

nouvel'R

retrofit guide for Renault Store sites

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1

nouvel'R, why and how

1.1 a new visual identity system



1.2 Renault Store sites



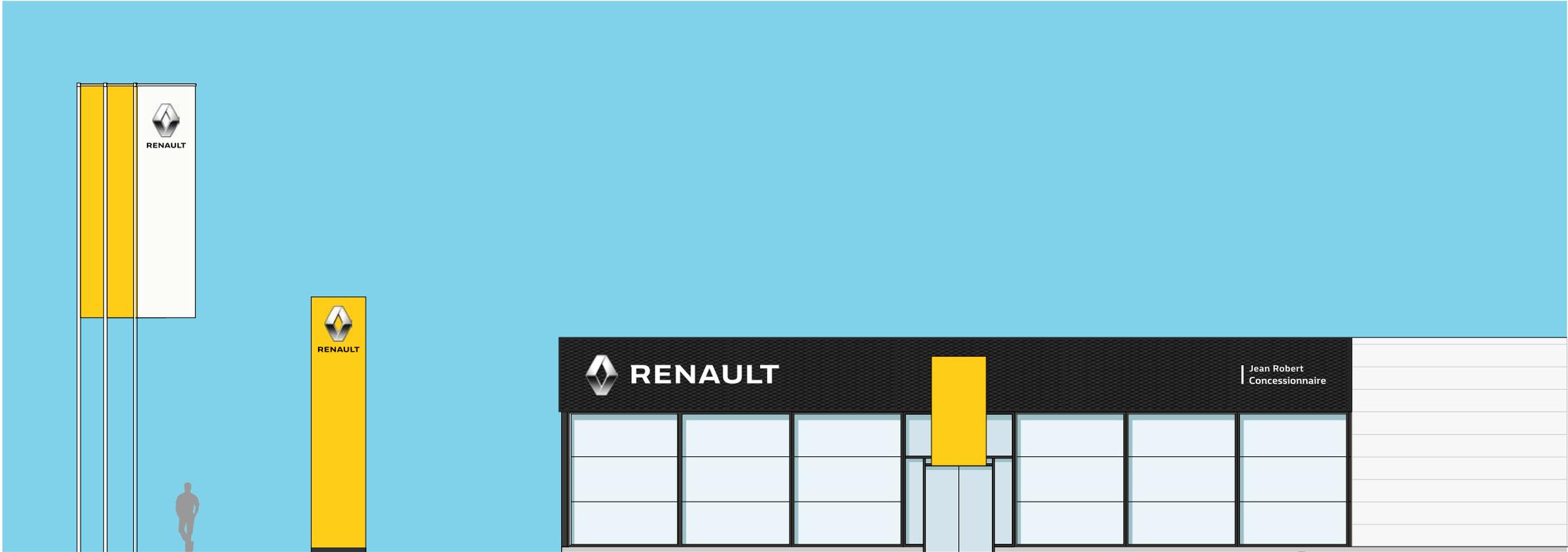
2

retrofit of facades and exteriors

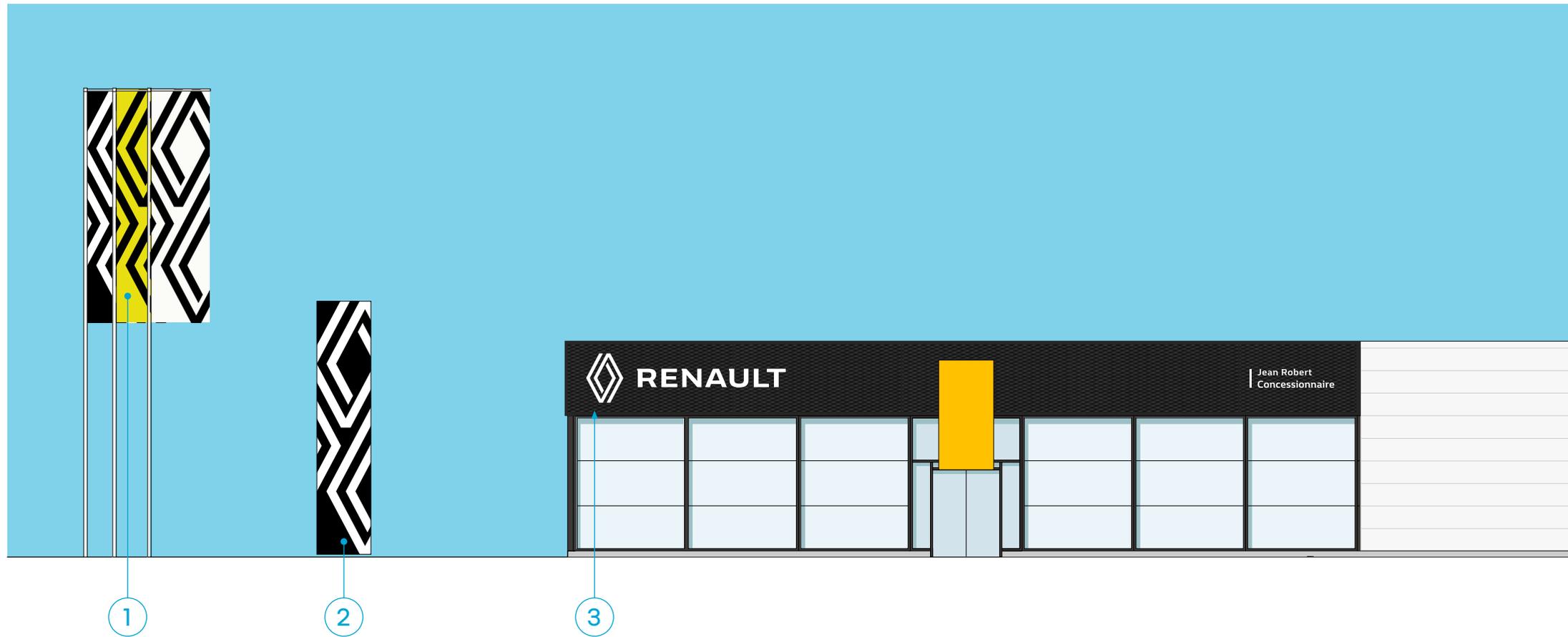
2.1. table of exterior components

existing components		mandatory retrofit	optional retrofit	to be dismantled
approaches	directional signage		■	
	parking signage		■	
identification signage	Renault flags	■		
	Renault totem or flag insignia on mast	■		
	Renault emblem	■		
	Renault wordmark		■	
	dealersname		■	
	overhead panel		■	
	vertical marker of the dedicated entrance		■	
	adhesive entrance markings		■	
	workshop bay markings		■	
	yellow strip of workshop bays		■	
	Renault Z.E plate			■
exterior display areas	Actu zone		■	
	test drive area		■	
	Z.E zone	■		
	Renault Sport zone			■
	ground markings of display areas		■	

2.2 situation before retrofit



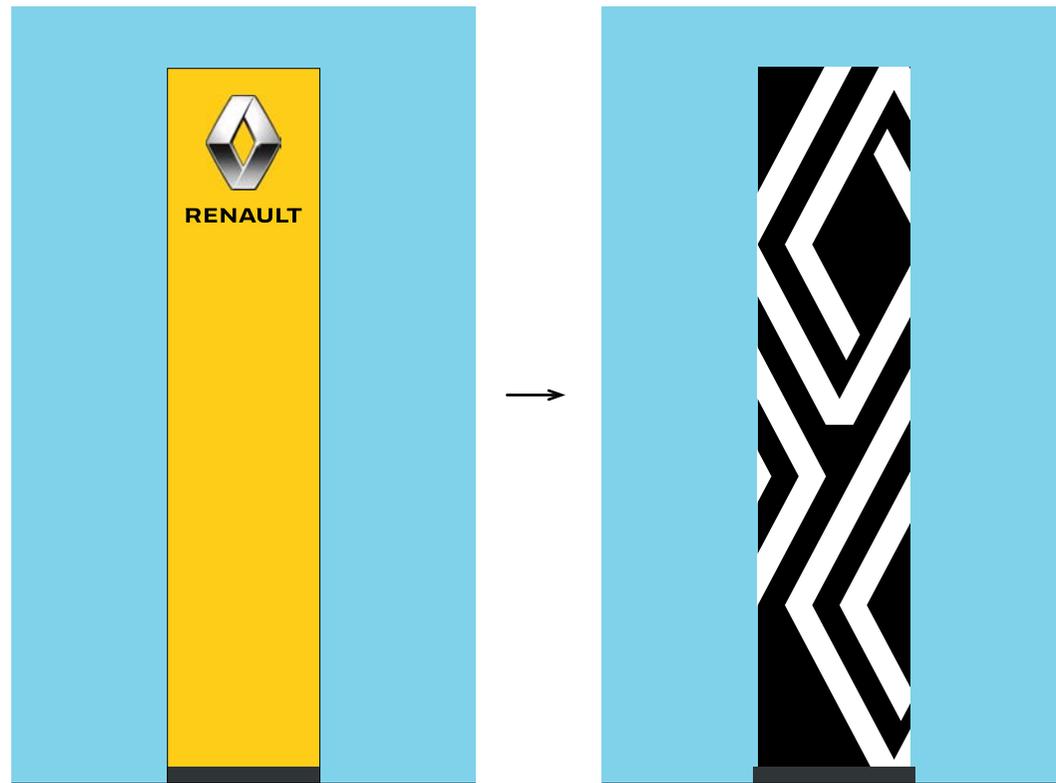
2.3 retrofit of identification elements



what changes

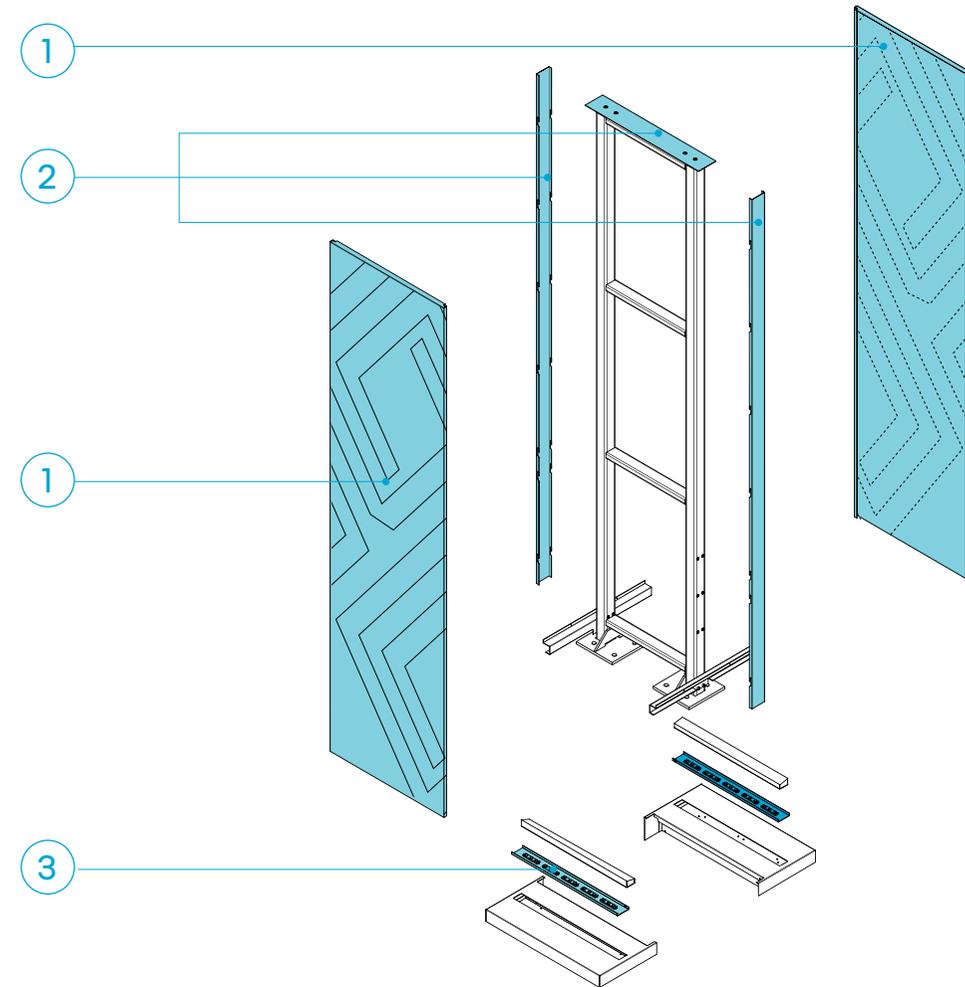
- 1 new flags
- 2 new faces of totem
- 3 new emblem

