

ALPINE

STANDARDS IMPLEMENTATION GUIDE



# ALPINE STORE



IMPLEMENTATION GUIDE



# AN ALPINE BRANDED SPACE



## INTRODUCTION

Born from a passion for driving, Alpine nurtures a special relation between the driver, the vehicle, and the road.

## ALPINE STORE EXTENDS THIS PROMISE.

“A place like no other, designed to evoke what makes Alpine unique: lightness, French savoir-faire, and an exhilarating experience”.

*This guide accompanies you in staging this unique experience, so that it is experienced authentically in every dealership.*



# HOW TO READ *THIS GUIDE?*

*Live the Alpine  
experience*

Designed as an immersive guide, it follows the journey experienced by customers, from their arrival to their departure from the Alpine Store.

## THE GUIDE'S OBJECTIVE

Present the layout standards and the expected customer experience in each Alpine Store.

# ALPINE SALES JOURNEY

## EXTERIOR EXPERIENCE 01

Clearly identify the site's location and naturally guide the customer to the entrance.

*The client locates Alpine Store, parks, and access the showroom.*

START THE JOURNEY

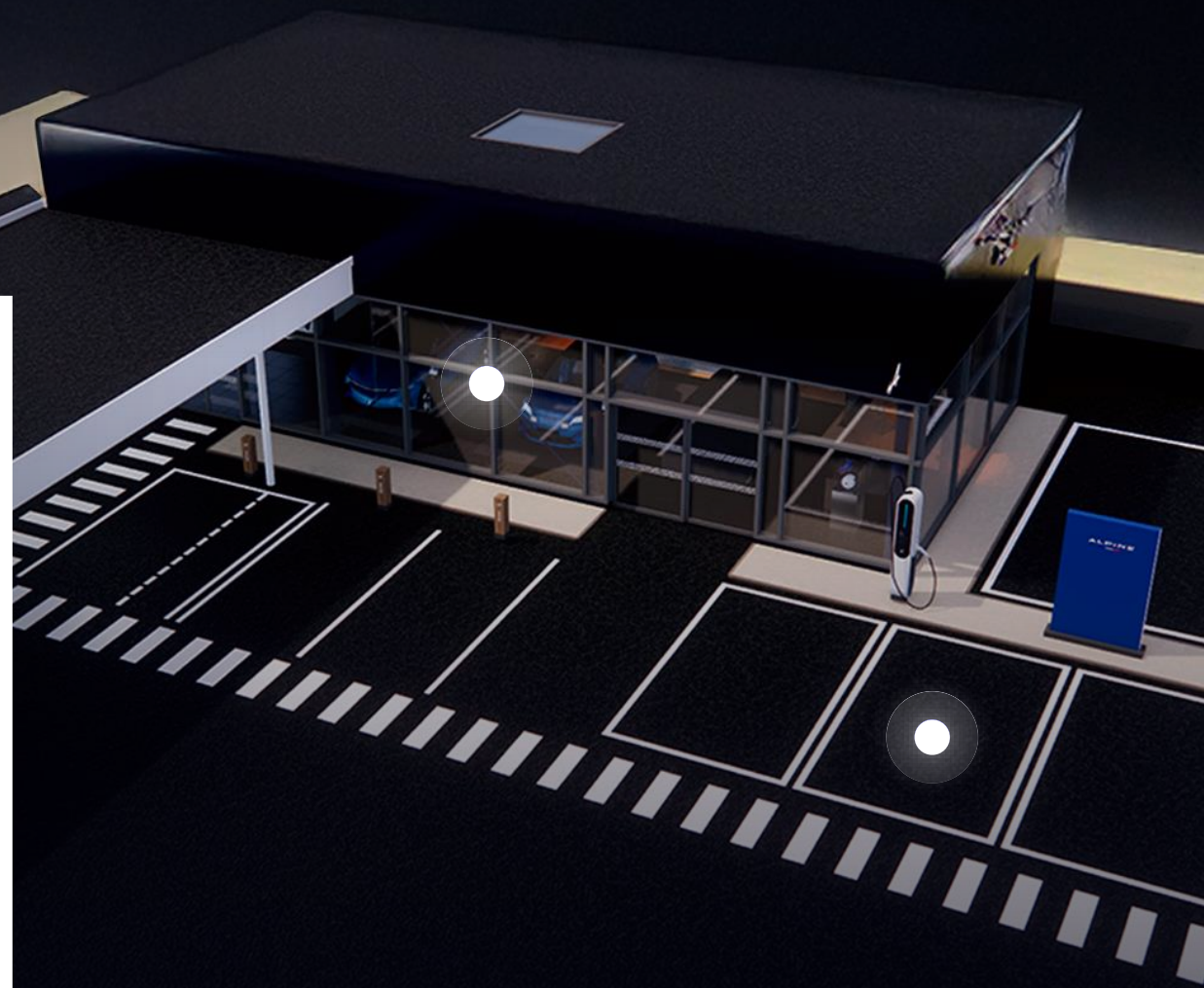


## INTERIOR EXPERIENCE 02

Spark interest & support the purchase journey

*The customer explores the Alpine universe, discovers the vehicles, and develops their project with the advisor.*

START THE JOURNEY





# THE *EXTERIOR* EXPERIENCE

*A recognizable site and a clear path to the showroom.*



THE ALPINE EXPERIENCE

## STARTS OUTDOOR



The spaces are designed to make the brand visible, naturally guide the customer to the showroom, and create a first impression that is consistent with the Alpine universe.

