

Renault
Group

RENAULT & DACIA MULTI-BRAND SITES
Secondary network

Edition 1 • July 2023

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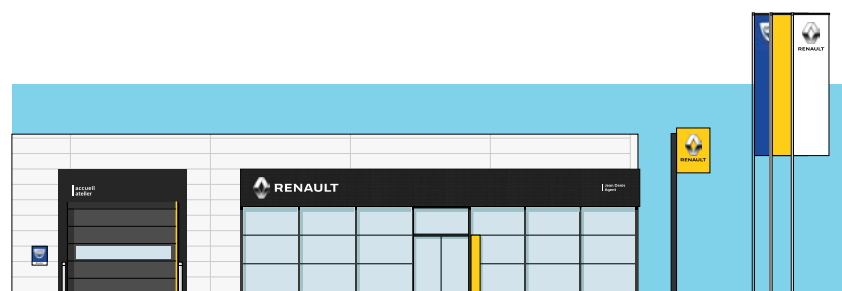
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CONTEXT AND CURRENT SITUATION

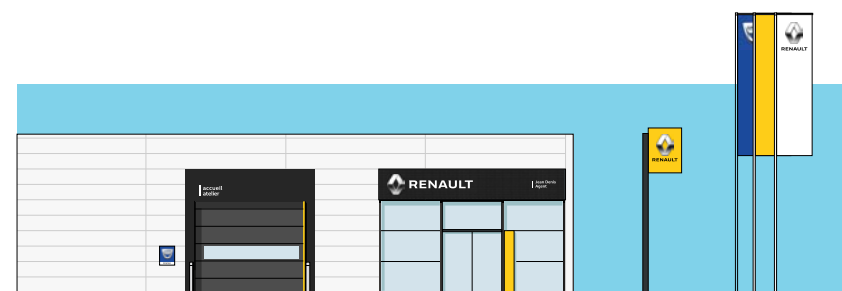
1.1 General typology of secondary network sites

Secondary network with sales and after-sales activities



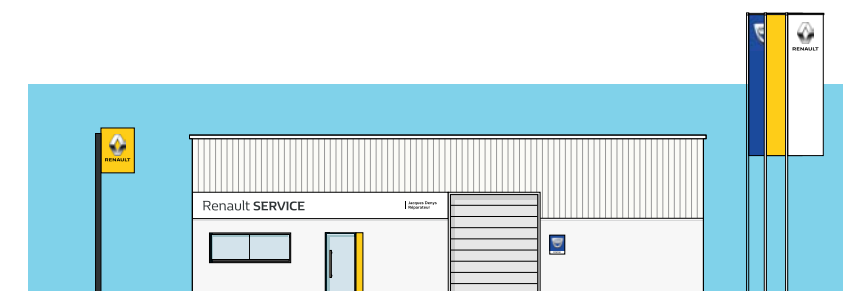
**Primary network
standard identification**

Specialized secondary network with after-sales activity



Specific identification

Secondary network authorised repairers

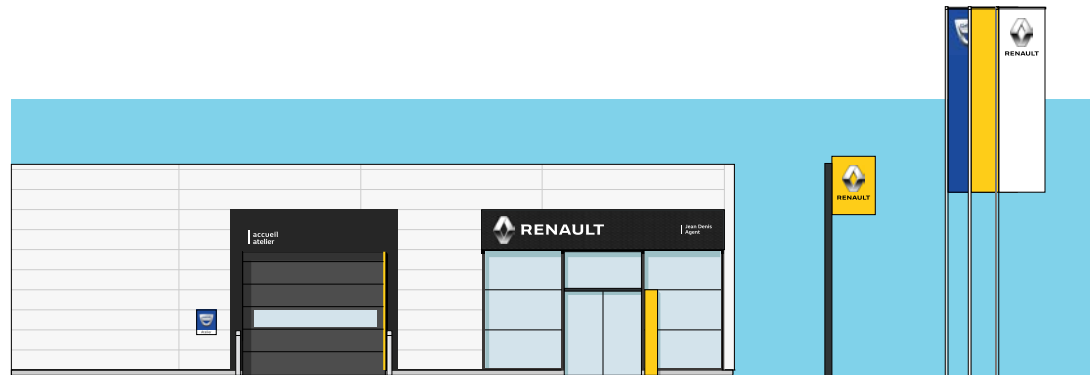


1.2 The current situation of the secondary network

Secondary network with
Renault Store identification

35%

of the secondary network*

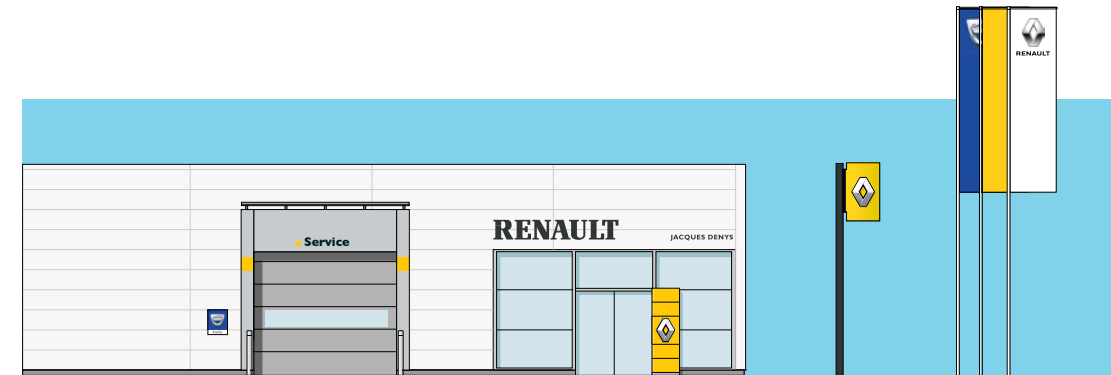


Site retrofit

Secondary network with
old generation identification

65%

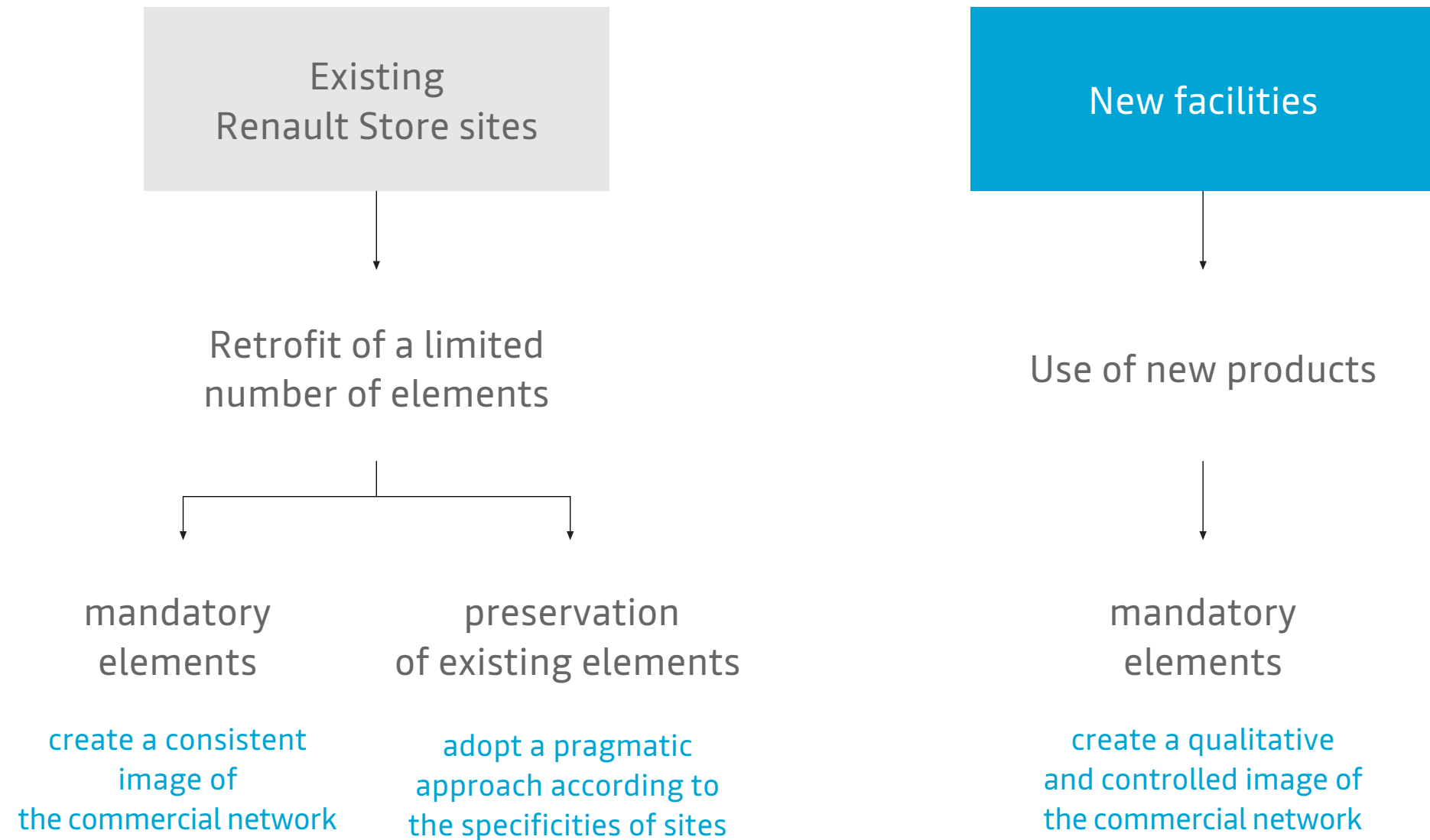
of the secondary network*



New facilities

* Reporting RCPMO World database

1.3 The different identification scenarios



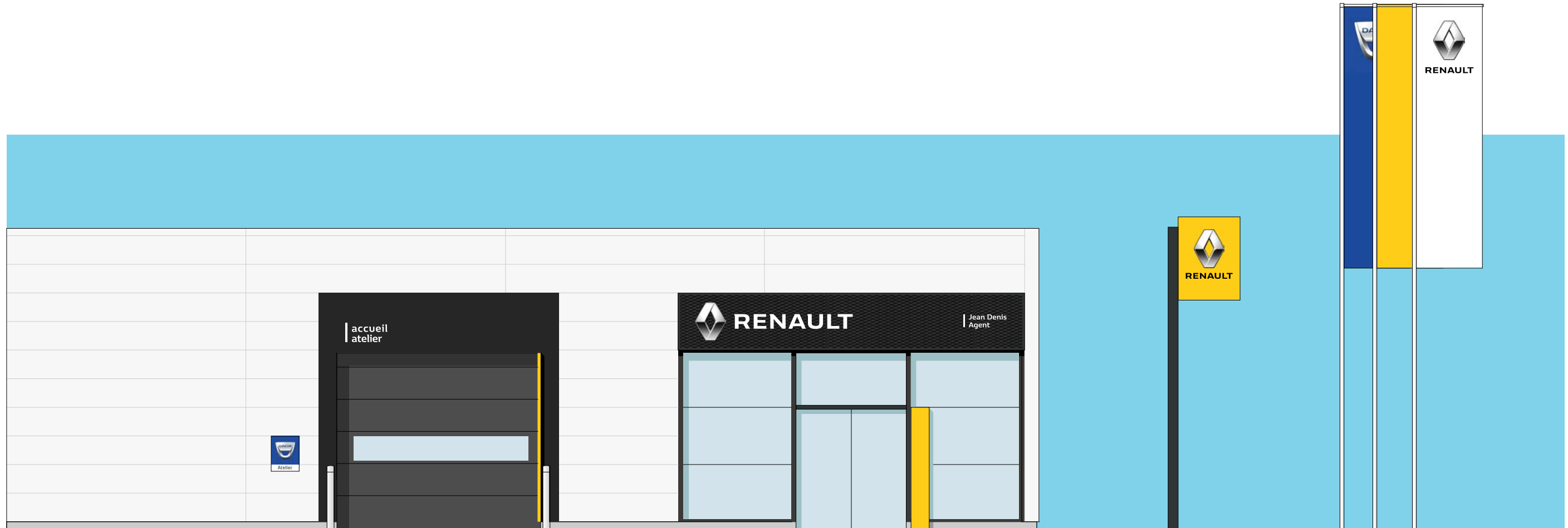
2

THE SECONDARY NETWORK SPECIALISED IN AFTER-SALES

2.1

THE DESIRED IMAGE OF THE SECONDARY NETWORK
SPECIALISED IN AFTER-SALES

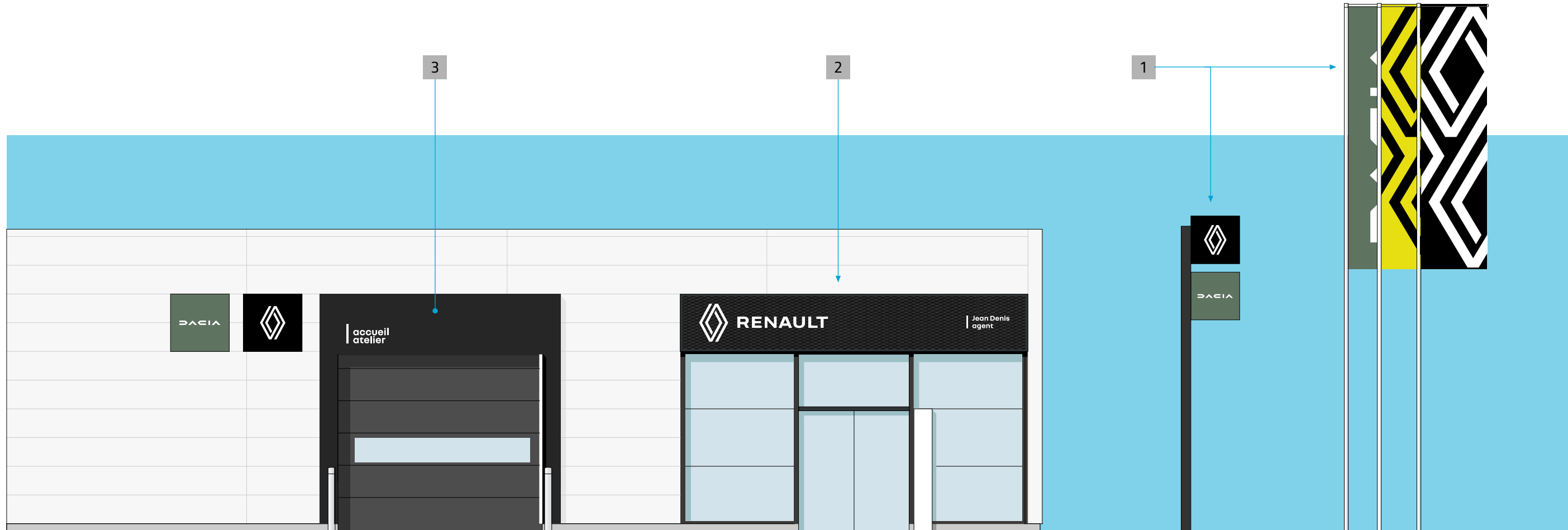
2.1.1 Current identification of the secondary network specialised in after-sales



GENERAL PRINCIPLE

This typical facade reflects the current image of the secondary network specialised in after-sales.