2.4 retrofit of totems



before

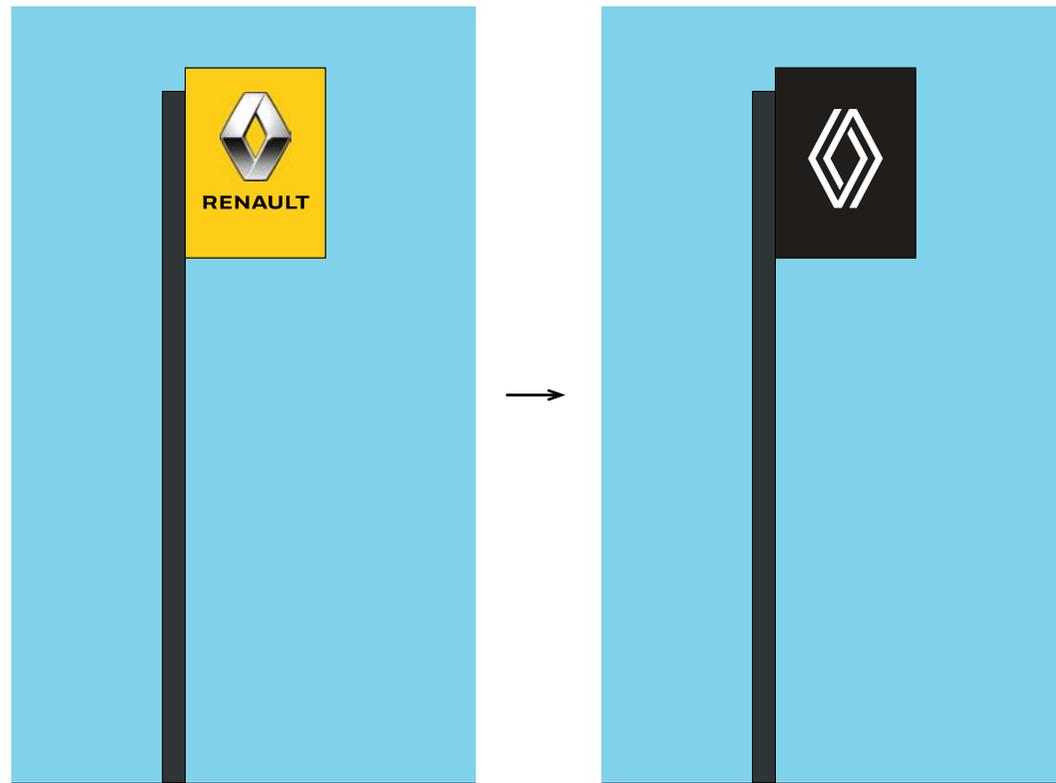
after



what changes

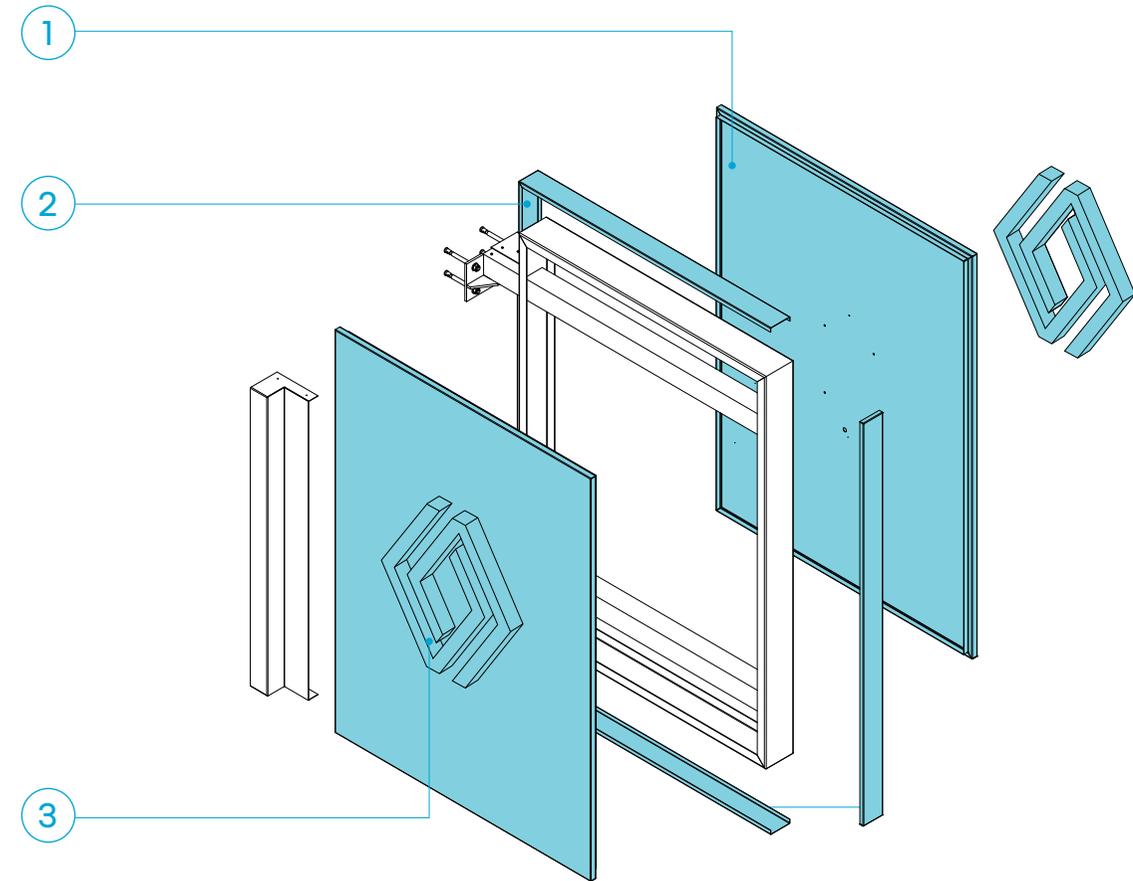
- 1 new faces
- 2 side cladding
- 3 lighting

