

ALPINE



Alpine Store application guidelines

edition september 2024 - V3c

Preamble

This application guidelines is intended for network development teams and/ or those involved in implementing Alpine Store projects.

It sets out the general principles for identifying and setting up the Alpine Store and allows the signage, the parkings and all the showroom furniture according to the standard.

The quality monitoring of the Alpine network is based, by default, on chapters 1 & 2 of this document.

Chapter 1 The Alpine Store

- 1. Presentation of the standard Alpine Store 4
- 2. Exterior of the standard Alpine Store7
- 3. Interior of the standard Alpine Store 24
- 4. Customer paths 65
- 5. Alpine Certified74
- 6. After-sales 79

Chapter 2 Variants and sizing 84

Chapter 3 Assumptions for alternative formats 89

Chapter 4 Deployment process for a typical project 93



To directly access a chapter please click on its title.

Key facts about the Alpine Store

Presentation of the Alpine Store

This guidelines presents the Alpine Store in its standard configuration and then the various possible configurations to be adapted according to the type of location.

Explained customer paths

Mastery of the customer's needs is the basis of the organisation of the Alpine Store.

The guidelines proposes to explore the Alpine Store in a subjective view.

Layout rules

The guidelines describes the rules for applying the components of the Alpine Store:

- parkings, surroundings, identification of facades,
- showrooms layout...

It defines a general framework intended to facilitate the installation of the Alpine Store in the network.

1.1

Presentation of the standard Alpine Store

To return to the general summary,
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The Alpine Store, a claimed legacy



Born in the Alps, the values and the APvoir-faire of Alpine have been able to define a special relationship between the driver, his machine and the environment.

"I have chosen the name Alpine because this adjective represents for me the pleasure of driving on mountain roads."

Jean Rédélé, founder of Alpine.

The Alpine Store showroom is the promise of a physical and digital experience of a premium, sporty and modern brand.

Its layout reflects the history and heritage of the Alpine brand, thus creating a bridge between the past and the present while adopting a contemporary visual language.

The standard Alpine Store

EXTERIOR

3 trial vehicles minimum



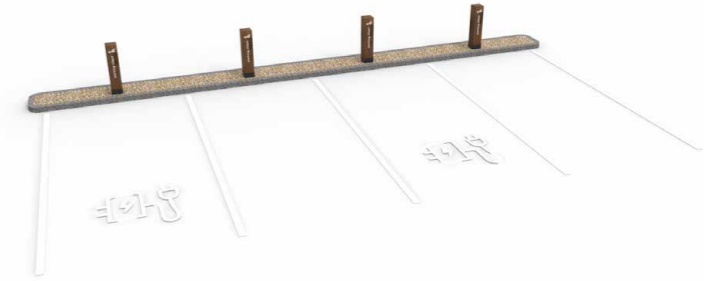
+ recharging solution

3 Alpine Certified vehicles minimum



+ recharging solution

4 Customer parking spaces minimum



+ recharging solution

INSIDE

Showroom 200 m² minimum

Exhibition



3 new vehicles minimum

Delivery



1 vehicle minimum

1 Alpine Consultant



Maximum < 150 vehicles per year

1 AS Officer



AS / Delivery if suitable for the market

Workshop*

1 Cotech



Small mechanical / EV compatible

* complementary activity (optional)

1.2

Exterior of the standard Alpine Store

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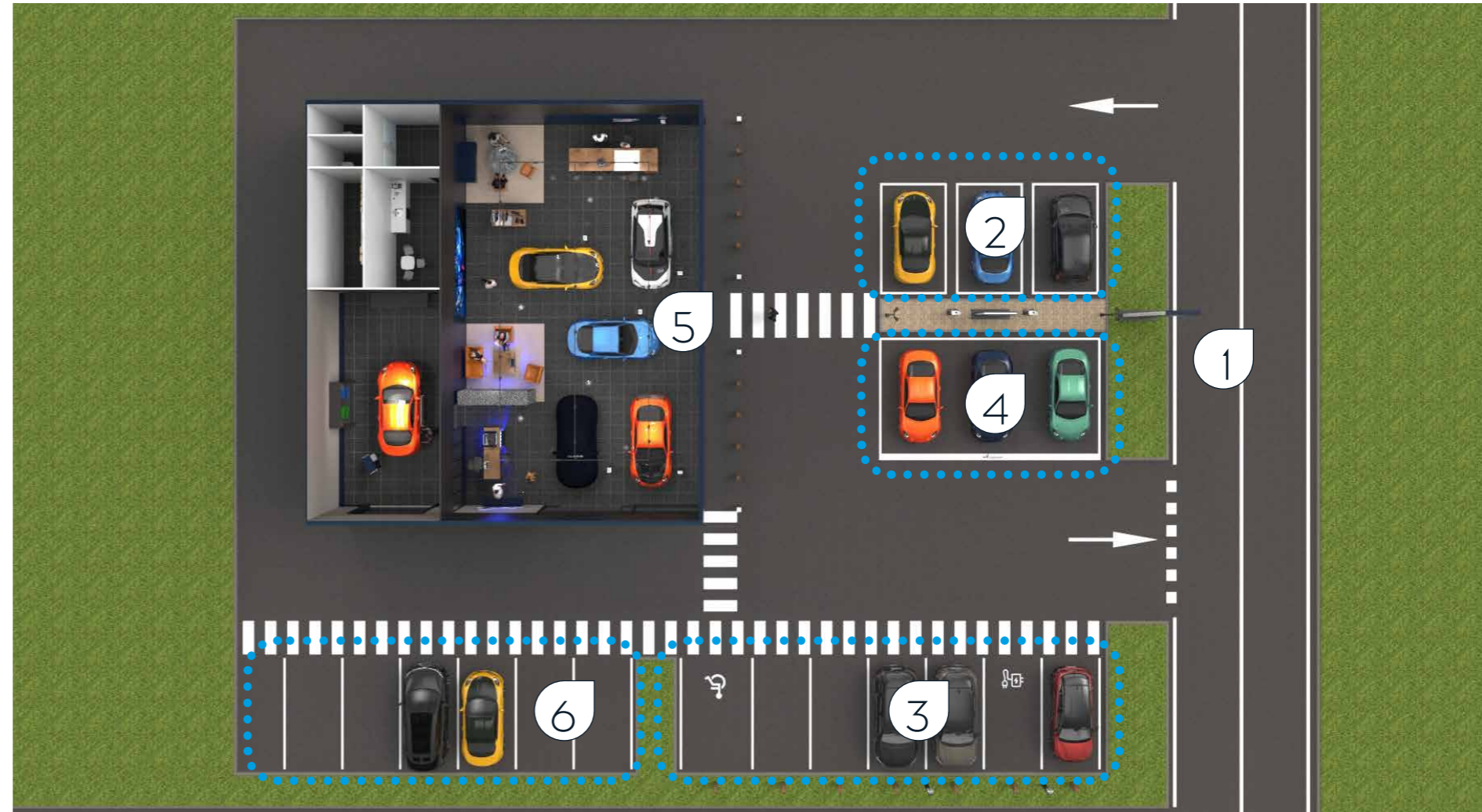
The minimum exterior components of the standard Alpine Store

	Showroom de 200 m²
Test area.....	3 NV minimum
including totem.....	1
including charging station.....	one solution per vehicle
Certified area	3 UV minimum
including totem.....	1
including charging station.....	one solution per vehicle
Customer parking.....	4 spaces minimum
including "Alpine Visitor" post, 1 per vehicle	
including charging solution.....	for 3 vehicles minimum
Sign	1 minimum
Institutional totem pole (if authorized by local planning).....	1
Flags (optional)	3x (1x if multi-brands)

Exterior components functional sketch

The Alpine Store is made up of different reception and exhibition areas, which are very distinct.

1. signage and site entrance
2. Test drive exhibition area
3. Alpine customer parking
4. Certified area
5. showroom entrance
6. AS parking



Exterior areas

view of signage elements



Exterior areas

view of the test area



Exterior areas

view of the Certified area



Exterior areas

view of customer parking

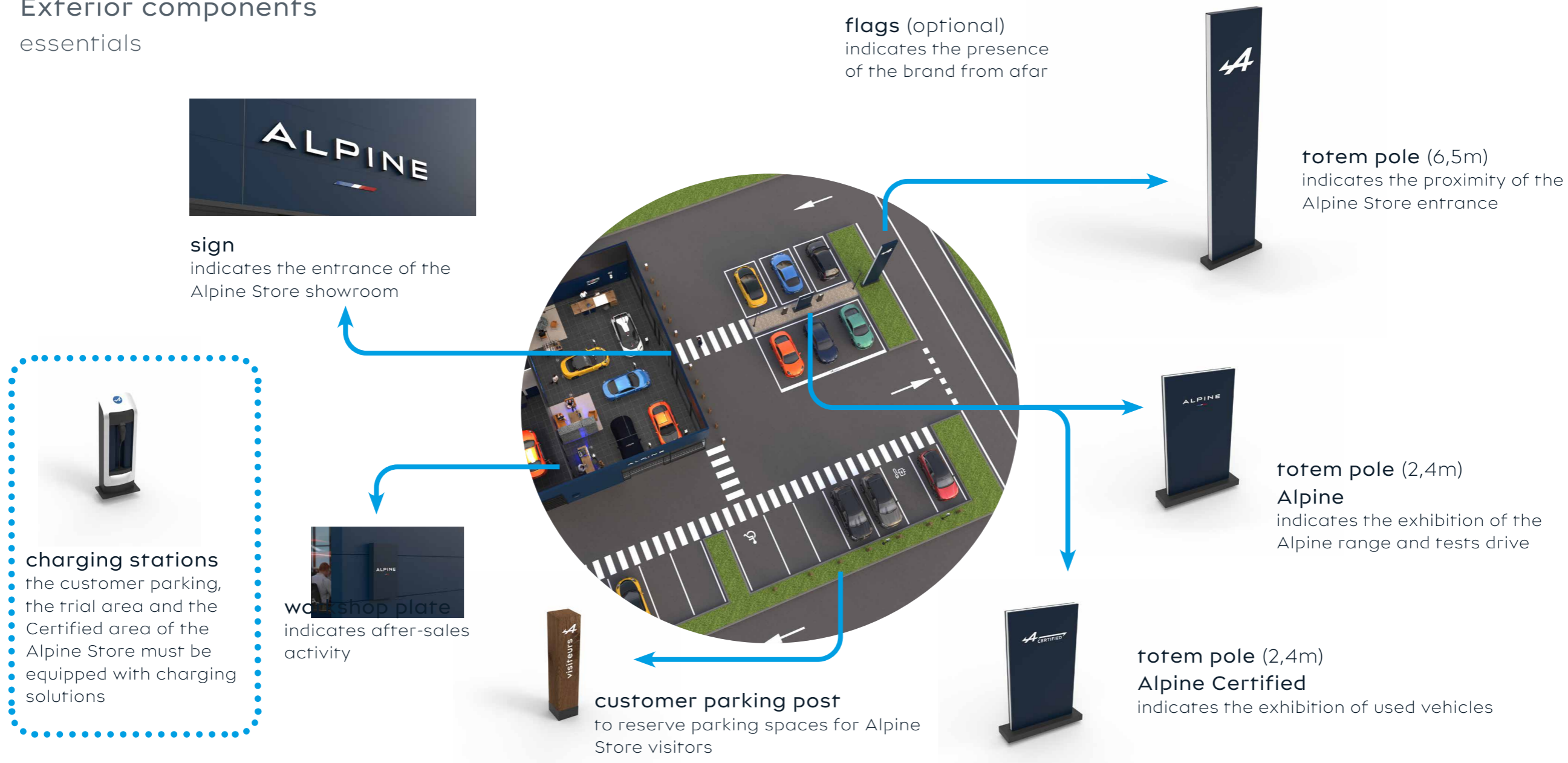


Exterior areas

view of the main facade



Exterior components essentials



Exterior components

totem pole

The totem indicates the proximity of the Alpine Store

How and where to set them up?

The totem is preferably installed in line with the entrance to the showroom. 2 totem formats are available, depending on urban constraints.

Technical details

Dimensions: w.1400 x h.6500 x d.240 mm.
or : l.980 x h.4500 x ép.140 mm.

Front in dark blue lacquered aluminum RAL 5011. Edge in white lacquered aluminum RAL 9003 in satin finish. Alpine emblem in backlit white PMMA.

Option:

in addition to the totem, three flags can be installed at the property boundary to increase the visibility of the Alpine Store.



Exterior components

facade sign

The Alpine logotype signs the facades of the showroom.

How and where to set them up?

The Alpine sign is centered in the middle of the window or above the front door depending on its location.

A second Alpine sign can be installed on a secondary facade (even without a window).

Technical details

recommended standard dimension:

thick. 70 x h. 250 x w. 2918 mm

Backlit block letters in white diffusing PMMA. Edges in matt black lacquered sheet metal.



ENF

Exterior components

test area

This outdoor area presents the range of Alpine vehicles, available for testing in front of the showroom's main facade.

How and where to set it up?

This zone is preferably located in the axis of the entrance door. It is materialized by white markings on the ground (one marking per vehicle) and a 2.40 m totem signed "Alpine".

Technical details

Totem dimensions: h.2400 x w.1400 x thick.160 mm.
Front in RAL 5011 dark blue lacquered aluminum.
Edge in white lacquered aluminum RAL 9003 in satin finish.
Alpine emblem in backlit white PMMA.

In some cases, the totem can be shared with the Certified area (front/back marking).

Floor marking in bi-component epoxy paint.

This area is equipped with charging stations.



Exterior components

Certified area

This outdoor area presents used vehicles from the Alpine range only

How and where to set it up?

This area is preferably located towards the entrance of the showroom, in the customer's path.

