

Renault retail architectural guidelines for Renault Pro+ centers

edition 1a · september 2023

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1

generalities

1.1 architectural guidelines

why?

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

how?

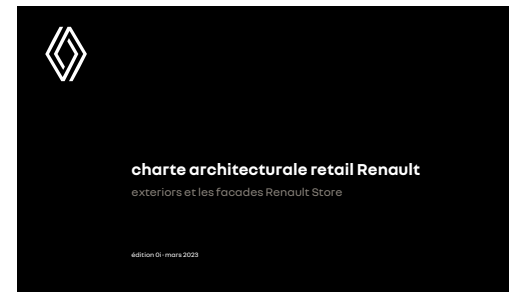
- The architectural guidelines brings together in a single document the various components present outside or on the facades of a Renault site.
- The specifications present all the technical and aesthetic requirements useful for the manufacture of each of the components.
- Renew and Renault Pro+ sites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

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

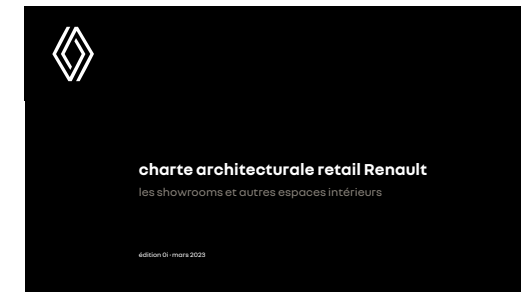
vigilant points

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).



architectural guidelines of exterior areas



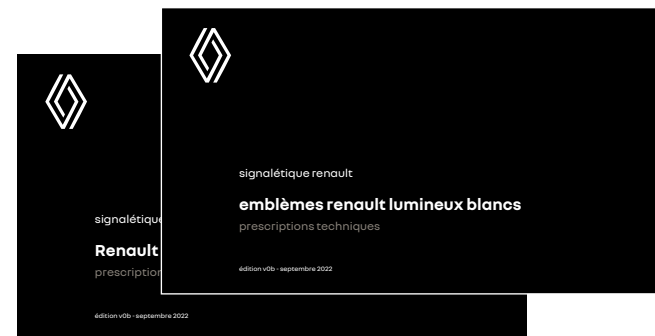
architectural guidelines of interior areas



architectural guidelines for renew sites



architectural guidelines for Renault Pro+ sites

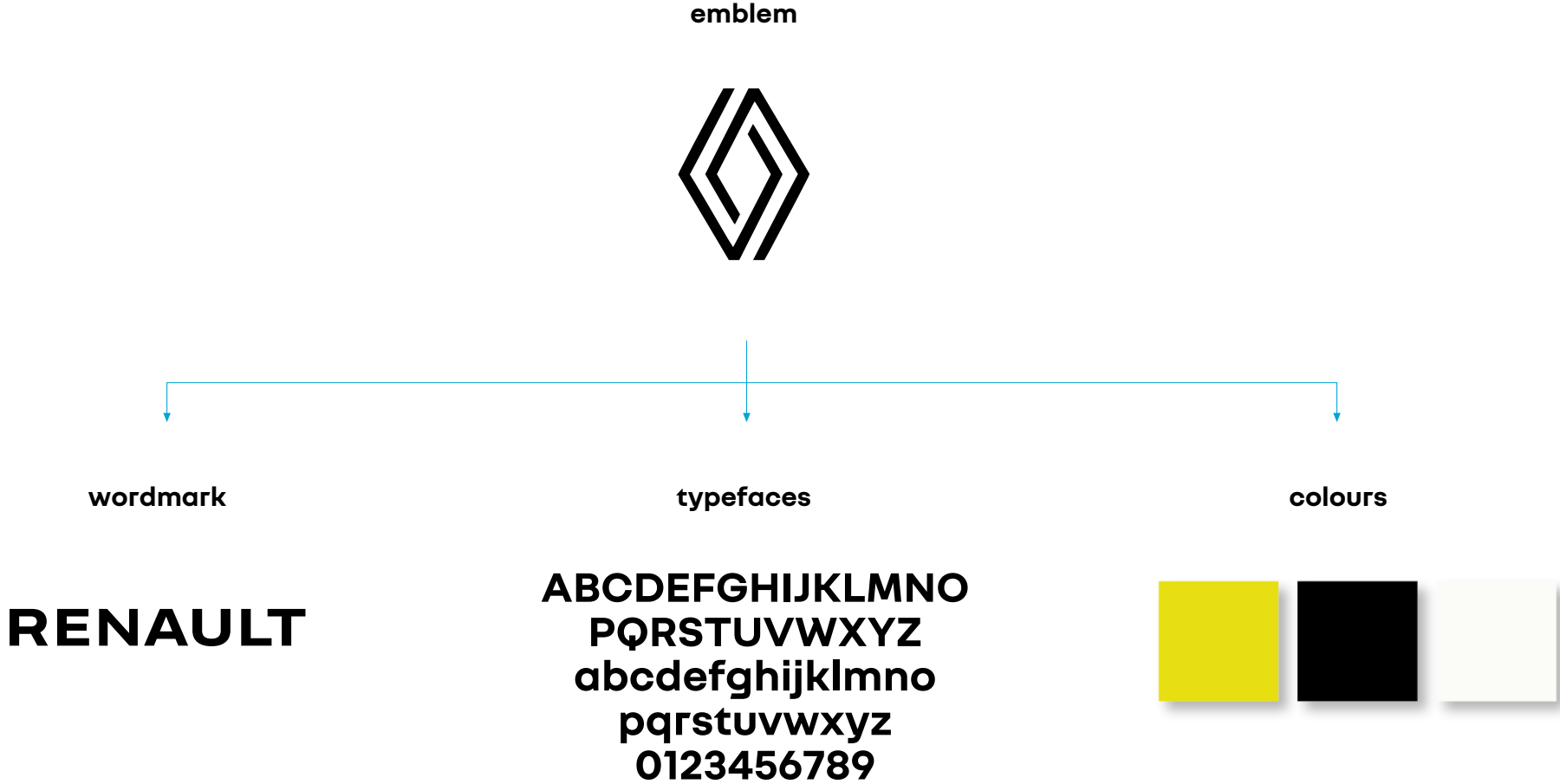


technical specifications for exterior components



technical specifications for interior components

1.2 Renault visual identity system



1.3 configurations of Renault Pro+ centers

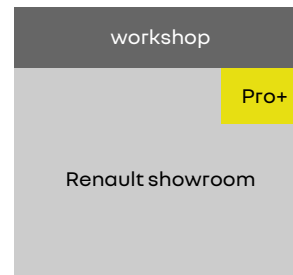
integrated Renault Pro+ center

is a site where the Renault Pro+ center shares the same address, the same building or a nearby building as the dealer's other activities.

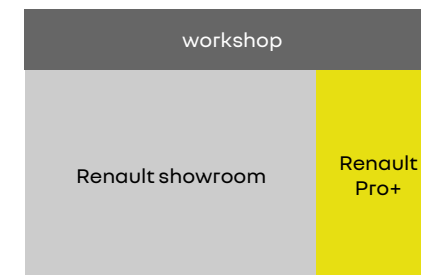
The Renault Pro+ center will bear the same name (corporate name) as the dealer's other activities.

3 configurations exist:

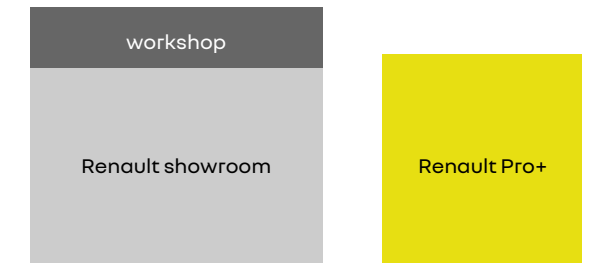
- the corner of an integrated site,
- the separate integrated site,
- the independent integrated site.



corner of an integrated corner site



the separate integrated site



the independent integrated site

independent Renault Pro+ center

is a site where the Renault Pro+ center has a showroom and a dedicated workshop to its activities.

The Renault Pro+ center building is totally separate from the other facilities. It will have a different address and name (corporate name) from those of the facilities dedicated to the concessionaire's other activities.

The Renault Pro+ center must comply with Renault signage in addition to that required for Renault Pro+.



independent site

1.4 exterior components

a flexible system

In order to offer a consistent customer experience, Renault Pro+ centers include mandatory components.

Optional components make it possible to personalize the service offer of each site according to its needs and specificities.

		Renault Pro+ centers		
		corner	integrated site	independent site
components				
approaches	customer parking spaces sized U.V.	mandatory	mandatory	mandatory
	directional signage	optional	optional	optional
	Renault flags	standard	standard	mandatory
	Renault Pro+ flag insignia	-	-	mandatory
	Renault totem or insignia on mast	standard	standard	standard
	metal mesh *	standard	optional	optional
identification signage	Renault Pro+ facade markings	-	mandatory	mandatory
	pediment cladding in dark grey cassettes	-	mandatory	mandatory
	overhead panel	-	-	optional
	vertical marking of the dedicated entrance	optional	mandatory	mandatory
	adhesive entrance markings	mandatory	mandatory	mandatory
	specific time markings	mandatory	mandatory	mandatory
the outdoor exhibition area	dedicated outdoor exhibition	mandatory	mandatory	mandatory
	ground markings of the display area	mandatory	mandatory	mandatory
	Renault Pro+ arch or mast	mandatory	mandatory	optional
	tarpaulin	optional	optional	optional
	Renault Pro+ test drive area	mandatory	mandatory	mandatory
	Renault Pro+ banners	mandatory	mandatory	mandatory
	Renault Pro+ customer promise panel	optional	optional	optional
	lighting mast	mandatory	mandatory	mandatory
	replacement vehicle area	mandatory	mandatory	mandatory
	Renault Pro+ workshop bay markings	mandatory	mandatory	mandatory

* the metal mesh replaces the cladding in dark grey cassettes on new installations

1.5 interior components

a flexible system

In order to offer a consistent customer experience, Renault Pro+ centers include mandatory components.

Optional components make it possible to personalize the service offer of each site according to its needs and specificities.

		Renault Pro+ centers		
	components	corner	integrated site	independent site
customer reception	brand wall	standard	mandatory	mandatory
	totem-kakemono of customer promise	mandatory	mandatory	mandatory
furniture sellers	dedicated sales offices (open or semi-open)	mandatory	mandatory	mandatory
product area (if vehicle exhibited)	2x2 POS U.V. charge	mandatory	mandatory	mandatory
	2x2 POS U.V. transformation	optional	mandatory	mandatory
	Renault Pro+ fresco (if vehicle)	optional	mandatory	mandatory
	product totem-kakemono (if vehicle)	mandatory	mandatory	mandatory
	price display (if vehicle)	mandatory	mandatory	mandatory
accessories	furniture or accessories kakemono	mandatory	mandatory	mandatory
waiting area	co-working furniture	standard	standard	standard
	waiting lounge	standard	standard	standard
	dedicated workshop reception	mandatory	mandatory	mandatory
after-sales	dedicated after-sales area (care service)	optional	mandatory	mandatory
	Renault Pro+ identification panel	mandatory	mandatory	mandatory

2

Renault Pro+ corner

2.1

general layout of Renault Pro+ corners

2.1.1 schéma d'implantation

the block diagram

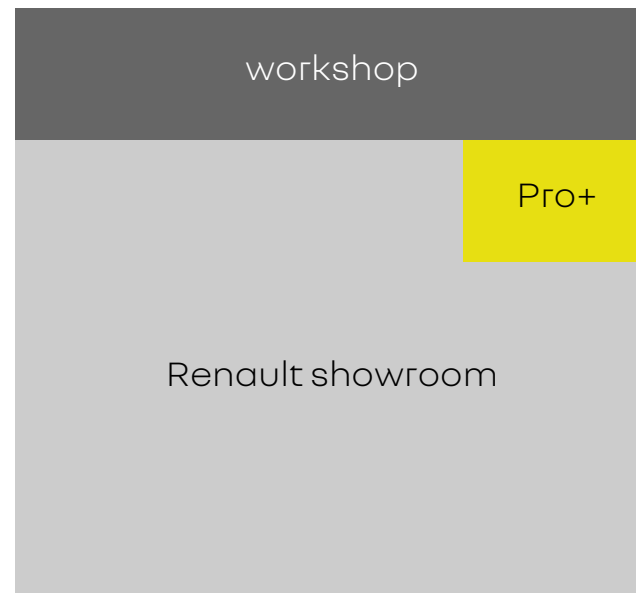
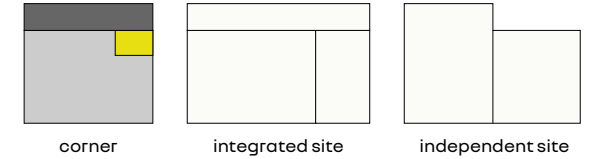
The diagram opposite illustrates the typical organization of a Renault site including a Renault Pro+ corner.

The main functions are implemented according to customer journeys.

what to get in mind?

A corner is made up of dedicated Renault areas with:

- a sales area (sales office),
- an indoor vehicle exhibition area (optional with 1 or 2 vehicles),
- a dedicated counter in the after-sales reception area,
- an outdoor exhibition,
- parking slots sized to accommodate LCVs.



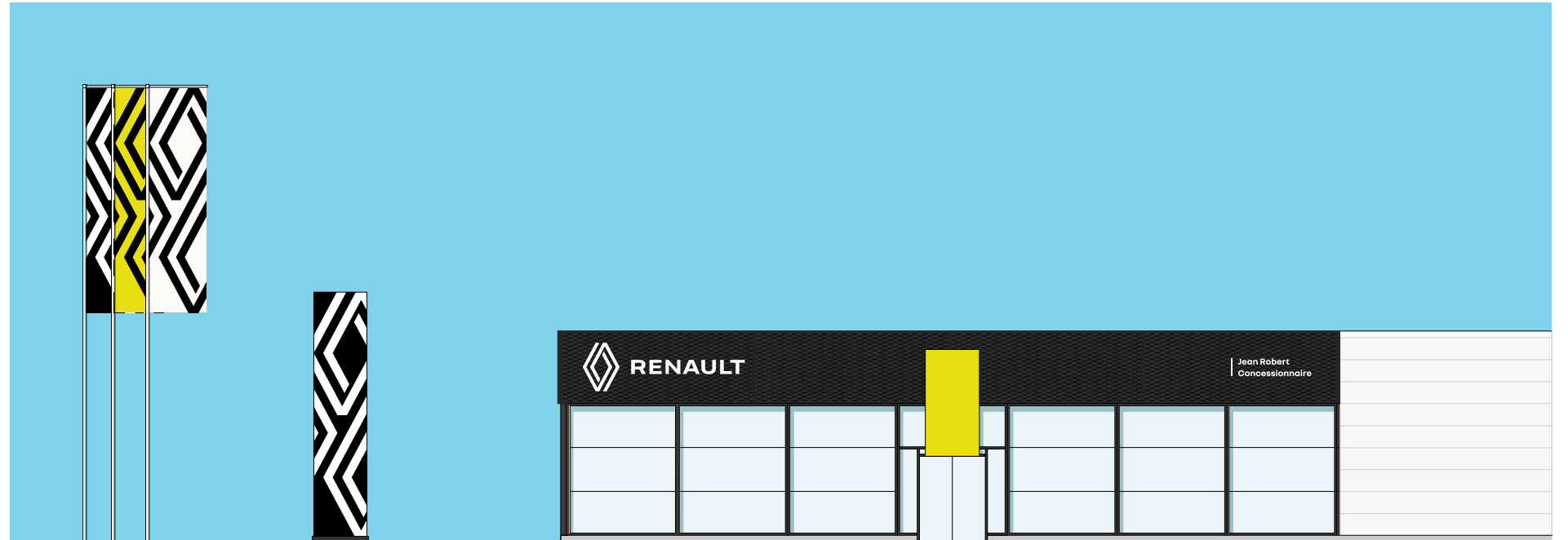
2.2

facades of Renault Pro+ corners

2.2.1 the facade housing the Renault Pro+ activities

why?

On the showroom facade of a site with a Renault Pro+ corner, only the identification elements of the Renault site are present.



warning

For all technical information relating to Renault components, refer to the Specifications for each component.

For any instructions on the use of Renault components, refer to the retail architectural guidelines for Renault sites.

2.2.2 the dedicated after-sales facade - 1

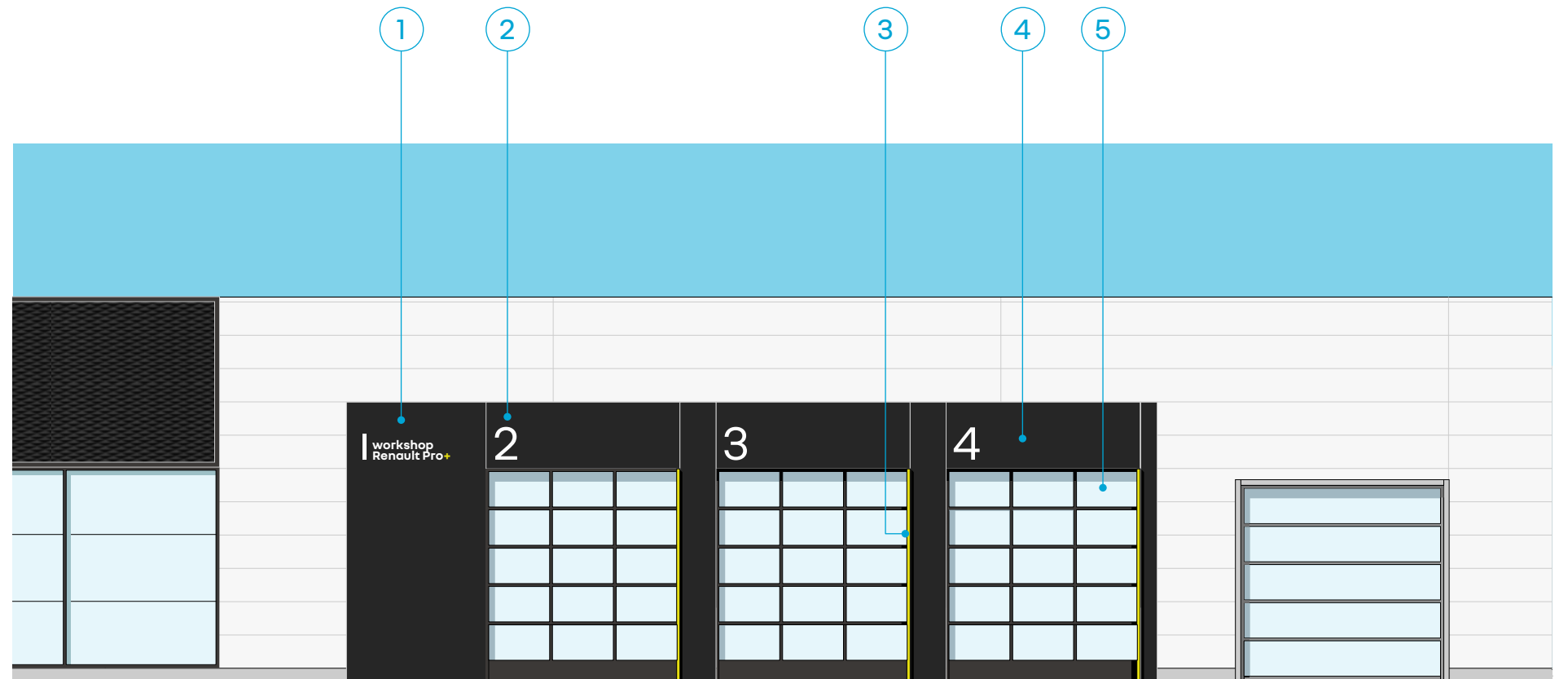
why?

Renault Pro+ workshop bays are clad with dark grey sheet metal panels in groups of bays with the same function.

The dimensions of the Renault Pro+ workshop doors are at least 4000 x 3500 mm.

how?

- 1 The wording "Renault Pro+ workshop" identifies the group of workshop bays dedicated to light commercial vehicles.
- 2 A number identifies each bay.
- 3 A yellow vertical strip recalls the presence of the brand, punctuating the group of bays by identifying each entrance door.
- 4 The standard heights of the fascias above the doors are 900, 1200 or 1500 mm.
- 5 Workshop doors are mostly glazed. The frames are painted in RAL 7021 dark grey.



note

The standard size of workshop doors do not allow the tallest Renault Pro+ vehicles (H3 range) to pass through.

2.2.3 the dedicated after-sales facade - 2

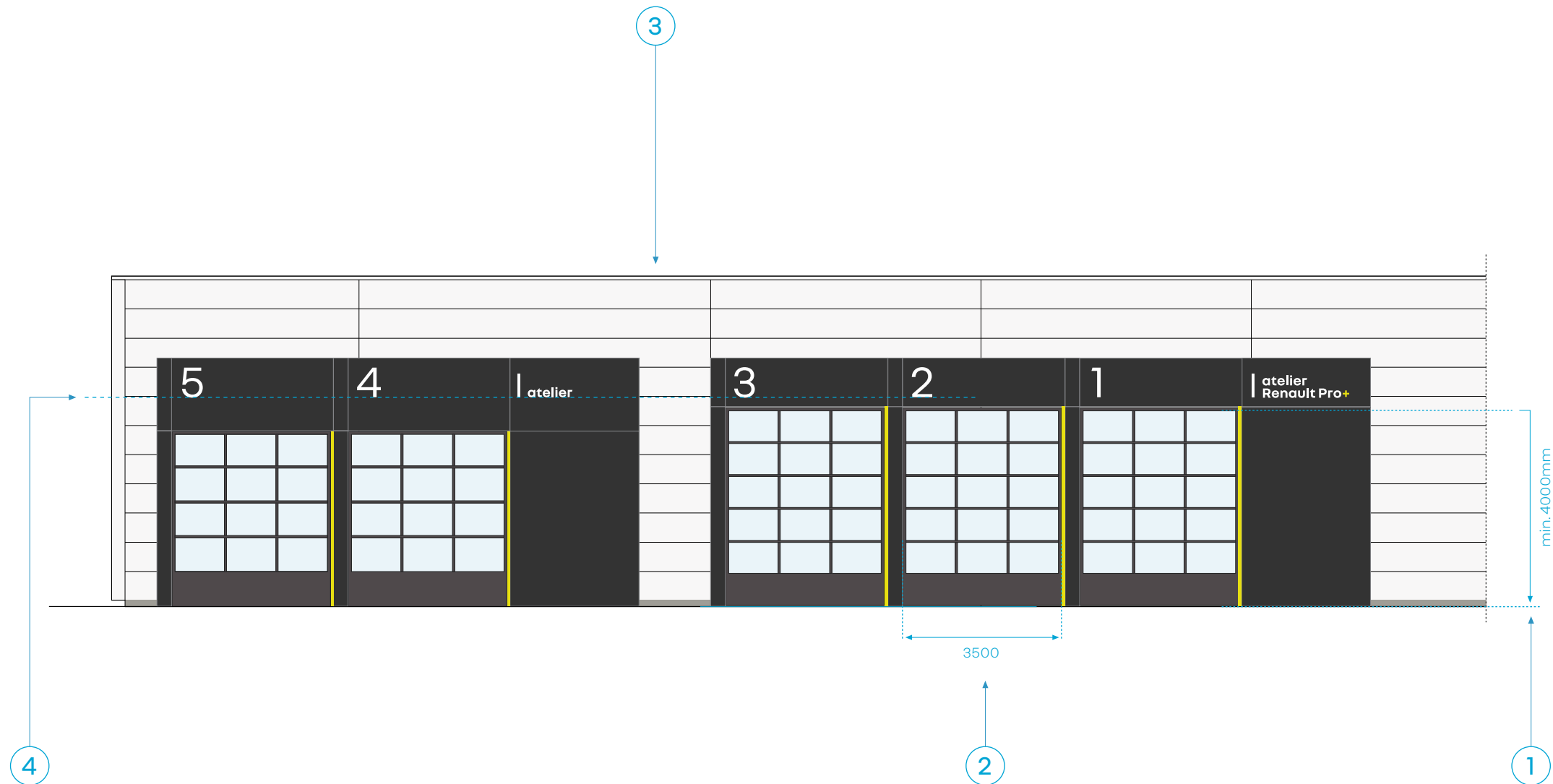
principe

Renault Pro+ workshop bays have specific dimensions to match the dimensions of utility vehicles

They benefit from a covering similar to the bays of workshop private vehicles with which they can coexist on the same facade.

implementation rules

- 1 The recommended standard height for utility vehicle workshop bays is at least 4000 mm.
- 2 The recommended standard width for commercial vehicle workshop bays is 3500 mm.
- 3 The height under the framework required for workspaces is at least 5.60 m.
The rear facades can be of a lower height depending on the location of the lifts.
- 4 If there is a block of Renault Pro+ bays on a facade, markings of the other bays should be aligned on the same line.



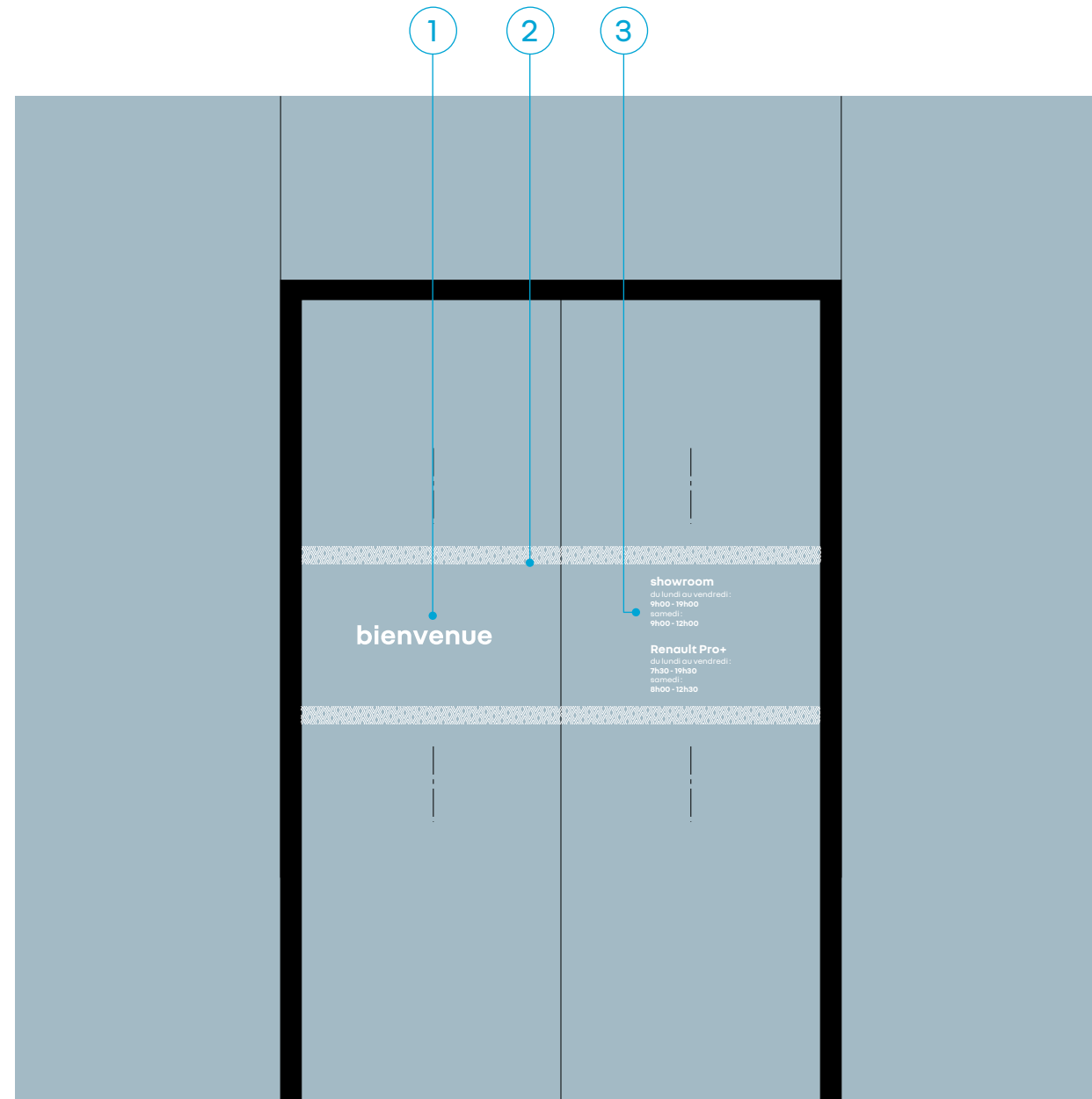
2.2.4 entrance markings

why?

Business customers can benefit from extended hours giving them access to Renault Pro+ advisers.

how?

- 1 “welcome” wording greets the customer.
- 2 The horizontal strips are regulatory safety elements intended to reinforce the perception of the glazed panels.
- 3 Timetable display informs the customer about the opening hours of the point of sale.



2.2.5 entrance markings - case of extended hours

why?

Two situations must be distinguished:

- a dedicated entrance exists, reserved for professional customers,
- all customers use the same entrance leading to the showroom.

how?

- 1 In the case of dedicated access to the showroom for professional customers, the Renault Pro+ signature appears above the timetables.
- 2 In the case of common access to all customers, the extended hours are indicated in a text box under the generic opening hours for access to the showroom.



Renault Pro+

du lundi au vendredi :
7h30 - 19h30
samedi :
8h00 - 12h00



showroom

du lundi au vendredi :
9h00 - 19h00
samedi :
9h00 - 12h00

Renault Pro+

du lundi au vendredi :
7h30 - 19h30
samedi :
8h00 - 12h30

2.3

Renault Pro+ corners implementation in Renault Store showrooms

2.3.1 general organization of showroom

why?

In the Renault showroom, an exhibition area showcases Renault Pro+ vehicles.

It is located at the back of the showroom to avoid hiding other vehicles.

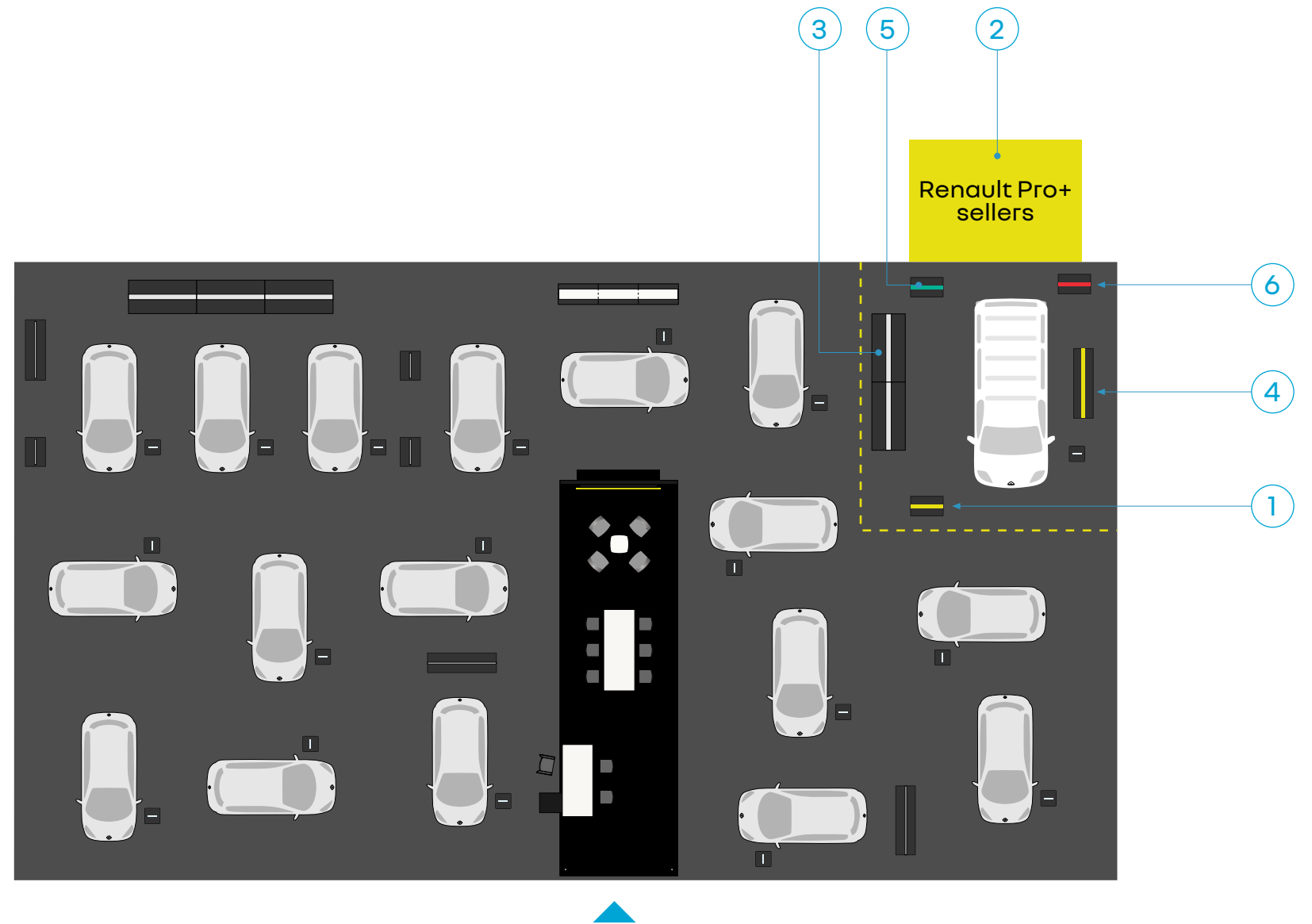
how?

- 1 The Renault Pro+ exhibition area is identified by a totem-kakemono presenting the customer promise.
- 2 A dedicated Renault Pro+ specialist welcomes business customers.
- 3 The Renault Pro+ area is separated by a fresco from the other vehicles.
- 4 A 2x2 UV charging POS displays the charging solutions for electrified vehicles.
- 5 A totem-kakemono or furniture present the ranges of accessories.
- 6 A totem-kakemono presents the USPs and the possibilities of transforming the vehicle on display.

warning

For all technical information relating to Renault components, refer to the Specifications for each component.

For any instructions on the use of Renault components, refer to the retail architectural guidelines for Renault sites.



3

integrated Renault Pro+ centers

3.1

general layout of integrated Renault Pro+ centers

3.1 the separate and independent integrated sites

the block diagram

The diagram opposite illustrates the typical organization of a Renault Pro+ integrated site in a Renault building.

The main functions are implemented according to customer journeys.

what to get in mind?

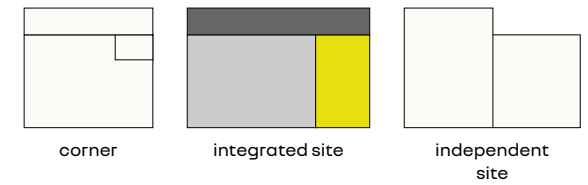
Near the site, a dedicated outdoor exhibition presents representative Renault Pro+ vehicles of the range.

A dedicated car park to Renault Pro+ customers is located near the Renault Pro+ showroom.

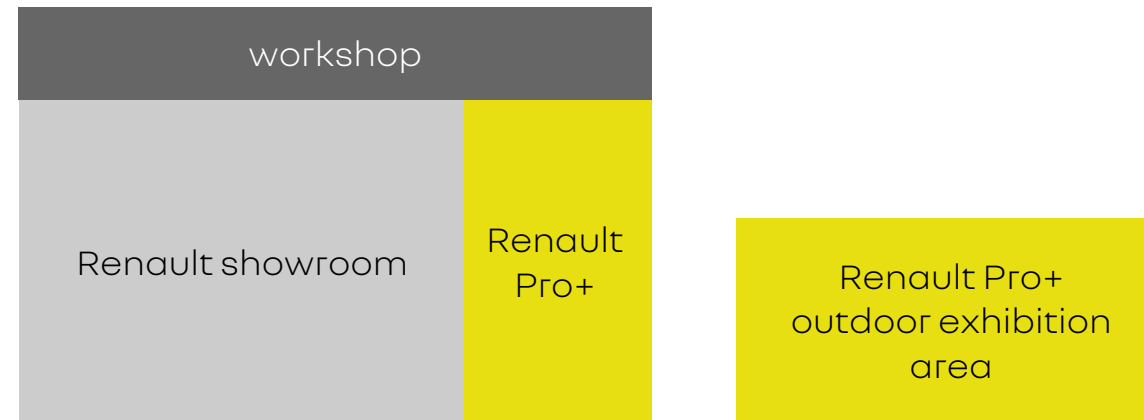
Professional customers are welcomed in a separate Renault Pro+ showroom adjoining the Renault Pro+ workshop.