2.1.2 Target vision of the secondary network specialised in after-sales

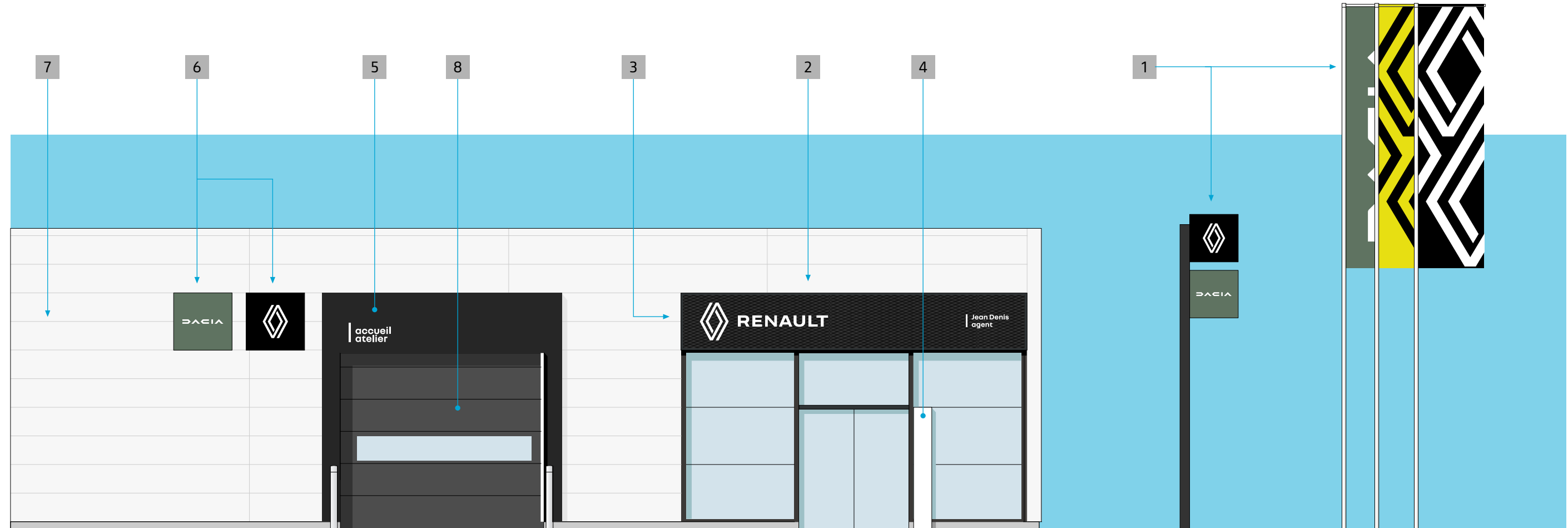


GENERAL PRINCIPLE

This standard façade reflects the desired image of the secondary network specialised in multi-brand after-sales comprising the treatment of the following parts:

- 1 Identification of the site.
- 2 Customer reception.
- 3 After-sales facade.

2.1.3 Identification principles



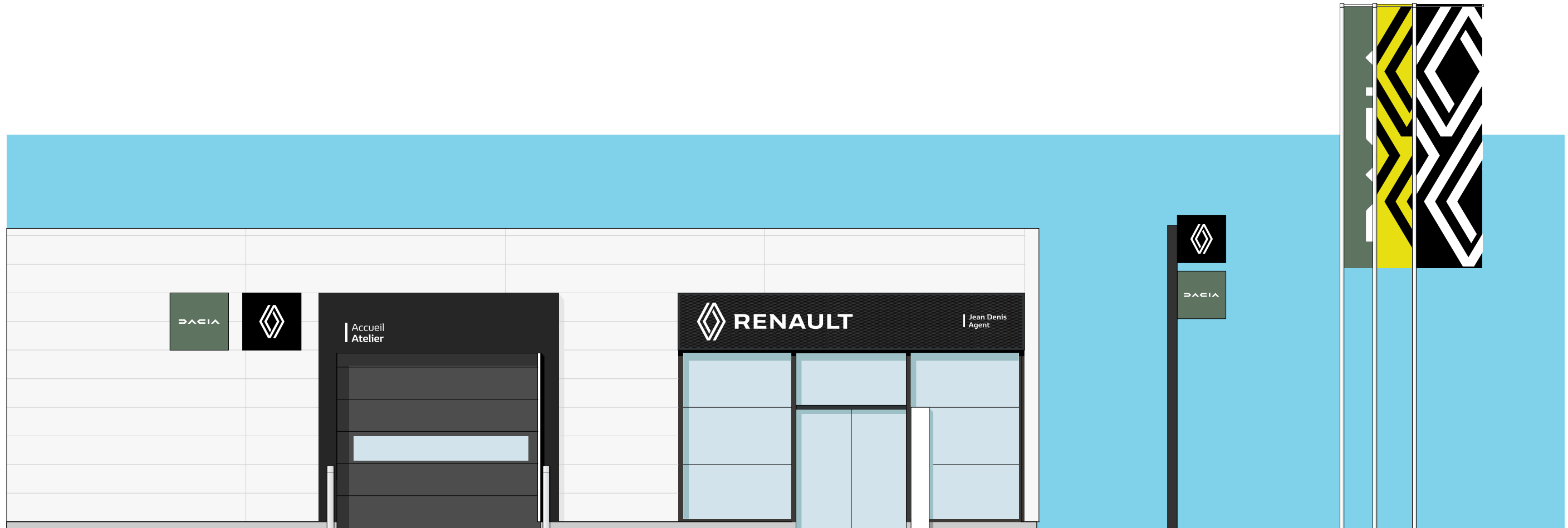
IDENTIFICATION PRINCIPLES

- | | | |
|---|---|---|
| <p>1 Offset elements (flags and signs on mast) are multi-brand elements.</p> <p>2 The mesh fascia bears the Renault signature and the dealername. These elements are luminous. The fascia is located above the customer reception. The fascias are available in 3 standard heights.</p> | <p>3 Length of the mesh fascia is adapted to each facade.</p> <p>4 Customer reception area is identified by a white RAL 9003 vertical entrance marker.</p> <p>5 Workshop bays are clad in metallic dark grey sheet metal. They have luminous indications and a white RAL 9003 vertical strip.</p> | <p>6 The brand identification plates are the same height as the workshop door strip. They are located next to the workshop door on the opposite side to the mesh fascia. They are not luminous.</p> <p>7 Facade is white RAL 9010.</p> <p>8 Workshop door is painted in RAL 7021 dark grey.</p> |
|---|---|---|

2.2

RETROFIT OF EXISTING SITES

2.2.1 Target vision of sites after retrofit



2.2.2 Table of components

	COMPONENTS	COMMENTS
identification	Renault totem	← Faces of the Renault totem must be retrofitted.
	Renault flag insignia	← The Renault brand is replaced by multi-brand insignias.
	Flags	← New flags are compatible with existing flagpoles.
main facade	Emblem	← Changing the emblem is mandatory.
	Vertical entrance marker	← The yellow front face is replaced by an identical white face.
after-sales facade	Cladding of workshop bays	← Only the yellow strip is to be replaced by an identical white element.
	Brand wall panels	← New elements are to be installed after removal of the Dacia Service plate.
interiors	Brand wall	← Retrofit of the brand wall is mandatory when it exists.
	Service reception wall	← The service reception wall must be updated based on a retrofit kit.

GENERAL PRINCIPLE

The opposite table shows the mandatory elements that must be retrofitted.

2.2.3 Totem

RETROFIT PRINCIPLE

Faces of the existing totem (4500 or 6500 mm) has to be updated (including the sides).

1 Existing totem.

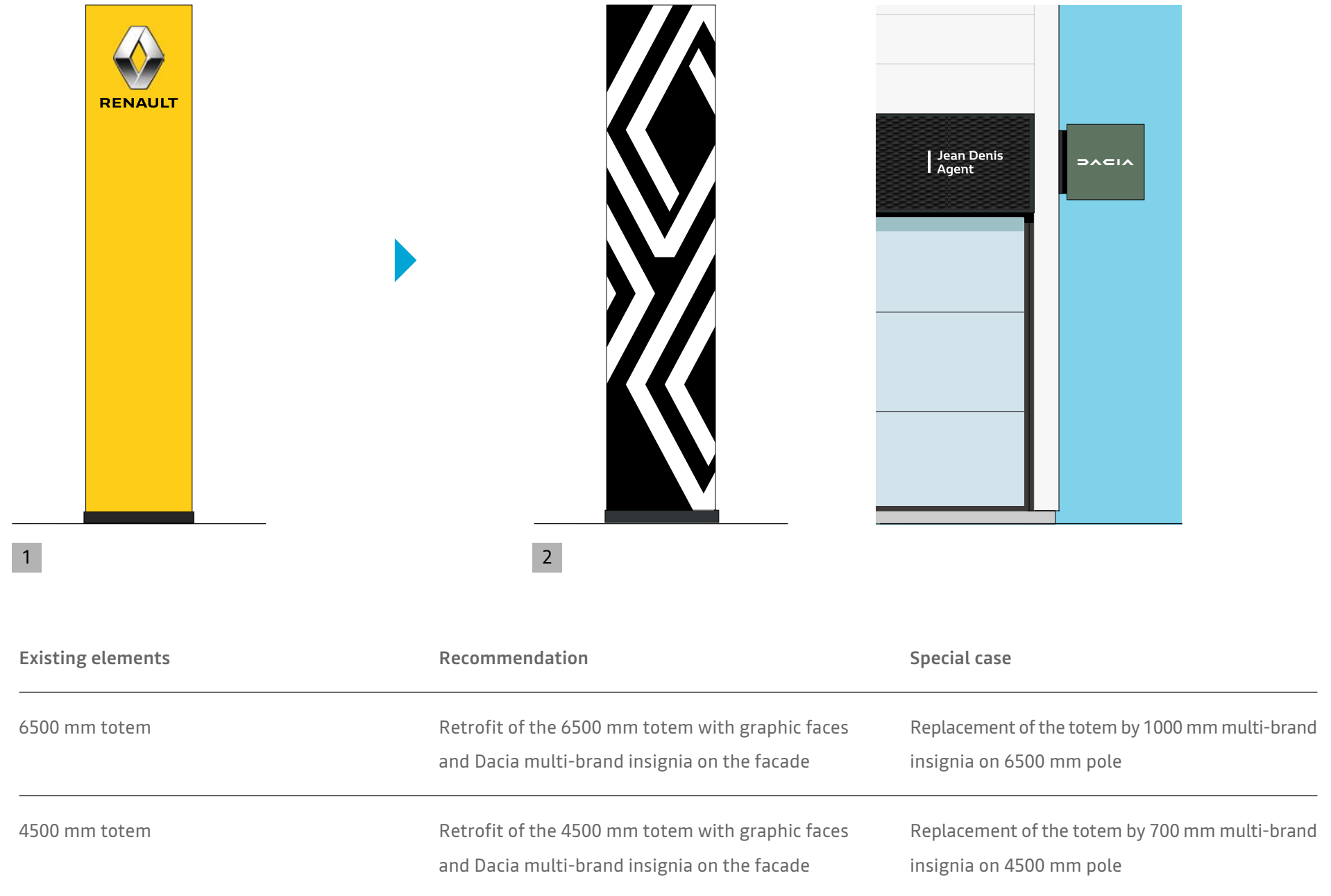
2 New totem with graphic faces (lit from below).