It is materialized by white markings on the ground with the "Alpine Certified" signature and a 2.40 m totem signed "Alpine Certified"

Technical details

Totem dimensions: h.2300 x w.1400 x thick.160 mm. Front in RAL 5011 dark blue lacquered aluminum. Edge in white lacquered aluminum RAL 9003 in satin finish. Alpine certified emblem in backlit white PMMA.

In some cases, the totem can be shared with the test area (front/back marking).

Floor markings in bi-component epoxy paint.

This area is equipped with charging stations.



TOC

TOC2

TOEC

Exterior components

window markings

Window markings respond to a legal constraint highlighting the glazed parts of showroom facades.

How and where to set them up?

These markings are affixed to all the glass parts of the showroom, doors and frames. Practical information (opening hours) is written on one of the openings.

Technical details

Cut-out matte white adhesive pasted inside the showroom window.

The timetables are in white cut-out letters, placed on one of the door openings.



Exterior components

window defense posts

Showroom windows must be protected by a sidewalk, studs, curbs or posts.

When the showroom is not in a secure site, the windows must be protected by reinforced defenses called «anti-water hammer».

Wooden or imitation wood posts have been developed for each function.

How and where to set them up?

The posts are distributed along the facade and ideally placed 1.4m from the window to create a path for pedestrians and people with reduced mobility.

Technical details

Dimensions:

standard POE: 850 x 200 x 200 mm

POB entrance or service bay: 950 x 200 x 200

Galvanized steel post clad in wood or adhesive (imitation walnut). White cover to signal the passages.



POE

POB

Exterior components

service bay marking

To signal the presence of an AS activity, in an Alpine Store or moreover in a multi-brand site, an Alpine sign plate is placed on the siding.

How and where to set them up?

The plate is attached to the entrance of the concerned service bay

There is an optional backlit version

Technical details

Dimension: 600 x 750 mm RAL 5011 blue lacquered aluminum plate

white adhesive lettering (blue and red).

or

PMMA lettering backlit by LEDs

Installation at 1200 mm from the ground / 600 mm to the left or right of the service bay



PLA

Exterior components

customer parking markings

Signifying the attention that the Alpine brand holds to these customers, each parking space is identified by a post signed «visiteurs» and the Alpine logo.

This device is particularly recommended in multi-brand sites in order to reserve seats for Alpine customers.

At least 4 spaces are equipped with electric charging solutions.

How and where to set them up?

The posts are placed in front of each parking space at a sufficient safety distance.

Technical details

Dimensions: 950 x 200 x 200 mm

Galvanized steel post clad in wood or adhesive (imitation walnut). White adhesive marking



1.3.1

Interior of standard Alpine Store

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The **minimum interior** components of the **standard** Alpine Store showroom

	200 m² showroom
Vehicles exhibited	3 NV
UV in the showroom	no
Vehicle in delivery in the showroom	1
Charging wall box (demonstration)	1
Sales space (one per advisor).....	1
Configurator (making table)	medium
Merchandising furniture.....	1
Secure merchandising showcase.....	1
AS space (including AS charge).....	medium
Lounge.....	1
Co-working	medium
Mountain fresco.....	1
A ensign.....	1

Interior showroom spaces

Functional sketch

The Alpine Store is made up of different reception and exhibition areas, which are very distinct.

1. showroom entrance / vehicle exhibition
2. sales area
3. configuration space
4. AS reception / delivery
5. merchandising
6. co-working area
7. delivery area
8. lounge area



Interior showroom spaces vehicle exhibition



Interior showroom spaces

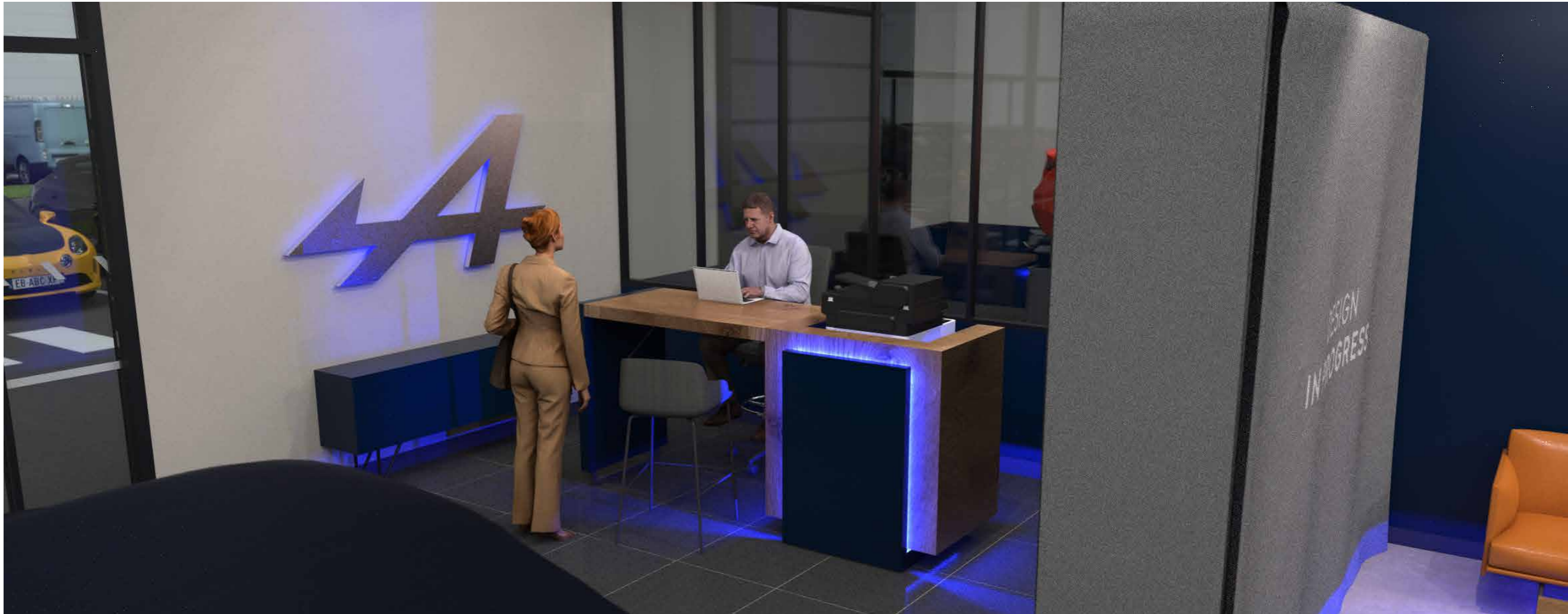
sales area



Interior showroom spaces configuration space



Interior showroom spaces after-sales area



Interior showroom spaces

side wall, texts, illuminated sign



Interior showroom spaces merchandising



Interior showroom spaces

delivery area



Interior showroom spaces

lounge area



Interior showroom spaces

workshop visible from the showroom



1.3.2

Organization of spaces

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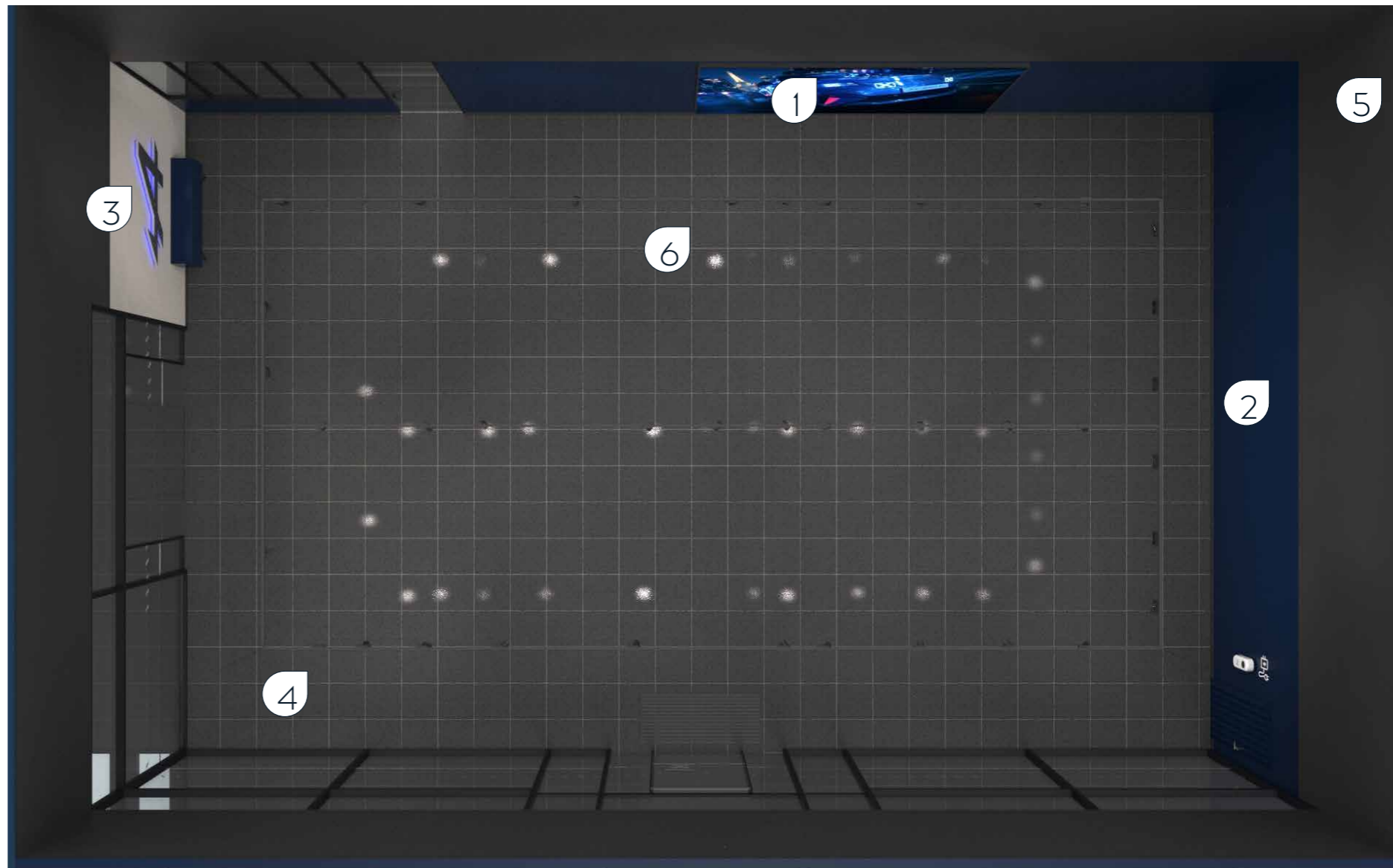
Organization of spaces

walls, floor, ceiling and lighting

Each wall in the showroom fulfills a specific communication function

How to distribute them?

1. **The fresco** must be identifiable from the outside or as soon as the customer enters the showroom.
2. **The midnight blue wall** accommodates the configuration area made up of the digital screen and the ready-to-wear furniture. The "Alpine Store..." signature is highlighted on this surface
3. Opposite to the fresco is the backlit **"A" sign** on a light gray wall.
4. **The floor** is made up of anthracite gray ceramic stoneware tiles.
5. **The ceiling** and the infrastructures from 3m high are painted in deep matt black
6. **The lighting** is installed on rails and allows the modularity of directional and ambient spotlights.



Organization of spaces

sales area

How and where to set them up?

The area is generally positioned in an angle, so that the adviser has an overall view of the showroom and in particular of the entrance.

It is remote from other spaces in order to respect the confidentiality of exchanges.

The luminous totem pole can be placed on a corner of the carpet to make a visual appeal as soon as you enter the showroom.



Organization of spaces

configuration space

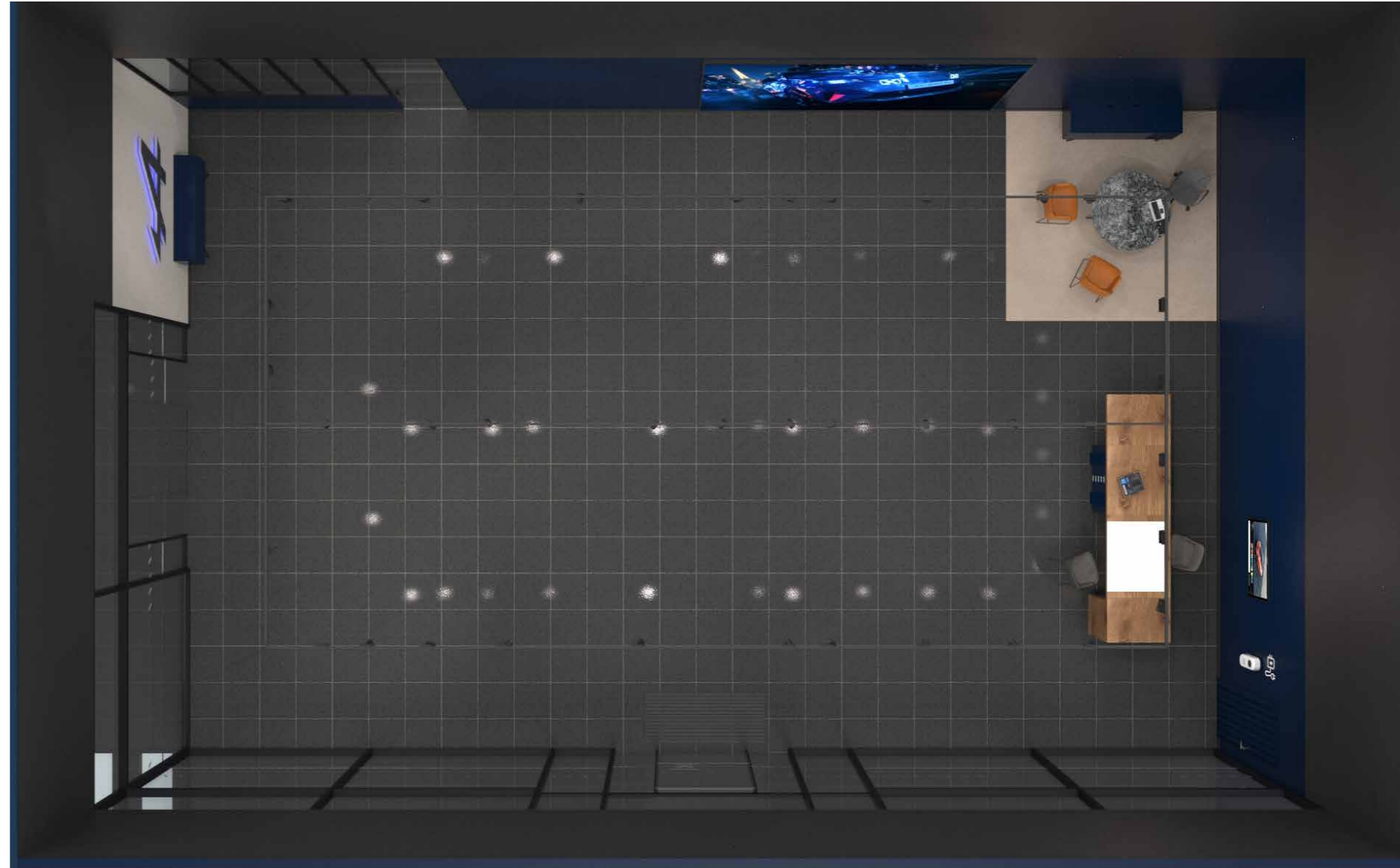
The shaping table is the central element of the exchange between the client and the adviser.

