IMPLEMENTATION GUIDE
RETAIL CONCEPT WITHIN THE PRIMARY NETWORK
GENERAL CONCEPT

Version V4.2 JUNE 2026

CONFIDENTIAL DOCUMENT - C3

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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1 GENERAL

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1.1 RETAIL CONCEPT

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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.

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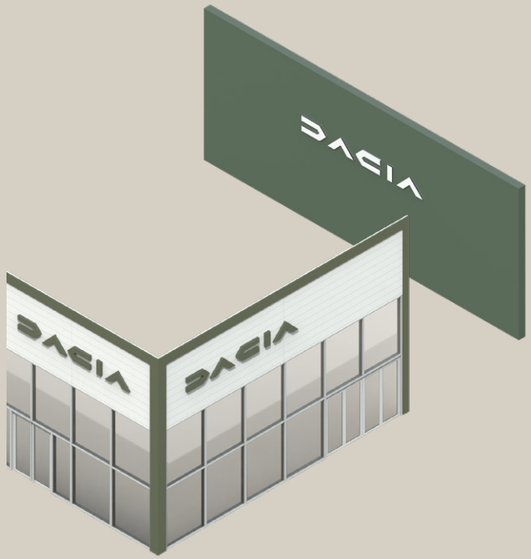
Essential & Cool

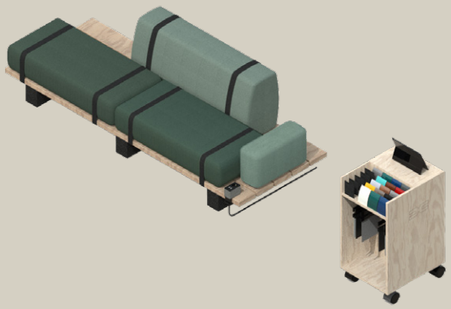
A complete customer journey, in which each element has its part to play

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1.1 RETAIL CONCEPT | ESSENTIAL & COOL

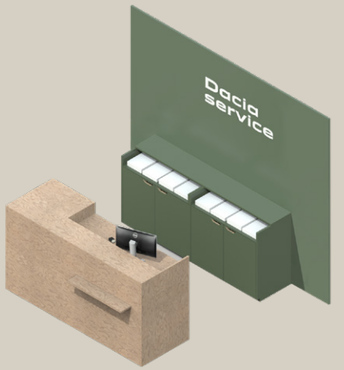
THE COMPONENTS WERE DEVELOPED TO GO WITH A SIMPLE AND CLEAR CUSTOMER EXPERIENCE









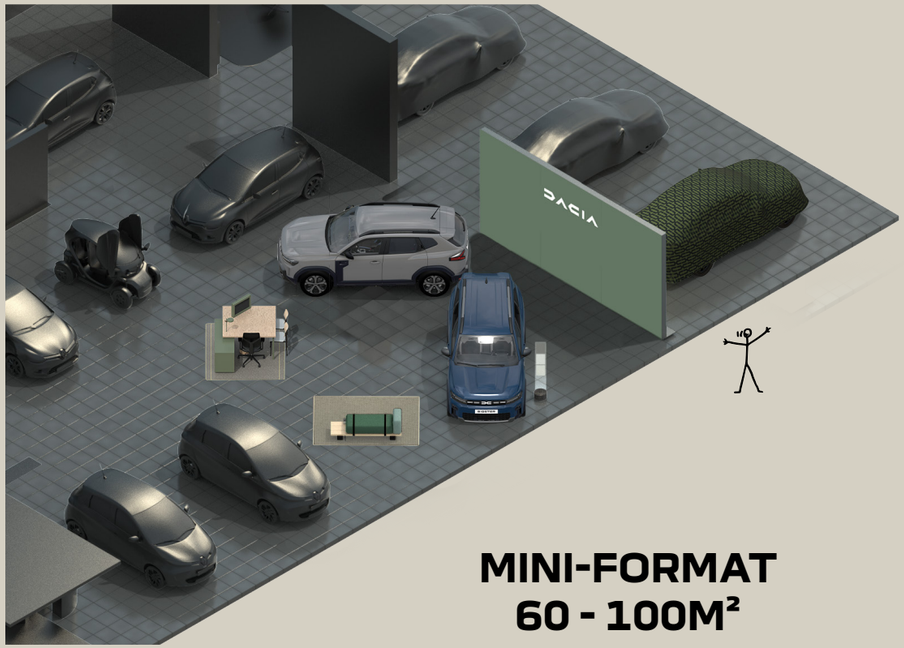


WELCOME > DISCOVER & TEST > PURCHASE > USE

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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.



MINI-FORMAT
60 - 100M²



CORE-FORMAT
< 200M²



MAXI-FORMAT
> 200M²

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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.







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Robust & Outdoor

Erases
the boundaries
between indoor
and outdoor

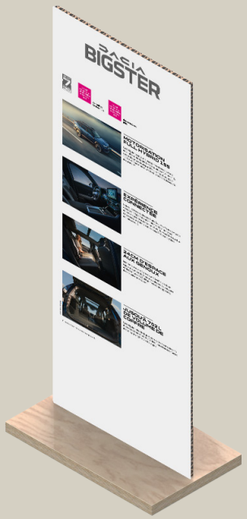
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1.1 RETAIL CONCEPT | ROBUST & OUTDOOR

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**

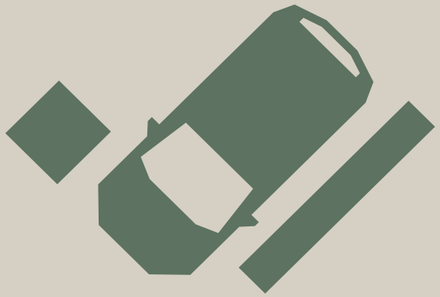
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Eco-Smart

Thrift, flexibility, respect for the environment

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1.1 RETAIL CONCEPT | ECO-SMART



FLEXIBLE
AND REVERSIBLE
LAYOUT





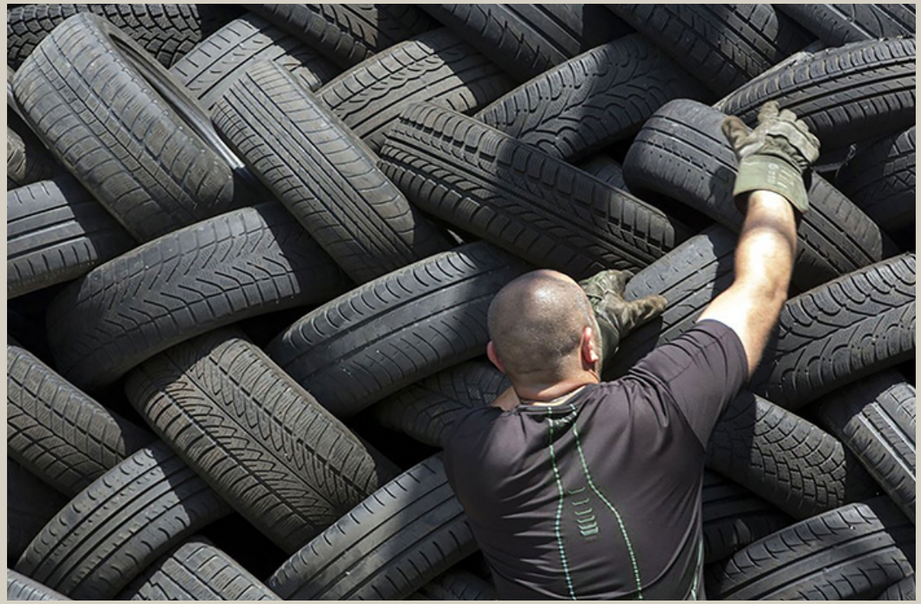
AN INTERVENTION TO THE VERY NECESSARY TO KEEP A MAXIMUM OF THE EXISTING (WALLS, FLOORS, ELECTRICAL NETWORK ...)

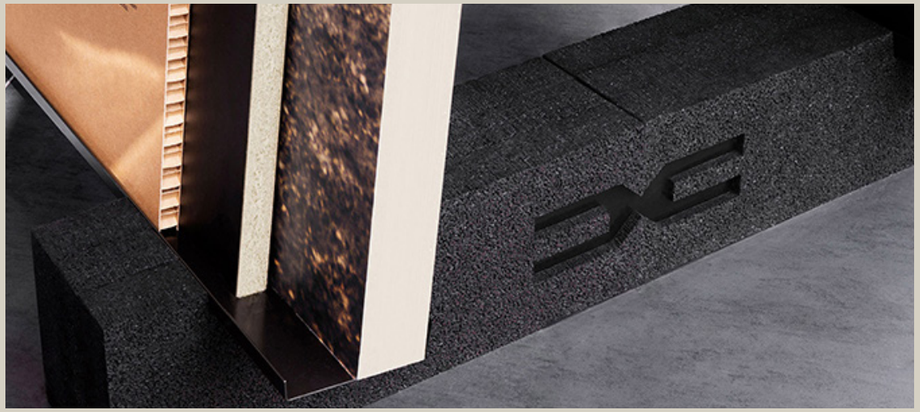
A DISSOCIATED DESIGN OF THE ELEMENTS TO MAKE THEM LAST AND EVOLVE OVER TIME, WITHOUT HAVING TO CHANGE EVERYTHING.

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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.

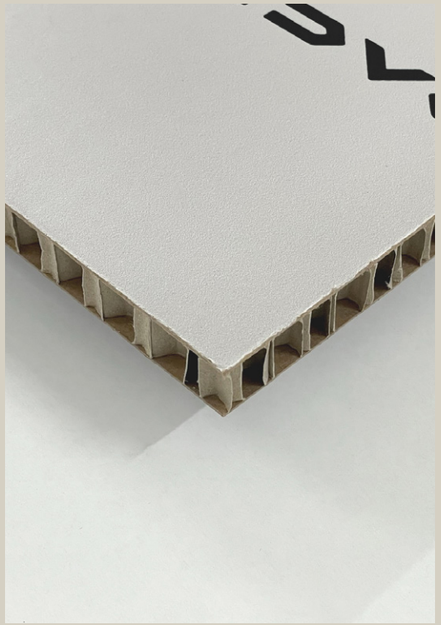
OVERALL, MORE THAN 50, 000 BRICKS WILL BE PRODUCED, THE EQUIVALENT OF 100, 000 TIRES.

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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.

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SOFAS IN RECYCLED TEXTILES

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

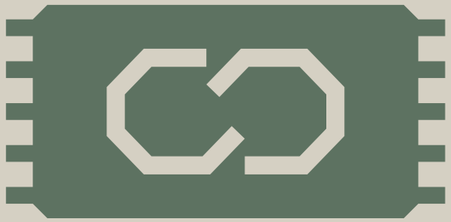
Certification of the Cura fabric from our Danish supplier Gabriel

OEKO-TEX®
CONFIDENCE IN TEXTILES
STANDARD 100
1076-182 DTI
Tested for harmful substances.
www.oeko-tex.com/standard100

EU Ecolabel
www.ecolabel.eu
DK/016/020

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1.1 RETAIL CONCEPT | ECO-SMART



RECYCLED
FIBERS CARPETS

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

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



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1.2 VIEW OF TYPICAL SITE

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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**

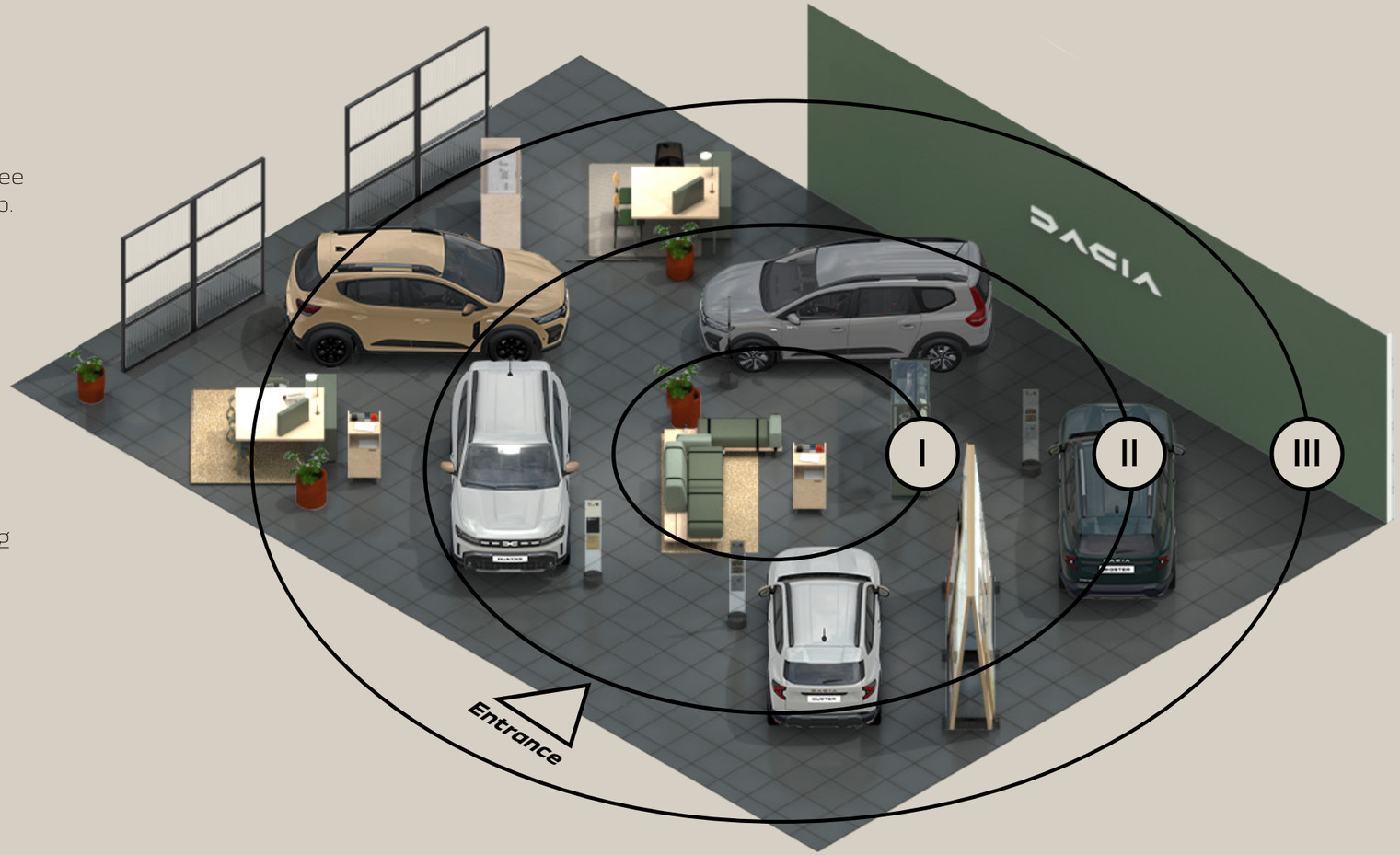
This area has a dual aim: to draw the customer into the heart of the Dacia dealership, and to make the wait a pleasant experience. This area can also be a place to chat with the sales advisor, especially in MINI format showrooms.

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.



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1.2 VIEW OF MODEL SITE



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1.2 VIEW OF MODEL SITE



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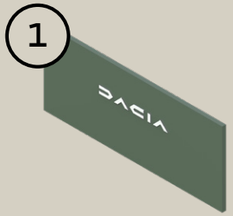
2 THE COMPONENTS

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2.1 OVERVIEW OF ALL COMPONENTS

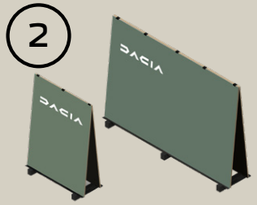
Brand signage

1



Brand wall

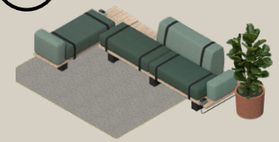
2



Dacia board

Welcome

3



Sofa

4



Sample trolley

Discover

5



Landscape boards

6



Price totem

7



USP Totem

Purchase

8



Sales office

9



Accessories Showcase

10



Merchandising Furniture

Promote

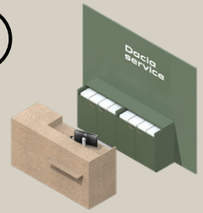
11



PLV Totem

Service

12



After-sales counter

Architecture

13



Self-supporting Partitions

14



Dacia Fresco

15



Floor covering

16



Lighting

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2.1.1 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	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	LANDSCAPE BOARD	□	■	■	Choice of several images / formats according to the site.
	PRICE TOTEM	■	■	■	A mandatory, standard element, must be present.
	TOTEM USP	■	■	■	Mandatory element to be used six months from the start of a model's marketing.
PURCHASE	SALES OFFICE	■	■	■	A mandatory element if space permits. If space is insufficient (Mini), it is replaced by the trolley.
	ACCESSORIES SHOWCASE	□	■	■	Modular portable showcase according to the product offering.
	FURNITURE MERCHANDISING	□	□	■	All Dacia-related products in a single display unit.
ANIMATE	PLV TOTEM	□	□	■	Formats and templates to be respected for communications.
SERVICE	COMPLETE AFTER-SALES COUNTER	☐	□	□	Usable on single-brand Dacia sites only.
ARCHITECTURE	BRAND SIGNAGE PARTITION	□	□	■	To separate Dacia and Renault showrooms
	DACIA FRESCO	☐	□	□	To reinforce the brand identity of the Dacia showroom
	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