A Dacia insignia is located on the facade of the site in line with the mesh fascia.

The 700 mm insignia is combined with mesh fascias from 700 to 1500 mm. The 1000 mm insignia is associated with mesh fascias over 1500 mm.

PARTICULAR CASE

When the Dacia insignia cannot be implanted on the facade, the Renault totem can be removed to be replaced by multi-brand insignias on a mast.



2.2.4 Flag insignia

RETROFIT PRINCIPLE

The Renault flag insignia is removed to be replaced (when the mast and the concrete block allow it) by Renault and Dacia multi-brand insignias mounted on the same mast.

For the identification of urban sites, the yellow Renault sign is replaced by a multi-brand Renault Dacia insignia.

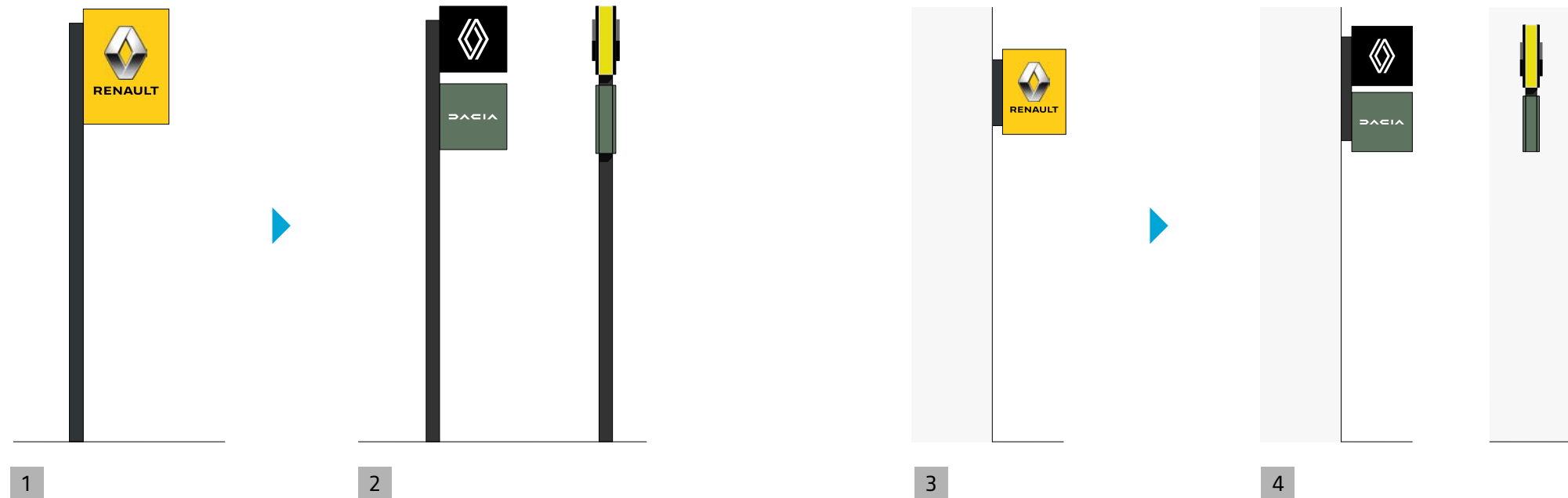
These new multi-brand elements are available in 2 formats:

- 1000 x 1000 insignias for a 6.5 m mast,
- 700 x 700 insignias for a 4.5 m mast.

- 1 Existing flag insignia on mast.
- 2 New multi-brand insignias mounted on a mast.
- 3 Existing flag insignia on wall.
- 4 New multi-brand insignias mounted on the wall.

PARTICULAR CASE

When the height of the facade does not allow it, the yellow Renault insignia is replaced by a black Renault insignia, the Dacia insignia being installed in symmetry, on the opposite side.



Existing elements	Recommendation	Special case
860mm Renault insignia on mast	700mm multi-brand insignias on mast Renault	700 insignia on mast and Dacia insignia on the facade
1510mm Renault insignia on mast	700mm multi-brand insignias on mast	-
1940mm Renault insignia on mast	1000mm multi-brand insignias on mast	-
860mm Renault insignia on wall	700mm multi-brand insignias on wall	2 x 700mm multi-brand insignias on wall
1510mm Renault insignia on wall	700mm multi-brand insignias on wall	2 x 1000mm multi-brand insignias on wall
1940mm Renault insignia on wall	1000mm multi-brand insignias on wall	2 x 1000mm multi-brand insignias on wall

2.2.5 Flags

EXISTING ELEMENTS

The flags are installed on flag poles with rotating brackets at the top.

2 formats exist for network equipment:

- 6000 x 1500 mm for 12 m masts
- 5000 x 1500 mm for 10 m masts.

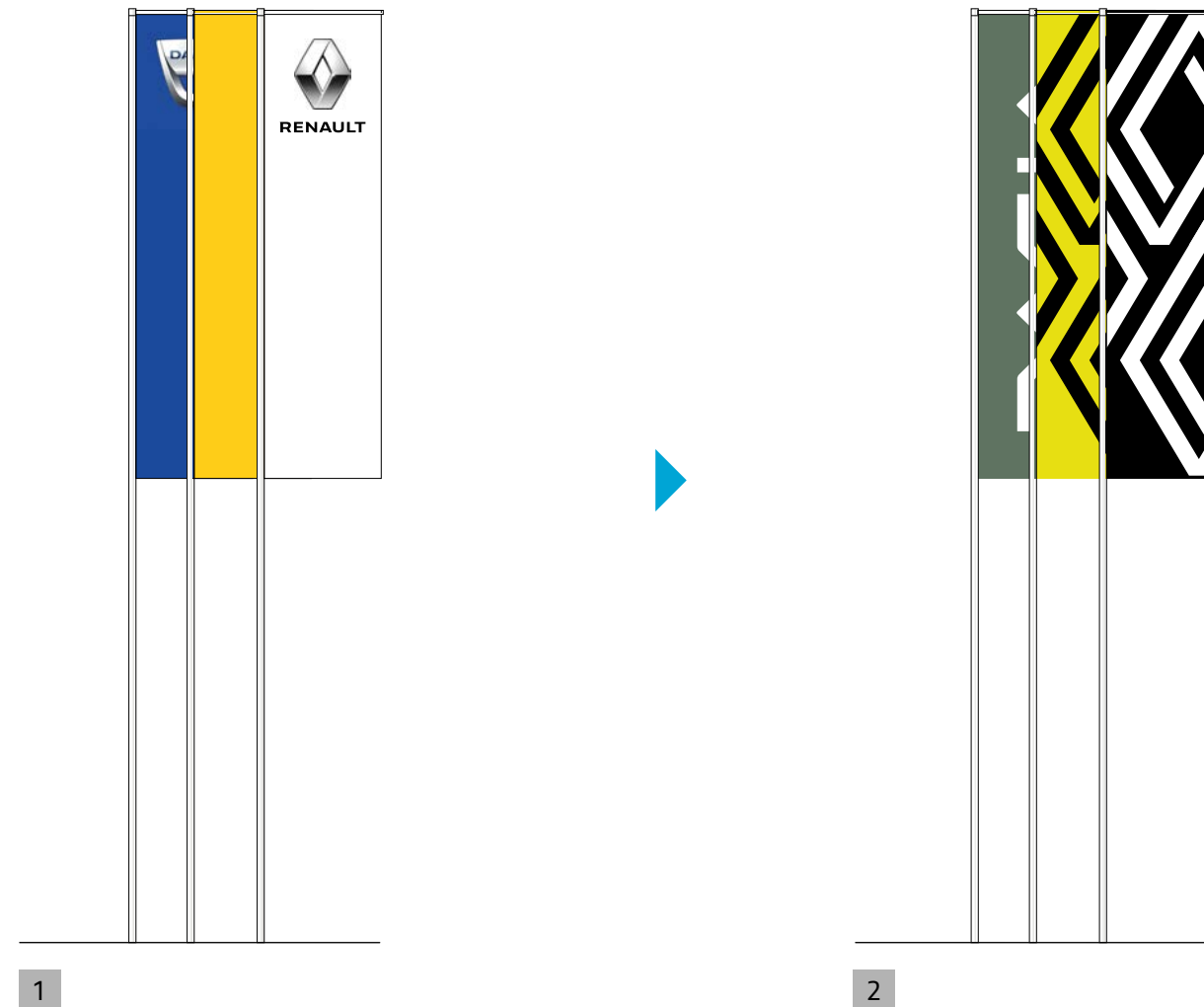
MAIN RETROFIT

The existing flags are replaced by a new set comprising 2 Renault flags associated with a Dacia flag.

The new flags are compatible with the existing masts.

1 Existing flags.

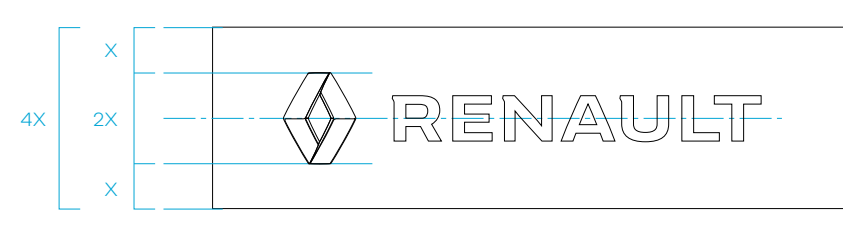
2 New flags.



2.2.6 Facade markings



1



EXISTING ELEMENTS

The facade markings include the Renault signature and the dealername installed on a mesh fascia.

RETROFIT PRINCIPLE

The retrofit only concerns the Renault emblem, which is replaced by a new element according to the methods of association specified in the descriptive specifications for the facade markings.

The height of the new emblem is 30% higher than the existing emblem: 500, 900, 1100, 1300, 1600, 2000 mm.

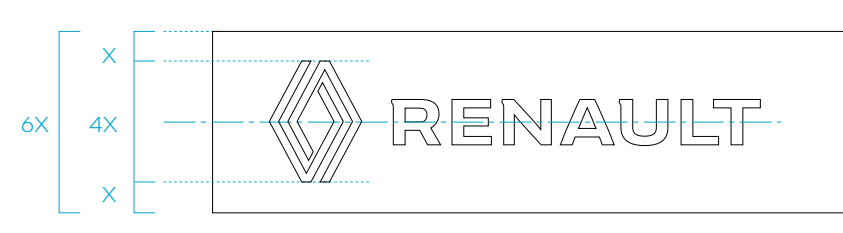
Metallic mesh, Renault wordmark and dealername are retained.



6 emblem heights available

Variable fascia heights

2



1 Existing facade markings.

2 Facade markings after retrofit.

2.2.7 Entrance markings

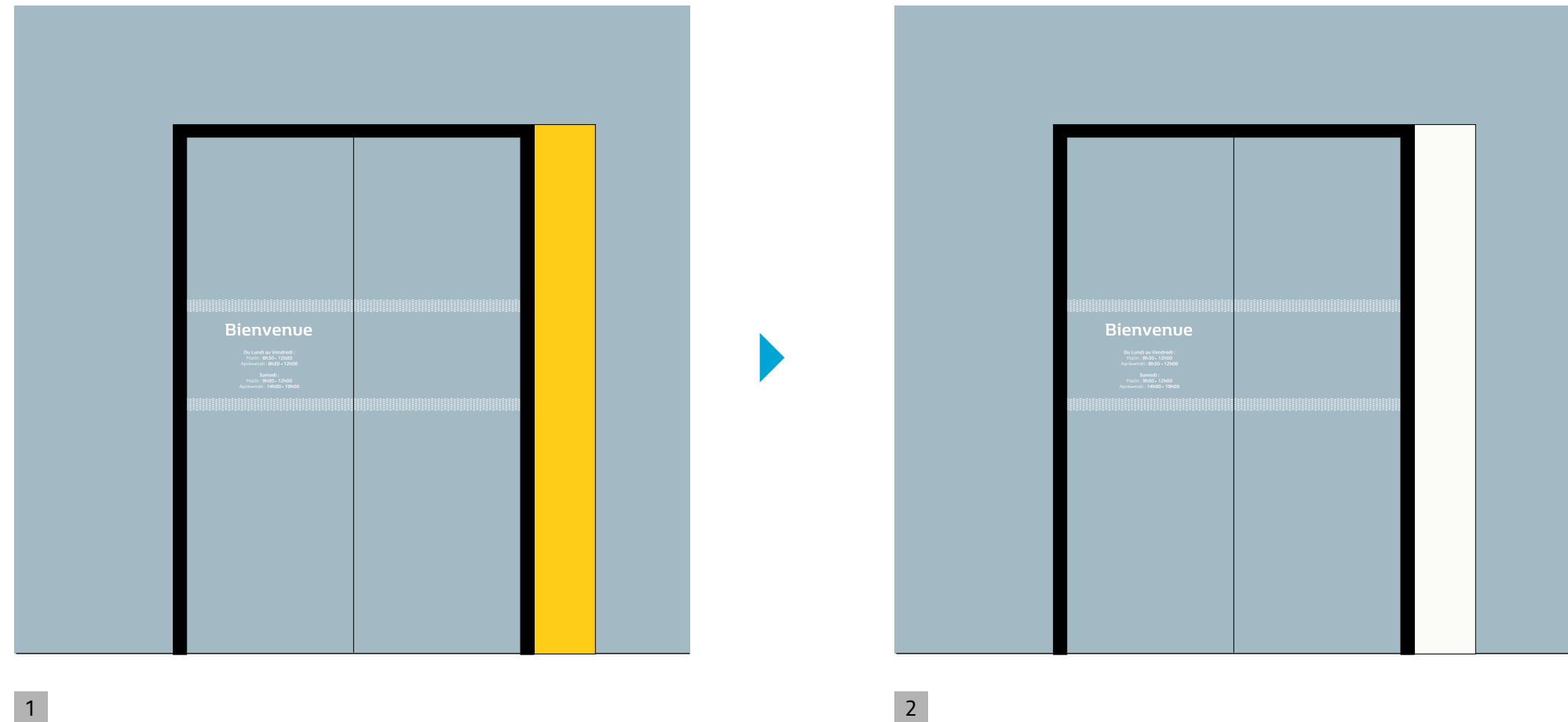
EXISTING ELEMENTS

Entrance markings generally include a vertical entrance marker associated with adhesive markings of the glazed parts.