This is also where the vehicle is configured. It accommodates the sample trays presenting the different versions of the vehicle, enhanced by a presentation on the central white Corian tray of the table.

How and where to set them up?

- the medium version with a drawer unit (opposite)
- the large version with 2 drawer units.

The shaping table is located next to the vehicles on display, facing the digital screen



Organization of spaces

after-sales / delivery area

In order to manage the purely administrative aspect, a piece of furniture generally equipped with a copier and a reserve of consumables. It is used when exchanging administrative documents for AS or delivery of a vehicle.

A trolley can be attached to the cabinet. The adviser moves it to the delivery vehicle to extract or store the cover, which is stored in a suitable drawer, and the vehicle's administrative papers.

This furniture is lit by an LED ribbon.

How and where to set it up?

This furniture is placed near the sales area without interfering with it. There are 3 sizes of furniture.



Organization of spaces merchandising

Merchandising furniture makes possible to offer derivative products and brand clothing for sale exclusively in the Alpine Store.

Shelving or portico furniture and 2 display cabinet formats are available depending on sales volumes.

The windows are lit by an LED ribbon.

How and where to set it up?

This furniture is installed in the customer flow, without obstructing the passage of vehicles.



Organization of spaces

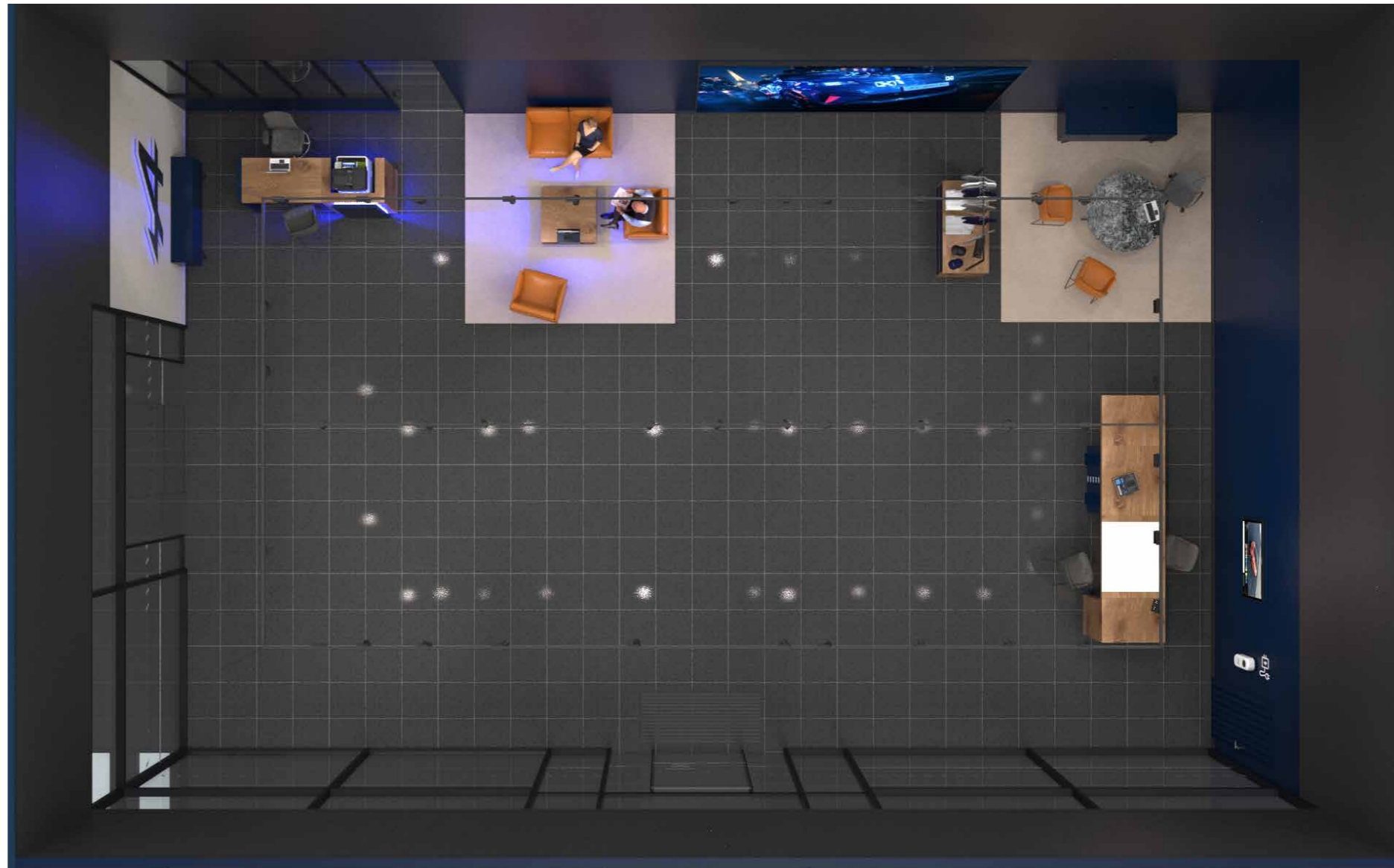
lounge area

This space is intended to receive Alpine customers who are waiting for an appointment with the advisor or who have chosen to wait for the availability of their vehicle after a quick intervention at the workshop. This area is equipped with a connected table to power a PC or recharge a smartphone.

Magazines or brochures of Alpine products are present in a storage of the table which is lit by an LED ribbon.

How and where to implant it?

It is located in a corner of the Alpine Store at a sufficient distance from the sales area or co-working to respect the tranquility of its occupants.



Organization of spaces

lounge area

This space is intended to receive Alpine customers who are waiting for an appointment with the advisor or who have chosen to wait for the availability of their vehicle after a quick intervention at the workshop. This area is equipped with a connected table to power a PC or recharge a smartphone.

Magazines or brochures of Alpine products are present in a storage of the table which is lit by an LED ribbon.

How and where to implant it?

It is located in a corner of the Alpine Store at a sufficient distance from the sales area or co-working to respect the tranquility of its occupants.



Organization of spaces vehicles

The rigor of the exhibited vehicles presentation in the showroom is a guarantee of good organization and quality.

How and where to set it up?

The vehicles are installed orthogonally and distributed harmoniously in the showroom.

It is essential that their positions guarantee good maneuverability when changing models.

The comfort zone on the ground of an exhibited vehicle is approximately 30 m². It will be necessary to ensure that the doors and the trunk are open. (i.e. approximately 1.20 m minimum around the vehicle)



Organization of spaces

delivery area

An emotional moment for the customer, the delivery of his vehicle takes place in the showroom.

How and where to set them up?

A dedicated entrance can be provided on delivery. If necessary, it is carried out through the customer's front door.

This area should be remote from the sales or configuration area if possible so as not to interfere with the exchange.

It is recommended to offer derivative products near this space.



1.3.3

Standard showroom interior components

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Showroom interior components essentials

lounge
to wait comfortably



merchandising
to buy derivatives products



sales area
to negotiate calmly



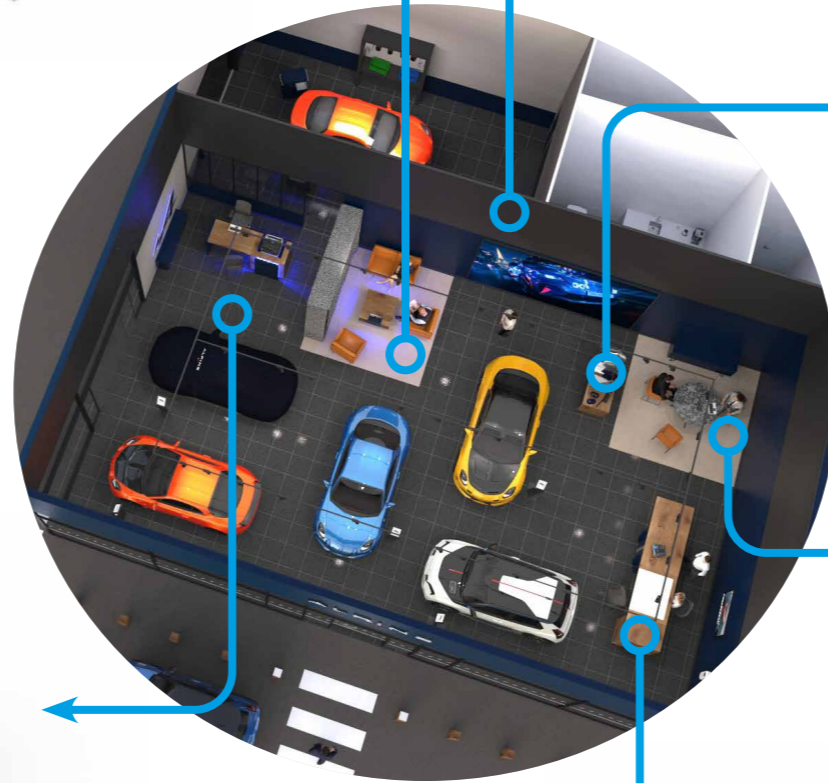
configuration space
to take ownership of their new vehicle



after-sales area
to entrust your Alpine



The shelf
to discover Alpine technology



Charging stations
For demonstration purposes, the showroom is equipped with a charging station

Showroom interior components

sales area

These furnitures consists of:

1. two armchairs for customers
2. a chair for the Counselor
3. a round table
4. a carpet
5. a console

How?

The armchairs are positioned around the round table on a square carpet of 3.5 x 3.5 m.

The console for storing administrative equipment and a copier is attached to the wooden panel.

The shelves are only used to present the heritage visuals of the Alpine brand.

The luminous totem pole is placed at the corner of the mat without obstructing the Advisor's peripheral vision.



Sales area components



After-sales / delivery area

Large furniture

The design of this longer piece of furniture allows an AS officer to work there full-time.

This piece of furniture can accommodate a copier in the upper part. A cupboard in the lower part, secured by a magnetic badge, is used to store consumables. The console can be stowed there to increase the capacity.

How and where to set them up?

This space is installed near the entrance or access to the workshop if present.

APL



Merchandising furniture

portico furniture

This furniture makes it possible to present products derived from the Alpine brand.

The objects are in free access and require locks, if necessary.

There is a on wheels version to facilitate the movement of vehicles in the showroom.

How and where to set them up?

This furniture is generally located in the customer area of the showroom between the confection table and the sales area.

This furniture comes with a clothes hanger and shelves



MME

Shaping table with a drawer unit

The shaping table is the central element of the exchange between the client and the adviser.

This is also where the vehicle is configured. It houses color and material sample trays, body colors and interior finishes for the different versions.

How and where to set it up?

The shaping table is located near the sales area, facing the digital screen which allows the configuration of the vehicle to be carried out.



TFM

The heritage shelf

presentation of Alpine mechanical parts

The furniture showcases high added-value mechanical parts and reinforces the brand's motorsport spirit.

The parts on display (seat, bequet, brake strut, etc.) come from Alpine's workshops.

How and where should it be installed?

It acts as a divider between the lounge, the after-sales area and the sales area.



Lounge area

with connected table

This space is intended to receive customers who are waiting for an appointment with the advisor or who have chosen to wait for the provision of their vehicle after a quick intervention at the workshop.

This area is equipped with a connected table to power a PC or recharge a smartphone.

Magazines or brochures of Alpine products are present in a storage of this table which is lit by an LED ribbon.

The furniture is arranged on a 3.5x3.5 m carpet on which the luminous totem pole can be placed in a corner

How and where to set it up?

It is rather placed in a corner of the showroom at a sufficient distance from the sales or co-working space in order to respect the tranquility of its occupants with a view of the workshop (if present) or the outside areas of the Test drive and Certified area



Lounge area

components

This space is optimally composed by two armchairs, a two-seater sofa and a connected coffee table.

An alternative is possible by replacing the wooden table with a round marble coffee table (without connection).



- 1 the table with mains socket + USB and magazine rack - Ambient LED lighting
- 2 or the round table (in marble)
- 3 armchair
- 4 2 seater sofa



Illuminated interior sign

The luminous Alpine sign marks the showroom.

How and where to set it up?

It is installed on the gray wall to highlight the delivery of a vehicle, the lounge or the AS space.

Technical details

Dimensions: 1950 x 950 mm, 40 mm thick (60 mm with spacer). Brushed stainless steel front and edge. LED backlighting. Fixing offset from the wall by 20 mm.

