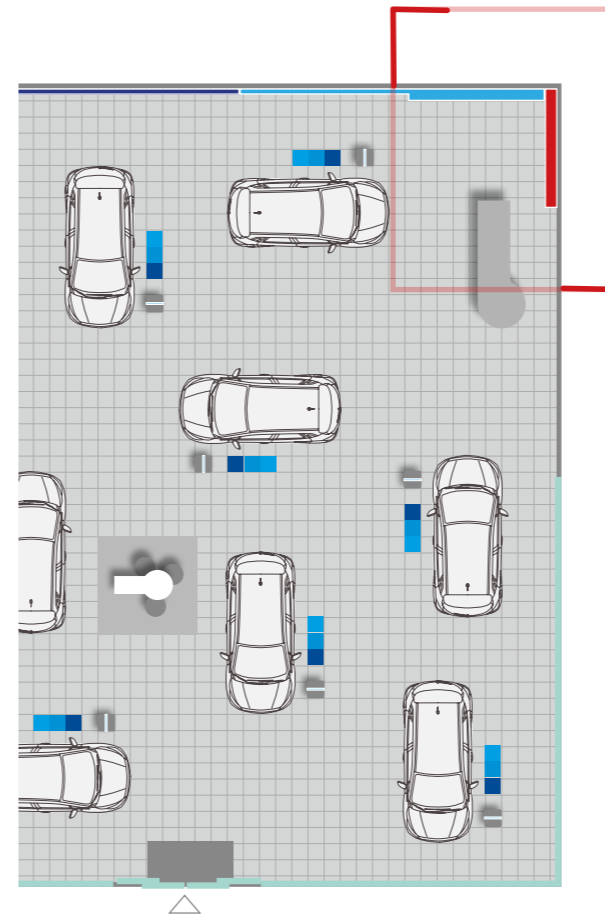


Detail: the content is provided by way of example; definitive content to be determined by country marketing departments.

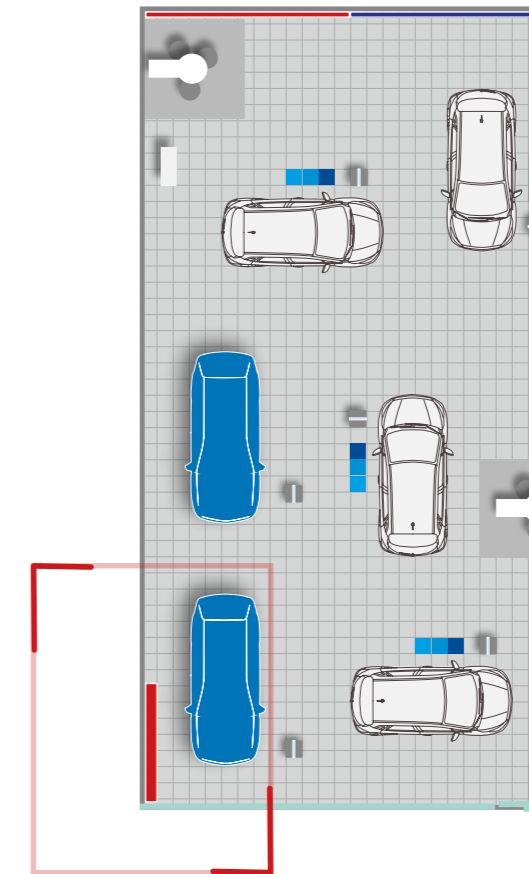
The dedicated showroom - Financing



The Financing mural is associated with the sales desk



The Financing mural should not be isolated from the other walls and separated from the sales desk



The Financing mural should not be close to the after-sales desk.

The dedicated showroom - Sales desk



Sales desk furniture

It is designed so that the customer can be received in a manner that is both formal and practical. It is associated with the «Financing» mural (except for «island» format).



Sales desk:

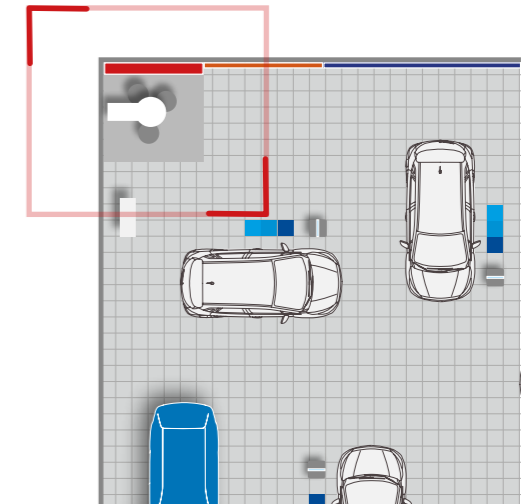
> Furniture identical to Renault Sales desk

Seats:

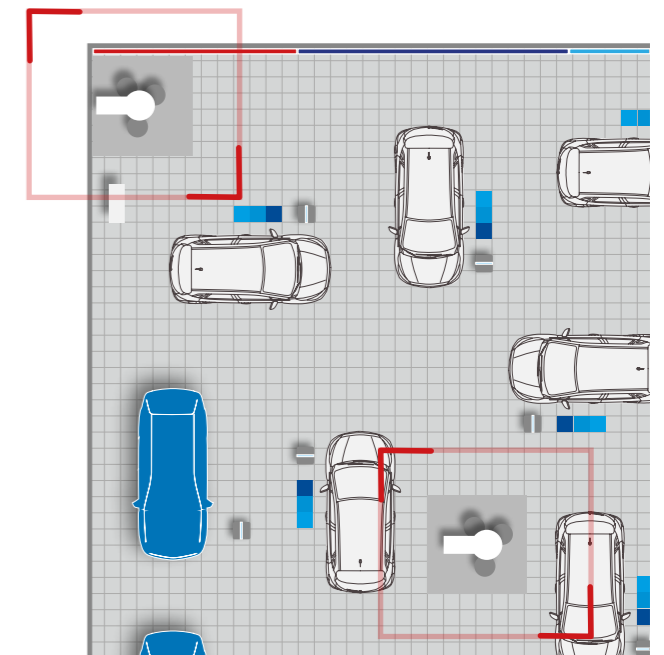
> 3 grey seats:
1 salesperson seat
+ 2 customer seats

Carpeting:

> Formats: dependent on «Financing» mural (3.80 x 3.80 m or 2.80 x 2.80 m)



The sales desk is positioned against one of the walls of the showroom Financing contiguous with the Financing mural.



Other sales desks may be positioned as islands in the showroom.

The dedicated showroom - Welcome area (option)



To take a break:
the possibility of setting out a coffee area to welcome and talk in an informal setting. This space is associated with the ambient display walls.



Coffee Unit



Standard high table



Standard high stool

The dedicated showroom - Welcome area (option)



The Dacia Brand universe

The display walls are usually associated with the coffee space.

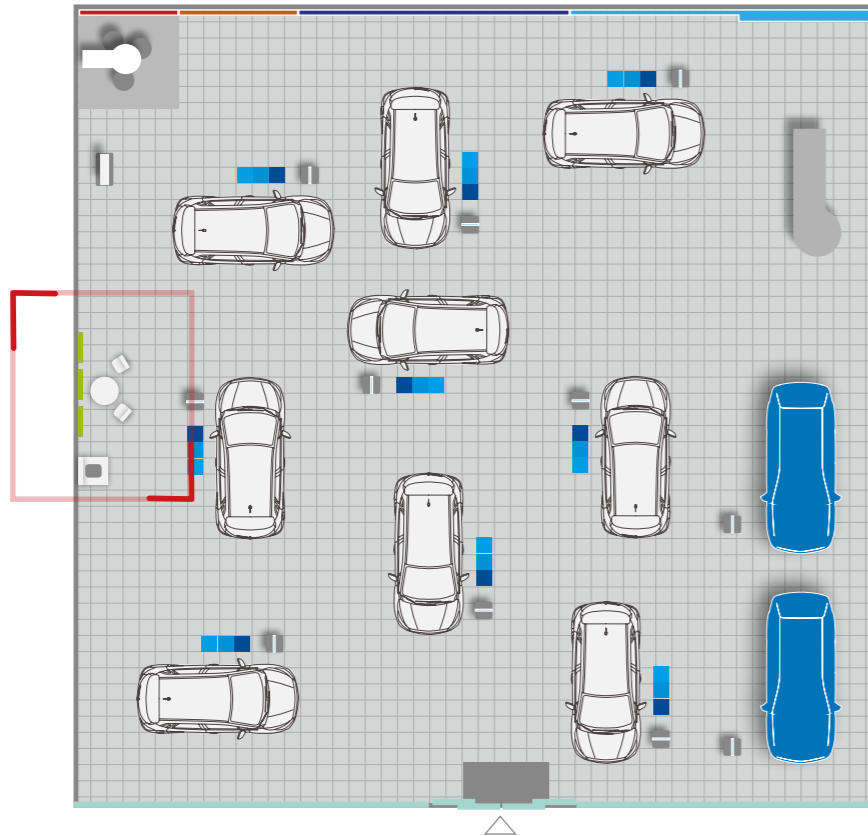
N.B. Dimensions are provided by way of example. The size of the display walls can be increased depending on the size and height of the showroom.



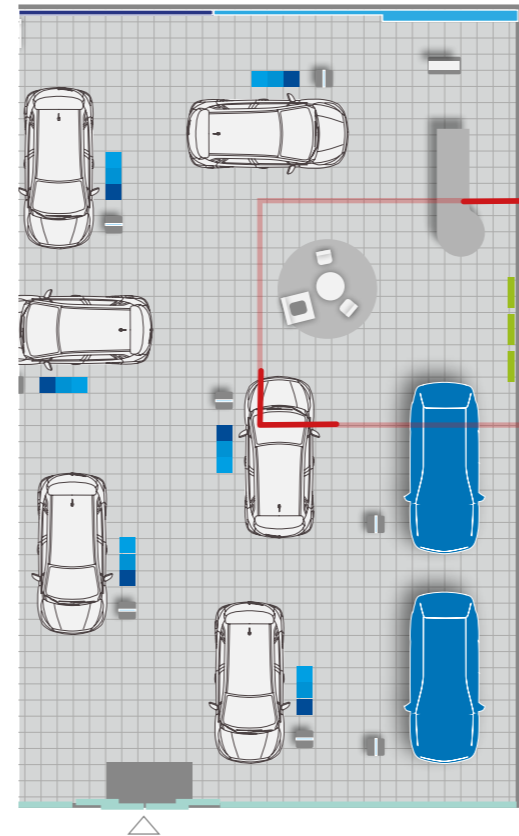
N.B. Each region / country may use the corporate display walls or select other visuals. In the latter case, the visuals selected shall be sent to Brand Stores for validation.

Example: Display walls in showrooms in France.

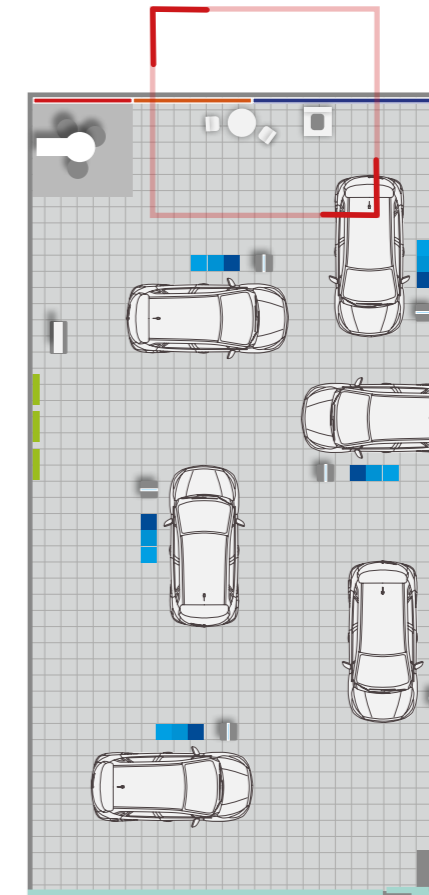
The dedicated showroom - Welcome area



The welcome area is situated in a quiet part of the showroom, away from the murals, sales areas and after sales.



The welcome area must not be set against a mural and/or near a sales desk.



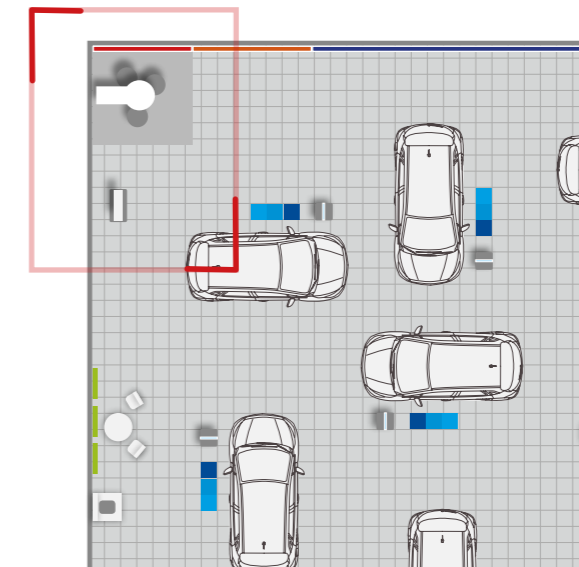
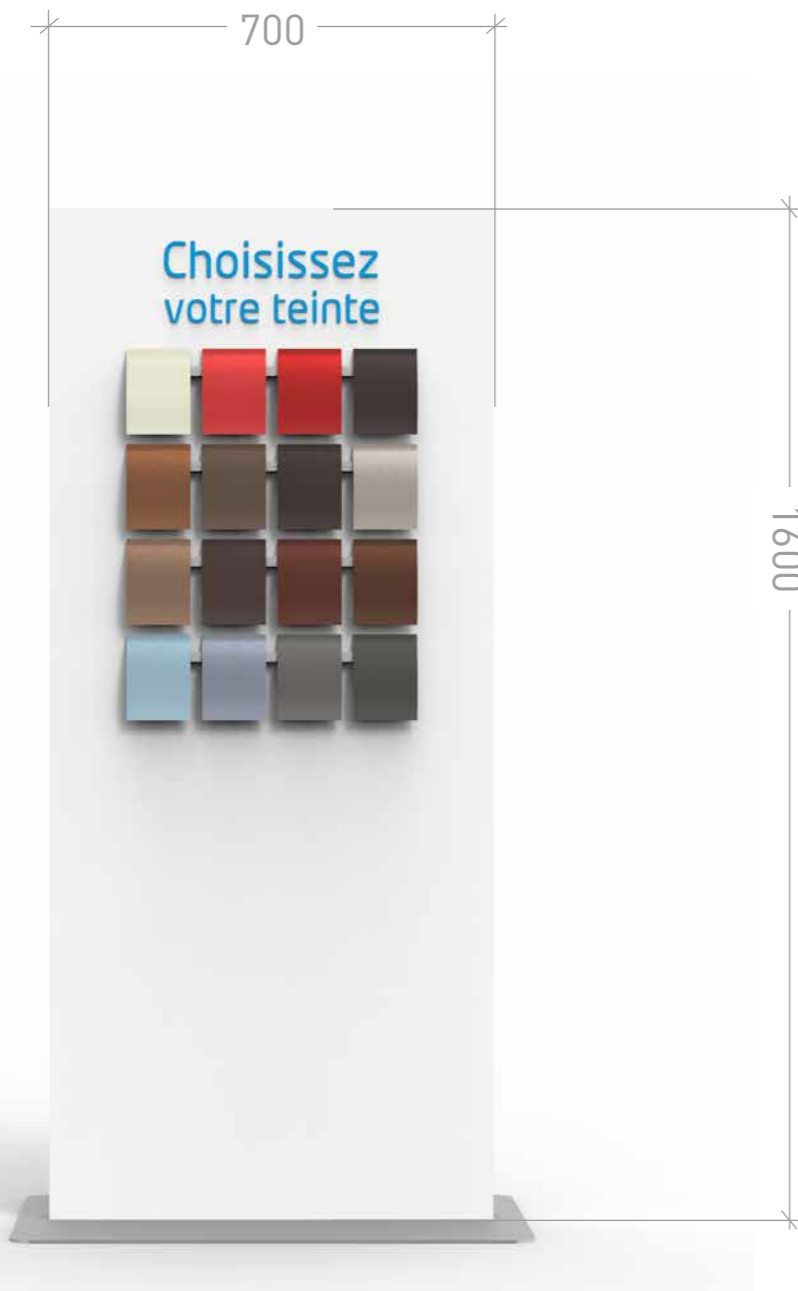
The welcome area must not be placed in an island configuration in the showroom or in a customer flow.

The dedicated showroom - Colour palette



The palette of bodywork shades:

To configure a vehicle and choose a finish, the colour palette available is displayed in the showroom near to the sales desk or to the welcome area if the showroom is equipped with one. This is a useful device for sales personnel and for the customer.



The color chart is ideally located near the sales desk.

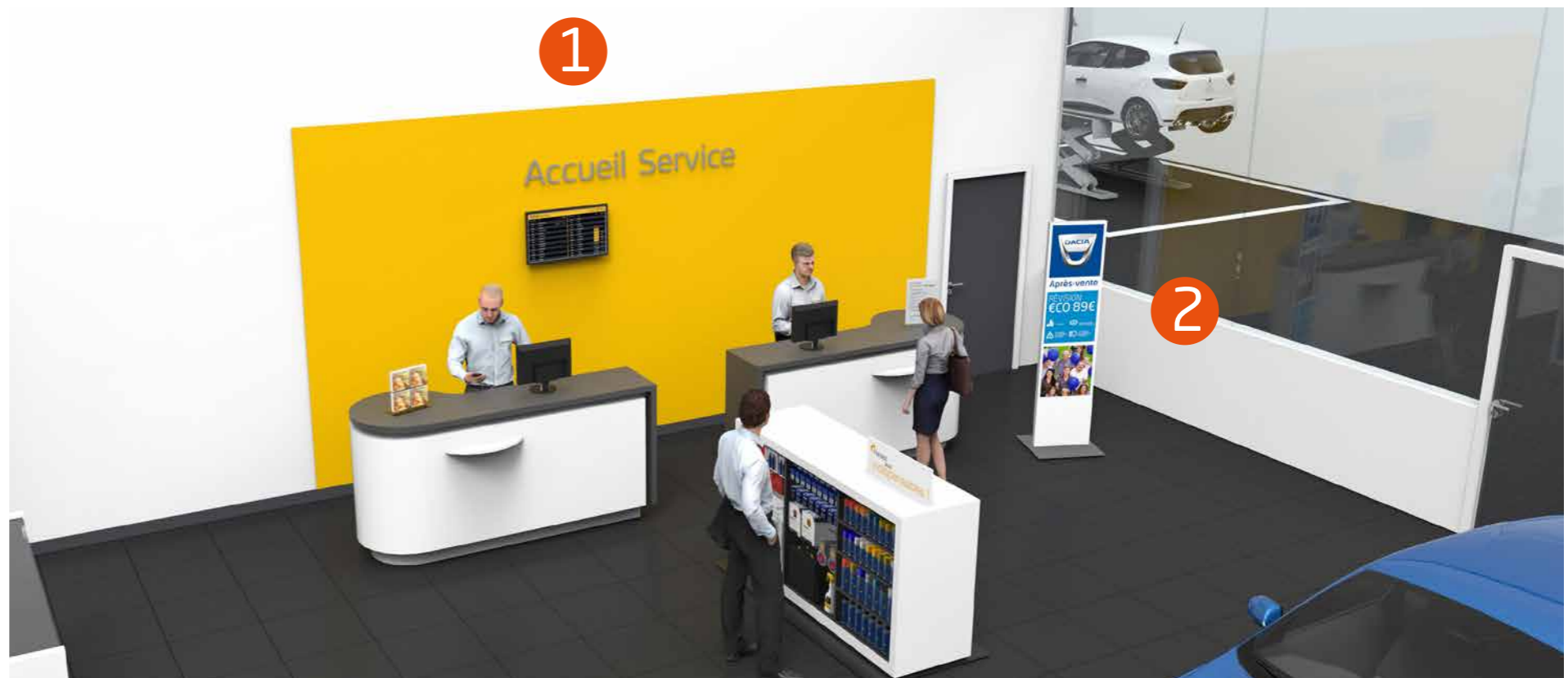
The dedicated showroom - After-sales reception



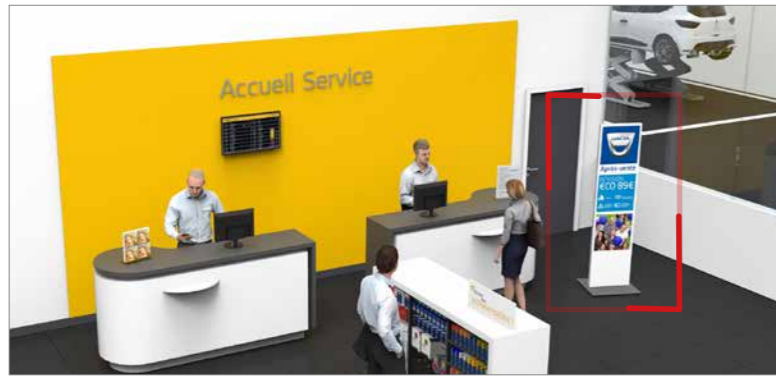
After-sales reception in the Renault showroom when Dacia customer flows represent less than 50% of the total

The Dacia after-sales service is identified at the Renault Service Reception by means of a Totem in the colours of the Brand. It also serves as a promotional tool for after-sales.

- 1 The after-sales reception is at the Renault Service Reception in cases where Dacia after-sales customers represent less than 50% of the total
- 2 Specific Dacia after-sales totem

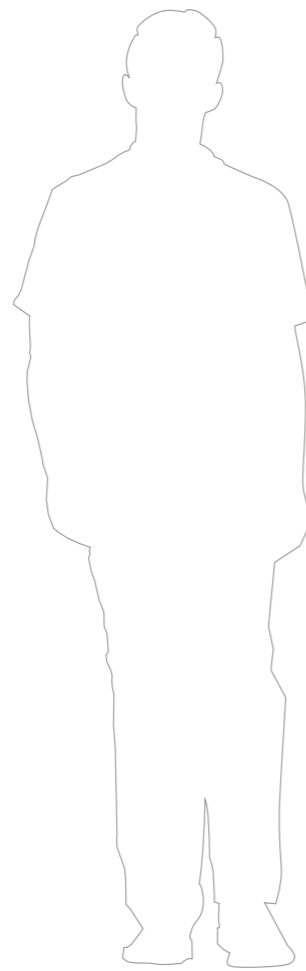


The Corner - After-sales totem



The after-sales totem is positioned close to the Renault Service Reception desk. Depending on its location, the information on the totem may be readable on both its front and rear. If the rear is not visible, it is left blank.

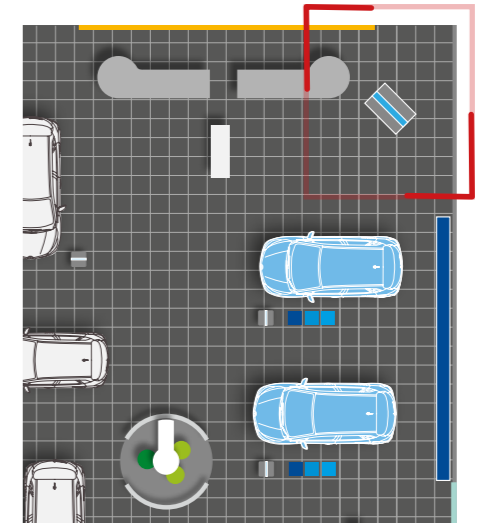
It is 50 x 200 cm in size



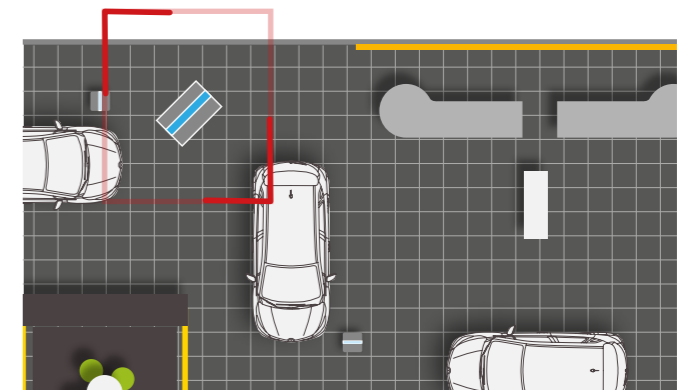
The rear is either neutral or same as front



The visuals are provided by way of example; the definitive visuals are to be determined by the country marketing departments.

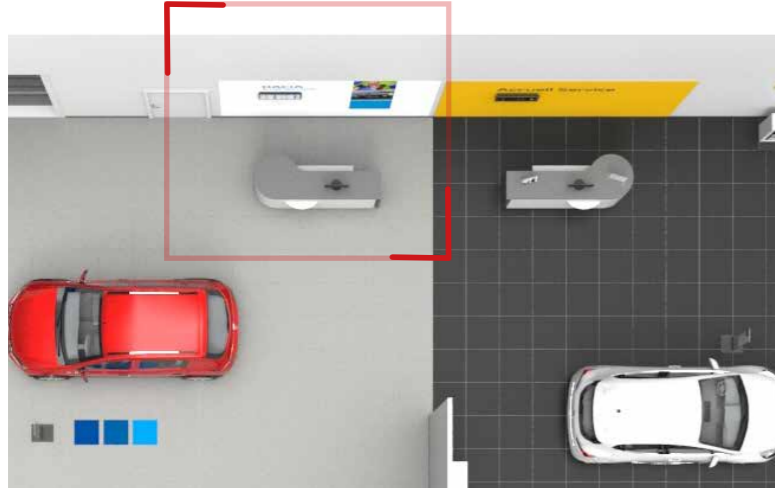


The after-sales totem is placed near the after-sales desk, preferably at 45°.



The after-sales totem should not be distanced from the after-sales desk.

The dedicated showroom - After-sales reception



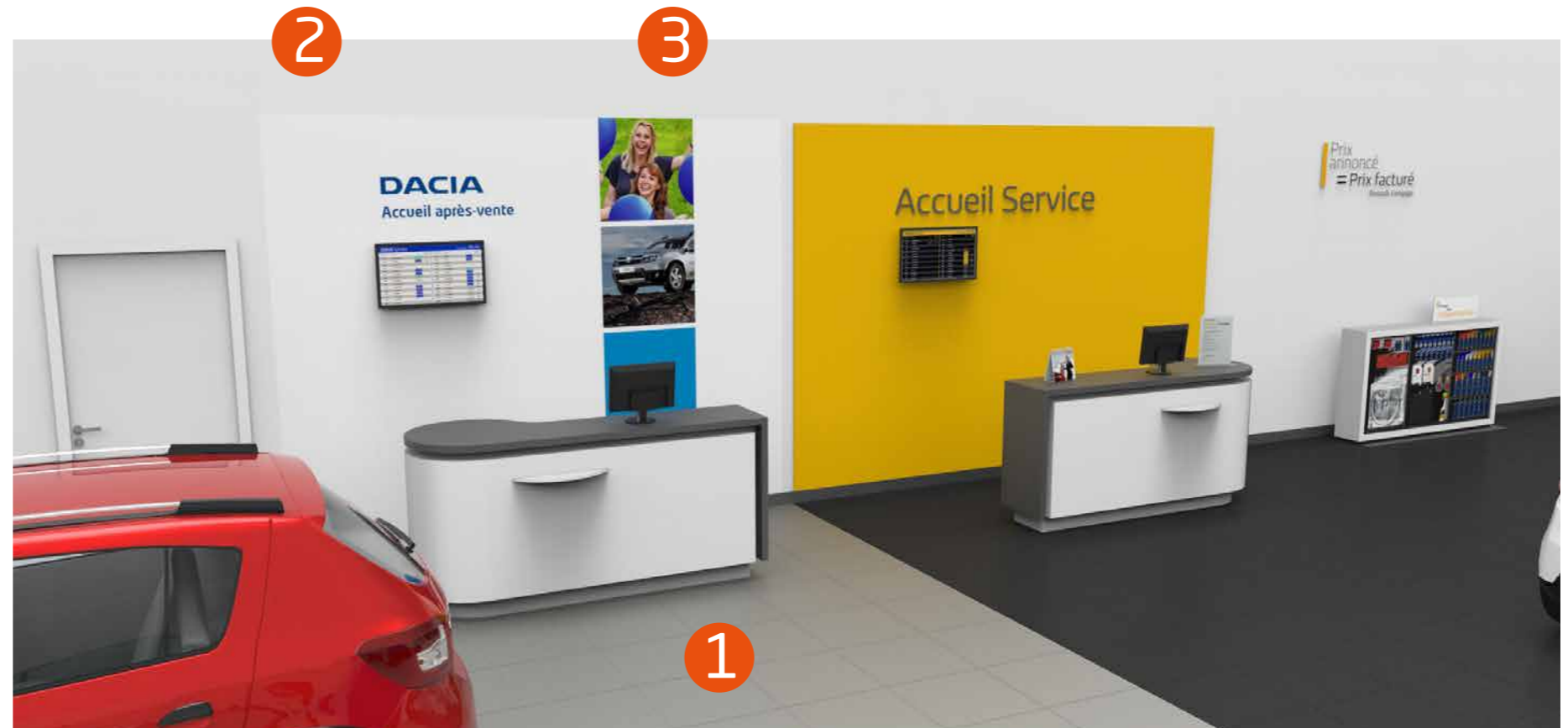
After-sales reception in the Renault showroom when Dacia customer flows represent more than 50% of the total

The Dacia after-sales reception co-exists with the Renault Service Reception and is identified by specific signage in the colours of the Brand

① The Dacia after-sales desk (identical to the Renault one) with its terminal and visual is positioned next to the Renault Service Reception when the Dacia customer flows in the showroom represent more than 50% of the total.

② Dacia customer scheduling screen

③ Visual



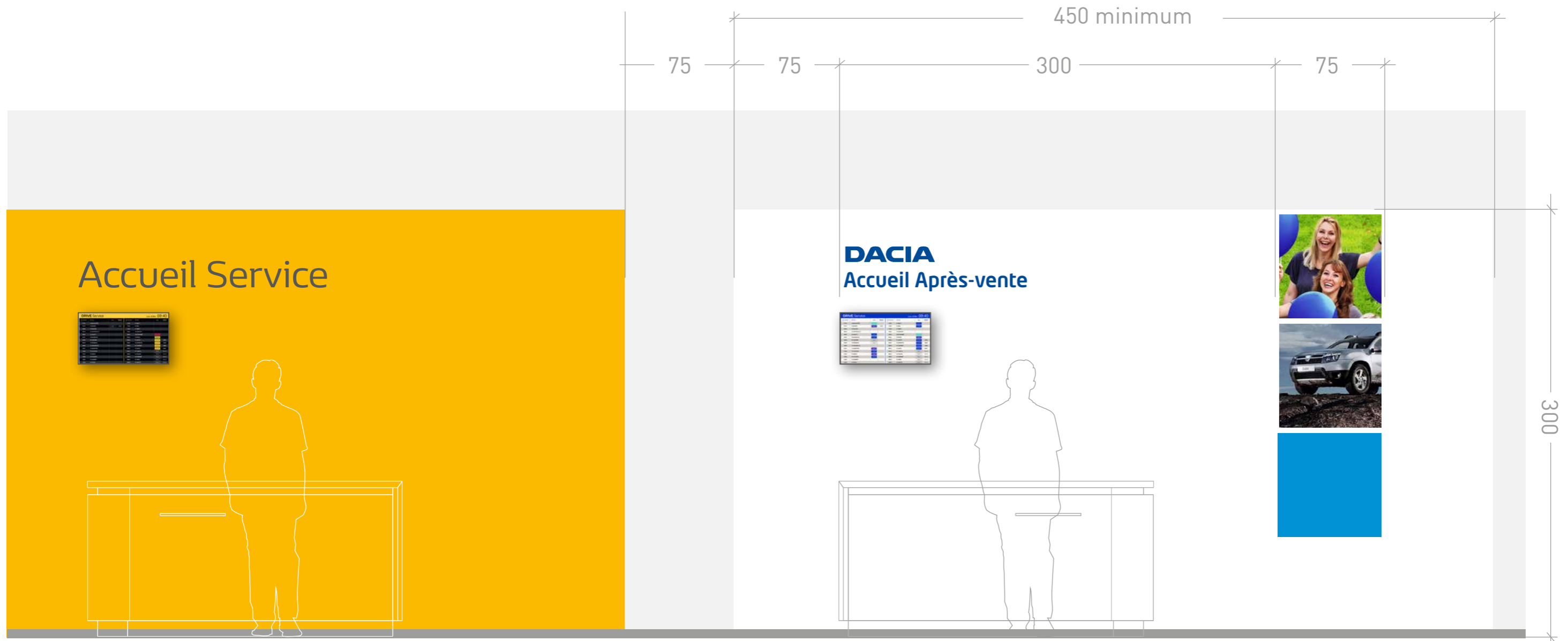
The dedicated showroom - After-sales reception



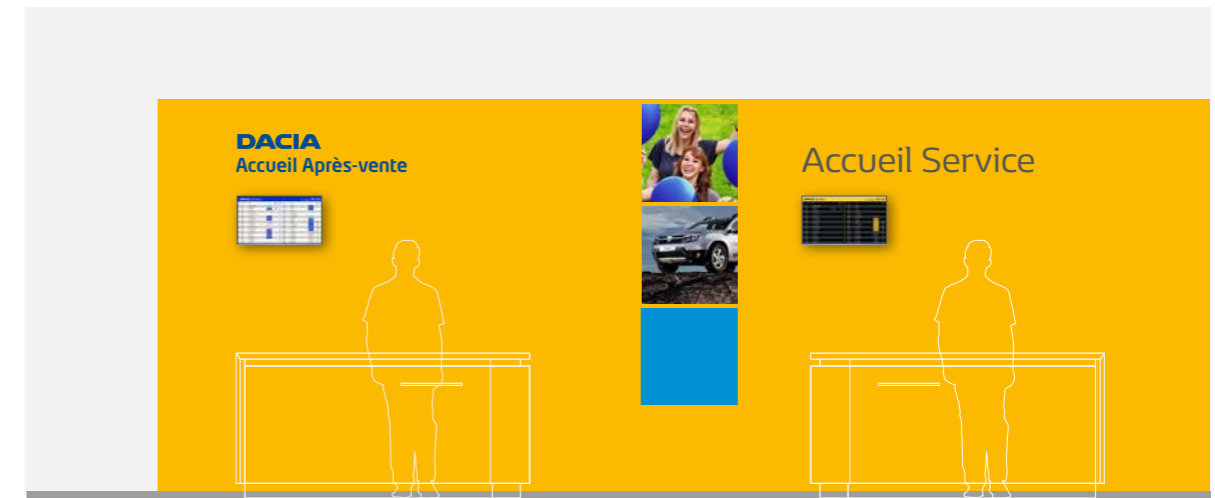
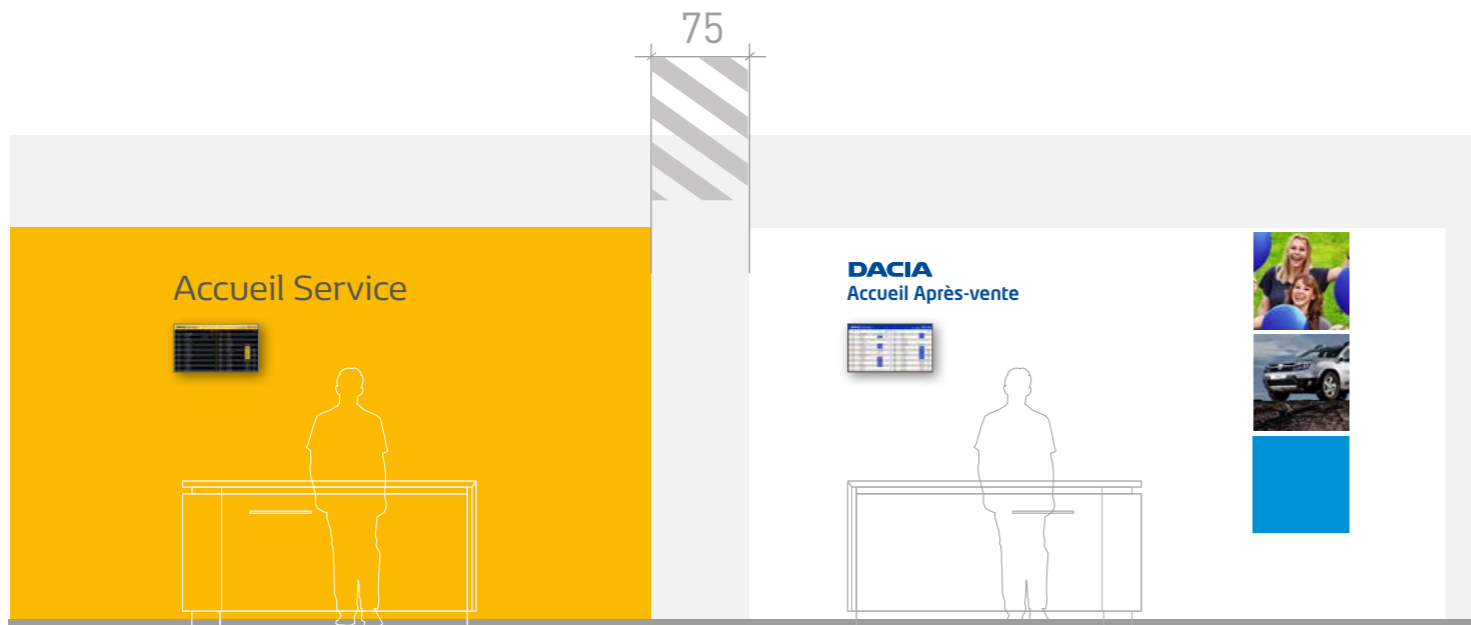
After-sales reception wall in the dedicated showroom

When the after-sales reception is shared with the Renault Service Reception, it is indicated by its own visual identity. It is composed of the Dacia signature, a service tracking screen and a visual.

