



3

**LADA**

LADA SHOWROOM IDENTITY



WELCOME  
**TO THE NEW WORLD  
OF LADA!**

## СОДЕРЖАНИЕ

|            |   |        |
|------------|---|--------|
| <b>1.</b>  | INTERIOR CORPORATE IDENTITY   | PAGE 2 |
| <b>1.1</b> | LAY-OUT OF DEALERSHIP OF 1-ST CATEGORY                                  | 3      |
| <b>1.2</b> | IDENTITY OF FUNCTIONAL ZONES OF SHOWROOM                                | 10     |
| <b>1.3</b> | CEILING AND LIGHTING OF SHOW-ROOM                                       | 16     |
| <b>1.4</b> | FUNCTIONAL ZONES OF SHOW-ROOM   | 22     |
| <b>1.5</b> | LAY-OUT OF DEALERSHIP OF 2-nd CATEGORY                                  | 62     |
| <b>1.6</b> | LAY-OUT OF DEALERSHIP OF 3-rd CATEGORY                                  | 68     |
| <b>2.</b>  | AUXILIARY ELEMENTS FOR SHOW-ROOM DESIGN                                 | 74     |
| <b>2.1</b> | BRAND PLATES, PICTOGRAMS AND INDICATORS                                 | 75     |
| <b>2.2</b> | TRADE SHOWCASE  | 82     |
| <b>2.3</b> | INFORMATION DESK  | 84     |
| <b>2.4</b> | MOBILE BOARD OF POP-UP TYPE   | 86     |
| <b>2.5</b> | MOBILE BOARD IN CAR PICK-UP ZONE  | 88     |
| <b>2.6</b> | NUMBER PLATES   | 90     |
| <b>2.7</b> | CORPORATE PRICE LABELS, MOBILE, STICKERS, TAGS                          | 92     |
| <b>2.8</b> | CLIENT BOARDS   | 96     |
| <b>3.</b>  | FURNITURE OF INTERIOR EQUIPMENT OF SHOW-ROOM                            | 104    |
| <b>4.</b>  | COLORS AND MATERIALS OF THE INTERNAL DECORATION<br>OF THE DEALER CENTER | 142    |
| <b>4.1</b> | MATERIALS OF THE INTERNAL DECORATION OF THE DEALER CENTER               | 143    |
| <b>5.</b>  | PERSONNEL CLOTHES   | 160    |
| <b>5.1</b> | REQUIREMENTS TO BRAND CLOTHS  | 161    |
| <b>5.2</b> | MODELS OF OVERALL   | 162    |
| <b>5.3</b> | CLOTHS OF THE SHOW-ROOM STAFF   | 166    |



1.

INTERIOR CORPORATE  
**IDENTITY**

## 1.1 LAY-OUT OF DEALERSHIP OF 1-ST CATEGORY

Show hall of dealer center (show-room) – is a place where potential customer meets new LADA car for the first time. In show-room the client may choose a car in open and stimulating conditions. The main brand concept is organization of harmonious internal communications basing on the principle of openness and informational transparency of our trade mark. The form and lay-out decisions of show-room should correspond to its functionality and to be agreed with territory lay-out. From functional point of view show-room is a multifunctional room. Here the cars should be demonstrated advantageously and should be created comfortable conditions for guests and customers, provided efficient working places for personnel. Show-room is aimed to convince customers that they are welcome here and to demonstrate adherence of LADA products and services to quality. Show-room is combination of functional zones, influencing directly to sales of the main product – LADA cars. Recommended min. area of show room is 284 m<sup>2</sup>.

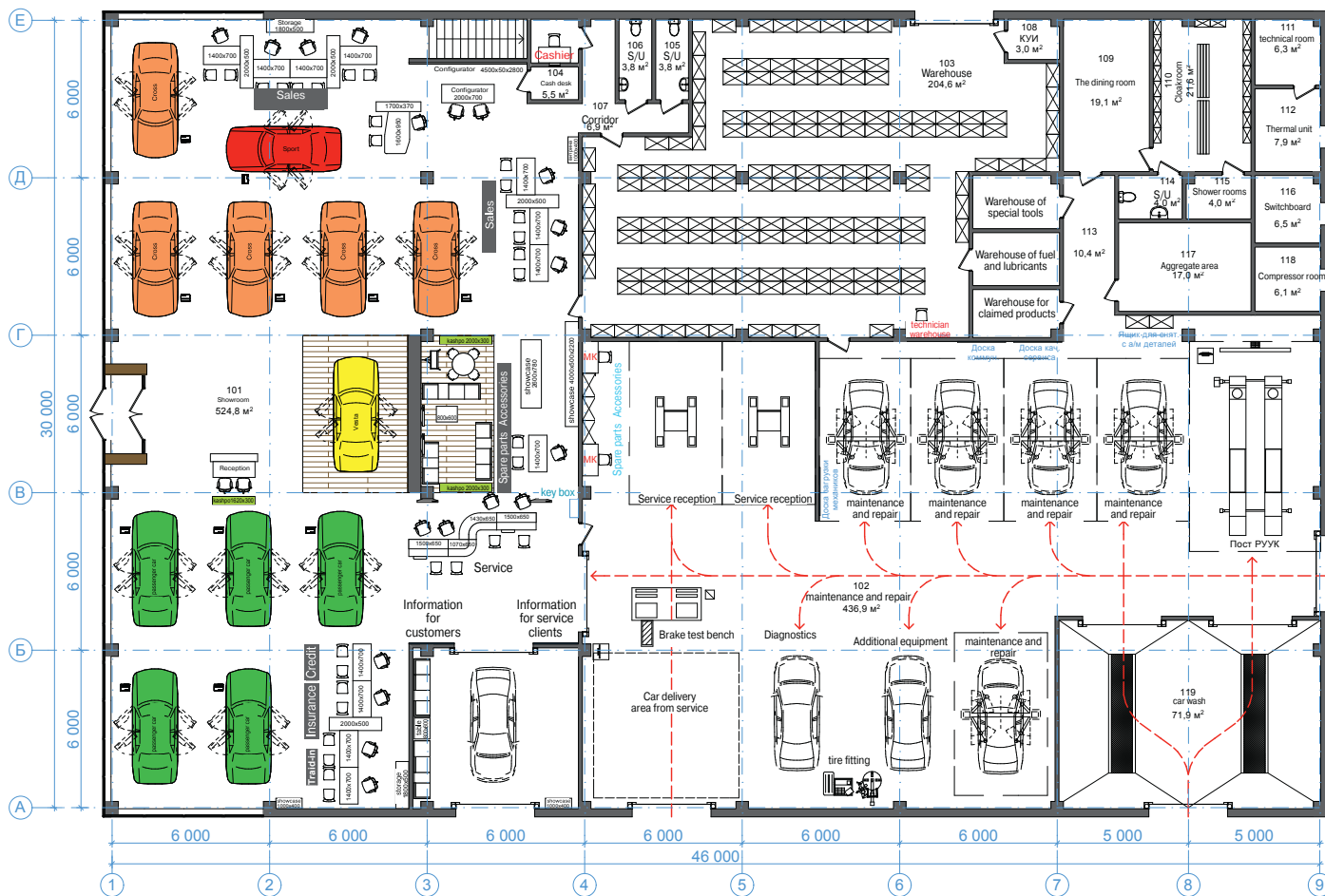
### SHOW-ROOM INCLUDES THE FOLLOWING FUNCTIONAL ZONES:

1. Reception
2. Cars display zone
3. Podium
4. Sales department
6. Crediting and insurance
7. Trade-in
8. Service bureau
9. Department of accessories and spare parts
10. New cars collection
11. Client zone
12. Cashing department
13. Restrooms for customers
14. Cafe

On the second floor (balcony) of the dealer center there are offices of employees and management of the DC, meeting rooms, it is possible to arrange a cafe or a canteen for the staff.

## 1.6 LAY-OUT OF DEALERSHIP OF 1-ST CATEGORY

### Lay out of the 1-st floor of a Dealership of category 2

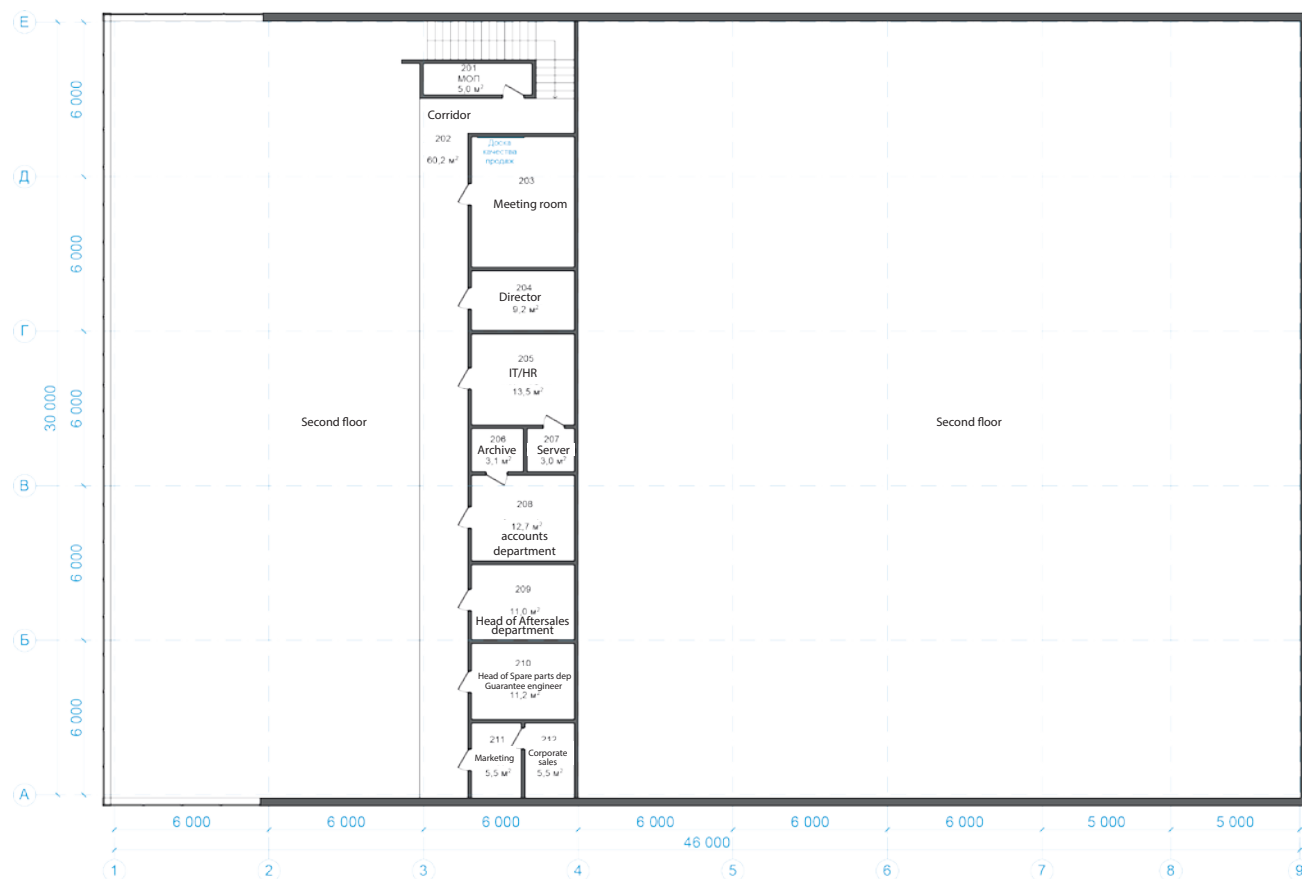


| №   | Name                   | Surface |
|-----|------------------------|---------|
| 101 | Showroom               | 524,8   |
| 102 | Maintenance and repair | 436,9   |
| 103 | Warehouse              | 204,6   |
| 104 | Cash desk              | 5,5     |
| 105 | Restroom Man           | 3,8     |
| 106 | Restroom Woman         | 3,8     |

| №   | Name                   | Surface |
|-----|------------------------|---------|
| 107 | Corridor               | 3,1     |
| 108 | Janitor's closet       | 3,0     |
| 109 | The dining room        | 19,1    |
| 110 | Locker room            | 21,6    |
| 111 | Ventilation plant room | 6,3     |
| 112 | Thermal unit           | 7,9     |

| №   | Name                | Surface |
|-----|---------------------|---------|
| 113 | Corridor            | 10,4    |
| 114 | Sanitary facilities | 4,0     |
| 115 | Shower rooms        | 4,0     |
| 116 | Switchboard         | 6,5     |
| 117 | Aggregate area      | 17,0    |
| 118 | Compressor room     | 6,1     |
| 119 | Washing             | 71,9    |

Итого 1360,3 м²



| №   | Name         | Surface |
|-----|--------------|---------|
| 201 | МОП          | 5,0     |
| 202 | Corridor     | 60,2    |
| 203 | Meeting room | 20      |
| 204 | Director     | 9,2     |
| 205 | IT/HR        | 13,5    |
| 206 | Archive      | 3,1     |

| No  | Name  | Surface |
|-----|---|---------|
| 207 | Server  | 3,0     |
| 208 | Accounts department                           | 12,7    |
| 209 | Head of Aftersales department                 | 11,0    |
| 210 | Head of Spare parts dep<br>Guarantee engineer | 11,2    |
| 211 | Marketing                                     | 5,5     |
| 212 | Corporate sales                               | 5,5     |

Total 158,7 m<sup>2</sup>

Lay out of the 1-st floor of a Dealership of category 2





Lay out of the 1-st floor of a Dealership of category 2





## 1.2 FUNCTIONAL ZONES IDENTIFICATION

### Colors of walls and ceilings of the show-room

The color of the wall, along which the largest number of working places of the functional zones of the showroom is located, is a dark gray **RAL 7011** semi-matt.

The color of the walls of the new car pick-up area is gray **RAL 7047** matt.

The color of ceilings of the show room, walls and columns, ceilings and internal walls of office and service rooms - white color **RAL 9003** semi-matt.

The color of ceilings under the ceiling overhead panels of the show room - dark gray color **RAL 7011** semi-matt.

The color of the walls in the zone of the 2nd floor of the showroom is gray color **RAL 7047** semi-matt.

If the design of the show room wall large-sized logo LADA is applied, its color is gray **RAL 7045** matt.

Recommended washable paint is **Dulux** and **Tikkurila Luja**.

Inner entrance doors, inner entry/exit gates are painted in the color of walls on which they are mounted.

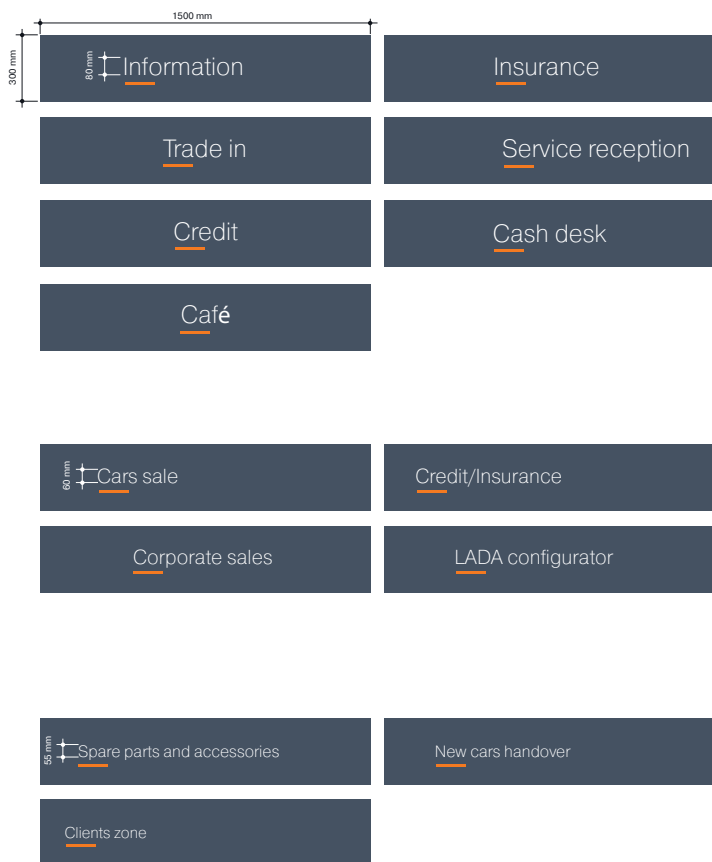
Aluminum frames and imposts– dark gray color **RAL 7011** semi-matt (for new dealerships) and gray color **RAL 9006** (it is permissible for current dealer centers).

Aluminum frames and imposts in the zone of 2-nd floor of the show room – gray **RAL 7045** matt.

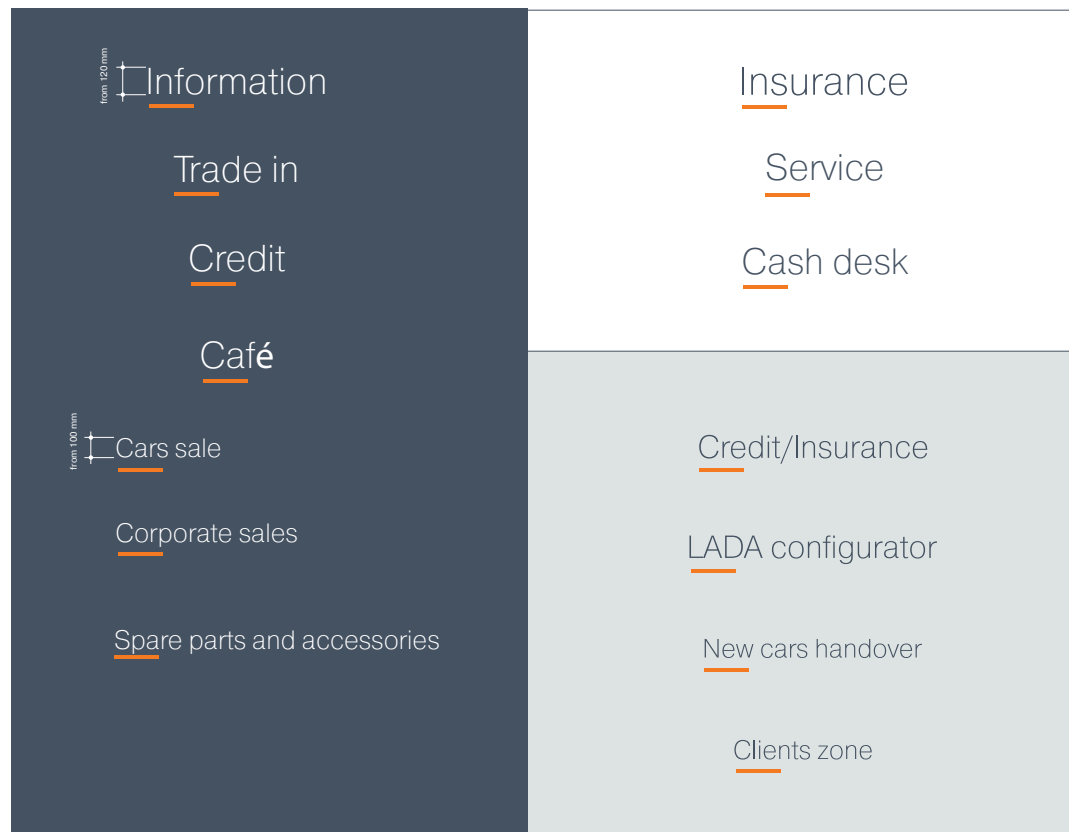
### Identity of functional zones of show room

Identification is of the zones executed in two ways:

1. Functional area is located along show room wall (dark gray color **RAL 7011**).  
Identification is executed with voluminous white letters **RAL 9003** cut from plastics and mounted on the wall and orange decorative graphics **RAL 2008**. If the color of wall is white or gray, identification labels are made with dark gray letters **RAL 7011**.  
Text block – brand font **Pragmatica Light Regular**.
2. Functional zone is located inside the space of show room. Identification is executed on the pendant navigation plates.  
Navigation panel – dark gray color **RAL 7011**, size is 1500x300 mm.  
Text block – white color **RAL 9003**, font **Pragmatica Light Regular**. Decorative graphics – orange color **RAL 2008**. Information is applied by means of adhesive vinyl films. Text blocks are centered in regard with table in one or two lines with the left alignment.  
All sizes of text blocks are executed electronically from a large-scale electronic pattern.  
Sizes of wall text blocks are minimum 120 mm height depending on scale factor of the wall applied for navigation. Recommended sizes of font blocks are shown on the picture at the right.