Installed 1200 mm from the floor.



The immersive display

The immersive screen highlights the vehicles on display and creates an atmosphere typical of the Alpine brand.

How and where should it be installed?

The screen is best placed on the back wall, which customers should be able to see through the outside window or when they enter the showroom.

Technical details

Assembly of LED screens (5x5).

Dimensions: 2700 x 4800 mm



EIL

The driving simulator

Entering an Alpine Store is an audio and visual experience. The driving simulator enhances the motorsport atmosphere and offers customers an immersive experience in a vehicle from the range or an F1 car...

How and where should it be installed?

The module should be positioned so as not to obscure the LED screen or the window. It is ideally placed in an unused corner of the showroom.

Technical details

see supplier



SIM

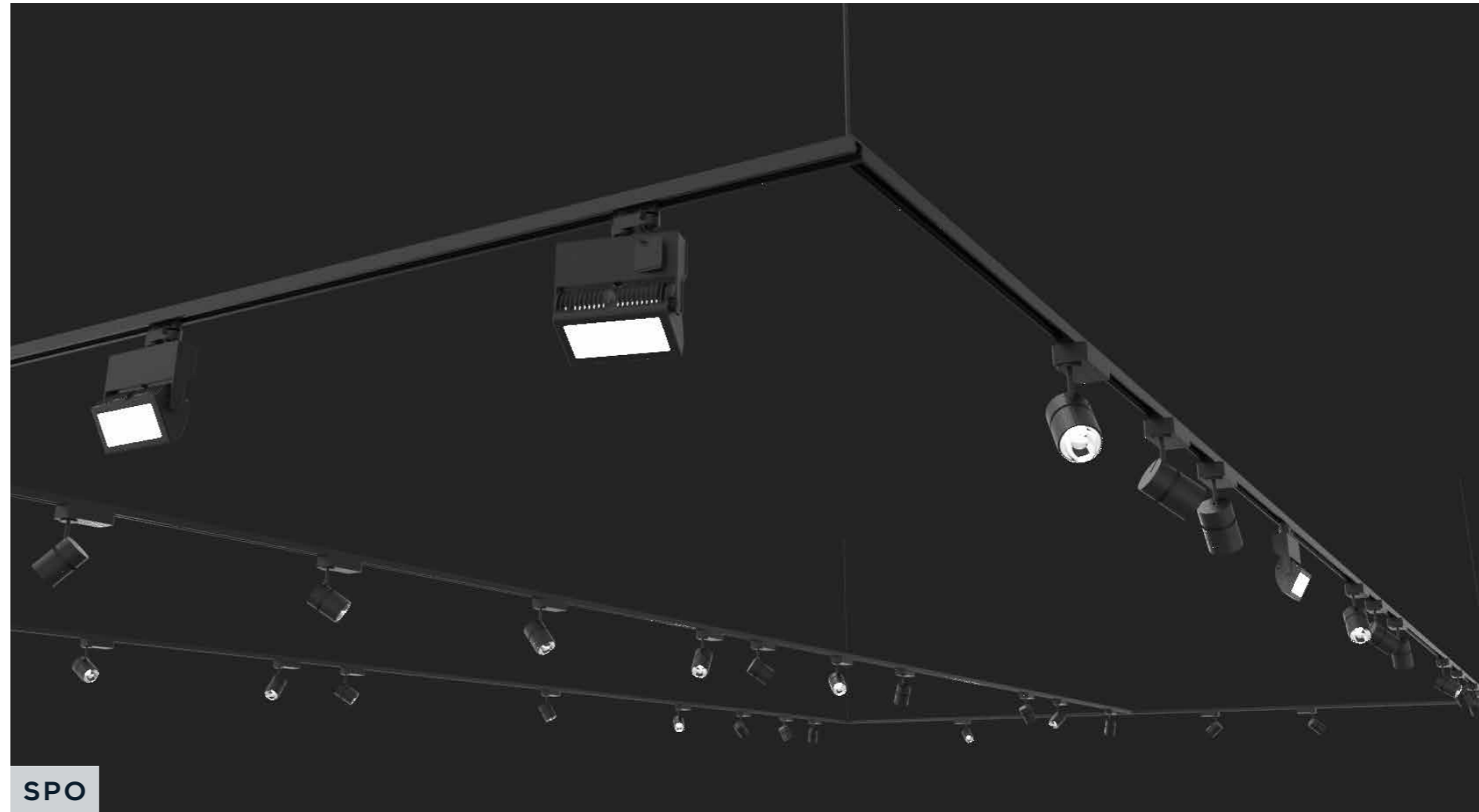
Lighting

The lighting highlights the vehicles on display and the communication elements. It contributes to creating a warm atmosphere in the Alpine Store.

How and where to set it up?

The lighting consists of adjustable black spotlights fixed and powered by black rails, located on the ceiling of the showroom.

- Directional spotlights for lighting vehicle
- Diffusing spotlights (wallwasher) for the fresco
- Directional spotlights for furniture lighting



Price display

The display includes the vehicle's description sheet with the mention of the configuration options associated with the sale price.

(visual not contractual)

How and where to set it up?

The price display is always positioned close to the left front wheel of the vehicle (in the case of left-hand drive). It must not interfere with the opening of the door.



DPP

Price display

The display includes the vehicle's description sheet with the mention of the configuration options associated with the sale price.

(visual not contractual)

How and where to set it up?

The price display is always positioned close to the left front wheel of the vehicle (in the case of left-hand drive). It must not interfere with the opening of the door.



DPD

Tiling

The floor of the showroom makes it possible to highlight the exhibition of vehicles and furniture.

Dimensions: 60 x 60 cm

Thickness: 9.5 mm.

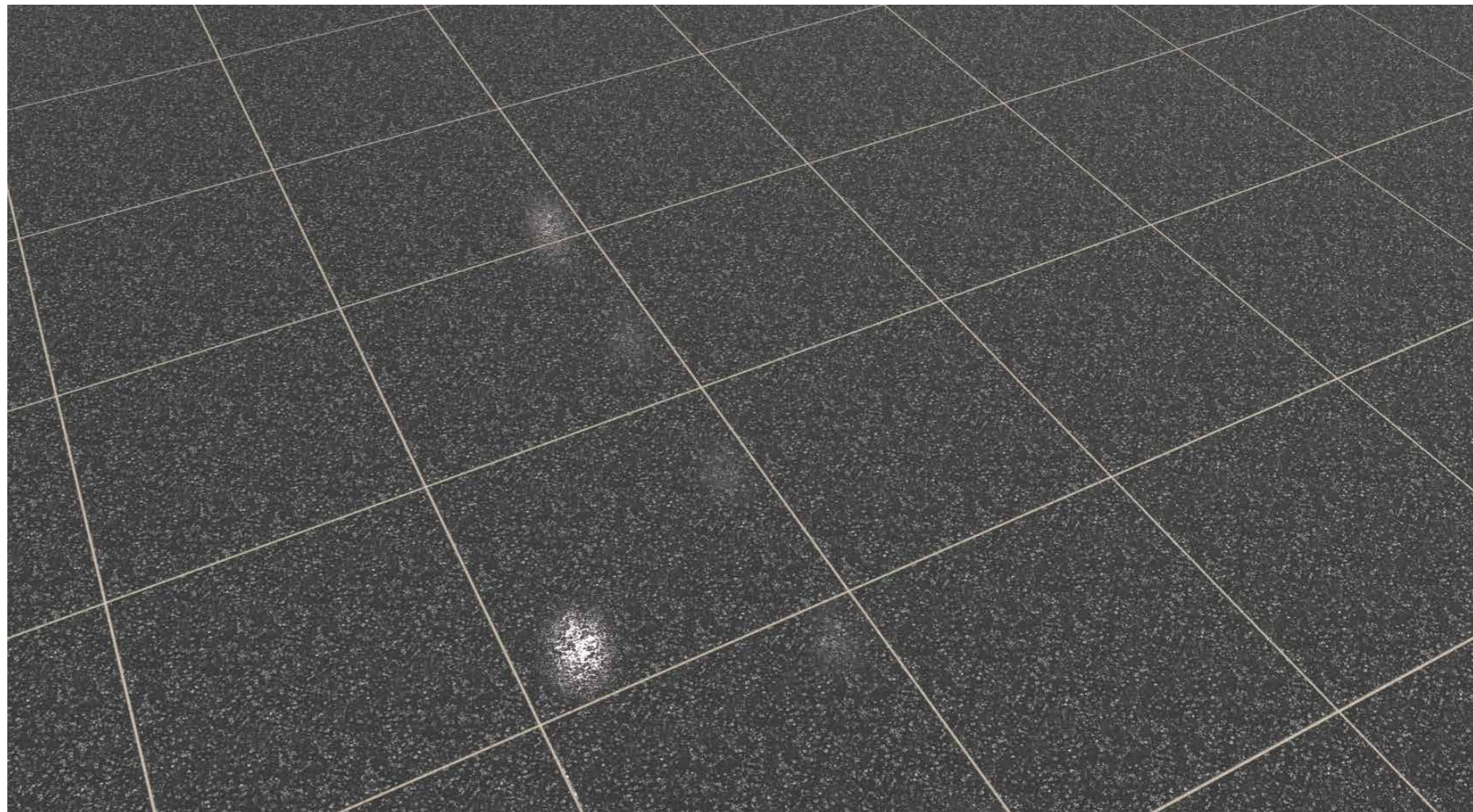
(Type : CASALGRANDE / NOVOCERAM
Ref. NO NAME - C828 - ELEGANCE)

Variant for the workshop:

For more severe regulations, a slip resistance class R10 is available (SORANO type from CASALGRANDE).

How to install them?

Laying glued by double gluing including casting of the joints. The slabs will all be laid in the same direction with the direction of the fiber perpendicular to the main façade. The joints will be of color equivalent to anthracite gray RAL 7016.



Ceiling

In order to create a cozy atmosphere and increase the effects of lighting on vehicles and not create parasitic reflections, all surfaces and infrastructures above 3m are painted black, this makes it possible to blur technical objects such as ducts, cables, ventilation, infrastructure, framework, etc.

How?

1. The top of the walls above 3m and the ceiling are painted in deep matte black.
2. In the case of false ceilings, the tiles and mounting rails are matt black.



Window marking

Window markings respond to a legal constraint highlighting the glazed parts of showroom facades.

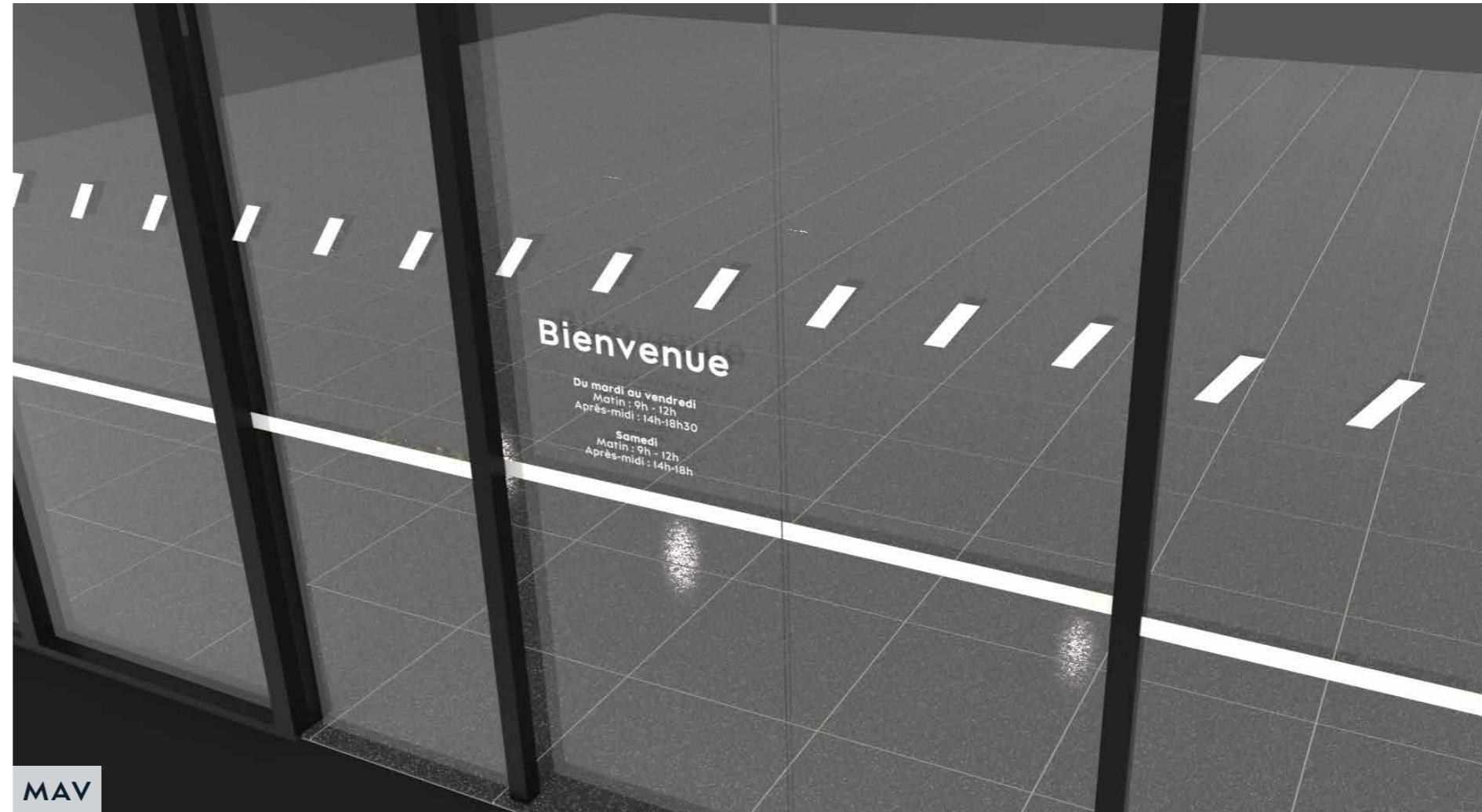
How and where to set them up?