2.5 retrofit of flag insignias



before

after



what changes

- 1 new faces
- 2 side cladding
- 3 emblems

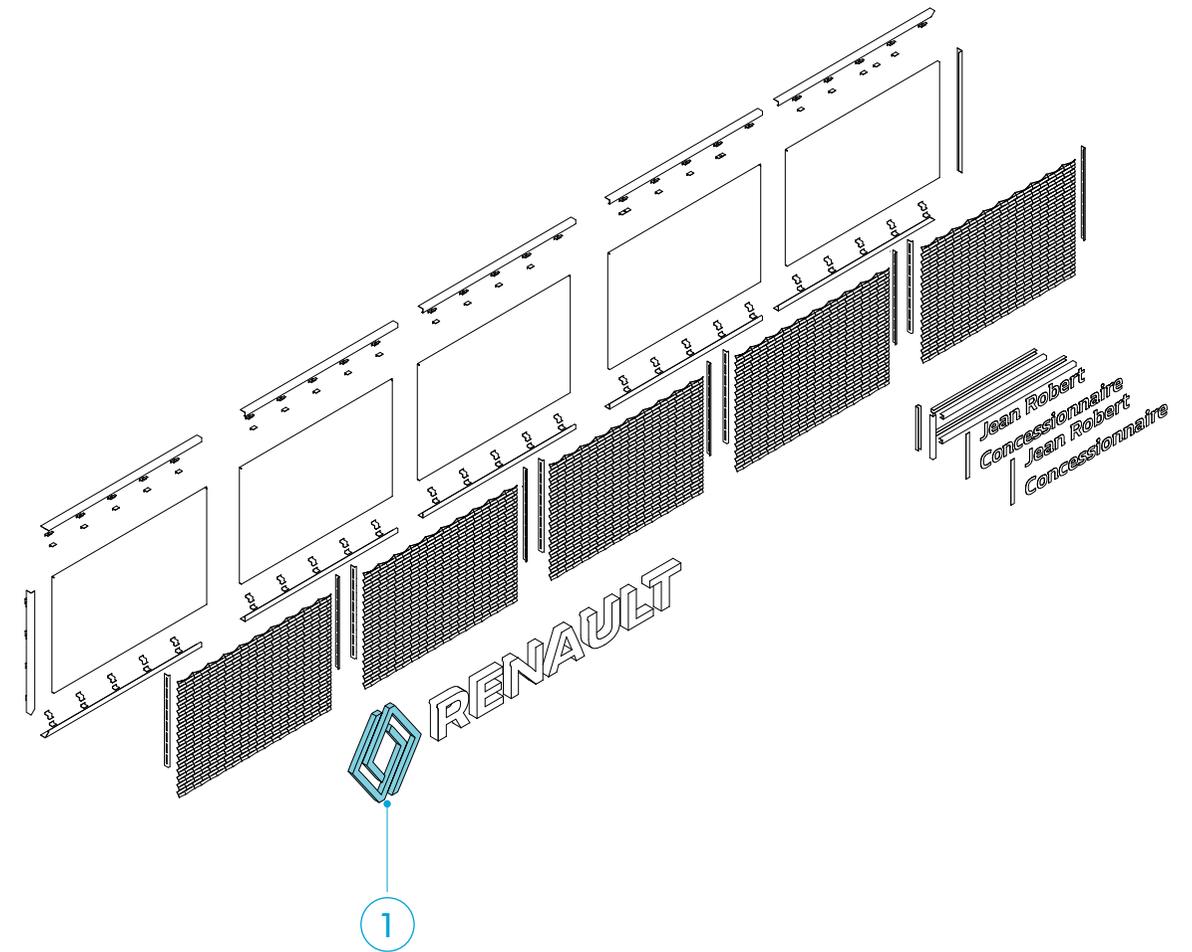
2.6 retrofit of facade markings



before



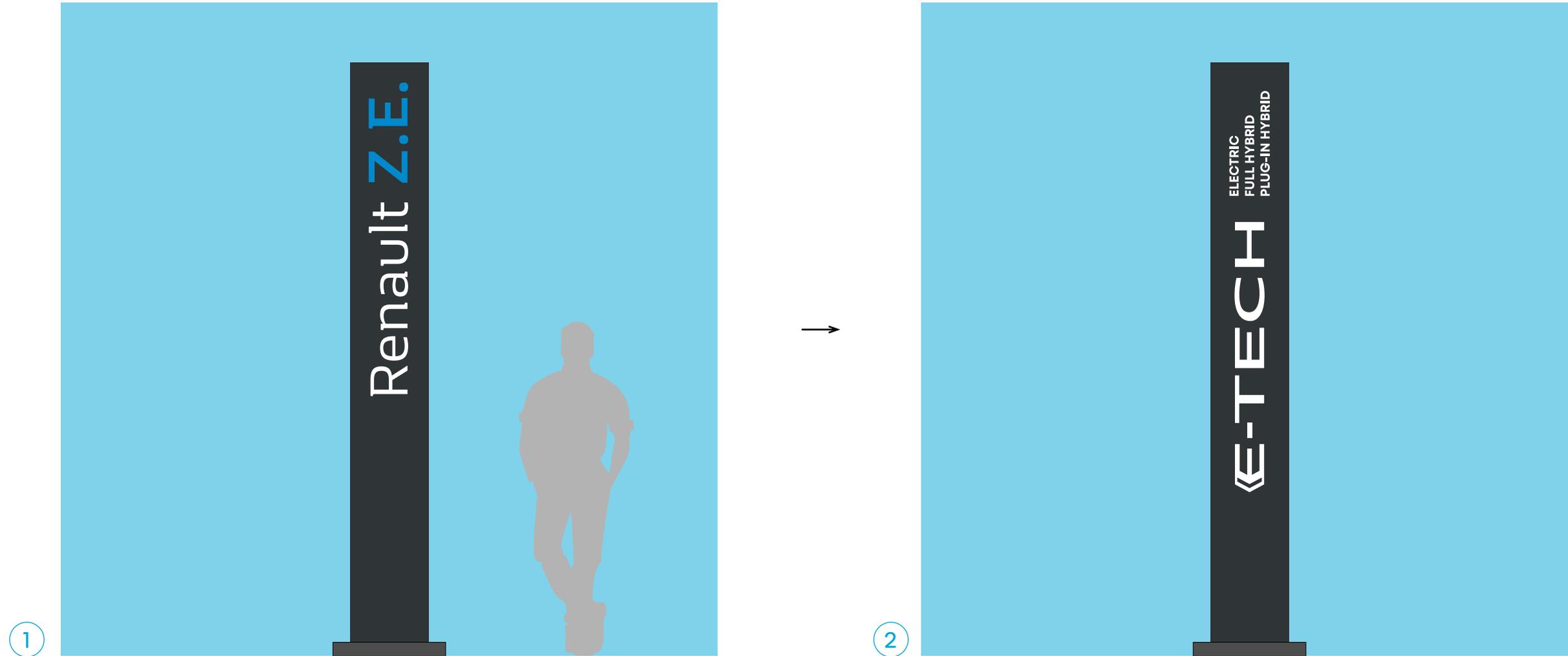
after



what changes

- 1 emblem

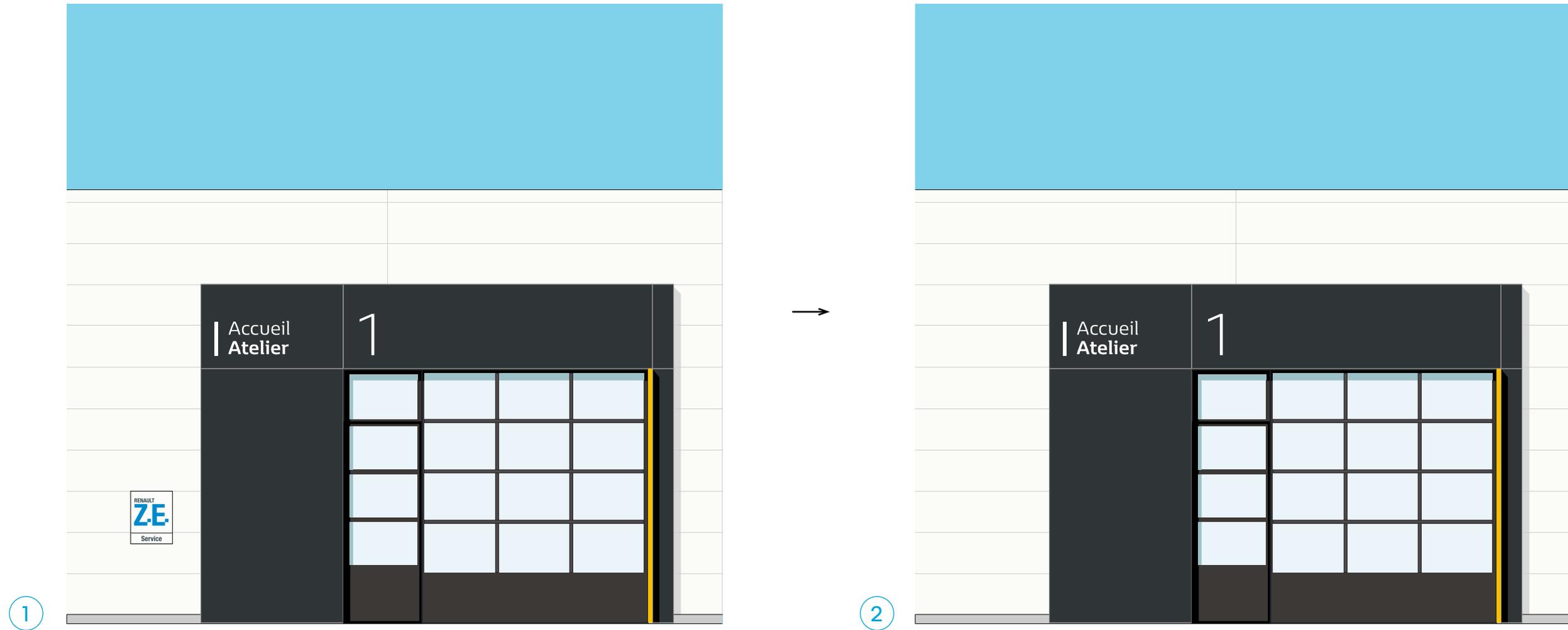
2.7 retrofit of Z.E. zone



key

- 1 the existing area mast of the Z.E. zone
- 2 new faces are installed on the area mast with the E-Tech signature.

2.8 Z.E. plate



key

- 1 the Z.E. plate is installed next to the workshop bays on the main façade.
- 2 this plate is disassembled.

2.9 Renault Sport zone



key

the existing area mast in the Renault Sport area is removed.

The space freed up can be reassigned to parking or integrated into the test drive area.

3

showroom retrofitting

3.1

components

3.1.1 table of components

existing components		mandatory retrofit	optional retrofit	to be dismantled
Renault road	welcome totem			■
	reception desk		■	
	brand bar	■		
	miniatures display furniture ***	■		
	waiting lounge		■	
	brand wall	■		
products zones	floor markings of product areas			■
	visuals of frescoes and POS	■		
	Actu area *	■		
	Passion area	■		
	Z.E. zone	■		
	Renault Sport zone **	■		
furniture	configurator	■		
	accessory furniture			■
after-sales reception	after-sales reception wall	■		
	speeches			■
delivery area	floor markings of the delivery area			■
	delivery area wall	■		
	speeches			■

nota

* the Actu zone must be transformed into a noouvel'R zone when the showroom does not have a Passion zone.

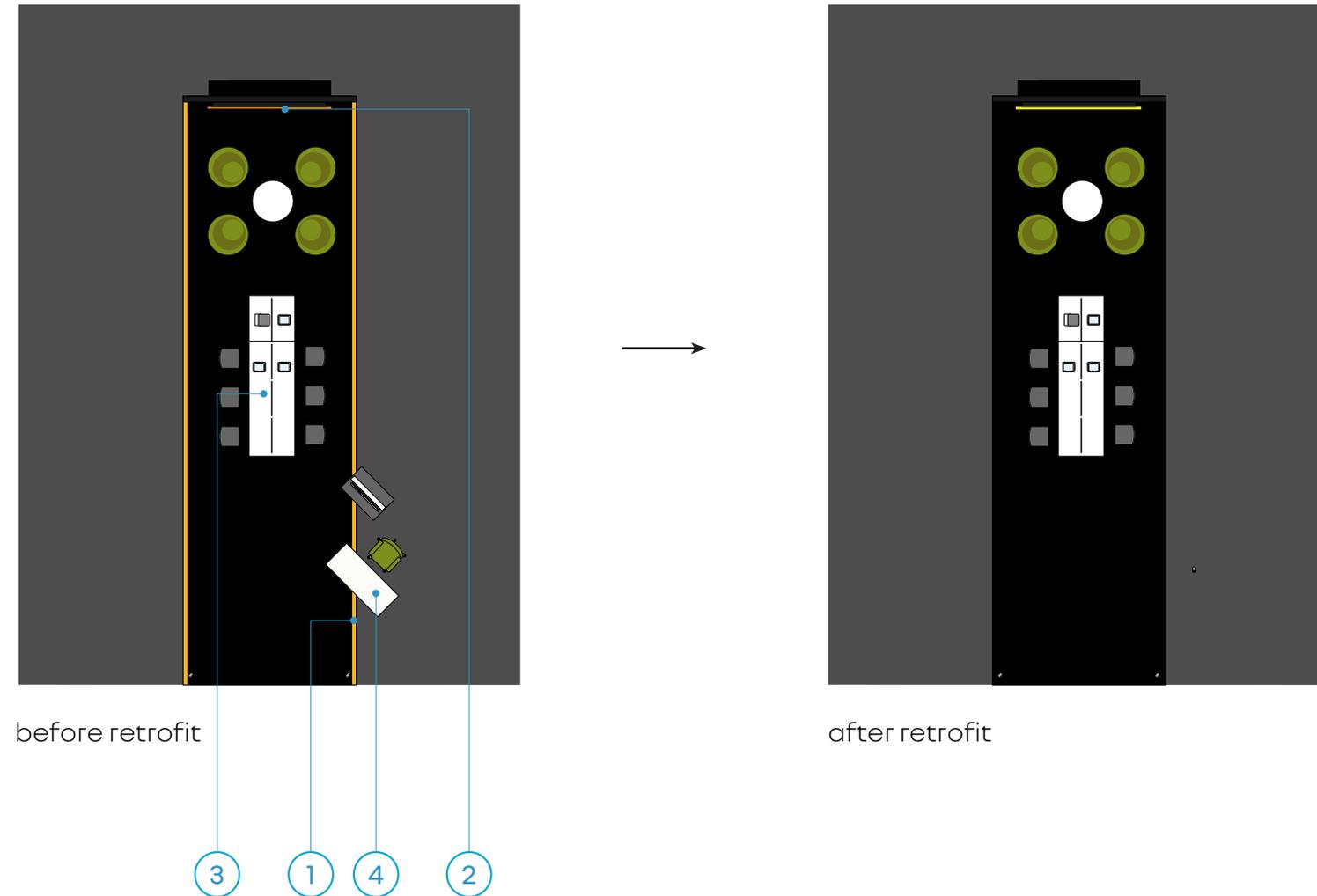
** the Renault Sport zone can be transformed into an Alpine corner or must be ed.

*** the miniatures display case can be updated or replaced with a new merchandising furniture.

3.2

Renault road

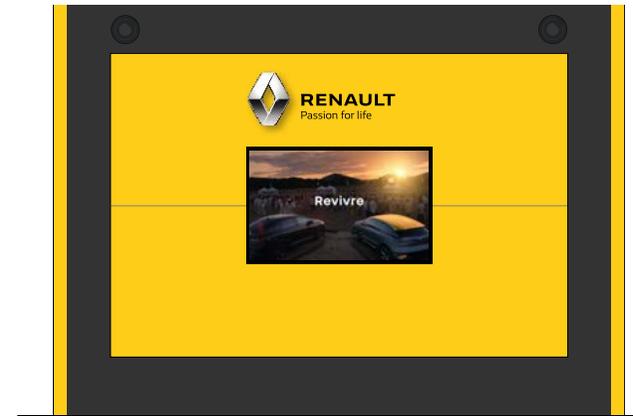
3.2.1 general retrofit principle



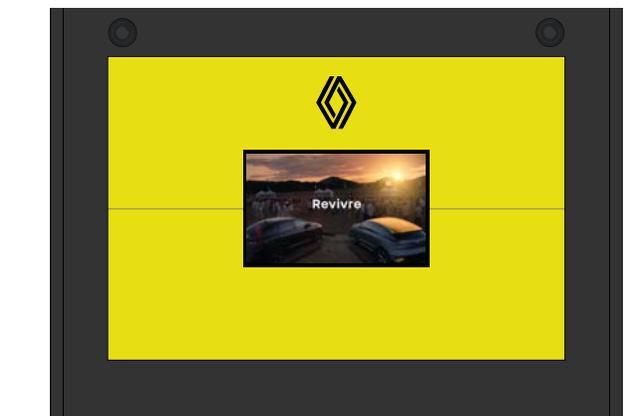
components of retrofit

- 1 the yellow strips on the ground and on the brand wall are deposited.
- 2 the front face of the brand wall is replaced by a face featuring the new Renault emblem and the new yellow.
- 3 brand bar visuals are updated. Speeches and ipads are deposited.
- 4 the totem and the reception desk are removed.

