



DUO & BENTO LAUNCH

**MOBILIZE RETAIL ARCHITECTURAL
GUIDELINES**

OCT. 2024

MOBILIZE DUO & BENTO LAUNCH - GUIDELINES

Mandatory



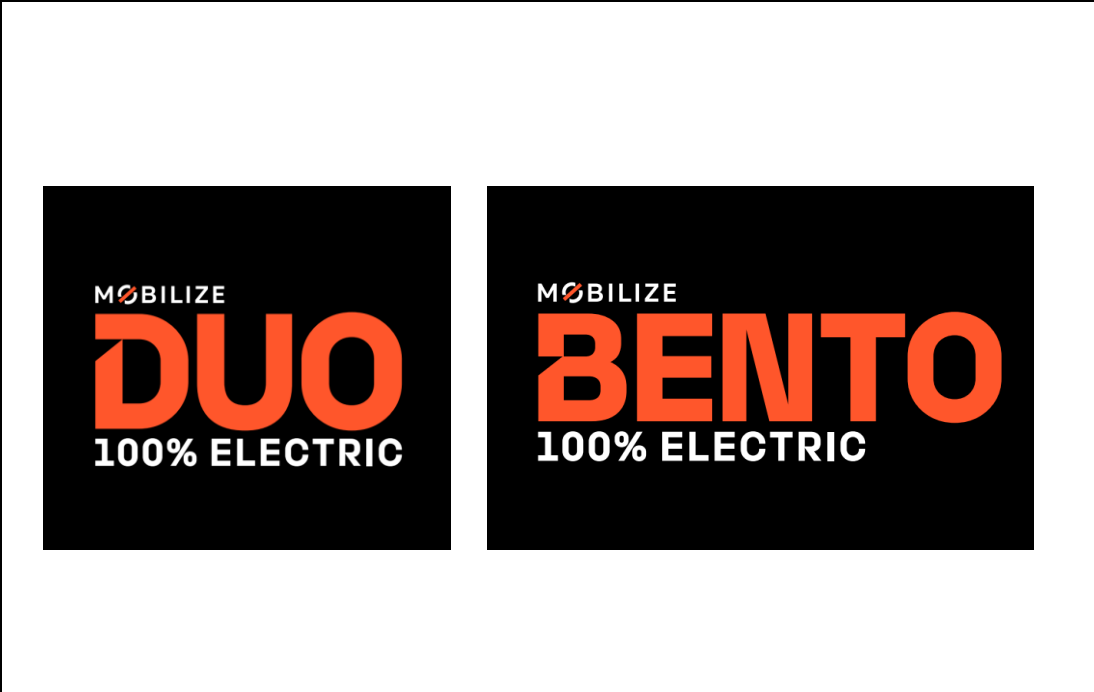
Duo and / Bento vehicle test drive within the Renault test drive area