These markings are affixed to all the glass parts of the showroom, doors and frames. Practical information (opening hours) is written on one of the openings.

Technical details

Cut-out matte white adhesive pasted inside the showroom window.

The timetables are in white cut-out letters, placed on one of the door openings.



1.4

customer paths

To return to the general summary,
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Customer paths

Alpine creates cohesive outdoor and indoor routes that respond to different site configurations.

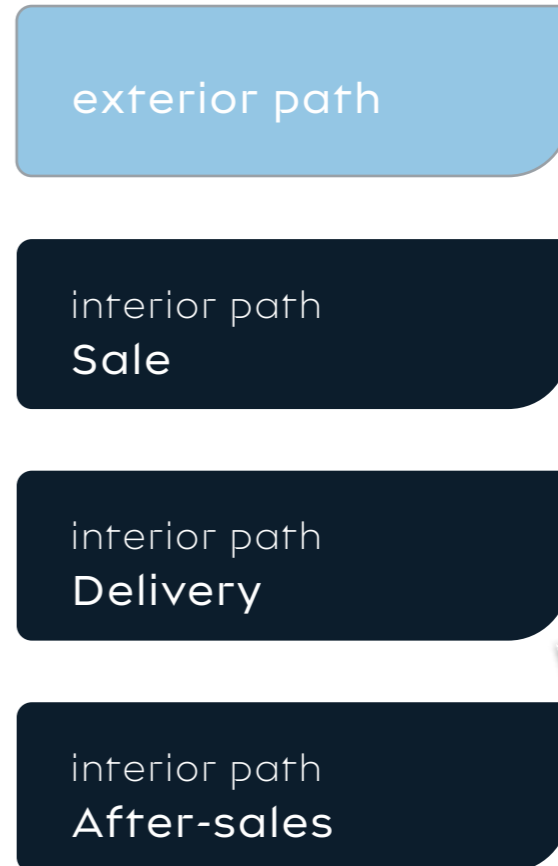
An exterior path common to all customers

The challenge is that all customers go through the showroom, whatever their needs.

The showroom is the central element of each journey.

Differentiated interior paths

Within the showroom, customers, according to their needs, have specific paths. Welcomed and taken care of by the Alpine adviser who is the key element of the system or the after-sales adviser.



To directly access a course, click on the title.

Exterior path

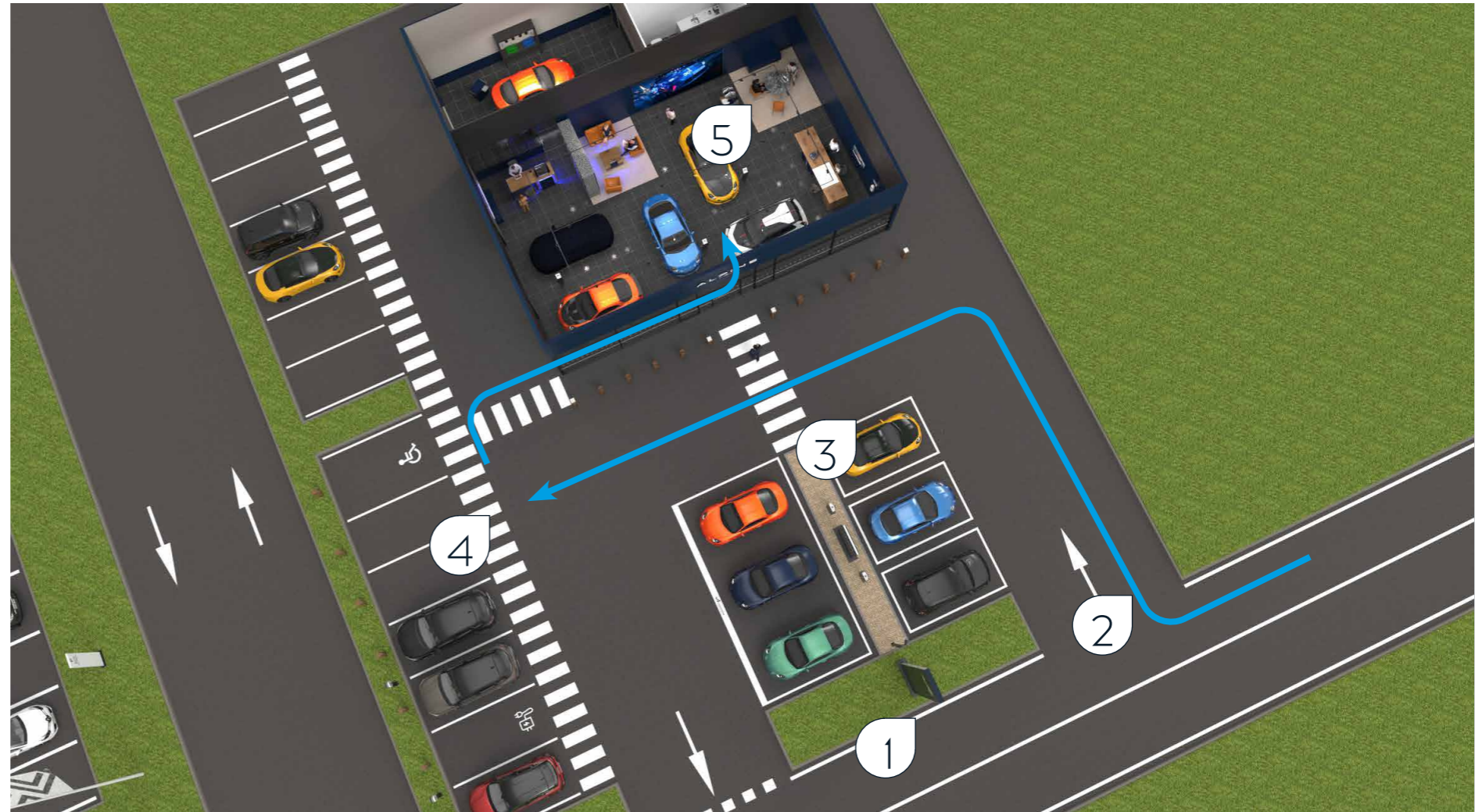
steps

The flags, the totem pole and the sign on the Alpine Store facades identify the site.

From the outskirts, the Alpine Store customers identify the position of the showroom, pass in front of the Test area, used vehicle area and visualize the dedicated parking spaces where they park.

From there, on foot, they go to the entrance of the showroom by taking the protected passages.

1. site identification
2. site entrance
3. exhibition areas
4. Alpine customer parking
5. showroom entrance



Exterior path

detailed vision of the customer



1

site identification

Customers locate the Alpine Store thanks to the flags, the totem pole and the signage present on the facades.



2

site entrance

On the outskirts of the site, customers are guided to the showroom and the adjoining dedicated parking, passing near the range exhibition area.



3

Alpine customer parking

The parking reserved for Alpine customers is clearly marked. Dedicated parking spaces are located near the "trial" and "Certified" areas.



4

Alpine Store facade

The luminous Alpine lettering is present on the facades of the showroom. Main facade and side facade receive a marking of identical size.



5

showroom entrance

The luminous Alpine lettering is present on the facades of the showroom.

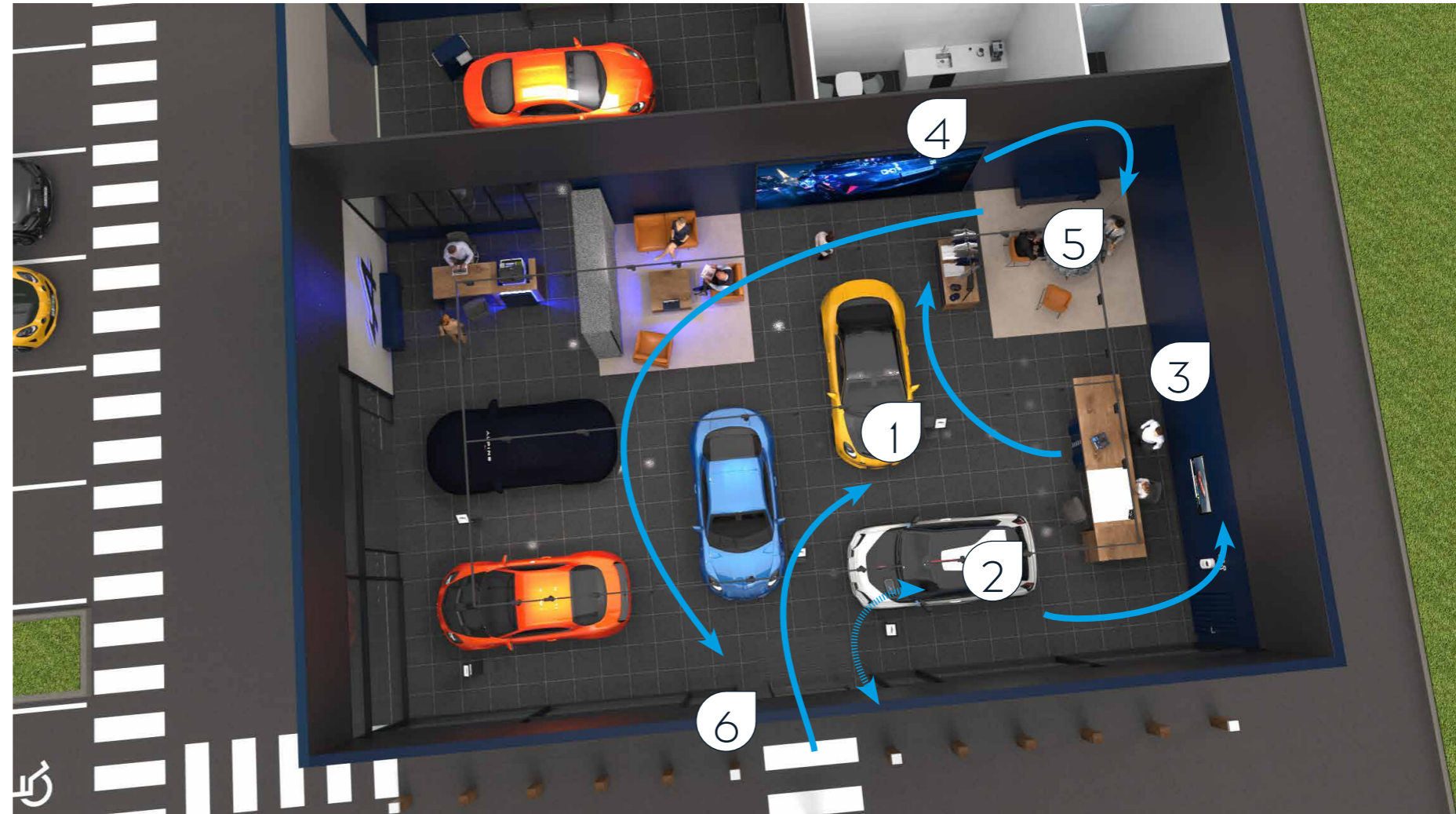
Interior path: sale

steps

The customer enters the showroom discovering the vehicles of the range on display. The clear organization of the showroom makes it easier to read the different discovery areas available to the customer.

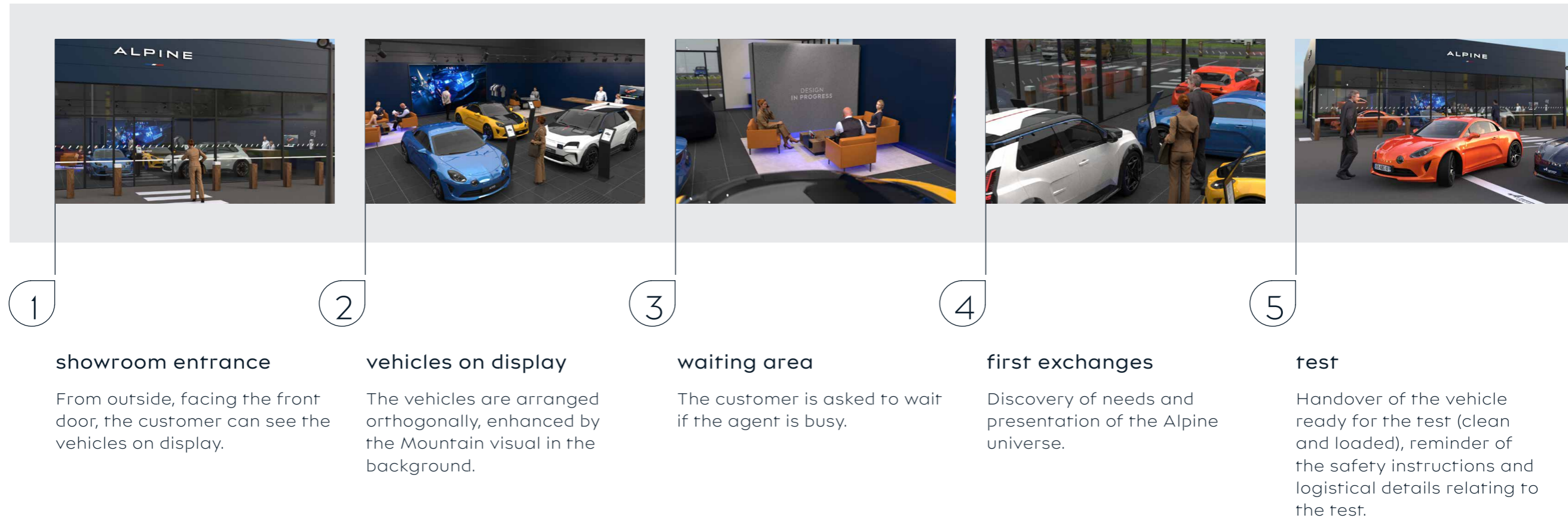
He can choose to discover the universe of the Alpine brand in complete autonomy or to receive information on products or services by contacting the Alpine Advisor.

