



IMPLEMENTATION GUIDE
RETAIL CONCEPT WITHIN THE PRIMARY NETWORK
GENERAL CONCEPT

Version V3.0 March 2024

INTRODUCTION

PURPOSE OF THE DOCUMENT

The purpose of this Implementation Guide is to explain the new interior design concept for Dacia showrooms. It gives the general idea of the approach and provides an overview of the various constituent elements. It indicates the role of each area and each element of the customer journey.

This document is additional to the Technical Guide, which provides all the technical information necessary to implement the new Dacia interior design concept properly on each site.

WARNING

No other elements than those presented hereafter in the document should not be added.

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01 GENERAL

RETAIL CONCEPT

1.1 RETAIL CONCEPT

DACIA'S NEW INTERIOR DESIGN CONCEPT

Dacia's brand identity changed in 2021. It became more contemporary, more assertive, and more in touch with nature, without abandoning its values of simplicity and durability.

The new brand identity was applied to communication materials in 2021, and across our entire product range in the second half of 2022. Now it is also arriving in dealerships. The exterior signage and the new interior layout of dealerships will be updated in line with this major change.

The new interior design concept for Dacia dealerships was designed to be:

01 **ESSENTIAL & COOL**

This interior design concept addresses the basics, to ensure a complete, simple, and clear Dacia journey, with networking between the physical and digital contact points to make things easier for the customer. The concept offers a distinctive and fulfilling experience.

02 **ROBUST & OUTDOOR**

The concept was designed to satisfy the needs and habits of a car dealership and to last a long time. It expresses the connection with nature through immersive visuals that present the cars in real environments.

03 **ECO-SMART**

It's an eco-designed concept. It is as frugal and environmentally friendly as possible, using a limited number of elements and responsible materials (recycled and/or recyclable). It is flexible, adapting to different spaces and over time.

01

Essential & Cool

A complete customer journey, in which each element has its part to play



1.1 RETAIL CONCEPT | ESSENTIAL & COOL

THE COMPONENTS WERE DEVELOPED TO GO WITH A SIMPLE AND CLEAR CUSTOMER EXPERIENCE



WELCOME ➤ **DISCOVER & TEST** ➤ **PURCHASE** ➤ **USE**

GENERAL INFORMATION

1.1 RETAIL CONCEPT | ESSENTIAL & COOL

A TOOLKIT CONTAINING A LIMITED NUMBER OF MANDATORY AND OPTIONAL ELEMENTS, TO ADAPT TO ANY SITE AND ANY MARKET.



GENERAL INFORMATION

1.1 RETAIL CONCEPT | ESSENTIAL & COOL

USEFUL DIGITAL TOOLS, DESIGNED TO BE JUST WHAT'S NEEDED, SHARED BETWEEN CUSTOMERS AND SALES ADVISORS TO PROVIDE A SIMPLE AND PLEASANT CUSTOMER EXPERIENCE.



02

Robust & Outdoor

Erases
the boundaries
between indoor
and outdoor

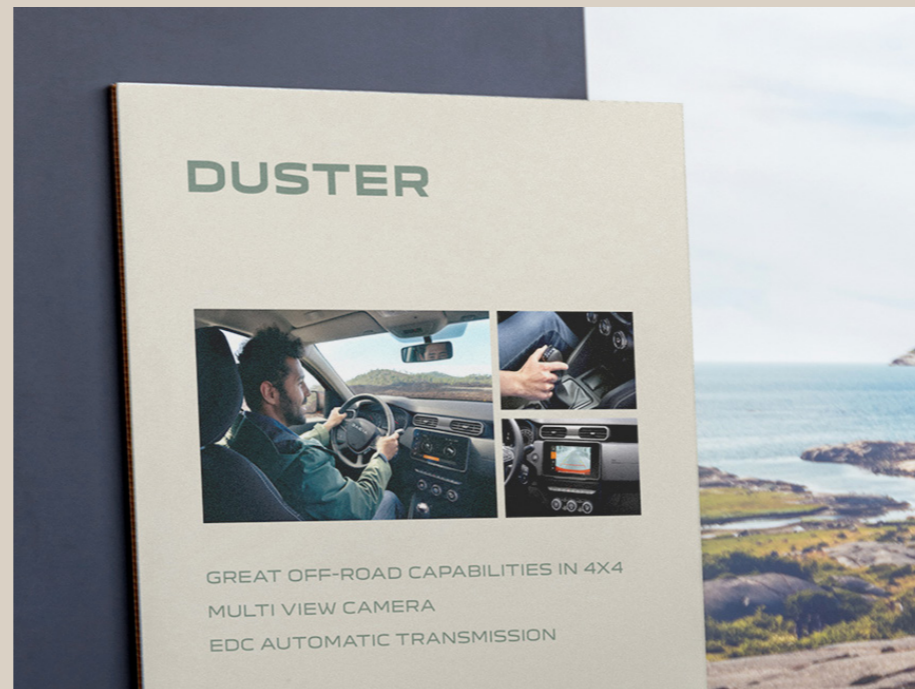


1.1 RETAIL CONCEPT | ROBUST & OUTDOOR

A CONCEPT TO MATCH THE BRAND IMAGE: ROBUST AND WELL THOUGHT-OUT, WARM AND CLOSE TO NATURE.



A VIEW TO THE OUTDOORS



BEYOND THE CARS, HIGHLIGHTING THE USES, THE OUTDOOR EXPERIENCE



NATURAL AND RUGGED MATERIALS

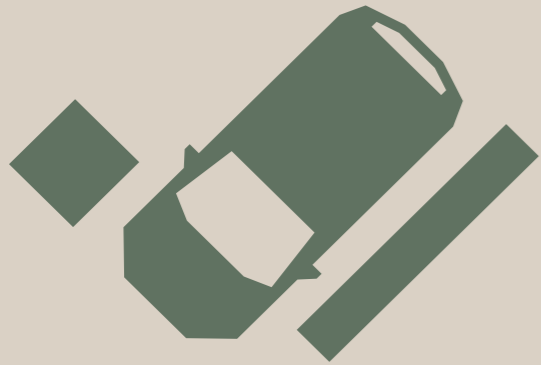
03

Eco-Smart

Thrift, flexibility,
respect for the
environment



1.1 RETAIL CONCEPT | ECO-SMART



FLEXIBLE
AND REVERSIBLE
LAYOUT

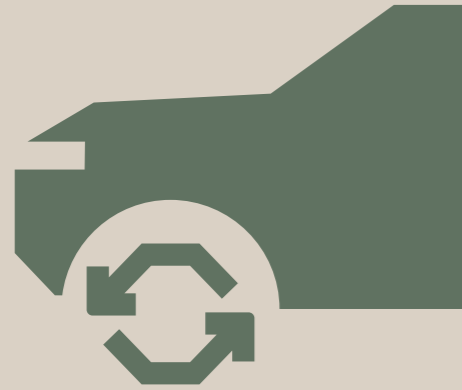


AN INTERVENTION TO THE VERY NECESSARY TO KEEP A MAXIMUM OF THE EXISTING (WALLS, FLOORS, ELECTRICAL NETWORK ...)



A DISSOCIATED DESIGN OF THE ELEMENTS TO MAKE THEM LAST AND EVOLVE OVER TIME, WITHOUT HAVING TO CHANGE EVERYTHING.

1.1 RETAIL CONCEPT | ECO-SMART



BASE ELEMENTS
SOURCED FROM
RECYCLED TIRES



**THE ENTIRE CONCEPT RELIES ON BRICKS
SPECIALLY PRODUCED BY HET FOR
DACIA, MADE FROM RECYCLED TIRES.**



**OVERALL, MORE THAN 50, 000 BRICKS
WILL BE PRODUCED, THE EQUIVALENT
OF 100, 000 TIRES.**

1.1 RETAIL CONCEPT | ECO-SMART



RECYCLED AND RECYCLABLE CARDBOARD PANELS



MOST SUPPORTS ARE MADE OF HONEYCOMB CARDBOARD AND ARE PRINTED WITH A MINIMUM LAYER OF INK, DEPENDING ON THE MESSAGE TO BE CONVEYED.



COMMUNICATION SUPPORTS ARE IN PANEL FORMAT, EASY TO CARRY, MANIPULATE AND REPLACE.

1.1 RETAIL CONCEPT | ECO-SMART



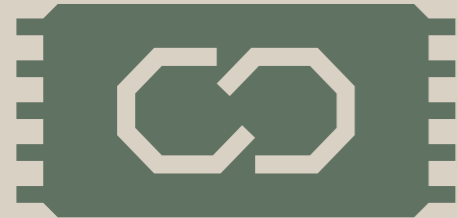
**THE SOFAS
ARE COVERED
WITH 98%
POST-CONSUMER
RECYCLED
POLYESTER,
INCLUDING
PLASTIC
BOTTLES**

SOFAS IN
RECYCLED
TEXTILES

Certification of the Cura fabric
from our Danish supplier Gabriel



1.1 RETAIL CONCEPT | ECO-SMART



**ECO-CONCEPTION:
100% RECYCLED
YARNS FROM
NYLON WASTE,
USED CARPET
AND INDUSTRIAL
WASTE**

RECYCLED
FIBERS CARPETS

Certification of the carpet
from our Danish supplier Ege
Carpets in progress



VIEW OF MODEL SITE

GENERAL INFORMATION

1.2 VIEW OF MODEL SITE

PRINCIPLE

The interior layout is designed to simplify and smooth the customer journey whilst taking sales methods into account.

The various elements of the layout contribute to the three main stages of a typical customer journey at a dealership.

I MAKE CONTACT

This area has a dual aim: to draw the customer into the heart of the Dacia dealership, and to make the wait a pleasant experience. This area can also be a place to chat with the sales advisor, especially in MINI format showrooms.

II DISCOVER

The cars are always presented in their context, through immersive images. All the important information (pointing out new features, USP, price, accessories, additional offers) is grouped around the vehicles.

III PURCHASE

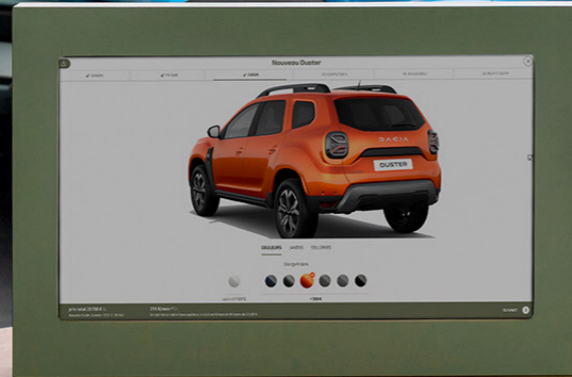
The sales office is a side-by-side conversation area where the sales advisor and the customer build a car project together.



GENERAL INFORMATION

1.2 PHOTOS OF THE MODEL SITE

DACIA



GENERAL INFORMATION

1.2 PHOTOS OF THE MODEL SITE



GENE
1.2 PHOTOS OF THE MODEL SITE



CONFIDENTIAL DOCUMENT

GENERAL INFORMATION
1.2 PHOTOS OF THE MODEL SITE



1.2 PHOTOS OF THE MODEL SITE



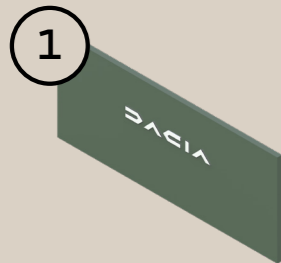
CONFIDENTIAL DOCUMENT

02

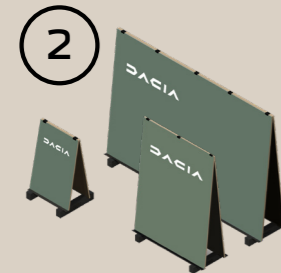
THE COMPONENTS

1.4 OVERVIEW OF ALL COMPONENTS

Brand signage



Brand wall

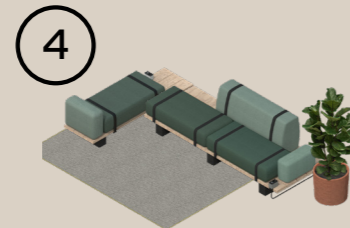


Dacia board

Welcome



Dacia & Me



Sofa



Sample trolley

Discover



Vehicle boards



Price totem



Merchandising box

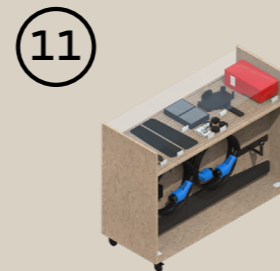
Purchase



Sales office



Buying my Dacia



Accessory showcase

Promote

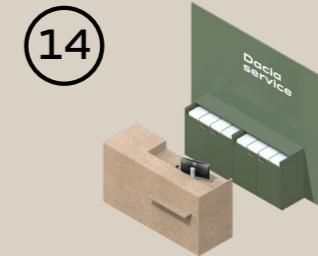


POS advertising & Eco-smart panel



New product

Service



After-sales counter

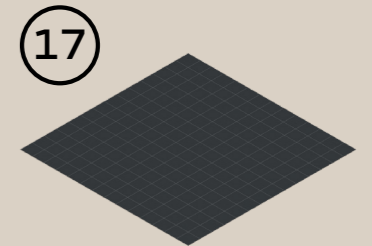


I drive my Dacia

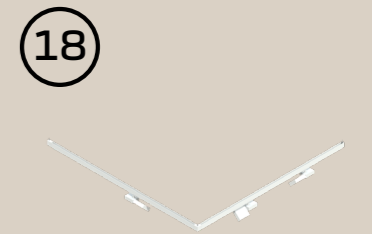
Architecture



Brand signage partition



Floor covering



Lighting

2.0 THE COMPONENTS BY FORMAT

		MINI	CORE	MAXI	
SIGNAGE	WALL / DACIA BRAND BOARD	■	■	■	Brand signage is mandatory, whatever the size of the site. It can take the form of a wall or board, according to the layout of the premises.
WELCOME	DACIA & ME	■	■	■	A mandatory element that explains the main stages of the customer journey. Two formats available, according to the floor area of the dealership. A mandatory element that can also be used as a small, portable discussion counter.
	SOFA	■	■	■	
	SAMPLE TROLLEY	■	■	■	
DISCOVER	VEHICLE BOARD	■	■	■	Choice of several images / formats according to the site. A mandatory, standard element, must be present. All Dacia-related products in a single showcase.
	PRICE TOTEM	■	■	■	
	MERCHANDISING BOX	■	■	■	
PURCHASE	SALES OFFICE	■	■	■	A mandatory element if space permits. If space is insufficient (Mini), it is replaced by the trolley. Our service offerings must be associated with the sales office. Modular portable showcase according to the product offering.
	BUYING MY DACIA	■	■	■	
	ACCESSORY SHOWCASE	■	■	■	
PROMOTE	POINT-OF-SALE ADVERTISING	■	■	■	Formats and templates to be applied for commercial communications (OPO, etc.). Identification of the launch model.
	NEW PRODUCT	■	■	■	
SERVICE	COMPLETE AFTER-SALES COUNTER	□	■	■	Usable on single-brand Dacia sites only.
ARCHITECTURE	BRAND SIGNAGE PARTITION	■	■	■	Only if there is an available medium (Renault fresco) in a multi-brand dealership. Only in case of lighting renovation or new build. Common rule for the Renault brand.
	LIGHTING	□	■	■	
	FLOOR COVERING	■	■	■	

- Mandatory components
- Optional components or components to be adapted according to site configuration

DACIA

BRAND SIGNAGE



COMPONENTS

BRAND SIGNAGE

DESCRIPTION

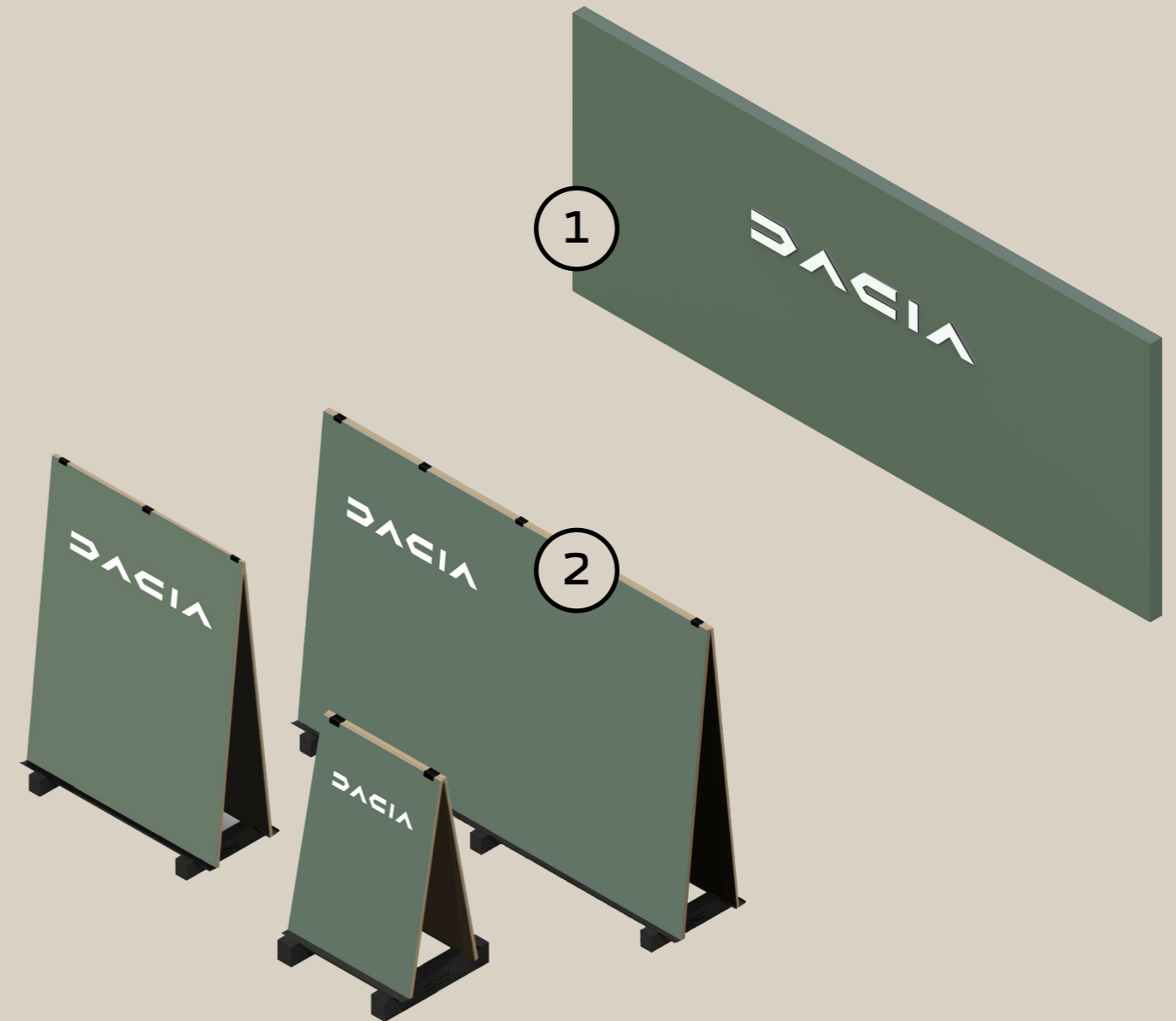
This is a vital feature of all Dacia dealerships. There are two installation options, depending on the layout of the premises.

1 DACIA BRAND WALL

The brand wall is the main identifying feature of the DACIA area. This is the preferred option, provided you have a wall that is big enough, flat, and in a suitable position.

2 DACIA BOARD

This option meets the needs of showrooms that have no flat wall bigger than 4 m wide and 2.50 m high.



COMPONENTS

2.1 BRAND WALL

THIS IS THE FIRST DACIA MARKER INSIDE THE DEALERSHIP

AIM

To make DACIA visible! The wall must be striking and visible to anyone passing or entering the showroom. Ideally, it should be opposite the main entrance.

DESCRIPTION

The brand wall consists of two elements:

1. a rectangular mural painted in Khaki satin paint
2. raised Dacia logo

CHOOSING THE WALL

The wall should be chosen based on:

- > its location with respect to the entrance, to make it clearly visible from outside
- > the size of the flat surface it has (avoid curved walls, surfaces that are too small or divided by too many pillars, doors or windows)

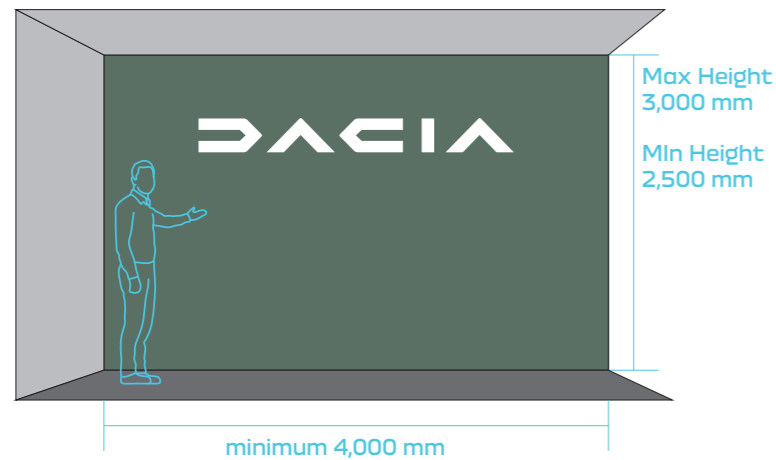
If there is no wall that meets these criteria, go straight to option 2: the Dacia board.