3.2.2 retrofit of brand walls



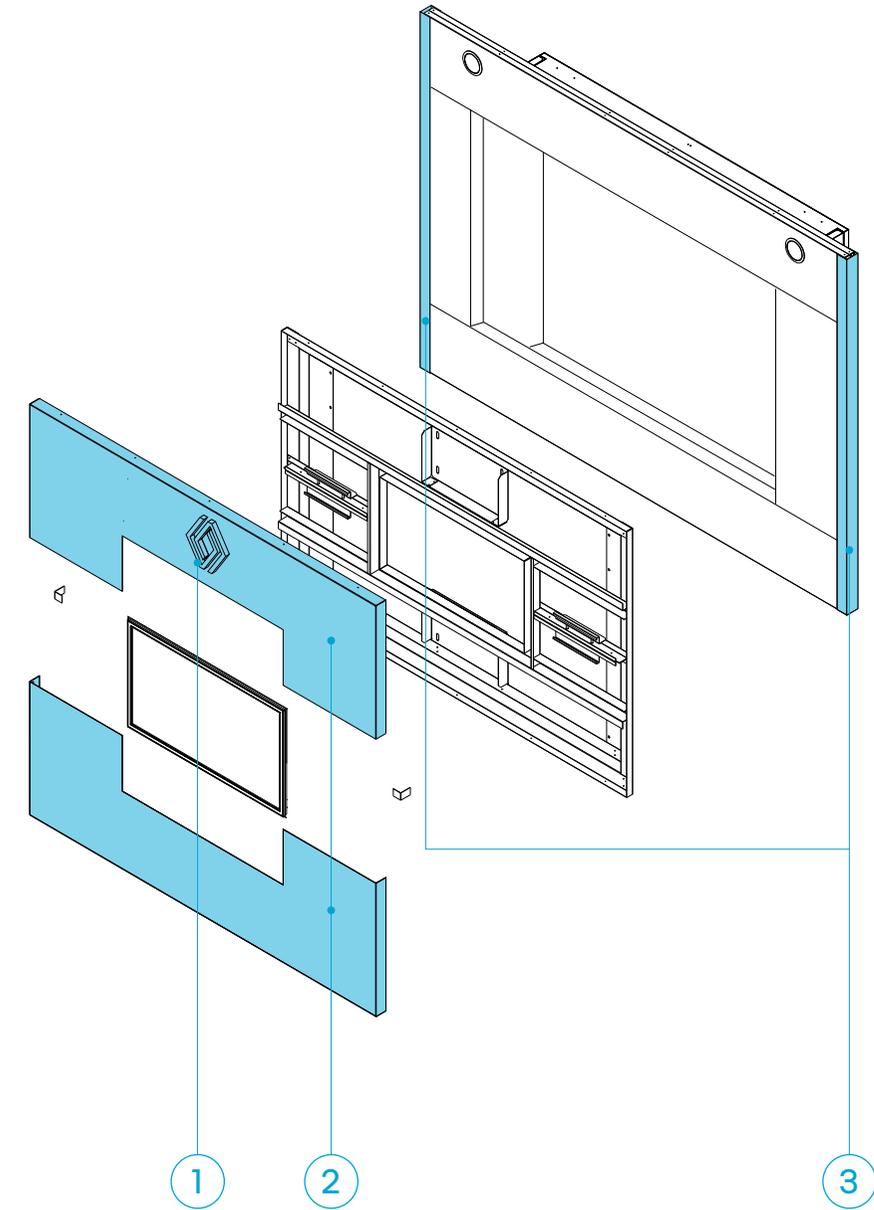
avant retrofit



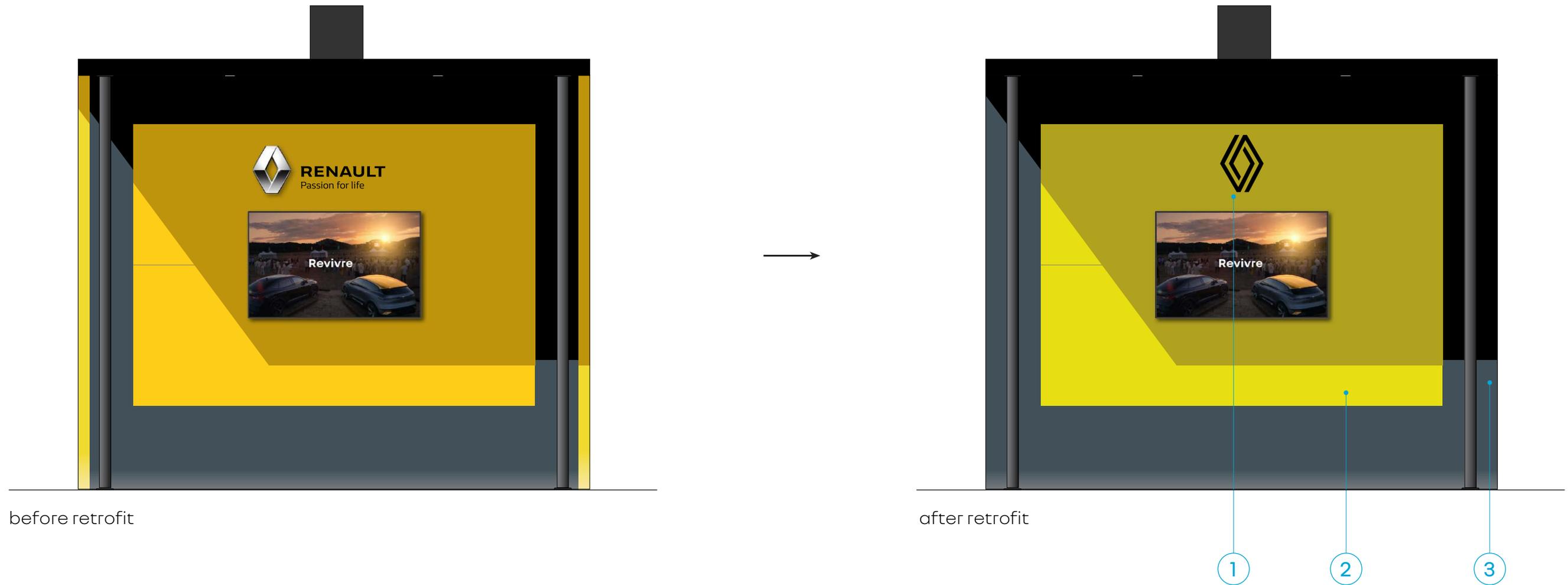
après retrofit

components of retrofit

- 1 new emblem
- 2 new yellow faces
- 3 removal of yellow strips



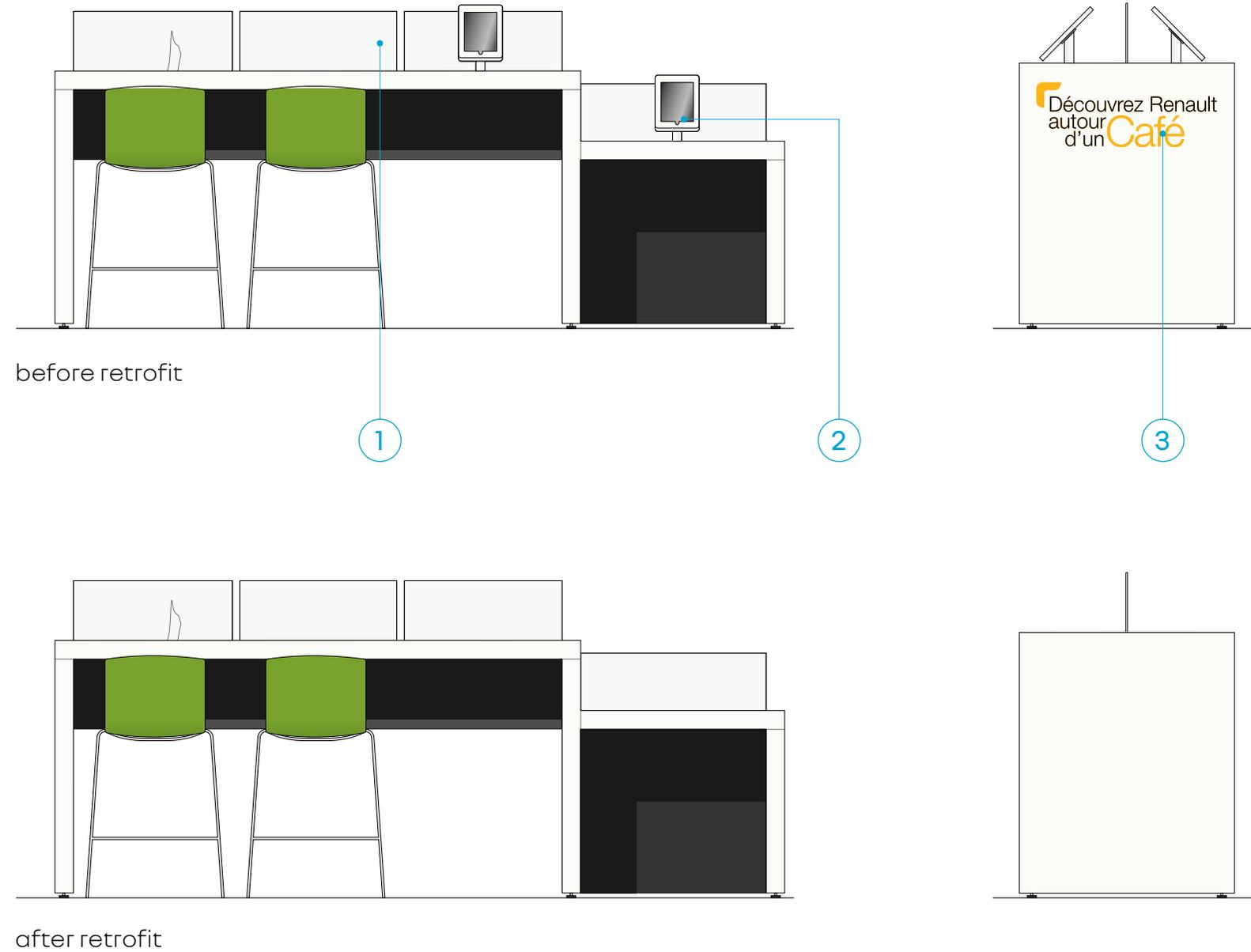
3.2.3 retrofit of brand walls of canopies



components of retrofit

- 1 new emblem
- 2 new yellow faces
- 3 removal of yellow strips

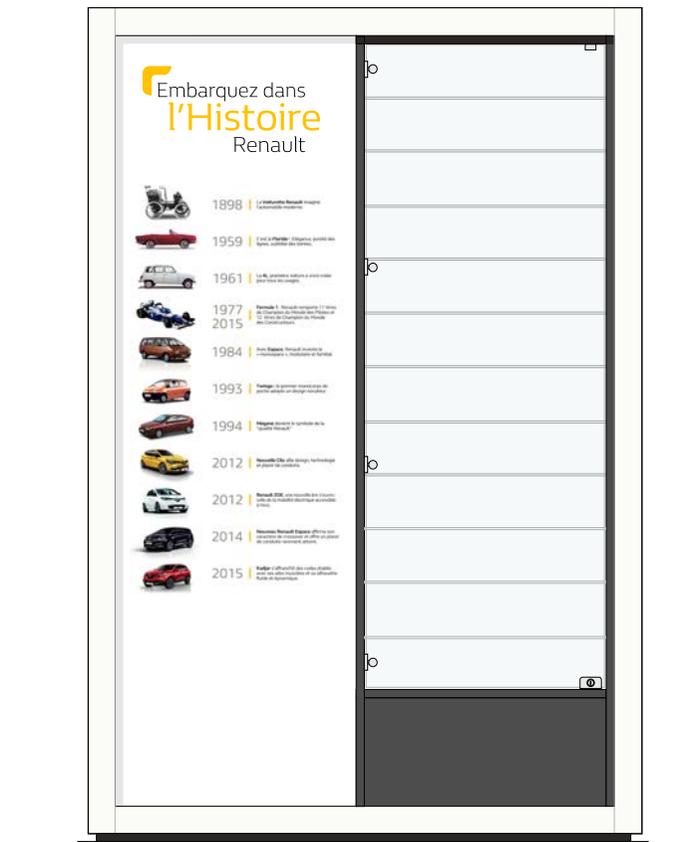
3.2.4 retrofit of brand bar



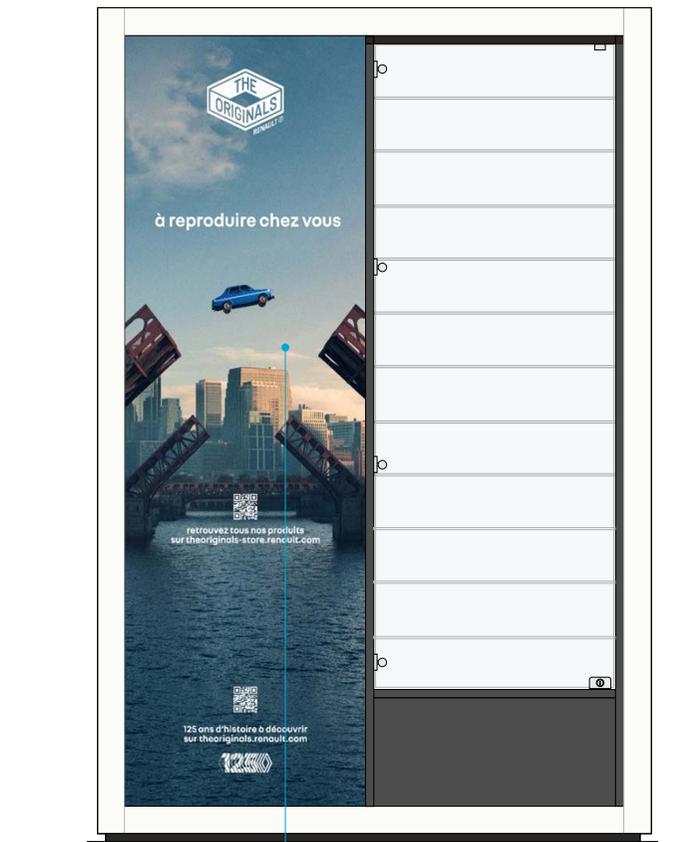
components of retrofit

- 1 update of separator visuals.
- 2 removal of iPads and their brackets.
- 3 removal of the adhesive customer promise.