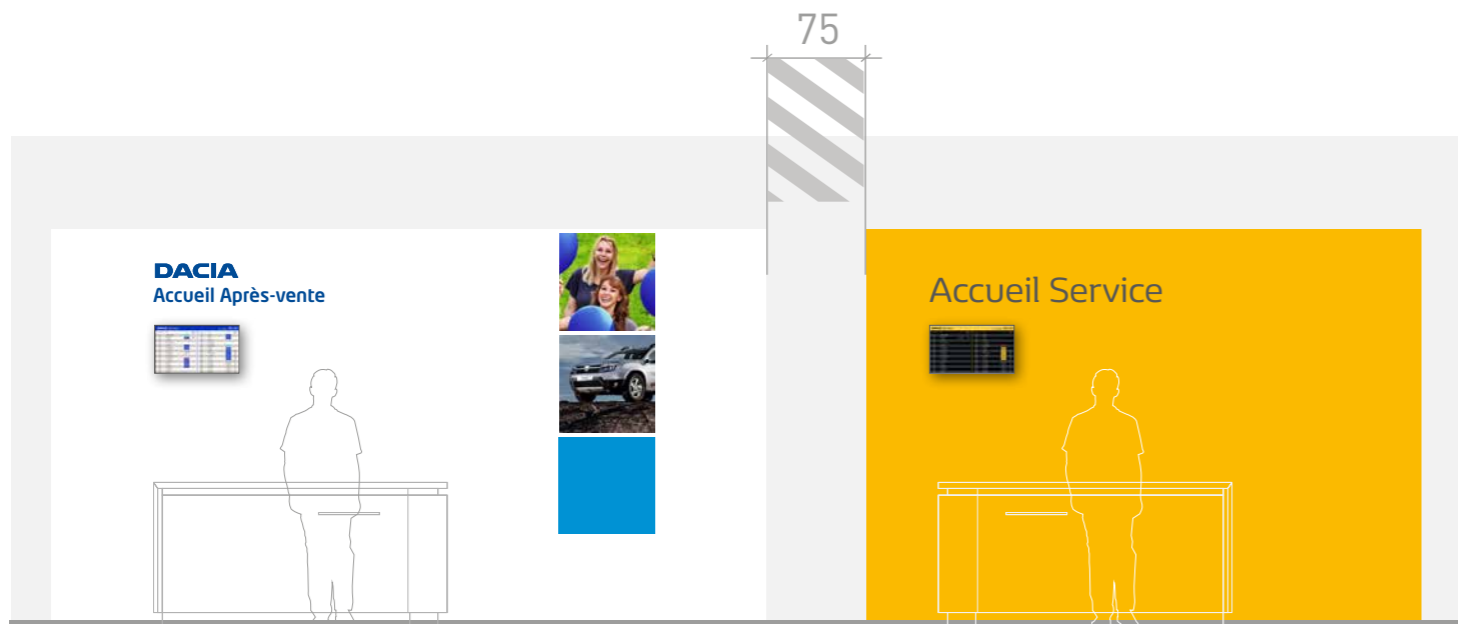
A minimum clearance of 75 cm is necessary to isolate it from the Renault Service Reception's yellow wall.



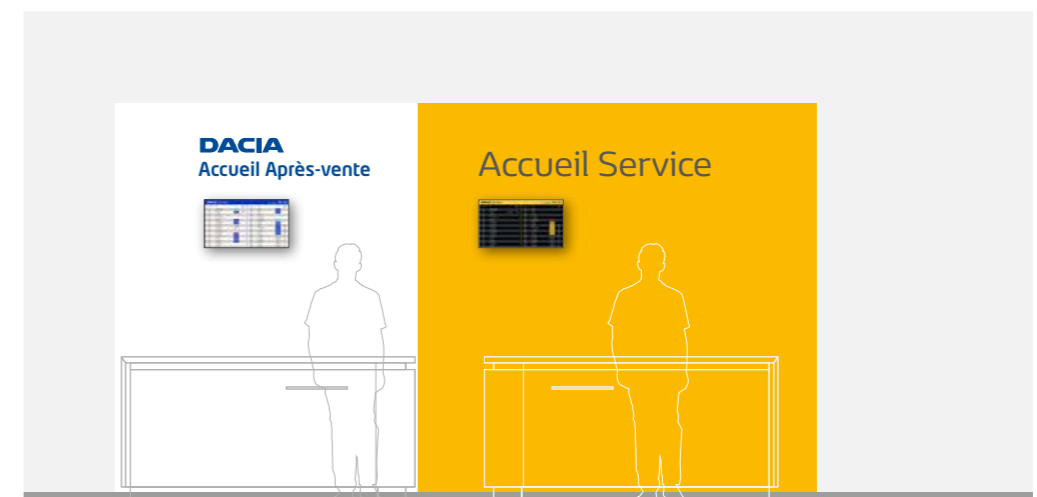
The dedicated showroom - After-sales reception



The yellow wall should not be used behind the Dacia After-sales



An exclusion area of 75 cm must be observed between the 2 after-sales receptions



The visual must be present on the Dacia reception wall. The spaces must be equivalent.

The dedicated showroom - Delivery

Delivery

- 1 Renault delivery area + small Dacia visual
- 2 Renault delivery area + large Dacia visual
- 3 Dedicated Dacia delivery space on the partition wall between the showrooms.

1



2



3



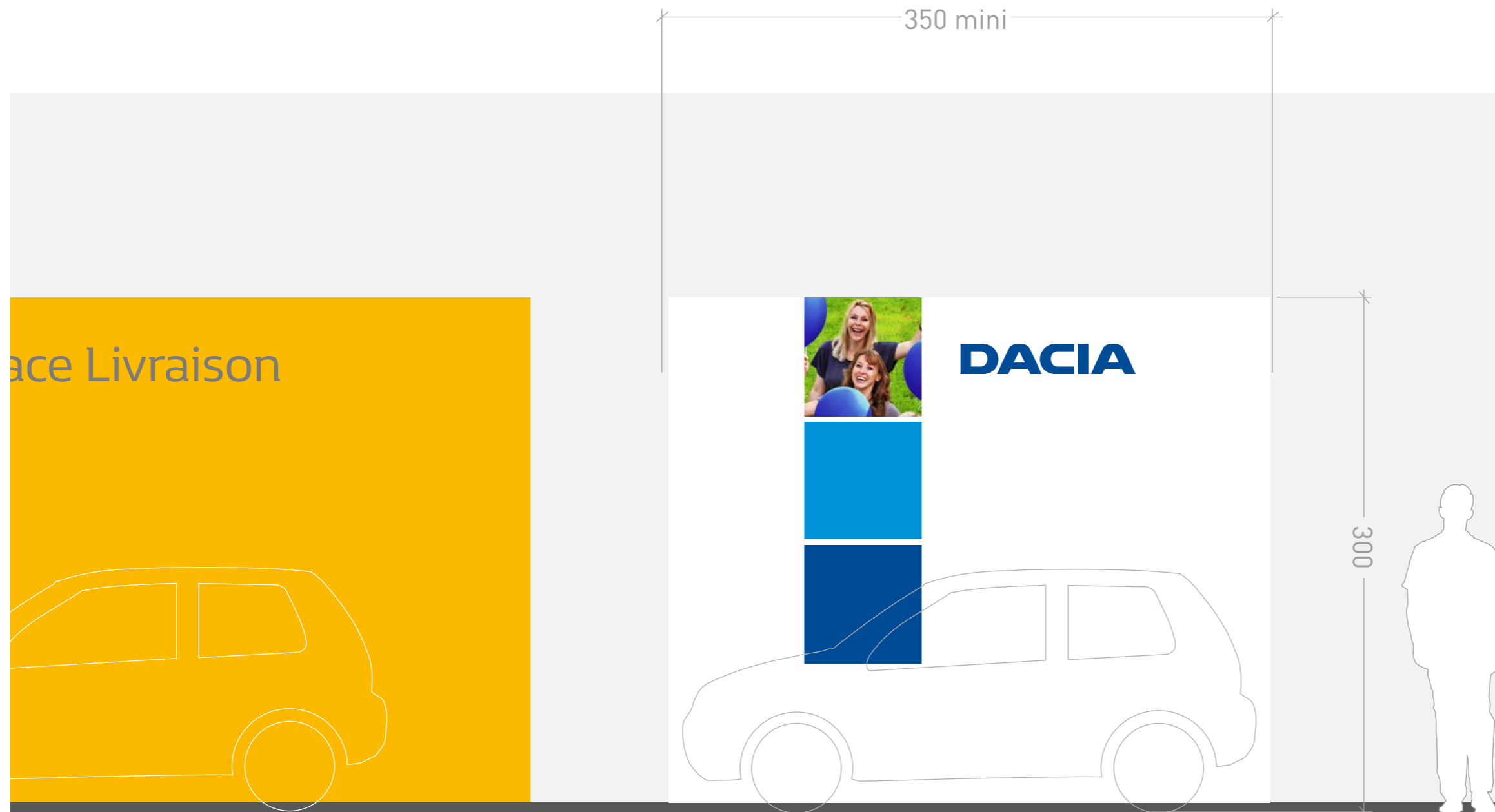
The dedicated showroom - Delivery - Type 1



Delivery wall with visual used in a **Renault delivery area**

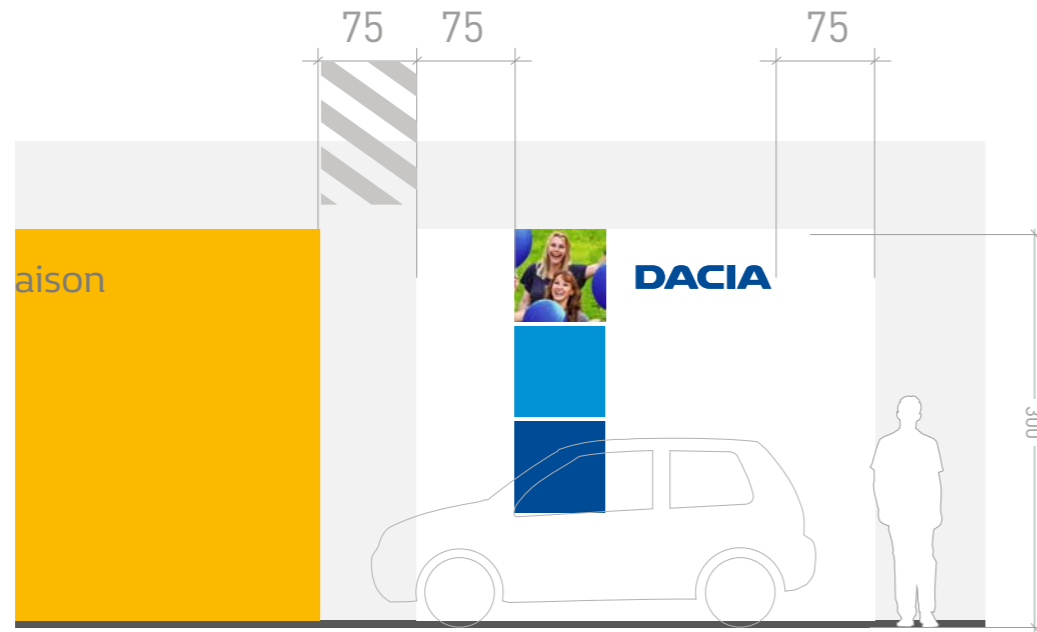
When the outlet generates a large number of Dacia new vehicle deliveries, it is necessary to create a space devoted to delivery.

This minimum system competes the Renault Delivery Area in the showroom.

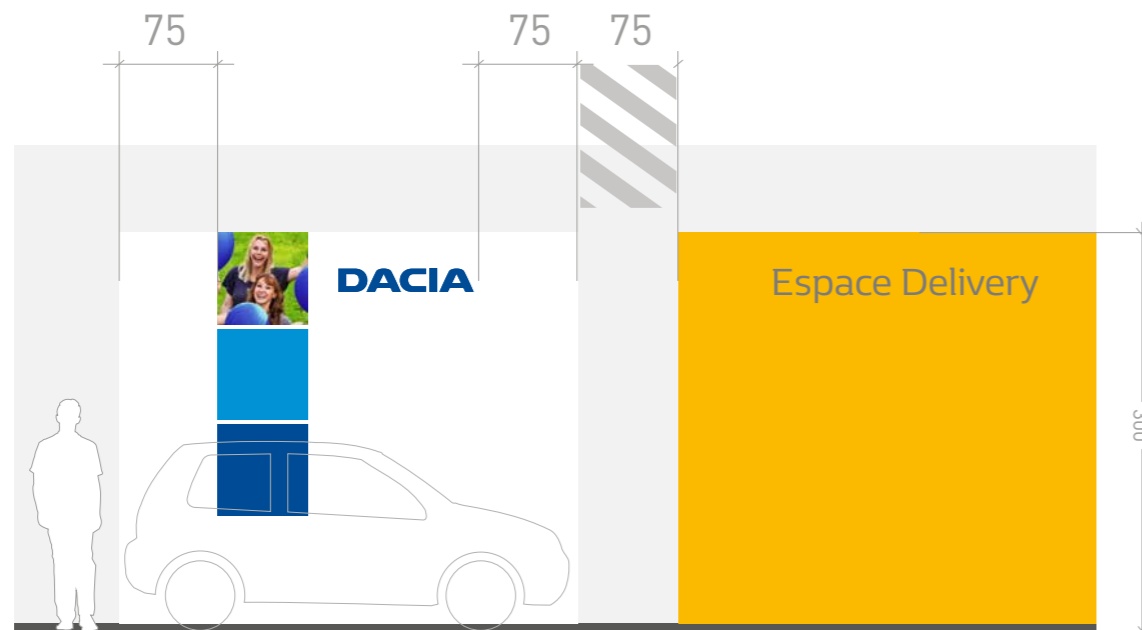


The visuals are provided by way of example; definitive content to be determined by country marketing departments.

The dedicated showroom - Delivery - Type 1



The Dacia delivery must not be enclosed by the Renault yellow walls



An exclusion area of 75 cm must be observed to either side of the visuals particularly on the Renault delivery wall side.

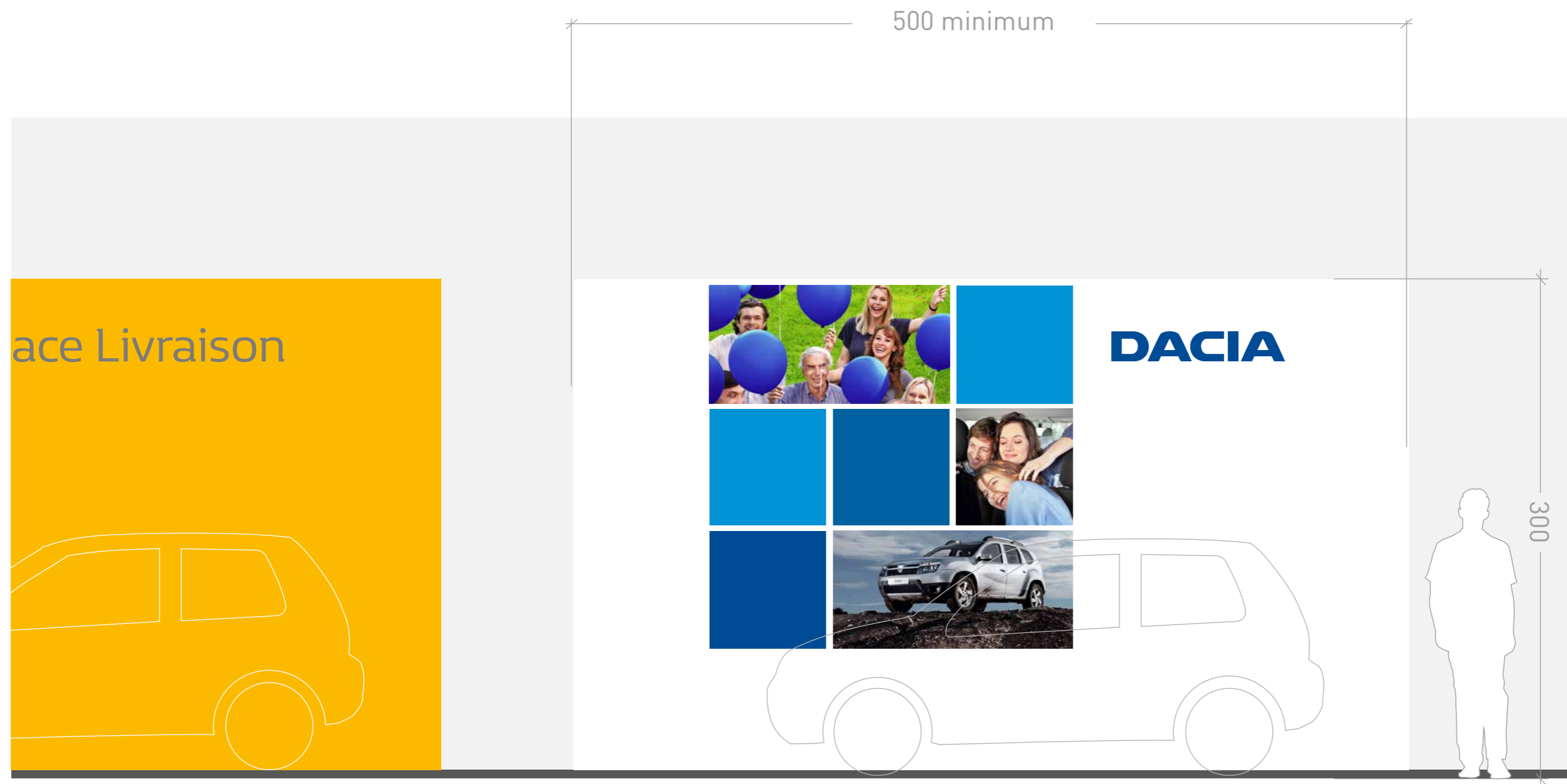


The graphic composition principle may not be modified

The dedicated showroom - Delivery - Type 2

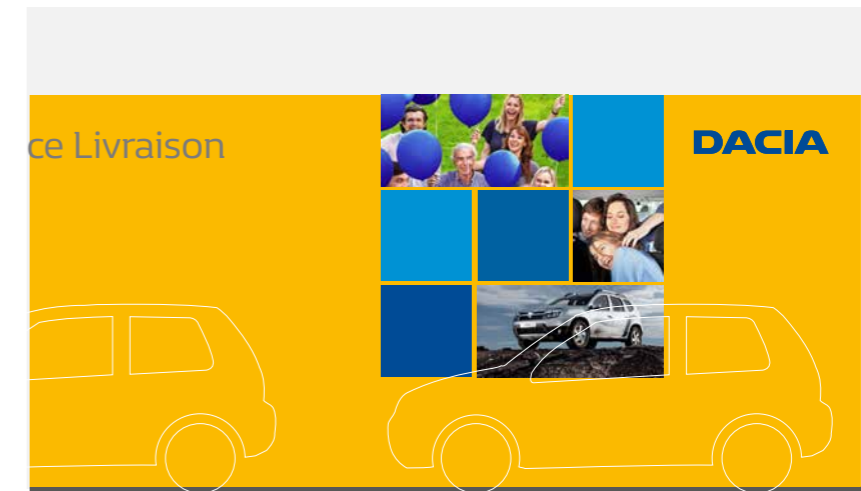
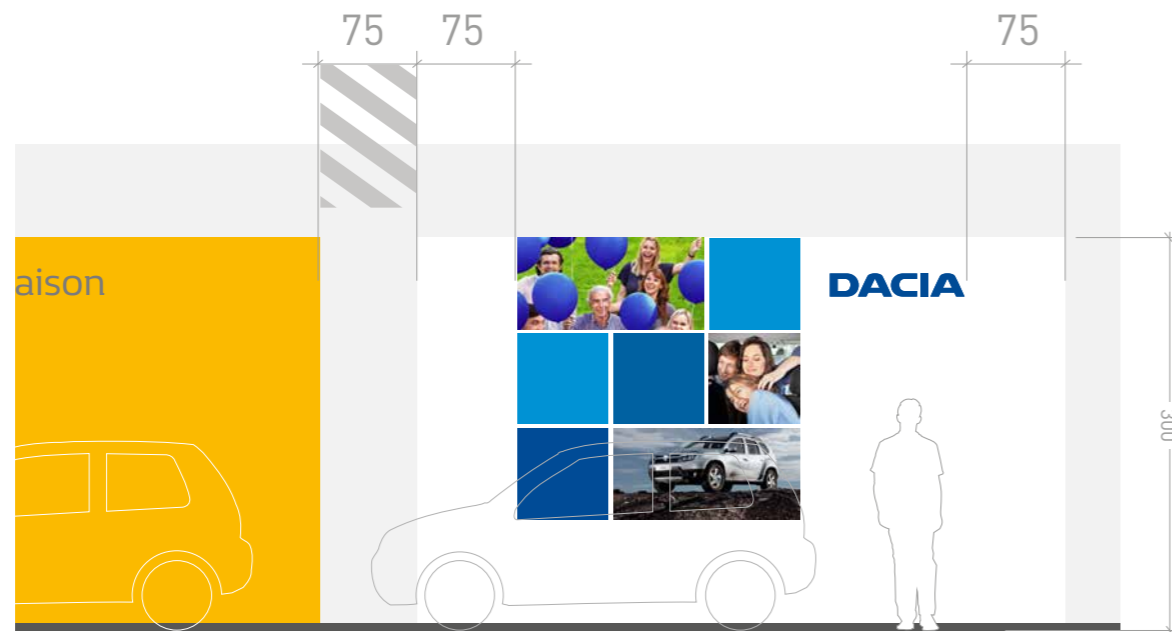


Delivery wall with large visual used in a **Renault delivery area**.
When it is necessary to create a space devoted to Dacia delivery.
This system competes the Renault Delivery Area.

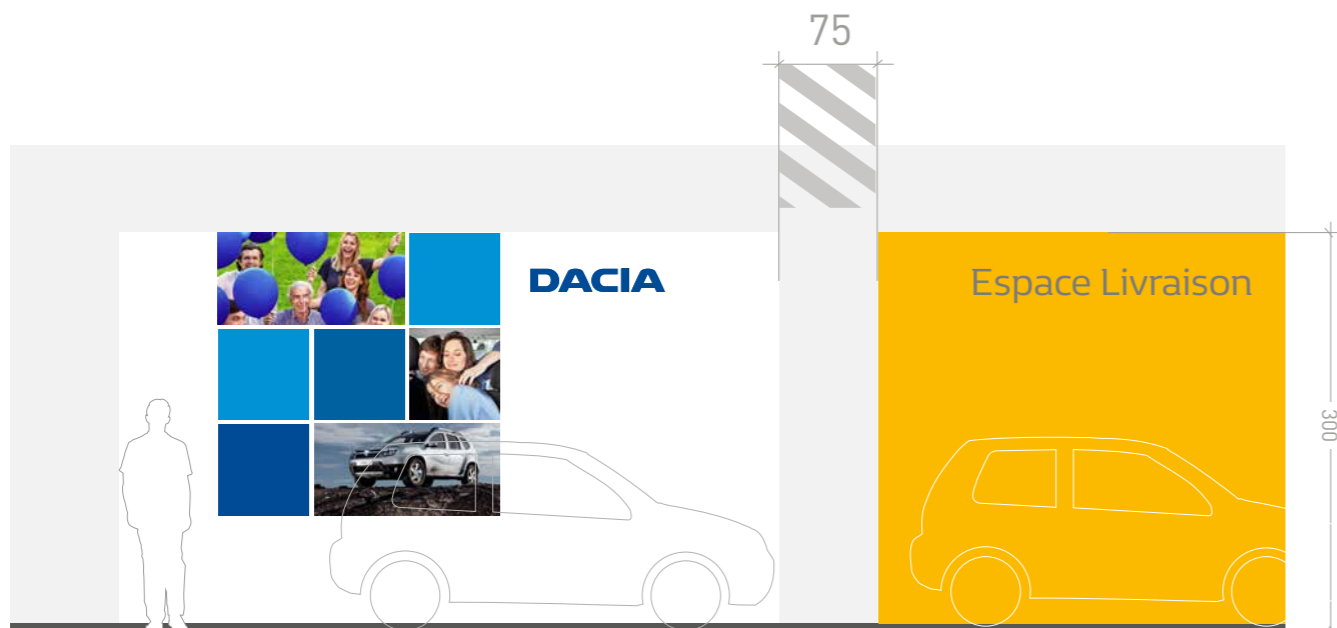


The visuals are provided by way of example; definitive content to be determined by country marketing departments.

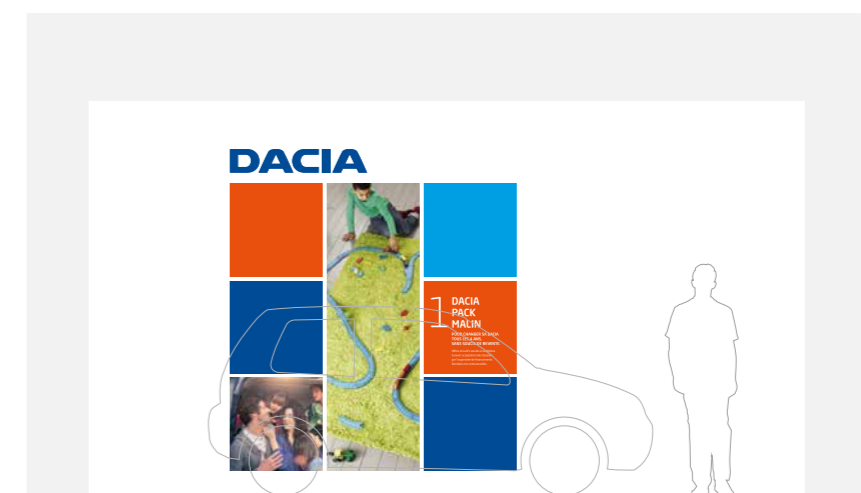
The dedicated showroom - Delivery - Type 2



The Dacia delivery must not be integrated into the Renault yellow wall



An exclusion area of 75 cm must be observed to either side of the visuals particularly on the Renault delivery wall side.



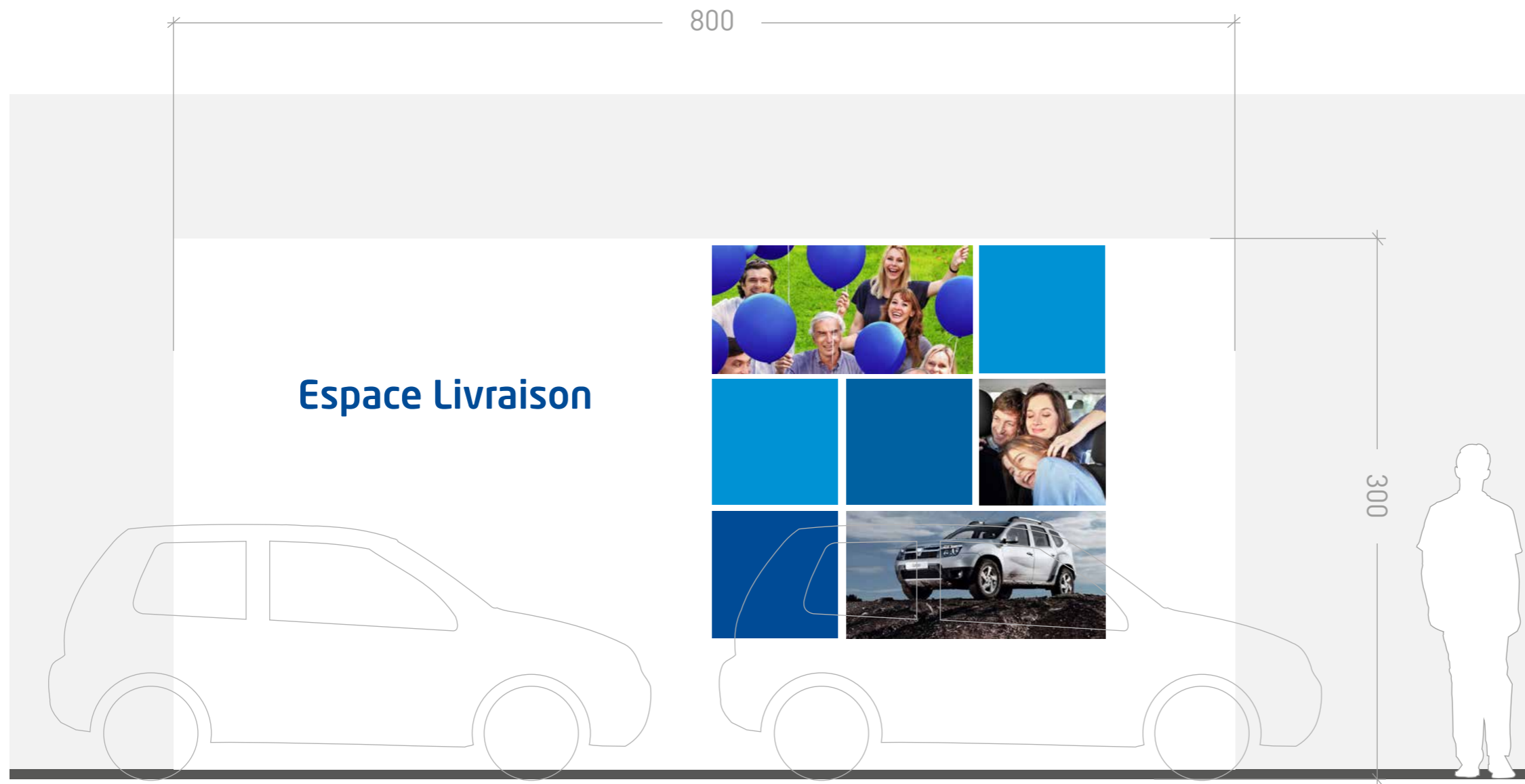
The graphic composition principle and dimensions may not be modified.

The dedicated showroom - Delivery - Type 3



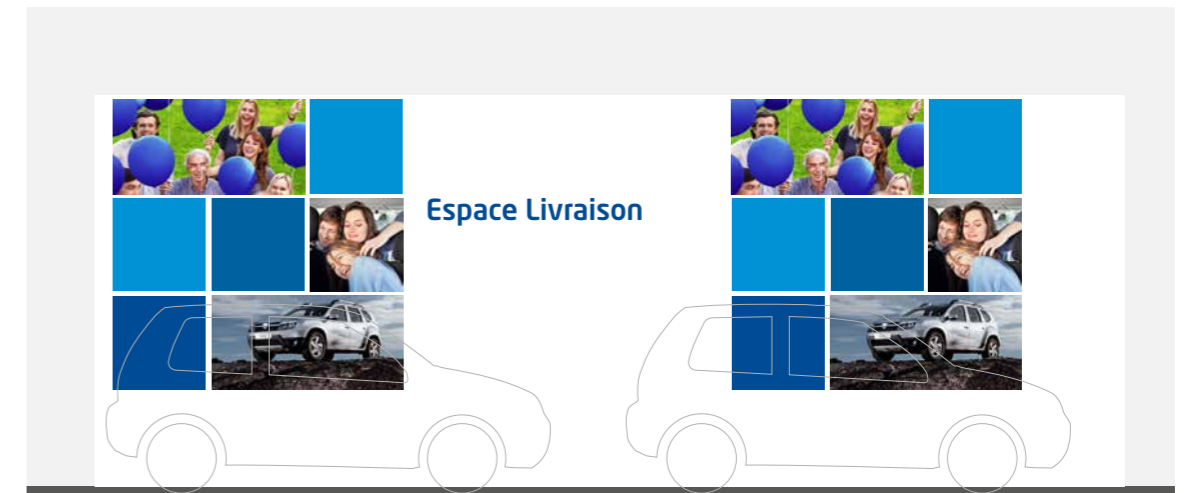
Delivery wall used in a dedicated configuration in a **specific Dacia delivery area**.

This solution customizes the delivery of a Dacia vehicle. It consists of a wall marking, a self-standing partition or the back of a display wall belonging to a Renault area. It varies in dimension from 6 to 8 m depending on the number and cycle of deliveries and the available space.

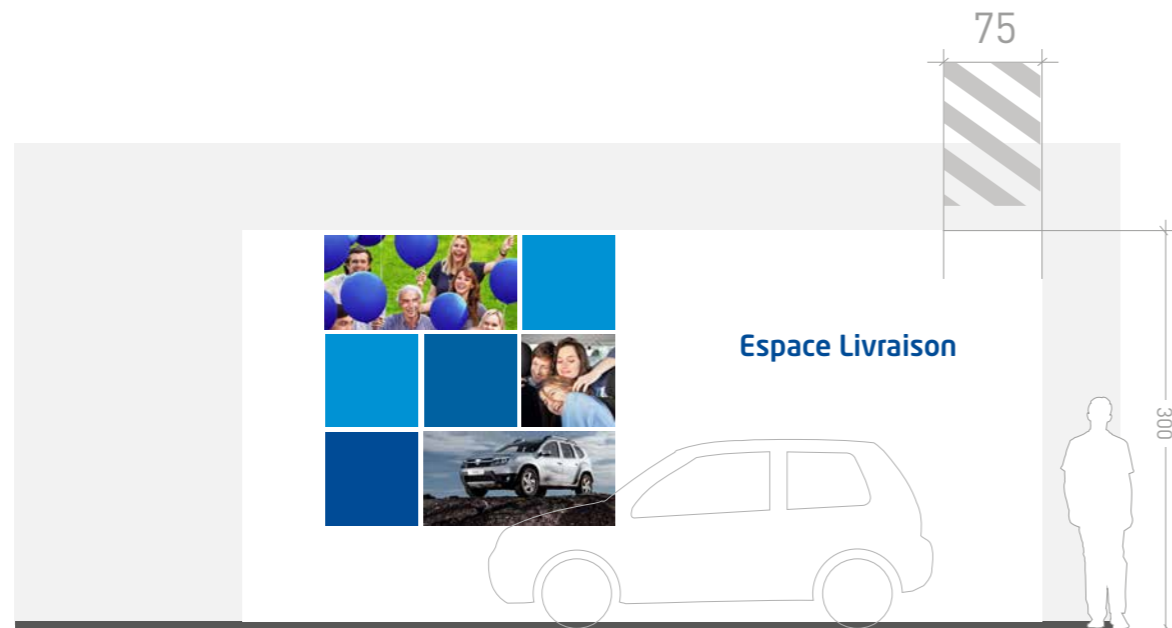


The visuals are provided by way of example; definitive content to be determined by country marketing departments.