START THE JOURNEY



# THE CLIENT EXPERIENCE

## *EXTERIOR*

*A recognizable site and a clear path to the showroom (pour la phrase a cote du titre)*



SITE  
IDENTIFICATION

01

START THE JOURNEY



SITE  
ENTRANCE

02

START THE JOURNEY



CLIENTS'  
PARKING ACCESS

03

START THE JOURNEY



SHOWROOM  
ENTRANCE

04

START THE JOURNEY





# LOCATING THE *SITE*

The customer locates  
Alpine Store.



# LOCATING THE *SITE*

The customer locates  
Alpine Store.



## SIGNAGE

### FACADE & FLAG



Facade signage

Exterior Box Lettering  
Backlighting

Size S: 2918 x 250 mm

Size M: 4377 x 375 mm

Size L: 5836 x 500 mm



Flag signage

Size S: 800 x 386mm

Size L: 1138 x 572mm



# LOCATING THE *SITE*

The customer locates  
Alpine Store.



## TOTEM

2 AVAILABLE FORMATS



Dual Totem

Alpine/Certified

w. 1750 x h. 6500 mm



6500 Totem

w. 1500 x h. 2400 mm

# SITE ENTRANCE

The customer enters the outdoor area and discovers the different zones.





# SITE ENTRANCE

The customer enters the outdoor area and discovers the different zones.



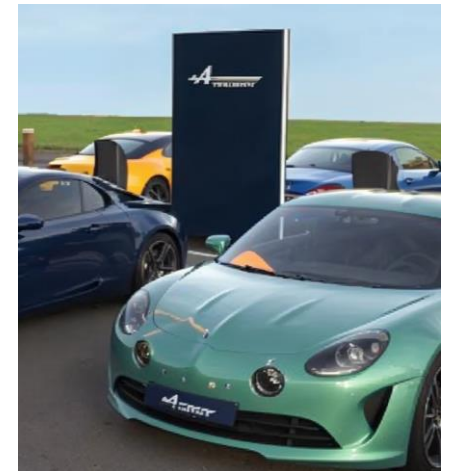
## EXTERIOR SPACE

THE ZONES



Test area

3 test vehicles minimum



Certified Zone

2 used vehicles minimum



# SITE ENTRANCE

The customer enters the outdoor area and discovers the different zones.



## VISITORS ZONE

THE ZONES

3 parking spaces minimum





# SITE ENTRANCE

The customer enters the outdoor area and discovers the different zones.



## FLOOR MARKING

THE ZONES





# CLIENTS PARKING ACCESS

The customer parks in the designated parking spaces.





# CLIENTS PARKING ACCESS

The customer parks in the designated parking spaces.

## FLOOR MARKING

FIT-OUT





# CLIENTS PARKING ACCESS

The customer parks in the designated parking spaces.

## BOLLARDS VISITORS PARKING

FIT-OUT



Text and white Logo RAL 9003

w. 1500 x h. 2400 mm



# CLIENTS PARKING ACCESS

The customer parks in the designated parking spaces.



## CHARGING STATION

FIT-OUT



Depending on the supplier



# *SHOWROOM* ENTRANCE

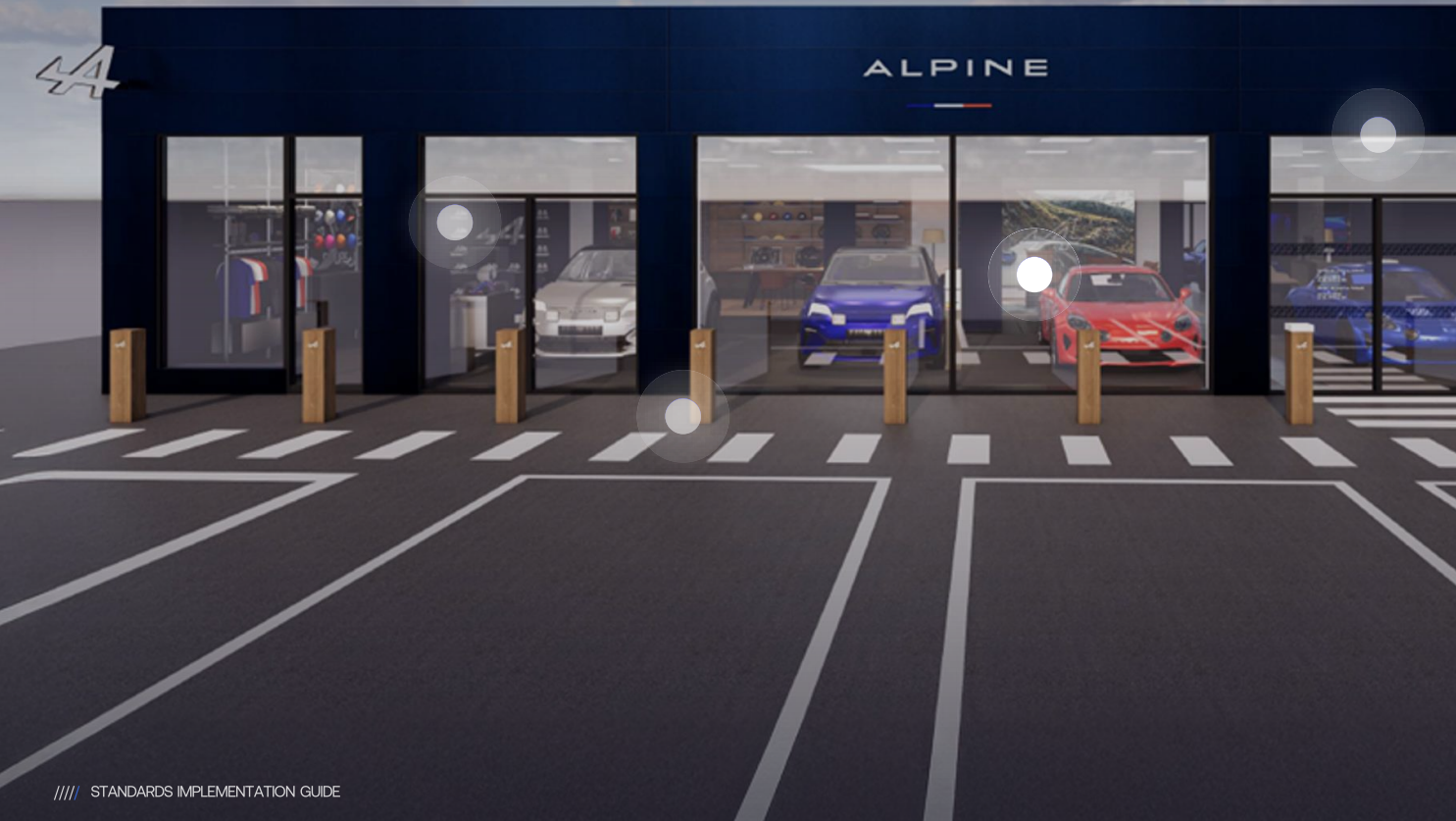
The customer heads toward the entrance of the Alpine Store.