1. Welcome and customer care. Invitation to wait if necessary.
2. Discovery of needs
3. After the trial proposal, product configuration.
4. On the way to the sales area, the advisor presents the merchandising
5. Commercial proposition
6. Accompaniment of the customer until the exit of the showroom



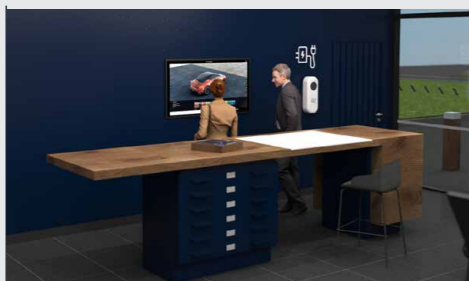
Interior path: sale

customer's vision



Interior path: sale

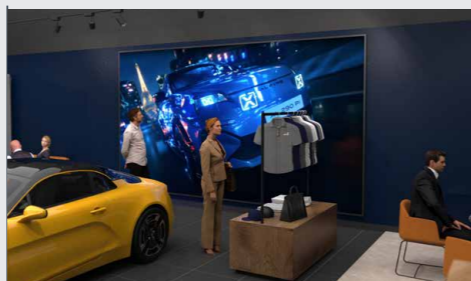
customer's vision



6

configuration space

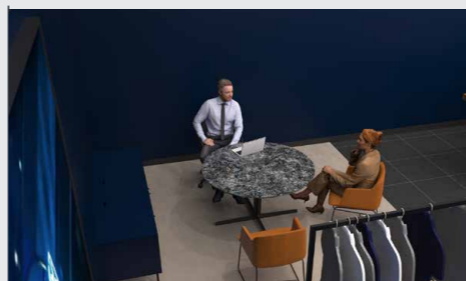
The confection table houses the color and material samples of the vehicles. A screen shows the result of the configuration.



7

merchandising

The merchandising bears witness to the Alpine universe, responding to the notoriety of the brand and the desire to build a contemporary image.



8

sales area

The advisor comfortably welcomes the client to discuss his project. All information can be easily made available.



9

customer leaves the Alpine Store

The advisor accompanies the client to the exit of the Alpine Store.

Interior path: delivery

steps

The vehicle must be delivered to the showroom.

The advisor welcomes the customer and directs him to the delivery area.

The adviser gives him the administrative documents and then accompanies him to his vehicle for the “handover”.

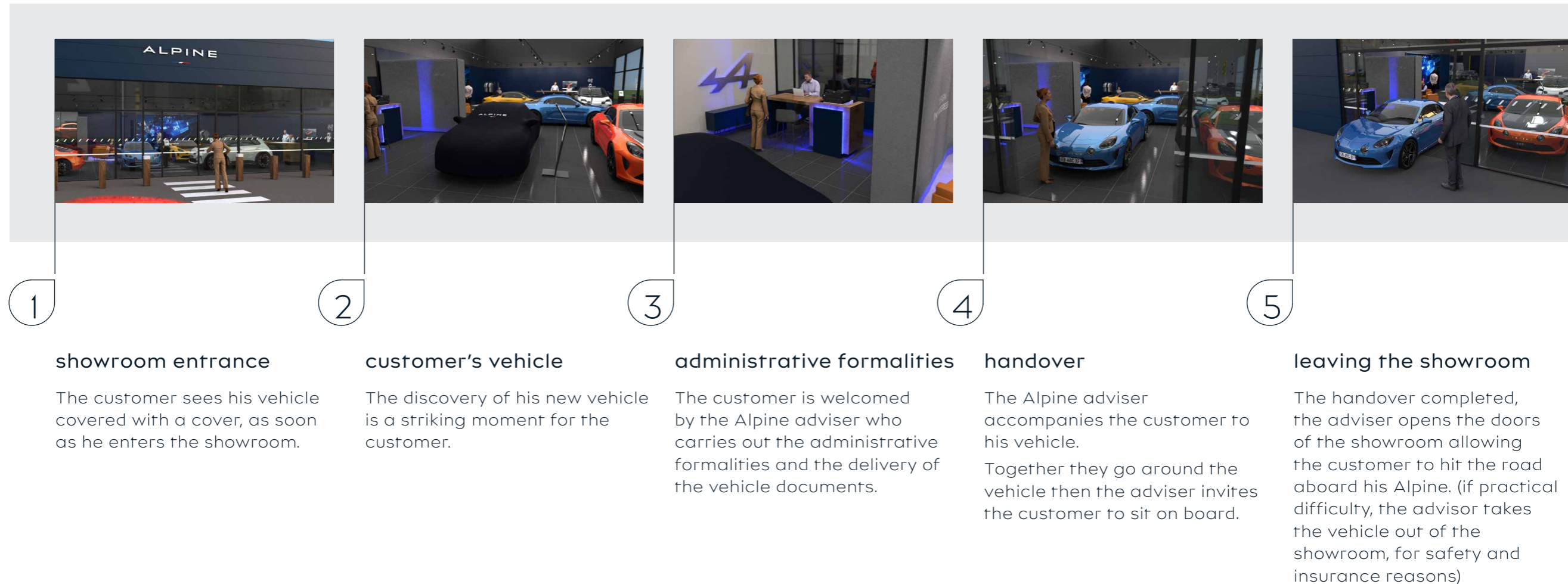
When the handover is complete, the customer leaves the Alpine Store at the wheel of his new vehicle.

1. showroom entrance
2. welcome by the adviser
3. administrative formalities
4. getting started
5. leaving the showroom



Interior path: delivery

customer's vision



1.5

Alpine Certified

To return to the general summary,
click on this button



Alpine Certified: exterior exhibition

exterior presentation of Certified vehicles

Exhibition rule:

3 used Alpine vehicles minimum

1. Floor marking with logo
2. Totem pole
3. Alpine Certified plate on the exhibited vehicle (visible by the customer)

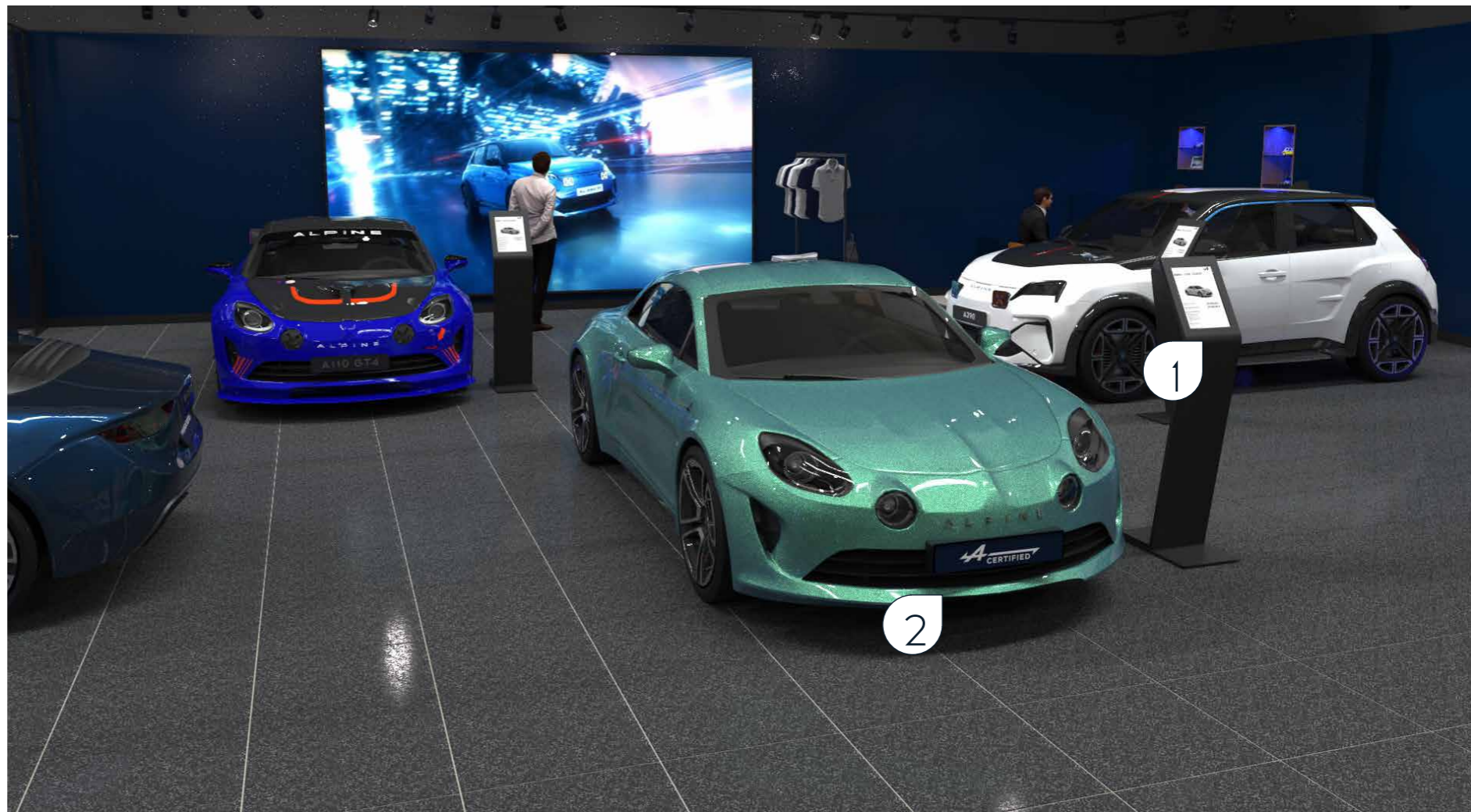


Alpine Certified: interior exhibition

interior presentation (under certain conditions)

Exhibition rules in the showroom:
30% of UV maximum with a minimum of 3
NV

1. Price display with logo
2. Alpine Certified plate on the exhibited vehicle



Interior path: UV sale

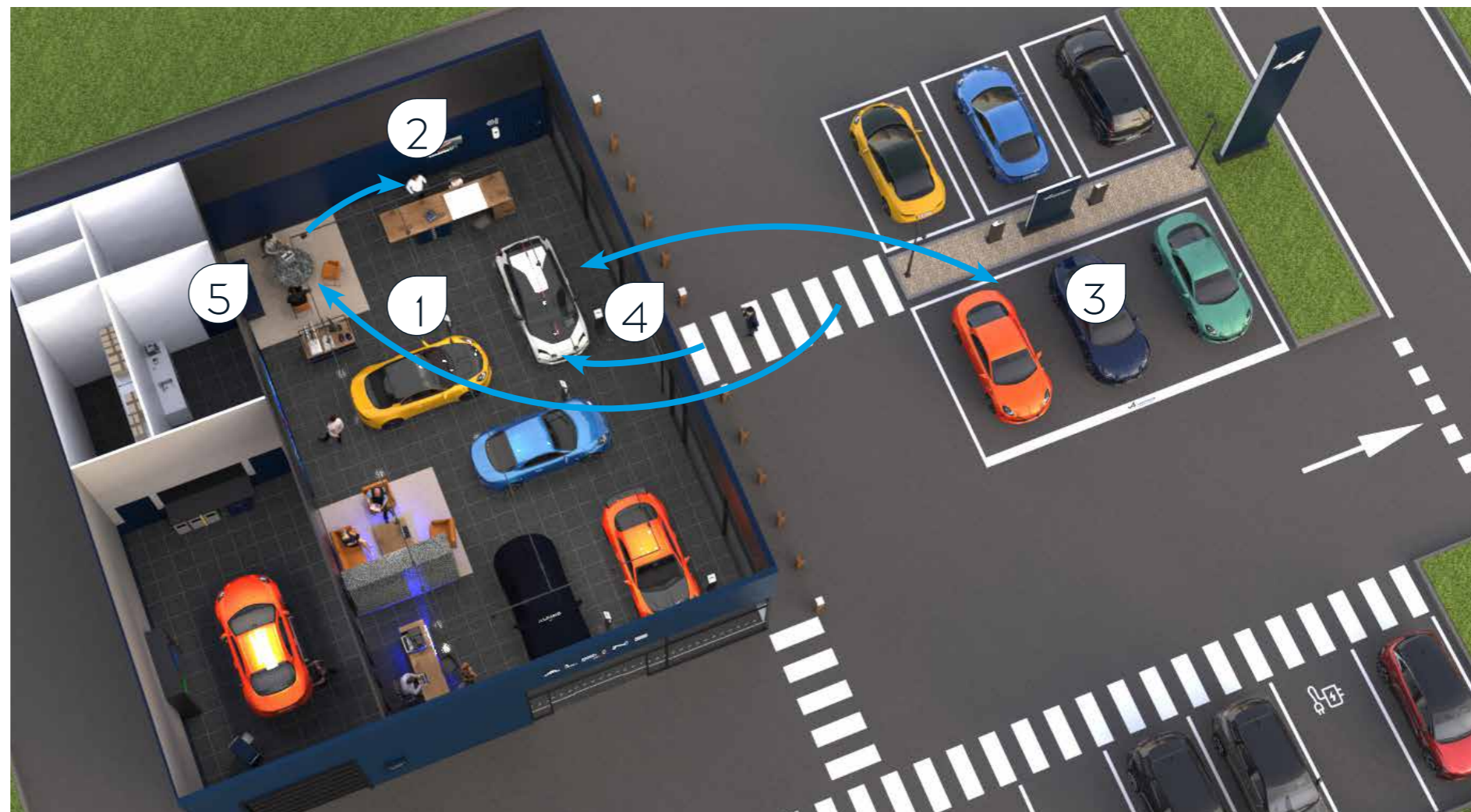
steps

Selling a used vehicle is no different from selling a new vehicle.

The client enters the showroom, contacts the advisor and explains his project to him.