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2.2 BRAND SIGNAGE

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2.2 BRAND SIGNAGE

DESCRIPTION

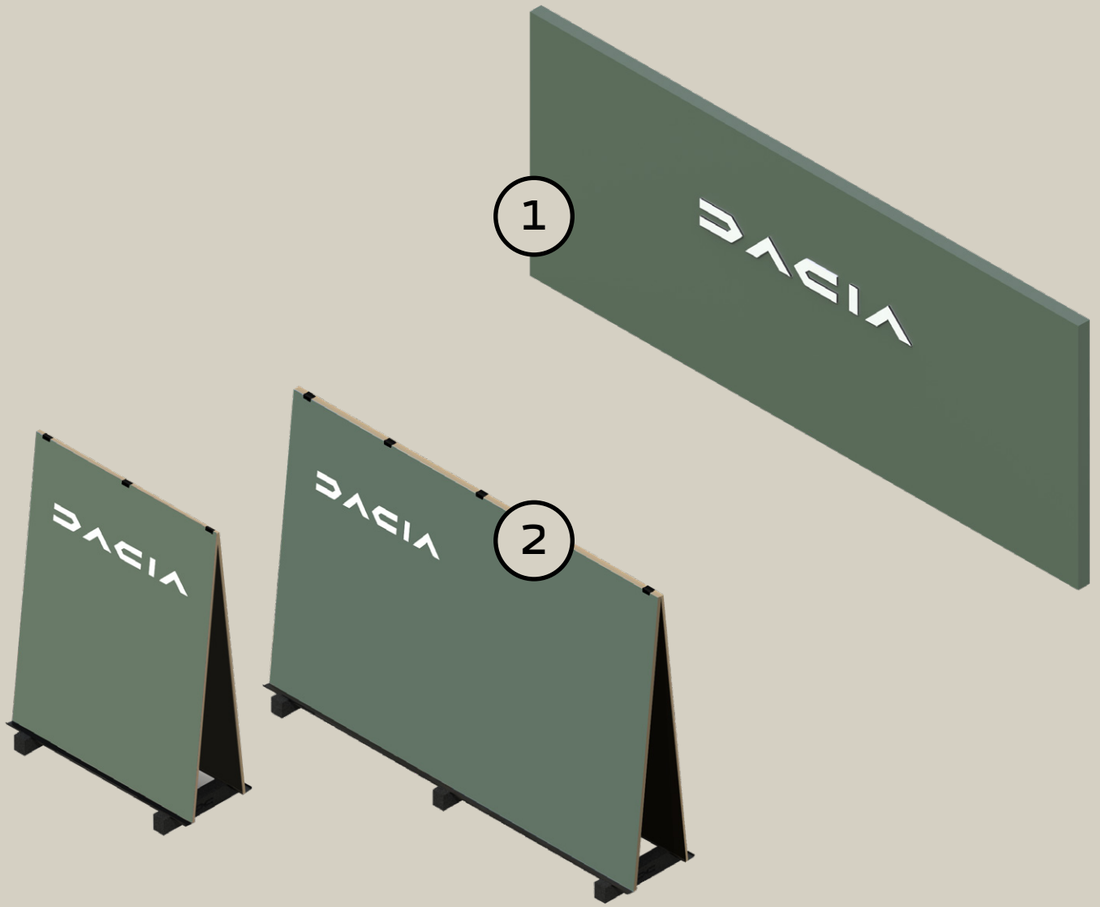
This is a vital feature of all Dacia dealerships. There are two installation options, depending on the layout of the premises.

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.



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2.2.1 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)

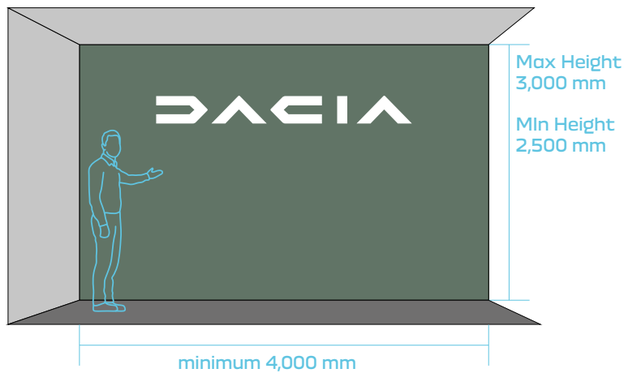
If there is no wall that meets these criteria, go straight to option 2: the Dacia board.

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2.2.1 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.**

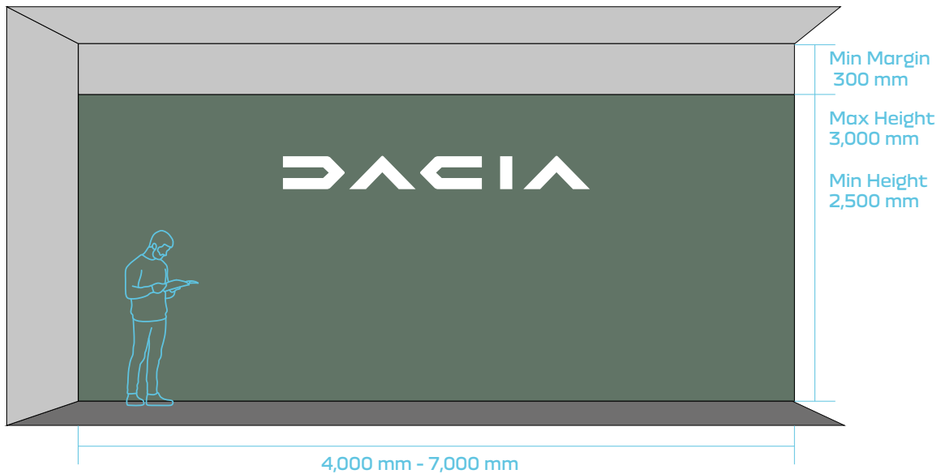


If the height is below 3,000 mm, the whole wall should be painted.

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.

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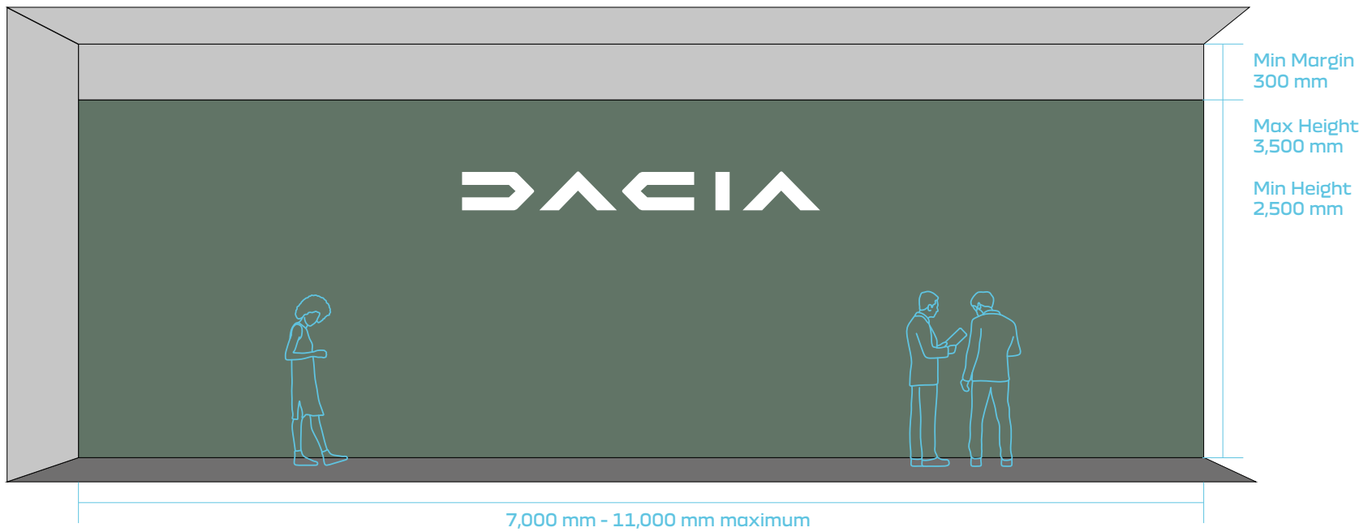
2.2.1 BRAND WALL

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.

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2.2.1 BRAND WALL

IMPORTANT!

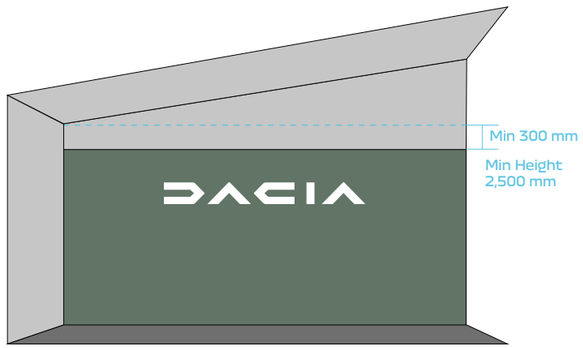
If an obstacle or a slope interferes with the surface to be painted, consider leaving a 300 mm gap from that element all along the top.

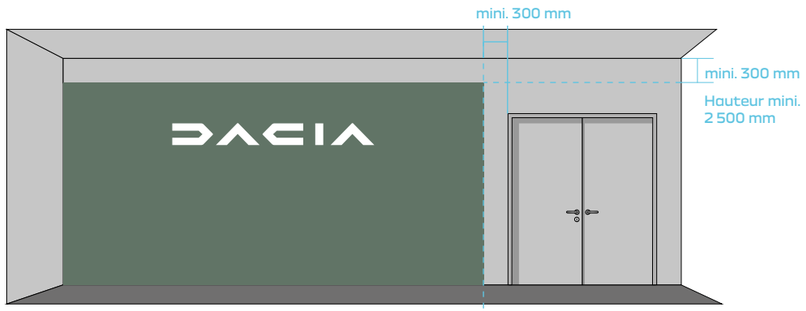
If a door, alcove, or window forms part of the supporting wall, the width to be painted must stop short of it, leaving a 300 mm white margin.

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).





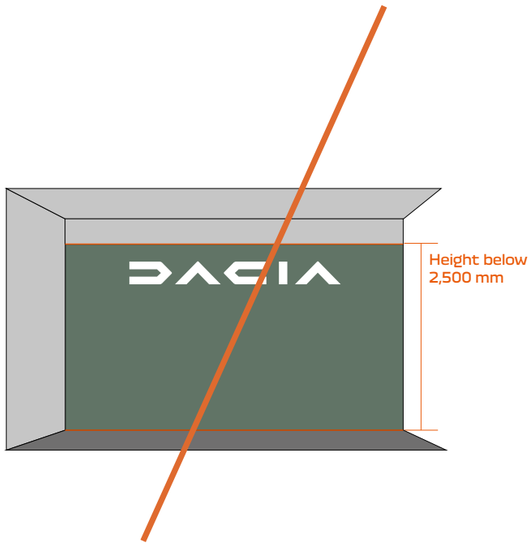


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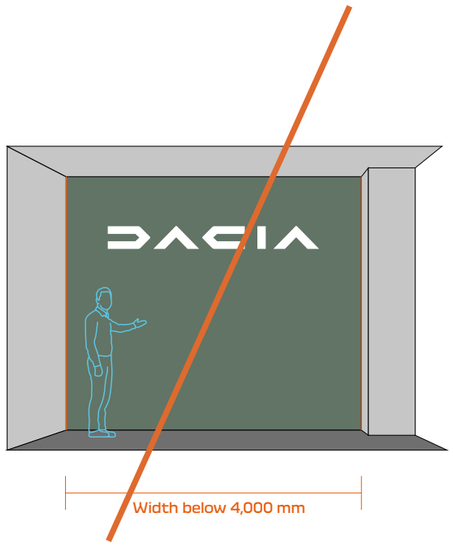
2.2.1 BRAND WALL

DON'T

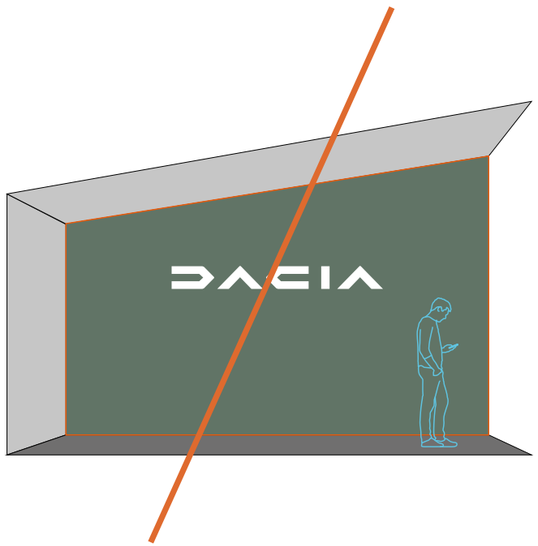
The wall height cannot be less than 2,500 mm.



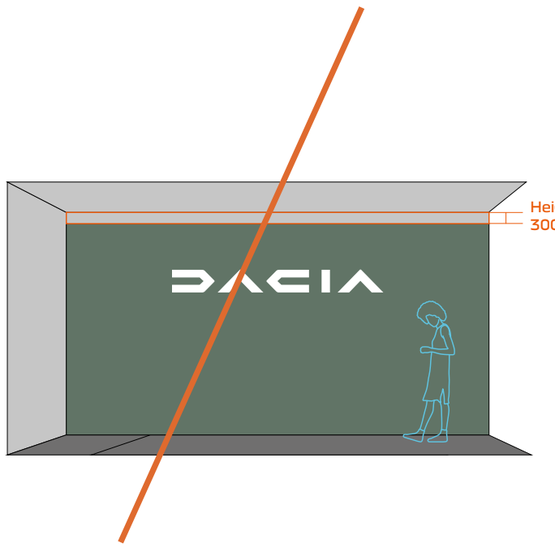
The wall width cannot be less than 4,000 mm.



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.



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2.2.1 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**

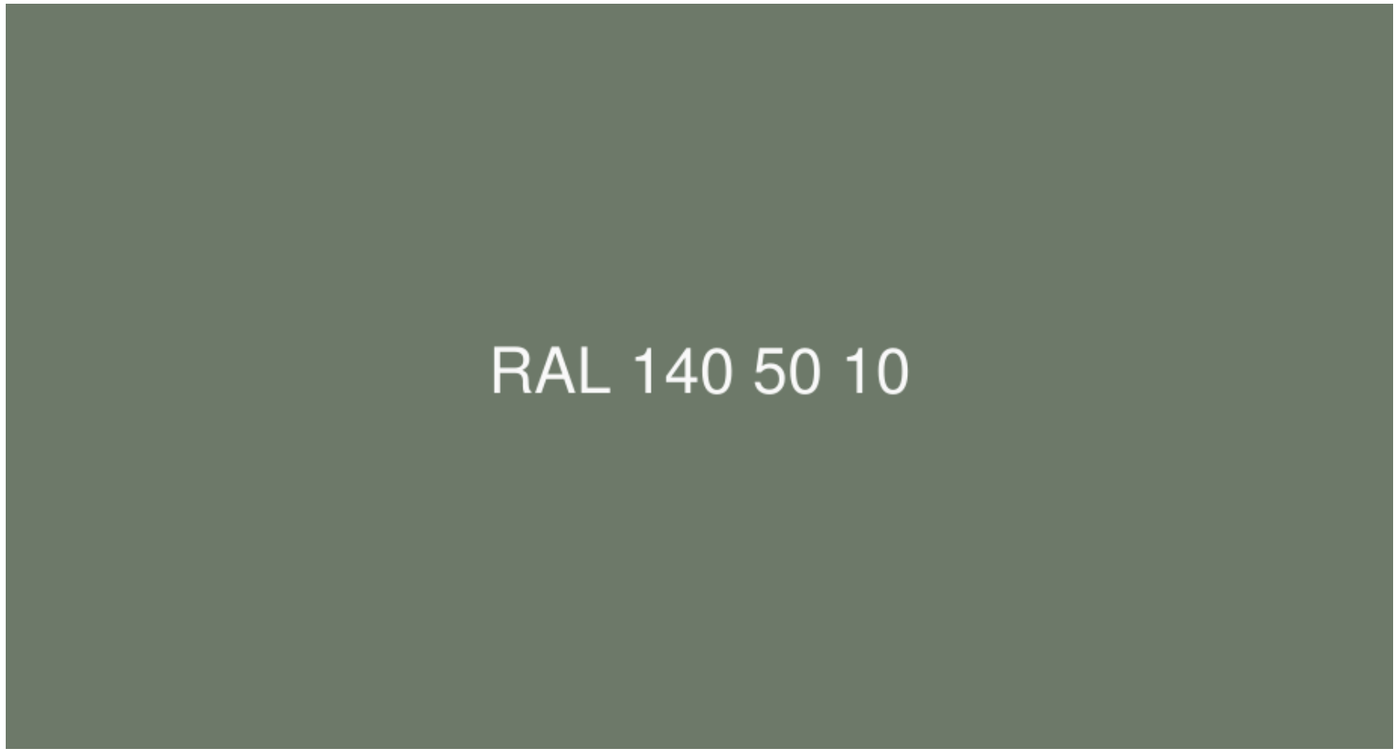
Supplier: **Algo (FR)**
Ref.: **Sequoia - Satin**

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%.**



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2.2.1 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.



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2.2.1 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

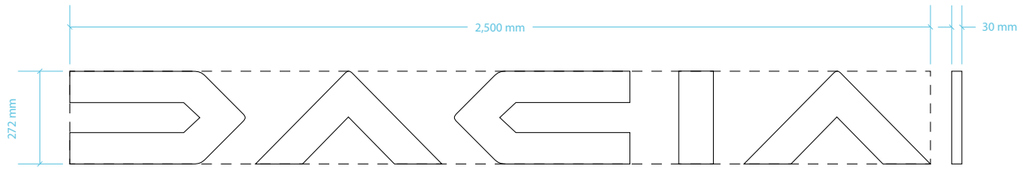
Size 3 (377 x 3,500 mm)
for a painted wall height from 3,250 mm to 3,500 mm

DON'T

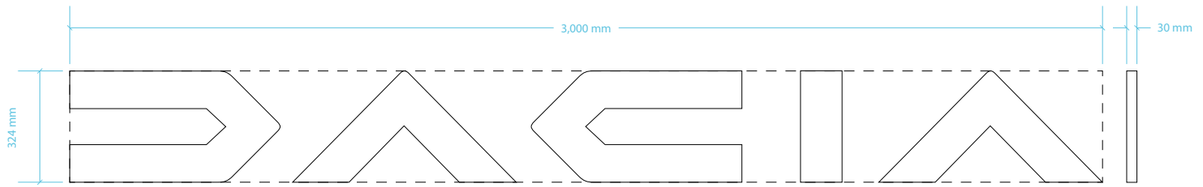
Don't use thicker or thinner letters.