# SHOWROOM ENTRANCE

The customer heads toward the entrance of the Alpine Store.



## VEHICLES VISIBLE FROM THE EXTERIOR

SHOWROOM



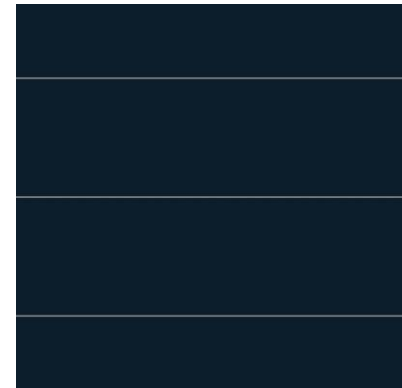
# SHOWROOM ENTRANCE

The customer heads toward the entrance of the Alpine Store.



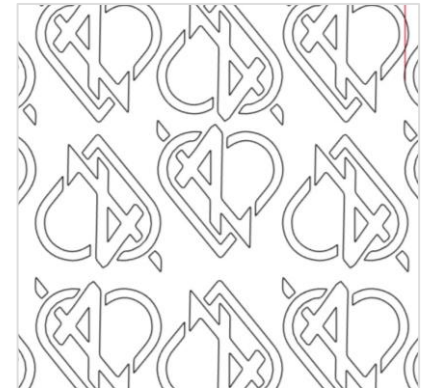
## FACADE CLADDING

SHOWROOM



Night Blue Pantone  
296C or RAL 5011

Aluminum sheet or ACM / Pre-coated cladding with a satin finish at 40% gloss



A-lovers safety strip

White window decals



# SHOWROOM ENTRANCE

The customer heads toward the entrance of the Alpine Store.



## PROTECTIVE BOLLARDS

SHOWROOM



# SHOWROOM ENTRANCE

The customer heads toward the entrance of the Alpine Store.



## GLAZING SIGNAGE

SHOWROOM





# THE *INTERIOR* JOURNEY

*A seamless journey with spaces designed to support every moment of the decision-making process.*



A SPACE

## CRAFTED FOR THE EXPERIENCE



The interior of the Alpine Store is evolving to take the **customer experience** even further.

The journey is optimized with zones grouped by function to support the key moments of the visit. The new standards enhance the elegance of the space and the comfort of the welcome.

[START THE JOURNEY](#)



# THE CLIENT JOURNEY

## INTERIOR

A recognizable site and a clear path to the showroom



SHOWROOM  
ENTRANCE

01

START THE JOURNEY



EXHIBITED  
VEHICLES  
DISCOVERY

02

START THE JOURNEY



EXHIBITED  
VEHICLES  
DISCOVERY

03

START THE JOURNEY



RECEPTION AND  
VEHICLE TEST  
DRIVE

04

START THE JOURNEY

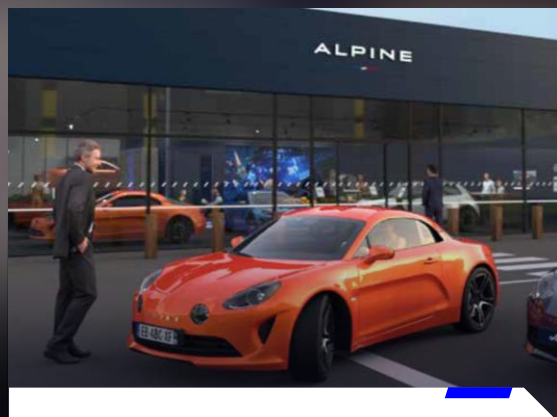




# THE CLIENT JOURNEY

## *INTERIOR*

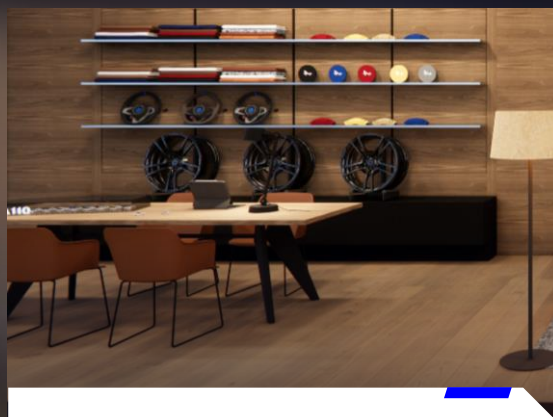
*A recognizable site and a clear path to the showroom*