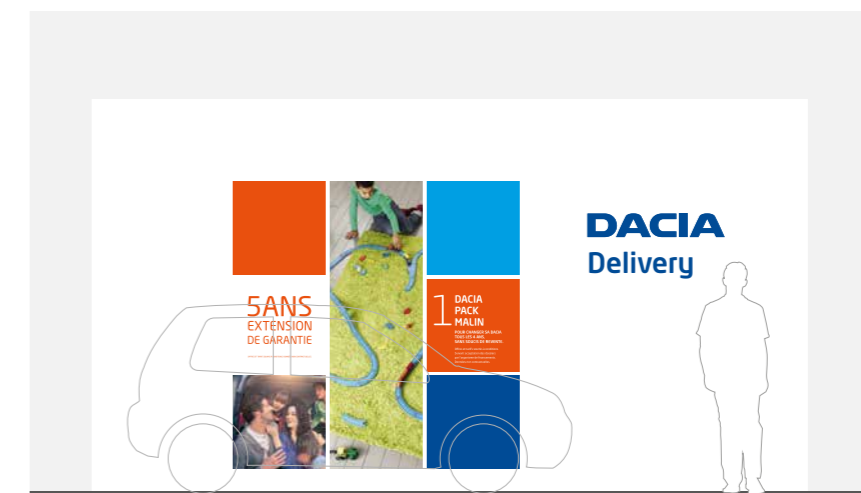
The dedicated showroom - Delivery - Type 3



Even if the space is multi-vehicle, the wall display should not be duplicated.



An exclusion area of at least 75 cm must be observed to either side of the visuals.



The graphic composition principle and dimensions may not be modified.

The dedicated showroom - Separation of showrooms

The separation between the Dacia and Renault showrooms can be achieved by means of a full-height **wall** or a **self-standing partition**.

The self-standing partition bears the colours of the Dacia brand on the Dacia Showroom side. The Renault showroom side shall be white or decorated with a Renault Sport or Passion wall display.

In some cases, this partition may serve as a delivery wall (see p.47).







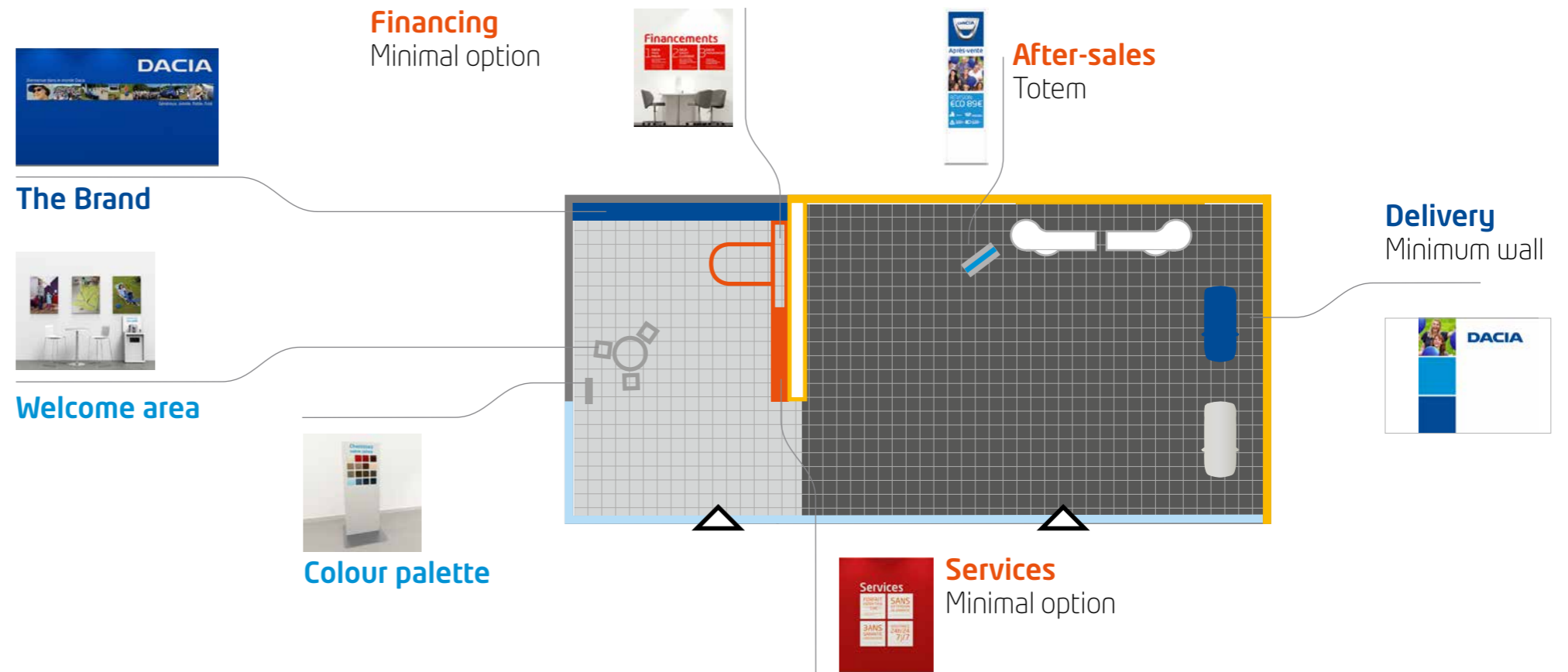
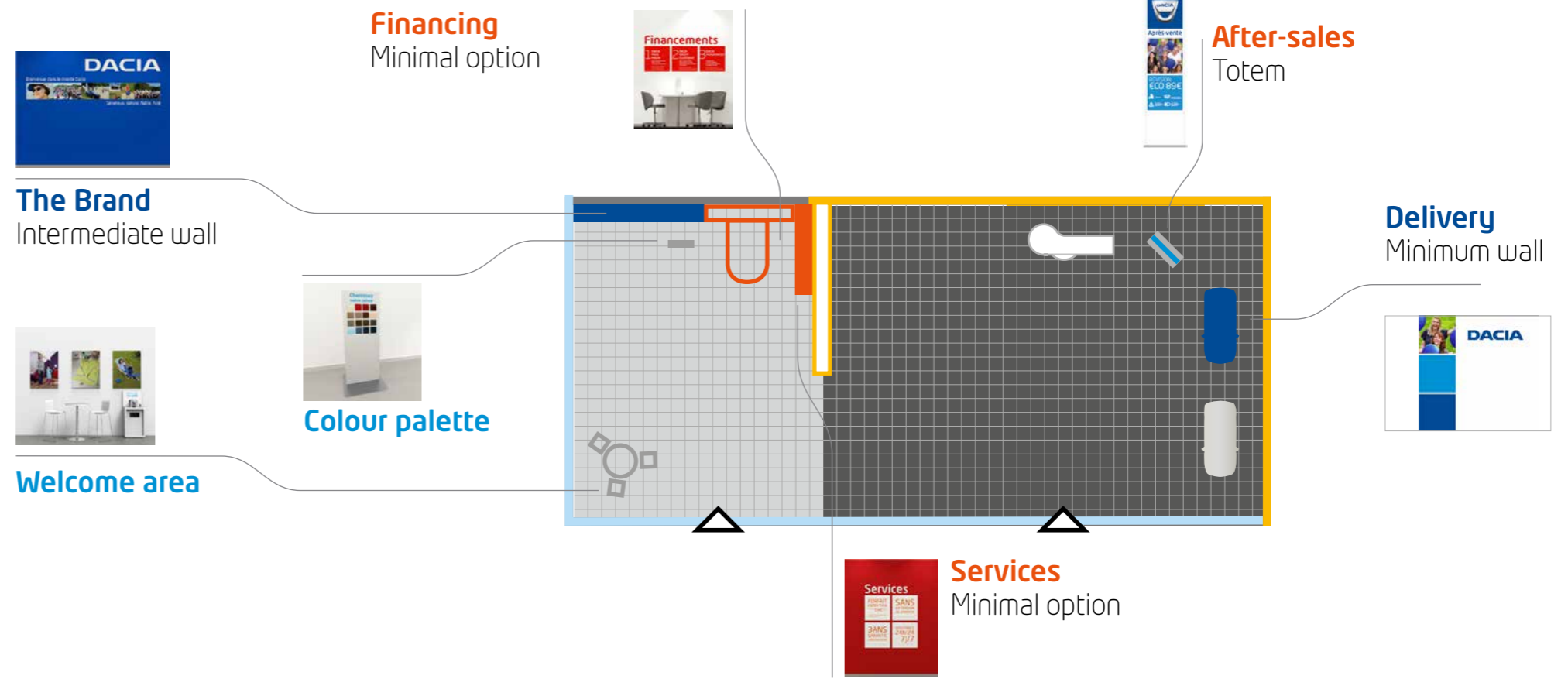
The dedicated showroom - The possible configurations

Depending on the configuration of the showroom, the following components can be applied:

-  **The brand**
-  **Services**
-  **Financing + Sales desk**
-  **Accessories**
-  **Colour palette**
-  **Welcome area**
-  **After-sales**
-  **Delivery**

Key :

-  **Renault Wall**
-  **Glazing**
-  **Dacia Wall**
-  **Partition**

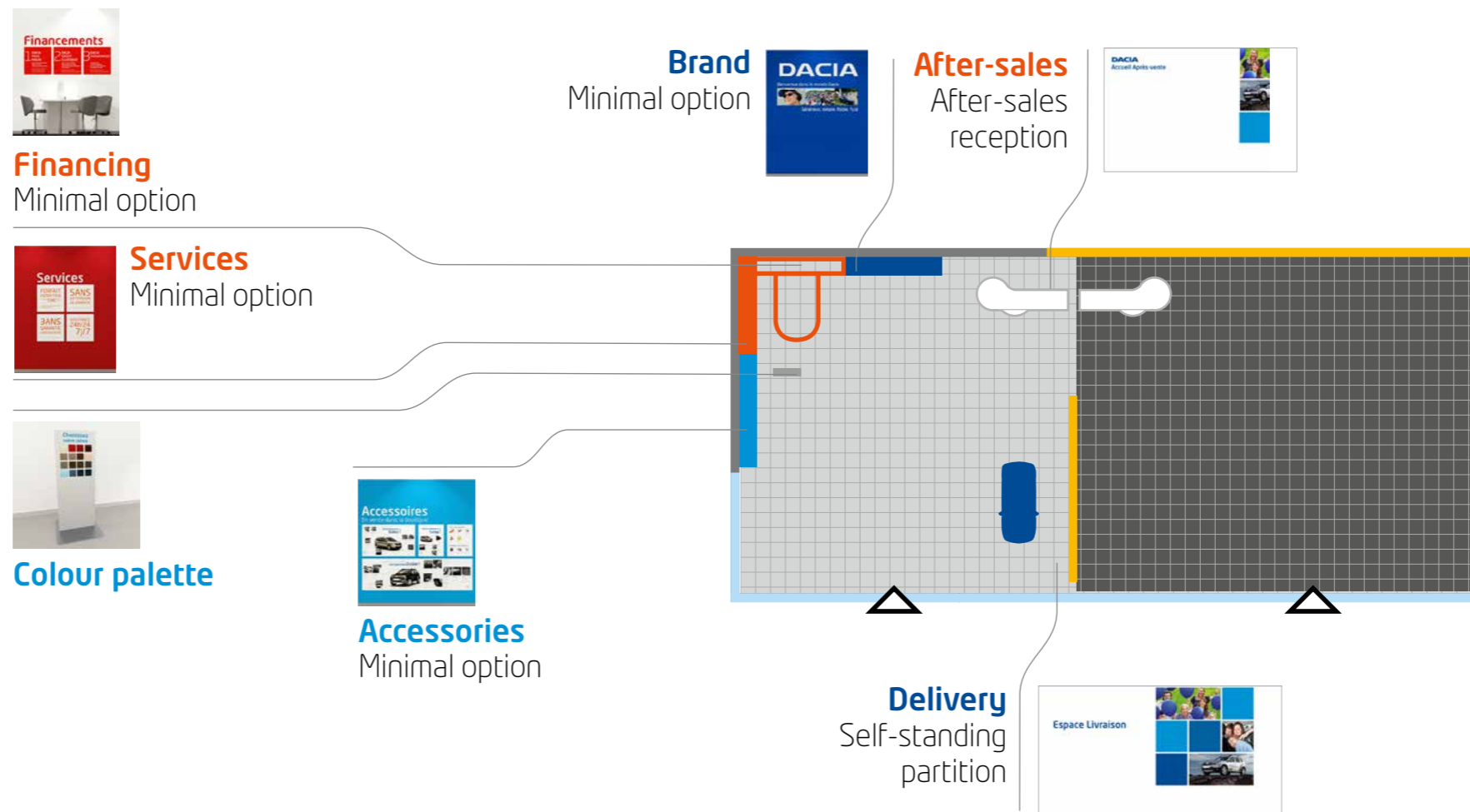
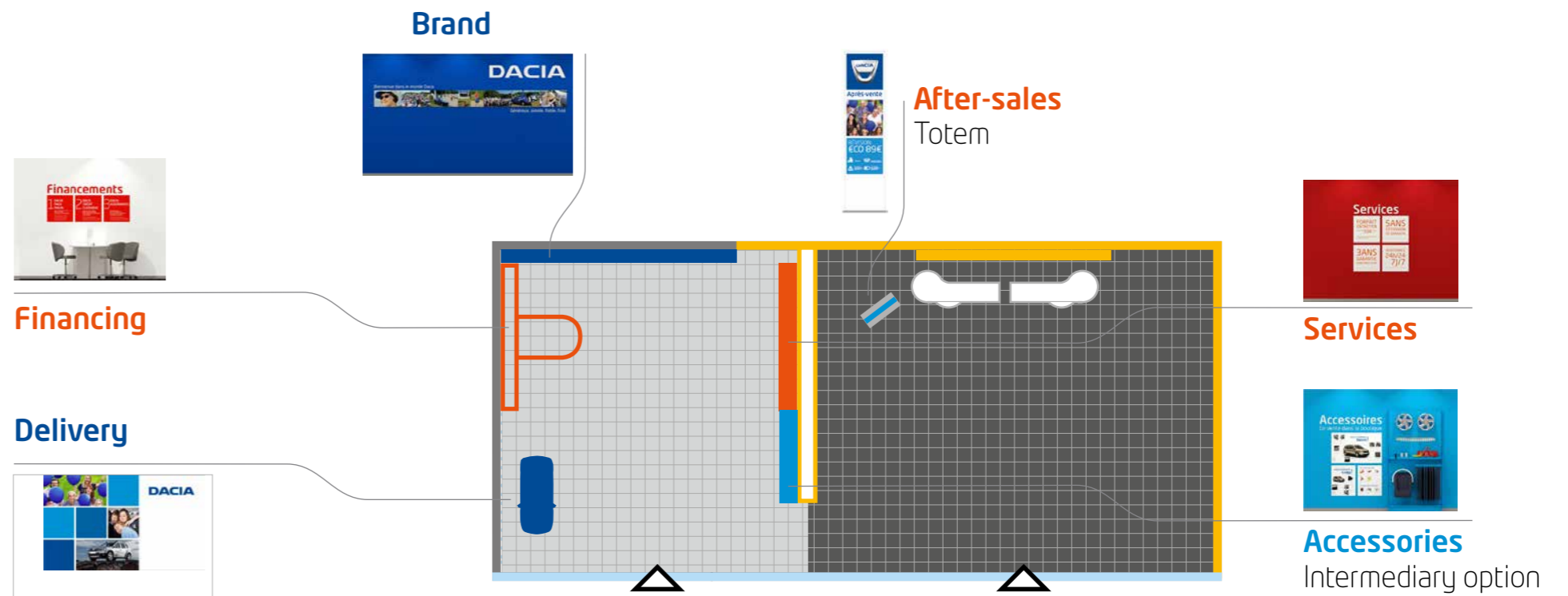


The dedicated showroom - The possible configurations

- The Brand
- Services
- Financing + Sales desk
- Accessories
- Colour palette
- Welcome area
- After-sales
- Delivery

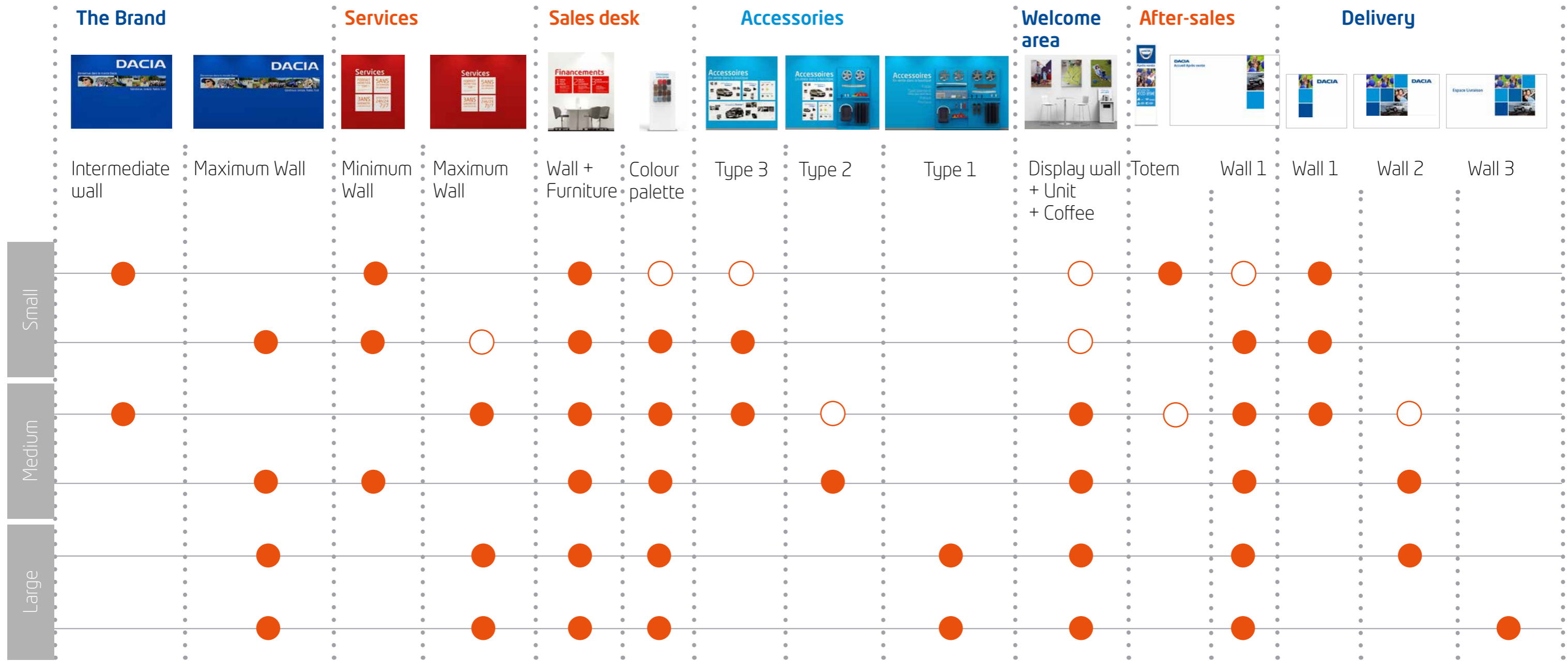
Key:

- Renault Wall
- Glazing
- Dacia Wall
- Partition



The dedicated showroom - The possible configurations

Summary



- Presence recommended
- Possible option depending on available space

The dedicated showroom - New Vehicle Delivery

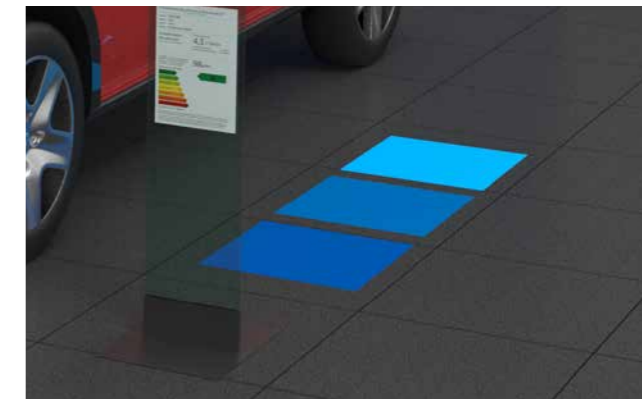


To make the range visible:

This marking allows the display in the showroom to be better organized because vehicles are always correctly positioned. The directional lighting can be adjusted to best highlight the vehicles.



Sticker detail
The stickers are always positioned on the driver's side.



When the marking is on the tiled floor of a Renault showroom, the stickers retain their dimensions (see p. 18)

The price display unit is placed 45 cm in front of the dark blue sticker, visible to the customer.

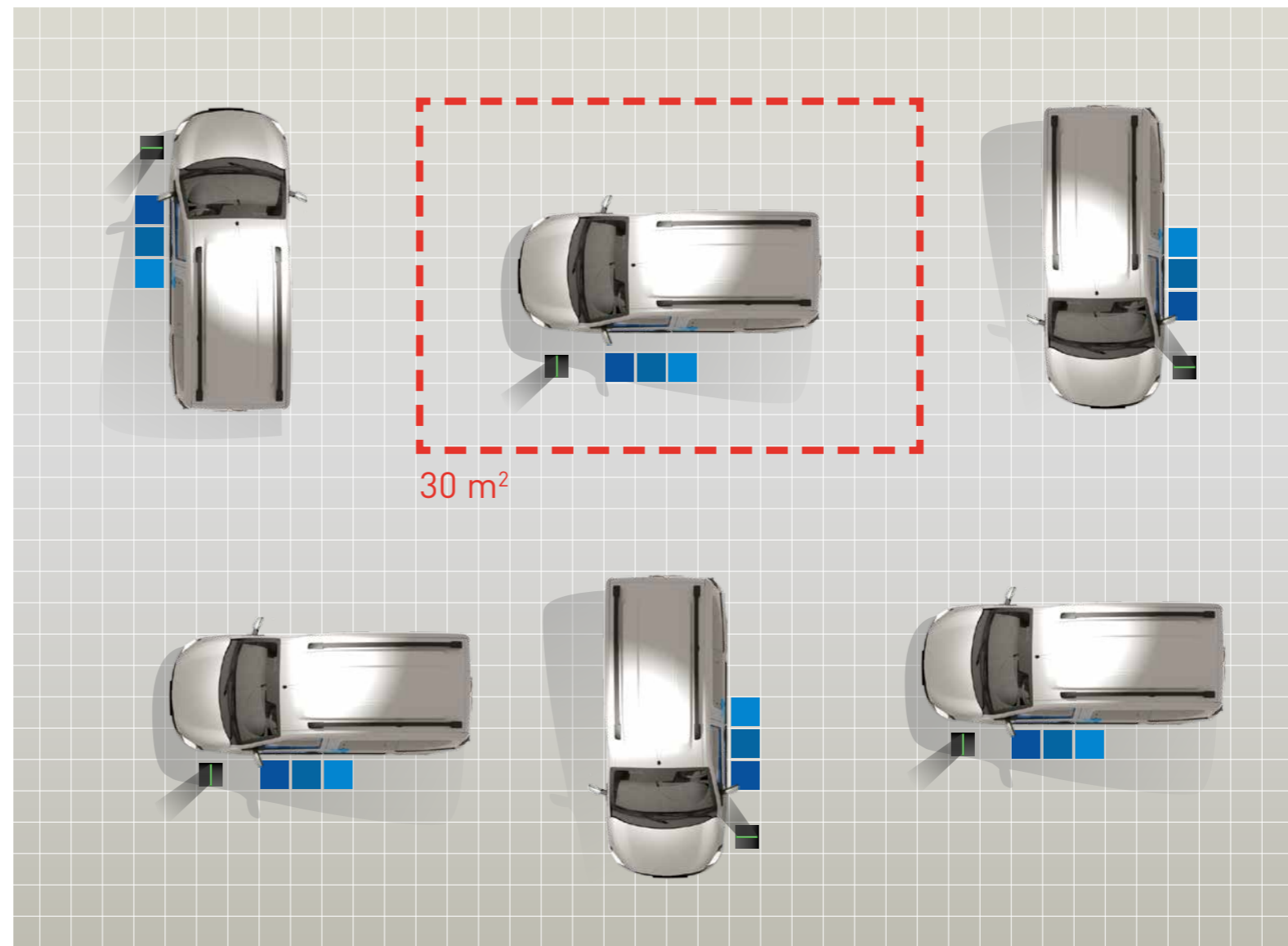
The dedicated showroom - New Vehicle Delivery



Orthogonal alignment rule:

Vehicles on display are laid out at right-angles and according to the tiling pattern.

Each vehicle must have a minimum area of 30 m².

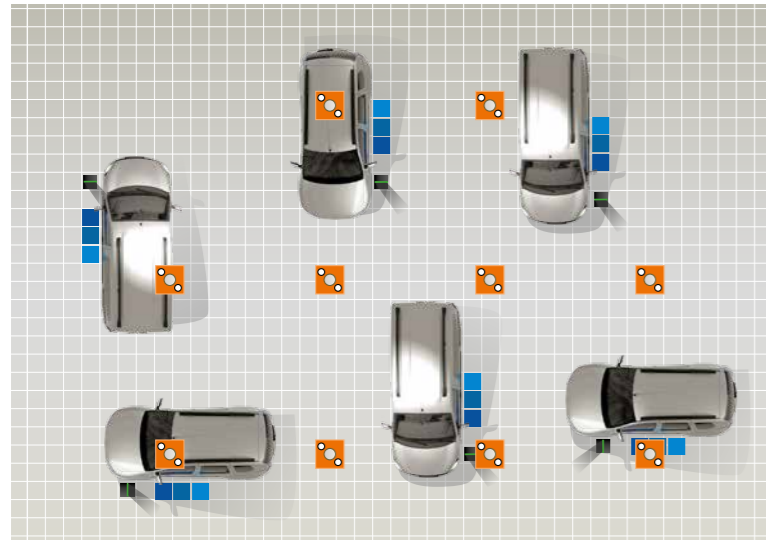


The dedicated showroom - Lighting

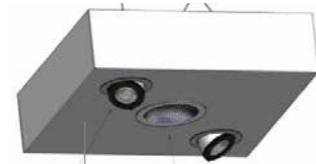
A lighting pattern to structure the space

With or without a suspended ceiling, the principle remains the combination of generic LED ambient lighting and two lamps providing accent lighting to set off the vehicles.

In a Dacia showroom that is in proximity with the Renault showroom, lighting can be generalized for both brands.



Example of pattern in the showroom



Independent module installed 3m above the floor



The ceiling is \pm 3m from the ground, the module is embedded in the suspended ceiling



Suspended modules installed 3m above the ground



Modules built into the suspended ceiling

The Dacia Box

A complete Dacia Evolution showroom

Characteristics:

- › No Renault showroom in direct proximity
- › Light grey Dacia tiling

Touchpoints:

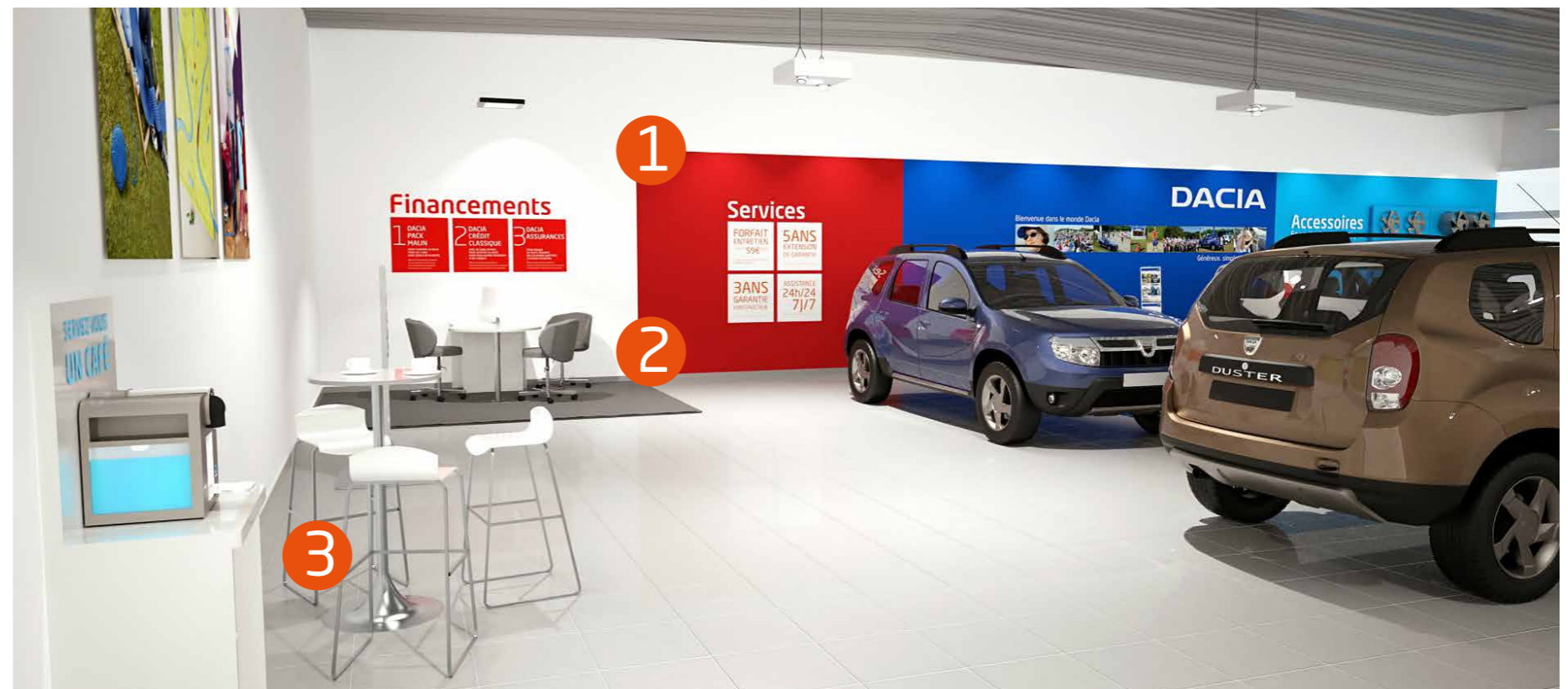
- ① Brand wall
Services
Financing
- ② Dacia dedicated sales desks,
- ③ A specific Delivery Area,
- ④ The After-sales reception.



The Dacia Box - Murals

Sales

- 1 Brand / Services / Financing wall
- 2 Dacia dedicated sales desks
- 3 A Welcome area



The Dacia Box - Brand wall



Discovery and immersion in the world of Dacia:

A mural featuring the colour codes of the Brand promotes the Dacia community and the content of the Brand.

It comes in 2 formats according to the space available and the recommended composition.

Ideally, it should be placed opposite the entrance, between the Services wall and the Accessories wall.

N.B. The murals are juxtaposed:

The thematic walls shall be painted without separations or exclusion areas.

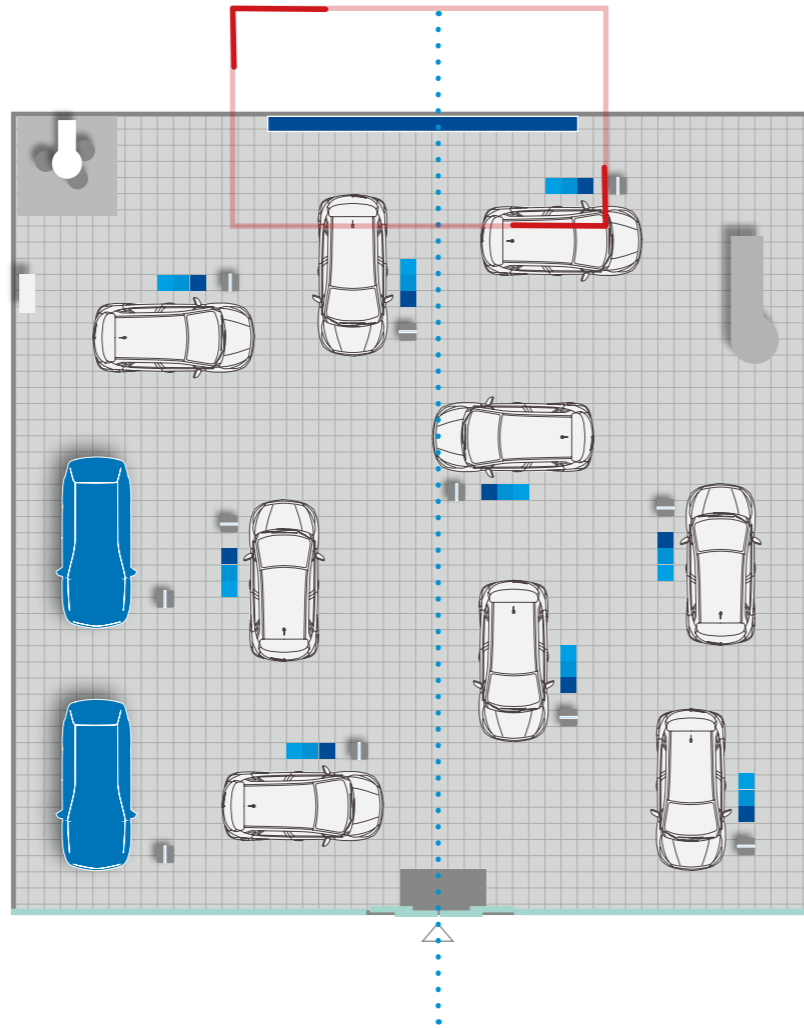



Integral wall
6 x 3 m

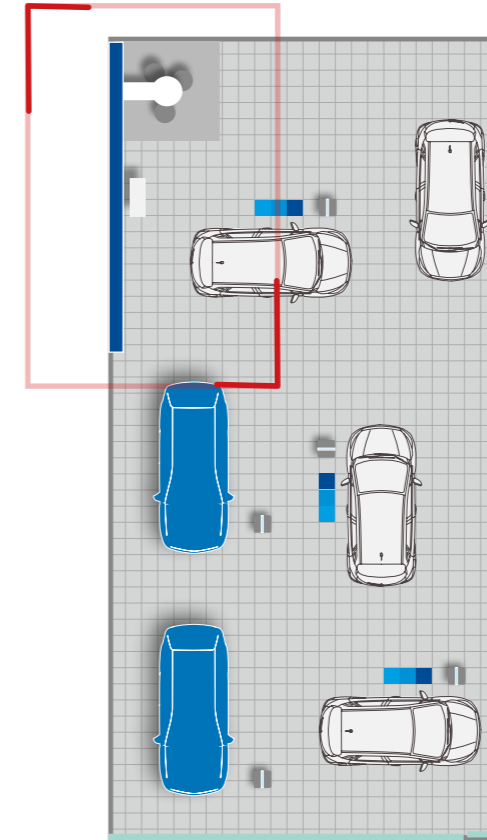



Intermediary option
3.8 x 3 m

The Dacia Box - Brand wall



 The Brand Wall should ideally be placed in the middle of the showroom opposite the entrance.



 The Brand Wall must never be positioned as an extension of the delivery area or be associated with a sales desk.

The Dacia Box - Accessories



Accessibility and choice of tailor-made accessories:

To sell more, a light blue wall bears the Accessories message and presents the Dacia Accessories offer.

Different configurations are possible depending on the space available and the assembly type chosen.

The range of Dacia accessories is promoted in the showroom.

The merchandising plans are set out in the technical specifications.



