

# Renault retail architectural guidelines

interior design

edition 1a · december 2023

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# architectural guidelines

## why?

Help each user to find or discover the rules and standards to be applied at a Renault point of sale.

## how?

- the architectural guidelines brings together in a single document the various components present outside or on the facades of a Renault site.
- the specifications present all the technical and aesthetic requirements useful for the manufacture of each of the components.
- renew and Renault Pro+ sites have a specific architectural guidelines.

All these documents are available at: <https://brandstores.renault.com>

## vigilant points

Despite all the care taken in the design of this document, errors or omissions may have been made. If in doubt, contact your Network Development correspondent in the country or Renault Global Marketing.

The visuals are given for information only, technical specifications remain the reference documents (available in French and English).

When the site is multi-brand, the rules of cohabitation apply.



architectural guidelines of exterior areas



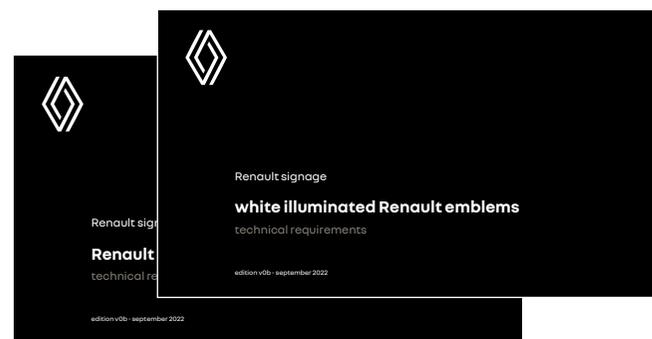
architectural guidelines of interior areas



architectural guidelines for renew sites



architectural guidelines for Renault Pro+ sites



technical specifications for exterior components



technical specifications for interior components

# 1

## general facts

## 1.1 Renault Store sites

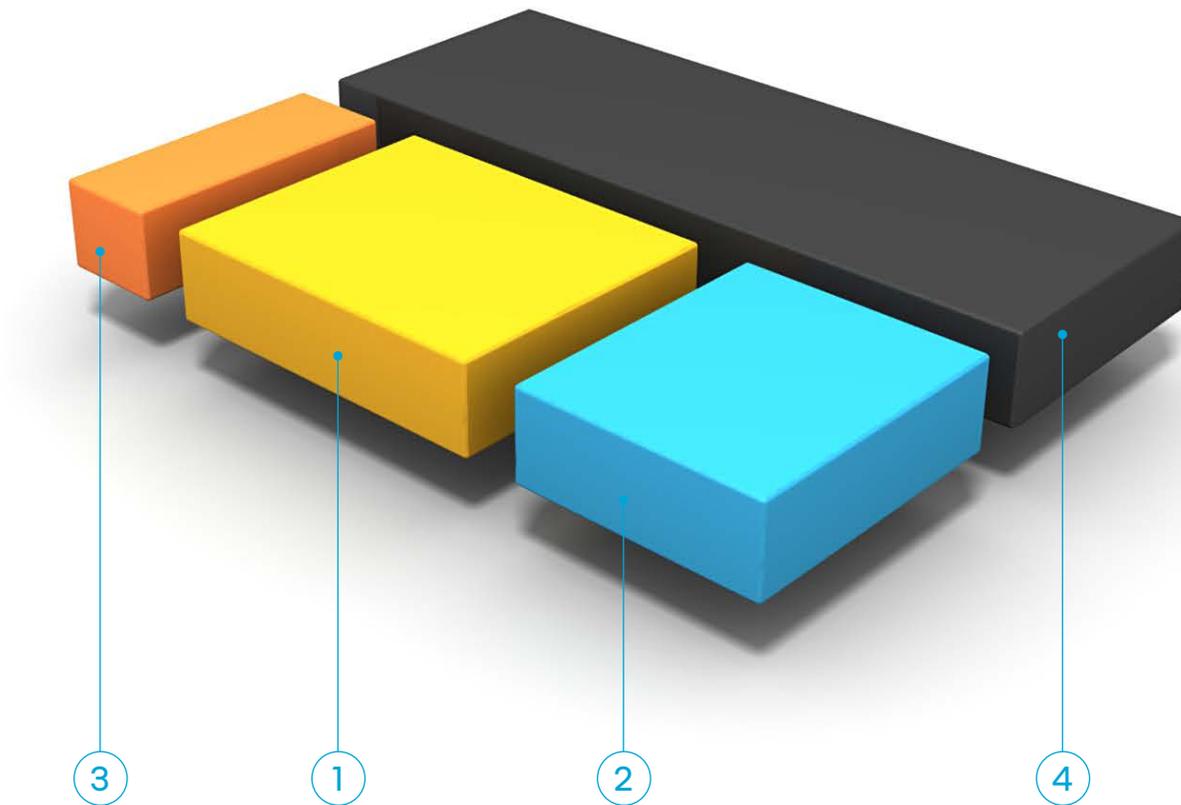
### why?

Renault Store sites offer a versatile offering covering all customer needs.

### how?

Renault Store sites have 4 large spaces linked together integrating the different functions of the site:

- 1 showroom
- 2 after-sales area
- 3 delivery area
- 4 back-office workshop



## 1.2 general organization of Renault sites

### why?

The challenge of Renault Store sites is to meet the plurality of customer expectations with a versatile offer based on mastery of different customer journeys.

### how?

#### 1 surroundings

Located in front of the main facade, product areas present the new products and the vehicles being tested.

The duly signposted customer car park is located in front of the showroom facade.

#### 2 showroom

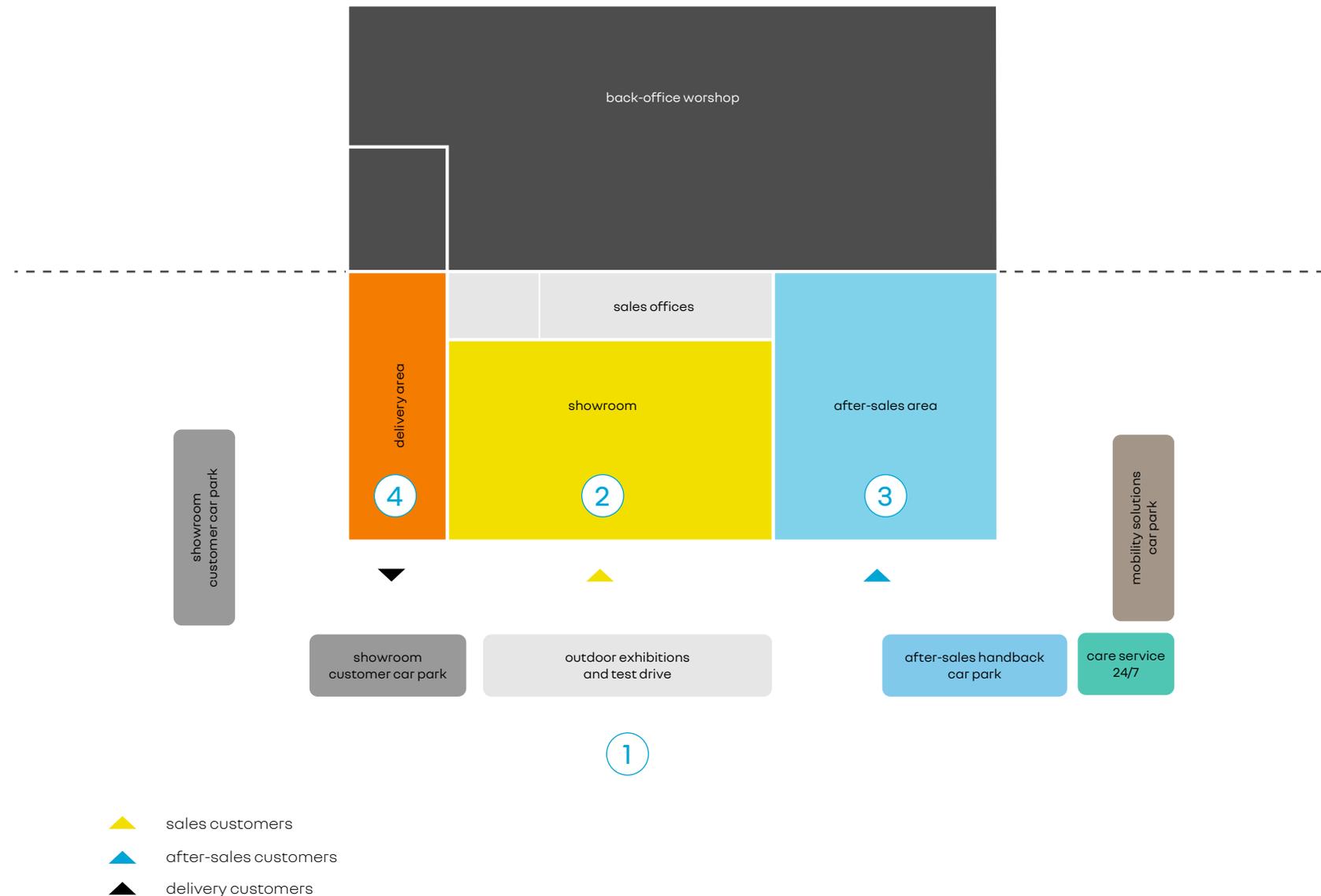
The different flows converge towards the showroom where representative models of the Renault range are presented.

#### 3 after-sales area

After-sales customers are welcomed in a dedicated area by a service advisor responsible for assessing their needs and the administrative processing of after-sales operations.

#### 4 delivery area

Customers are welcomed in the showroom then directed to this area to take delivery of their new vehicle.



## 1.3 showrooms basics

### why?

Showroom responds to an organization and the application of standards which aim to optimize commercial efficiency while promoting the brand, its products and its services.

### how?

This concept corresponds to the different customer journeys and makes all the stages legible.

The centralized reception makes it possible to capture all customer flows in the showroom.

The Renault road attracts the customer towards the brand wall and offers a waiting area.

The product centers provide better visibility of the range.

The Renault is available in three formats, determined by each country according to the size of the showroom and the number of vehicles on display.

### Vigilant point

- The deployment of Renault sites requires that other associated projects (digital, behavioral, etc.) are deployed and that all sectors of the subsidiary concerned (Marketing, IT, methods, after-sales, etc.) are involved.
- Renault adapts to specific configurations (length, square, L, half-moon, etc.) to fit most constructions.



**large format more than 600 m<sup>2</sup>,**  
comprising more than 8 vehicles,  
this format integrates all the planning elements.



**medium format from 300 m<sup>2</sup> to 600 m<sup>2</sup>,**  
comprising 4 to 8 vehicles,  
this is the reference format.

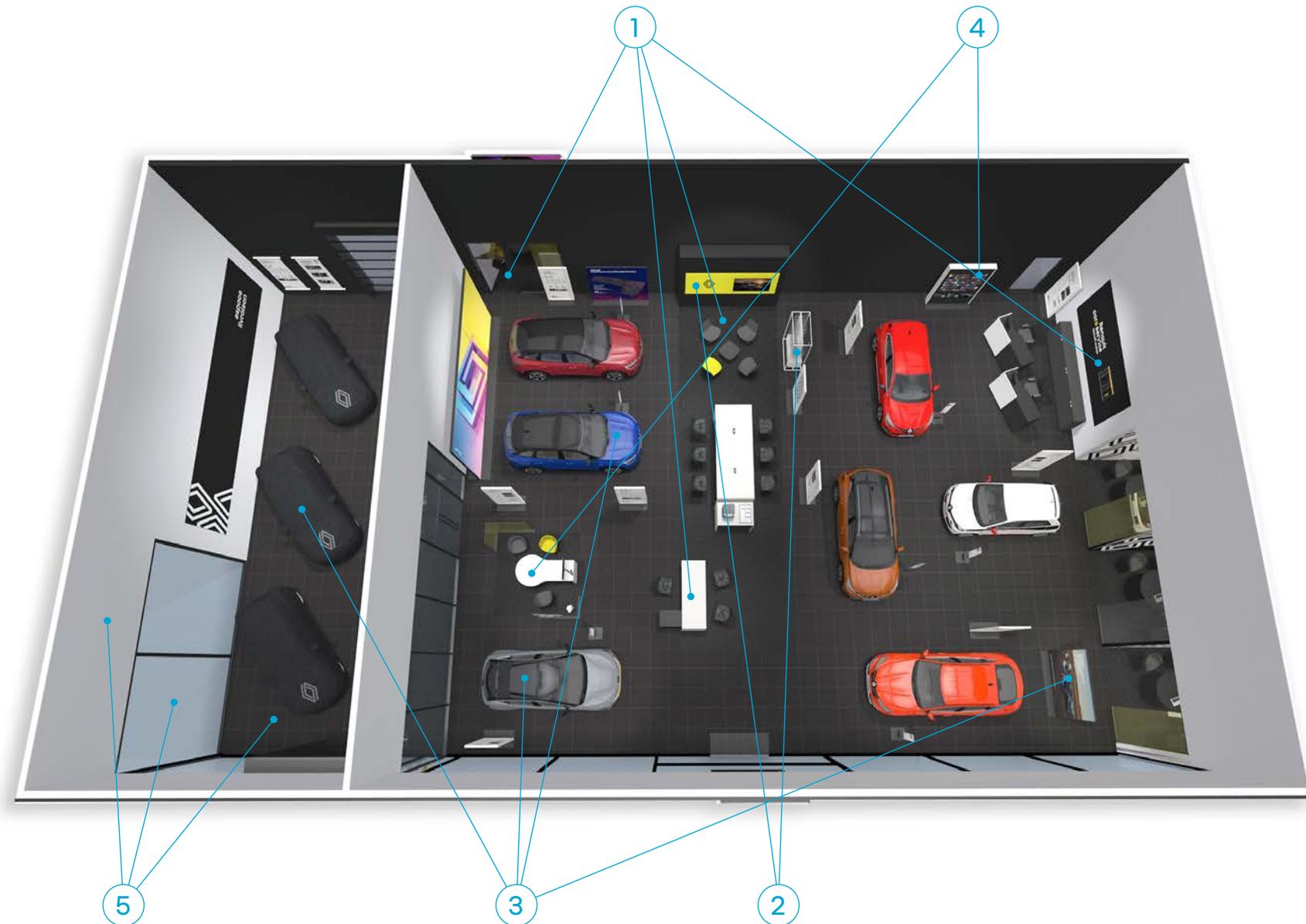


**small format from 200 m<sup>2</sup> to 300 m<sup>2</sup>.**  
comprising 2 to 3 vehicles,  
this format is suitable for small areas.

## 1.4 standards at a glance

### components

- 1 customer reception
  - meeting point furniture
  - lounge
  - co-working table
  - service reception
  - delivery area
- 2 Renault brand
  - brand wall
  - merchandising furniture
- 3 vehicles on display
  - thematic areas
  - POS & frescoes
  - kakemono support
  - price display
- 4 furniture
  - sales offices
  - Uphostery & color-palette unit
- 5 infrastructure
  - floors
  - walls
  - glazed walls



### vigilant points

- Visuals are given for information only, the technical specifications remain the reference documents.
- Its strict application is essential for the effectiveness of the showroom in terms of image and business.

- Each component is subject to technical specifications available on the Brand Stores platform:

<https://brandstores.renault.com/>

## 1.5 components of different formats

	component	S	M	L
Renault road	meeting point furniture	Optional	Optional	Optional
	beverage furniture	Optional	Optional	Optional
	co-working table	Optional	Compulsory	Compulsory
	waiting lounge	Compulsory	Optional	Optional
	brand wall	Compulsory	Optional	Optional
	canopy	Optional	Optional	Optional
	merchandising furniture	Optional	Compulsory	Compulsory
	QR code range totem kakemono	Compulsory	Optional	Optional
products zones	nouvel'R zone	Compulsory	Optional	Optional
	E-Tech zone	Optional	Optional	Optional
products on display	price display*	Compulsory	Optional	Optional
	products totem kakemono **	Compulsory	Optional	Optional
sales offices	open or closed sales office	Compulsory	Optional	Optional
other furniture	upholstery & color-palette unit	Optional	Optional	Compulsory
	accessories furniture	Optional	Optional	Optional
service reception	service reception furniture	Compulsory	Optional	Optional
	service reception wall	Compulsory	Optional	Optional
	Plug Inn totem kakemono	Compulsory	Optional	Optional
delivery area	delivery area wall	Compulsory	Optional	Optional
	cover storage furniture	Compulsory	Optional	Optional
	accessories totem kakemono	Compulsory	Optional	Optional
	charging totem kakemono	Compulsory	Optional	Optional
	product display *	Compulsory	Optional	Optional

■ compulsory

■ optional

\* one per vehicle

\*\* one per model present in the showroom

\*\*\* exception for sites with renew showroom



# 2

## showroom

# 2.1

## generalities

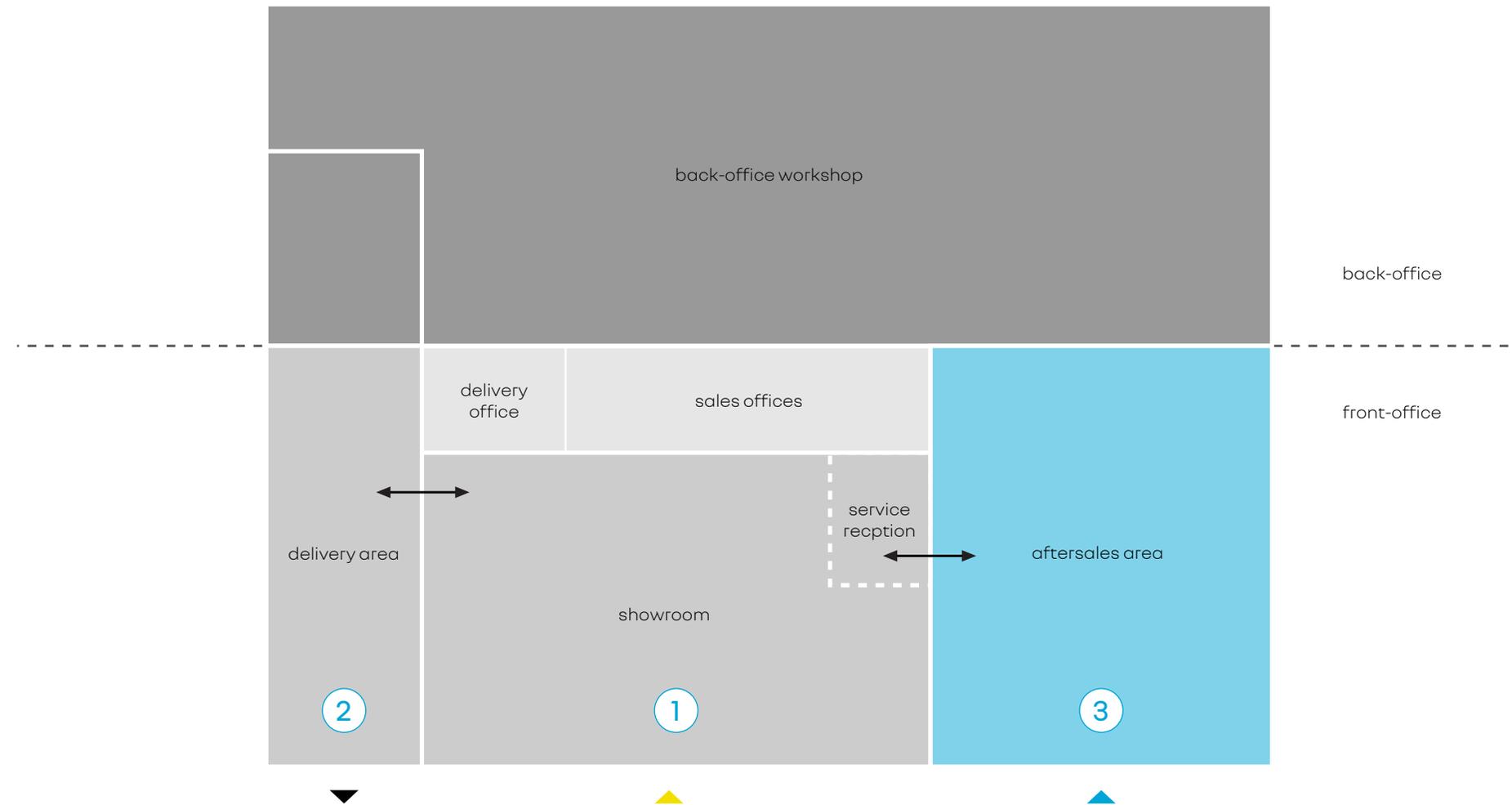
## 2.1.1 the operation of the showroom

### why?

Customer flows converge on the showroom in order to offer all customers an opportunity to see up close the new products displayed in this area and to offer the Brand's various services.

### how?

- 1 showroom
- 2 delivery area
- 3 after-sales area



# 2.2

## fitting components

## 2.2.1 the Renault road and its functions

### why?

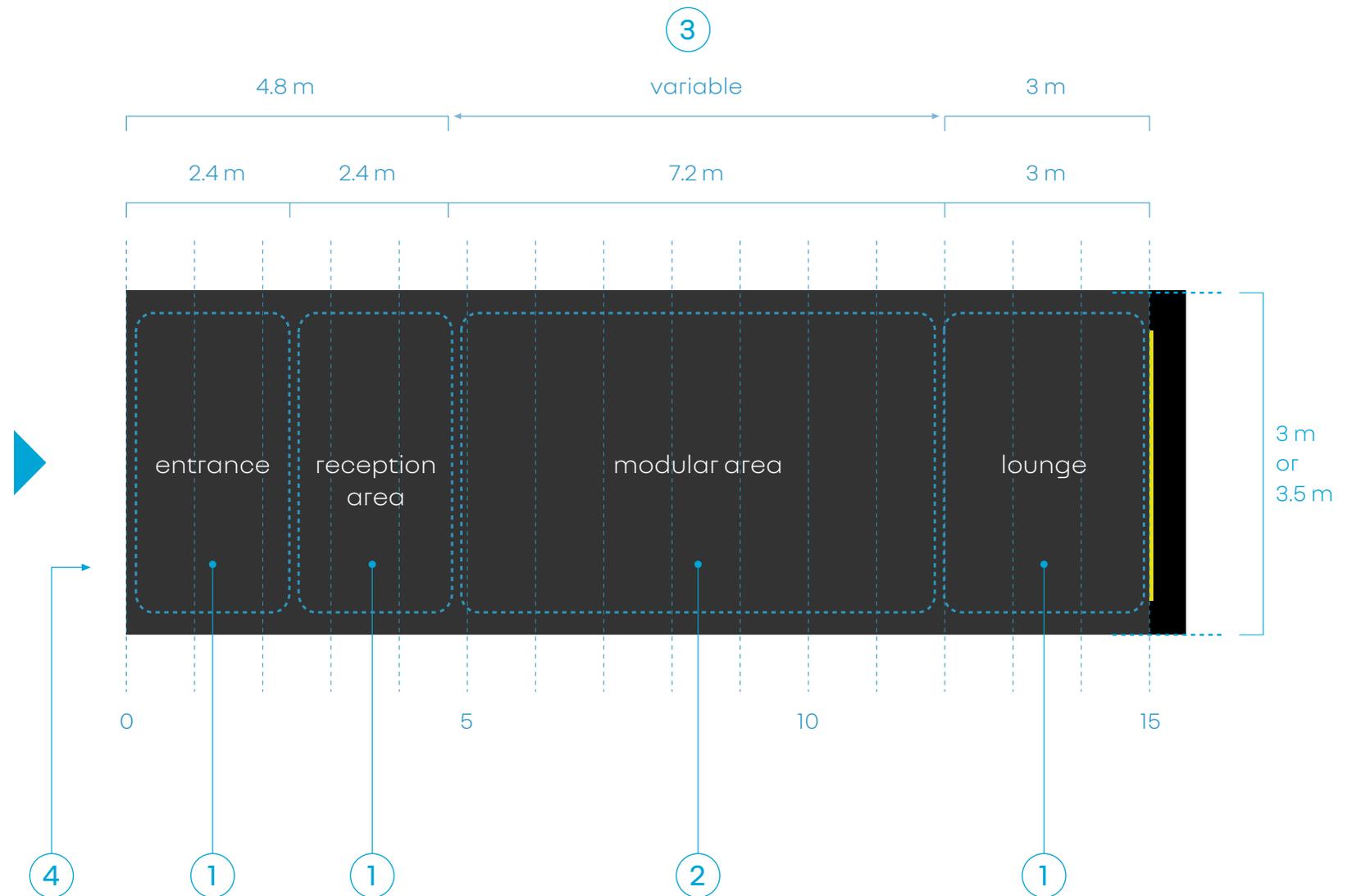
The Renault road is made up of a set of furniture providing reception, waiting and information functions.

You can have a drink there, wait in peace and buy miniatures and promotional objects.

### how?

The Renault road is divided into zones assigned to a theme.

- 1 the assignment of these zones cannot be changed. The features present are common to all Renault Road sizes.
- 2 this modular zone makes it possible to adapt the content of the Renault road to the specificities of the customer base of the point of contact and, where applicable, to the length of the Renault road.
- 3 the maximum length of the Renault road is 15 m.  
Adapting the length of the Renault road to the depth of each showroom is done by reducing the modular area.
- 4 the Renault road is generally located against the entrance to the showroom.



## 2.2.2 the Renault road lay out

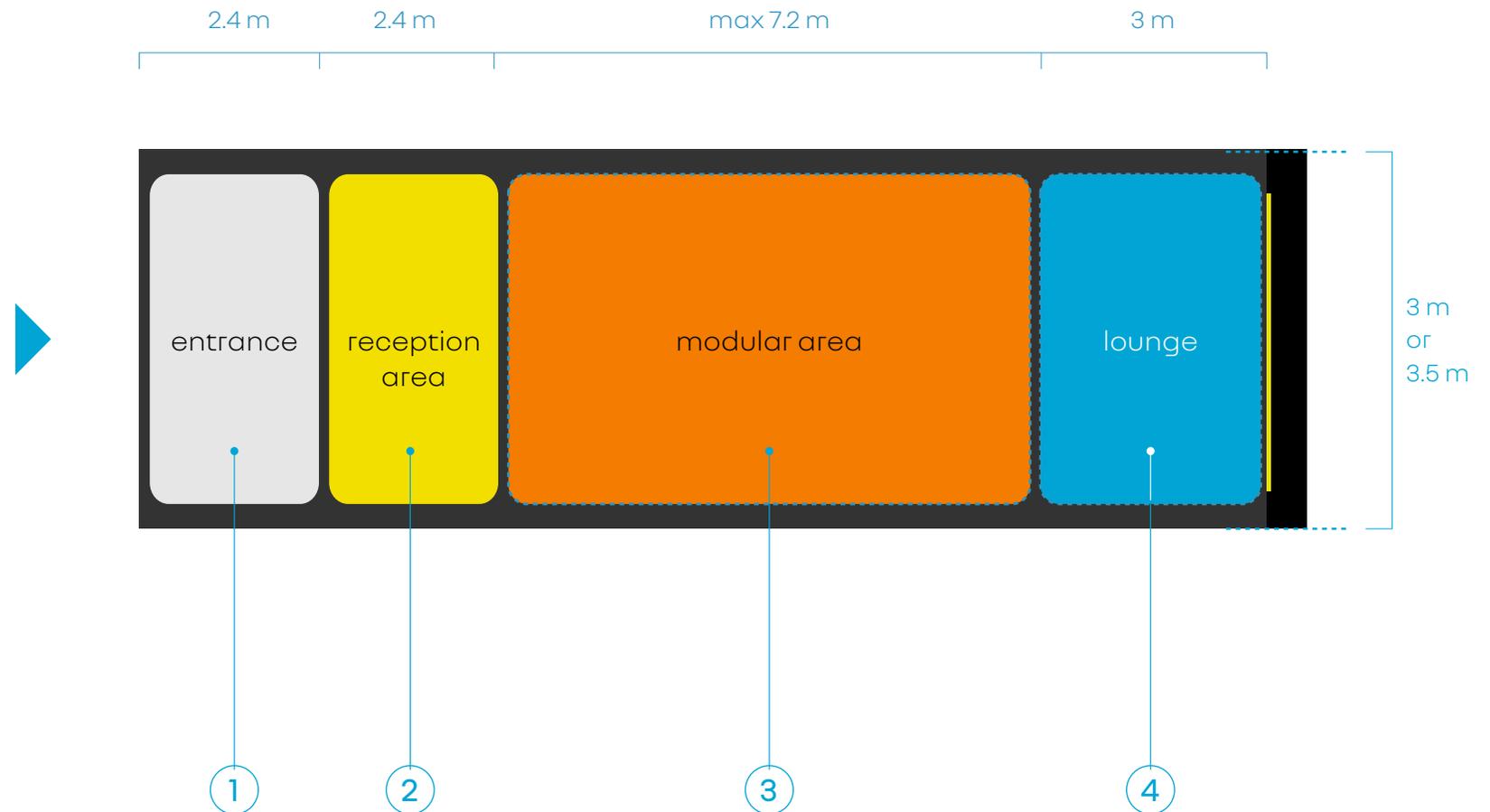
### why?

Depending on the type of clientele at each site, it is possible to adapt the layout of the Renault road to each situation while respecting the assigned functionalities.

### how?

The functionalities of the zones making up the Renault road are as follows:

- 1 entrance  
The area is clear, inviting customers to enter the showroom.
- 2 reception area  
The meeting point furniture, when present, is located in this area.
- 3 modular area  
A co-working table is generally present in this area combined with a drinks cabinet. The length of this zone can be adjusted to meet the depth constraints of each showroom.
- 4 waiting lounge  
Located in front of the brand wall, this area dedicated to customer waiting is mandatory for all formats. The merchandising furniture and a totem-kakemono presenting the range are generally located on either side of the waiting lounge.



## 2.2.3 meeting point furniture

### why?

This furniture makes it possible to welcome the customer as soon as they enter the showroom, whether it is a visit for advice, a purchase, a delivery or after-sales.

### how?

It is advisable to locate the meeting point furniture on the left of the Renault road, when entering the showroom.

2 configurations are available to choose from depending on the level of comfort desired for reception staff.

- 1 configuration 1.  
The ergonomic armchair provides comfort to reception staff for a more frequent use.
- 2 configuration 2.  
The stool identical to those of the customers corresponds to more episodic use.
- 3 ergonomic chair  
Hermann Miller Verus High, satin black base with castors, circular footrest in chrome finish, medium grey upholstered seat, armrests and seat height adjustment.
- 4 Pure Loop Stool or Troy Stool  
h. 750 mm, satin black steel base, polypropylene shell in matt black finish.



## 2.2.4 co-working table

### why?

The co-working table allows customers to work or consult their computer.

A WIFI connection is offered.

USB sockets are available for recharging portable devices.

### how?

This furniture is located along the Renault road near the waiting lounge, which it completes while offering a different solution, particularly for professional customers.

Two variants exist: 4 or 6 seats.

An element can be associated with this furniture: it is the beverage furniture offering customers self-service hot and cold drinks.

### key

- 1 6-seater version
- 2 4-seater version
- 3 the beverage furniture (optional)
- 4 Pure Loop Stool or Troy Stool  
h. 750 mm, satin black steel base,  
polypropylene shell in matt black finish



## 2.2.5 waiting lounge

### why?

Located in the heart of the showroom, against the brand wall, the lounge is a welcoming and comfortable waiting area, reserved for customers.

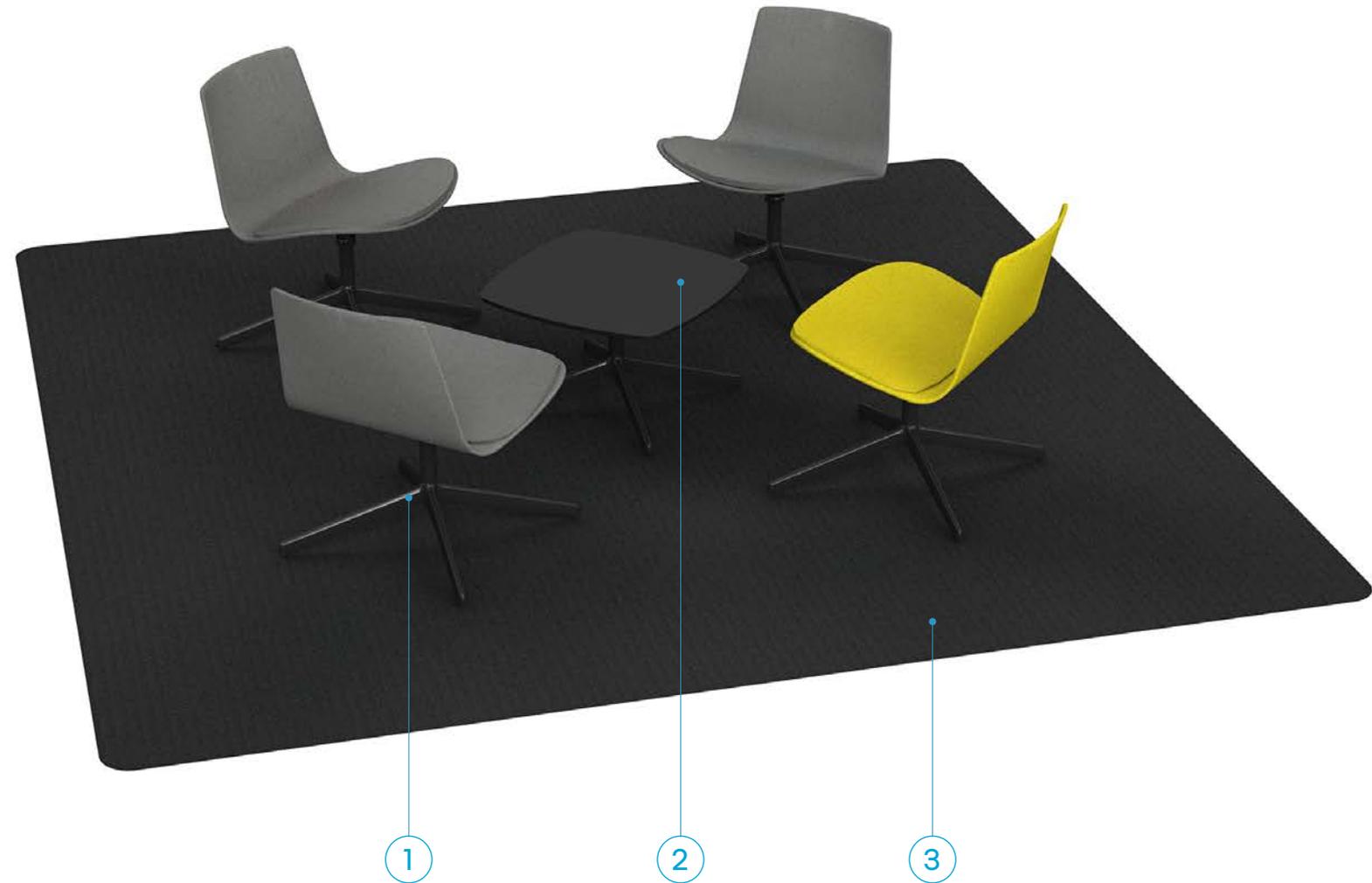
### how?

