



car plates rules - Renault Store

Renault retail architecture guidelines

December 2024 - v2a

introduction

- new plates for cars displayed in showrooms feature a 3D effect, created by 3mm-thick black lettering in relief. The plate is white expanded PVC, specially selected for its high quality.
- The letter size of the names and vehicle versions, as well as the line spacing, are standardized

rules

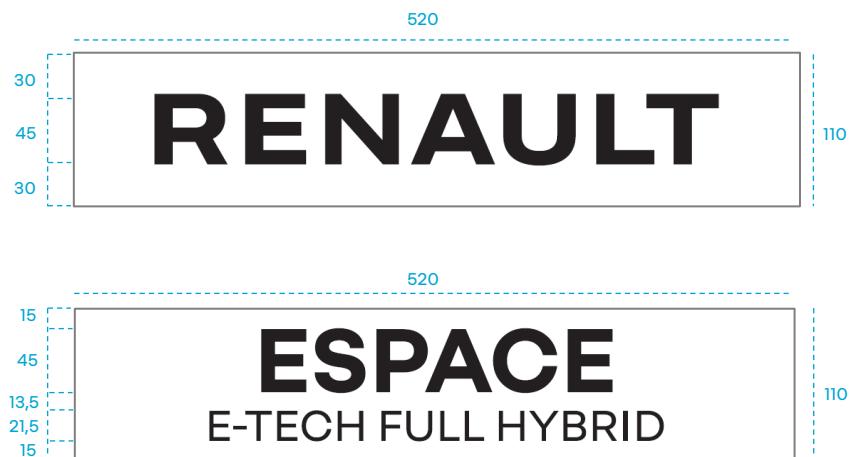
- all cars on display must be equipped as below:
 - model name on front plate (+ technology commercial name for hybrid and electric versions)
 - brand name on the rear plate : RENAULT
 - brand and model lettering in relief
- ready-to-print files are available on Brand Stores Platform / Technical specifications:
<https://brandstores.renault.com/fr/renault/cahiers-des-charges-techniques/plaques-vehicules-showroom-cdct>
- Plates are available as Renault Group genuine parts



car plates rules

dimensions & détails

- h.110 mm x l. 520 mm with 4 angles (radius 10 mm)
- plate base: 3 mm white expanded PVC
- front plate: vehicle name in 3 mm black expanded PVC lettering, motorization in black printing
- rear plate: word "RENAULT" in 3 mm black expanded PVC lettering



1 electric



2 full hybrid



3 mild hybrid



4 plug-in hybrid



5 thermic