Type 1

Self-standing unit with 2 modules + adhesive markings.
5 x 3m



Type 2

Self-standing unit with 1 module + adhesive markings + 5 x 3m visuals



Type 3

Adhesive markings + visuals

The murals are juxtaposed:

The thematic walls shall be painted without separations or exclusion areas.

N.B. The visuals are provided by way of example; the definitive visuals are to be determined by the country marketing departments. To paint the wall, comply with the dimensions specified.

The Dacia Box - Accessories - Type 1

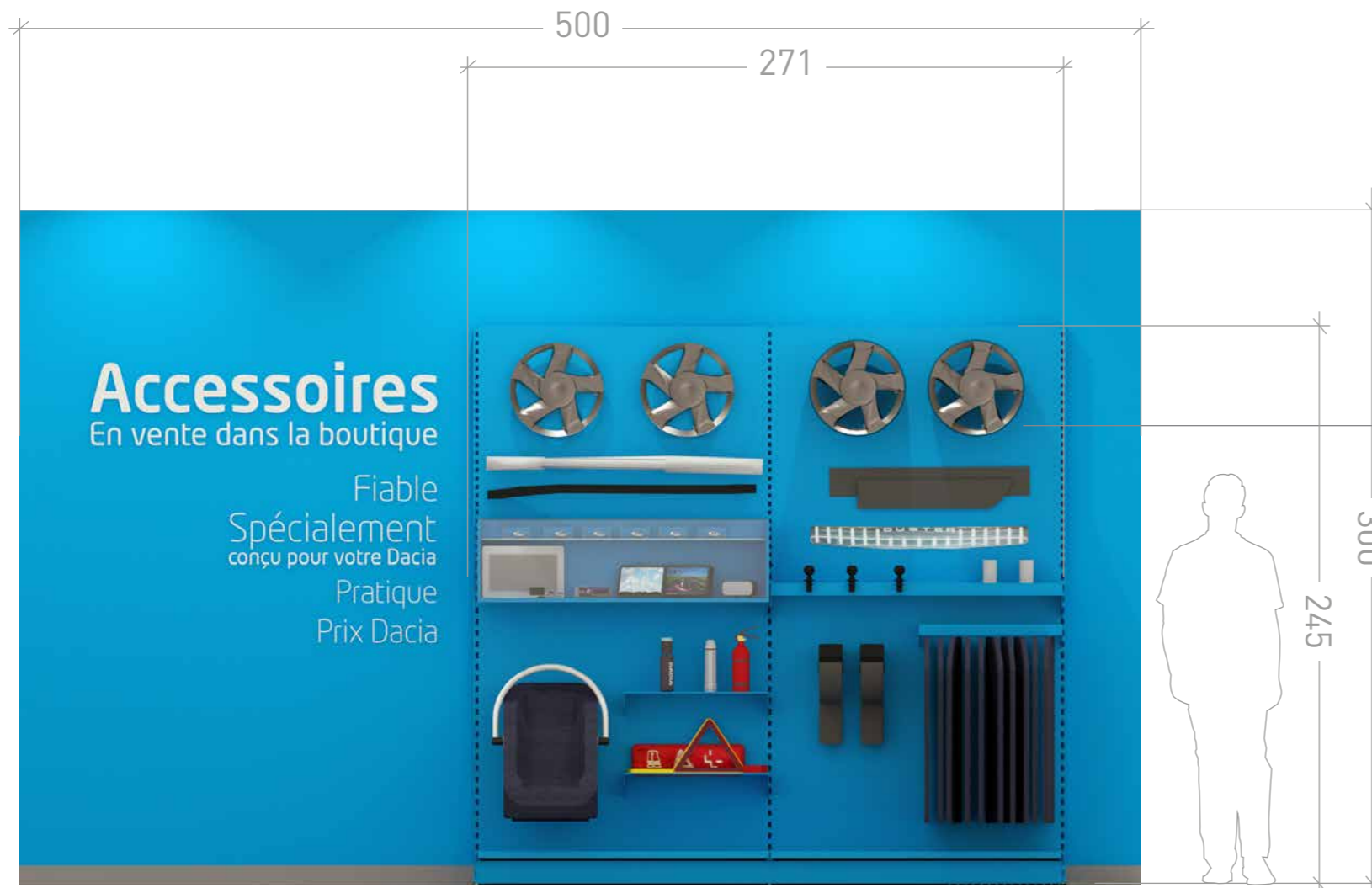


Accessibility and choice of accessories:

Type 1 : A presentation of physical accessories

The choice of accessories is to be defined by the country according to the recommendations of the After Sales Department.

The self-supporting unit is always installed in front of the painted wall and accompanied by adhesive markings.



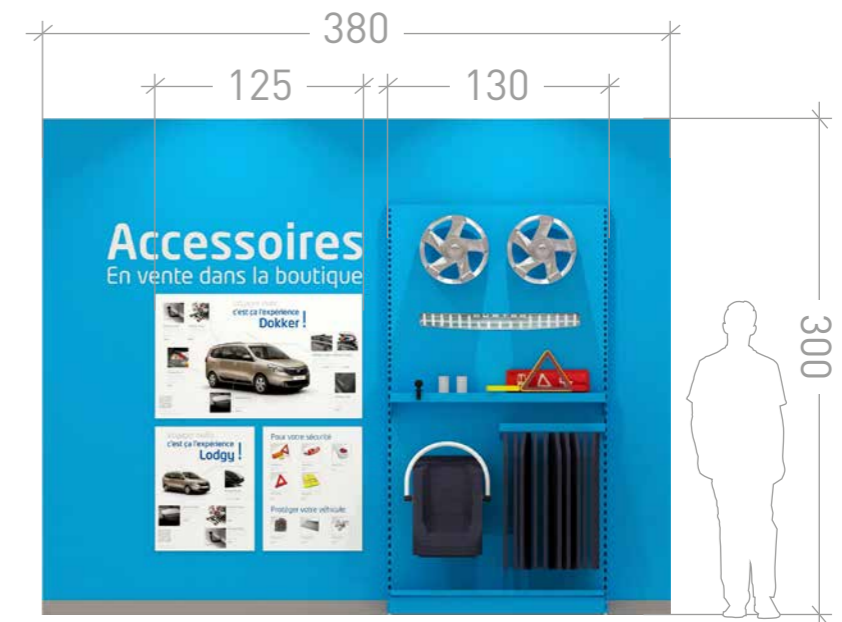
Accessories unit detail:
Self-standing unit in light blue lacquered steel with racks.

The Dacia Box - Accessories - Type 2



Accessibility and choice of accessories:

Type 2 : A variant of type 1, a combination of physical presentation of accessories and representation of them in the form of visuals.



Intermediary option

N.B. The visuals are provided by way of example; the definitive visuals are to be determined by the country marketing departments. To paint the wall, comply with the dimensions specified.

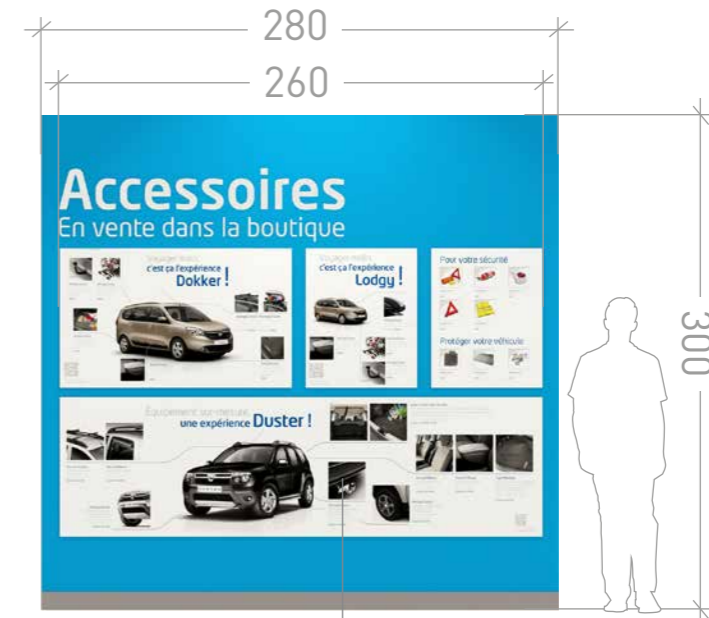
The Dacia Box - Accessories - Type 3



Accessibility and choice of tailor-made accessories:

Type 3 : A 100% visual option is possible to promote the Accessories.

To paint the wall, comply with the dimensions specified.



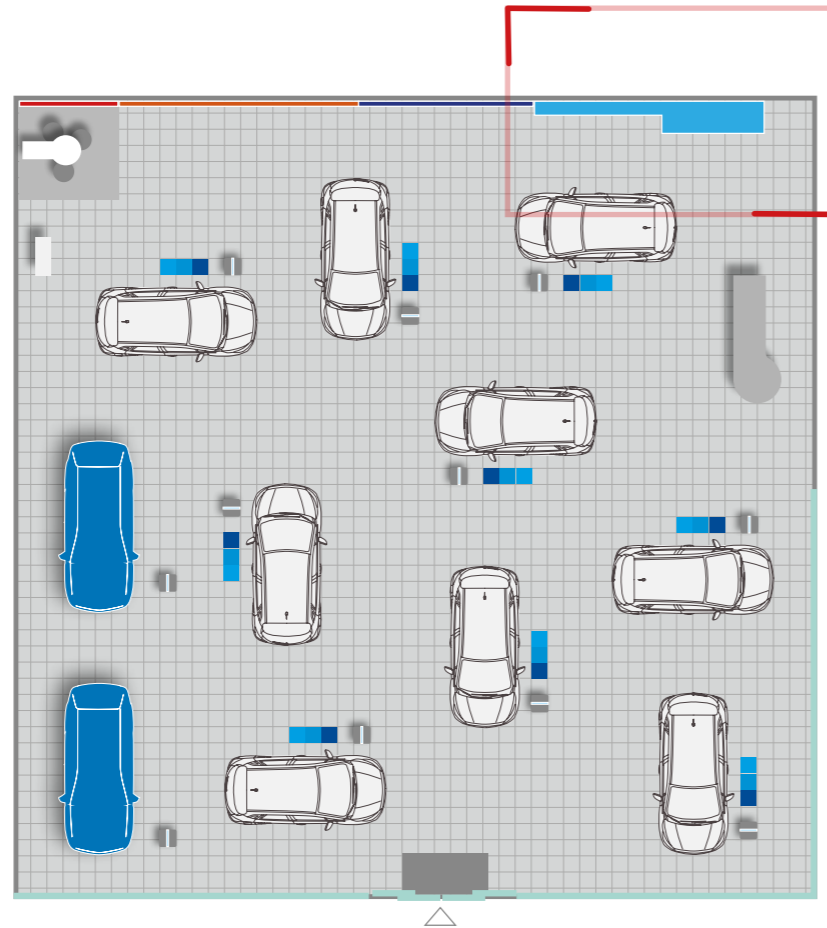
Minimal option



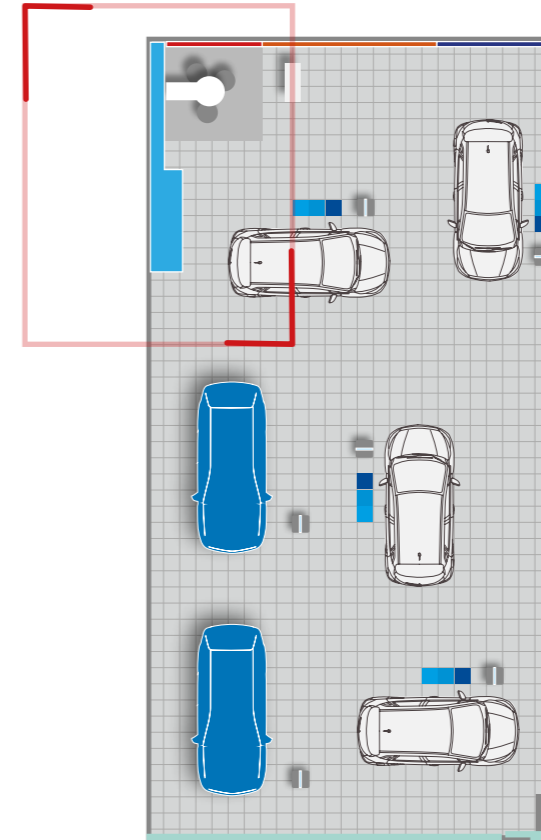
Détail :
Emphasis of the USPs of the accessories.


N.B. The visuals are provided by way of example; the definitive visuals are to be determined by the country marketing departments. To paint the wall, comply with the dimensions specified.

The Dacia Box - Accessories



 The Accessories mural should be located on the after-sales service side



 The sales desk must not be placed in front of the Accessories mural.

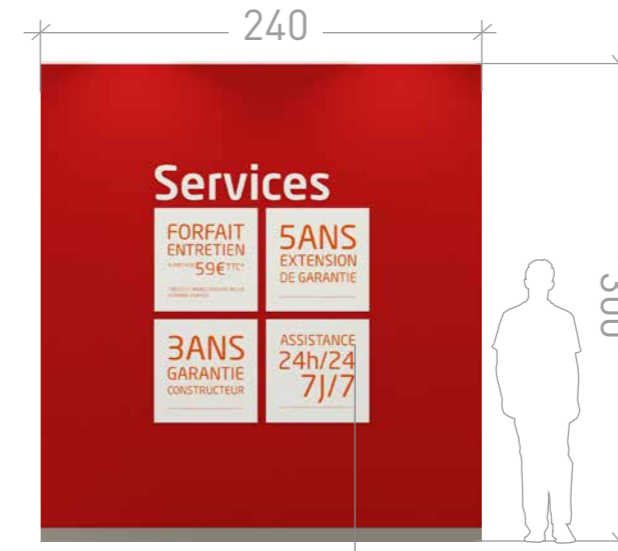
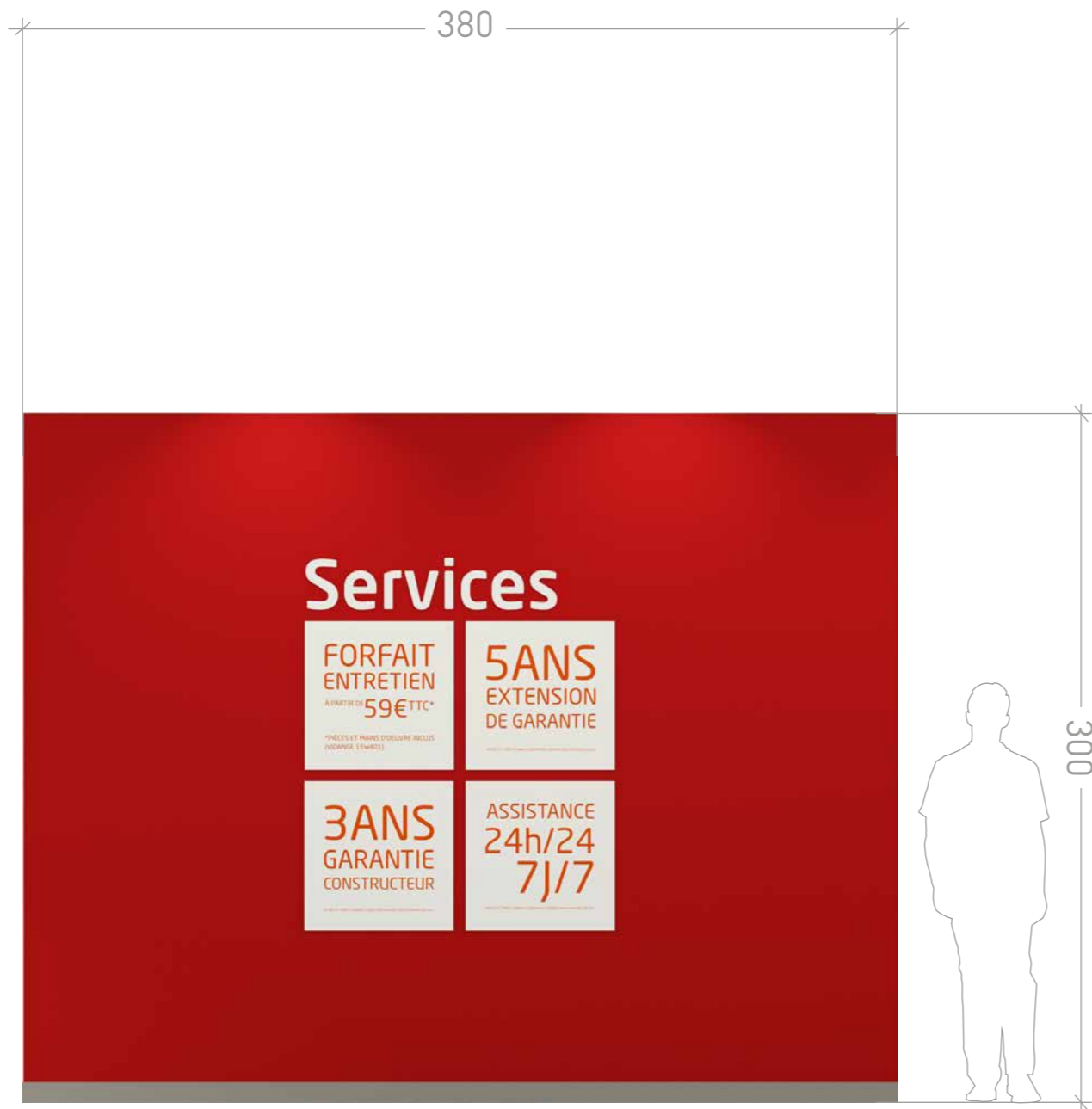
The Dacia Box - Services



To promote the range of services:

Four flagship Services offered by the Brand are presented on an orange-red background.

N.B. To paint the wall, comply with the dimensions specified.

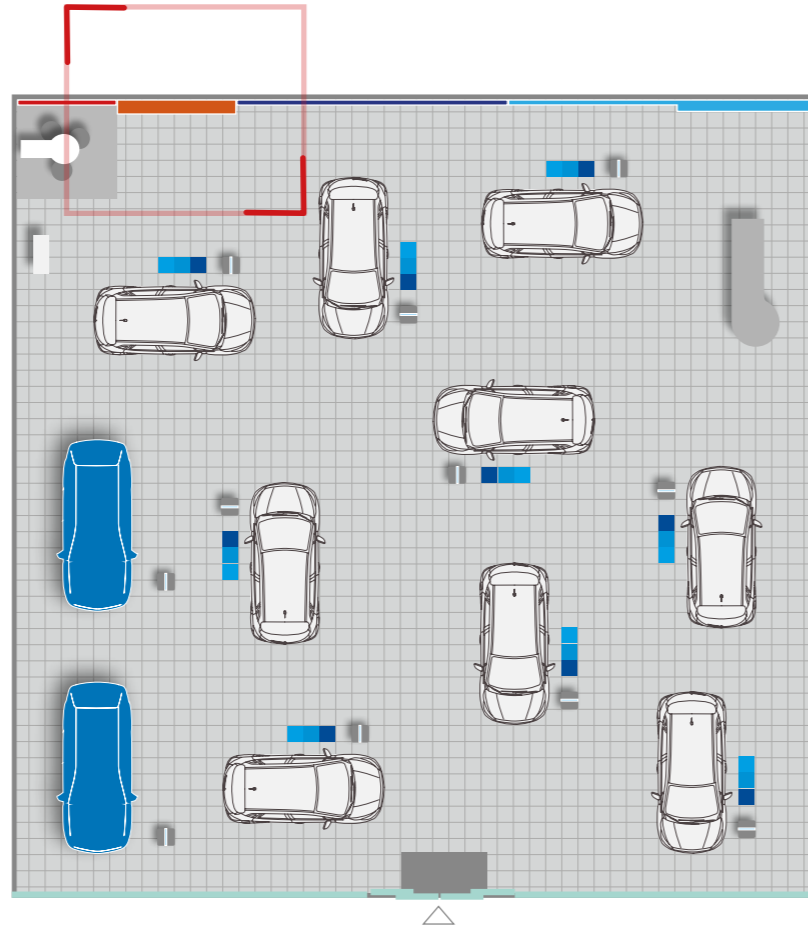



Minimal option

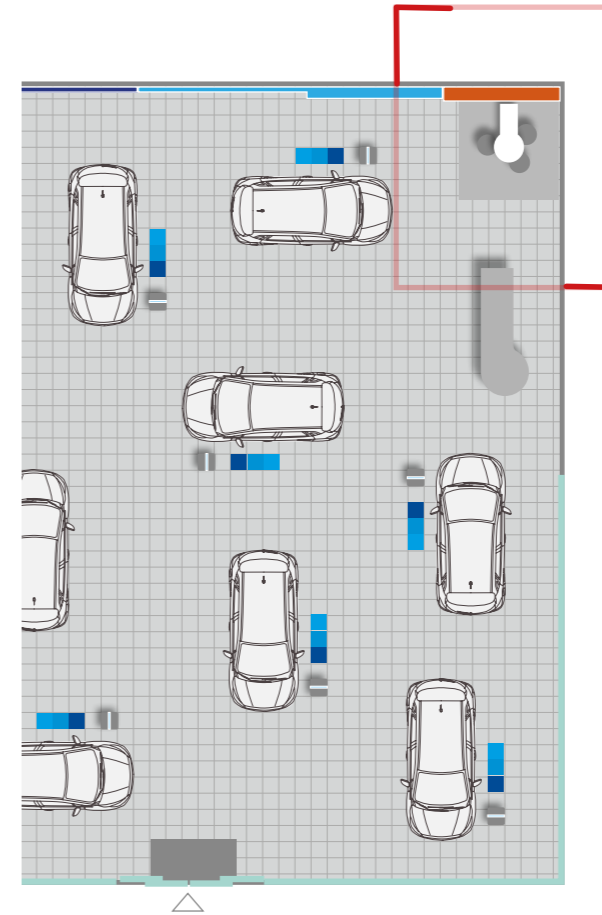


Detail: the visuals are provided by way of example; definitive content to be determined by country marketing departments.

The Dacia Box - Services

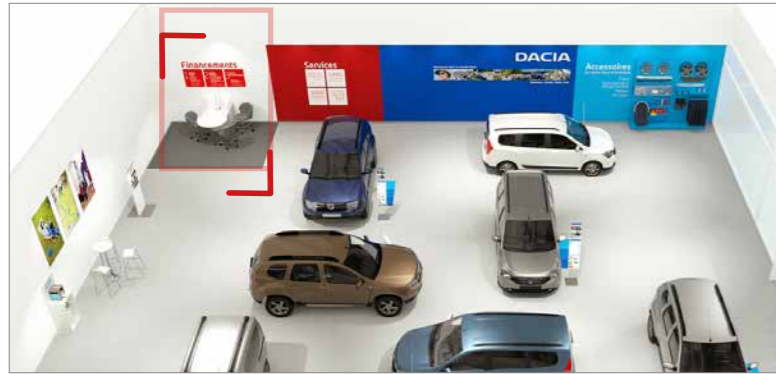


 The Services mural is located near the sales desk between the Brand wall and the Financing wall.



 The Services mural should not be close to the after-sales reception.

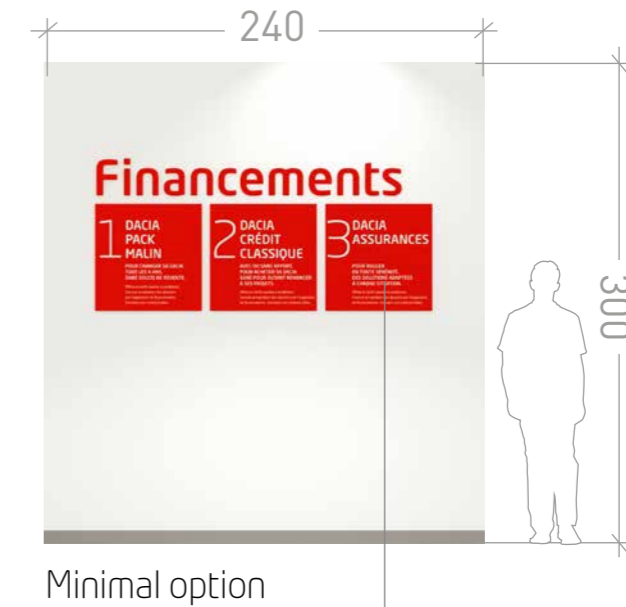
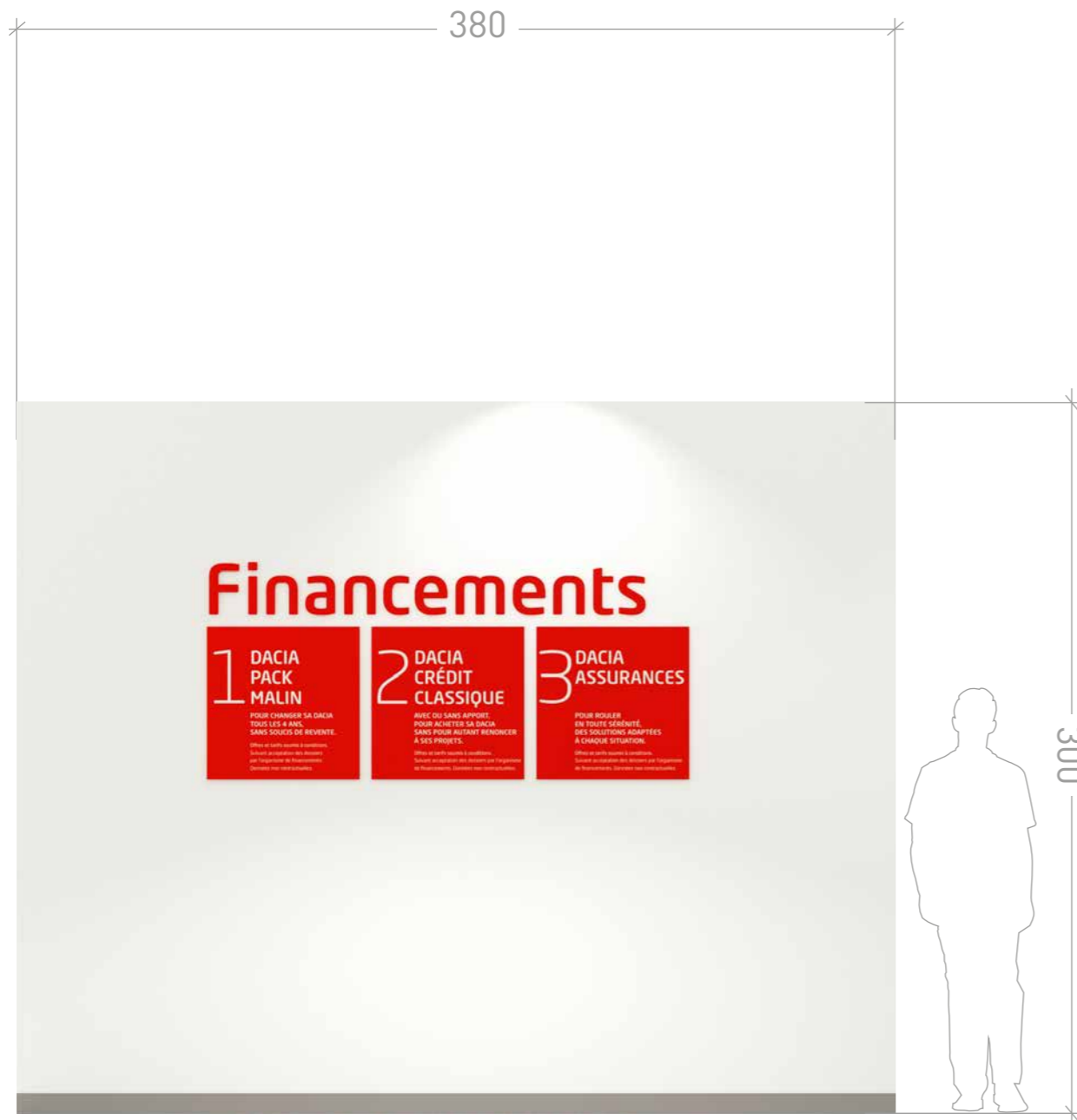
The Dacia Box - Financing



An advisory and sales support tool:

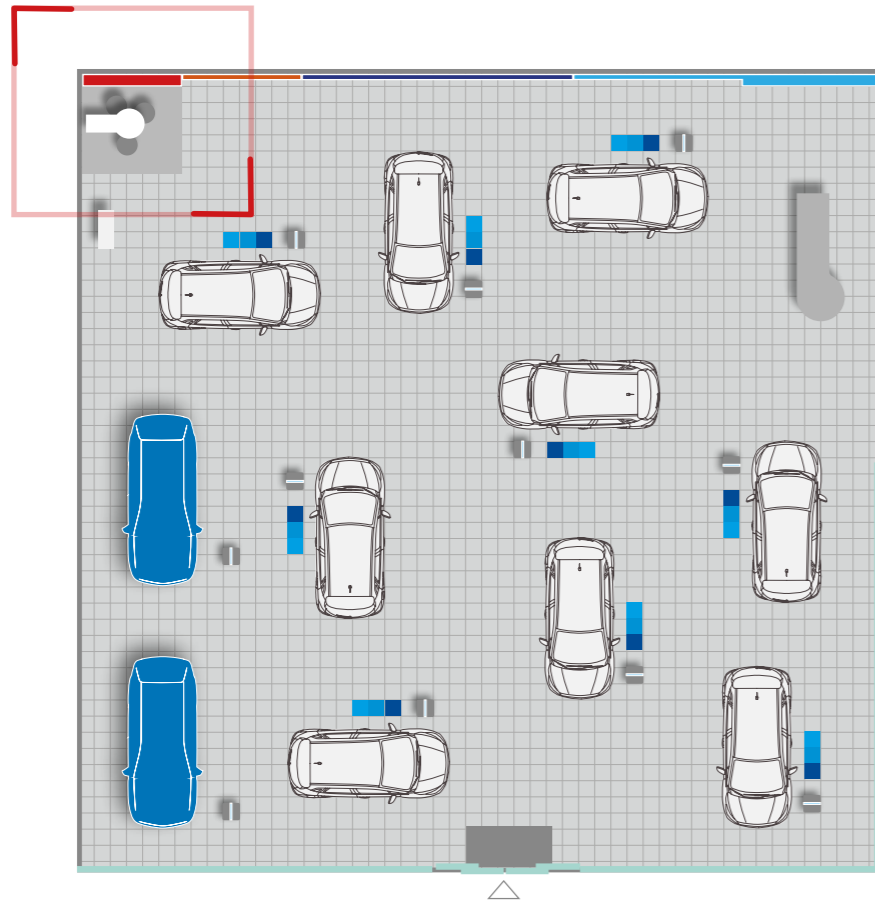
To facilitate the purchasing process for the customer, a mural providing information on the financing solutions is placed behind the sales desk.

Prerequisites : the wall must be absolutely white before applying the marking elements.

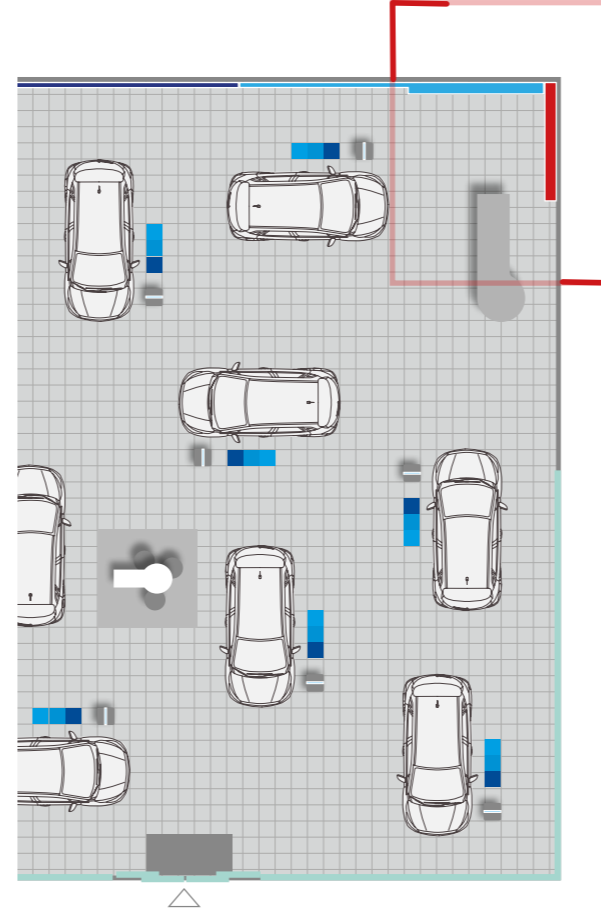


Detail: the content is provided by way of example; definitive content to be determined by country marketing departments.

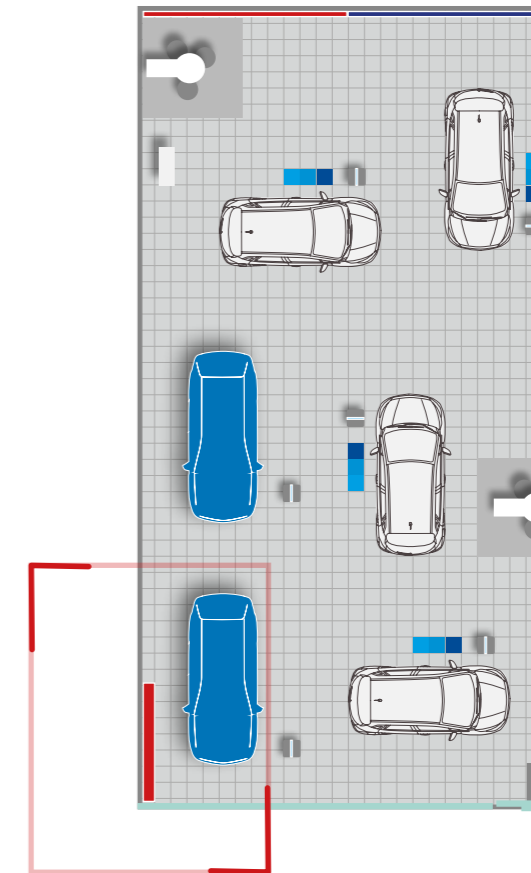
The Dacia Box - Financing



The Financing mural is close to the sales desk.



The Financing mural should not be isolated from the other walls and separated from the sales desk.



The Financing mural should not be close to the after-sales desk.

The Dacia Box - Sales desk



Sales desk furniture

It is designed so that the customer can be received in a manner that is both formal and practical.
It is associated with the «Financing» mural (except for «island» format).



Sales desk:

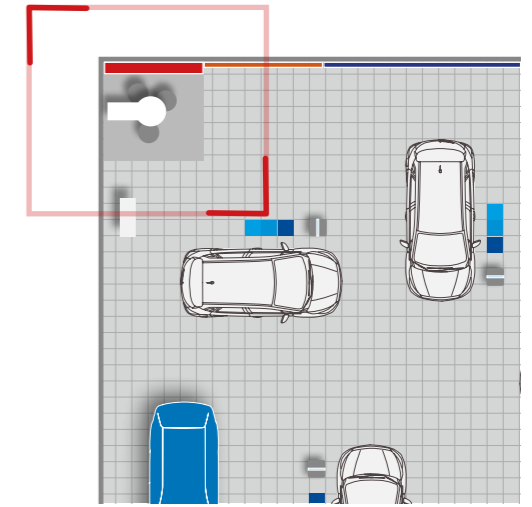
> Furniture identical to Renault Sales desk

Seats:

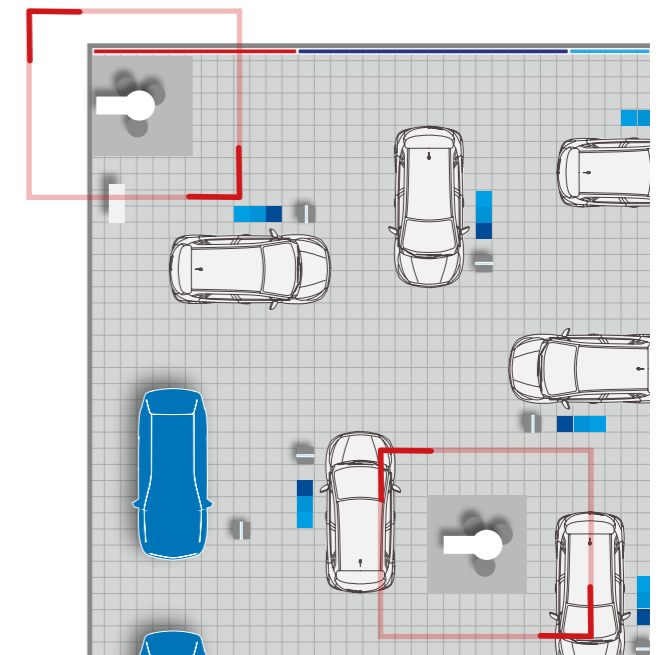
> 3 grey seats:
1 salesperson seat
+ 2 customer seats

Carpeting:

> Formats : dependent on «Financing» mural (3.80 x 3.80 m or 2.80 x 2.80 m)



The sales desk is positioned against one of the walls of the showroom Financing contiguous with the Financing mural.