It consists of a waiting area (which can be double) including comfortable armchairs associated with a black coffee table.

It is the ideal place to wait comfortably, in contact with all the information on the Brand's news broadcast on the screen of the brand wall and to connect to the internet thanks to the WiFi hotspot available to customers.

### key

- 1 armchairs: Enea – lottus lounge 4-star  
RAL 9005 black lacquered aluminum base without wheels, without armrest, upholstered shell  
gray color: Chili - Gabriel 60116  
yellow color: Chili - Gabriel 62085
- 2 table: Enea - lottus AL  
RAL 9005 black lacquered aluminum base, height 37cm square HPL wooden top with rounded corners in matt black finish 70x70 cm
- 3 dark grey carpet reference Vorwerk Exclusive dark grey color 90E5.



## 2.2.6 brand wall

### why?

Visible from the entrance to the dealership, the brand wall constitutes the focal point of Renault's identity.

Renault content of different types, advertising, brand films and news are broadcast continuously on the integrated screen on the yellow background.

### how?

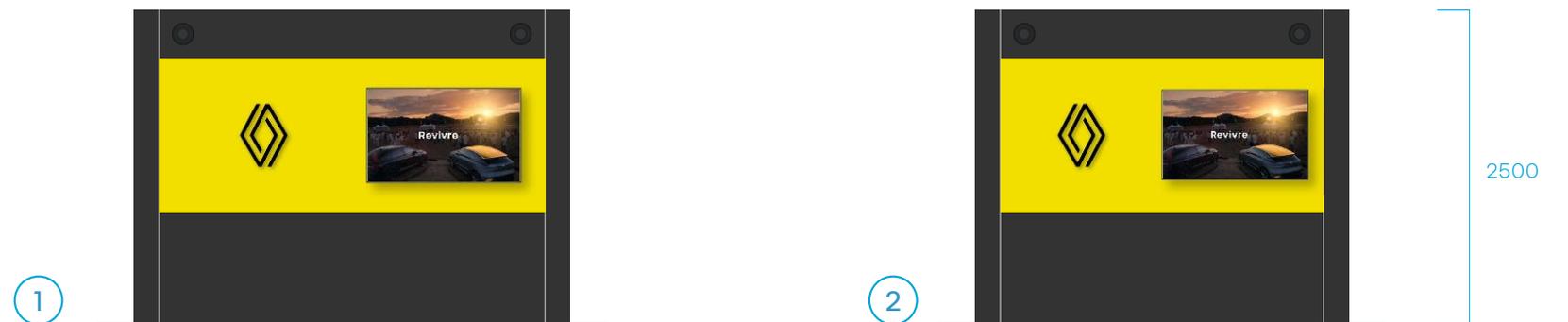
It is located on an island within the showroom or leaned against the back wall of the showroom, facing the main entrance, in line with the showroom.

With a height of 2.50

m, the brand wall, equipped with a large monitor, is available in two widths: 3.00m and 3.50m to adapt to different showroom sizes.

### key

- 1 3.00m brand wall
- 2 3.50m brand wall



## 2.2.7 canopy

### why?

The canopy structures the space, creating a perspective that leads the customer towards the brand wall and the lounge.

An integral part of the Renault road, it completes the brand wall.

Placed at the main entrance door, it organizes the showroom into two parts and creates a link with the thematic zones.

### how?

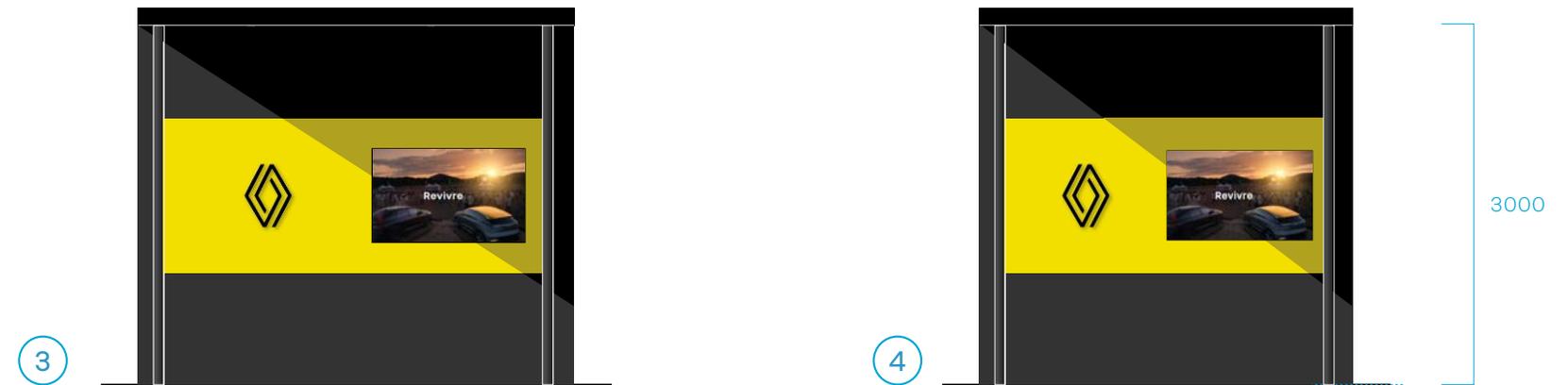
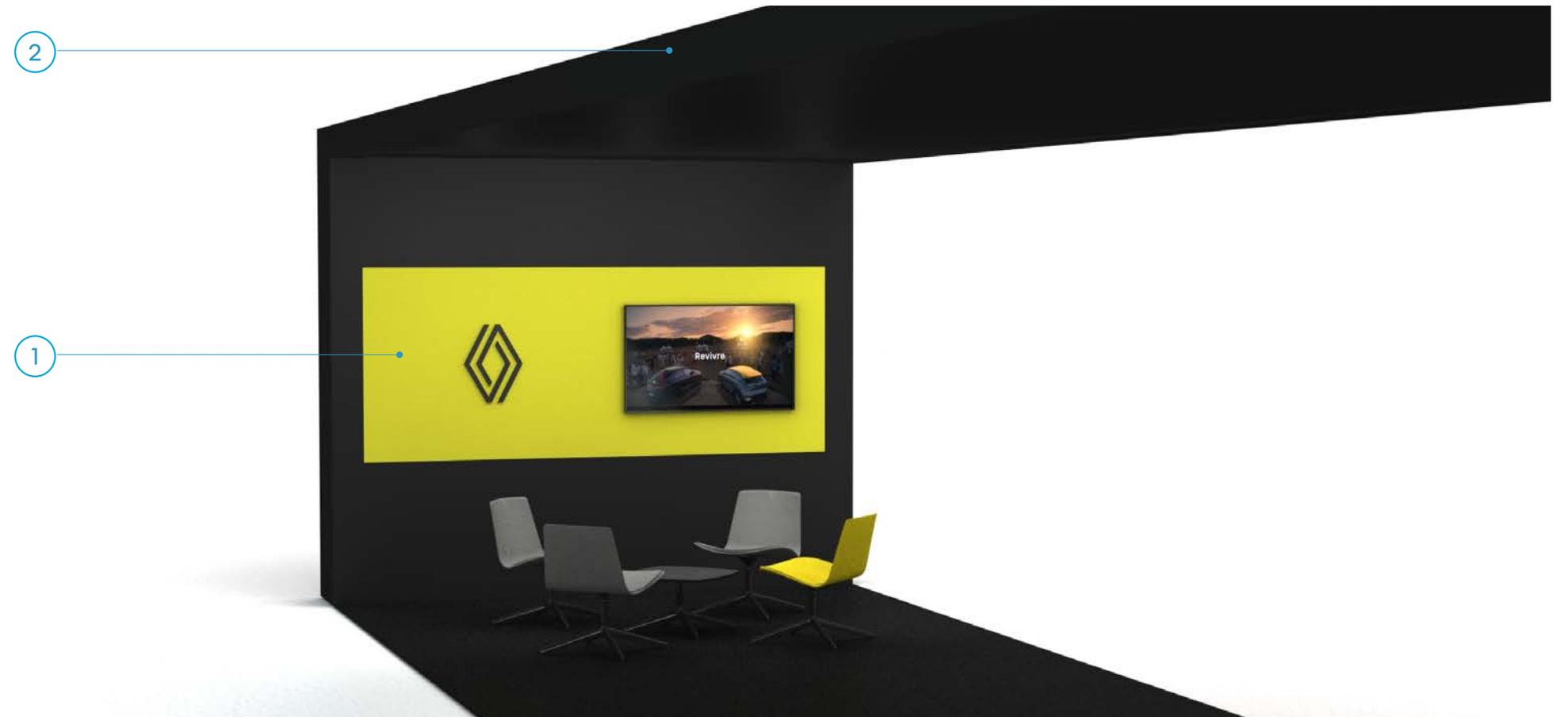
The canopy is available in several lengths by adding modules.

It exists in two widths (3.5 m and 3 m) to adapt to different showroom sizes.

It is optional.

### key

- 1 3.00m high brand wall
- 2 canopy structure
- 3 3.50m wide brand wall
- 4 3.00m wide brand wall



## 2.2.8 upholstery and color-palette unit

### why?

The upholstery & color- palette unit must allow customers to specify their choice in terms of body colors and upholstery.

Vehicle configuration is carried out on the sales advisor's computer station.

### how?

The furniture displays color samples of body and upholstery.

The customer, alone or accompanied, can better appreciate the colors and upholstery thanks to the samples made available to them.

For each country, different configurations are possible allowing the number of references presented to be modulated according to the range of vehicles sold.

### key

- 1 mini upholstery and color-palette unit
- 2 standard upholstery and color-palette unit



1



2

## 2.2.9 totems-kakemonos - presentation

### why?

Totems-kakemonos are the preferred customer information supports in Renault Store showrooms.

### how?

The totems-kakemonos come in the form of a tubular structure with a printed visual that can be easily updated.

In order to fit into different showrooms, 2 versions are available (with a black variant for the wall-mounted kakemono).

### key

- 1 stand alone totem-kakemono on plate
- 2 wall mounted totem-kakemono
- 3 wall mounted totem-kakemono in black finish installed on a black wall



1



2



3

## 2.2.10 the different totems-kakemonos

### why?

The totems-kakemonos feature thematic visuals.

### how?

The table opposite presents the principles for assigning the different thematic variants of totem-kakemonos according to the 3 Renault Store showroom formats.

This table does not take into account the totem-kakemonos present in the nouvel'R and E-Tech product areas.

kakemono	S format	M format	L format
QR code brochure	1	1	1
new	1	1	3
product	1 per model	1 per model	1 per model
number of kakemonos	3 à 4	5 à 8	> 11



stand alone  
kakemono



wall mounted  
kakemono



mural ou sur platine

### vigilant point

The kakemono produced is mandatory for all models on display. In the case of identical models present in the showroom (e.g. several Renault Méganes), it will not be necessary to repeat it.

## 2.2.11 the totems-kakemonos present in showroom

### why?

The totems-kakemonos feature thematic visuals.

They are arranged in specific spaces in the showroom.

### how?

The visuals opposite show the front and back sides of the different kakemonos totems:

- 1 product kakemono, presents the USPs of the vehicle being launched when it is located outside the nouvel'R zone.
- 2 QR code brochure kakemono, brings together the different models in the range on the same support, allowing customers to directly access product information by reading a QR code. it is located near the Renault road.



1



2



### vigilant point

The opposite visual does not take into account the totem-kakemonos present in the nouvelle'R and E-Tech product areas.

## 2.2.12 open sales offices

### why?

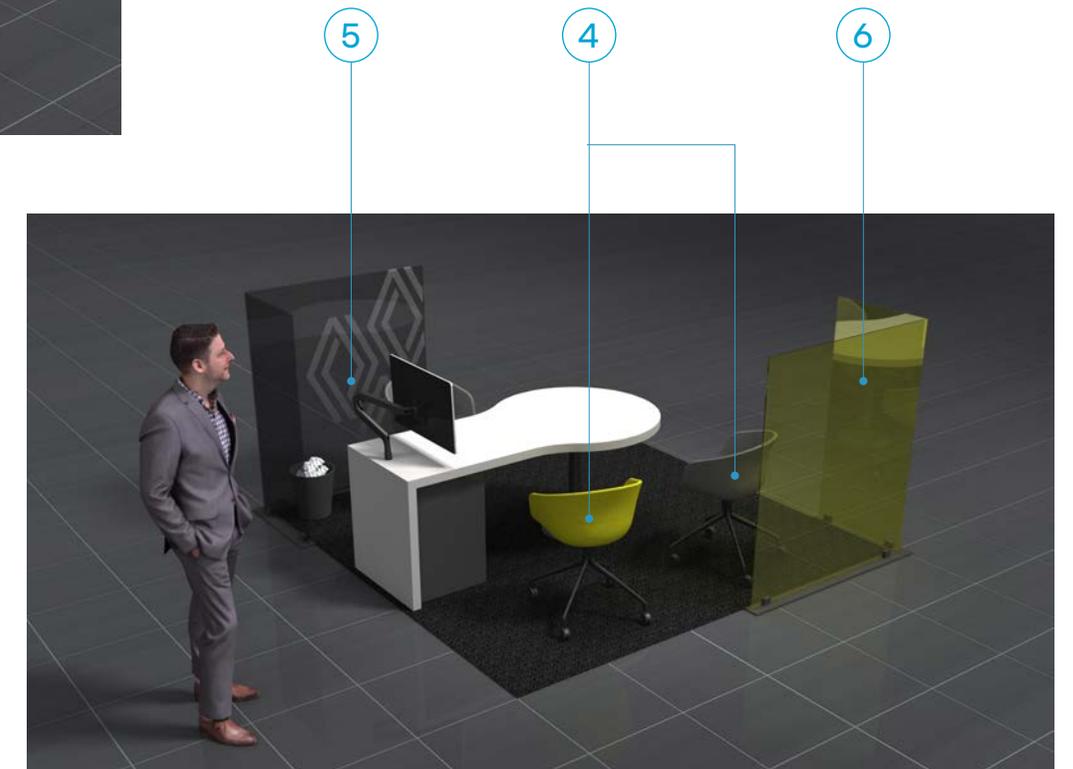
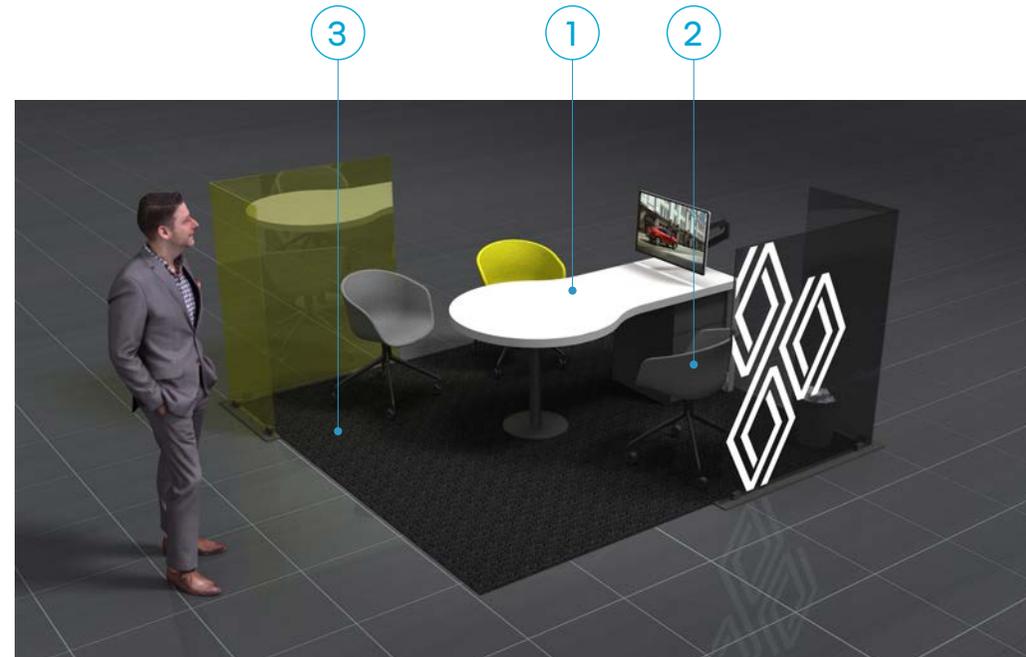
The office allows sales advisors to develop a commercial relationship of trust in a comfortable atmosphere.

The open sales offices are located in the showroom near the products.

Dimensions: 2700 x 2700 mm. (excluding plates).

### how?

- 1 the white work table can accommodate 2 clients.
- 2 the advisor's chair is dark grey. It differs from chairs intended for customers.
- 3 a dark grey carpet covers the entire surface of the office.
- 4 chairs for customers are variegated in color, one being yellow, the second being light grey.
- 5 a transparent grey partition comprising the identity frame is located near the advisor's chair.
- 6 on the opposite, a transparent yellow partition is located near the chairs intended to welcome customers



## 2.2.13 semi-open sales offices

### why?

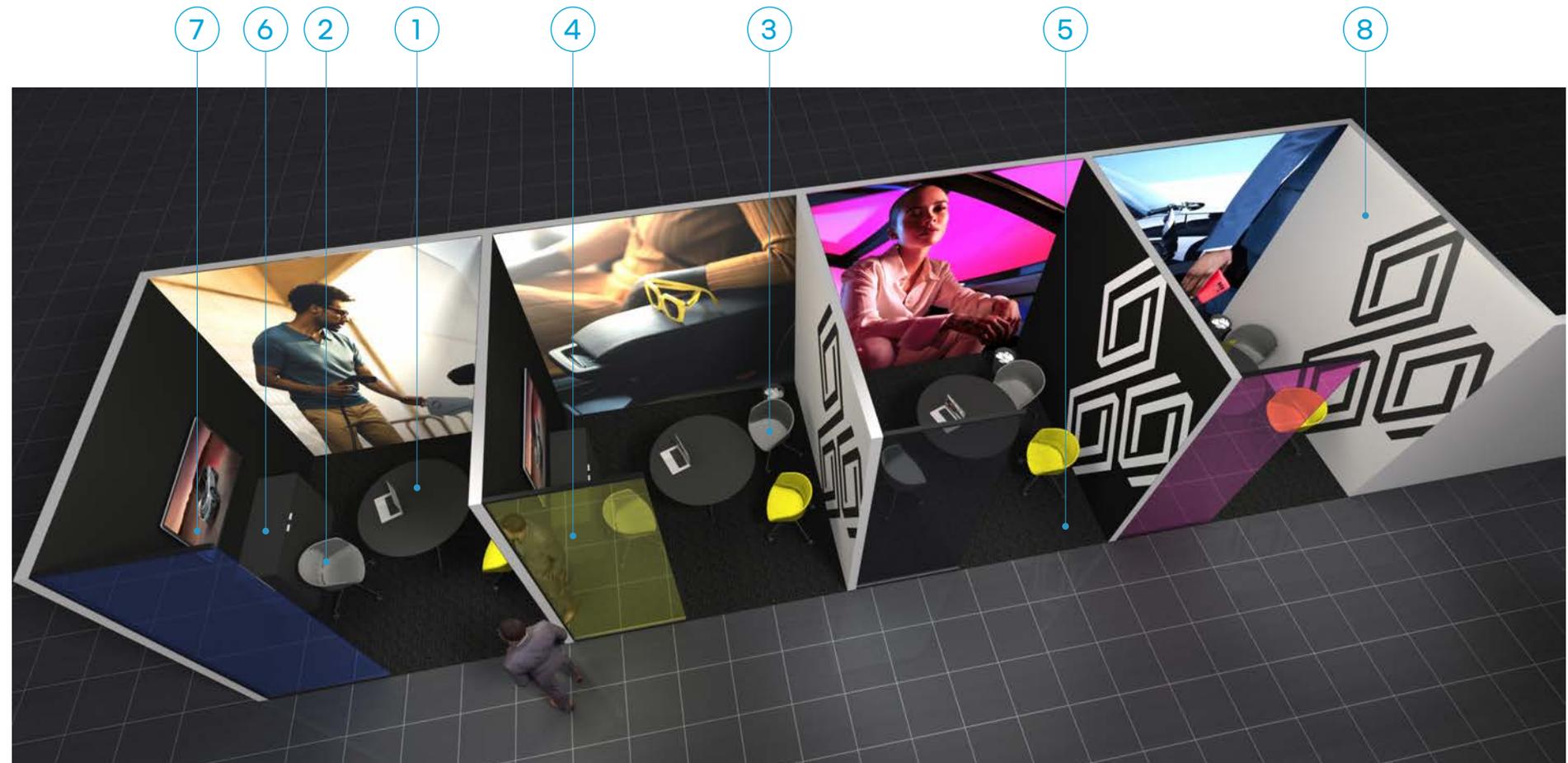
The office allows sales advisors to develop a commercial relationship of trust in a comfortable atmosphere.

These offices are located on the outskirts of the showroom.

Dimensions: L. 3000 x l. 3000mm.

### how?

- 1 the round work table can accommodate 2 clients.
- 2 the advisor's chair is dark grey.
- 3 chairs for customers are variegated in color, one being yellow, the second being light grey.
- 4 full-height colored partitions provide a certain privacy during the negotiation phases.
- 5 a dark grey carpet covers the entire surface of the office.
- 6 storage furniture identical to that of the reception service is located under the screen in front of the black wall.
- 7 a screen is present on the RAL 7021 dark grey wall facing the customers.
- 8 on the opposite, the white wall (or RAL 7021 dark grey) contains the identity fresco.



## 2.2.14 the atmosphere of the sales offices

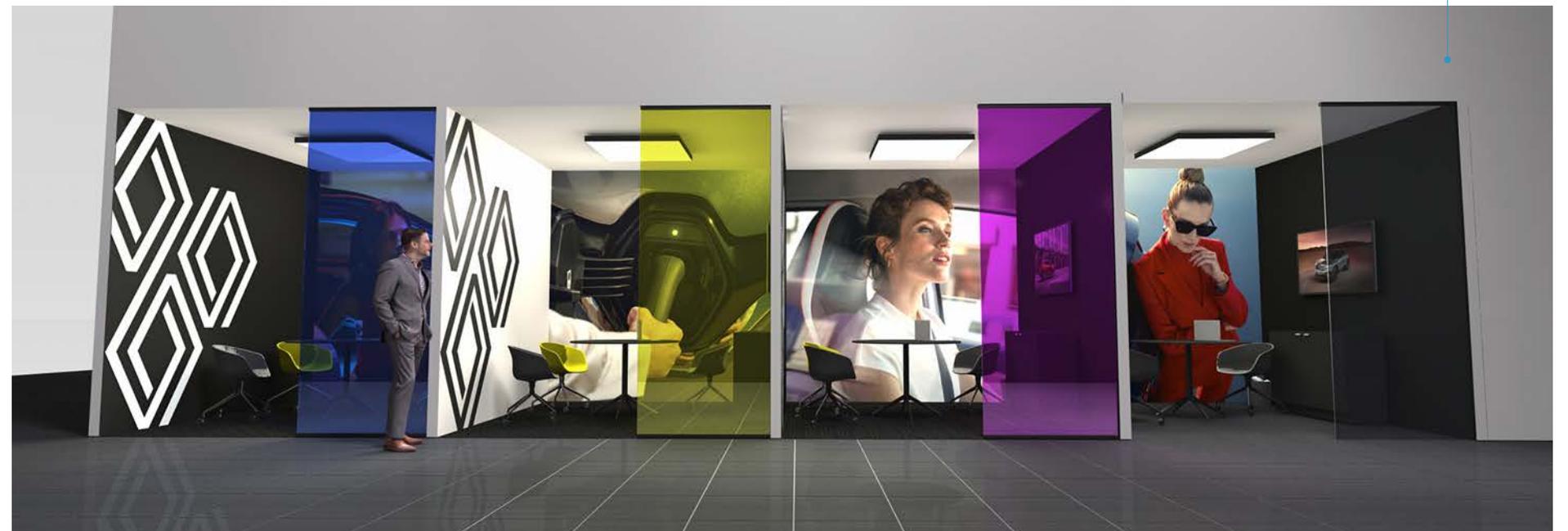
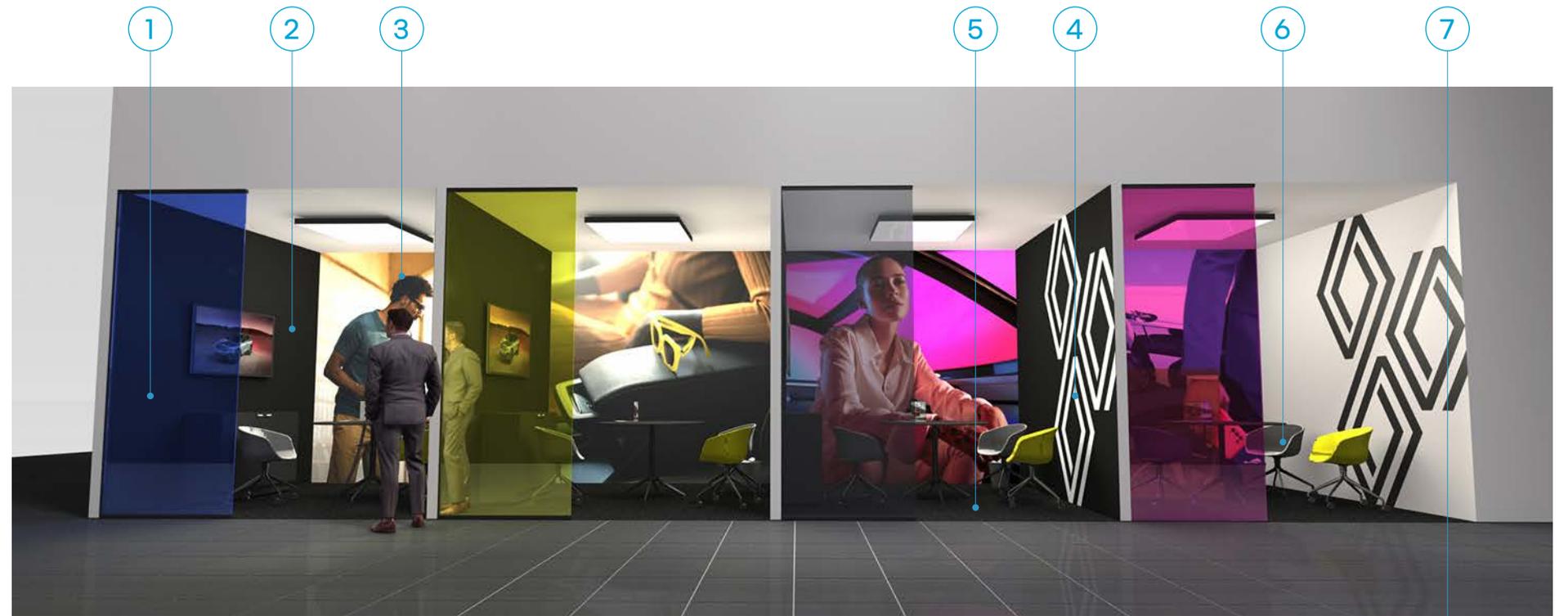
### why?

The general atmosphere of this space is dynamic thanks to the graphic animations, colors and large format visuals present on the walls of each sales office.

### how?

- 1 a colored transparent glass facade covers approximately 1/3 of the office facade.
- 2 a RAL 7021 matt dark grey wall accommodates the 27" screen (or more) adjoining the glass wall.
- 3 a lifestyle visual (optional backlighting) covers the entire back wall of the office.
- 4 opposite the wall containing the screen, a matt white or RAL 7021 dark grey wall is animated by the identity frame aligned on the front facade of the office.
- 5 a dark grey carpet covers the entire surface of the office.
- 6 the reception furniture includes a round black table combined with armchairs in variegated colors.
- 7 depending on the position of the offices in relation to the customer flow, an inverted configuration favors the vision of the identity framework.

customers  
flow



flux  
clients



## 2.2.15 furniture for sales offices

### recommended configuration

Hay AAC25 armchairs, Kvadrat black lacquered base on casters, seat entirely covered in fabric with an assembly of 2 different grays and one yellow.

### alternative configuration

Enea lottus confident fixed chairs without armrests, 4-star base lacquered black RAL 9005 on casters with assembly of 2 grey and one yellow.

The sales consultant may be offered a specific, more comfortable alternative with 2 armrests.

### description

- 1 HAY AAC25 reference, dark grey fabric finish hallingadl 368
- 2 reference HAY AAC25, light grey fabric finish hallingadl 130
- 3 reference HAY AAC25, vidar yellow fabric finish 443
- 4 Herman Miller reference versus black base on casters, Shale 36506 interweave backrest, Phoenix Havana fabric TP009
- 5 reference Enea lottus confident grey fabric finish Chill Gabriel 60116
- 6 reference Enea lotus confident yellow fabric finish Chill Gabriel 62085

sales advisor chair



①

alternative



④

customer chair



②



⑤

customer chair



③



⑥

## 2.2.16 merchandising furniture

### why?

The merchandising furniture presents a selection of promotional objects from the Renault brand and miniature vehicles.

3 versions of this furniture are available.

The premium version offers greater visibility of the objects on display thanks to the 4 glass sides and the position of the structure.

The standard version is an economical optimization of the premium version.

The wall-mounted version is derived from the previous version, having a single set of access doors, the back being positioned against a wall.

### how?

The furniture is in the form of a display case ensuring the protection of the objects presented.

The objects are arranged on presentation supports (textile supports, tablets, mini-podiums, etc.) highlighting them.

In the lower part, a reserve allows you to store the most common models in order to facilitate supply.