2.1 BRAND WALL

MURAL AREA

To simplify perception, whatever the shape of the building, **the mural is applied to a flat rectangular area extending across the entire width of the wall** (if there are no openings in the wall), **whilst the height varies according to the width of the wall.**

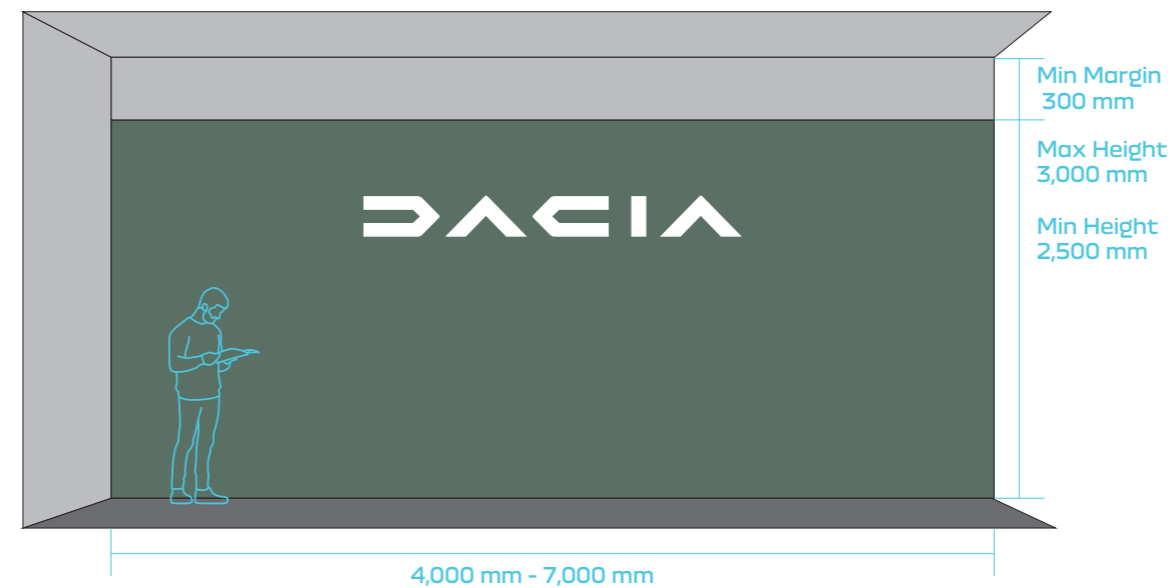


If the height is below 3,000 mm, the whole wall should be painted.

For example: For a 2,900 mm wall, paint the whole wall khaki.

1. For a wall 4,000 to 7,000 mm wide, the maximum height to be painted is 3,000 mm, whatever the height of the wall.

The rules of proportion below relate to the height of the rectangle and allow for a consistent and clear view of the brand wall, whatever the layout of the dealership.



If the height is more than 3,000 mm, leave a white margin of at least 300 mm.

For example:

- > For a 3,200 mm wall: paint 2,900 mm khaki and leave a 300 mm white margin.
- > For a 5,000 mm wall: paint 3,000 mm khaki and leave the rest white.

COMPONENTS

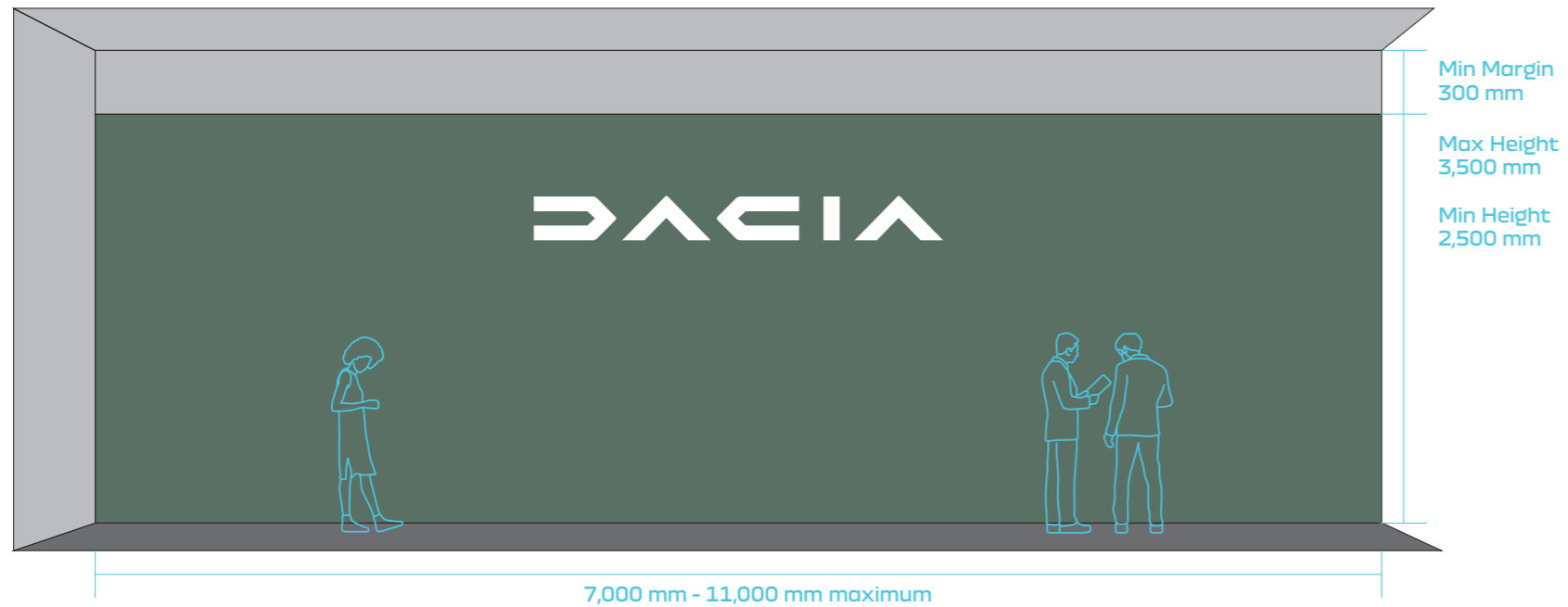
2.1 BRAND WALL

MURAL AREA

2. If the wall is more than 7,000 mm long, the maximum height to be painted is 3,500 mm, whatever the height of the wall.

SPECIAL CASE

For any wall exceeding 11,000 mm, please ask the Visual Identity Team (for all countries except France) or the Brandstore France (for France).



If the height is less than 3,500 mm, the whole wall should be painted khaki.

If the height is more than 3,500 mm, leave a white margin of at least 300 mm.

For example:

- > For a 3,600 mm wall: paint 3,300 mm khaki and leave a 300 mm white margin.
- > For an 8,000 mm wall: paint 3,500 mm khaki and leave the rest white.

COMPONENTS

2.1 BRAND WALL

IMPORTANT!

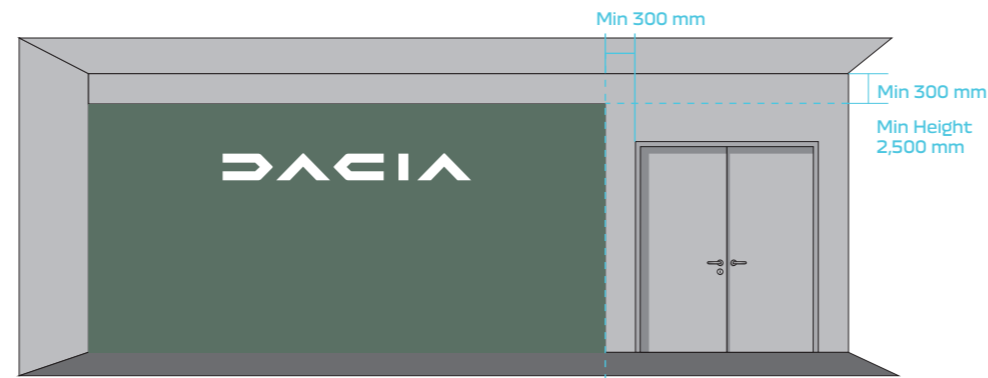
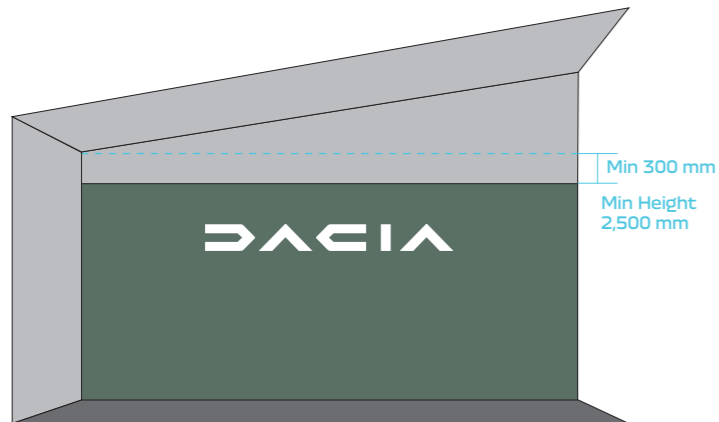
If an obstacle or a slope interferes with the surface to be painted, consider leaving a 300 mm gap from that element all along the top.

If a door, alcove, or window forms part of the supporting wall, the width to be painted must stop short of it, leaving a 300 mm white margin.

SPECIAL CASE

For a dealership with landscape board incorporated in the wall, the logo should be placed equidistant between the edge of the wall and the edge of the board.

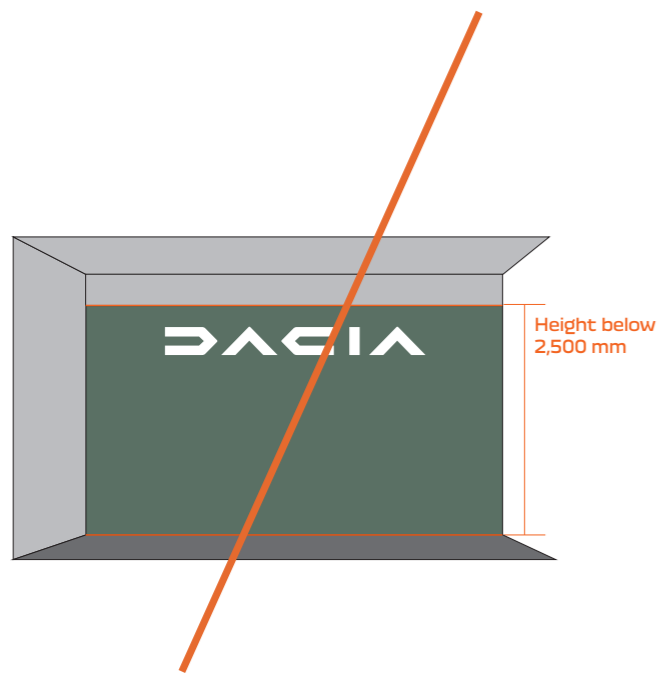
This type of configuration must be approved by the Visual Identity Team (for all countries except France) or the Brandstore France (for France).



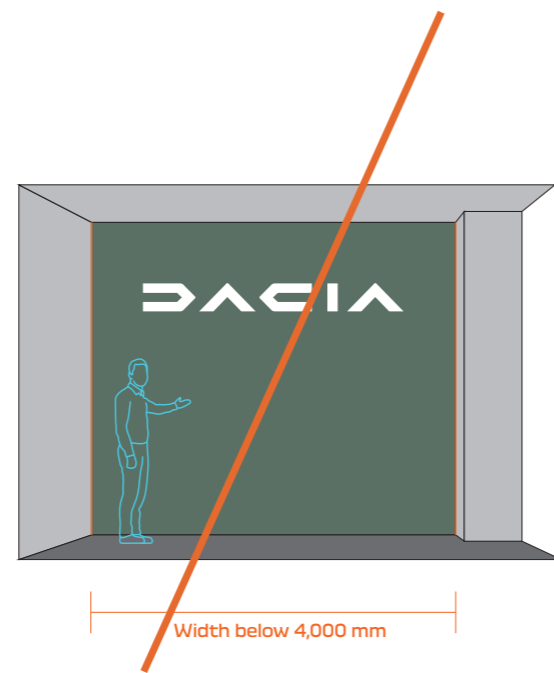
2.1 BRAND WALL

DON'T

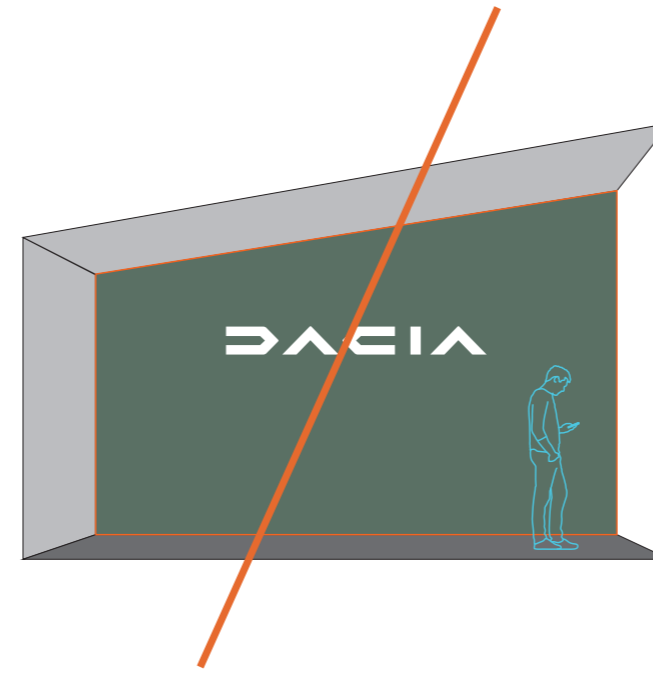
The wall height cannot be less than 2,500 mm.



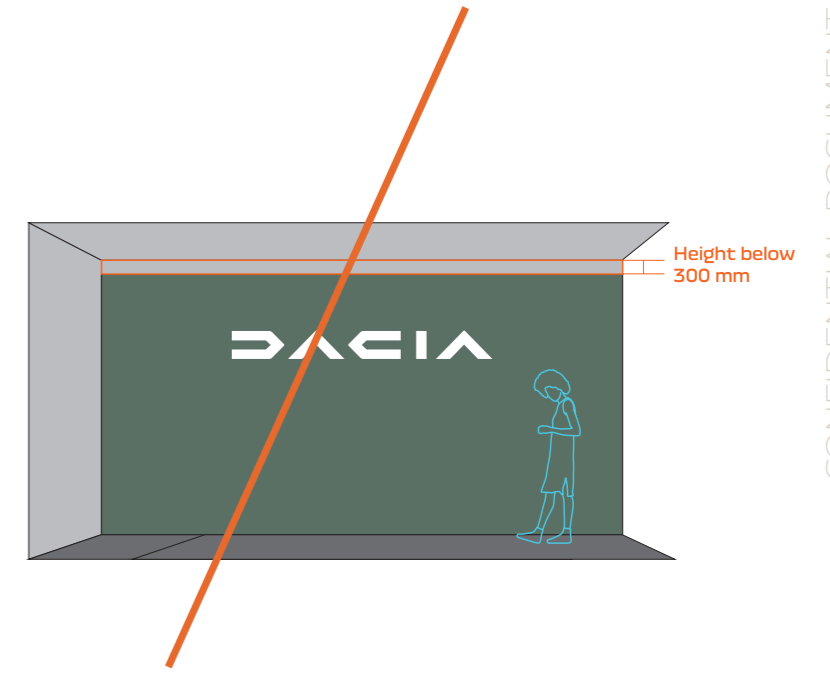
The wall width cannot be less than 4,000 mm.



It must be rectangular in shape.



A white margin between the top of the wall and the coloured rectangle cannot be less than 300 mm.



COMPONENTS

2.1 BRAND WALL

COLOUR OF THE WALL

PREPARING THE WALL

Prime the wall to cover imperfections and prepare it for the paint.
Apply one or two coats of white paint before painting the wall the appropriate colour.

PAINT QUALITY

We have chosen the following paints because they meet the environmental criteria we want to incorporate in our concept:

Supplier: **Little Greene (UK)**

Ref.: **Ambleside 304 - Acrylic satin**

Supplier: **Algo (FR)**

Ref.: **Sequoia - Satin**

Any other paint may be used, provided that:

> it complies with the **RAL DESIGN 140 50 10 specification** and has a **satin finish, with a gloss level of 30%**

> it is **eco-friendly**

Other surfaces should be painted with **RAL 9016 Satin** with a **gloss level of 30%**.



COMPONENTS

2.1 BRAND WALL

DACIA LOGO

PRINCIPLE

New Dacia logo, affixed with glue or double-sided tape to the previously painted brand wall

Letters cut out from untreated Forex or MDF and then painted matt white
RAL 9016

Thickness: 30 mm.

The size varies depending on the height of the previously painted wall.

See following pages for installation specifications.



COMPONENTS

2.1 BRAND WALL

INSTALLATION RULES

Dacia logos for the brand wall come in three different sizes to suit the height of the khaki mural.

Size 1 (272 x 2,500 mm)

for a painted wall height from 2,500 mm to 2,750 mm

Size 2 (324 x 3,000 mm)

for a painted wall height from 2,750 mm to 3,250 mm

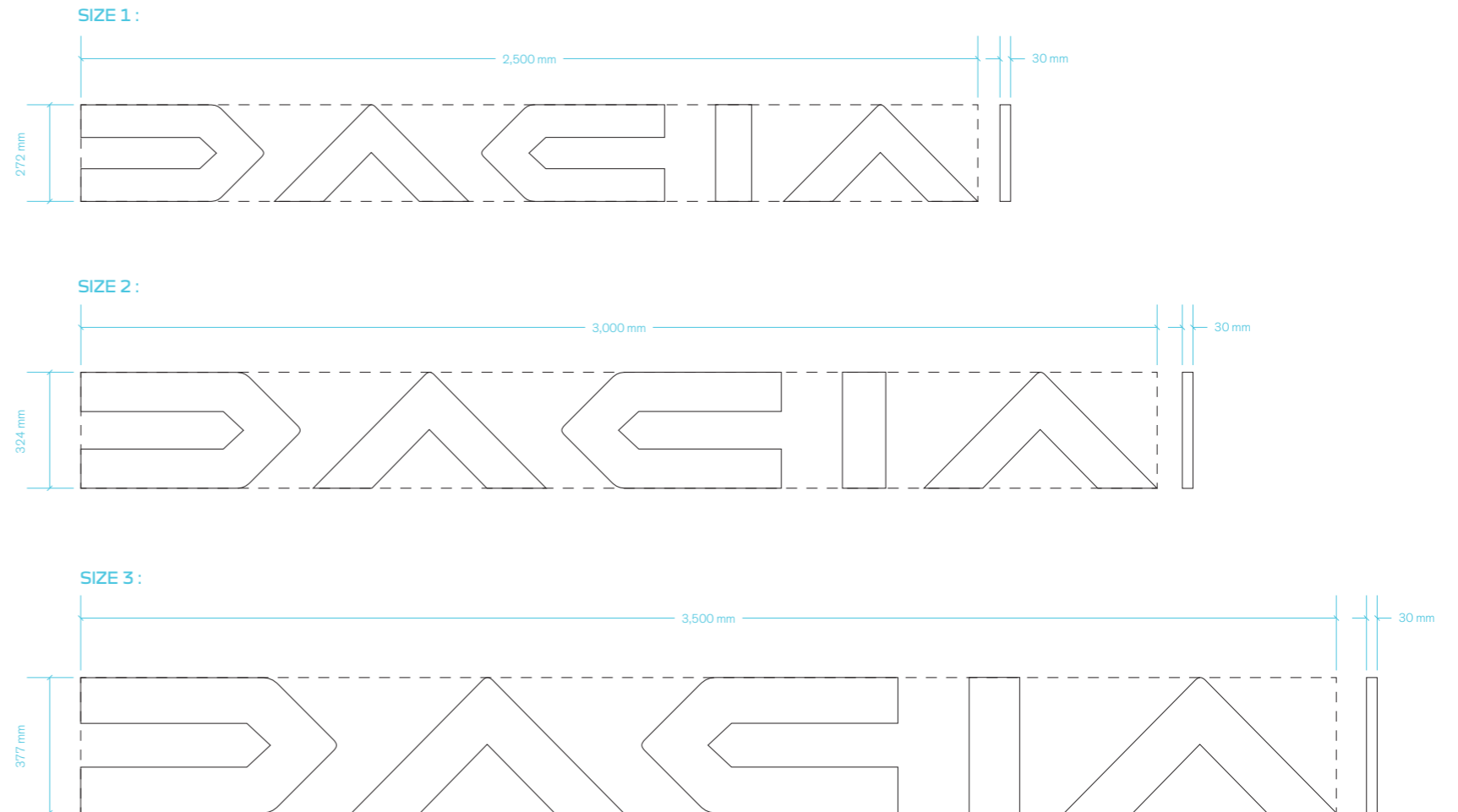
Size 3 (377 x 3,500 mm)

for a painted wall height from 3,250 mm to 3,500 mm

DON'T

Don't use thicker or thinner letters.

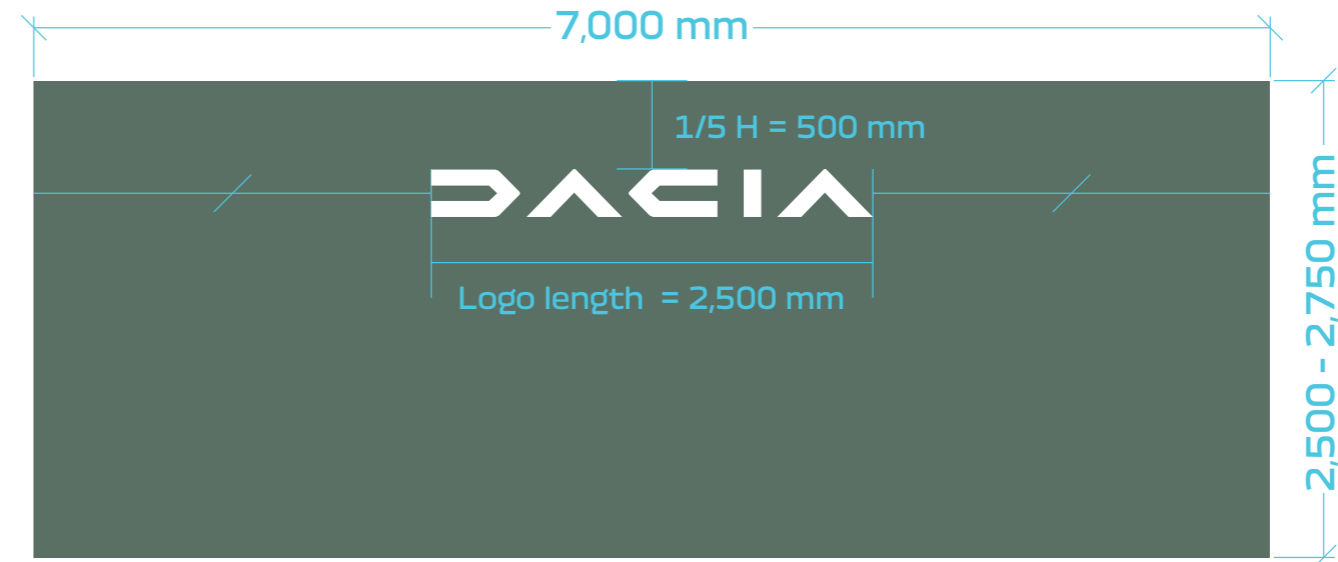
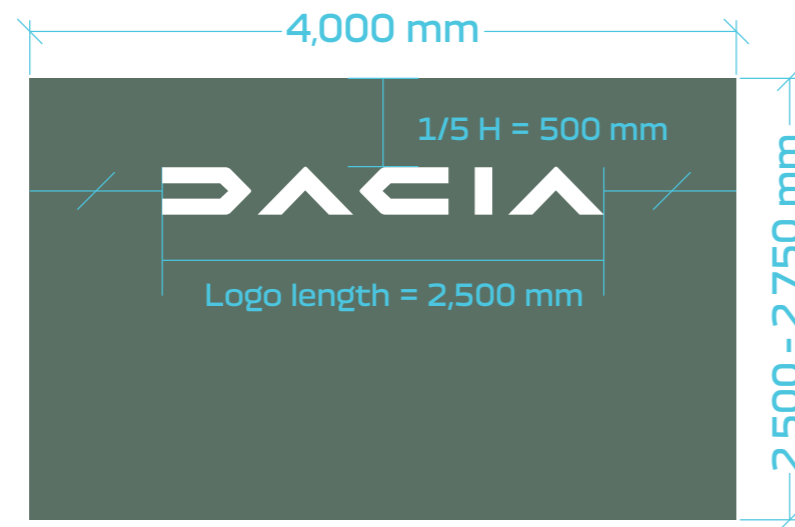
Don't leave the edges of the letters unfinished.