Other sales desks may be positioned as islands in the showroom.

The Dacia Box - Welcome area



To take a break:

The possibility of setting out a coffee area to welcome customers and talk in an informal setting.

This space is associated with the ambient display walls.



Coffee Unit



Standard high table



Standard high stool

The Dacia Box - Welcome area



Representation of the Dacia Brand universe through three display walls.

N.B. Dimensions are provided by way of example.

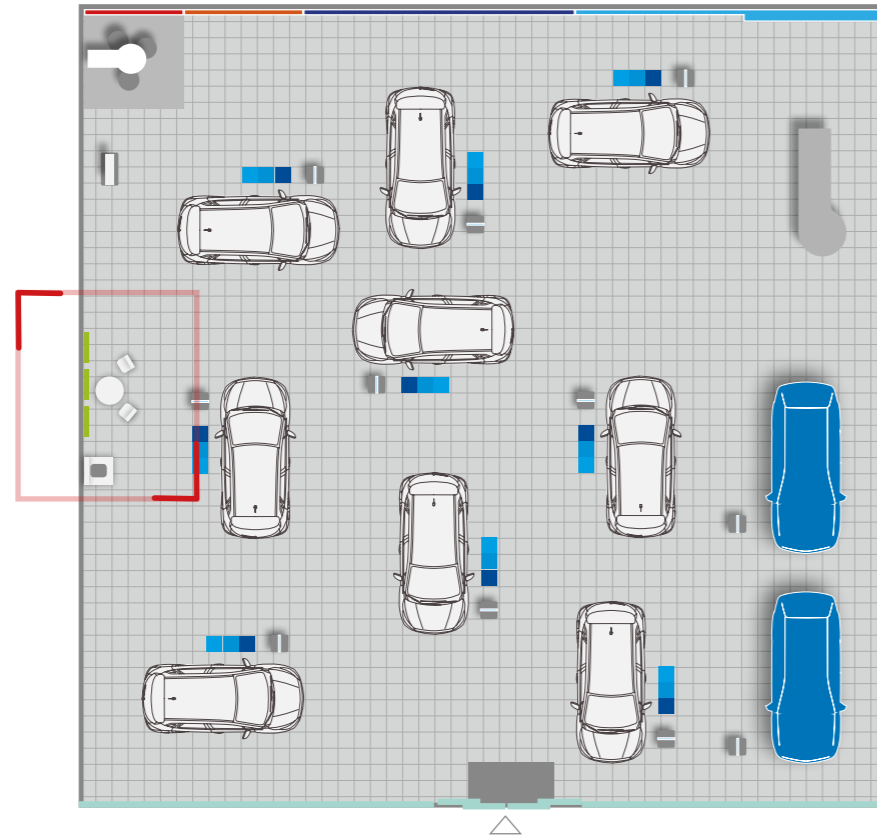
The size of the display walls can be increased depending on the surface area and height of the showroom.



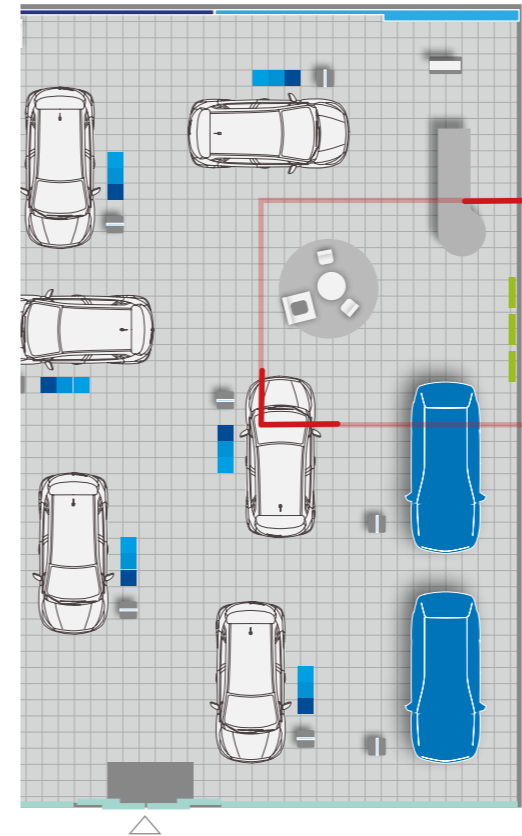
N.B. Each region / country may use the corporate display walls or select other visuals. In the latter case, the visuals selected shall be sent to Brand Stores for validation.

Example: Display walls in showrooms in France.

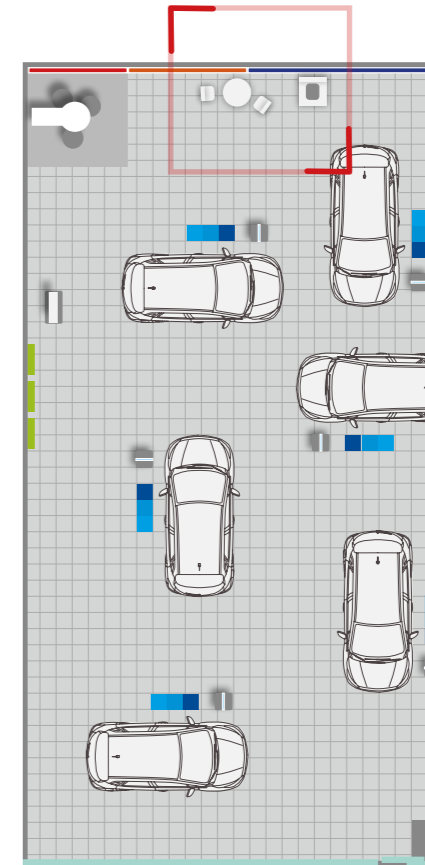
The Dacia Box - Welcome area



The welcome area is situated in a quiet part of the showroom, away from the murals, sales areas and after-sales.



The welcome area must not be placed in an island configuration in the showroom or in a customer flow.



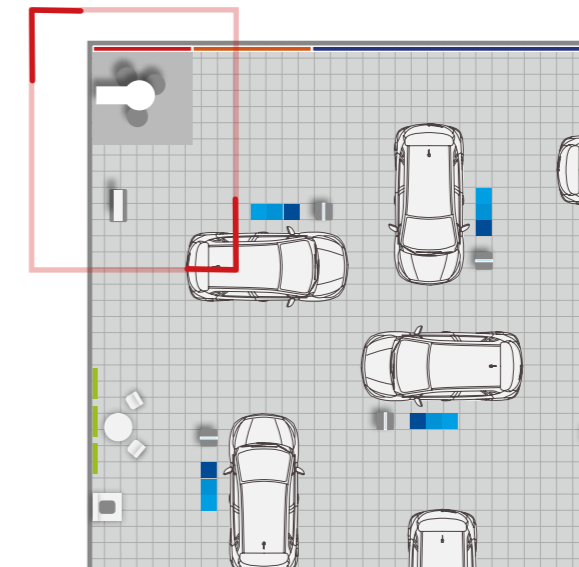
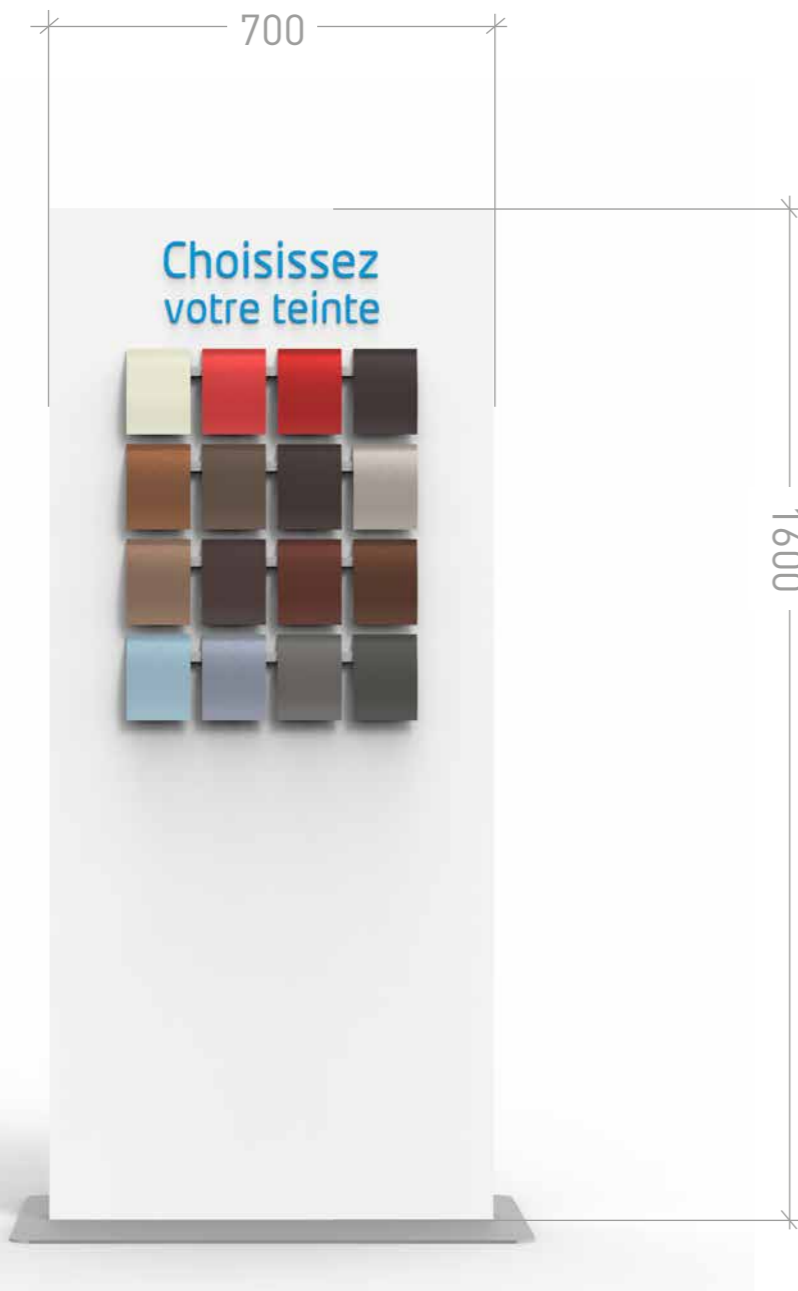
The welcome area must not be set against a mural and/or near a sales desk.

The Dacia Box - Colour palette



The palette of bodywork shades:

To configure a vehicle and choose a finish, the colour palette is displayed in the showroom near to the sales desk or to the welcome area. This is a useful device for sales personnel and for the customer.



The colour chart should ideally be located near the sales desk.

The Dacia Box - After-sales reception

The After-sales reception

A mural in the colours of the Brand signals the after-sales reception. It includes the after-sales counter with the tracking screen and promotional visuals.

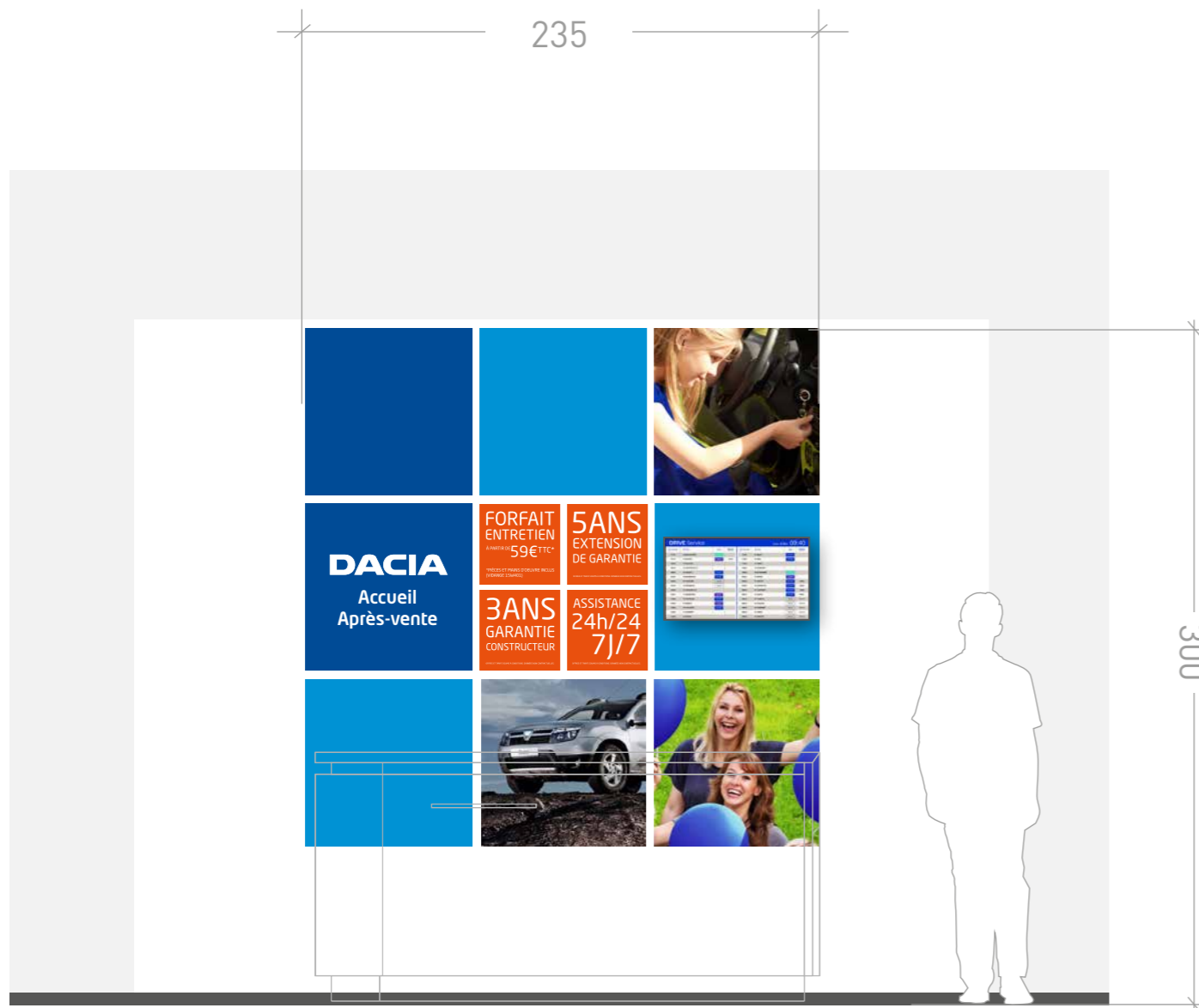


The Dacia Box - After-sales reception

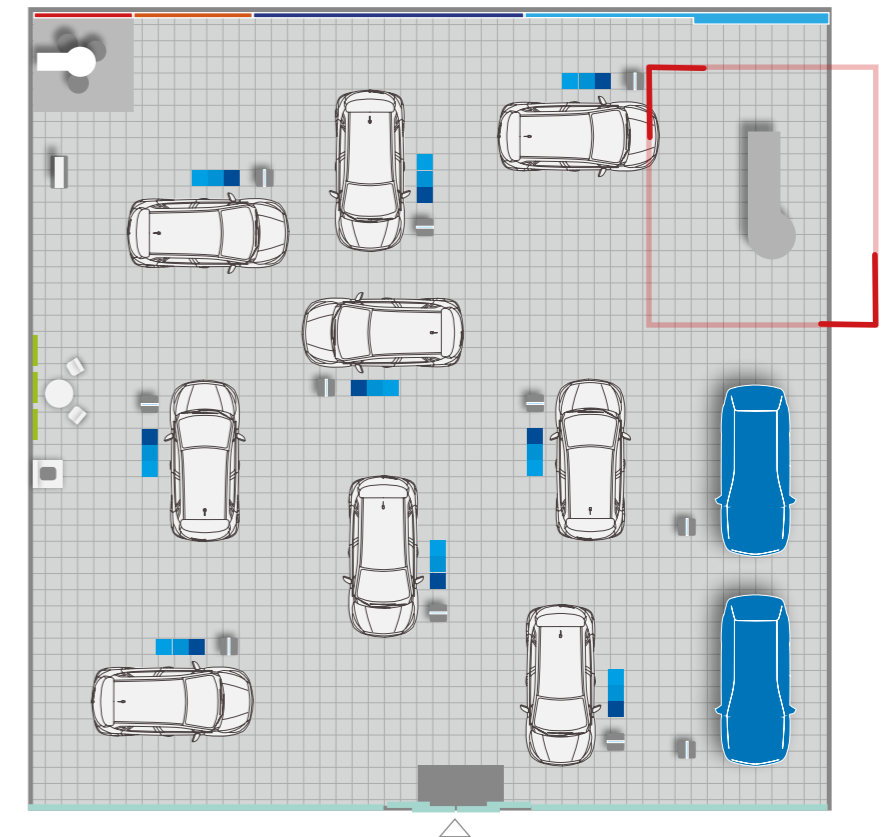


This configuration uses all the graphic conventions of the Brand, colours and visuals.

The services tracking screen is integrated into the visual presentation.

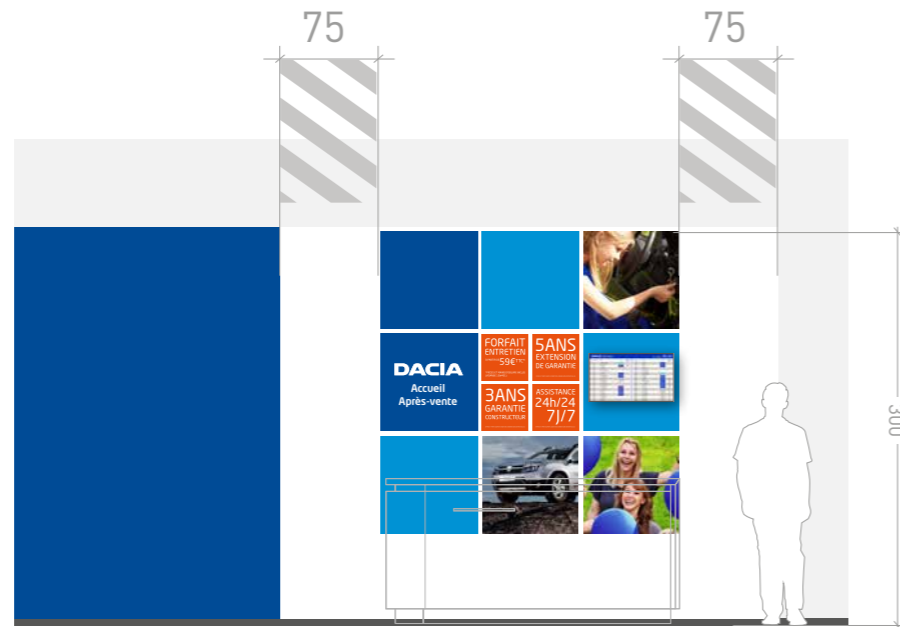


Detail: the visuals are provided by way of example; definitive content to be determined by country marketing departments.

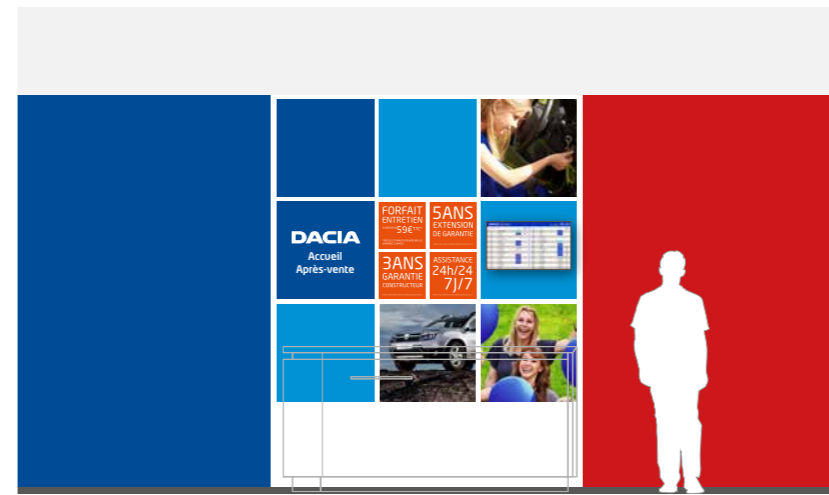


The after-sales reception should preferably be positioned at the back of the showroom towards the door leading to the back-office.

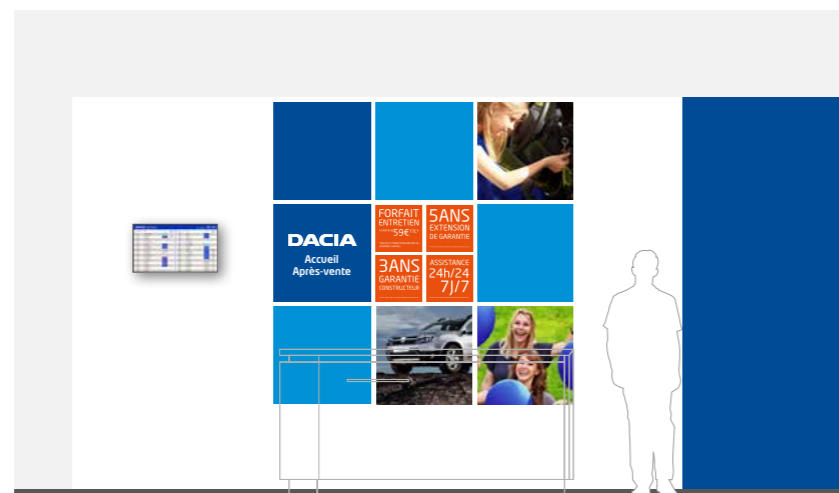
The Dacia Box - After-sales reception



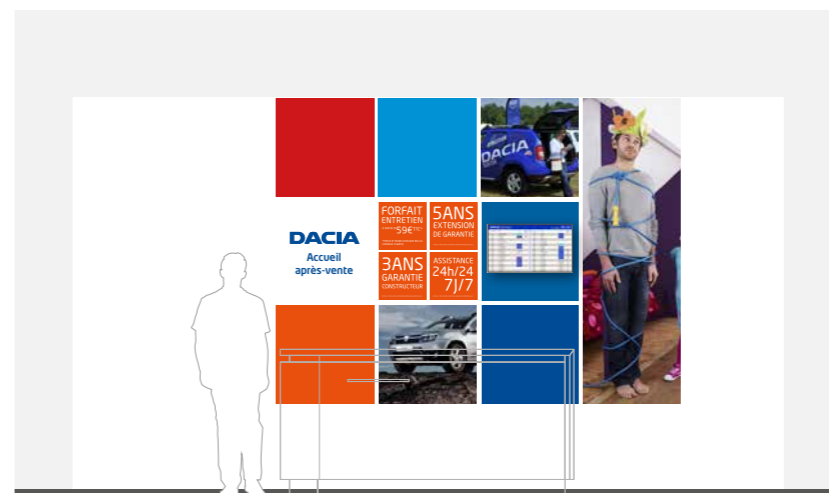
An exclusion area of at least 75 cm must be observed to either side of the visuals at the after-sales reception.



The after-sales reception should not be enclosed in the murals.



The services tracking screen should not be placed outside the mural.



The graphic composition principle may not be modified.

Delivery

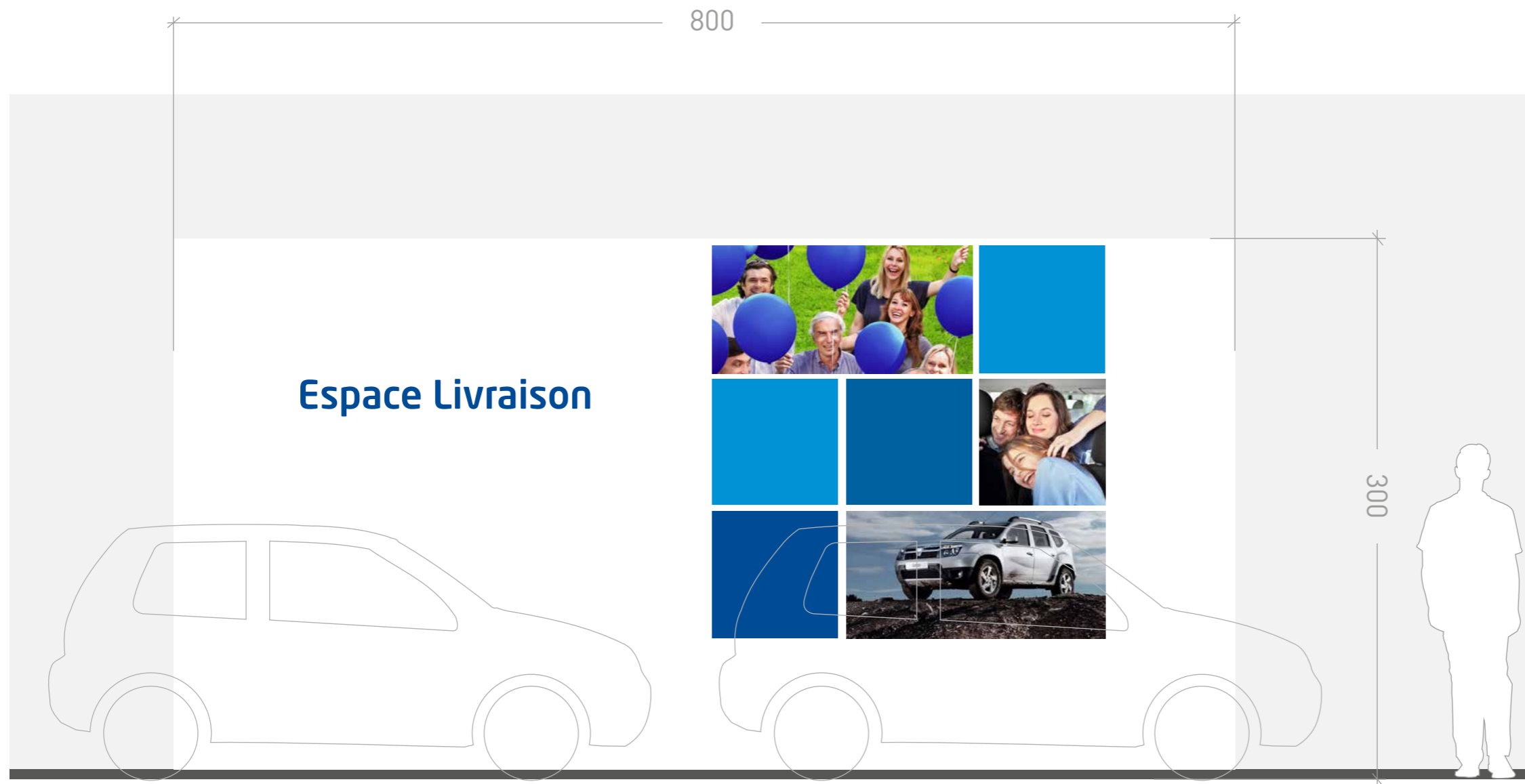
Specific Dacia delivery area



The Dacia Box - La Livraison

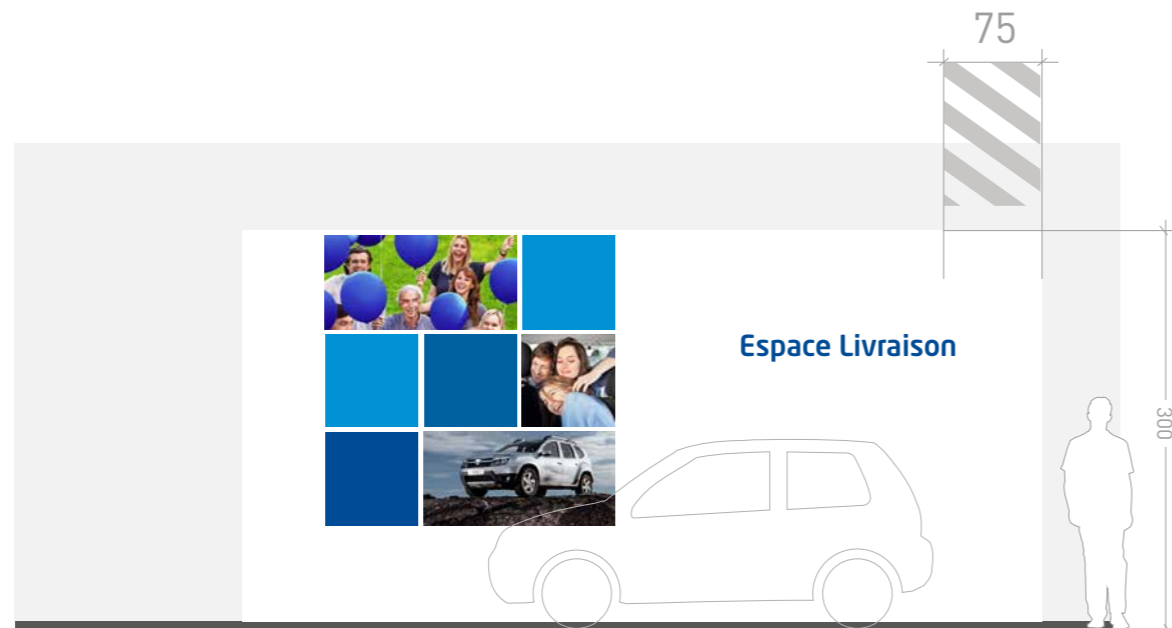
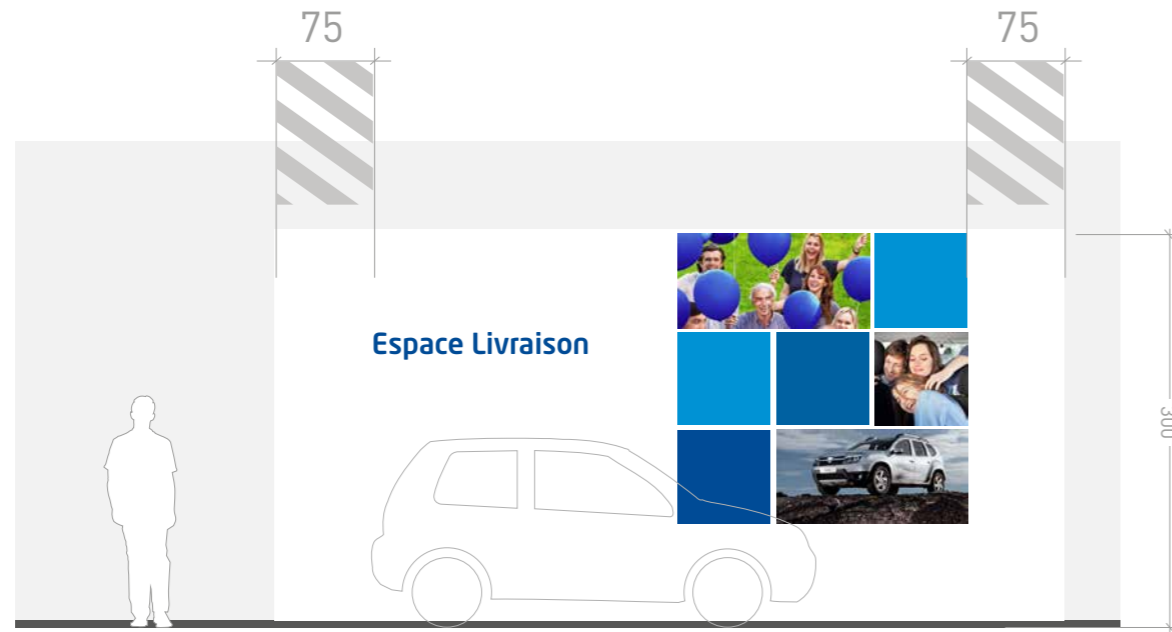


Wall assigned to a **specific Dacia delivery area**
This solution customizes the delivery of a Dacia vehicle.
It consists of a wall marking system.

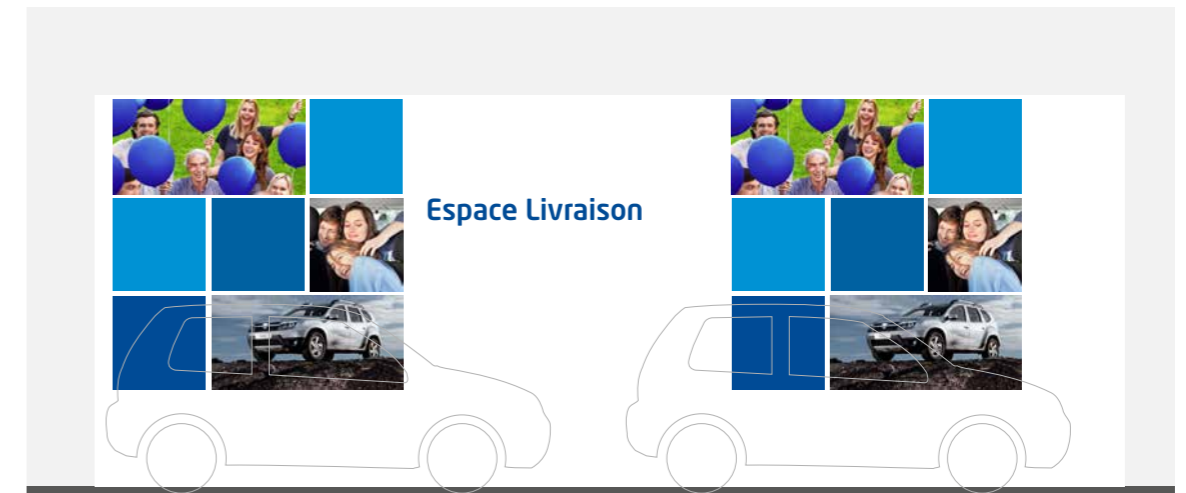


Detail: the visuals are provided by way of example; definitive content to be determined by country marketing departments.

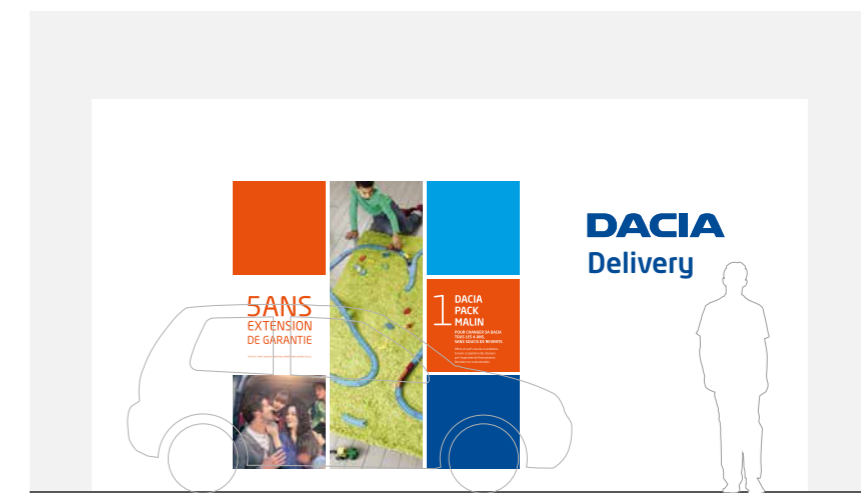
The Dacia Box - Delivery



An exclusion area of at least 75 cm must be observed to either side of the visuals.