### key

- 1 premium merchandising furniture
- 2 standard merchandising furniture
- 3 wall-mounted merchandising furniture



1



2



3

# 2.3

## display of vehicles

## 2.3.1 vehicles lay out

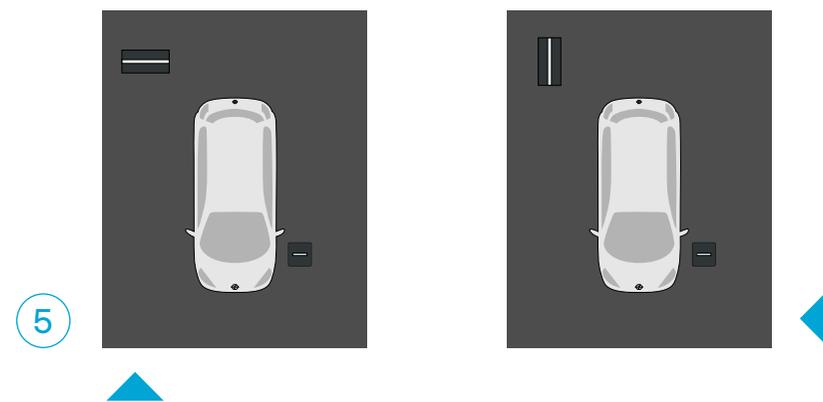
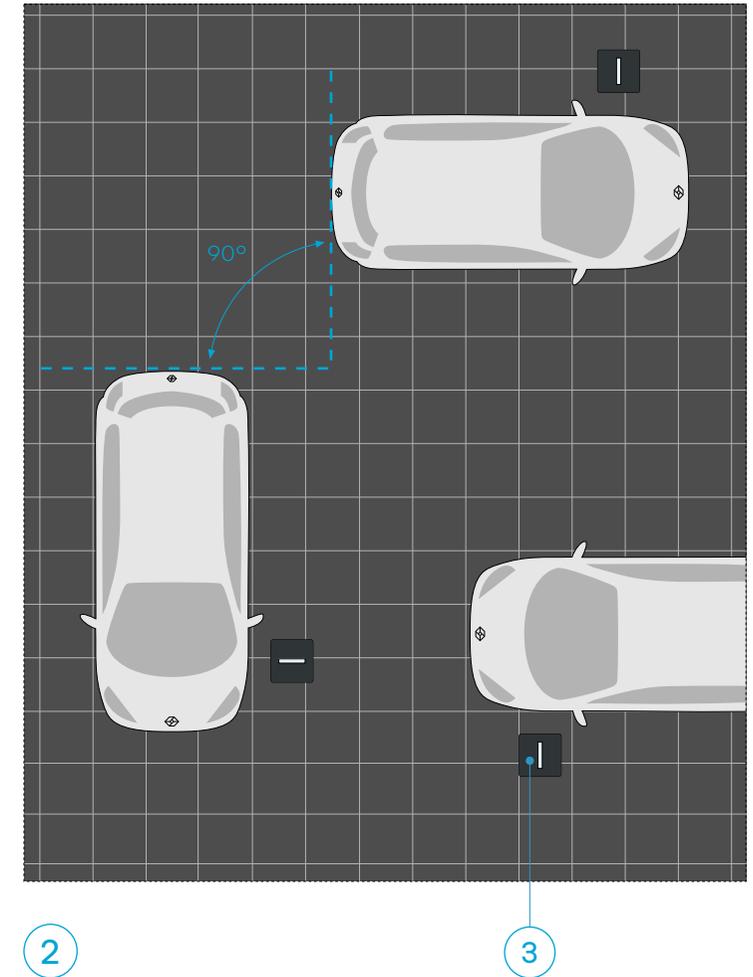
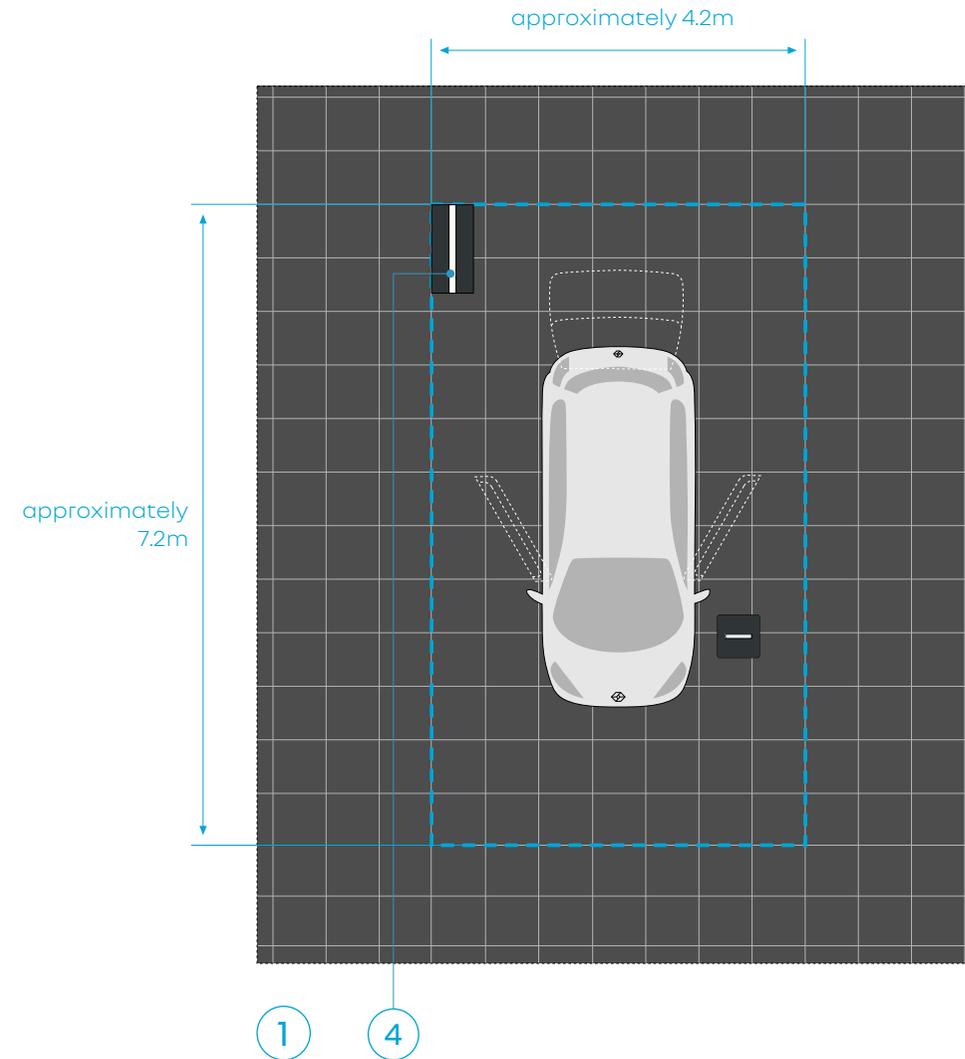
### why?

The location of the vehicles in the showroom aims to make the range more readable.

### how?

Between the product areas distributed in the showroom, the vehicles are arranged according to the following principles:

- 1 each vehicle has an exhibition space of approximately 30 m<sup>2</sup> for easy access and easy opening of the doors.
- 2 the vehicles are arranged orthogonally.
- 3 each vehicle has a price display.
- 4 each vehicle model present in the showroom has a product totem-kakemono located opposite the price display.
- 5 the position of the totem-kakemono is adapted to the customer flow.



### vigilant point

- orthogonal alignment of vehicles outside the poles, front of the vehicle oriented towards customer flows.
- vehicles are accessible (neither raised nor barrier).
- most vehicles require electrical power.

## 2.3.2 identification of new vehicles

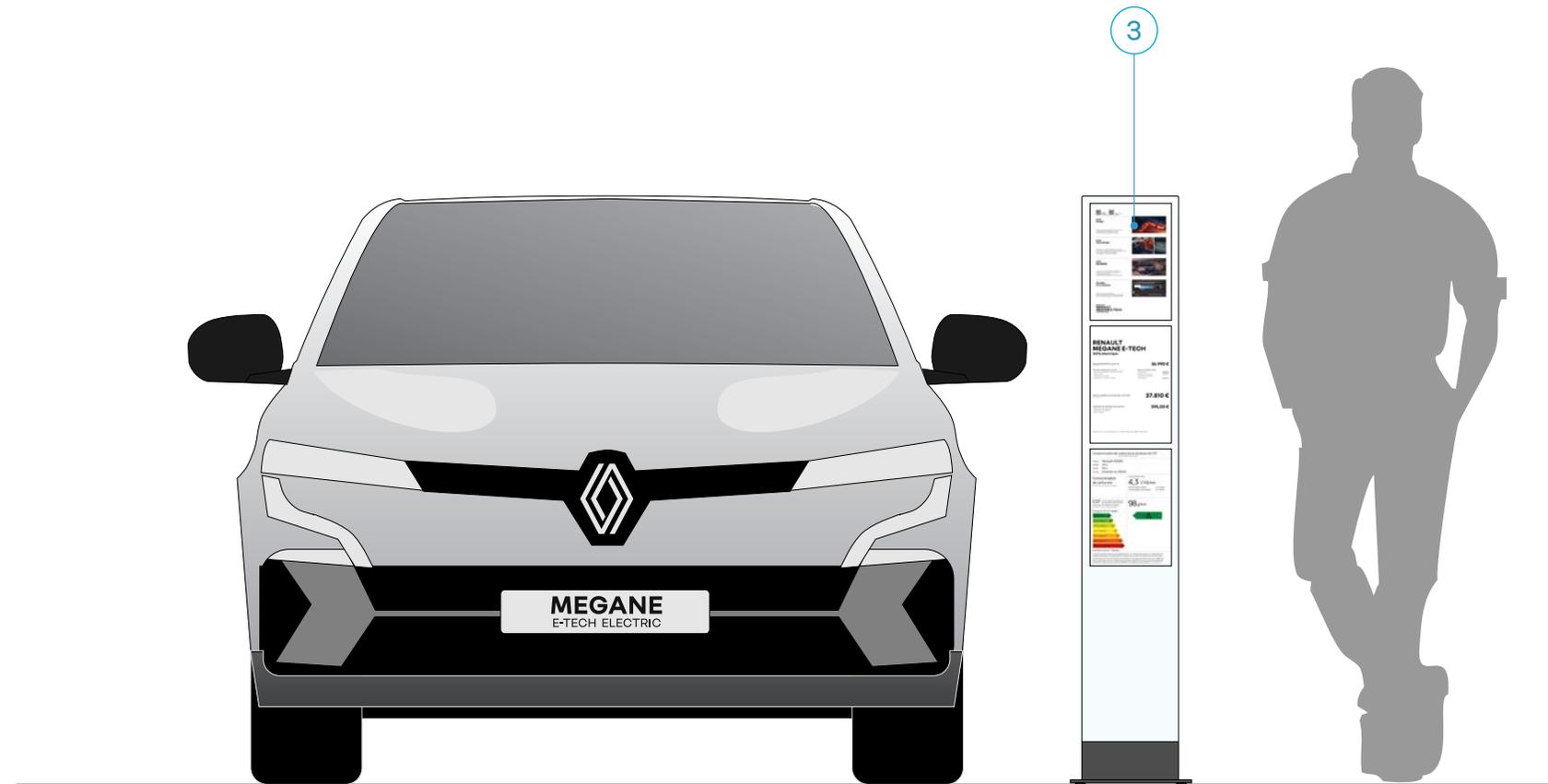
### why?

The nouvel'R zone presents the new features of the range currently being launched.

It must be visible as soon as the customer enters the showroom and, wherever possible, from around the site.

### how?

- 1 Each new vehicle is presented with a plate bearing the model name on the front.
- 2 Each new vehicle is presented with a plate bearing the Renault wordmark placed on the rear.
- 3 each vehicle has a price display informing the customer about the specific characteristics of the vehicle presented.



1

**MEGANE**  
E-TECH ELECTRIC

2

**RENAULT**

### 2.3.3 presentation of the nouvel'R zone

#### why?

The nouvel'R zone allows you to present 1 to 3 vehicles.

Product information is provided using totems-kakemonos associated with a 2x2 POS display.

When the area is located at the back of the showroom, the fresco is placed against the back wall.

Preferably, the area is located in the front part of the showroom in order to offer it high visibility.

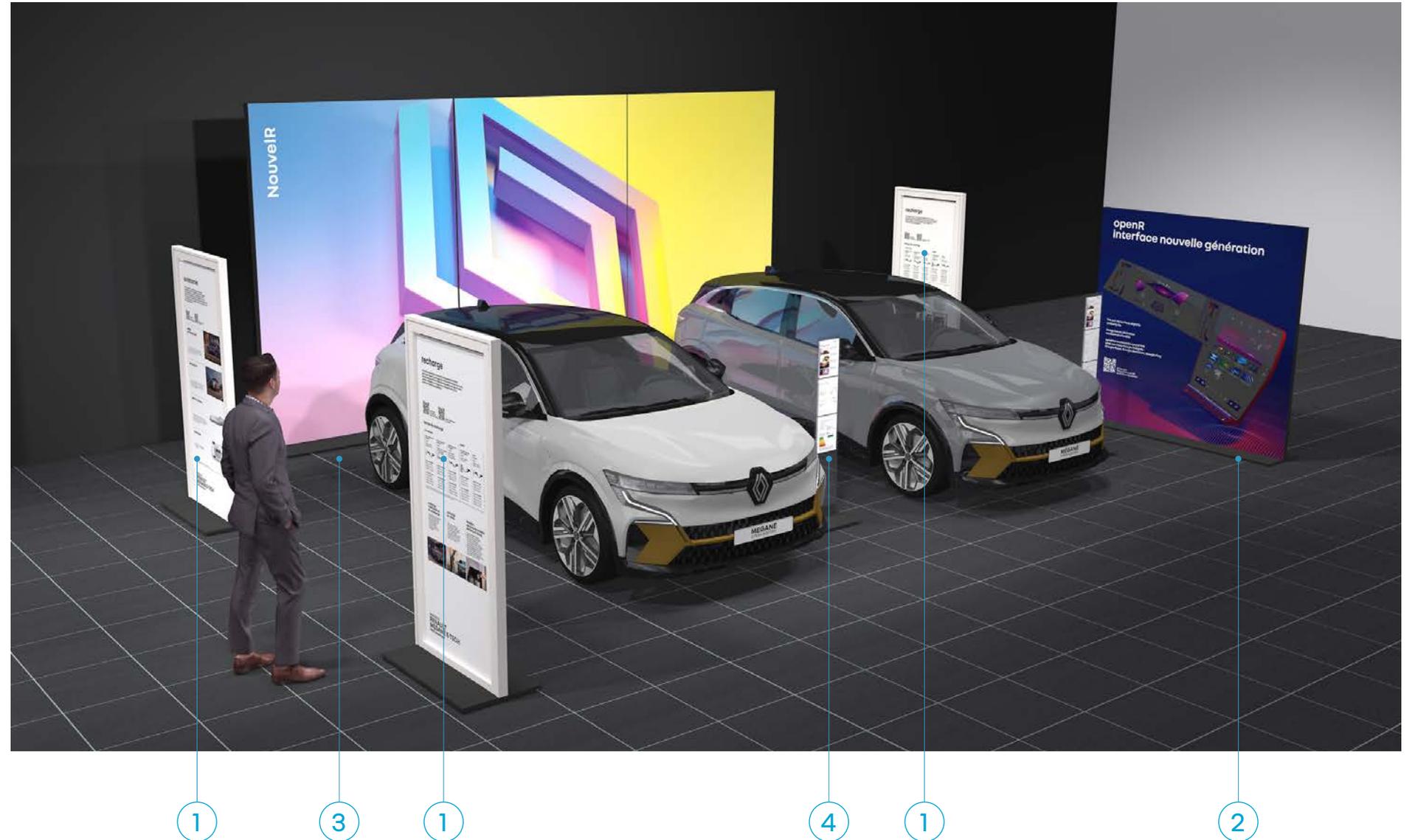
It is recommended to position the fresco perpendicular to the back wall in order to avoid hiding the other vehicles on display.

The 2x2 POS is installed in the background of the area to facilitate reading of the front and back sides.

#### how?

The constituent elements of the nouvel'R zone are:

- 1 product totems-kakemonos
- 2 2x2 POS
- 3 fresco
- 4 price display



## 2.3.4 components of nouvel'R zone

### why?

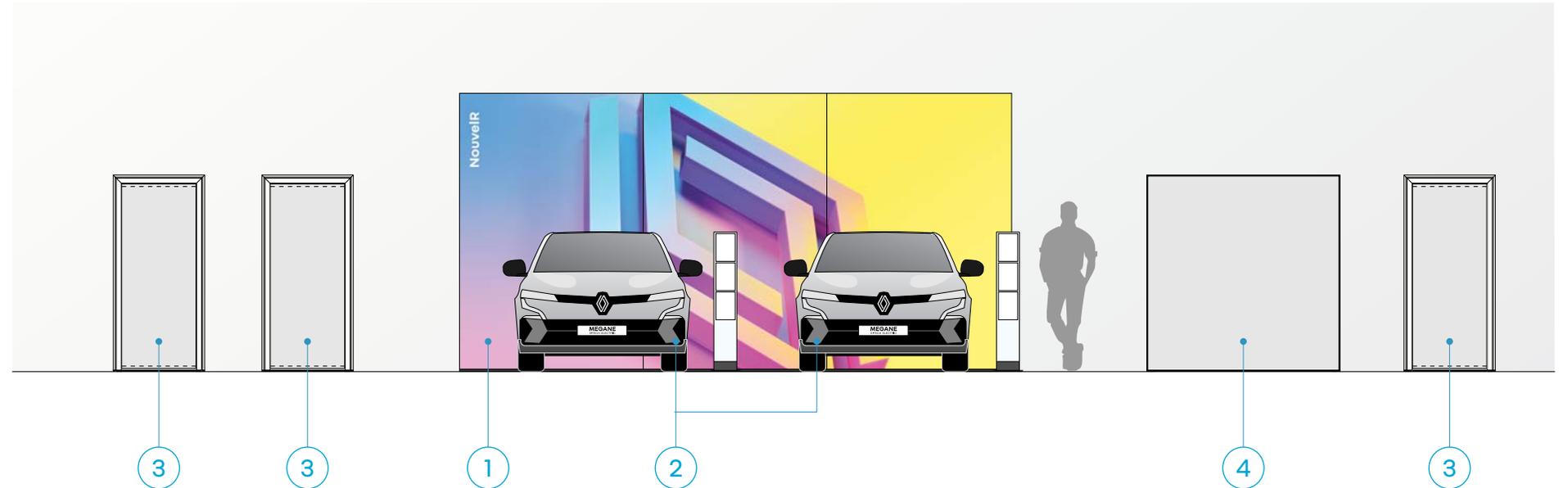
The nouvel'R zone presents the new features of the range currently being launched.

It must be visible as soon as the customer enters the showroom and, wherever possible, from around the site.

### how?

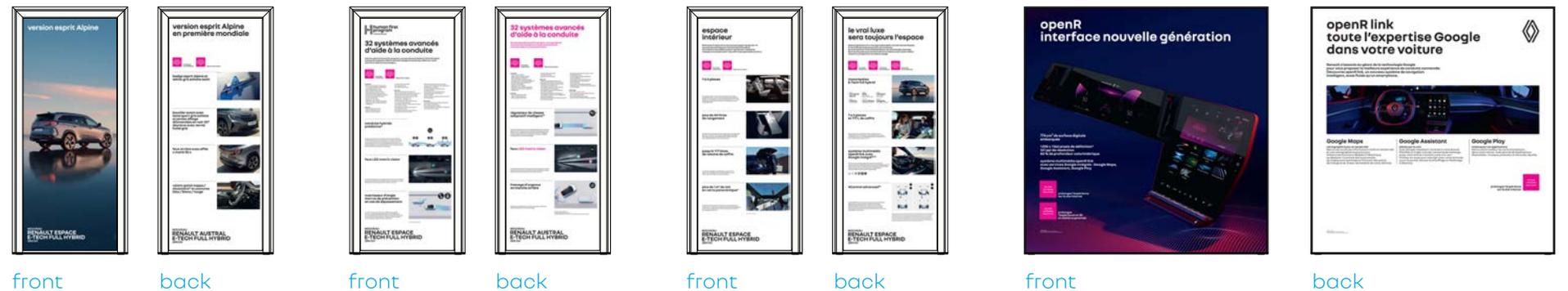
The nouvel'R zone includes:

- 1 a fresco with a large format visual,
- 2 from 1 to 3 vehicles are presented in the area,
- 3 double-sided totem-kakemonos arranged perpendicular to the fresco inform customers about the USPs.
- 4 a 2x2 POS display with double-sided visuals completes the customer's information.



various themes: USP, finishing, motorization, assistance, etc.

2x2 POS



### vigilant point

- the nouvel'R zone is the only compulsory zone in all formats of the Renault Store (L, M, S).
- anticipate updating the POS with Marketing.
- the POS must always be present in the area.

example of the visuals used as part of the launch of Renault Espace

## 2.3.5 frescoes of the nouvel'R zone

### why?

In order to adapt to different showroom sizes, the modular frescoes are available in 2 heights (2.5 m and 3 m) and 3 lengths (4 m, 6 m and 8 m).

### key

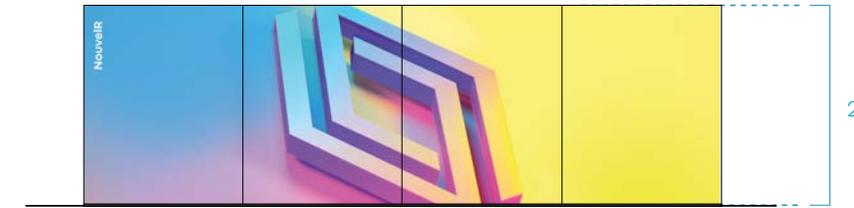
- 1 4 x 2.5 m fresco
- 2 6 x 2.5 m fresco
- 3 8 x 2.5 m fresco
- 4 4 x 3 m fresco
- 5 6 x 3 m fresco
- 6 8 x 3 m fresco



1



2

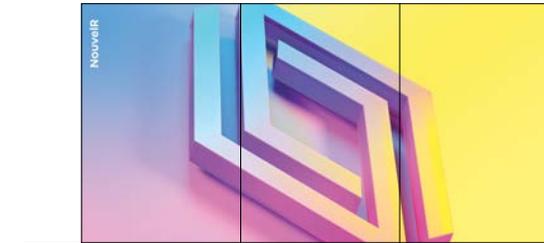


3

2500



4



5



6

3000

## 2.3.6 2x2 POS of the nouvel'R zone

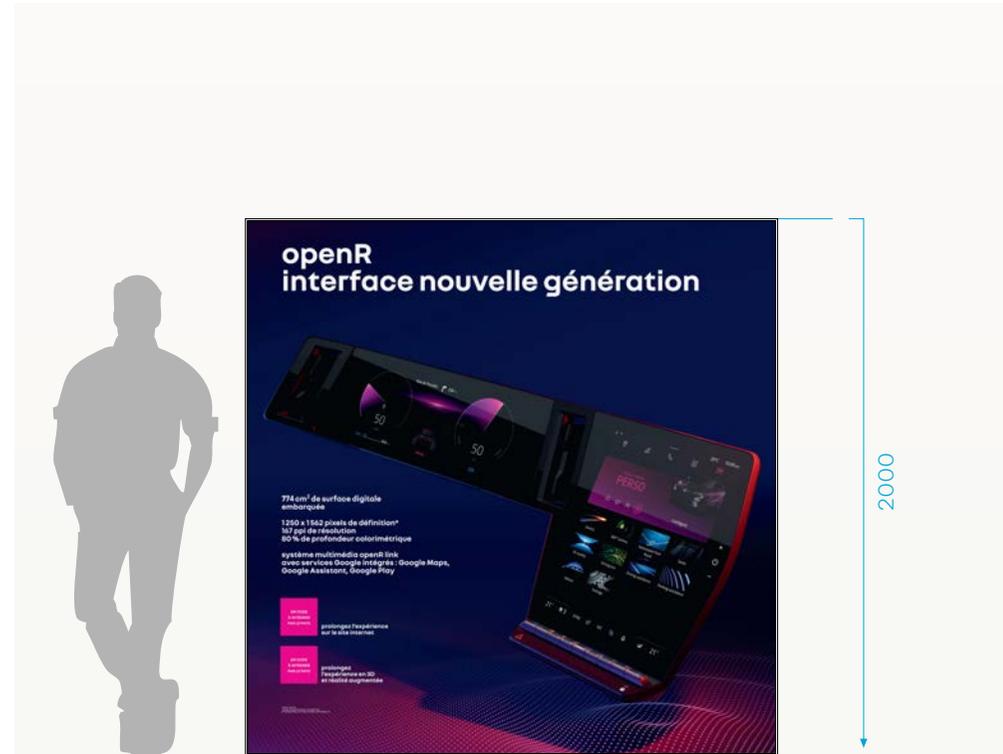
### why?

The 2x2 POS completes the communication elements present in the nouvel'R exhibition areas.

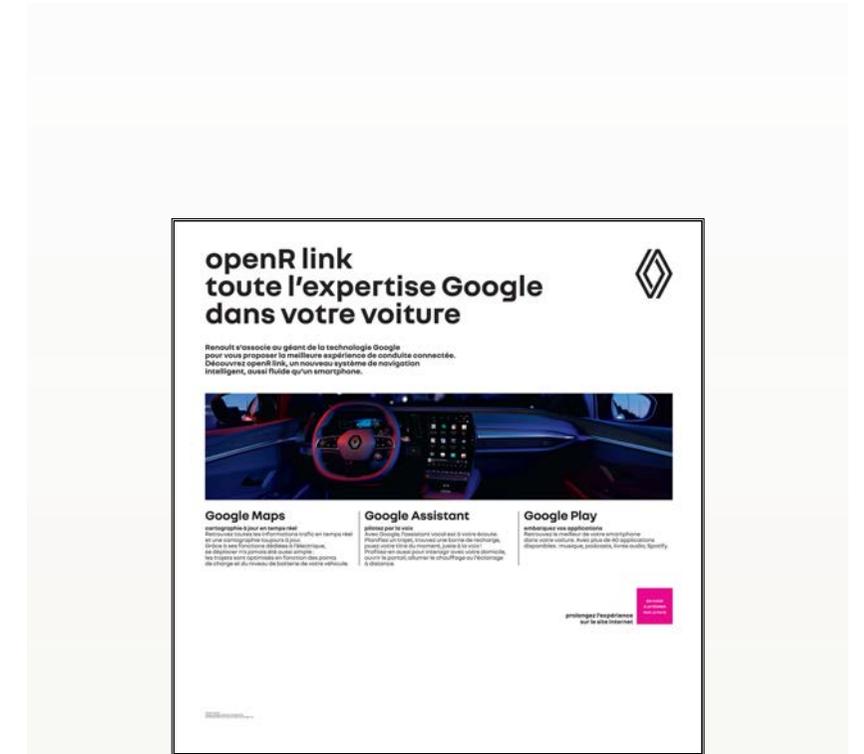
### how?

The 2x2 POS is installed perpendicular to the fresco and, preferably, in the background of the area.

- 1 the side with the full-frame visual is always oriented towards the customer flow.
- 2 the side containing the explanatory visual is located on the back of the POS.



1



2

### warning

Visuals of promotional materials evolve according to the renewal campaigns.

Contact Renault Global Marketing to obtain the latest versions.

## 2.3.7 presentation of the E-Tech zone

### why?

The E-Tech zone allows you to present 1 to 3 vehicles.

In the showroom, it is positioned as a mirror of the nouveau'R zone in relation to the Renault road.

Product information is provided using totems-kakemonos associated with a 2x2 POS display.

When the area is located at the back of the showroom, the fresco is placed against the back wall.

When the area is located in the middle of the showroom, it is recommended to position the fresco perpendicular to the back wall in order to avoid hiding the other vehicles on display.

The 2x2 POS is installed in the background of the area to facilitate reading of the front and back sides.

### how?

The constituent elements of the E-Tech zone are:

- 1 2x2 POS
- 2 price display
- 3 fresco
- 4 product totem-kakemono



## 2.3.8 components of the E-Tech zone

### why?

The E-Tech zone presents the new features of the range currently being launched.

It must be visible as soon as the customer enters the showroom and, wherever possible, from around the site.

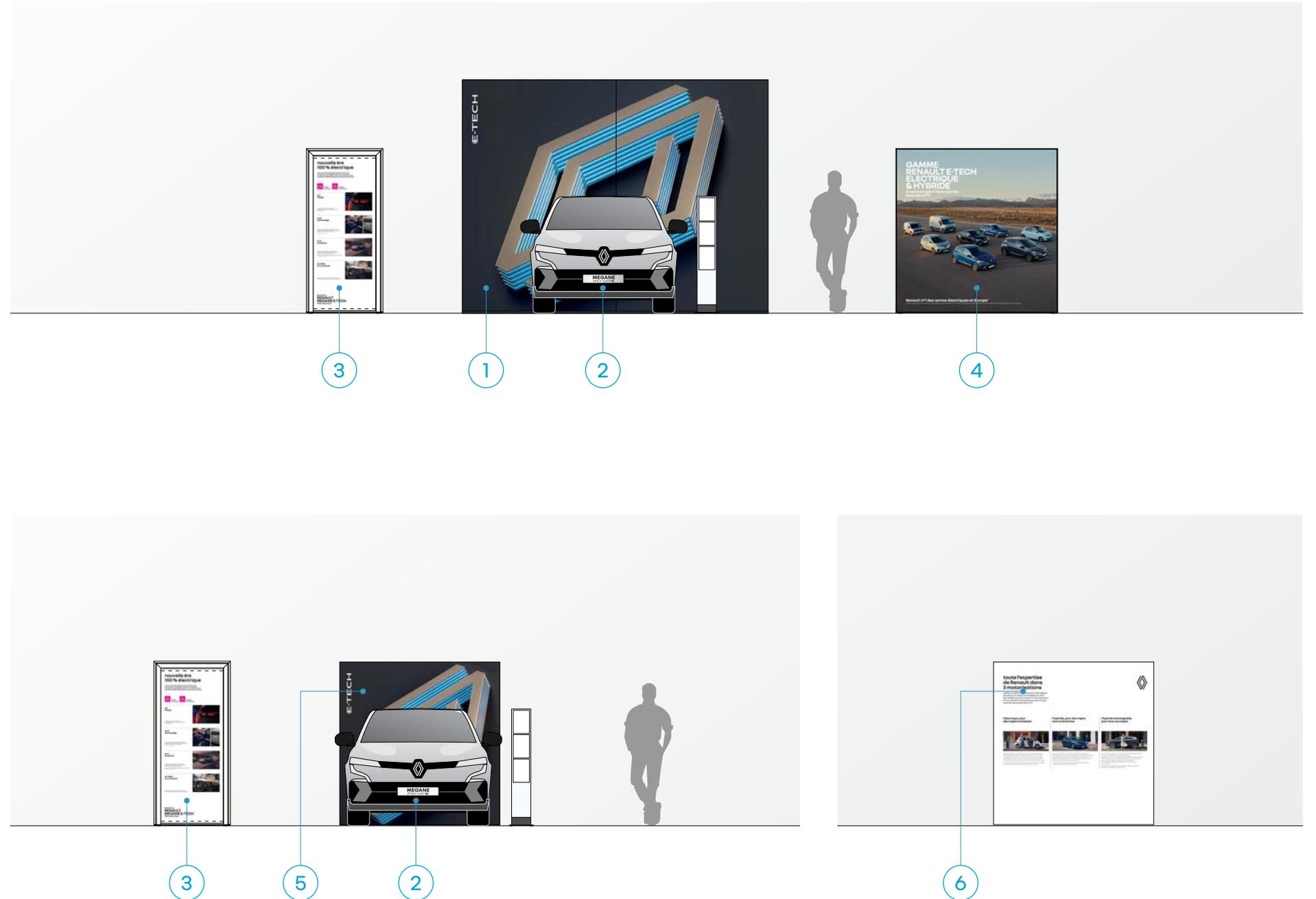
### how?

The E-Tech zone includes:

- 1 a fresco with a large format visual.
- 2 from 1 to 2 vehicles (possibly of different models) are presented in the area.
- 3 a kakemono product placed perpendicular to the fresco informs customers about the USPs.
- 4 a 2x2 POS display with front-back visuals completes customer information.
- 5 special case of the retrofit of the old Z.E zone. for which the existing 2x2 POS is retained, its visual being replaced by the generic visual in 2x2 format.
- 6 back of the 2x2 POS.

### vigilant point

- anticipate updating the POS with Marketing.



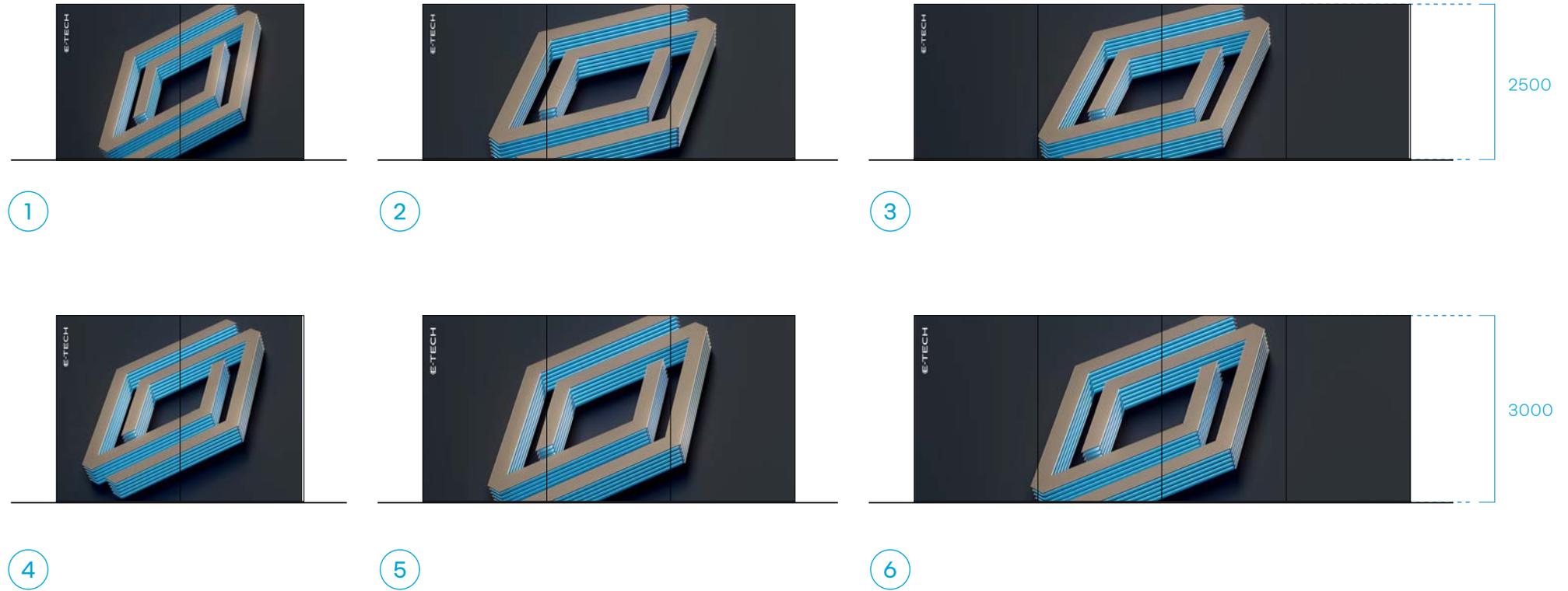
### 2.3.9 frescoes of the E-Tech zone

#### why?

In order to adapt to different showroom sizes, the modular frescoes are available in 2 heights (2.5 m and 3 m) and 3 lengths (4 m, 6 m and 8 m).