The advisor accompanies the customer to the dedicated "Alpine Certified" area, located outside the showroom, near the entrance (in large Alpine Stores the customer can also discover the Certified offer in the showroom).

1. Welcome and customer care. Invitation to wait if necessary.
2. Exchange on the client's project
3. Discovery and test drive of the selected vehicle
4. Back in the sales area, the advisor presents the merchandising
5. Commercial proposition
6. Accompaniment of the customer until the exit of the showroom



Interior path: UV sale

customer's vision



1

showroom entrance

From the outside, facing the entrance to the showroom, the customer can see the used vehicles displayed in a dedicated area marked "Alpine Certified".



2

inside the showroom

In showrooms of more than 200m², the customer can discover certain used vehicles displayed and valued in the same way as a new vehicle.



3

contacting the advisor

The customer presents his project to the advisor who offers him different vehicles in stock.



4

UV test

Handover of the vehicle ready for the test (clean and loaded), reminder of the safety instructions and logistical details relating to the test.



5

commercial exchange

Commercial proposal and proposal for additional services (financing, warranty, maintenance, etc.)

1.6

Alpine Store after-sales

To return to the general summary,
click on this button



After-sales path

view of the workshop (small interventions) integrated into the Alpine Store

If the AF flows are significant, it may be appropriate to set up a workshop in the Alpine Store.

How and where to set it up?

The workshop is adjoining and visible from the showroom if the activity only concerns small maintenance, light repairs or a tour of the vehicle

The workshop is relocated or invisible to the customer for bodywork or heavy mechanical work.



After-sales path

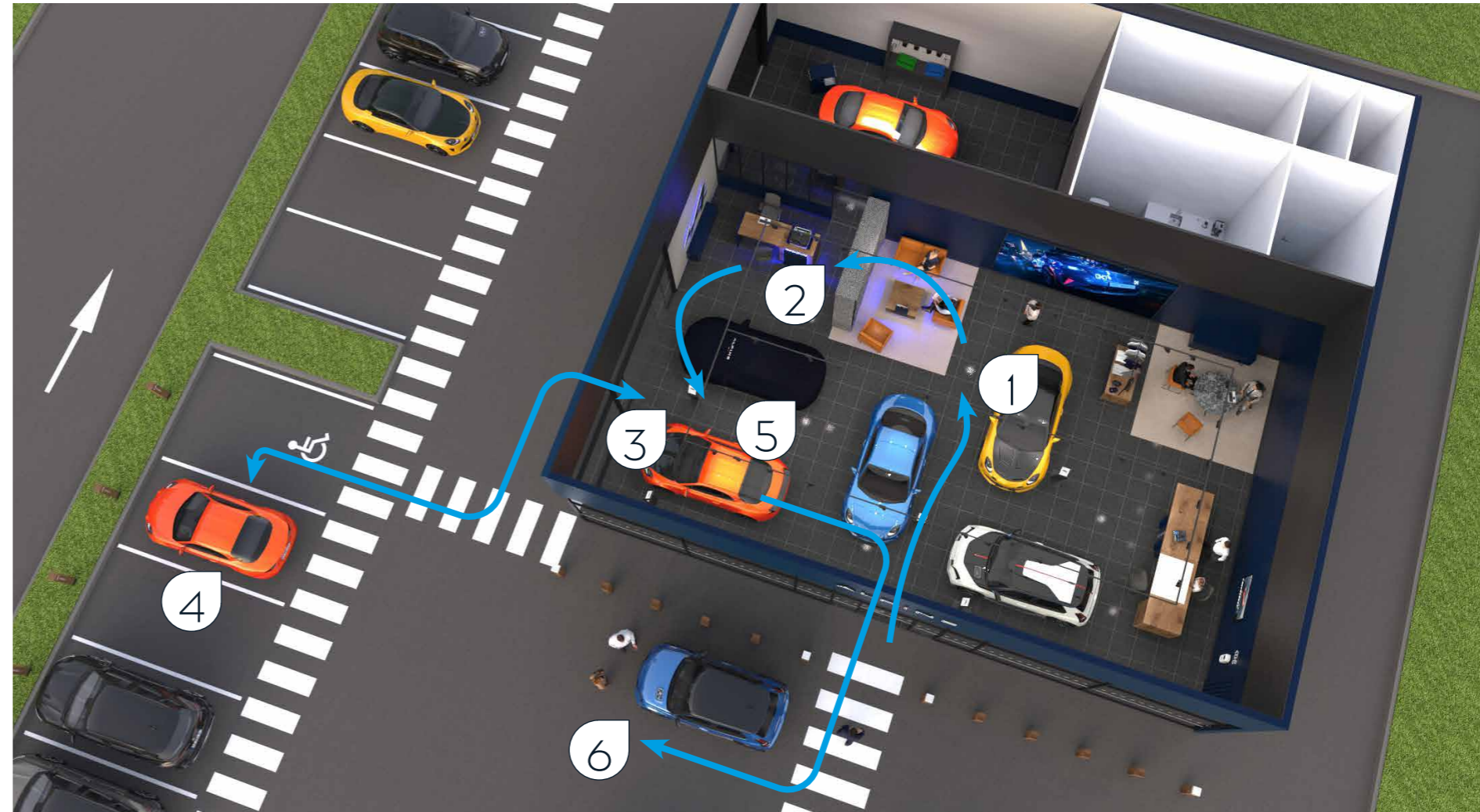
steps

The customer goes to the Alpine Store for the maintenance of his vehicle. He is welcomed by the adviser who invites him to join the AS space to prepare the file. The AS manager offers the customer to take a tour of the vehicle.

The AS officer confirms the diagnosis, carries out the administrative formalities and offers a mobility solution to the customer.

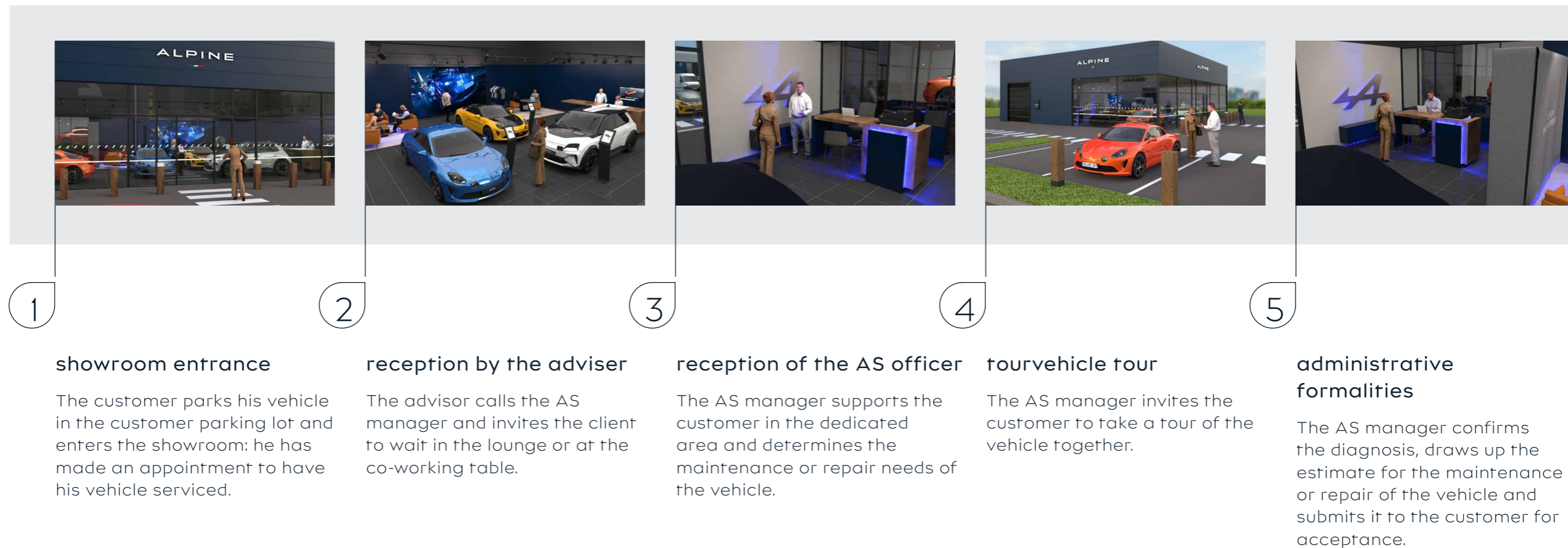
The AS manager accompanies the customer to the courtesy vehicle made available to him if necessary.

1. Customer reception and support
2. Invitation to wait if necessary
3. Support by the AS officer
4. Vehicle lap
5. Paperwork
6. Replacement Alpine vehicle if required



After-sales path

customer's vision - 1/2



After-sales path

customer's vision - 2/2

the mobility solution



6

waiting in the lounge

In the event of a small intervention on the vehicle, the AS manager offers the customer to wait in a comfortable space. The customer will be able to follow the progress of the operations through the window separating him from the workshop.



7

courtesy vehicle

In the event of repair or major maintenance, the AS manager offers a mobility solution to the customer.



8

vehicle return

Once the maintenance or repair has been completed, the customer is informed that his vehicle is ready. the advisor welcomes the client and invites him to follow him to the AS area.



9

customer's vehicle return

The AS manager explains to the customer the various works carried out and takes his leave. The AS manager gives the customer the keys and documents for the services provided. He accompanies the customer to his vehicle parked in front of the showroom.

2.0

Variants and alternative sizes of Alpine Store

To return to the general summary,
click on this button



Exterior components

Recommendations according to the formats of the Alpine Store showroom

	Sizing assumptions			
	Standard 200 m ²	250 m ²	300 m ²	400 m ²
Totem pole 6500 (if possible)	1	1	1	1
Flags (optional)	1 - 3	1 - 3	1 - 3	1 - 3
Main facade sign	1	1	1	1
Totem pole 2400 TestDrive + floor markings	1	1	1	1
Totem pole 2400 Certified + floor markings	1	1	1	1
Vehicles exhibited test (minimum)	3 NV	3 NV	3 NV	3 NV
TestDrive charging stations	one solution per vehicle			
Certified used vehicles (minimum)	3 UV	3 UV	4 UV	5 UV
Certified charging stations	one solution per vehicle			
Customer parking (minimum)	4	6	10	15
Defense window (optional)	yes	yes	yes	yes
Workshop bay (if workshop)	(1)	(1)	1	2

Interior components

Recommendations according to the formats of the Alpine Store showroom

	Sizing assumptions			
	Standard 200 m ²	250 m ²	300 m ²	400 m ²
Exposed vehicles	3 NV	4 NV	5 NV	6 NV
Exposed UV	no	1 UV	2 UV	2 UV
Vehicle in delivery	1	1	1	1
Delivery in the showroom	yes	yes	yes	yes
Charging wall box (demonstration)	1	1	1	1
Sales area (one per advisor)	1	1	2	2
Configurator (making table)	medium	large	large	large
Merchandising furniture	1	1	2	2
Secure merchandising showcase	1	1	2	2
AS area (of which loaded)	small	small	large	large
Lounge	1	1	1	1
Co-working	medium	medium	large	large
Mountain fresco	1	1	1	1
A ensign	1	1	1	1

Large-scaled Alpine Store

typical facade

The large surfaces of an Alpine Store can lead to adaptations of the layout without overloading the spaces.

The general organizational rules of the standard Alpine Store apply and certain components are adapted to the size of the site, for example:

exterior:

- extensive customer parking
- extended test area
- extended Certified area
- service bay(s) (if workshop)



Large-scaled Alpine Store showroom

interior:

- several sales areas
- config space
- AS area
- lounge / co-working areas
- extended merchandising area
- additional bespoke storage
- exhibition of more than 3 new vehicles
- UV exposure (30% max)
- dedicated delivery outlet



3.0

Specific arrangements

To return to the general summary,
click on this button



Exterior facilities

photovoltaic or anti-hail canopies

The installation of an Alpine Store in regions with strong sunlight requires special installations. A shade house or an awning (possibly equipped with photovoltaic sensors) can be installed near the showroom.

In some regions it will be necessary to equip yourself with an anti-hail device

These structures must be compatible with the Alpine architectural charter and not conflict with signage or disrupt customer flows.

These installations must be submitted to the approval of the BU Alpine



Exterior facilities

rake parking lots

First contact with the customer, the outdoor layout of the Alpine Store must be given special treatment. Vehicle parking areas and pedestrian paths must be structured.

Access to the customer parking is facilitated. The reading of the vehicle display areas (Test and Certified) must be obvious.

In order to optimize these areas, it is recommended to concentrate the various parkings near the entrance to the showroom. A "rake" structure fulfills this function.

Note that totems poles, charging stations and posts must be located on raised beds and made of quality materials (gravel, draining, eco-vegetal, etc.)