RETROFIT PRINCIPLE

The retrofit only concerns the vertical entrance marking, the yellow front face of which has been replaced by a white face with identical characteristics.

- 1 Existing entrance markings.
- 2 Entrance markings after retrofit.



2.2.8 Markings of the after-sales facade

EXISTING ELEMENTS

The identification of after-sales facades includes a cladding of the workshop bays, an identification of the group of bays, possibly a numbering of the bays and a vertical strip.

In addition, a Dacia service plate is installed on the side of the workshop bay, opposite the metal mesh.

RETROFIT PRINCIPLE

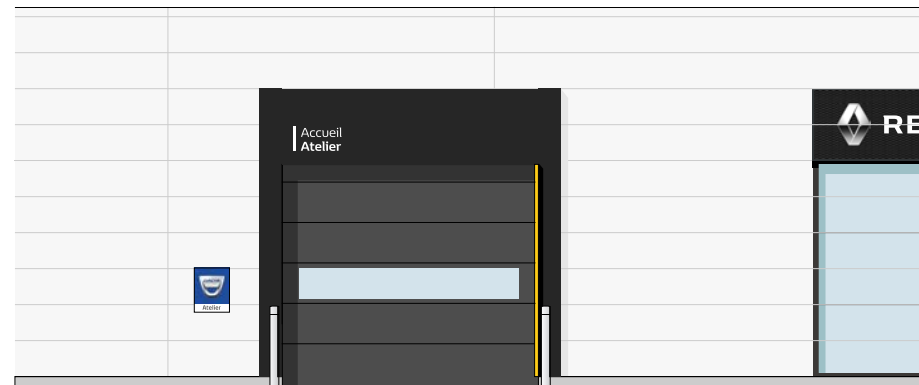
The retrofit includes the following operations:

- removal of the Dacia service plate,
- removal and replacement of the yellow vertical strip with a white element of the same type,
- installation of brand plates aligned in the upper part of the workshop bay cladding.

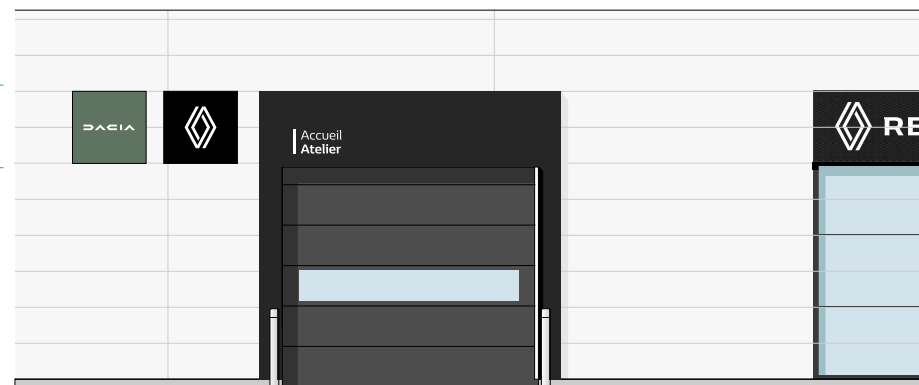
- 1 Existing after-sales facade.
- 2 After-sales facade after retrofit.
- 3 Special case of narrow facade with vertical positioning of the plates.

NOTE

Refer to the Renault Dacia multi-brand site cohabitation guide for the rules for the installation and the principles of manufacturing the plates on the after-sales facades.

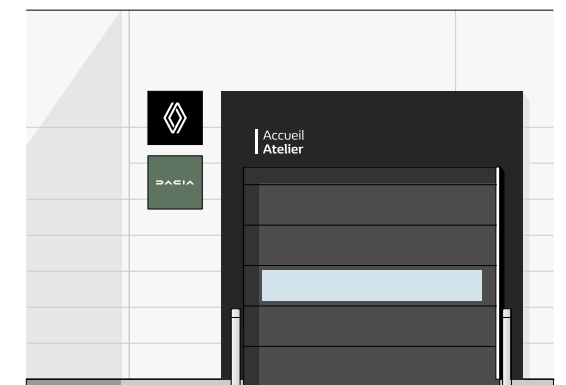


1



2

3 standard heights of plates:
600, 900 and 1200mm
(1500 mm reserved to Renault Pro+ sites)



3

2.2.9 Brand wall retrofit

EXISTING ELEMENTS

Existing brand walls are available in 2 formats:
2500 x 3000 mm and 2500 x 3500 mm.

RETROFIT PRINCIPLE

The retrofit aims to update the graphic constants of the Renault brand: yellow color and emblem.

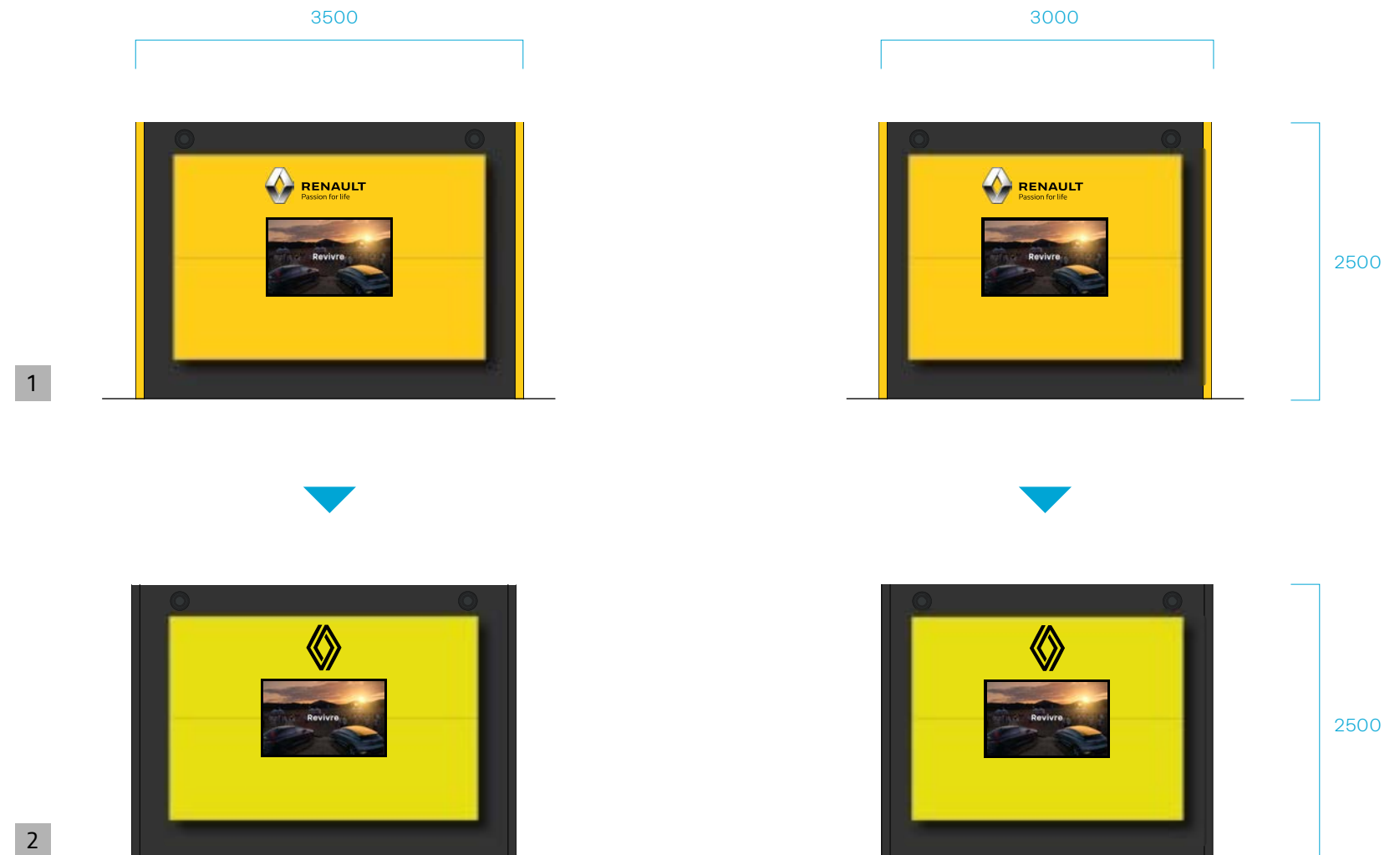
The retrofit operation can, if necessary, be carried out jointly with the intervention of the teams in charge of installing the new signage elements.

After removing the TV, the retrofit includes the following operations:

- removal and replacement of the front faces by elements comprising the emblem and the new yellow,
- removal of yellow side stripes.

1 Existing Brand Walls

2 Brand walls after retrofit



2.2.10 Retrofit of the service reception wall

EXISTING ELEMENTS

The service reception wall has graphic signs that must be updated to incorporate the new identity codes of the brands.

RETROFIT PRINCIPLE

The retrofit is carried out by the agent on the basis of a kit which can be provided by the company carrying out the installation of the signage, including:

- cut-out letters “care service, welcome workshop”,
- brand plates and their wall supports.

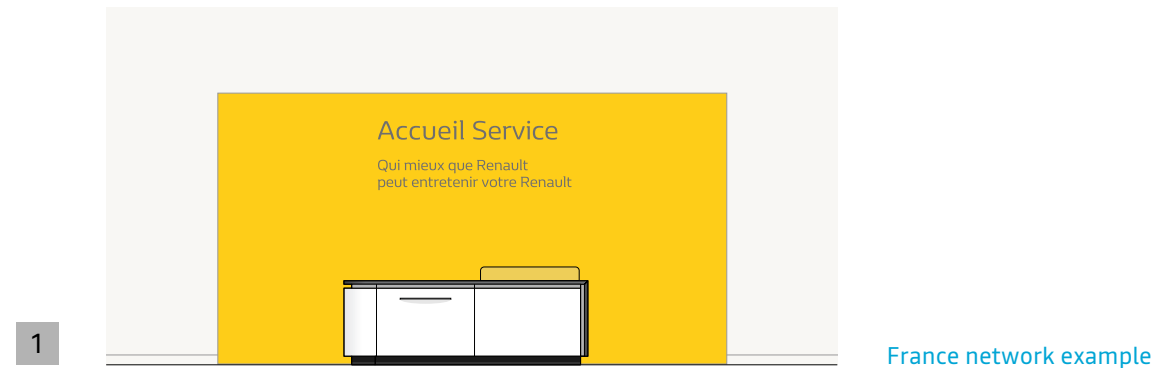
For this, the following preparatory work is necessary:

- removal of the screen,
- removal of existing markings,
- preparation of surfaces before painting.

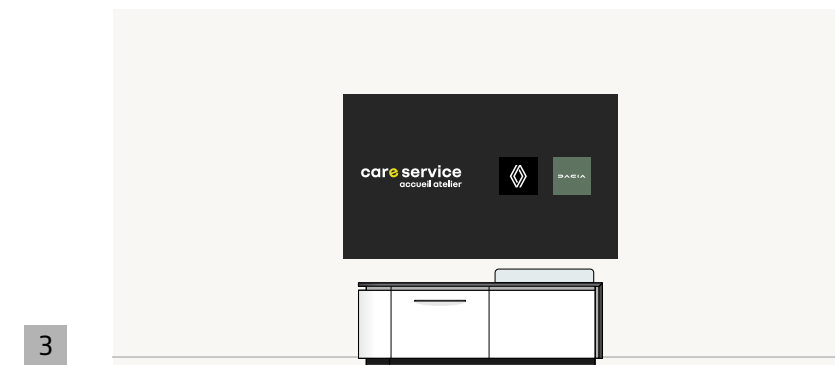
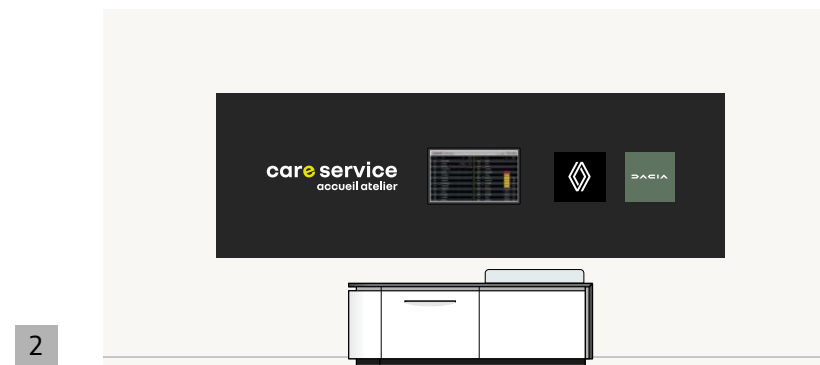
- 1 Existing wall of the service reception.
- 2 Service reception wall after retrofit.
- 3 Service reception wall after retrofit without screen.