#### key

- 1 4 x 2.5 m fresco
- 2 6 x 2.5 m fresco
- 3 8 x 2.5 m fresco
- 4 4 x 3 m fresco
- 5 6 x 3 m fresco
- 6 8 x 3 m fresco



## 2.3.10 2x2 POS of the E-Tech zone

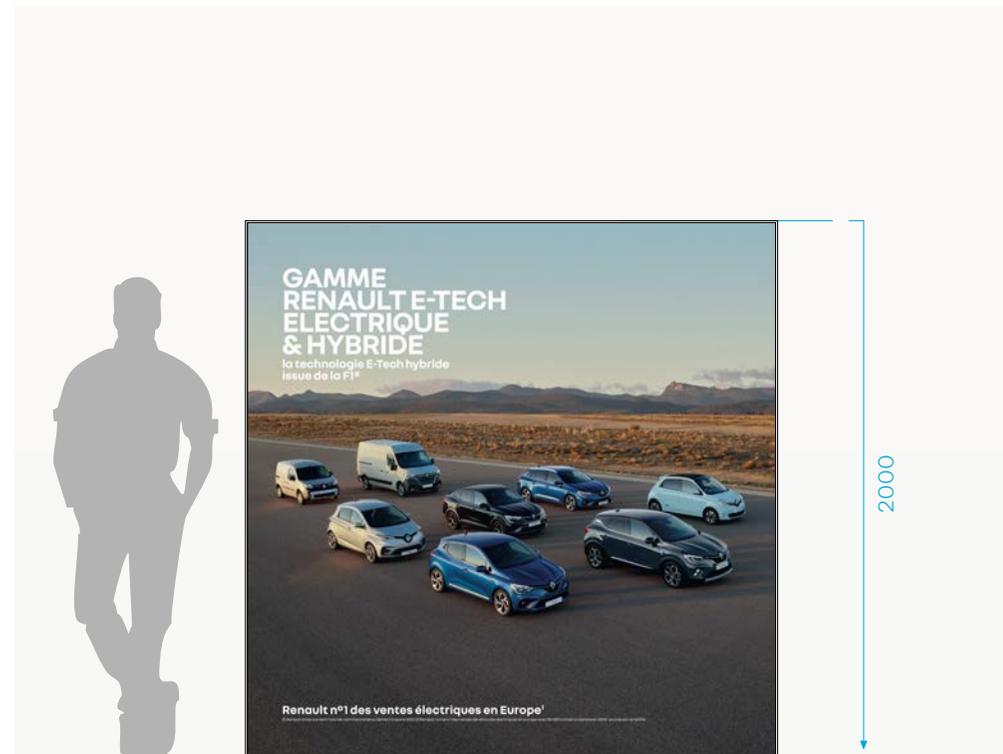
### why?

The 2x2 POS completes the communication elements present in the E-Tech exhibition areas.

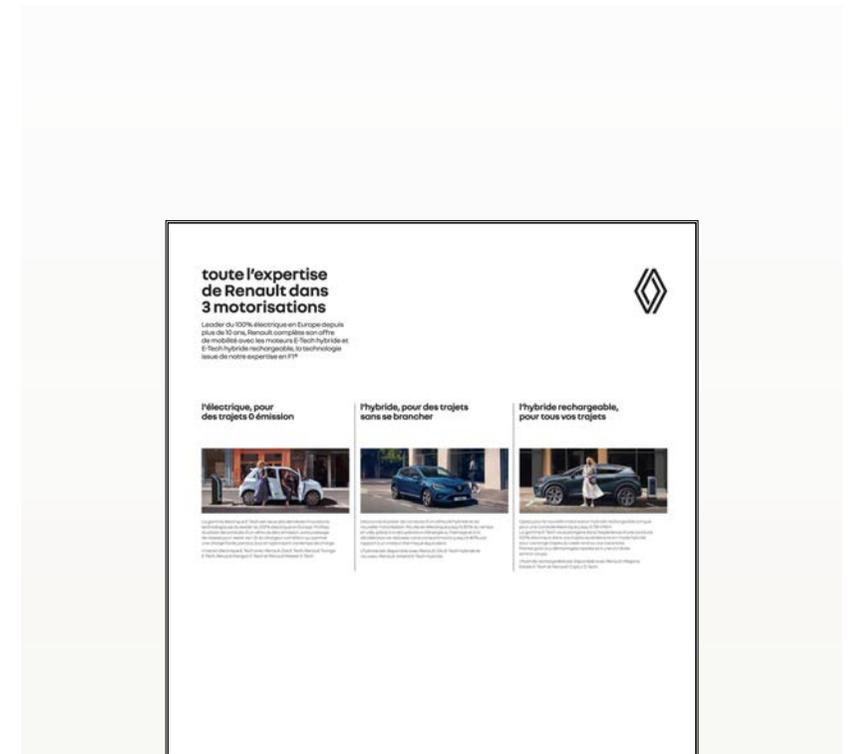
### how?

The 2x2 POS is installed perpendicular to the fresco.

- 1 the side with the full-frame visual is always oriented towards the customer flow.
- 2 the side containing the explanatory visual is located on the back of the POS.



1



2

### warning

Visuals of promotional materials evolve according to the renewal campaigns.

Contact Renault Global Marketing to obtain the latest versions.

# 3

**delivery area**

# 3.1

## generalities

### 3.1.1 general functioning

#### why?

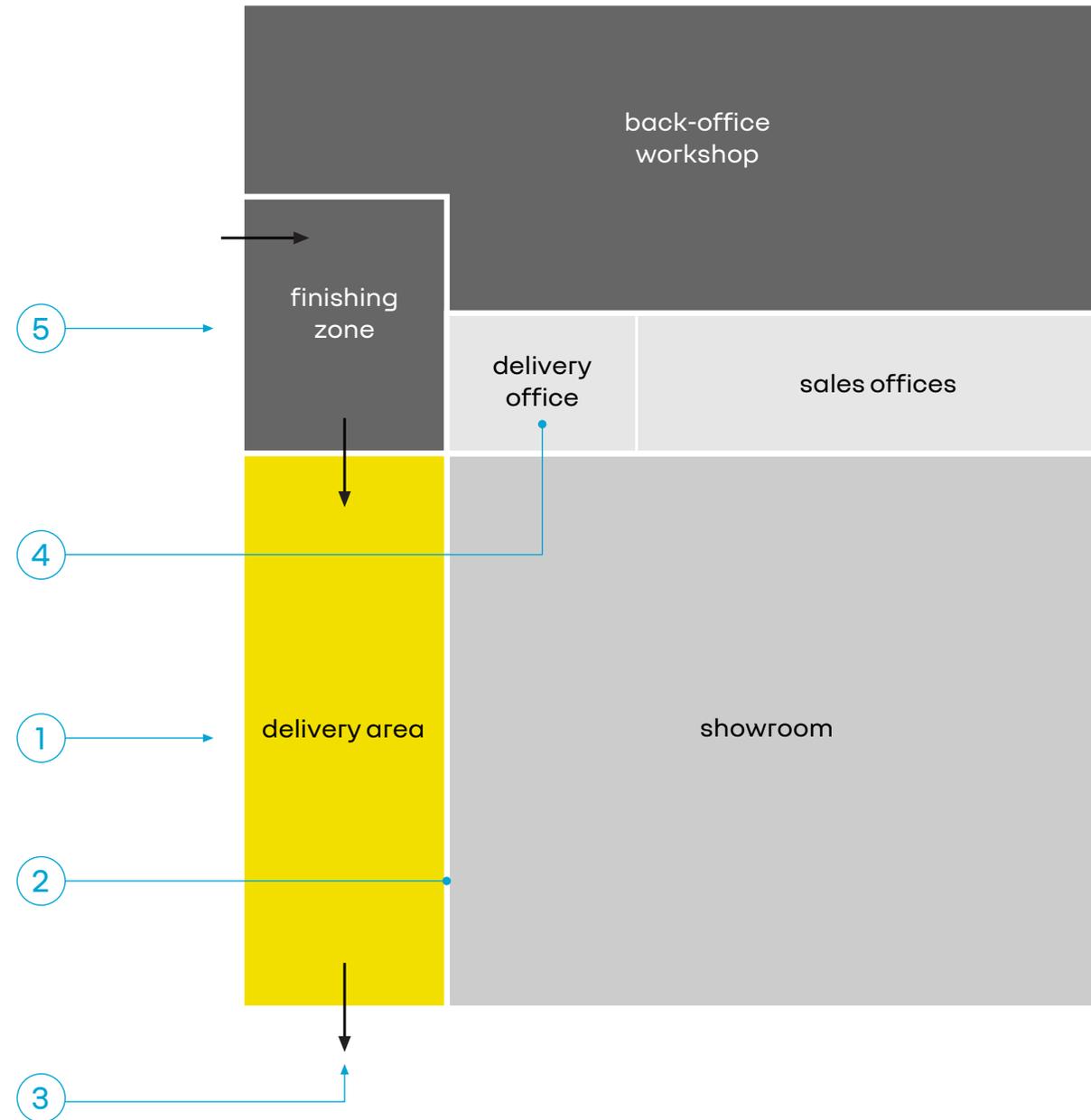
Delivery is an important step in the customer journey. This memorable moment in a dedicated space will have a positive impact on the relationship with the Brand.

The act of delivery is a determining moment which must be the subject of particular attention.

Handing over is both the conclusion of the act of sale and the start of a long-term relationship between the customer and the Brand.

#### how?

- 1 delivery area is located in a space adjoining the showroom.
- 2 delivery area is separated from the showroom by a glass wall.
- 3 vehicles exit from the front using a glass lift-up door.
- 4 the delivery secretary's office is located near the delivery area.
- 5 the finishing area is part of the site's back office. Access is directly from outside the site.



### 3.1.2 general lay out

#### why?

It is recommended to set up delivery in a space adjoining and separate from the showroom in order to offer the best conditions for this exceptional moment.

#### how?

- 1 glass door providing access to the delivery area.
- 2 removable door connecting with the finishing area.
- 3 vehicle protection cover.
- 4 lifting exit door.
- 5 wall fresco.
- 6 wall-mounted kakemonos.



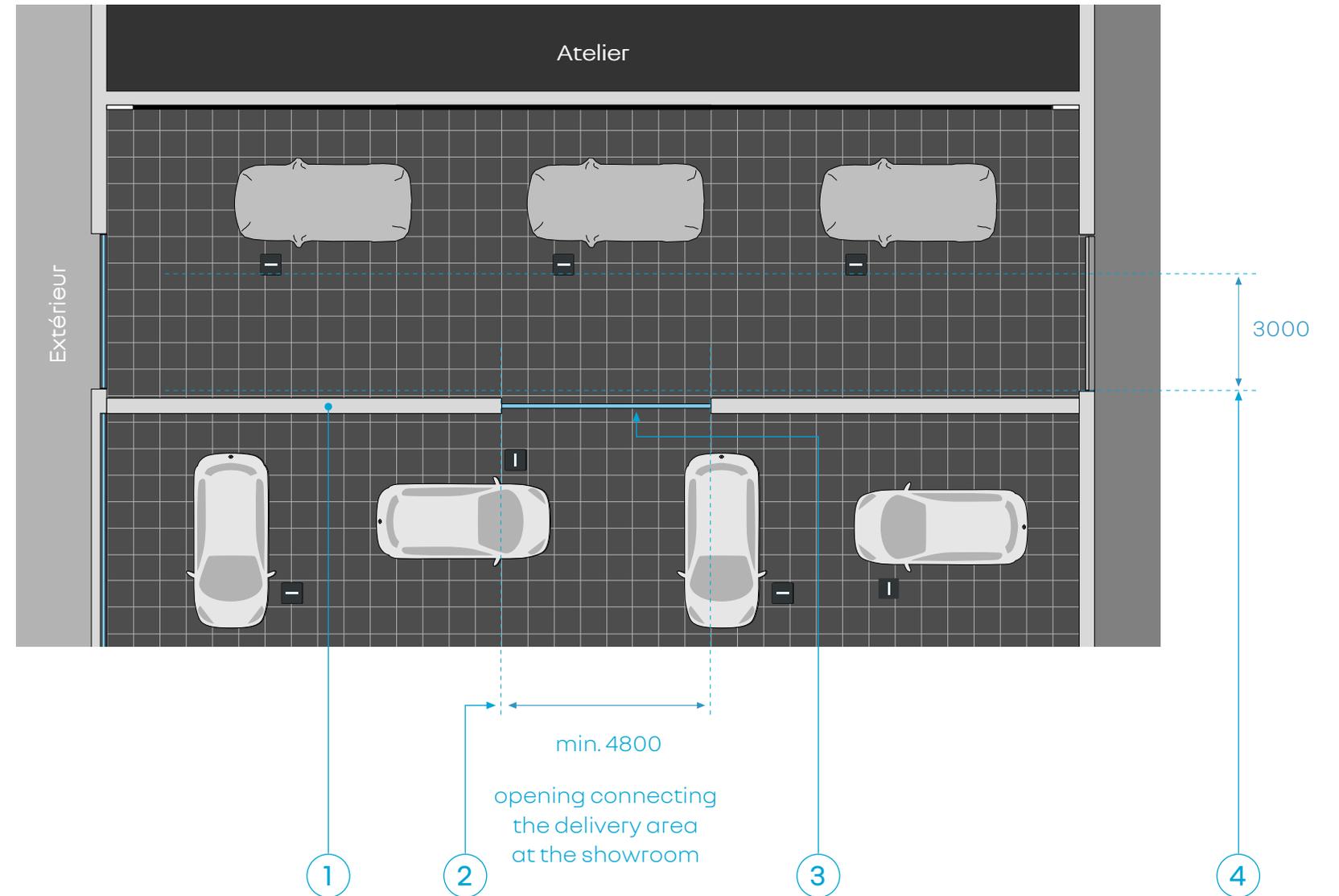
### 3.1.3 principles of showroom separation

#### why?

It is recommended to physically separate the delivery area from the showroom while maintaining visibility of this space from the showroom.

#### how?

- 1 it is desirable to maintain circulation in the delivery area in order to allow easy exit for customers aboard their new vehicle while maintaining a distance of 3000 mm between the vehicles and the dividing wall adjoining the showroom.
- 2 an opening with a minimum width of 4800 mm is recommended in order to visually connect the delivery area and the showroom.
- 3 access is via a full height glass door inscribed in a glass wall with a minimum width equal to 4800 mm.
- 4 it is possible to have a dividing wall offering a limited view of this space from the showroom.



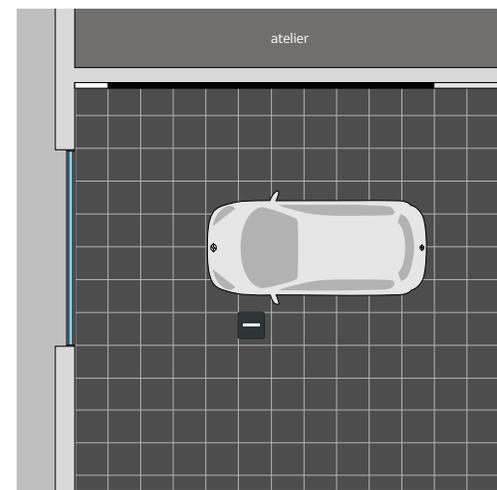
### 3.1.4 vehicle implementation configurations

#### why?

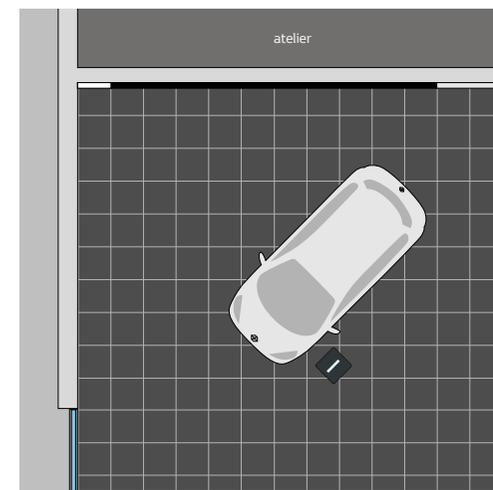
In order to optimize implementations, 3 configurations are defined. To facilitate customer maneuvering, the vehicle is always oriented towards the exit.

#### how?

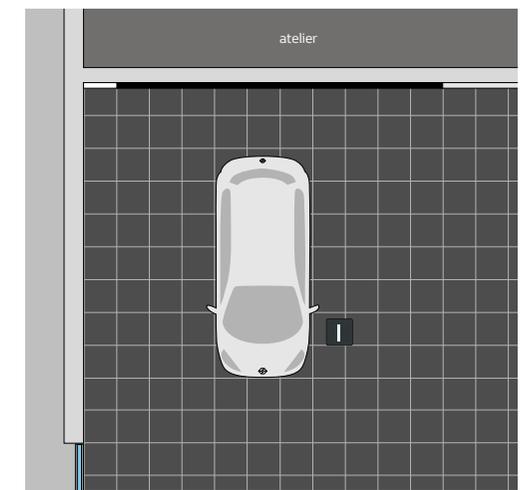
- 1 the in-line configuration aligns the delivered vehicles one behind the other in front of the exit door. It is particularly suitable for narrow delivery areas (corridor type).
- 2 in diagonal configuration, the vehicles are presented at an angle of 45° relative to the exit. This requires a wider - but also shorter - delivery area than the online setup.
- 3 the perpendicular configuration presents the vehicles side by side perpendicular to the back wall of the delivery space. This configuration requires more depth than the other 2 configurations.



1



2



3

# 3.2

## delivery area wall

### 3.2.1 wall frescoes

#### why?

The fresco identifies the space with the Renault brand.

In this configuration, only new Renault brand vehicles and used vehicles of all brands can be delivered to this space.

#### how?

The proportions between the dark grey rectangle and the visual are different depending on the length of the wall.

The maximum length of the visual is limited to 6 m.

The typography used is the nouvel 'R Bold.

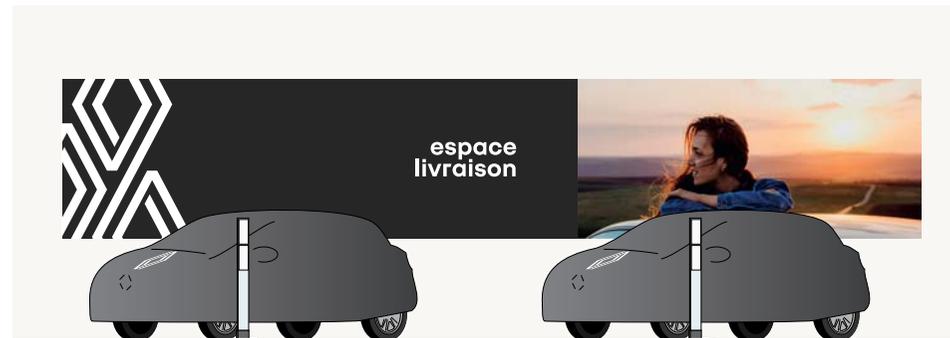
#### key

- 1 wall length < 10m
- 2 wall length from 10 to 20m
- 3 wall length > 20m

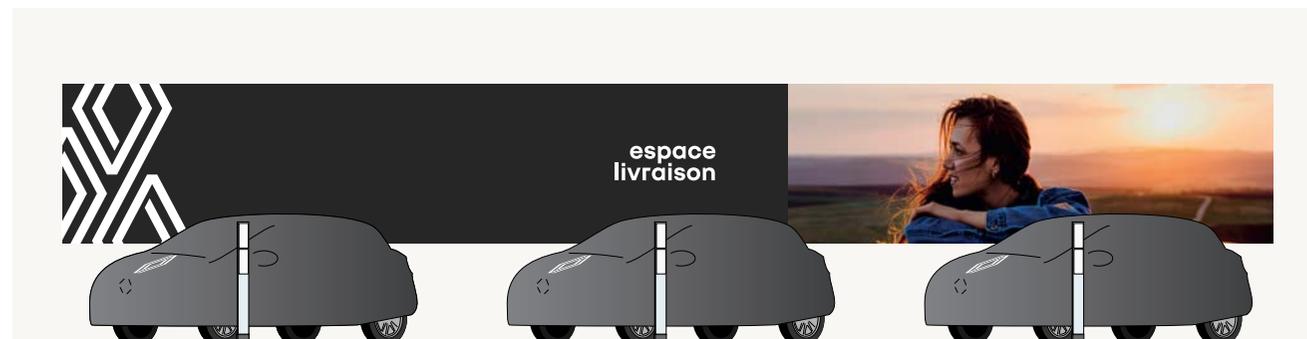
1



2



3



### 3.2.2 configurations

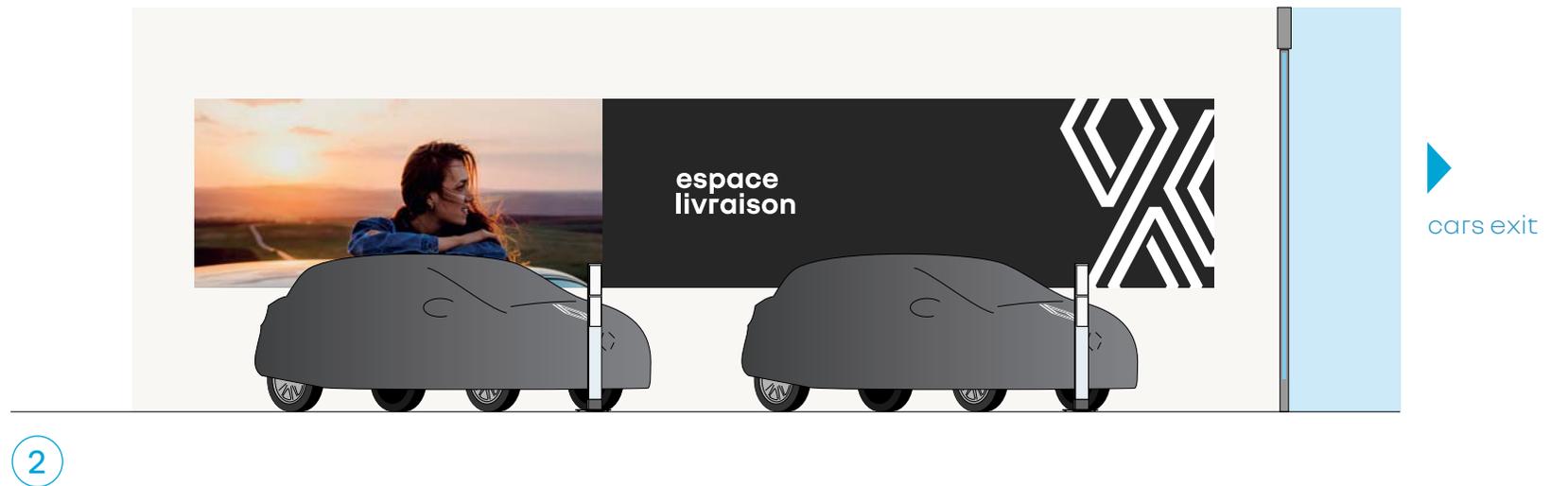
#### why?

Depending on the position of the vehicle exit door, the order of the visuals will need to be reversed.

The marking is always positioned closest to the exit door.

#### how?

- 1 order of visuals in the case of a vehicle exit door located to the left of the back wall of the delivery area.
- 2 order of visuals in the case of a vehicle exit door located to the right of the back wall of the delivery area.



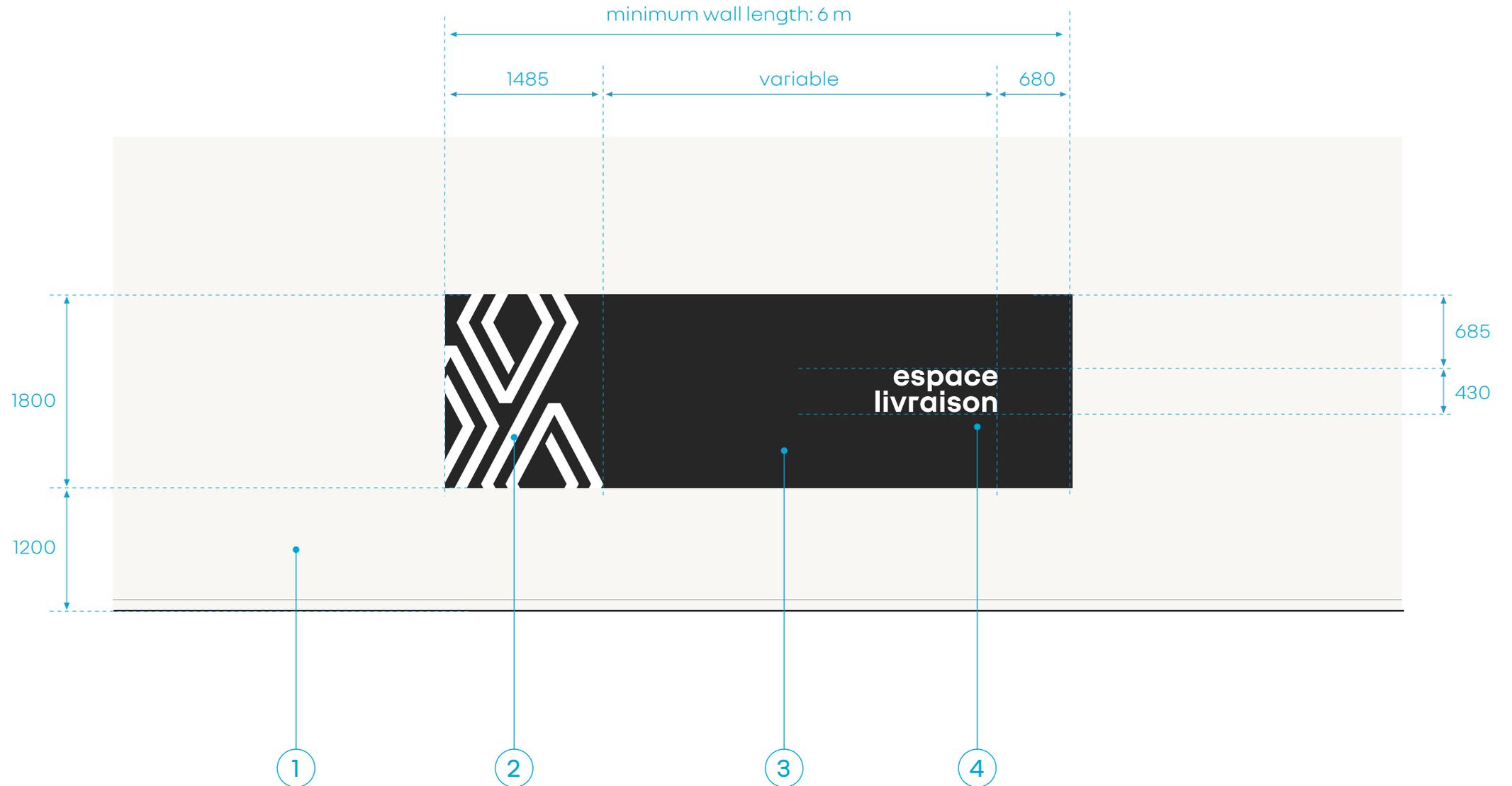
### 3.2.3 walls less than 10m

**why?**

The layout opposite describes the visuals intended to be installed on walls of length between 6 and 10m.

**how?**

- 1 white RAL 9010 wall.
- 2 the wall includes the identity pattern made in adhesive when the wall is perfectly flat or in stretched canvas.
- 3 RAL 7021 dark grey rectangle painted on the wall in matt finish.
- 4 the "delivery area" marking identifies the area in the showroom.



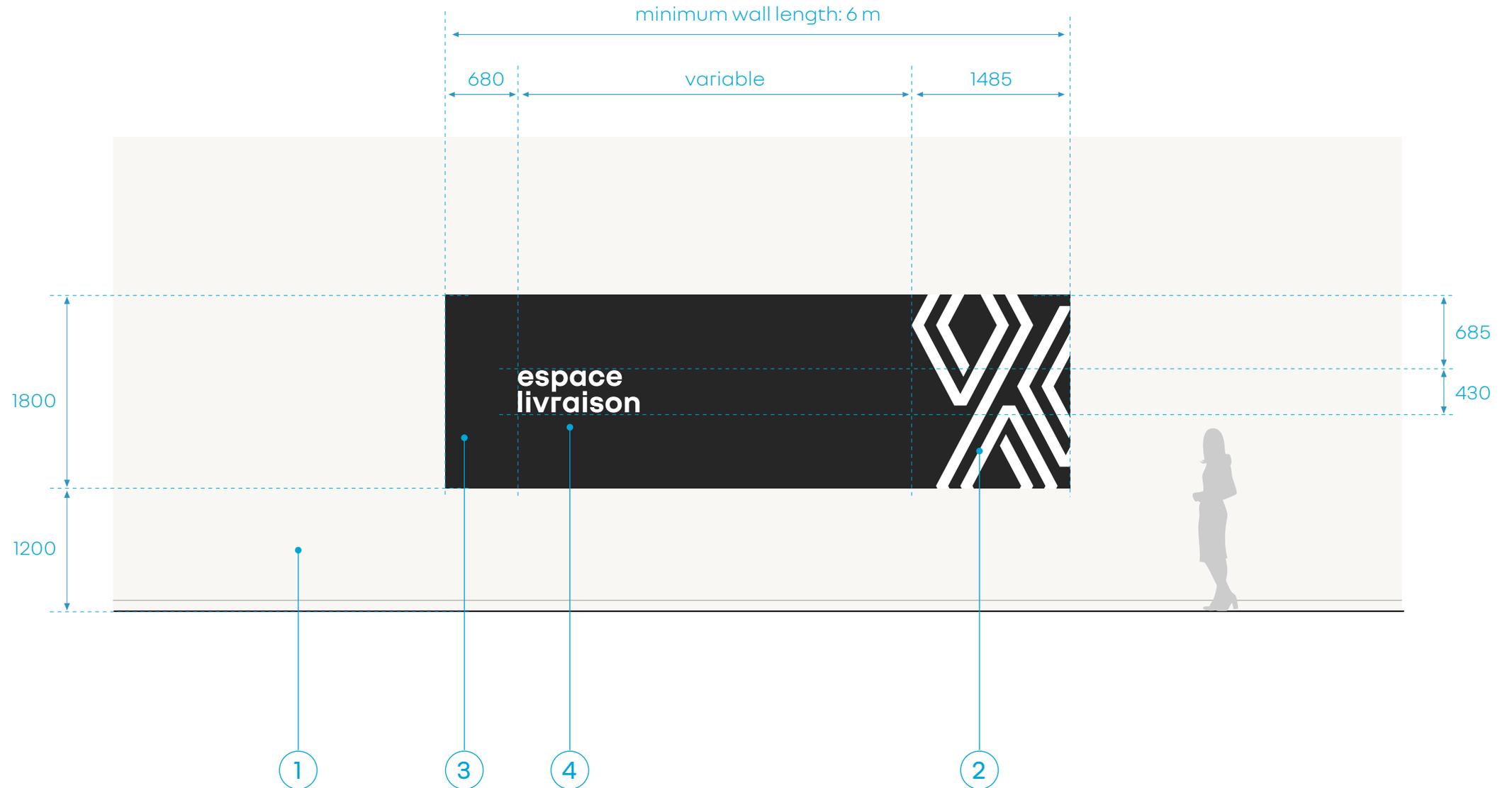
### 3.2.4 walls less than 10 m - reverse configuration

**why?**

The layout opposite describes the wall frescoes intended to be installed on walls of length between 6 and 10m in the context of an inverted configuration.

**how?**

- 1 white RAL 9010 wall.
- 2 the wall includes the identity pattern made in adhesive when the wall is perfectly flat or in stretched canvas.
- 3 RAL 7021 dark grey rectangle painted on the wall in matt finish.
- 4 the "delivery area" marking identifies the area in the showroom.