Don't leave the edges of the letters unfinished.

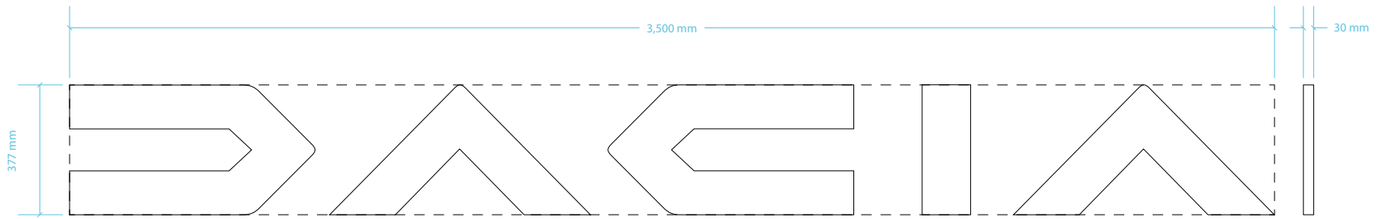
SIZE 1 :



SIZE 2 :



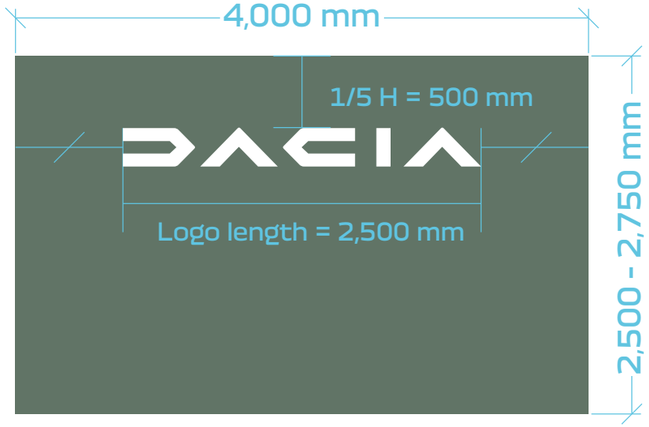
SIZE 3 :

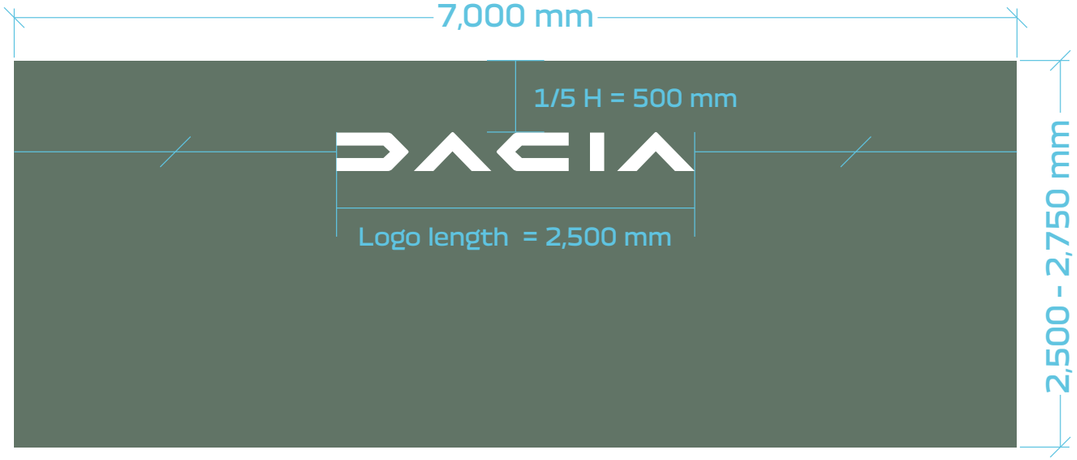


CONFIDENTIAL DOCUMENT - C3

2.2.1 BRAND WALL

SIZE 1 : 272 X 2,500 mm

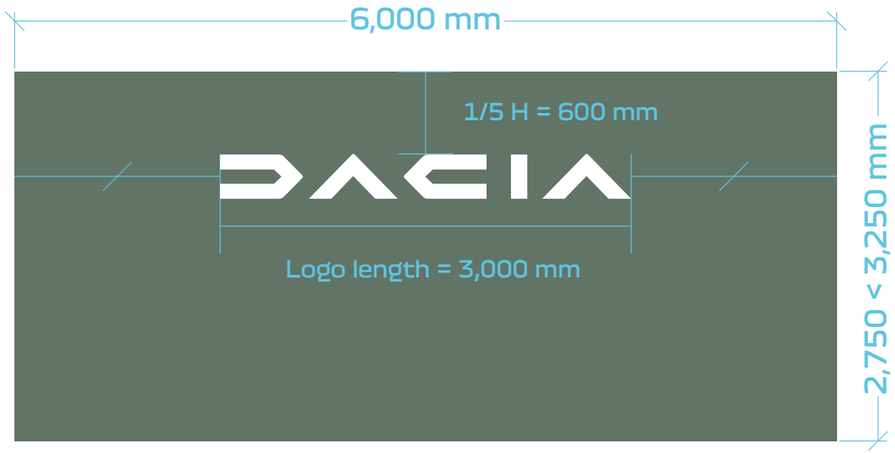


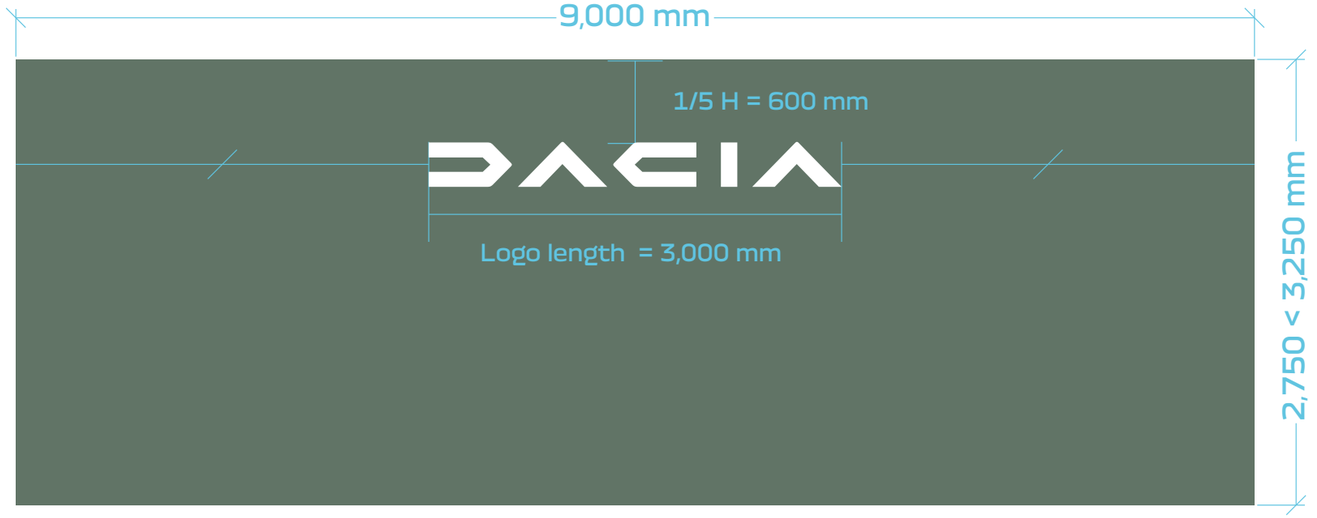


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2.2.1 BRAND WALL

SIZE 2 : 324 X 3,000 mm

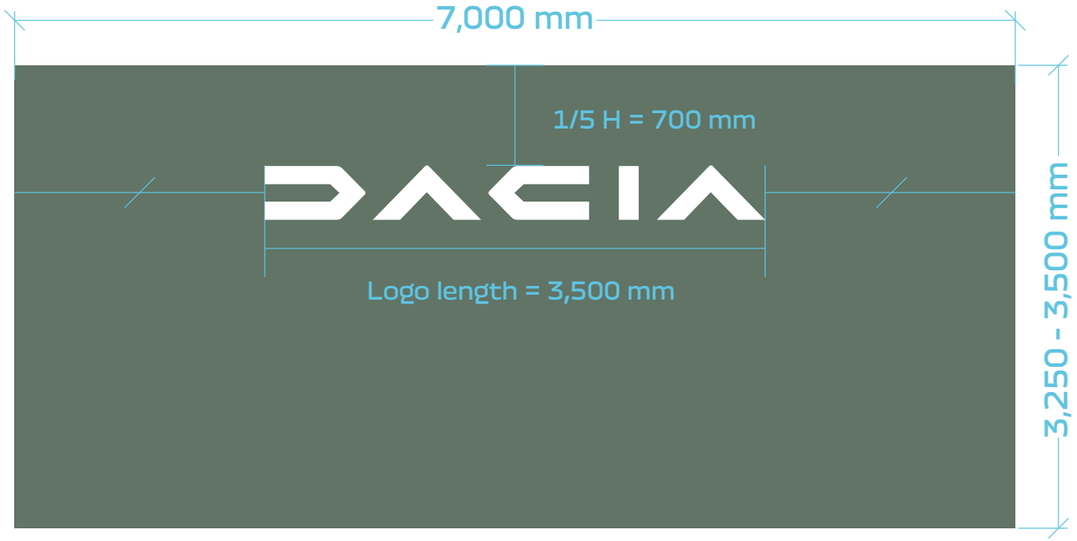




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2.2.1 BRAND WALL

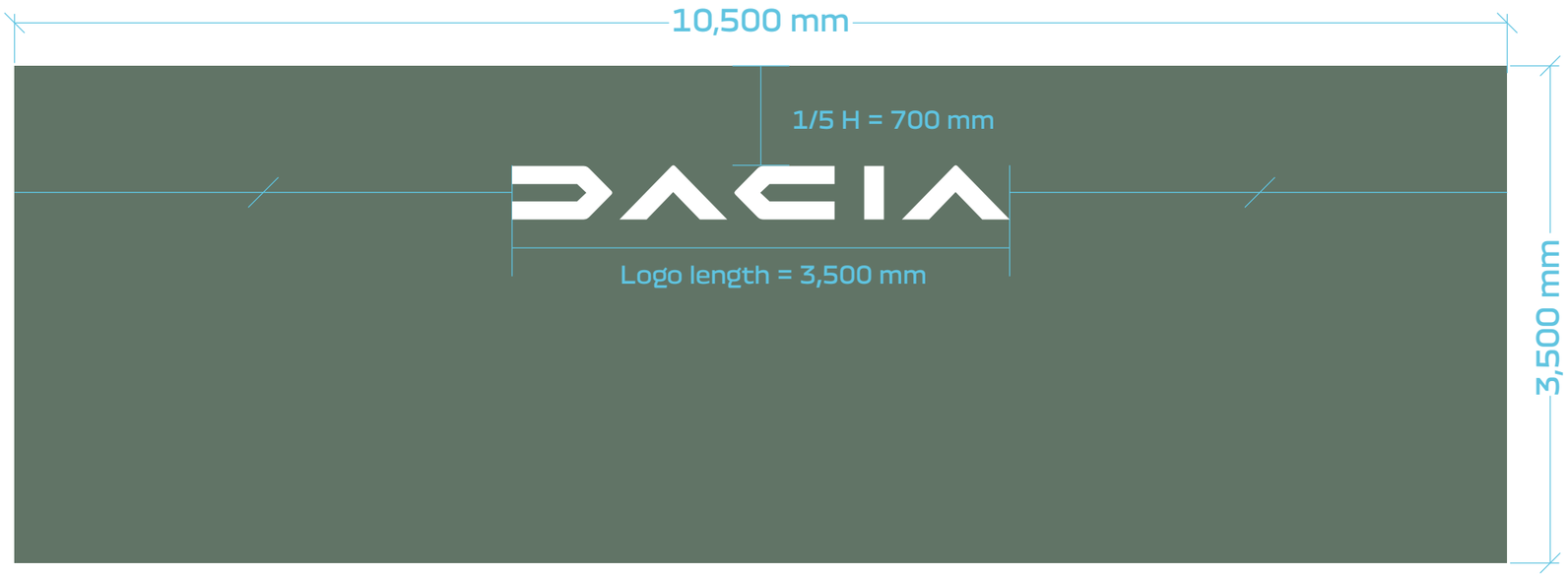
SIZE 3 : 377 X 3,500 mm



CONFIDENTIAL DOCUMENT - C3

2.2.1 BRAND WALL

SIZE 3 : 377 X 3,500 mm



CONFIDENTIAL DOCUMENT - C3

2.2.2 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



e.g.:
Height 2,300 mm
Width 2,000 mm



e.g.:
Height 2,500 mm
Width 4,000 mm



CONFIDENTIAL DOCUMENT - C3

2.2.2 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



Verso (the version of the vehicle cards can be used until the models reach the end of their life).



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2.3 WELCOME

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2.3 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 **SOFA**

4 **Sample TROLLEY**



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MODULAR & COMFORTABLE SEATING



PRINCIPLE

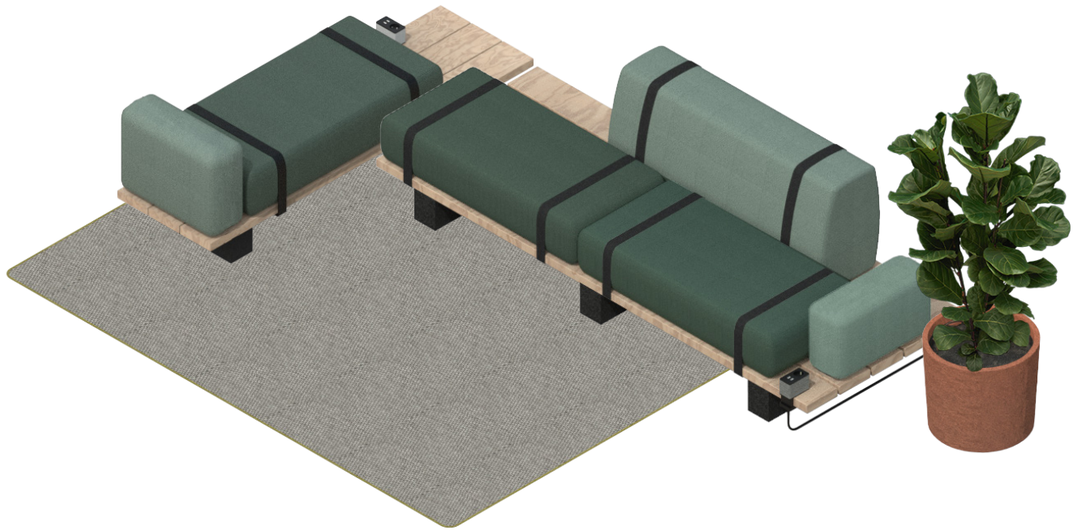
A modular "Dacia" sofa designed to seat customers comfortably in the middle of the dealership. Customers can use the empty space to put their belongings down for a while. A socket integrating a 220-V power supply and USB ports has been added so that customers or sales advisors can plug in a smartphone,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



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2.3.1 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.

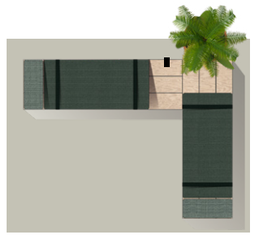
According to the size of the dealership, there may be a single sofa or several sofas combined. It is important for the seats to be correctly aligned.

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

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



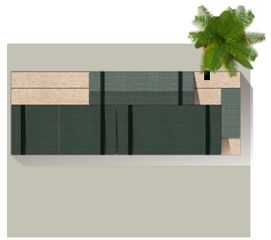
Sofa S



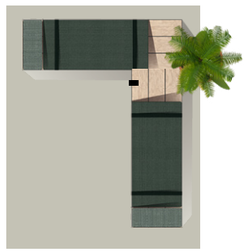
Sofa Sx2



Sofa S+M



Sofa M



Sofa Sx2



Sofa M+M

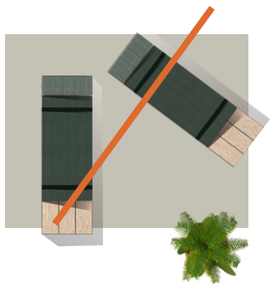
DON'T

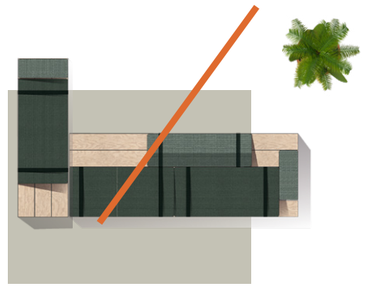
The empty spaces are for customer use, and must not under any circumstances be cluttered with brochures.

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.