Optional

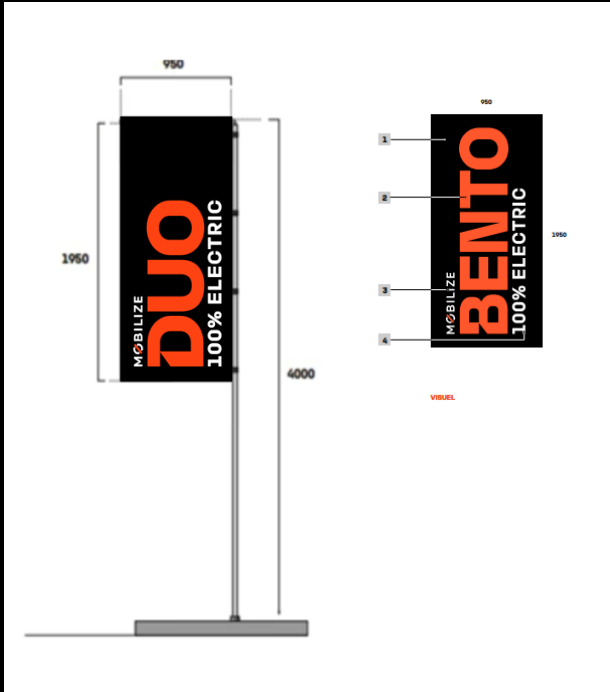


Duo and/or Bento shop in shop within Renault showroom

**VEHICLE TEST DRIVE
COMPONENTS**



Car sticker ⁽¹⁾



Flying banner ⁽²⁾

(1) Available within the Duo & Bento Marketing toolbox

(2) Technical specifications available on Mobilize Brandstore



VEHICLE TEST DRIVE DUO LAUNCH IN THE RENAULT TEST DRIVE AREA - GUIDELINES



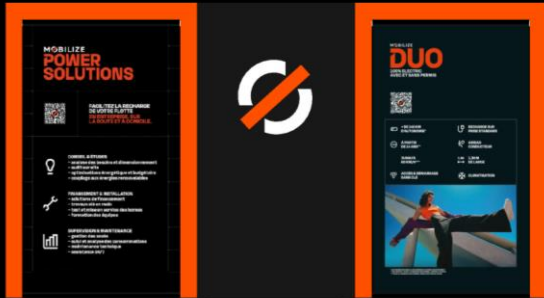
VEHICLE TEST DRIVE

BENTO LAUNCH IN THE RENAULT TEST DRIVE AREA - GUIDELINES

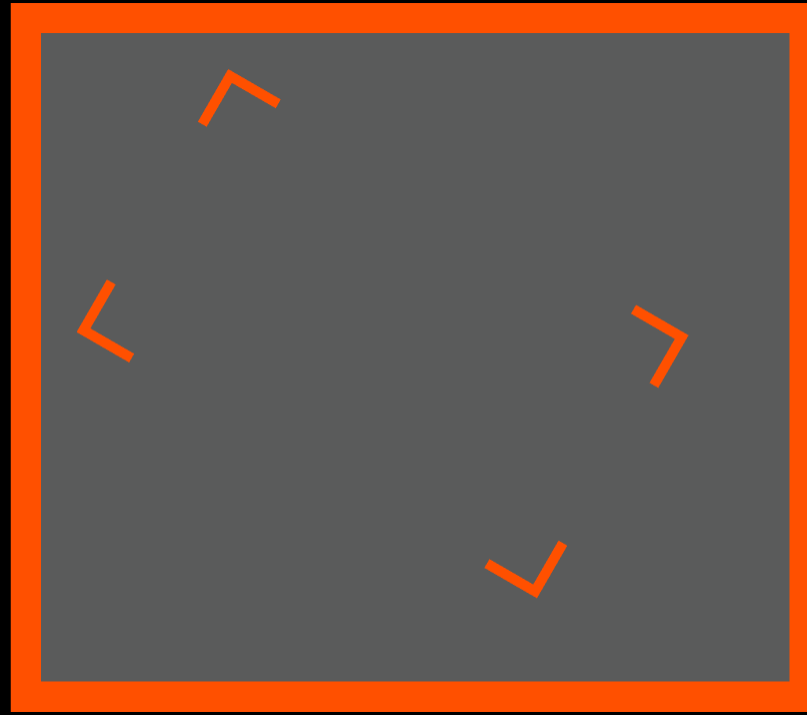


SHOP IN SHOP - DEDICATED POSM COMPONENTS & SUPPLEMENTS

POSM a



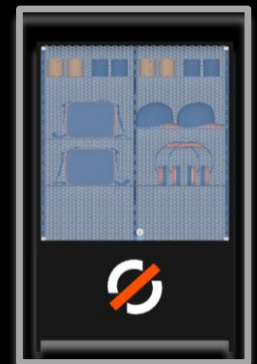
POSM b



POSM c



POSM d



shop in shop (1 mini totem + 2 kakemonos + carpet *)