Even if the space is multi-vehicle, the wall display should never be duplicated.



The graphic composition principle and dimensions may not be modified.

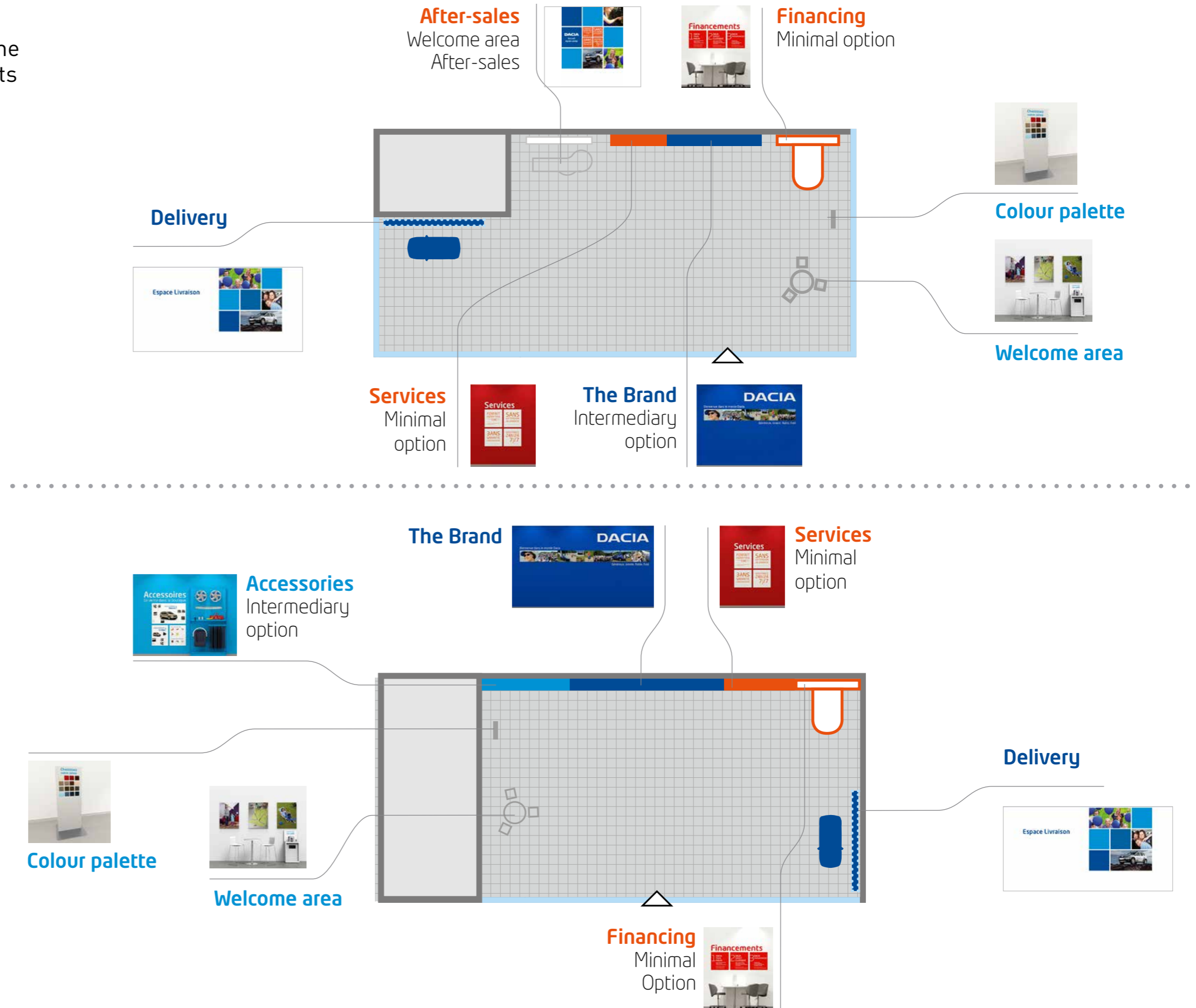
The Dacia Box - The possible configurations

Depending on the configuration of the showroom, the following components can be applied:

-  **The Brand**
-  **Services**
-  **Financing + Sales desk**
-  **Accessories**
-  **Colour palette**
-  **Welcome area**
-  **After-sales**
-  **Delivery**









Key :

-  **Glazing**
-  **Wall**



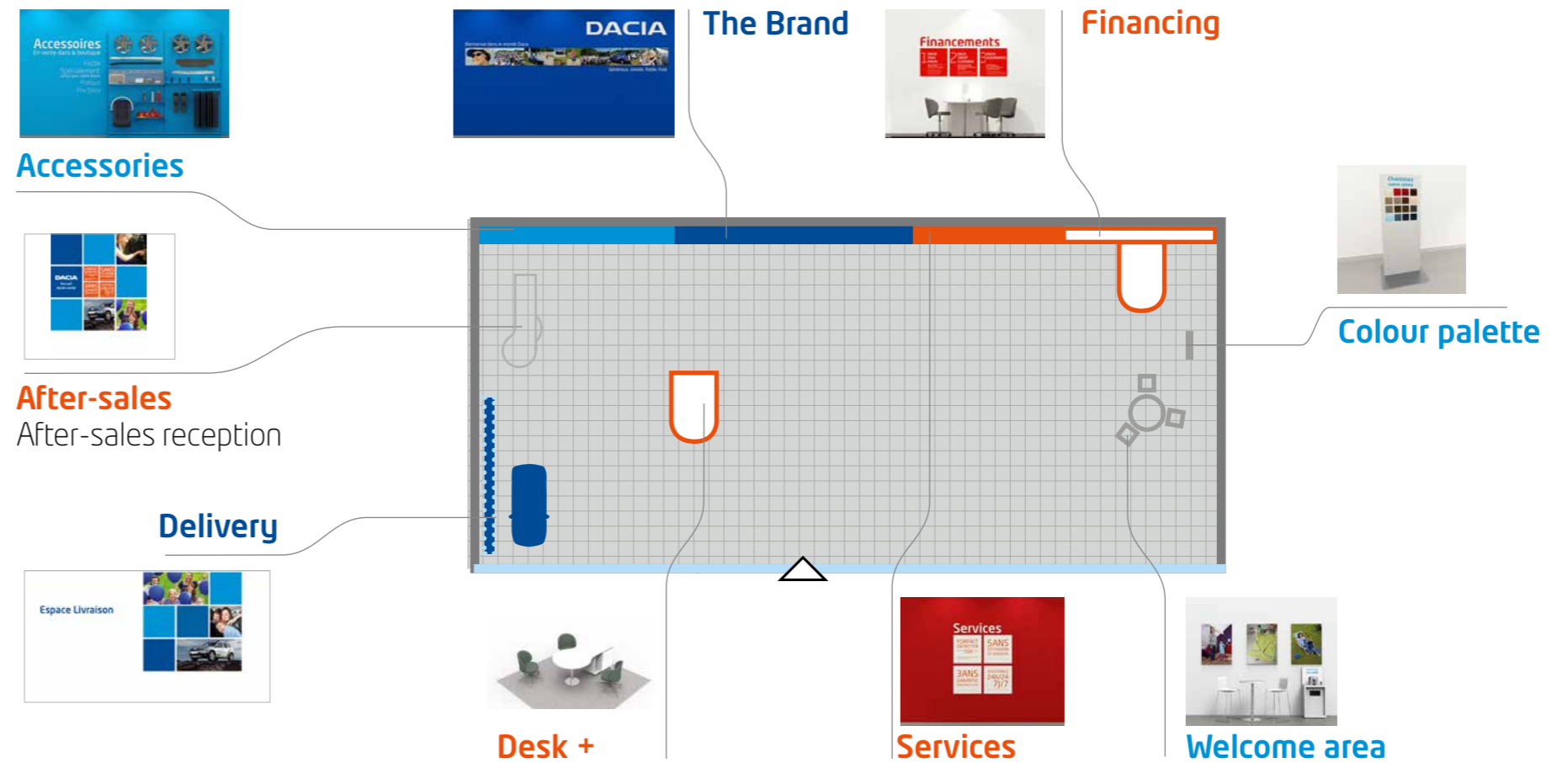
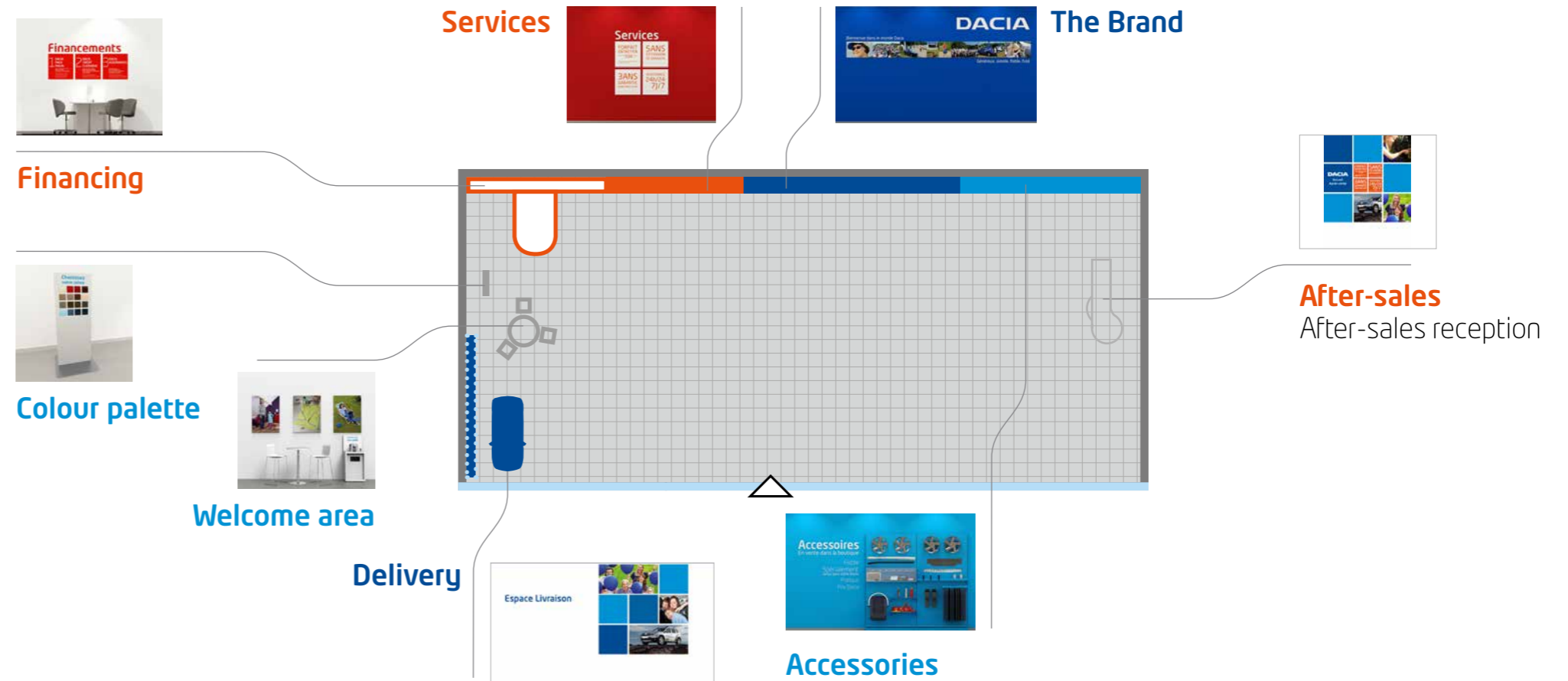
The Dacia Box - The possible configurations

En fonction de la configuration du showroom, les composantes suivantes peuvent s'appliquer :

-  **The Brand**
-  **Services**
-  **Financing + Sales desk**
-  **Accessories**
-  **Colour palette**
-  **Welcome area**
-  **After-sales**
-  **Delivery**

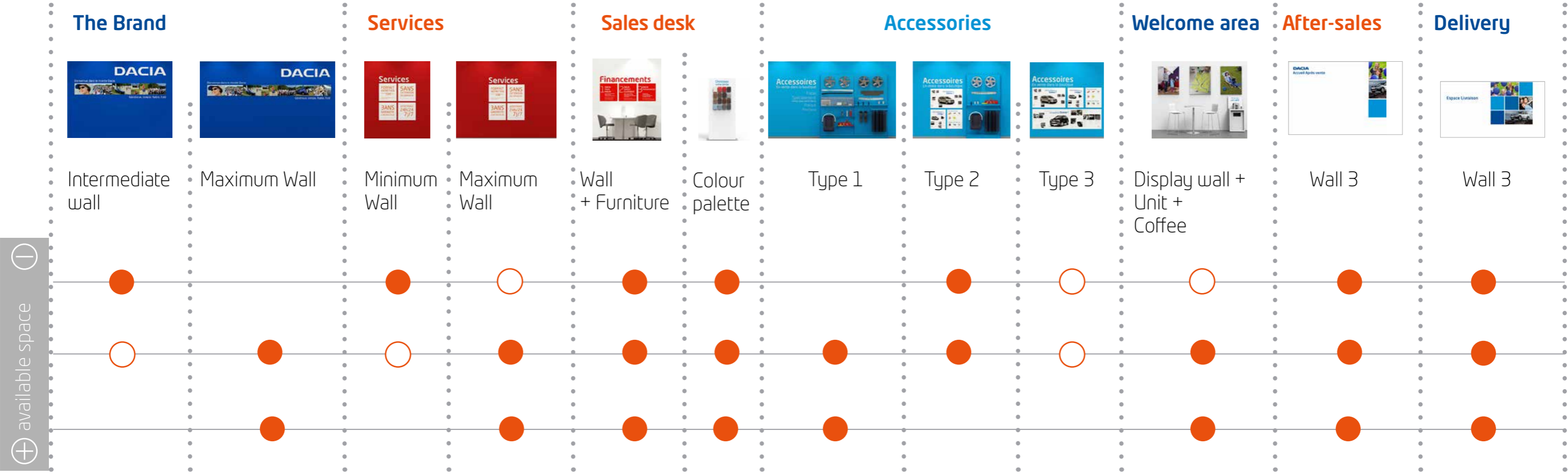
Key :

-  *Glazing*
-  *Wall*



The Dacia Box - The possible configurations

Summary



- Presence recommended
- Possible option depending on available space

The Dacia Box - New Vehicle display



To make the range visible:

This marking allows the display in the showroom to be better organized because vehicles are always correctly positioned.

The directional lighting can be adjusted to best highlight the vehicles.



Sticker detail
The stickers are always positioned on the driver's side.

The price display unit is placed 45 cm in front of the dark blue sticker, visible to the customer.

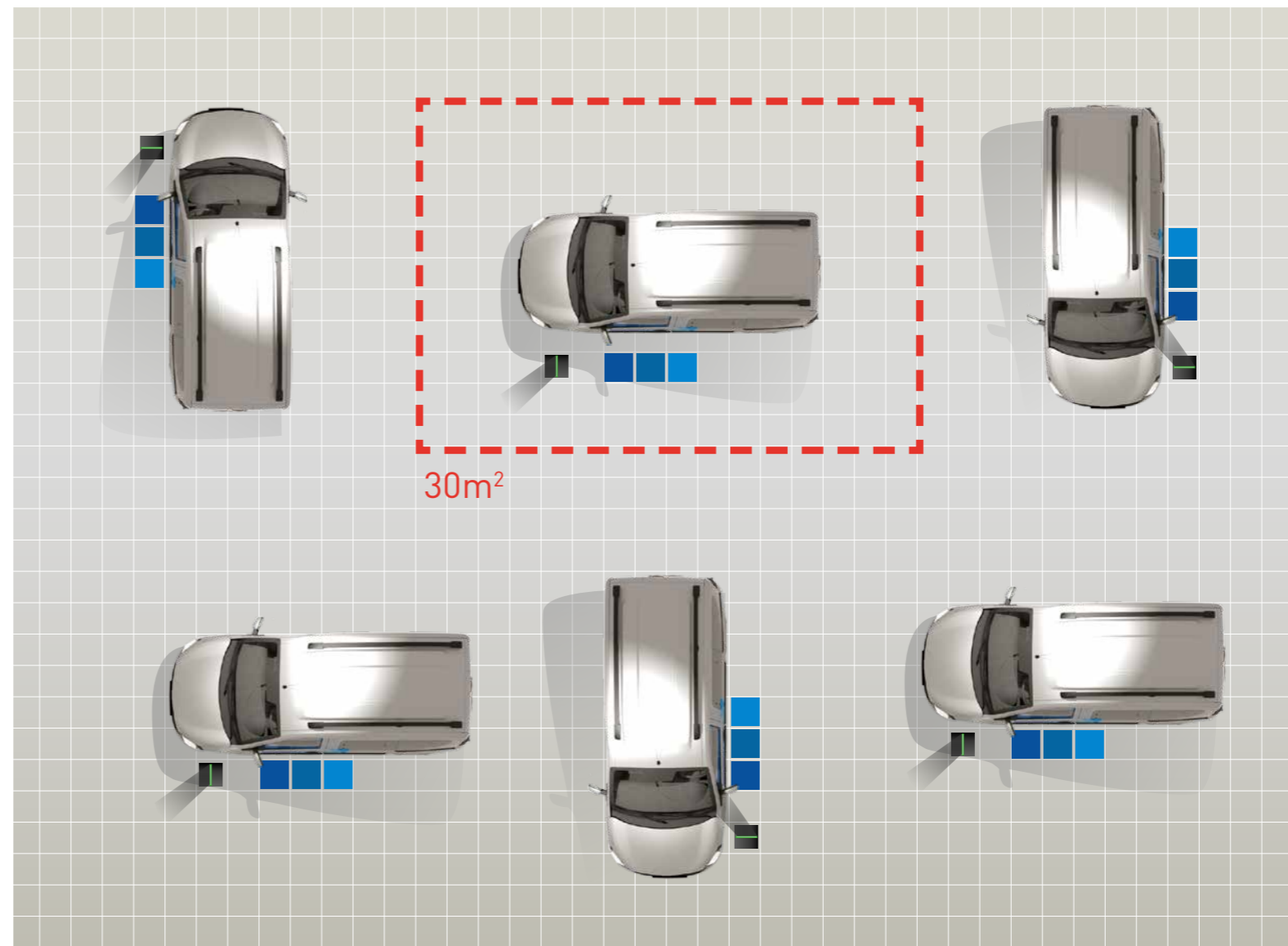
The Dacia Box - New Vehicle display



Orthogonal alignment rule:

Vehicles on display are laid out at right-angles and according to the tiling pattern.

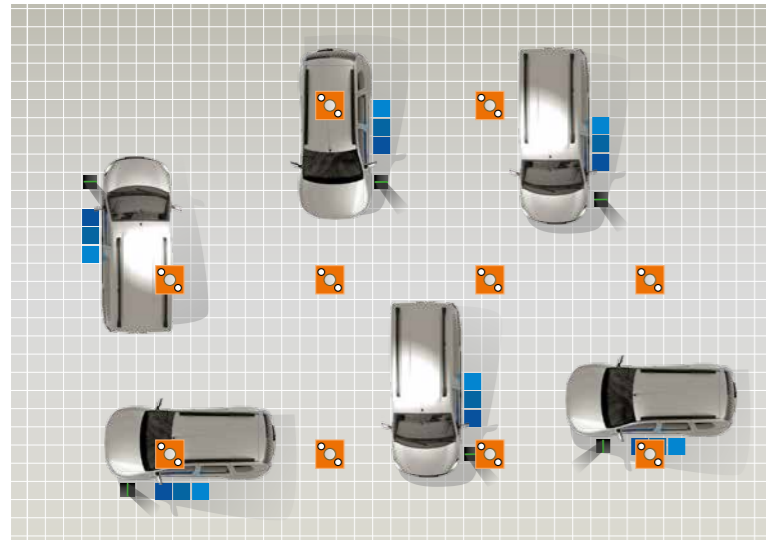
Each vehicle must have a minimum area of 30 m².



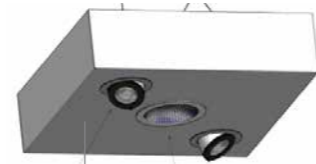
The Dacia Box - Lighting

A lighting pattern to structure the space

With or without a suspended ceiling, the principle remains the combination of generic LED ambient lighting and two lamps providing accent lighting to set off the vehicles.



Exemple de trame dans le showroom



Independent module
installed 3m above the
ground



The ceiling is \pm 3m from
the ground, the module is
embedded in the suspended
ceiling



Suspended modules installed 3m above the ground



Modules built into the suspended ceiling

The multi-brand showroom

The format to integrate a multi-brand showroom

Characteristics :

- > Separate showroom
- > Light grey Dacia tiling

Touchpoints:

- > ① A dedicated entrance
- > ② Brand / Services / Financing wall
- > ③ Dacia dedicated sales desks
- > ④ Delivery on a specific Dacia delivery area
- > ⑤ The After-sales Reception is shared with the other brands. Dacia is identified by an institutional plaque behind the desk.



The multi-brand showroom - Brand wall



Discovery and immersion in the world of Dacia:

A mural featuring the colour codes of the Brand promotes the Dacia community and the content of the Brand.

It comes in 2 formats according to the space available and the recommended composition.

Ideally, it should be placed opposite the entrance, between the Services wall and the Accessories wall.

N.B. The murals are juxtaposed:

The thematic walls shall be painted without separations or exclusion areas.

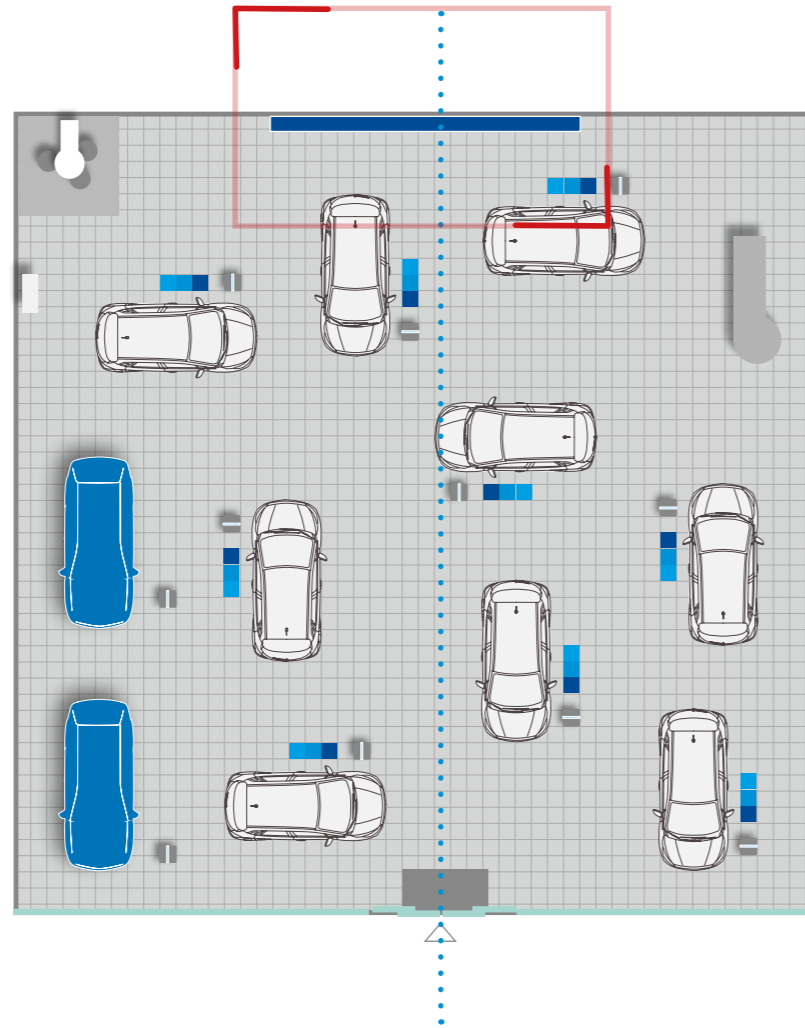


Integral wall
6 x 3 m

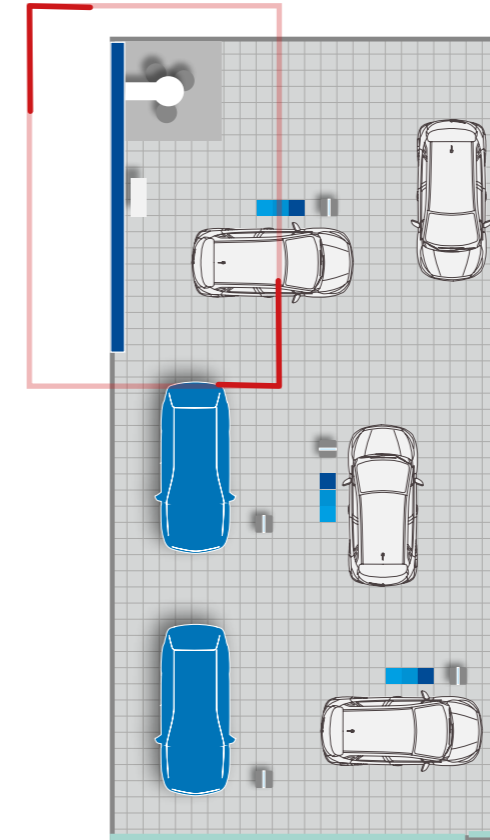


Intermediary option
3.8 x 3 m

The multi-brand showroom - Brand wall



The Brand Wall should ideally be placed in the middle of the showroom opposite the entrance.



The Brand Wall must never be positioned as an extension of the delivery area or be used as decor for a sales desk.

The multi-brand showroom - Accessories



Accessibility and choice of tailor-made accessories:

To sell more, a light blue wall bears the Accessories message and presents the Dacia Accessories offer.

Different configurations are possible depending on the space available and the assembly type chosen.

The range of Dacia accessories is promoted in the showroom.

The merchandising plans are set out in the technical specifications.



Type 1

Self-standing unit with 2 modules + adhesive markings.
5 x 3m



Type 2

Self-standing unit with 1 module + adhesive markings + visuals
5 x 3m



Type 2 Intermediary version

Small self-standing unit + adhesive markings + visuals
2,80 x 3m

N.B. The murals are juxtaposed:

The thematic walls shall be painted without separations or exclusion areas.



Type 3

Adhesive markings + visuals
5 x 3m



Type 3 Minimal version

Adhesive markings + visuals
2.80 x 3m

N.B. The visuals are provided by way of example; the definitive visuals are to be determined by the country marketing departments. To paint the wall, comply with the dimensions specified.

The multi-brand showroom - Accessories - Type 1



Accessibility and choice of tailor-made accessories:

Type 1 : Optimized presentation of the Accessories.

The choice of accessories is to be defined by the country according to the recommendations of the After Sales Department.

The self-supporting unit is always installed in front of the painted wall and accompanied by adhesive markings.

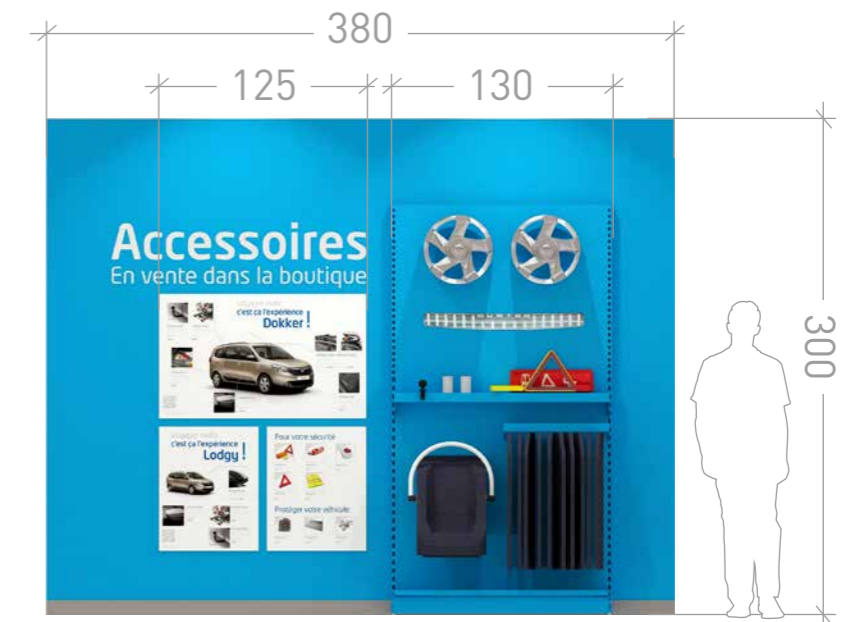


Accessories unit detail:
Self-standing unit in light blue lacquered steel with racks.

The multi-brand showroom - Accessories - Type 2



Accessibility and choice of tailor-made accessories:
Type 2 : A variant of type 1,
a combination of Accessories and visuals.



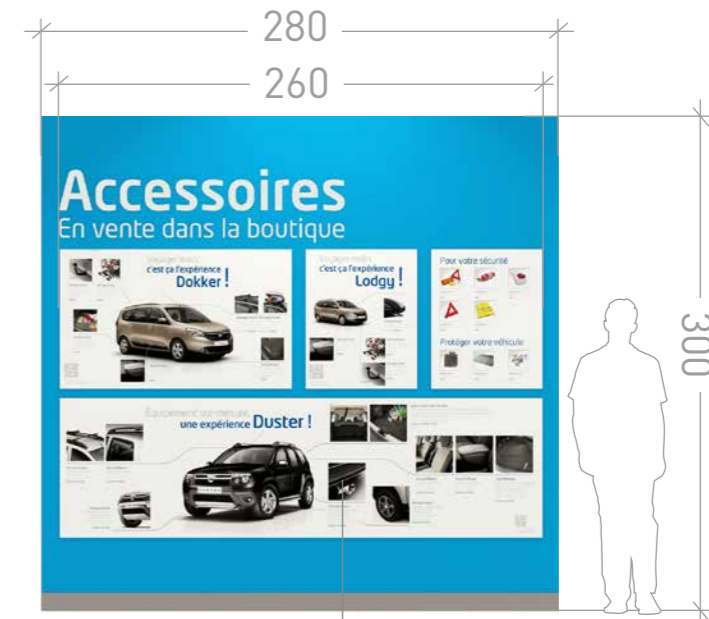
Intermediary option

N.B. The visuals are provided by way of example;
the definitive visuals are to be determined by
the country marketing departments. To paint
the wall, comply with the dimensions specified.

The multi-brand showroom - Accessories - Type 3



Accessibility and choice of tailor-made accessories:
Type 3 : A 100% visual option is possible to promote the Accessories.
 N.B. To paint the wall, comply with the dimensions specified.



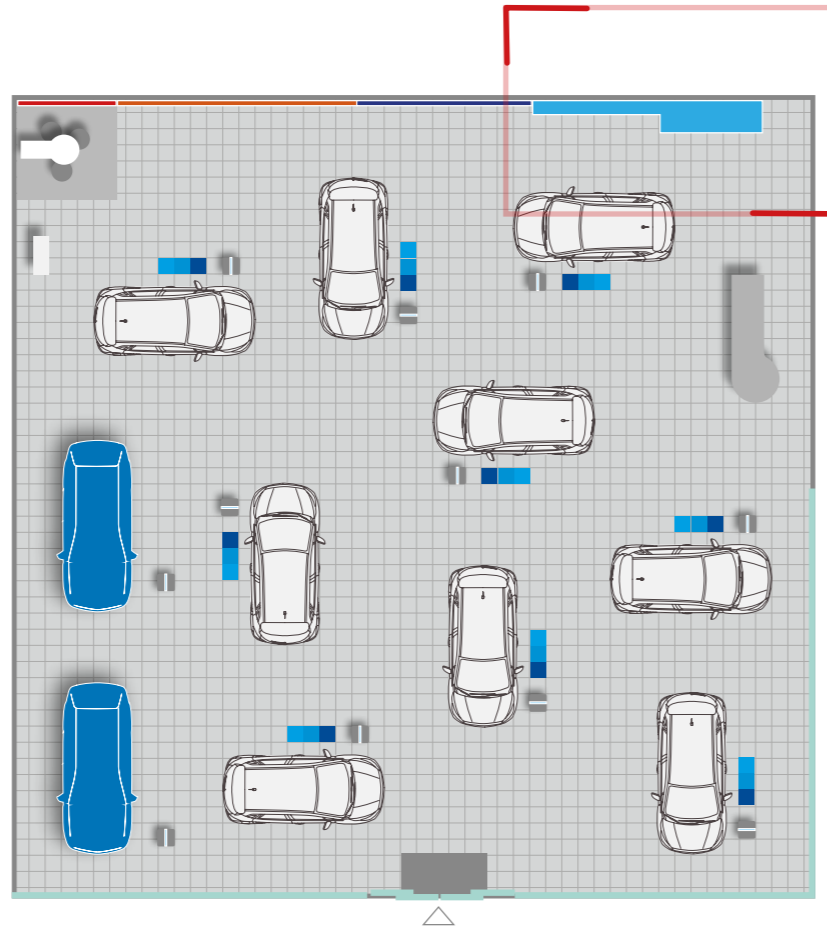
Minimal option



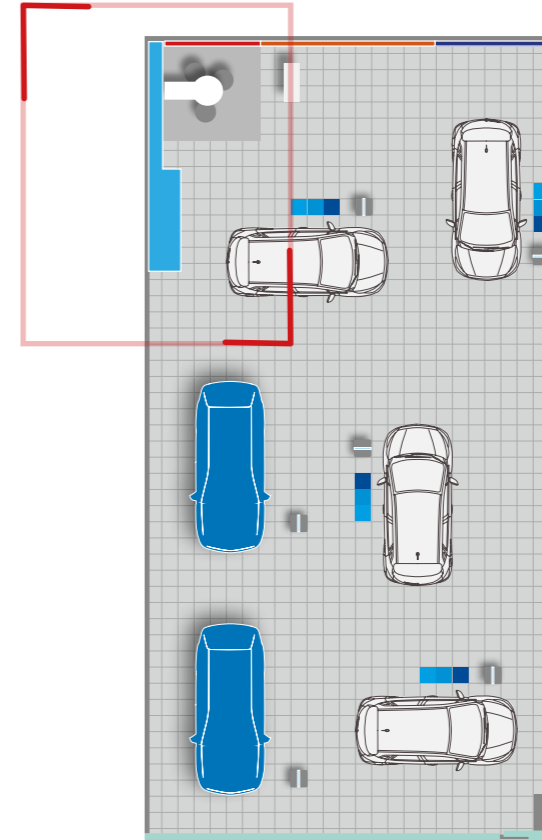
Détail :
Emphasis of the USPs of the accessories.

N.B. The visuals are provided by way of example; the definitive visuals are to be determined by the country marketing departments. To paint the wall, comply with the dimensions specified.

The multi-brand showroom - Accessories



The Accessories mural should be located on the after-sales service side.



The sales desk must not be placed in front of the Accessories mural.