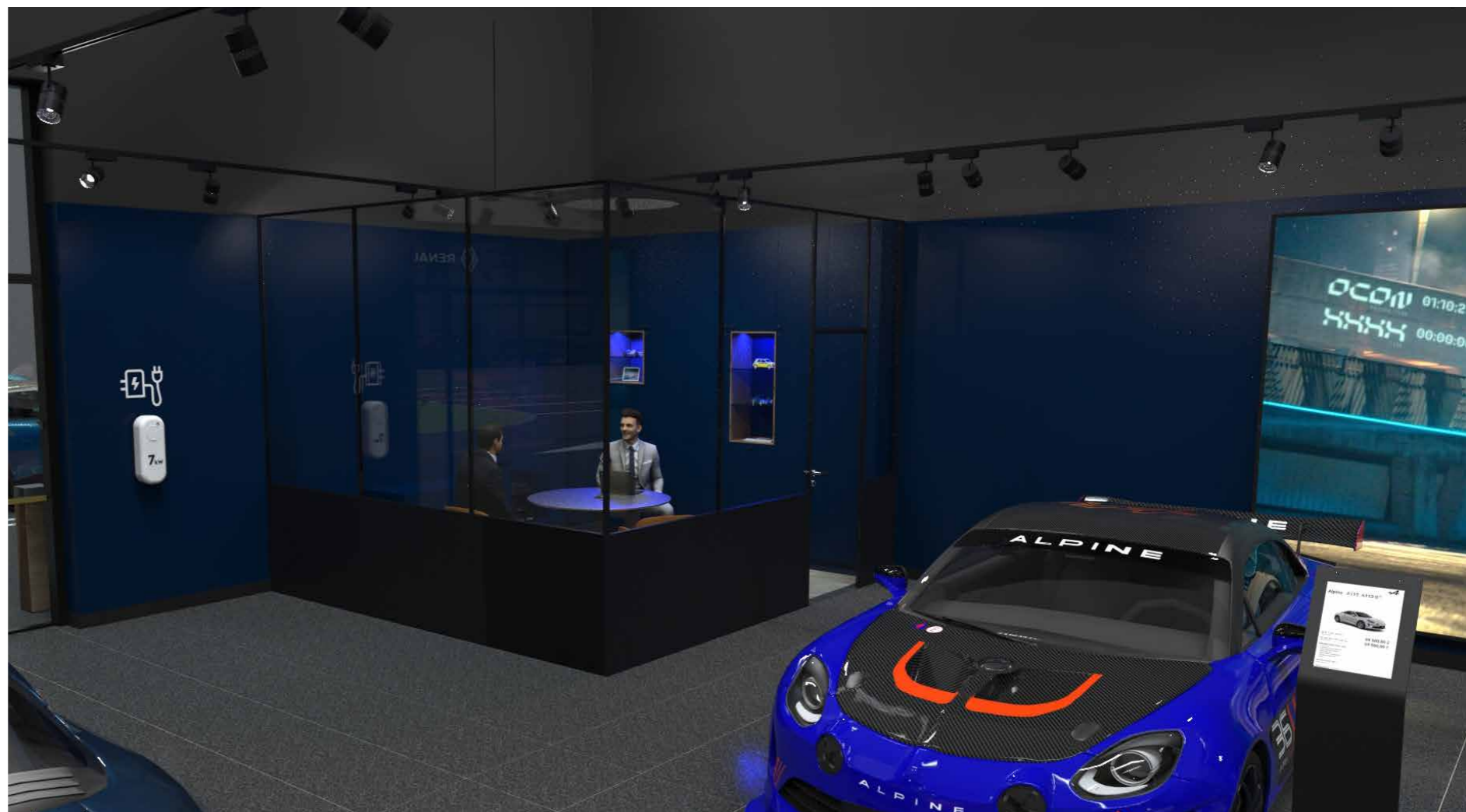


Interior facilities

bespoke storage

When the Alpine showroom does not have a back-office or the administrative management of customers must be carried out in situ, the quantity of documents or the management of merchandising stocks may require storage in addition to standard furniture (cupboards, display cases, niches, etc.)

These special fittings (non-standard) are recommended in case of proven need and must be validated by the Alpine BU.



4.0

The deployment process of an Alpine Store

To return to the general summary,
click on this button



General process

The table opposite shows the main phases of the typical process for setting up an Alpine showroom.

0 Identification of the dedicated Alpine area (200 m² minimum)

- Validation contractuelle avec la B.U. Alpine
- Visite sur site, dans le cas d'un projet particulier (contrainte technique, économique, etc...)

1 Dealer Project Study (DPS)

- Proposals for the development of the surroundings and the showroom
- Verification control of the footage... and feasibility.
- Reminder of the authorizations to be requested by the local MOE.

2 Establishment of an estimate for the project management

- Building requirements list.
- List of exterior and interior supplies
- Quote for supplies and services.
- Project schedule.

3 Order signed by the Customer

with a development partner approved by the BU Alpine

4 Coordination of works

- Acceptance visit of the building (or the "hull") and verification of the prerequisites.
- Agreement or issuance of any reservations.
- Programming the installation of exterior and interior components.
- Removal of any reservations within 10 days on the Supplier batch.

Questions prior to the implementation project

Nature of the project:

- Retrofit
- Retrofit + extension
- New project
- EVO corner

...

Nature of the site / concession

- Is the existing site modifiable (removal of a wall, creation of a bay window or partition, creation of exits or doors, etc.) inside and/or outside?
- Do you plan to modify the electrical network in the tiling / replace the tiling if necessary?
- Are there any prerequisites to take into account (electrical constraints, audio/sound system, computer, etc.)?
- Are there any constraints to create the requested black ceiling?
- Do you have any local regulatory constraints (Large totem prohibited by the PLU...)?

...

Special information or wishes

- Used vehicle area equipped with a carport.
- Creation of an anti-hail awning or photovoltaic shade
- Office / specific room in the showroom (back office / kitchen / staff room)
- Do you need additional storage space for administrative documents or merchandising (shelves, custom drawers, file holders, etc.)?

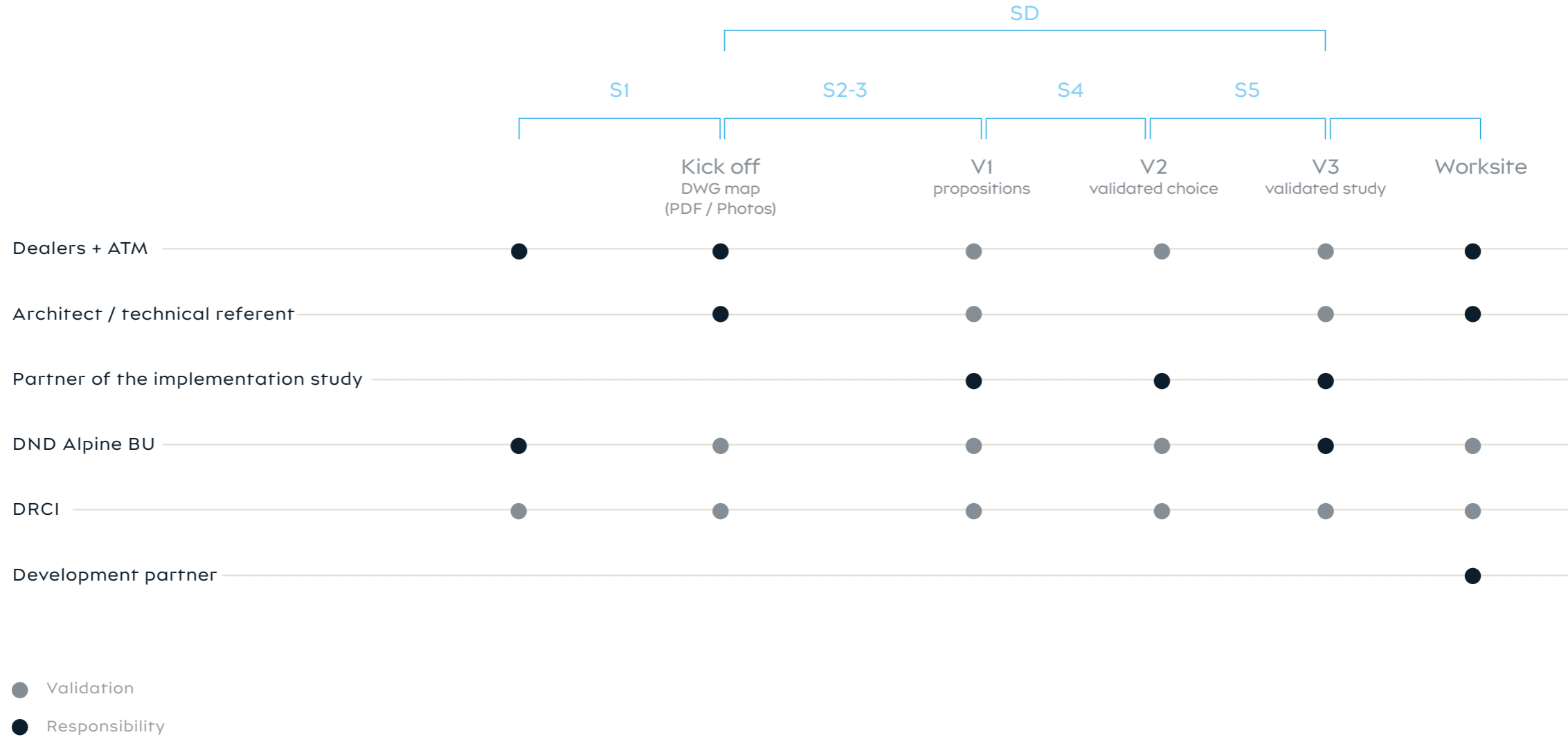
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Showroom organization

- How many Alpine advisors will work in the showroom?
- Is there a dedicated after-sales consultant to work in the showroom?
- Is the after-sales adviser sedentary?
- Are you planning a small repair/maintenance workshop, adjoining the showroom?
- Will the Alpine Store be backed by a Mobilize or other service?

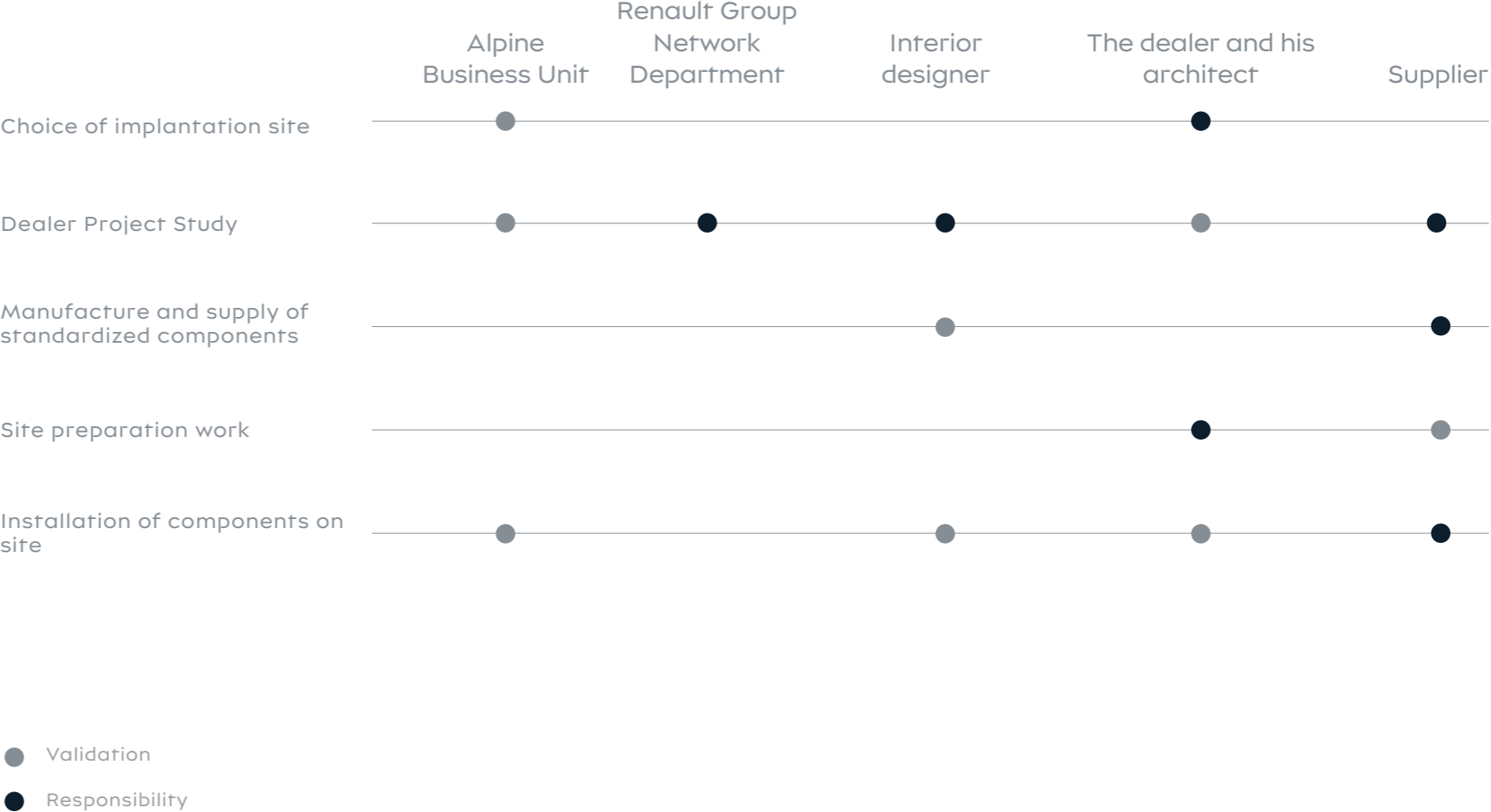
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Project timeline



The role of each stakeholder

The table opposite presents the distribution of responsibilities of stakeholders according to the different phases of an implementation project.



Who does what?

The table opposite shows the different components and the distribution of responsibilities of the parties involved in terms of supply and installation.

	The dealer and his architect	Providers
Preliminary activities		
- Treatment of exterior facades	●	
- Interior partitions	●	
- Floor / ceiling treatment	●	
- Electrical and computer installation	●	
- Audio and video installation	●	
- Heating and air conditioning	●	
- Fire safety	●	
- ERP compliance	●	
- Ordering IT equipment	●	
- Order video equipment and players		●
- Audio and video cable passages	●	
- Ordering and installation of coffee maker, refrigerator...	●	
Layout		
- Outdoor signs		●
- Interior signs		●
- Mountain visual		●
- Installing loudspeakers		●
- AS furniture / Lounge / sale		●
- Merchandising furniture		●
- Lighting		●
- Baseboards		●
- Price display		●
- IT hardware installation	●	
- Installation of audio/video equipment and players		●
- Ordering sample trays	●	
- Merchandising order (via Alpine)	●	

ALPINE