COMPONENTS

2.1 BRAND WALL

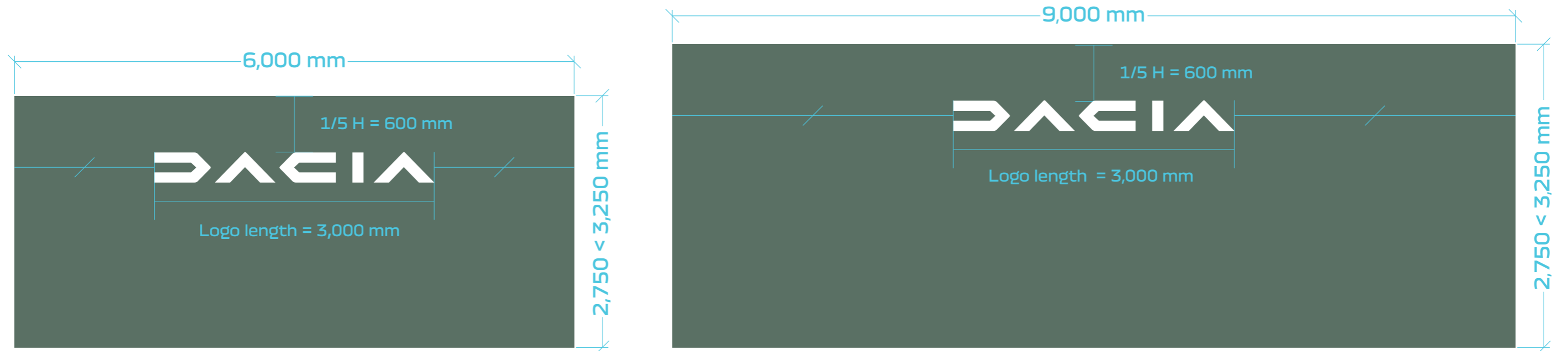
SIZE 1 : 272 X 2,500 mm



COMPONENTS

2.1 BRAND WALL

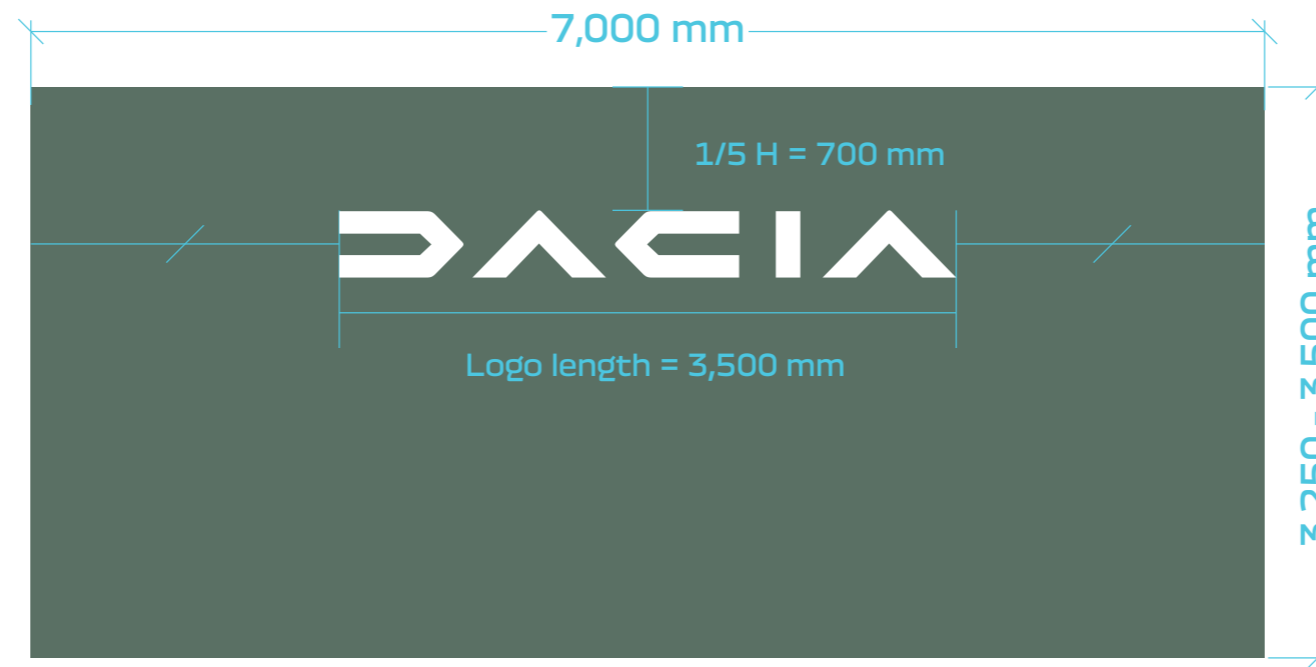
SIZE 2 : 324 X 3,000 mm



COMPONENTS

2.1 BRAND WALL

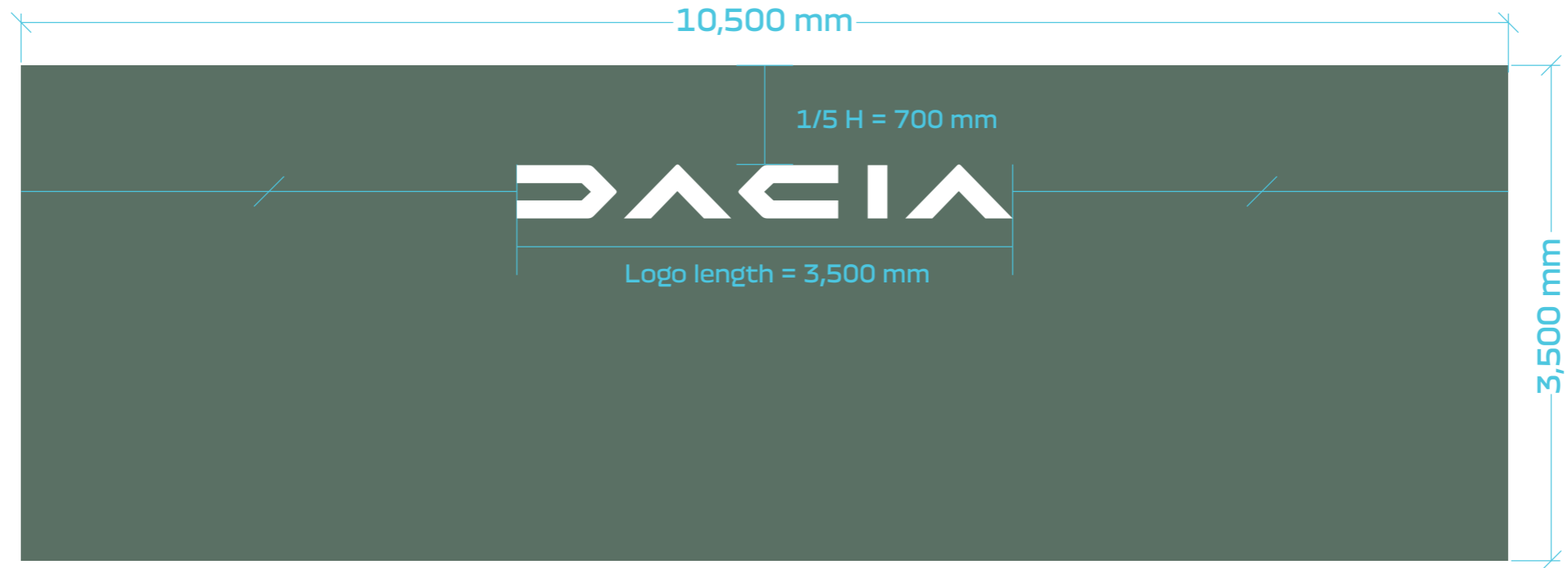
SIZE 3 : 377 X 3,500 mm



COMPONENTS

2.1 BRAND WALL

SIZE 3 : 377 X 3,500 mm



2.2 DACIA BOARD

AN ALTERNATIVE TO THE BRAND WALL

PRINCIPLE

When there is no suitable wall for the integration of the Dacia logo, a standalone brand board is installed.

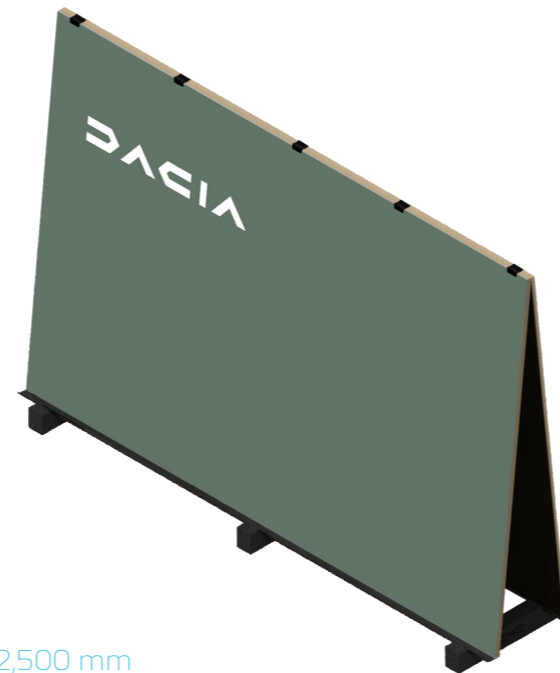
To facilitate their integration into the space, the boards come in three different widths and two different heights.

> Height 2,300 or 2,500 mm

> Width 2,000 mm, 3,000 mm, 4,000 mm



eg:
Height 2,300 mm
Width 2,000 mm



eg:
Height 2,500 mm
Width 4,000 mm



COMPONENTS

2.2 DACIA BOARD

INSTALLATION RULES

The board must be aligned so that it is directly visible from the entrance door.

Except in special cases, boards should be placed at a 45° angle to the tiling.

Except in special cases, the back of the board should be covered with a **landscape background**.



Front



Back



DACIA & MOI

1 2 3



Je choisis
& j'essaie



Je définis mon
financement
& mes services



Je commande
ma voiture

JE ROULE EN DACIA !

WELCOME



COMPONENTS

2 WELCOME

A COMFORTABLE, USEFUL, AND ATTRACTIVE SOCIAL AREA

This area is directly accessible from the entrance, and is central to the new layout concept. It is a reception area, but also a place for informal conversations between the sales advisor and the customer. It has one or more sofas, a DACIA & ME board, and a trolley used to present bodywork colour samples and to provide a focal point for a standing conversation with the customer anywhere in the dealership.

A carpet and a plant have been chosen to make this area warm and inviting, and they must always be included in the set-up of this area.

3 **DACIA & ME**

4 **SOFA**

5 **Sample TROLLEY**



2.3 DACIA & ME

A SIMPLE PRESENTATION OF THE CUSTOMER JOURNEY AT DACIA

PRINCIPLE

A board providing a simple and clear explanation of the stages of the sales journey to a Dacia customer. This element is mandatory whatever the size of the dealership.

It exists in the following format:

Length 1,050 mm x Depth 900 mm x Height 1,600 mm

The front contains the title and the illustrated stages of the sales journey, and the decoration of the back can vary according to its installation location and the size of the dealership.



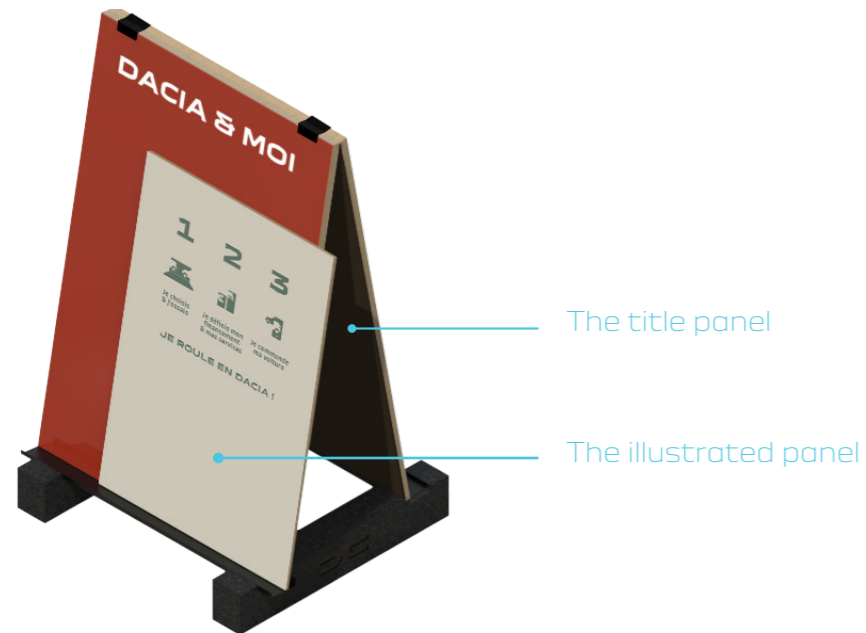
COMPONENTS

2.3 DACIA & ME

COMPOSITION

The Dacia & Me totem comprises two panels: a title panel + an illustrated panel.

The back has another visual according to the following scenarios:



The title panel

The illustrated panel

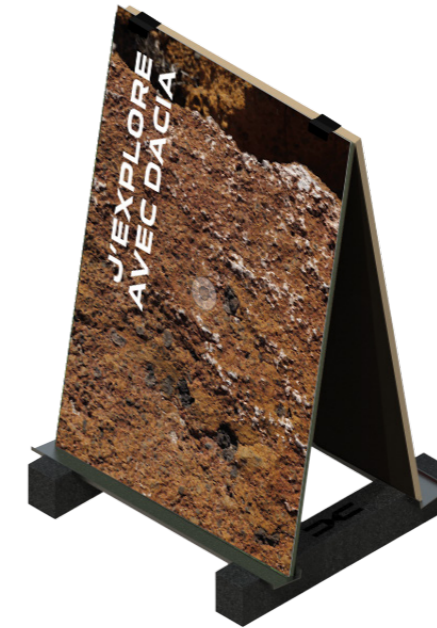
Front



Back 01

BUYING MY DACIA

When the sales office is located nearby.



Back 02

EXPLORING WITH DACIA

When a Merchandising Box is located on the site.



Back 03

DACIA BOARD

In any other situation and mandatory for Mini formats.

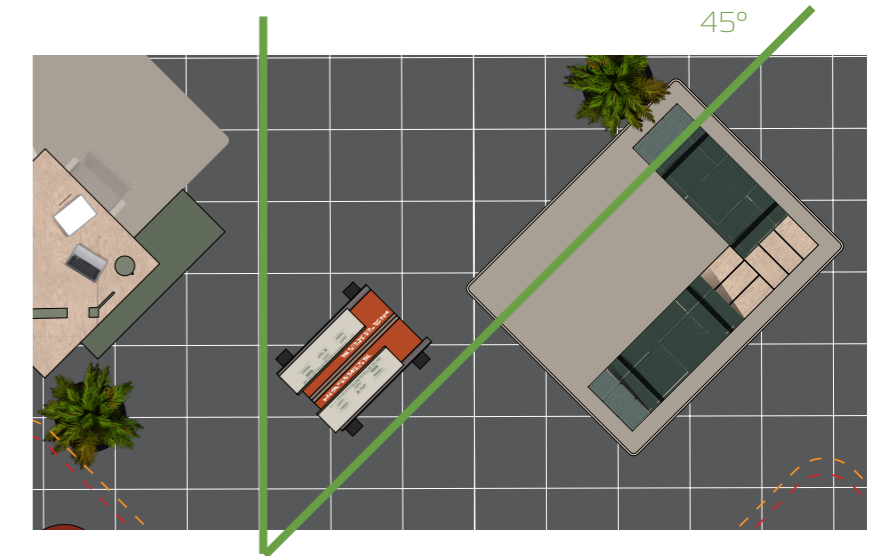
COMPONENTS

2.3 DACIA & ME

INSTALLATION RULES

Except in special cases, the Dacia & Me board should be placed at a 45° angle to the tiling, at the middle of the dealership not far from the sofa to create a complete set-up. It should be clearly visible from the seats and from the dealership entrance.

Each board must be aligned on either side of the black metal support bar, to the left or right.



DON'T

Boards should not be **centred**, or **separated** from each other, or swapped with the back board.



COMPONENTS

2.4 SOFA

MODULAR & COMFORTABLE SEATING

PRINCIPLE

A modular "Dacia" sofa designed to seat customers comfortably in the middle of the dealership. Customers can use the empty space to put their belongings down for a while. A socket integrating a 220-V power supply and USB ports has been added so that customers or sales advisors can plug in a smartphone, tablet, or laptop computer.

The Dacia sofa comes in two sizes:

- > Small: L 1,665 x W 520 x H 590 mm (max. armrest height)
- > Medium: L 2,400 x W 870 x H 720 mm (max. height with backrest)

The Dacia sofa can be used as a single unit or combined with another one to form a bigger reception area, according to the size of the dealership.



COMPONENTS

2.4 SOFA

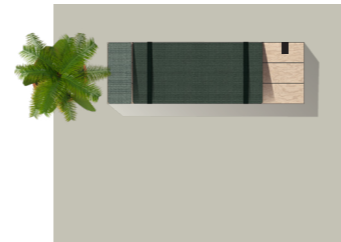
INSTALLATION RULES

Except in special cases, sofas should be positioned at a 45° angle to the tiling and in the middle of the dealership. This area should be directly accessible from the entrance, but also visible from the sales office.

According to the size of the dealership, there may be a single sofa or several sofas combined. It is important for the seats to be correctly aligned.

A combination forming a corner is preferred because it facilitates conversation.

A socket is located on the free surfaces (where there is no cushion).



Sofa S



Sofa Sx2



Sofa S+M



Sofa M



Sofa Sx2



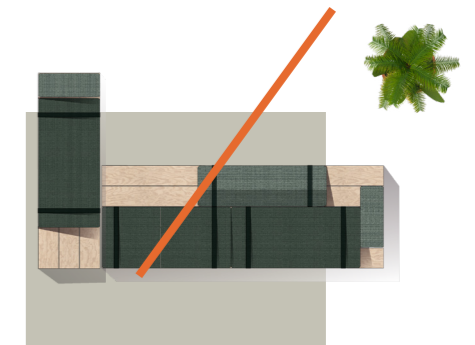
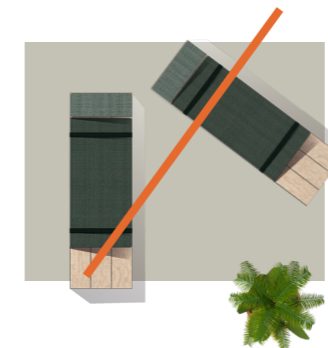
Sofa M+M

DON'T

The empty spaces are for customer use, and must not under any circumstances be cluttered with brochures.

The arrangement of the sofas must not be disordered or prevent people from sitting on any one of the seats.

The sofas should not be placed against a wall or showcase.



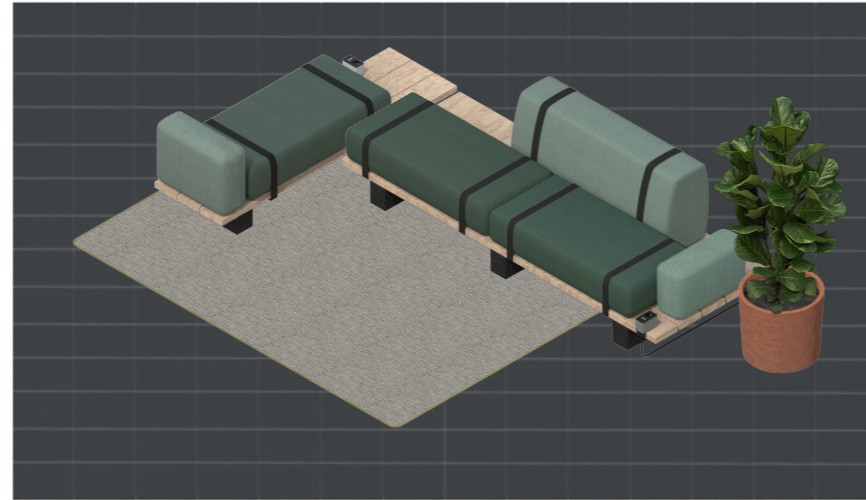
COMPONENTS

2.4 SOFA

CARPET COLOUR REFERENCE

The colour reference of the carpets is determined by the existing floor colour in the dealership.