Identification on pendant panels



Identification on the wall

All colors and materials are provided in details in the section 4.0 («Colors and materials of interior decoration of the dealer center»).

## Color of walls and ceilings of service and production zones of the dealer center

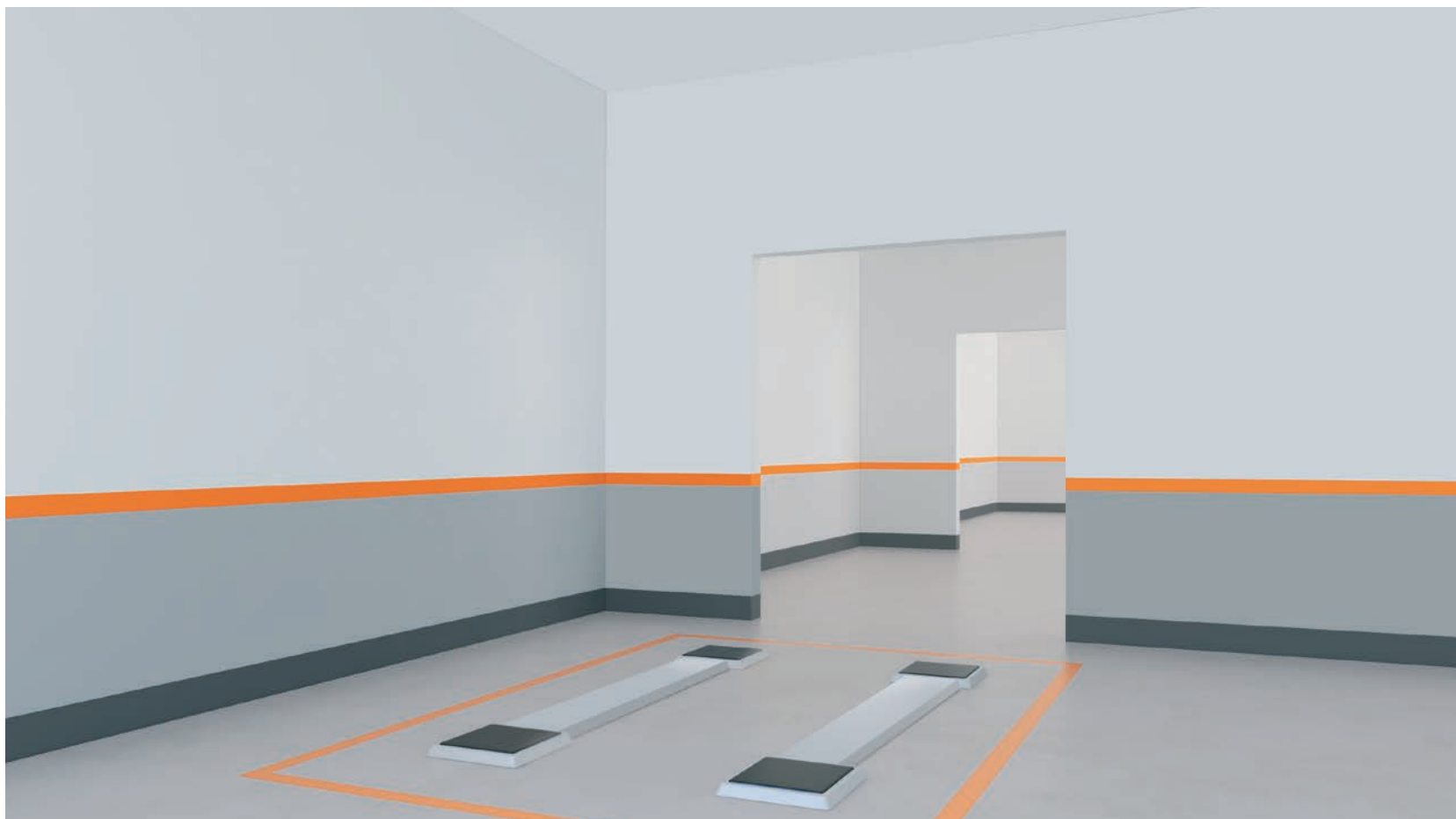
Wall color – white color **RAL 9003** semi-matt.

Color of ceilings – white color **RAL 9003** semi-matt.

Decorative color of lower part of the walls:

- dark gray strip (0 – 200 mm) color **RAL 7011** semi-matt;
- light gray strip (200 – 1100 mm) color **RAL 7047** semi-matt;
- orange strip (100 – 1200 mm) color **RAL 2008**.

Color of lifters and service equipment – light gray RAL **7047** semi-matt.



## Identification of functional service and production areas of the dealer center

Identification is performed on pendant navigation signs. Navigation panel - dark gray **RAL 7011**, size 1500x300 mm.

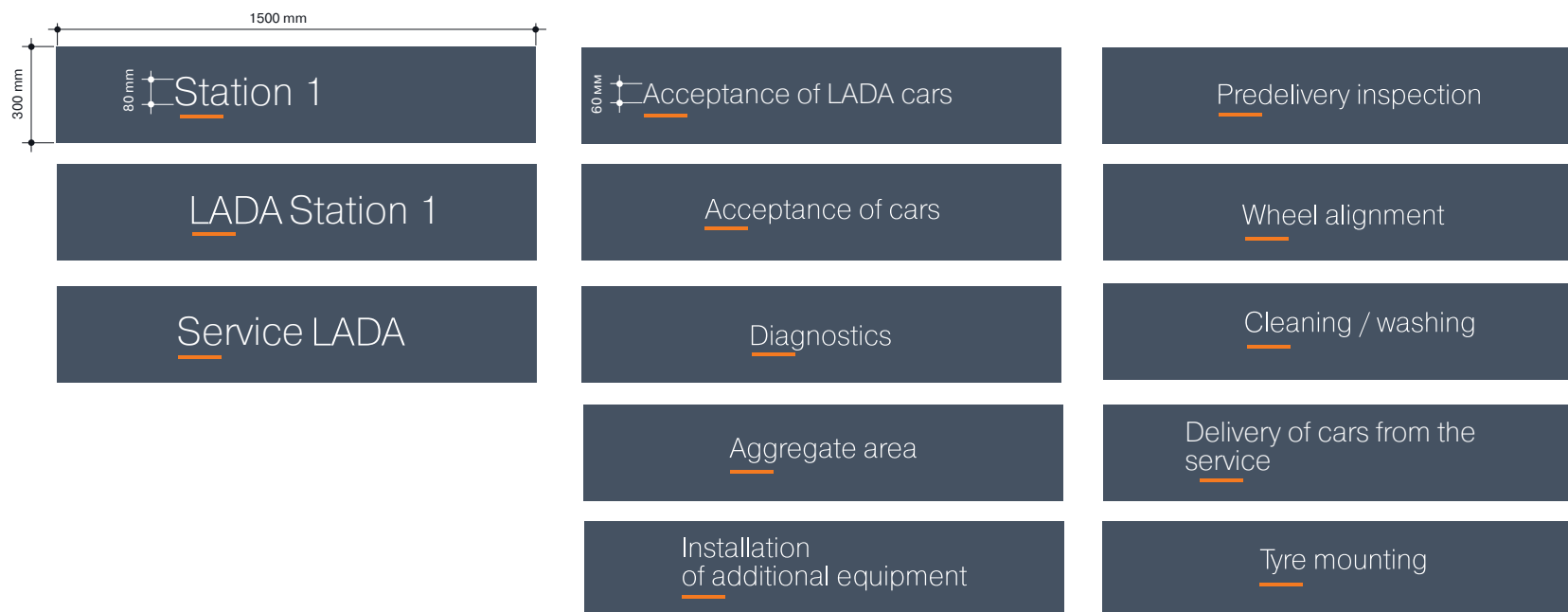
Text blocks - color white **RAL 9003**, font is **Pragmatica Light Regular**.

Decorative graphics – color orange **RAL 2008**.

Information is applied by means of adhesive vinyl films. Text blocks are centered in regard with table in one or two lines with the left alignment.

All sizes of text blocks are executed electronically from a large-scale electronic pattern.

The recommended sizes of font blocks are shown in the illustration below.



All colors and materials are specified in section 4.0 («Colors and materials of the interior decoration of the dealer center»).

## Examples of identification on overhead panels



Examples of performing identification on the wall



## 1.3 CEILING AND LIGHTING OF SHOW ROOM

### Ceiling and lighting in the zone of demonstration of cars

#### Ceiling:

Decorative-acoustic system – ceiling panels. Color: white **RAL 9003** Signalweis semi-matt.  
Joint-free ceilings, acoustic, gypsum with any style of perforation. They are mounted with displacement of 50 %. Overhead ceiling panels are mounted on the metal frame with decorative gap of 250 mm.  
Material (name, article): **Rigitone Air 8-15-20 Super**.

#### Lighting:

Track pendent lamp. Case color – black.  
Bus ducts are located between overhead ceiling panels on which projectors are mounted and directed such a way in order to provide required illumination. Average level of illumination is 800 lux.  
Color temperature is 4200 K.  
All colors and materials are provided in details in the section 4.0 («Colors and materials of interior decoration of the dealer center»).





## Ceiling and lighting in the functional zone under balcony

### Ceiling:

Ceiling sheetrock panels (CSP) to be painted. Color: white **RAL 9003** Signalweis semi-matt. Overhead ceiling panels are mounted on the metal frame without joints.

### Lighting:

Light line – LED beam. Diffuser – polycarbonate opal, illuminating plastic.

Mounting is laid up or suspending considering geometry of room ceilings.

Color: white **RAL 9003** Signalweis semi-matt. Average level of illumination is 800 lux, color temperature is 4000 K.

Principal lay-out – light lines are located with displacement along the whole line of under balcony zone.

Profile size manufactured by extrusion method: 116 x 70 mm (it may vary).

Length is varied considering geometry of room (from 1 to 6 m of continuous luminescence).

All colors and materials are provided in details in the section 4.0 («Colors and materials of interior decoration of the dealer center»).



## Ceiling and lighting in the Clients zone

### Ceiling:

Decorative-acoustic system – ceiling panels. Color: white **RAL 9003** Signalweis semi-matt.

Overhead ceiling panels are mounted on the metal frame without joints.

Material (name, article): **Rigitone Air 8-15-20 Super.**

### Lighting:

Illumination circle.

Diffuser – polycarbonate opal, illuminating plastic, self- extinguishing.

Mounting is laid up, diameter – 970/1100/1200 mm, height 150 mm, luminescence spectrum– 4000 K, average level of illumination – 800 lux, light source – LED.

Case color – white RAL 9003 Signalweis semi-matt. Light flux varies considering parameters of the room and principal lay-out of location of lamps.

Lamp case – special profile for suspended systems manufactured by extrusion method. All colors and materials are provided in details in the section 4.0 («Colors and materials of interior decoration of the dealer center»).



## Ceiling and lighting in the zone of new cars handover

**Option 1. Griliato** – suspended ceiling in the form of grill. The grill formed by profile consists of 75 x 75 mm cells, profile height is 40 or 50 mm, width is 10 mm. Color: white **RAL 9003** Signalweis semi-matt.

**Lighting:**

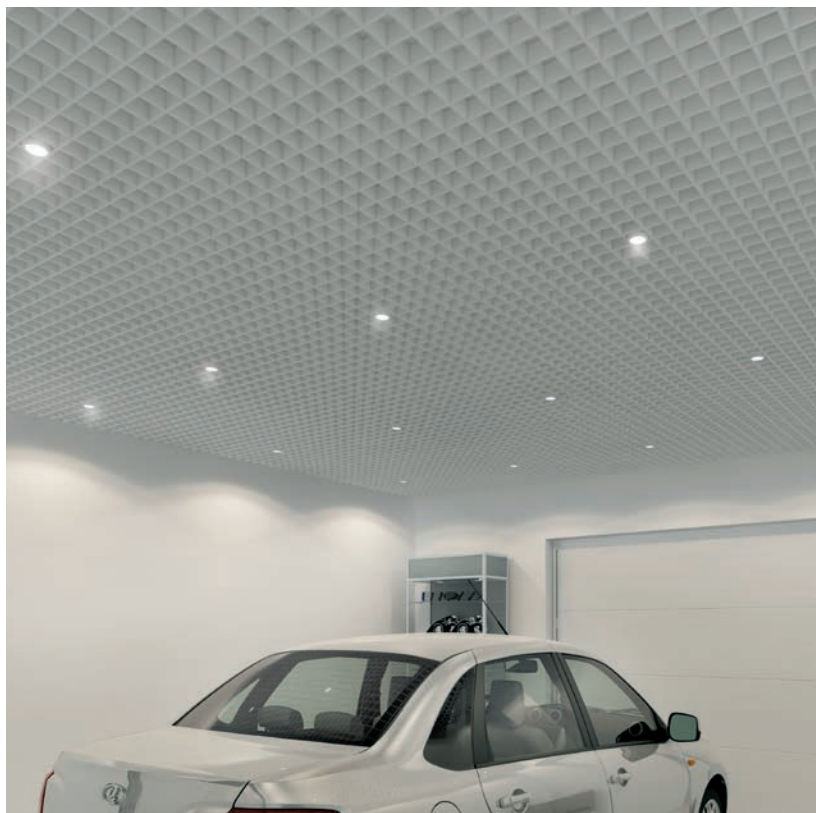
Imbedded LED lamp. Diffuser – opal. Case color – white RAL 9003 Signalweis.

**Option 2. Combined**– along the whole wall. **Griliato**, in the center there is an insert from acoustic-decorative system **Rigitone Air 8-15-20 Super**. Color – white **RAL 9003** Signalweis semi-matt.

**Lighting:**

Light line – LED beam. Principal lay-out – light lines in one line. Case color – white **RAL 9003** Signalweis. Length is varied considering geometry of room (from 1 to 6 m of continuous luminescence).

All colors and materials are provided in details in the section 4.0 («Colors and materials of interior decoration of the dealer center»).



## Ceiling and lighting in the office and service rooms of the dealer center

### Ceiling:

Suspended modular ceiling. Color of panels: white **RAL 9003** Signalweis semi-matt.

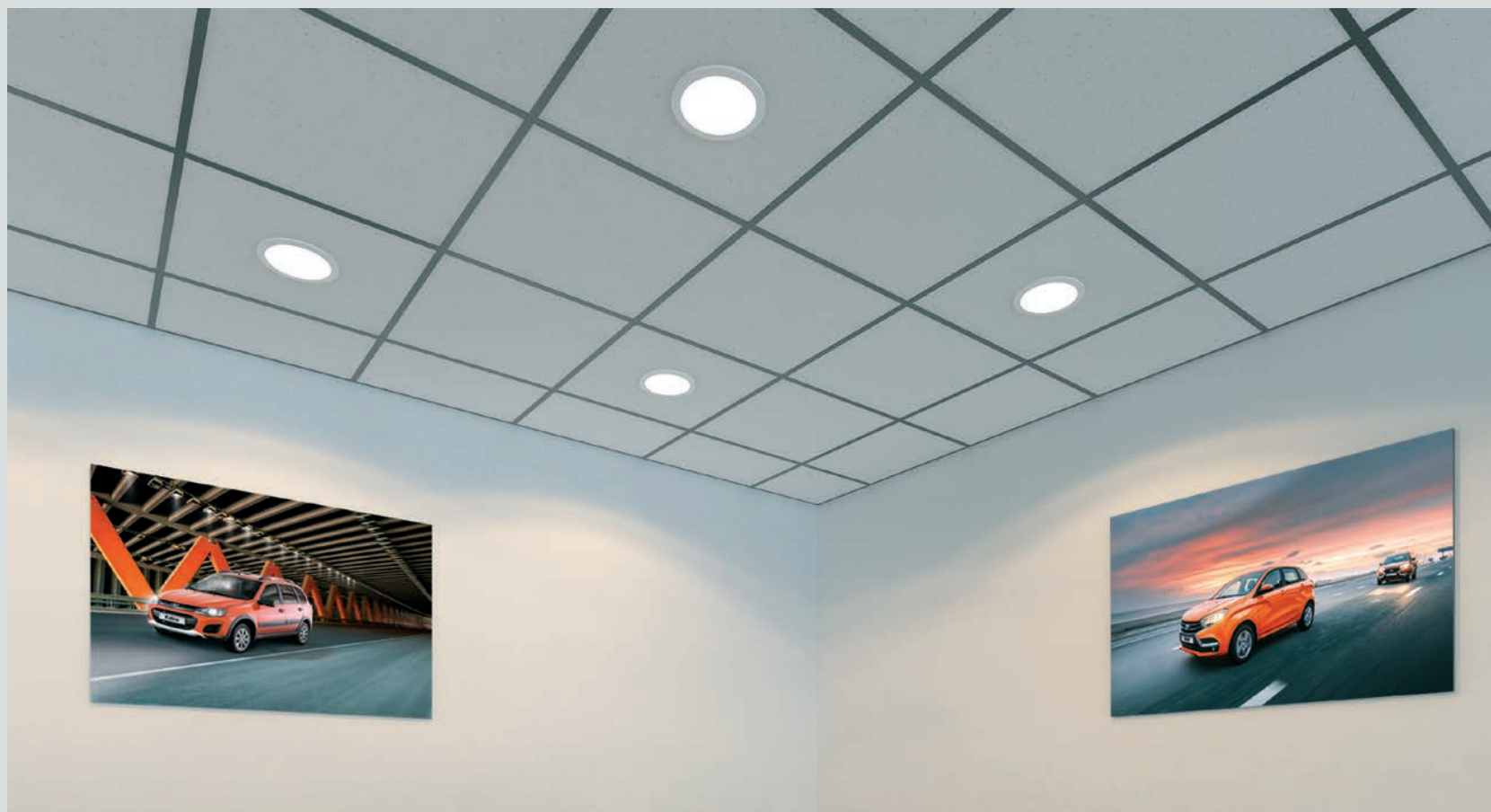
Color of metal frame: dark gray **RAL 7011** semi-matt.