NOTE

Refer to the Renault Dacia multi-brand site cohabitation guide for the rules for setting up service reception walls.



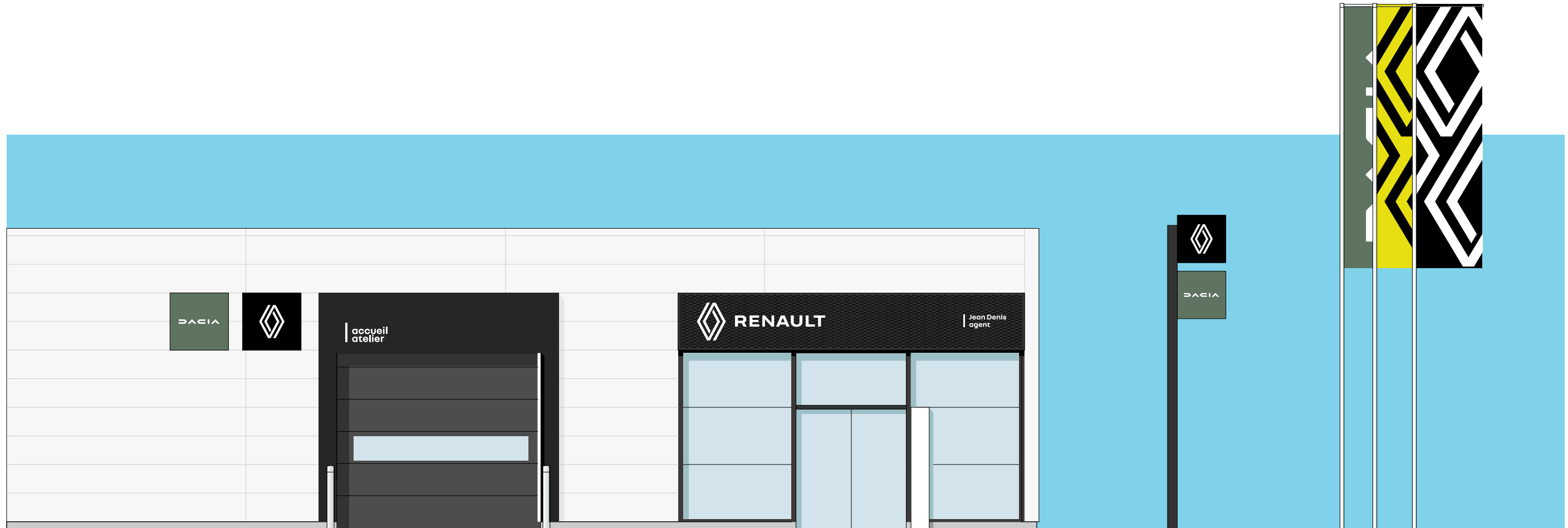
France network example



2.3

NEW INSTALLATIONS

2.3.1 The target vision for new installations



2.3.2 Table of components

	COMPONENTS	COMMENTS
identification	Multi-brand flag insignias	← The multi-brand insignias on a mast are available in 2 formats.
	Flags	← New flags are installed on new masts.
main facade	The metal mesh fascia	← A metal mesh fascia is installed on the main facade.
	The emblem	← A new Renault wordmark is associated with the emblem in new proportions.
	The wordmark Renault	
	The dealername	← The dealername is in Nouvel'R Bold typography.
	Vertical entrance marker	← The front face is white.
	Adhesive entrance markings	← Markings feature Nouvel'R Bold typography.
after-sales facade	Cladding of workshop bays	← Only the vertical strip is white.
	Fascias	← Markings feature Nouvel'R Bold typography.
	Brand wall plates	← New elements are to be installed near the workshop bay.
interiors	Brand wall	← Brand wall is mandatory for secondary network points with a new vehicle sales activity.
	Service reception wall	← Service reception wall must be present in the customer reception area.

GENERAL PRINCIPLE

The opposite table shows the mandatory elements to be used in the context of a new installation.

2.3.3 New installations Vs retrofit



COMPARISON

The differences between new installations and retrofitted sites are limited to the following elements:

- 1 Typography for identifying workshop bays.
- 2 Typography of the Renault wordmark.
- 3 Adhesive entrance markings.
- 4 Dealername typography.

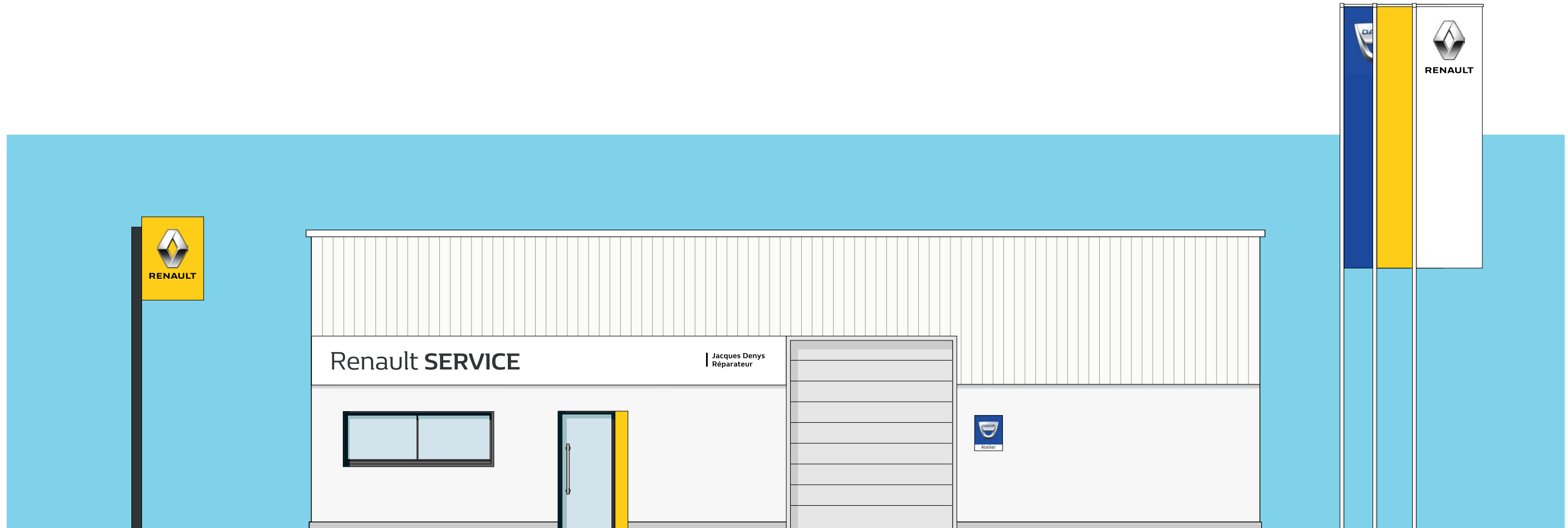
3

THE SECONDARY NETWORK AUTHORISED REPAIRERS

3.1

THE DESIRED IMAGE OF THE SECONDARY NETWORK
AUTHORISED REPAIRERS

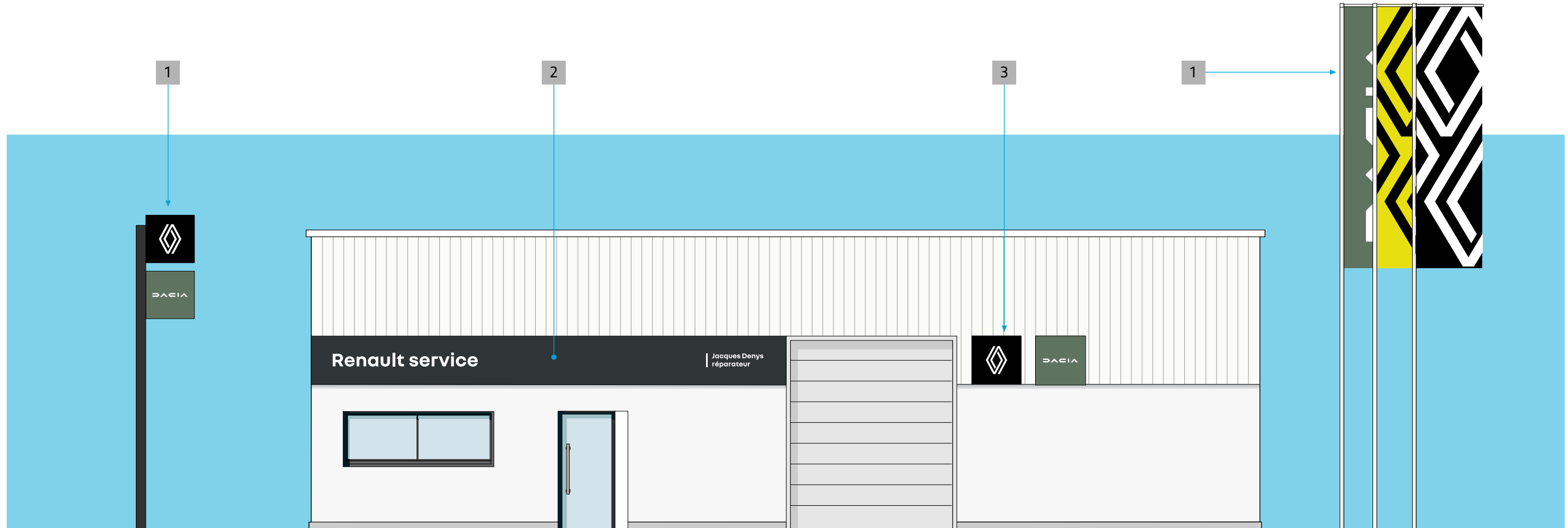
3.1.1 Current identification of the secondary network authorised repairer



GENERAL PRINCIPLE

This typical façade reflects the current image of the Renault Dacia secondary network authorised repairer.

3.1.2 Target vision

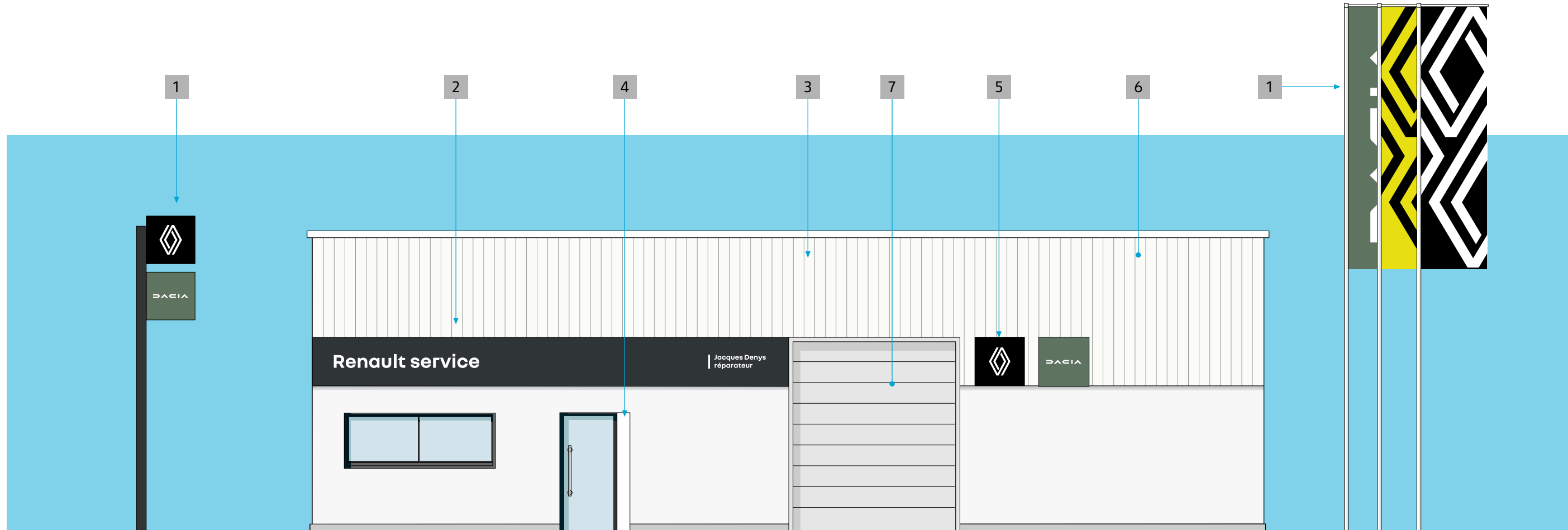


GENERAL PRINCIPLE

This standard facade reflects the desired image of the Renault Dacia secondary network authorised repairer comprising the treatment of the following parts:

- 1 Identification of the site.
- 2 Customer reception.
- 3 After-sales facade.