Anthracite grey tiled floor

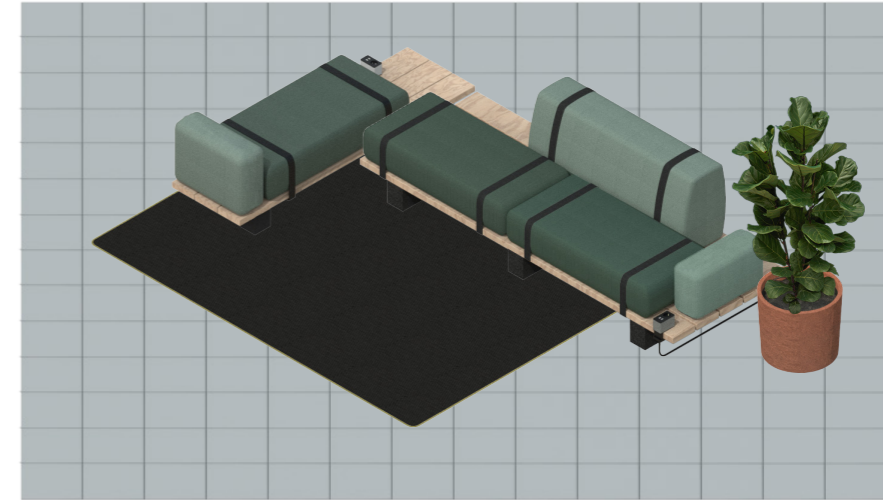


Sofa à 45 degrés par rapport au sol

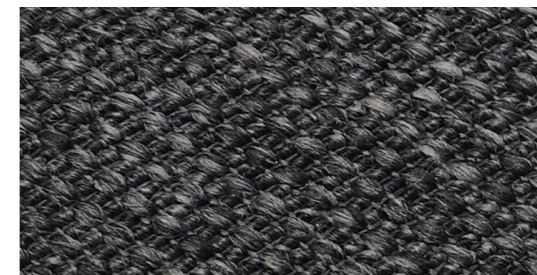


Dacia carpet (2.50 m x 2.10 m)
Ref.: 0907230
EGE: ECO RUSTIC LIMESTONE BEIGE

Light grey tiled floor



Sofa à 45 degrés par rapport au sol



Dacia carpet (2.50 m x 2.10 m)
Ref.: 0907770
EGE: ECO RUSTIC CARBON GREY

COMPONENTS

2.5 SAMPLE TROLLEY

**MORE THAN JUST A SAMPLE SHOWCASE,
IT'S A FOCAL POINT FOR INFORMAL
CONVERSATIONS AROUND THE VEHICLES.**

PRINCIPLE

The sample trolley is a dual-purpose tall furniture unit. It is used to display car bodywork colour samples, whilst also serving as a high table. This trolley gives the sales advisor a talking point for a chat with the customer anywhere in the dealership.

The rod will hold a complementary fabric sample (coming soon).

The back of the unit can be used for occasional storage.

Format: L 60 x W 500 x H 950 mm (tablet resting height)

INSTALLATION RULES

Its preferred position is in the middle of the dealership, but it is designed as a standalone mobile unit so that it can be placed near a vehicle or the **sales office** according to the conversation being held with the customer.

DON'T

The empty spaces are for customer use, and must not under any circumstances be cluttered with brochures.



DACIA

DUSTER



EXC... ES... CITE...
DE... INCHISSEM... EN...
CAN... A MULTI-V...
BOÎTE... E EDC

DISCOVER



DACIA
NEW
DACIA DUSTER
12 345

Consumption de carburant et émission de CO₂
NOM: DUSTER
Max: 1000 km/h
Max: 1000 km/h
Max: 1000 km/h
Consumption de carburant: 4,1 l/100 km
CO₂: 98 g/km
A

CONFIDENTIAL DOCUMENT - C3

COMPONENTS DISCOVER

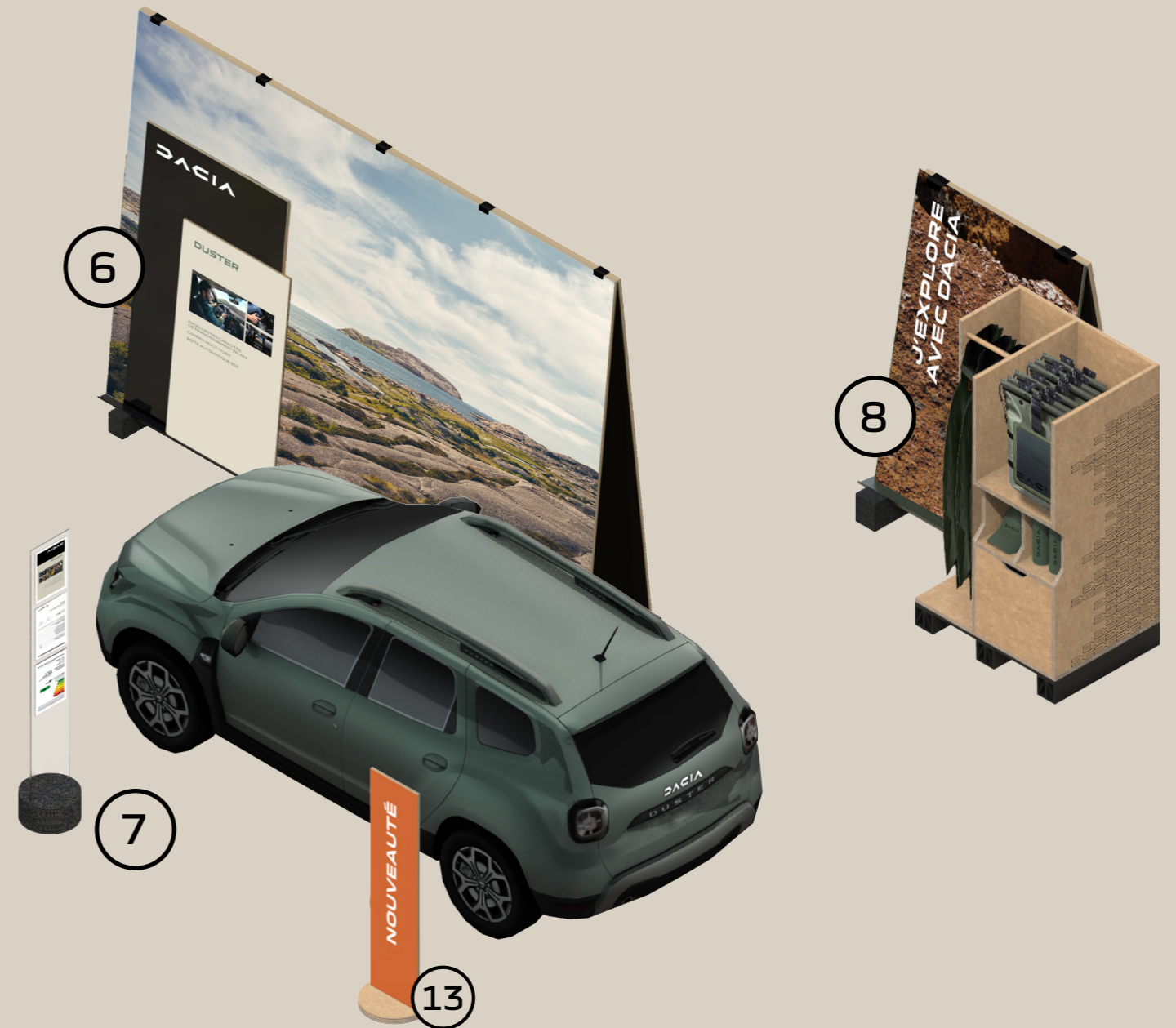
A COMPLETE PRESENTATION OF THE VEHICLES & RELATED PRODUCTS

A concentrate of additional tools to showcase and present the vehicles.
The immersive landscape adds emotion and places the vehicle in context.
The brand board helps the customer understand quickly which vehicle is right for them.
The USP board provides the main useful information in a simple, clear, and attractive format.
In addition to the mandatory information, the price totem incorporates a reminder of the USPs and presents the accessories that are available on the vehicle.
The related products are collected in a single cabinet, to present the whole offering.

6 **VEHICLE BOARDS**

7 **PRICE TOTEM**

8 **MERCHANDISING BOX**



2.6 VEHICLE BOARDS

A VIEW TO THE OUTDOORS

PRINCIPLE

The purpose of the landscape boards is to create an attractive space and showcase the vehicle by presenting it in its environment. These boards also add structure to the Dacia showroom and make its space more visible.

To facilitate their integration into the space, the boards come in three different widths and two different heights.

> Height 2,300 or 2,500 mm

> Width 2,000 mm, 3,000 mm, 4,000 mm

They can be assembled back to back, or used individually when placed against a wall.

SPECIAL CASE

When there is no suitable wall for the role of "brand wall", this will be the background for the brand signage, in the "Dacia board" format.

(See the Brand signage section, 2.2, page 39)



Back-to-back boards

Single board placed against a wall



COMPONENTS

2.6 VEHICULE BOARDS

The set of boards that contextualises the vehicles consists of the following:

- A large image of an outdoor landscape, natural or urban;
- A black board that highlights the brand of the vehicle;
- A smaller board, with the three USPs of the vehicle.

The brand board and USP boards are available for each vehicle and in the language of each country.

DON'T

The use of visuals other than those provided for the purpose is prohibited.

Be sure to use the right size with respect to the background (details in the Technical Guide).

The text for the brand board's phrases and USPs must be used as is, without modifications or additions. Any request to adapt them must give reasons and must be approved by the central Marcom department.

Landscape board

Brand board

Vehicle USP board



COMPONENTS

2.6 VEHICLE BOARDS

You can choose from a selection of images in several formats to suit your dealership.

The aim is to have a lively network with a variety of images (according to the situation of the dealerships). Dealers can choose the visuals to liven up their space.

A library of visuals is available at <https://brandstores.renault.com>

Examples of format ranges:



2,000 mm



3,000 mm



4,000 mm

"URBAN" LANDSCAPES



Urban 01



Urban 02

"WEEKEND" LANDSCAPES



Weekend 01



Weekend 02



Weekend 03

"ADVENTURE" LANDSCAPES



Adventure 01



Adventure 02



Adventure 03

COMPONENTS

2.6 VEHICULE BOARDS

INSTALLATION RULES

Except in special cases, boards should be placed at a 45° angle to the tiling.

A board can also be placed against a wall to present a single vehicle.

If the vehicles are rearranged, the USP boards must be rearranged accordingly.

The USP and the brand board must be aligned with the background bricks, to the left or right according to visibility, so that the vehicle does not hide the information.



Single board leaning against a wall



Standalone double board



COMPONENTS

2.6 VEHICLE BOARDS

DON'T

The USP board or the brand board cannot be used alone on the landscape background.



The brand boards and USP boards must match the vehicle being presented.



The set of boards must not be in a disorganised arrangement.



2.7 PRICE TOTEM

A CONCENTRATE OF INFORMATION ON THE VEHICLE

PRINCIPLE

The price showcase is essential to give the customer a quick overview of all the information about the vehicle being presented (price, options, accessories, associated service packages).

The price showcase has several elements that are printed at the dealership:

> On the front:

- A USP sheet provided by Marketing.
- A price poster.
- An emission/consumption datasheet.

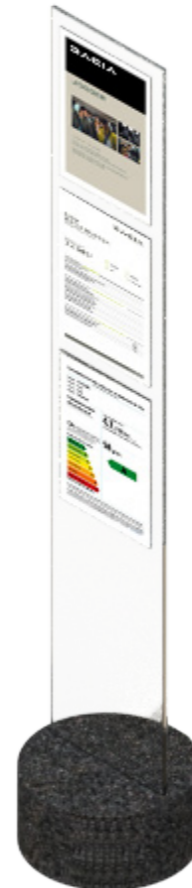
> On the back:

- An accessory sheet provided by Marketing.
- An A4-sized space for point-of-sale advertising (campaigns on after-sale offerings or other additional services), provided by Marketing.

INSTALLATION RULES

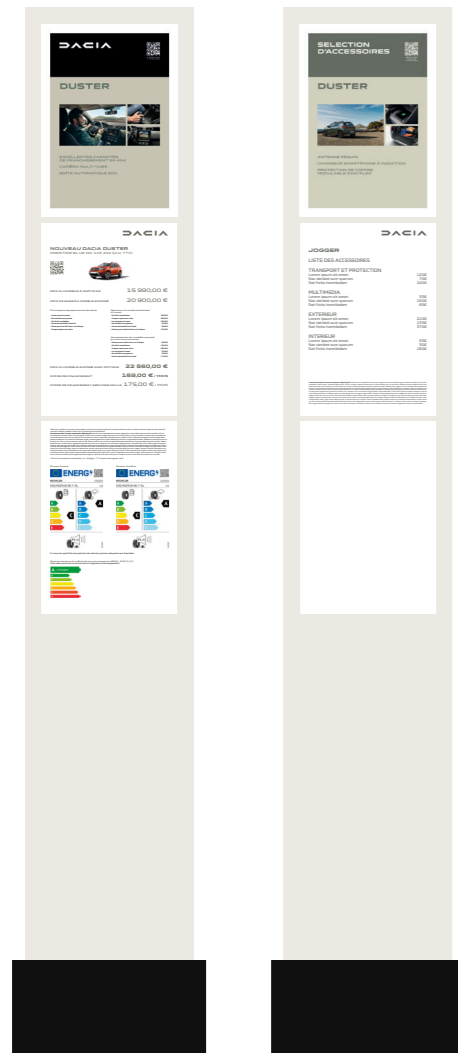
The dealer updates the materials in the price totem so that they always match the vehicle on display.

The price totem is placed beside each vehicle, on the driver's side. It must allow the door to be opened and leave enough space for people to pass between the car and the totem.



COMPONENTS

2.7 PRICE & USP



Front

Back

CORPORATE CONTENT

USP poster
QR Code with link to product e-brochure

DEALERSHIP CONTENT

Price poster
- Model board price
- Price of the version on display
- Price of the options of the vehicle on display
- Price of the AXS of the vehicle displayed (installation included)
- Finance offers, service included

Legal notices

Tyre information & energy class



New AXS poster
QR Code with link to AXS e-brochure

Seasonal APS offer linked to VN:
complete winter wheels, offer for summer/holidays...

Point-of-sale advertising
on after-sales services
Dacia / MFS

2.8 MERCHANDISING BOX

A RANGE OF ESSENTIAL & ECO-DESIGNED PRODUCTS IN A SINGLE DISPLAY UNIT

ESSENTIAL PRODUCTS

Exclusive products to reconnect with nature, representing the Brand's values: simplicity, robustness, and authenticity.

A RESTRICTED RANGE

A deliberately limited product collection, a controlled production volume to prevent over-consumption of resources.

Products made of recycled and/or sustainable materials.

AN INNOVATIVE DISTRIBUTION MODE

Orders placed via an eco-designed e-shop to limit the consumption of resources.

Products delivered and displayed in an eco-designed showcase.



COMPONENTS

2.8 MERCHANDISING BOX

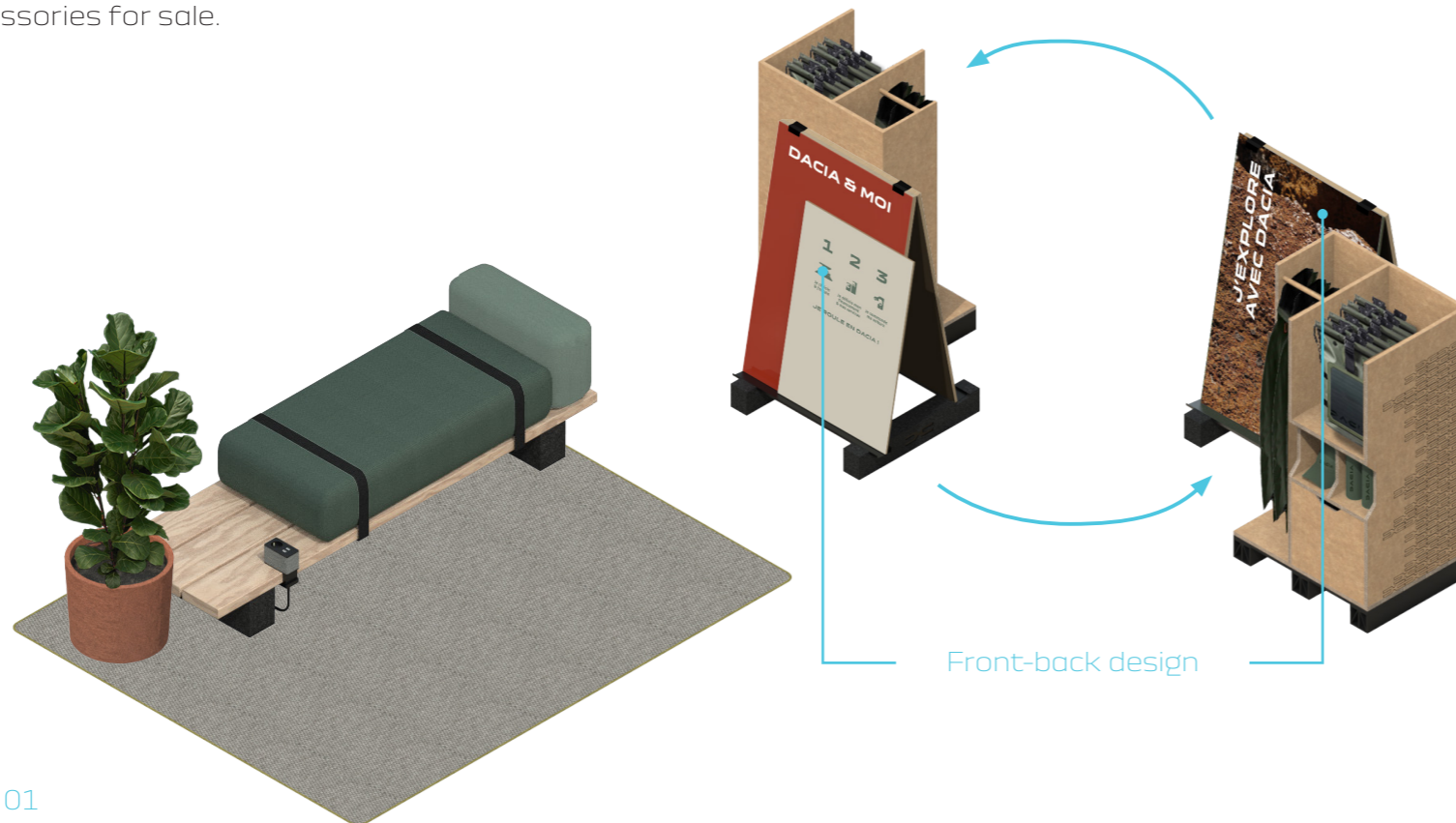
INSTALLATION RULES

The Dacia merchandising box should be placed in the middle of the dealership.

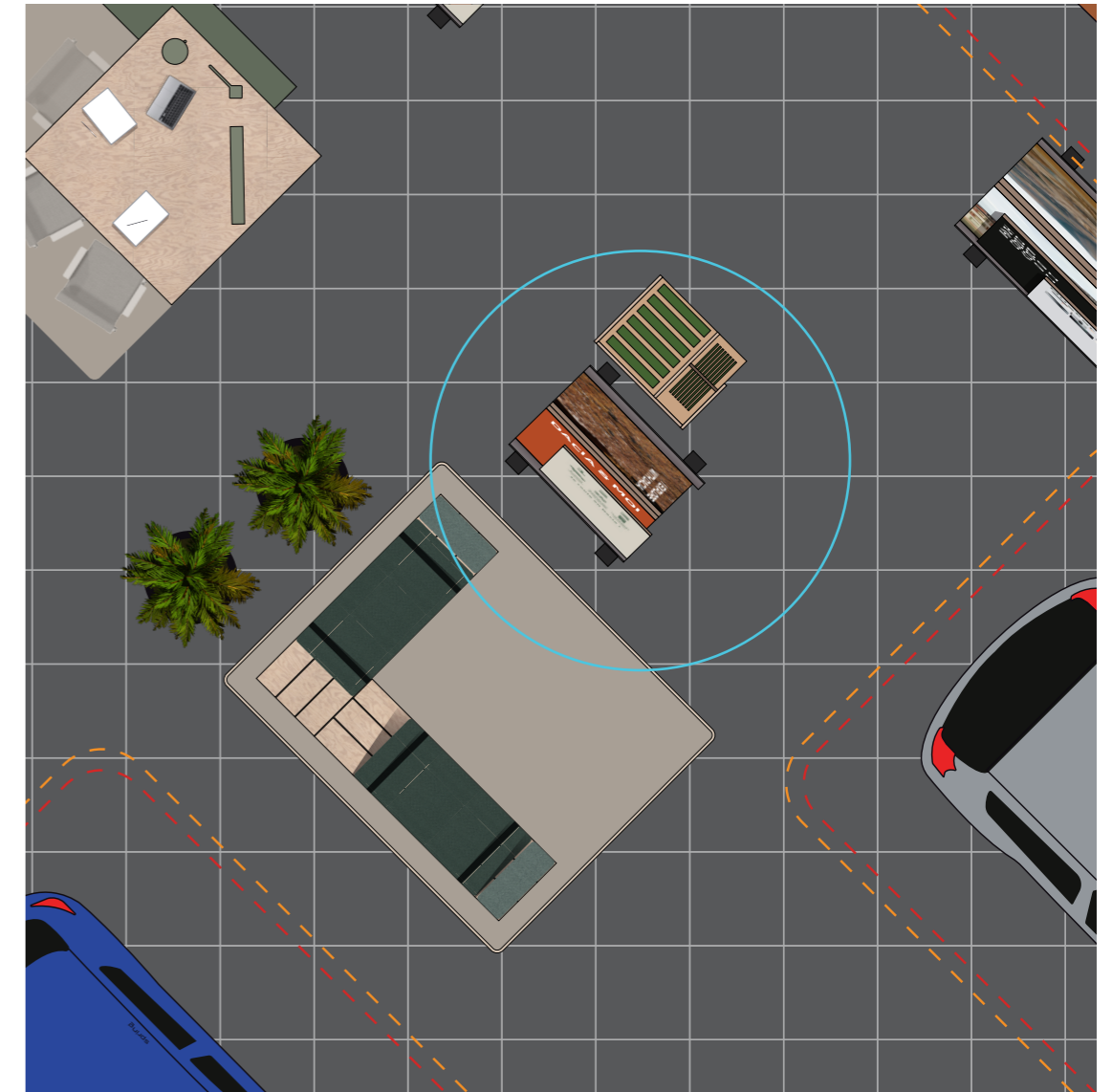
The preferred location is therefore on the back of the Dacia & Me board, which has the "Exploring with Dacia" design on the back.

DON'T

The merchandising box must not contain anything other than the accessories for sale.



example 01



example 02

J'ACHÈTE
MA DACIA

NOS SERVICES
& FINANCIERS
ADAPTÉS



Crédit



PURCHASE

CONFIDENTIAL DOCUMENT - C3

COMPONENTS PURCHASE

AN INVITING SPOT FOR DISCUSSION AND ADVICE

The new sales and advice area is designed to facilitate conversation and to strengthen a close relationship with the customer. It comprises several elements grouped into three sub-areas:

9 **SALES OFFICE**

10 **BUYING MY DACIA BOARDS**

11 **ACCESSORY SHOWCASE**



2.9 SALES OFFICE

THE SALES ADVISOR & THE CUSTOMER, SIDE BY SIDE

PRINCIPLE

The **sales office** is the most direct location for sales discussions between the customer and the sales advisor. Its configuration forming a corner favours proximity and a quality conversation with the customer. A secondary 24-inch HD screen allows the sales advisor to share information and configurations with the customer.