RECEPTION  
AND VEHICLE  
TEST DRIVE

04

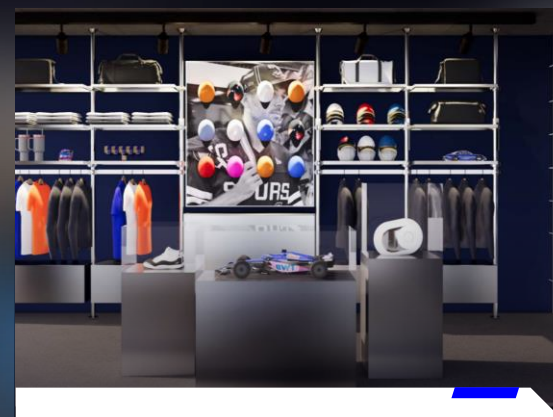
START THE JOURNEY



CONFIGURATION

05

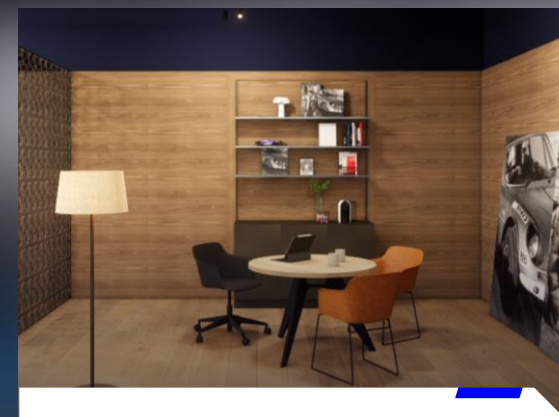
START THE JOURNEY



MERCHANDISING

06

START THE JOURNEY



SALES

07

START THE JOURNEY



# SHOWROOM ENTRANCE

The customer enters the showroom and is immersed in the Alpine universe.





# SHOWROOM ENTRANCE

The customer enters the showroom and is immersed in the Alpine universe.

## WALL

FIT-OUT



Wall paint

Night Blue Paint

Pantone 296C / RAL 5011 / RAL D2 : 260 20 20  
Satin acrylic finish – 20% gloss



# SHOWROOM ENTRANCE

The customer enters the showroom and is immersed in the Alpine universe.

## FLOORING

FIT-OUT



### Tiled Flooring

#### NoName Élegance Tiles

Full-body colored porcelain stoneware  
Size: 60 × 60 cm – Thickness: 9 mm





# SHOWROOM ENTRANCE

The customer enters the showroom and is immersed in the Alpine universe.

## LOGO A IN 3D

FIT-OUT



Signage A

Backlit Lettering

Size S: 900 x 450 mm

Size L: 1950 x 980 mm



Signage triple A

1450 x 716 mm

/// Optional



# EXHIBITED VEHICLES

The customer discovers the displayed models, either independently or with the assistance of an advisor.

Vehicle layout for  
handover





# EXHIBITED VEHICLES

The customer discovers the displayed models, either independently or with the assistance of an advisor.

## ASPHALT EFFECT CARPET FLOORING

FIT-OUT



### Asphalt effect carpet

Gravicolor – black color  
Marble-fragment gravel

/// for each vehicle



# EXHIBITED VEHICLES

The customer discovers the displayed models, either independently or with the assistance of an advisor.

## HANGING LIGHT

FIT-OUT



Lighting for the iconic car

Custom-made  
Size: 4000 x 2200 mm

/// x1





# EXHIBITED VEHICLES

The customer discovers the displayed models, either independently or with the assistance of an advisor.

## DIGITAL PRICING STAND

FIT-OUT



1260 x 290 x 460 mm

/// For each véhicule

The customer can wait in comfort if the advisor is momentarily unavailable.





# LOUNGE SPACE

The customer can wait in comfort if the advisor is momentarily unavailable.

## SOFA

FURNITURE



Quinti

New York - X0822NE0

/// x1



# LOUNGE SPACE

The customer can wait in comfort if the advisor is momentarily unavailable.

## LOUNGE CHAIR

FURNITURE



K/Wood Basic Veneer

Philippe Starck

/// x2





# LOUNGE SPACE

The customer can wait in comfort if the advisor is momentarily unavailable.

## CHAIR

FURNITURE



Luba chair SO0260

Andreu world

/// x2



# LOUNGE SPACE

The customer can wait in comfort if the advisor is momentarily unavailable.

## LAMP

FURNITURE



Vibia

Warm lamp

/// x1





# LOUNGE SPACE

The customer can wait in comfort if the advisor is momentarily unavailable.