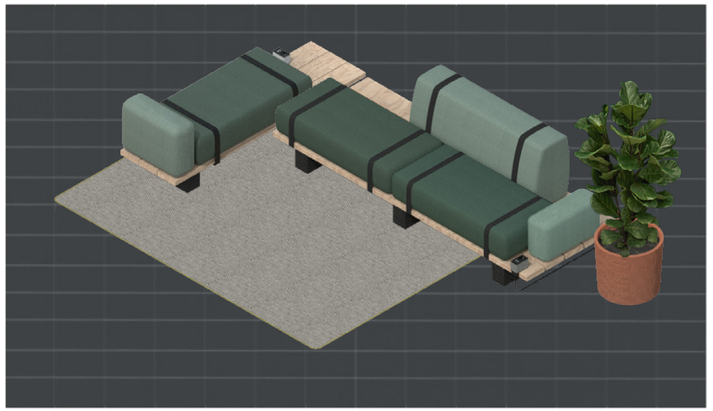
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2.3.1 SOFA

CARPET COLOUR REFERENCE

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

Anthracite grey tiled floor

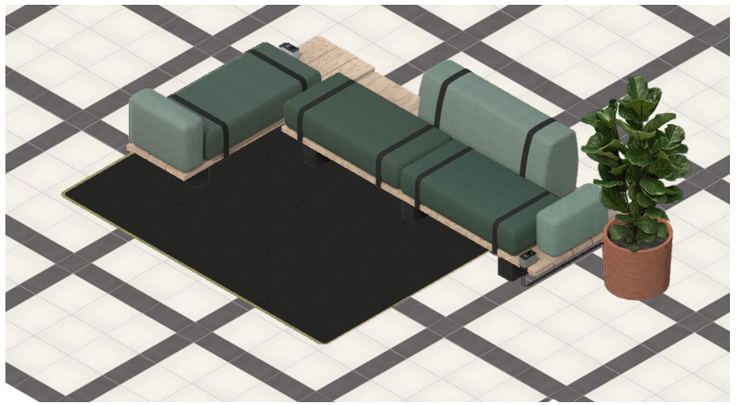


Sofa at 45 degrees to the floor



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

Light grey tiled floor



Sofa at 45 degrees to the floor



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

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2.3.2 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.



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2.4 DISCOVER

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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.

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.

A novelty vehicle at the most visible point on the customer's route

5 **LANDSCAPE BOARDS**
6 **PRICE TOTEM**
7 **USP TOTEM**



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2.4.1 VEHICLE PRESENTATION - FOR EXHIBITION VEHICLES

RULES OF IMPLEMENTATION

Landscape board

o The visuals are chosen by the country's marketing to animate its space



Next to the brand wall
(Price Totem)



The version of the vehicle cards can be used until the end of the models' life.

Next to the landscape board
(Visual available + Price Totem)



Without back panel
(Price Totem)

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2.4.1 VEHICLE PRESENTATION - FOR VEHICLE LAUNCH

RULES OF IMPLEMENTATION

Vehicle launch area: located at the most visible point on the customer route
Vehicle board :

- Dacia recommends these visuals to liven up the launch
- If vehicle organization changes, USP signs must be adapted accordingly.



Next to the brand wall
(USP totem + Price Totem)



Target version

Next to the landscape board
(Model visual+ USP totem + Price Totem)



Without back panel
(USP totem + Price Totem))

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2.4.2 LANDSCAPE 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.



Back-to-back boards



Single board 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)



The version of the vehicle cards can be used until the end of the models' life.



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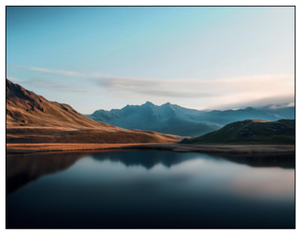
2.4.2 LANDSCAPE BOARDS

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). The country's marketing team 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 — 2300 mm





2 000 mm | 3 000 mm | 4 000 mm — 2500 mm

"LIFESTYLE" LANDSCAPES



Lifestyle 01



Lifestyle 02

"ADVENTURE" LANDSCAPES



Adventure 05



Adventure 06



Adventure 07



Adventure 08

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2.4.2 LANDSCAPE 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.



Single board leaning against a wall



Standalone double board





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2.4.3 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

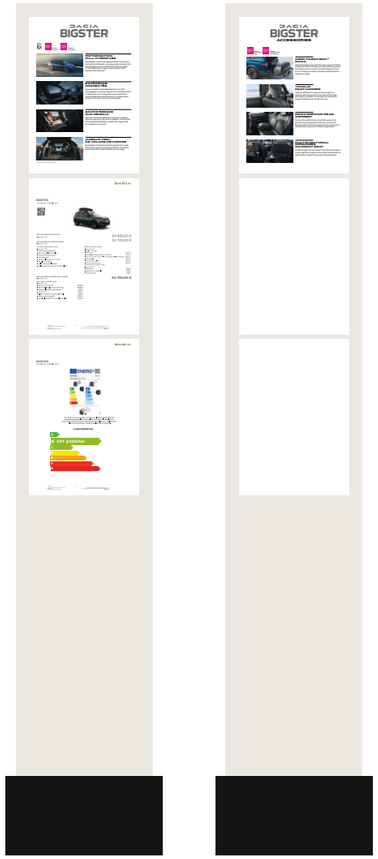
The dealer updates the materials in the price totem so that they always match the vehicle on display.

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.



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2.4.3 PRICE TOTEM



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

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2.4.4 USP TOTEM





Recto



Verso

Totem USP

new element dedicated to a launching car.

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2.5 PURCHASE

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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:

8 **SALES OFFICE**
9 **ACCESSORIES SHOWCASE**
10 **MERCHANDISING FURNITURE**



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2.5.1 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)



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2.5.1 SALES OFFICE

INSTALLATION RULES

The office at the heart of the dealership is preferable. Visible from the entrance and the Welcome area, it is angled at 45° to the tiled floor.
This orientation will allow the sales advisor to have a view of the dealership and avoid potential reflections on the screen.
The plant should be positioned behind the screen.

DON'T

The sales office must not be cluttered with personal belongings or files in progress. Storage drawers have been provided for this purpose.
The sales desk must not be positioned against a wall.

The sales consultant must remain accessible and no partition or screen must be added.

No other lamps or additional storage units should clutter up the space.
Free surfaces must never be cluttered with leaflets or promotional POS material.

The sales office must be away from the main display windows, where a car could be displayed.



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2.5.1 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

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2.5.1 SALES OFFICE

DISCUSSION DESK OPTIONS - WITH STORAGE BLOCK



A. DISCUSSION DESK



B. DISCUSSION DESK
MIRROR VERSION

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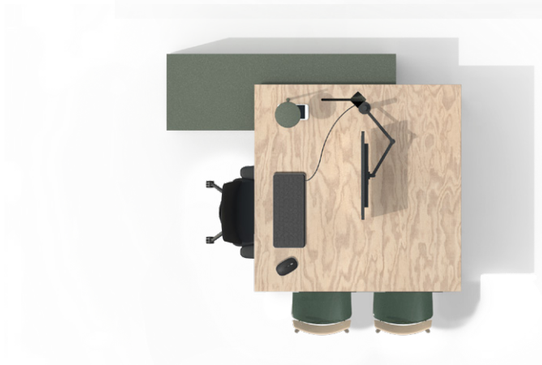
2.5.1 SALES OFFICE

Option 1
With laptop

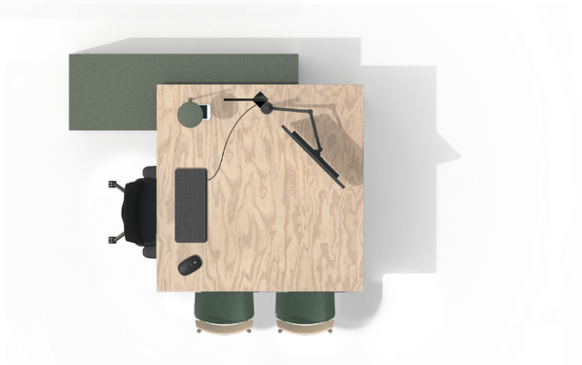


Option 2
With PC + Main monitor





Positionning
sales advisor working alone



Positionning
sharing work with a customer

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2.5.1 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



Desk at 45 degrees to the floor



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

Light grey tiled floor



Desk at 45 degrees to the floor



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

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2.5.1 SALES OFFICE

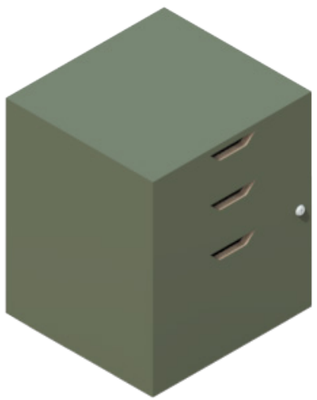
ADDITIONAL PRINTER AND/OR STORAGE BLOCK

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



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2.5.1 SALES OFFICE

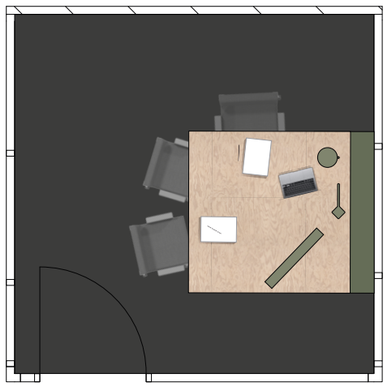
SPECIFIC FORMAT FOR IMPLEMENTATION IN CLOSED OFFICES

PRINCIPLE

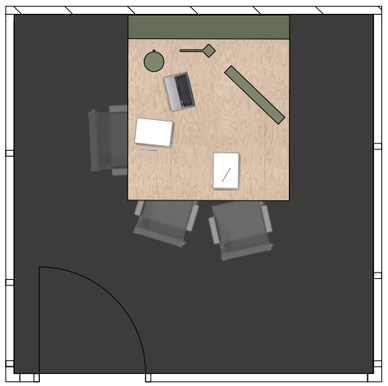
The **sales office** is primarily located in the heart of the Dacia space. However, there are various existing contexts, requiring the implementation of one or more additional offices in closed or partitioned spaces. The storage unit is more compact than the standard version with sales storage drawers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



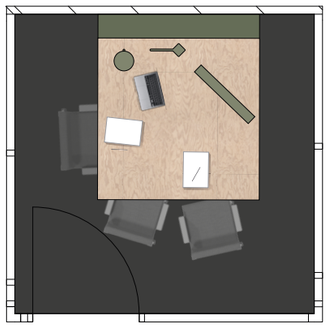




Closed office
3 000 x 3 000



Closed office
3 000 x 3 000



Closed office
2 500 x 2 500

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2.5.1 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

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2.5.2 ACCESSORY SHOWCASE

A VISIBLE & ACCESSIBLE ACCESSORIES 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.

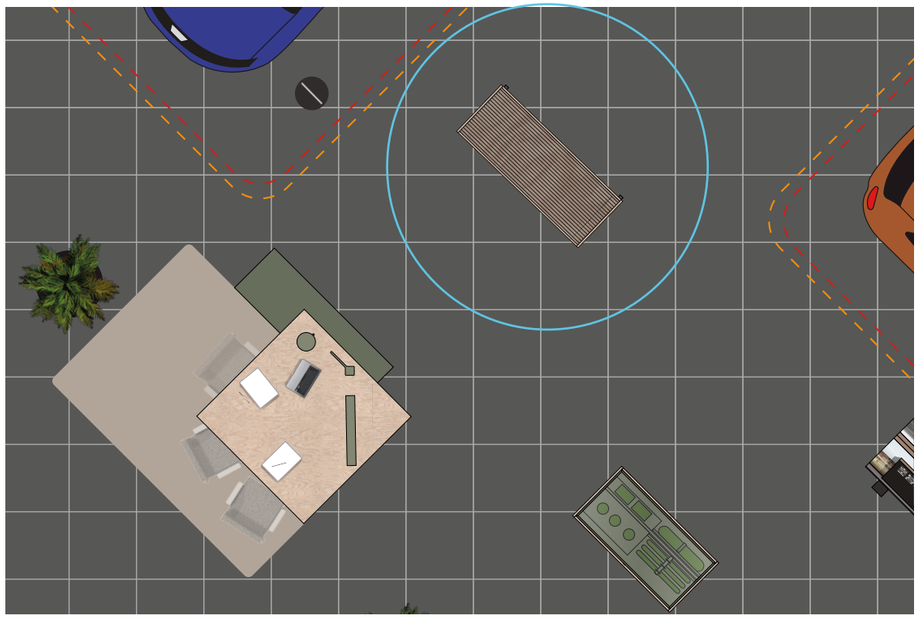


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2.5.2 ACCESSORIES SHOWCASE

INSTALLATION RULES

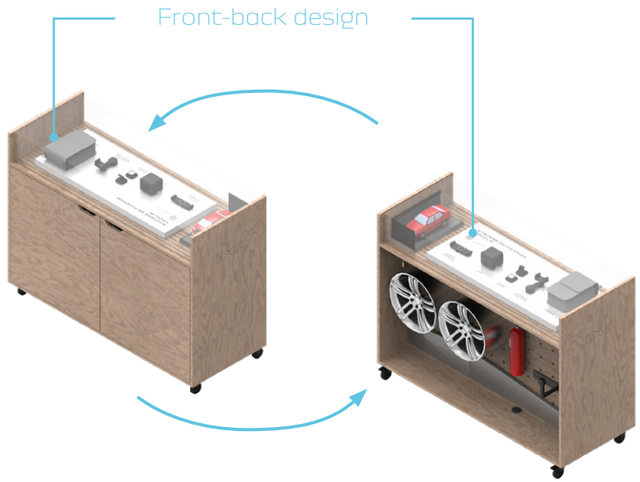
Except in special cases, the display unit must be positioned at an angle of 45° to the tiled floor.
It must be clearly visible and close to the sales desk. in front of or to the side of the customer.



example 01



example 02

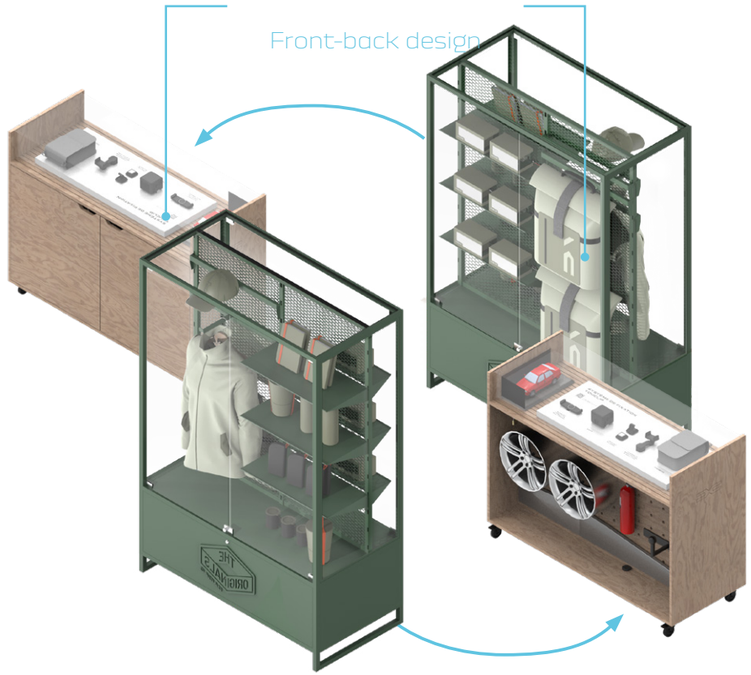


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2.5.2 ACCESSORIES SHOWCASE

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**.





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2.5.2 ACCESSORIES SHOWCASE

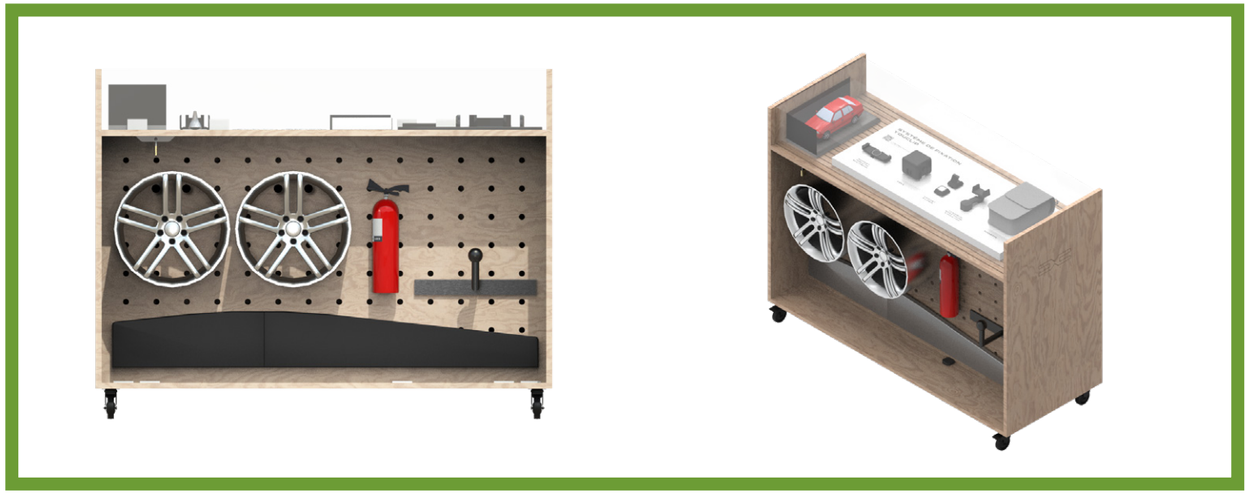
PRESENTATION OF THE ACCESSORIES

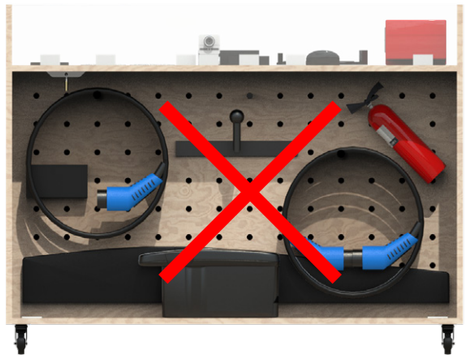
The perforated surface is used to adapt the presentation of accessories according to the local offering.