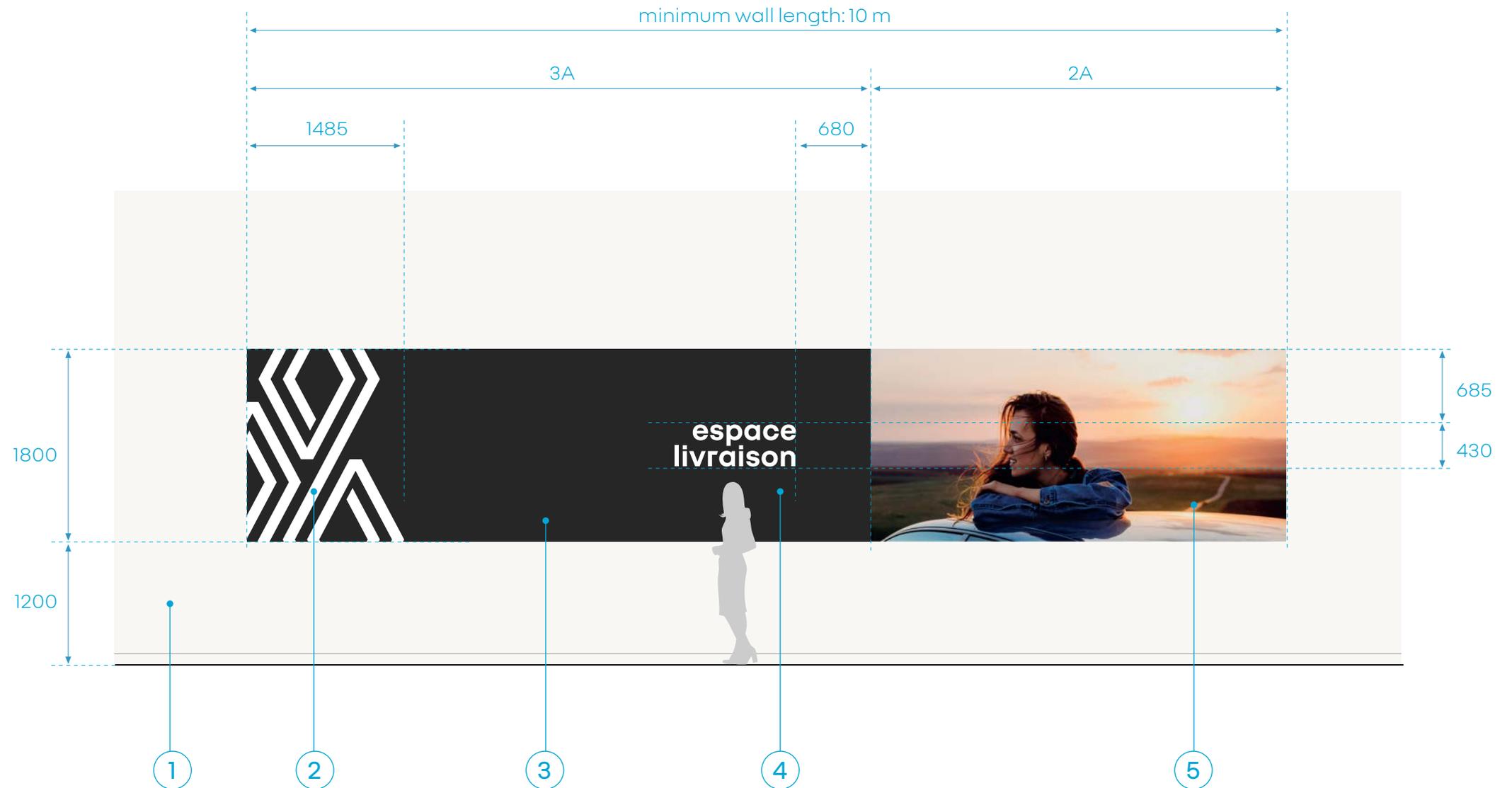
### 3.2.5 walls from 10 to 20m

**why?**

The layout opposite describes the visuals intended to be installed on walls of length between 10 and 20m.

**how?**

- 1 white RAL 9010 wall.
- 2 the wall includes the identity pattern made in adhesive when the wall is perfectly flat or in stretched canvas.
- 3 RAL 7021 dark grey rectangle painted on the wall in matt finish.
- 4 the "delivery area" marking identifies the area in the showroom.
- 5 the proportion between the visual and the dark grey wall is 2/5: 3/5.



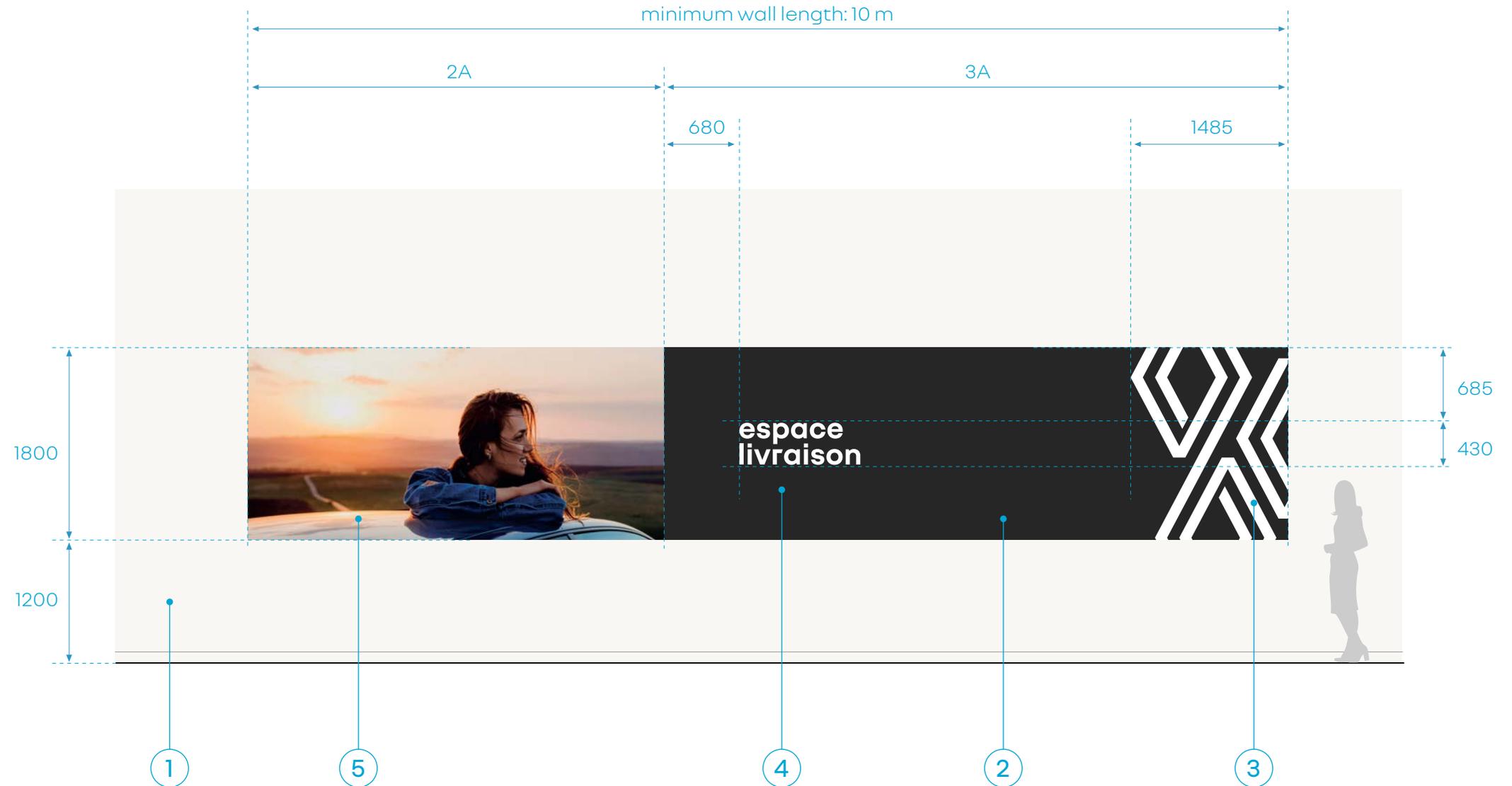
### 3.2.6 walls from 10 to 20m - reverse configuration

**why?**

The layout opposite describes the visuals intended to be installed on walls of length between 10 and 20m.

**how?**

- 1 white RAL 9010 wall.
- 2 the wall includes the identity pattern made in adhesive when the wall is perfectly flat or in stretched canvas.
- 3 RAL 7021 dark grey rectangle painted on the wall in matt finish.
- 4 the "delivery area" marking identifies the area in the showroom.
- 5 the proportion between the visual and the dark grey wall is 2/5: 3/5.



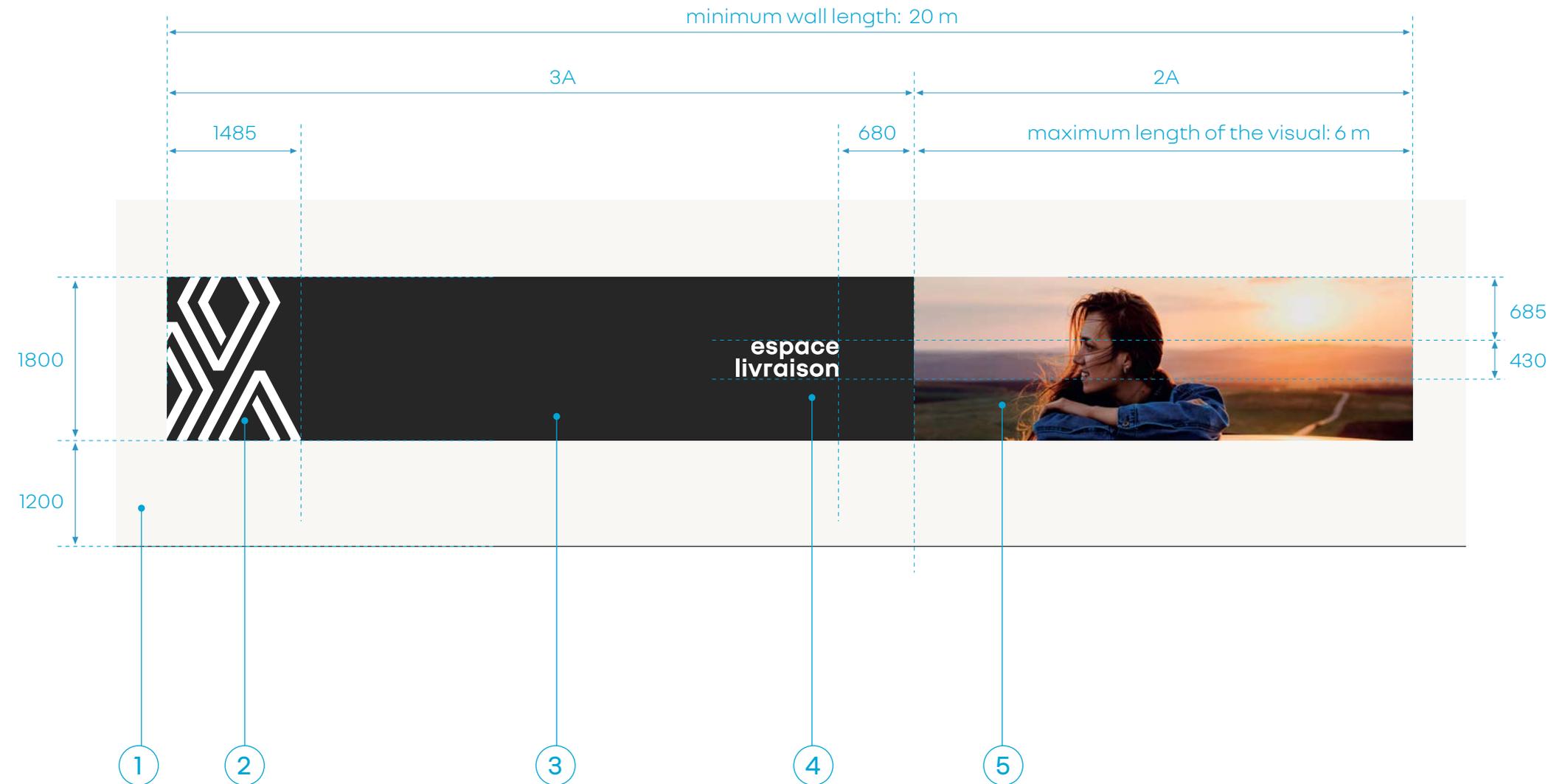
### 3.2.7 walls over 20m

**why?**

The layout opposite describes the visuals intended to be installed on walls longer than 20m.

**how?**

- 1 white RAL 9010 wall.
- 2 the wall includes the identity pattern made in adhesive when the wall is perfectly flat or in stretched canvas.
- 3 RAL 7021 dark grey rectangle painted on the wall in matt finish.
- 4 the "delivery area" marking identifies the area in the showroom.
- 5 the proportion between the visual and the dark grey wall is 2/5: 3/5. The maximum length of the visual limited to 6 m.



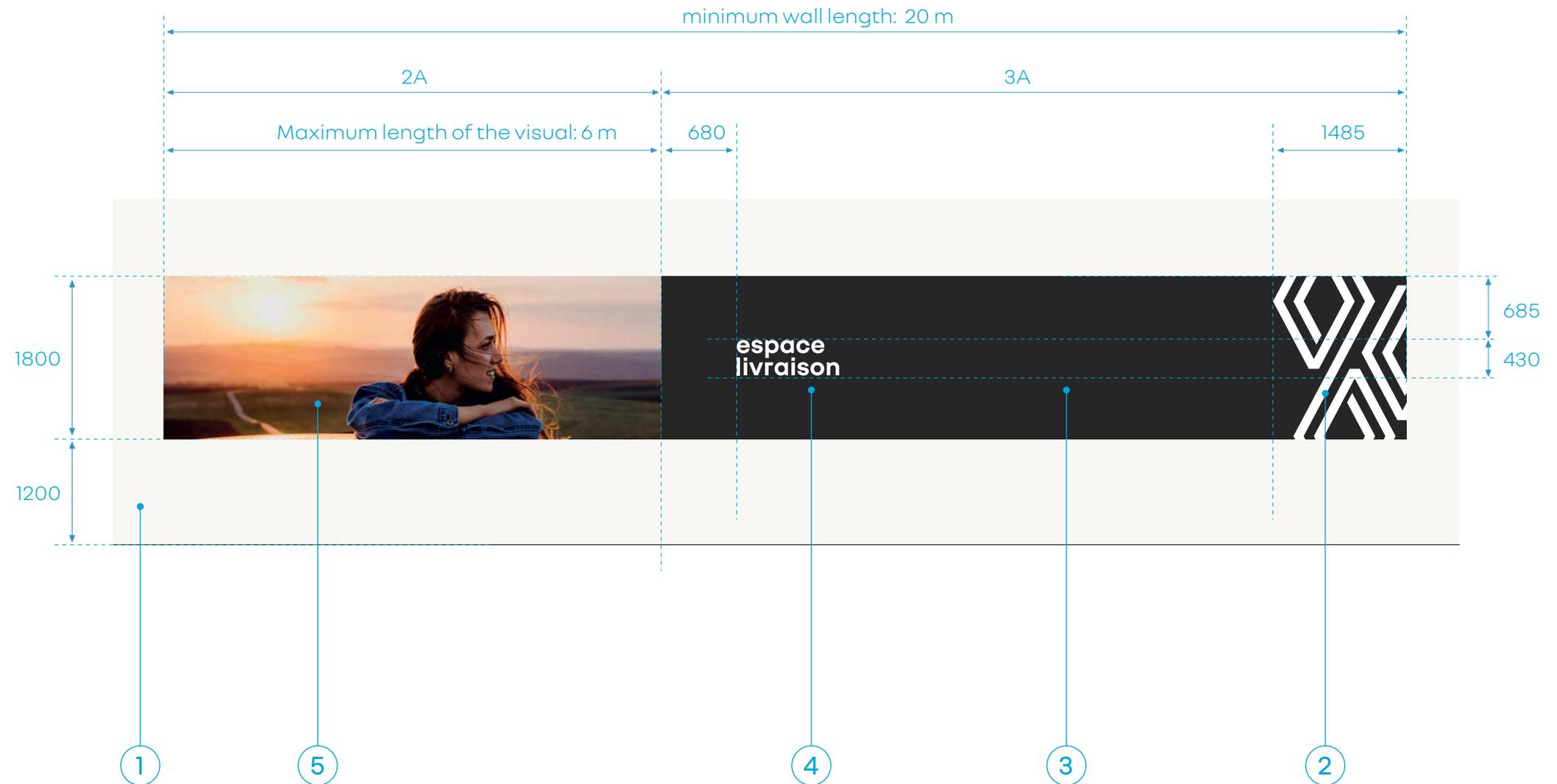
### 3.2.8 walls over 20 m - reverse configuration

why?

The layout opposite describes the visuals intended to be installed on walls longer than 20m.

how?

- 1 white RAL 9010 wall.
- 2 the wall includes the identity pattern made in adhesive when the wall is perfectly flat or in stretched canvas.
- 3 RAL 7021 dark grey rectangle painted on the wall in matt finish.
- 4 the "delivery area" marking identifies the area in the showroom.
- 5 the proportion between the visual and the dark grey wall is 2/5: 3/5. The maximum length of the visual limited to 6 m.



# 3.3

## other components

### 3.3.1 price display

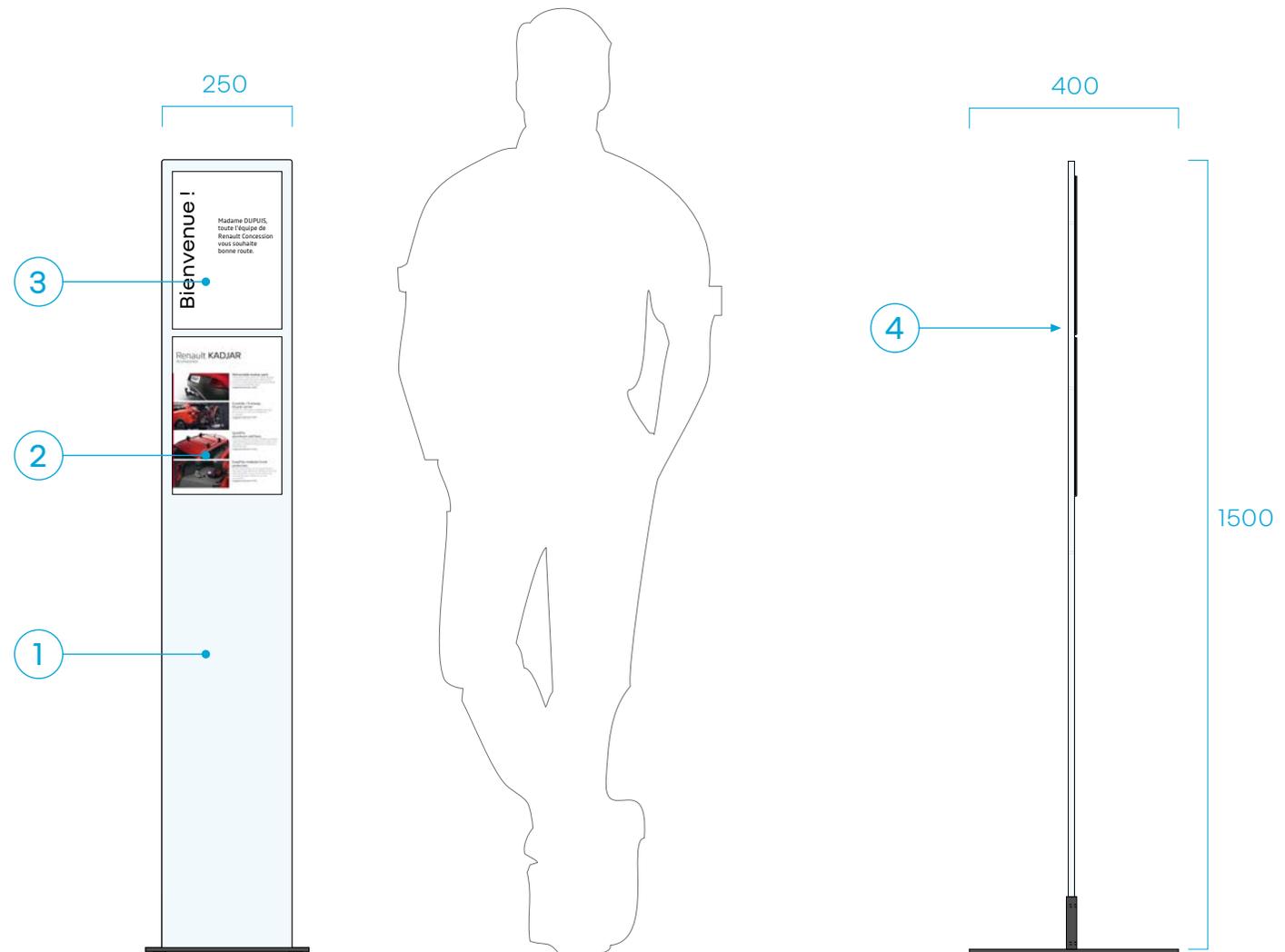
#### why?

The product display is identical to that used in the showroom with the exception of its capacity reduced to 2 displays.

#### how?

- 1 the product display comes in the form of a crystal PMMA element fixed to a steel plate.
- 2 the lower visual includes a presentation of the main accessories recommended for the vehicle.
- 3 the upper visual includes a welcome message for the customer.
- 4 the product display is single-sided only.

These visuals are printed by the dealer who will ensure they are updated according to the characteristics of the vehicles.



### 3.3.2 kakemonos present in delivery area

#### why?

Different kakemonos are present in the delivery area, some being obligatory, others optional.

These single-sided kamemonos are wall-mounted.

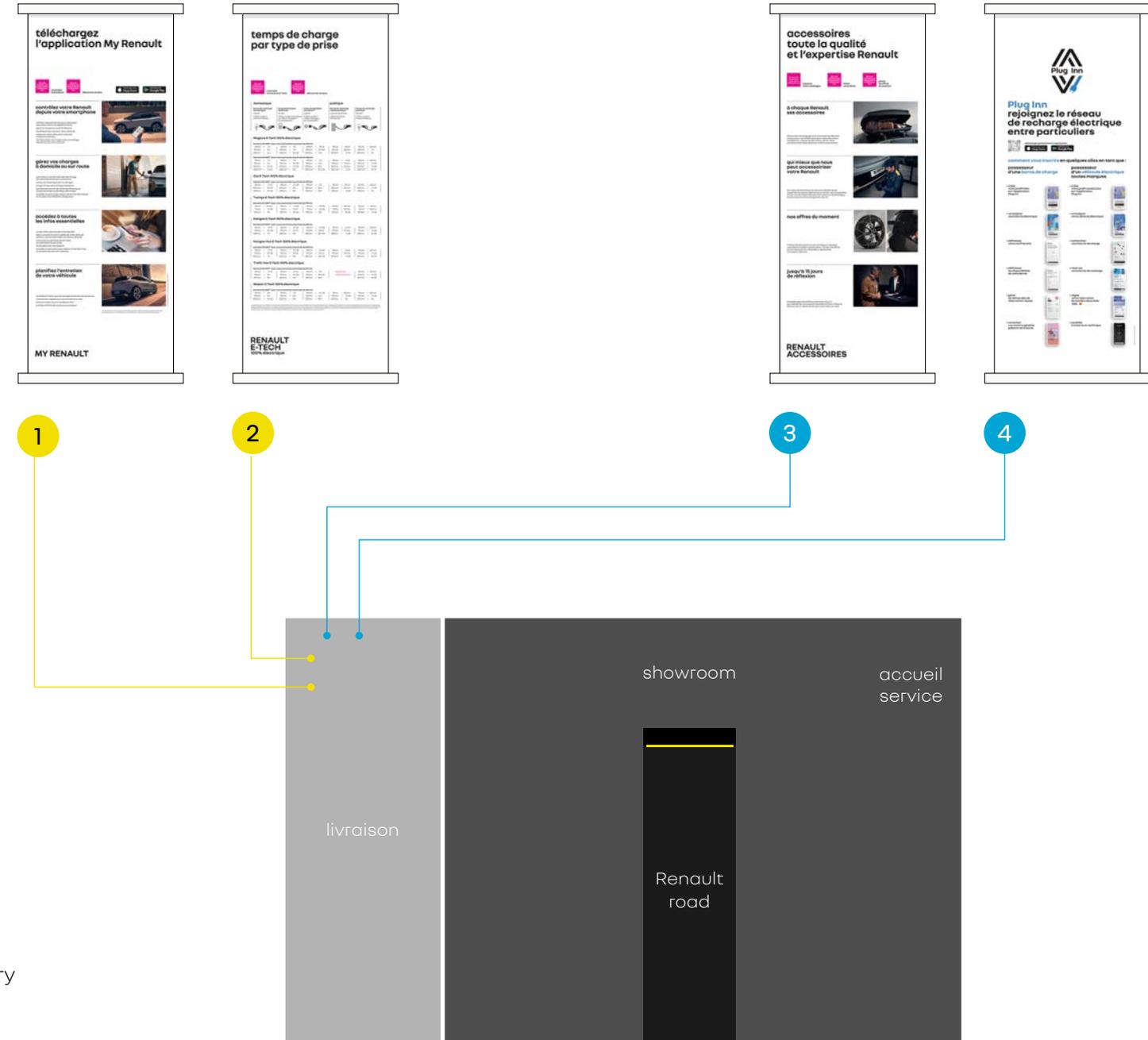
However, depending on the specific constraints of each space, it will be possible to use stand alone kakemonos.

#### how?

The visuals opposite show the front and back sides of the different kakemonos.

#### key

- 1 My Renault kakemono
- 2 charging kakemono
- 3 accessories kakemono
- 4 Plug-Inn kakemono (specific to France)



- X compulsory
- X optional

### 3.3.3 cover storage furniture

#### why?

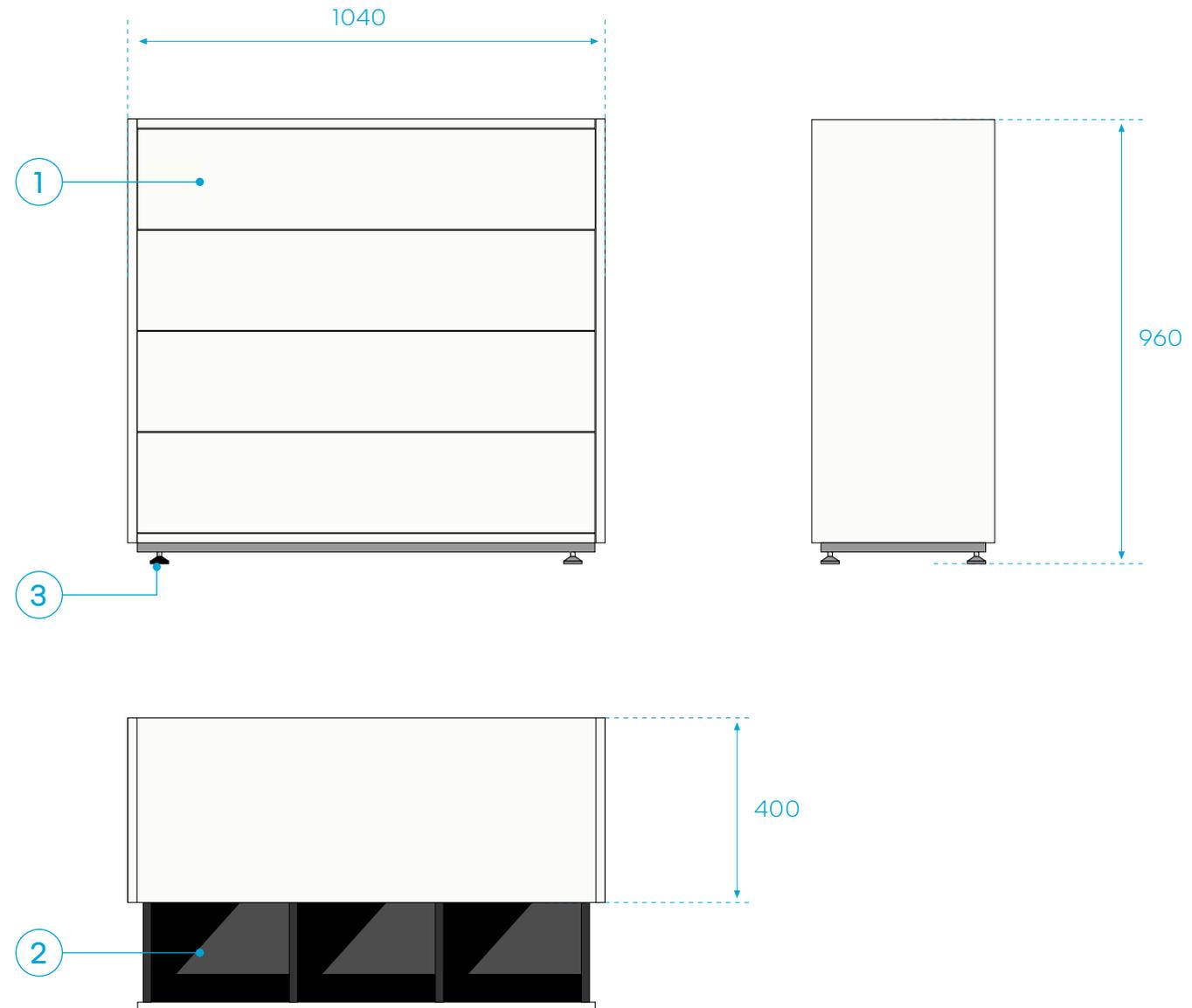
The cover storage unit allows you to store the different sizes of covers needed for vehicle presentation.

It is recommended to integrate the cover storage unit into the finishing area.

This furniture is an optional element which can be installed in the delivery area if necessary.

#### how?

- 1 the cover storage unit is completely white to blend in with the delivery area wall.
- 2 drawers on the front provide access to the covers for different vehicle sizes.
- 3 jacks located in the lower part compensate for horizontal defects in the floor in order to obtain perfect alignment with the wall.



# 4

## **service activities**

# 4.1

## generalities

## 4.1.1 general functioning

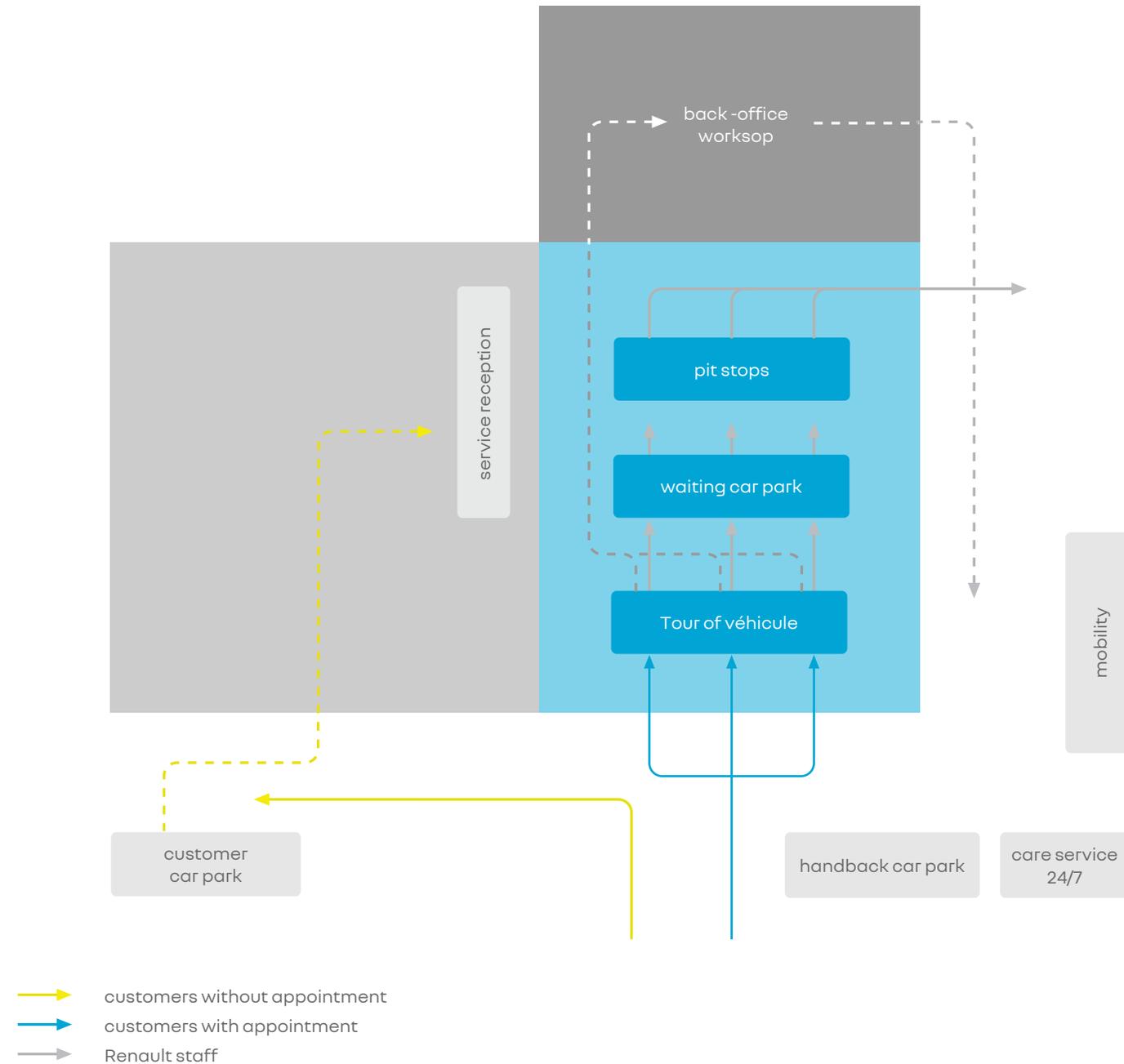
### why?

Nearly 80% of interventions are carried out in less than 1 hour by appointment thanks to the mobilization of 2 companions around the vehicle.

The 20% which requires immobilization of the vehicle is managed by the back-office workshop.

### how?

- 1 the service reception is located in the showroom near the after-sales area from which it is separated by a glass wall.
- 2 the after-sales area is adjacent to the showroom. It has a lift-up entrance door allowing customers to access it in their vehicles.
- 3 the return car park is located near the after-sales area. 24/7 access is recommended as part of the 24/7 care service.
- 4 a mobility car park offer allows customers to have a replacement vehicle as part of after-sales operations immobilizing their vehicle.