3.2.5 retrofit of miniatures display furniture



before retrofit



after retrofit

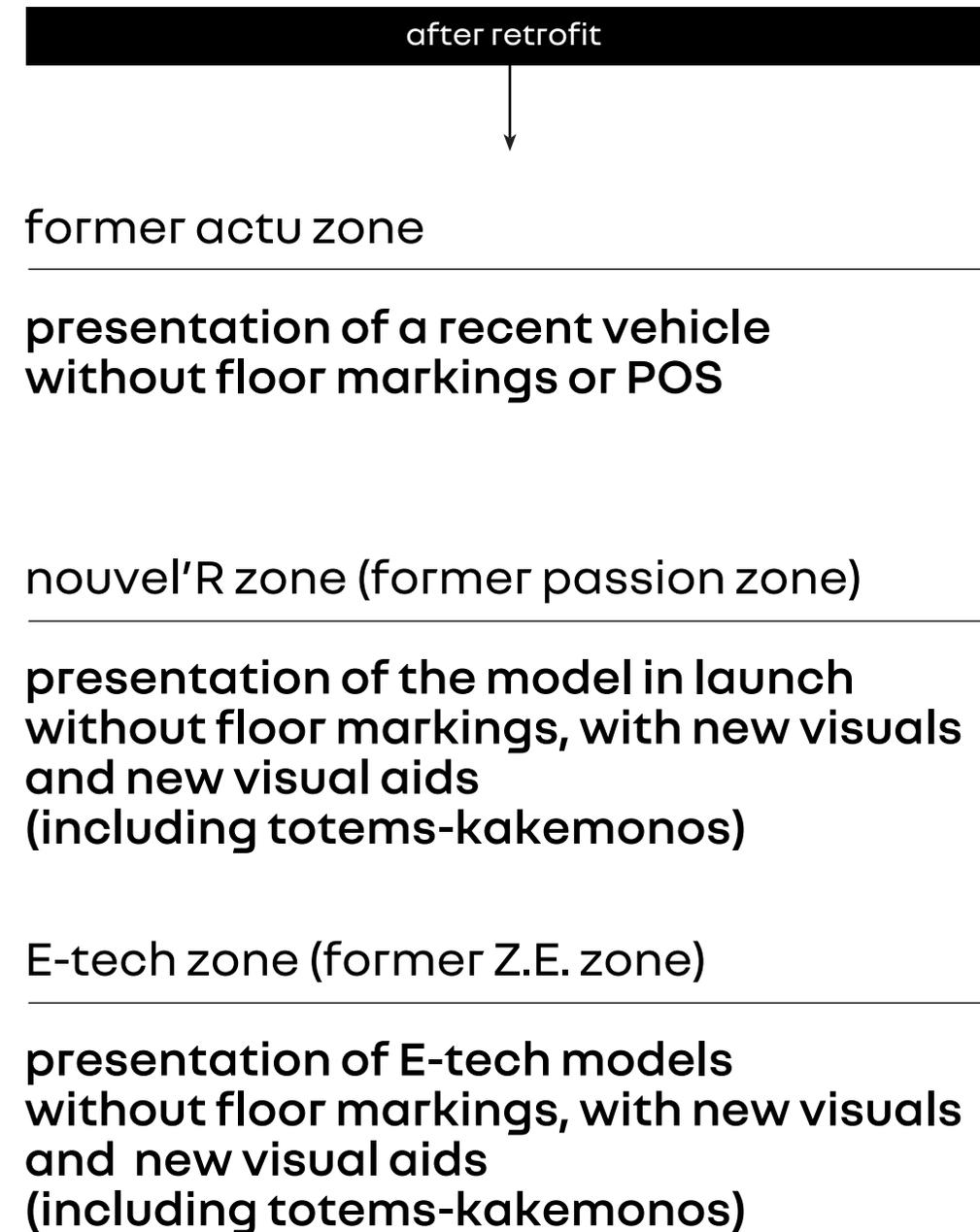
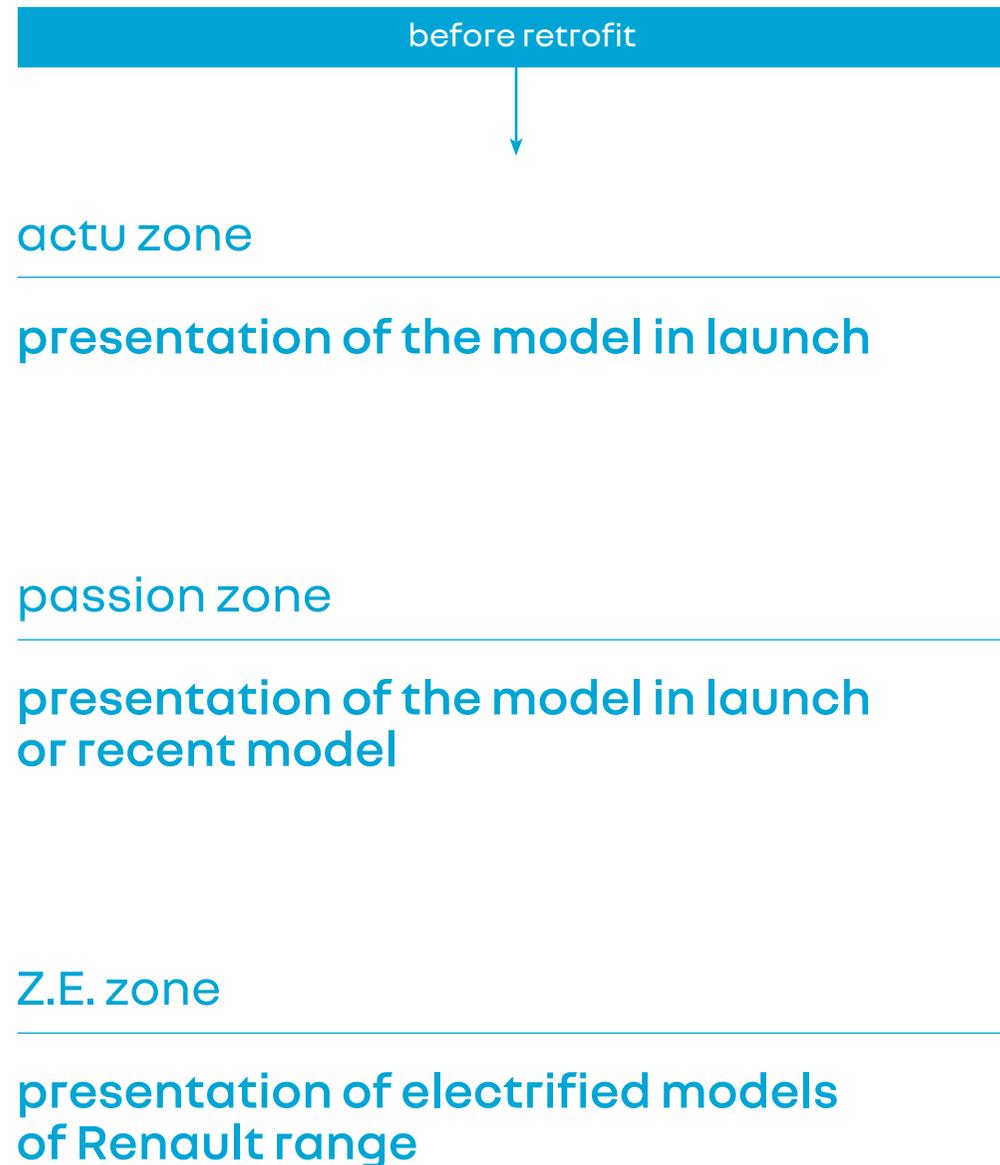
component of retrofit

- 1 visual update (being defined)

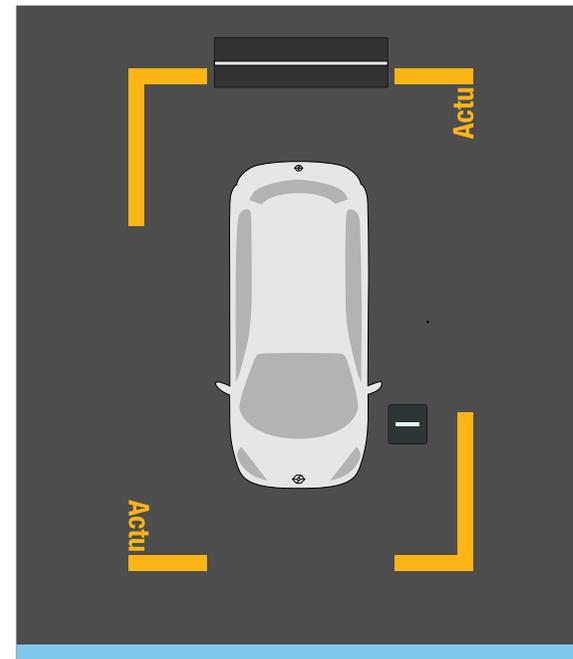
3.3

interior display areas

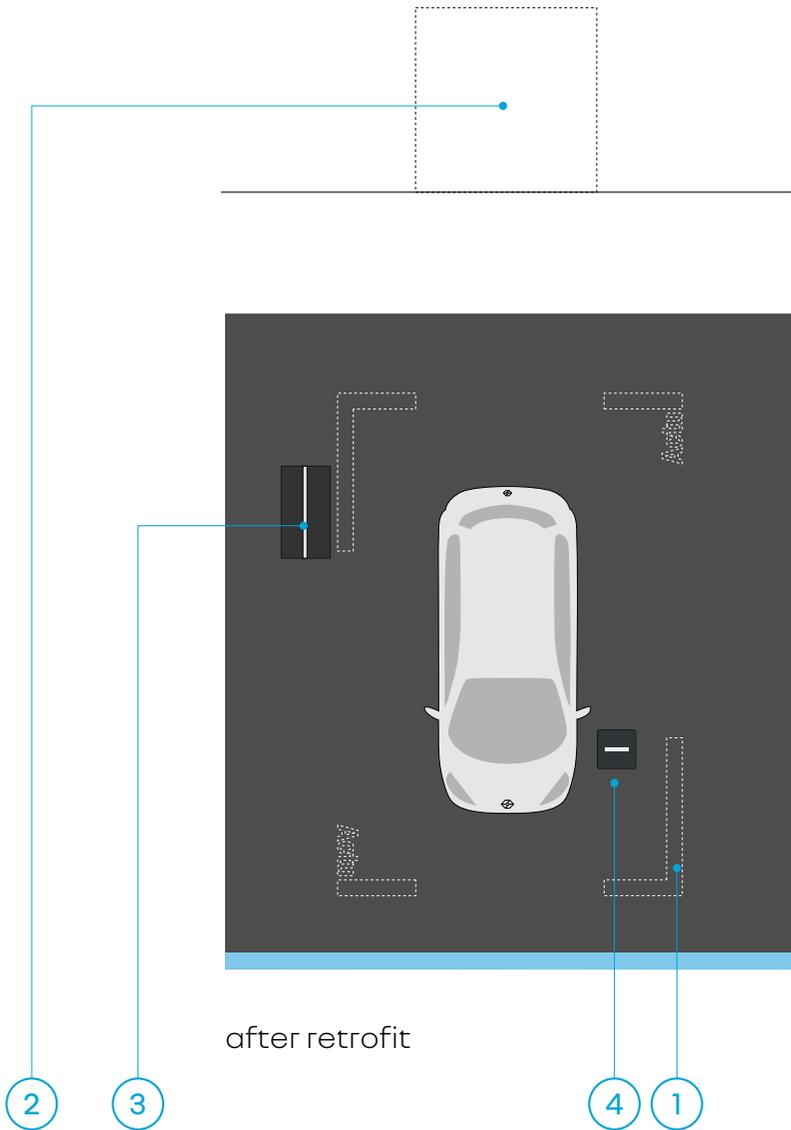
3.3.1 principle of retrofit for display areas