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

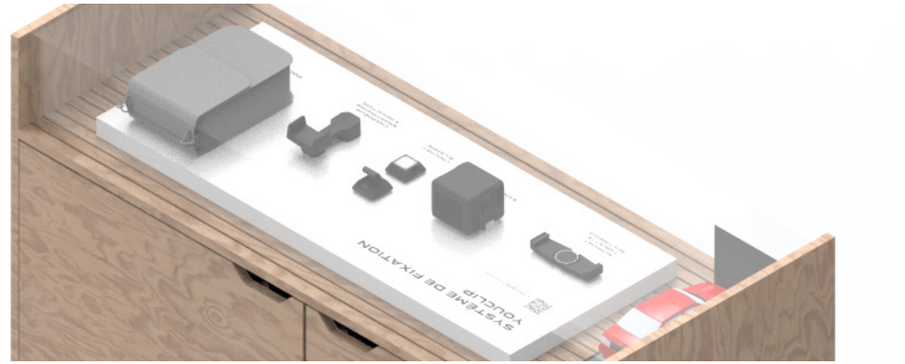
A disorganised presentation does not reflect quality, and will be detrimental to the impression of the quality of the accessories.





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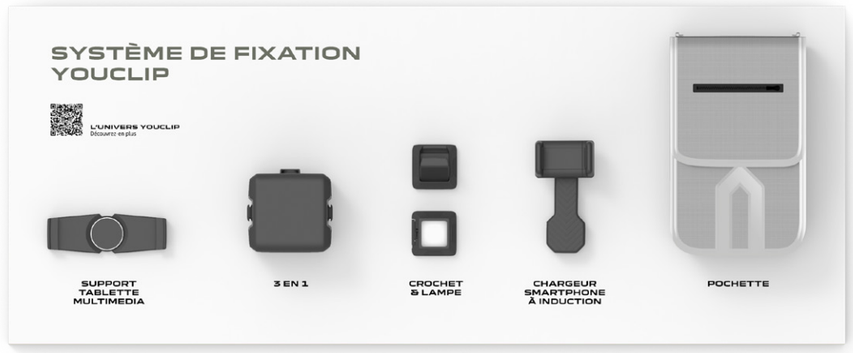
2.5.2 ACCESSORIES SHOWCASE



TO BE ADAPTED TO EACH MARKET & POTENTIAL COMMERCIAL ACTION

MANDATORY

A dedicated panel developped for the YouClip range





BIGSTER

Nomad Armrest



Illuminated door sills



OR

ALL VEHICLES

Shark antenna



Anti-theft bots



Dacia link center caps



MERCHANDISING

Miniatures



Nomad travel cuterly





Lunch box



Essential pack



The photos are examples only. Please follow the guidelines (updated)

For showrooms without merchandising furniture

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2.5.2 ACCESSORIES SHOWCASE YOUCLIP

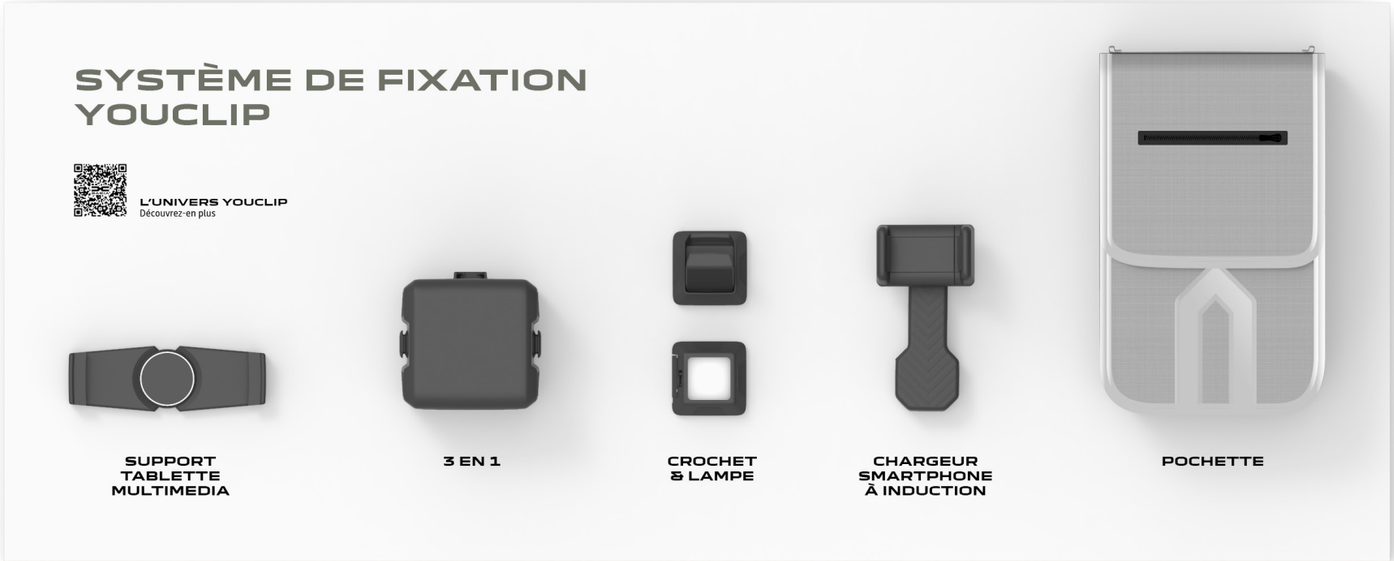
OVERVIEW OF YOUCLIP ACCESSORIES

Each Youclip accessory has its own dedicated place on the presentation stand, so that the elements are displayed to best effect.

Each accessory is clipped or fixed into the notch provided. The accessories should be positioned horizontally.

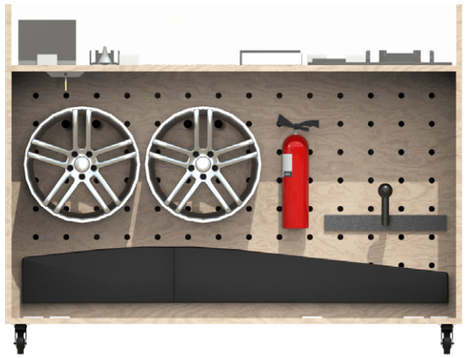
The support is placed under the cabinet's display window and fixed to the grooves.

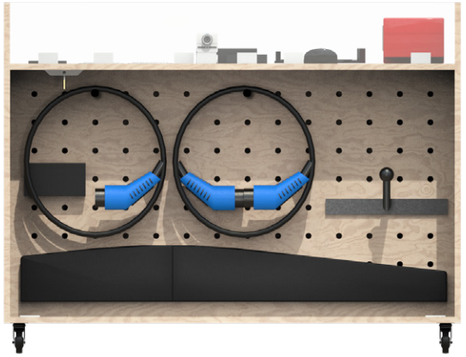




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2.5.2 ACCESSORY SHOWCASE





TO BE ADAPTED TO EACH MARKET & POTENTIAL COMMERCIAL ACTION

ACCESSORIES

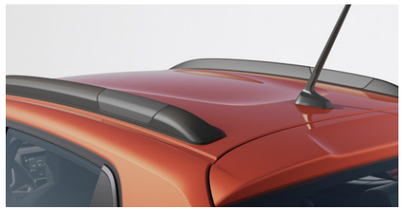
Floor mats



Alloy rims



Spring roof bars



Duster Sidestep



Swan neck Towbar



Charging cable & Handle



Mudflaps



Removable Towbar



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2.5.3 MERCHANDISING FURNITURE

A RANGE OF ESSENTIAL & ECO-CONCEPT IN A MERCHANDISING 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.

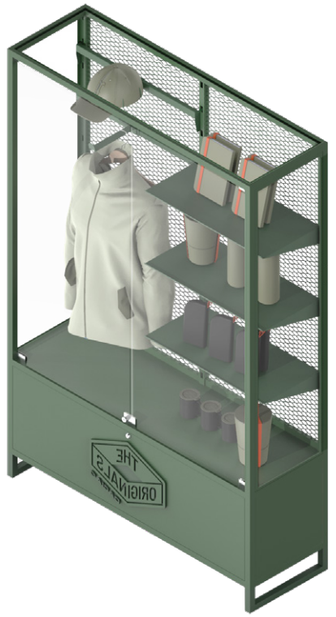
AN INNOVATIVE DISTRIBUTION MODE

Orders placed on an eco-designed e-shop to limit resource consumption.
Products delivered and displayed in a window cabinet to showcase the product range.

2 FURNITURE VERSIONS

2 pieces of furniture adapted to the dealership: a wall-mounted version and a 360° version with recto/verso presentation.

1-side



2-sides



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2.5.3 MERCHANDISING FURNITURE - 2-SIDES

PRINCIPLE

The upper part of the cabinet, in the form of a showcase, offers a 360° product presentation, while the lower part is dedicated to storage.
Access to the storage area is from one side only. This space is dedicated to the storage of unused accessory supports, and to the buffer stock of the range's products.

SAFE

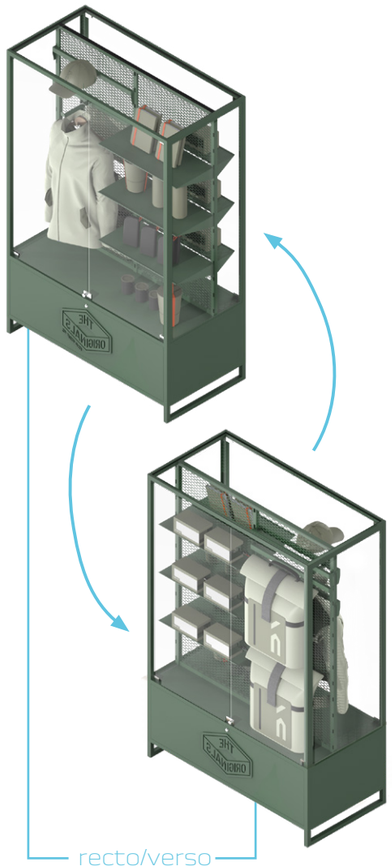
The cabinet is on castors and can be moved for protection if required.
The display case and stacking area can be locked with a padlock.

LAYOUT RULES

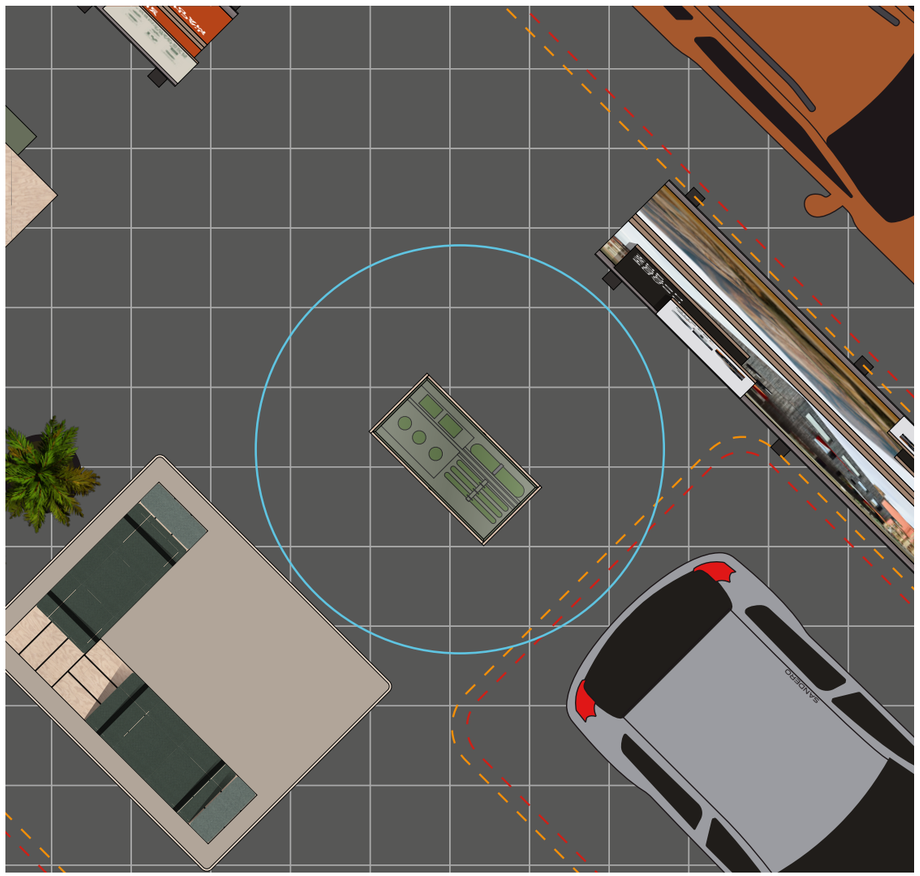
The Dacia 360° merchandising unit must be positioned at the heart of the dealership.
The selected location must be clear and visible.

DON'T

The merchandising unit must not contain anything other than the range's product offering.
It must not be positioned next to anything that would obscure the 360° visibility of the window display.



example 01



example 02

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2.5.3 MERCHANDISING FURNITURE - 1-SIDE

PRINCIPLE

The upper part of the cabinet, in the form of a display case, offers a presentation of the range's products, while the lower part is dedicated to storage.
The storage area is dedicated to the storage of unused accessory supports, and to the buffer stock of the range's products.

SAFE

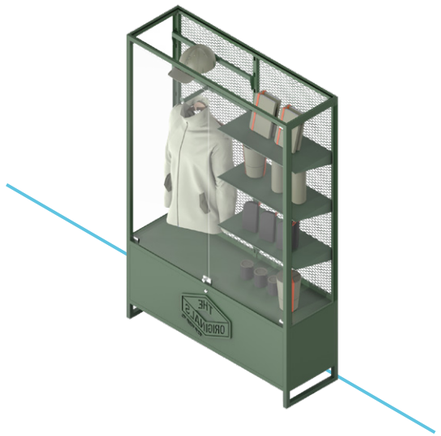
The cabinet is on castors and can be moved for protection if required.
The display case and stacking area can be locked with a padlock.

LAYOUT RULES

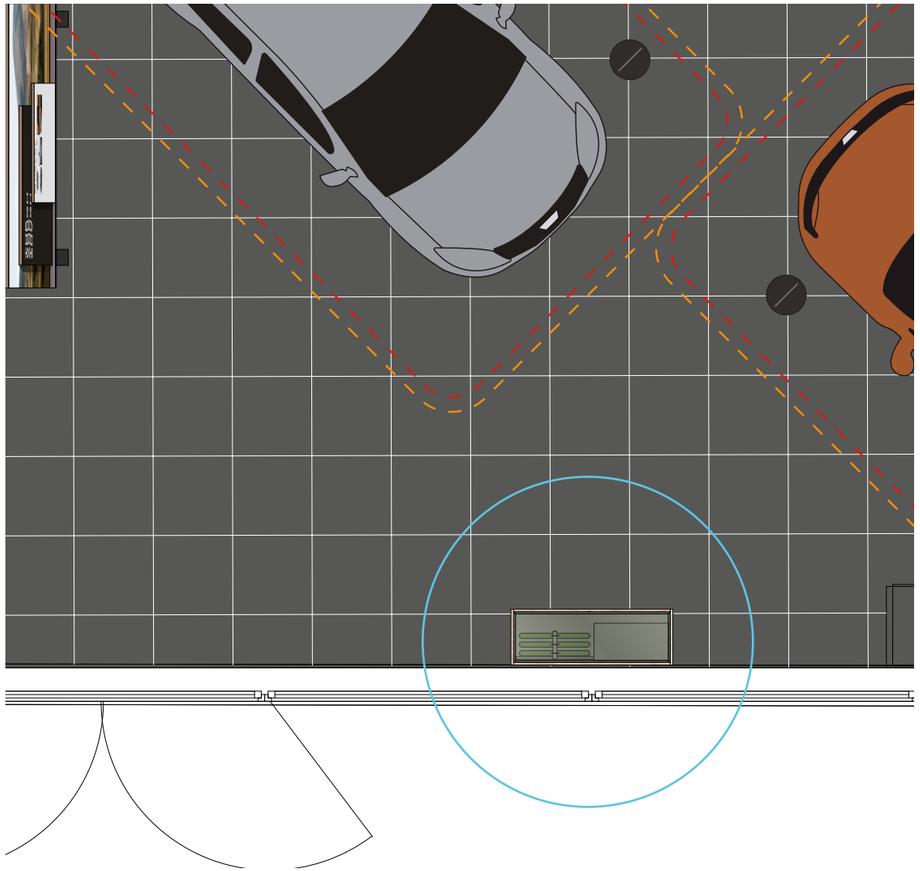
The Dacia wall-mounted merchandising unit must be positioned against a wall in the dealership.

DON'T

The merchandising unit must not contain anything other than the range's product offering.
The wall selected must not be the one painted green with the DACIA logo.



example 01



example 02

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2.5.3 MERCHANDISING FURNITURE- ACCESSORIES

PRESENTATION OF ACCESSORIES

The rack and the variety of presentation supports enable us to adapt to the different sizes of products on display.