Material (name, article): **Arms trong Plain MicroLook**, 600 x 600 x 15 mm on the suspended system **Armstrong Prelude T15**.

### Lighting:

Imbedded LED lamp. Diffuser – opal. Case color – white **RAL 9003** Signalweis.

All colors and materials are provided in details in the section 4.0 («Colors and materials of interior decoration of the dealer center»).



## 1.4 FUNCTIONAL ZONES OF THE SHOW ROOM

### Reception

Entering the show room, Customers firstly come to reception zone. Front desk is a central unit of the show room for Customers where personnel of the dealer center can orientate the Customers and answer the first questions.

Reception is located near to main entrance.

Reception consists of front desk of white color with the label "INFORMATION" (size 1800 x 1170 x 300 mm) and a pillar (size 1600 x 940 x 500 mm) with a decorative wood grain finish **Egger 908 or 980**.

#### **Label:**

It is made with brand font Pragmatica Light Regular. White color letters RAL 9003, lighting level with front desk material. Orange color decorative graphics RAL 2008 level with front desk material. Label and graphics are executed asymmetrically relatively to right side of the front desk.

#### **Mounting:**

Front desk is mounted on a socle made of stainless steel with lower LED illumination (opal diffuser in aluminum profile).

#### **Lay-out:**

Staff working space is separated from demonstration cars with a cache-pot with artificial green (size 1620 x 930 x 300 mm).

#### **Lighting:**

Light line – LED beam.

Diffuser – opal polycarbonate, illuminating plastic. Mounting is laid up or suspended considering geometry of room ceilings.

Case color is black. Light line is mounted level with light square LED lamp.

All colors and materials are provided in details in the section 4.0 («Colors and materials of interior decoration of the dealer center»).



## Mobile element LADA CONFIGURATOR – BRANDWALL

Mobile element LADA CONFIGURATOR – BRANDWALL is recommended to locate in the reception zone. The element has two working sides. The first one presents an image corporative panel with voluminous chromed Sail symbol. The second side consists of the zone of presentation of accessories and original spare parts, including glass showcase with shelves. Sizes: 1800 length x 2200 height x 316 width, mm.





## Entry portal

Entry portal is a set of architectural, stylistic and technical solutions related to visualization of the main entrance to the dealer center. Portal consists of two parts: external width 1200 mm and internal width 1500 – 2110 mm.

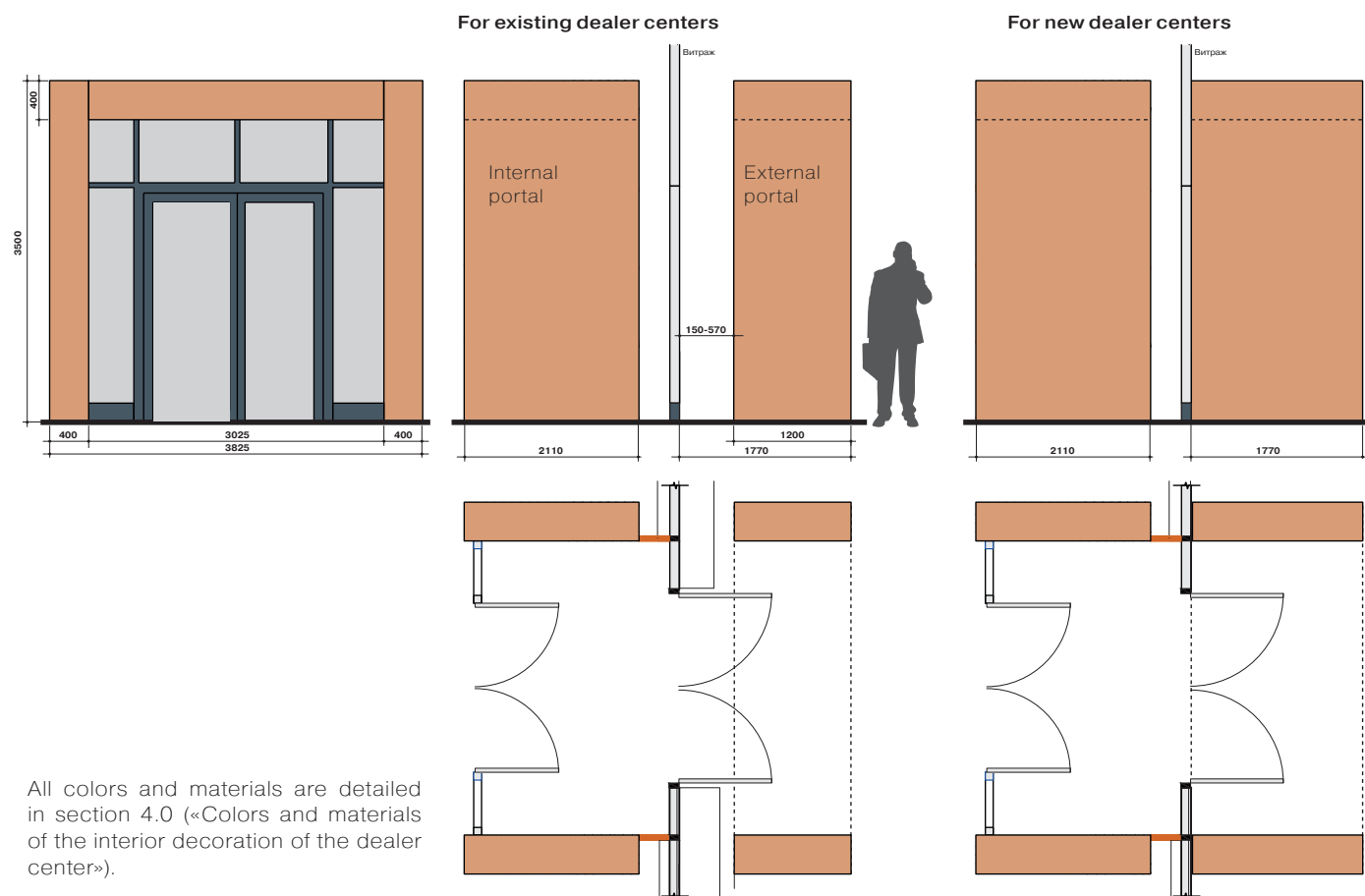
Entry portal is the most important corporative part of the architecture of the show room, defining interior of the dealer center.

Decoration of entry portal is made of HPL-panels Fundermax 8 mm (cat. No. 0927 NT Creek).

Analogs:

1. Self-supporting high-pressure plastic with a decorative surface Sloplast 8 mm (cat. No. 9114 «Pine Karelian»).
2. Aluminum composite panels Bildex, Wood series (cat. No. BW 1801 «Golden oak»).

Placing any promotional materials, including information on the mode of operation, on the portal is unacceptable. It is recommended to install equal floor folding doors with a total width of 1.8 m - swing or sliding automatic. Inside adjoining of the portal to the facade glazing is made.



All colors and materials are detailed in section 4.0 («Colors and materials of the interior decoration of the dealer center»).



## Zone of cars demonstration

The main actors of any showroom are cars.

The main task of the automotive exposition is to arouse the interest of customers for inspection, even if these cars are the most common in Russia.

The main function of the showroom is the presentation of cars. Simplicity, order and functionality of placement of elements play a key role in it.

The cars located in the demonstration area are directed to the main entrance to the showroom by the front or side piece.

All cars are located in parallel or perpendicular to each other and the main entrance.

The protective zone around each car is 2 meters; the distance to the walls and columns is 1 meter. It enables the client with comfort to see the car when the doors are opened.

The area for one exhibited car in the showroom is 24 sq.m.

The car demonstration zone is a clear rectangle. All the functional areas of the show room are interconnected, easily accessible and easily visible from the car demonstration area.

The recommended ceiling height in the car demonstration area is at least 5 meters. In the working areas for sales assistants (under the balcony) is at least 2.5 meters.

The glazing from the floor to the ceiling level separates the car demonstration zone from the common facade of the building and makes up at least 90% of the facade of the demonstration zone.

New models are exhibited in central and most advantageous places for examination.

Arrangement of cars shall be carried out in such a way that cars from any service area look in advantageous foreshortenings.

Arrangement shall provide easy access from all sides - no barriers or other obstacles. The car doors are closed, but not locked. The hood is lowered, glasses are lowered. Protective covers are removed from seats. On cars magnetic stickers or mobiles can be placed inside or outside to attract attention to promotions conducted.

The most valuable and premiere versions of cars are separated at the expense of a podium or floor graphics.

It is recommended to demonstrate cars not by a single group, but by individual model subgroups.

Cars must be equipped with a specified number plate.

Near each car it should be an information desk with a sufficient number of specification sheets (price list).



Example of visualization of showroom of the dealer center of 1-st category





Example of visualization of showroom of the dealer center of 1-st category





Service

Credit

Insurance

VESTA

Kalina

## Podium

One of the key elements of the car demonstration area is a podium. The podium is located in the central part of the showroom and is a bright element that attracts customers' attention to the new model of the LADA car. The car podium is a kind of advertising platform and allows you to profitably present the exhibition car.

### Location:

The demonstration podium is always located parallel to the main facade of the dealer center (opposite the central entrance to the show room).

### Floor covering for podium:

Ceramic granite **NL-Wood Olive** made on one level with the main floor covering of the showroom. If the floor covering of the podium cannot be executed at the same level, ceramic granite is laid over the existing floor and it is edged around the perimeter with the inclined aluminum profile **Kueberit-F4 silver** (article 262, the color of the profile for painting according to catalogue RAL 9006 White aluminum) and is connected in the corners with an aluminum angle (article 262EC).

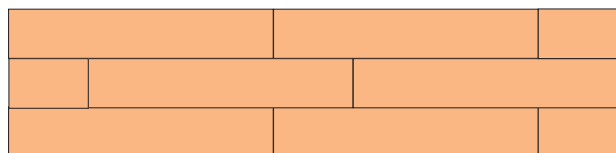
### Podium size:

Length: max. 6600 mm / min. 6000 mm.

Width: max. 4200 mm / min. 3600 mm.

### Paving with tiles:

Laying with a displacement of 30%.



### Floor covering for waiting area and rest for clients, incl. children's zone:

Ceramic granite **NL-Wood Olive**. Laying with a displacement of 30%.

## Floor covering of the showroom and service rooms

The flooring is made with ceramic tiles **Italon Urban Silver** 600 x 600 mm (matt).

Aluminum skirting: height 60 mm, color - RAL 9006 White aluminum.

All colors and materials are detailed in section 4.0 («Colors and materials of the interior decoration of the dealer center»).



## Brand Wall

Way of application of Vesta car name: interior printing, color – RAL 7011.

Height of location of Vesta logo – min. 1500 mm and max. 1750 mm. Width of logo – 1500 mm, set off from right edge of brand-section – 300 mm.

Brand Wall (Vesta image brand-section) is a light one-sided box.

### Frame:

Aluminum profile Texbox for painting with powder paint, color - RAL 9003 Signal white.

The height of the brand section is min 2800 mm and max 3240 mm. The width is min. 100 mm and max. 700 mm.

### Face piece:

The light-conducting material for stretch ceilings is a white matt translucent fabric.

Specific gravity is 320 g / m<sup>2</sup>, thickness is 0.2 mm.

Way of application of Vesta car name: interior printing, color - RAL 7011.

The height of «Vesta» logo is min 1500 mm and max 1750 mm. Logo width - 1500 mm, set-off from the right edge of the brand section - 300 mm.

## Car backlight kit on the podium

### Internal LED lighting:

LED module - 4 SMD 5050, the number of LEDs - 4 LEDs, voltage - 12V, power - 0.96 W, luminous flux is 76 lumens, degree of protection is IP65, the number of LEDs is 62 clusters per 1 sq.m.

It is necessary to provide a control unit for brightness control, power is 1.5 kW.

### Light box - hanging light line:

Color of the case - black. Dimensions (depending on the size of the podium): length - from 6000 to 6600 mm, width - 3300 mm.

The diffuser is polycarbonate opal. The emission spectrum is 5000 K. The light source is a LED line. Power - 500 Watt. The power supply voltage is 220-240 volts, frequency is 50 Hz, the degree of protection is IP20.

The installation height is 4000 mm maximum from the floor level and 760 mm minimum from the level of the upper profile of Brand Wall.

## Layout of projectors on the busbar of light box



Projectors with a narrow beam

Projectors with wide beam and narrow beam

Projectors with a narrow beam

All colors and materials are detailed in section 4.0 («Colors and materials of the interior decoration of the dealer center»).

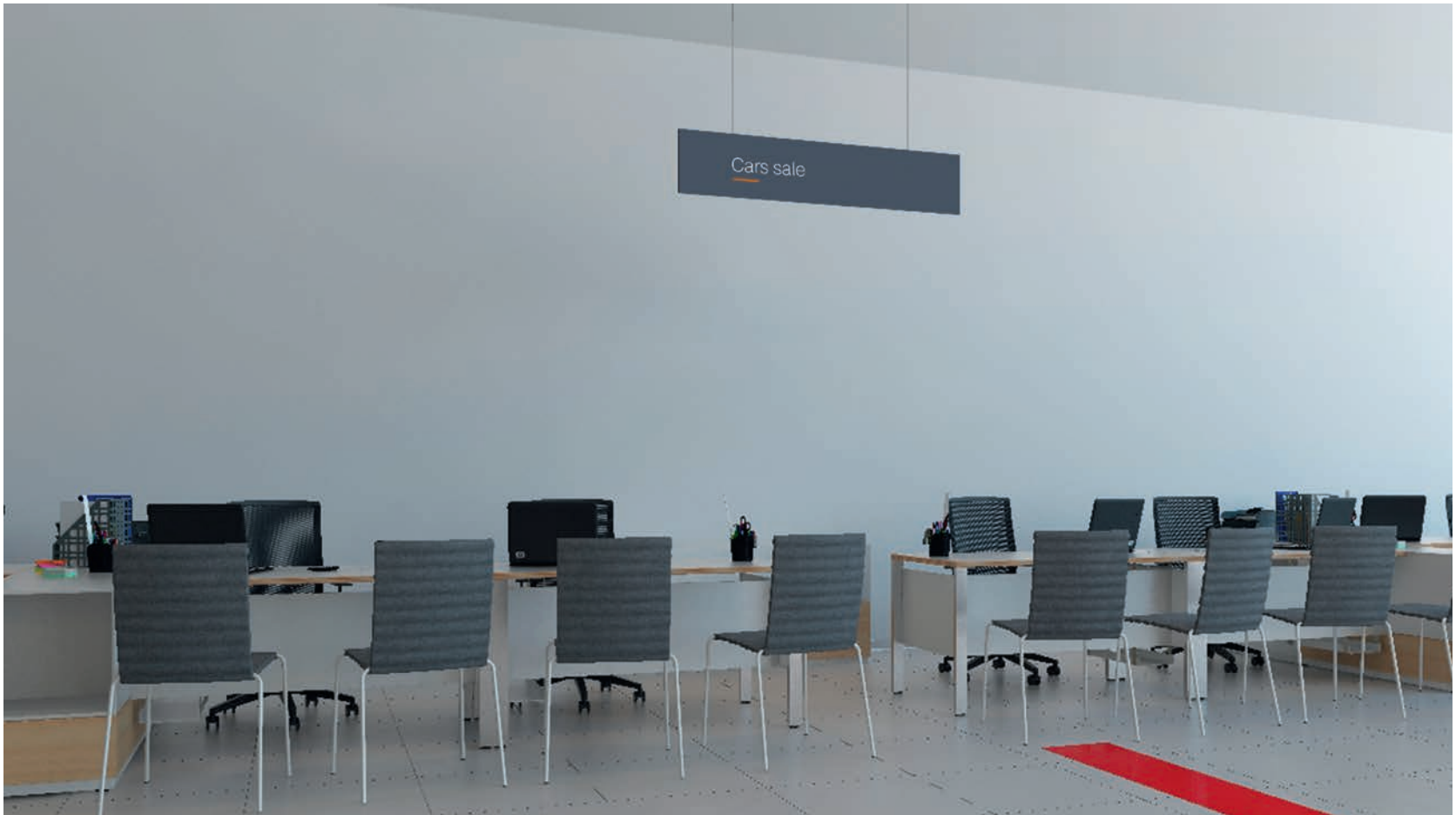


## Cars sale

The customer service area for car sales is important in the structure of the dealer center. Overall well-being of the enterprise depends on properly organized operating.

The zone is located next to the exhibition areas of cars. Sales assistants of new cars, who serving customers help them directly on site to decide on the choice of the car.

The client in the meeting room should feel comfortable and feel corporate attention to his person.



Cars sale

## LADA configurator

LADA configurator is a bright brand-section of the show-room. It is recommended to place near the working places of sales assistants of the car sales department. It consists of a television monitor, a mount with LADA paint samples and wheel disks for new premier models. Well-minded layout of the workplace and the advertising design of the desk and the space around it are designed to support the client's emotional state. Working places of sales assistants are equipped with a computer connected to the Internet and a portable telephone. Working places shall always be clean; there should be no foreign objects on the tables. Next to the mount there is a desk with information terminals that provide access to visitors to the LADA media space. In the drawer of the mount samples of body fabric upholstery are placed. Qualified personnel with the help of a configurator is ready to answer any question concerning both the exposition itself and the possibilities of acquiring any car model you like.





## Mobile LADA configurator

LADA configurator can be presented in the form of a mobile brand-section, which is functionally located practically in any part of the show-room. It is advisable to place it next to the working places of sales assistants in the car sales department.

The configurator has 2 working sides. The first one consists of a television monitor, a mount with LADA paint samples and wheel disks for new premier models. The second reverse part has zones for presenting accessories and original spare parts. Near the mount there can be a desk with information terminals that provide visitors an access to the LADA media space. In the drawer of the mount samples of body fabric upholstery are placed.





## Credit and Insurance

Work places for employees of Credit and Insurance Department are located in the showroom, near to the work places for Sales Assistant of Car Sales Department. Thus, Credit and Insurance Department employees can promptly act upon the customer's questions regarding credit and insurance programs.



Credit

Insurance

Сервис

## Trade-in

Work places for employees of Trade-in Department, like Work places for Sales Assistant of Car Sales Department, are located in the showroom near to the car exhibition area. This is necessary for the employees to always see the customers and be ready to advise them on the relevant issues.



Trade in

## Spare Parts, Additional Equipment, and Accessories

Work places for Sales Assistants of Spare Parts, Additional Equipment, and Accessories are recommended to be located as close as possible to the Service Bureau and entrance to the spare parts warehouse. Dedicated functional stands are placed along the walls of the Service Bureau and Retail Area, while display showcases are placed next to the stands to attract customer attention.