An integrated center is made up of the following areas:

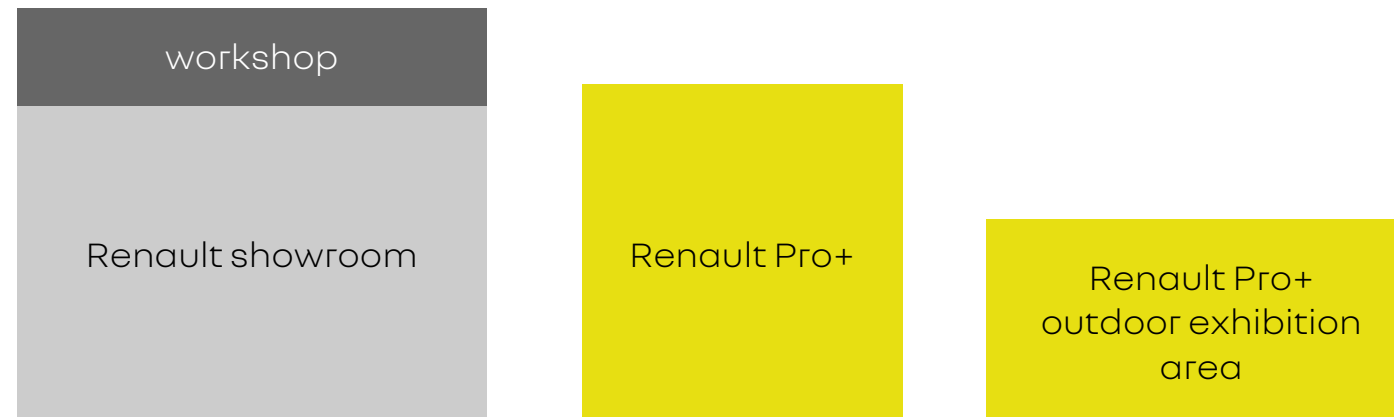
- a Renault Pro+ customer car park sized for Light Commercial Vehicles,
- a Renault Pro+ outdoor exhibition,
- a separate Renault Pro+ showroom,
- a separate Renault Pro+ service desk.



separate integrated site



independent integrated site



3.2

facades of integrated Renault Pro+ centers

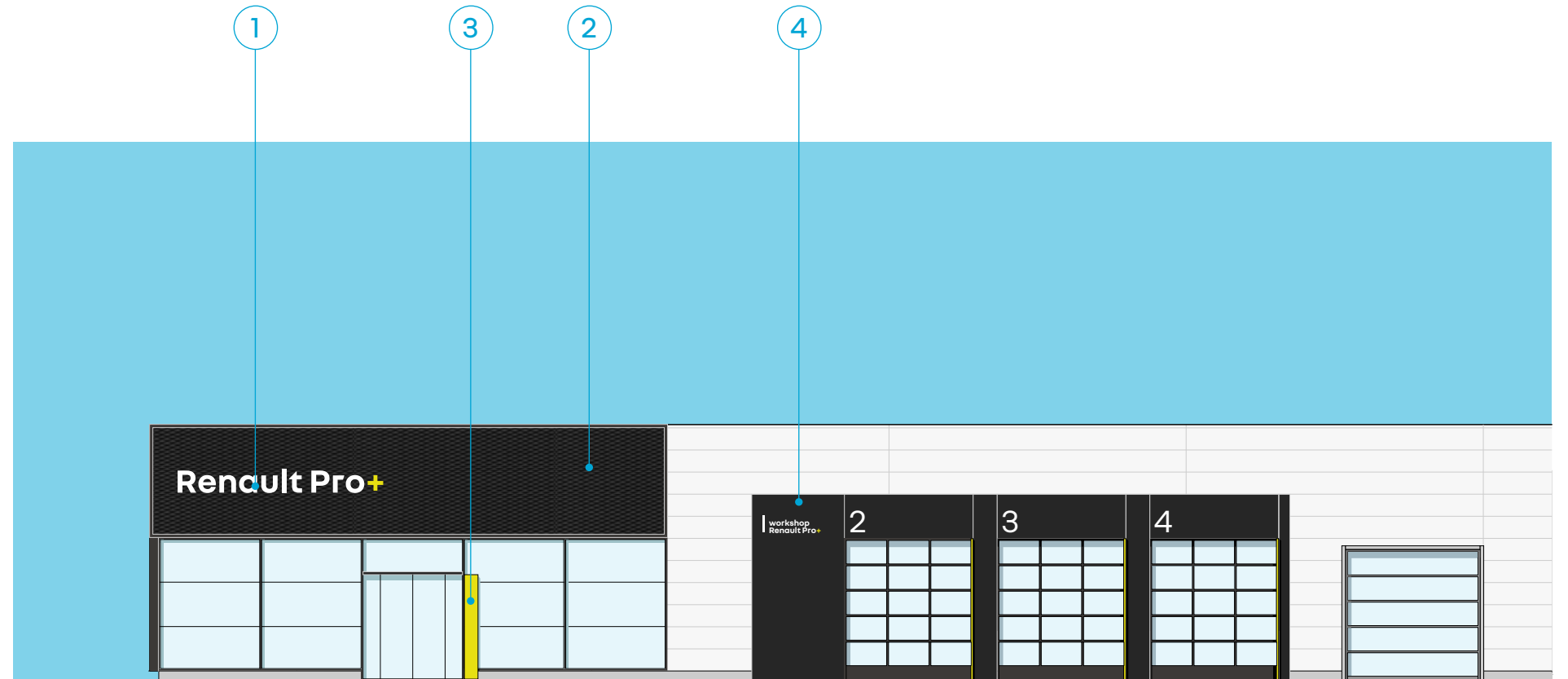
3.2.1 Renault Pro+ facade (secondary facade) - site identification

why?

It is recommended that the Renault Pro+ showroom be located on the secondary facade of the Renault site in order to group together the various activities (including after-sales) and to offer increased visibility.

how?

- 1 The Renault Pro+ signature is located on the facade.
- 2 The Renault Pro+ showroom facade can be clad in metal mesh.
The metal mesh is used for new installations and the dark grey cassette cladding can be used for retrofitting.
- 3 The vertical entrance marking reinforces the perception of the entrance door to the Renault Pro+ showroom.
- 4 Renault Pro+ service bays are clad with dark grey sheet metal panels.



3.2.2 the secondary facade of a Renault Pro+ showroom (special case)

why?

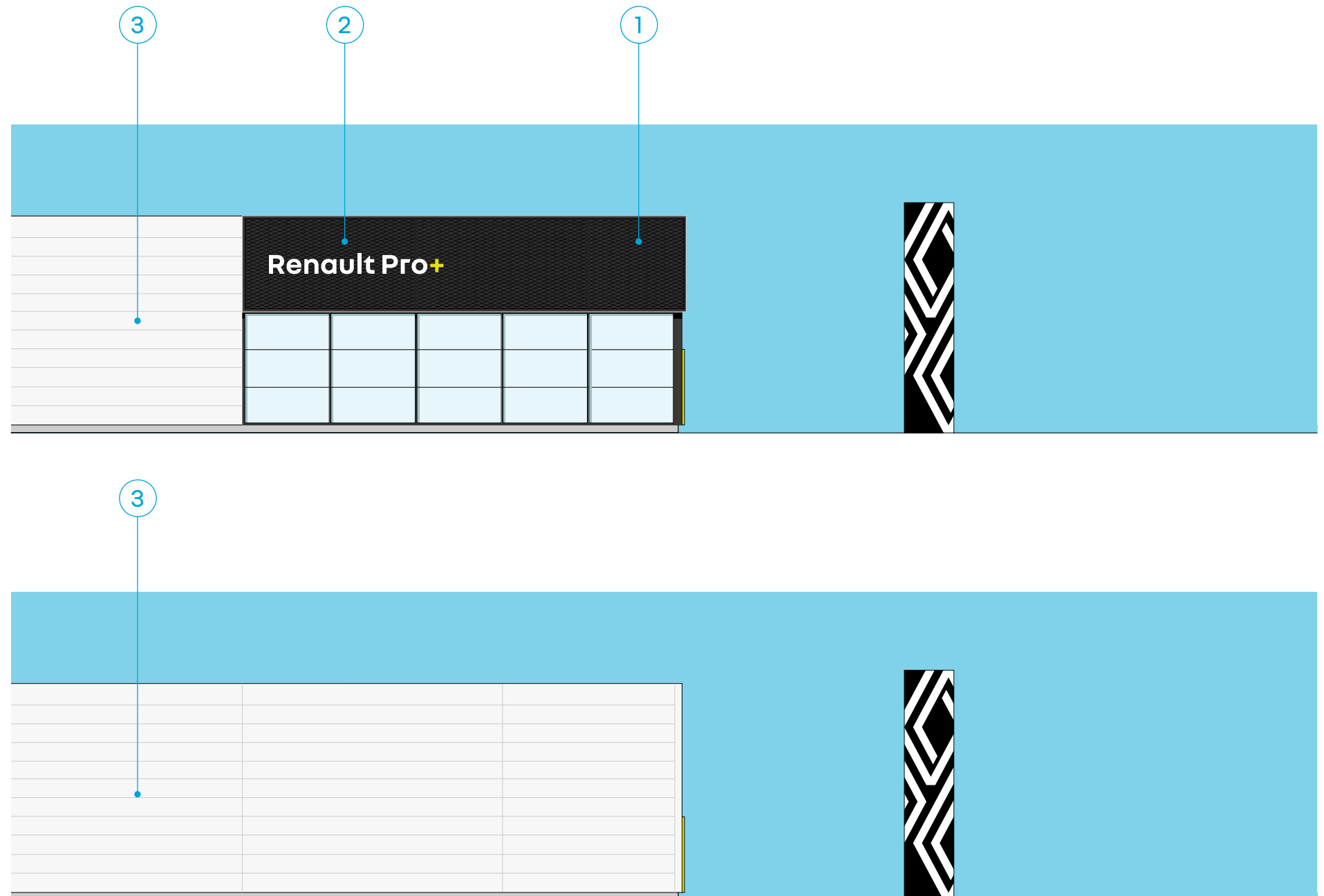
In the case of an integrated site with a secondary facade housing a Renault Pro+ activity, a fascia may be affixed.

how?

- 1 When the secondary facade of the showroom is glazed, the upper part will be clad in the same way as the main facade.
- 2 When it is particularly visible, the secondary facade may receive a Renault Pro+ signature without repeating the dealername.
- 3 When the secondary facade of the showroom is not glazed, the entire facade will be painted in RAL 9010 white or clad in 600 mm horizontal cladding.

warning

The overhead panel is reserved for the NV showroom. There cannot be 2 overhead panels on the same site even in the case of separate buildings.



3.2.3 the Renault Pro+ facade - site identification

why?

When the Renault Pro+ showroom is located on the main facade of the Renault site, an adaptation of the identification is necessary.

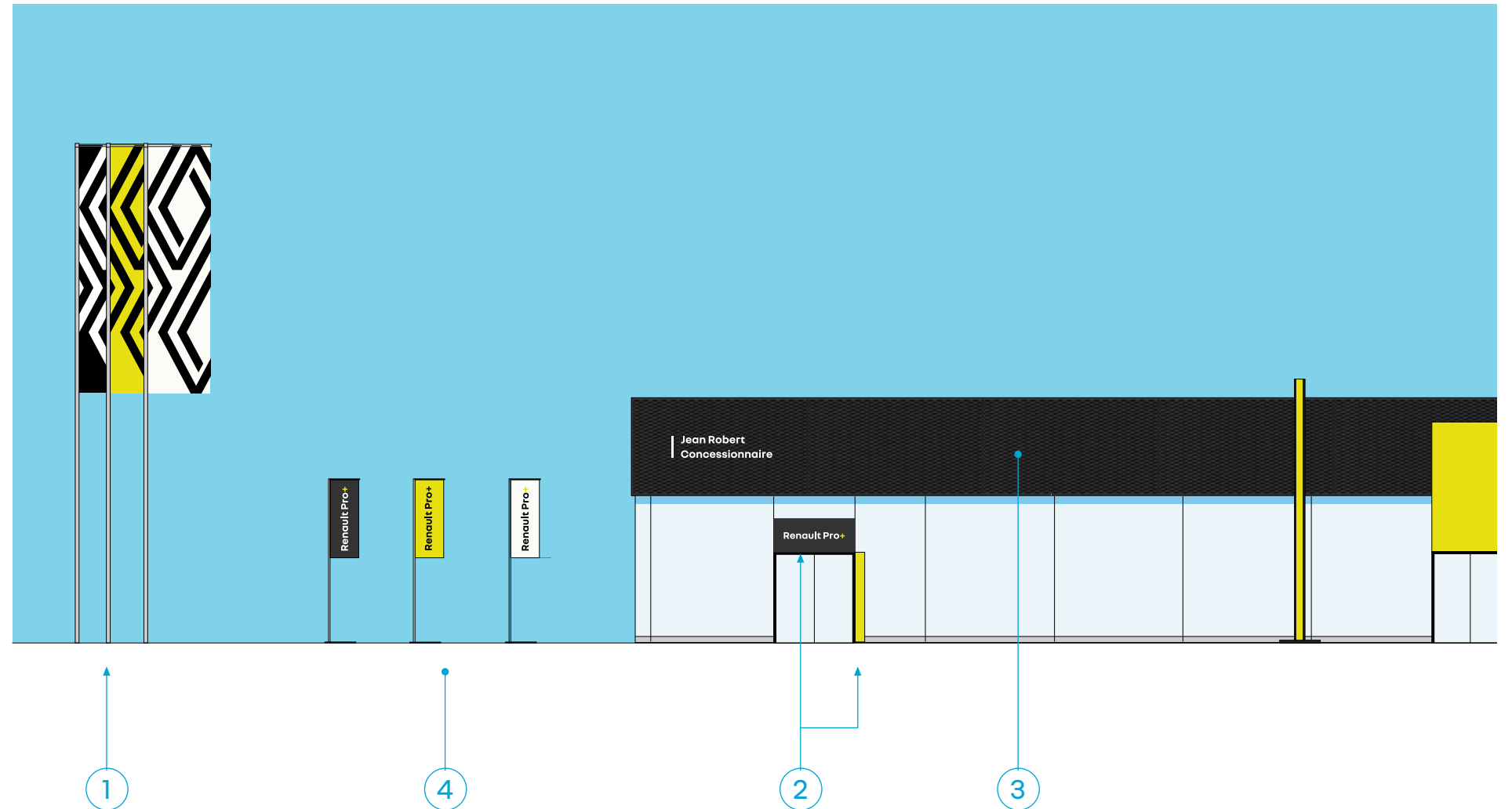
It is forbidden to align 2 Renault Pro+ signs on the main facade.

how?

- 1 Renault flags and directional signage are Renault elements.
- 2 The Renault Pro+ signature appears on a box located above the entrance door of the Renault Pro+ showroom, supplemented by the vertical entrance marker.
- 3 The Renault signature and dealername are located on the pediment of the VN showroom clad in metallic mesh or dark grey cassettes.
- 4 Banners confirm the presence of Renault Pro+.

note

- The overhead panel cannot be used to identify the entrance to the Renault Pro+ showroom.
- The Renault totem identifies the site.
- The NV showroom entrance is identified by the overhead panel.



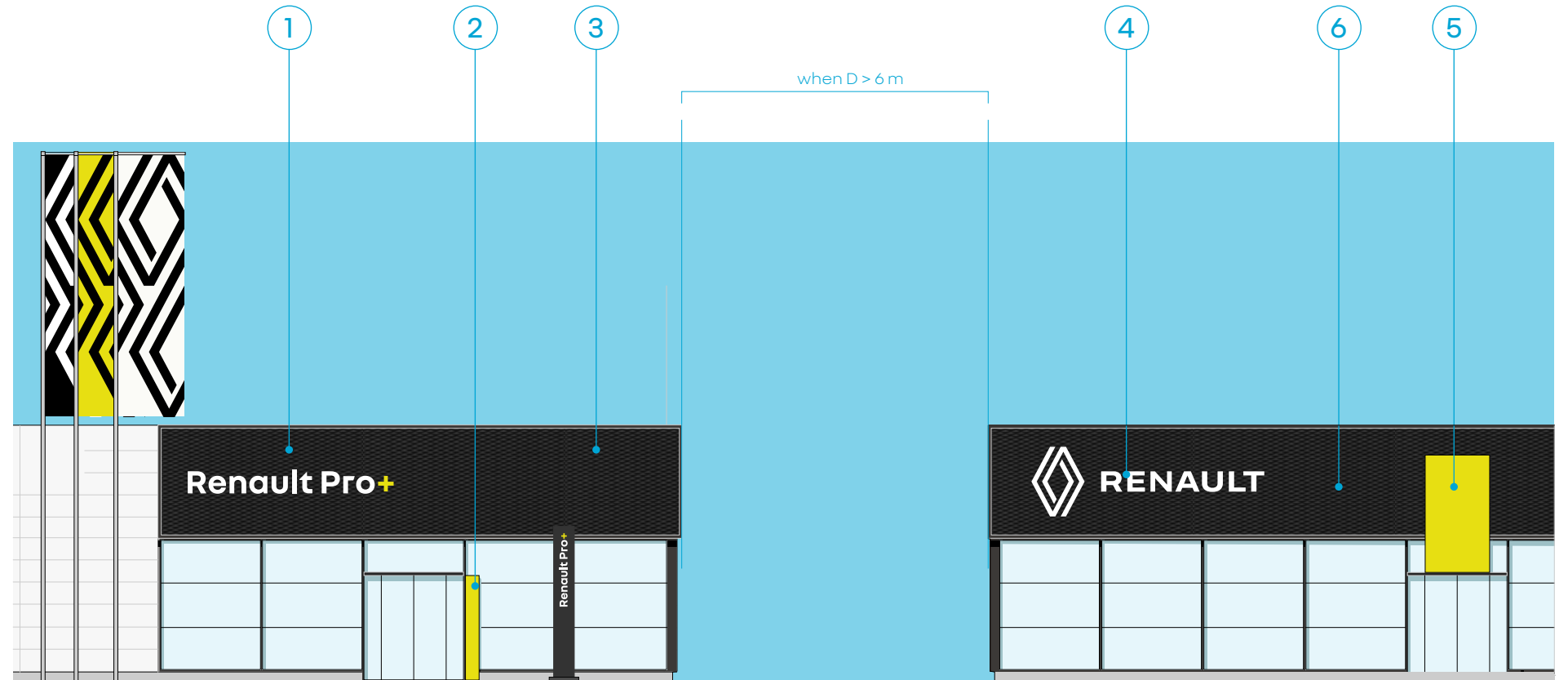
3.2.4 the Renault Pro+ facade (case of separate buildings) - site identification

why?

In the case of separate buildings on the same site, identification of the Renault Pro+ showroom is handled in the same way as the generic case.

how?

- 1 When the distance between the 2 buildings is over 6 m, the Renault Pro+ showroom is identified by placing the Renault Pro+ signature on the facade of the Renault Pro+ showroom.
- 2 The vertical entrance marker reinforces the perception of the entrance door to the Renault Pro+ showroom.
- 3 The facade of the Renault Pro+ showroom is clad in metal mesh or dark grey cassettes.
The metal mesh is used for new installations and the dark grey cassette cladding can be used for retrofitting.
- 4 The Renault signature is on the VN showroom facade.
- 5 The overhead panel marks the access door to the NV showroom.
- 6 The VN showroom facade is clad with metallic mesh.



warning

The overhead panel is reserved for the NV showroom. There cannot be 2 overhead panels on the same site even in the case of separate buildings.

3.2.5 the dedicated after-sales facade - 1

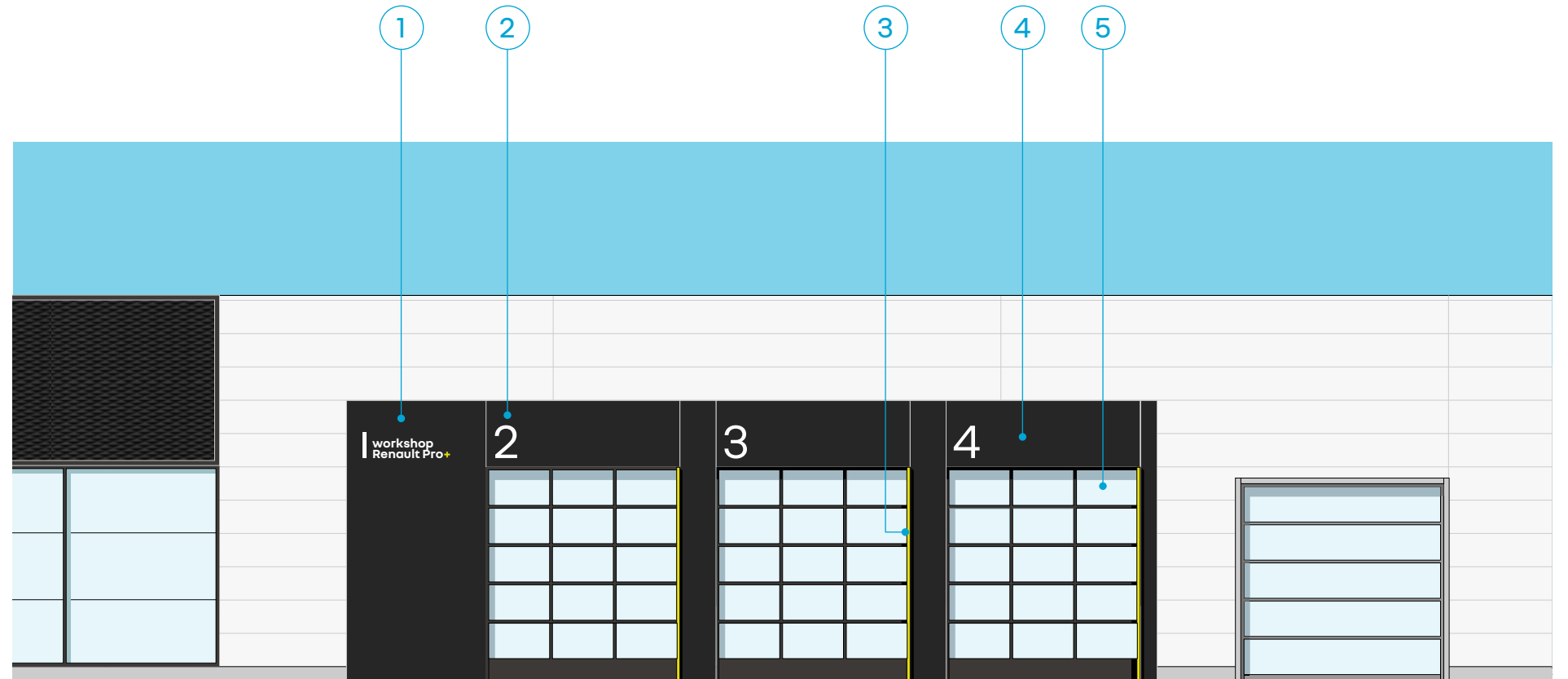
why?

Renault Pro+ workshop bays are clad with dark grey sheet metal panels in groups of bays with the same function.

The dimensions of the Renault Pro+ workshop doors are at least 4000 x 3500 mm.

how?

- 1 The wording "Renault Pro+ workshop" identifies the group of workshop bays dedicated to light commercial vehicles.
- 2 A number identifies each bay.
- 3 A yellow vertical strip recalls the presence of the brand, punctuating the group of bays by identifying each access door.
- 4 The standard heights of the strips above the doors are 900, 1200 or 1500 mm.
- 5 Workshop doors are mostly glazed. The frames are painted in RAL 7021 grey.



3.2.6 the dedicated after-sales facade - 2

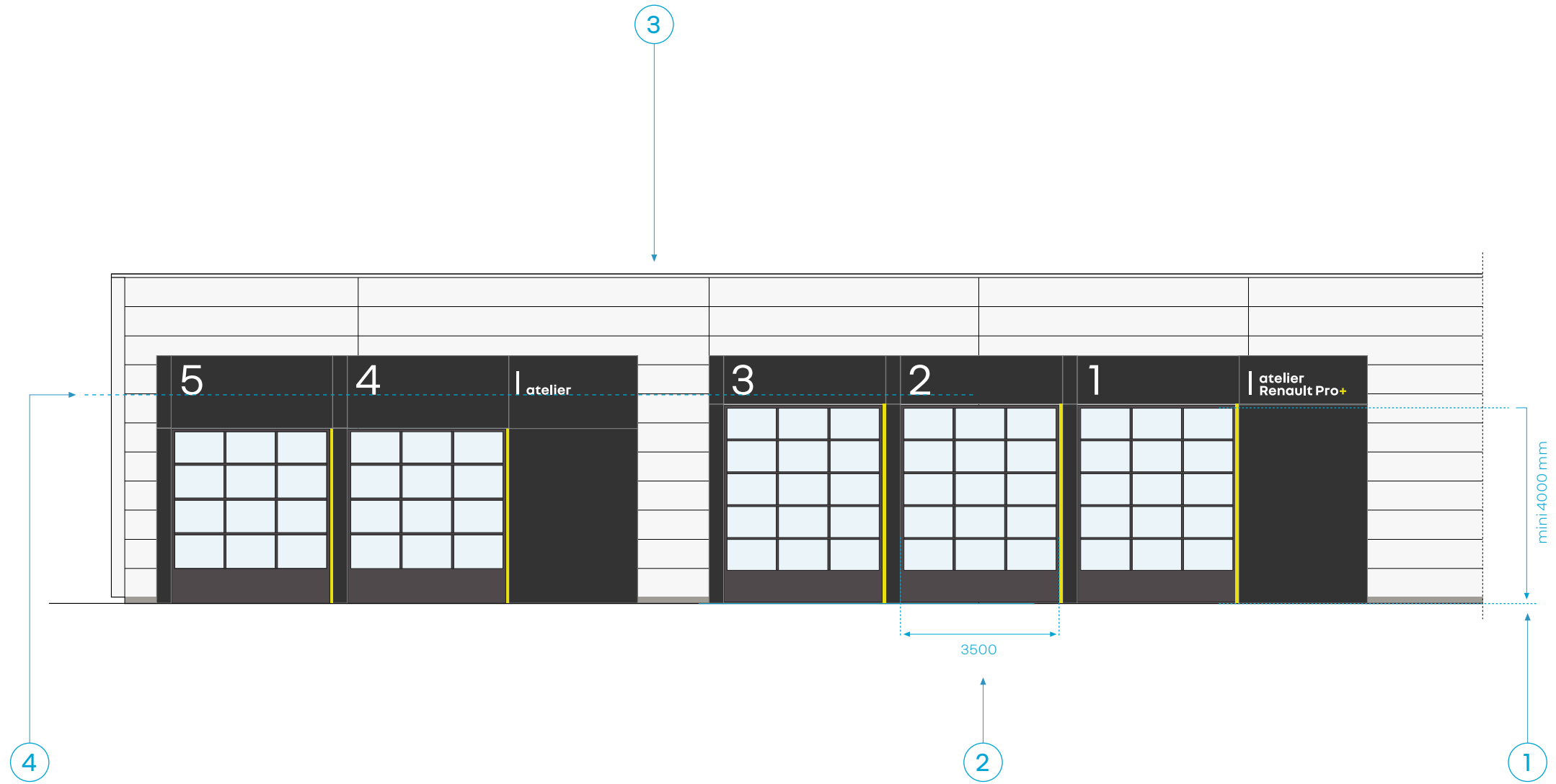
principle

The Renault Pro+ workshop bays have specific dimensions to match the dimensions of light commercial vehicles

They benefit from a covering similar to the bays of workshop private vehicles with which they can coexist on the same facade.

implementation rules

- 1 The recommended standard height for utility vehicle workshop bays is at least 4000 mm.
- 2 The recommended standard width for commercial vehicle workshop bays is 3500 mm.
- 3 The height under the framework required for workspaces is at least 5.60 m.
The rear facades can be of a lower height depending on the location of the lifts.
- 4 If there is a block of Renault Pro+ bays on a facade, the markings of the other bays should be aligned on the same line.



integrated Renault Pro+ centers

3.2.7 entrance markings

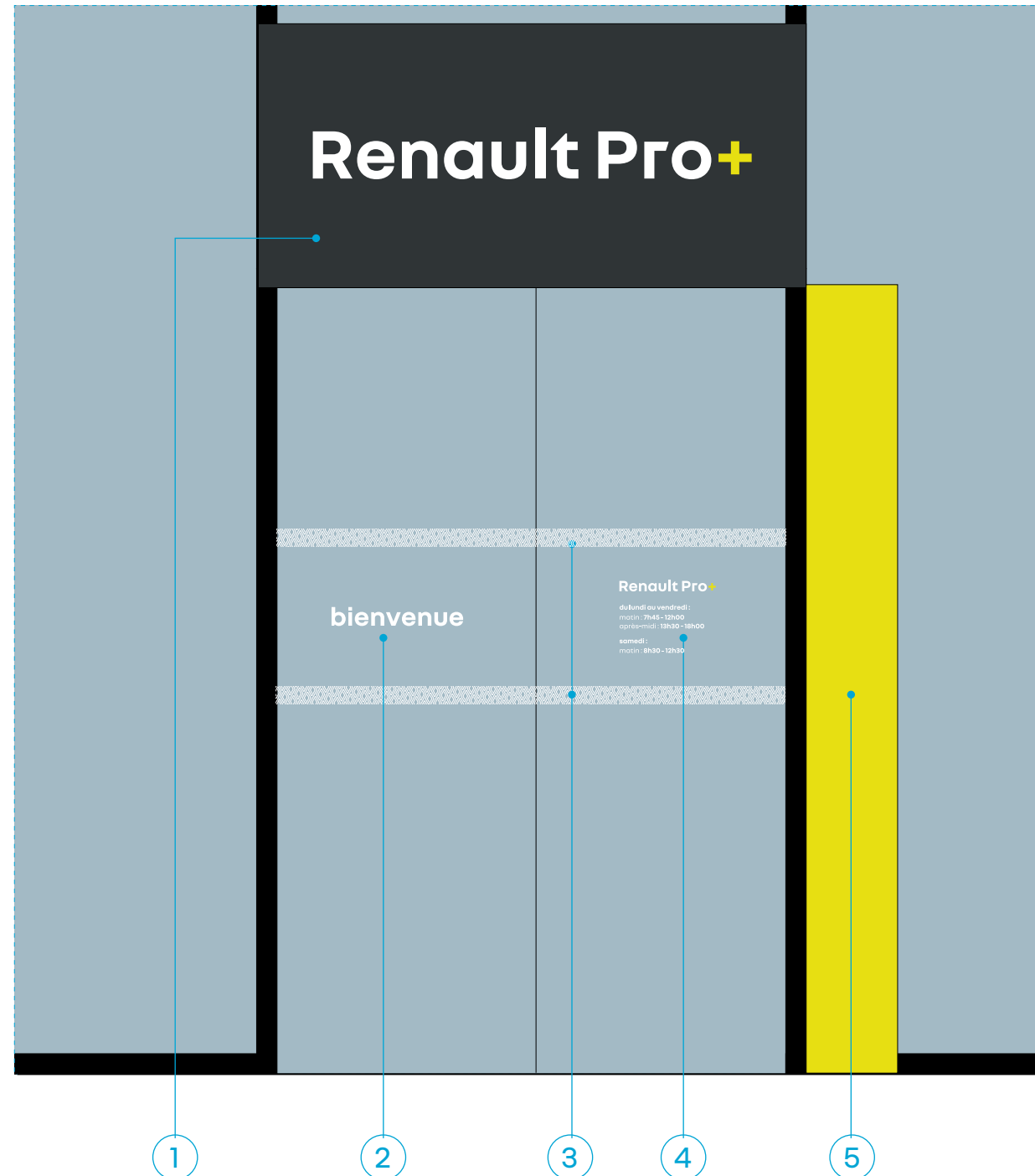
why?

All professional customers, sales and after-sales, are welcomed in the showroom by Renault Pro+ advisors.

The entrance door to the showroom is identified according to the methods described below.

how?

- 1 The box located above the entrance door identifies the Renault Pro+ showrom.
- 2 The word "welcome" welcomes the customer.
- 3 The horizontal strips are regulatory safety elements intended to reinforce the perception of the glazed panels.
- 4 The timetable display informs the customer about the opening hours of the point of sale.
- 5 The yellow vertical marker helps identify the entrance door to the showroom.



3.2.8 adhesive markings of the entrance door

why?

An entrance reserved for professional customers allows them to access the showroom to be welcomed.

The white adhesive markings on the glass door inform customers of the opening hours.

how?

- 1 The word “welcome” appears on the opposite door where the opening hours are positioned.
- 2 The Renault Pro+ signature appears above the timetables.
- 3 The opening hours distinguish, if necessary, the different days.



3.3

interior layout of integrated Renault Pro+ centers

3.3.1 general organization of showroom

why?

The Renault Pro+ showroom is structured around an exhibition area displaying LCV vehicles

how?

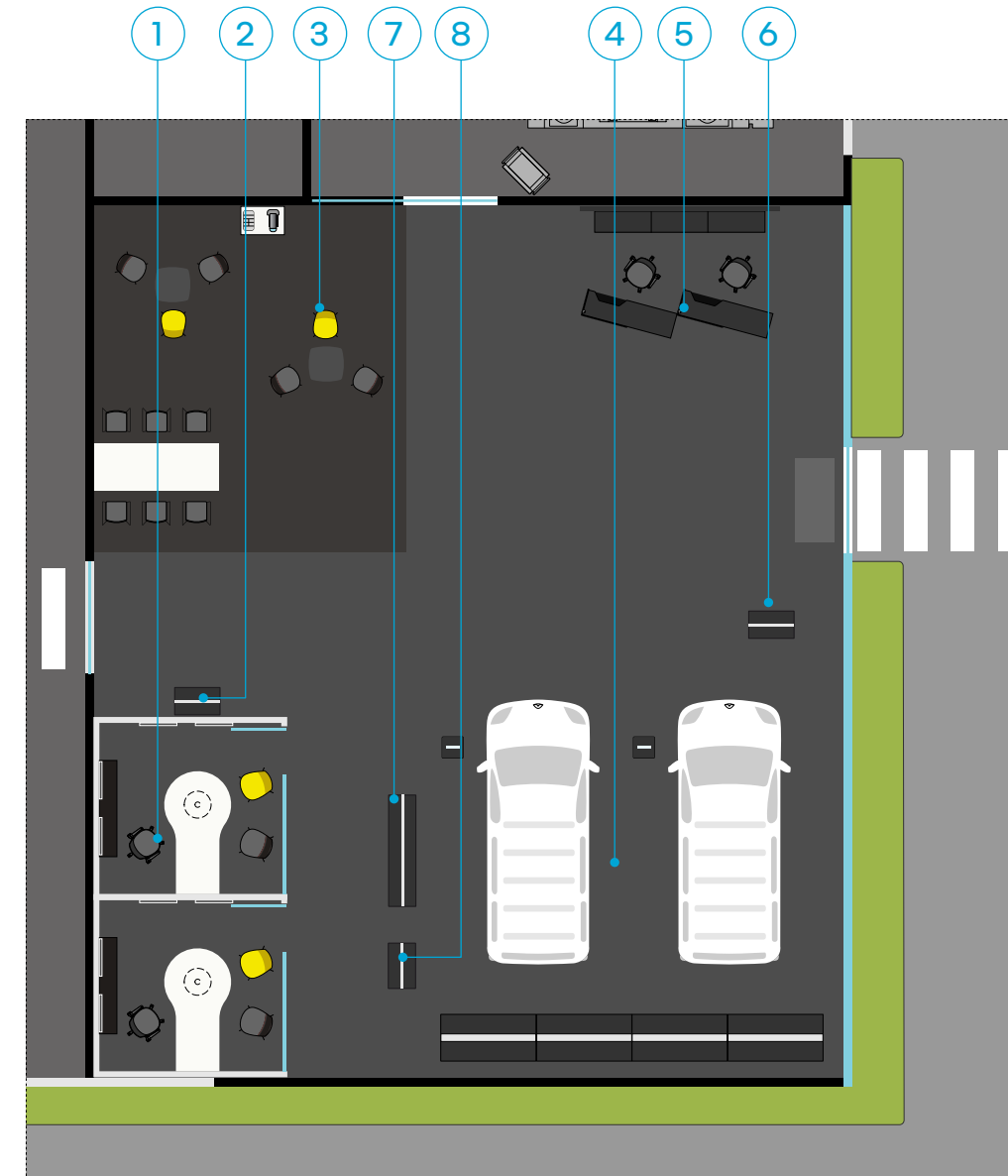
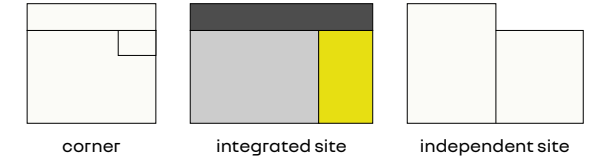
Different components are present in the showroom:

- 1 Sales offices.
- 2 The totem-kakemono or the furniture presents the accessories.
- 3 The waiting area.
- 4 The Renault Pro+ exhibition area is highlighted by a fresco.
- 5 The reception area.
- 6 A totem-kakemono presents the customer promise.
- 7 The generic 2x2 POS displays the charging solutions for electric vehicles.
- 8 A totem-kakemono presents the USPs and the possibilities of transforming the vehicles on display.

warning

For all technical information relating to Renault components, refer to the Specifications for each component.