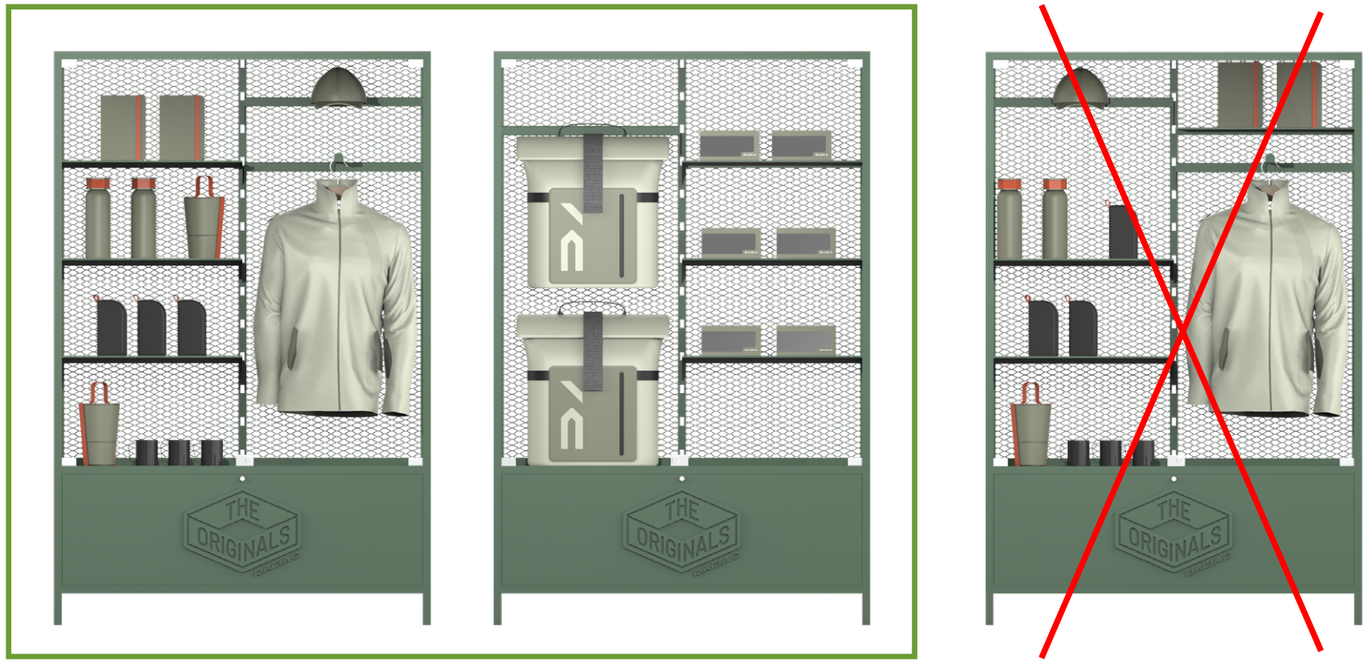
Shelves can be used to display small accessories, while bars can be used to hang clothes on hangers or other accessories. Some accessories are designed to display specific products (hat stands, umbrella stands, skateboard stands, etc.).

For the most appropriate display, product families should be grouped by column (e.g.: right-hand column for textiles, left-hand column for small accessories).
Ensure maximum horizontal alignment between accessory supports.

Follow the implementation rules updated by the Dacia BU marketing department.

DO NOT

A disorganized presentation is not qualitative and will degrade the the perceived quality of accessories.



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2.6 PROMOTE

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PROMOTIONAL MATERIALS INCORPORATED IN THE CONCEPT

Sales events in dealerships are an integral part of showroom life and helps renew contact with customers and prospects.
Dacia's new retail concept incorporates this need into the general layout of the space, so that the displays fit in perfectly with the other elements and respect the eco-design approach
approach.

The proposed support is a POS totem, for information on open-house operations or to highlight after-sales offers or services .



Available panels :		MINI	CORE	MAXI
PLV TOTEM	**QR-CODES**	☐	☐	■
	YOUCLIP	☐	☐	■

■ Mandatory components
☐ Optional components or to be adapted to site configuration

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2.6.1 TOTEM PLV

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.



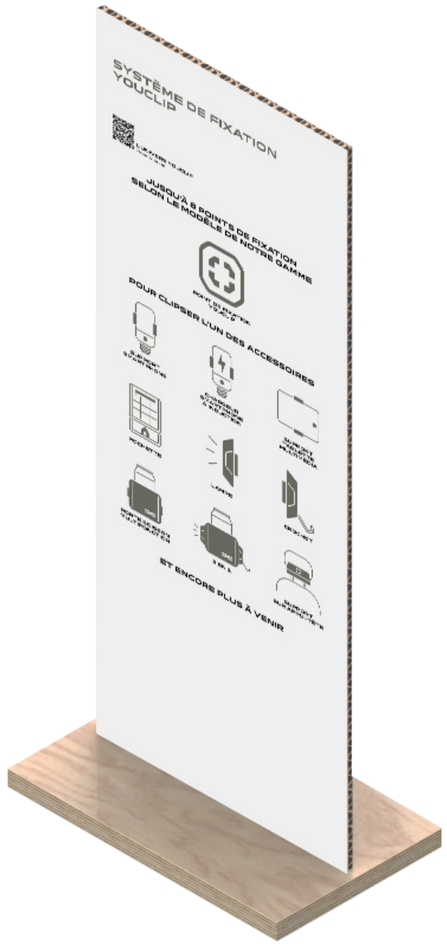
version with stand

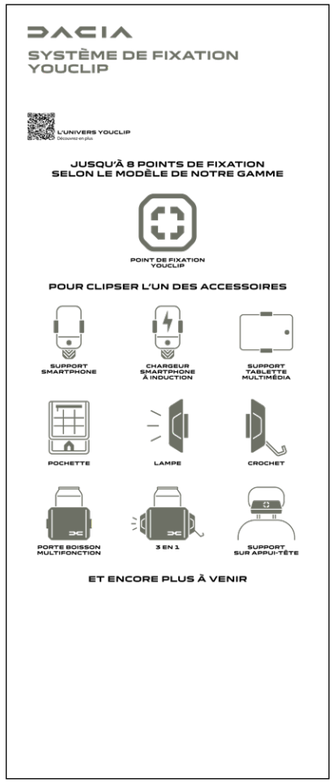
board version



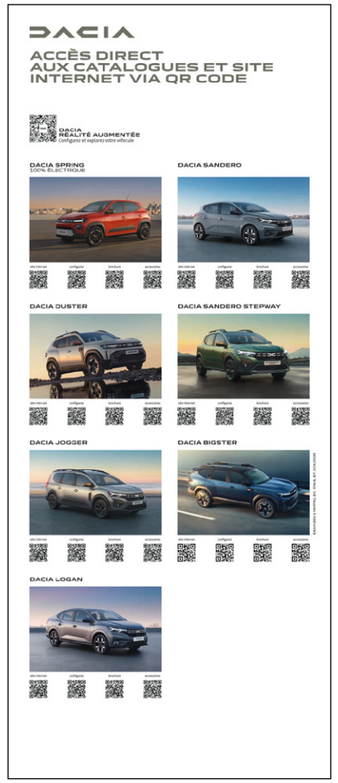
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2..6.1 PLV TOTEM





PLV YOUCLIP



PLV QR-CODES

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2.6.2 CAR COVER FOR DELIVERY

PRINCIPLE

Using a car cover for delivery is not just to protect from dust, it's to create a specific atmosphere before the delivery.

By covering the car, customers focus on its shape, heightening anticipation or excitation and creating a memorable unveiling experience upon delivery.



SIZE	REFERENCE	MODEL
XS	7717280229	BBG (Spring), DS1B2 (New Spring)
S	7717280230	BJI (Sandero)
M	7717280231	P1310 (Duster)
L	7717280232	LJI (Logan)
XL	7717280233	K1320 (Striker)
XXL	7717280234	R1310 (Bigster); RJI (Jogger)

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2.7 SERVICE

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DACIA AFTER-SALES SERVICE

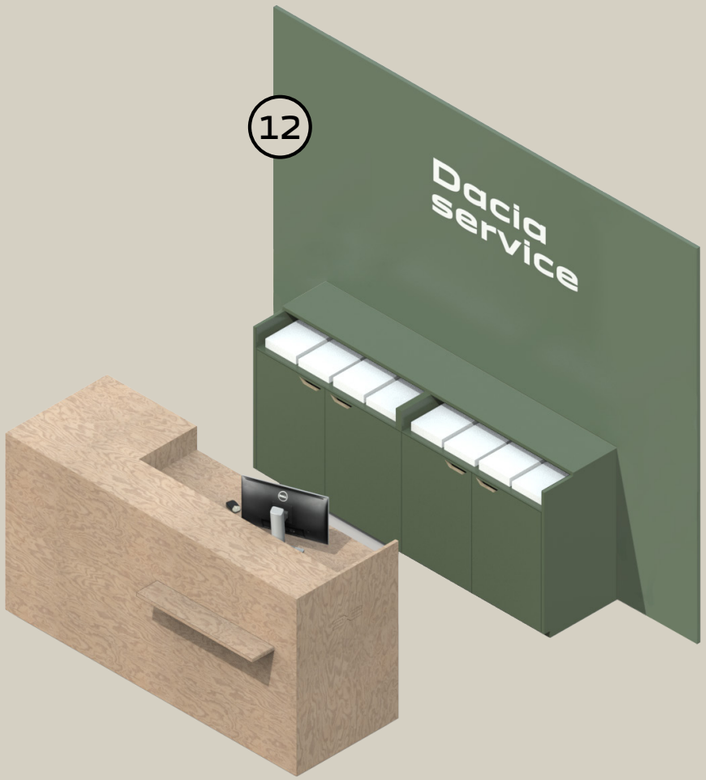
Any customer visiting any type of Dacia dealership should be able to find all the stages of the customer journey, from discovery of the cars, to purchase, and right through to after-sales service.

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:

12 **AFTER-SALES COUNTER**



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2.7.1 AFTER-SALES COMPTOIR

A 100% DEDICATED DACIA SERVICE COUNTER

PRINCIPLE

The Dacia counter comprises the following three different functional elements:

- a service identification wall

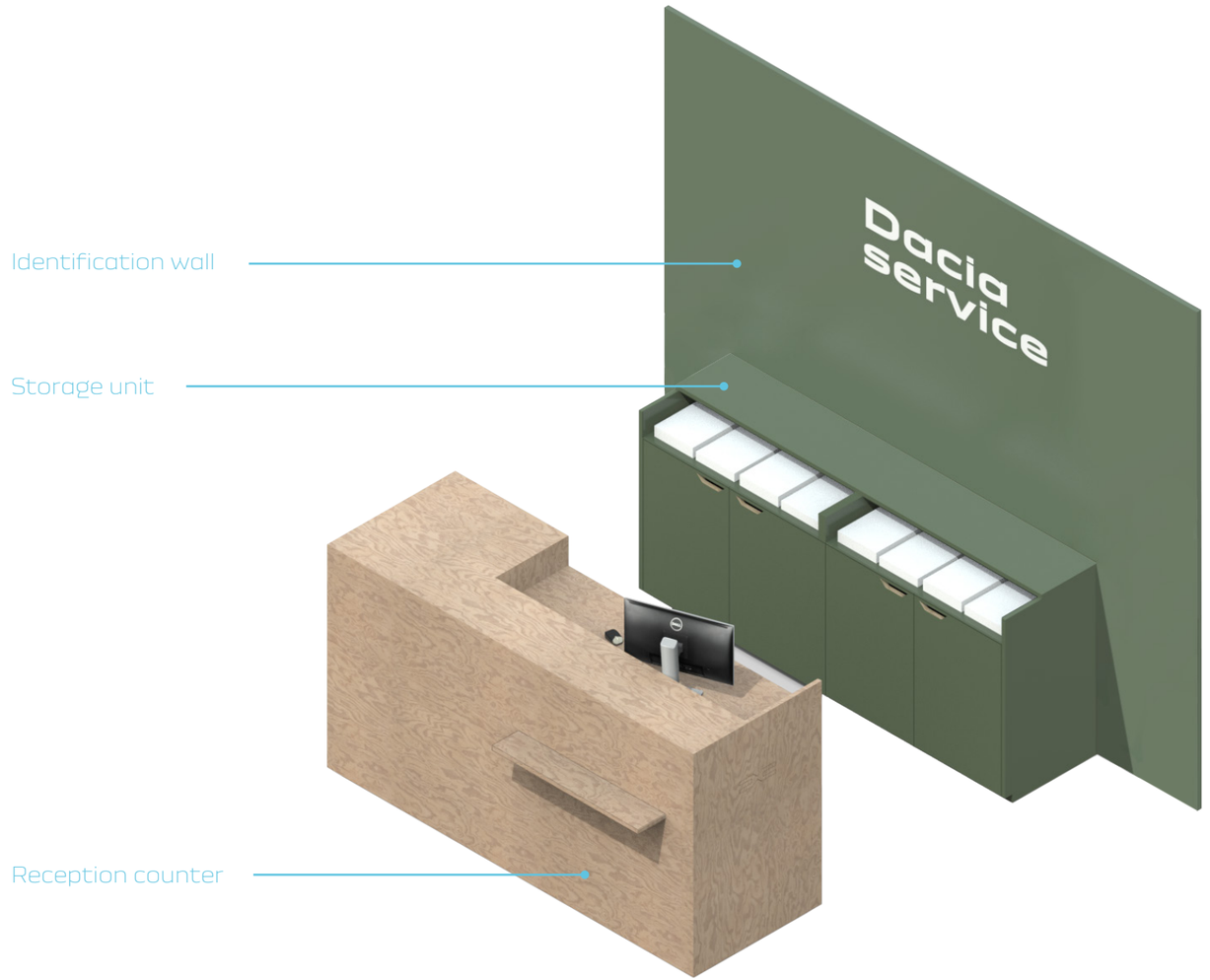
- a reception counter incorporating storage spaces, a discussion area, a PRM (person of reduced mobility) shelf, and computer equipment

- 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.



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2.7.1 AFTER-SALES COMPTOIR

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**

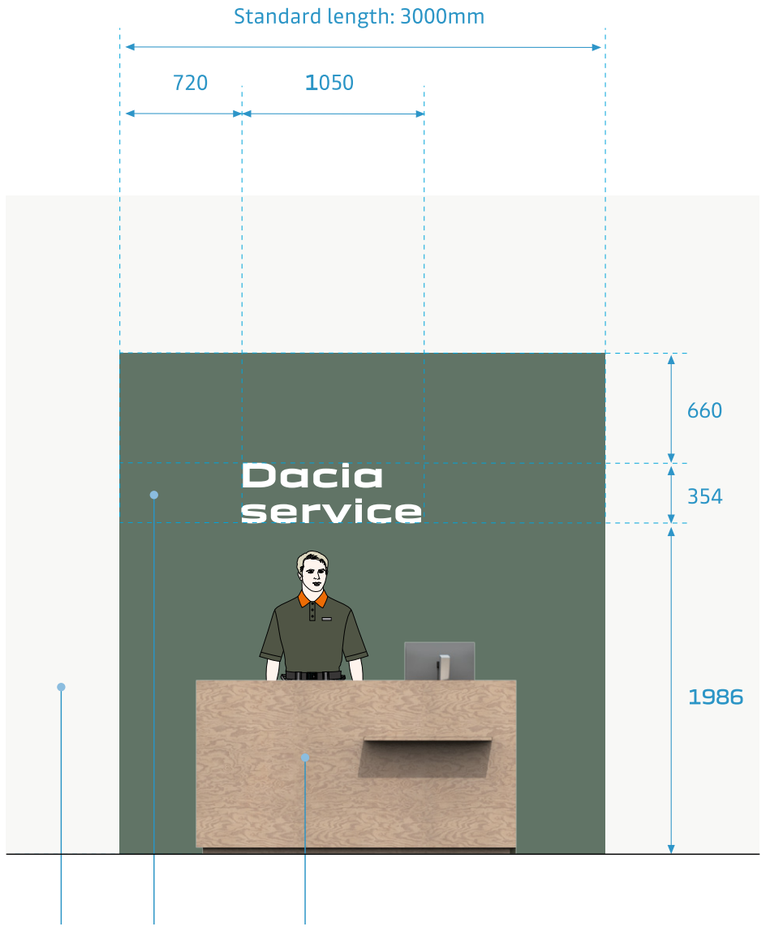
If another paint is used, any paint product must satisfy the following conditions:

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

satin finish, gloss level 30%

> must be eco-friendly.

C - After-Sales Service Counter



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2.7.1 AFTER-SALES COMPTOIR

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:

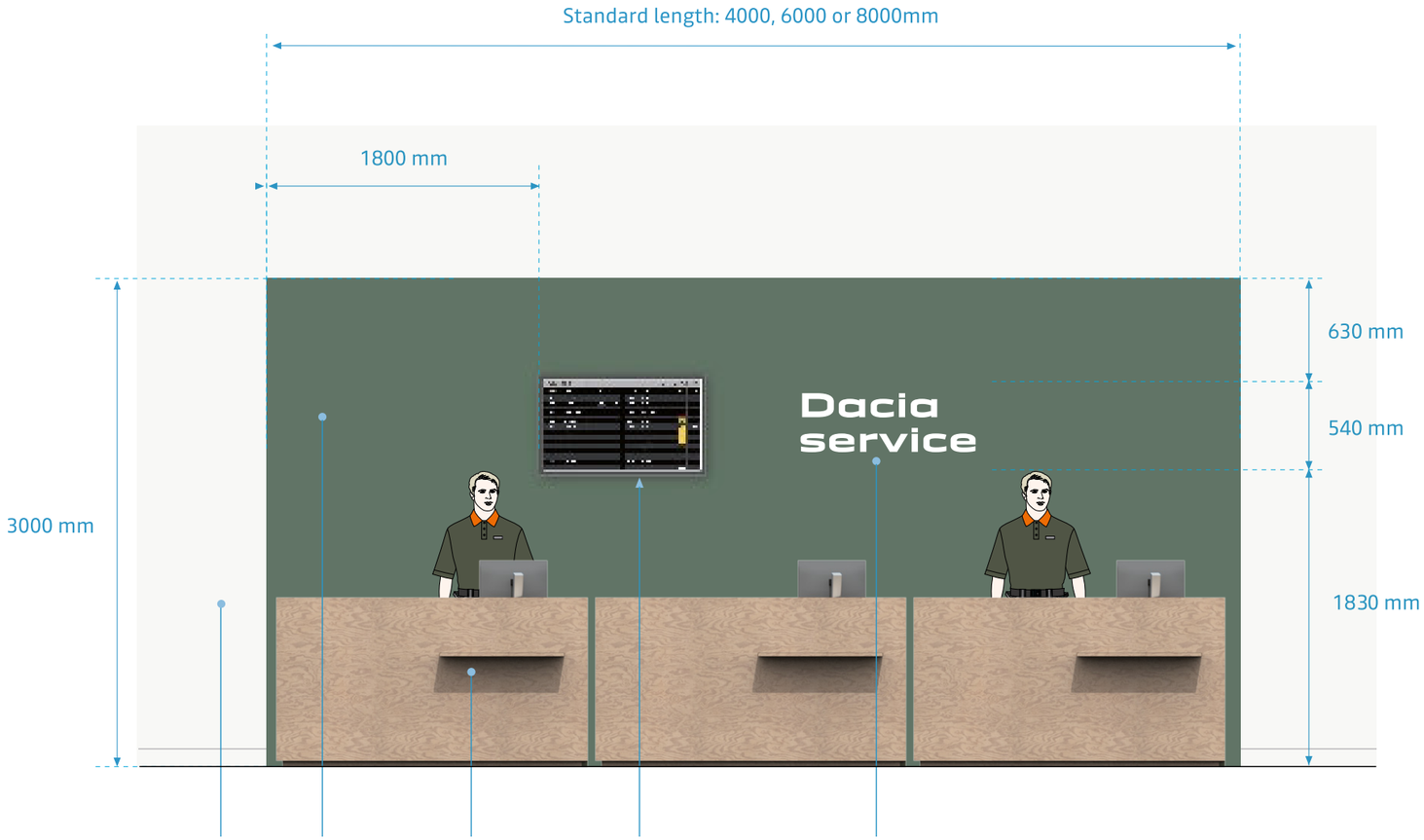
> compliance with **RAL DESIGN 140 50 10**
satin finish, gloss level 30% to be confirmed.