3.1.3 Identification principles



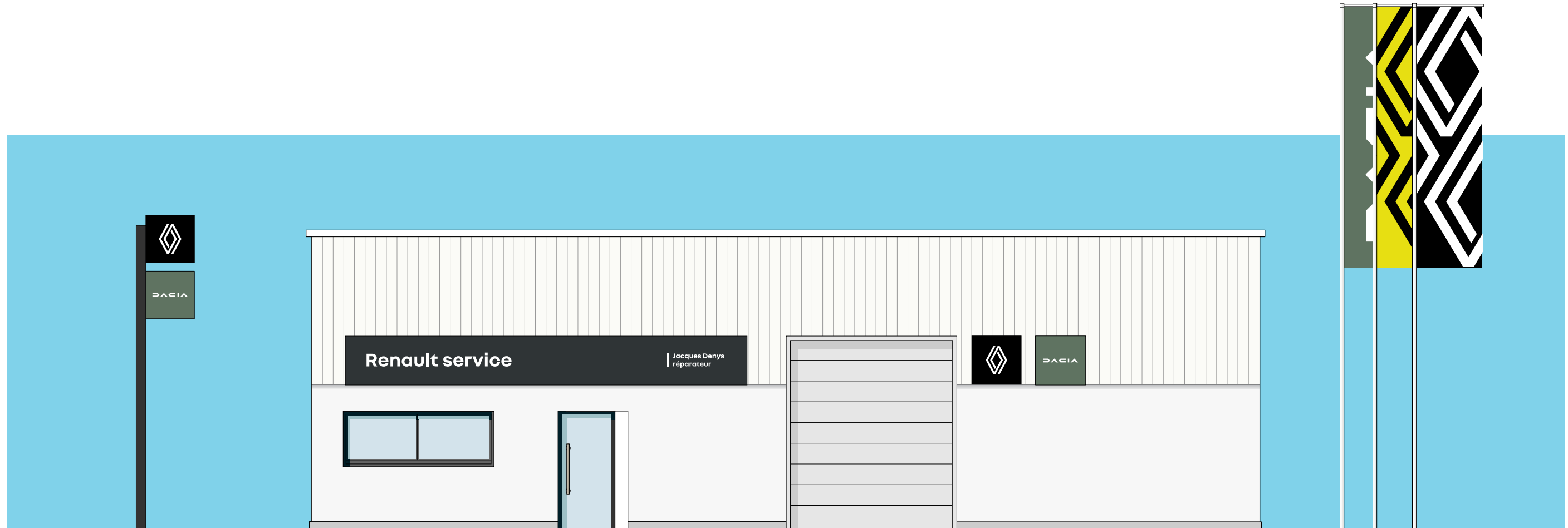
IDENTIFICATION PRINCIPLES

- | | | |
|---|---|---|
| <p>1 The offset elements (flags and insignias on mast) are multi-brand.</p> <p>2 The Renault service panel is in dark grey aluminum sheet, available in standard heights of 600, 900 and 1200 mm.</p> <p>The fascia is located above the customer reception. The non-illuminated dealername is present on the banner.</p> | <p>3 Length of the strip can be adapted to each facade.</p> <p>4 The customer reception area is identified by a RAL 9003 white vertical entrance marker.</p> <p>5 The brand identification plates have the same height as the fascia. They are located next to the workshop door on the side opposite the fascia.</p> | <p>6 The front of building is RAL 9010 white .</p> <p>7 The workshop door is RAL 7035 light grey.</p> |
|---|---|---|

3.2

RETROFIT OF EXISTING SITES

3.2.1 Target vision of the sites after retrofit



GENERAL PRINCIPLE

The Renault Service fascia is produced in 3 standard heights and 3 lengths.

In the context of sites with low visibility, the fascia length is not adapted to the facades.

3.2.2 Table of components

	COMPONENTS	COMMENTS
identification	Renault totem	← Faces of the Renault totem must be retrofitted.
	Renault flag insignia	← The Renault flag insignia is replaced by multi-brand insignias.
	Flags	← New flags are compatible with existing flagpoles
main facade	Face of fascia	← A new dark grey fascia replaces the existing white fascia.
	Renault service signature	← This signature is included in the face of the fascia.
	Dealername	← The dealername is made of white adhesive in Nouvel'R Bold typography.
	Vertical entrance marker	← The yellow front face is replaced by a white face.
after-sales facade	Brand plates	← New elements are to be installed on the opposite side the fascia, next to the workshop door.

GENERAL PRINCIPLE

The opposite table shows the mandatory elements that must be retrofitted.

3.2.3 Totem

RETROFIT PRINCIPLE

Faces of the existing totem (4500 or 6500 mm) has to be updated (including the sides).

- 1 Existing totem.
- 2 New totem with graphic faces (lit from below).
A Dacia insignia is located on the facade of the site in line with the mesh fascia.
The 700 mm insignia is combined with mesh fascias from 700 to 1500 mm. The 1000 mm insignia is associated with mesh fascias over 1500 mm.

PARTICULAR CASE

When the Dacia insignia cannot be implanted on the facade, the Renault totem can be removed to be replaced by multi-brand insignias on a mast.



Existing elements	Recommendation	Special case
6500 mm totem	Retrofit of the 6500 mm totem with graphic faces and Dacia multi-brand insignia on the facade	Replacement of the totem by 1000 mm multi-brand insignia on 6500 mm pole
4500 mm totem	Retrofit of the 4500 mm totem with graphic faces and Dacia multi-brand insignia on the facade	Replacement of the totem by 700 mm multi-brand insignia on 4500 mm pole

3.2.4 Totem and flag insignia

RETROFIT PRINCIPLE

The Renault flag insignia is removed to be replaced (when the mast and the concrete block allow it) by Renault and Dacia multi-brand insignias mounted on the same mast.

For the identification of urban sites, the yellow Renault sign is replaced by a multi-brand Renault Dacia insignia.

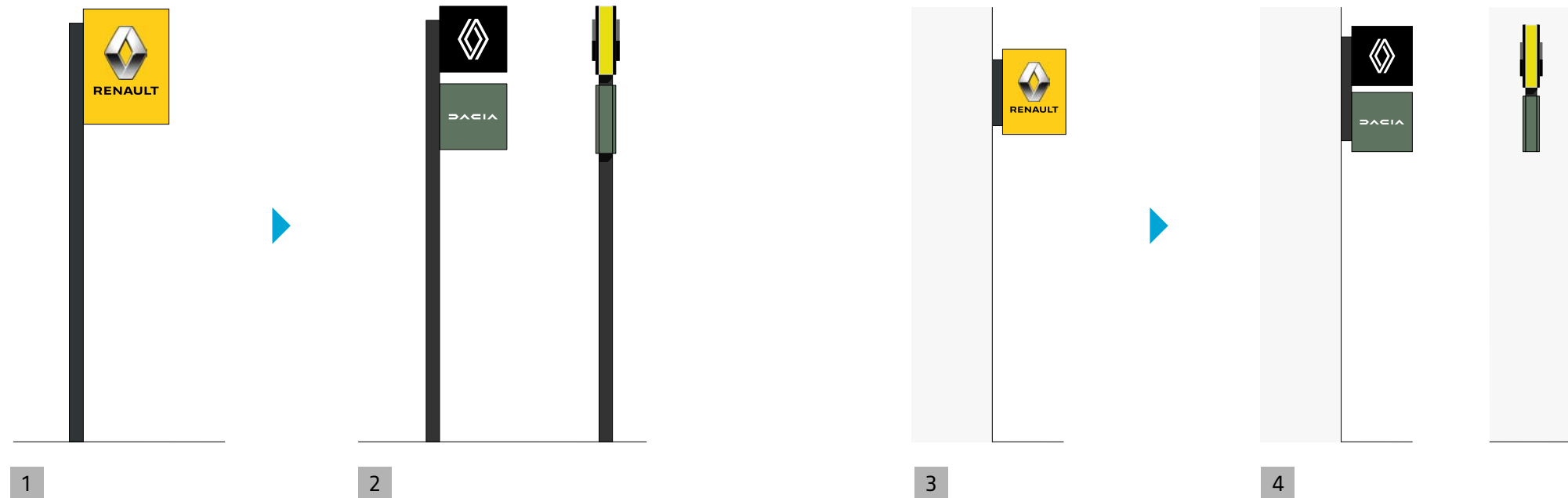
These new multi-brand elements are available in 2 formats:

- 1000 x 1000 insignias for a 6.5 m mast,
- 700 x 700 insignias for a 4.5 m mast.

- 1 Existing flag insignia on mast.
- 2 New multi-brand insignias mounted on a mast.
- 3 Existing flag insignia on wall.
- 4 New multi-brand insignias mounted on the wall.

PARTICULAR CASE

When the height of the facade does not allow it, the yellow Renault insignia is replaced by a black Renault insignia, the Dacia insignia being installed in symmetry, on the opposite side.



Existing elements	Recommendation	Special case
860mm Renault insignia on mast	700mm multi-brand insignias on mast Renault	700 insignia on mast and Dacia insignia on the facade
1510mm Renault insignia on mast	700mm multi-brand insignias on mast	-
1940mm Renault insignia on mast	1000mm multi-brand insignias on mast	-
860mm Renault insignia on wall	700mm multi-brand insignias on wall	2 x 700mm multi-brand insignias on wall
1510mm Renault insignia on wall	700mm multi-brand insignias on wall	2 x 1000mm multi-brand insignias on wall
1940mm Renault insignia on wall	1000mm multi-brand insignias on wall	2 x 1000mm multi-brand insignias on wall

3.2.5 Flags

EXISTING ELEMENTS

The flags are installed on flag poles with rotating brackets at the top.

2 formats exist for network equipment:

- 6000 x 1500 mm for 12 m masts
- 5000 x 1500 mm for 10 m masts.

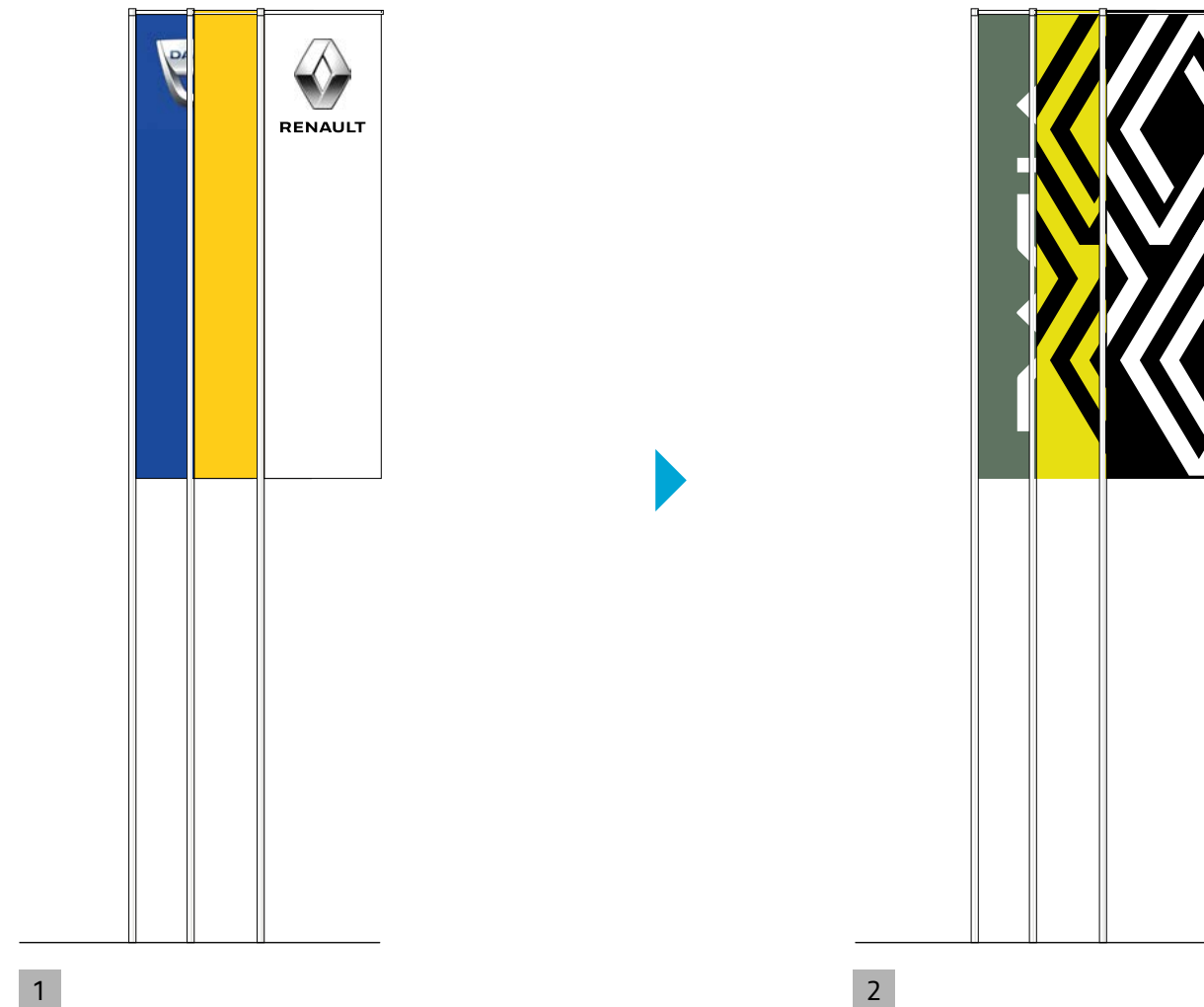
MAIN RETROFIT

The existing flags are replaced by a new set comprising 2 Renault flags associated with a Dacia flag.