The sales advisor uses the storage unit to organise current files and to protect computer equipment. The main shelf has a dimmable swivel lamp. There is a cutout to feed through the cables for the various devices to be connected. A carpet and a plant add warm, natural finishing touches to the area.

The overall dimensions of the furniture are as follows:
L 1,500 x W 1,550 x H 750-1,155 mm (shelf-screen top)



COMPONENTS

2.9 SALES OFFICE

INSTALLATION RULES

Office at the middle of dealership is preferred. Visible from the entrance and from the **DACIA & ME area**. It is angled at 45° to the tiling.

An orientation that gives the sales advisor a view over the whole dealership and avoids any reflections in the screen is preferred.

The plant should be positioned behind the screen.

DON'T

The sales office should not be cluttered with personal possessions or current files. Drawers and other storage spaces are provided for these.

The **sales office** should not be located against a wall.

The sales advisor must remain accessible. No element such as a partition or trellised panel should be added.

This area should not be cluttered by the addition of any other lamp or storage unit.

The free spaces must not under any circumstances be cluttered with brochures or promotional point-of-sale advertising.



COMPONENTS

2.9 SALES OFFICE

COMPOSITION

The sales office comprises a discussion desk, a sales advisor chair, two customer chairs, a carpet, and a pot plant.



Sales advisor chair
Herman Miller Versus
Ref.: HERPIA1ZB325NA0



Customer chair
Muuto loft chair, with black feet, wooden backrest and khaki seat.
Ref.: 40081-926



Desk monitor arm
Samy
Color black



Ecopots Ø40-Ø60-H55
Amsterdam Terra



Stabilised or natural plant
refer to technical specification

2.9 SALES OFFICE

DISCUSSION DESK OPTIONS - WITH STORAGE BLOCK



A. DISCUSSION DESK



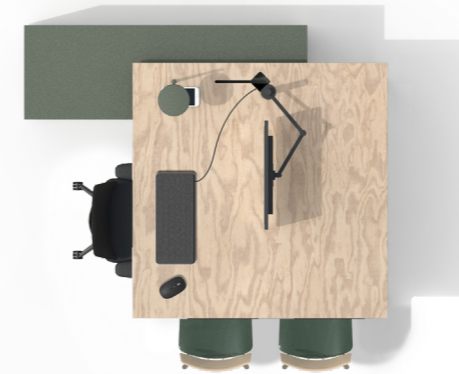
B. DISCUSSION DESK
MIRROR VERSION

COMPONENTS
2.9 SALES OFFICE

OPTION 1
With laptop



OPTION 2
With PC + Main monitor



Positioning
sales advisor working alone



Positioning
sharing work with a customer

COMPONENTS

2.9 SALES OFFICE

CARPET COLOUR REFERENCE

The colour reference of the carpets is determined by the existing floor colour in the dealership.

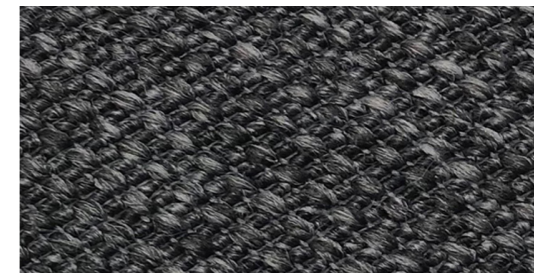
Anthracite grey tiled floor



Light grey tiled floor



Dacia carpet (2.50 m x 1.80 m)
Ref.: 0907230
EGE: ECO RUSTIC LIMESTONE BEIGE



Dacia carpet (2.50 m x 1.80 m)
Ref.: 0907770
EGE: ECO RUSTIC CARBON GREY

2.9 SALES OFFICE

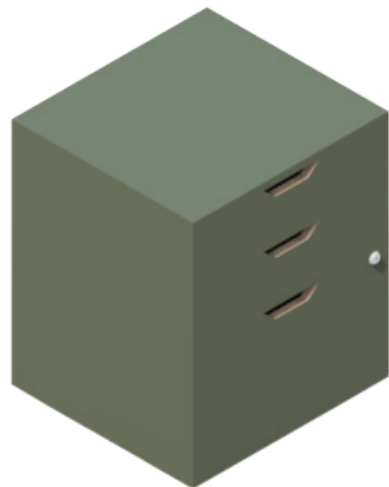
ADDITIONAL PRINTER AND/OR STORAGE BLOCK

PRINCIPLE

An additional module is available for the addition of a printer or a multifunctional copier A4 format.

INSTALLATION RULES

The module must be added in the extension of the storage block of the sales office near the sales consultant.



Additional storage block



Printer block

Internal dimensions : W 480 mm x l 480 mm x h 290 mm

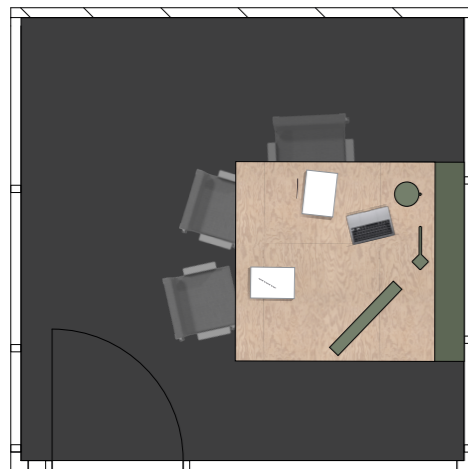


2.9 SALES OFFICE

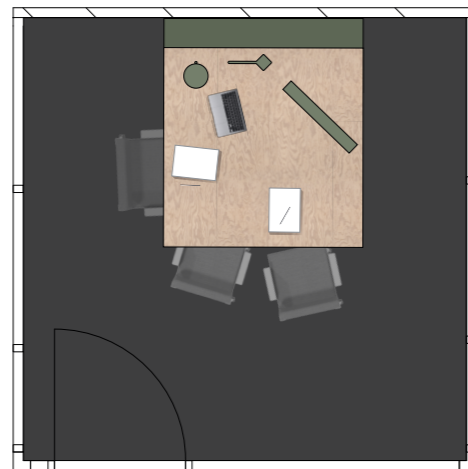
SPECIFIC FORMAT FOR IMPLEMENTATION IN CLOSED OFFICES

PRINCIPLE

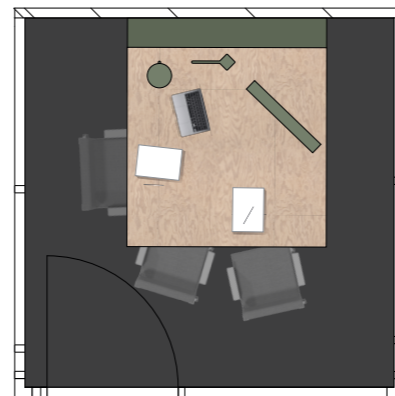
The **sales office** is primarily located in the heart of the Dacia space. However, there are various existing contexts, requiring the implementation of one or more additional offices in closed or partitioned spaces. The storage unit is more compact than the standard version with sales storage drawers flush with the work surface. On the opposite side, a door allows access to the CPU storage area and to the connections.



Closed office
3 000 x 3 000



Closed office
3 000 x 3 000



Closed office
2 500 x 2 500

2.9 SALES OFFICE

DISCUSSION DESK OPTIONS - WITH SMALL STORAGE BLOCK



A. DISCUSSION DESK



B. DISCUSSION DESK
OPTION BACKDOOR



C. DISCUSSION DESK
MIRROR VERSION



B. DISCUSSION DESK
MIRROR VERSION
OPTION BACKDOOR

2.10 | BUY MY DACIA

A MEDIUM USED TO INTRODUCE THE FINANCING & SERVICE PACKAGES ASSOCIATED WITH THE VEHICLE

PRINCIPLE

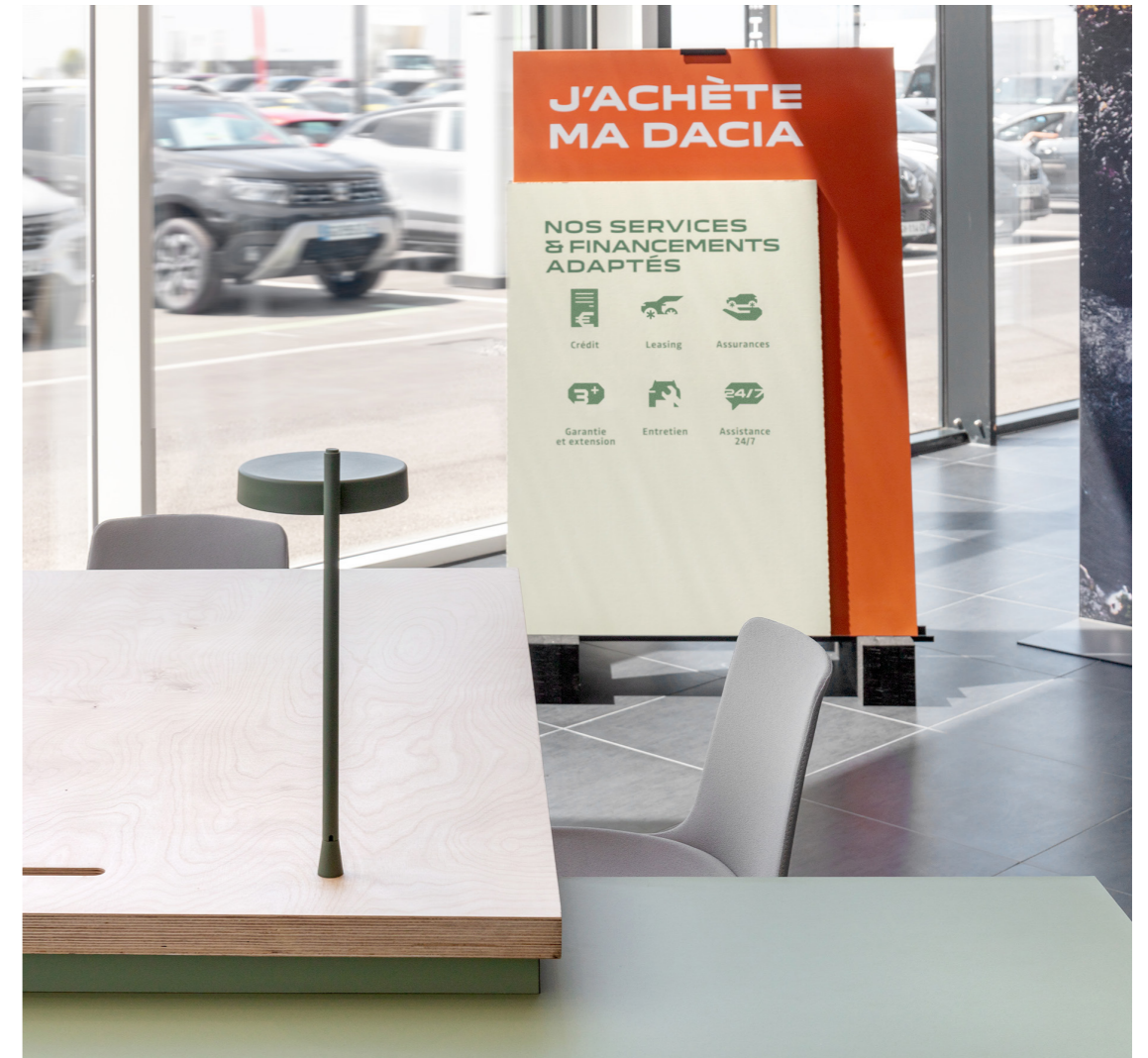
This is a sales tool that does not replace the advisor. It is a set of two boards with information on the services and financing available when purchasing a Dacia vehicle. This element must be associated with the sales office.

It exists in the following two formats:

L 1,050 x D 900 x H 1,600 mm in standalone format.

L 1,050 x D 450 x H 1,600 mm when it leans against the wall.

The front contains the title and illustrated examples of service and financing packages, and the decoration of the back can vary according to its installation location and the size of the dealership.



COMPONENTS

2.10 I BUY MY DACIA

COMPOSITION

The set of "Buying my Dacia" boards consists of the following:

- a title board (orange)
- an illustrated board (smaller, beige)

ASSOCIATIONS

This set of boards can have a different front face according to the following scenarios:

- > Back 1: **DACIA & ME** board - when the Welcome area is nearby.
- > Back 2: Additional **I BUY MY DACIA** board - when a second sales office is nearby.
- > Back 3: **I EQUIP MY DACIA** board - when the accessory showcase is placed near the sales office.



Front



The title panel

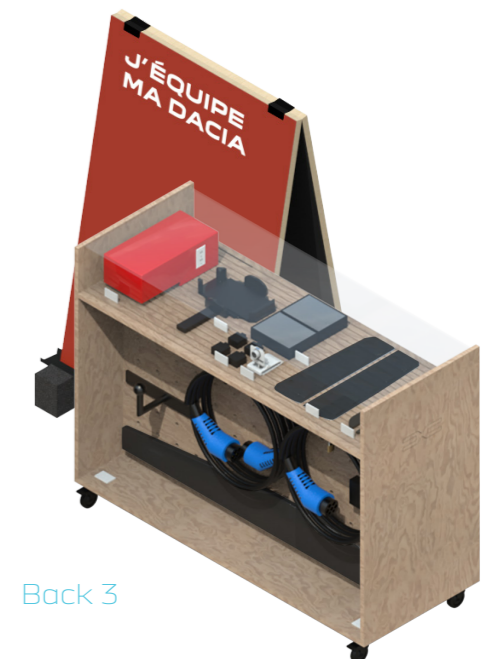
The illustrated panel



Back 1



Back 2



Back 3

COMPONENTS

2.10 | BUY MY DACIA

INSTALLATION RULES

Except in special cases, the **BUYING MY DACIA** board should be placed at a 45° angle to the tiling.

It should be clearly visible and near the **sales office**.

Each board must be aligned on either side of the black metal support bar, to the left or right, according to its visibility within the area.



DON'T

Boards should not be centred, or separated from each other, swapped with the back board, or combined with another board.



COMPONENTS

2.11 ACCESSORIES TROLLEY

A VISIBLE & ACCESSIBLE ACCESSORY OFFERING

PRINCIPLE

This showcase unit is used to highlight the range of accessories available at the dealership.

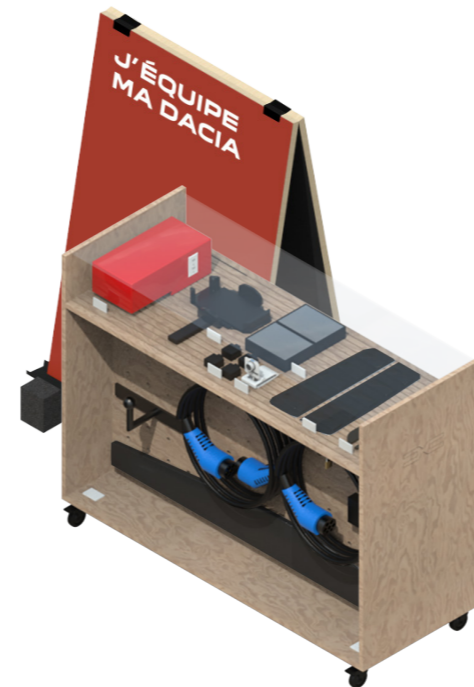
Large accessories are displayed at the front (hub caps, protective trim, etc.), and the showcase is used to display smaller and/or more valuable accessories.

At the back, there are two access doors to lock the support bars and to store the unused bars or to keep a buffer stock of accessories for sale.

SAFETY

The unit is mounted on castors and can be moved to a secure location if necessary. The showcase can be padlocked.

The accessories can also be attached to the support bars using cables, via an eyelet provided for this purpose.



COMPONENTS

2.11 ACCESSORIES TROLLEY

INSTALLATION RULES

Except in special cases, the **I BUY MY DACIA** board should be placed at a 45° angle to the tiling.

It should be clearly visible and near the **sales office** opposite or to the side of where the customer sits.

In this case, unless otherwise specified, the back of the **I BUY MY DACIA** board should be **I EQUIP MY DACIA**.



example 01

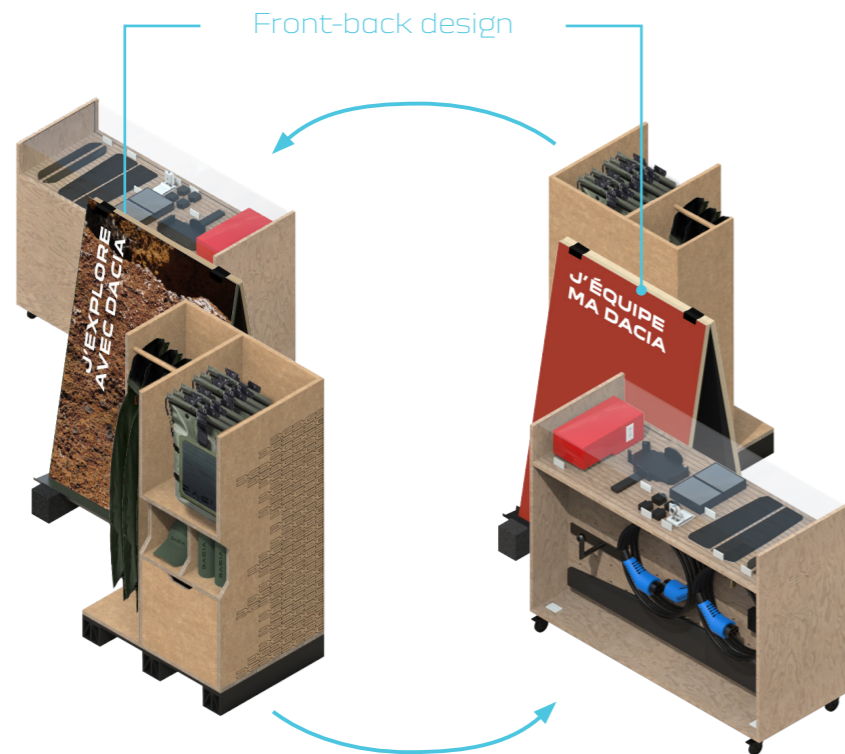


example 02

2.11 ACCESSORY SHOWCASE

SPECIAL CASE

When the reception area and the sales area are too close and the accessory range cannot be positioned near the conversation table without obstructing movement, we recommend combining it with the **merchandising box**.



COMPONENTS

2.11 ACCESSORIES TROLLEY

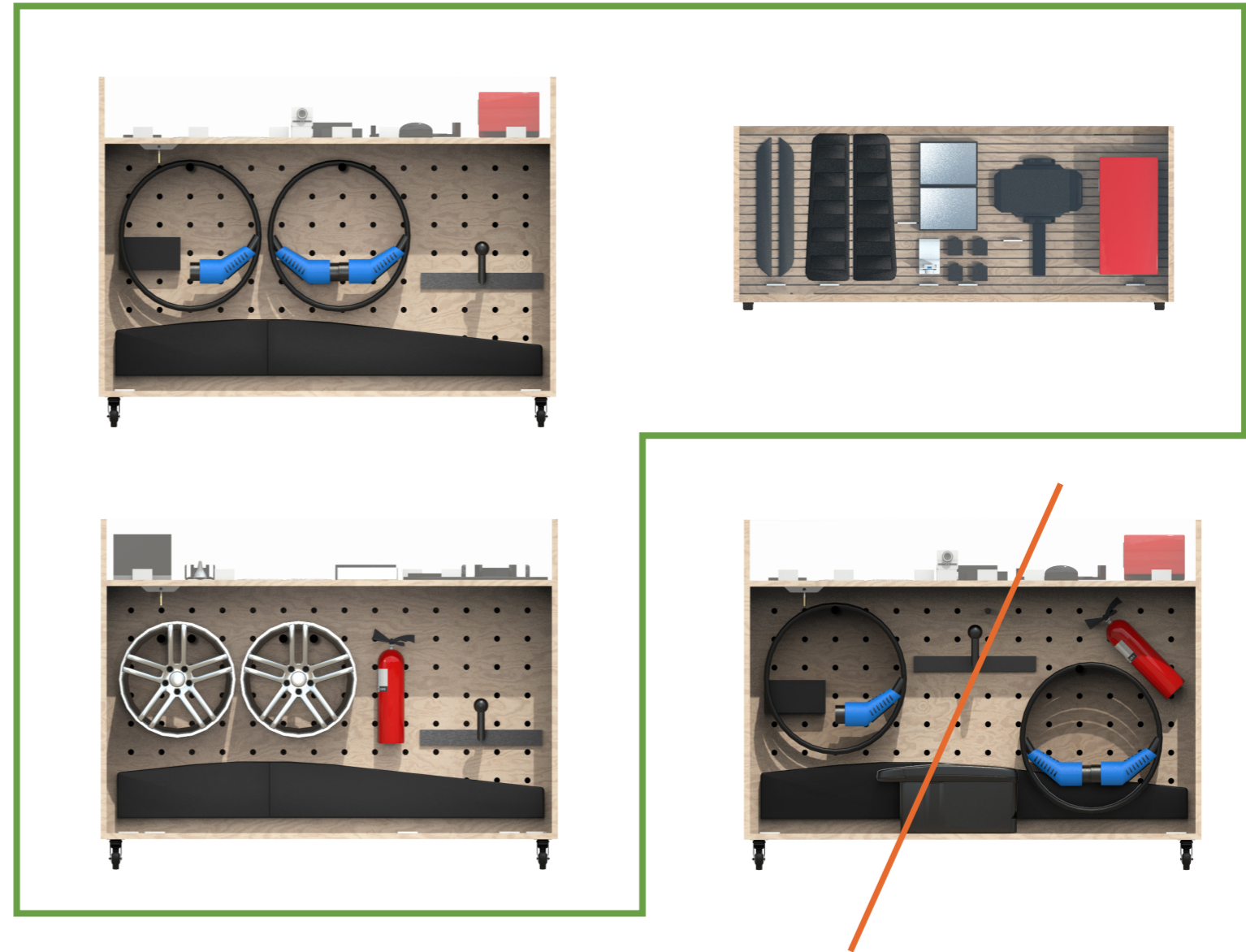
PRESENTATION OF THE ACCESSORIES

The perforated surface is used to adapt the presentation of accessories according to the local offering.