> 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.



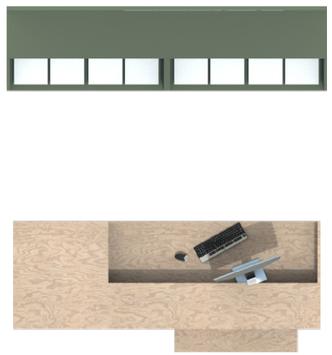
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2.7.1 AFTER-SALES COMPTOIR

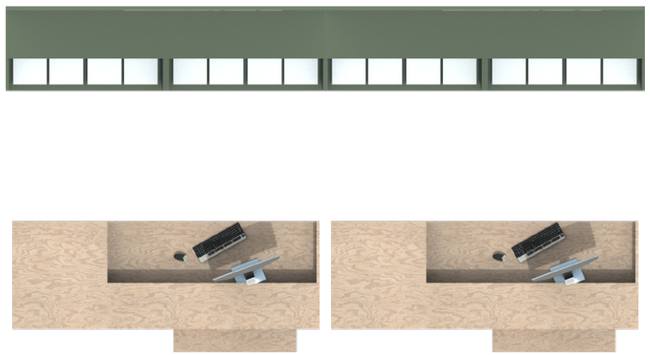
SOLE OR MULTIPLE DACIA SERVICE COUNTER

INSTALLATION RULES

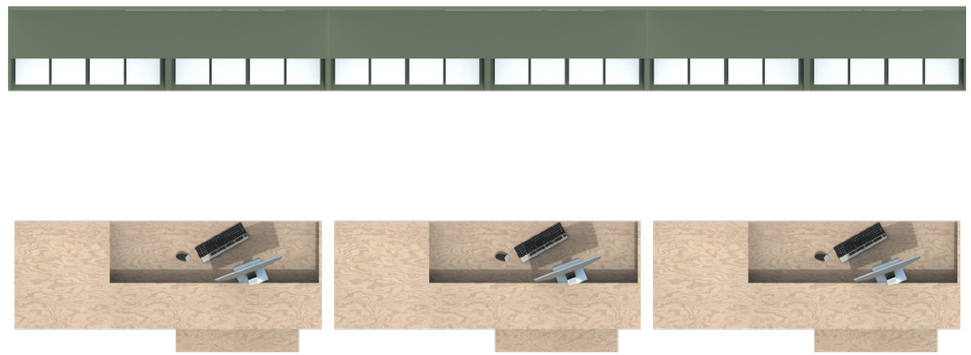
The number of storage units behind the service counter depends on how many reception counters are required.



Single reception counter



Double reception counter



Triple reception counter

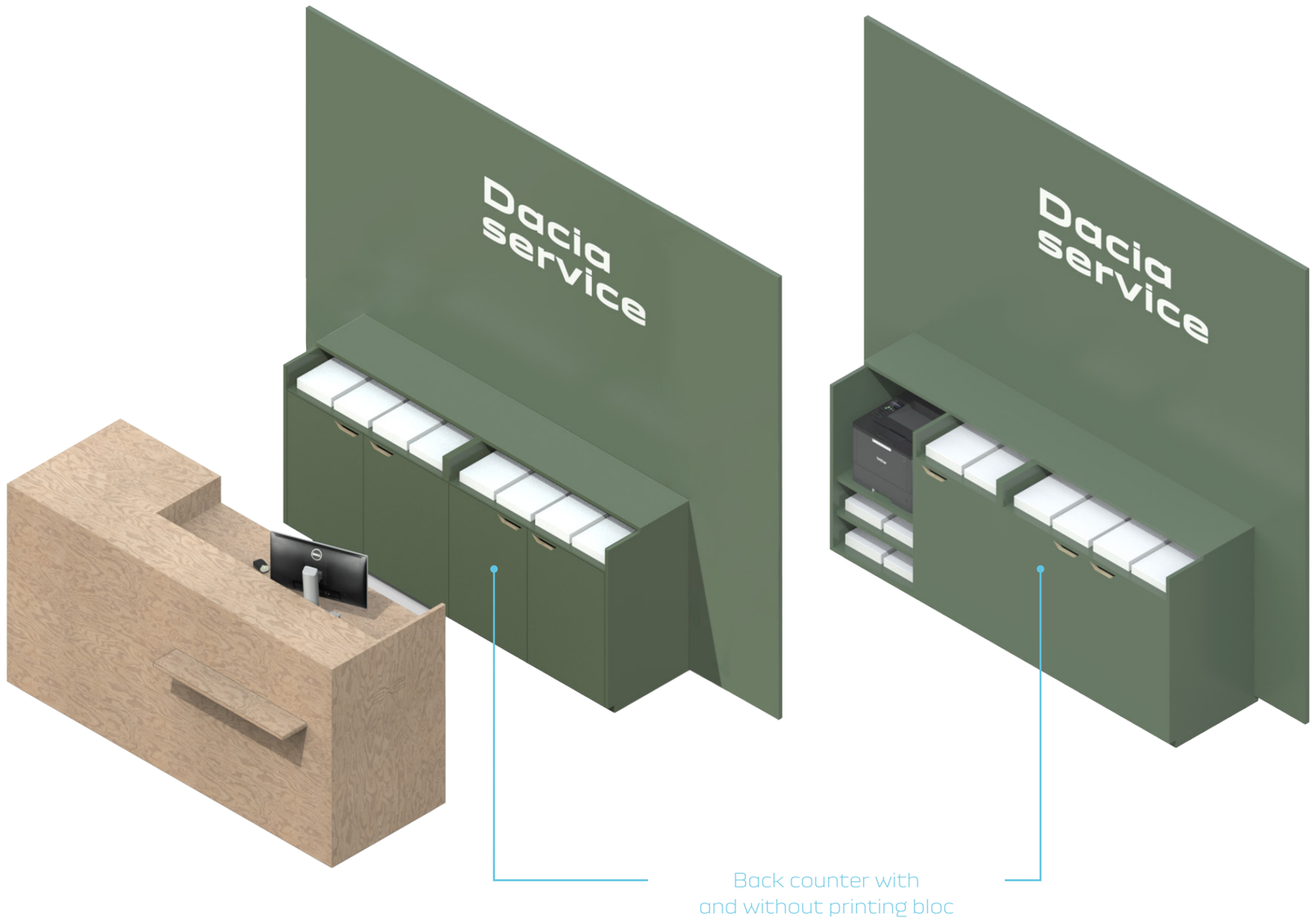
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2.7.1 AFTER-SALES COMPTOIR

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



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2.7.1 AFTER-SALES COMPTOIR

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.

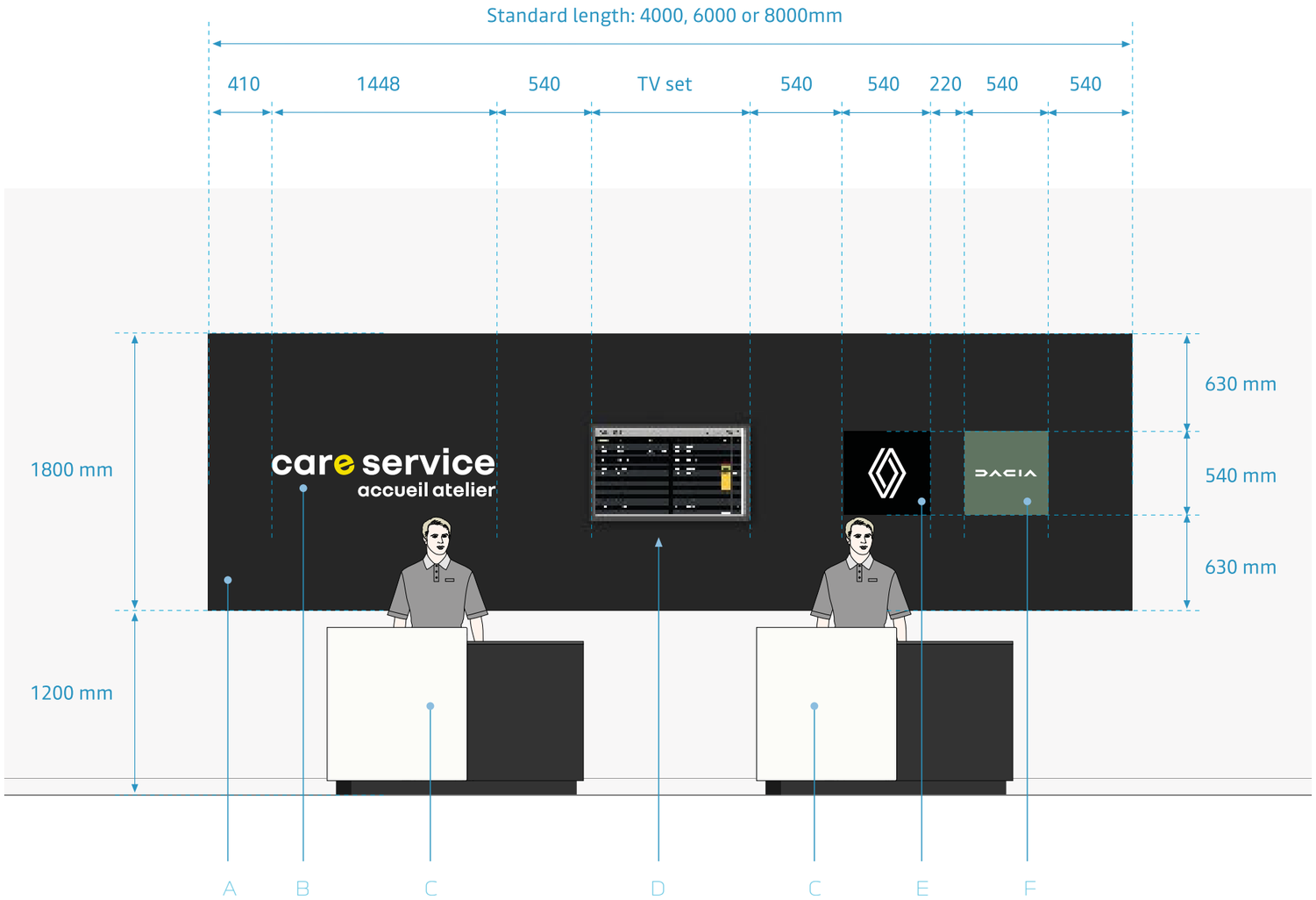
B - "Care service" and "Workshop reception" texts in bold Renault typeface, white and yellow adhesive, aligned on the right.

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.



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2.8 ARCHITECTURE

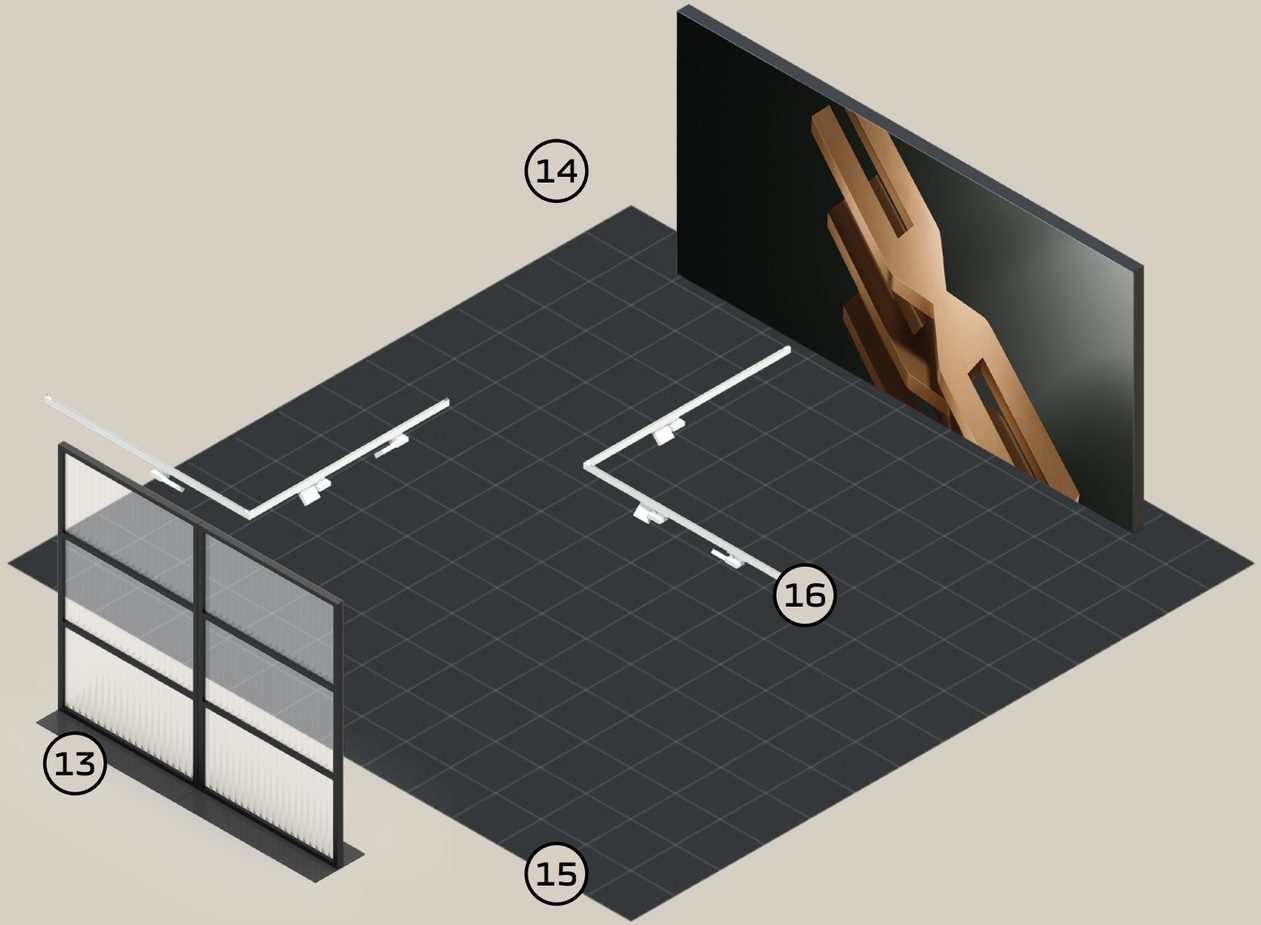
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2.8 ARCHITECTURE

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.

13 **SELF-SUPPORTING PARTITIONS**
14 **DACIA FRESCO**
15 **FLOOR COVERING**
16 **LIGHTING**



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2.8.1 SELF-SUPPORTING PARTITIONS

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.



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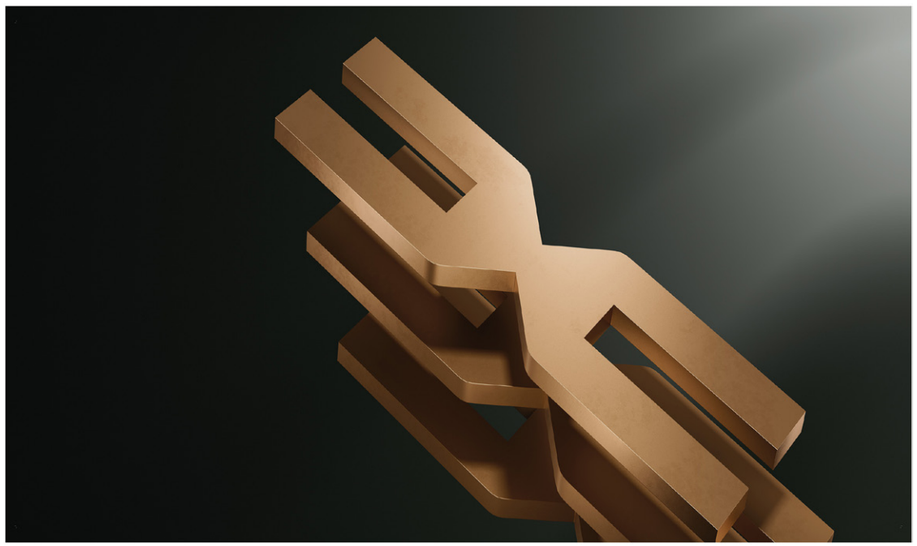
2.8.2 ARCHITECTURE | DACIA FRESCO

Dacia Fresco will help reinforce the brand identity of the Dacia showroom. The frescoes are installed on an aluminum frame. The size of the frame is determined by the size of the wall. The framing of the visuals for the frescoes must be validated with BU Dacia's Marketing Communication.

Principles: if the fresco is next to the brand's wall, their height is identical.