### **Additional lighting:**

Light line is an LED chain. Diffusor is made of opalescent polycarbonate, illumination plastic. Mounting is by way of attaching or hanging, as suggested by the building ceiling geometry. Frame color is black or white, depending on the service area location. Light line is installed on the level with the light square.



Spare parts and accessories

10



## LADA Sport area

LADA sports versions are an important component of the global campaign to promote new AVTOVAZ models. They take a separate exhibition area of the showroom and are marked by red information counters and red floor graphics.



Cars sale



## Service

Service Bureau is the place where the customer is met for service and where the documents are first prepared; where the customer is informed of the Service Centre services and campaigns. Service Bureau is located as far as possible from the main entrance and is connected to the Car Acceptance Area. Service Bureau must be equipped with the following: a case for keys storage; information stand displaying cost of maintenance; welcoming screen; screen for demonstration of current service campaigns; information stand "Customer information".





ДОБРО ПОЖАТОВАТЬ!

Добро пожаловать в магазин

12.30



Формальный, класс, строгий

Мастер-интерьер

| Волны  | Коллекция | Волны          |
|--------|-----------|----------------|
| Платья | 0102      | Волны/Милитари |
| Волны  | 0101      | Волны/Милитари |
| Волны  | 0103      | Волны/Милитари |
| Волны  | 0104      | Волны/Милитари |
| Волны  | 0105      | Волны/Милитари |
| Волны  | 0106      | Волны/Милитари |
| Волны  | 0107      | Волны/Милитари |
| Волны  | 0108      | Волны/Милитари |
| Волны  | 0109      | Волны/Милитари |

Неформальный, официальный стиль

Service

## New cars handover

Area for new cars handover is a part of the showroom and can be separated from the exhibition area by a glass (mobile) partition. Handover area must obligatorily have the following: lounge zone for the customers, magazine table, showcases with accessories and souvenirs, cache-pots (phytodesign). It is recommended to provide a high 'bar' table for signing the documents. Over the entrance to the handover area, at the side of the exhibition area, there is a suspended identification panel "New cars handover".





## Customer Wait and Rest Area, and Kids Area

Main elements of the Customer Wait and Rest Area are sofas, cache-pots (phytodesign), TV-set, magazine table, kids area, water cooler, and vending machines. It is recommended to install monitors showing to customers LADA advertising materials and cars repair in the Service Area. It is recommended to place display showcases with accessories next to the Customer Area.



Kids Area is a part of the Customer Wait and Rest Area. While the parents are dealing with car purchase or maintenance, the children can play and spend the time in Kids Area. This will favorably influence the customer mood and increase customer satisfaction when visiting the Dealership. Kids Area includes the following: child table, child chairs, books, drawing tools, easel, toys, etc.



## Office areas

Office areas and facilities can be located on the first and second floors of the Dealership. The partitions that separate the office areas from the showroom can be made of glass. Perforated shutters can be used in office rooms to create more comfortable atmosphere. Rooms are identified with sign plates and pictograms (cf. Chapter 2 “Auxiliary design elements of showroom”).



## Conference rooms

Conference rooms can be located on the first and second floors of the Dealerships. The partitions that separate the office areas from the showroom are made of glass. Conference room can be used also for training classes. It is not allowable to use the conference room as a work place.



## Cafeteria

Cafeteria is located next to the Customer Wait and Rest Area and consists of two elements:

- bar counter;
- tables for customers;
- TV set (recommended).

Furniture in the Cafeteria should correspond to the general color range of the showroom.



## Cash Desk

Cash desk is located immediately by the Sales Department and Service Bureau, and it is equipped according to the Russian legislation requirements and standards.

At the same time, the cash desk should correspond to the general concept of the showroom. It should also provide an area for Security staff. The cash desk is identified with a sign plate.

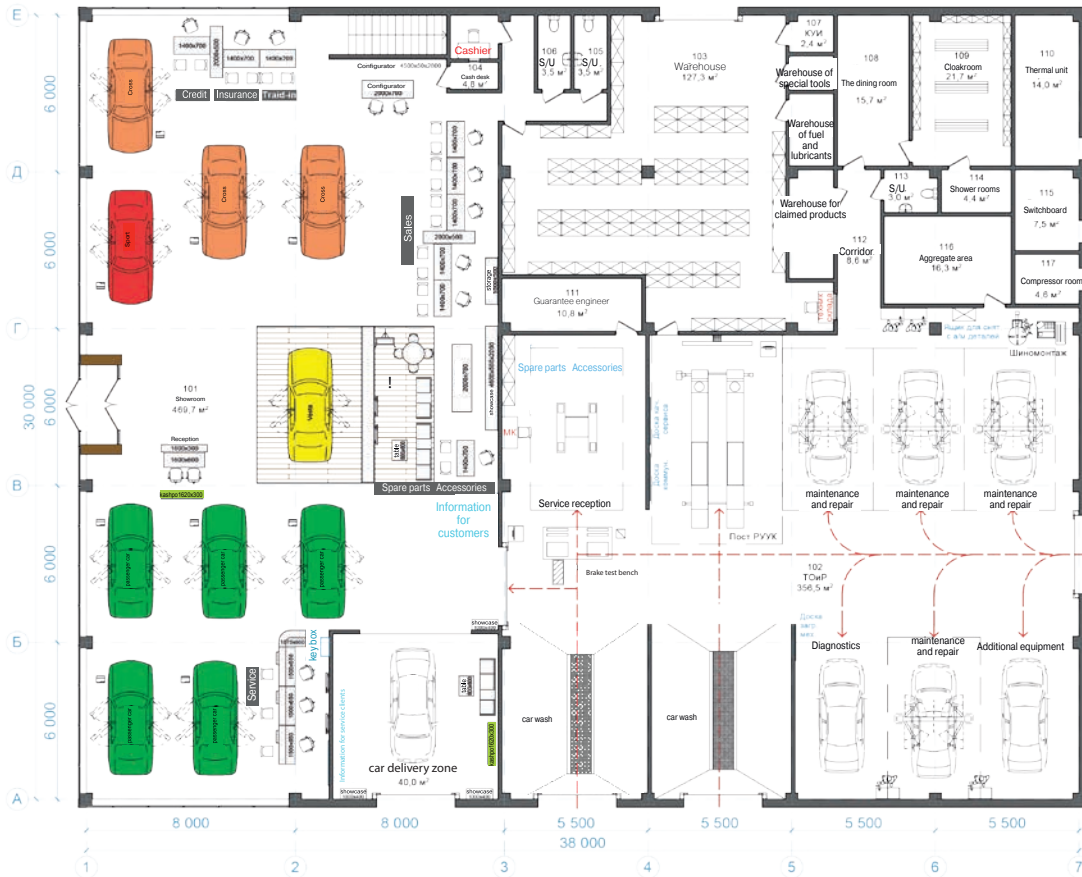


## Restrooms for the Customers

The Dealership should have Restrooms for men and women, as well as Restrooms for handicapped customers. Restroom shall have a big mirror, restroom utilities (soap, toilet paper, paper towels, etc.), as well as a storage box under the sink. Restrooms are identified with a pictogram plate.

## 1.5 LAYOUT OF DEALERSHIP OF CATEGORY 2

### Layout of the first floor of a Dealership of Category 2



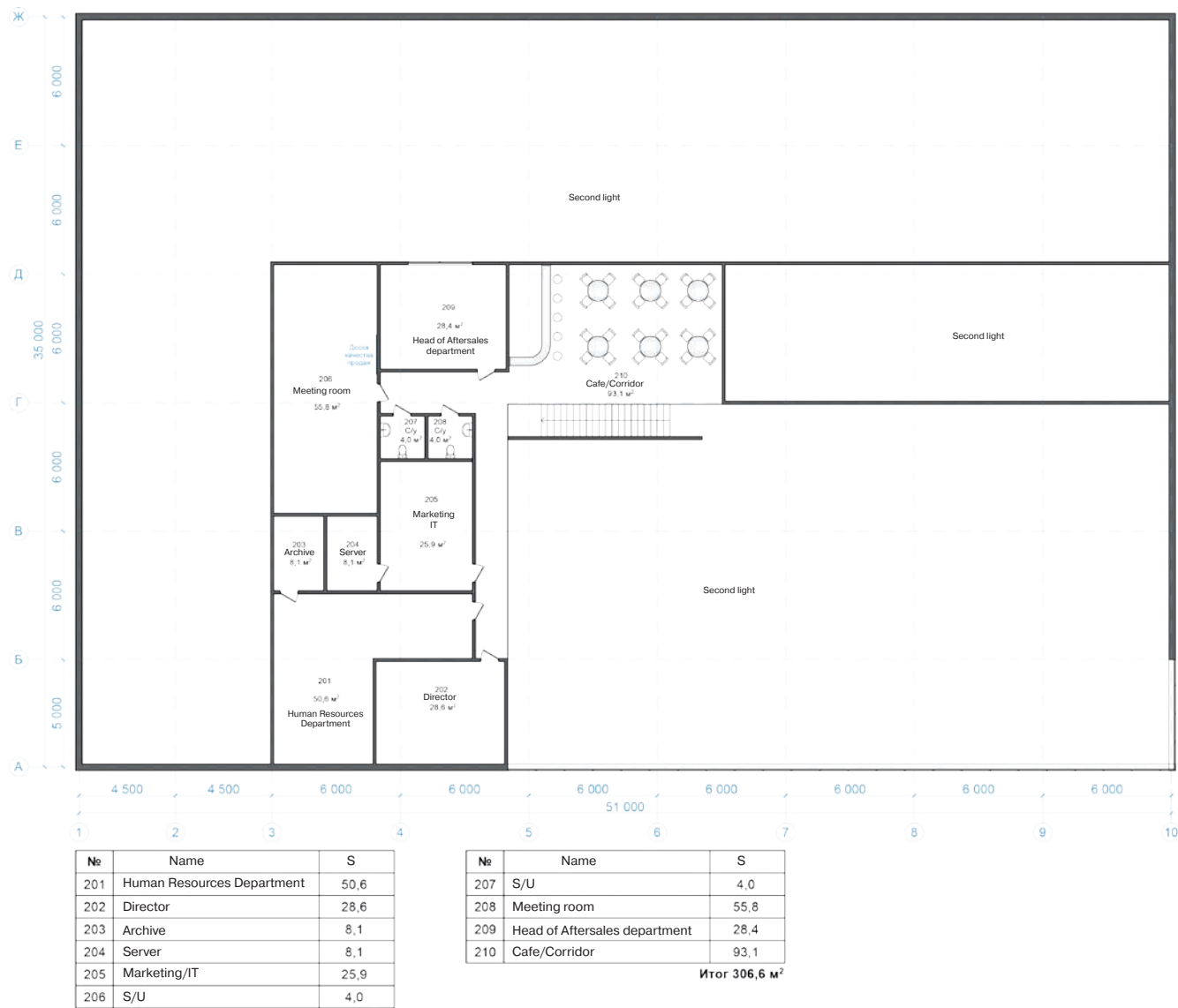
| №   | Name                   | Surface |
|-----|------------------------|---------|
| 101 | Showroom               | 469,7   |
| 102 | Maintenance and repair | 365,5   |
| 103 | Warehouse              | 127,3   |
| 104 | Cash desk              | 4,8     |
| 105 | Restroom Man           | 3,5     |
| 106 | Restroom Woman         | 3,5     |

| №   | Name                   | Surface |
|-----|------------------------|---------|
| 107 | Corridor               | 2,4     |
| 108 | Janitor's closet       | 15,7    |
| 109 | The dining room        | 21,7    |
| 110 | Locker room            | 14,0    |
| 111 | Ventilation plant room | 10,8    |
| 112 | Thermal unit           | 8,6     |

| №   | Name                | Surface |
|-----|---------------------|---------|
| 113 | Sanitary facilities | 3,0     |
| 114 | Shower rooms        | 4,4     |
| 115 | Switchboard         | 7,5     |
| 116 | Aggregate area      | 16,3    |
| 117 | Compressor room     | 4,6     |
| 118 | Washing             | 37,6    |

Итого 1111,9 м²

Layout of the first floor of a Dealership of Category 2



Layout of the first floor of a Dealership of Category 2





Layout of the first floor of a Dealership of Category 2





# 1.6 LAYOUT OF DEALERSHIP OF CATEGORY 3

## Layout of the first floor of a Dealership of Category 3



| №   | Name            | Surface |
|-----|-----------------|---------|
| 101 | Showroom        | 276,0   |
| 102 | Cash desk       | 11,0    |
| 103 | Restroom        | 2,0     |
| 104 | Service center  | 283,0   |
| 105 | Washing         | 25,0    |
| 106 | Warehouse       | 80,0    |
| 107 | Cloakroom       | 16,0    |
| 108 | The dining room | 14,0    |
| 109 | Shower rooms    | 6,0     |
| 110 | Restroom        | 2,0     |

## Layout of the first floor of a Dealership of Category 3



Layout of the first floor of a Dealership of Category 3





## 1.7 SERVICE RECEPTION AREA

Area for Car Acceptance for Service is separate premises in the Dealership.  
It is obligatory that the Acceptance Area should have the following equipment:

- car lifter;
- rack with large size accessories;
- 2 showcases with original spare parts and accessories;
- wall stands with original and non-original spare parts;
- wall comparative stand of new and used spare parts;
- service counter for customer support.



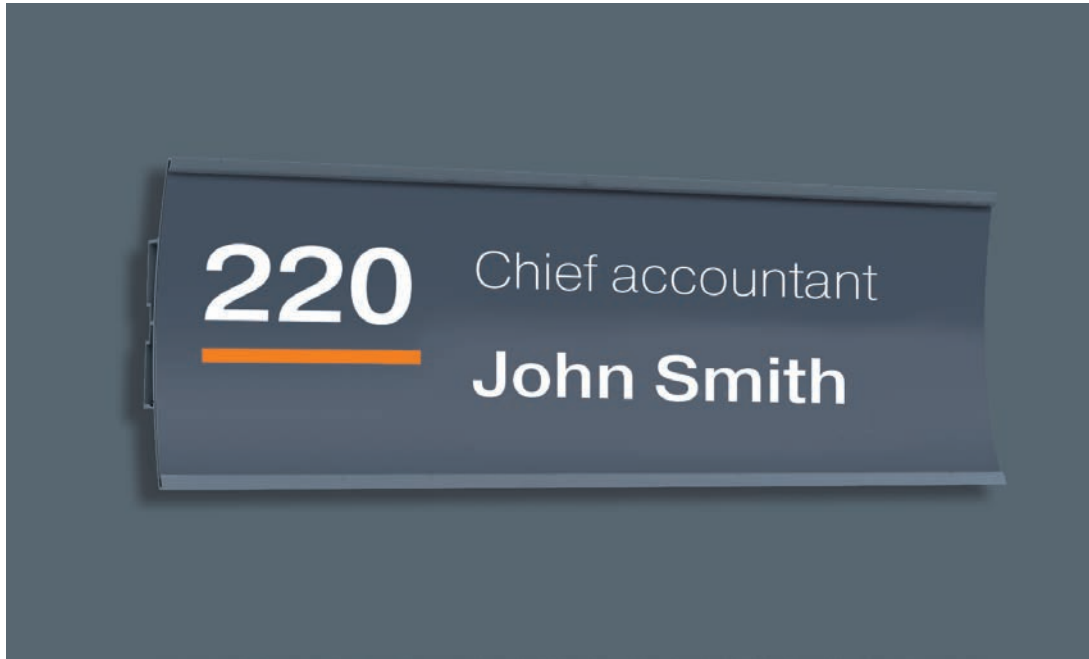
## Service reception



# 2

**AUXILIARY ELEMENTS**  
FOR SHOWROOM DESIGN

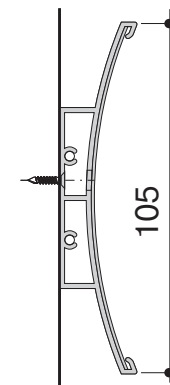
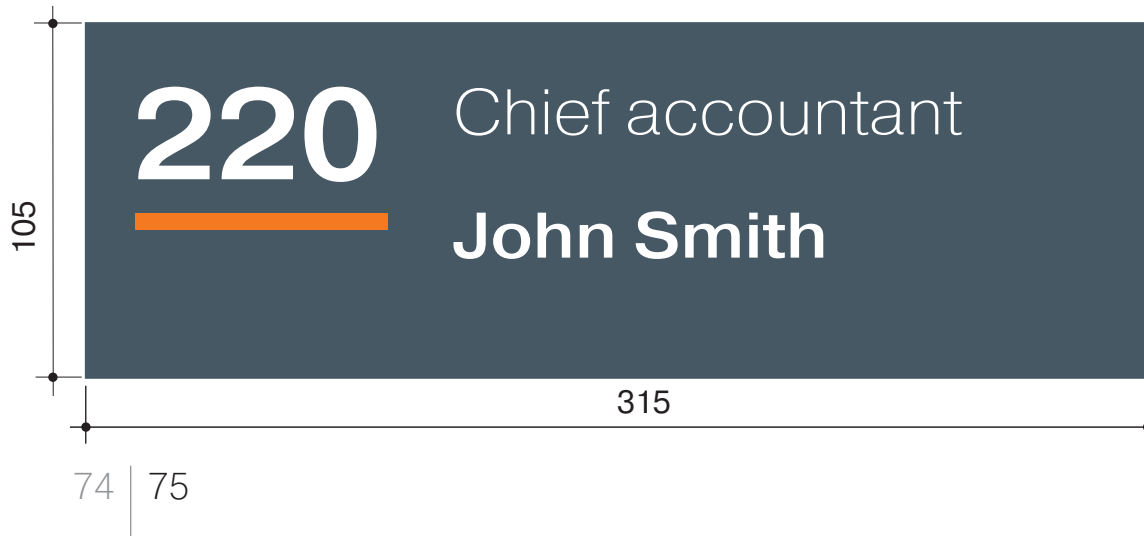
## 2.1 BRAND PLATES, PICTOGRAMS, AND POINTERS



Internal identification and navigation in the Dealership are the most important elements of showroom and workspace design.

Brand plates and pictograms, cumulative pointer, and navigation pointers provide for comfortable communication to the customers.

The frame of brand plates and pictograms is extruded aluminum profile of original section which holds replaceable information modules. Text information is applied with adhesive vinyl film.



## Rules of installation and placement of information on the sign plates

### Rule 1

Names of departments and titles on the plates should be written in full, no contractions are allowed.

### Rule 2

Recommended height of the plate placement (to the upper edge) is not less than 1700 mm.

### Rule 3

Color of the plate and background for the information text is dark-grey **RAL 7011** semigloss.

### Rule 4

Information part is printed with corporate typeface LADA Pragmatica white **RAL 9003**. Names of departments or titles are printed with typeface style Regular. Ornamental graphics is of orange **RAL 2008**.