For any instructions on the use of Renault components, refer to the retail architectural guidelines for Renault sites.



3.3.2 layout of the waiting area

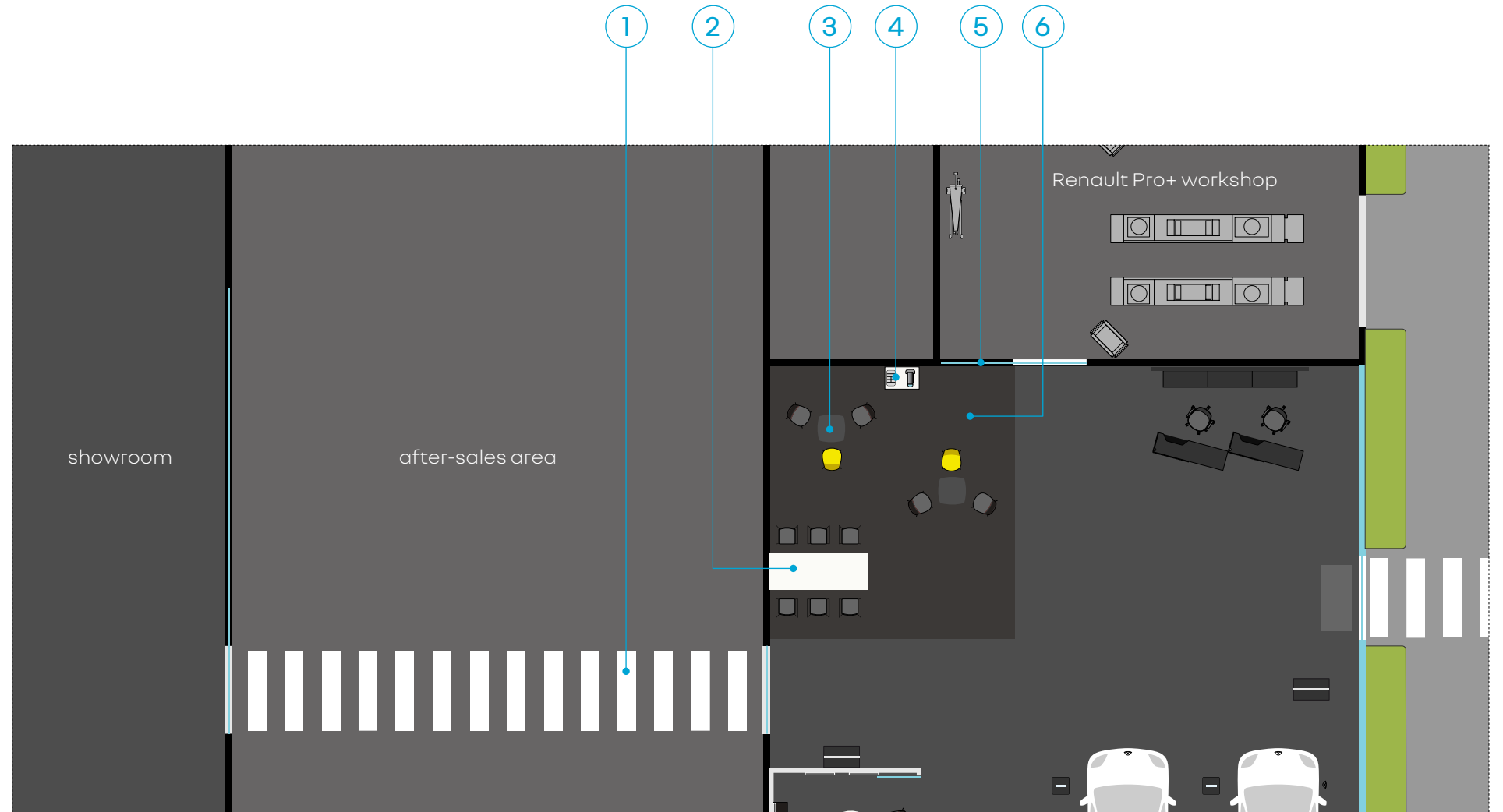
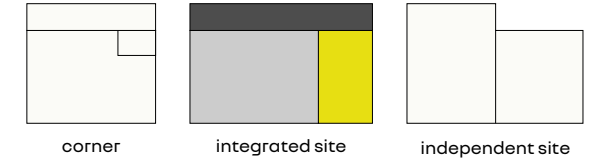
why?

The waiting area is a pivotal element in the layout of the Renault Pro+ showroom.

It is installed at the back of the showroom near the Renault Pro+ workshop, offering visibility to customers via a glass wall.

how?

- 1 It is recommended to create a link between the NV showroom and the Renault Pro+ showroom so that customers can access it.
- 2 A co-working table allows customers wishing to work or recharge their portable equipment efficiently.
- 3 The lounge is made up of armchairs associated with a coffee table allowing customers to comfortably wait for the end of the intervention on their vehicles.
- 4 A beverage furniture offers self-service hot or cold drinks.
- 5 A glass wall provides a view of the vehicles being worked on in the workshops.
- 6 A dark grey carpet delimits the waiting area, contributing to the impression of comfort felt by the customer.



4

independent Renault Pro+ centers

4.1

general layout of independent Renault Pro+ centers

independent Renault Pro+ center

4.1.1 independent Renault Pro+ center

the block diagram

The diagram opposite illustrates the typical organization of a Renault Pro+ stand-alone site.

The main functions are implemented according to customer journeys.

what to get in mind?

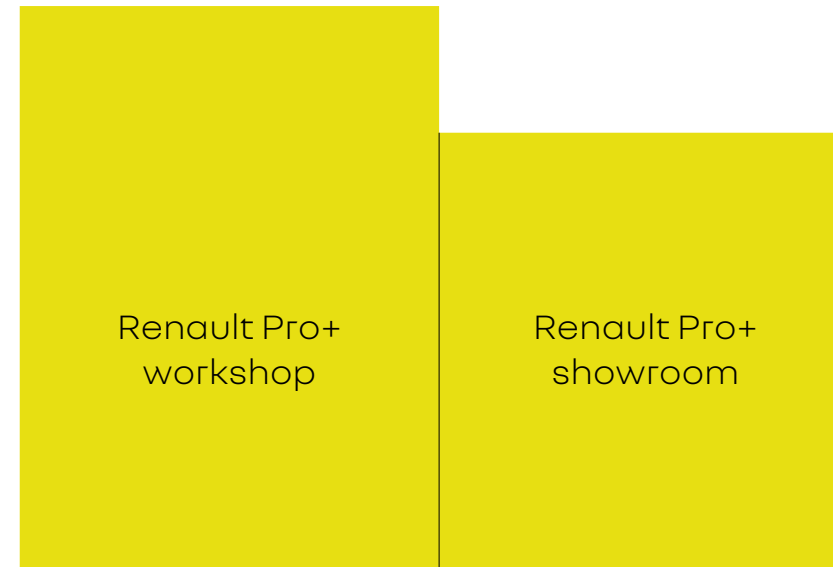
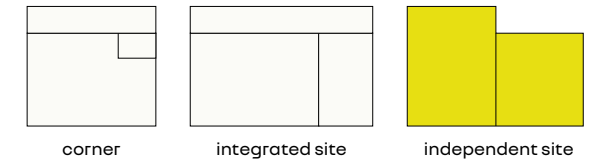
Near the site, a dedicated outdoor exhibition presents the representative Renault Pro+ vehicles of the range.

A dedicated car park to Renault Pro+ customers is located near the Renault Pro+ showroom.

Professional customers are welcomed in a separate Renault Pro+ showroom adjoining the Renault Pro+ workshop.

An autonomous center is made up of the following areas:

- a Renault Pro+ customer car park sized for Light Commercial Vehicles,
- a Renault Pro+ outdoor exhibition,
- a Renault Pro+ showroom with indoor exhibition,
- a separate Renault Pro+ service desk.



4.2

facades of independent Renault Pro+ centers

4.2.1 typical facade

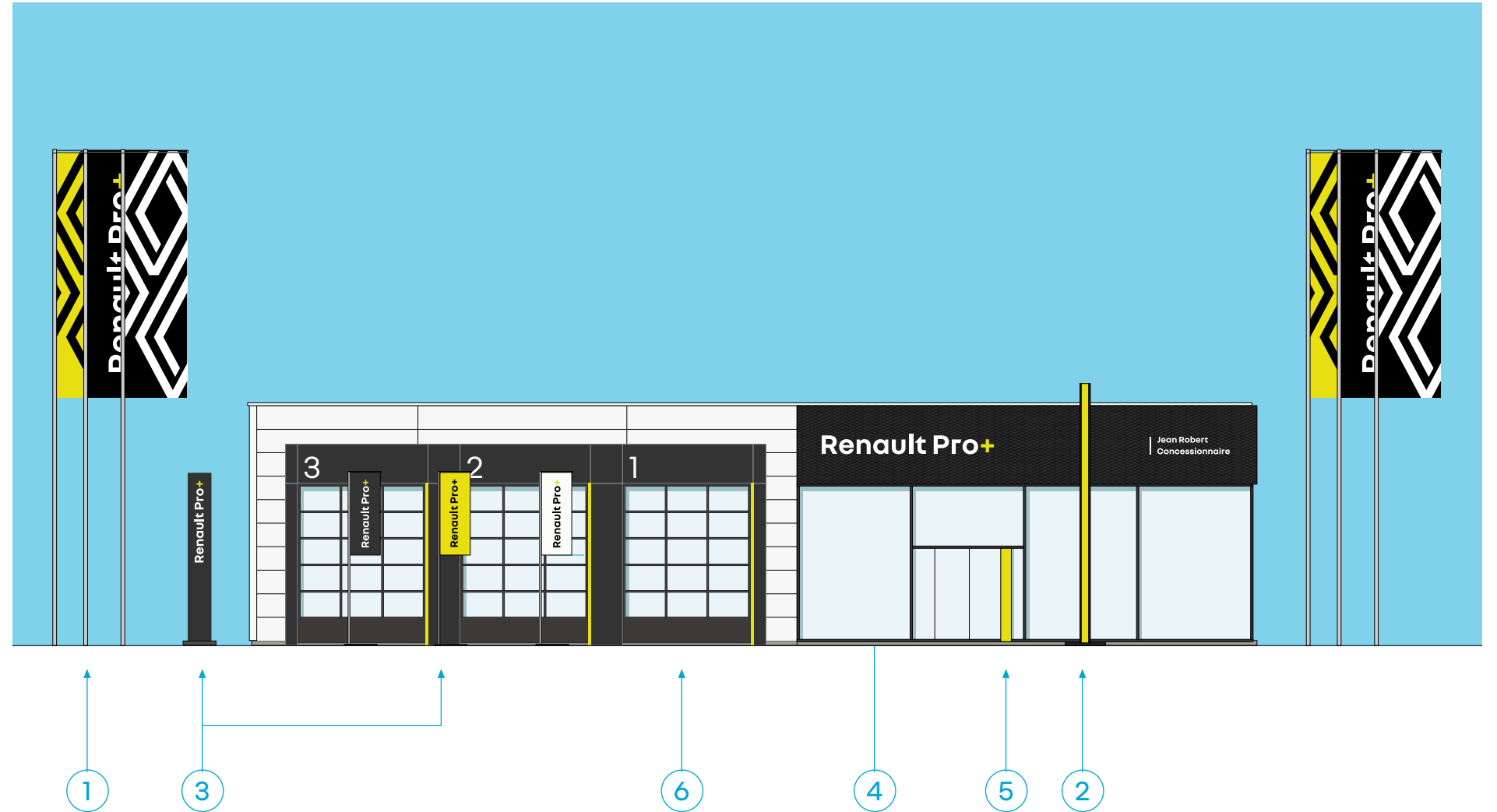
why?

The independent Renault Pro+ site is identified using methods similar to those used for integrated sites.

how?

- 1 Renault flags and directional signage are Renault elements.
- 2 The Renault totem identifies the site.
- 3 Exterior displays are identified either by the area mast or by an arch and the Renault Pro+ banners (see Exteriors chapter)
- 4 The Renault Pro+ signature and the company name are placed on the metal mesh or a grey fascia adorning the facade of the showroom
- 5 The entrance is identified by the overhead panel or, failing that, the vertical entrance marker.
- 6 The service bays are clad in dark grey sheet metal.

When the secondary facade of the showroom is not glazed, the entire facade will be painted in RAL 9010 white or clad in 600 mm horizontal cladding



warning

For all technical information relating to Renault components, refer to the Specifications for each component.

For any instructions on the use of Renault components, refer to the retail architectural guidelines for Renault sites.

4.2.2 the dedicated after-sales facade - 1

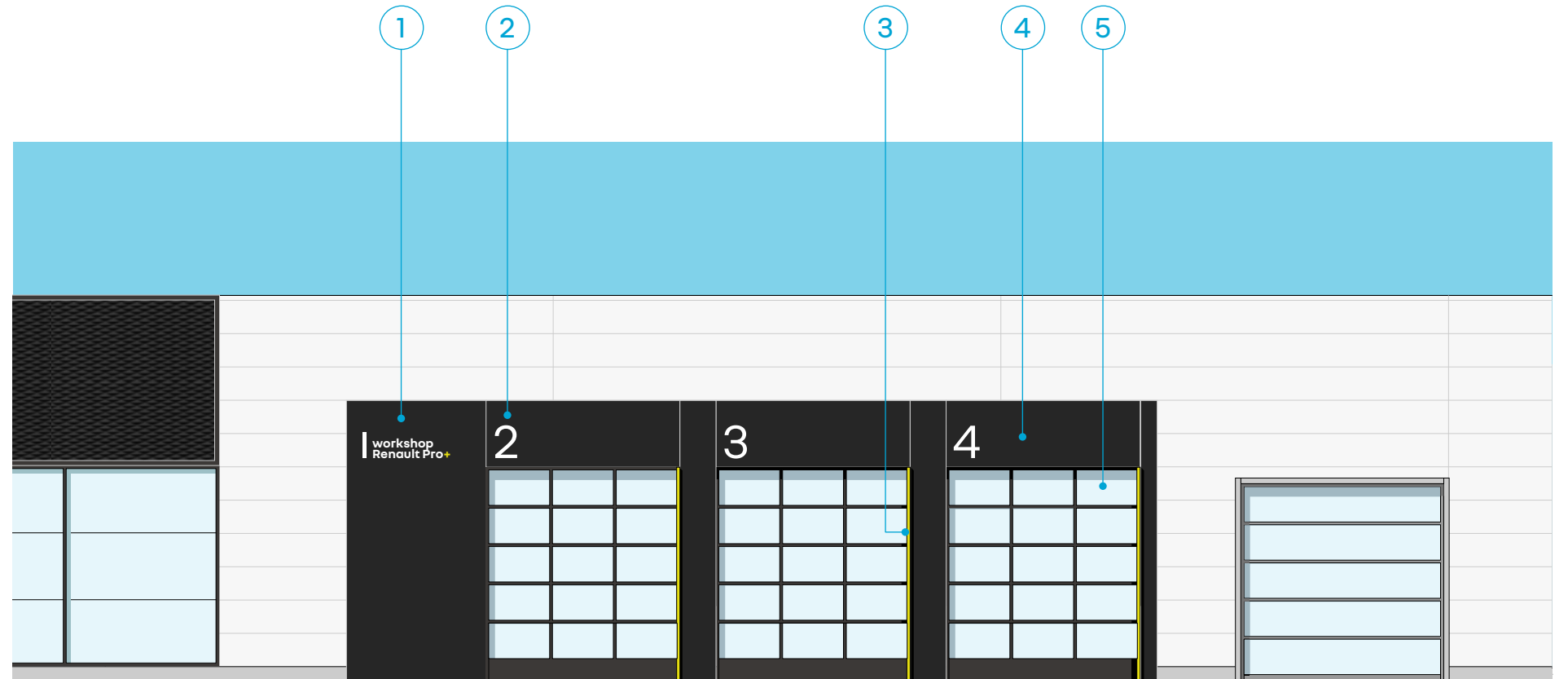
why?

Renault Pro+ workshop bays are clad with dark grey sheet metal panels in groups of bays with the same function.

The dimensions of the Renault Pro+ workshop doors are at least 4000 x 3500 mm.

how?

- 1 The wording "Renault Pro+ workshop" identifies the group of workshop bays dedicated to light commercial vehicles.
- 2 A number identifies each bay.
- 3 A yellow vertical strip recalls the presence of the brand, punctuating the group of bays by identifying each entrance door.
- 4 The standard heights of the fascias above the doors are 900, 1200 or 1500 mm.
- 5 Workshop doors are mostly glazed. The frames are painted in RAL 7021 dark grey.



4.2.3 the dedicated after-sales facade - 2

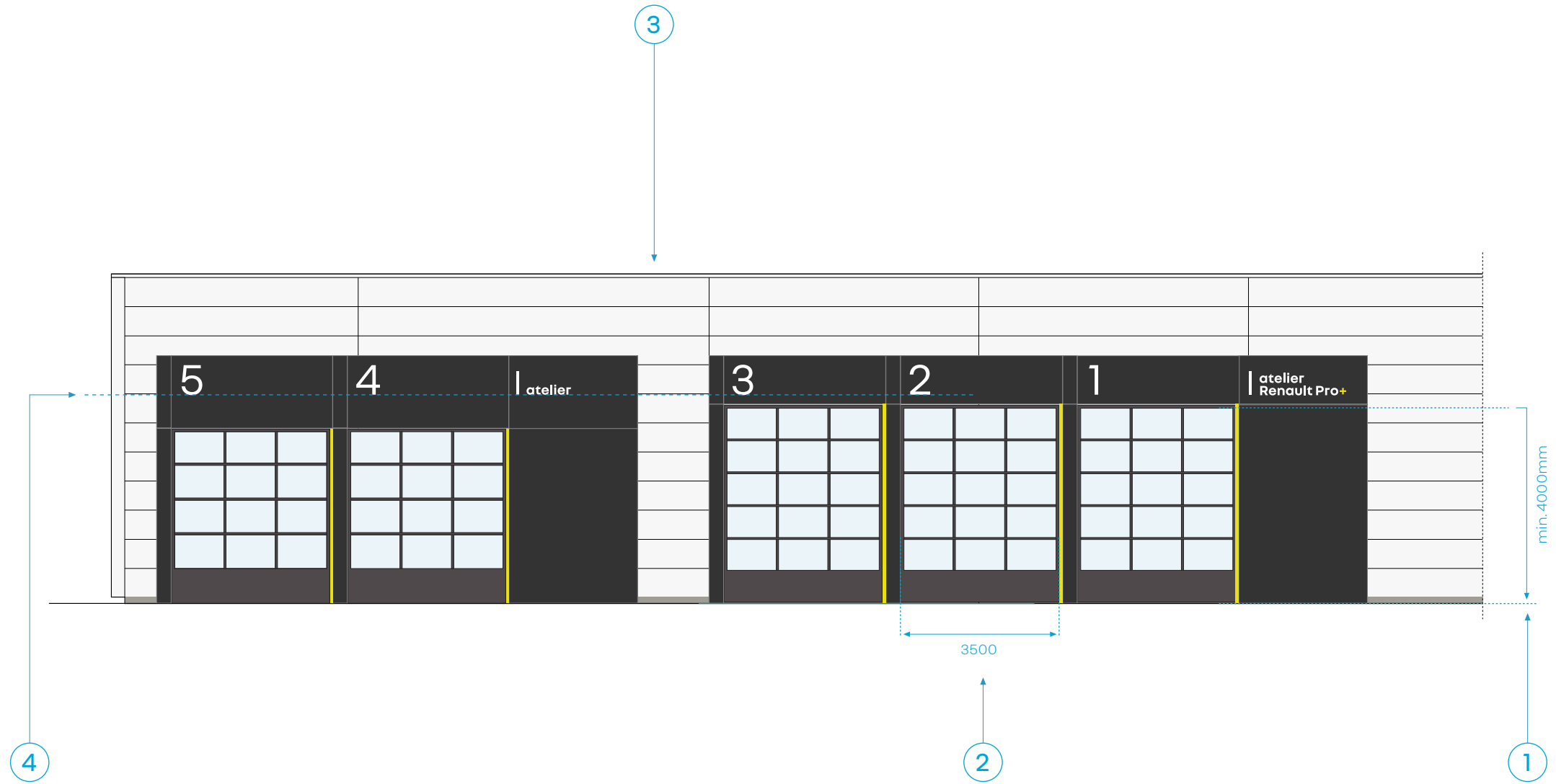
principe

Renault Pro+ workshop bays have specific dimensions to match the dimensions of utility vehicles

They benefit from a covering similar to the bays of workshop private vehicles with which they can coexist on the same facade.

implementation rules

- 1 The recommended standard height for utility vehicle workshop bays is at least 4000 mm.
- 2 The recommended standard width for commercial vehicle workshop bays is 3500 mm.
- 3 The height under the framework required for workspaces is at least 5.60 m.
The rear facades can be of a lower height depending on the location of the lifts.
- 4 If there is a block of Renault Pro+ bays on a facade, markings of the other bays should be aligned on the same line.



independent Renault Pro+ center

4.2.4 entrance markings

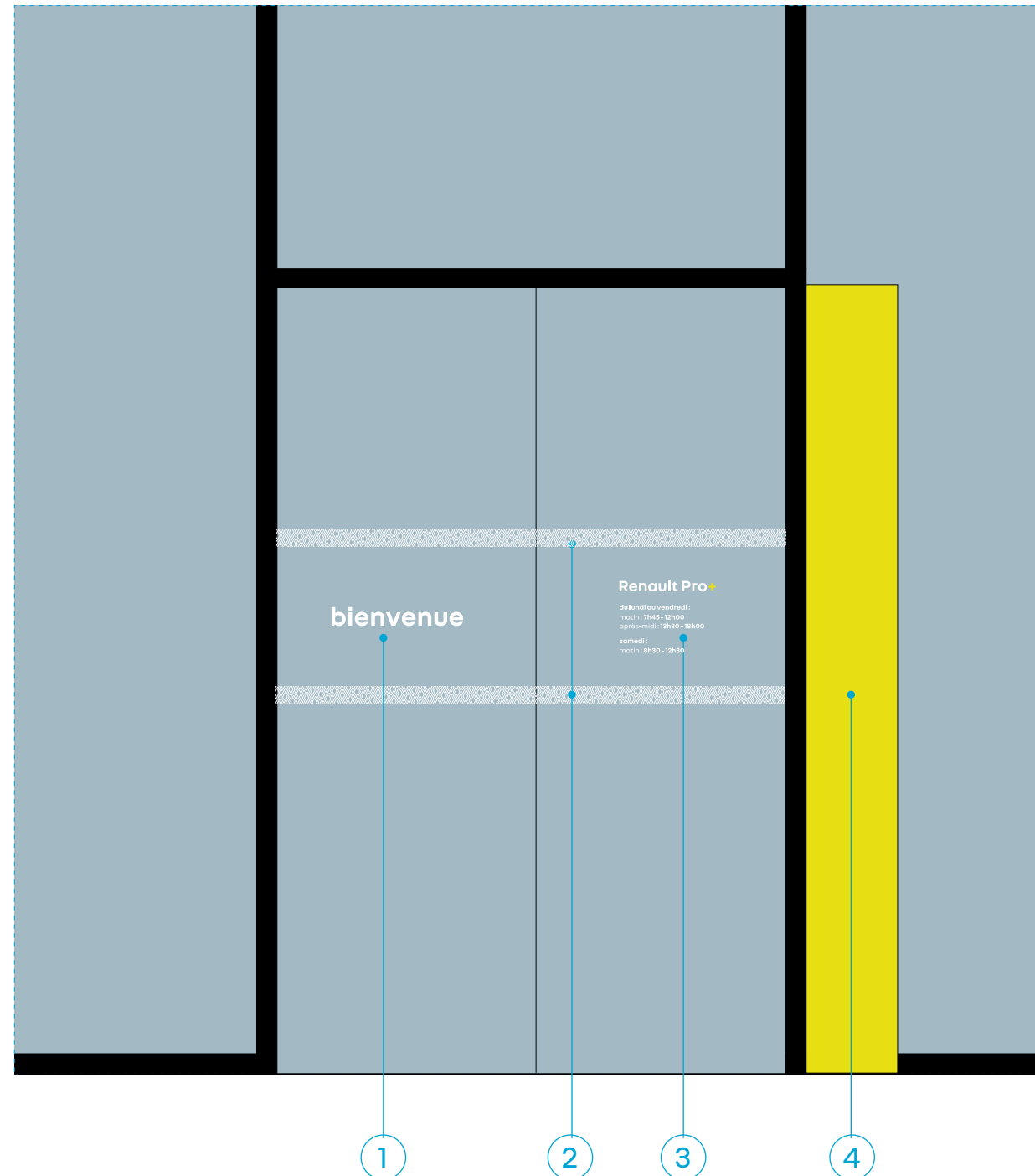
why?

All professional customers, sales and after-sales, are welcomed in the showroom by Renault Pro+ advisers.

The entrance door to the showroom is identified according to the methods described below.

how?

- 1 The word "welcome" greets the customer.
- 2 The horizontal strips are regulatory safety elements intended to reinforce the perception of the glass panels.
- 3 The timetable display informs the customer about the opening hours of the point of sale.
- 4 The yellow vertical marker helps identify the entrance door to the showroom.



4.2.5 adhesive markings of the entrance door

why?

An entrance reserved for professional customers allows them to access the showroom to be welcomed.

The white adhesive markings on the glass door inform customers of the opening hours.

how?

- 1 The word “welcome” appears on the opposite door where the opening hours are positioned.
- 2 The Renault Pro+ signature appears above the timetables.
- 3 The opening hours distinguish, if necessary, the different days.



4.3

layout of independent Renault Pro+ centers

4.3.1 general organization of the site

why?

The independent Renault Pro+ site brings together all the sales and after-sales functionalities in the same building.

how?

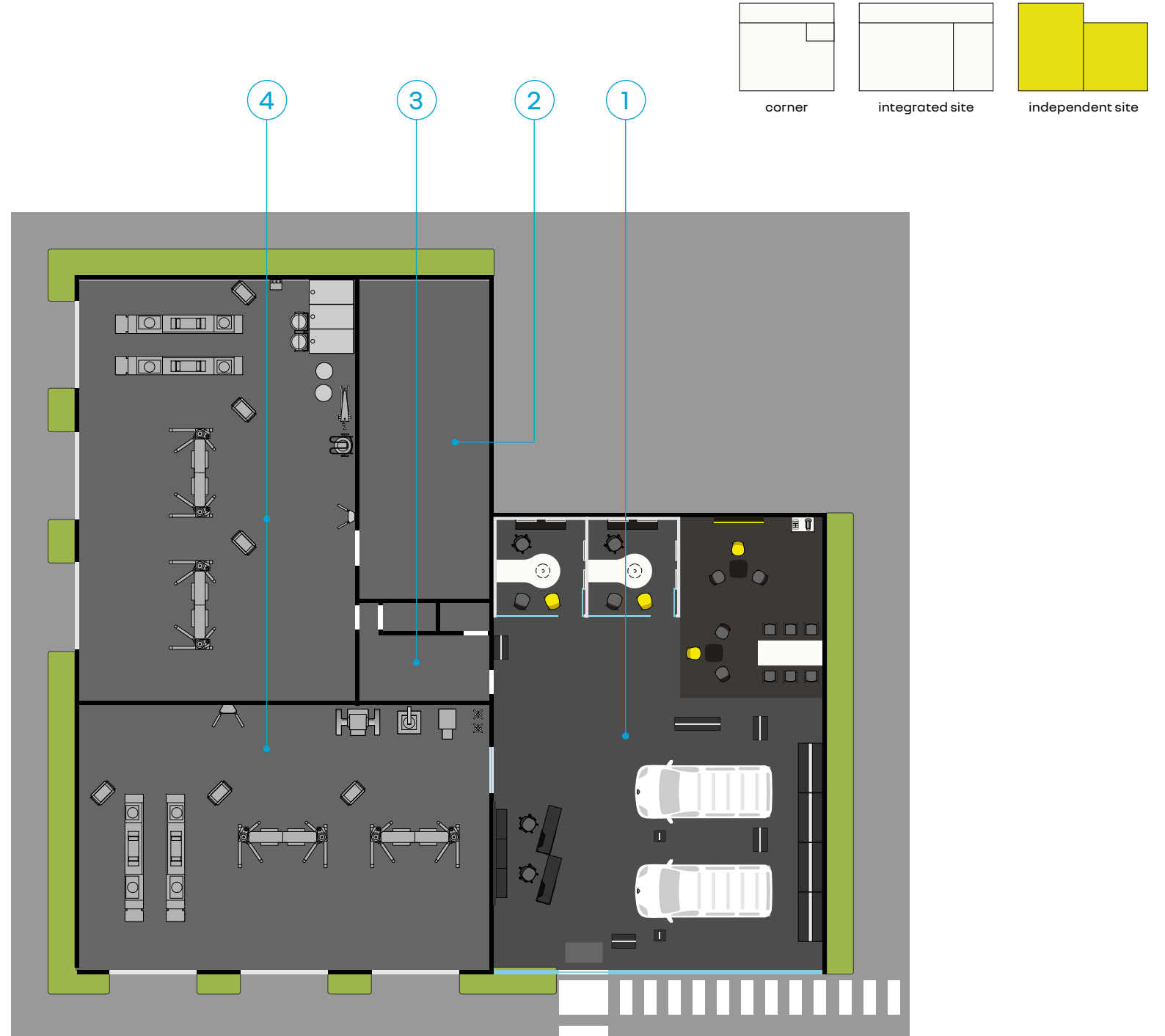
The plan opposite shows an example of the layout of the various components, which is representative but not exhaustive:

- 1 Showroom.
- 2 Parts warehouse
- 3 Sanitary.
- 4 Workshop.

warning

For all technical information relating to Renault components, refer to the Specifications for each component.

For any instructions on the use of Renault components, refer to the retail architectural guidelines for Renault sites.



4.3.2 general organization of showroom

why?

The Renault Pro+ showroom is structured around an exhibition area showcasing LCV vehicles.

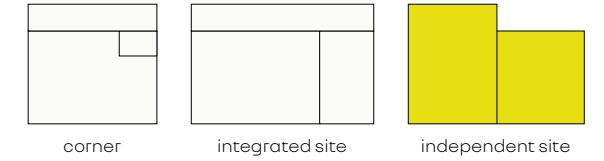
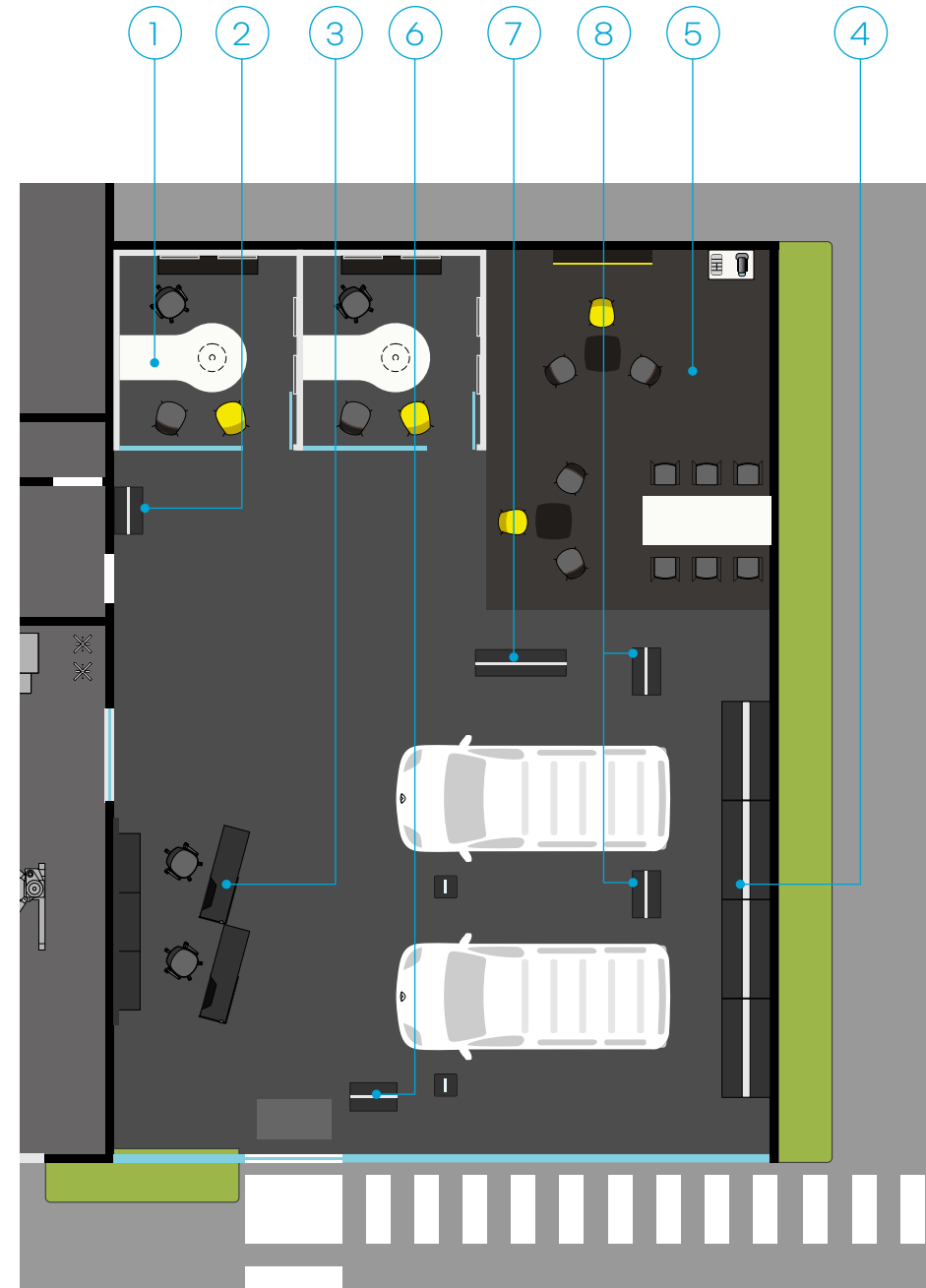
how?

- 1 Sales offices.
- 2 The totem-kakemono or the furniture presents the accessories.
- 3 The reception area.
- 4 The Renault Pro+ exhibition area is backed by a fresco.
- 5 The waiting area.
- 6 A totem-kakemono presents the customer promise.
- 7 The generic 2x2 POS displays the charging solutions for electric vehicles.
- 8 A totem-kakemono presents the USPs and the possibilities of transforming the vehicles on display.

warning

For all technical information relating to Renault components, refer to the Specifications for each component.