3.3.2 retrofit of actu zone - generic case



before retrofit

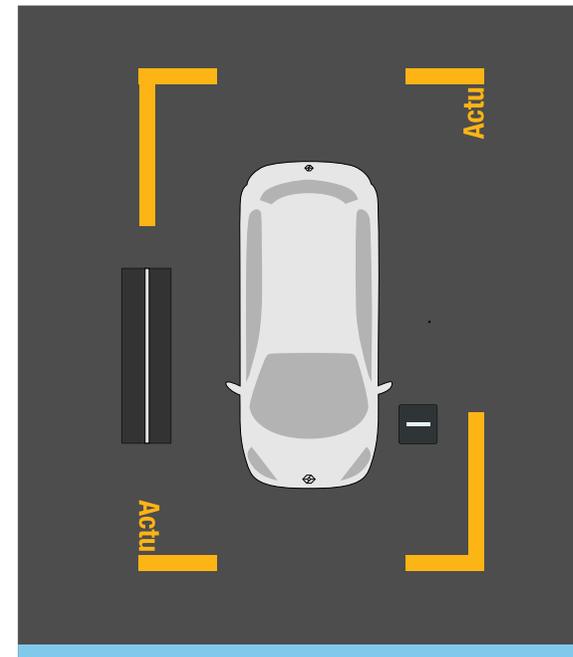


after retrofit

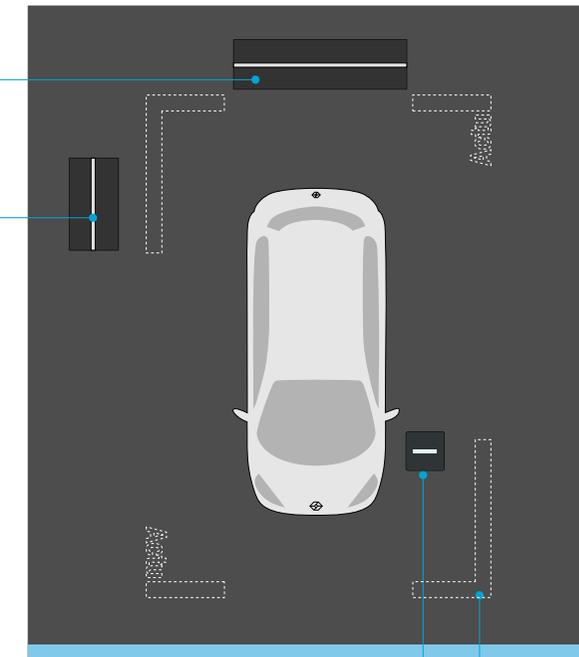
components of retrofit

- 1 removal of floor markings
- 2 removal of the 2x2 POS (potential use in the E-Tech zone or the nouvel'R zone)
- 3 totem-kakemono
- 4 update of the visuals of price display

3.3.3 retrofit of actu zone in nouvel'R zone - special case



before retrofit



after retrofit

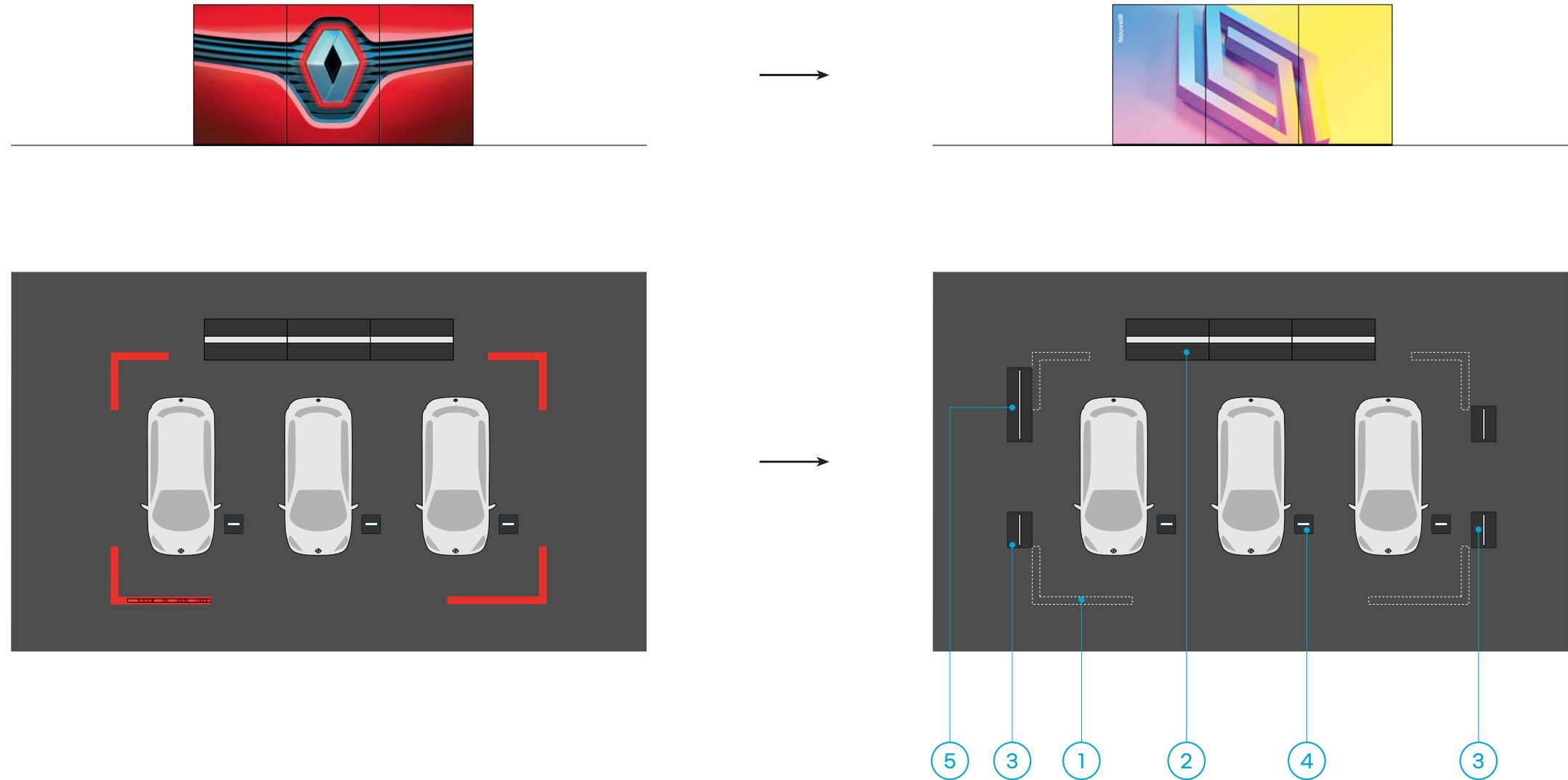
context of use

this configuration can only be used in S format showrooms (less than 200 m²).

components of retrofit

- 1 removal of floor markings
- 2 change of the visual of 2x2 POS
- 3 totem-kakemono
- 4 update of the visuals of price display

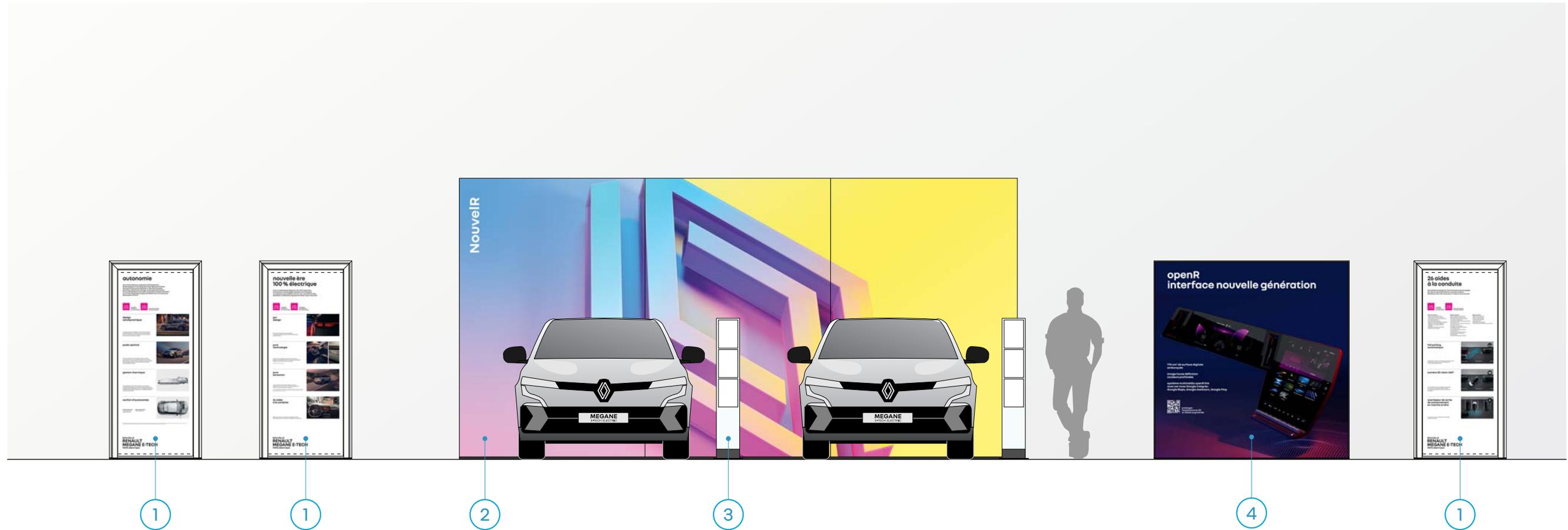
3.3.4 retrofit of passion zone in nouvel'R zone



components of retrofit

- 1 removal of floor markings
- 2 change of the visual of the fresco
- 3 installation of 3 totem-kakemonos
- 4 update of the visuals of price display
- 5 installation of a 2x2 POS