# 4.2

## service reception

## 4.2.1 service reception wall

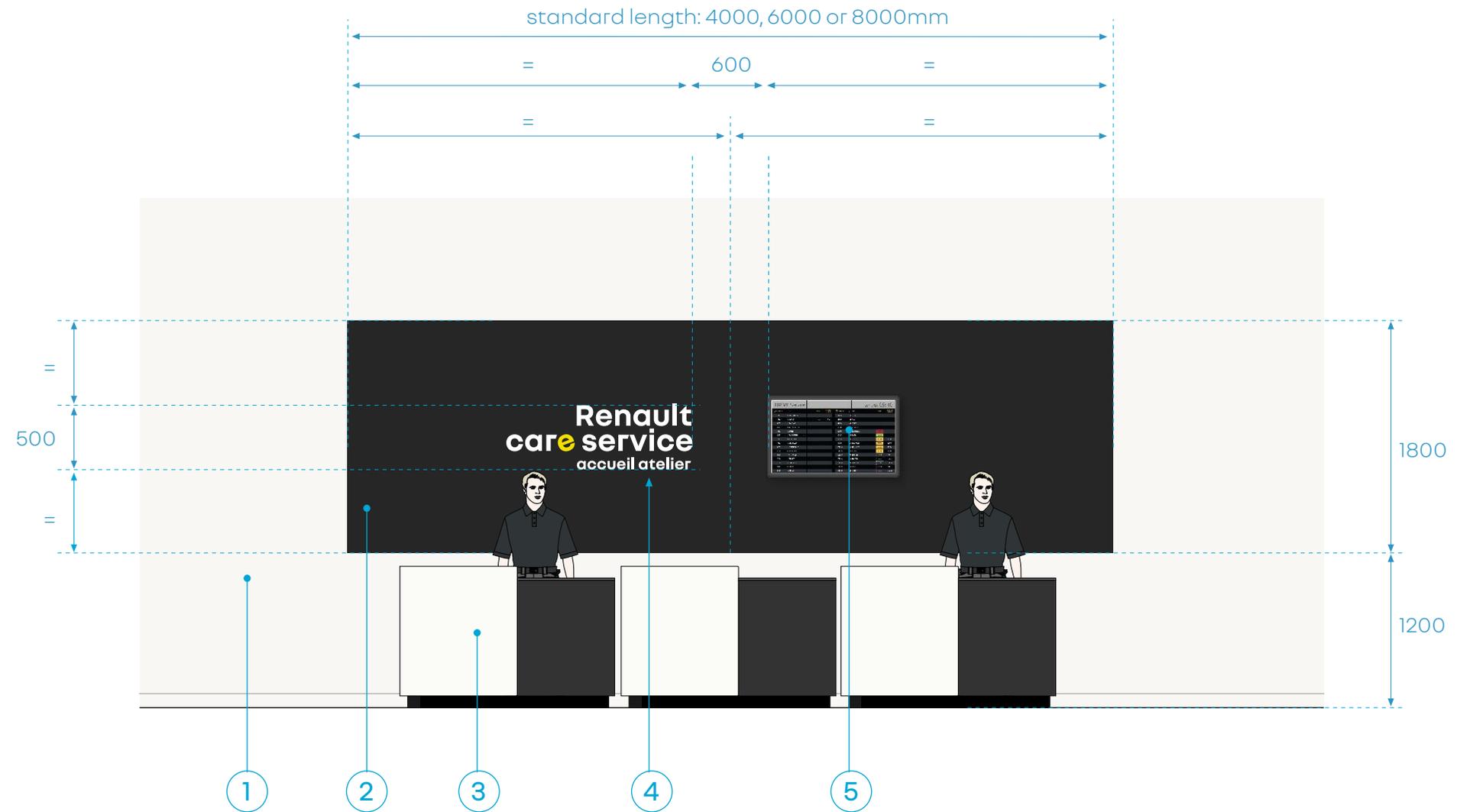
### why?

The service reception is located in the rear part of the showroom.

It is easily identifiable thanks to its dark grey wall with the words "Renault care service" supplemented by the words "welcome workshop"

### how?

- 1 the back wall of the service reception is white RAL 9010 with a matt finish.
- 2 the service reception is identified by a rectangular dark grey RAL 7021 wall with a matt finish.
- 3 the reception furniture modules (with storage unit) allow you to create configurations adapted to the number of Service advisors.
- 4 a text "Renault care service" associated with the words "workshop reception" confirms the activity of this area.
- 5 a video screen presents to customers the schedule of after-sales operations.



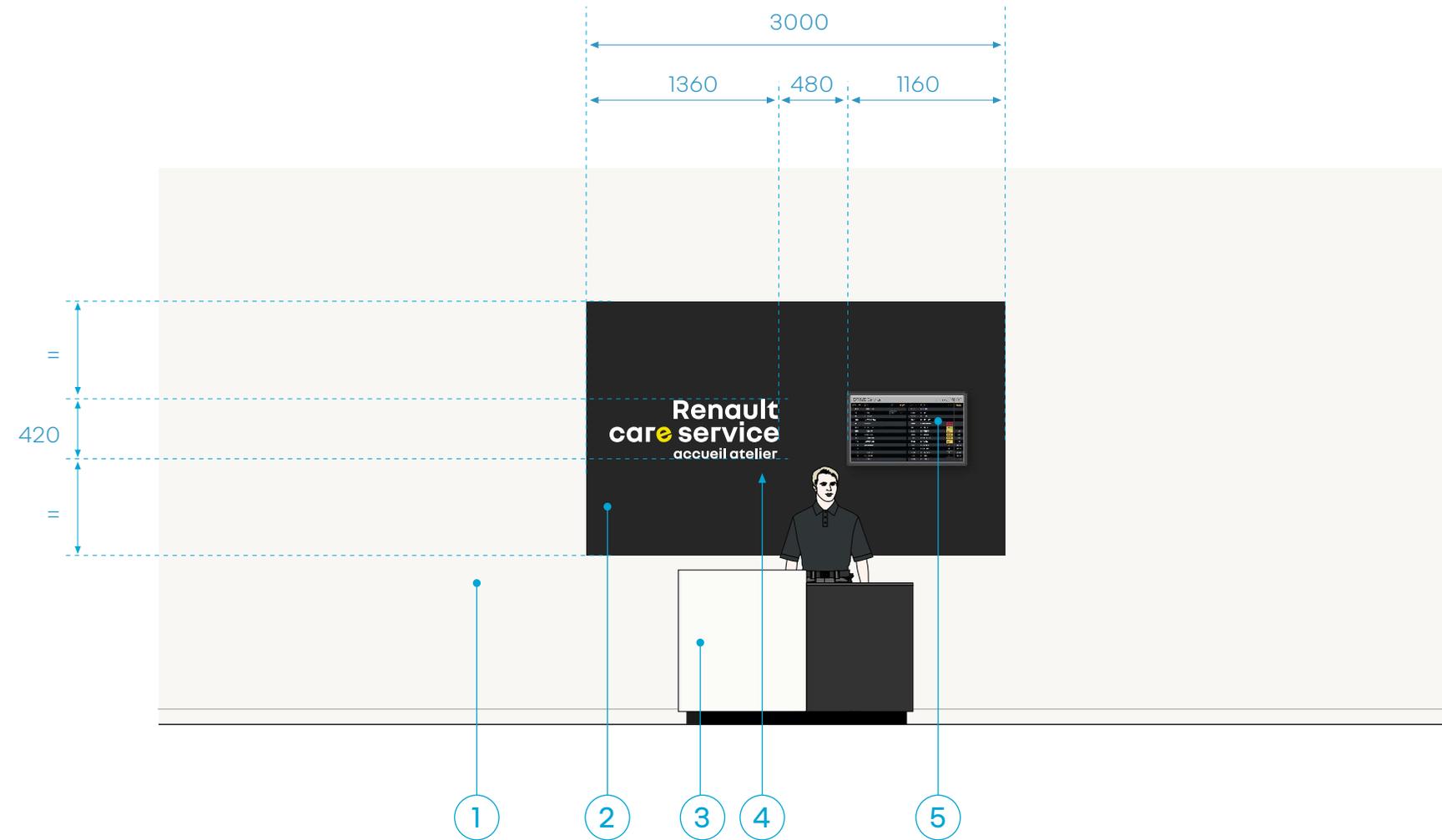
## 4.2.2 service reception wall - 3m configuration

### why?

For constrained spaces, a configuration with a wall length reduced to 3 m is defined.

### how?

- 1 the back wall of the service reception is white RAL 9010 with a matt finish.
- 2 the service reception is identified by a rectangular dark grey RAL 7021 wall with a matt finish.
- 3 the reception furniture modules (with storage unit) allow you to create configurations adapted to the number of Service advisors.
- 4 a text "Renault care service" associated with the words "workshop reception" confirms the activity of this area.
- 5 a video screen presents to customers the schedule of after-sales operations.



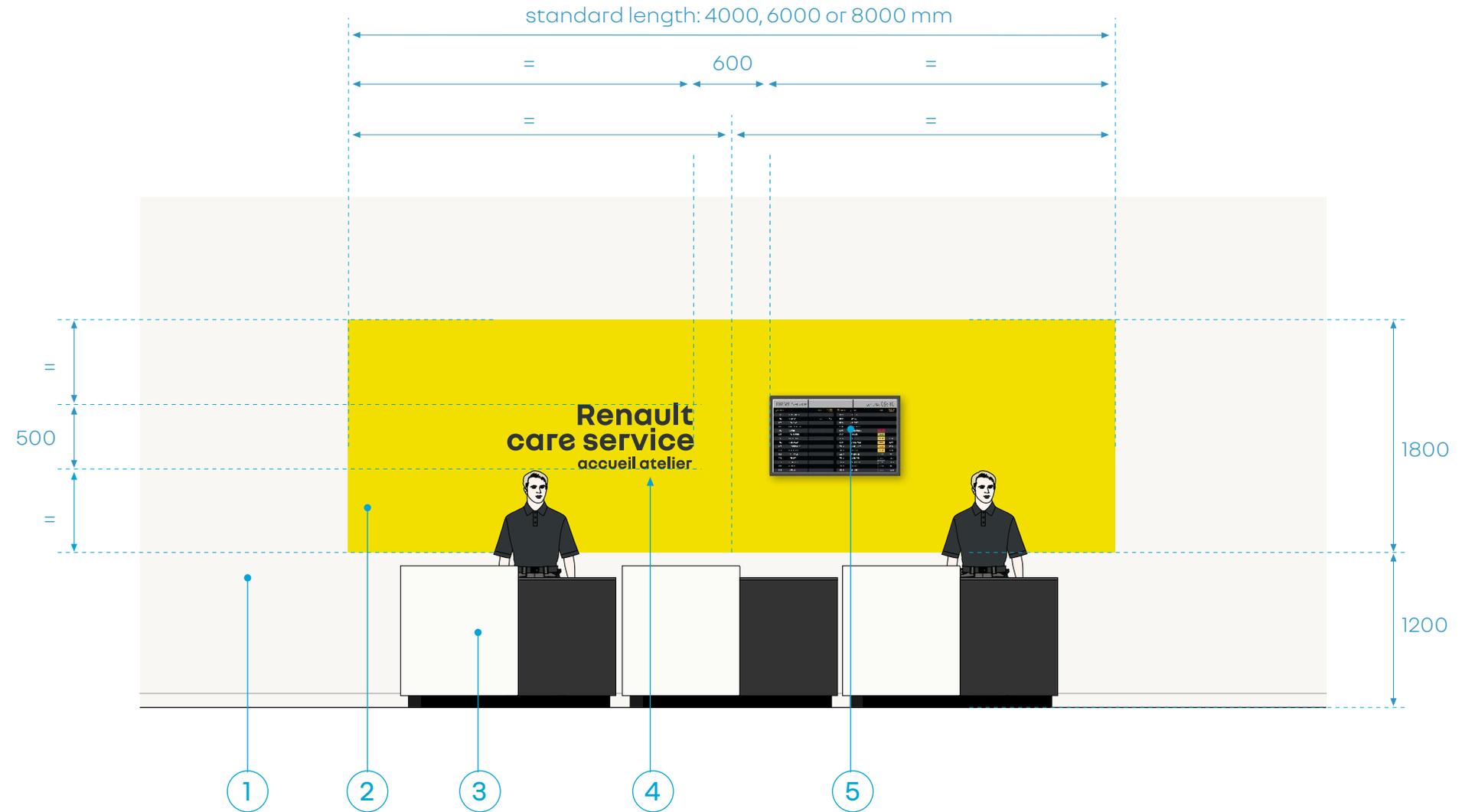
### 4.2.3 reception service wall - LATAM networks

**why?**

The LATAM network service reception wall uses the Pantone 3955 C yellow color to replace dark grey.

**how?**

- 1 the back wall of the service reception is white RAL 9010 with a matt finish.
- 2 the service reception is identified by a rectangular Yellow Pantone 3955 C wall in matt finish.
- 3 the reception furniture modules (with storage unit) allow you to create configurations adapted to the number of Service advisors.
- 4 a text "Renault care service" associated with the words "workshop reception" confirms the activity of this space.
- 5 a video screen presents to customers the schedule of after-sales operations.



## 4.2.4 storage furniture

### why?

Storage furniture is installed against the wall of the Service Area, making it possible to provide stationery and documentation necessary for after-sales activity.

The storage furniture is modular, presented in the form of an element closed by a set of 2 doors.

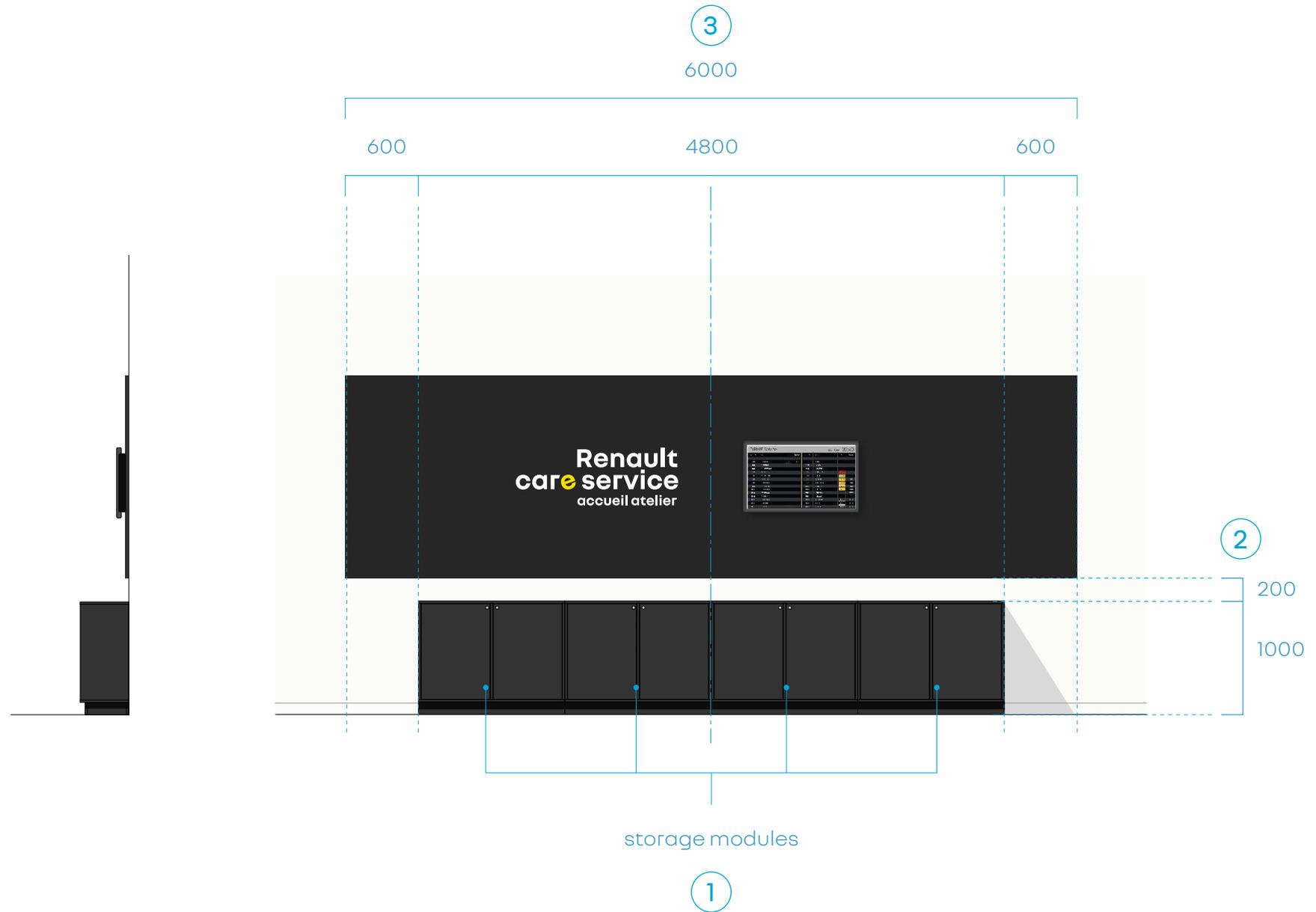
Adjustable shelves offer possibilities for customizing this storage space.

The dimensions of each storage furniture module are:

h.1000 x l.1200 x p. 400mm

### how?

- 1 the storage modules are installed edge to edge under the dark grey wall. They are assembled by screws and fixed in height thanks to the adjustable feet incorporated in the lower part
- 2 a space of 200 mm between the top of the storage units and the bottom of the dark grey wall is always present.
- 3 the modules are always centered in relation to the dark grey wall.



## 4.2.5 reception desk

### why?

This asymmetrical and modular reception furniture creates a new relationship with customers.

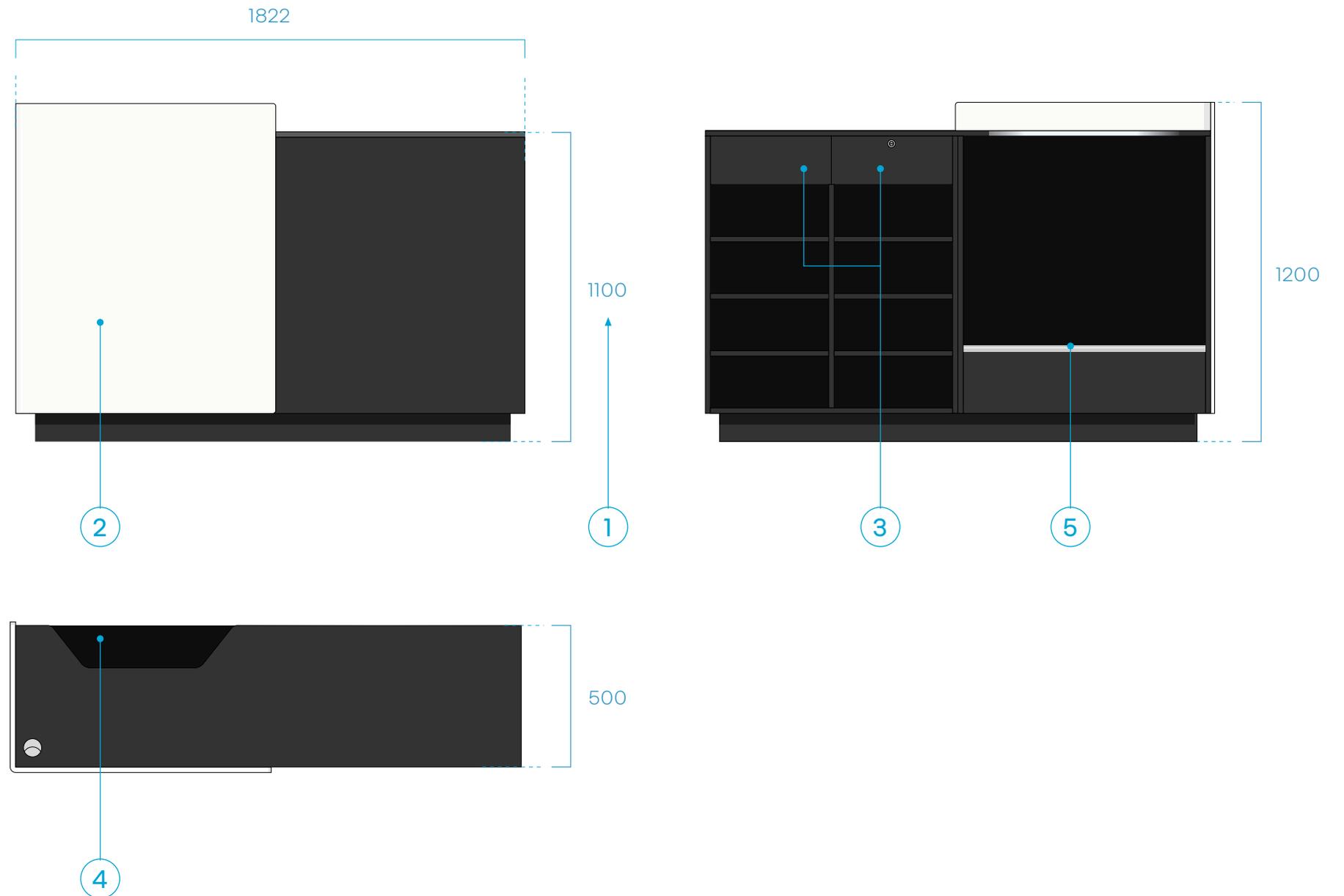
The reception counters are becoming more modern and their storage capacity is supplemented by wall-mounted furniture.

An inverted version exists with the white part positioned on the right of the furniture.

Dimensions: h. 1800 x h. 1200 x l. 500mm.

### how?

- 1 the top of this furniture is located 1100 mm from the ground.
- 2 on the front panel, it has a white part partially hiding the screen and power wires.
- 3 on the back and on the left, the drawers are supplemented by adjustable shelves allowing you to arrange different documents, a PC and an office printer if necessary.
- 4 on the right, the desk has a cutout facilitating access to the keyboard and mouse arranged on a sliding tray.
- 5 a footrest in the lower part provides a comfortable posture for Service advisors.



## 4.2.6 kakemonos present at the reception service

### why?

Different totems-kakemonos are present at the reception service, some being obligatory, others optional.

These single-sided kamemonos are wall-mounted.

However, depending on the specific constraints of each space, it will be possible to use kakemono totems.

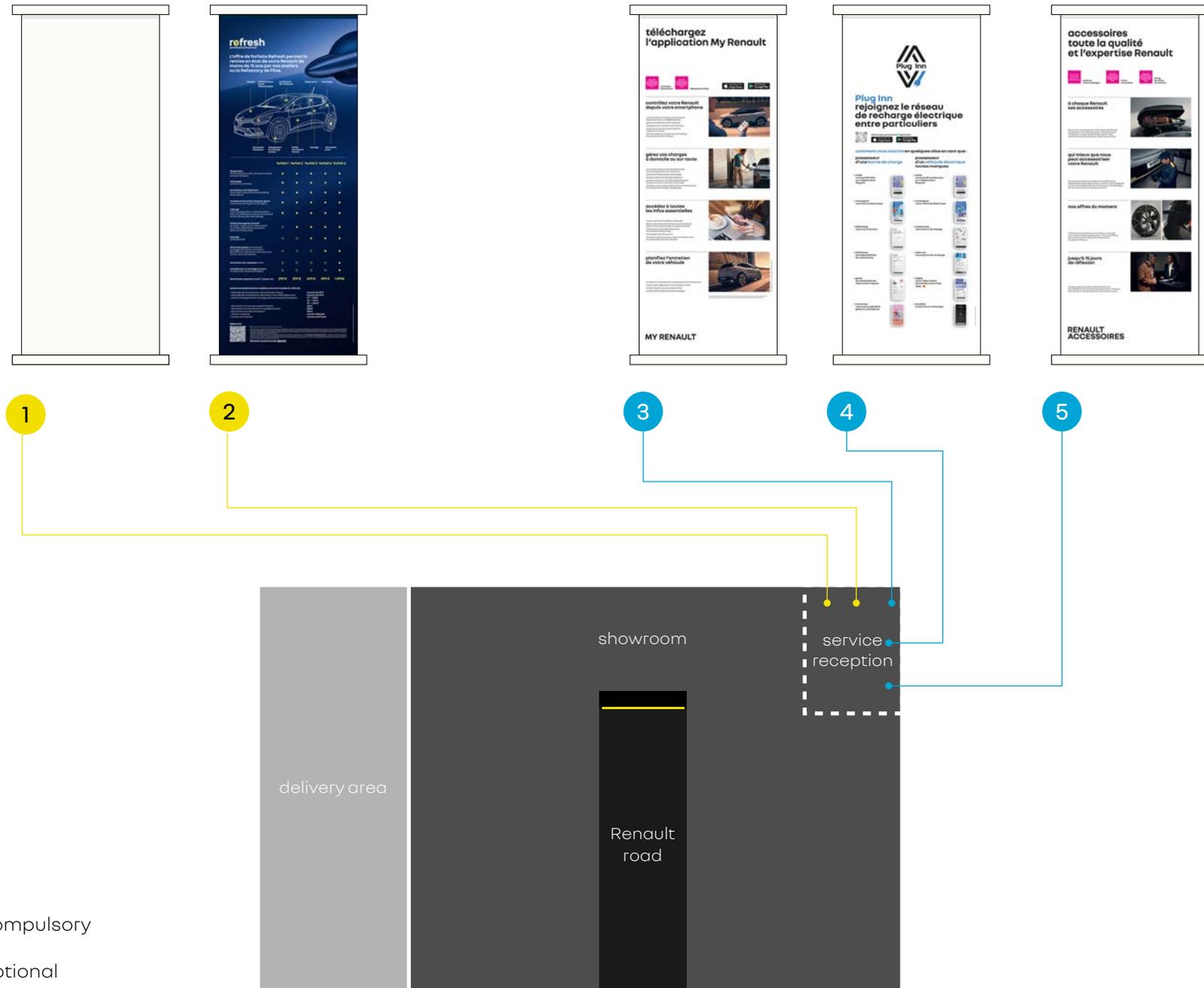
### how?

The visuals opposite show the front and back sides of the different kakemonos.

### key

- 1 service kakemono
- 2 current promotion kakemono
- 3 My Renault kakemono
- 4 Plug-Inn kakemono (specific to France)
- 5 accessories kakemono

- X compulsory
- X optional



# 4.3

**after-sales area**

### 4.3.1 main configurations of the after-sales area

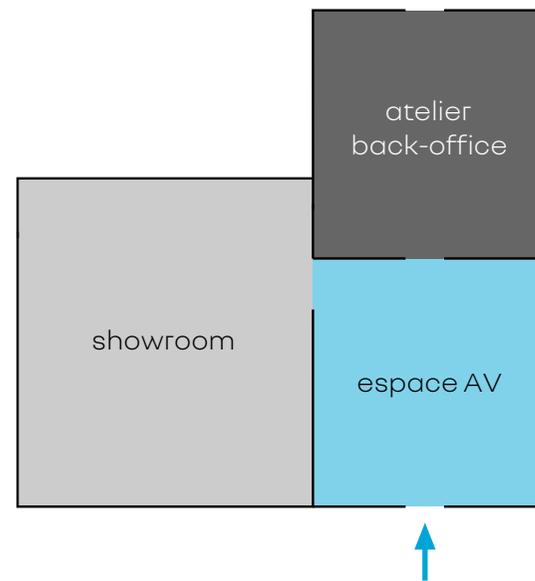
**why?**

The basic recommendation is to offer customers a single door allowing them to enter the after-sales area on board their vehicles.

However, in the context of the transformation of existing installations, different configurations are possible.

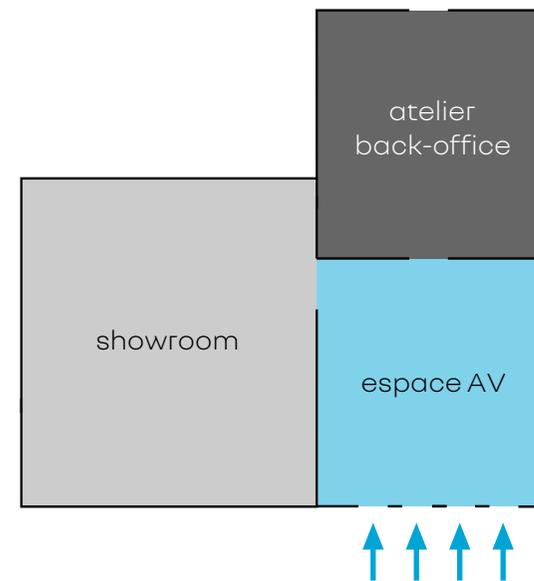
**how?**

- 1 entrance through a single door  
Entry into the after-sales area is via a wide automatic glass door.
- 2 entrances through multiple doors  
Multiple doors offer the advantage of creating a linear flow linking Tour of vehicle zone, pit stops and return without interruption.
- 3 transformation of a Renault Minute  
This configuration combines the Tour of vehicle zone and the Pit Stops in the same area.



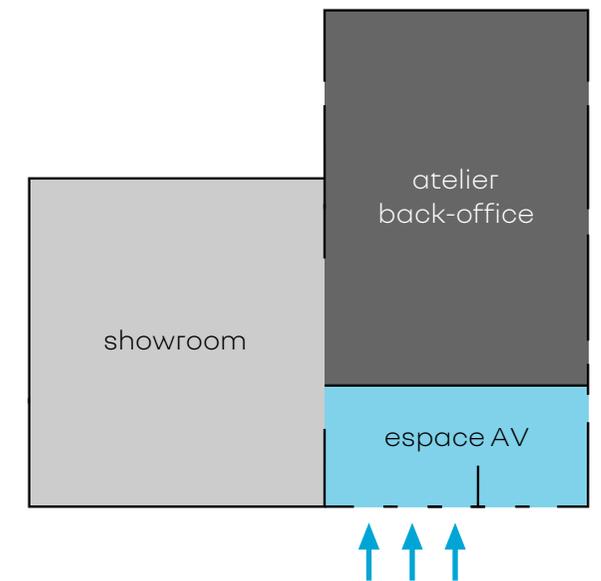
entrance through a single door

1



entrances through multiple doors

2



transformation of a Renault Minute

3

### 4.3.2 Tour of vehicle zone - orthogonal configuration

**why?**

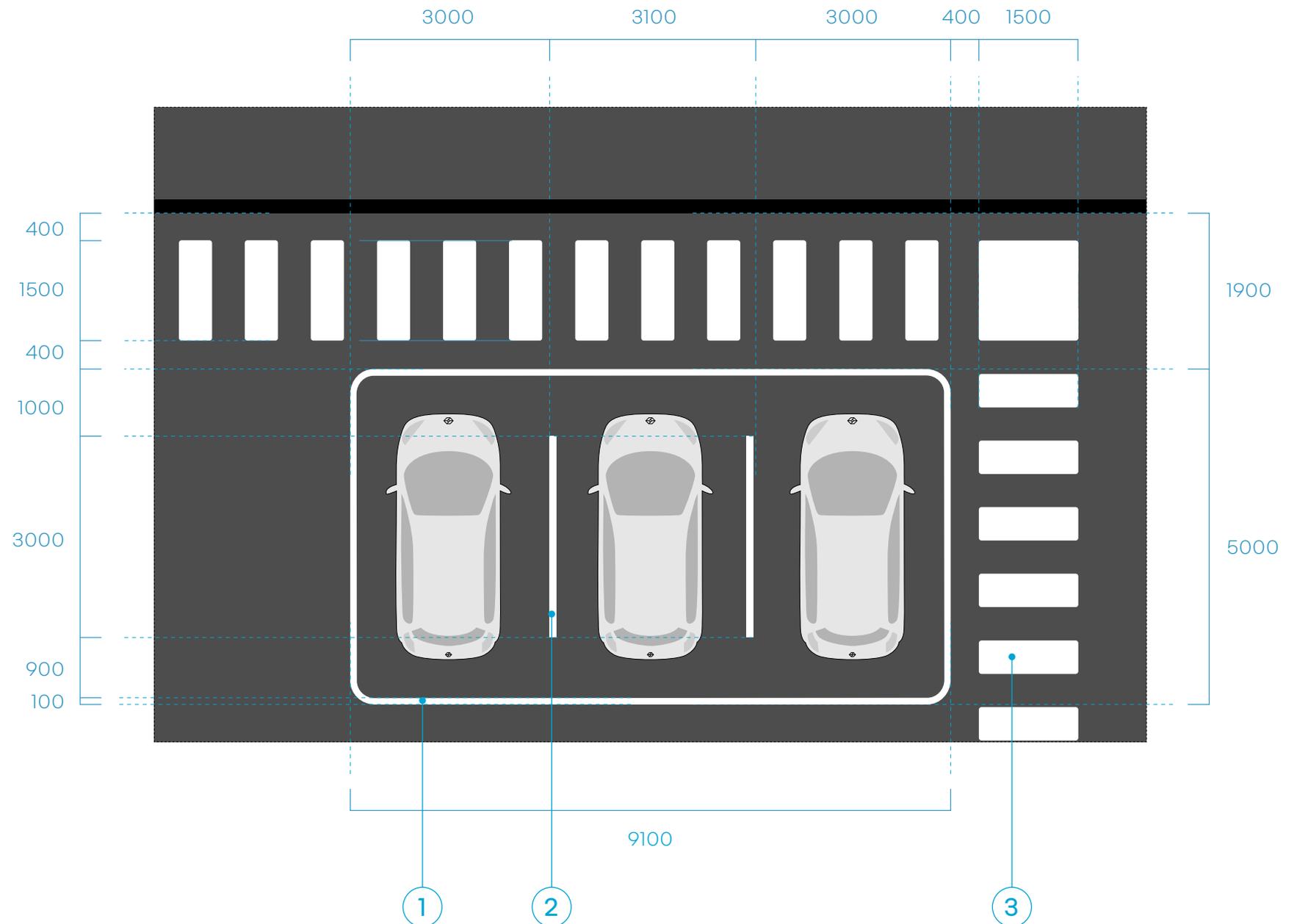
After passing through the front door, the customer can park their vehicle in the Tour of vehicle zone.