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4.3.3 layout of the waiting area

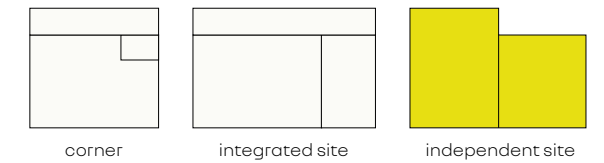
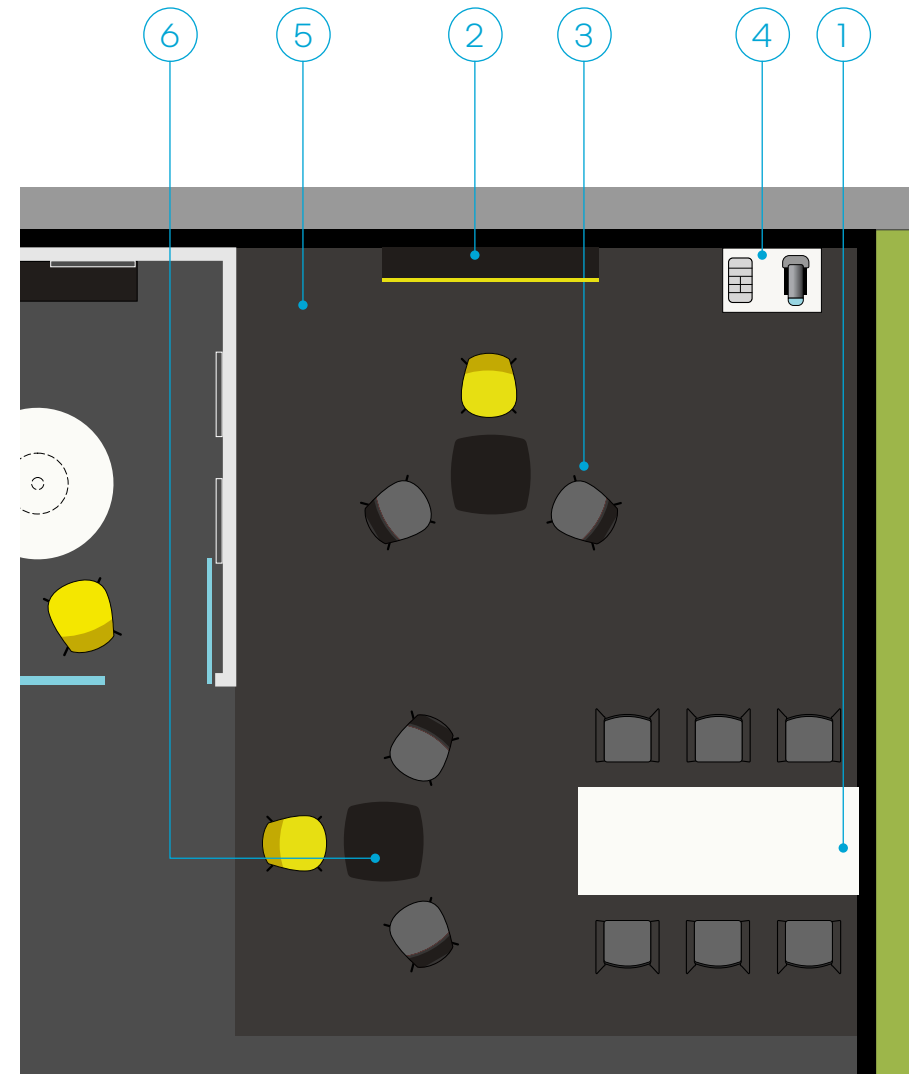
why?

The waiting area is a pivotal element in the layout of the Renault Pro+ showroom.

It is installed at the back of the showroom near the Renault Pro+ workshop, offering visibility to customers via a glass wall.

how?

- 1 A co-working table allows customers wishing to work or recharge their portable equipment efficiently.
- 2 The brand wall is installed against the back wall of the waiting area.
- 3 The lounge is made up of armchairs associated with a coffee table allowing customers to comfortably wait for the end of the intervention on their vehicles.
- 4 A beverage furniture offers self-service hot or cold drinks.
- 5 A dark grey carpet delimits the waiting area, contributing to the impression of comfort felt by the customer.
- 6 If necessary, the reception capacity of the lounge can be extended by installing 3 armchairs combined with a coffee table.



5

exterior components of Renault Pro+ centers

5.1

directional signage and car parks

5.1.1 directional signage

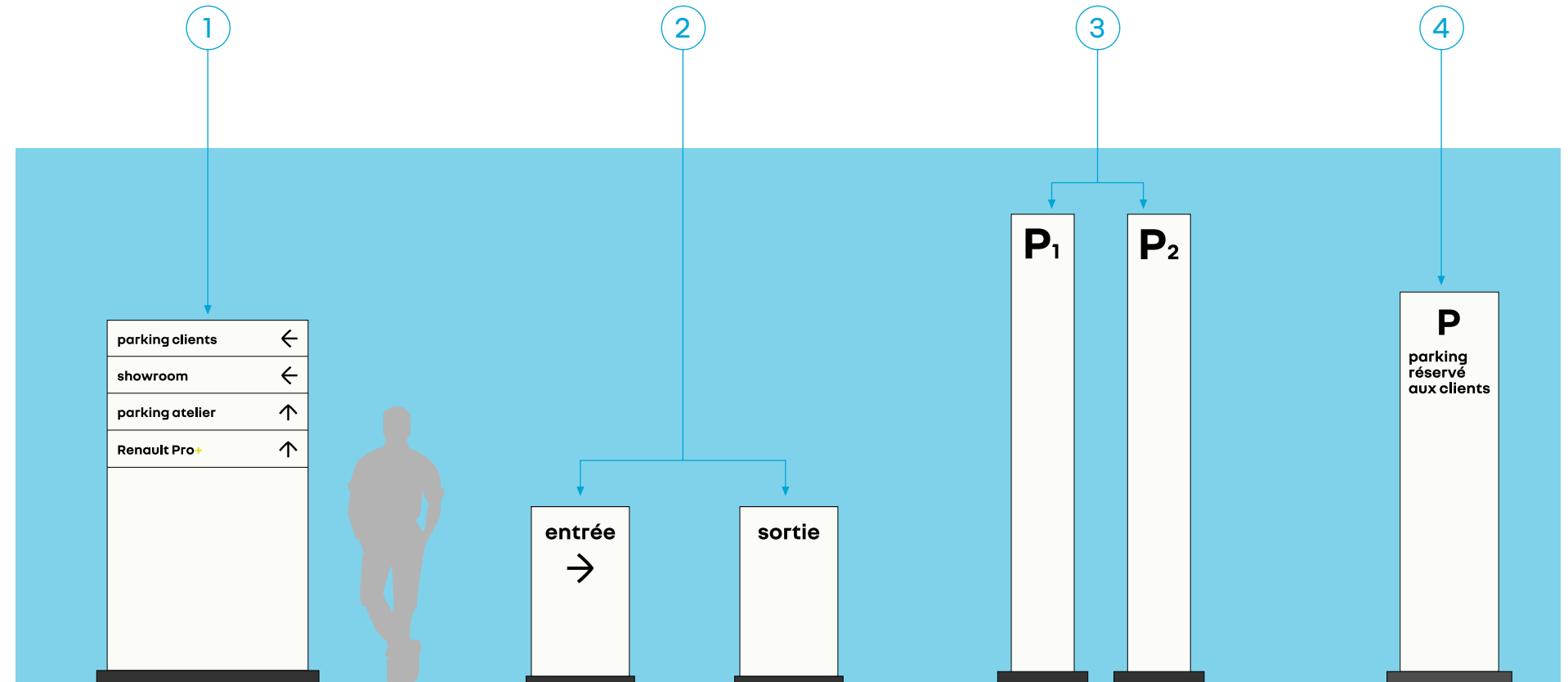
why?

Directional signage is installed in such a way as to mark out the customer journey from the approaches of the site to the reception areas.

how?

It uses the following elements:

- 1 The directional panel
- 2 Entrance/exit panels (optional)
- 3 The car park identification panel (optional)
- 4 The car park sign (optional)



warning

For all technical information relating to Renault components, refer to the Specifications for each component.

For any instructions on the use of Renault components, refer to the retail architectural guidelines for Renault sites.

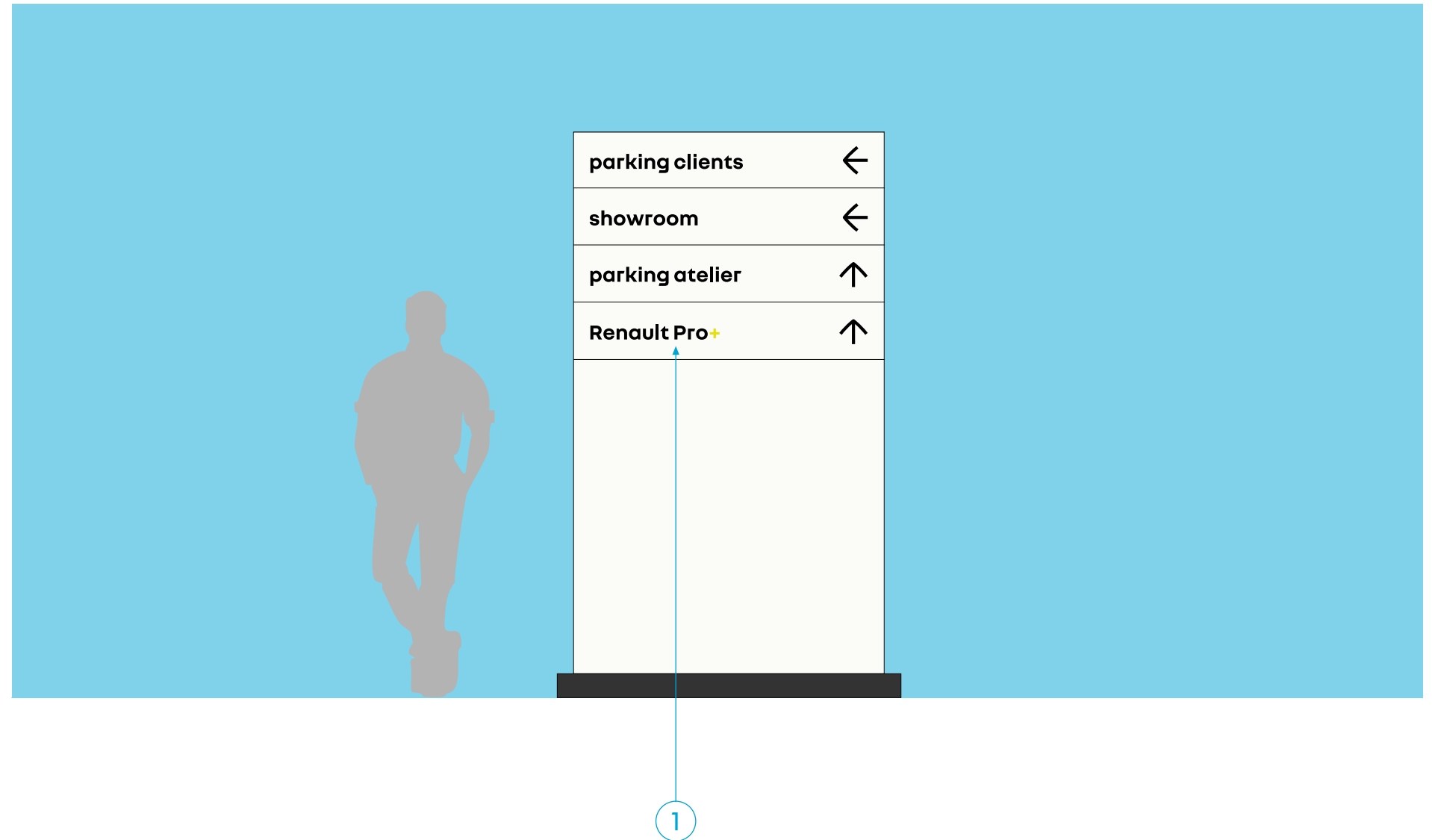
5.1.2 the directional sign

why?

In case of a dedicated car park to Renault Pro+ customers, the wording "Renault Pro+ car park" is used from the approaches on the faces of the directional signs in order to guide professional customers to this specific car park with oversized spaces.

how?

- 1 The wording "Renault Pro+ parking" appears on the face of the directional signs, written in **nouvel'R bold** typography.



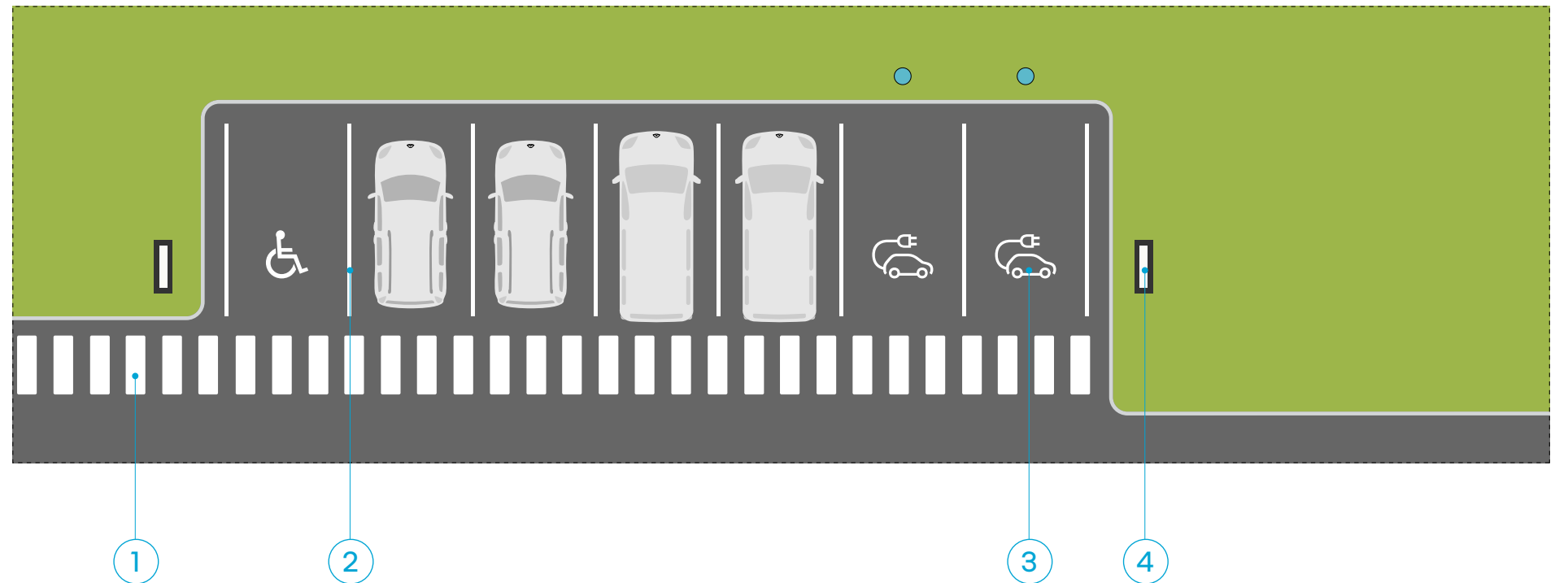
5.1.3 the Renault Pro+ customer car park

why?

In order to welcome Renault Pro+ customers in good conditions taking into account the larger size of their vehicles, it is recommended to increase the dimensions of the parking slots dedicated to professional customers.

how?

- 1 The pedestrian path connects the customer car park to the entrance to the showroom and to the outdoor exhibitions.
- 2 The parking slots are delimited by RAL 9003 white strips with a 100mm width.
- 3 The recommended dimensions of all parking slots are 2900 x 6000mm.
- 4 Each space reserved for electric vehicles is identified by a pictogram.
- 5 The car park signs (optional) are located on either side of the Renault Pro+ customer car park participating in its identification.



warning

In case of a Mobilize Power Solutions contract, the markings of the charging places use a specific identification.

5.1.4 the Renault Pro+ car park sign

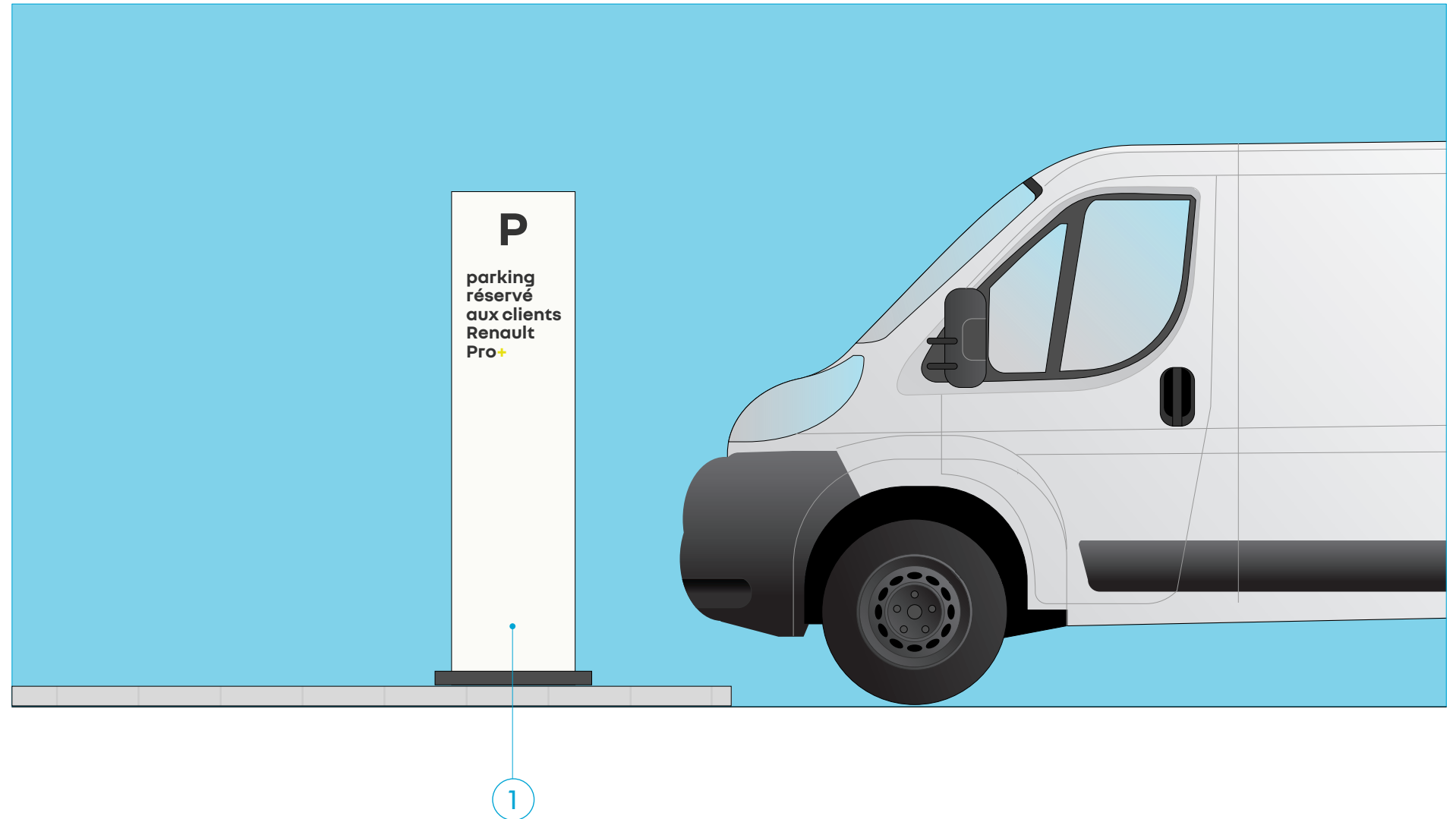
why?

This element increases the visibility of the car park in addition to the markings on the ground.

It is recommended to install a terminal on either side of the customer car park in order to increase its visibility.

how?

- 1 Preferably, the sign is installed perpendicular to the access road to the car park (and therefore to the parking slots).



5.2

exterior exhibition areas

5.2.1 components of the Renault Pro+ exhibition areas

why?

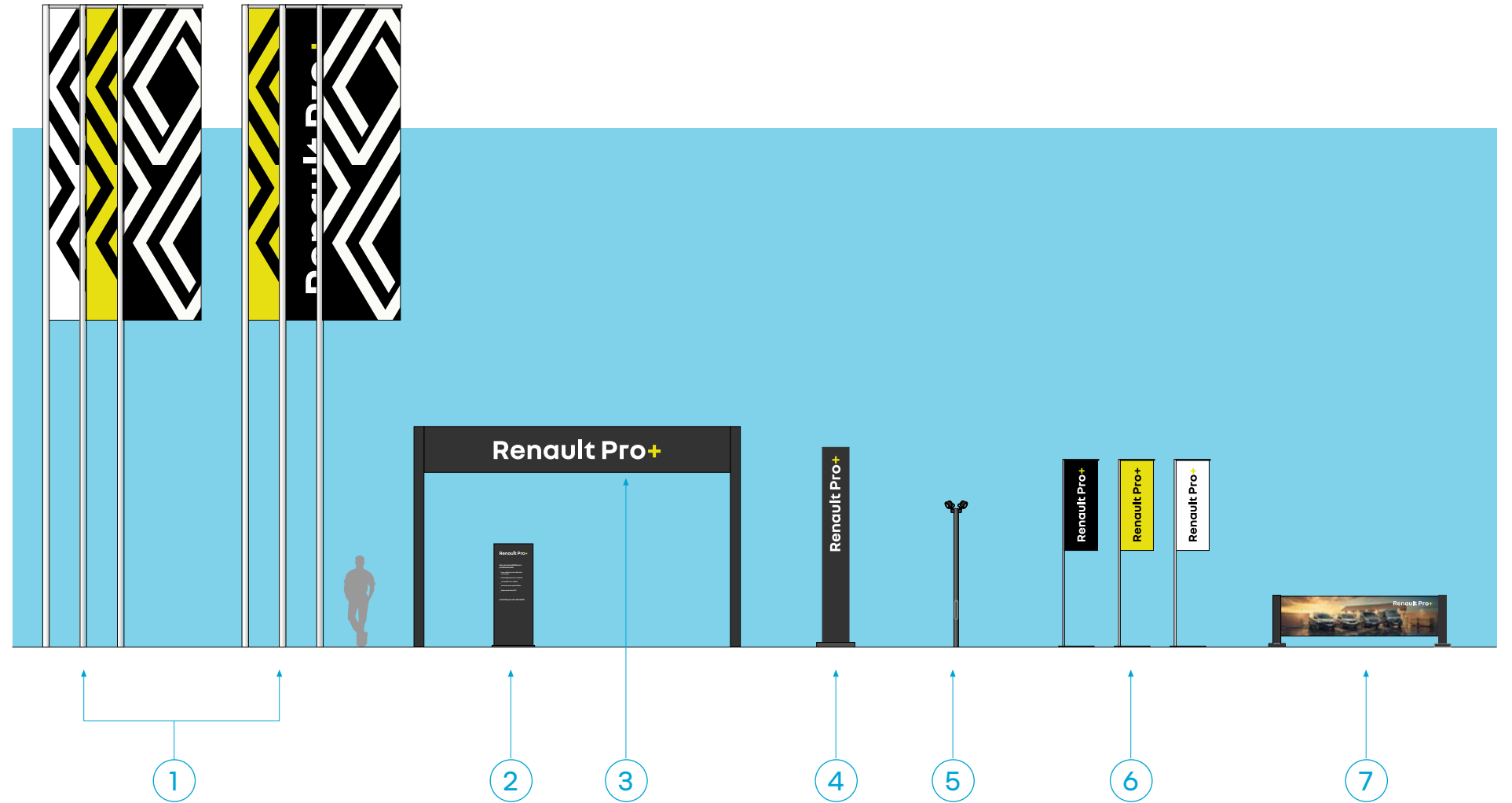
Components specific to Renault Pro+ make it possible to identify and animate the dedicated exhibition areas to LCV.

As part of the integrated Renault Pro+ centers, it is recommended to install an exhibition area including a sales area allowing the Renault Pro+ advisor to welcome professional customers.

how?

The exhibition area includes the following elements:

- 1 The 3 Renault flags for corners and integrated sites, 2 Renault flags or 1 Renault Pro+ flag for independent sites.
- 2 The customer promise panel.
- 3 The sign arch.
- 4 The area mast.
- 5 The lighting mast.
- 6 Banners.
- 7 The tarpaulin.



warning

Visuals of the promotional materials evolve according to the renewal campaigns.

Contact Renault Global Marketing to obtain the latest versions.

5.2.2 components of the Renault Pro+ display zones

why?

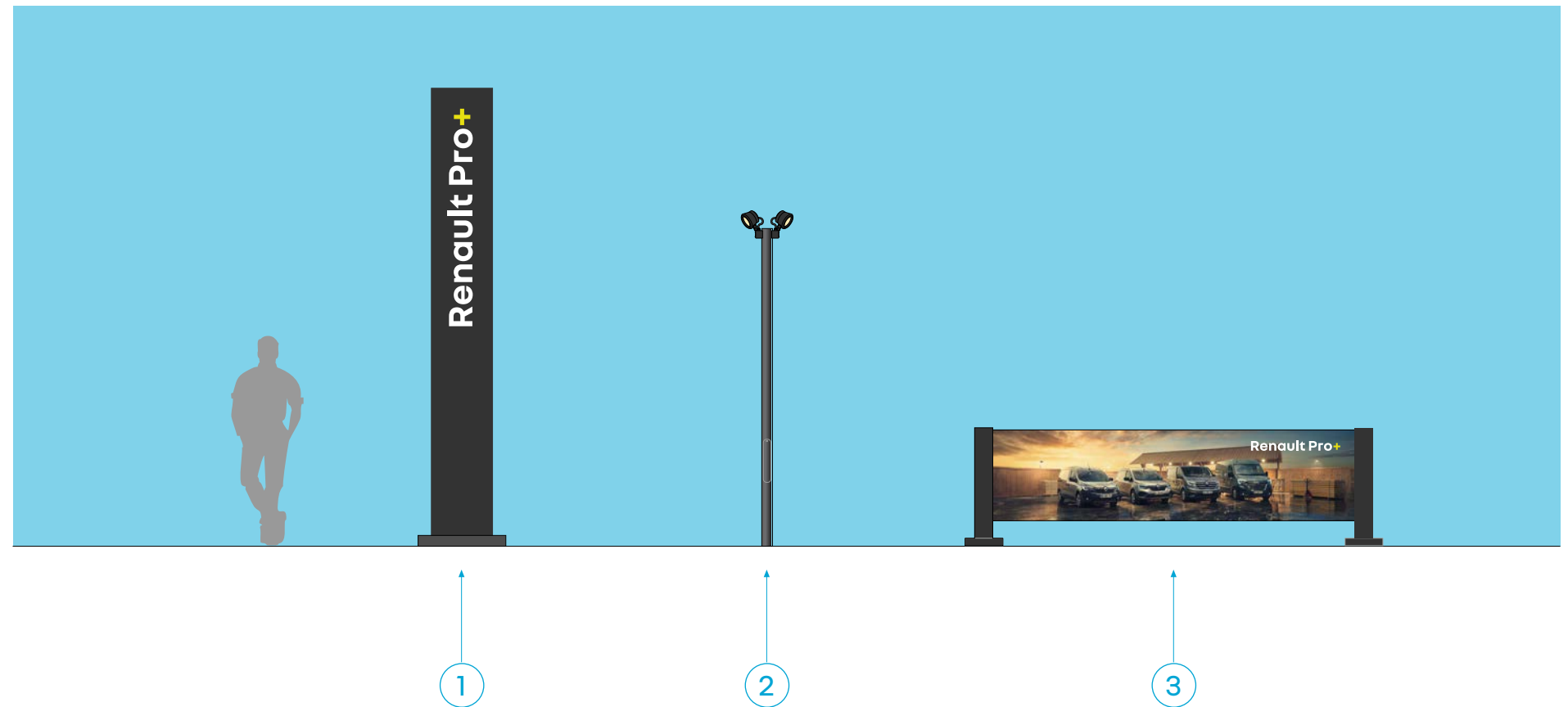
Components specific to Renault Pro+ make it possible to identify and animate the dedicated display zones to light commercial vehicles.

As part of a Renault Pro+ corner, it is recommended to set up a display zone close to the other NV exhibition areas to present the main models in the range.

how?

It uses the following elements:

- 1 The area mast.
- 2 The lighting mast.
- 3 The promotional banner.



warning

Visuals of the promotional materials evolve according to the renewal campaigns.

Contact Renault Global Marketing to obtain the latest versions.

5.2.3 how to integrate the Renault Pro+ display zone

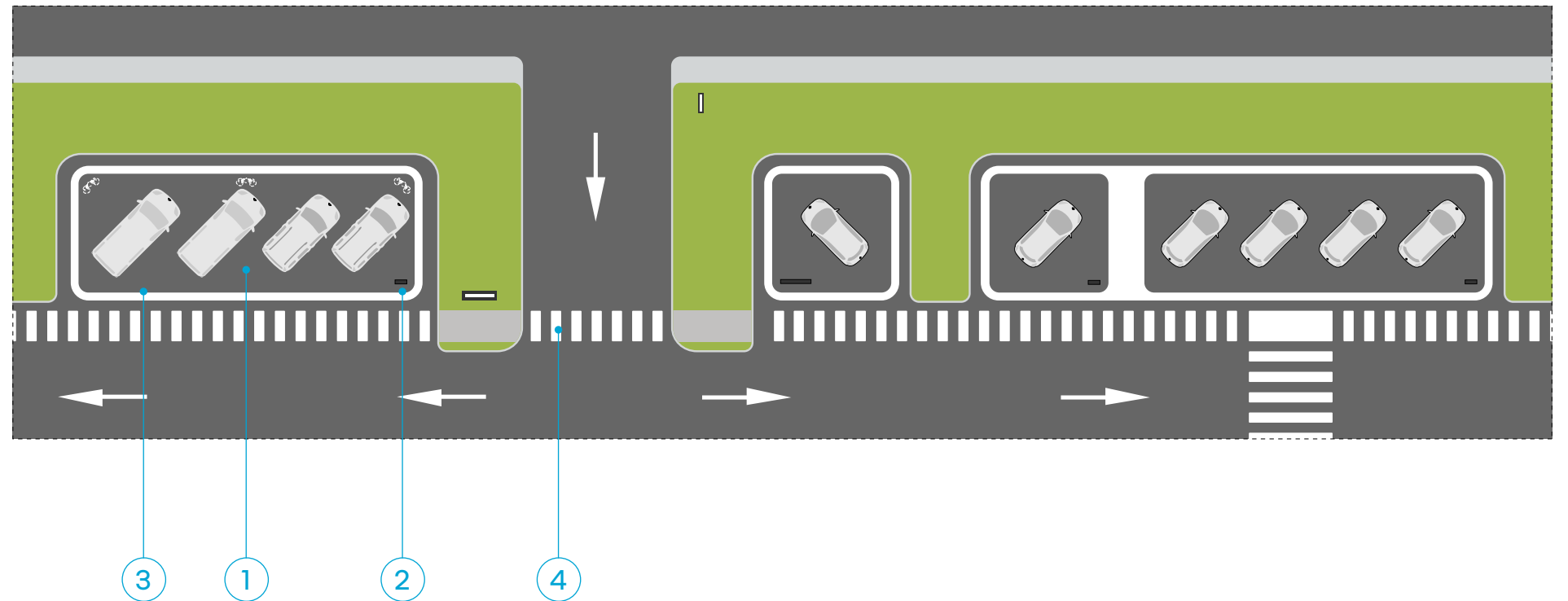
why?

The outdoor display zones create significant visual appeal through the display of representative vehicles of the brand's current events as well as those being tested.

The Renault Pro+ display zone is aligned with the other outdoor areas.

how?

- 1 Preferably, the Renault Pro+ display zone is set up on one side of the showroom to prevent larger commercial vehicles from obscuring the view of the showroom.
- 2 The Renault Pro+ zone must identify the display zone.
- 3 Ground markings delimit the display zone.
- 4 The pedestrian path connects the display zones to the showroom.



warning

For all technical information relating to Renault components, refer to the Specifications for each component.

For any instructions on the use of Renault components, refer to the retail architectural guidelines for Renault sites.

5.2.4 typical layout of the Renault Pro+ exhibition area

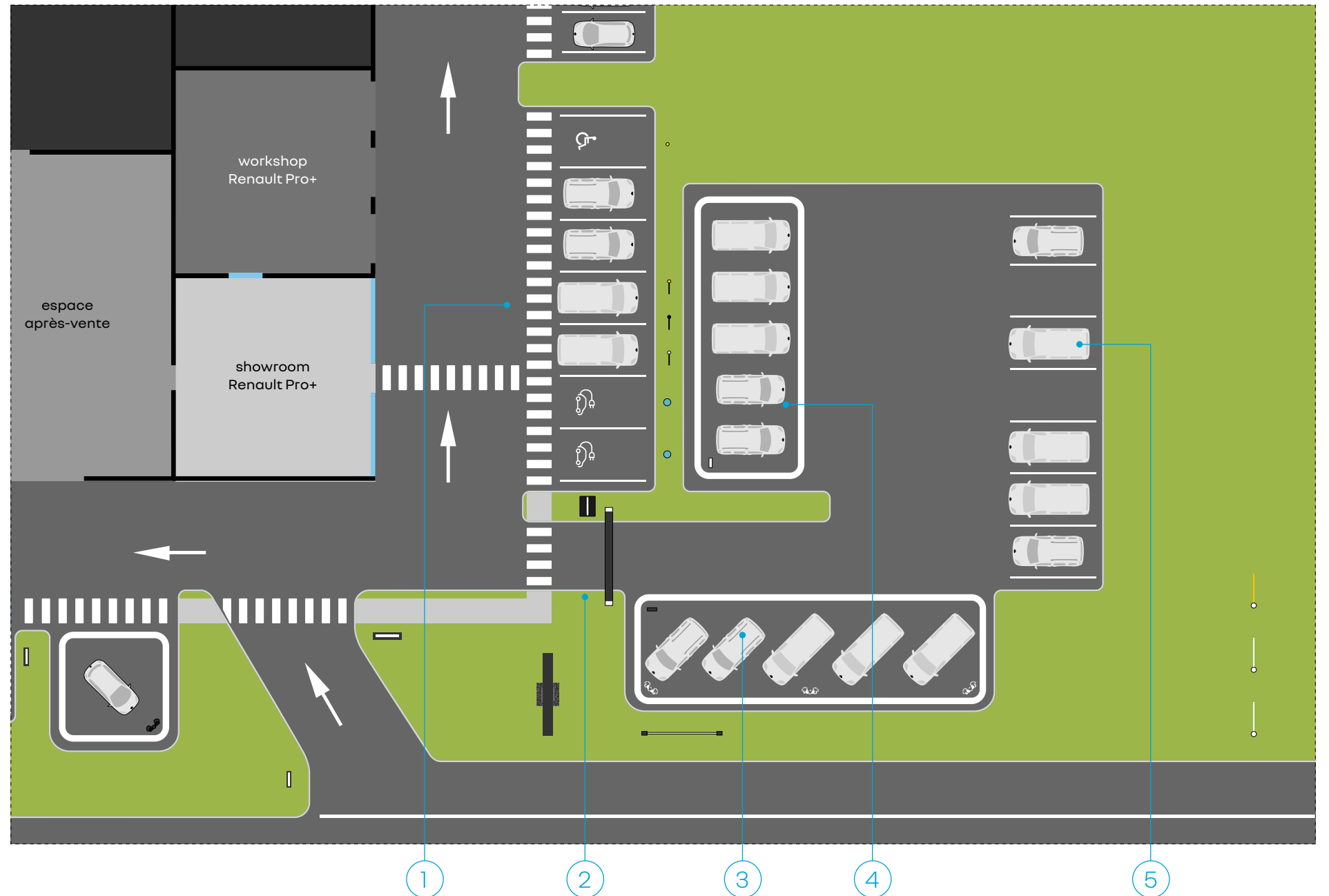
why?

The Renault Pro+ outdoor exhibition area allows the presentation of representative vehicles from the LCV range, vehicles in test and used utility vehicles.

A sales area makes it possible to welcome the customer in good conditions.

how?

- 1 The Renault Pro+ customer car park is located opposite the exhibition area and near the showroom.
- 2 The entrance to the exhibition area concentrates the identification components: sign arch, promise panel, banners.
- 3 The display zone for the Renault Pro+ range is located near the main road.
- 4 The vehicles being tested are presented in an area with an area pole and markings on the ground.
- 5 Used vehicles are parked in standard slots with ground markings.