The new flags are compatible with the existing masts.

1 Existing flags.

2 New flags.



3.2.6 Facade markings • presentation

EXISTING ELEMENTS

Facade markings include the Renault SERVICE signature and the dealername installed on a mesh fascia.

RETROFIT PRINCIPLE

The retrofit requires the removal of the fascia and its replacement with a new dark grey fascia made of aluminium.

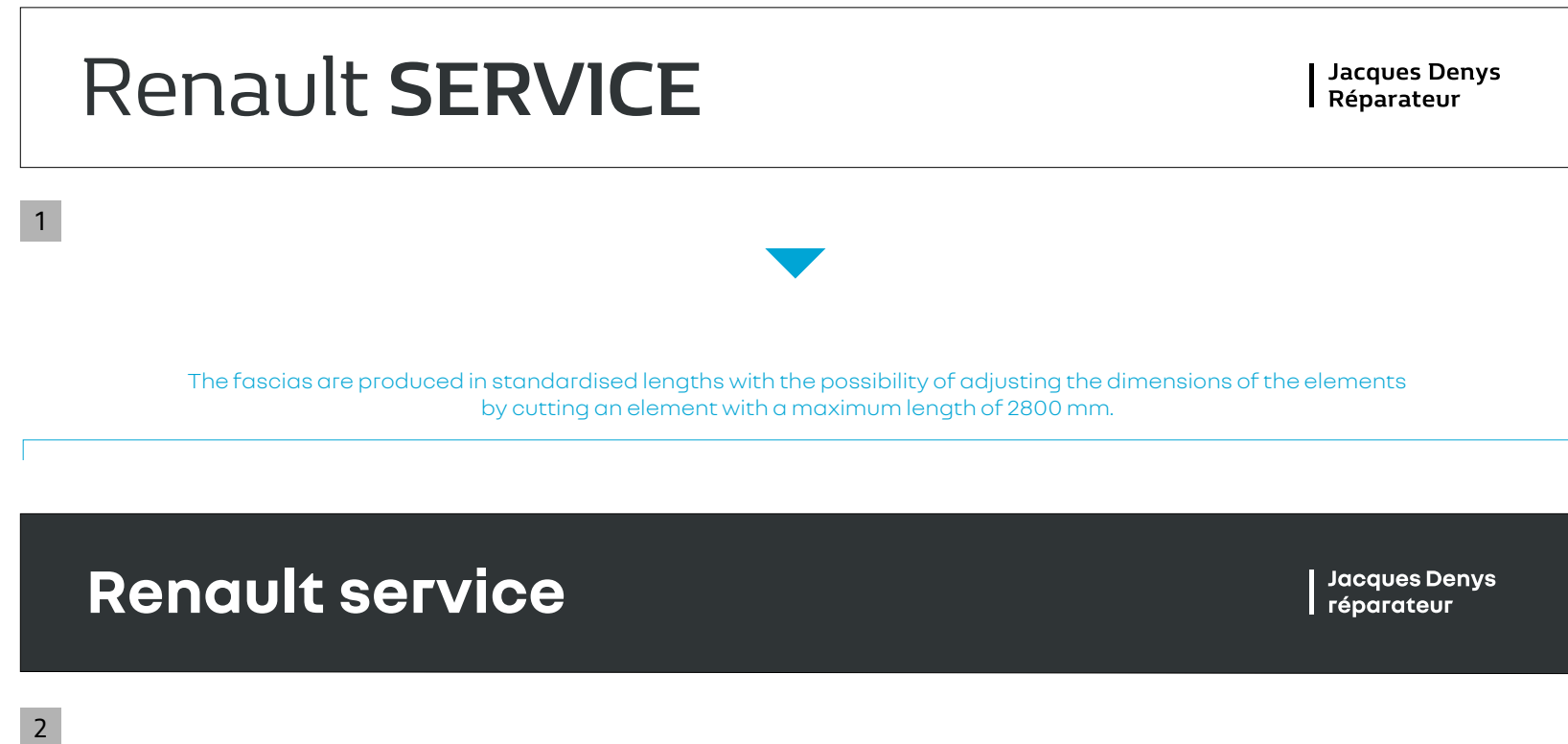
All the markings are present on the fascia.

As an option, the Renault service signature can be backlit, the dealername always being in adhesive.

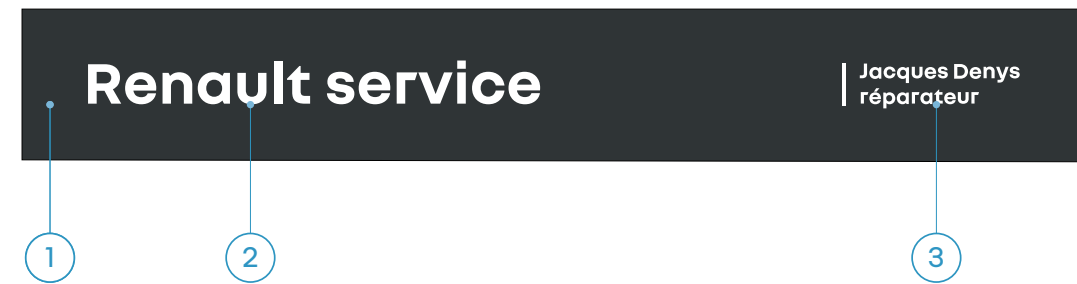
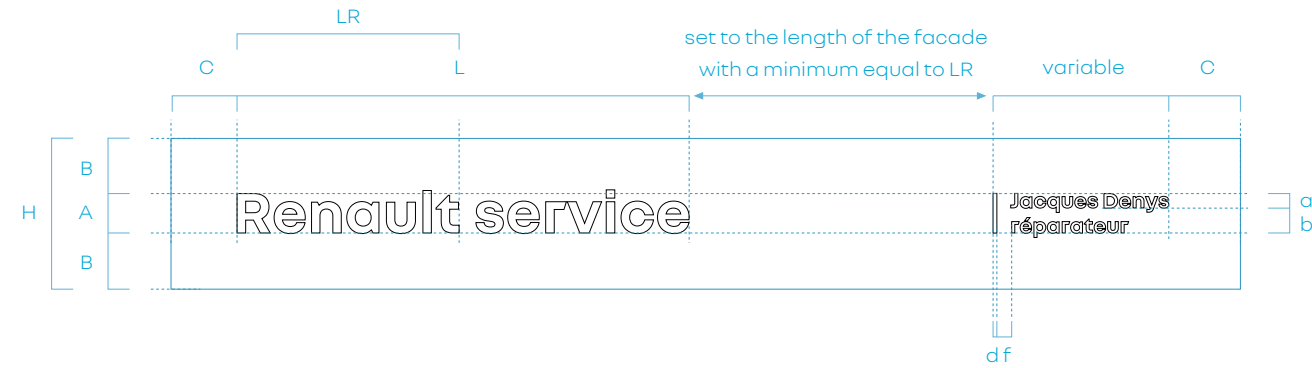
- 1 Existing facade markings.
- 2 Facade markings after retrofit.

note.

Specifications for these fascias will be developed in order to allow economical production and to define the expected level of visual quality.



3.2.7 Facade markings • dimensions

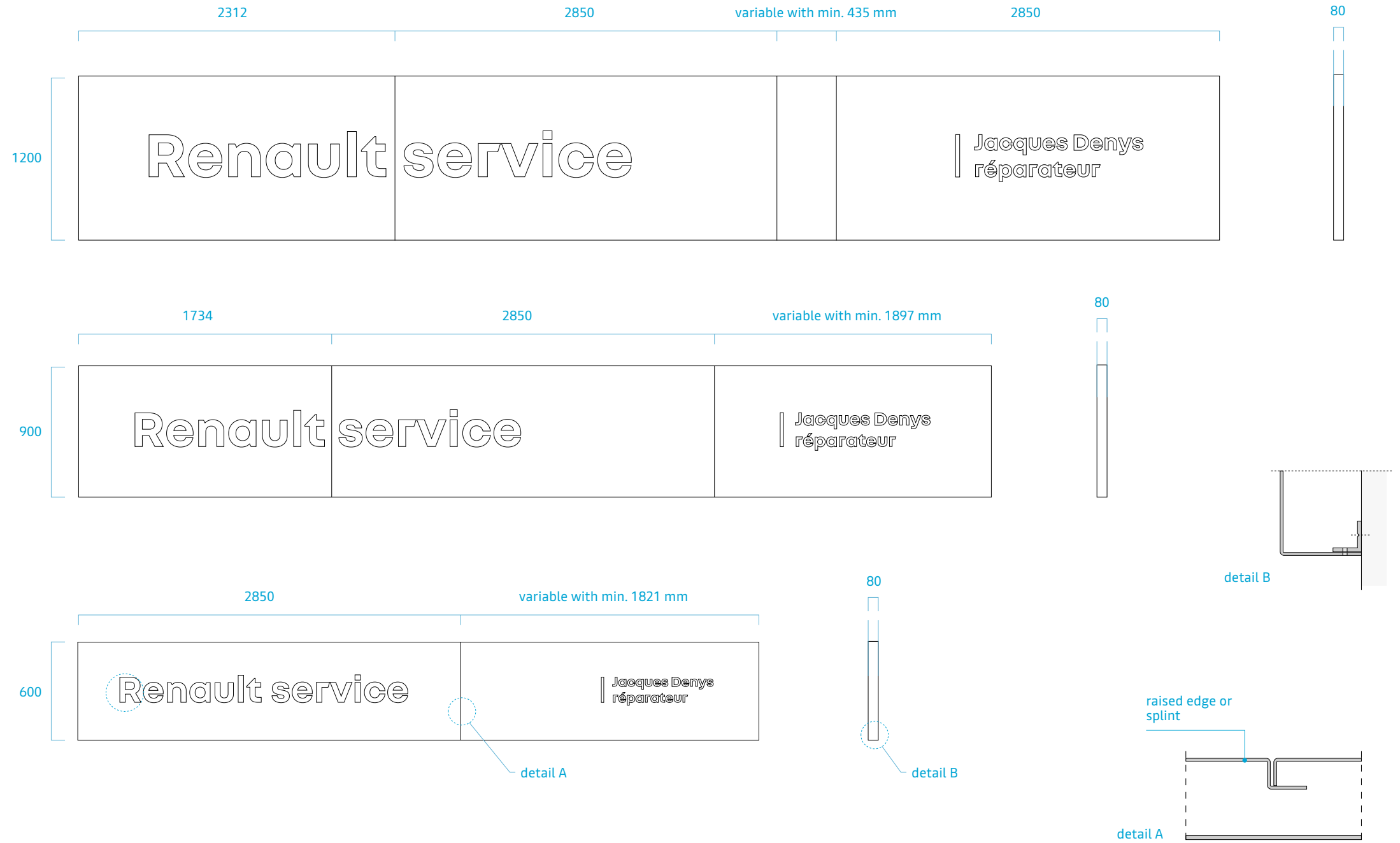


dim.	600 fascia	900 fascia	1200 fascia
A	157	235	314
B	220	329	439
C	285	428	570
LR	884	1326	1768
L	1800	2700	3599
E	80	80	80
H	600	900	1200
a	58	87	116
b	99	148	198
d	15	23	30
f	59	88	118

DESCRIPTION

- 1 Face in pre-lacquered dark grey RAL 7021 satin aluminium th. 15/10th.
- 2 "Renault service" lettering made of matt adhesive or transmissive white, produced by cutting out the front face and laminating a white diffusing PMMA on the back of the face.
Lighting by white LEDs located in a light box.
- 3 Dealername made of matt white adhesive.

3.2.8 Facade markings • cut-out of surfaces



CUT-OUT PRINCIPLE

The cutting of the surfaces will be carried out on the basis of formats of 3000 mm standard pre-lacquered sheets, the heights being optimized according to each height of fascias.

3.2.9 Entrance markings

EXISTING ELEMENTS

Entrance markings generally include a vertical entrance marker associated with adhesive markings of the glazed parts.

RETROFIT PRINCIPLE

The retrofit only concerns the vertical entrance marking, the yellow front face of which has been replaced by a white face with identical characteristics.

- 1 Existing entrance markings.
- 2 Entrance markings after retrofit.



3.2.10 Markings of after-sales facade

EXISTING ELEMENT

With the exception of a Dacia service plate that may exist, no other element identifies the after-sales activity of the site.