## LOW TABLE

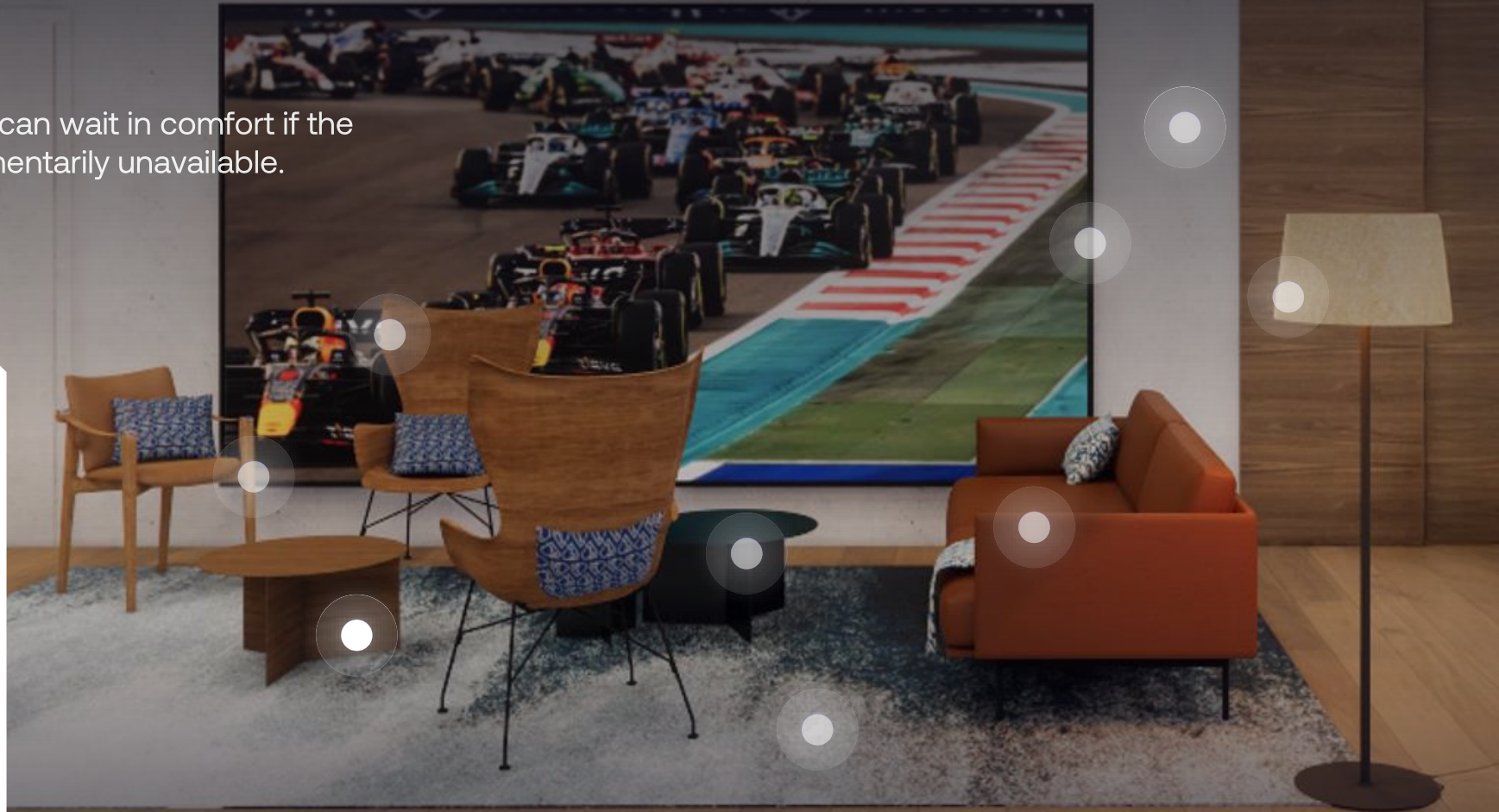
FURNITURE



Slit Wood Chêne

XL - Ø65 X H35,5cm / Wood-Hay

/// x1



# LOUNGE SPACE

The customer can wait in comfort if the advisor is momentarily unavailable.