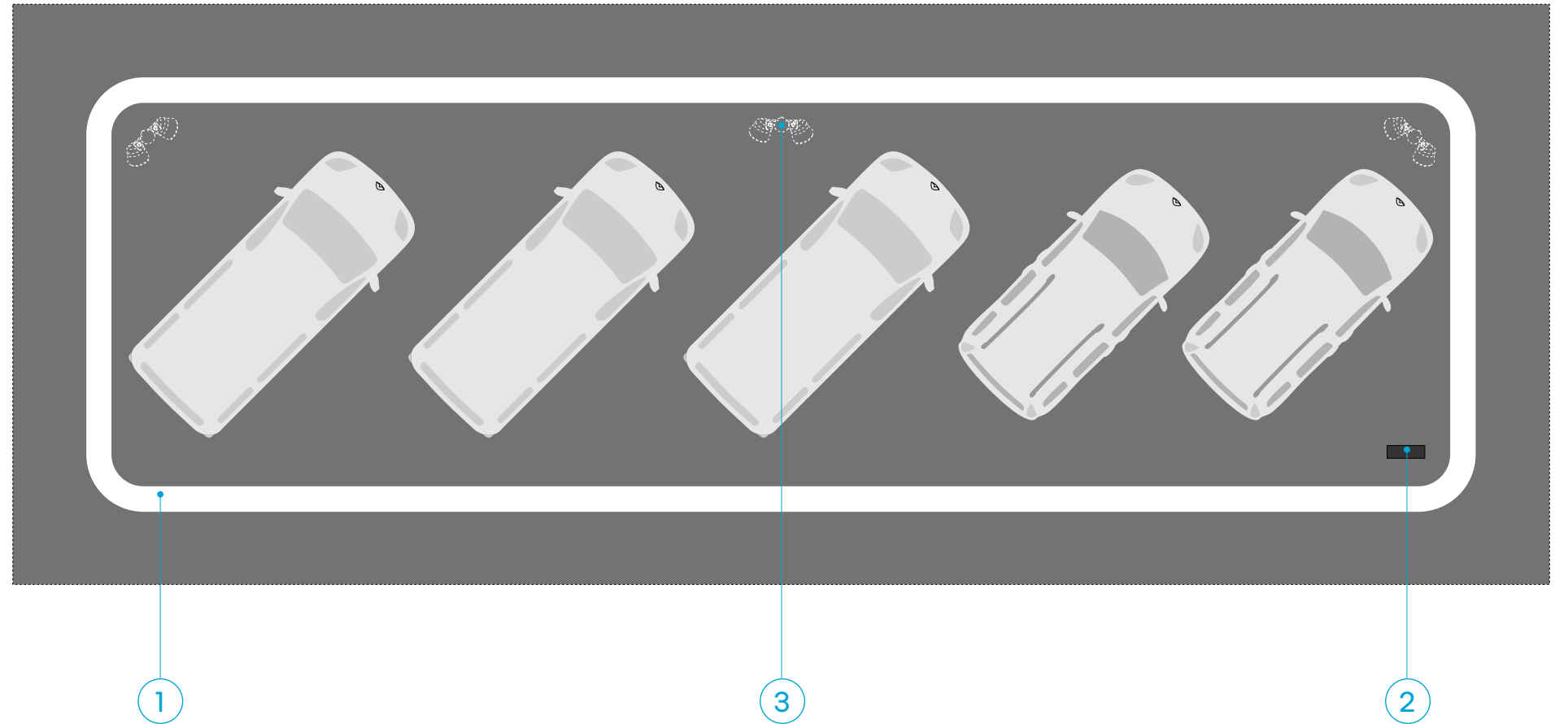
5.2.5 the Renault Pro+ display zone

why?

The exterior exhibition gives visibility to the Renault Pro+ offer through the impact of the presence of the vehicles exhibited in front of the showroom.

how?

- 1 The ground markings delimit the area allocated to Renault Pro+ vehicles.
- 2 The area mast identifies the presence of Renault Pro+ and distinguishes this area from other display zones (test drive, E-Tech, ...) using similar components.
- 3 Optional lighting highlights vehicles on display in nighttime conditions.



5.2.6 the Renault Pro+ area mast

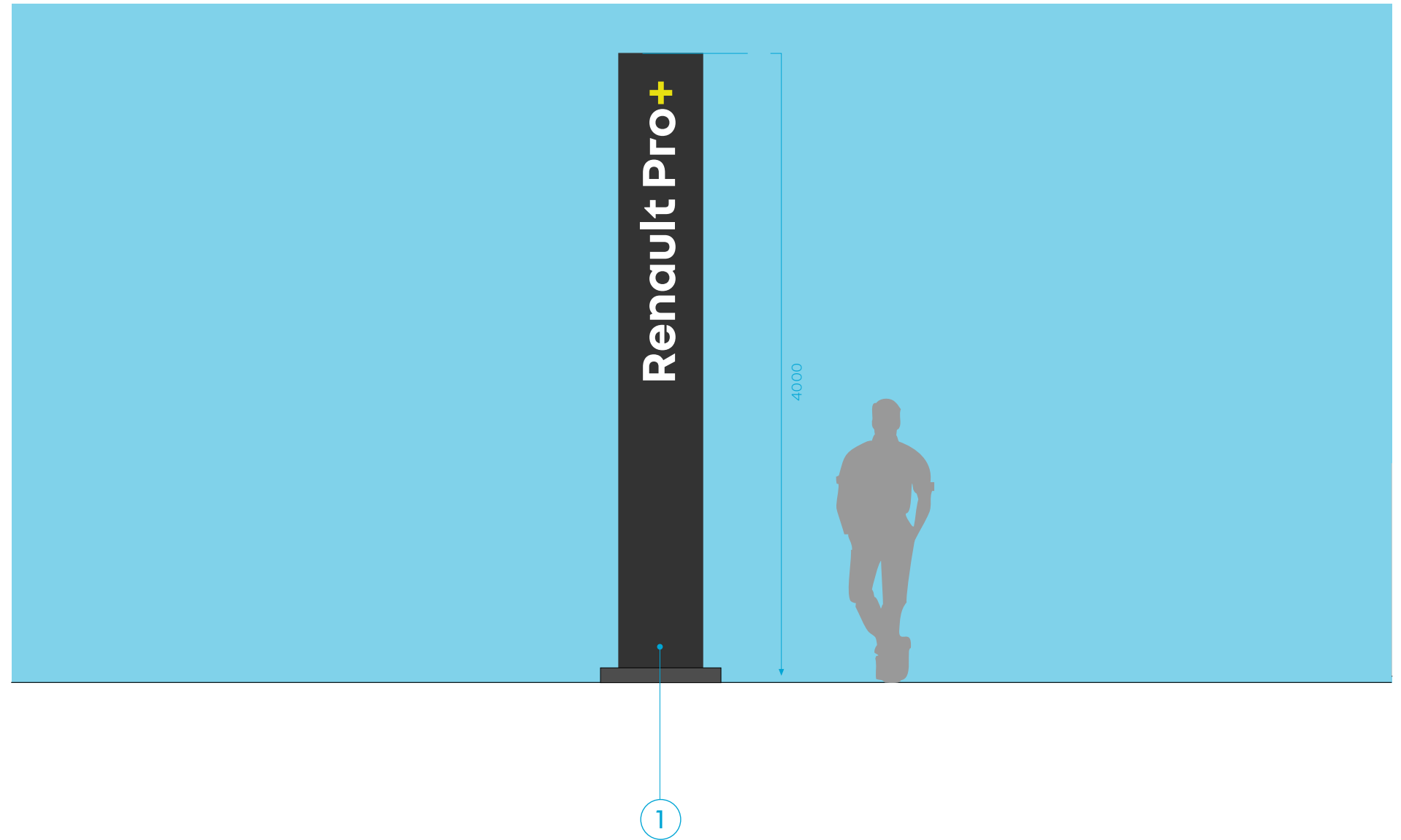
why?

The Renault Pro+ area mast identifies the outdoor display zone from the surrounding area.

The area mast is installed parallel to the facade. The illuminated front side is always oriented towards the main road axis.

how?

- 1 The area mast has a dark grey background on which the Renault Pro+ signature is present. With a height of 4 m, it is illuminated and double-sided.



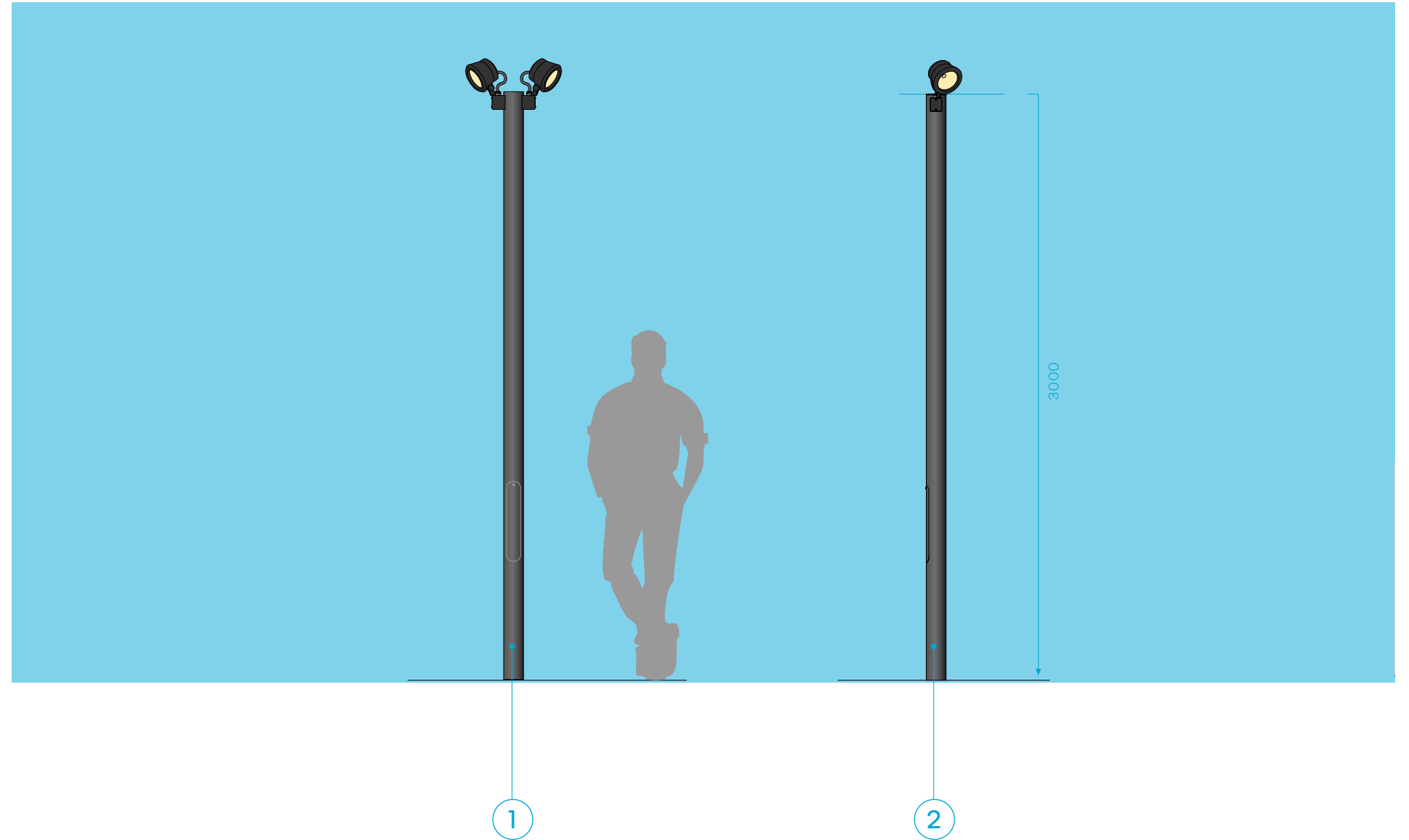
5.2.7 lighting of the Renault Pro+ display zone

why?

The optional lighting of the Renault Pro+ outdoor display zone uses low-consumption LED floodlights mounted on 3 m poles.

how?

- 1 Mast comprising 2 projectors oriented at a 90° angle.
This is the basic recommendation.
- 2 Mast comprising a single headlight (not recommended for lighting vehicles other than Kangoo).
It is an economic recommendation.



5.2.8 Renault Pro+ promotional banners

why?

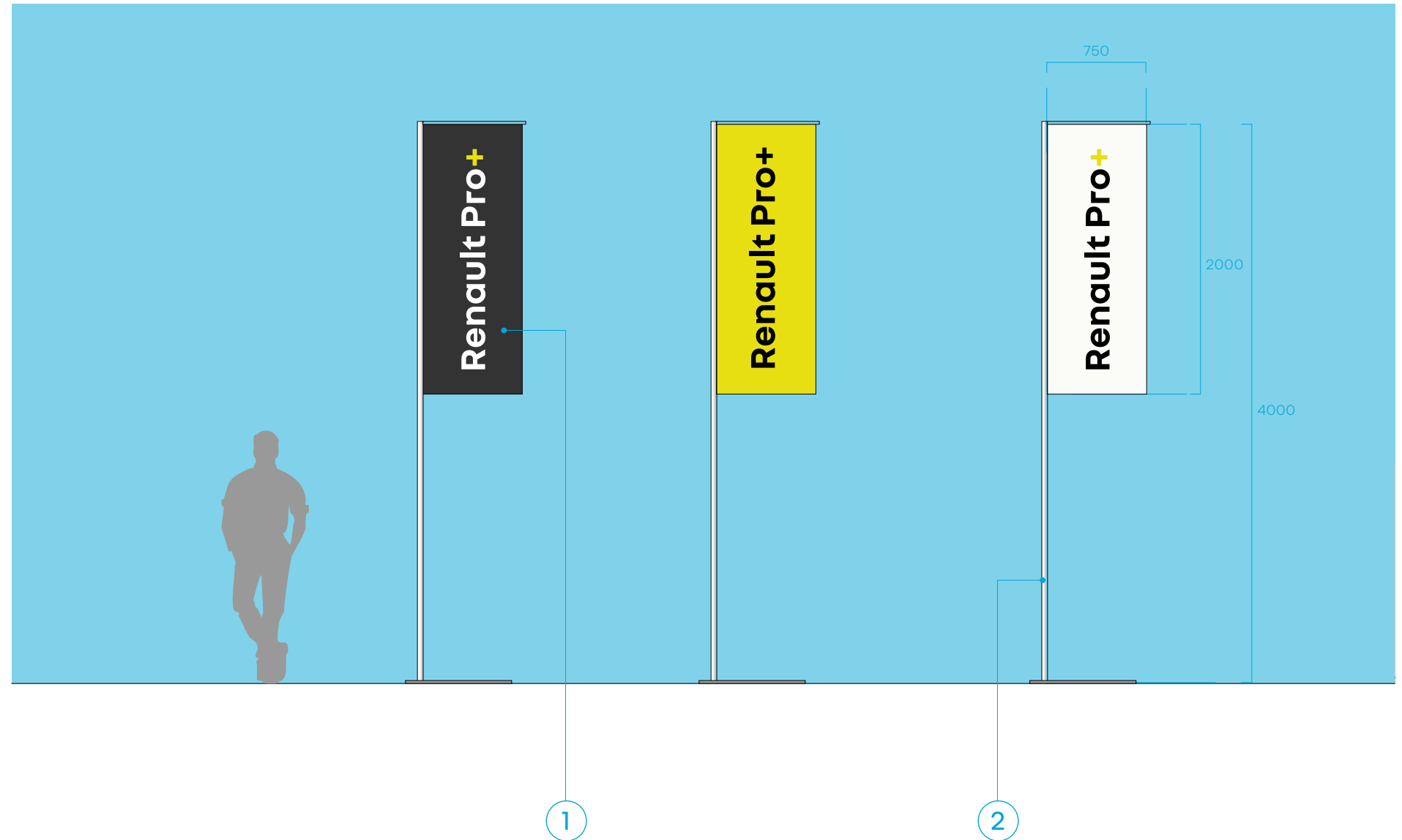
3 Renault Pro+ banners are located near the Renault Pro+ outdoor display zone, helping to bring it to life.

how?

- 1 The banners of 3 colors are arranged in the order shown in the illustration opposite.
- 2 The banners are fixed on telescopic aluminum masts which can be fixed on removable weighted plates or in buried sleeves.

note

As far as possible, it is recommended to install the poles in buried sleeves in the grassy parts of the display zones.



warning

Only a single group of 3 banners of different colors can be used on the same site.

5.2.9 the Renault Pro+ customer promise panel

why?

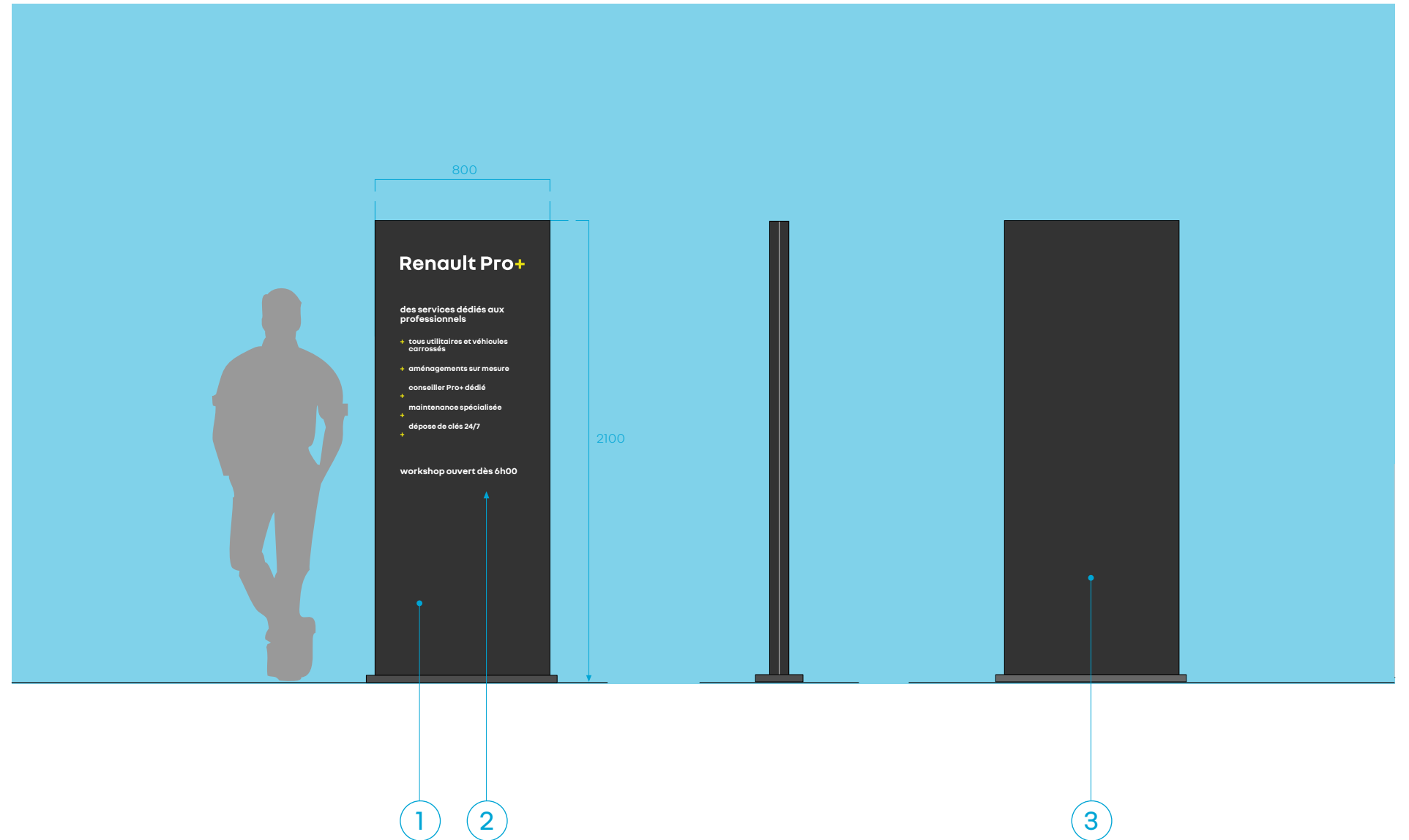
This support displays a message presenting the customer promise.

This element is located near the outdoor display zone.

The content must be adapted by the country with the approval of the Corporate Marketing Department.

how?

- 1 Front panel presents the customer promise.
- 2 Mention personalized to each site.
- 3 Rear side is uniformly painted in dark grey.



warning

The expression of the customer promise is currently being validated and is likely to change during 2023.

5.2.10 Renault Pro+ sign arch

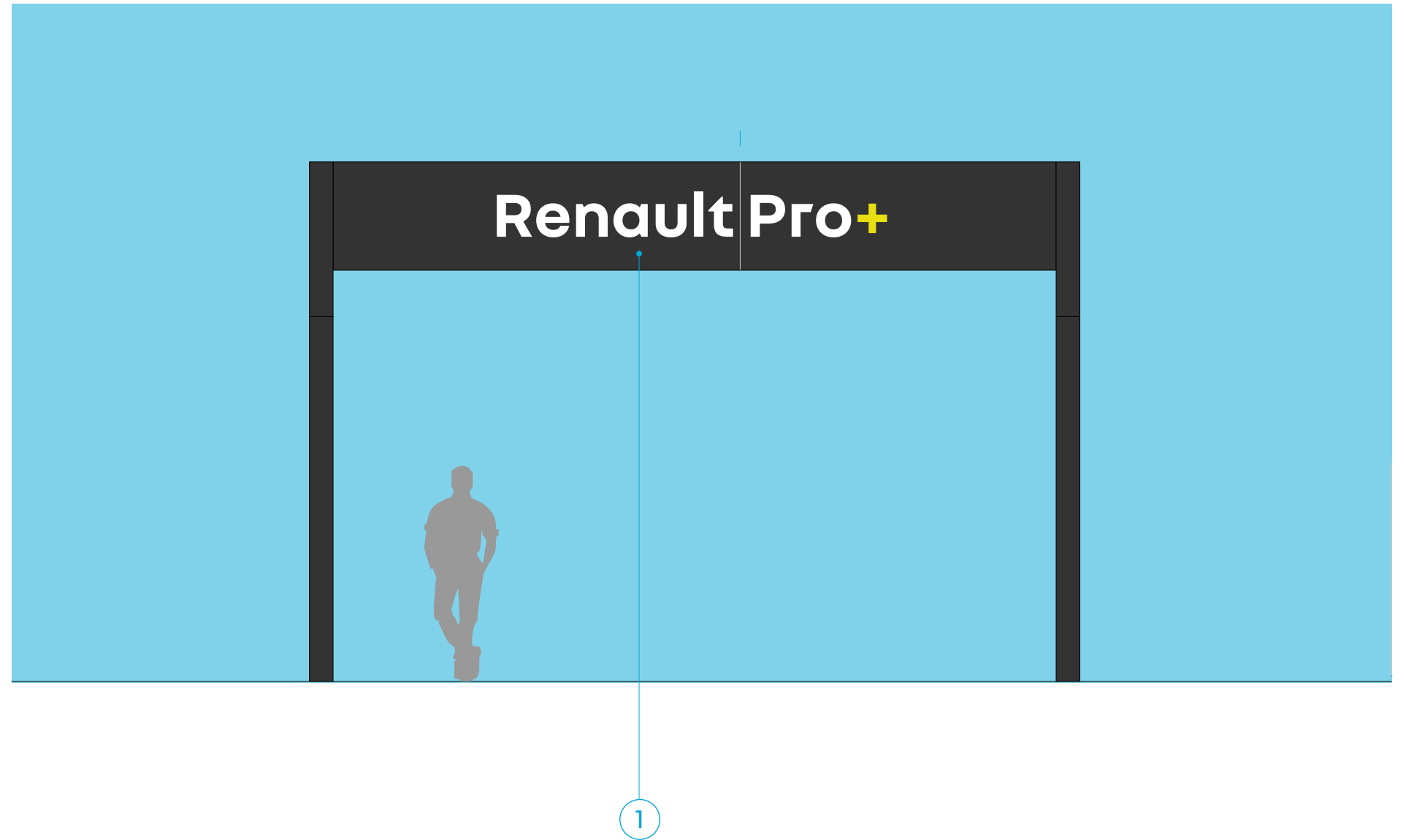
why?

The sign arch identifies the Renault Pro+ exhibition area when it is separated from other areas and includes a dedicated sales area.

Located at the entrance to the area, it is positioned in the axis of the main circulation leading to the sales area.

how?

- 1 Front face bears the Renault Pro+ signature



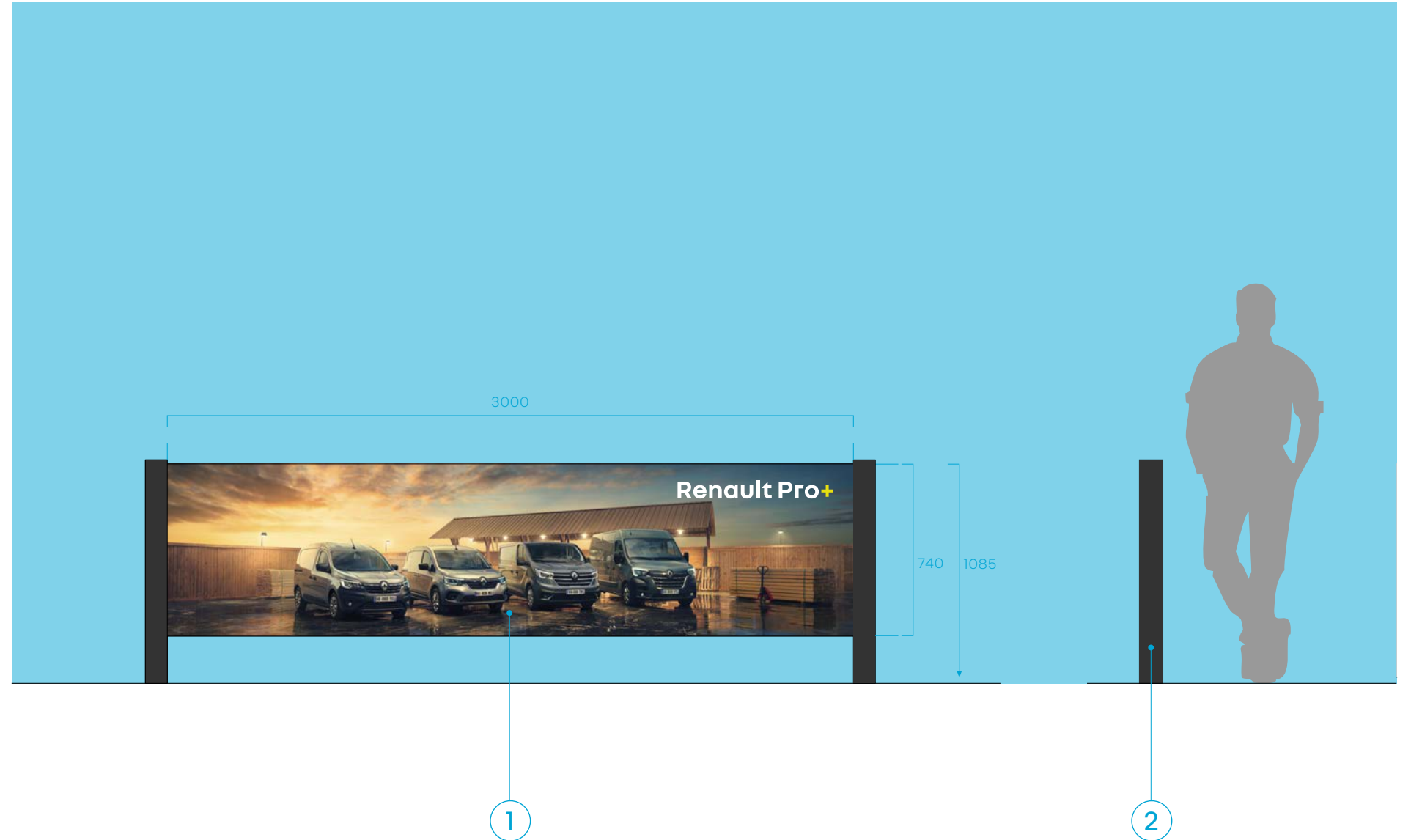
5.2.11 the tarpaulin

why?

The Renault Pro+ tarpaulin is installed near the outdoor exhibition area so that it is visible from the main traffic axis.

how?

- 1 The tarpaulin includes a visual printed on a polyester tarpaulin.
- 2 A tensioning system incorporated into the posts optimizes the visibility of the visual and facilitates changing the tarpaulin.



warning

Visuals of the promotional materials evolve according to the renewal campaigns.

Contact Renault Global Marketing to obtain the latest versions.

5.2.12 Renault Pro+ sales area

why?

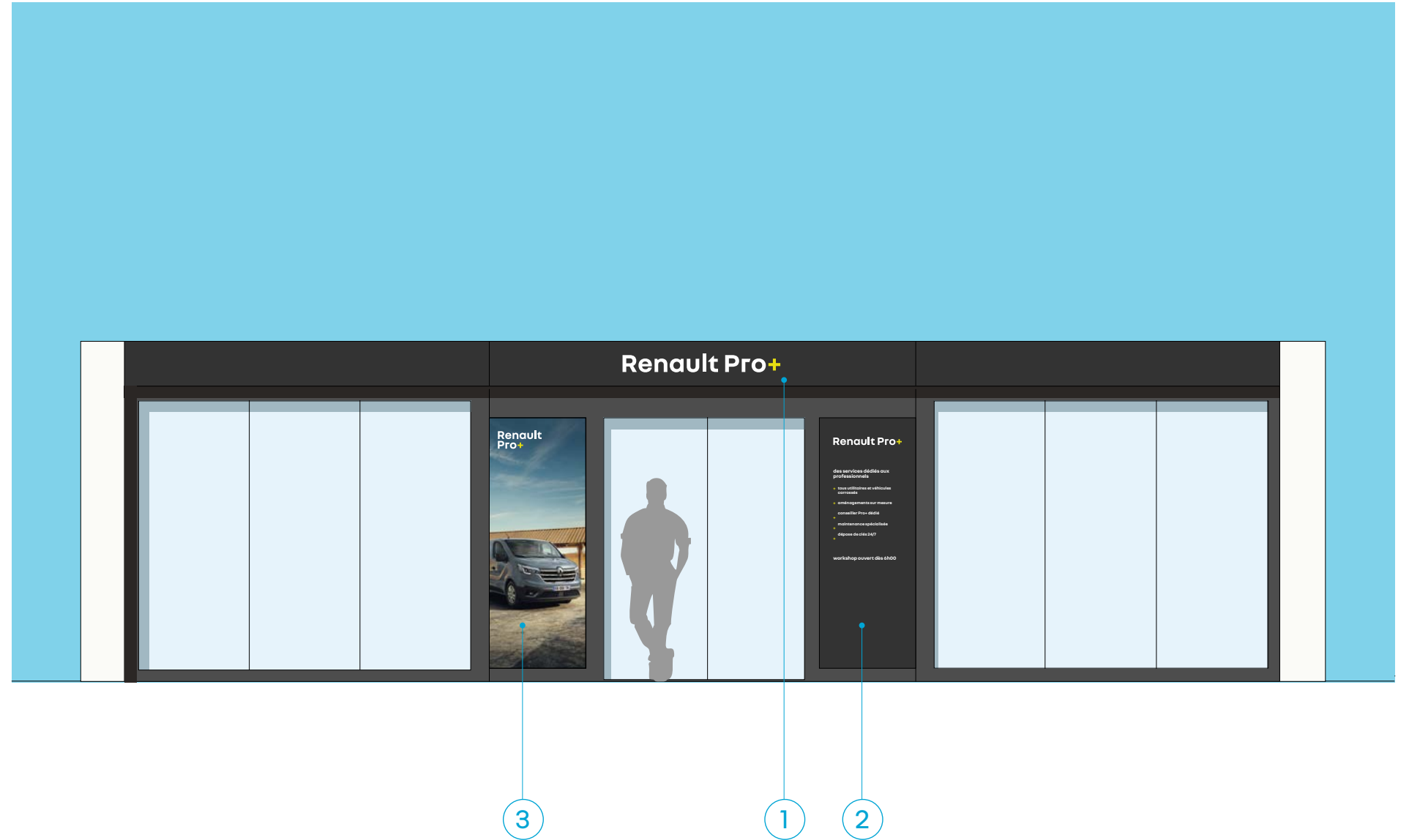
When it exists, the sales area is located in the axis of the main circulation.

It takes the form of a modular building, the size of which is adapted to the number of Renault Pro+ advisers present in the exhibition area.

This item should not be used in new installations.

how?

- 1 A dark grey fascia bears the Renault Pro+ signature to identify the sales area.
- 2 The panel to the right of the entrance communicates Renault Pro+ brand commitments.
- 3 The promotional panel to the left of the entrance presents the current advertising campaign.



warning

Visuals of the promotional materials evolve according to the renewal campaigns.

Contact Renault Global Marketing to obtain the latest versions.

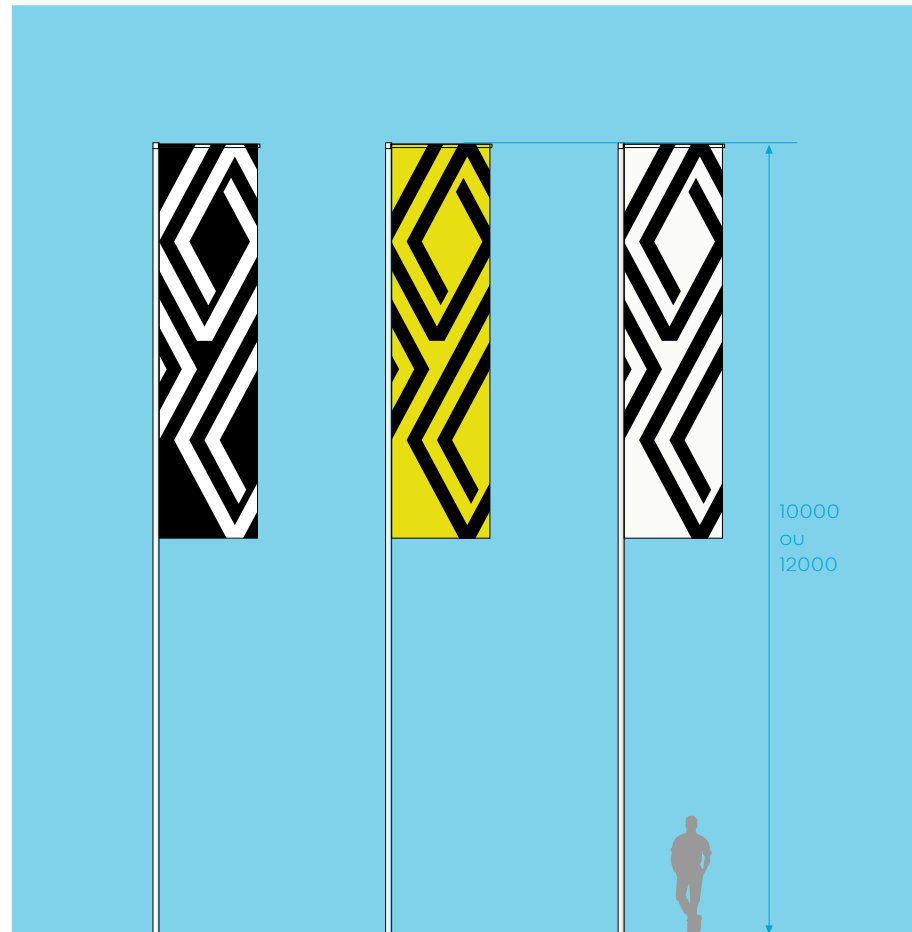
5.2.13 flags of Renault Pro+ centers

why?