Last name, first name, and patronymics are printed with typeface style Bold.

|   |  |
|---|--|
| <div>204</div> <div>Aftersales Department<br/>Head of aftersales department</div> <div>John Smith</div> | <div>204</div> <div>Commercial Department</div> <div>Marketing Department</div> <div>205</div> |
| <div>225</div> <div>Tool storage</div> <div>Working hours: 08.00 – 12.00<br/>13.00 - 17.00</div>        | <div>220</div> <div>Chief accountant</div> <div>John Smith</div>                               |



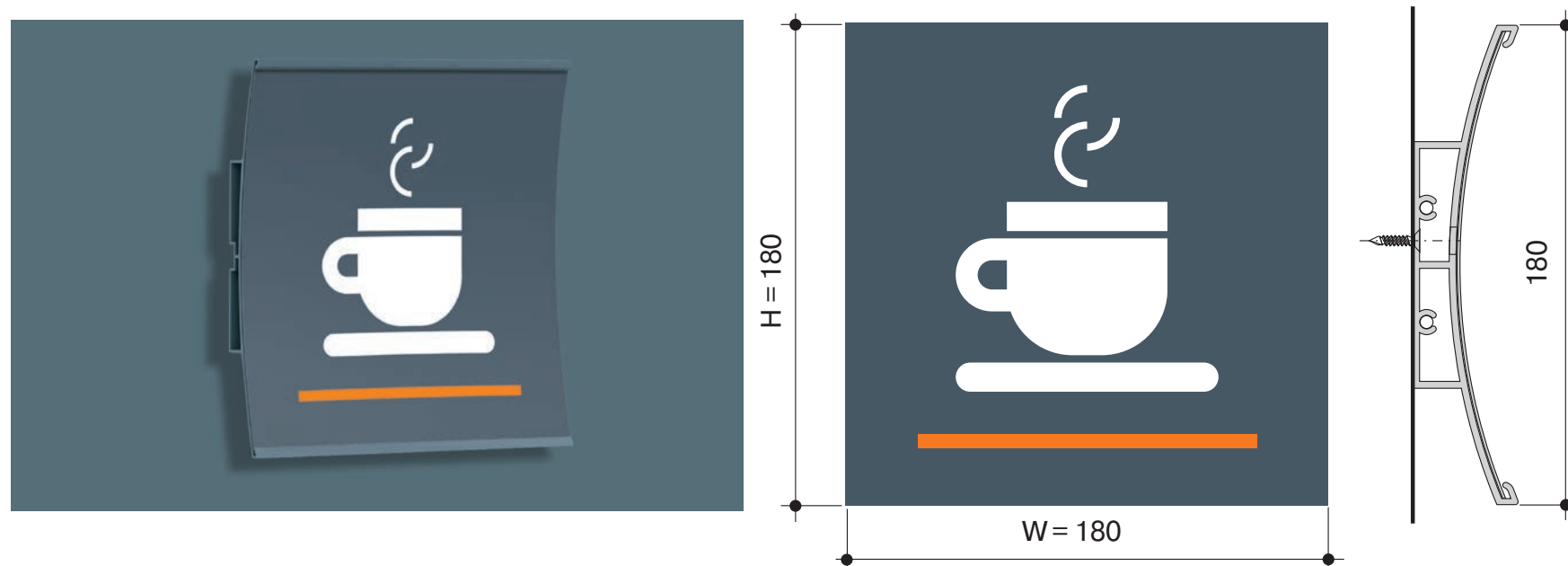
If more than two departments work behind the same door, two sign plated can be put on the wall.  
A sign plate is put on the wall at the side of the door handle, not the hinges.<sup>3</sup>

## Pictogram is an efficient navigation element in the orientation system

Pictograms are used to identify location of various objects inside the rooms. When placing graphical information within the pictogram field, it is necessary to observe certain geometrical dimensions.

Pictograms shall be placed strictly at the center of the plate.

Inside information field of the pictogram is dark-grey **RAL 7011**, symbol is white **RAL 9003**.



Cafeteria



Dining Hall



Smoking Area



Video Shooting



WiFi Area



Men's Restroom



Women's Restroom



Restroom



No Smoking



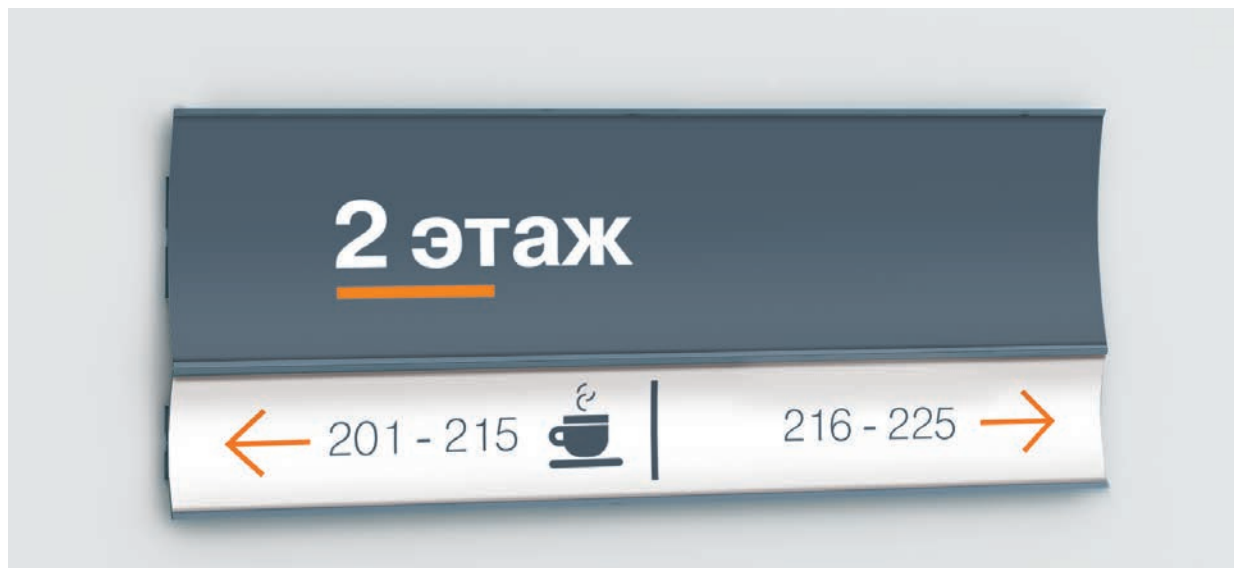
Cloakroom



Recommended height of the plate placement (to the upper edge) is not less than 1700 mm.

## Floor-by-floor pointers make navigation in the building easier

Pointers serve to inform customers about services on-the-spot, show the way, identify the place, and give instructions. The pointers have a common design, which is very important information-wise. In the staircase and corridors areas, combined structures can be used consisting of modules 105 mm and 180 mm high.



## Правило 1

### Rule 1

Upper information zone (height 180 mm) – dark-grey **RAL 7011**. It serves to identify a floor or rooms' numbers. Information part is printed only in corporate typeface **LADA Pragmatica Bold**. Number should be printed in white **RAL 9003**. Ornamental graphics and arrows should be in orange **RAL 2008**.

### Rule 2

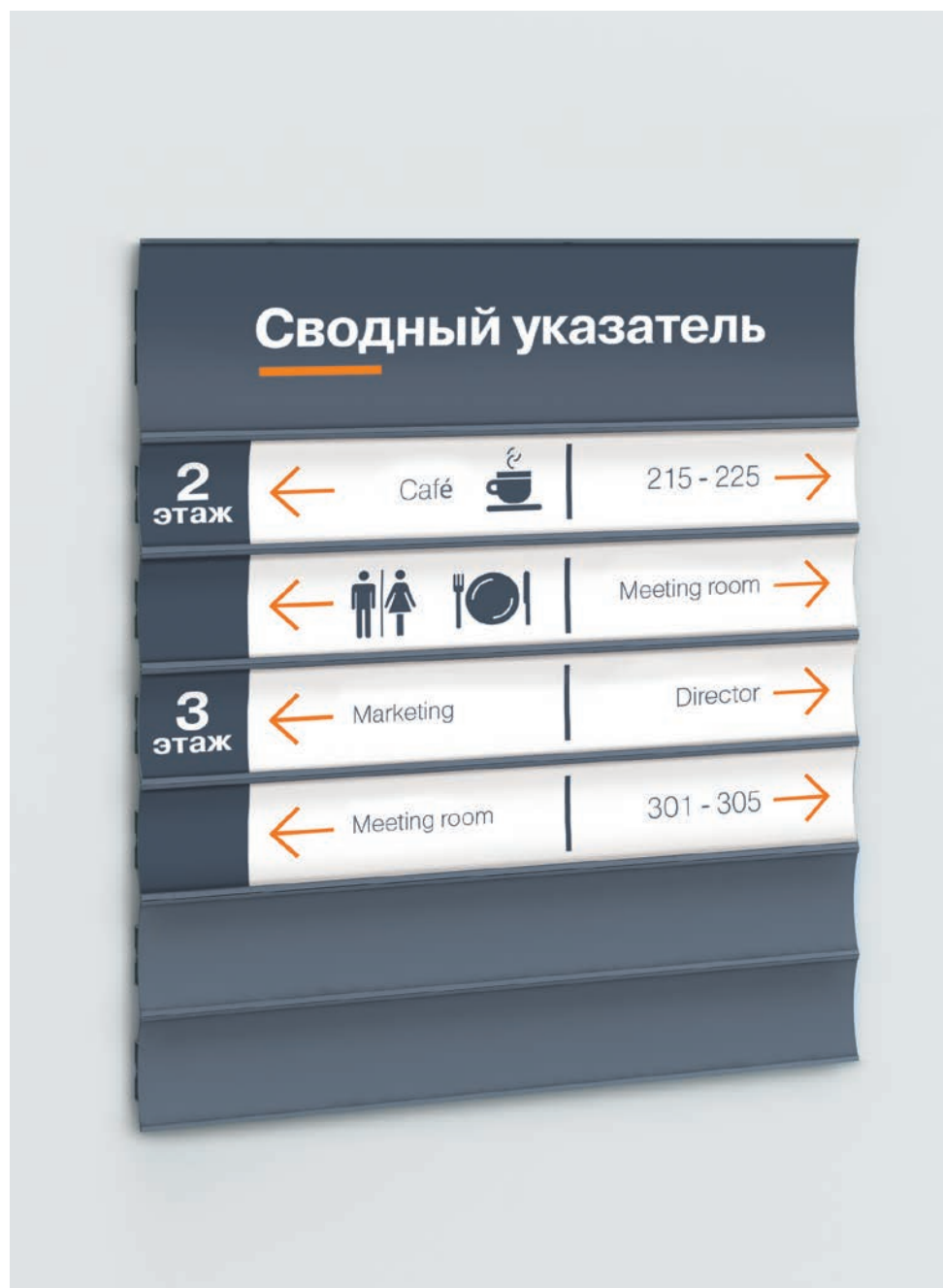
Low information zone (height 105 mm) – white **RAL 9003**. Information text – **LADA Pragmatica** Light dark-grey **RAL 7011**. Ornamental graphics and arrows – orange **RAL 2008**.

### Rule 3

Pointers should hold clear unambiguous information that is exact and can be understood by anybody. Names of departments should be written in full, no contractions are allowed.

### Rule 4

Arrows on the pointers should be placed symmetrically on the right and left at the strictly prescribed point. Pointer with a 100 mm high module and several 105 mm high pointers below, when combined, present a cumulative pointer (information pointer stand). Cumulative pointer can be placed in the building halls to facilitate floor-by-floor orientation.



## 2.2 COUNTER SHOWCASE

Counter showcase is a means of trade advertising of the retail good. The underlying principle of counter showcase is natural product demonstration.

One-sided showcase is an obligatory interior element and serves to demonstrate spare parts, accessories, souvenirs, materials, and advertising and technical reading materials.

Display variants are achieved through the internal equipment of the showcase:

- metal racks or glass shelves;
- rear wall is transparent (opaque);
- there can be an advertising poster on the rear wall;
- rear wall made of perforated metal.

Showcases can have two designs: standard variant, according to the corporate colors; and LADA Sport, with original graphics.

Showcase dimensions: 1000 mm x 2300 mm x 400 mm.



Vs2



Vs2

## 2.3 PRICE LIST HOLDER

### Counter for Advertising and Information Materials

Price list holder is an obligatory element of the showroom exhibition area.

The price list holder serves to demonstrate the technical parameters of the car. It is put in the customer support area and next to the demonstrated car or another object in the Dealership exhibition hall.

The counter can be of different color depending on the relevant LADA sub-brand. The brand logo shall change as well.

The counters can have two design variants: standard variant, according to the corporate colors; and LADA Sport, with original graphics.



SI  
SPORT



## 2.4 POP-UP MOBILE STAND

Interchanging images, easiness of transportation, assembly and disassembly, and possibility of multiple use are what make POP-UP stands an efficient and convenient marketing tool. They can be used in promo-campaigns, field advertising campaigns, exhibitions, and any other events that require interior placement of wide-format image visuals.



Efficient, easy-to-unfold advertising stands, that consist of aluminum frames onto which big sheets with images are attached in a specific way and then are connected to make one big picture. The size of the stand is defined by the number of sections in horizontal and vertical axes. The construction can be straight or concave (convex). They are supplied with lights and convenient packaging, and can easily fit into the trunk or onto the back seat of the car.



## 2.5 WALL LARGE-FORMAT POSTER IN THE CAR HANDOVER AREA

Pv



**HAVE A HAPPY** JOURNEY!

Wall large-format poster is an image poster and combines corporate welcoming attitude and wishing a happy journey to the new owners of LADA cars!



# LADA

## 2.6 NUMBER PLATES

### Number plates is an obligatory element of the car visual identification

Image number plates serve for visual representation of brand, models, or versions of the exhibited cars, and are attached to the place reserved to registration plate. The plates are made by attaching vinyl film to the plastic number plate.

Number plates are separated into plates for vehicles LADA Vesta, XRAY, Kalina, Kalina Cross, Priora, Granta, Largus, Largus Cross, 4x4, and 4x4 Urban. It is allowed to use model logos in number plates for new car models, e.g. Vesta or XRAY. For sports versions, it is allowed to use LADA Sport logo and model names logos. Plates are put inside the number base, onto which is printed information with corporate symbols, Dealership name, site, and telephone number, using corporate typeface LADA Pragmatica Bold, white.

***VESTA***



**LADA** Piter - Lada. [www.piterlada.ru](http://www.piterlada.ru) Phone: +7 (812) 37-67-03

***XRAY***



**LADA** Piter - Lada. [www.piterlada.ru](http://www.piterlada.ru) Phone: +7 (812) 37-67-03

# Granta

 LADA Piter - Lada. [www.piterlada.ru](http://www.piterlada.ru) Phone: +7 (812) 37-67-03

# Priora

 LADA Piter - Lada. [www.piterlada.ru](http://www.piterlada.ru) Phone: +7 (812) 37-67-03

# Kalina

 LADA Piter - Lada. [www.piterlada.ru](http://www.piterlada.ru) Phone: +7 (812) 37-67-03

# Kalina Cross

 LADA Piter - Lada. [www.piterlada.ru](http://www.piterlada.ru) Phone: +7 (812) 37-67-03

# 4x4

 LADA Piter - Lada. [www.piterlada.ru](http://www.piterlada.ru) Phone: +7 (812) 37-67-03

# 4x4 Urban

 LADA Piter - Lada. [www.piterlada.ru](http://www.piterlada.ru) Phone: +7 (812) 37-67-03

# Largus

 LADA Piter - Lada. [www.piterlada.ru](http://www.piterlada.ru) Phone: +7 (812) 37-67-03

# Largus Cross

 LADA Piter - Lada. [www.piterlada.ru](http://www.piterlada.ru) Phone: +7 (812) 37-67-03



## GRANTA SPORT

 LADA Piter - Lada. [www.piterlada.ru](http://www.piterlada.ru) Phone: +7 (812) 37-67-03



## KALINA SPORT

 LADA Piter - Lada. [www.piterlada.ru](http://www.piterlada.ru) Phone: +7 (812) 37-67-03

Number plates should be white with black outline, or black ('carbon' structure) for sports versions.

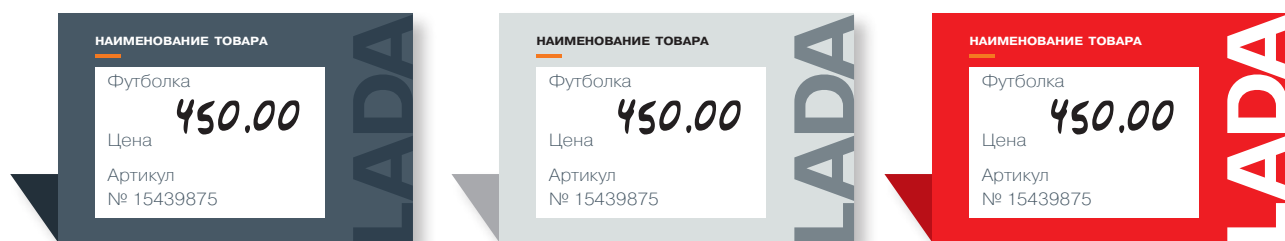
Information area is printed only in corporate typeface LADA Pragmatica Bold. Number is printed in white or black, SPORT logo is printed in red.

## 2.7 CORPORATE PRICE TAGS

### Corporate price

Corporate price tags are used in retail sales of spare parts, accessories, souvenirs, and tuning elements. Corporate printed products (price tags, mobiles, and special stickers) serve to visually represent LADA products characteristics. The color range corresponds to main elements of LADA corporate style.

Information part is printed with corporate typeface LADA Pragmatica Bold and Light.



Folded price tag.  
Dimensions: 85 mm x 55 mm.  
(business card size).



Swing price tag.  
Dimensions: 55 mm x 100 mm.



Hooked swing tag.  
Dimensions: 55 mm x 150 mm.