To highlight the elements appropriately, the strictest possible alignment between the elements on display should be maintained (alignment at the front or in the showcase).

DON'T

A disorganised presentation does not reflect quality, and will be detrimental to the impression of the quality of the accessories.





PROMOTE

NOUVEAUTÉ

CONFIDENTIAL DOCUMENT - C3

PROMOTIONAL MATERIALS INCORPORATED IN THE CONCEPT

Promotional events at the dealership are part of the life of a showroom. They help to renew contact with customers and prospects.

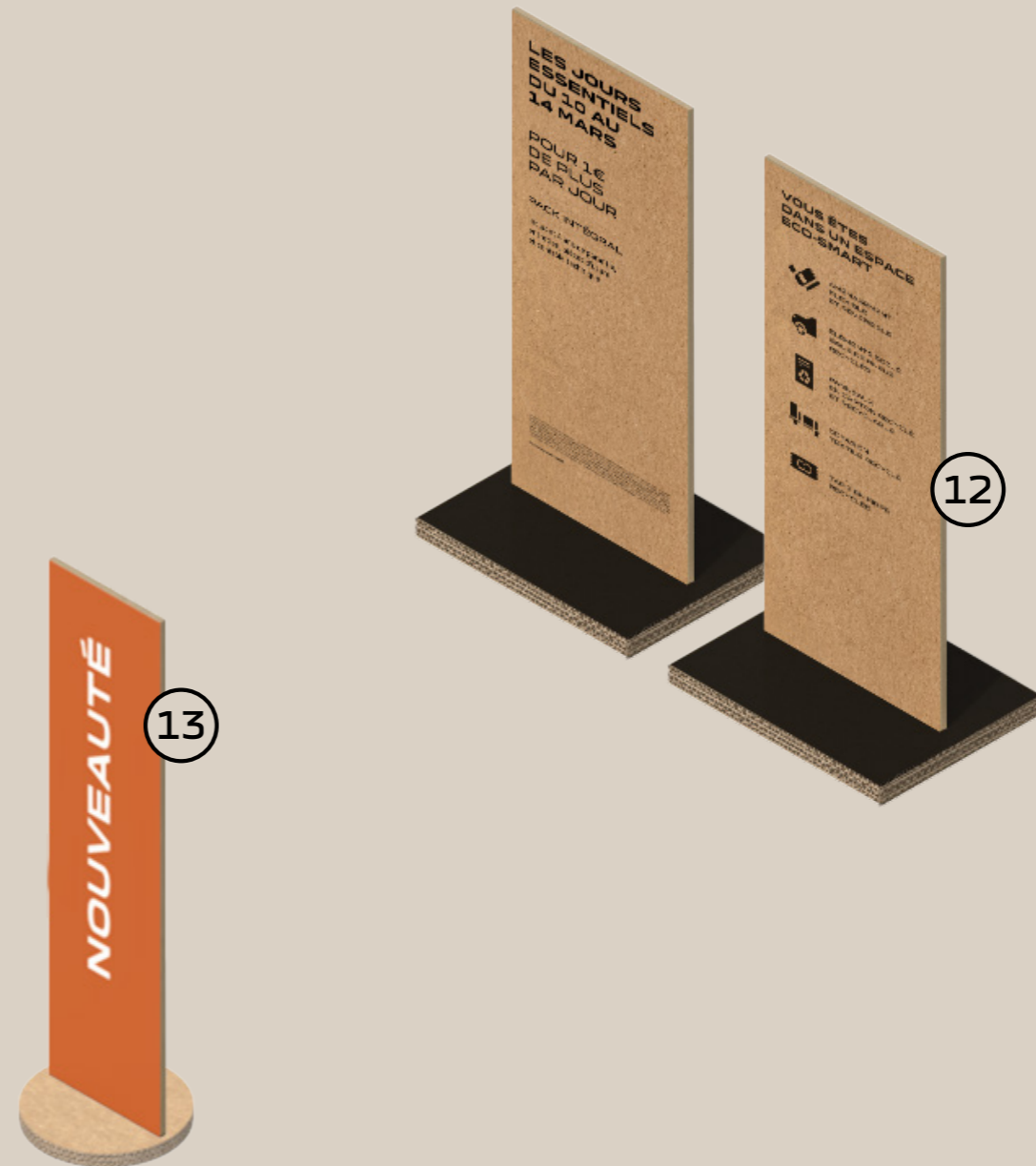
The new Dacia retail concept incorporates this need in the general arrangement of the space, so that the materials harmonise perfectly with the other elements and respect the eco-design approach of the whole.

Two types of material are offered:

- Point-of-sale advertising to announce Open House events or to promote after-sale or service offerings (in addition to the A4 point-of-sale posters on the price totems) or to promote Eco-smart Retail concept.
- The New Product board for very quick identification of the model being launched.

12 **POINT-OF-SALE ADVERTISING**

13 **NEW PRODUCT**



2.12 POINT-OF-SALE ADVERTISING

POINT-OF-SALE ADVERTISING & ECO-SMART PANEL

PRINCIPLE

This is used to provide event-based or temporary information whilst observing the integrity of the presentation concept.

Point-of-sale advertising can be displayed in two different ways:

- beside the product boards
- independently, on an easy-to-assemble stand made of several plies of cardboard.

The whole structure is made of recyclable honeycomb cardboard. When the event is finished, this material must be placed in the paper recycling bin.

The template file is available from the Brandstore.

INSTALLATION RULES FOR THE BOARD WITH STAND

When the board on a stand is used, it should be placed in visible areas where it is not in the way of people walking around in the dealership.

DON'T

The board should never obstruct the reading of other boards.

A board with stand should not be placed near a vehicle whose landscape board already has another promotional message.

Do not alter this material by using a different template (blocks of colour, images, etc.).

This material is temporary. It is not intended as a permanent furnishing for the dealership.



version with stand

board version

COMPONENTS

2.12 POINT-OF-SALE ADVERTISING

RULES FOR INSTALLATION ON A LANDSCAPE BACKGROUND

The **point-of-sale advertising** board should be placed to the left of the USP board in accordance with the alignments illustrated.



DON'T

The board should not be out of alignment or appear in multiple copies on the same **landscape background**.



Point-of-sale advertising and **New Product** boards cannot be used against the same background.



2.13 NEW PRODUCT

THE NEW PRODUCT BOARD

PRINCIPLE

This is used to promote a vehicle launch whilst observing the integrity of the presentation concept.

The new product board should be installed as follows;

- 1 - beside the product boards at the front of the vehicle
- 2 - independently, on an easy-to-assemble stand made of several plies of cardboard, at the back of the vehicle

The whole structure is made of recyclable honeycomb cardboard. When the event is finished, this material must be placed in the paper recycling bin.

The template file is available from the Brandstore.

INSTALLATION RULES FOR THE BOARD WITH STAND

It should preferably be aligned with the rear wheel of the vehicle on display, making sure not to obstruct walking routes within the dealership.



2.13 NEW PRODUCT

INSTALLATION RULES

The **New Product** board should be placed to the left of the USP board in accordance with the alignments illustrated.

The board mounted on a stand, however, must be placed at the back of the vehicle.



DON'T

the board should not be out of alignment or appear in multiple copies on the same **landscape background**



SERVICE



COMPONENTS

SERVICE

DACIA AFTER-SALES SERVICE

Any customer visiting any type of Dacia dealership should be able to find all the stages of the customer journey, from discovery of the cars, to purchase, and right through to after-sales service.

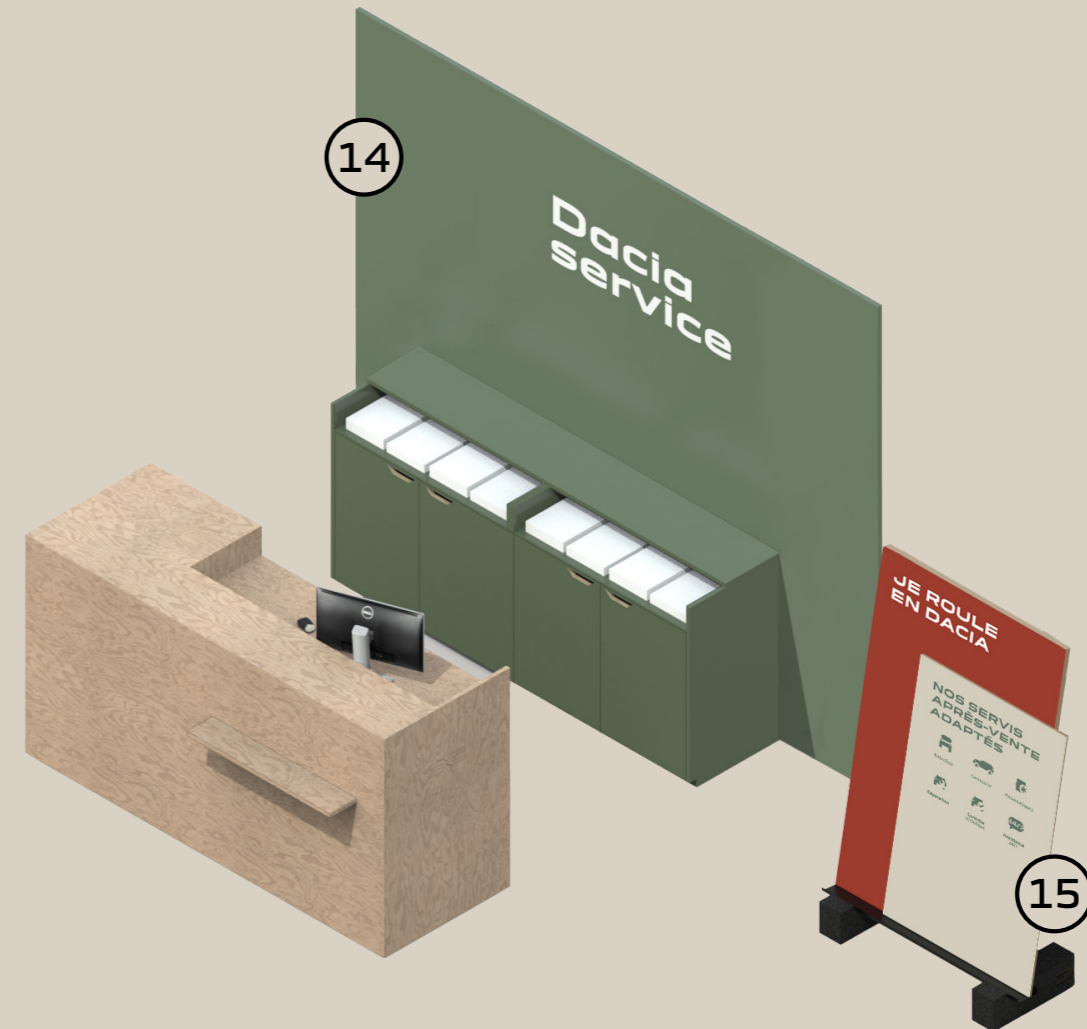
According to the site, Dacia after-sales service is presented in the following ways:

- with brand signage placed at the entrance and in the reception area of a multi-brand garage (refer to cohabitation rules)
- as a dedicated area in 100% Dacia dealerships.

The after-sales service area in independent Dacia dealerships consists of the following elements:

14 **AFTER-SALES COUNTER**

15 **I DRIVE MY DACIA**



2.14 AFTER-SALES COUNTER

A 100% DEDICATED DACIA SERVICE COUNTER

PRINCIPLE

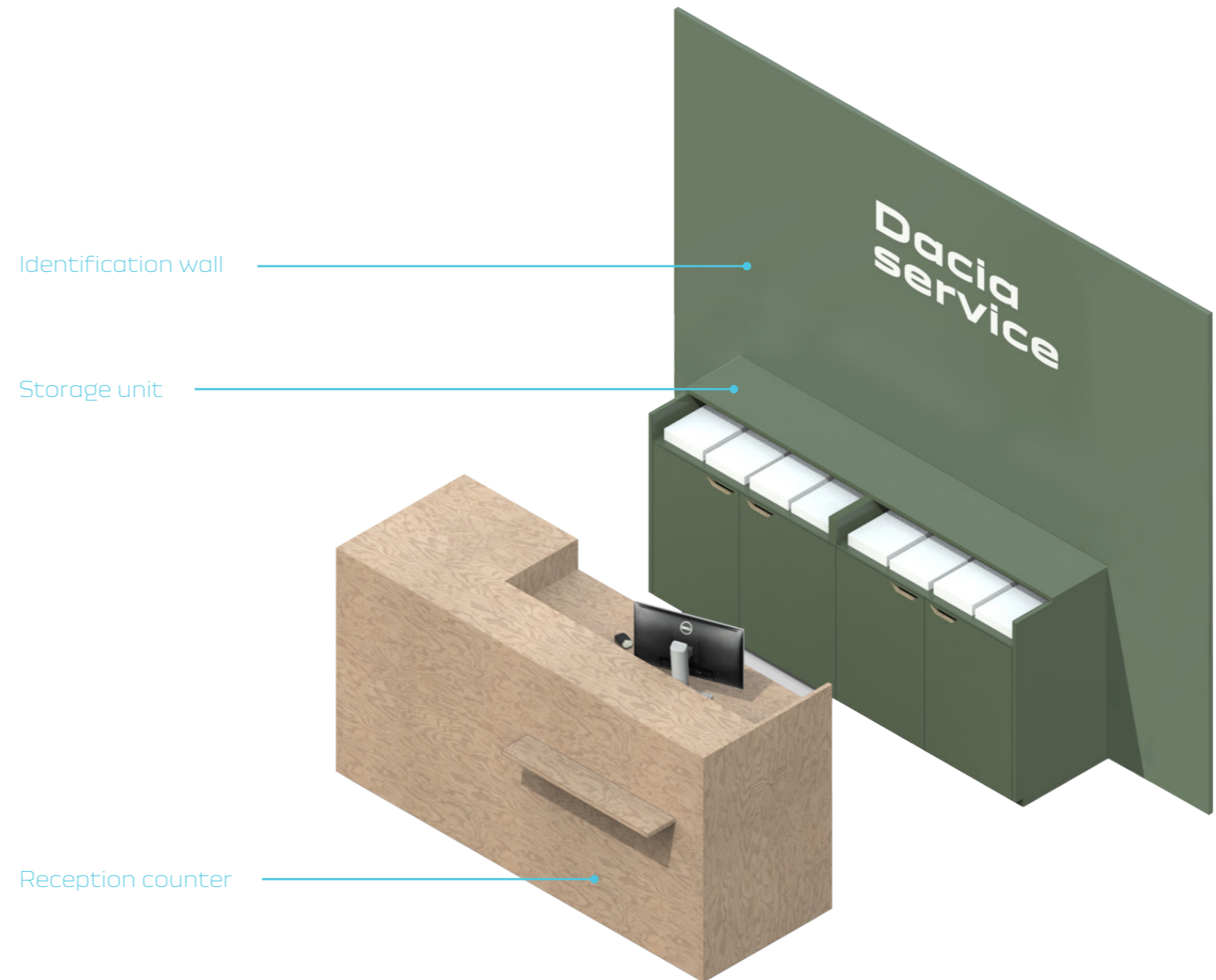
The Dacia counter comprises the following three different functional elements:

- a service identification wall
- a reception counter incorporating storage spaces, a discussion area, a PRM (person of reduced mobility) shelf, and computer equipment
- a storage unit incorporating an open shelf to file current customer files.

These three elements are arranged according to the rules set out in the following pages.

DON'T

These three elements cannot be used independently of each other.



COMPONENTS

2.14 AFTER-SALES COUNTER

SOLE DACIA SERVICE COUNTER

INSTALLATION RULES

The Dacia Service reception counter is identified by a rectangular khaki wall marked "Dacia Service".

For a sole counter, the following elements are arranged as follows:

A - White background wall, painted with **RAL 9010** matt finish.

B - Wall painted "Dacia green" with **Dacia Block Extended Bold** lettering, white adhesive, left-justified.

Two paint suppliers have been identified:

Supplier: **Little Greene (UK)**

Ref.: **Ambleside 304 - Acrylic satin**

Supplier: **Algo (FR)**

Ref.: **Sequoia - Satin**

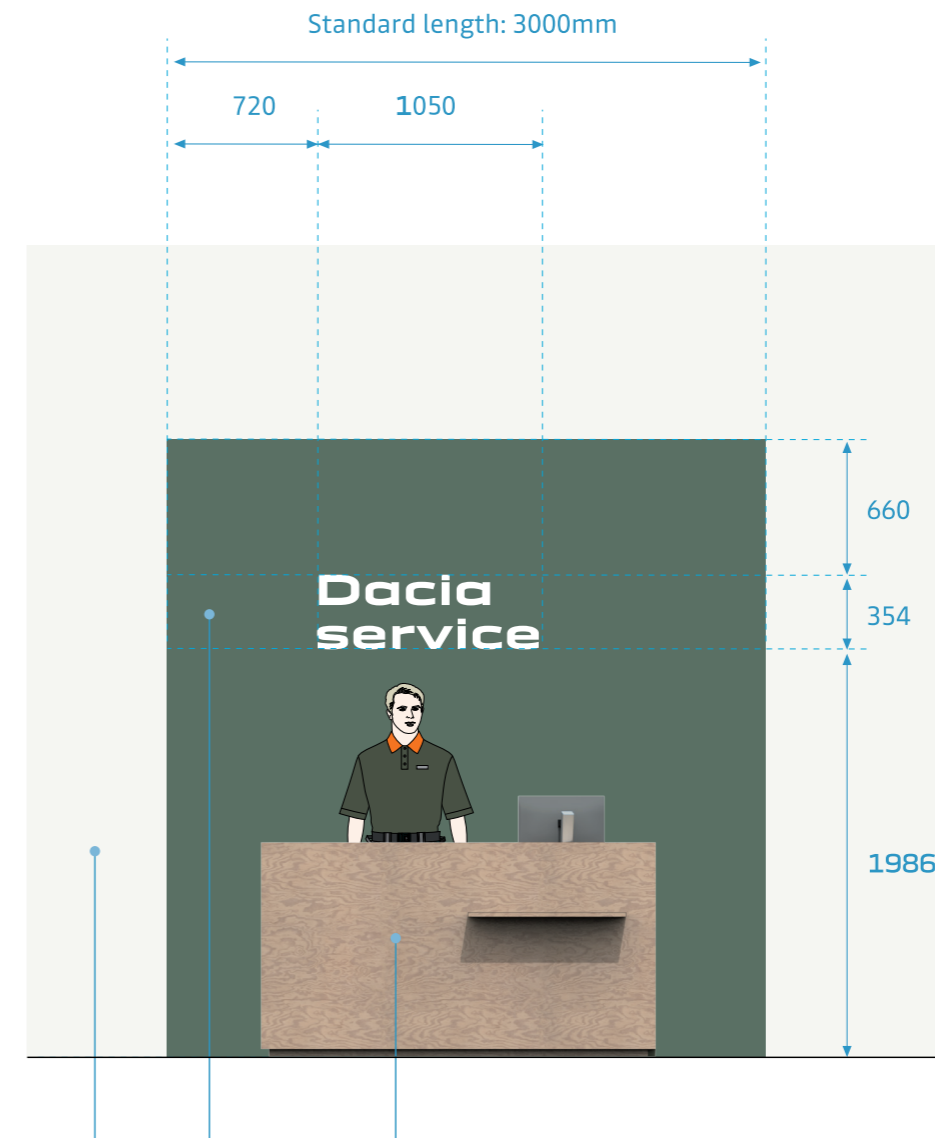
If another paint is used, any paint product must satisfy the following conditions:

> compliance with **RAL DESIGN 140 50 10**

satin finish, gloss level 30%

> must be eco-friendly.

C - After-Sales Service Counter



COMPONENTS

2.14 AFTER-SALES COUNTER

MULTIPLE DACIA SERVICE COUNTER

INSTALLATION RULES

The Dacia Service reception counter is identified by a rectangular khaki wall marked "Dacia Service".

For a multiple counter, the following elements are arranged as follows:

A - Background wall, painted with **RAL 9010** matt finish.

B - Wall painted khaki

Two paint suppliers have been identified:

Supplier: **Little Greene (UK)**

Ref.: **Ambleside 304 - Acrylic satin**

Supplier: **Algo (FR)**

Ref.: **Sequoia - Satin**

If another paint is used, any paint product must satisfy the following conditions:

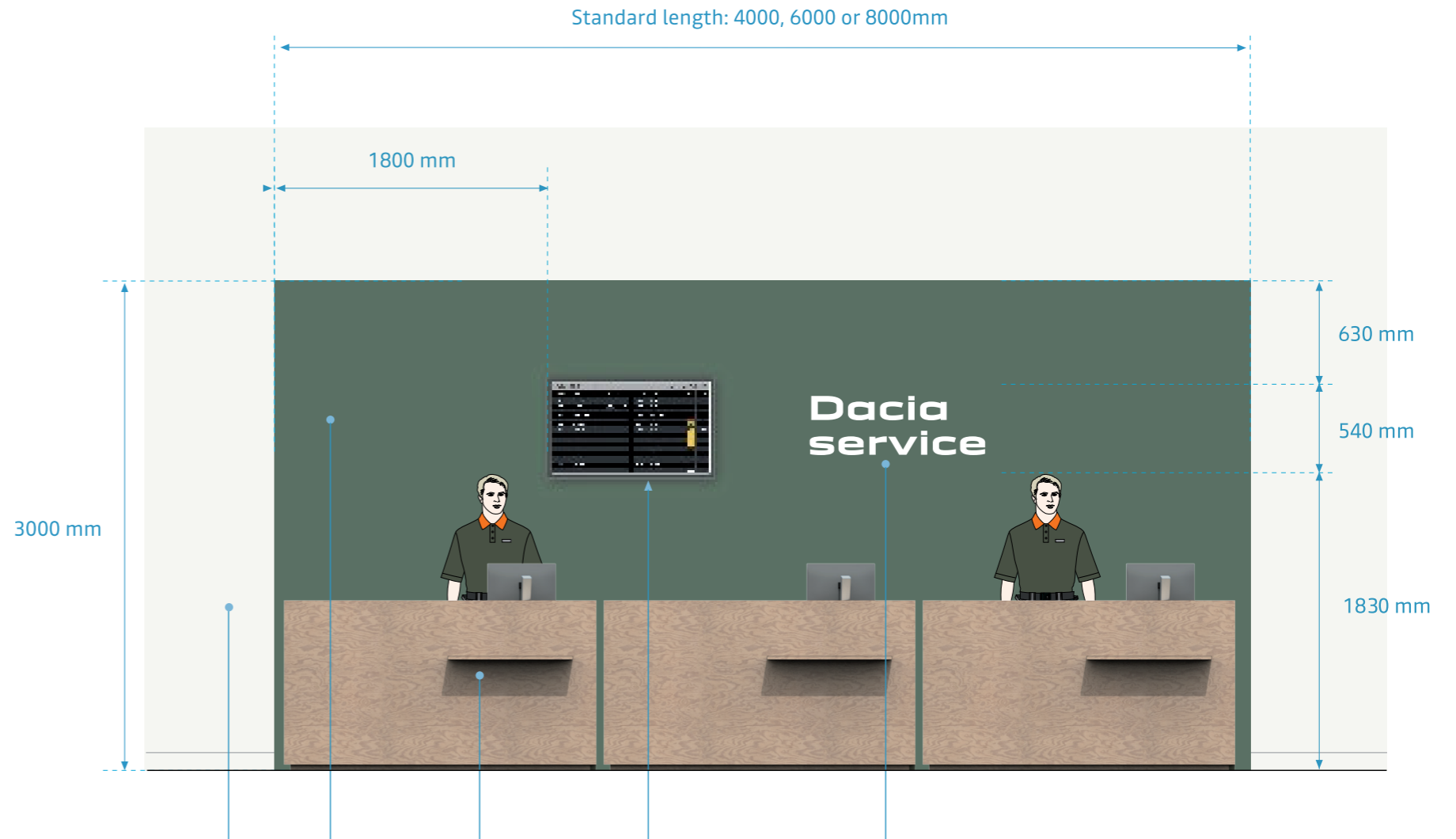
> compliance with **RAL DESIGN 140 50 10**
satin finish, gloss level 30% to be confirmed.