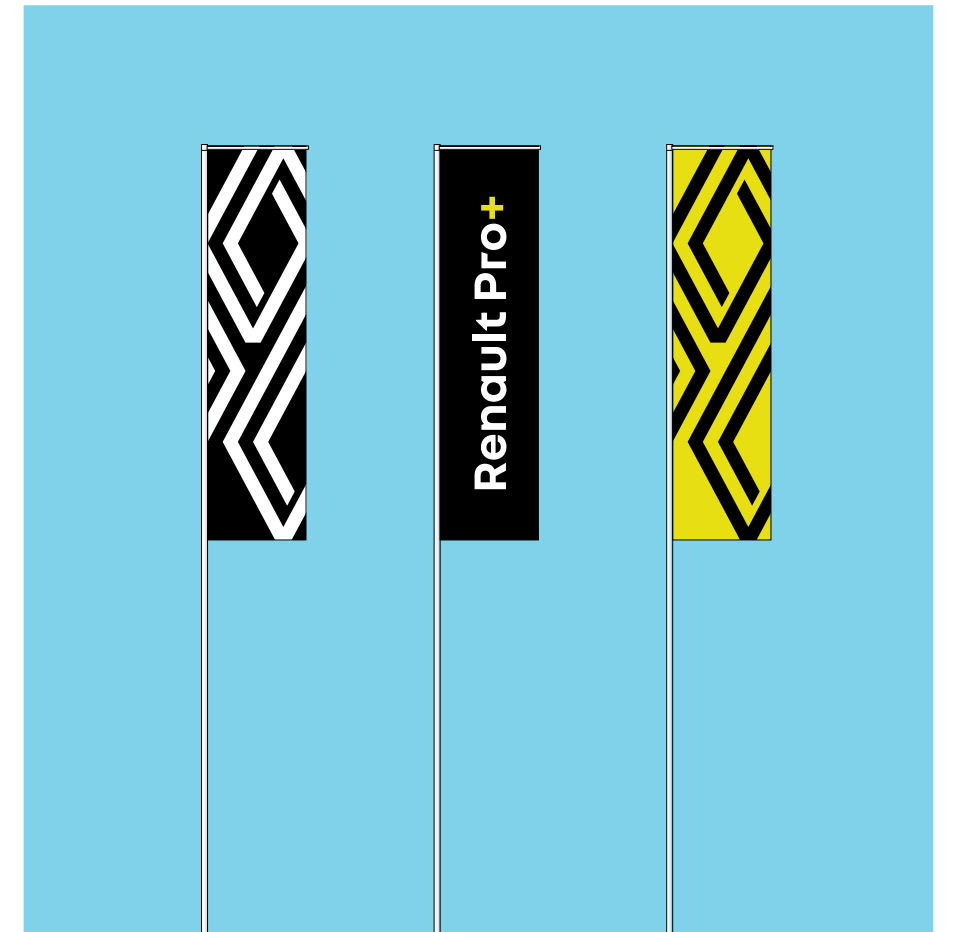
Flags have a strong visual impact from afar and allow quick site identification. They also define the geographical boundaries of the site.

how?

- 1 Renault flags are used in Renault Pro+ corners and integrated sites in the same manner as those used for Renault Stores sites.
- 2 Independent Renault Pro+ sites are identified by a Renault Pro+ flag inscribed in the center of the Renault flags in the order shown opposite.



1



2

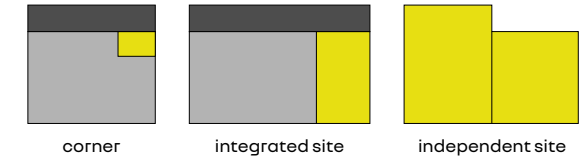
warning

The Renault Pro+ flag must not be used in corners and integrated Renault Pro+ centers.

6

interior components of Renault Pro+ centers

6.1 totem-kakemono of customer promise



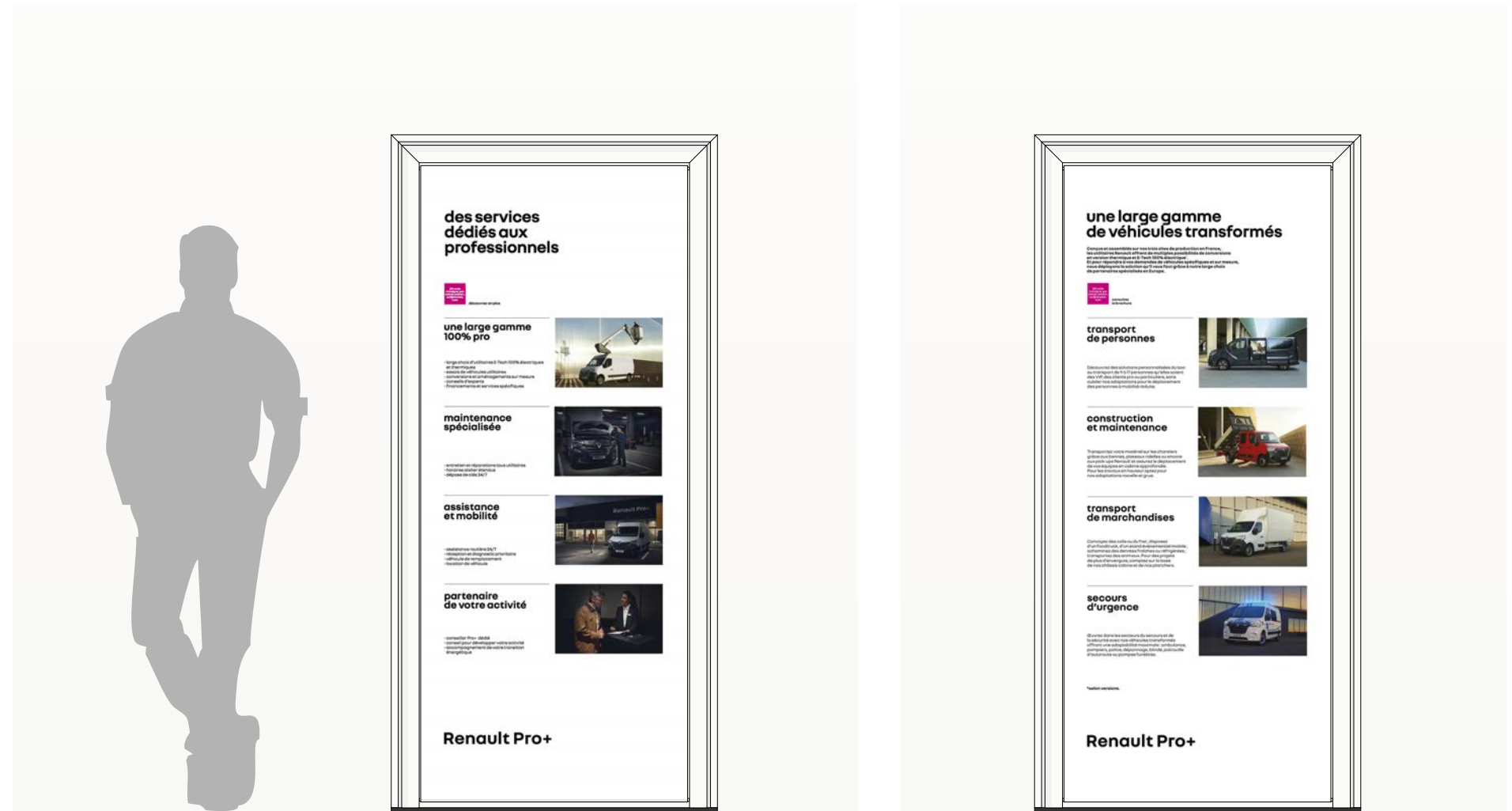
why?

The totem-kakemono presenting the customer promise serves to identify the Renault Pro+ exhibition area.

how?

The totem is located at the head of the exhibition area to be seen by the customer entering the showroom.

- 1 Front of the kakemono presenting the main components of the customer promise.
- 2 Back of the kakemono presenting the main conversion families offered by Renault Pro+



1

2

warning

Visuals of the promotional materials evolve according to the renewal campaigns.

Contact Renault Global Marketing to obtain the latest versions.

6.2 organization of the Renault Pro+ advisors office

why?

The office allows the Renault Pro+ adviser to develop a commercial relationship based on trust in a comfortable atmosphere.

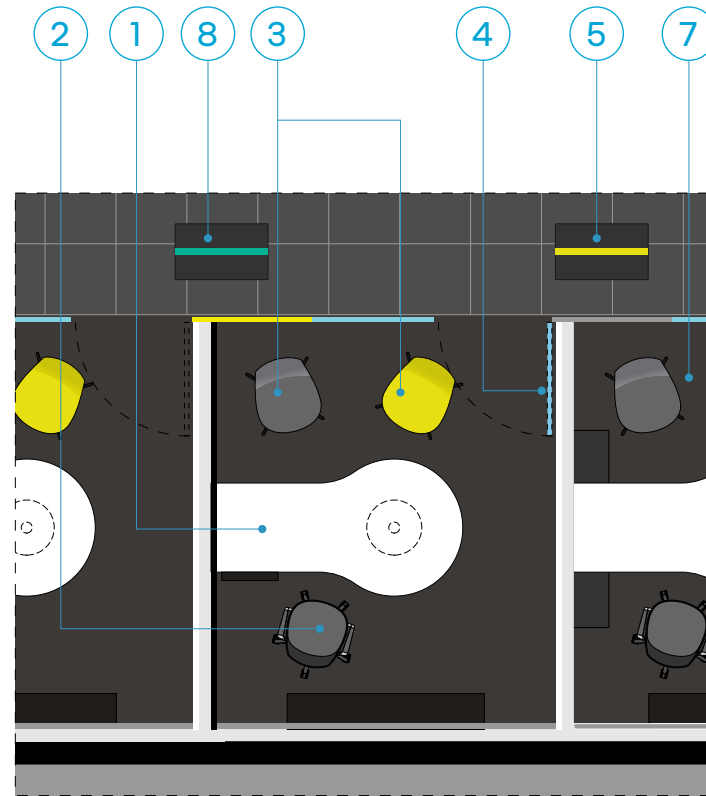
Two variants are available: a semi-open variant located on the outskirts of the showroom and an open variant, located in the showroom.

how?

- 1 The white work table can accommodate 2 clients.
- 2 The advisor's chair is dark grey. It differs from the chairs intended for customers.
- 3 The chairs for customers are variegated, one being yellow, the second being grey.
- 4 The door is optional allowing to create a semi-open office.
- 5 In the absence of vehicle exhibition, the totem-kakemono of customer promise is installed in front of the sales office.

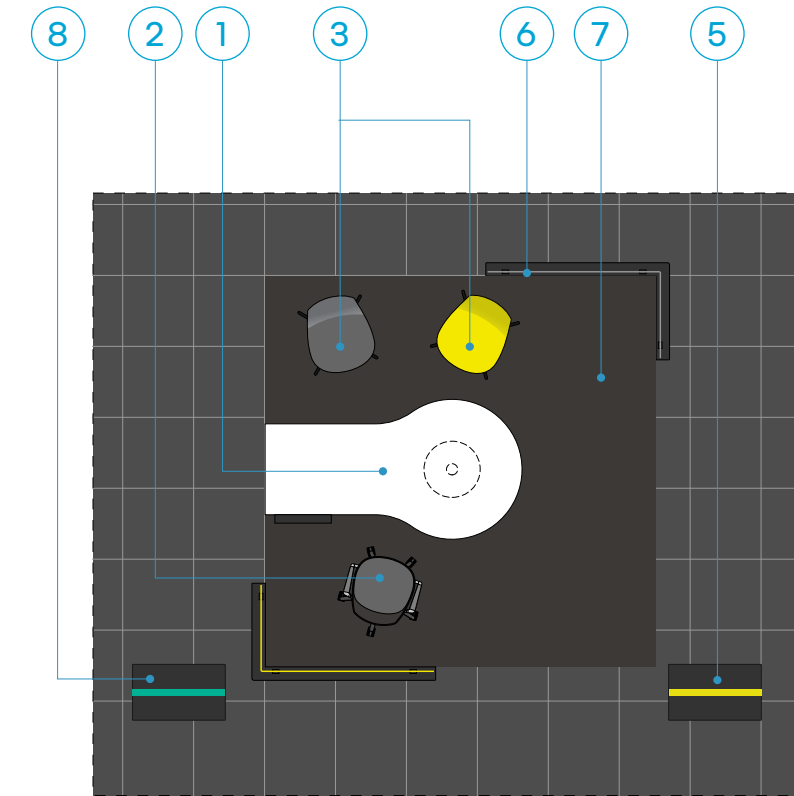
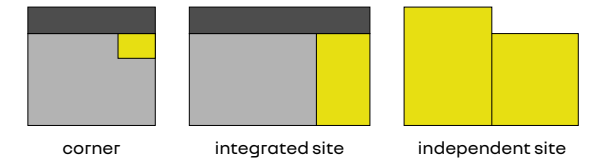
In the event of a vehicle exhibition, the totem-kakemono of customer promise is installed in front of the vehicle in order to be the first element perceived from the entrance to the showroom.

- 6 In the open office, small partitions provide a certain intimacy.



semi-open office

- 7 A dark grey carpet covers the entire surface of the office.
- 8 The totem-kakemono or furniture displaying the ranges of accessories is installed in front of the sales desk.

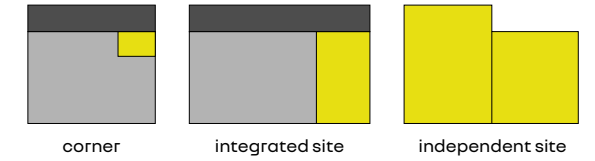


open office

warning

This furniture is being defined and likely to change during the year 2023.

6.3 the atmosphere of the Renault Pro+ advisor's office

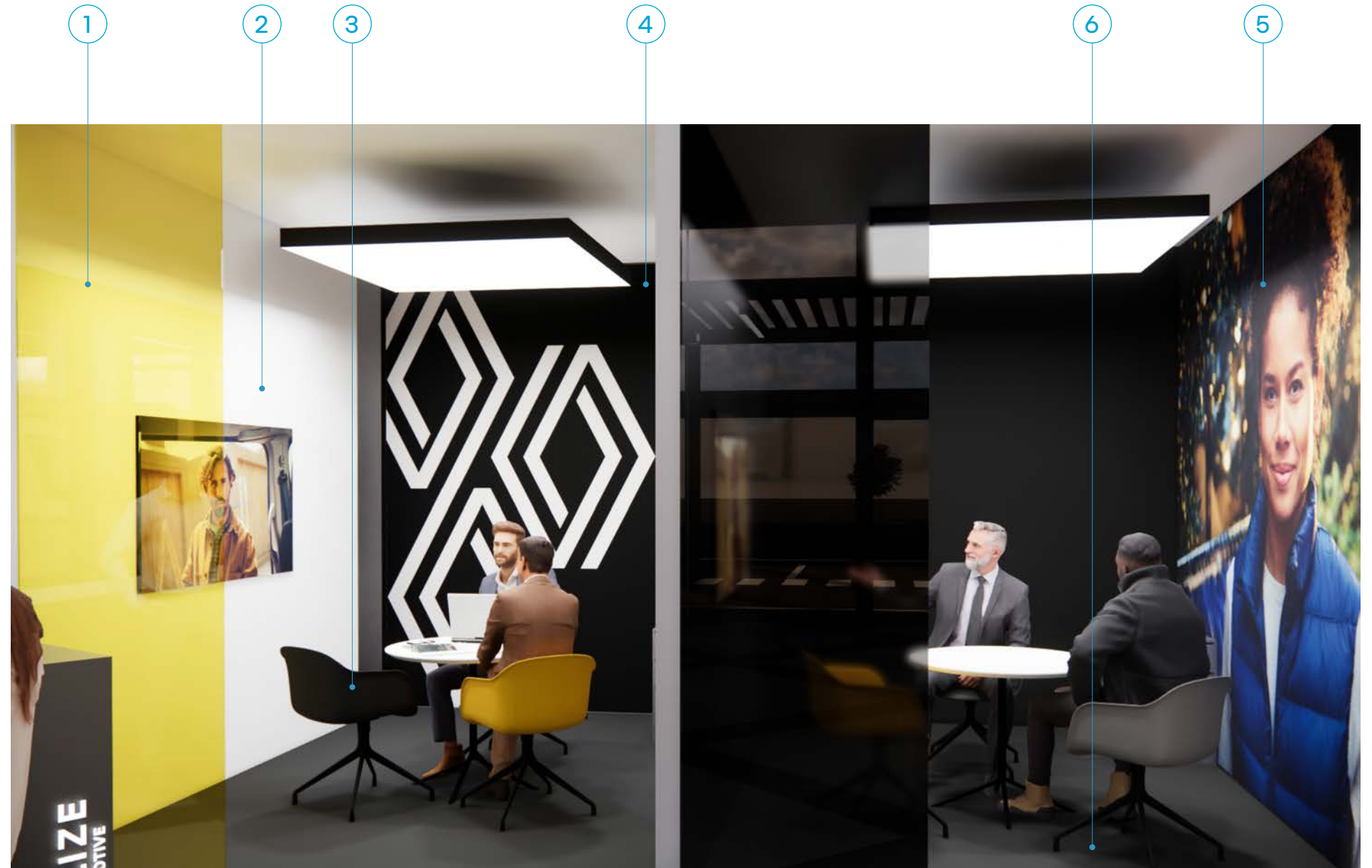


why?

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 Glazed front covered with 65% transparent yellow or black adhesive.
- 2 White wall on the glass front side hosting the screen.
- 3 Furniture identical to other sellers offices.
- 4 Full-height identity fresco.
- 5 Full-height lifestyle visual.
- 6 Dark grey carpet.



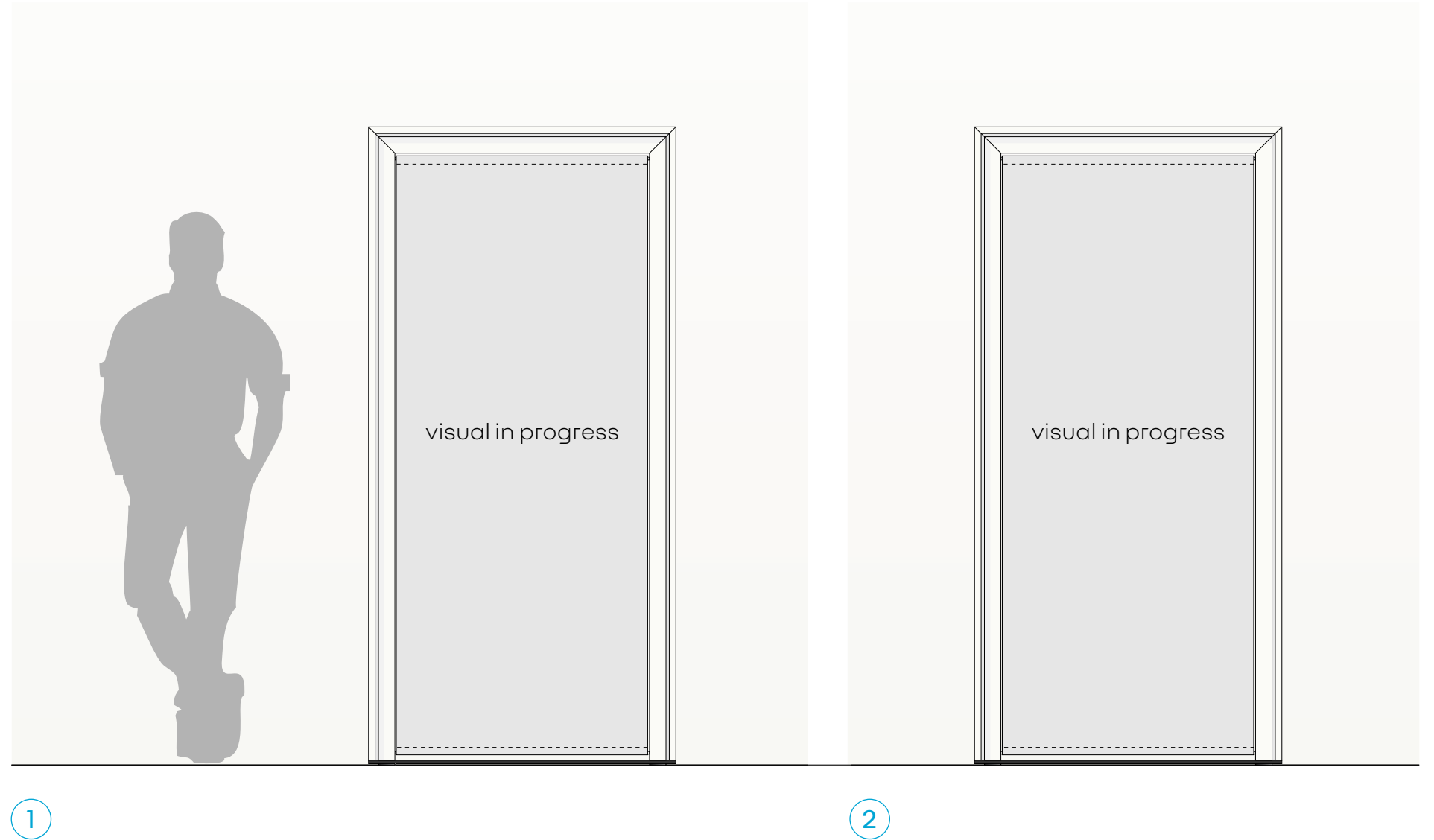
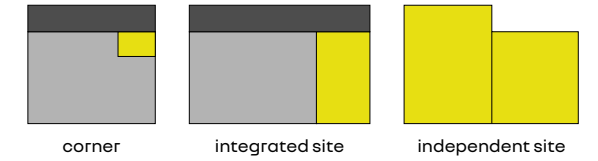
6.4 totem-kakemono of Renault Pro+ accessories

why?

When the display furniture for accessories is not present in the Renault Pro+ showroom, a kakemono totem is used to present a selection of useful accessories to professional customers.

how?

The totem-kakemono of accessories is always positioned near the office of the Renault Pro+ advisor.



warning

The visuals of this kakemono are currently being designed. Contact Renault Global Marketing to obtain the latest versions.

6.5 Renault Pro+ accessories display furniture

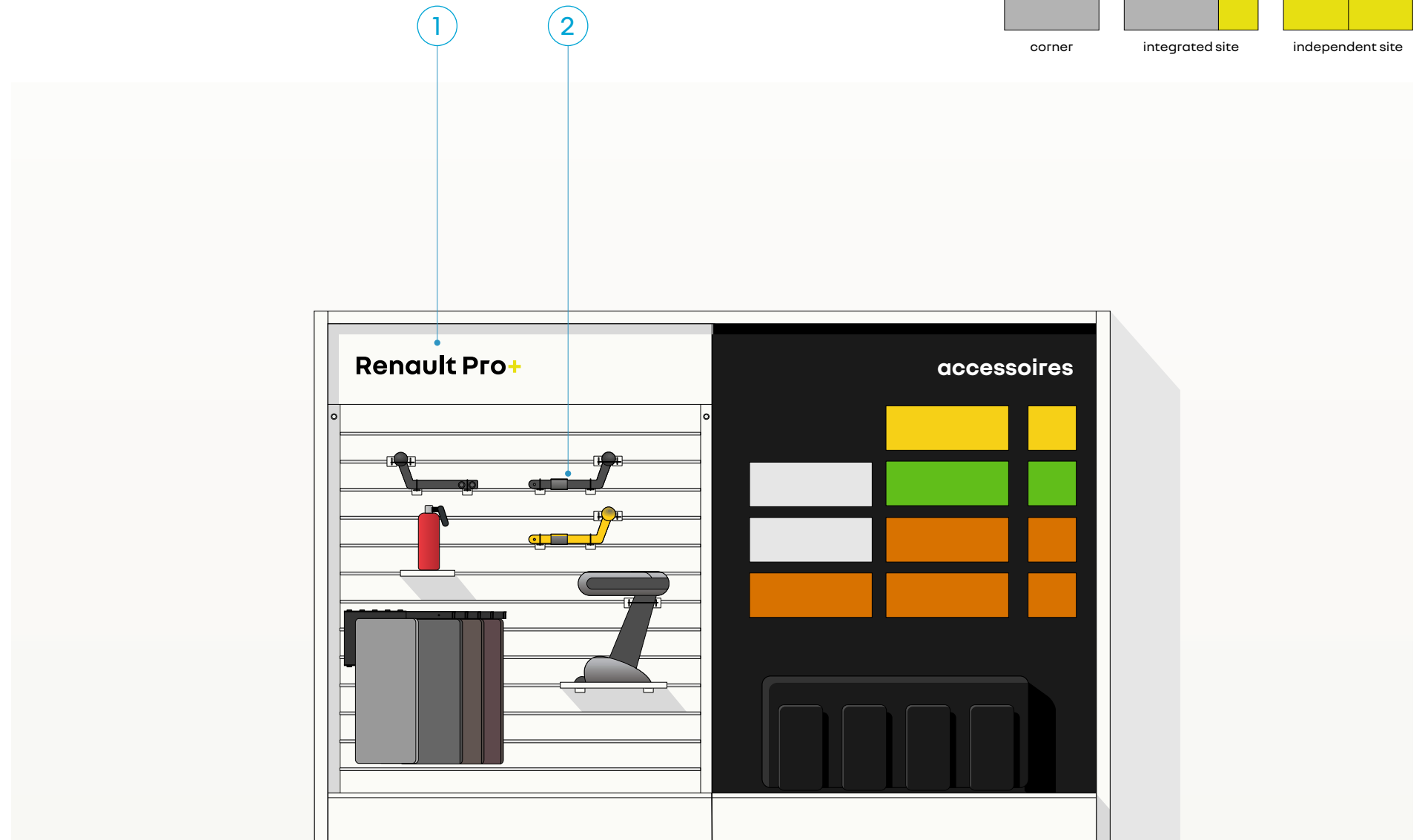
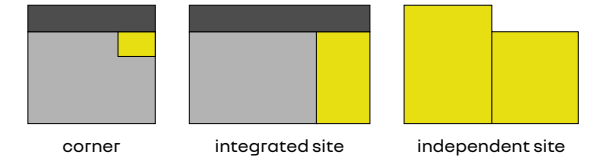
why?

The Renault Pro+ accessories furniture displays a selection of useful accessories for professional customers.

This furniture is always positioned close to the sales desk.

how?

- 1 The furniture bears the Renault Pro+ signature allowing identification of the range of accessories intended for professional customers.
- 2 A multi-slat back offers great flexibility in the presentation of accessories and in the renewal of the offer.



warning

This furniture is currently being defined and likely to change during 2023.

6.6 general layout of the Renault Pro+ exhibition area - 1

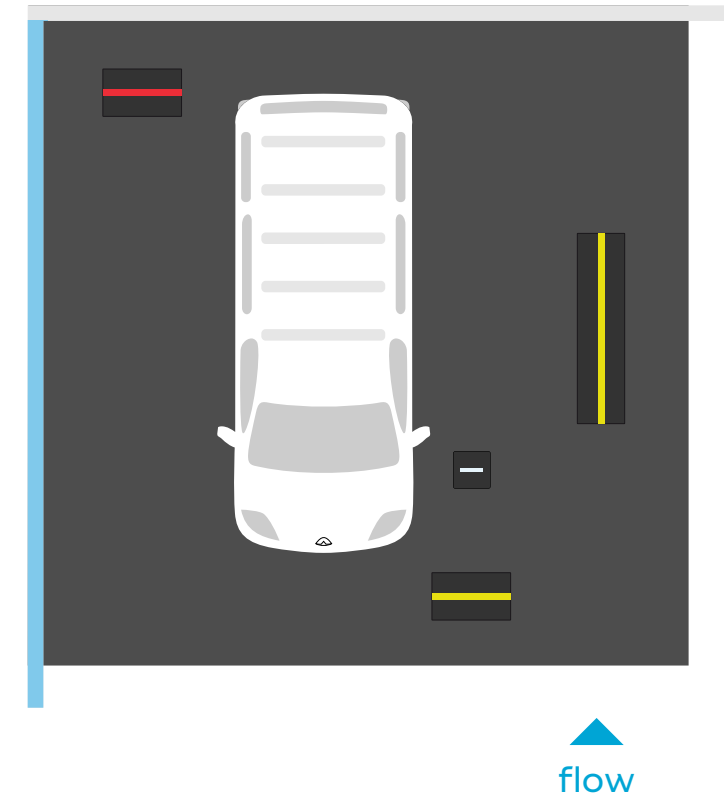
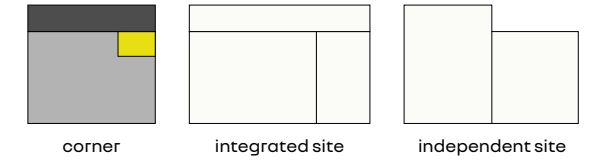
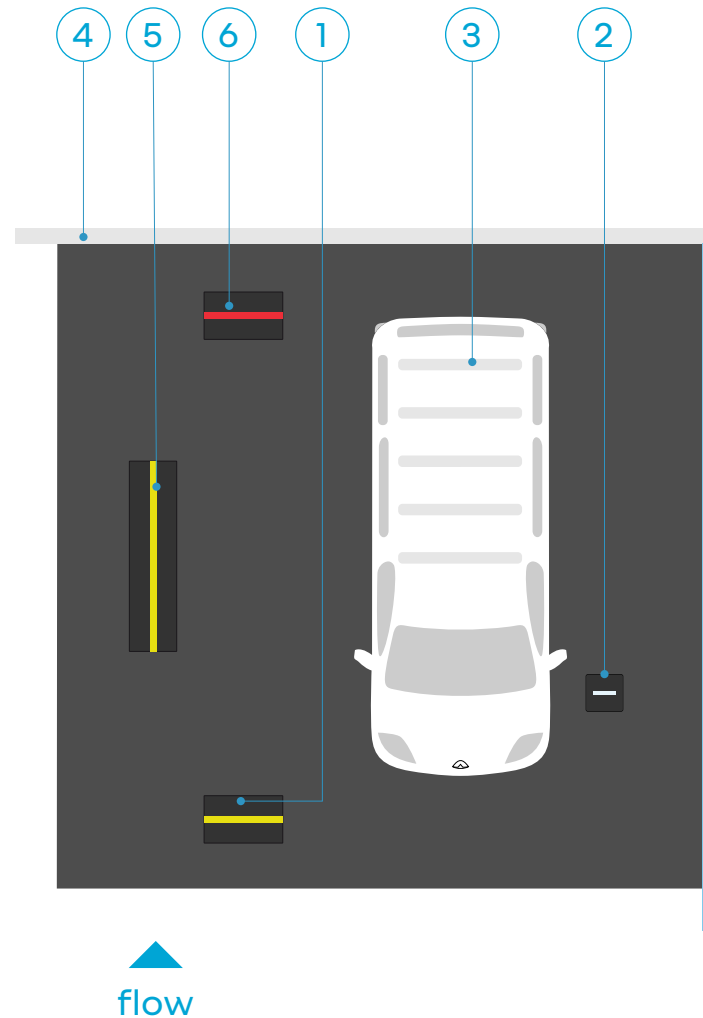
why?

Depending on the position in the showroom and the flow of customers, the layout of the various components evolves.

The exhibition area can be leaned against the back wall of the showroom and preferably in a corner of the showroom.

how?

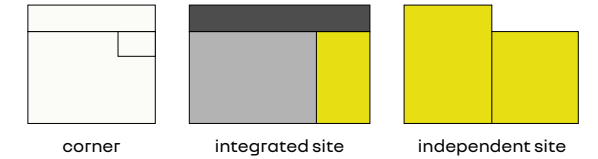
- 1 The totem-kakemono of customer promise is installed in front of the vehicle so as to be the first element perceived from the entrance to the showroom.
- 2 The price display is positioned at the front wheel of each vehicle, on the driver's side.
- 3 Customers can go around each vehicle with a minimum passage of 1.40 m.
- 4 The exhibition area is backed against the back wall of the showroom, preferably in a corner of the showroom.
- 5 A 2x2 charging POS is installed alongside the vehicles featuring the visual identity and charging solutions for electrified vehicles.
- 6 The totem-kakemono produced is located opposite the price display in the rear part of the exhibition area.



warning

The presence of a Master and/or a converted vehicle in NV showrooms should be avoided.

6.7 general layout of the Renault Pro+ exhibition area - 2

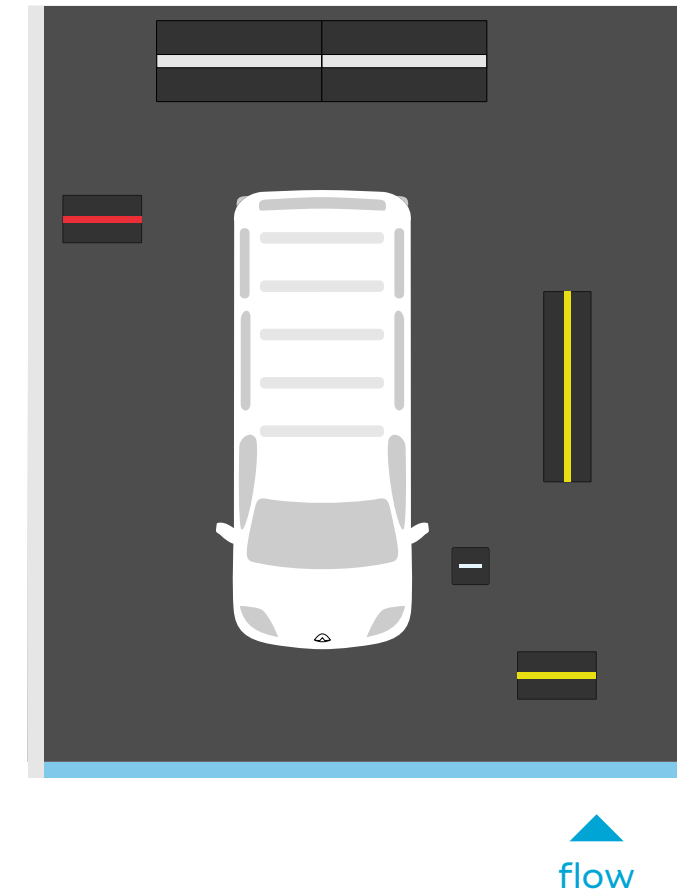
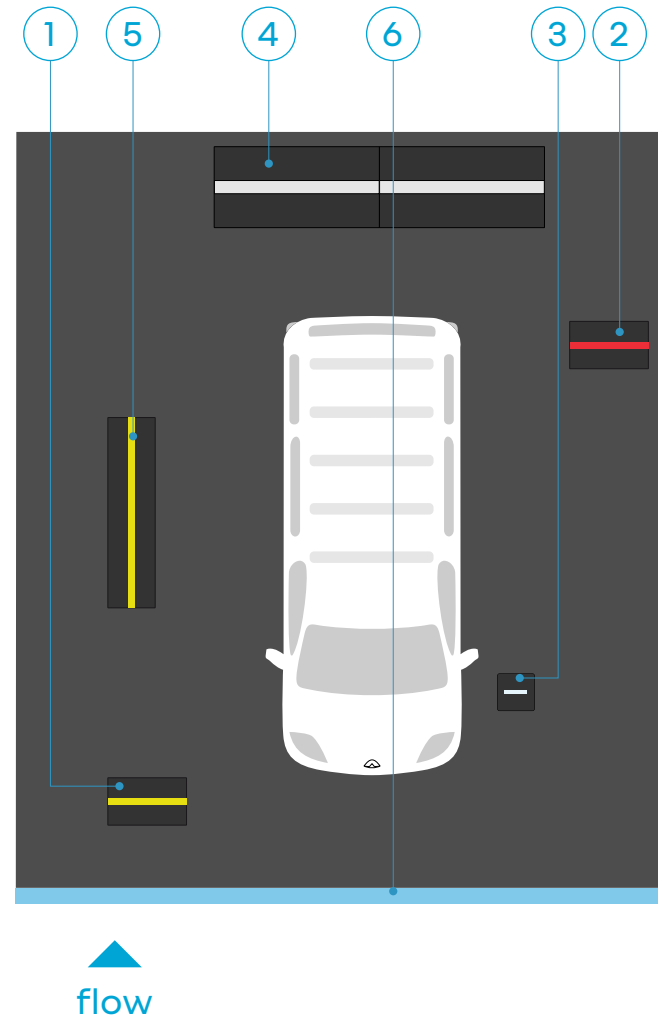


why?

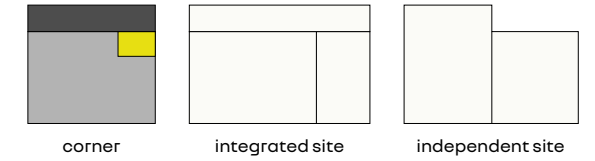
Depending on the position in the showroom and the flow of customers, the layout of the various components evolves.

how?