PRINCIPLE OF IDENTIFICATION

The retrofit includes the following operations:

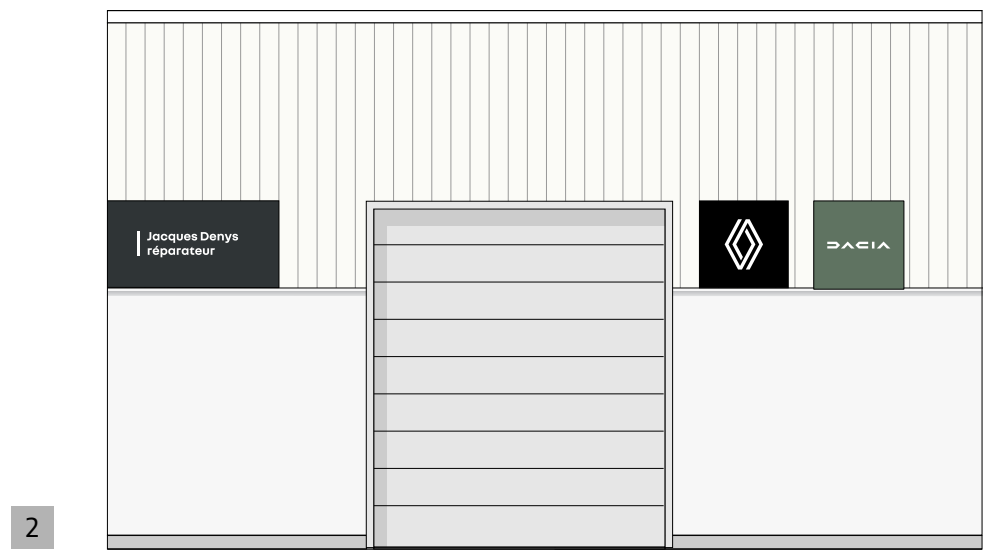
- removal of the Dacia service plate (if present),
- installation of brand plates aligned in the upper part of the workshop bay cladding, located opposite the customer reception.

The height of the plates is identical to that of the Renault Service fascia.

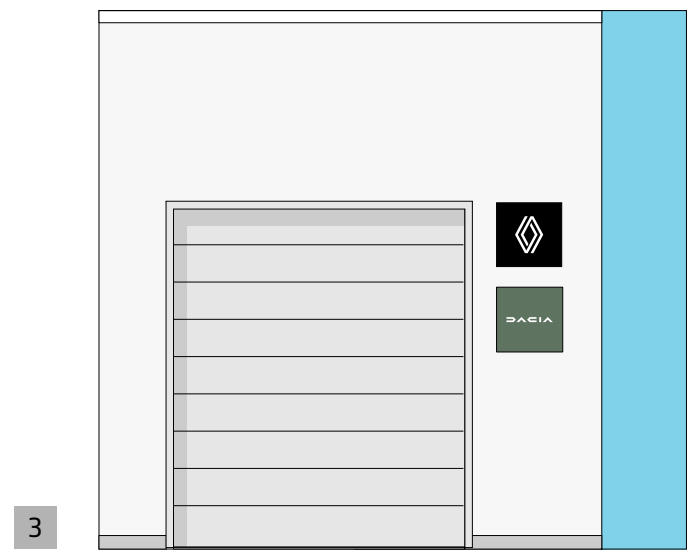
- 1 Existing after-sales facade.
- 2 After-sales facade after retrofit.
- 3 Special case of narrow facade with vertical positioning of the plates.

NOTE

Refer to the Renault Dacia multi-brand site cohabitation guide for the rules for installation and principles of manufacturing the plates on after-sales facades.



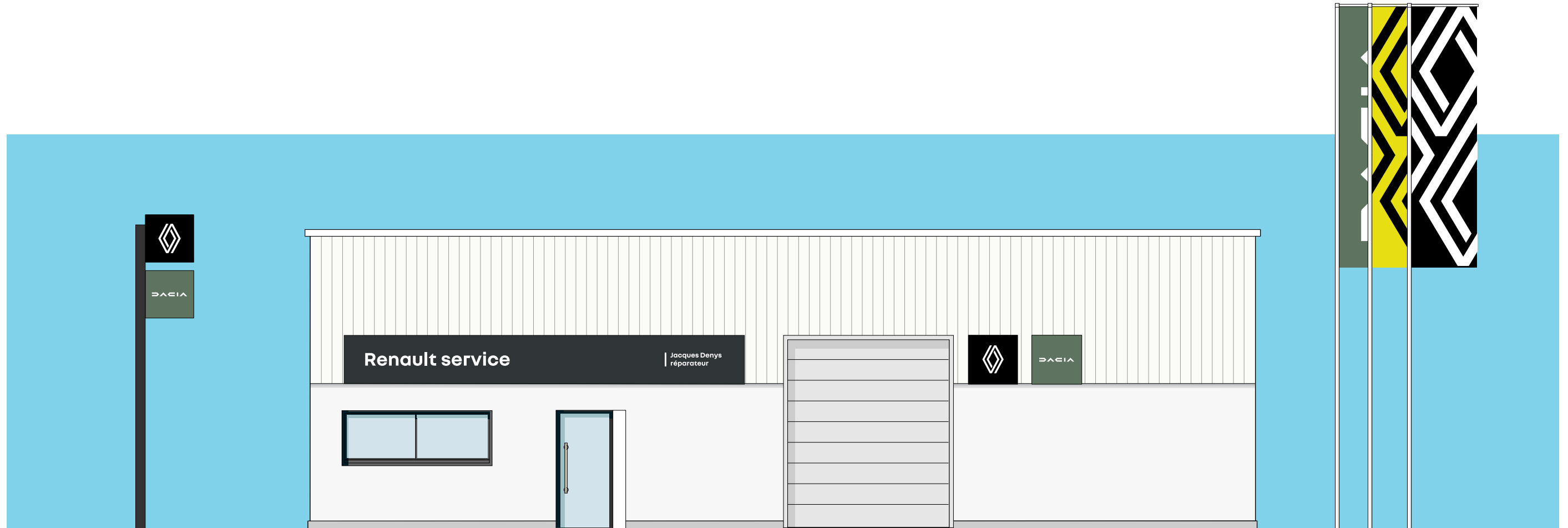
3 available heights of plates: 600, 900 and 1200mm



3.3

NEW INSTALLATIONS

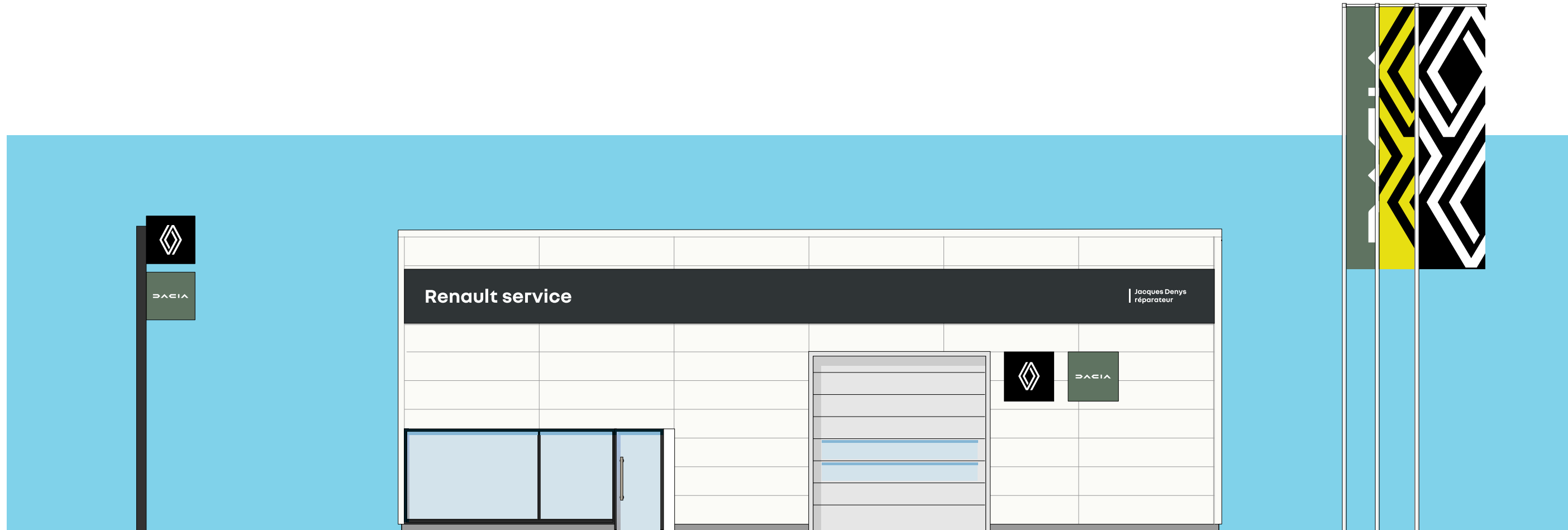
3.3.1 Target vision of low visibility sites



GENERAL PRINCIPLE

There is no major difference in treatment in the identification of new installations compared to existing sites after retrofit.

3.3.2 Target vision of high visibility sites



GENERAL PRINCIPLE

This standard façade reflects the desired image of the Renault Dacia secondary network authorised repairer with high visibility whose facade has been treated with greater care.

The identification elements are identical to those used on low visibility sites.

For sites with high visibility, the Renault Service fascia length is set to each façade.

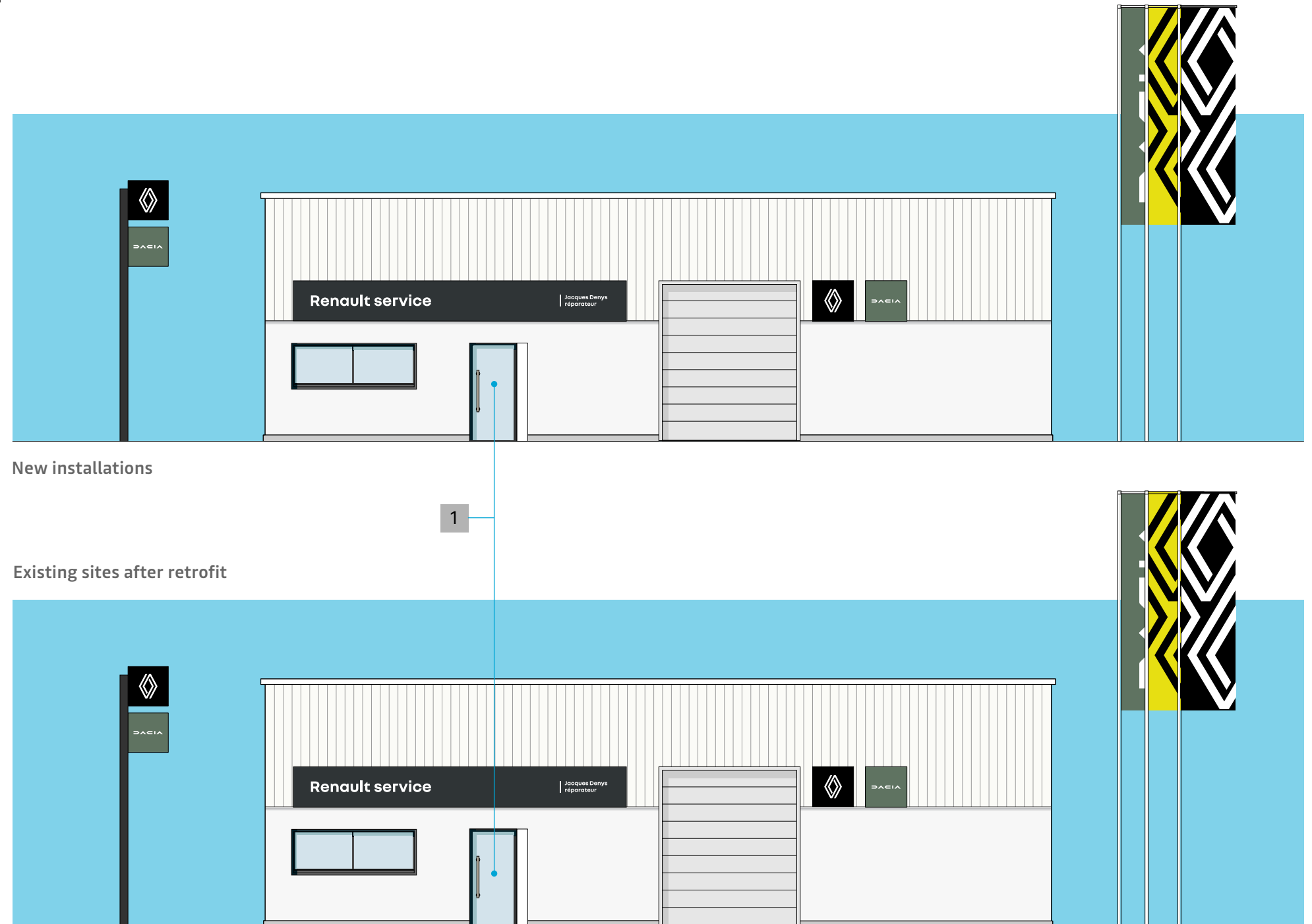
3.3.3 Table of components

	COMPONENTS	COMMENTS
identification	Mul-brand flag insignias	← The multi-brand flag insignias on mast are available in 2 formats.
	Flags	← New flags are installed on new masts.
main facade	Fascia	← A new dark grey fascia is installed on the facade. It is made to the specific dimension of the facades of high visibility sites.
	Renault service signature	← This signature is included onto the face of the fascia.
	Dealername	← The dealername is made of white adhesive in Nouvel'R Bold typography.
	Signature lighting	← Lighting is integrated into the fascia in the form of a light box.
	Vertical entrance marker	← The white vertical marking is adjusted to the size of the entrance door.
	Adhesive entrance markings	← Adhesive markings are positioned on the customer reception door.
after-sales facade	Brand plates	← New elements are to be installed on the opposite side the fascia, next to the workshop door.

GENERAL PRINCIPLE

The opposite table shows the mandatory elements to be used in the context of a new installation.

3.3.4 New installations Vs retrofit



New installations

Existing sites after retrofit

1

COMPARISON

The difference between new installations and retrofitted sites is limited to the following element:

- 1 Adhesive entrance markings.