He is then joined by the Service Advisor who, after finding out about the customer's reasons for coming, will carry out an inspection of the vehicle.

The Tour of vehicle zone is marked by ground markings affecting an area of 3000 x 5000 per vehicle.

**how?**

- 1 the Tour of vehicle zone is identified by white ground markings affecting an area of 3000 x 5000 per vehicle.
- 2 the separation of the different places is ensured by a strip 3000 mm long.
- 3 pedestrian passages painted on the ground secure the paths of customers and staff.



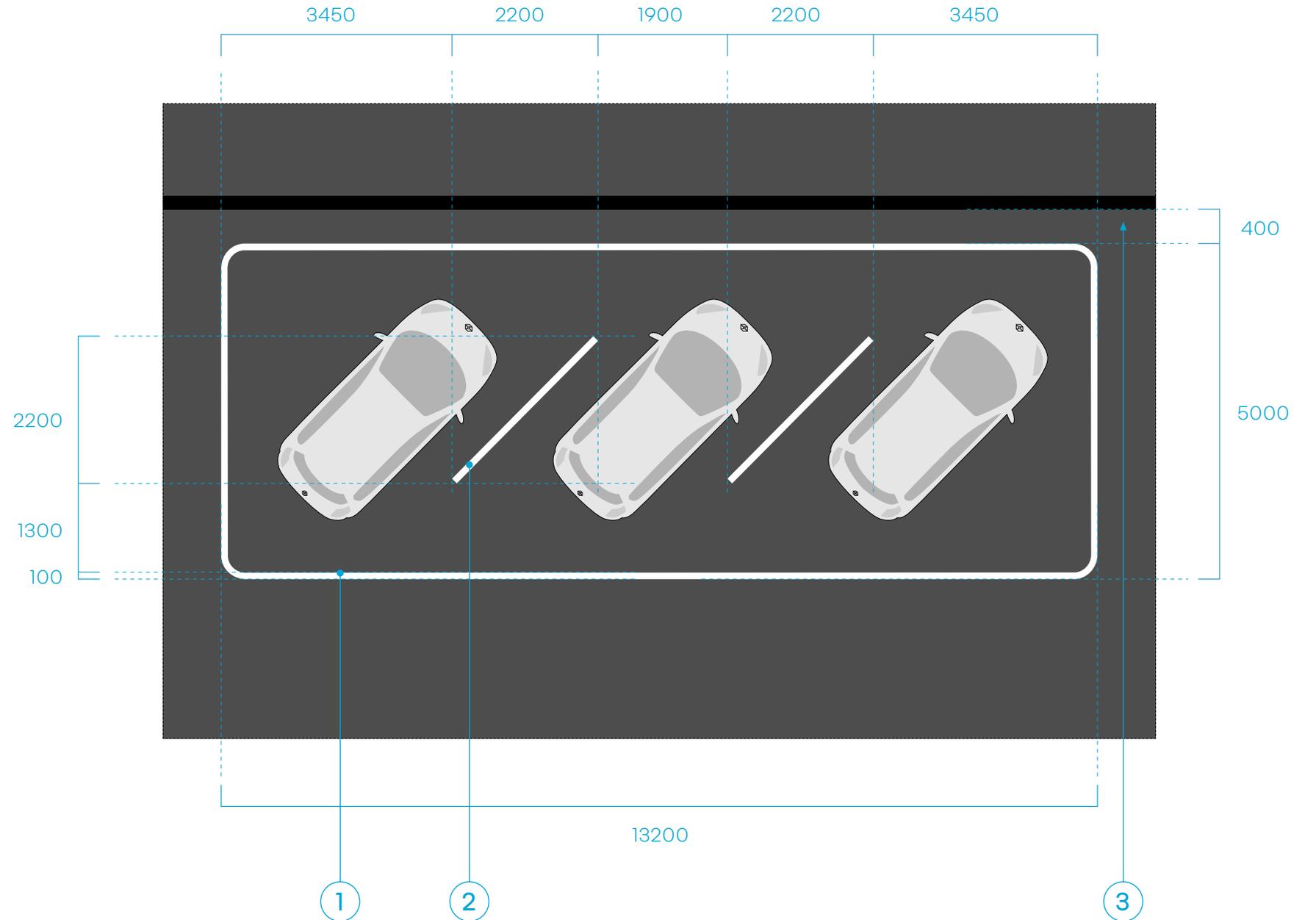
### 4.3.3 Tour of vehicle zone - diagonal configuration

**why?**

When the Tour of vehicle zone is placed against a wall, vehicles can be parked at a 45° angle to make maneuvering easier.

**how?**

- 1 the principle of marking the area is identical to that of vehicles managed in an orthogonal way.
- 2 the separation lines are inclined at 45°.
- 3 in the absence of pedestrian passages, the marking of the Tour of vehicle zone is offset by 400 mm from the showroom wall.



### 4.3.4 waiting car park

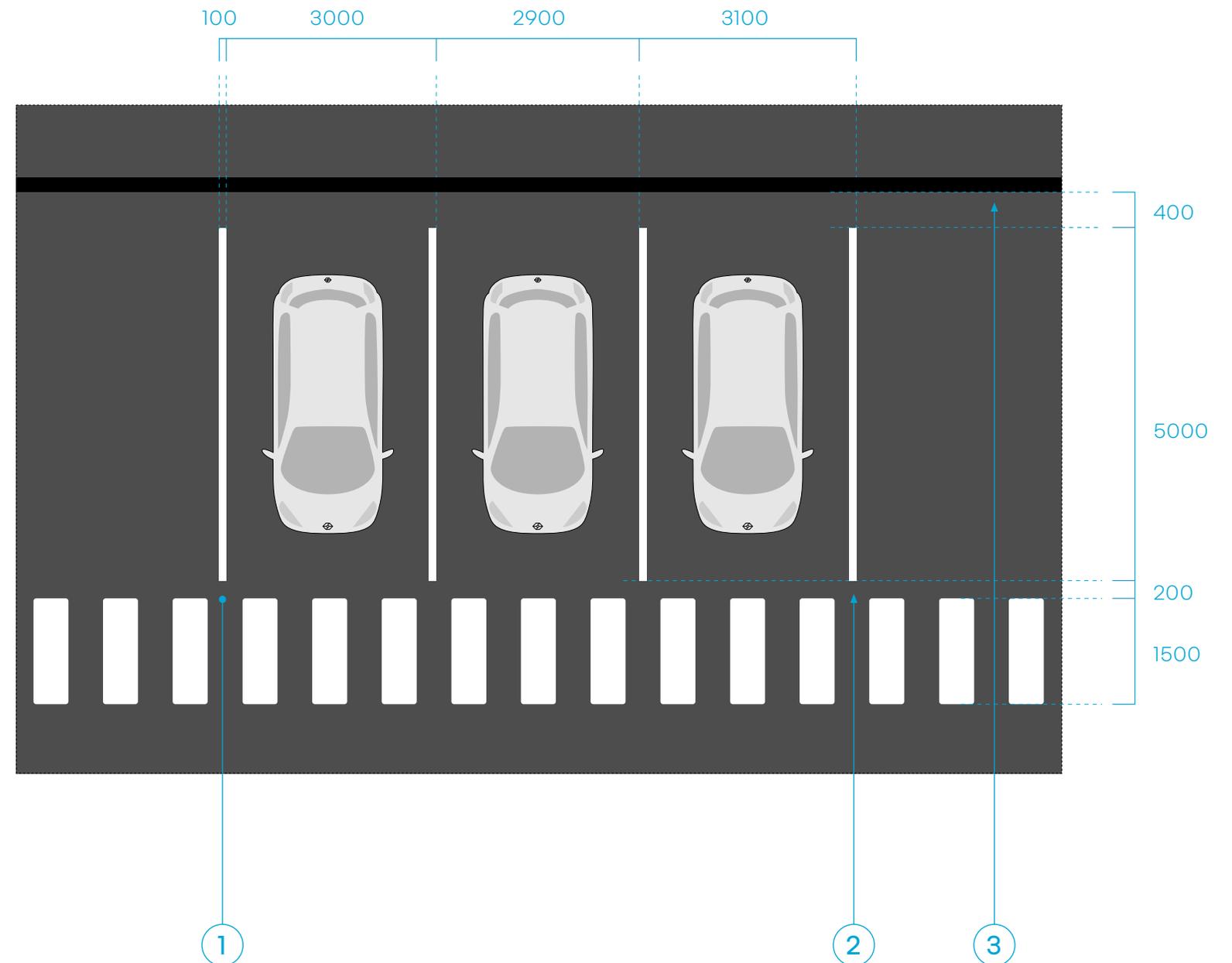
**why?**

After signing the repair order at the service reception, the Service Advisor moves the vehicle to the workshop or near the Pit Stop depending on the type of intervention to be carried out.

Parking slots benefit from simple marking aimed at demonstrating the organization of the after-sales area.

**how?**

- 1 parking slots are marked with white strips. The area reserved per vehicle is 3000 x 5000mm.
- 2 when the pedestrian passage is placed in front of the parking slots, it is located 200mm from the parking slot markings.
- 3 when installed against a wall, the marking is offset 400 mm from the showroom wall.



### 4.3.5 pits stops

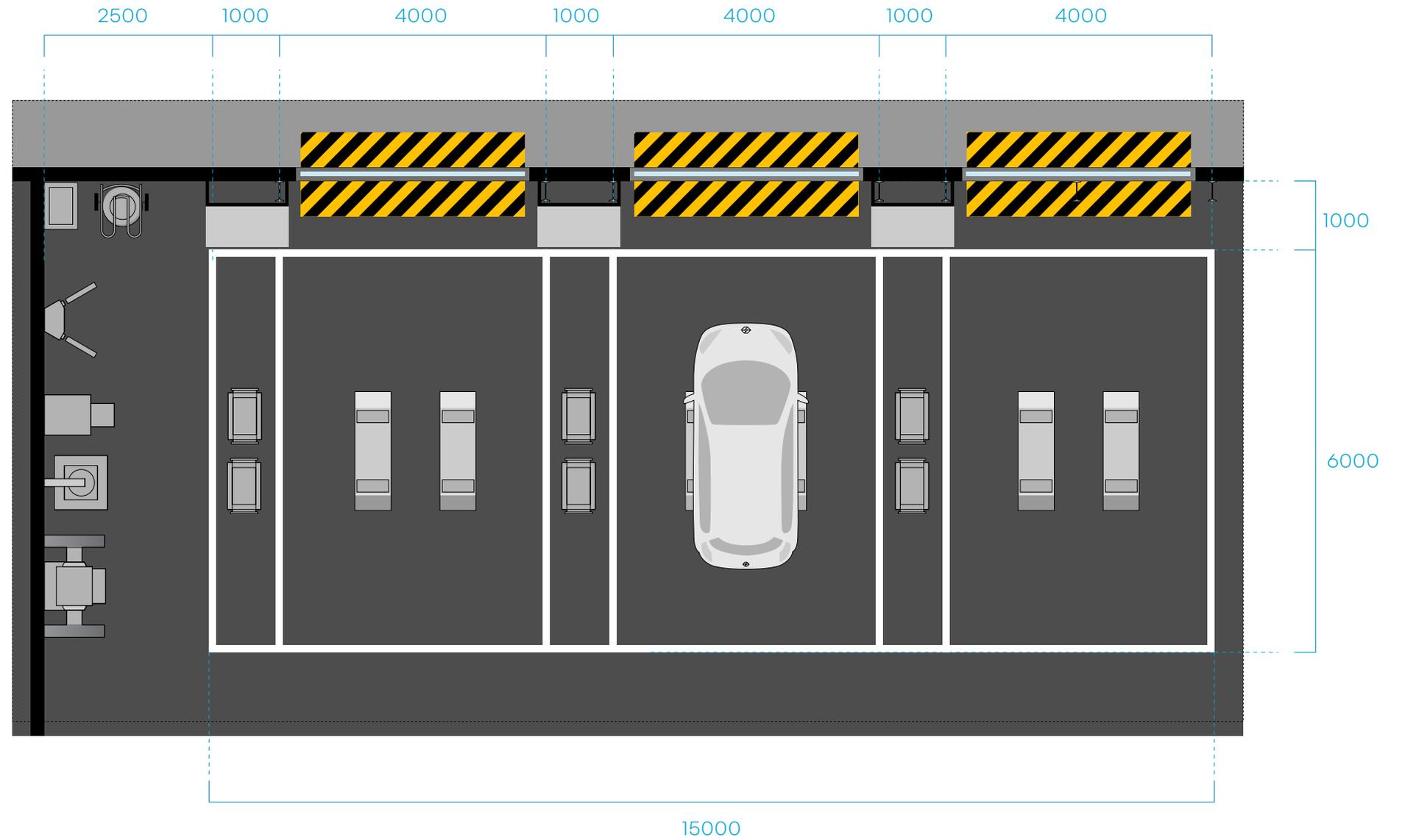
**why?**

Pit Stops allow rapid intervention on vehicles within the after-sales area.

Optionally, one of the stations can be used by a cotech to carry out a diagnosis following the Tour of vehicle zone.

**how?**

- 1 the limits of workstations are marked by white strips. The area reserved per station is 4000 x 6000 mm, making it easy to turn around each vehicle.
- 2 between each workstation, a space of 1m allows the storage of portable tools and trolleys.
- 3 an 2500mm wide additional space located on one side of the Pit Stop makes it possible to provide operators with various tools such as tire machines, balancers, etc.



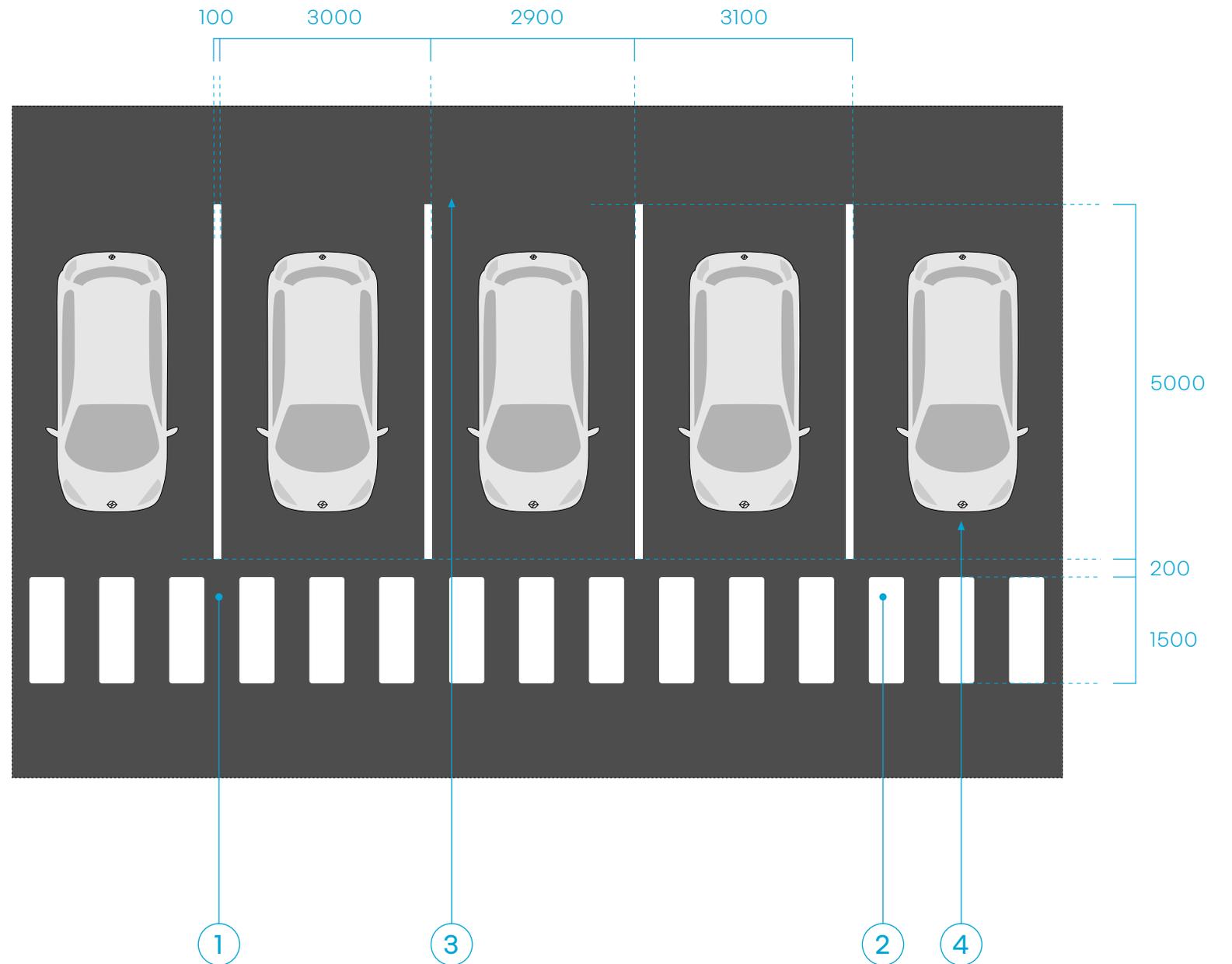
### 4.3.6 handback car park

**why?**

Once the after-sales intervention is completed, the vehicles are parked in the handback car park, generally outside but can also be positioned inside the after-sales area near the Pit Stops depending on the organization chosen by the site.

**how?**

- 1 parking slots are marked with white strips. The area reserved per vehicle is 3000 x 5000 mm.
- 2 the ground strips are placed 200 mm from the edges of the medians.
- 3 when the pedestrian passage is placed in front of the parking slots, it is located 200mm from the parking slot markings.
- 4 vehicles are parked with the front facing towards the exit of the parking lot.



# 5

## infrastructure

# 5.1

## front-office infrastructure

## 5.1.1 walls and doors

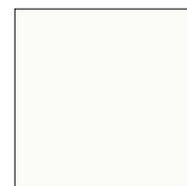
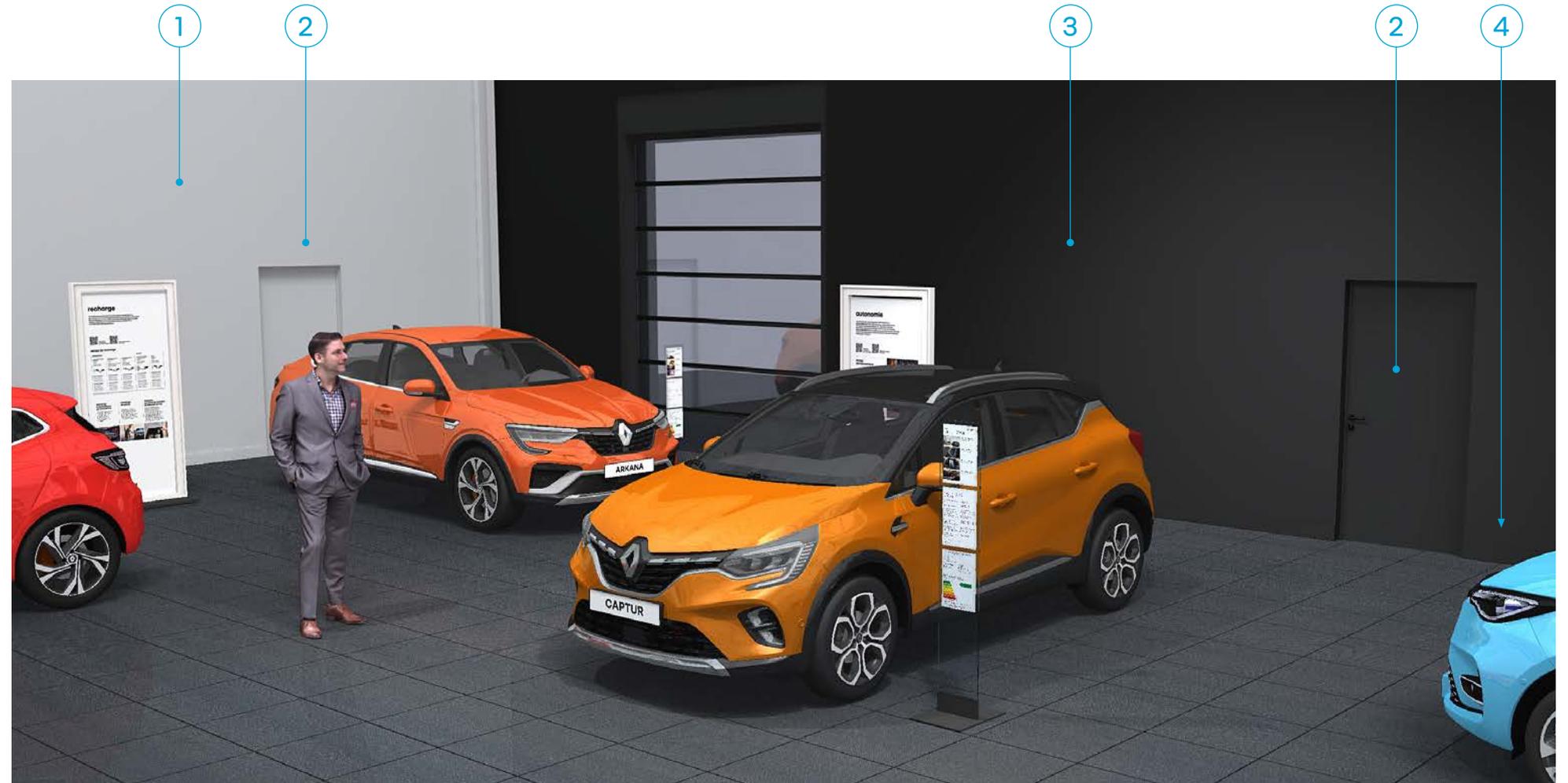
### why?

The white walls enhance the brightness of the spaces and allow the entire range to be highlighted.

It is important not to add posters or posters on the walls so as not to create visual disturbances.

### how?

- 1 all vertical elements whose walls are painted white RAL 9010.
- 2 doors and frames are painted the color of the wall.
- 3 it is recommended to paint the back wall of the showroom in RAL 7021 dark grey .
- 4 plinths are painted in the color of the wall or made with the dark grey tiles of the floor.



RAL 9010



RAL 7021



RAL 7043

### vigilant point

walls must be smooth and impeccably clean.

## 5.1.2 tiling

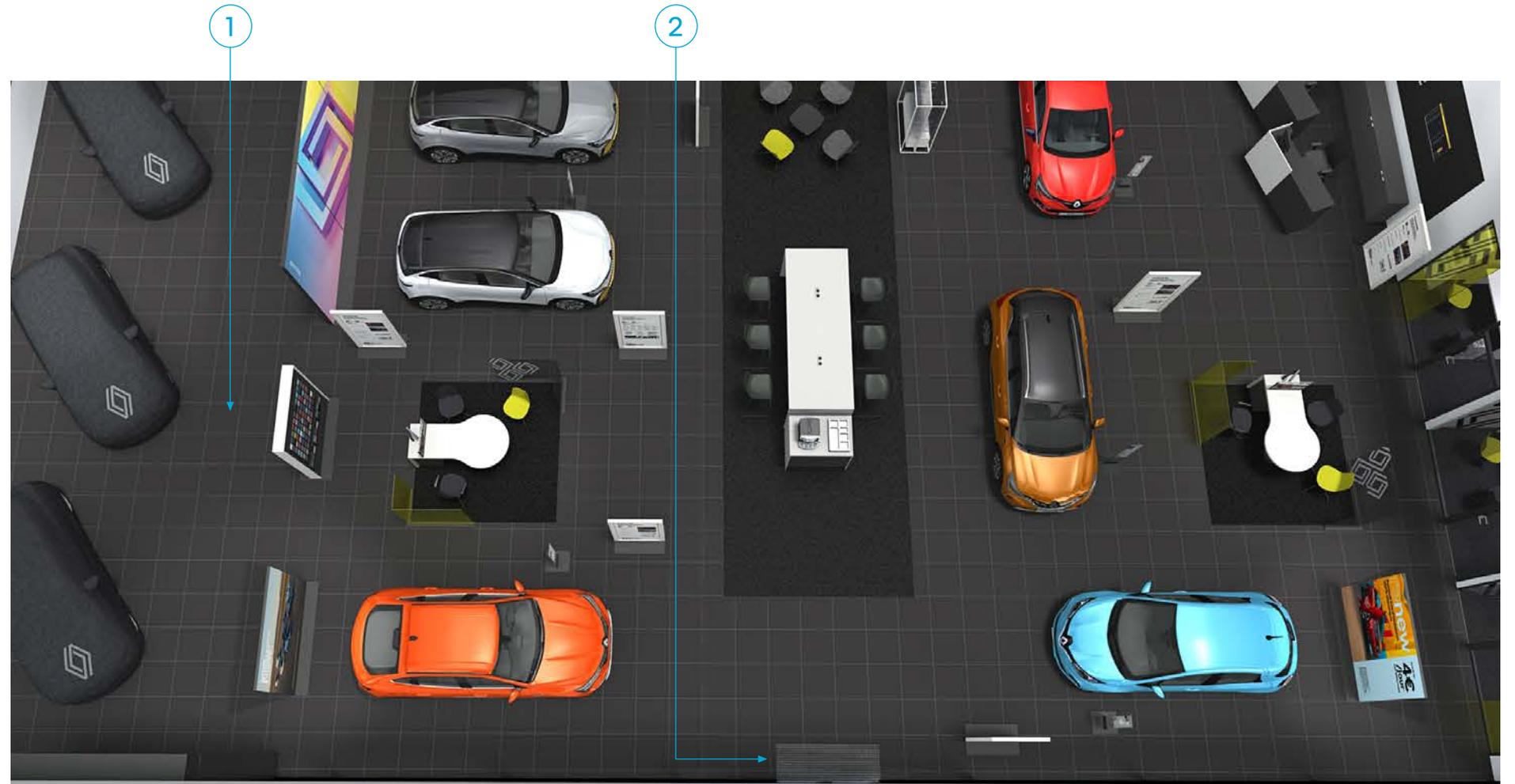
### why?

The choice of a dark floor aims to highlight the body colors of the vehicles on display.

It is present throughout the front office as well as in the delivery area.

### how?

- 1 the anthracite grey tile slabs (RAL 7043) are arranged perpendicular to the main facade to give depth to the space. 600 x 600 (or 450 x 450) slabs laid in the direction of the fiber. The joints are colored tone on tone.
- 2 a recessed floor carpet will be installed at the entrance to the showroom. Its color should be close to that of the tiles (RAL 7043). It is recommended to use resistant materials intended for heavy traffic, for example, rubber honeycombs allowing drainage.



Novoceram  
Noname Elegance  
D241 ou C836

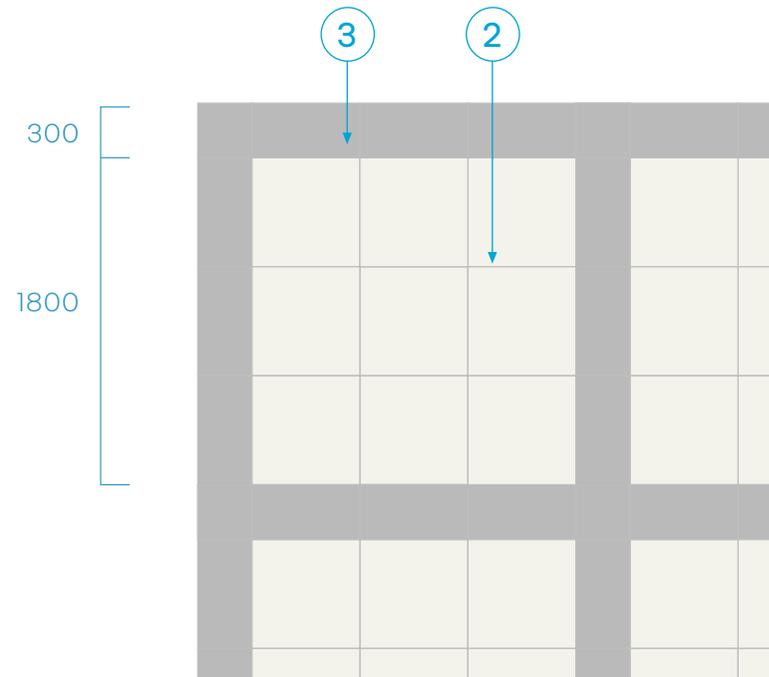
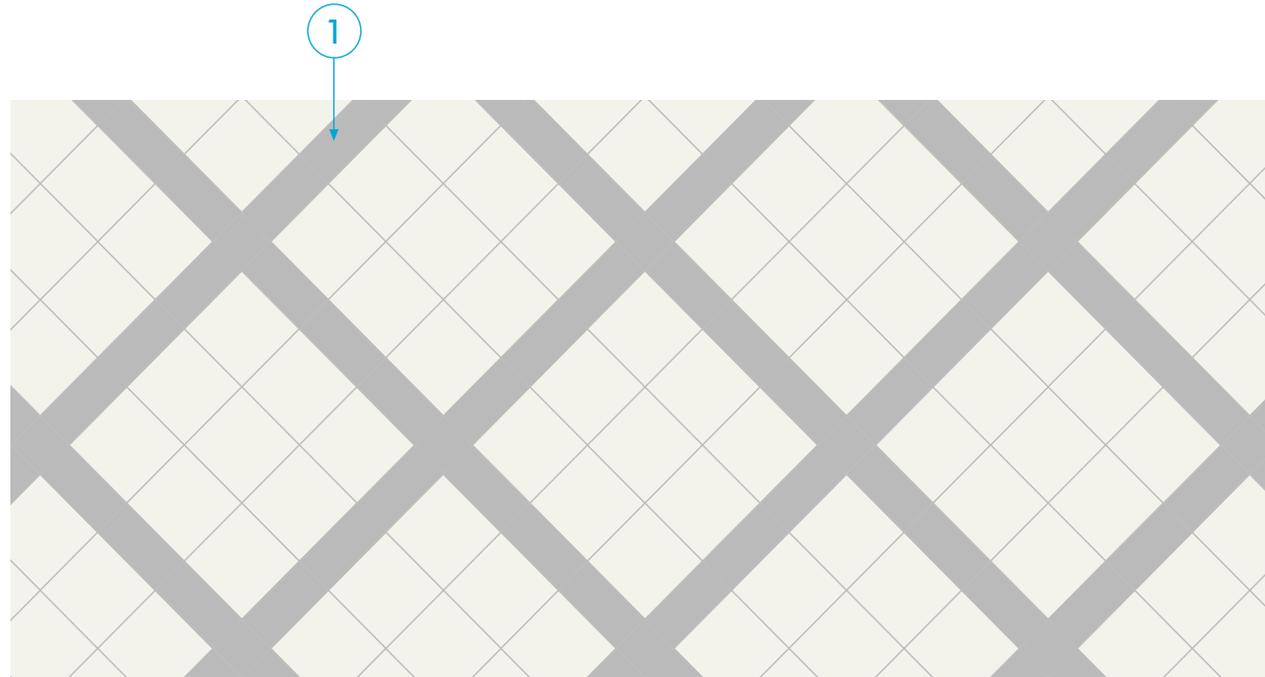
### 5.1.3 nouvel'R tiling

**why?**

For new installations, new tiling is recommended.

**how?**

- 1 the tiling slabs are arranged at 45° from the main facade punctuating the exhibition area.
- 2 the white tiles in the format of 600 x 600mm form diamonds of 1800 x 1800mm.
- 3 these white tiles are framed by 300mm grey tiles.



Royal Mosa  
Care collection Terra  
U4P4 200V  
600 x 600mm



Royal Mosa  
Care collection Terra  
U4P4 226V  
300 x 300 ou 300 x 600mm

**note**

This tiling must be combined with RAL 7021 grey ceilings or false ceilings with a matt finish.

## 5.1.4 false ceilings

### why?

Beyond their function of insulation and lighting, ceilings play a big role in the perception of places. Their treatment should be designed with simplicity and quality.

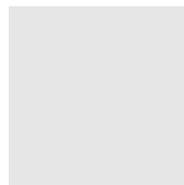
### how?

Depending on the configuration and constraints of the building, the front office ceilings are made up of:

- 1 of an exposed framework when it is in perfect condition and when it provides an architectural plus.  
It is grey in color (RAL 9006).
- 2 suspended false ceilings in RAL 9010 matt white color, with a smooth surface and preferably without joints:
  - either in white fiber
  - either in plaster with a smooth and homogeneous surface without visible joints.



RAL 9010  
white



pantone 422C  
RAL 9006



1



2

## 5.1.5 showroom lighting

### why?

The Renault concept aims to structure the showroom, thanks to the establishment of different Product centers intended to facilitate “reading” for the customer, depending on their journey (purchase, delivery or after-sales).

Lighting must therefore no longer be general, but adapted to each area according to the defined objectives.

### how?

The lighting ambiance of the showrooms is contrasting. Distribution is “controlled”, with a distinction between vehicles, flow zones and product zones.