## LOW TABLE

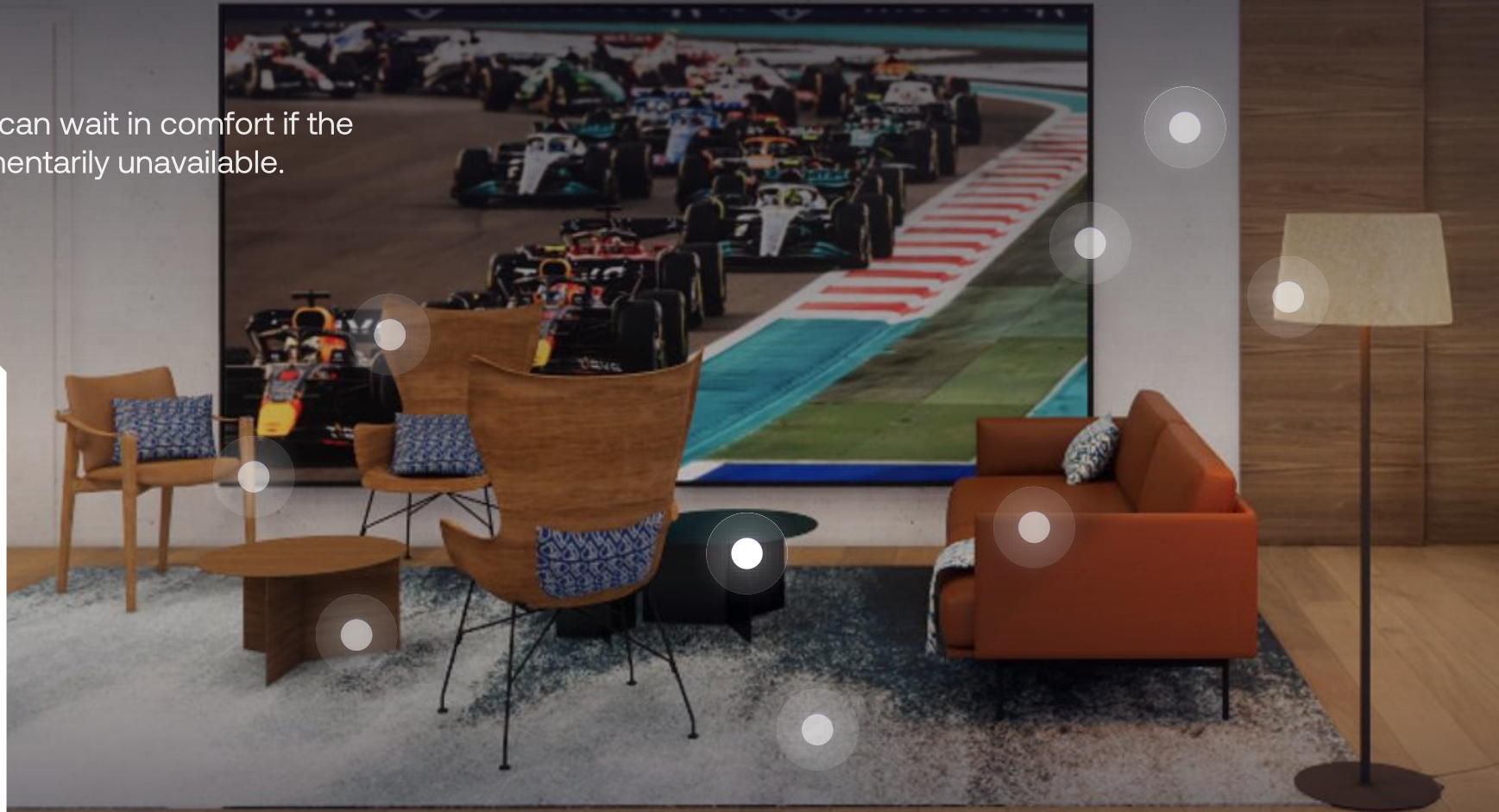
FURNITURE



Black Slit Wood

XL - Ø65 X H35,5cm / Bois-Hay

/// x1





# LOUNGE SPACE

The customer can wait in comfort if the advisor is momentarily unavailable.

## RUG

## FURNITURE



Workshop of Boldness

2800 x 4800 mm

/// x1





# LOUNGE SPACE

The customer can wait in comfort if the advisor is momentarily unavailable.

## LED SCREEN

FURNITURE



## MCUBE

3900x2220mm  
with stratified black frame  
Egger soft black U999 TM9

/// x1





# LOUNGE SPACE

The customer can wait in comfort if the advisor is momentarily unavailable.