> must be eco-friendly.

C - After-Sales Service Counter

D - Customer information screen to advertise the dates of promotional operations

E - Text: **Dacia Block Extended Bold**, white adhesive, matt, left-justified.



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2.14 AFTER-SALES COUNTER

SOLE OR MULTIPLE DACIA SERVICE COUNTER

INSTALLATION RULES

The number of storage units behind the service counter depends on how many reception counters are required.



Single reception counter

Double reception counter

Triple reception counter

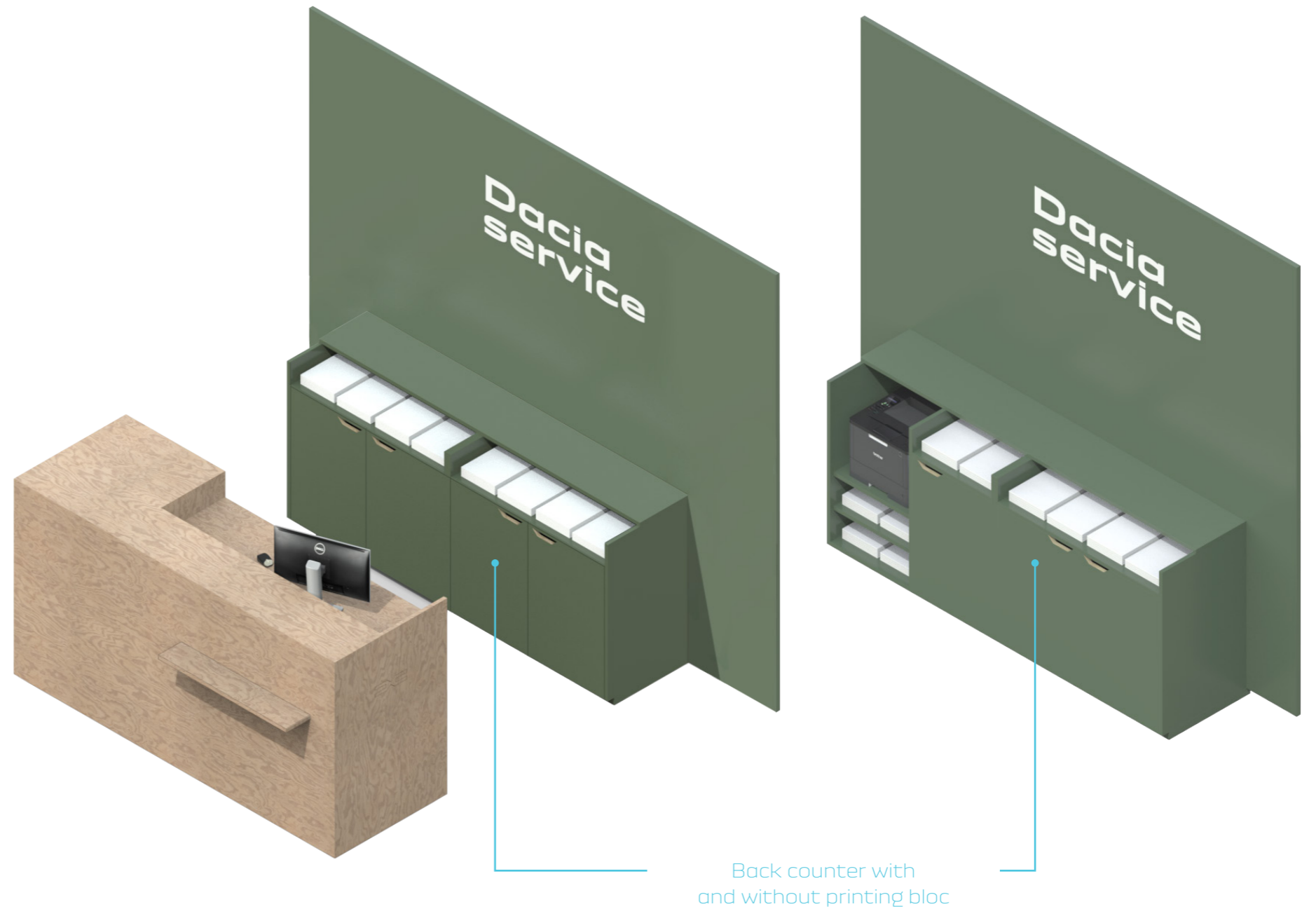
2.14 AFTER-SALES COUNTER

CONFIGURATION WITH A4 PRINTER CABINET

PRINCIPLE

In the case where a printer must be integrated into the after-sales counter, a specific reference of rear cabinet exists with a niche allowing the integration of the material. The shelves are adjustable in height to optimize the height of the tray according to the model of printer, while preserving storage for the auxiliary stock of paper. Reserve of available space for the integration of an A4 printer:

H 470 mm x W 470 mm x D 480 mm



2.14 AFTER-SALES COUNTER

RENAULT DACIA COUNTER

INSTALLATION RULE

The service counter is identified by a dark grey rectangle with the text "Care service" associated with the mention "workshop reception".

On the right side of the wall, the brands are identified by a similar signature. The reception furniture modules (with storage unit) are identical for both

A - Back wall painted **RAL 7021** matte finish. B - "Care service" and "Workshop reception" texts in bold type for Renault, white and yellow adhesive.

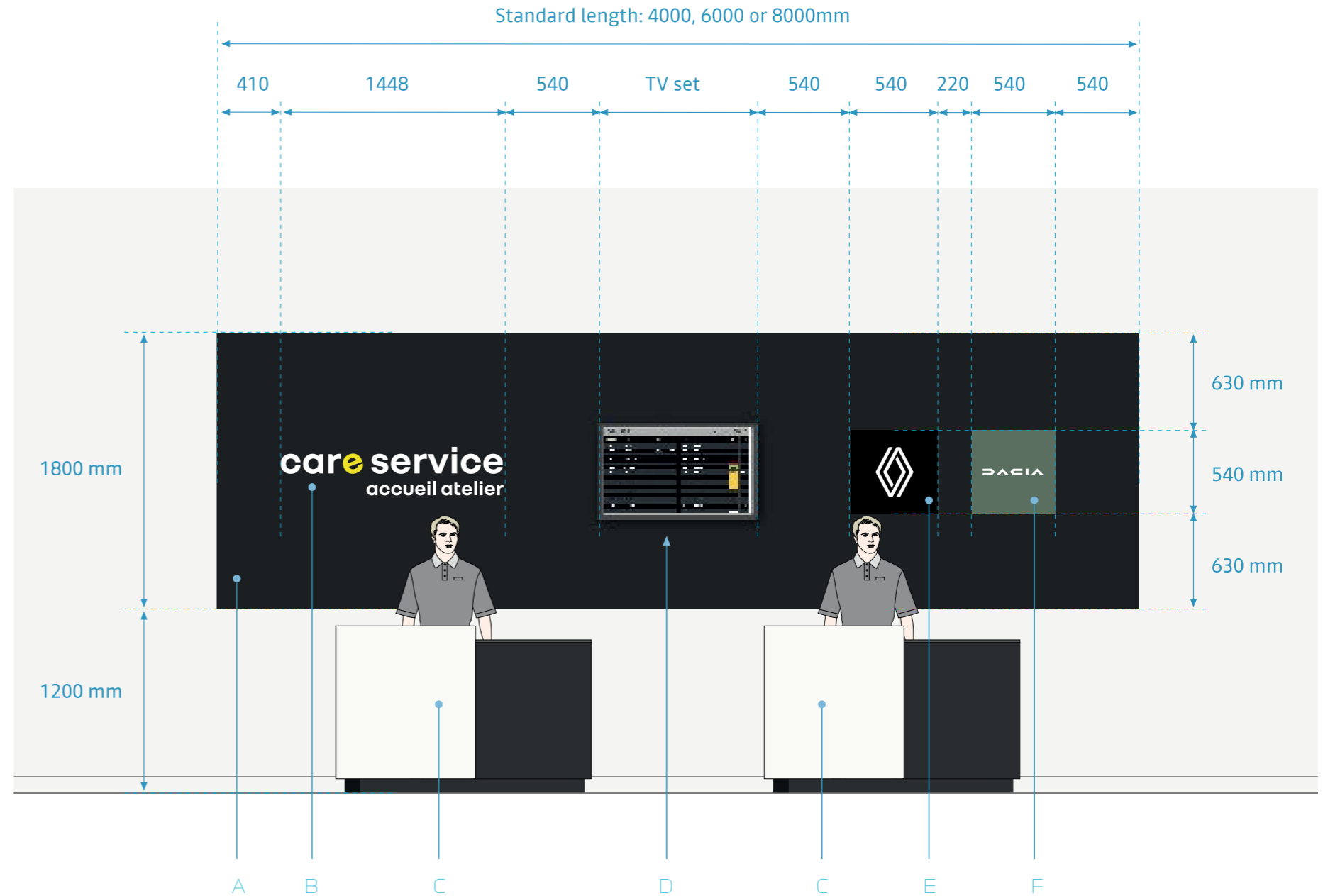
B - "Care service" and "Workshop reception" texts in bold Renault typeface, white and yellow adhesive, aligned on the right.

C - After-sales service reception furniture.

D - TV positioned in the central part of the wall.

E - Black square with Renault emblem in white adhesive matte finish.

F - Khaki square in **RAL DESIGN 140 50 10** with Dacia logo in white adhesive matte finish.



COMPONENTS

2.15 I DRIVE MY DACIA BOARDS

COMPOSITION

The set of "I drive my Dacia" boards must be placed near the Dacia Service area, as a free-standing two-sided display, or one-sided against a wall.

It consists of the following:

- a title board (orange)
- an illustrated board (smaller, beige)

ASSOCIATIONS WITH THE PRESENTATION OF ACCESSORIES

This set of boards can present accessories on the back.



Front

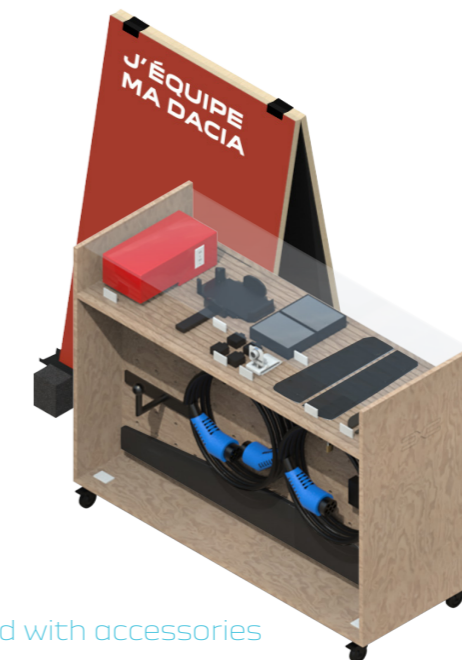


The title panel

The illustrated panel



Wall version



Associated with accessories

ARCHITECTURE



COMPONENTS
ARCHITECTURE

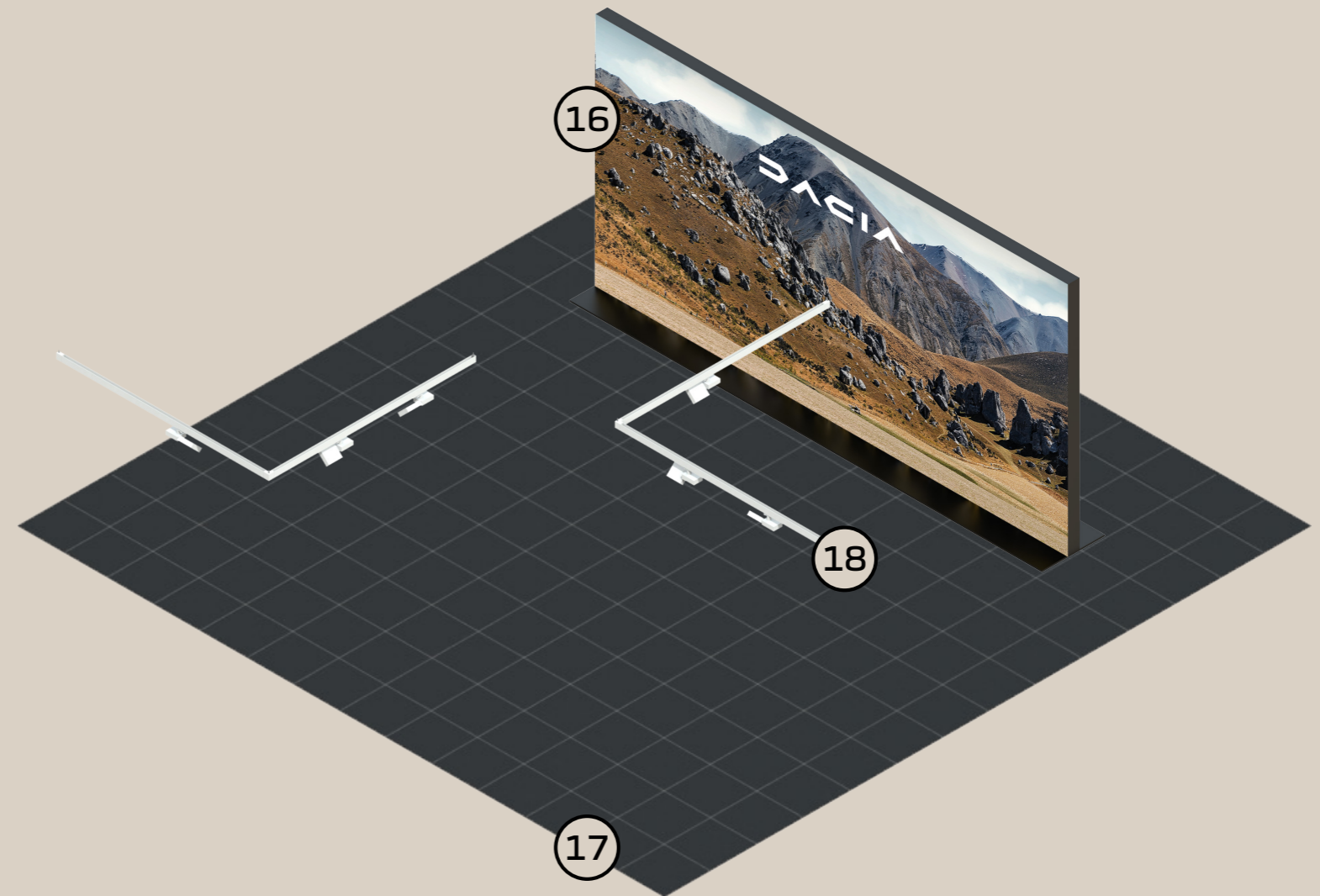
THE STRUCTURE, INTEGRATED INTO THE NEW LAYOUT CONCEPT

The interior design concept incorporates the adaptation of the existing building. The floor coating, lighting system, and brand signage partitions for multi-brand dealerships are all solutions integrated into the new layout concept that help to underline the Dacia identity in the dealership.

16 **BRAND SIGNAGE PARTITION**

17 **FLOORCOVERING**

18 **LIGHTING**



2.16 BRAND SIGNAGE PARTITION

DACIA BRAND SIGNAGE ON THE REVERSE OF THE RENAULT MURAL

APPLICATION CONTEXT

The following information applies to a multi-brand dealership shared with Renault, where the two parts are currently separated by a Renault mural frame. Dacia's colours must be displayed on the Dacia side of the Renault mural.

Dacia brand signage is available in several sizes to fit the reverse of the different-sized Renault murals.

DON'T

Don't use this brand signage for any other purpose than covering the reverse of the Renault mural.



2.16 BRAND SIGNAGE PARTITION

INSTALLATION RULES

There are **two brand signage options on the Dacia side, depending on whether a brand wall can be installed in the dealership or not.**

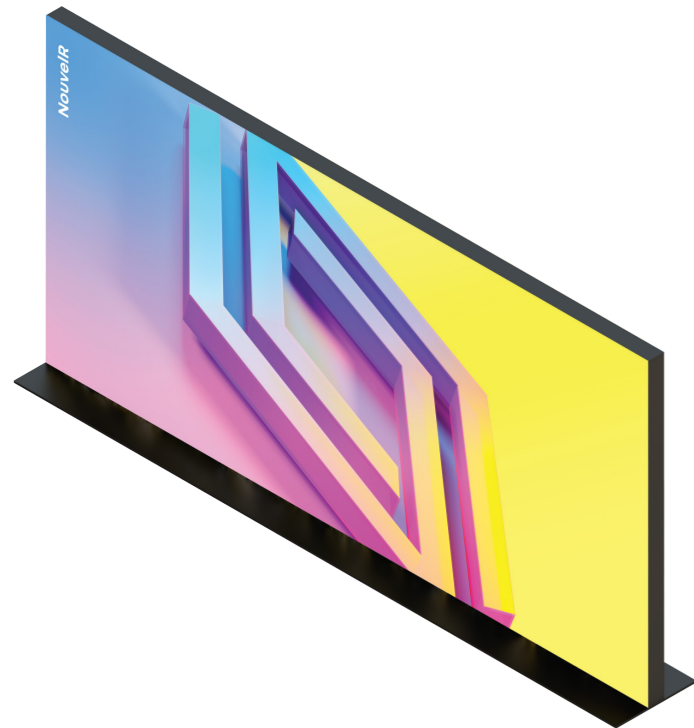
The visuals are available in digital format (minimum resolution 100 dpi with no change to the display format).

OPTION 1

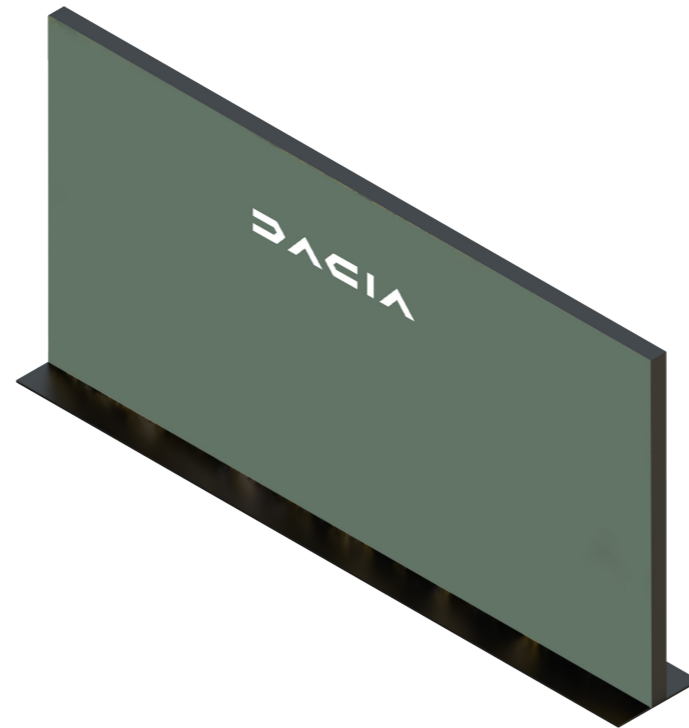
If there is no possibility of a DACIA brand wall, this brand signage is used to create a **Dacia brand wall** (khaki rectangle + logo).

OPTION 2

If there is a DACIA brand wall in the dealership, the reverse of the Renault mural should be covered with a **Lifestyle Panel** (visual + centred DACIA logo).