## Oil change sticker

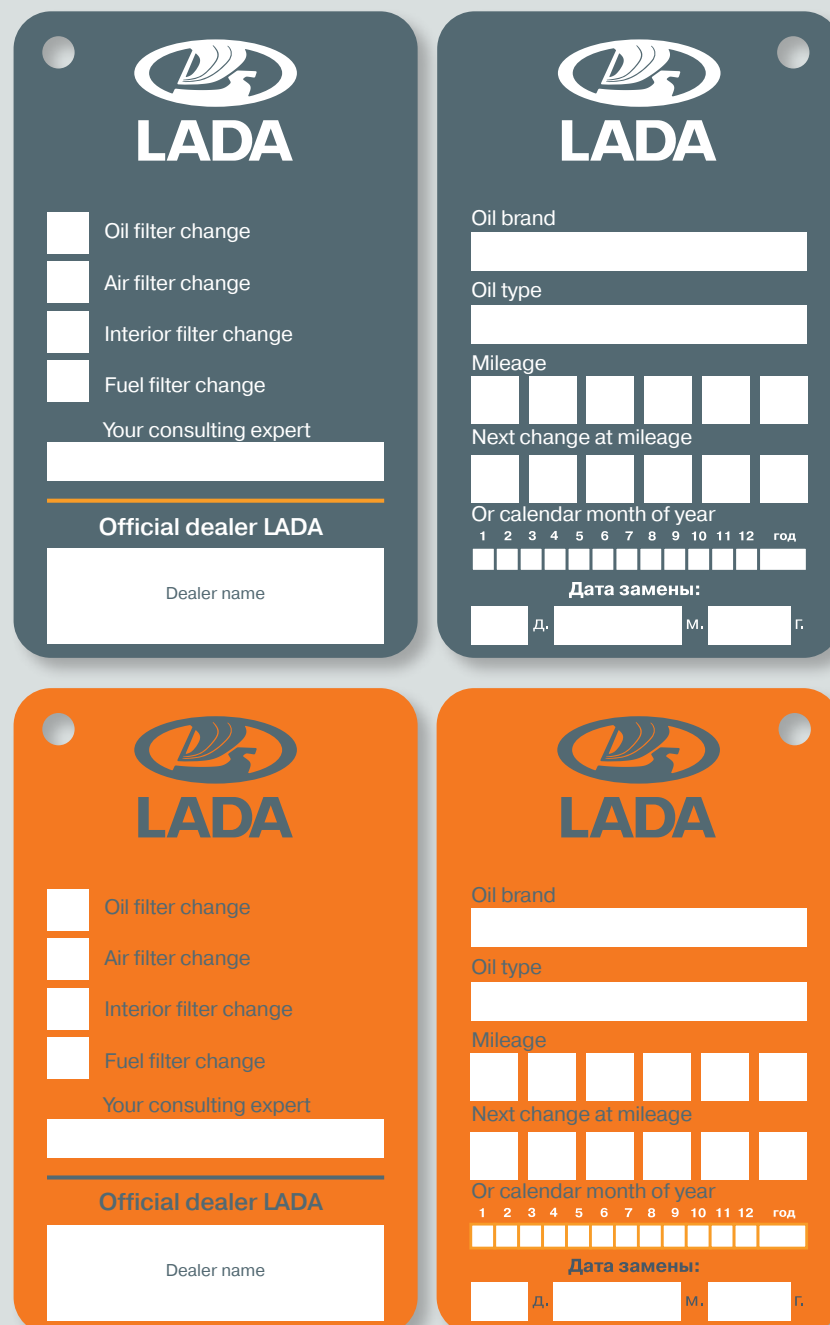
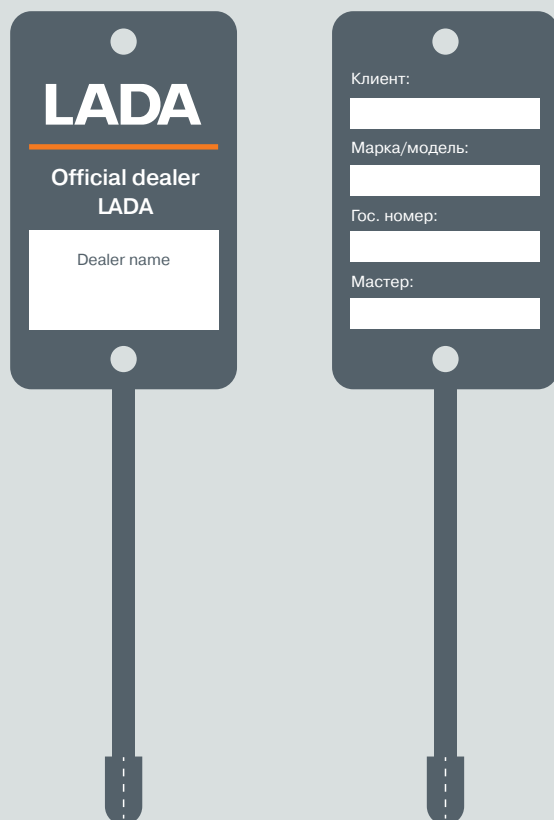
In order to see clearly the frequency of oil change and oil brand, a special sticker tag is attached into the underhood compartment. The design is shown below, in two variants: dark-grey background and orange background.

The color range corresponds to main elements of LADA corporate style.

Information part is printed with corporate typeface LADA Pragmatica Bold and Regular.

## Keys tag

It is used to identify the customers' keys.



## Corporate mobiles

Mobiles are used to emphasize certain advertising and technical campaigns held in the Dealership. They help to advantageously present the product, technological operation, or guide the customer around the current advertising campaign. Mobile dimensions are 200 mm x 85 mm.

The color range corresponds to main elements of LADA corporate style.

Information part is printed with corporate typeface LADA Pragmatica Regular and Bold.





## 2.8 CUSTOMER STANDS

### Customer Information Board (car sales)

Customer Information Board (car sales)

Customer Information Board is an obligatory element of the exhibition hall. Sections of the Information Board Sections include: Dealership data (Dealership name, legal and postal addresses, telephone number, and working hours), as well as data of the controlling organizations (name and legal address of the cars manufacturer, legal addresses of the organizations authorized by AVTOVAZ to receive customer claims on warranty liabilities and carrying out car repair and maintenance).

The color range corresponds to main elements of LADA corporate style.

Information part is printed with corporate typefaces LADA Pragmatica Light Regular.

Stand dimensions: 1700 mm x 1300 mm.



Ug1

## Customer Information Board (LADA Service)

The color range corresponds to main elements of LADA corporate style.  
Information part is printed with corporate typefaces LADA Pragmatica Light Regular and Bold.



Ug2

## Stand showing Car Maintenance Price

Stand is an obligatory element of Service Bureau. It includes LADA model versions, operation period or mileage, and maintenance TO-0 to TO-6 prices. The color range corresponds to main elements of LADA corporate style. Information part is printed with corporate typeface LADA Pragmatica Light Regular.

Stand dimensions: 1700 mm x 1300 mm

LADA

MAINTENANCE COSTS  
Dealer name

| MODEL | Engine | TO-0         | TO-1                           | TO-2                           | TO-3                           | TO-4                           | TO-5                           | TO-6                           |
|-------|--------|--------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|
|       |        | 2000-3000 Km | 14500-15500 Km or after 1 year | 29500-30500 Km or after 1 year | 44500-45500 Km or after 1 year | 59500-60500 Km or after 1 year | 74500-75500 Km or after 1 year | 89500-90500 Km or after 1 year |
|       |        | МКПП АКПП    | МКПП АКПП                      | МКПП АКПП                      | МКПП АКПП                      | МКПП АКПП                      | МКПП АКПП                      | МКПП АКПП                      |
|       |        |              |                                |                                |                                |                                |                                |                                |
|       |        |              |                                |                                |                                |                                |                                |                                |
|       |        |              |                                |                                |                                |                                |                                |                                |
|       |        |              |                                |                                |                                |                                |                                |                                |
|       |        |              |                                |                                |                                |                                |                                |                                |
|       |        |              |                                |                                |                                |                                |                                |                                |
|       |        |              |                                |                                |                                |                                |                                |                                |
|       |        |              |                                |                                |                                |                                |                                |                                |
|       |        |              |                                |                                |                                |                                |                                |                                |
|       |        |              |                                |                                |                                |                                |                                |                                |
| MODEL | Engine | TO-0         | TO-1                           | TO-2                           | TO-3                           | TO-4                           | TO-5                           | TO-6                           |
|       |        | 2000-3000 Km | 9500-10500 Km or after 1 year  | 19500-20500 Km or after 1 year | 29500-30500 Km or after 1 year | 39500-40500 Km or after 1 year | 49500-50500 Km or after 1 year | 59500-60500 Km or after 1 year |
|       |        |              |                                |                                |                                |                                |                                |                                |
|       |        |              |                                |                                |                                |                                |                                |                                |
|       |        |              |                                |                                |                                |                                |                                |                                |

Price depends on the vehicle and on the used consumables

TO

## Spare Parts Comparison Stand

Stand serves for comparing new and used spare parts.

The color range corresponds to main elements of LADA corporate style.

Information part is printed with corporate typefaces LADA Pragmatica Light Regular and Bold.

Stand dimensions: 1700 mm x 1300 mm

SR



Welcoming Screen

A multimedia wall panel is used as Welcoming Screen. It is an obligatory element of exhibition hall. Standard image includes full name and photo of the consulting expert, time of accepting the car, Customer full name, car registration number and model, and clock with current time.


The colour range corresponds to main elements of LADA corporate style.

Information part is printed with corporate typefaces LADA Pragmatica Light Regular.

LADA

WELCOME!  
Thank you that you are in time!

12.30



Full name  
of the consulting expert

| Время<br>приемки | Client's<br>name | Car registration<br>number      |
|------------------|------------------|---------------------------------|
| Time             | Client's name    | Car registration number / Model |
| Time             | Client's name    | Car registration number / Model |
| Time             | Client's name    | Car registration number / Model |
| Time             | Client's name    | Car registration number / Model |
| Time             | Client's name    | Car registration number / Model |
| Time             | Client's name    | Car registration number / Model |
| Time             | Client's name    | Car registration number / Model |
| Time             | Client's name    | Car registration number / Model |

Dealer Name

For several consulting experts, the screen has the function of changing images with customer entry information.



## Demonstration Stand of Original and Non-Original Spare Parts

Each stand presents particular spare parts in original and non-original variants. Stand can be mounted on the wall or put on a shelf or a table. Parts are attached to the stand, as well as a pocket for booklets, and necessary information. Stand dimensions: fuel filter / brake pads / ball joints: 450 mm wide x 247 mm deep x 525 mm high.



Stand dimensions:

Brake discs: 700 mm wide x 247 mm deep x 525 mm high;

Air filter: 650 mm wide x 247 mm deep x 525 mm high;

Interior filter: 550 mm wide x 247 mm deep x 525 mm high.



The background features a series of white lines on a gray field, creating a complex geometric pattern of triangles and polygons. Some lines are straight, while others have rounded ends, giving the design a modern, architectural feel.

# 3

**FURNITURE**  
OF THE SHOWROOM  
INTERIOR

## Reception desk

The reception desk is located in the central part of the showroom to the right of the main entrance so that the administrator can see all incoming customers and immediately respond to their questions or requests.

A white desk with the inscription "Information" (size 1800 x 1170 x 300 mm) and a working stand (size 1600 x 940 x 500 mm). All colors and materials are detailed in section 4.0 ("Colors and materials of the interior decoration of the dealership"). In the decorative finishing of the entire furniture set, the finish is made of the wood texture **Egger H 1334 ST9 light oak** and white furniture finish **Egger 908 ST2 basic white** or **Egger 980 SM platinum white**.



## Desks and stands for functional areas of customer service and office space

Office furniture is the main functional component of any working interior. According to its operational characteristics, it belongs to the category of small architectural forms. The desk is equipped with cable openings, a hanging shelf at the bottom for the computer system unit, a hatch for access to the sockets on the magnets.

Dimensions of the desk/stand:

Variant 1 – 1400 (length) x 700 (width) x 740 mm (height) / 530 x 500 x 600 mm.

Variant 2 – 1200 x 600 x 740 mm / 530 x 500 x 600 mm.



Stands may be also used as a part of the reception desk.

## Options of the furniture layout

Transformable furniture can change its layout options, which saves space on the showroom surface.

In various versions of the layout of desks for staff in the showroom, an important ergonomic role is played by the transverse stand.

Dimensions of the stand: 2000 x 500 x 740 mm.



## Desks of the Head of Sales Department

The desk is equipped with cable openings, a hanging shelf at the bottom for the computer system unit, a hatch for access to the sockets on the magnets.

Dimensions of the desk: 1920 x 950 x 740 mm.

Dimensions of the stand: 1700 x 370 x 684 mm.

SR



## Rack for advertising and information materials

The rack is designed for compact and visual representation of printing advertising and technical materials. The lower part of the rack, on which the LADA logo is embedded in stainless steel or plastic under the metal (**Egger FA 101**), is made of plastic for oak (**Egger H 1334 ST9**).

The letters are sunk in one level with plastic. The upper part is painted with powder paint in grey **RAL 7011**. In the upper left part there is a pocket for the price list with the technical characteristics of the car.

Racks are presented in two versions - standard, in accordance with corporate colors, and LADA Sport with original graphics.

Dimensions of the rack: height 985 mm x width 220 mm x width of the base is 230 mm.

SI  
STANDARD



SI  
SPORT



## Service desk of rectangular shape

The desk is designed for work with customers in the service area. The desk is equipped with cable openings, a hanging shelf at the bottom for the computer system unit, a hatch for access to the sockets on the magnets.

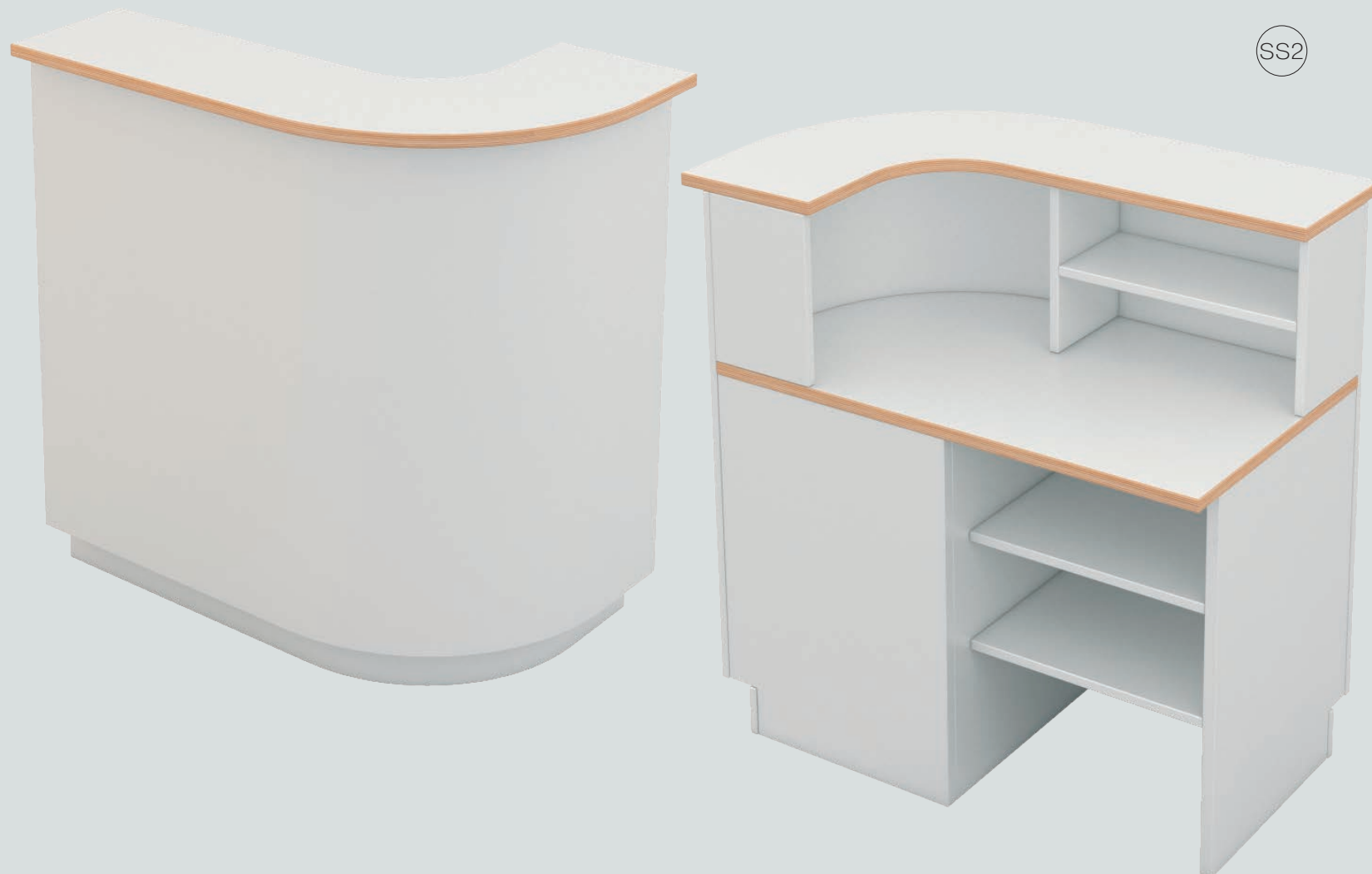
The dimensions of the desk: height 750 (1100) mm x length 1500 mm x width 600 mm.



## Service desk of rounded shape

The desk is designed for work with customers in the service area.  
The desk is equipped with shelves.

Dimensions of the desk: height 750 (1100) mm x length 1100 mm x width 600 mm.



Combined service desk (variant 1)



## Combined service desk (variant 2)



Combined service desk (variant 3)



## Combined service desk (variant 4)



## Storage cabinets

Office cabinets are made in the same style with office furniture - strictly and functionally. Cabinets are equipped with drawers for storing folders with documents.

Dimensions of the cabinet: 1800 x 500 x 750 mm.

Sh1





Sh2

Sh3



## Storage cabinets

Cabinets are equipped with shelves with sliding doors.  
Dimensions of the cabinet: 1780 x 500 x 1470 mm.



ShV1



ShV2

## Showcase in the retail area of spare parts and accessories

The showcase is equipped with a stained glass window to present small accessories, souvenirs and spare parts. It comes with drawers.

Dimensions of the showcase: 2600 x 780 x 950 mm.



Vs1

## Cachepot

Cachepot with decorative phytodesign serves for harmonious division of functional zones of showroom and creation of favorable comfortable atmosphere for clients and personnel of the dealership.



Dimensions of the cachepot: 2000 x 750 x 300 mm.

K3



## Brand section LADA CONFIGURATOR

The configurator consists of a zone representing the wheel disks for new car models, a television monitor zone and a bench with body paint samples.

Dimensions: 4500 x 400 x 2770 mm.



## Rack with information terminals

The rack has information terminals that provide visitors with access to the LADA media space. In the drawer of the rack there are samples of body interior upholstery fabric.