## FLOOR/WALL

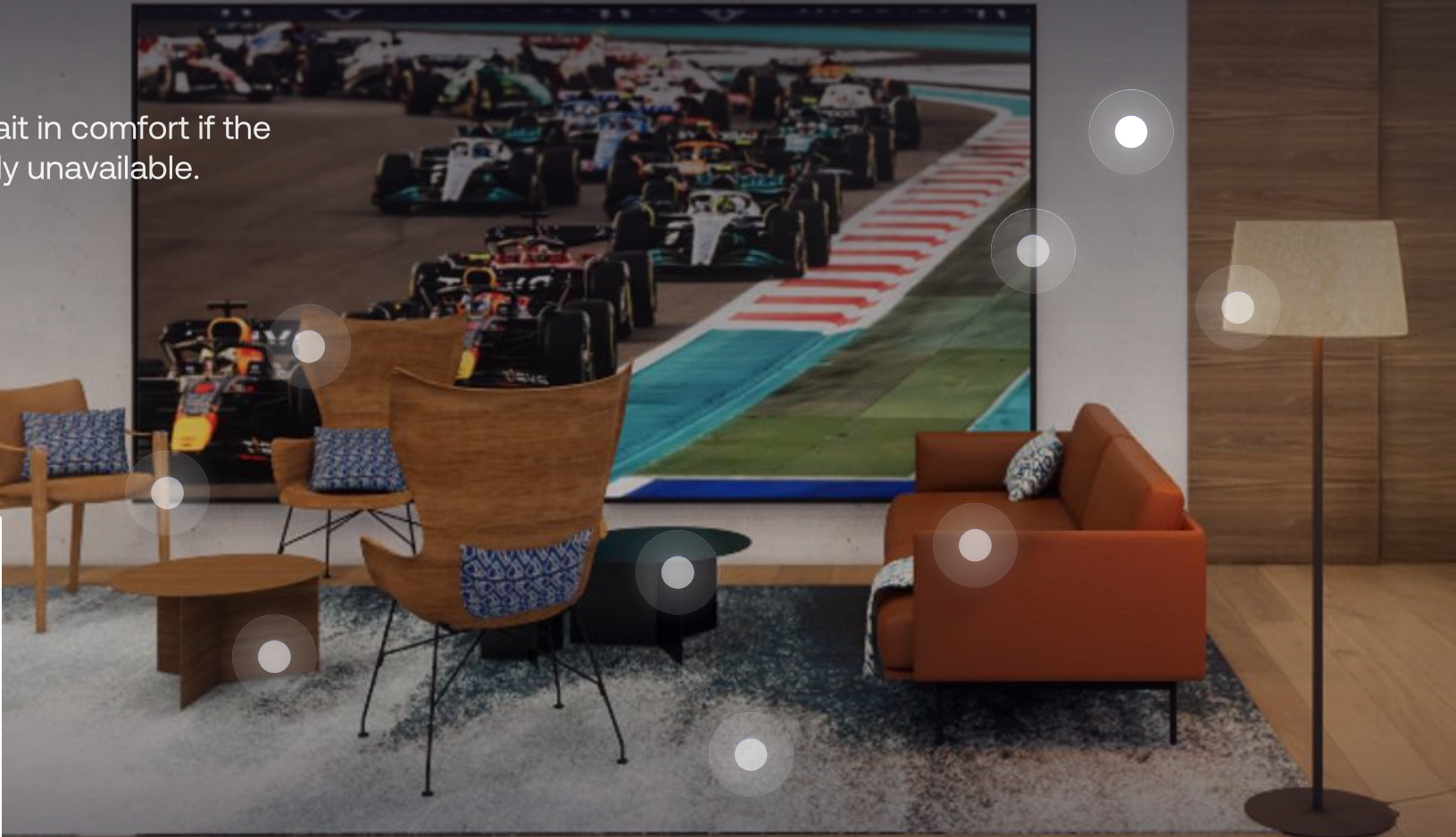
### FURNITURE



Floor



Wall



# TEST VEHICLE

The customer proceeds to the test area to try a new or pre-owned vehicle.





# TEST VEHICLE

The customer proceeds to the test area to try a new or pre-owned vehicle.

## CERTIFIED MARKING

FLOOR MARKINGS



White acrylic paint RAL 9003



# TEST VEHICLE

The customer proceeds to the test area to try a new or pre-owned vehicle.

## MARKING TEST VEHICLE

FLOOR MARKINGS



White acrylic paint RAL 9003





# *CONFIGURATION* SPACE

The customer explores personalization options:  
colors, materials, and finishes.

# CONFIGURATION SPACE

The customer explores personalization options: colors, materials, and finishes.

## FURNITURE

## FIT-OUT



Quinti Sedute

DEEP COVER - Leather

/// x4



Bolt Desk 1

Arm Foot

/// x1



EM Table Jean Prouvé

Vitra 2200 x 900

/// x1



# CONFIGURATION SPACE

The customer explores personalization options:  
colors, materials, and finishes.

## FLOOR AND WALL

FIT-OUT

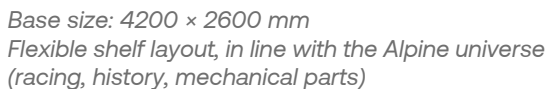


Floor

Wall

The customer explores personalization options: colors, materials, and finishes.

## FIT-OUT





# Configuration Shelf

////

This space is designed to highlight the brand’s racing universe, showcase its automotive history, present the model configurations, and feature certain iconic mechanical parts. (details in the appendix).

The layout is left to the dealer’s discretion, provided that this theme is respected.



## Elements provided by UPM

- Wood panels with shelves + cabinet
- Black wheel mounts in the shape of the Alpine logo
- Alpine Racing/Heritage DIBOND kit

# CONFIGURATION SPACE

The customer explores personalization options:  
colors, materials, and finishes.

## WORKTABLE

FIT-OUT

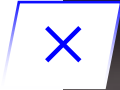
[More info](#)





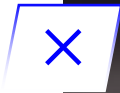
# Worktable

CAROUGE



## Items provided by Carouge

The Carouge personalization kit, containing upholstery books, display trays, miniature body color samples, and brake calipers (details on the next slide).  
An exhibition foam is also provided to be integrated into the furniture.



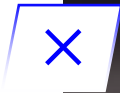
Material drawer



## Items provided by Carouge

The Carouge personalization kit, containing upholstery books, display trays, miniature body color samples, and brake calipers (details on the next slide).  
An exhibition foam is also provided to be integrated into the furniture.





  Tray drawer



## Items provided by Carouge

The Carouge personalization kit, containing upholstery books, display trays, miniature body color samples, and brake calipers (details on the next slide).  
An exhibition foam is also provided to be integrated into the furniture.

# MERCHANDISING SPACE

The customer immerses themselves in the Alpine universe through a curated selection of products.





# MERCHANDISING SPACE

The customer immerses themselves in the Alpine universe through a curated selection of products.

## SHELVES

### FIT-OUT



Alu standard system

60 cm ref. AUTOPILOT  
60 x 200 cm



Alu standard system

120 cm ref. AUTOPILOT  
120 x 200 cm, with drawers

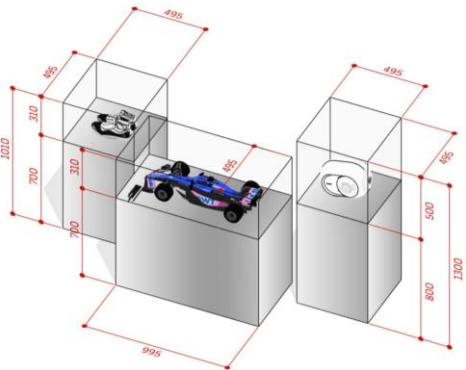


# MERCHANDISING SPACE

The customer immerses themselves in the Alpine universe through a curated selection of products.

## PODIUM

OPTIONAL FIT-OUT



Aluminum base – same ALU system  
Extra-clear glass cube for display case





# MERCHANDISING SPACE

The customer immerses themselves in the Alpine universe through a curated selection of products.

## LIGHTING

### FIT-OUT



Adjustable spotlight on track

Vehicles lighting

Power= 40W LED / 20W LED

Ref. YAKI / Kokka 40W- Beam angle 36° - 4000°K



# MERCHANDISING SPACE

The customer immerses themselves in the Alpine universe through a curated selection of products.