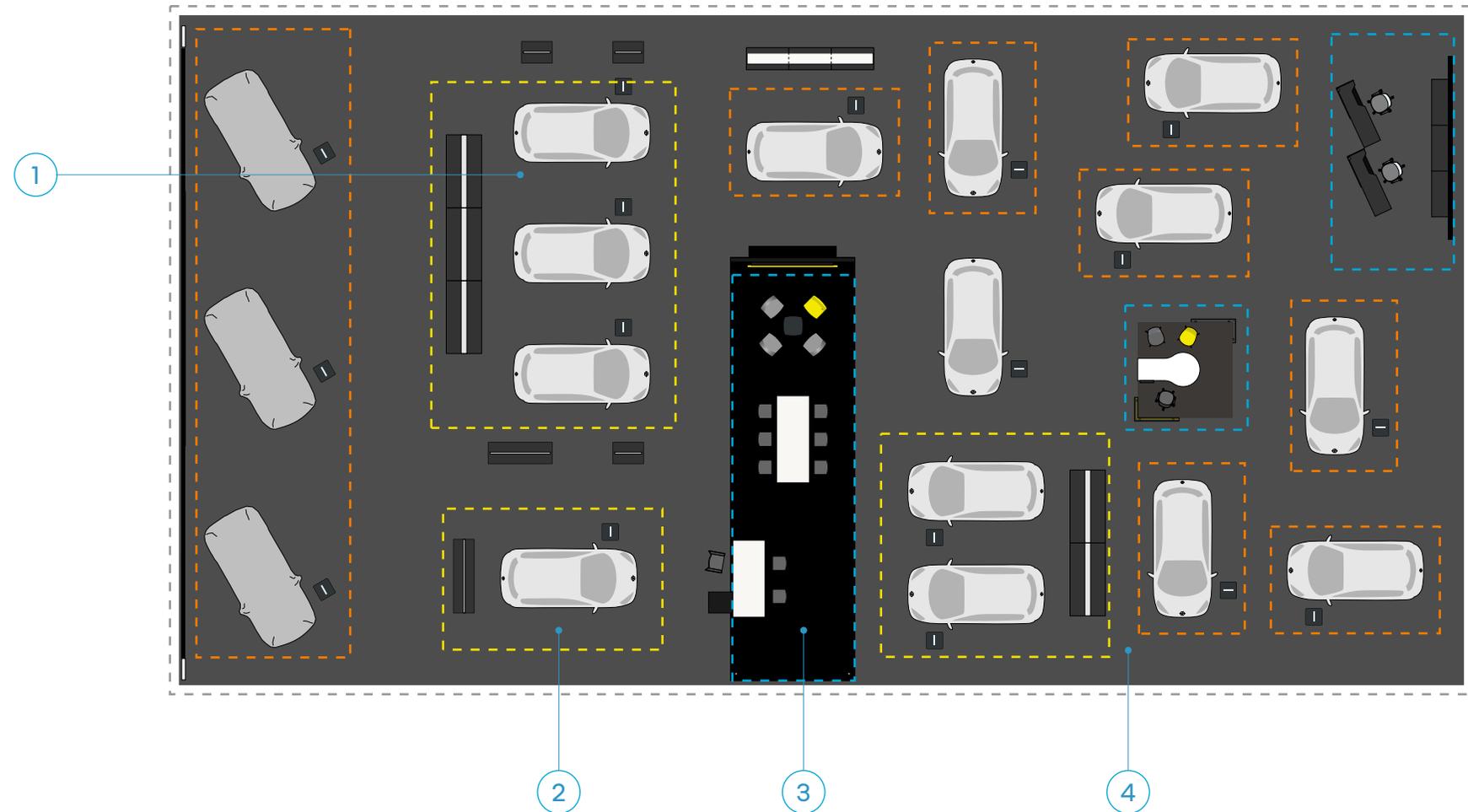
Lighting gives rhythm and structures the space.

The recommended lighting temperature is 4,000° K, corresponding to a clear atmosphere for vehicle lighting, and 3,000° K (warm atmosphere) for lighting reception and circulation areas.

Luminance levels for the different zones are recommended:

### key

- |   |                                |          |
|---|--------------------------------|----------|
| 1 | product zones                  | 1200 lux |
| 2 | vehicles outside product areas | 700 lux  |
| 3 | circulation and offices        | 400 lux  |
| 4 | general lighting               | 200 lux  |



## 5.1.6 vehicle lighting

### why?

The vehicles on display must be highlighted by lighting.

The vehicles and frescoes present in the product areas benefit from increased lighting.

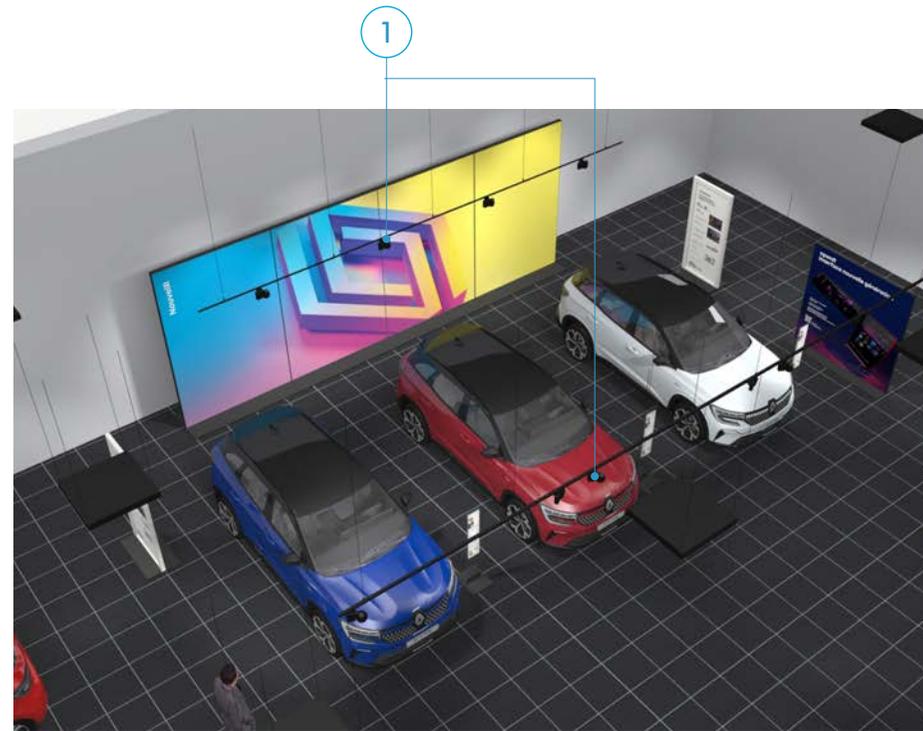
### how?

- 1 in product areas, lighting meets the following principles:
  - the directional spotlights pointed precisely at the vehicles highlight the shapes through a play of contrasts.
  - the visuals of the frescoes are intensely lit in a uniform manner creating a visual appeal for the customer when they enter the showroom.
- 2 outside product areas, vehicles are illuminated by non-directional lighting highlighting them.
 

In the case of a site with a false ceiling, recessed lighting is used.

### vigilant point

- In product areas, the equipment must be directed towards the elements to be lit and requires the intervention of a lighting engineer.



## 5.1.7 lighting of the delivery area

### why?

The vehicles in the delivery area must be particularly valued and lighting plays an essential role in this system because customers are sensitive to the way in which their vehicle is presented at that moment.

### how?

The lighting must highlight the vehicles in the delivery area without disturbing customers during the handover phase:

- 1 non-directional lights provide lighting for the delivery area and the vehicles present there. The light intensity is identical to that of the showroom outside the product area, i.e. 700 lux.
- 2 the visual of the fresco is intensely lit by directional spotlights arranged in a line in front of the fresco, accentuating its presence thanks to a play of contrast between the white wall and the black of the fresco.

In the case of a site with a false ceiling, recessed lighting fixtures fulfill the function.



## 5.1.8 lighting of the reception service

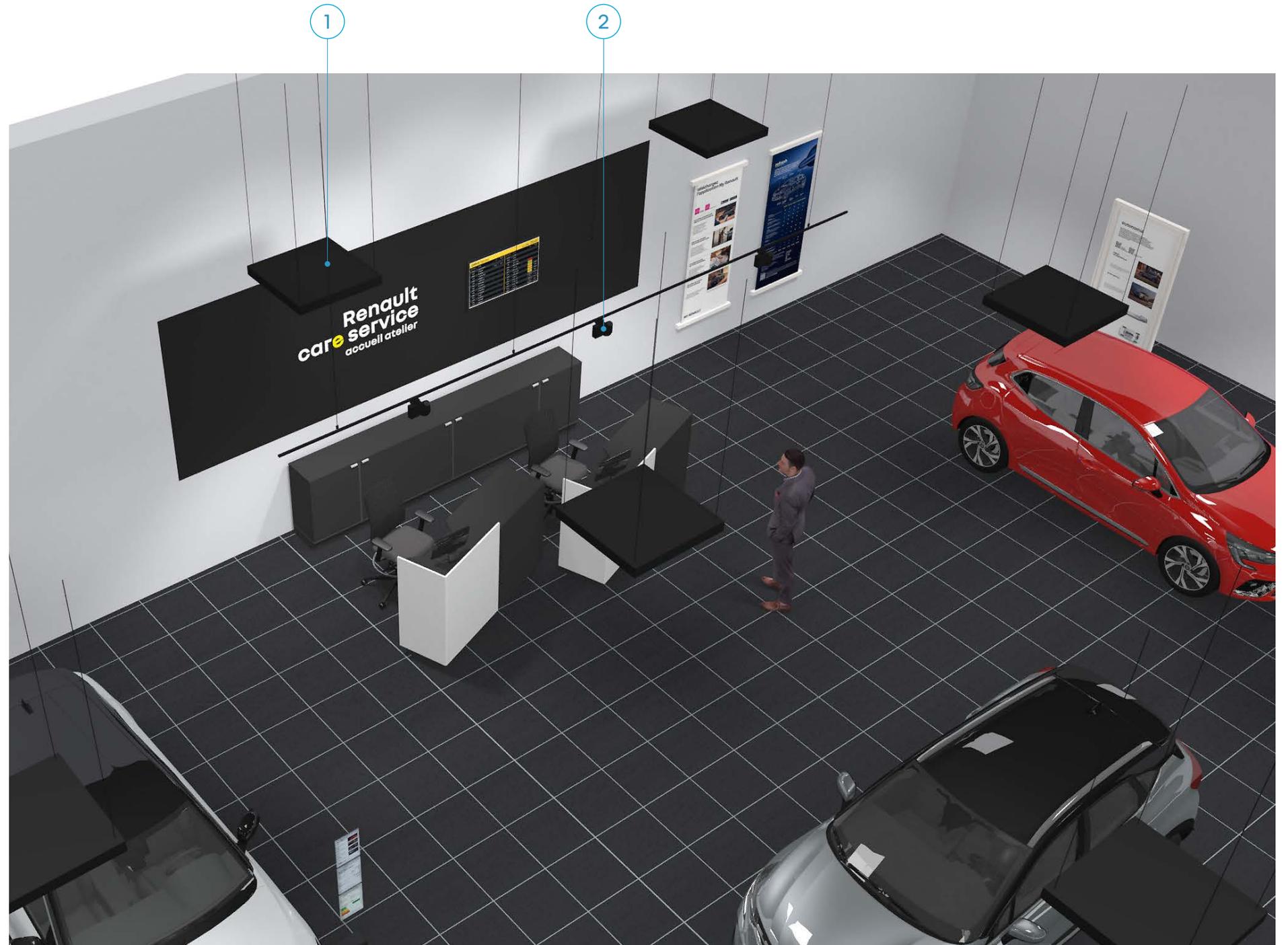
### why?

The lighting of the service reception helps to make it easy to find in the showroom while providing a calm lighting atmosphere conducive to exchanges between service advisors and customers.

### how?

- 1 non-directional lighting fixtures provide lighting for the reception service including the furniture in a harmonious manner.
- 2 the fresco is intensely lit creating a visual appeal thanks to a play of contrast between the white wall, the black of the fresco and the wall signage.

In the case of a site with a false ceiling, recessed lighting fixtures fulfill the function.



## 5.1.9 the IT network

### why?

The IT network of the showroom is essential to irrigate the systems specific to the Renault Store and for the comfort of customers.

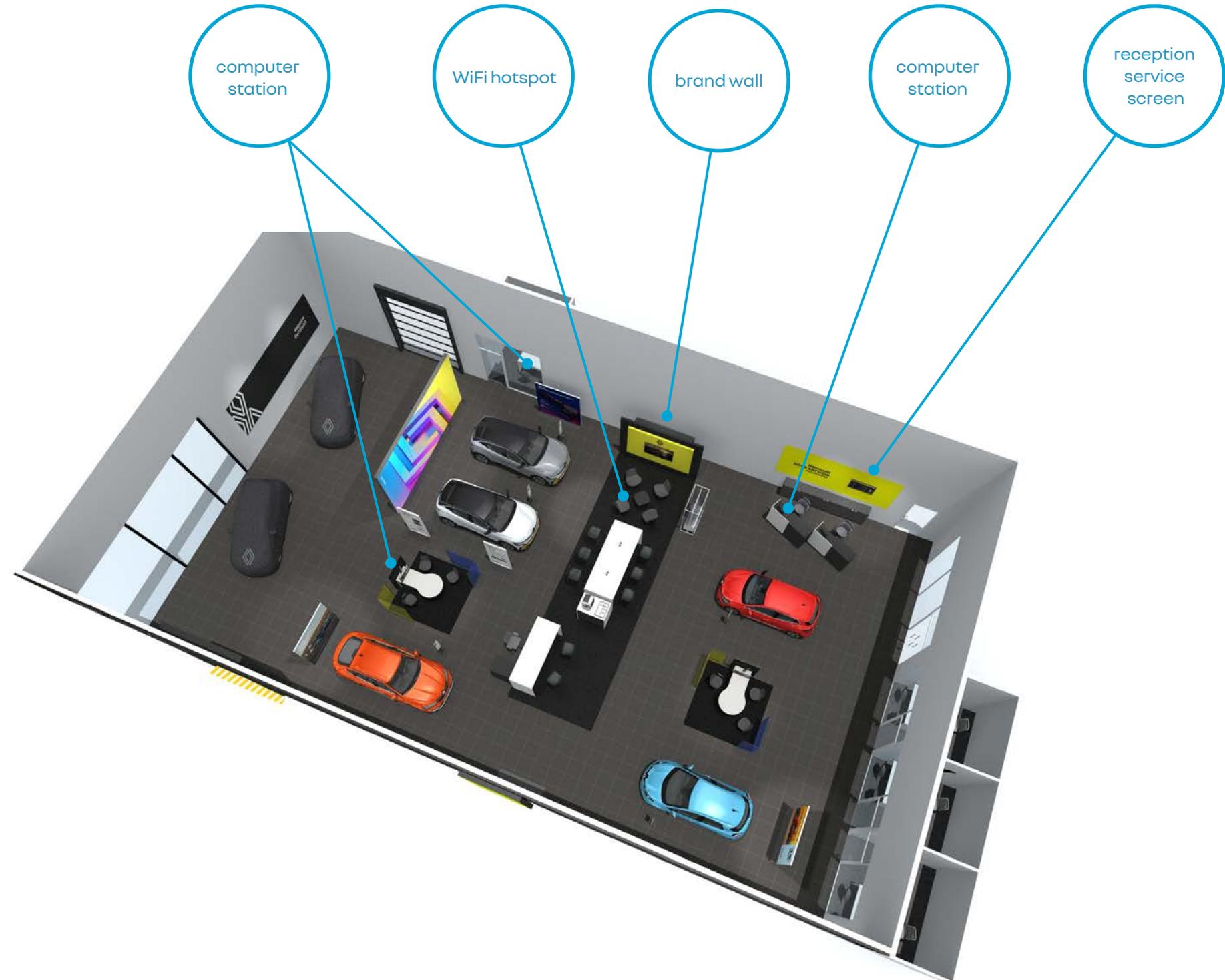
A wifi network is necessary for the lounge, sales offices as well as for customers.

The computer stations of the sellers, the delivery secretary and the service advisors are connected to the computer network.

### how?

A wifi terminal is located near the lounge, extensions are planned depending on the size of the Front office.

WiFi coverage is present throughout the Front office, including after-sales and in the workshop.



## 5.1.10 electrification of the showroom

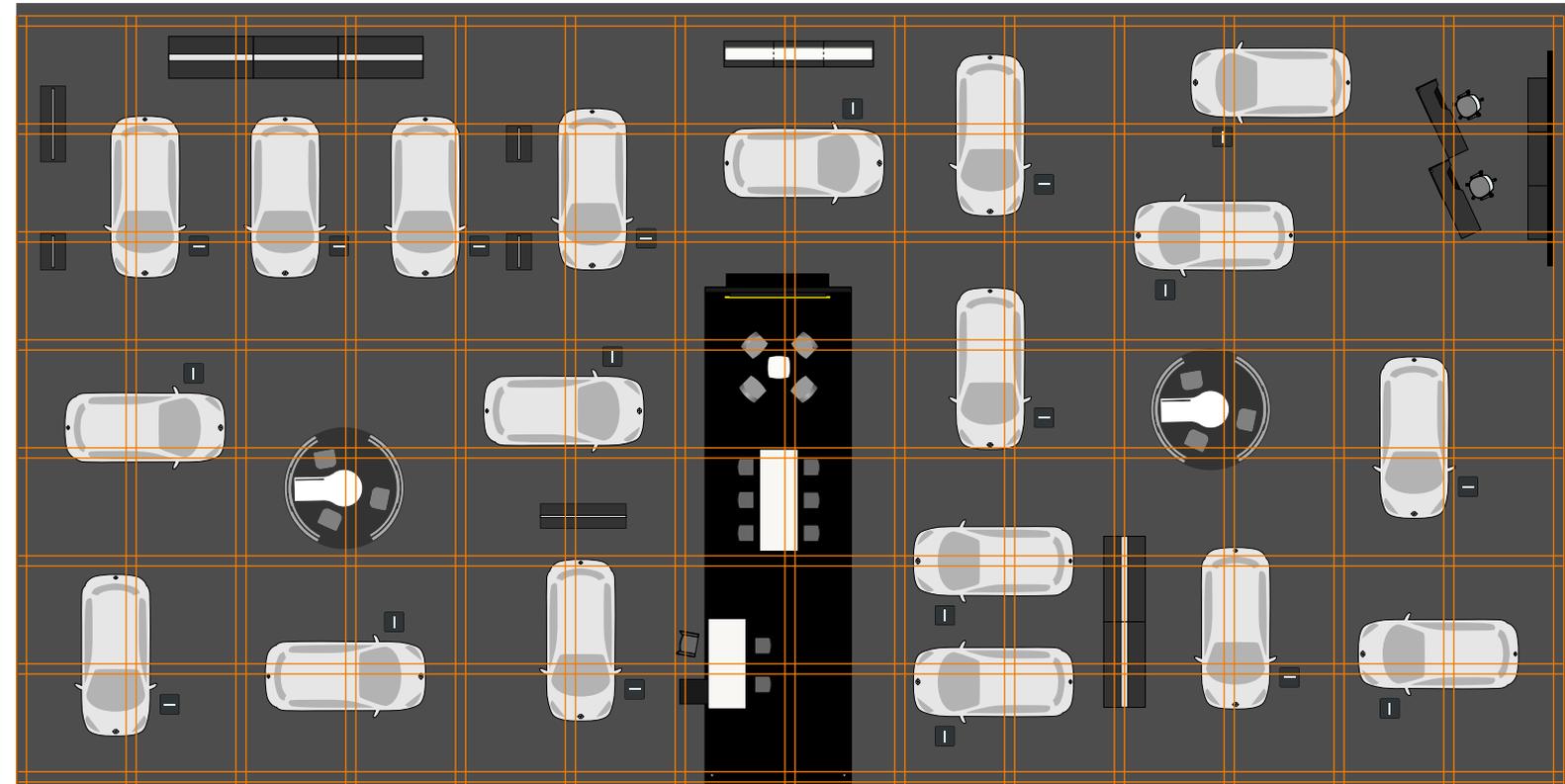
### why?

Electrification concerns many elements of the showroom including vehicles and furniture which must be supplied with electricity and low tension (computers, telephony, internet, etc.)

Having an organized network allows to anticipate changes in the configuration of the showroom and to be free in the choice of positioning of vehicles and furniture.

### how?

- a power outlet network integrated into the ground to allow the connection of chargers which are positioned under the vehicles, sales offices (also provide RJ45 sockets) and Renault Store components.
- power outlet network throughout the front office including after-sales and in the workshop.



example of a showroom mesh

### vigilant point

the integration of the network must be carried out before laying the tiling.

## 5.1.11 electrification of vehicles

### why?

The electrification of new vehicles makes it possible to highlight the vehicles' on-board functionalities and allow the customer to test them in the best conditions (without risking discharging the battery of the vehicles on display).

### how?

12 volt chargers are designed and sized to deliver a stabilized output current > 30 amps (value taken into account by engineering for the average consumption of new vehicles exhibited in our showrooms equipped with IHM/R-LINK, NAV, etc.).

They make it possible to maintain the vehicle's battery at an optimal power level and to permanently ensure charging capacity under current consumption by the vehicle being demonstrated.

### vigilant point

in order to avoid malfunctions in the event of discharge and any risk of material damage, the batteries of the vehicles on display must be kept charged by equipment approved by vehicle engineering.



## 5.1.12 interior signage

### why?

Interior signage allows the customer to find their way around the showroom and find the services and activities they are looking for.

### how?

Interior signage consists of a set of supports with precise identity and graphic codes.

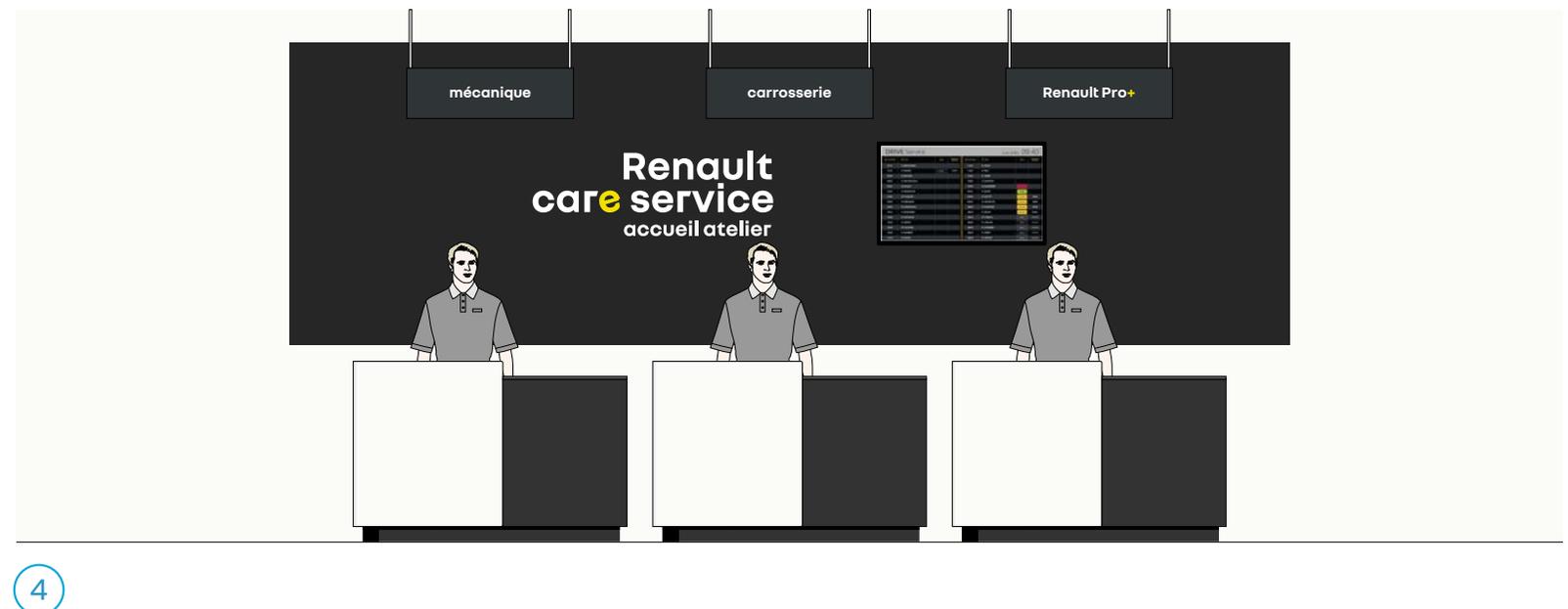
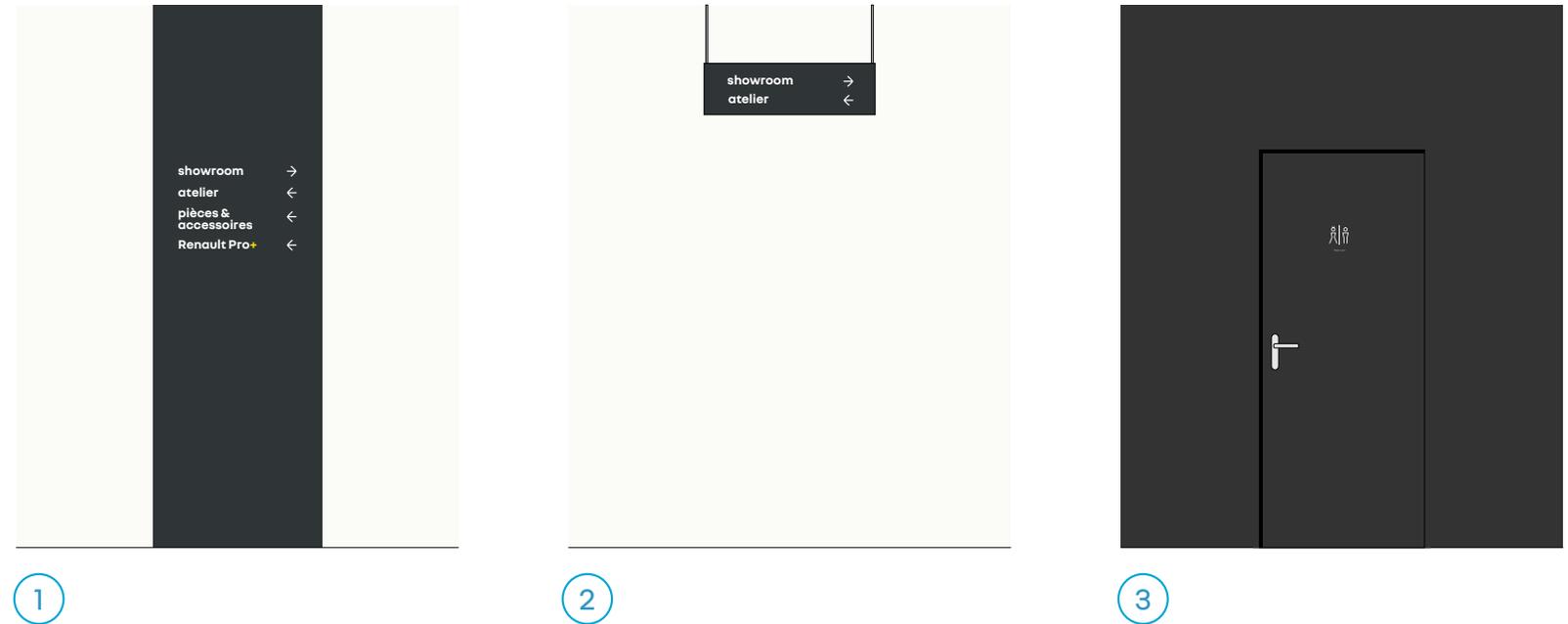
The panels are positioned in the flow so as to allow the customer to find their way and reach their goal.

### key

- 1 wall-mounted directional signage
- 2 suspended directional signage
- 3 toilet signage
- 4 identification panels for the reception service

### vigilant point

- respect the names of authorized functions.
- interior signage must be positioned in the flow and always be clearly visible to customers.
- be careful not to duplicate the markings existing in certain areas: delivery area, reception service, etc.



# 5.2

## back-office infrastructure

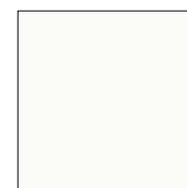
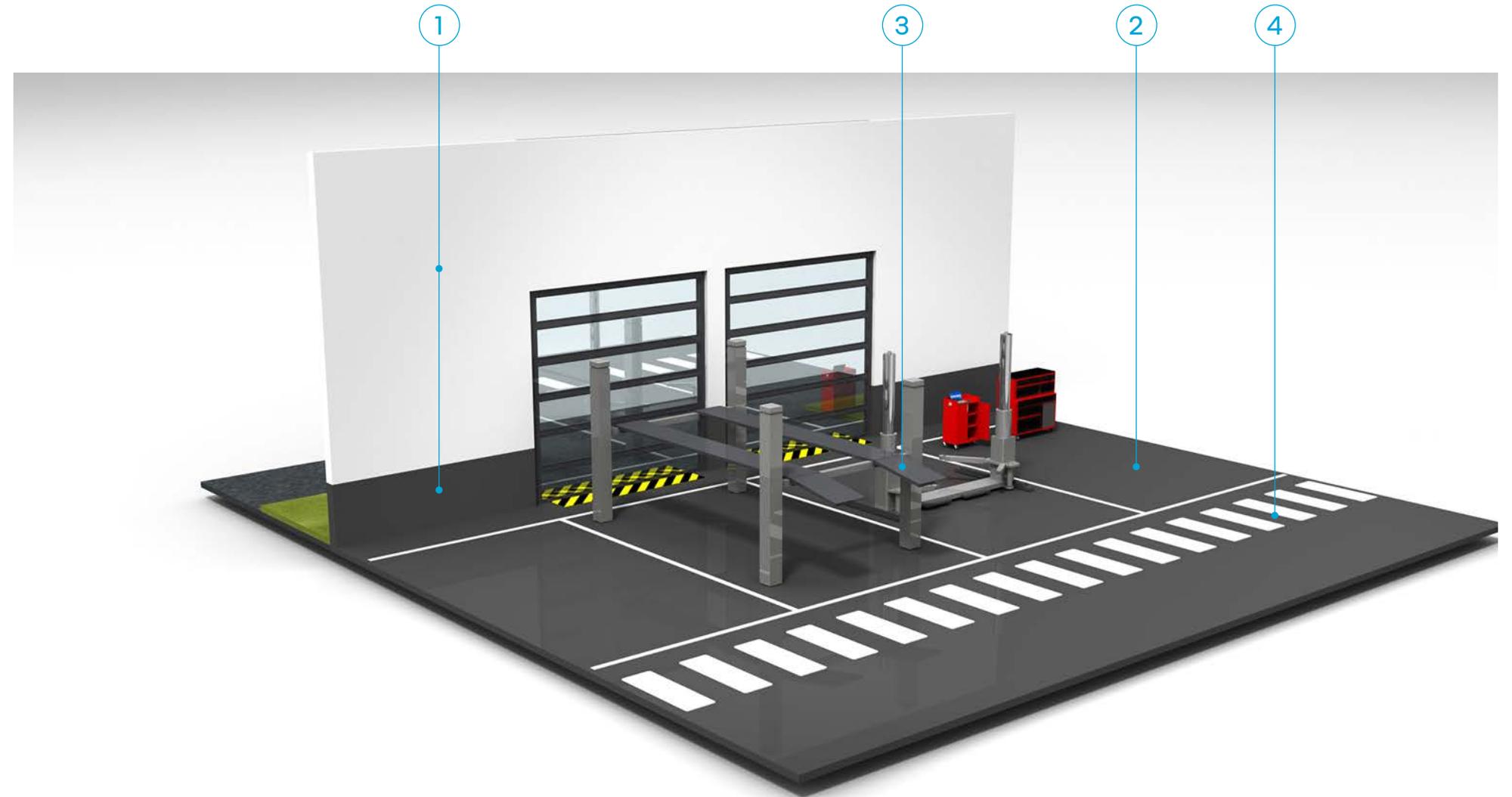
## 5.2.1 colors in the workshops

### why?

Back office workshop standards are used to structure and organize Renault workshops (back office) while respecting brand identity, safety and equipment standards.

### how?

- 1 walls  
RAL 9010 matt white paint with RAL 7016 dark grey base over a height of 1 m.
- 2 floors  
self-smoothing mortar with RAL 7043 dark grey epoxy resin or dark grey technical tiles of the same color as the showroom tiles.
- 3 lifting equipment  
the workshop equipment is subject to approval, including for the colors selected: RAL 7016 grey tops and RAL 9006 metallic grey pillars.
- 4 ground markings  
pedestrian paths and workstation boundaries are painted in RAL 9003 with a matt finish.



RAL 9010



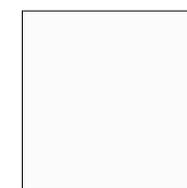
RAL 7016



RAL 7043



RAL 9006



RAL 9003

## rules to follow after installation

- 1 **storage of all work surfaces and counters** visible to the customer: branded bar, lounge, sales offices, after-sales furniture.
- 2 ensure **permanent general cleanliness**.
- 3 **ensure the cleanliness and good organization of vehicles** on display.
- 4 **check the condition of the lighting** and replace out-of-service equipment.
- 5 **maintain and repair furniture**.
- 6 **remove obsolete or non-standard communication media** and advertising
- 7 **are prohibited:** stickering of non-standard windows, non-standard kakemonos, posters, balloons and pennants, plants.
- 8 **always put yourself in the customer's place:** for what they see, understand, feel, with the aim of quality and efficiency.

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