- 1 The totem-kakemono of customer promise is installed in front of the vehicle so as to be the first element perceived from the entrance to the showroom. It is installed perpendicular to the customer flow.
- 2 The totem-kakemono produced is located opposite the price display in the rear part of the exhibition area.
- 3 The price display is positioned at the front wheel of each vehicle, on the driver's side.
- 4 A fresco is installed behind the vehicles helping to highlight the vehicles on display.
- 5 A 2x2 charging POS is installed alongside the vehicles featuring the visual identity and charging solutions for electrified vehicles.
- 6 Preferably, the front of the vehicles faces outwards in order to provide good visibility from the surroundings of the site or the customer car park.



6.8 layouts of the Renault Pro+ exhibition area - 1



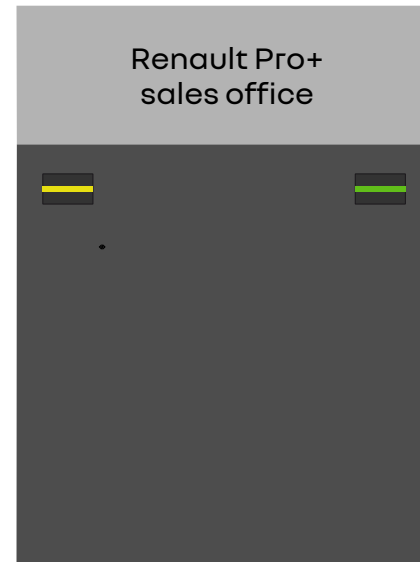
why?

The Renault Pro+ exhibition area allows the presentation of 0 to 2 vehicles in the Renault showroom.

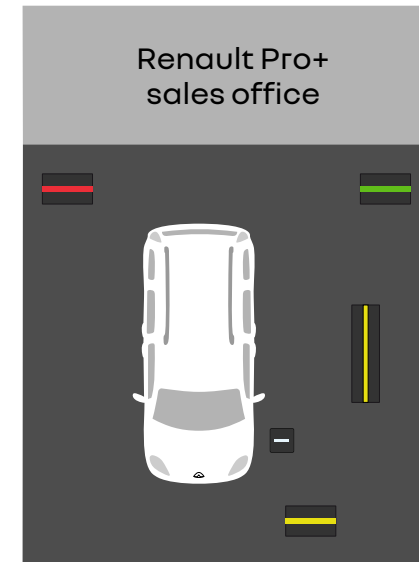
The choice of configuration will be made according to the dimensions of the showroom, the Renault Pro+ zone not having to occupy more than 25% of the total surface.

how?

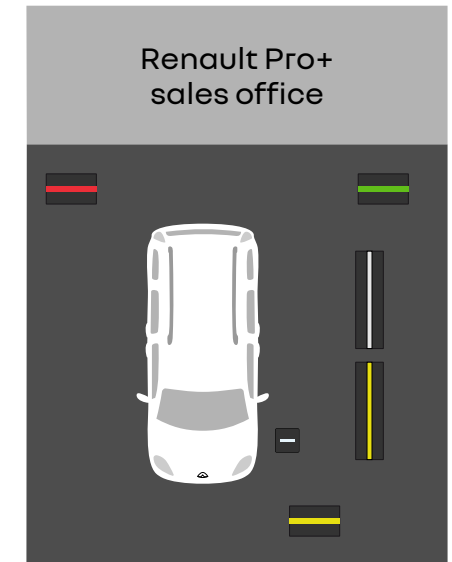
- 1 This configuration, only a dedicated sales office is present in the showroom.
- 2 This configuration with a single vehicle makes it possible to use the 2x2 charging POS.
- 3 As a variant of the previous configuration, a second 2 x 2 transformation POS enriches customer information.
- 4 In this configuration, the larger Traffic type vehicle is presented with a 4 x 3 m fresco.
- 5 This configuration responds to the presentation of a Kangoo and a Traffic associated with a 4 x 3 m fresco.



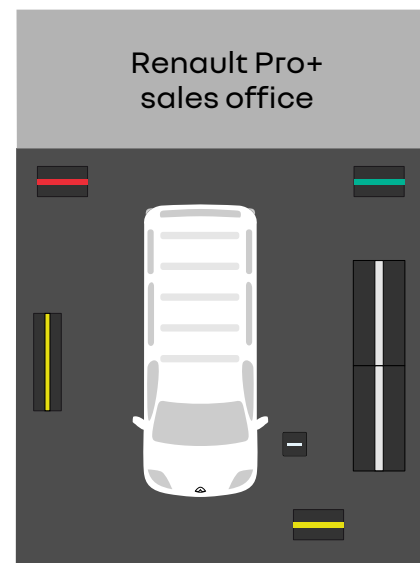
1



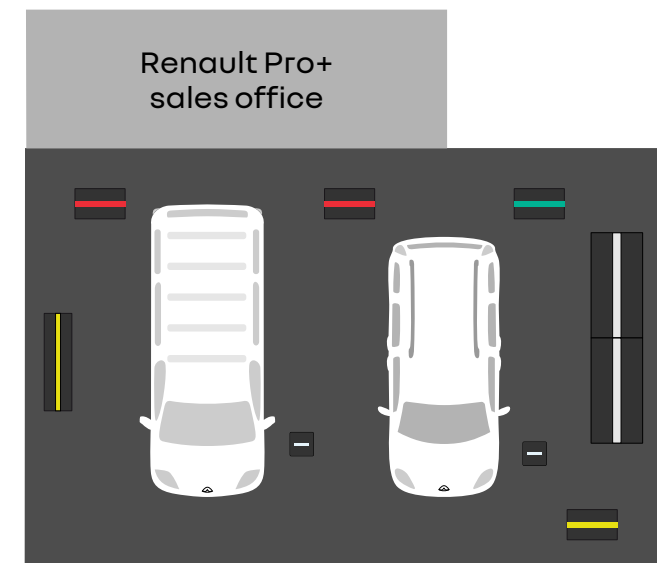
2



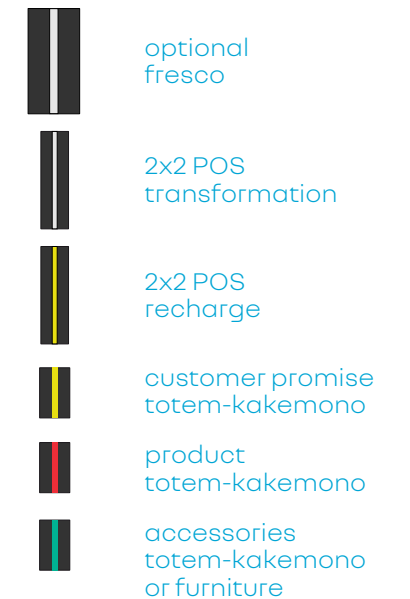
3



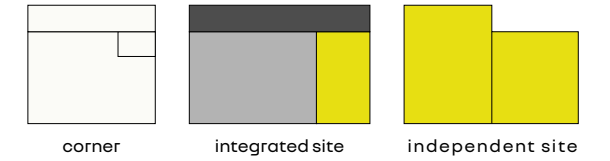
4



5



6.9 layouts of the Renault Pro+ exhibition area - 2



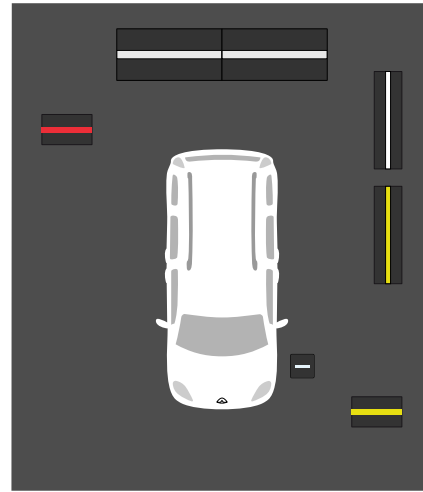
why?

The Renault Pro+ exhibition area allows the presentation of 1 to 3 vehicles in the dedicated Renault Pro+ showroom.

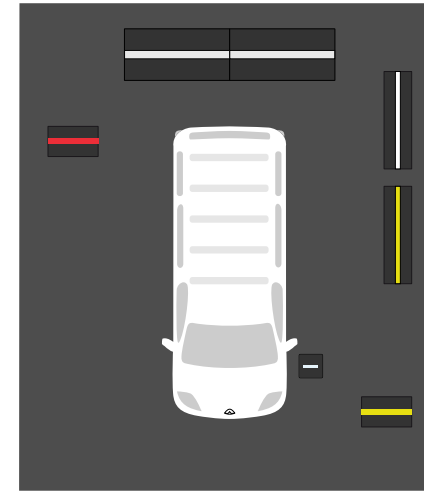
The choice of configuration will be made according to the dimensions of the showroom.

how?

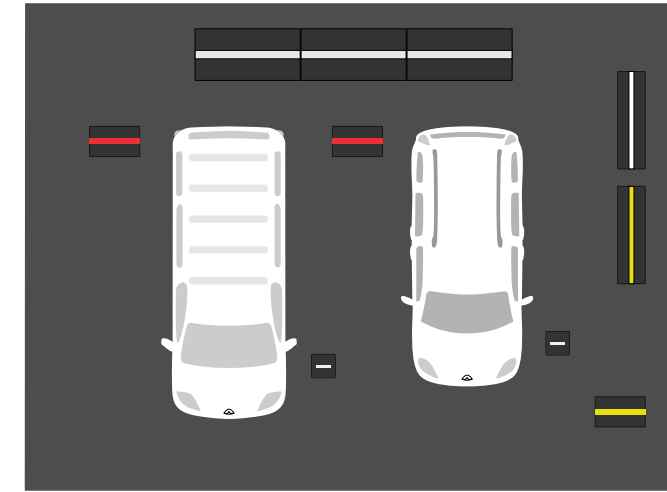
- 1 The smallest configuration includes a Kangoo presented in association with a 4 x 3 m fresco.
- 2 In this configuration, Traffic is presented with a 4 x 3 m fresco.
- 3 This configuration responds to the presentation of a Kangoo and a Traffic associated with a 6 x 3 m fresco.
- 4 This configuration responds to the presentation of 2 Traffic associated with an 8 x 3 m fresco.
- 5 The extended configuration including an 8 x 3 m fresco allows the presentation of 2 Traffic and a Kangoo in a Renault Pro+ showroom.



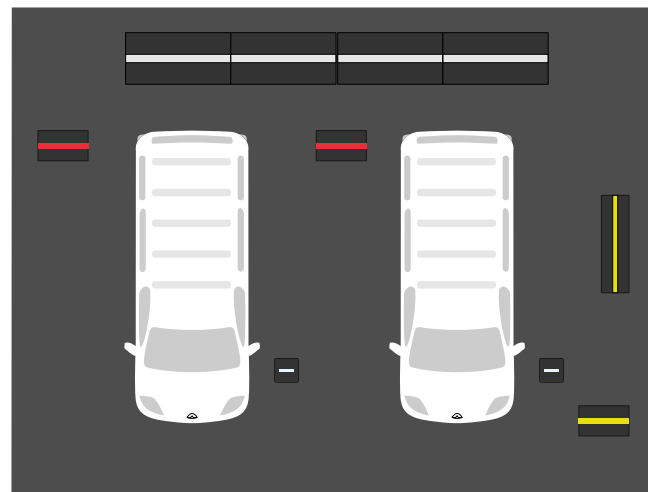
1



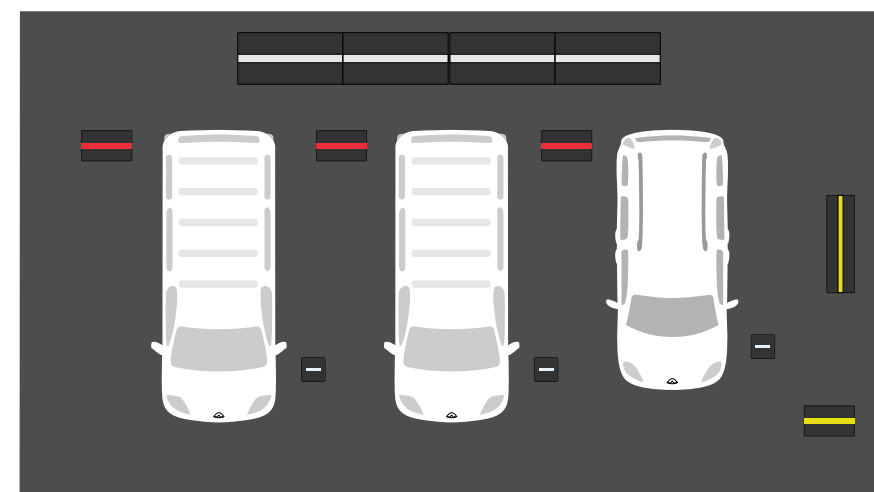
2



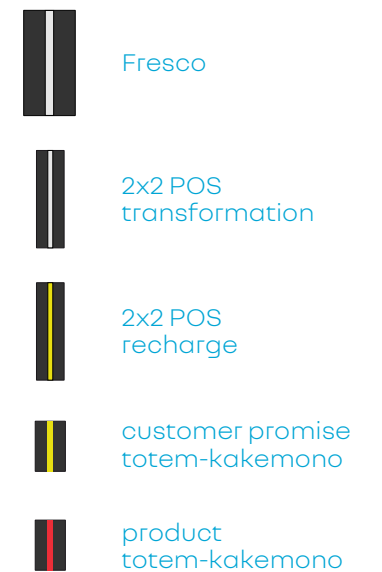
3



4



5



6.10 totem-kakemono of products

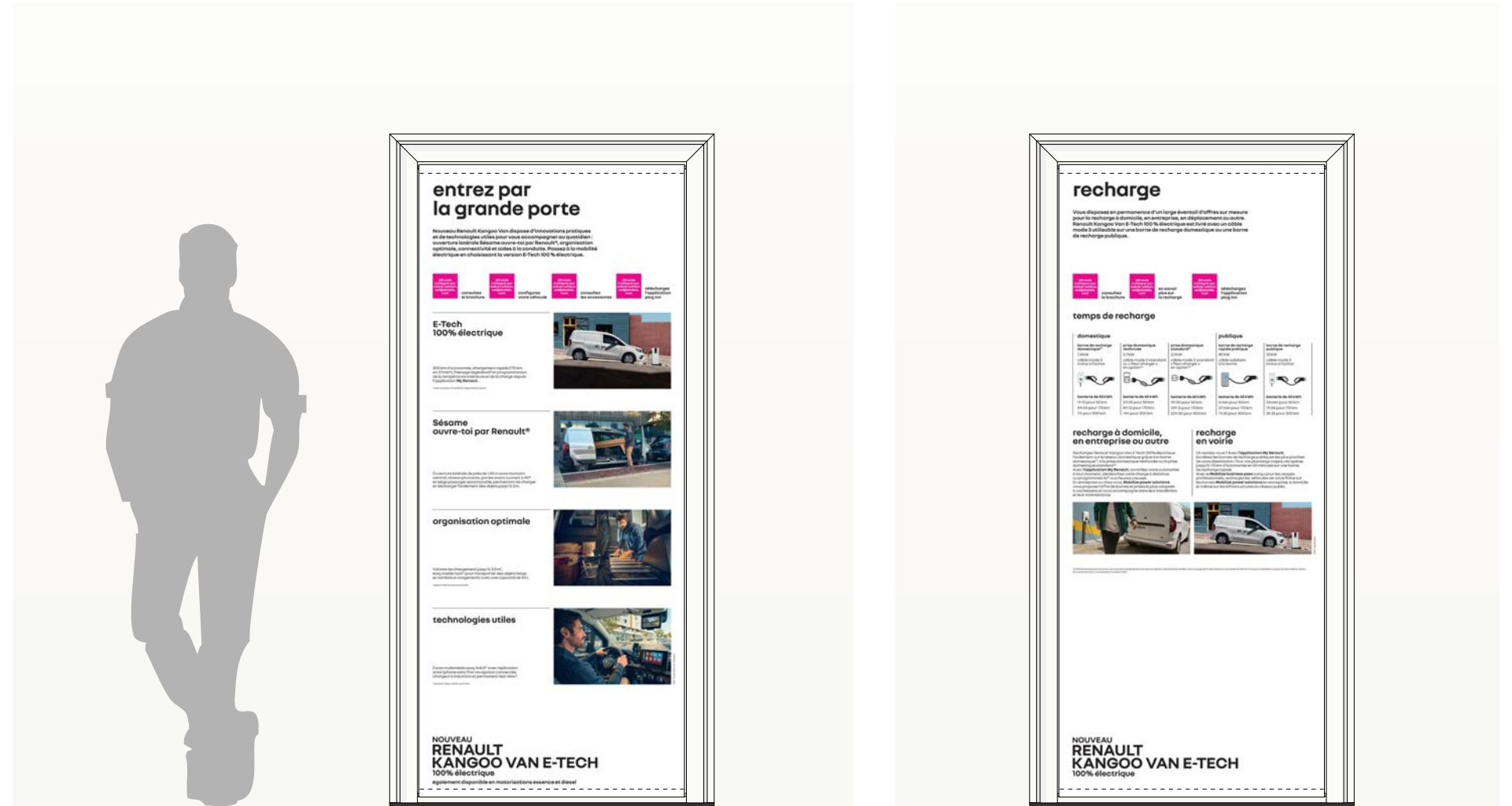
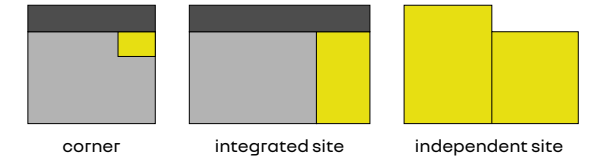
why?

The totem-kakemono makes it possible to present the USPs and the possibilities of transformation of each product on display.

how?

For each vehicle exhibited, the totem-kakemono produced is located opposite the price display in the rear part of the exhibition area.

- 1 Front of the kakemono presenting the USPs of the vehicle.
- 2 Back of the kakemono presenting the main families of vehicle transformations or the charging methods in the case of an E-tech model.



1

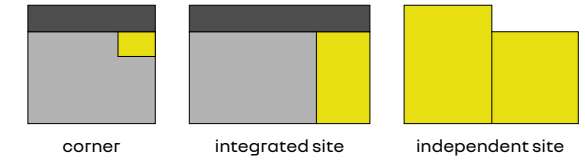
2

warning

Visuals of the promotional materials evolve according to the renewal campaigns.

Contact Renault Global Marketing to obtain the latest versions.

6.11 2x2 POS recharge of LCV vehicles



why?

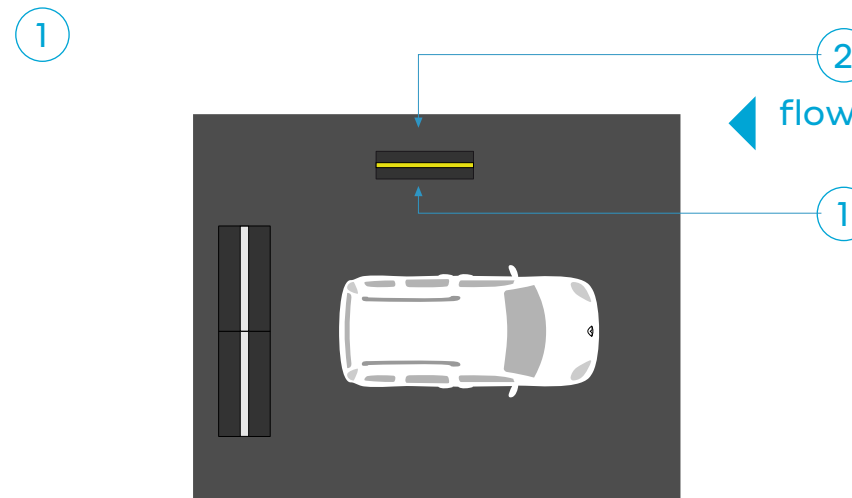
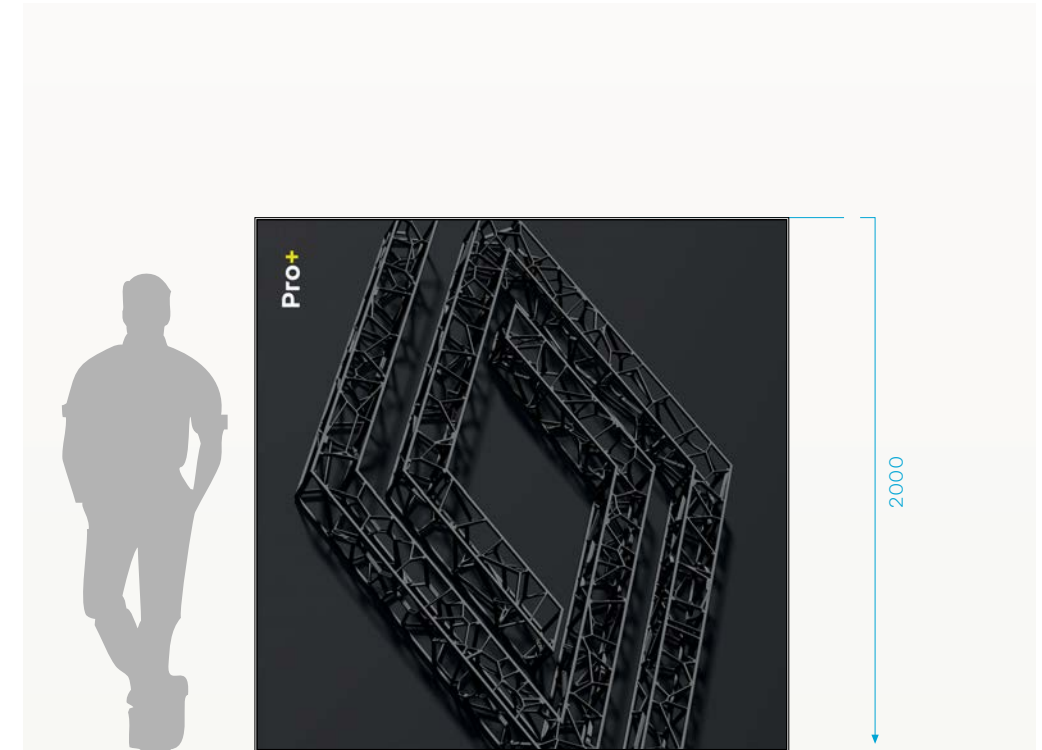
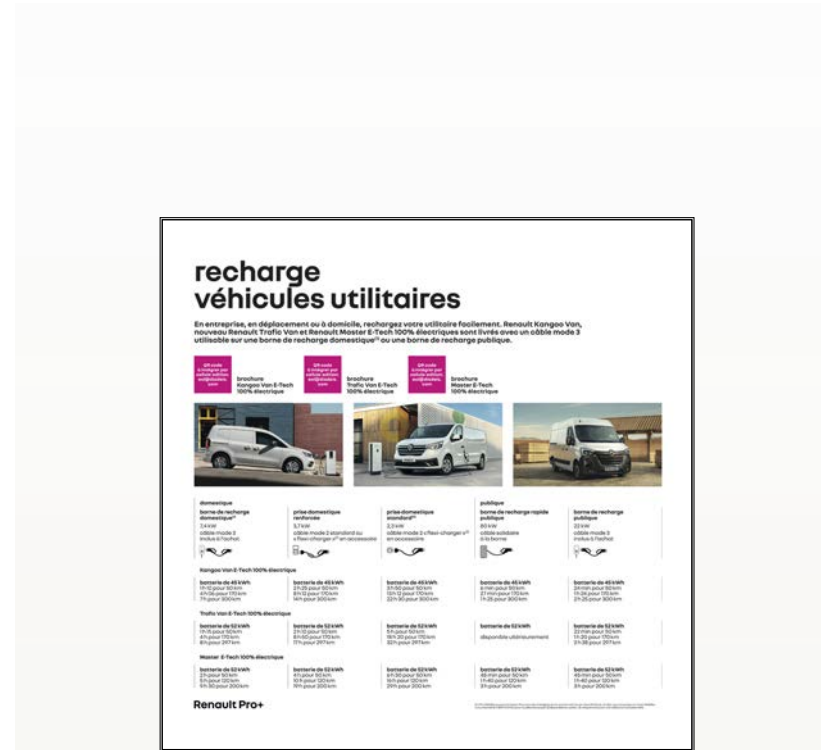
This 2x2 POS is present in all exhibition area configurations.

Thanks to its visual identity, it contributes to the identification of the Renault Pro+ exhibition area.

how?

This support is installed parallel to the vehicle on display in order to create a visual appeal for Renault Pro+ customers entering the showroom.

- 1 The side with the visual presenting the methods of recharging the E-tech models is focused on the vehicle.
- 2 The side with the visual identity is always oriented towards the customer flow.



warning

Visuals of the promotional materials evolve according to the renewal campaigns.

Contact Renault Global Marketing to obtain the latest versions.

6.13 frescoes

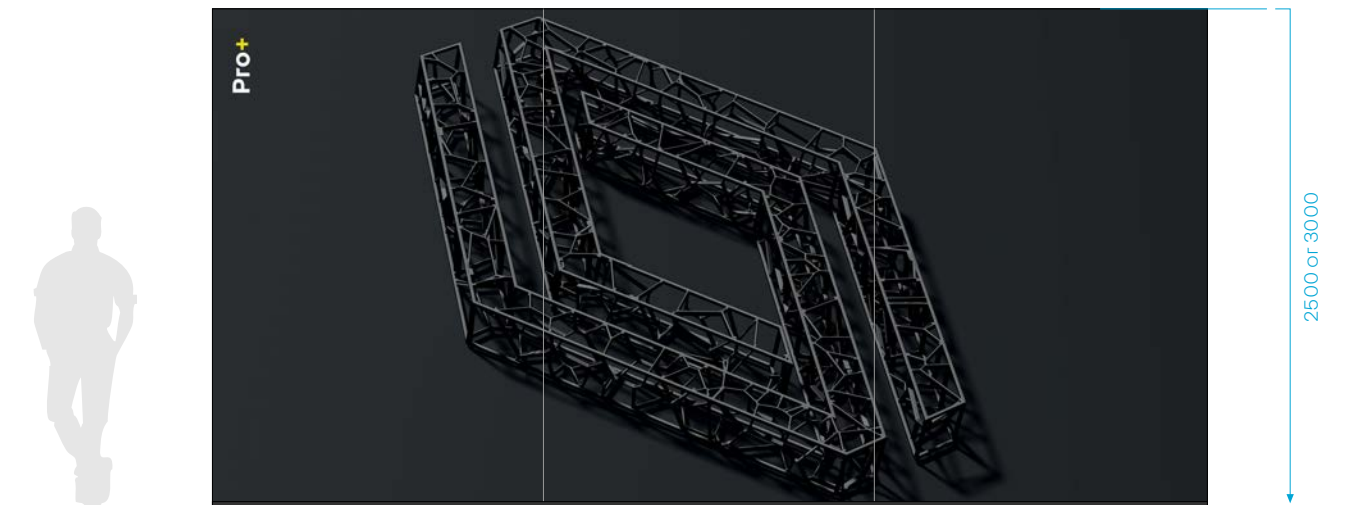
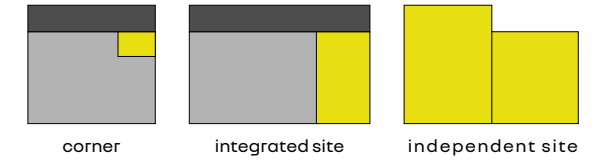
why?

Large-format visuals energize the presentation of Renault Pro+ vehicles and help to create a visual separation between the Renault Pro+ area and the other vehicles in the showroom.

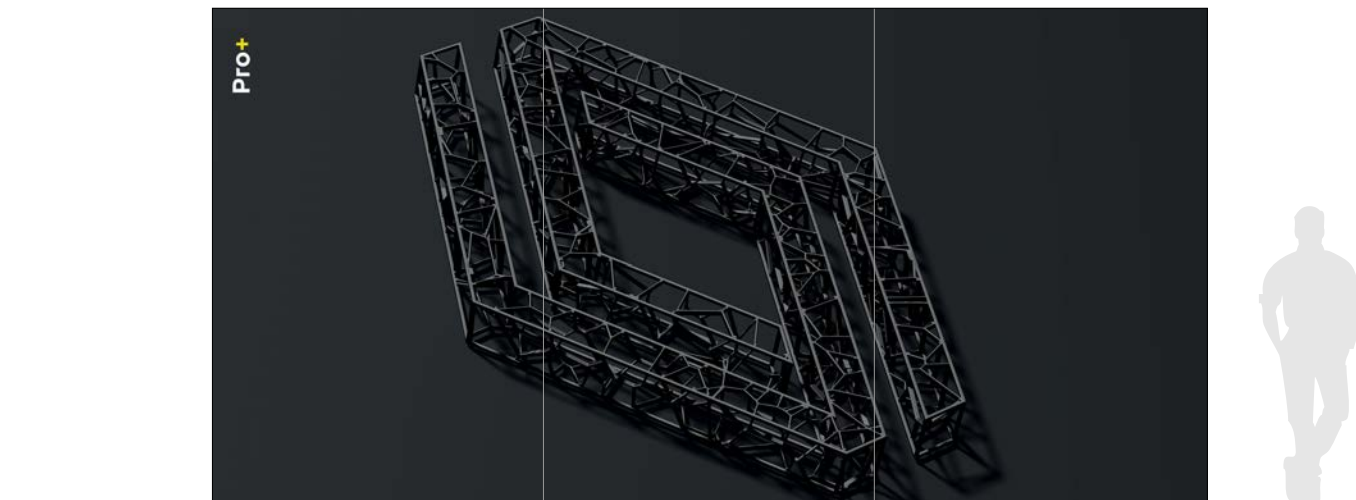
The modular frescoes are available in 2 heights (2.5 m and 3 m).

how?

- 1 The height of 3m is recommended for all layouts with the exception of showrooms with low ceilings in which the height of 2.5m can be used as a replacement.
- 2 The back of the frescoes takes up the visual present on the front. When the back is not visible to customers (against a wall for example), a stretched fabric dyed in RAL 7021 dark grey replaces the visual.



1



2

6.14 standard formats of frescoes

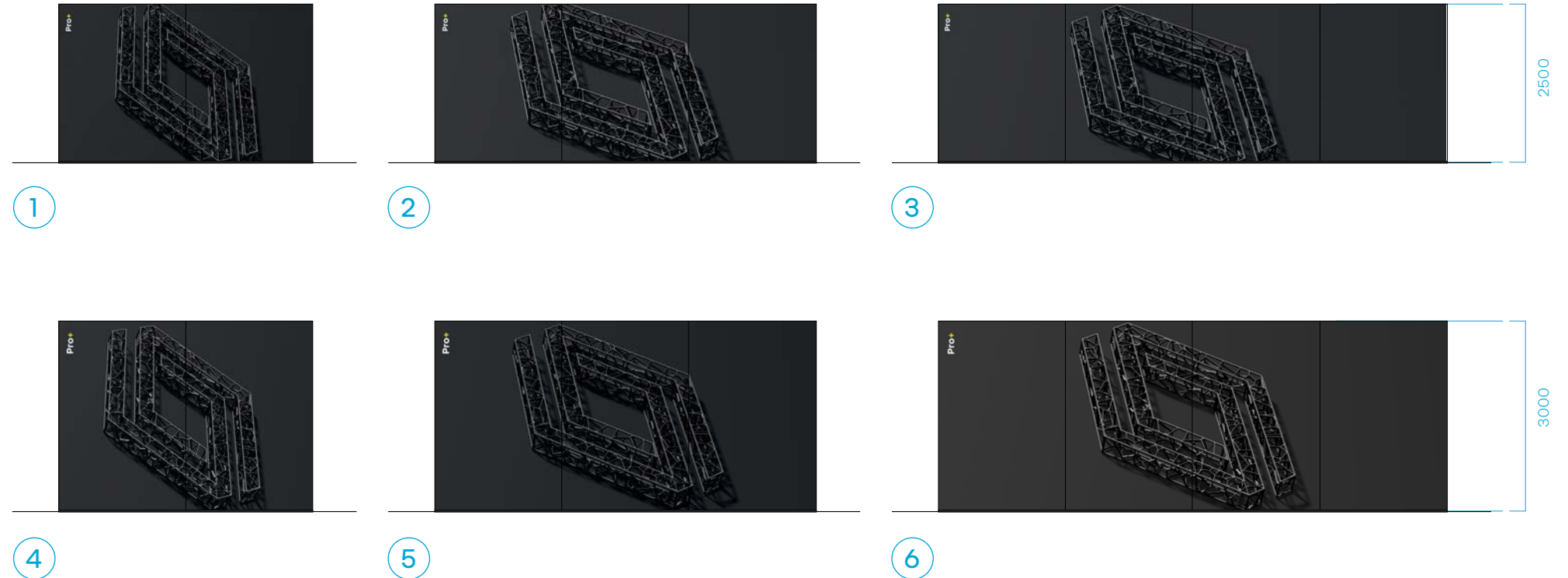
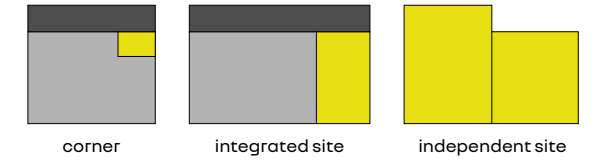
why?

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).

Frescoes are mandatory in the exhibition areas of Renault Pro+ showrooms.

how?

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



6.15 brand wall of waiting area

why?

This flat brand wall is located in the waiting area against the back wall of the showroom facing the entrance.

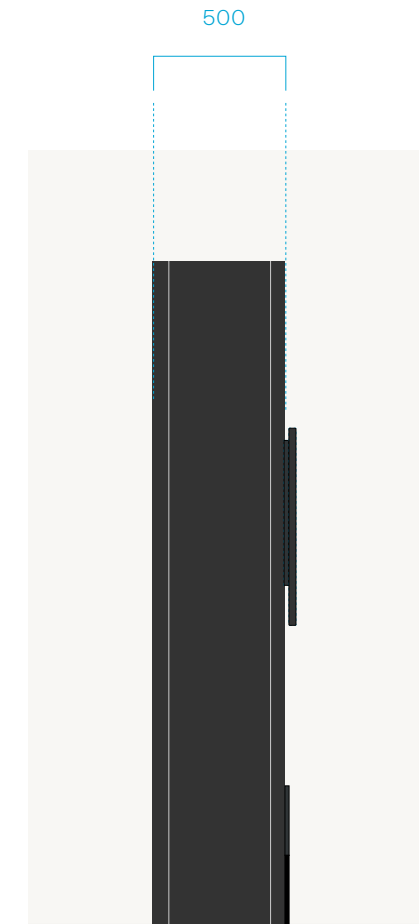
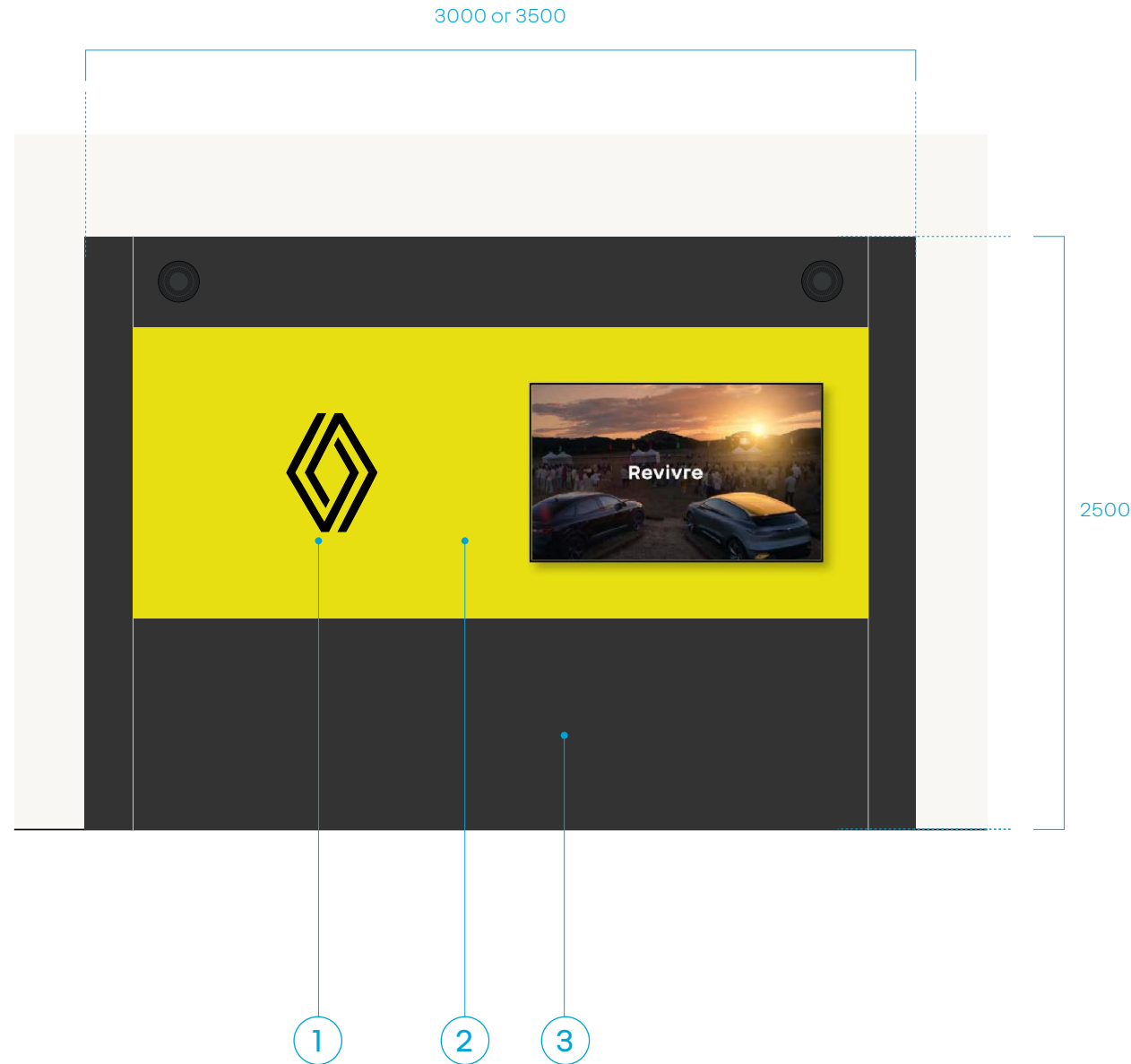
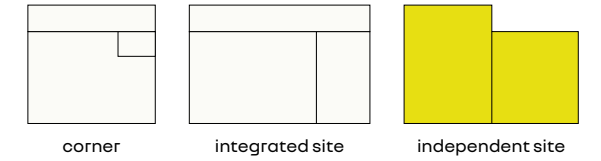
This element incorporates a screen.