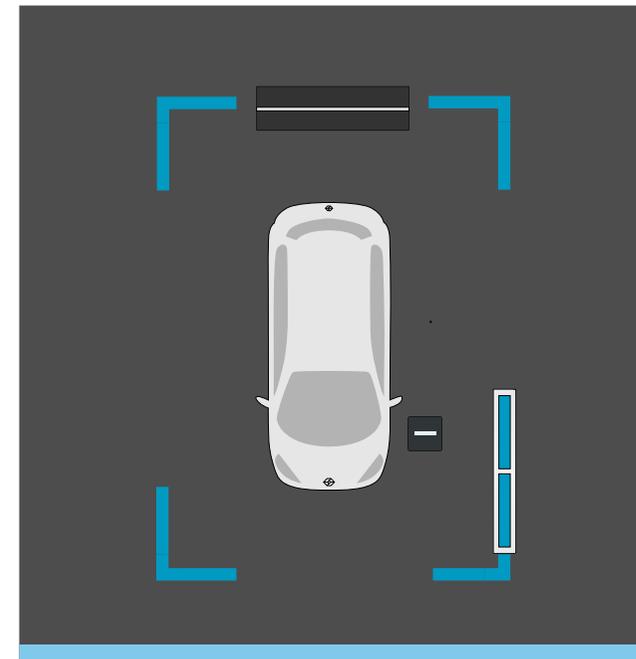
3.3.5 visual media in nouvel'R zone



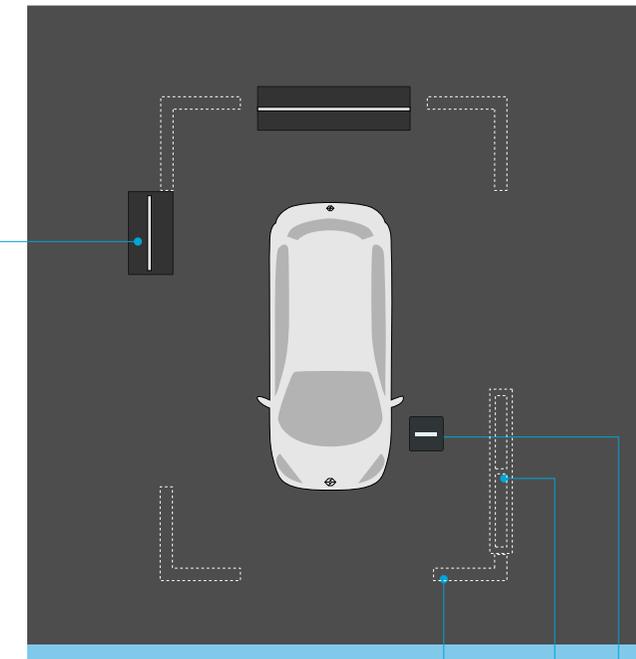
description

- 1 totems-kakemonos (finishing, motorization and E-tech themes)
- 2 nouvel'R fresco
- 3 price displays
- 4 POS 2x2 (front/back)

3.3.6 retrofit of Z.E. zone in E-tech zone



before retrofit



after retrofit

components of retrofit

- 1 removal of floor markings
- 2 change of visuals of 2x2 POS
- 3 totem-kakemono
- 4 removal of the Z.E. insignia
- 5 updated visuals of the price display

3.3.7 visual media in E-tech zone



1

2

description

- 1 a totem-kakemono presents the main USPs of the model on display
- 2 2x2 E-tech POS is recommended for retrofits of former Z.E.
- 3 the E-tech fresco is recommended for a better impact of the area in the showroom. It is available in lengths of 4, 6 and 8 m.



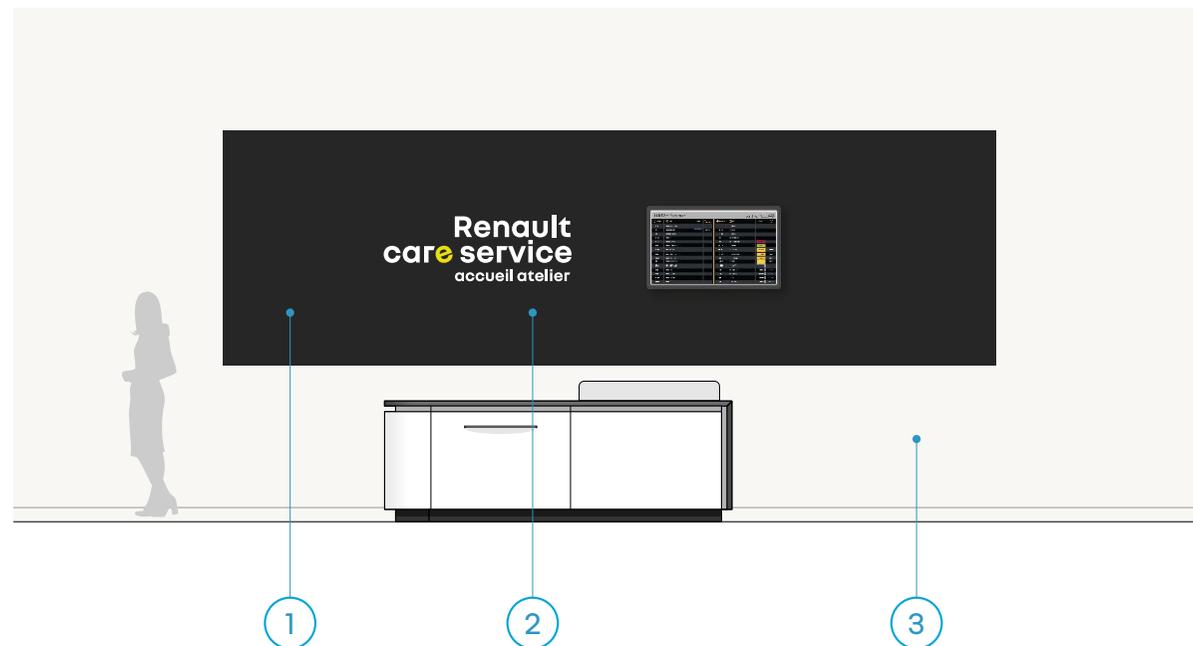
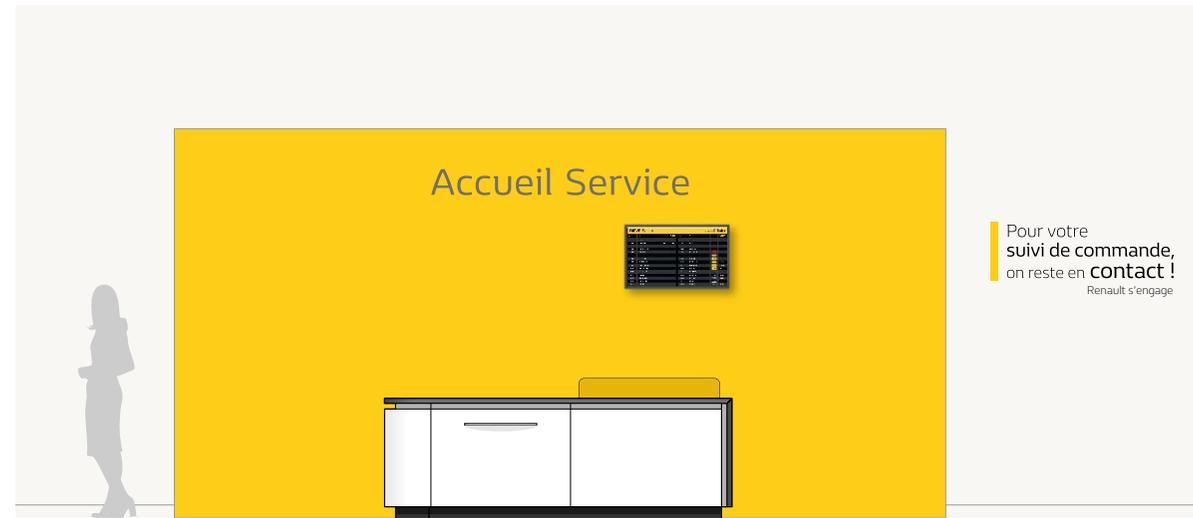
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3.4

after-sales reception

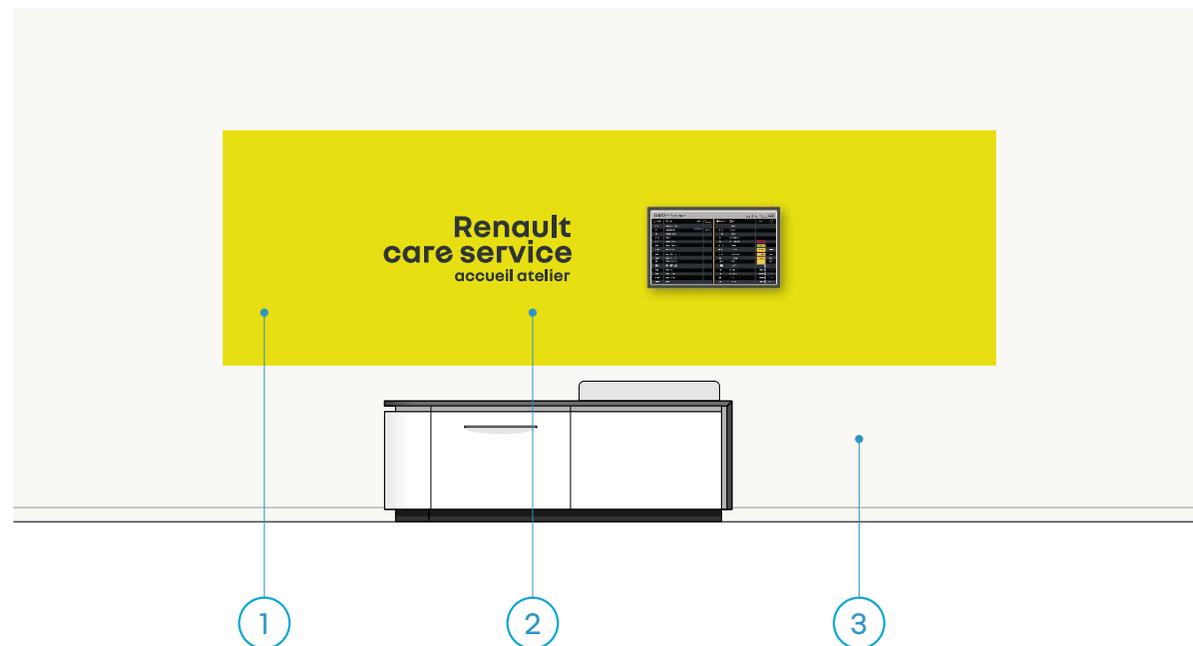
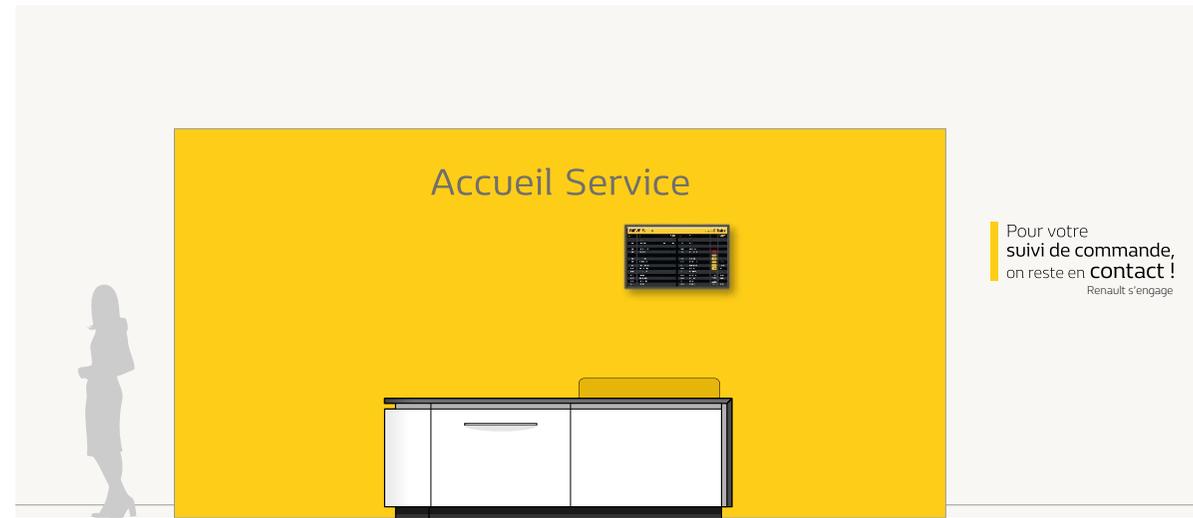
3.4.1 retrofit of service reception wall - generic recommendation



components of retrofit

- 1 wall painted in RAL 7021 dark grey in matt finish
- 2 white signature in nouvel'R bold typography, th. 3mm
- 3 wall painted in RAL 9010 white in matt finish