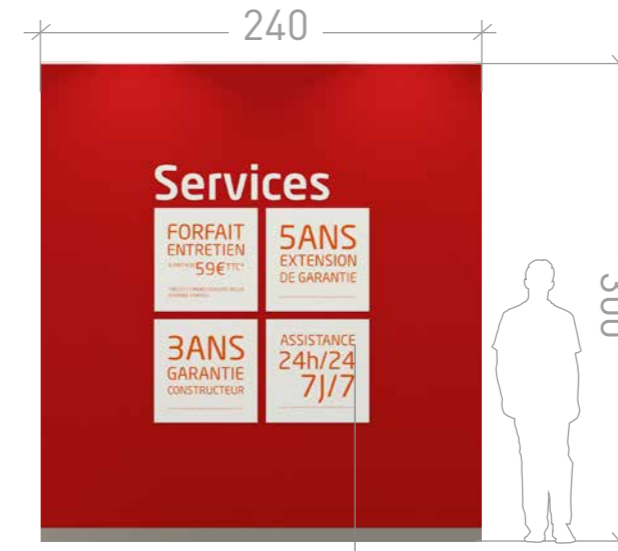
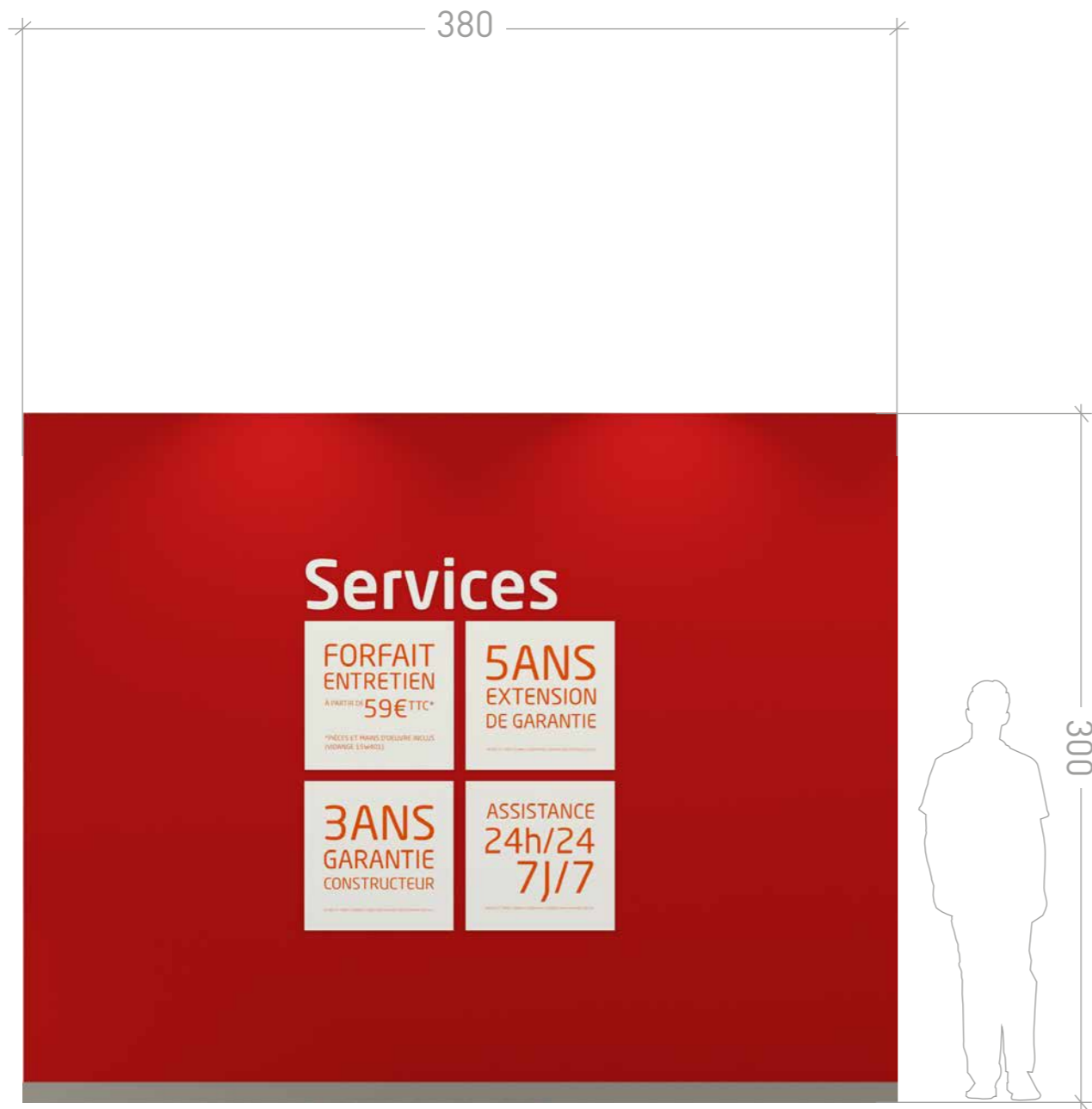
The multi-brand showroom - Services



To promote the range of services:

Four flagship Services offered by the Brand are presented on an orange-red background.

N.B. To paint the wall, comply with the dimensions specified.

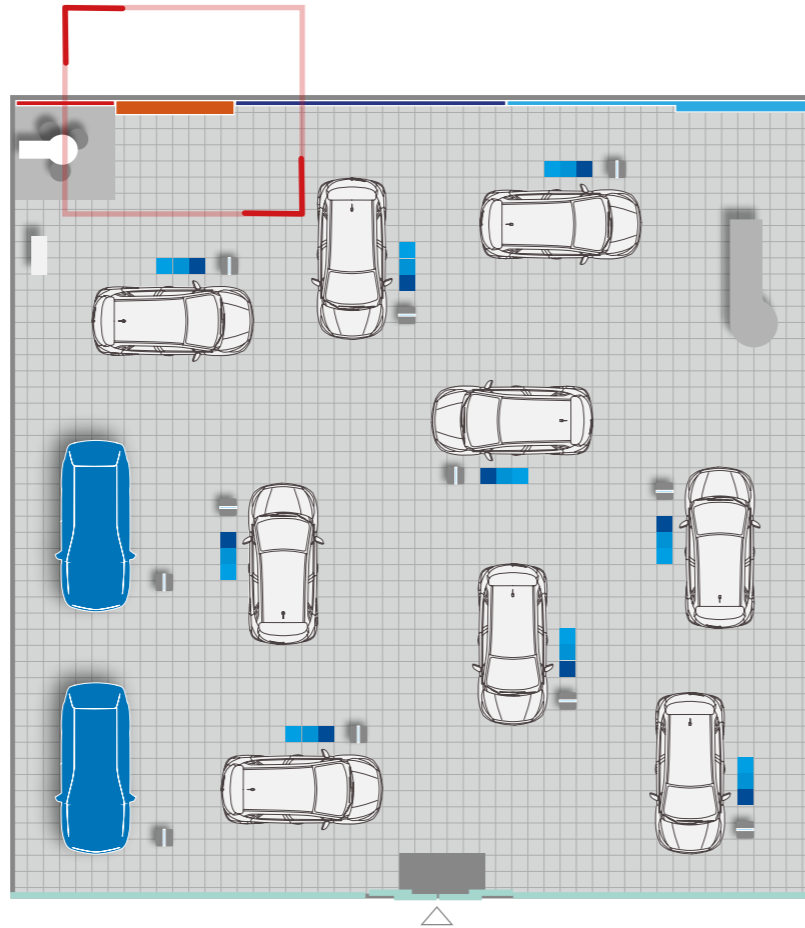



Minimal option

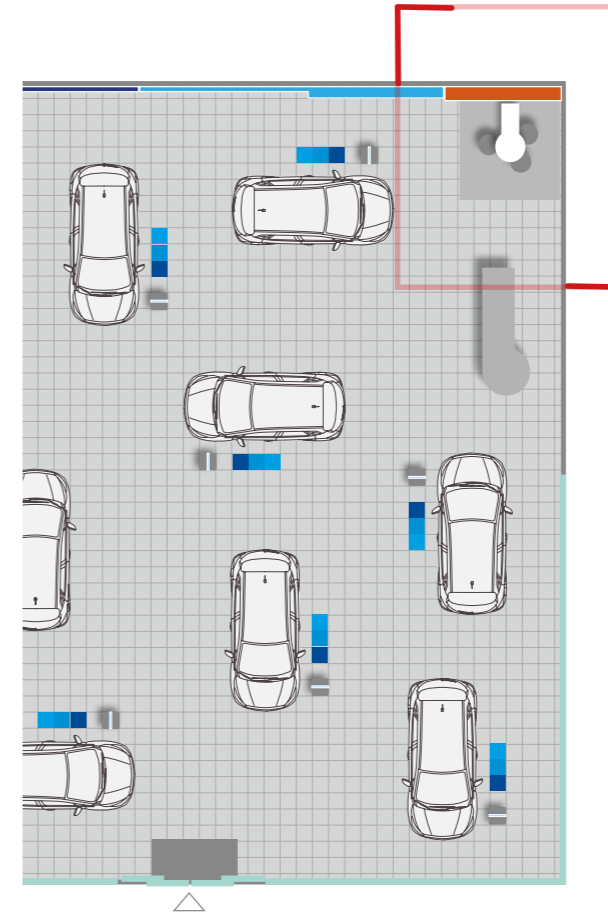


Detail : the visuals are provided by way of example; definitive content to be determined by country marketing departments.

The multi-brand showroom - Services

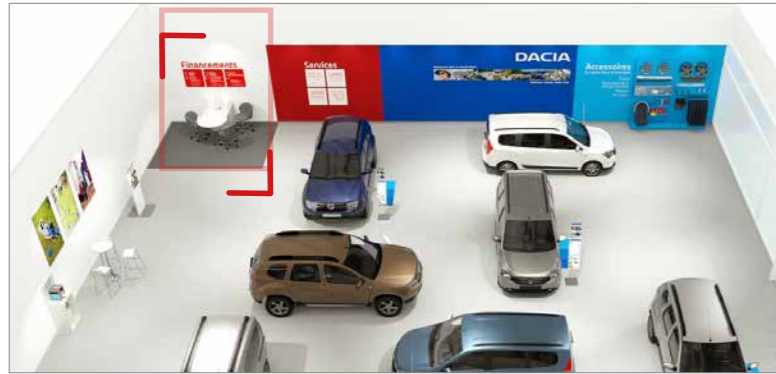


 The Services mural is located near the sales desk between the Brand wall and the Financing wall.



 The Services mural should not be close to the after-sales reception.

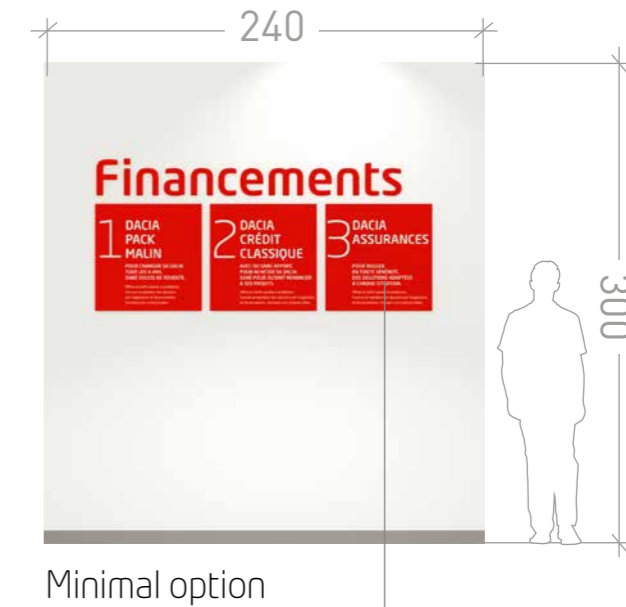
The multi-brand showroom - Financing



An advisory and sales support tool:

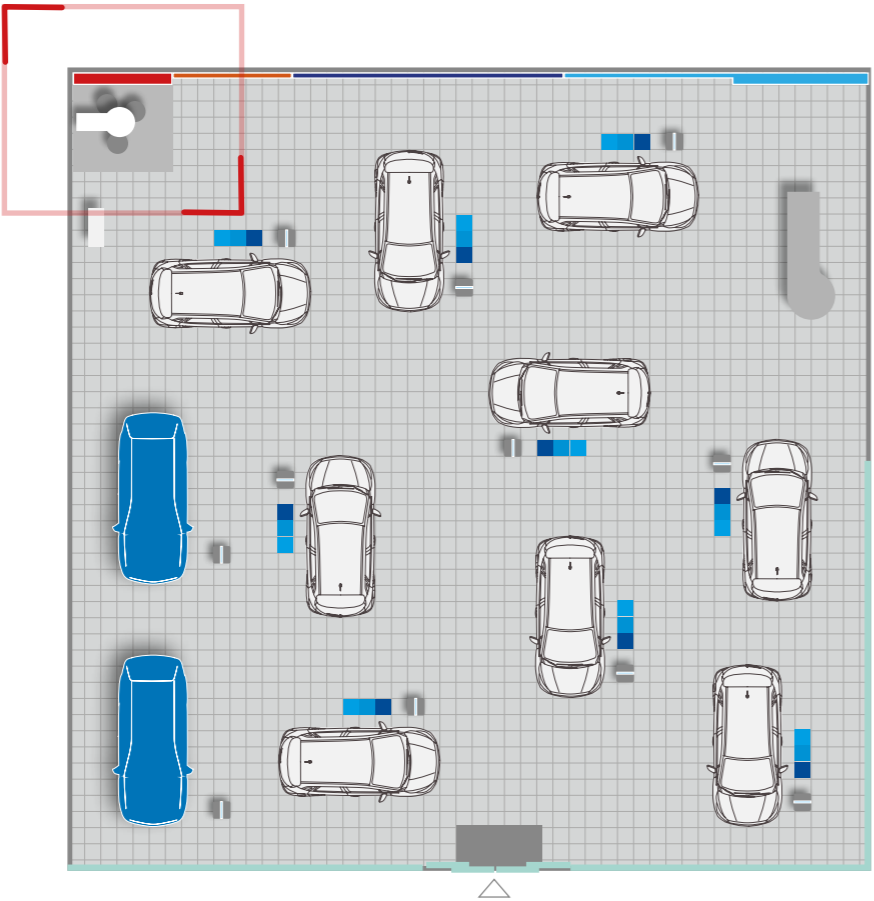
To facilitate the purchasing process for the customer, a mural providing information on the financing solutions is placed behind the sales desk.

Prerequisites : the wall must be absolutely white before applying the marking elements.

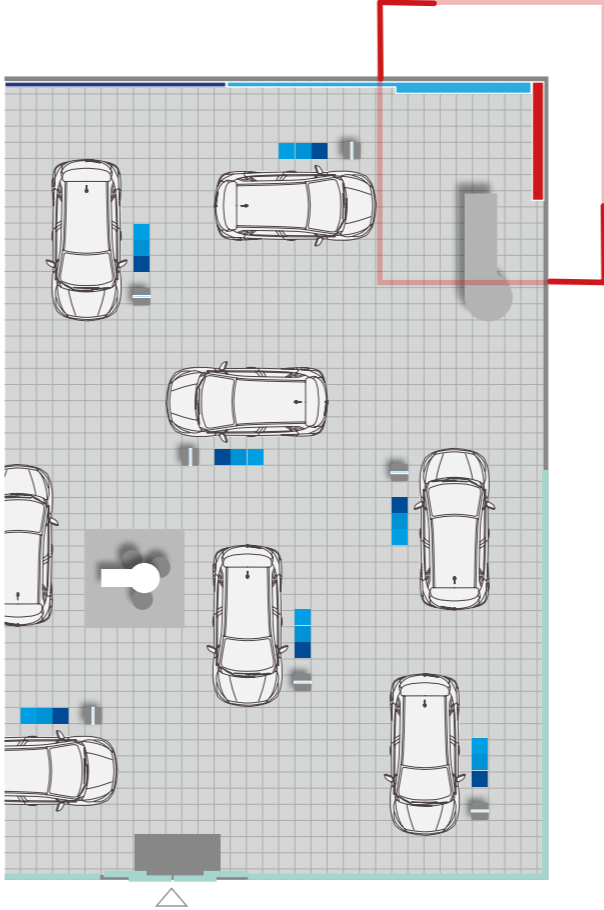


Detail: the content is provided by way of example; definitive content to be determined by country marketing departments.

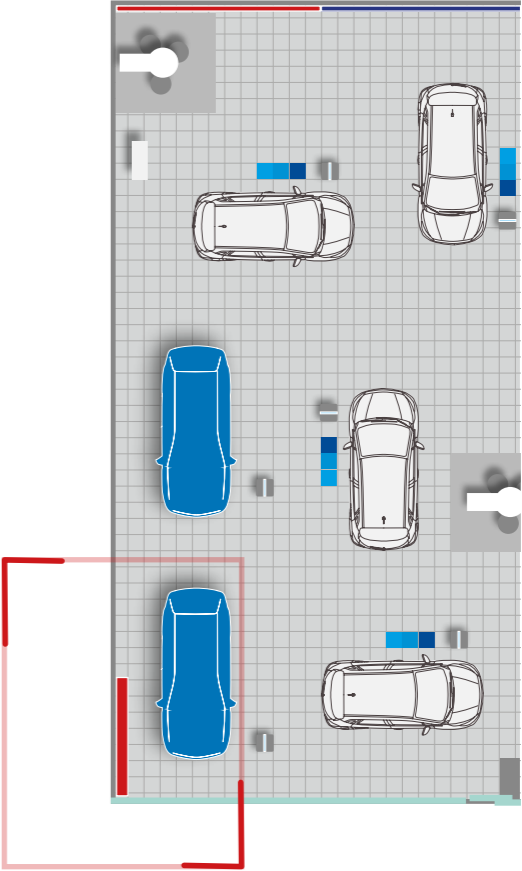
The multi-brand showroom - Financing



The Financing mural is close to the sales desk



The Financing mural should not be close to the after-sales desk.



The Financing mural should not be isolated from the other walls and separated from the sales desk.

The multi-brand showroom - Sales desk



Sales desk furniture

It is designed so that the customer can be received in a manner that is both formal and practical.
It is associated with the «Financing» mural (except for «island» format).



Sales desk:

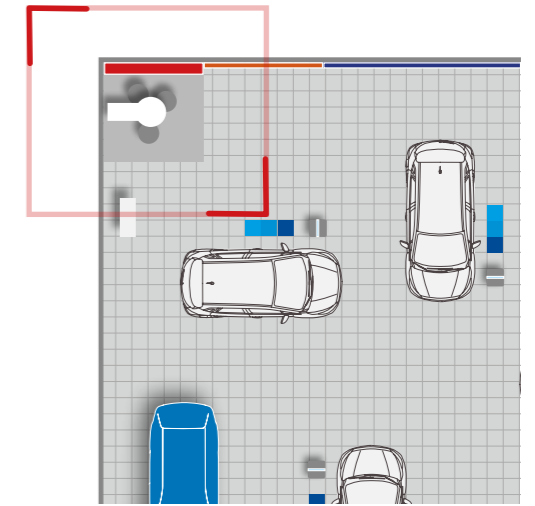
> Furniture identical to Renault Sales desk

Seats:

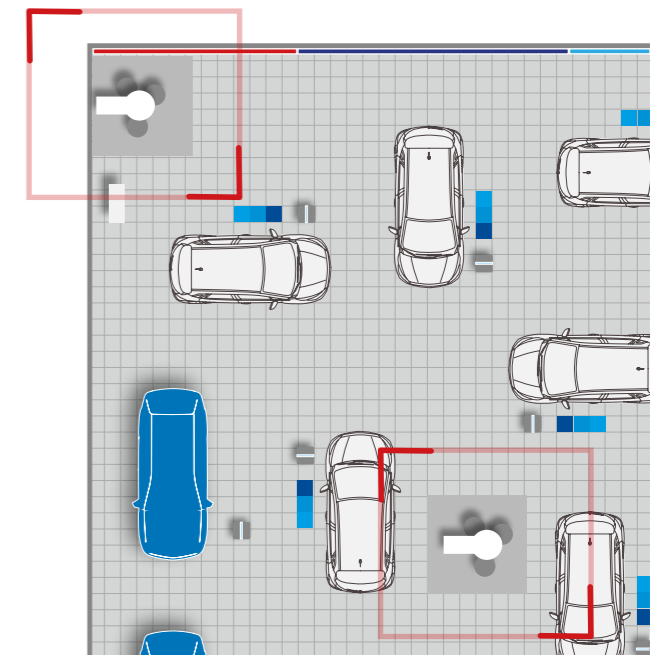
> 3 grey seats :
1 salesperson seat
+ 2 customer seats

Carpeting:

> Formats : dependent on «Financing» mural (3.80 x 3.80 m or 2.80 x 2.80 m)



The sales desk is positioned against one of the walls of the showroom Financing contiguous with the Financing mural.



Other sales desks may be positioned as islands in the showroom.

The multi-brand showroom - Welcome area



To take a break:

The possibility of setting out a coffee area to welcome customers and talk in an informal setting.

This space is associated with the ambient display walls.



Coffee Unit



Standard high table



Standard high stool

The multi-brand showroom - Welcome area



Representation of the Dacia Brand universe through three display walls

N.B. Dimensions are provided by way of example.

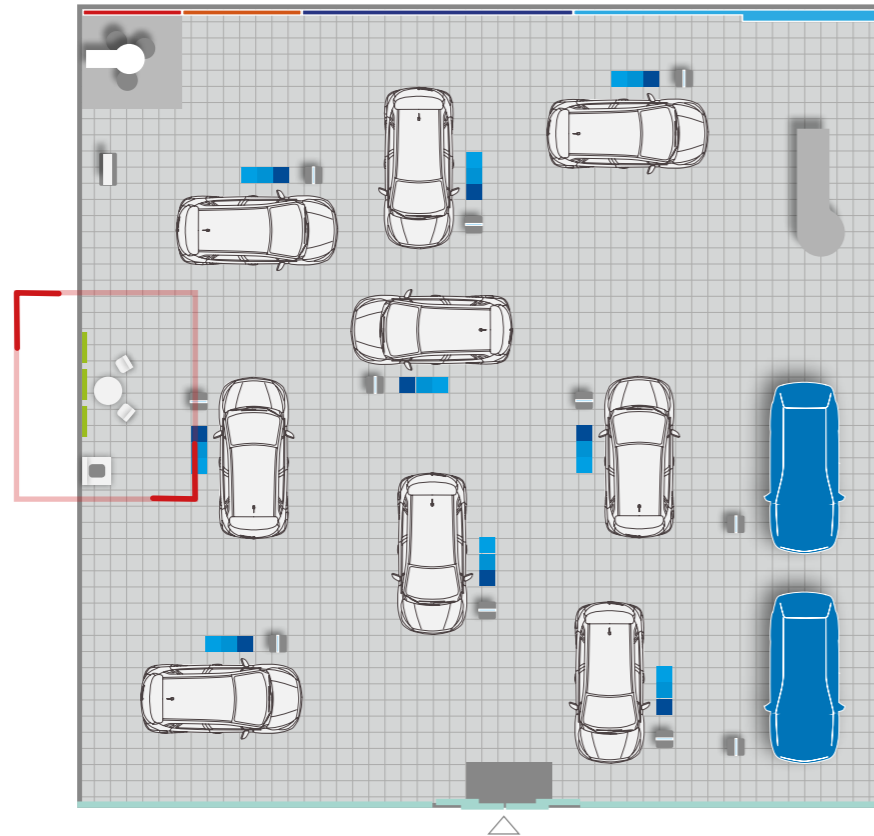
The size of the display walls can be increased depending on the surface area and height of the showroom.



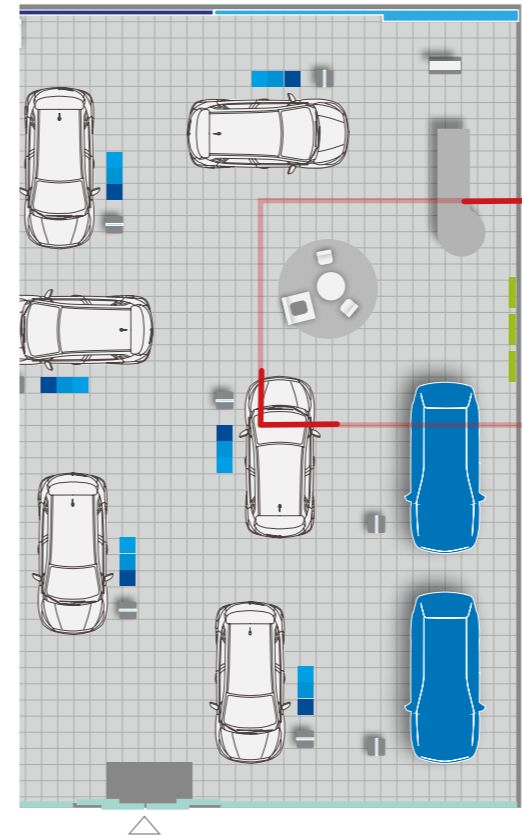
N.B. Each region / country may use the corporate display walls or select other visuals. In the latter case, the visuals selected shall be sent to Brand Stores for validation.

Example: Display walls in showrooms in France.

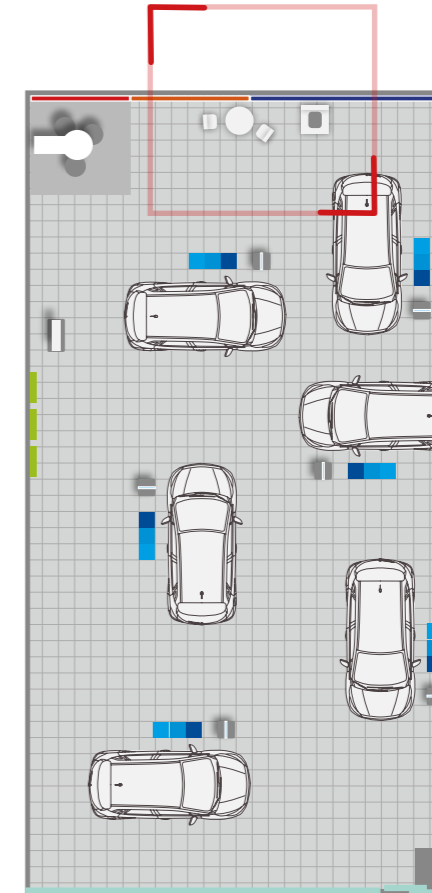
The multi-brand showroom - Welcome area



The welcome area is situated in a quiet part of the showroom, away from the murals, sales areas and after-sales.



The welcome area must not be placed in an island configuration in the showroom or in a customer flow.



The welcome area must not be set against a mural and/or near a sales desk.

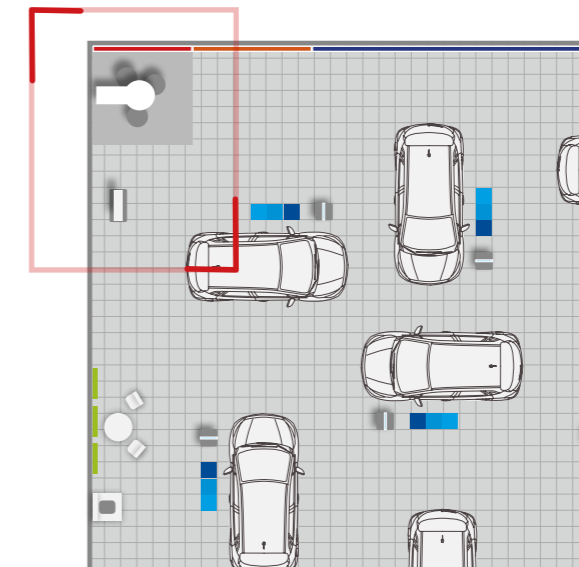
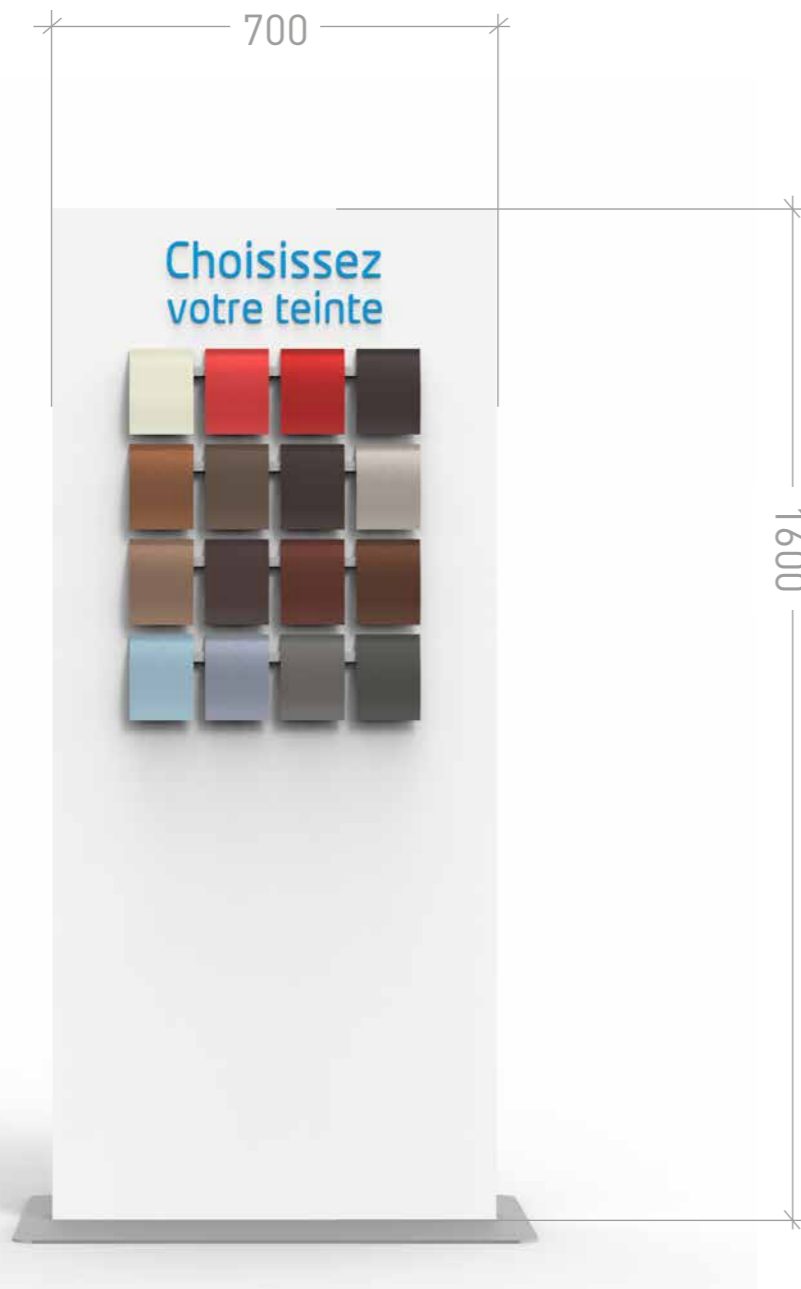
The multi-brand showroom - Colour palette



The palette of bodywork shades:

To configure a vehicle and choose a finish, the colour palette is displayed in the showroom near to the sales desk or to the welcome area.

This is a useful device for sales personnel and for the customer.



The color chart is ideally located near the sales desk.

The Shared after-sales reception

When the after-sales reception is shared, the Brand is identified by a wall plaque featuring the Dacia logo.

Its dimensions should ideally be 50x50 cm. It may be necessary to harmonize the format with that of the other brands present.



The After-sales reception

If the after-sales reception is located in the Dacia showroom, it is identified by a specific wall.

It includes the after-sales counter with the specific service tracking screen and certain promotional visuals.

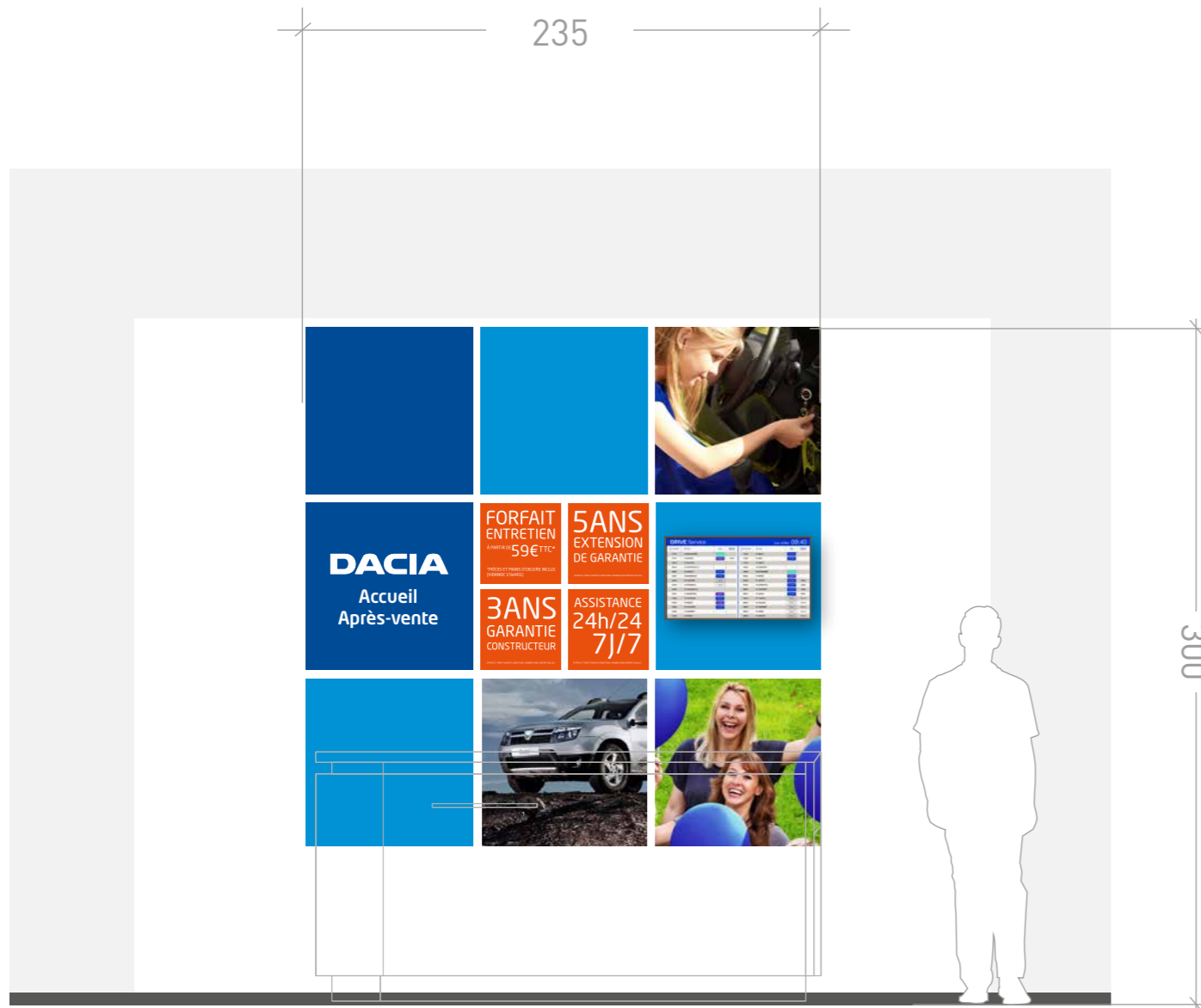


The multi-brand showroom - After-sales reception

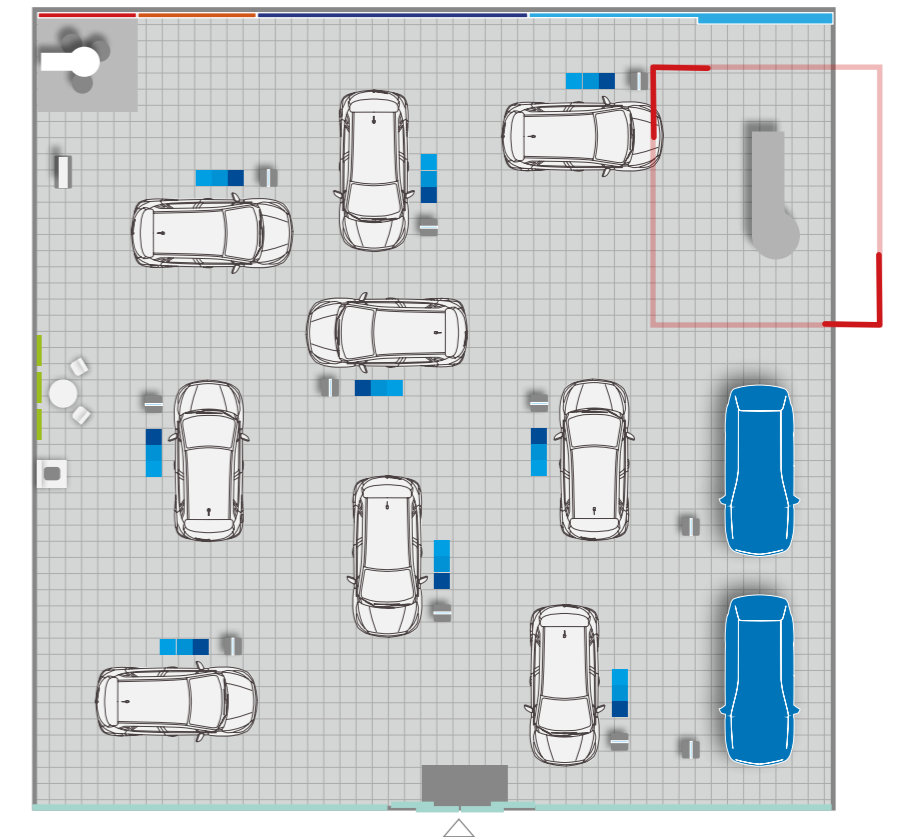


This configuration uses all the graphic conventions of the Brand, colours and visuals.