Its general dimensions are:

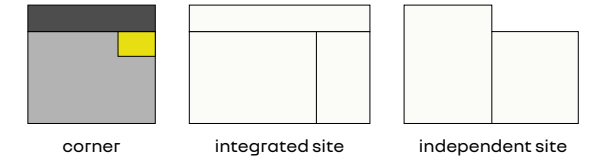
H. 2500 x L. 3000 or H. 2500 x L. 3500 with a 500mm thickness.

how?

- 1 The non-illuminated Renault signature is common to all brand walls.
- 2 The yellow part in horizontal format is creates a strong visual appeal highlighting the brand emblem.
- 3 The black part of the brand wall descends to the ground for better integration into the area.



6.16 service reception with a Renault Pro+ advisor

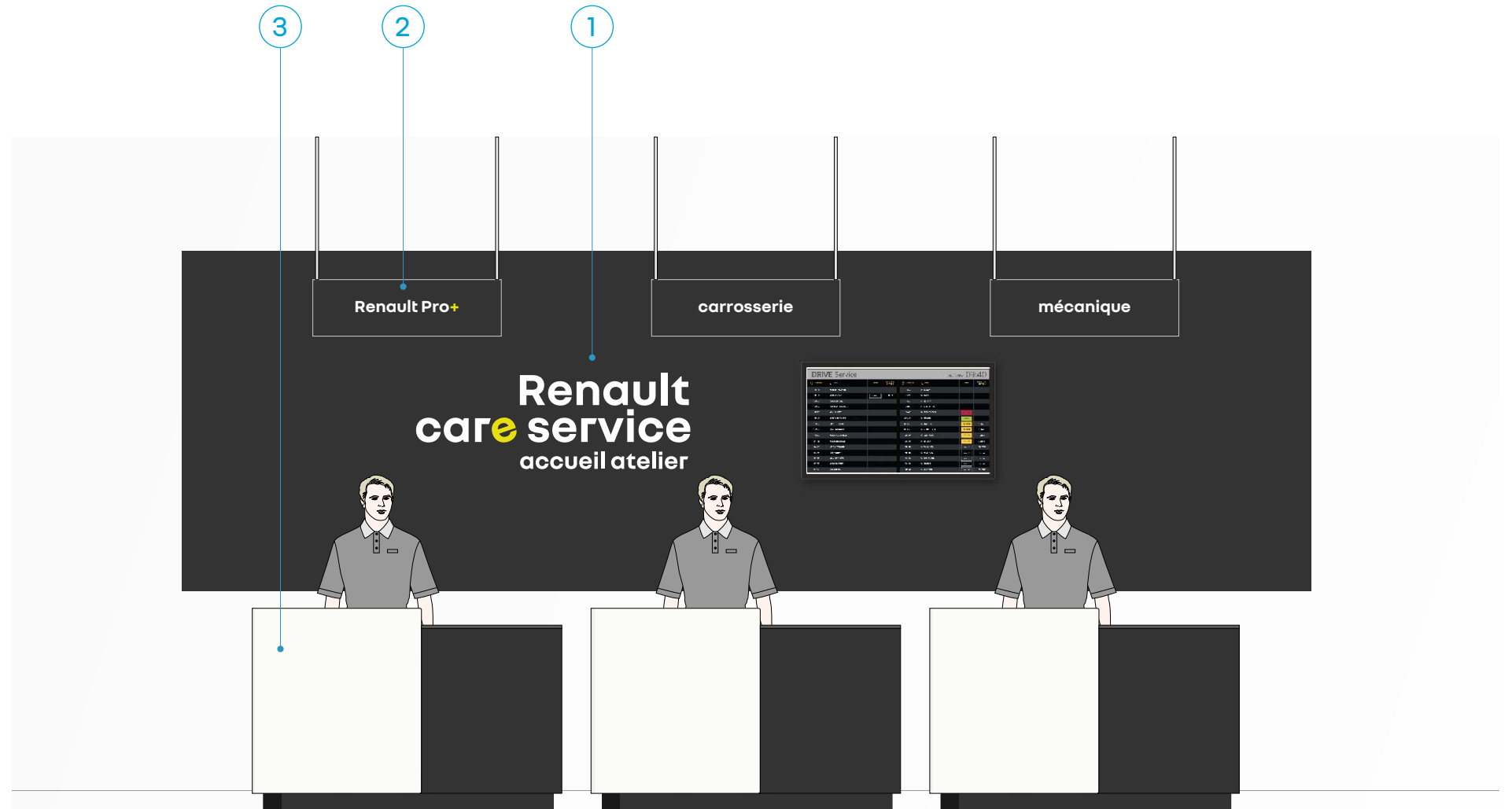


why?

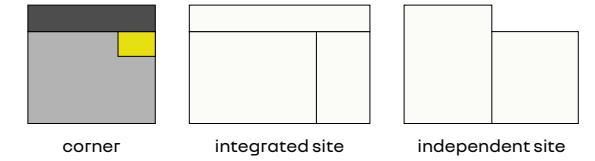
A Renault Pro+ service advisor is present at the site's service reception alongside the other service advisors.

how?

- 1 The service reception is identified by a dark grey rectangle painted on the wall bearing the wording "Renault care service".
- 2 A sign bearing the wording "Renault Pro+" identifies the counter dedicated to business customers.
- 3 The Renault Pro+ reception furniture is identical to the other counters.



6.17 service reception with a Renault Pro+ advisor - variant



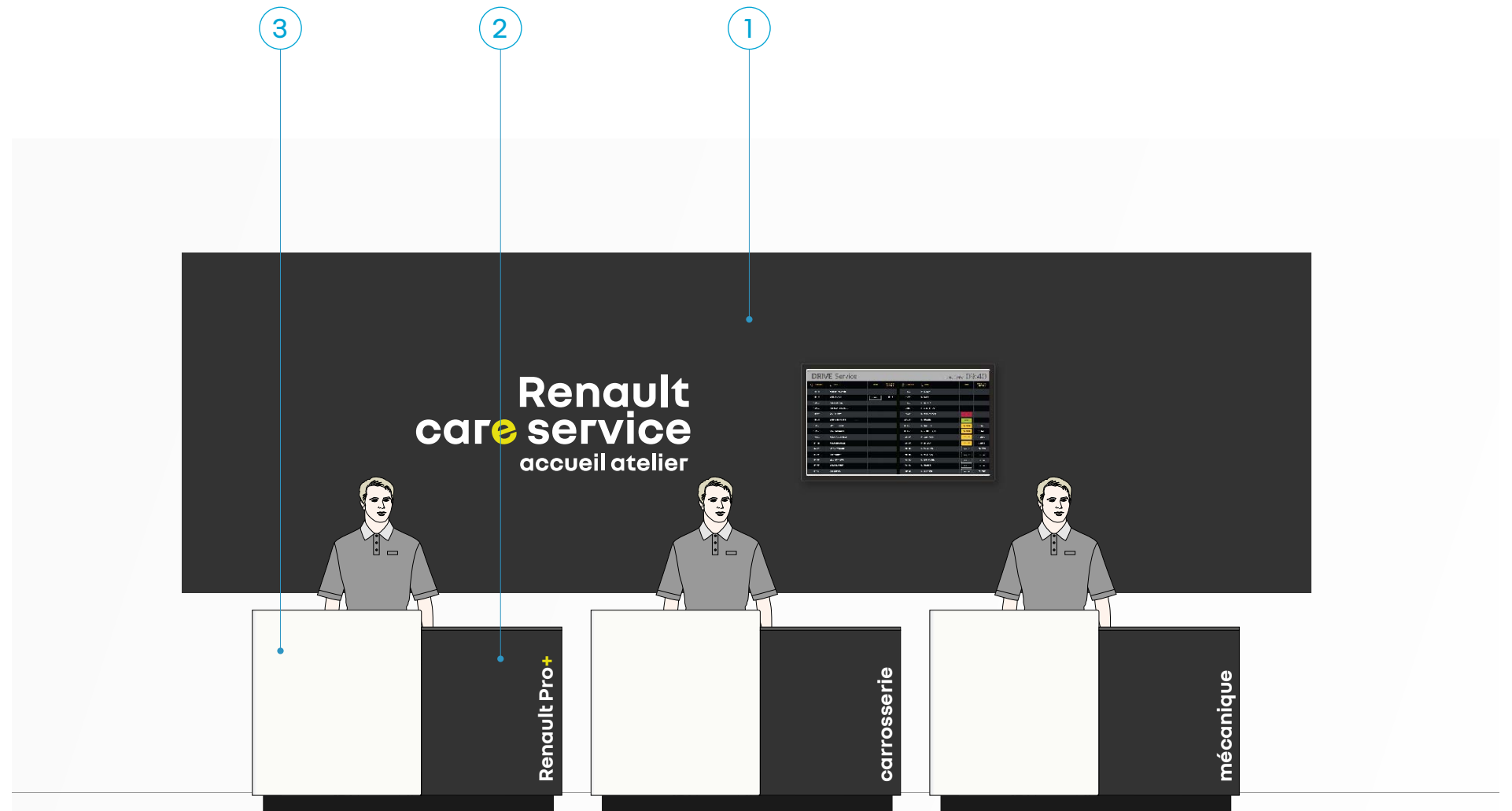
why?

A Renault Pro+ service advisor is present at the site's service reception alongside the other service advisors.

When it is not possible to use hanging identification panels, reception furniture can be marked to identify each activity.

how?

- 1 The service reception is identified by a dark grey rectangle painted on the wall bearing the wording "Renault care service".
- 2 Adhesive marking on the front of the furniture bearing the "Renault Pro+" signature identifies the counter dedicated to professional customers.
- 3 The Renault Pro+ reception furniture is identical to the other counters.



6.18 customer service reception

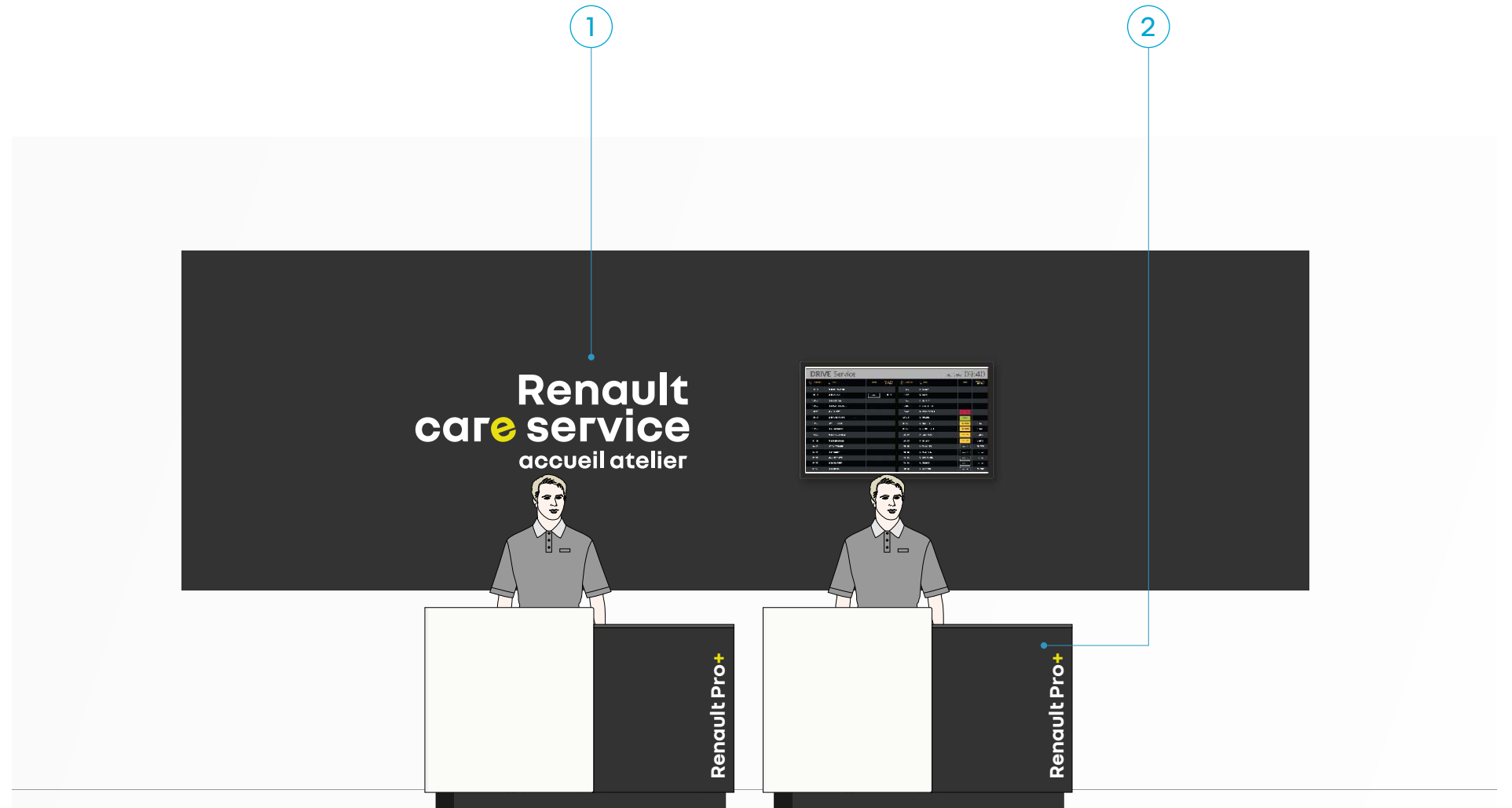
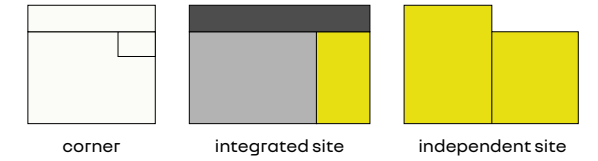
why?

The customer reception is located near the entrance to the showroom, preferably perpendicular to the entrance and against the wall of the Renault Pro+ workshop

A Renault Pro+ service advisor is always present in this area.

how?

- 1 Reception is identified by a dark grey rectangle painted on the wall bearing the wording "Renault care service".
- 2 The Renault Pro+ reception furniture is identical to the after-sales counters at Renault sites. Adhesive marking with the "Renault Pro+" signature is always present on the front of the furniture.



warning

The color of the rectangle is currently being defined and may change during 2023.

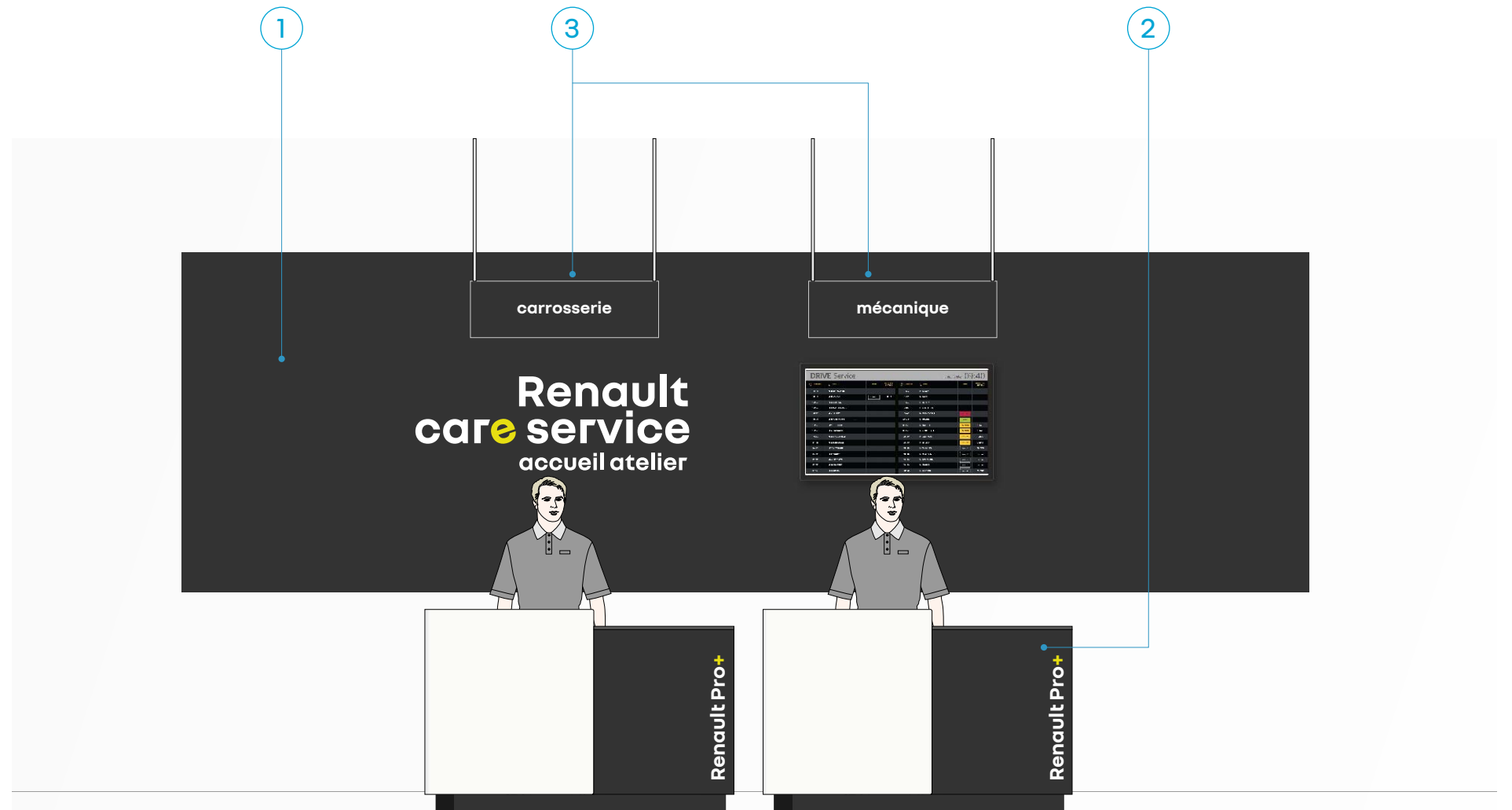
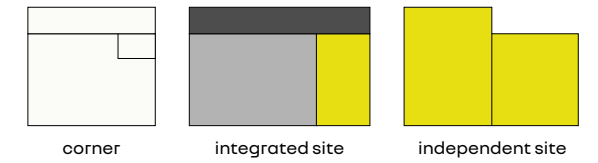
6.19 customer service reception - variant

why?

When Renault Pro+ service advisors are dedicated to an activity (bodywork or mechanics), an identification panel is hung above the furniture.

how?

- 1 Reception is identified by a dark grey rectangle painted on the wall bearing the wording "Renault care service".
- 2 The Renault Pro+ reception furniture is identical to the after-sales counters at Renault sites. Adhesive marking with the "Renault Pro+" signature is always present on the front of the furniture.
- 3 A panel mentioning the activity identifies the counter dedicated to it.



warning

The color of the rectangle is currently being defined and may change during 2023.

7

retrofitting the sites

7.1 table of components to be updated

introduction

For an existing site, it is requested to verify that all the mandatory components are present, in accordance with the standard on pages 7 & 8 of the document.

In order to follow the visual evolution of the standards, a retrofit of certain elements must be done mid-2024 (launch of new Master XDD).

These elements are listed in the table opposite.

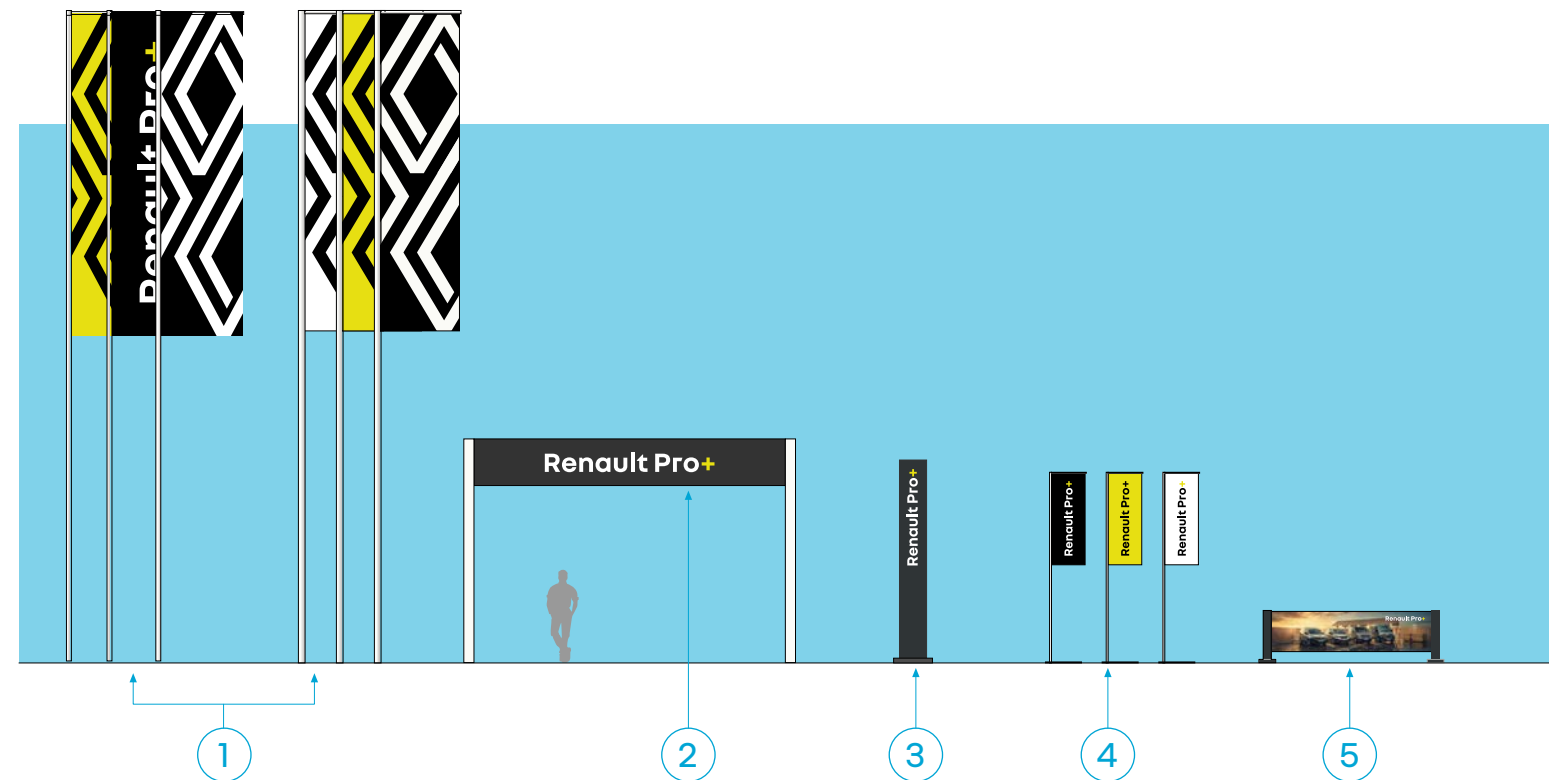
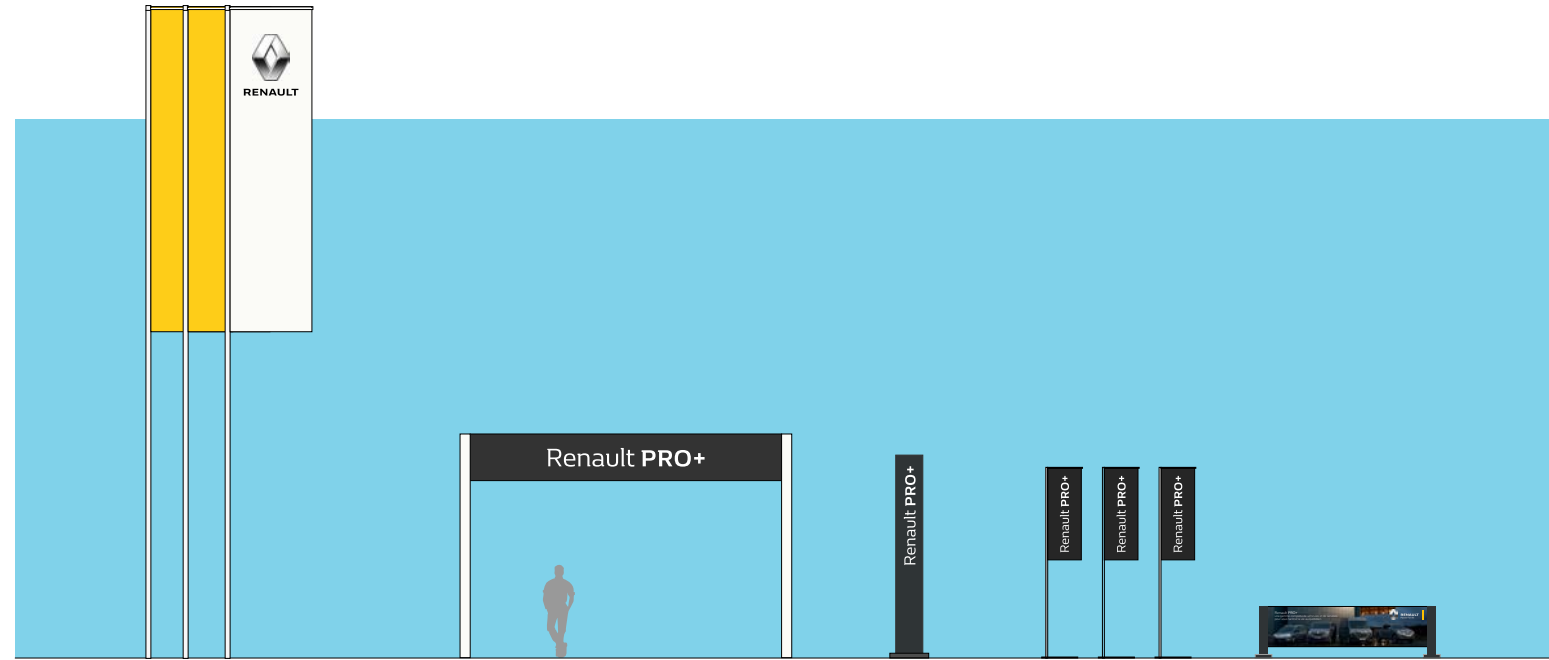
exterior components	corner	integrated site	independent site
Renault Pro+ flag	not concerned	not concerned	mandatory
Renault totem or flag insignia on mast	not concerned	not concerned	mandatory
Renault Pro+ facade markings	not concerned	not concerned	mandatory
Renault Pro+ arch or area mast	mandatory	mandatory	mandatory
Renault Pro+ banners	mandatory	mandatory	mandatory
Renault Pro+ workshop bay markings	recommended	recommended	mandatory

interior components	corner	integrated site	independent site
brand wall	not concerned	not concerned	mandatory
Renault Pro+ customer promise / transformation (on kakemono totem)	mandatory	mandatory	mandatory
furniture accessories or Renault Pro+ accessories kakemono (in progress)	mandatory	mandatory	mandatory
2x2 POS Renault Pro+ "charging" (if vehicle)	mandatory	mandatory	mandatory
Renault Pro+ fresco (if vehicle)	mandatory	mandatory	mandatory
product totem-kakemono (if vehicle)	mandatory	mandatory	mandatory
dedicated after-sales area (care service)	-	-	mandatory

7.2 outdoor exhibitions

components in retrofit

- 1 Flags are updated.
3 Renault flags for corners and integrated sites, 2 Renault flags and 1 Renault Pro+ flag for independent sites.
- 2 Front face of the sign arch is exchanged for an identical face bearing the Renault Pro+ signature.
- 3 The front face of the air mast is updated with the new signature.
- 4 Promotional banners are updated.
- 5 The tarpaulin visual is updated (when it exists).



7.3 integrated Renault Pro+ centers

components in retrofit

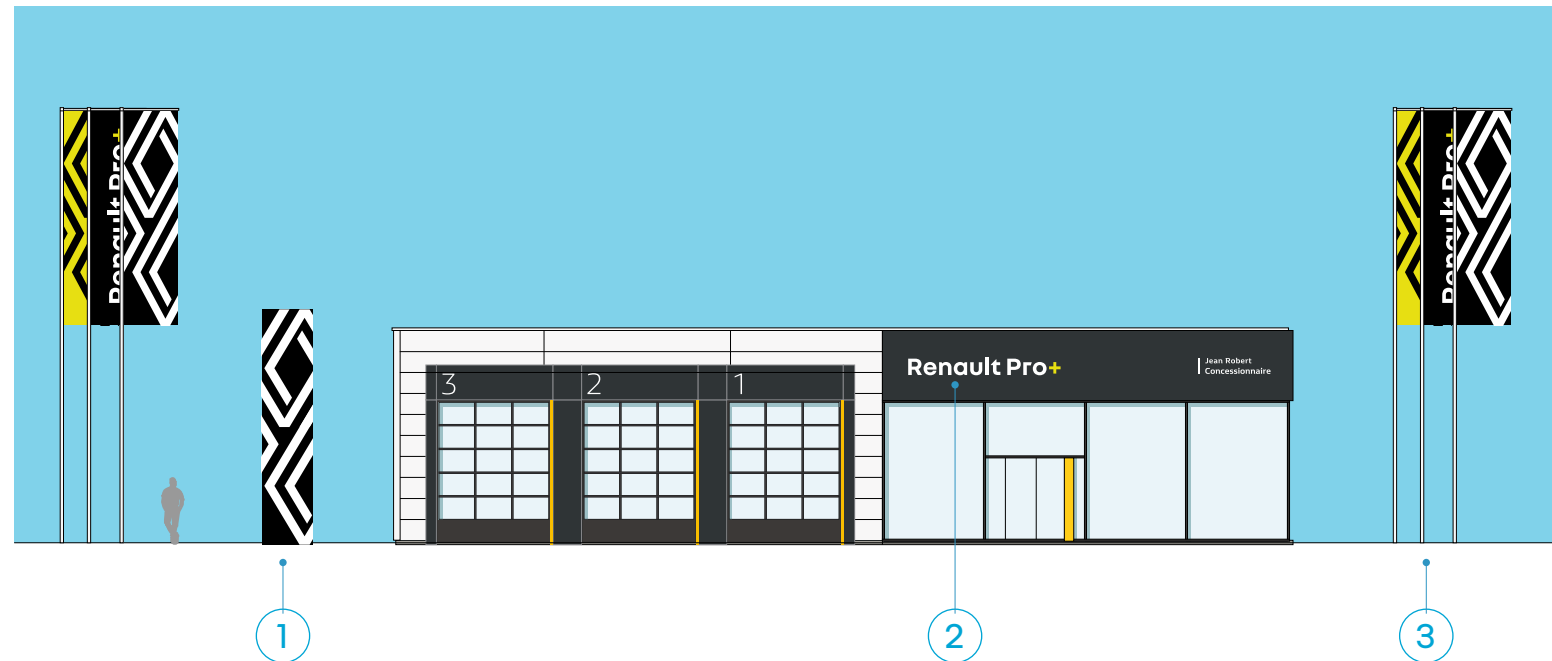
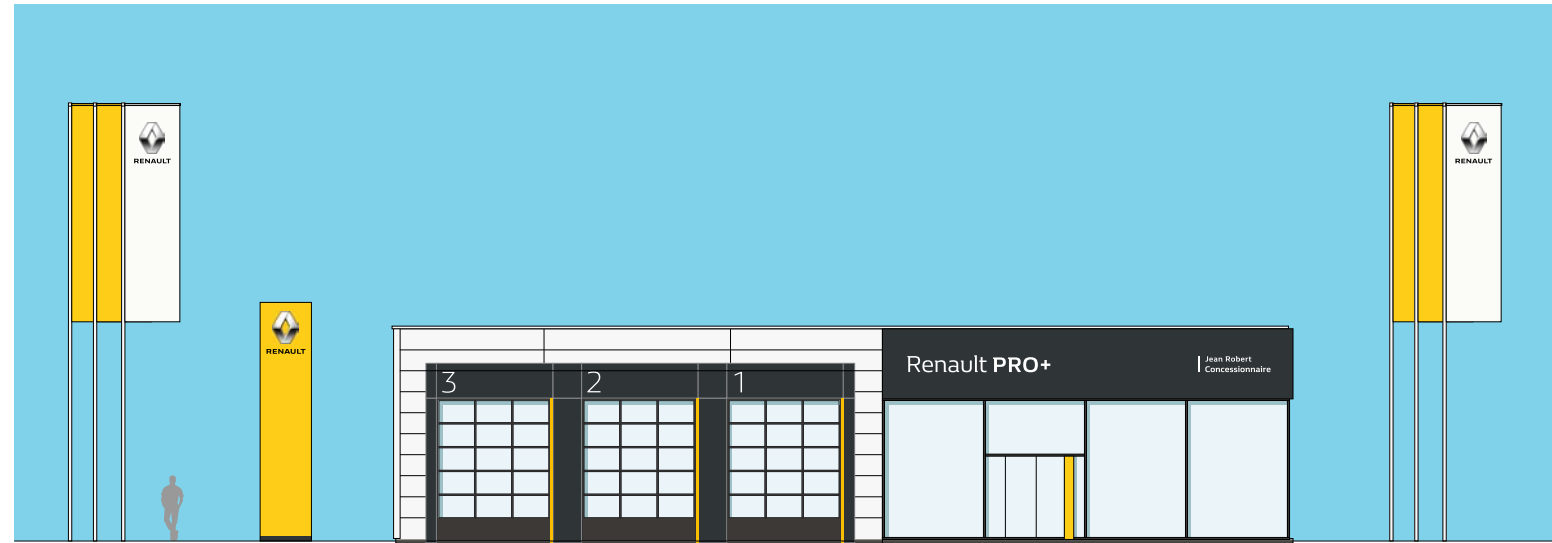
- 1 Change of the face of the identification box located above the entrance door to the showroom.
- 2 Change of the illuminated indication "Renault Pro+ workshop" present in the cladding of the workshop bays.



7.4 independent Renault Pro+ centers

components in retrofit

- 1 Retrofit of the faces of the Renault totem.
- 2 Change to the Renault Pro+ signature on the main facade.
- 3 Change of flags.



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