A library of visuals is available at https :

//brandstores.renault.com





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2.8.3 FLOOR COATING

AIMING FOR UNIFORM FLOORS IN ALL DEALERSHIPS

APPLICATION CONTEXT

The existing network has two flooring references: light grey (former Dacia standard) and anthracite grey (former Renault standard).
Since 2024, Renault has started to roll out new light-coloured tiling (white and grey), a black wall and a black ceiling to modernise the Renault brand.
There are several possible scenarios.

Case 1. For new buildings or major renovations
The Renault and Dacia display areas use the same white and light grey tiling laid at a 45° angle.

Case 2. For the renovation of New'R Store sites

A. If the Dacia showroom complies with current standards, anthracite grey tiles are used for the Dacia showroom.
B. If the Dacia showroom does not comply with current standards, white and light grey tiles set at 45° are used for the Renault and Dacia showrooms.
C. For the Mini format, white and light grey tiles set at 45° are used for the Renault and Dacia showrooms.

DON'T

It is forbidden to use another floor reference or to substitute it for another for another material. It is not possible to lay the floor in a staggered joint or diagonally in relation to the plot.

Case 1 ; Case 2B ; Case 2C



Case 2A



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2.8.3 FLOOR COATING

the graphic diamond pattern for the floor is using two shades of tiles :

- the white tiles in the format of 600 x 600 mm form diamonds of 1800 x 1800 mm
- these white tiles are framed by 300mm grey tiles (300 x 600 mm and 300 x 300 mm)

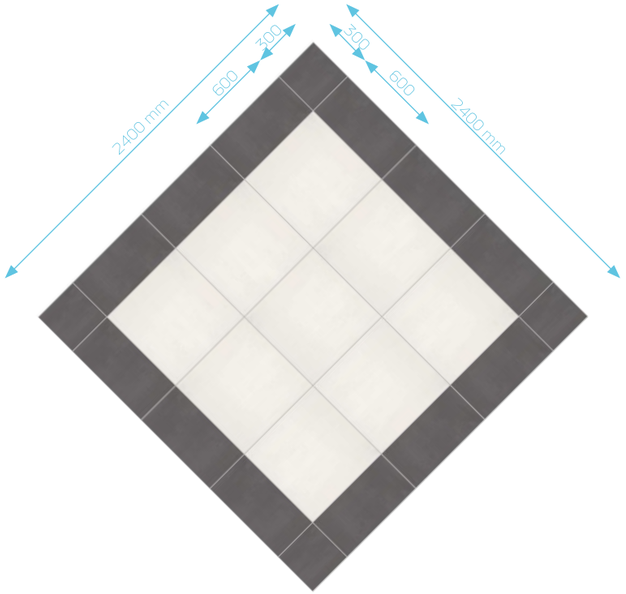
tiles specifications

- rectified ceramic/porcelain tiles
- U4P4 to support the weight of the vehicles
- R9 or more anti-slip standard
- joints are 2 mm thick (WEBER thin joint E07 pearl grey)

suppliers' references

	white 60 x 60	grey 60 x 30 / 30 x 30
Novoceram	RStore25 Creme blanc L769	RStore25 Mi-gris froid L772 / L786
Casalgrande	Architecture White	Timeless seal

⚠ if references not available in country, local supplier could be accepted only after validation of samples sent to the Brand Store.



REFERENCE & INSTALLATION

Anthracite grey **(RAL 7043)**
Dimensions: **45 x 45 cm or 60 x 60 cm**
Thickness: **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. All tiles must be laid in the same direction, with the direction of the fiber perpendicular to the main façade.



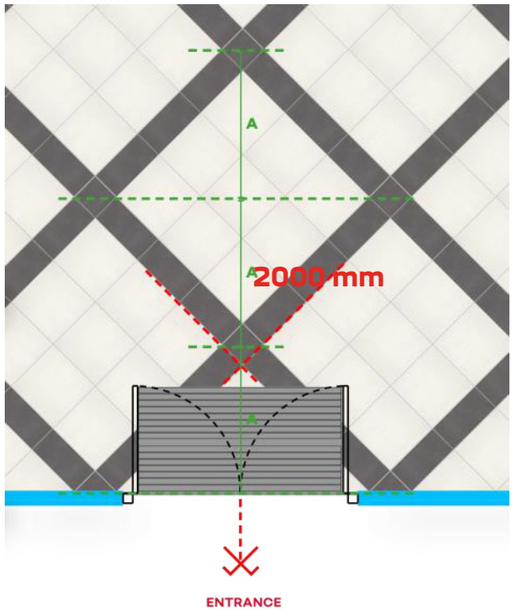
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2.8.3 FLOOR COATING

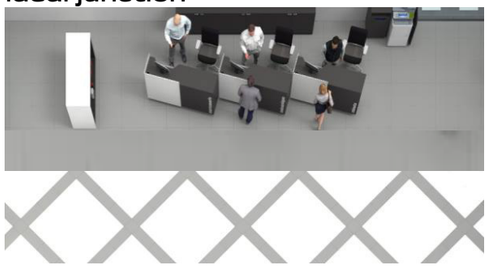
the tiles are laid out in a particular way

- arranged at 45 from the main façade / length punctuating the exhibition area
- junction with other tiles needs to be simple
- less cutting possible

main rule



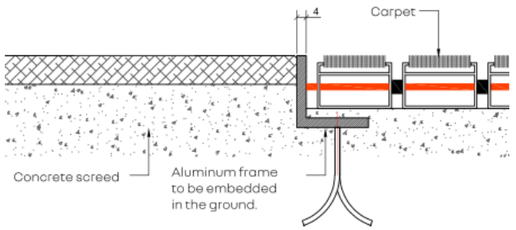
ideal junction



a flush entrance carpet
the carpet is integrated in the entrance in order to have no gap between the tiles and the carpet

- color: black
- materials
    - aluminum profile
    - insert in felt/textile (polypropylene)
    - 3 mm diameter steel cables
    - rubber strips

flush entrance carpet



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2.8.4 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.



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3 INSTALLATION BY FORMAT

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3 .1 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



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4 MINI FORMAT

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4.1 PRESENTATION

A DACIA CONCENTRATE

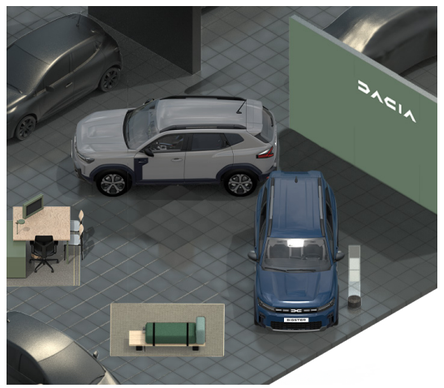
DEFINITION

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





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4.1.1 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	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.
	TOTEM USP	■	Mandatory element to be used six months from the start of a model's marketing.
PURCHASE	SALES OFFICE	■	A mandatory element if space permits. If space is insufficient (Mini), it is replaced by the trolley.
	ACCESSORIES SHOWCASE	□	Modular portable showcase according to the product offering.
	FURNITURE MERCHANDISING	□	All Dacia-related products in a single display unit.
ANIMATE	PLV TOTEM	□	Formats and templates to be respected for communications.
SERVICE	COMPLETE AFTER-SALES COUNTER	☐	Usable on single-brand Dacia sites only.
ARCHITECTURE	BRAND SIGNAGE PARTITION	□	To separate Dacia and Renault showrooms
	DACIA FRESCO	☐	To reinforce the brand identity of the Dacia showroom
	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

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4..1.1 COMPONENTS OF THE MINI FORMAT

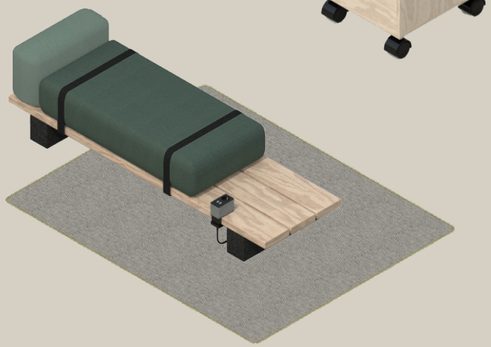
2 CARS, 60-100 M² EXAMPLE LAYOUT

MANDATORY











OPTIONAL









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4.1.1 COMPONENTS OF THE MINI FORMAT

2 CARS, 60-100 M² EXAMPLE LAYOUT





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5 CORE FORMAT

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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





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5.1.1 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	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.
	TOTEM USP	■	Mandatory element to be used six months from the start of a model's marketing.
PURCHASE	SALES OFFICE	■	A mandatory element if space permits. If space is insufficient (Mini), it is replaced by the trolley.
	ACCESSORIES SHOWCASE	■	Modular portable showcase according to the product offering.
	FURNITURE MERCHANDISING	□	All Dacia-related products in a single display unit.
ANIMATE	PLV TOTEM	□	Formats and templates to be respected for communications.
SERVICE	COMPLETE AFTER-SALES COUNTER	□	Usable on single-brand Dacia sites only.
ARCHITECTURE	BRAND SIGNAGE PARTITION	□	To separate Dacia and Renault showrooms
	DACIA FRESCO	□	To reinforce the brand identity of the Dacia showroom
	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

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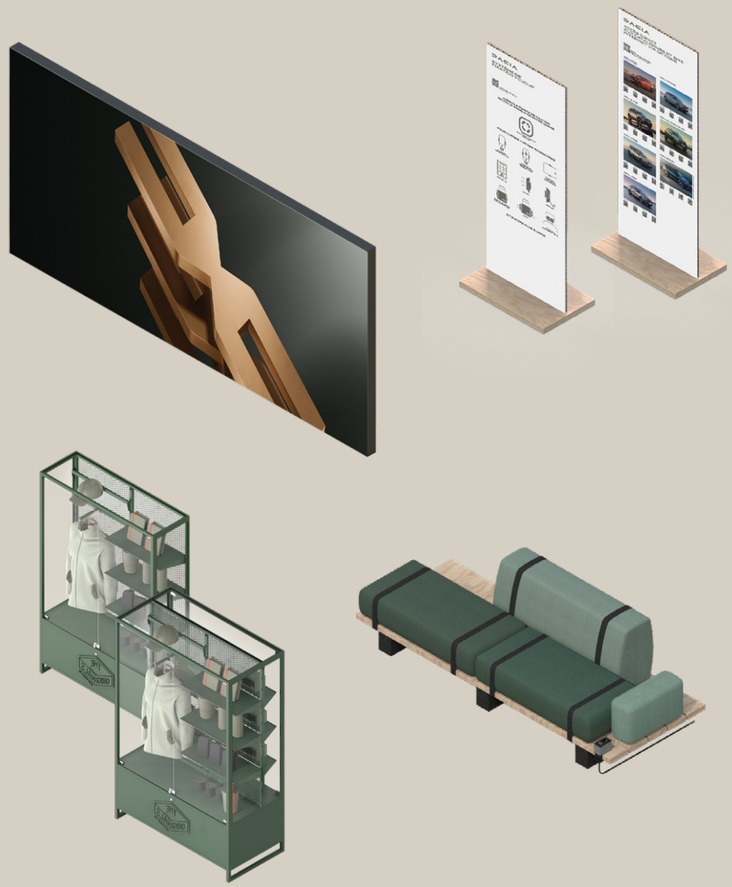
5.1.1 COMPONENTS OF THE CORE FORMAT

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

MANDATORY



OPTIONAL



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5.1.1 COMPONENTS OF THE CORE FORMAT

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





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

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





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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.

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

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

ACCESSORY SHOWCASE



VEHICLE BOARD



SALES OFFICE



MERCHANDISING FURNITURE





PRICE TOTEM



SAMPLE TROLLEY



SOFA



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

3-4 CARS, 1 SALES OFFICE
100-200 M²

MANDATORY

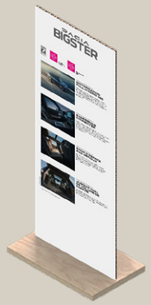












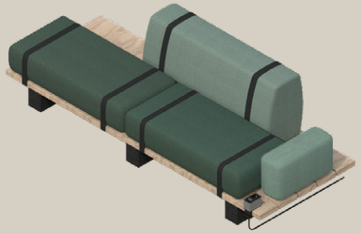




OPTIONS









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

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





SPECIFIC CASE - OPEN-SPACE DEALERSHIP
In this case, the Dacia area can be entered via two access points, so the brand sign has been duplicated to ensure that the brand is visible from both directions, without the two elements being seen simultaneously.

ATTENTION!
Layout constraints and the exposure of the premises have conditioned the positioning of the sales office close to the window, but this type of organization must be validated by the VIT/brandstores.

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6 MAXI FORMAT

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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





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6.1.1 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	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.
	TOTEM USP	■	Mandatory element to be used six months from the start of a model's marketing.
PURCHASE	SALES OFFICE	■	A mandatory element if space permits. If space is insufficient (Mini), it is replaced by the trolley.
	ACCESSORIES SHOWCASE	■	Modular portable showcase according to the product offering.
	FURNITURE MERCHANDISING	■	All Dacia-related products in a single display unit.
ANIMATE	PLV TOTEM	■	Formats and templates to be respected for communications.
SERVICE	COMPLETE AFTER-SALES COUNTER	□	Usable on single-brand Dacia sites only.
ARCHITECTURE	BRAND SIGNAGE PARTITION	■	To separate Dacia and Renault showrooms
	DACIA FRESCO	□	To reinforce the brand identity of the Dacia showroom
	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

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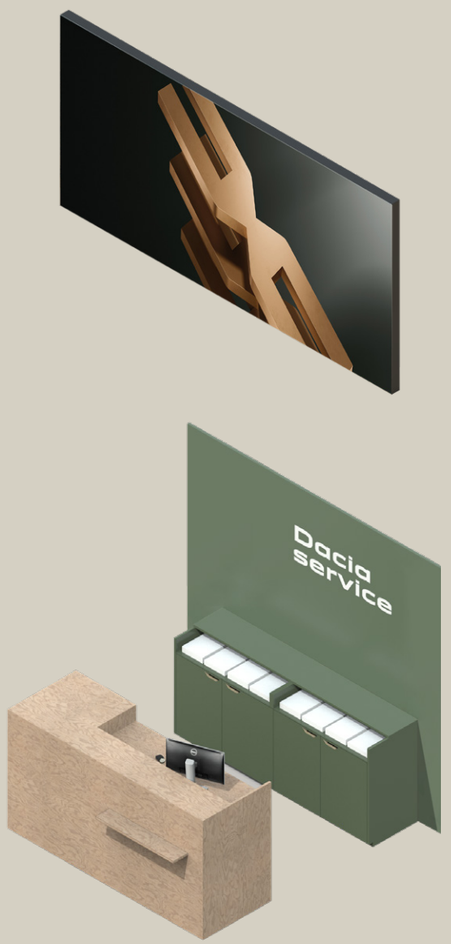
6.1.1 COMPONENTS OF THE MAXI FORMAT

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

MANDATORY



OPTIONS



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6.1.1 COMPONENTS OF THE MAXI FORMAT

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





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6.1.1 COMPONENTS OF THE MAXI FORMAT

5 OR MORE CARS, 2 SALES OFFICES + OPTIONAL AFS, 200 M² OR MORE,
LAYOUT EXAMPLE



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7 DACIA SHARP

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Dacia ShARP

Plan and visualize the layout of a dealership using augmented reality



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7.1.1 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).

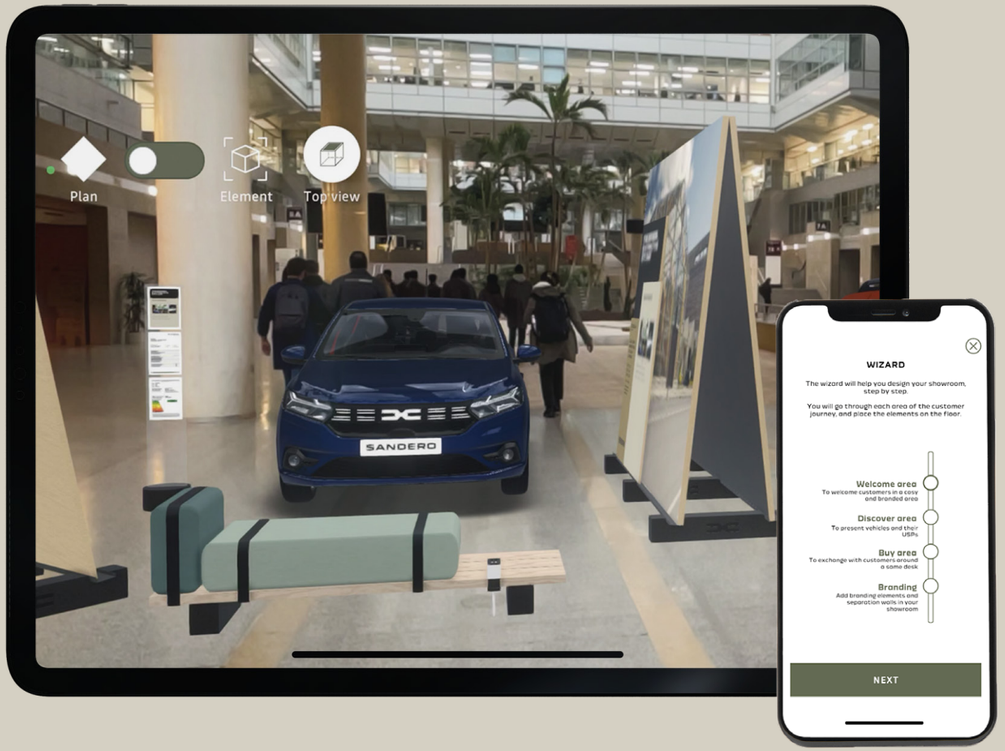
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7.1.1 FONCTIONNALITIES & USE

DOWNLOAD DACIA ShARP
ON THE APPSTORE OR PLAY STORE:

DACIA ShARP

bit.ly/DaciaShARP



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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

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