The services tracking screen is integrated into the visual presentation.

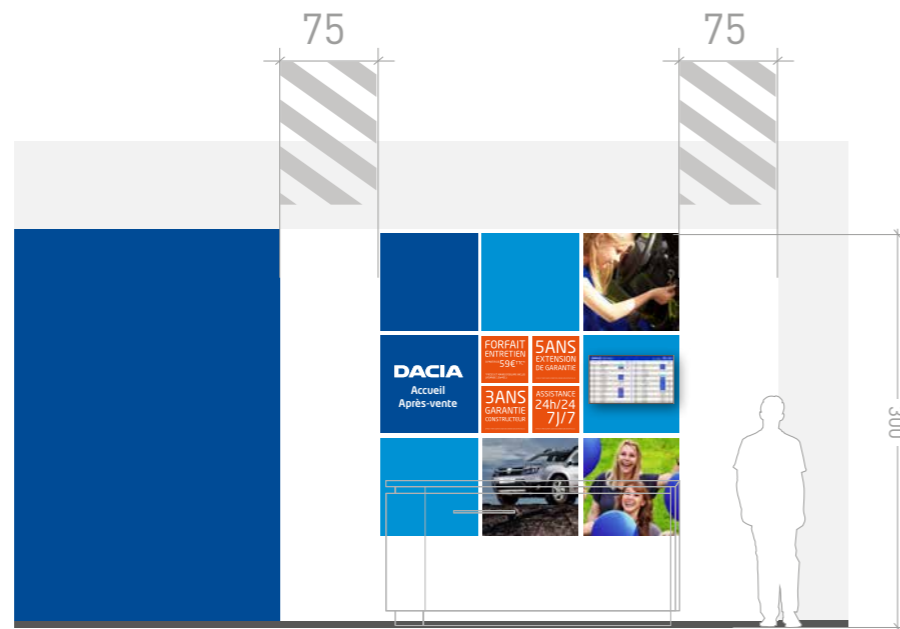


Detail: the visuals are provided by way of example; definitive content to be determined by country marketing departments.

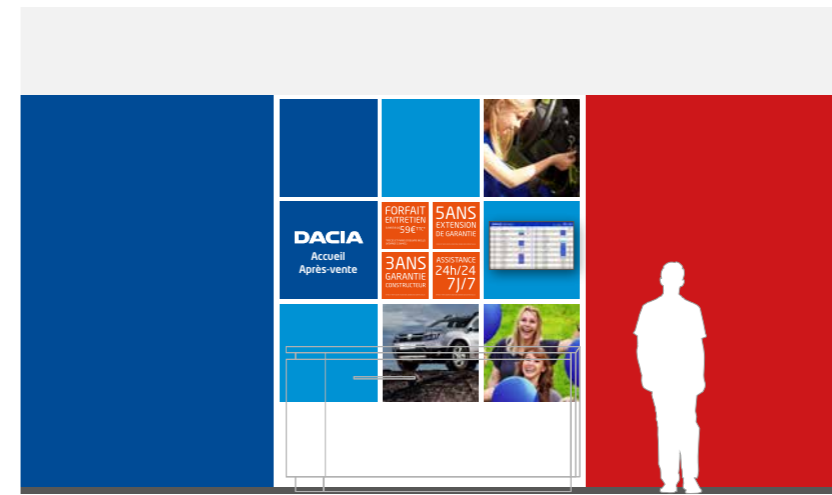


The after-sales reception should preferably be positioned at the back of the showroom towards the door leading to the back-office.

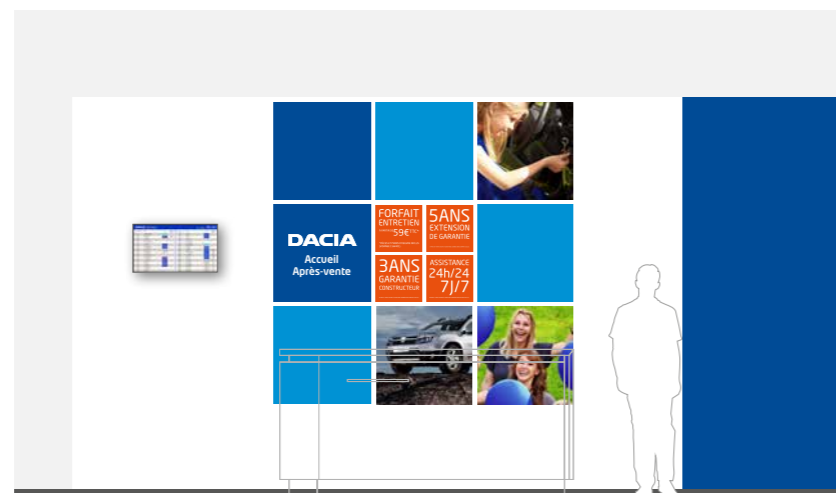
The multi-brand showroom - After-sales reception



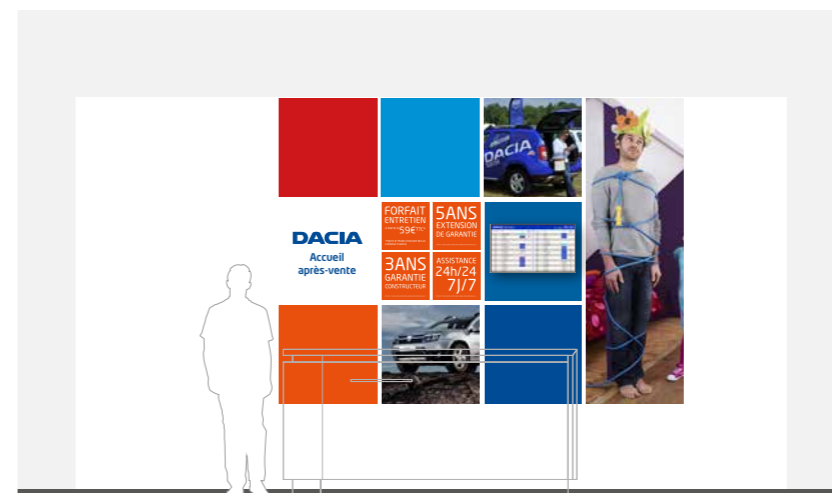
😊 An exclusion area of at least 75 cm must be observed to either side of the visuals at the after-sales reception.



😞 The after-sales reception should not be enclosed in the murals



😞 The services tracking screen should not be placed outside the mural



😞 The graphic composition principle may not be modified

Delivery

Specific Dacia delivery area

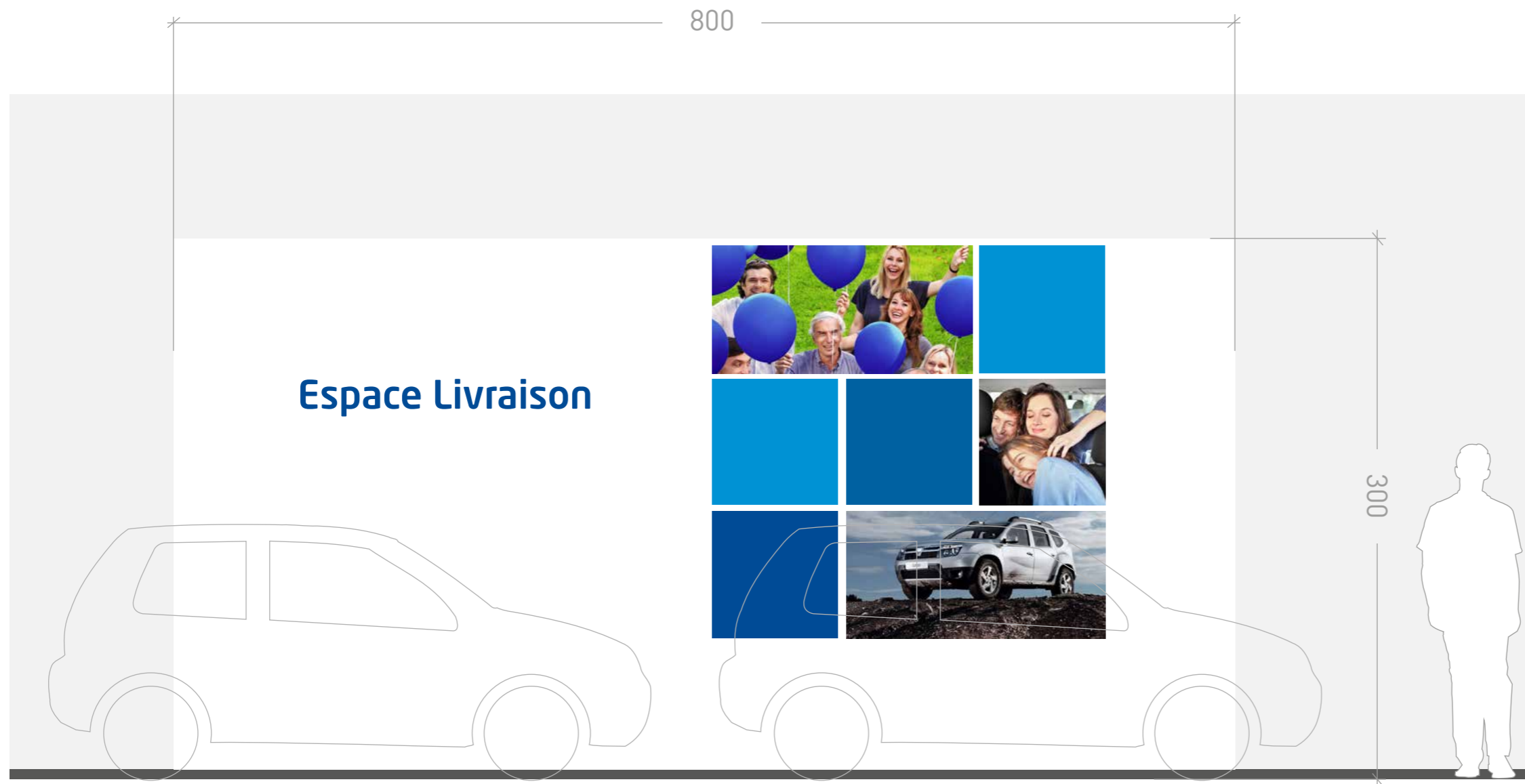


The multi-brand showroom - Delivery



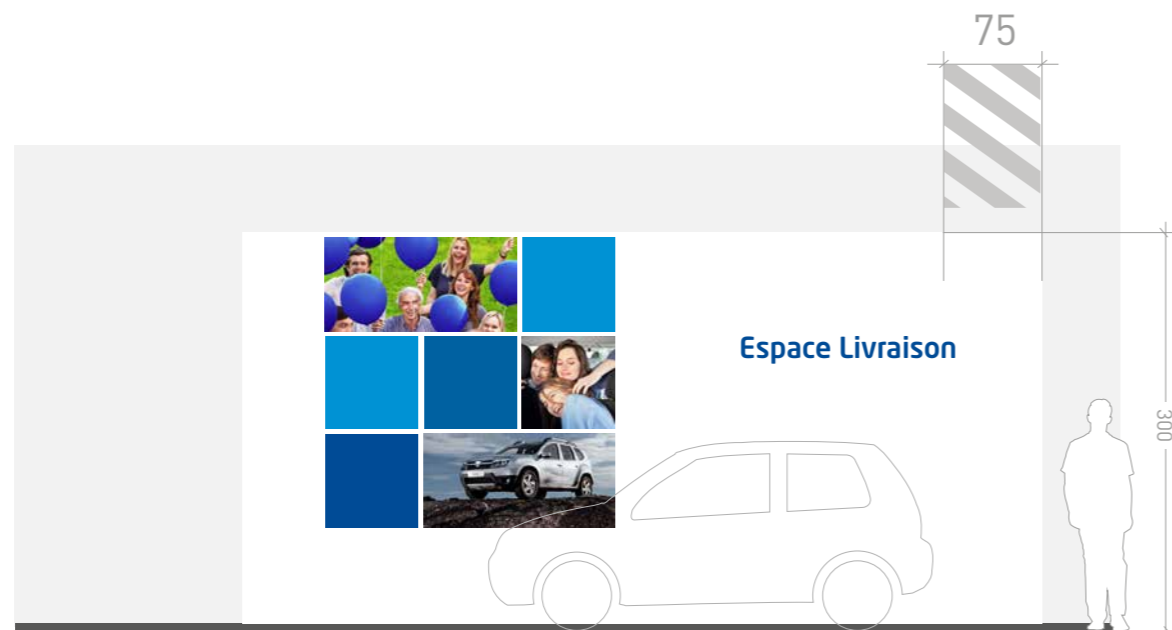
Delivery wall used in a Dedicated or Dacia Box configuration for a **specific Dacia delivery area**.

This solution customizes the delivery of a Dacia vehicle. It consists of a wall marking, a self-standing partition or the back of a display wall belonging to a Renault area. It varies in dimension from 6 to 8 m depending on the number and cycle of deliveries and the available space.

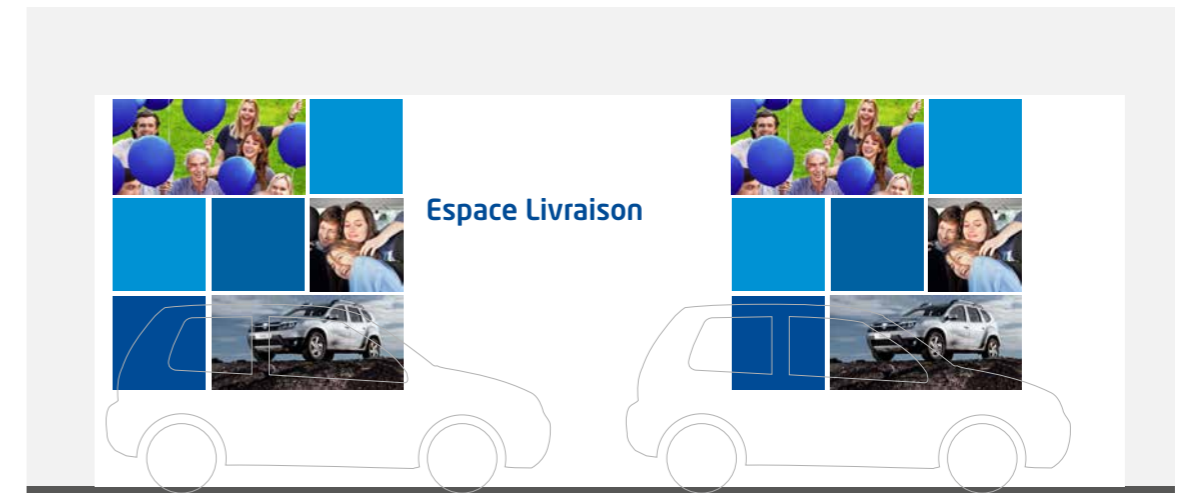


Detail: the visuals are provided by way of example; definitive content to be determined by country marketing departments.

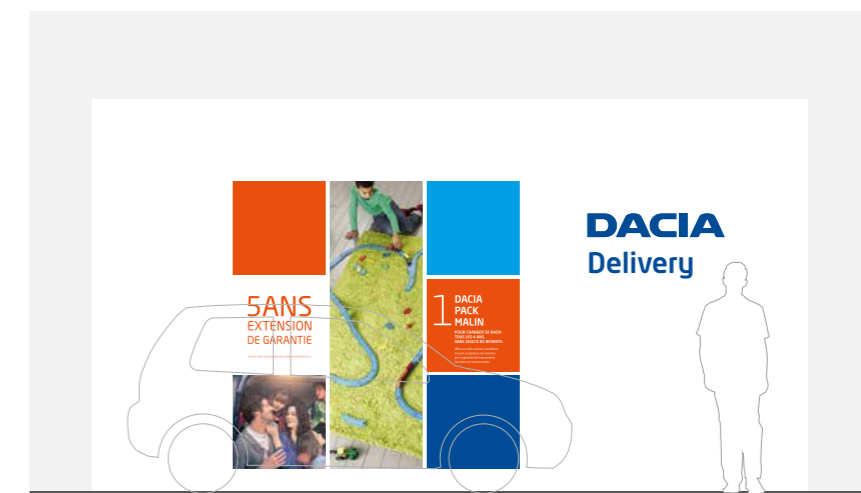
The multi-brand showroom - Delivery



An exclusion area of at least 75 cm must be observed to either side of the visuals.



Even if the space is multi-vehicle, the wall display should not be duplicated.



The graphic composition principle and dimensions may not be modified.

The multi-brand showroom : the possible configurations

Depending on the configuration of the showroom, the following components can be applied:

 The Brand

 Services

 Financing + Sales desk

 Accessories

 Colour palette

 Welcome area

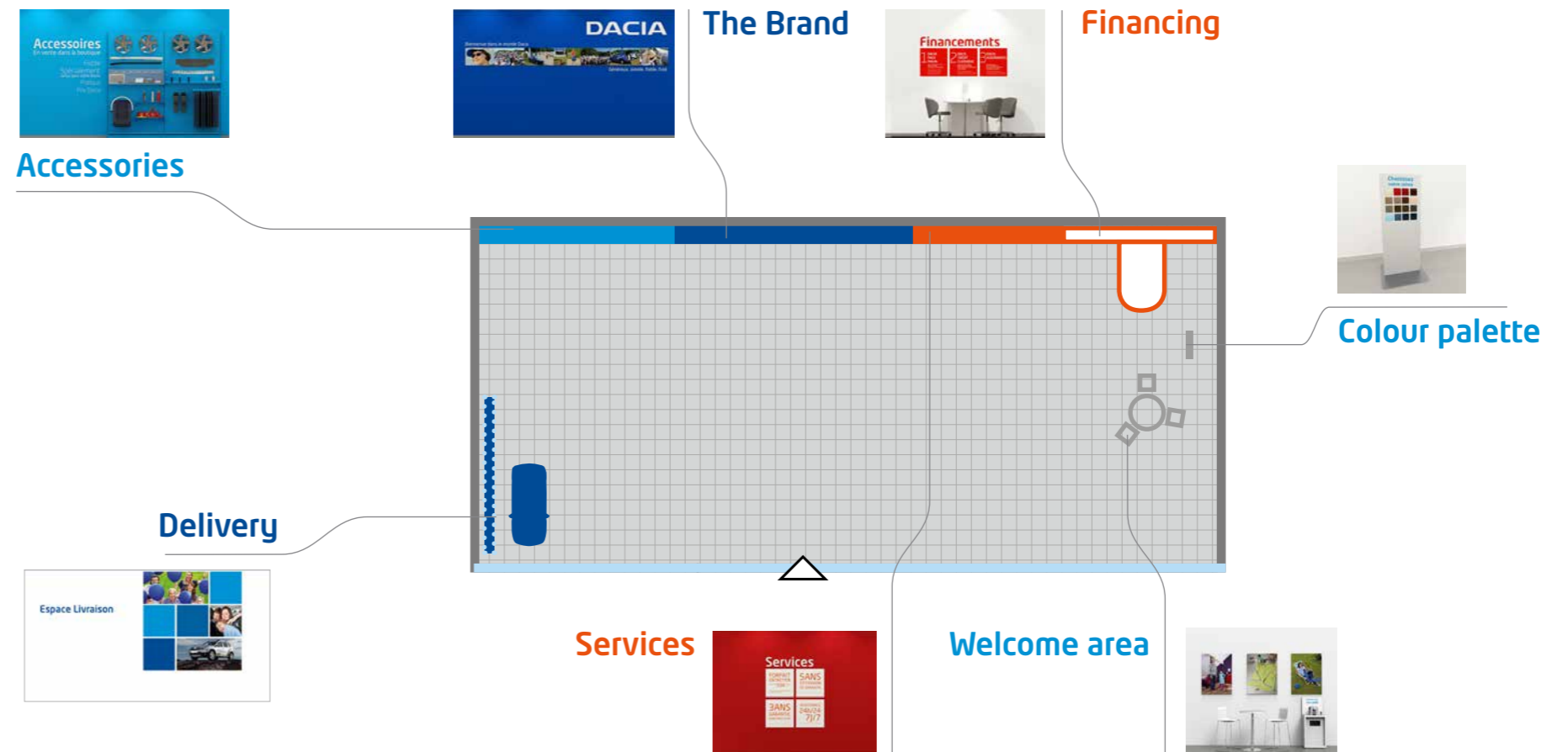
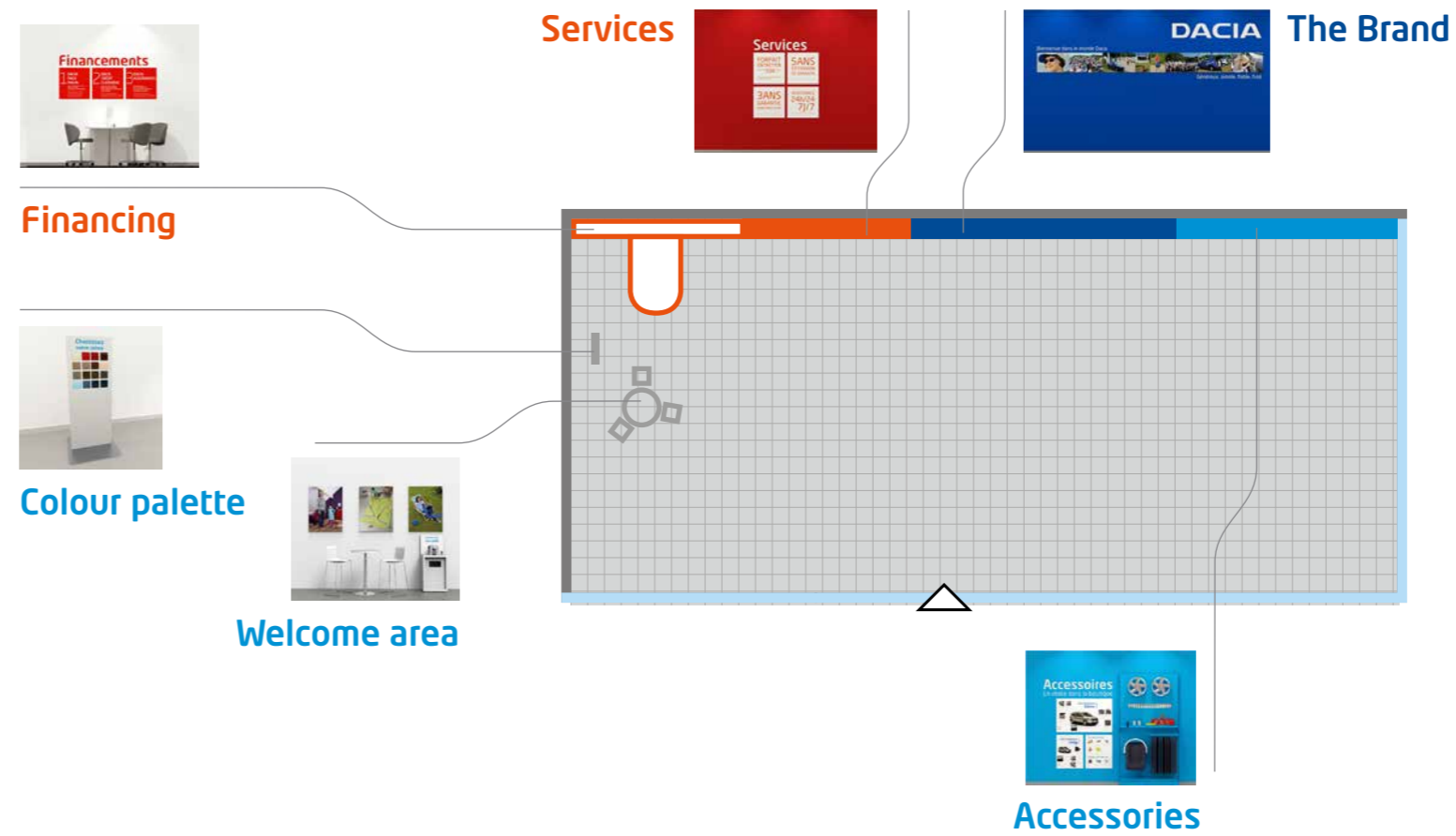
 After-sales

 Delivery

Key :

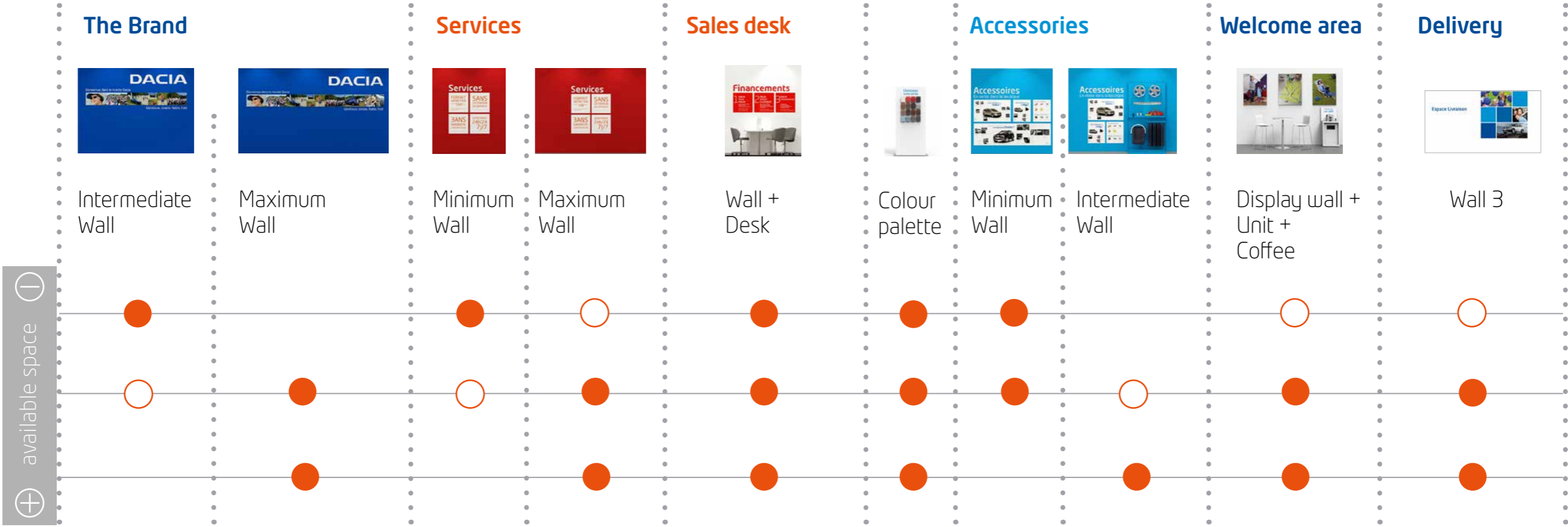
 Glazing

 Wall



The multi-brand showroom : the possible configurations

Summary



- Recommended
- Option depending on available space

The multi-brand showroom - New Vehicle Delivery



To make the range visible:

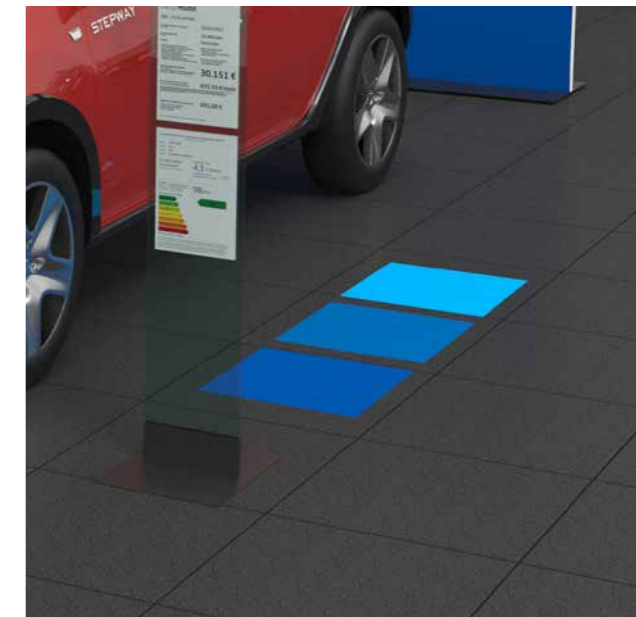
This marking allows the display in the showroom to be better organized because vehicles are always correctly positioned.

The directional lighting can be adjusted to best highlight the vehicles.



Sticker detail
The stickers are always positioned on the driver's side.

The price display unit is placed 45 cm in front of the dark blue sticker, visible to the customer.



When the tiling format used in the showroom is different from the Dacia standards (45x45 cm), the sticker dimensions nevertheless remain unchanged

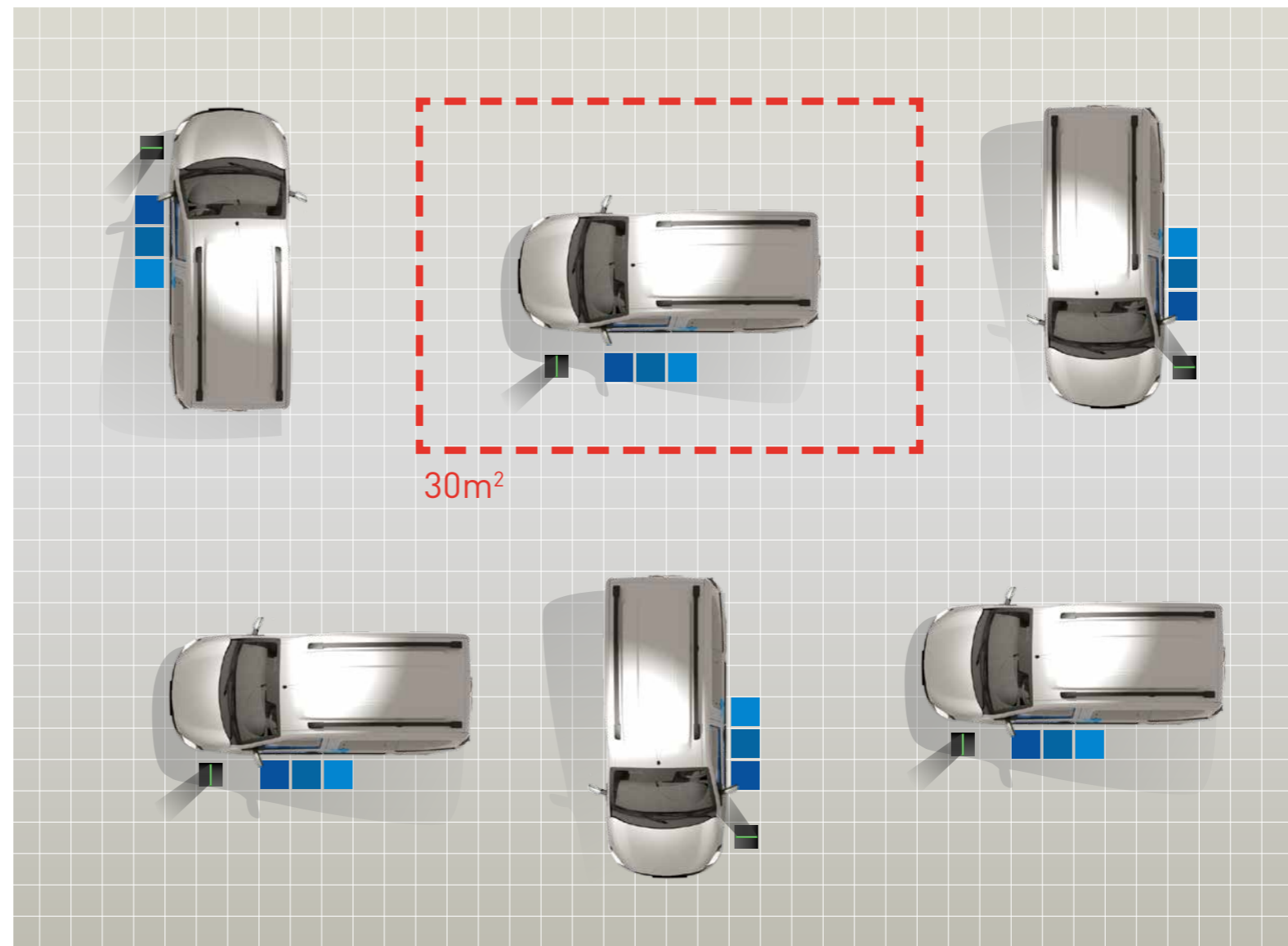
The multi-brand showroom - New Vehicle Delivery



Orthogonal alignment rule:

Vehicles on display are laid out at right-angles and according to the tiling pattern.

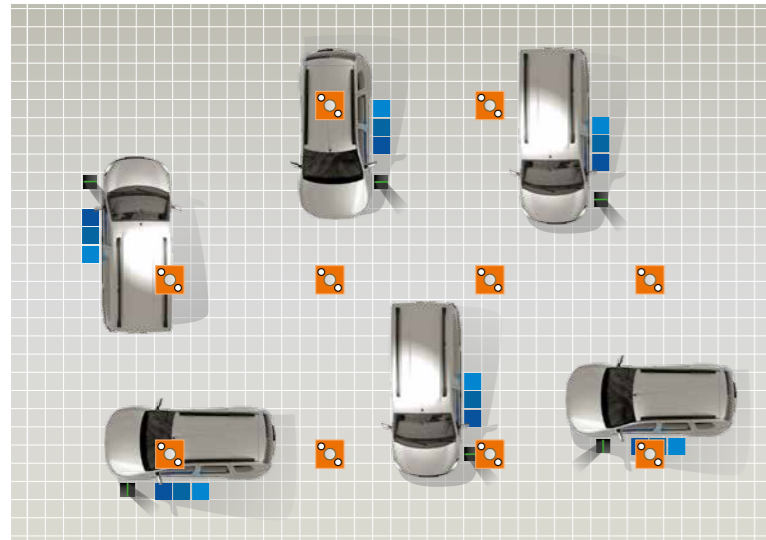
Each vehicle must have a minimum area of 30 m².



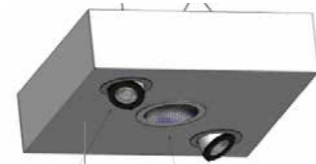
The multi-brand showroom - Lighting

A lighting pattern to structure the space

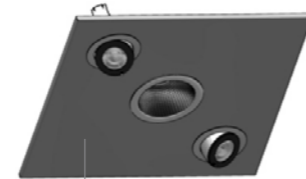
With or without a suspended ceiling, the principle remains the combination of generic LED ambient lighting and two metal halide lamps providing accent lighting to set off the vehicles.



Example of pattern in the showroom



Independent module installed 3m above the ground



The ceiling is $\pm 3m$ from the ground, the module is embedded in the suspended ceiling



Suspended modules installed 3m above the ground



Modules built into the suspended ceiling

For more details on the components covered in this guide,
please refer to **the Interior Technical Specifications**

Thank you