Brand signage on the Renault side



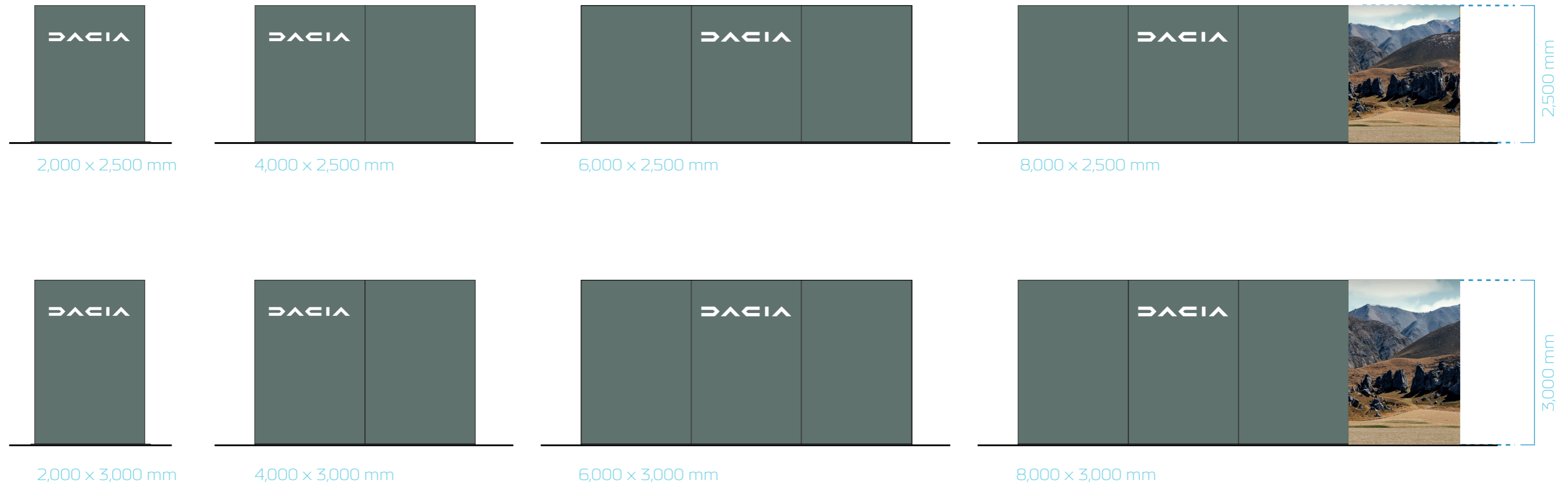
Brand signage on the Dacia side - brand wall



Brand signage on the Dacia Lifestyle side (choice of 2 visuals)

2.16 BRAND SIGNAGE PARTITION | BRAND WALL

DACIA brand signage comes in the following different sizes



COMPONENTS

2.16 BRAND SIGNAGE PARTITION | LIFESTYLE PANEL 1

DACIA brand signage comes in the following different sizes



2,000 x 2,500 mm



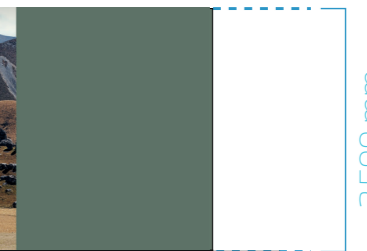
4,000 x 2,500 mm



6,000 x 2,500 mm



8,000 x 2,500 mm



2,500 mm



2,000 x 3,000 mm



4,000 x 3,000 mm



6,000 x 3,000 mm



8,000 x 3,000 mm



3,000 mm

COMPONENTS

2.16 BRAND SIGNAGE PARTITION | LIFESTYLE PANEL 1

DACIA brand signage comes in the following different sizes



2,000 x 2,500 mm



4,000 x 2,500 mm



6,000 x 2,500 mm



8,000 x 2,500 mm

2,500 mm



2,000 x 3,000 mm



4,000 x 3,000 mm



6,000 x 3,000 mm



8,000 x 3,000 mm

3,000 mm

2.17 FLOOR COVERING

AIMING FOR UNIFORM FLOORS IN ALL DEALERSHIPS

APPLICATION CONTEXT

The existing network has two floor types: light grey and anthracite grey. Although the new concept suits both floor types, **the anthracite grey standard is now mandatory for any renovation or newly-built dealership.** The advantage is that it better enhances the contents of the dealership, whilst allowing more flexible management of the space divided between Renault and Dacia.

REFERENCE AND INSTALLATION

Antracite grey (**RAL 7043**)

Dimensions: **45 x 45 cm** or **60 x 60 cm**

Thicknesses: **9.5 mm.**

Supplier: **CASALGRANDE / NOVOCERAM**

Ref. **NO NAME - ELEGANCE Dark grey - C836 (45x45 cm)** or **D241 (60X60 cm)**

The recommended format is 60 x 60 cm, laid straight. The slabs must always be laid in the same orientation, with the grain running perpendicular to the frontage of the building.

DON'T

The use of any other flooring product or material is prohibited.

The tiles cannot be laid in a brickwork pattern or diagonally with respect to the dealership.



2.18 LIGHTING

A NEW WAY TO ENHANCE THE SPACES & VEHICLES

APPLICATION CONTEXT

If creating a new dealership or performing an in-depth renovation, please consult the Visual Identity Team (for all countries except France) or the Brandstore France (for France) for advice on how best to install lighting in the dealership.



03 INSTALLATION BY FORMAT

INSTALLATION BY FORMAT

WHAT DOES THE FORMAT OF MY DEALERSHIP CORRESPOND TO?

MINI

2 CARS
LESS THAN 100 M²



CORE

3-4 CARS, 1 SALES OFFICE
100-200 M²



MAXI

5 OR MORE CARS, 2 SALES OFFICES
AND OPTIONAL AFS
200 M² OR MORE



04 MINI FORMAT

MINI FORMAT

4.1 PRESENTATION

A DACIA CONCENTRATE

DEFINITION

The Mini format is the first formalisation of a Dacia showroom. It typically has a floor space of less than 100 m² and displays two vehicles.

















The Mini format is laid out to suit the configuration of the site (multi-brand cohabitation or single-brand site).

MINI

2 CARS
LESS THAN 100 M²



4.2 COMPONENTS OF THE MINI FORMAT

		MINI	
SIGNAGE	WALL / DACIA BRAND BOARD		Brand signage is mandatory, whatever the size of the site. It can take the form of a wall or board, according to the layout of the premises.
WELCOME	DACIA & ME		A mandatory element that explains the main stages of the customer journey.
	SOFA		Two formats available, according to the floor area of the dealership.
	SAMPLE TROLLEY		A mandatory element that can also be used as a small, portable discussion counter.
DISCOVER	VEHICLE BOARD		Choice of several images / formats according to the site.
	PRICE TOTEM		A mandatory, standard element, must be present.
	MERCHANDISING BOX		All Dacia-related products in a single showcase.
PURCHASE	SALES OFFICE		A mandatory element if space permits. If space is insufficient (Mini), it is replaced by the trolley.
	BUYING MY DACIA		Our service offerings must be associated with the sales office.
	ACCESSORY SHOWCASE		Modular portable showcase according to the product offering.
PROMOTE	POINT-OF-SALE ADVERTISING		Formats and templates to be applied for commercial communications (OPO, etc.).
	NEW PRODUCT		Identification of the launch model.
SERVICE	COMPLETE AFTER-SALES COUNTER		Usable on single-brand Dacia sites only.
ARCHITECTURE	BRAND SIGNAGE PARTITION		Only if there is an available medium (Renault fresco) in a multi-brand dealership.
	LIGHTING		Only in case of lighting renovation or new build.
	FLOOR COVERING		Common rule for the Renault brand.

 Mandatory components

 Optional components or components to be adapted according to site configuration

MINI FORMAT

4.2 COMPONENTS OF THE MINI FORMAT

2 CARS, 60-100 M² EXAMPLE LAYOUT

MANDATORY



OPTIONAL



MINI FORMAT

4.2 COMPONENTS OF THE MINI FORMAT

2 CARS, 60-100 M² EXAMPLE LAYOUT



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MINI FORMAT

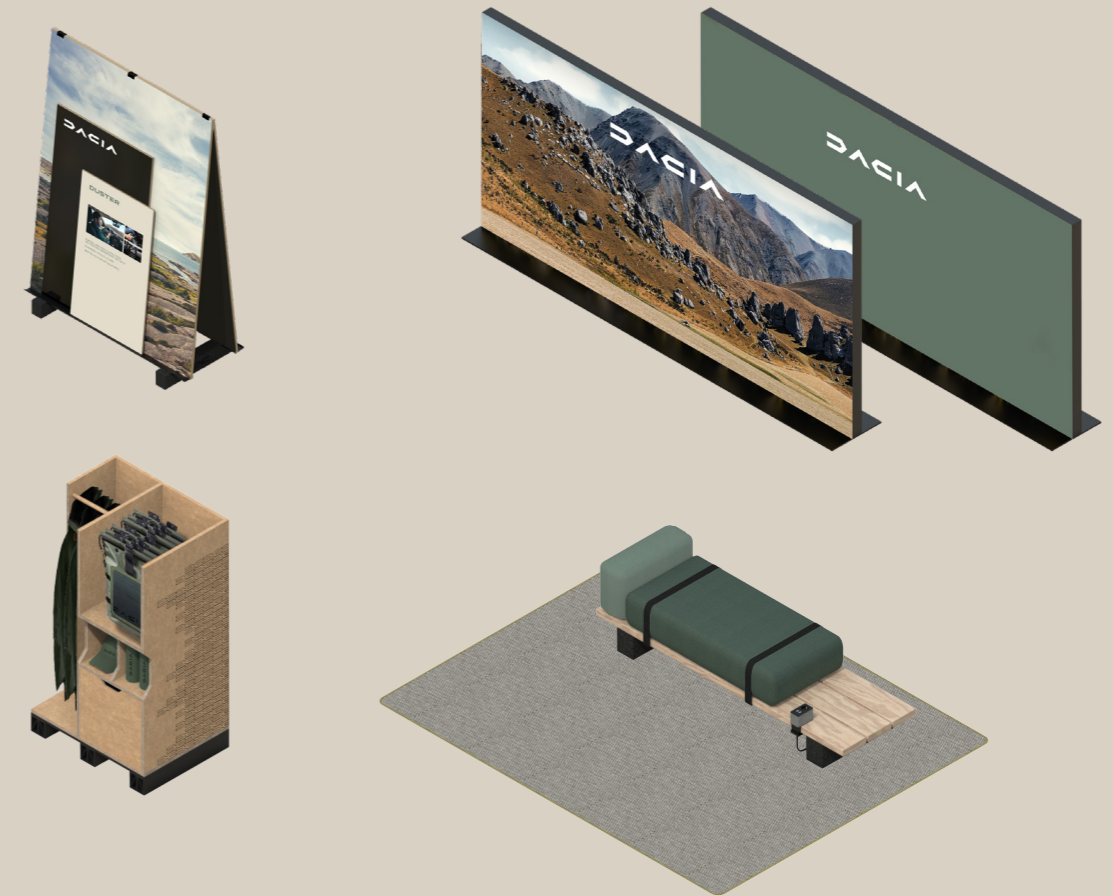
4.2 COMPONENTS OF THE MINI FORMAT (SPECIAL CASE: DEALERSHIP WITH ONE DACIA CAR)

1 CAR, LESS THAN 60 M²

MANDATORY



OPTIONAL



MINI FORMAT

4.2 COMPONENTS OF THE MINI FORMAT (SPECIAL CASE: DEALERSHIP WITH ONE DACIA CAR)

1 CAR, LESS THAN 60 M² EXAMPLE LAYOUT



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MINI FORMAT

4.2 COMPONENTS OF THE MINI FORMAT



05 CORE FORMAT

CORE FORMAT

5.1 PRESENTATION

ALL THE TOOLS IN AN OPTIMISED FORMAT

DEFINITION

















The Core format is a Dacia showroom between 100 and 200 m² in size, displaying three or four vehicles. The Core format is laid out to suit the configuration of the site (multi-brand cohabitation or single-brand site).



CORE

3-4 CARS, 1 SALES OFFICE
100-200 M²



5.2 COMPONENTS OF THE CORE FORMAT

		CORE	
SIGNAGE	WALL / DACIA BRAND BOARD		Brand signage is mandatory, whatever the size of the site. It can take the form of a wall or board, according to the layout of the premises.
WELCOME	DACIA & ME		A mandatory element that explains the main stages of the customer journey.
	SOFA		Two formats available, according to the floor area of the dealership.
	SAMPLE TROLLEY		A mandatory element that can also be used as a small, portable discussion counter.
DISCOVER	VEHICLE BOARD		Choice of several images / formats according to the site.
	PRICE TOTEM		A mandatory, standard element, must be present.
	MERCHANDISING BOX		All Dacia-related products in a single showcase.
PURCHASE	SALES OFFICE		A mandatory element if space permits. If space is insufficient (Mini), it is replaced by the trolley.
	BUYING MY DACIA		Our service offerings must be associated with the sales office.
	ACCESSORY SHOWCASE		Modular portable showcase according to the product offering.
PROMOTE	POINT-OF-SALE ADVERTISING		Formats and templates to be applied for commercial communications (OPO, etc.).
	NEW PRODUCT		Identification of the launch model.
SERVICE	COMPLETE AFTER-SALES COUNTER		Usable on single-brand Dacia sites only.
ARCHITECTURE	BRAND SIGNAGE PARTITION		Only if there is an available medium (Renault fresco) in a multi-brand dealership.
	LIGHTING		Only in case of lighting renovation or new build.
	FLOOR COVERING		Common rule for the Renault brand.

-  Mandatory components
-  Optional components or components to be adapted according to site configuration

CORE FORMAT

5.2 COMPONENTS OF THE CORE FORMAT

3-4 CARS, 1 SALES OFFICE 100-200 M², LAYOUT EXAMPLE

MANDATORY

OPTIONAL



CORE FORMAT

5.2 COMPONENTS OF THE CORE FORMAT

3-4 CARS, 1 SALES OFFICE 100-200 M², LAYOUT EXAMPLE



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5.2 COMPONENTS OF THE CORE FORMAT (SPECIAL CASE: NARROW DEALERSHIP)

3-4 CARS, 1 SALES OFFICE 100-200 M², LAYOUT EXAMPLE



SPECIAL CASE: NARROW DEALERSHIP

The DACIA boards and the cars are positioned at mixed orientations (45° and 90°), according to the interior layout of the dealership.

The 45° position is preferred for the vehicle being presented as the new product or the current special offer.

CORE FORMAT

5.2 COMPONENTS OF THE CORE FORMAT (SPECIAL CASE: NARROW DEALERSHIP)

3-4 CARS, 1 SALES OFFICE 100-200 M², LAYOUT EXAMPLE



CORE FORMAT

5.2 COMPONENTS OF THE CORE FORMAT (SPECIAL CASE: OPEN SPACE DEALERSHIP)

3-4 CARS, 1 SALES OFFICE
100-200 M²

MANDATORY

OPTIONS



5.2 COMPONENTS OF THE CORE FORMAT (SPECIAL CASE: OPEN SPACE DEALERSHIP)

3-4 CARS, 1 SALES OFFICE 100-200 M², LAYOUT EXAMPLE



CORE

5.2 COMPONENTS OF THE CORE FORMAT



CONFIDENTIAL DOCUMENT

06 MAXI FORMAT

6.1 PRESENTATION

A FORMAT IN WHICH THE ENTIRE DACIA RANGE CAN BE PRESENTED

DEFINITION

The Maxi format is a Dacia showroom larger than 200 m² displaying more than five vehicles, with an optional after-sales reception area. The Maxi format is laid out to suit the configuration of the site (multi-brand cohabitation or single-brand site).

















Under certain conditions it can be independent. It will then be fitted out and organised in an optimum manner.



MAXI

5 OR MORE CARS, 2 SALES OFFICES,
OPTIONAL AFTER-SALES RECEPTION
200 M² OR MORE



6.1 COMPONENTS OF THE MAXI FORMAT

		MAXI	
SIGNAGE	WALL / DACIA BRAND BOARD		Brand signage is mandatory, whatever the size of the site. It can take the form of a wall or board, according to the layout of the premises.
WELCOME	DACIA & ME		A mandatory element that explains the main stages of the customer journey.
	SOFA		Two formats available, according to the floor area of the dealership.
	SAMPLE TROLLEY		A mandatory element that can also be used as a small, portable discussion counter.
DISCOVER	VEHICLE BOARD		Choice of several images / formats according to the site.
	PRICE TOTEM		A mandatory, standard element, must be present.
	MERCHANDISING BOX		All Dacia-related products in a single showcase.
PURCHASE	SALES OFFICE		A mandatory element if space permits. If space is insufficient (Mini), it is replaced by the trolley.
	BUYING MY DACIA		Our service offerings must be associated with the sales office.
	ACCESSORY SHOWCASE		Modular portable showcase according to the product offering.
PROMOTE	POINT-OF-SALE ADVERTISING		Formats and templates to be applied for commercial communications (OPO, etc.).
	NEW PRODUCT		Identification of the launch model.
SERVICE	COMPLETE AFTER-SALES COUNTER		Usable on single-brand Dacia sites only.
ARCHITECTURE	BRAND SIGNAGE PARTITION		Only if there is an available medium (Renault fresco) in a multi-brand dealership.
	LIGHTING		Only in case of lighting renovation or new build.
	FLOOR COVERING		Common rule for the Renault brand.

-  Mandatory components
-  Optional components or components to be adapted according to site configuration

MAXI FORMAT

6.1 COMPONENTS OF THE MAXI FORMAT

5 OR MORE CARS, 2 SALES OFFICES, OPTIONAL AFTER-SALES RECEPTION, 200 M² OR MORE

MANDATORY



OPTIONS



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MAXI FORMAT

6.1 COMPONENTS OF THE MAXI FORMAT

5 OR MORE CARS, 2 SALES OFFICES, OPTIONAL AFTER-SALES RECEPTION, 200 M² OR MORE, LAYOUT EXAMPLE

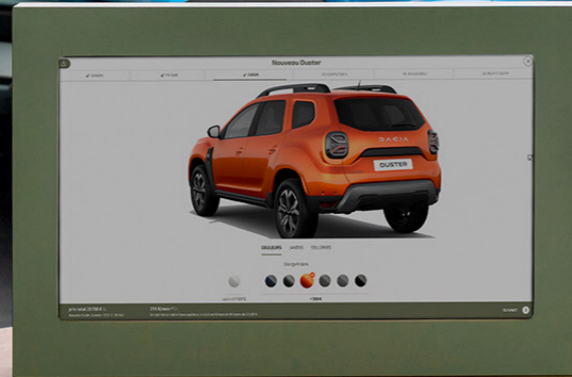


CONFIDENTIAL DOCUMENT - C3

MAXI FORMAT

6.1 COMPONENTS OF THE MAXI FORMAT

DACIA



CONFIDENTIAL DOCUMENT

MAXI FORMAT

6.1 COMPONENTS OF THE MAXI FORMAT



MAXI FORM

6.1 COMPONENTS OF THE MAXI FORMAT



CONFIDENTIAL DOCUMENT - C3

07 DACIA ShARP

Dacia ShARP

Plan and visualize the layout of a dealership using augmented reality



7.2 FONCTIONNALITIES & USE

FONCTIONNALITIES

The application offers many features such as:

> **INTANT IMMERSION** into ready-made dealership configurations (~ 15 available).

> **PLANNING** of a dealership from scratch or from a template.

> **EXPORT** in PDF of your 2D-plan and list of elements.

> **CAPTURE** pictures and videos.

The application is available in English on smartphone and tablet for the Dacia dealer network where the NVI deployment is engaged.

USER GUIDE



FAMILIARIZE WITH NBI RETAIL CONCEPT

Read the Application Guide for the primary network retail concept.



DISCOVER THE APPLICATION

With the "Discovery" mode and ready-made configurations.



PLAN YOUR OWN SHOWROOM

With the "Wizard" mode.

Recommendation : For an optimal experience, it is recommended to empty the place from all vehicules when planning the dealership.

Warning : Dacia ShARP does not replace the file to be validated by the Visual Identity Team platform (all countries except France) or the Brandstore France (France).

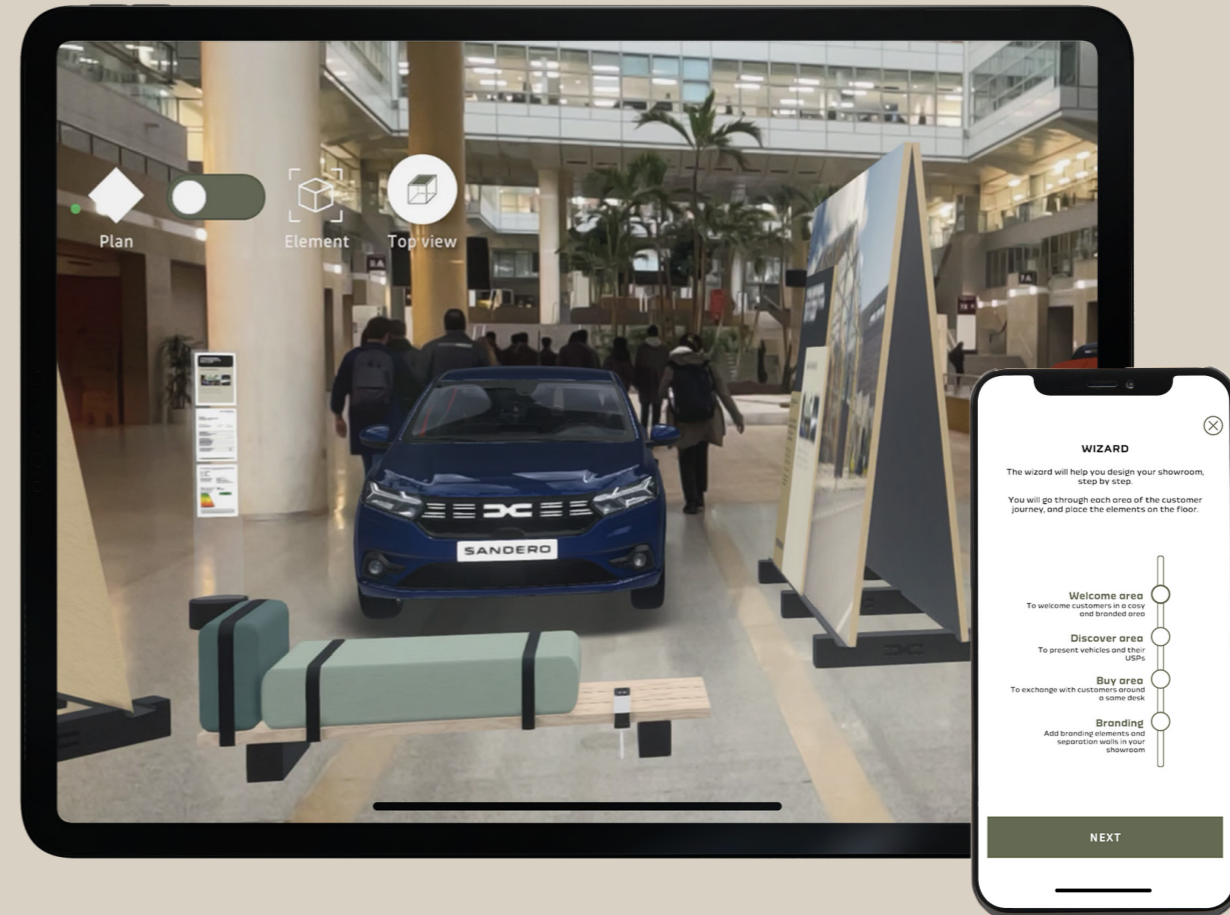
DACIA SHARP

7.2 FONCTIONNALITIES & USE

DOWNLOAD DACIA ShARP
ON THE APPSTORE OR PLAY STORE:



bit.ly/DaciaShARP



FURTHER INFORMATION

Technical information can be found
in the **Dacia retail interior technical specification**.

The source files can be downloaded
on the Brand Stores Platform
<https://brandstores.renault.com>