3.4.2 retrofit of service reception wall - Latam recommendation

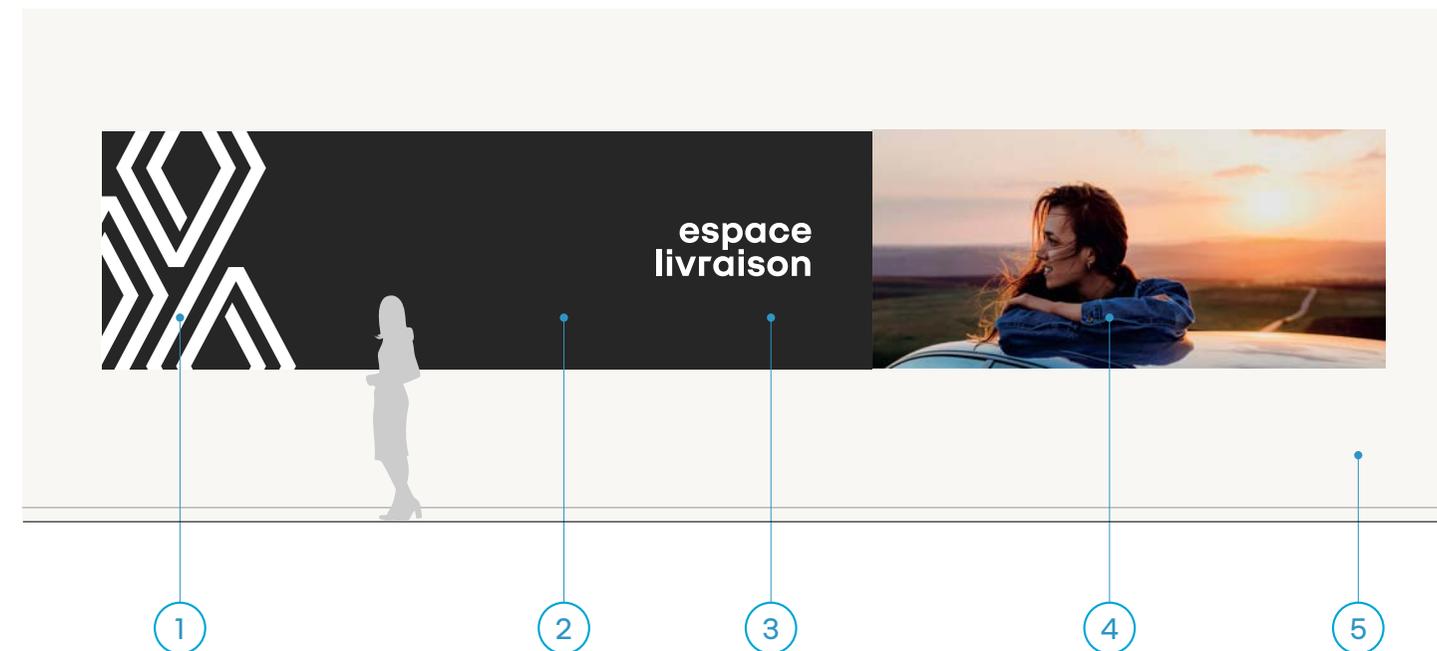


components of retrofit

- 1 wall painted RAL 1016 yellow in matt finish
- 2 black signature in new'R bold typography, th. 3mm
- 3 wall painted in RAL 9010 white in matt finish

3.5
delivery area

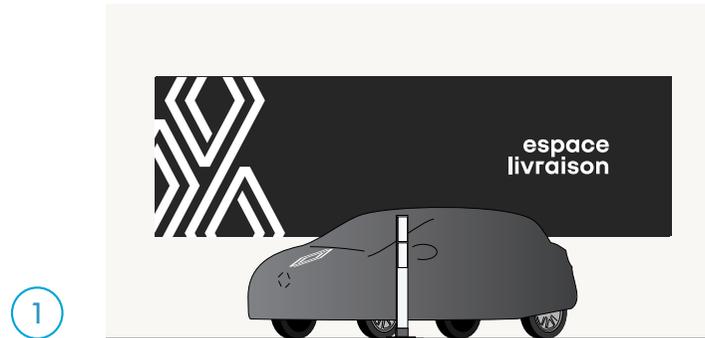
3.5.1 retrofit of delivery area wall



components of retrofit

- 1 identity fresco made of matt white adhesive
- 2 wall painted in RAL 7021 dark grey in matt finish
- 3 white "delivery area" mention in nouvel'R bold typography, th. 3mm
- 4 large format adhesive visual in matt finish
- 5 wall painted RAL 9010 white in matt finish

3.5.2 variations of the delivery area wall



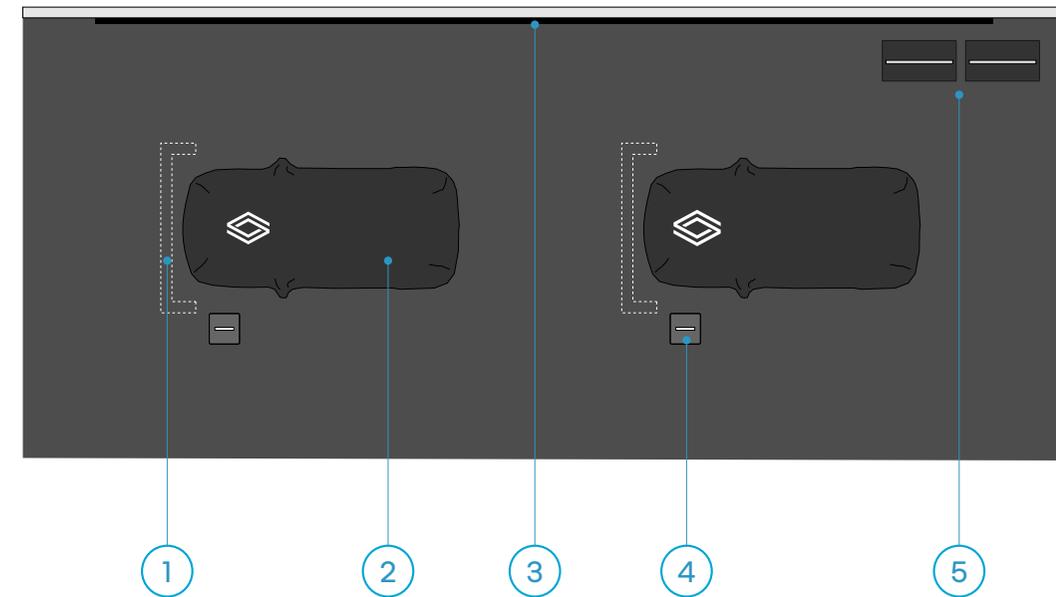
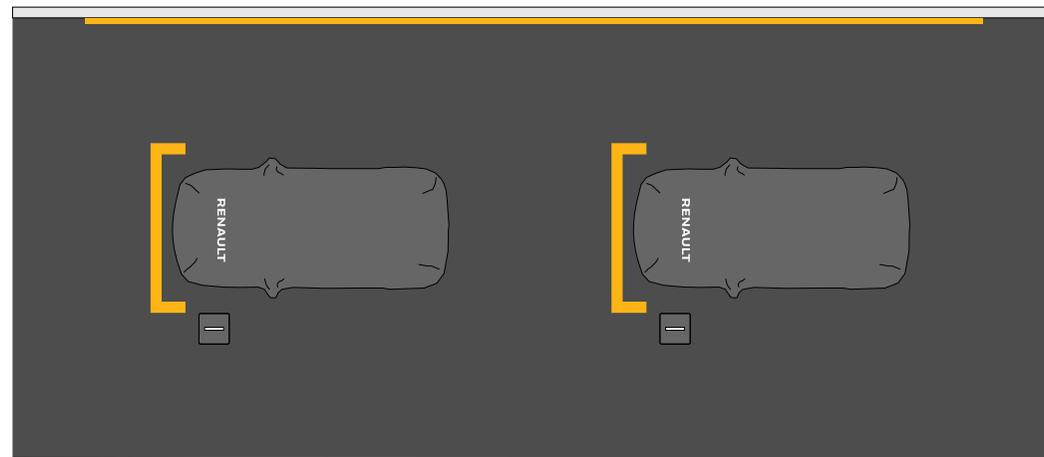
adaptation principle

The visual identifies the space with the Renault brand.

It is available according to the length of the walls of the delivery area.

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

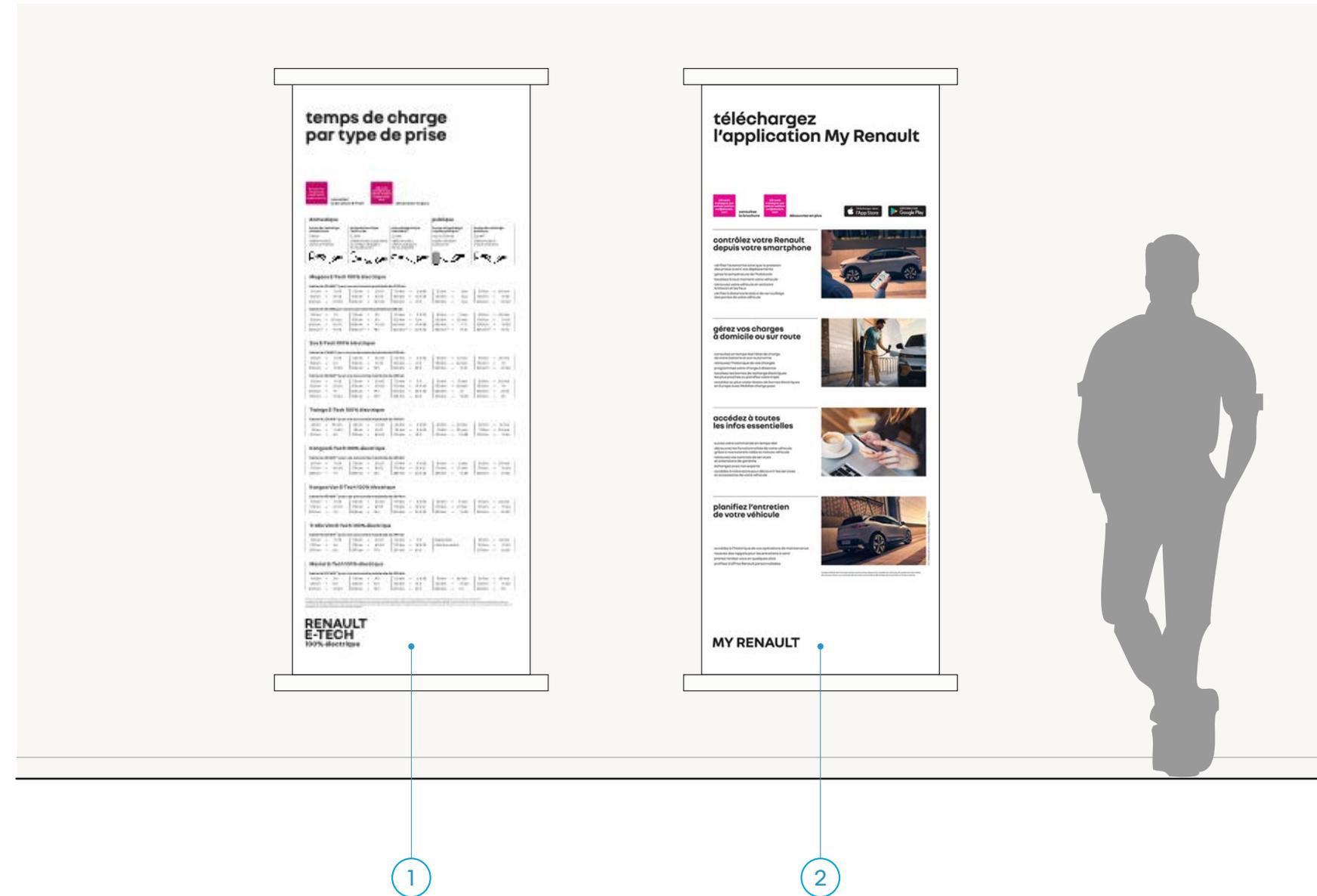
3.5.3 vehicle presentation



components of retrofit

- 1 removal of floor markings
- 2 new vehicle protection covers
- 3 update of the visual
- 4 update of product display visuals
- 5 totem-kakemonos with cahrging theme and MyRenault theme

3.5.4 visuals of totems-kakemonos



components of retrofit

- 1 totem-kakemono with charging theme
- 2 totem-kakemono with MyRenault theme