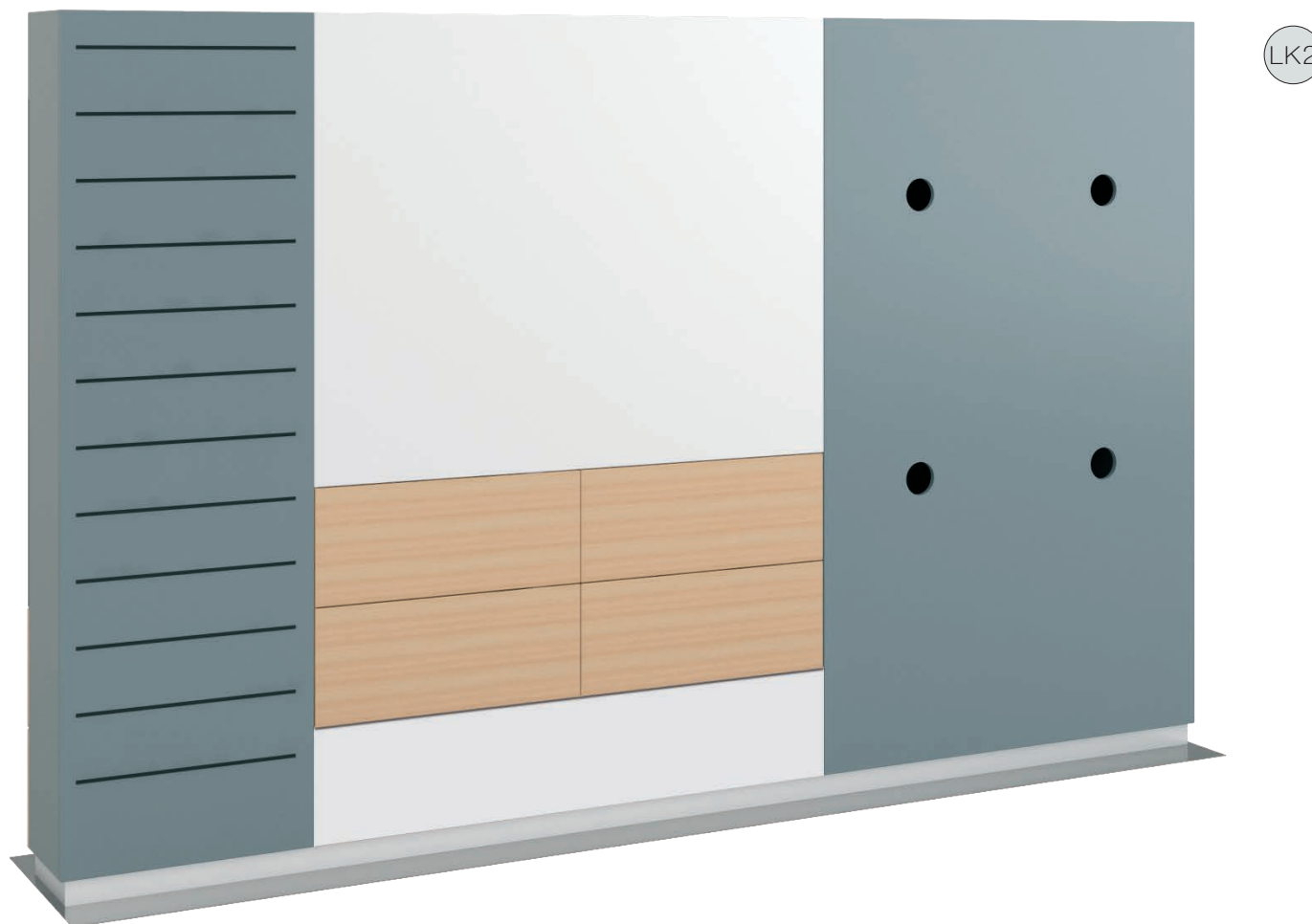
Dimensions: 2000 x 1000 x 700 mm.



## Mobile brand section LADA CONFIGURATOR

The configurator has 2 working sides. The first consists of a television monitor, a stand with LADA paint samples and wheel disks for new premier models. The second reverse part has zones for presenting accessories and original spare parts, including glass showcase with shelves. In the drawers of the brand section there are samples of body interior upholstery fabric.

Dimensions: 3460 x 2200 x 316 mm.





LK2

## Mobile section LADA CONFIGURATOR – BRANDWALL

The section has two working sides. The first is an image corporate panel with a large chromed sign of the saleboat. The second side consists of a zone of presentation of accessories and original spare parts, including a glass showcase with shelves. Dimensions: 1800 length x 2200 height x 316 width, mm.





Br

## Retail equipment in the retail area of spare parts and accessories

Retail equipment consists of:

1. In the left part, there is a stand with removable panels, on which there are embedded samples of car radio and loudspeaker systems.
2. In the lower left part, there are samples of subwoofers (low frequency loudspeaker systems).
3. In the central part, there is a zone of demonstration of brand clothes (accessories) and wooden / glass shelves with samples of materials.
4. In the bottom of the showcase, there are drawers.

Dimensions: 4000 x 2200 x 500 mm.



Vd

## Additional demonstration stand

If necessary, it is located next to the showcase of the retail area with spare parts and accessories.  
At the stand, there are samples of disks, tires and other materials and accessories.

Dimensions: 3520 x 2250 x 400 mm.



## Rack for presenting wheels

Dimensions: 1700 height x 1000 width x 1000 depth, mm.



SK1

Dimensions: 1800 height x 1000 width x 1000 depth, mm.



SK2



## Large-size shelf stand

An example of racking equipment for a warehouse of spare parts and consumables in the service area.



## Trading shelf cabinet

A rack for demonstrating large-sized original accessories in the car acceptance area for service.

1

Steel.

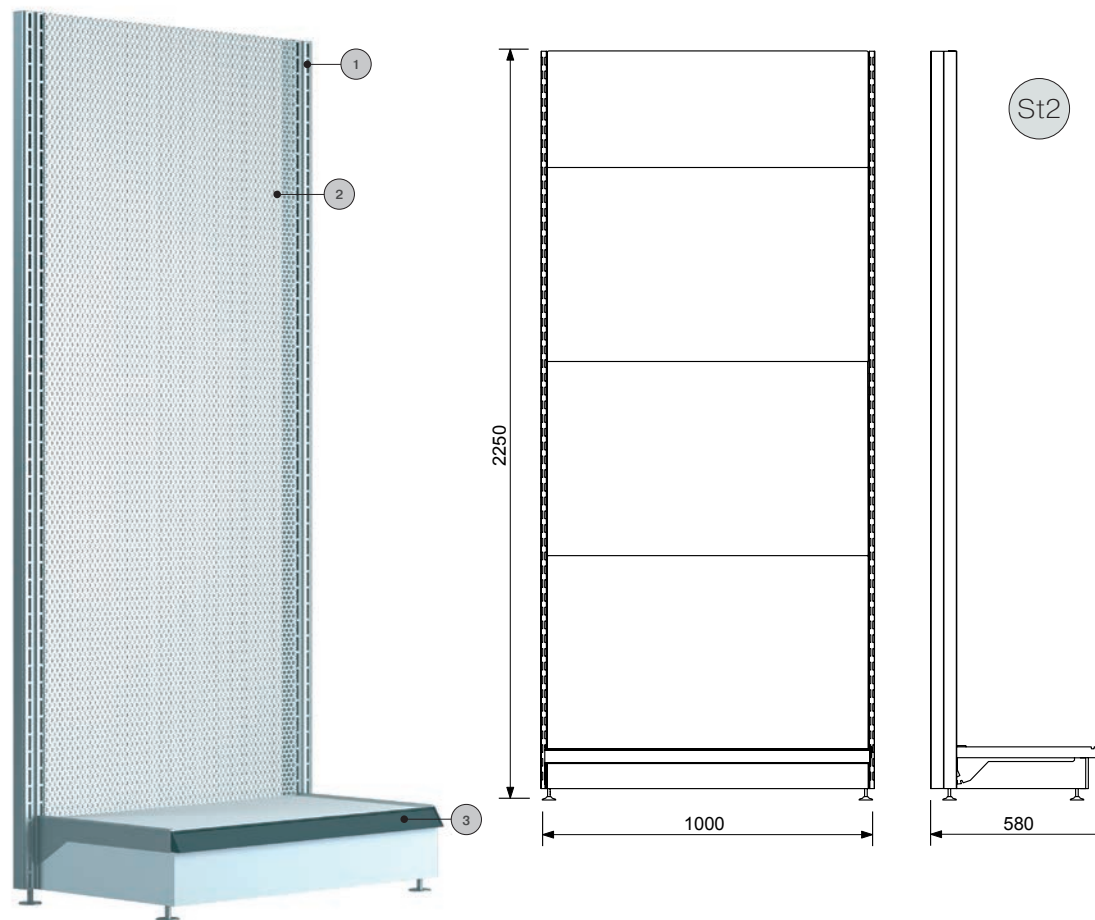
2

Perforation, sheet thickness  
1-1,5 mm  
(pitch 12.5 mm, hole diameter  
5 mm).

3

Price-holders.

Equipped by:  
Shelf 500mm - 1 pc.  
Rear fill - perforated metal



## Upholstered furniture

Upholstered furniture in the waiting and rest zone of customers is executed in corporate colors - white and dark grey. Transformable furniture can change its layout options, so that there are different options for comfortable rest of customers.



### **Armchair 660**

Dimensions: W660 x D660 x H850 mm

Material: cloth

Base: metal, white

Legs: oak



### **Armchair 860**

Dimensions: W860 x D660 x H850 mm

Table: 610 x 200 mm, oak

Material: cloth

Base: metal, white

Legs: oak



**Design Armchair 1060**

Dimensions: W1060 x D660 x H850 mm

Material: cloth

Base: metal, white

Legs: oak

## Upholstered furniture



### **Module sofa 1720**

Dimensions: W1720 x D660 x H850 mm

Material: cloth

Base: metal, white

Legs: oak



### **Module sofa 1660**

Dimensions: W1660 x D660 x H850 mm

Material: cloth

Base: metal, white

Legs: oak



**Module sofa 2320**

Dimensions: W2320 x D660 x H850 mm

Material: cloth

Base: metal, white

Legs: oak

## Chairs for clients and staff



### **Armchair for visitors**

Dimensions: W530 x D480 x H520 mm

Upholstery: gray eco-leather

Legs: stable metal frame



### **Armchair for staff**

Dimensions: W930/1070 x D495 x H460 mm

Upholstery: grey eco-leather/cloth

Legs: polished aluminum base

The chair is equipped with a swing mechanism and adjustable height armrests

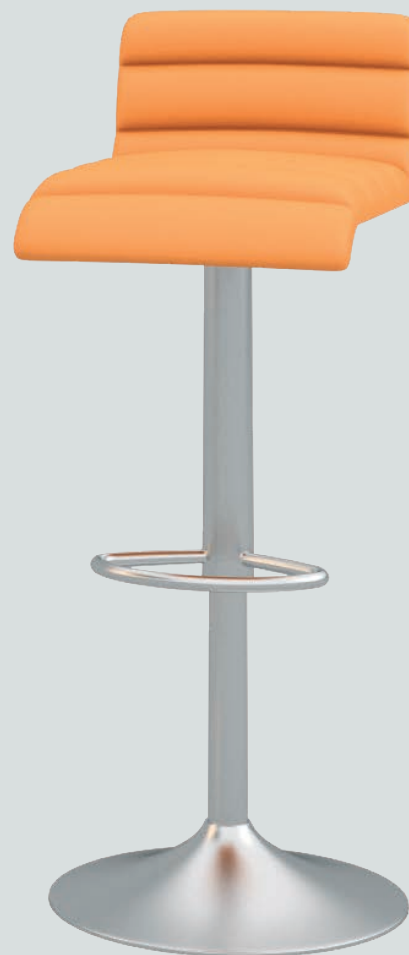


**Bar stool**

Dimensions: W840/900 x D380 x H415 mm

Upholstery: grey eco-leather

The seat is adjustable in height and rotates on its axis.



**Bar stool**

Dimensions: W840/900 x D380 x H415 mm

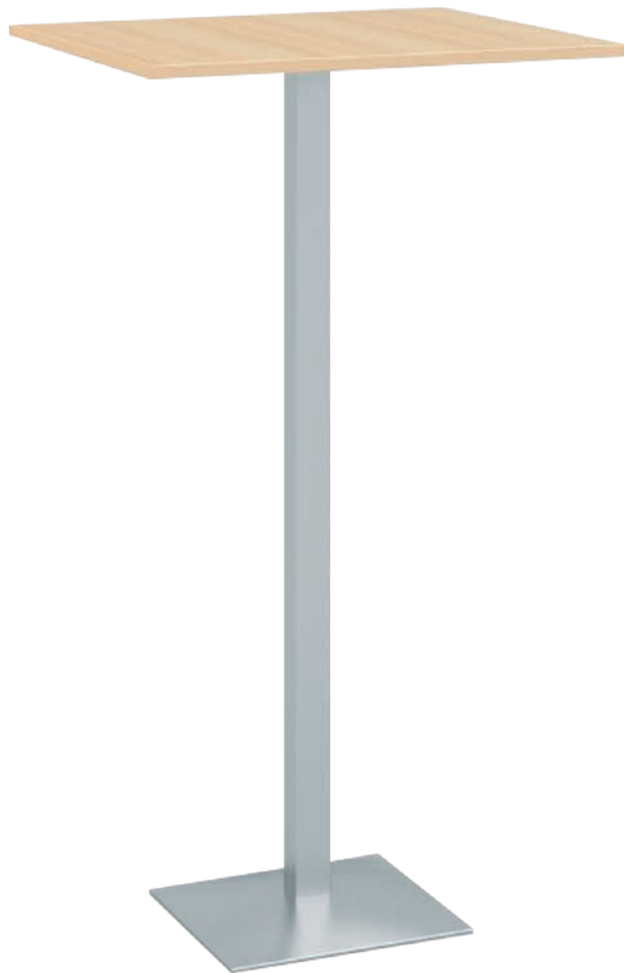
Upholstery: orange eco-leather

The seat is adjustable in height and rotates on its axis.

## Glass table and bar table

Dimensions of the glass table: 800 x 600 x 450 mm.

Dimensions of the bar table: 600 x 600 x 1100 mm.



## Children's furniture in the waiting and rest area for customers

Dimensions of the table: diameter 850 mm, height 490 mm.

Dimensions of the stool: diameter 340 mm, height 300 mm.

Dimensions of the easel: width 620 , depth 550 mm, height 1150 mm.



# 4

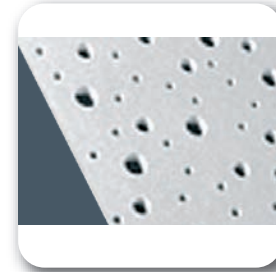
## **COLORS AND MATERIALS**

OF THE INTERIOR DECORATION  
OF THE DEALERSHIP

## 4.1 MATERIALS OF THE INTERIOR DECORATION OF THE DEALERSHIP

### CEILING

The main zone of the showroom above the exhibition cars



Decorative acoustic system - ceiling panels.

Color: white RAL 9003 Signalweis semimatt.

Seamless acoustic ceilings, gypsum with random perforation design. Mounted with displacement of 50 %. Suspended ceiling panels are installed on a metal frame with a decorative gap of 250 mm.

Material (title, stock keeping unit)  
**Rigitone Air 8-15-20 Super.**

Analogue:  
**KNAUF Acoustic C-3 Random 8-15-20.**

**Open-grid ceiling** – suspended ceiling in the form of a grid. The grid formed by the profile consists of cells 75 x 75 mm, height of the profile is 40 or 50 mm, width is 10 mm. Color: white **RAL 9003** Signalweis semimatt.

# MATERIALS OF THE INTERIOR DECORATION OF THE DEALERSHIP

## CEILING

Functional zones under the balcony



Ceiling gypsum plasterboard for further painting.

Color: white **RAL 9003** Signalweis semimatt.

Suspended ceiling panels are installed on the metal frame without seams.

Waiting and rest area for clients



Decorative acoustic system - ceiling panels.

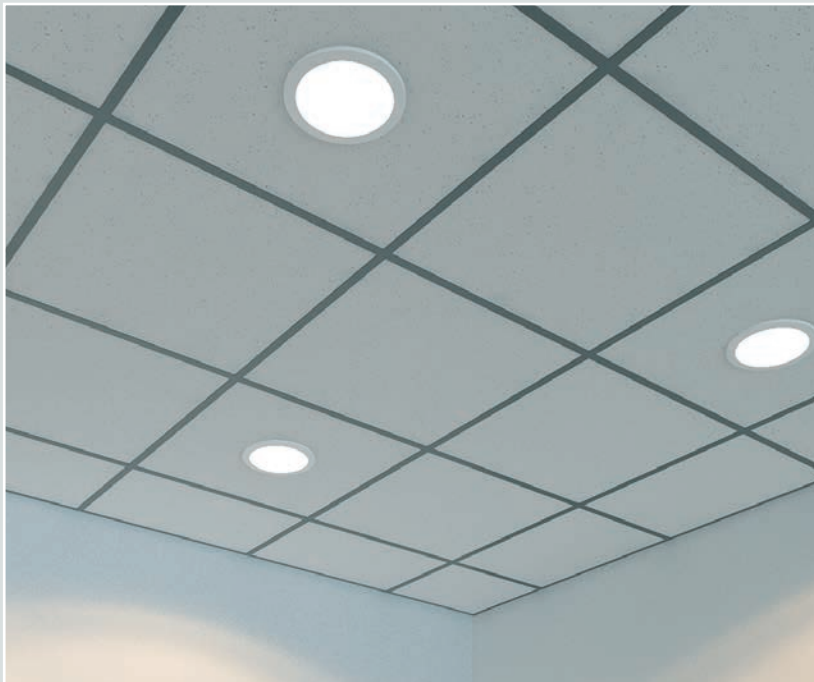
Color: white RAL 9003 Signalweis semimatt.

Suspended ceiling panels are installed on the metal frame without seams.

Material (title, stock keeping unit):  
**Rigitone Air 8-15-20 Super**

Analogue:  
**KNAUF Acoustic C-3 Random 8-15-20**

## Offices and staff rooms



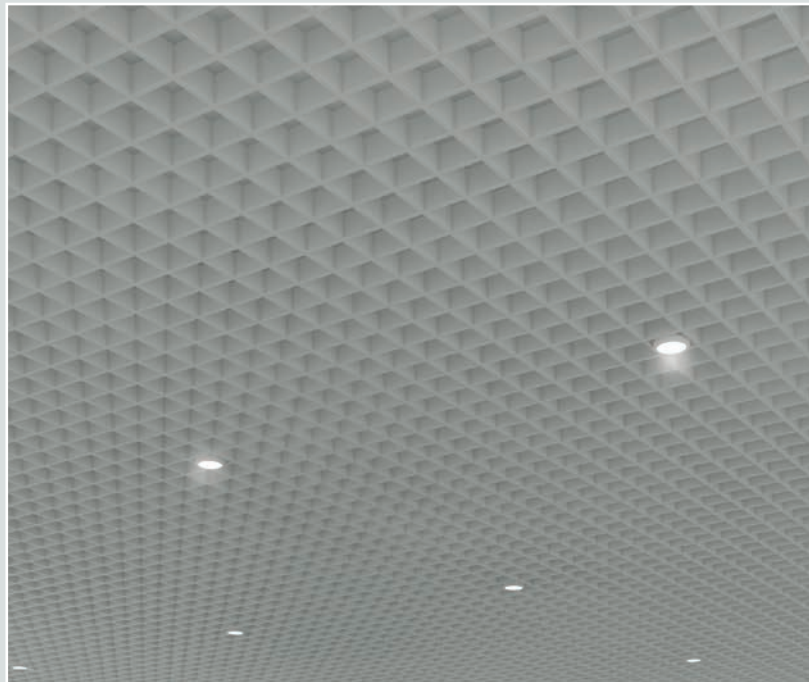
Suspended modular ceiling. Color of the panels: white RAL 9003  
Signalweis semimatt. Color of the metal frame: dark grey RAL 7011 semimatt.

Material (title, stock keeping unit):

600 x 600 x 15 mm on the suspended system **Armstrong Prelude T15**

Analogue:  
**ROCKFON Blanka E15** on the suspended system **Rockfon CMC T15**

## Car delivery area



### Variant 1.

**Open-grid ceiling** – suspended ceiling in the form of a grid. The grid formed by the profile consists of cells of 75 x 75 mm, height of the profile is 40 or 50 mm, width is 10 mm. Color: white **RAL 9003** Signalweis semimatt.