product / price display

accessories showcase

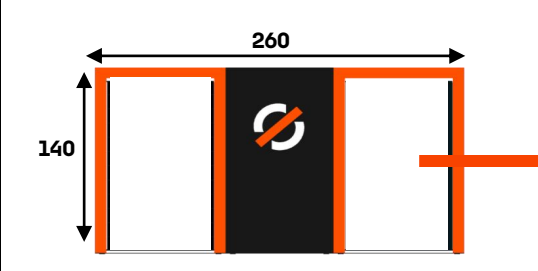
* 1 car = 1 carpet or 2 cars = 2 carpets

Mandatory within the shop in shop

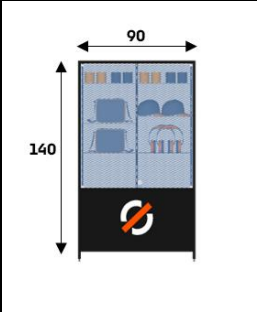
Optional within the shop in shop



SHOP IN SHOP – DEDICATED POSM COMPONENTS & SUPPLEMENTS



shop in shop



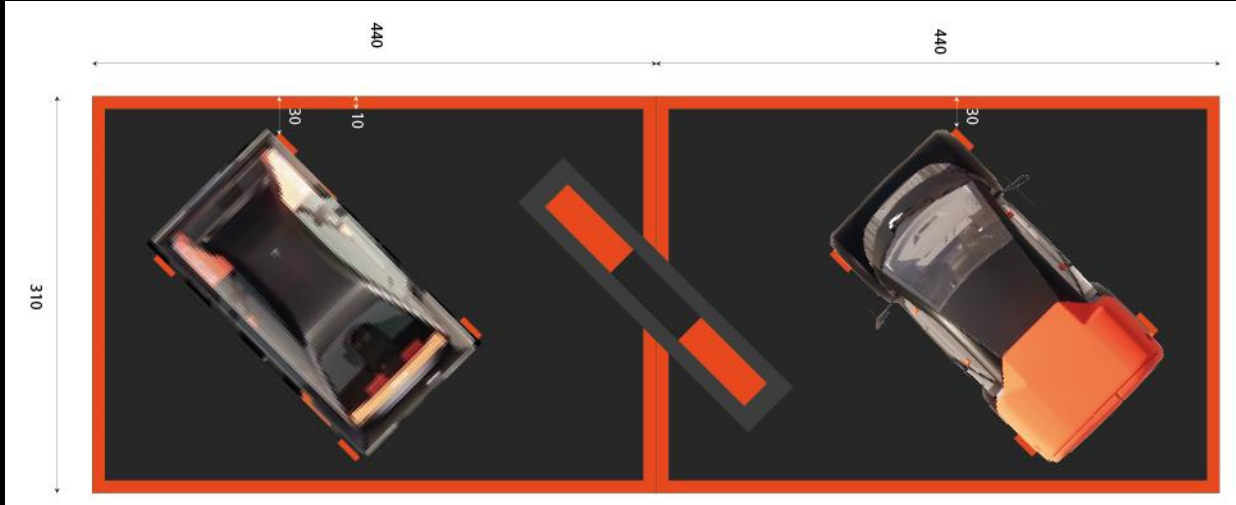
showcase for
Mobilize
accessories
mainly 3D
accessories



SHOP IN SHOP 1 CAR AND 2 CARS OPTIONS



SHOP IN SHOP 2 CARS OPTIONS



SHOP IN SHOP EXAMPLE IN THE RENAULT SHOWROOM



with accessories showcase



without accessories showcase

SHOP IN SHOP
EXAMPLE IN THE SHOWROOM



1 car option shop in shop

SHOP IN SHOP
BENTO IN THE LCV AREA



DUO CAR COVER
DELIVERY