### Variant 2.

Combined – throughout the entire surface the ceiling is open-grid, in the center there is an insert made of the decorative acoustic system.

**Rigitone Air 8-15-20 Super.** Color: white **RAL 9003** Signalweis semimatt.

# MATERIALS OF THE INTERIOR DECORATION OF THE DEALERSHIP

## FLOOR COATING

---

Floor of showroom and service space



Aluminum plinth  
height 60 mm.  
Color – RAL 9006 White  
aluminium.



Floor tiles, natural rectified porcelain stoneware matt, 600 x 600 x 10 mm.

Material (title, stock keeping unit): **Italon Urban Silver** 600 x 600 mm, matt

Analogue:

1. **Italon Eclipse Grey**
2. **Vitra Ultra Silver grey**
3. **Grasaro Cement grey**
4. **Kerama-marazzi SG602900R, Daisen light grey**
5. **Kerama-marazzi SG608200R, Loft grey**

## Cover for the podium, waiting and rest area for customers



Floor tiles, natural rectified porcelain stoneware matt, 225 x 900 x 10 mm.  
It is installed with a displacement of 30% and in the same plane with the floor of the showroom.

Material (title, stock keeping unit): **NL-Wood Olive**, series NaturLife-Wood

Analogue: **Italon Essence Honey**, 195 x 590 mm

In the event that the dismantling of the old floor covering is not possible, the stoneware is laid over the existing floor with the edging around the perimeter of the podium with an inclined profile.

Material (title, stock keeping unit): **Kueberit** item 262 version U and angle 900 item 262 EC version U/EC.

Analogue: Any profile that meets the above characteristics.

# MATERIALS OF THE INTERIOR DECORATION OF THE DEALERSHIP

## DECORATIVE FINISHING

---

### Entrance portal



Decorative finishing of the entrance portal.

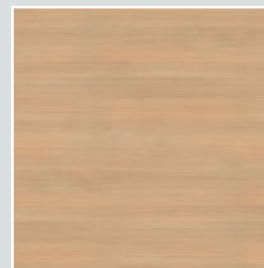
Material (title, stock keeping unit): High pressure laminate panels (HPL)  
**Fundermax 0927 NT Creek**, matt.  
Panels' thickness – 8 mm.

Analogue:

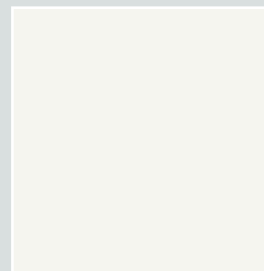
1. Self-supporting high-pressure plastic with decorative surface Sloplast 8 mm (cat. number 9114 «Pine tree of Karelia»).
2. Aluminum composite panels Bildex, series Wood (cat. number BW 1801 «Golden oak»).

## DECORATIVE FINISHING

### Furniture



Furniture decorative finishing  
**Egger H 1334 ST9**, light oak.



Furniture decorative finishing  
**Egger 908 ST2** basic white or  
**Egger 980 SM** platinum white.

## MATERIALS OF THE DEALER CENTER INNER RESTORATION

### ОСВЕЩЕНИЕ

### LIGHTING

---



Suspended track lamp.  
Color of the housing - black.  
Busbars are placed between suspended ceiling panels, on which  
the projectors are installed and aimed to provide the required  
Illuminance.  
The average level of illumination is 800 lux.  
Color temperature 4200 K

## Functional zones under the balcony



Light line - LED ruler.

Diffuser - polycarbonate opal, lighting plastic, not supporting burning.

Mounting is detachable or suspended based on the geometry of the room ceilings.

Color: white RAL 9003 Signalweis semi-dull.

The average illumination level is 800 lux, color temperature is 4000 K.

Layout - light lines are placed with a shift along the entire length of the under balcony zone.

The size of the extrusion profile is 116 x 70 mm (can vary).

The length varies according to the geometry of the room (from 1 to 6 m of continuous glow).

## MATERIALS OF THE DEALER CENTER INNER RESTORATION

### LIGHTING

Clients holding and rest area. exhibition cars



Illumination circle  
Diffuser - polycarbonate opal, lighting plastic, not supporting burning.  
Mounting is detachable, diameter - 970/1100/1200 mm, height 150 mm, the emission spectrum is 4000 K, the average level of Illumination - 800 lux, light source - LEDs.  
Color of the housing - white RAL 9003 Signalweis semi-dull.  
The luminous flux varies according to the parameters of the room and the layout of the lamps.  
Lamp housing is a specialized profile for suspended systems, manufactured by the extrusion method

Кабинеты и служебные помещения



LED lamp built in.  
The diffuser is opal.  
Color of the housing - white RAL 9003 Signalweis.  
The emission spectrum is 4000 K.  
Light source - LED.  
The average level of illumination is 500 lux.  
Color temperature is 4000 K

## Light square



Suspended light line.  
Color of the housing - black.  
Dimensions (depending on the podium size):  
length - from 6000 to 6600 mm, width - 3300 mm.  
The diffuser is polycarbonate opal.  
The emission spectrum is 5000 K. The light source is a LED ruler. Power - 500 watts.  
The power supply voltage is 220-240 volts, the frequency is 50 Hz, the degree of protection is IP20.  
The installation height is a maximum of 4000 mm from the floor level and a minimum of 760 mm from the level Top profile Brand Wall. The busbar is located inside the light square. Spotlights (common light and accent light) are installed and aimed on the busbars so as to provide the required illumination over the entire area of the podium.

**The common light** - the filling of the car with a uniform light is realized with the help of spotlights with a wide beam.

**Accent light** - bright spots on wheel disks or headlamps - is realized with the help of spotlights with a narrow beam, aimed at the desired elements of the car's body. When changing the exposure, it is possible to adjust (adjust the angle of inclination, aiming) the spotlights to the size of the car being

## MATERIALS OF THE DEALER CENTER INNER RESTORATION

### LIGHTING

#### Brand Wall – Image brand section



The face part is translucent textile.  
Recommended material - **Samba Exclusive**, non-flammable.  
Textile composition: polyester (PE) 100%.  
Surface density: 195 g / m<sup>2</sup>.  
Manufacturer: Berger.  
Frame is Brand Wall:  
Aluminum profile of Texbox.  
Color - **RAL 9003** Signal white.  
Analog: side front panels - aluminum composite panels (ACP), color - white **RAL 9003** Signal white. The way of applying the logo of the car model «Vesta» -  
Interior printing, color - dark gray **RAL 7011**.



Internal LED lighting:  
LED module - 4 SMD 5050,  
Number of LEDs - 4 LED,  
Voltage - 12 V,  
Power - 0.96 W,  
The luminous flux is 76 lm,  
Degree of protection - IP65,  
The number of LEDs - 62 clusters per 1 sq.m.  
It is necessary to provide a control unit for brightness control, 1.5 kW.

## Reception area



Light line - LED beam.  
Diffuser - polycarbonate opal, lighting plastic, not supporting burning.  
Mounting is detachable or suspended based on the geometry of the room ceilings. The color of the housing is black. The average illumination level is 800 lux, color temperature is 4000 K. The extrusion profile is 116 x 70 mm.

**The light line is set at the same level as the LED lamp.**

## Stand for additional equipment and configurator

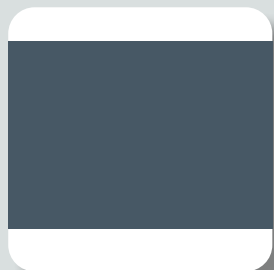


When placed under a balcony, the light equipment is white, when placed above the cars at the level of «second light» between the suspended ceiling panels, the busbars and the spotlights are black.  
Average level of illumination: 1000 lux.  
Color temperature 4200 K.

## DEALER CENTRE INNER RESTORATION MATERIALS

### SHOW ROOM WALLS AND OTHER ELEMENTS PAINTING

---



Color: dark gray **RAL 7011** semi-dull.  
Recommended paint is washable Dulux  
and **Tikkurila Luja**.

Painting the wall with the largest number of  
work places in the functional zones of the  
showroom.



Color: white **RAL 9003** semi-dull.  
Recommended paint is washable **Dulux**  
and **Tikkurila Luja**.

Painting of the show room ceilings. Painting  
the walls and columns of the showroom.  
Painting of ceilings and interior walls of the  
offices. Painting the navigation elements of  
the showroom.



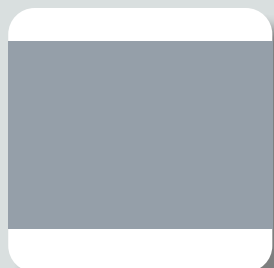
Color: dark gray **RAL 7011** semi-dull.  
Recommended washable paint  
**Dulux and Tikkurila Luja**.

Painting of ceilings under ceiling hanging  
panels of the showroom.



Color: gray **RAL 7047** semi-dull.  
Recommended paint is washable **Dulux**  
and **Tikkurila Luja**.

Painting the exterior walls of the 2nd floor of  
the showroom. Painting of walls in the car  
delivery zone (in the case of a dedicated  
room).



Color: gray **RAL 7045** dull.  
Recommended paint is washable **Dulux**  
and **Tikkurila Luja**. Coloring of the LADA  
logo.  
Coloring of the imposts of the stained-  
glass walls of the 2nd floor.



Color: orange **RAL 2008**.

Coloring the navigation elements of the  
showroom.

## DOORS PAINTING

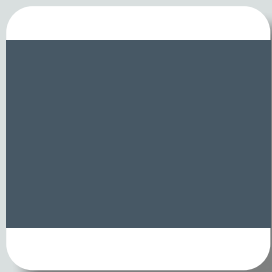
---

Internal entrance doors, internal entrance / exit gates are painted in the color of the walls on which they are mounted.

---

## ALUMINUM FRAMES AND IMPOSTS

---



Painting of the imposts of external main stained-glasses, entry portal and car delivery zone.

Color:

Dark gray **RAL 7011.**

**For new dealer centers.**



Painting of the imposts of external main stained-glasses, entry portal and car delivery zone.

Color: gray **RAL 9006.**

**Allowed for operating dealer centers.**

---

## GLAZING

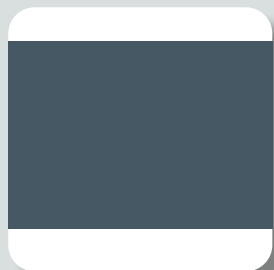
---

Stained glass glazing: transparent glass.

## DEALER CENTRE INNER RESTORATION MATERIALS

### SERVICE AND INDUSTRIAL ZONES

---



Color: dark gray **RAL 7011** semi-dull.  
Recommended washable paint  
**Dulux and Tikkurila Luja.**

1

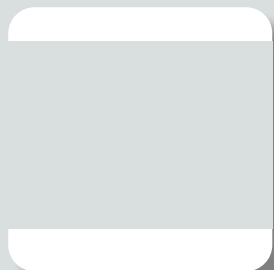
Wall decorative painting (dark- gray strip with a width of 200 mm) on the perimeter of the service area on the abutment with floor covering.



Color: white **RAL 9003** semi-dull.  
Recommended washable paint  
**Dulux and Tikkurila Luja.**

2

Painting of ceilings and internalwalls of production, office and service premises



Color: gray **RAL 7047** semi-dull.  
Recommended washable paint  
**Dulux and Tikkurila Luja.**

3

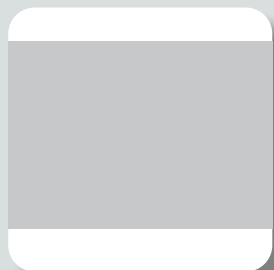
Wall decorative painting (dark- gray strip with a width of 900 mm) on the abutment with dark gray strip



Color: orange **RAL 2008.**

4

Wall decorative painting (orange strip 100 mm width).  
Decorative marking on the floor is made with a vinyl floor Adhesive film with a width of 100 mm.



Color: gray **RAL 7047** semi-dull.

5

Recommended washable paint **Dulux and Tikkurila Luja.**

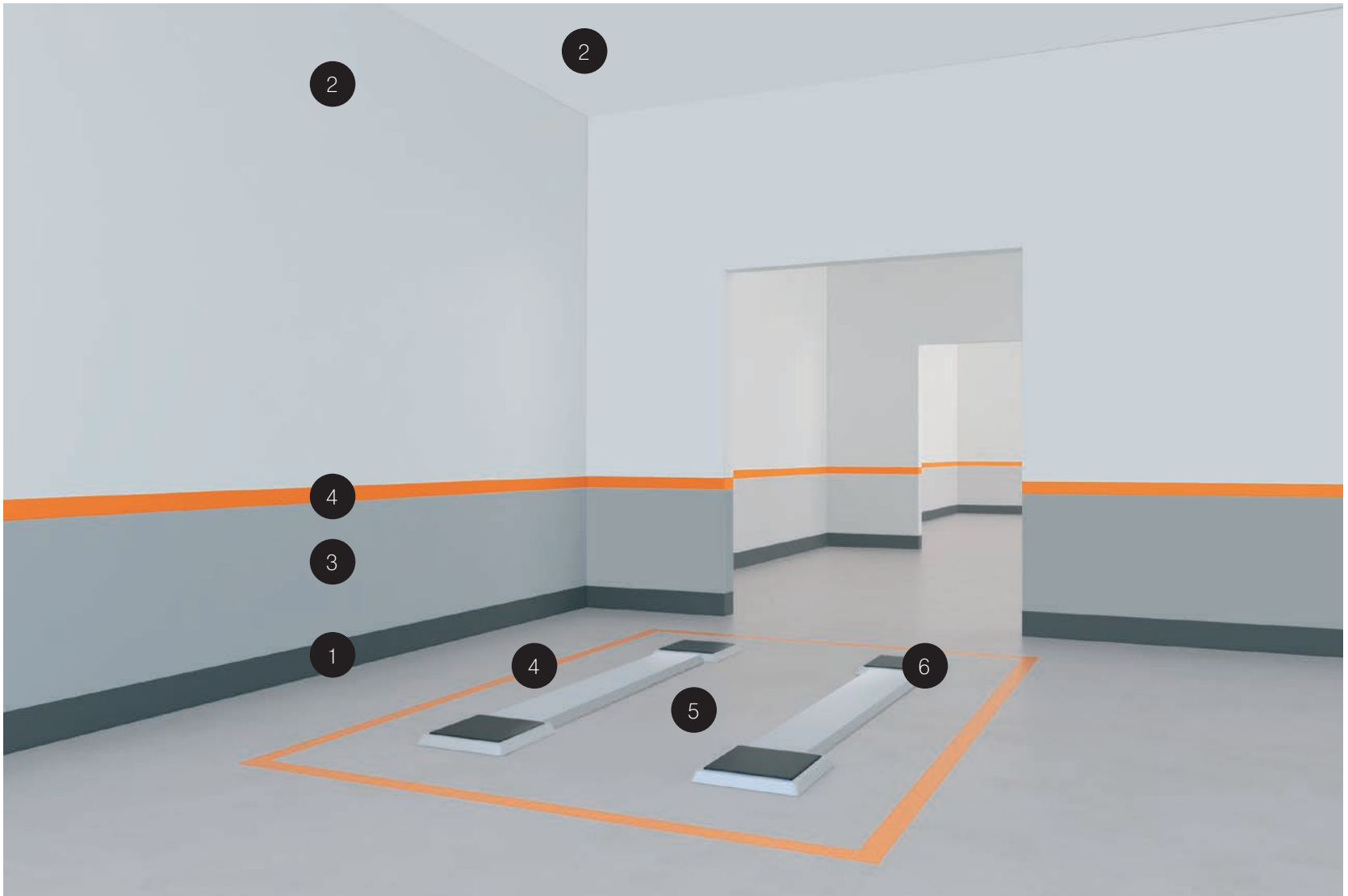
The flooring is gray tiles.  
Size 200 x 200 x 10 mm or  
300 x 300 x 10 mm.



Color: gray **RAL 7047** semi-dull.  
Recommended washable paint  
**Dulux and Tikkurila Luja.**

6

Color of car lifts and equipment.



**Alternative restoration:**

- for zone 1 and 3, the use of gray and dark gray wall tiles is allowed;
- for zone 5, the self-leveling floor and the floor made by the vacuum treatment of concrete are allowed.



5

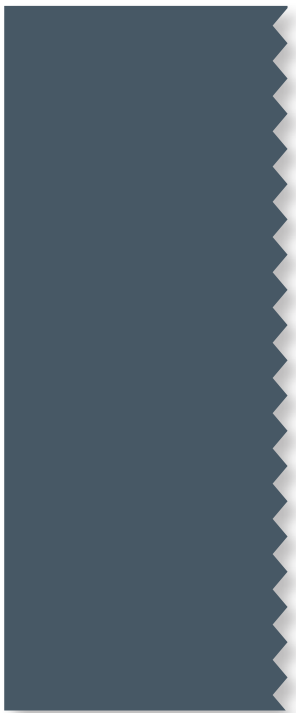
CLOTHES FOR PERSONNEL

## 5.1 REQUIREMENTS TO THE COMPANY CLOTHES

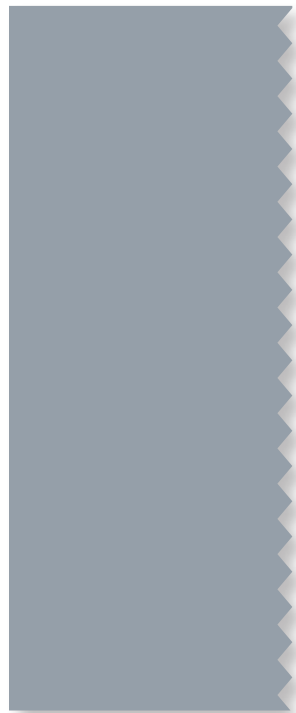
Clothes (uniform) for service workers in summer and winter periods should be:

- functional;
- wear-resistant;
- practical;
- have protective properties;
- reflect the image of the product brand.

In the basis of the color design of the overalls of LADA employees, the use of one basic Color (dark gray) and additional colors (gray and orange). For the application of branding, it is recommended to use orange color, as the most contrast. This ensures the most expressive identification.



Dark grey **RAL 7011**



Grey **RAL 7947**



Orange **RAL 2008**

## 5.2 1.2CLOTHES MODEL

### Summer clothes



LADA summer clothes  
(jump suit and jacket)  
**Арт. 0000.3.01.03.022.00**

## Winter clothes



LADA winter clothes  
(jump suit and jacket)  
**Арт. 0000.3.02.03.032.00**

## ROBE FOR MEN AND WOMEN



Waistcoat LADA (woman)  
**Арт. 0000.3.01.03.021.00**



Waistcoat LADA (men)  
**Арт. 0000.3.01.03.020.00**

## Waistcoat and T-shirt



LADA heated waistcoat  
**Арт. 0000.3.02.03.030.00**



LADA T-shirt  
Sizes: S, M, L, XL, XXL, XXXL  
**Арт. 0000.3.01.01.021.00**

## 5.3 SHOW ROOM PERSONNEL CLOTHES

Tie and scarf