LOGO

FIT-OUT



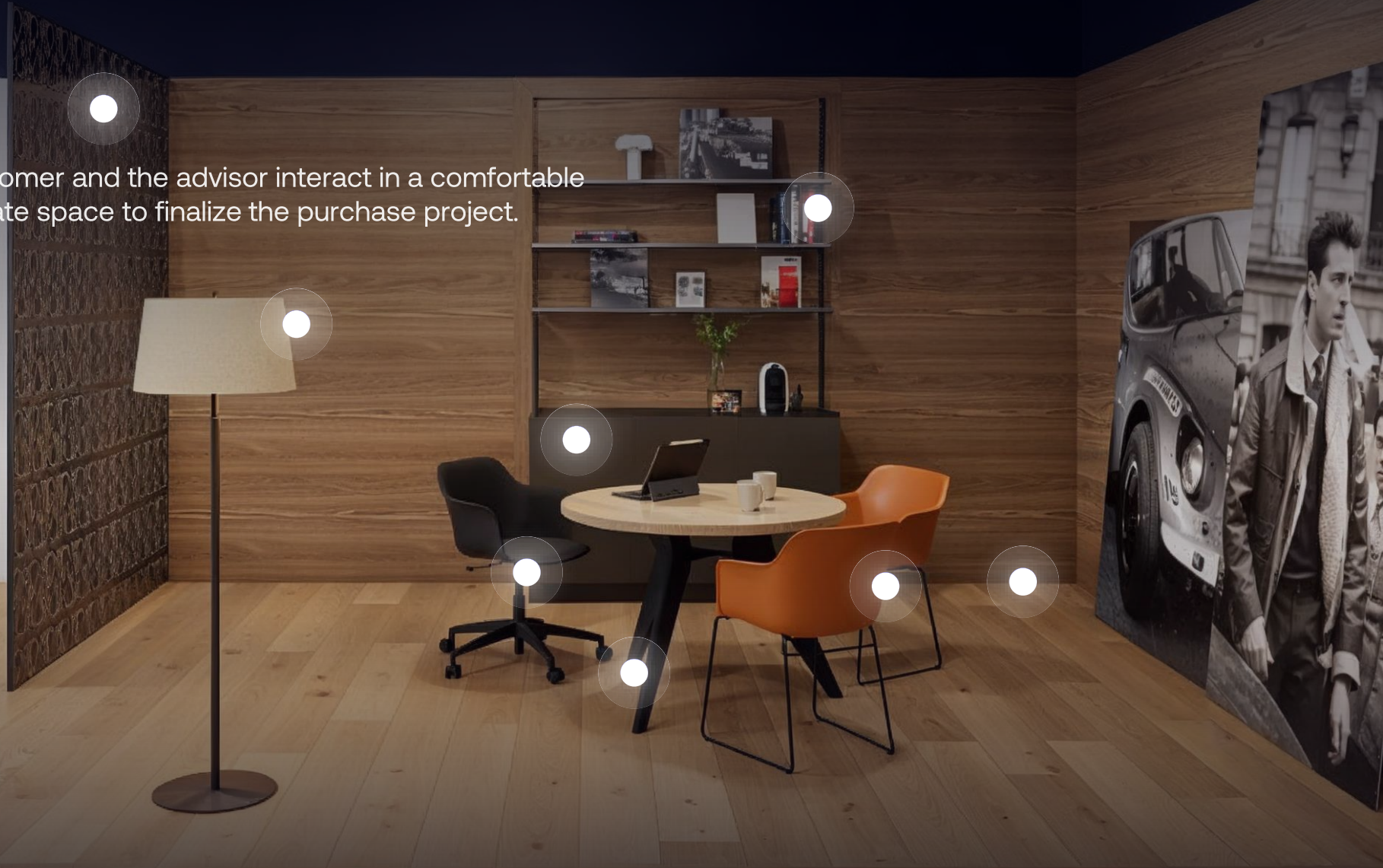
Illuminated Alpine Logo





# ***SALES SPACE***

The customer and the advisor interact in a comfortable and private space to finalize the purchase project.





# SALES SPACE

The customer and the advisor interact in a comfortable and private space to finalize the purchase project.

## CLIENT CHAIR

FIT-OUT



Quinti Sedute

DEEP COVER - Leather

/// x2





# SALES SPACE

The customer and the advisor interact in a comfortable and private space to finalize the purchase project.

## SALES CHAIR

FIT-OUT



Quinti Sedute

DEEP – Black fabric

/// x1





# SALES SPACE

The customer and the advisor interact in a comfortable and private space to finalize the purchase project.

## LAMP

FIT-OUT



Vibia

Warm lamp

/// x1





# SALES SPACE

The customer and the advisor interact in a comfortable and private space to finalize the purchase project.

## TABLE

FIT-OUT



Guéridon Jean Prouvé

Vitra - Ø 1050

/// x1





# SALES SPACE

The customer and the advisor interact in a comfortable and private space to finalize the purchase project.

## SEPARATOR A-LOVERS

FIT-OUT



2430 x 1950 x 200 mm

/// x1



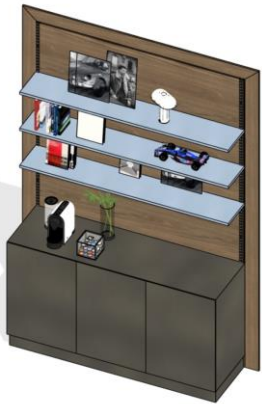


# SALES SPACE

The customer and the advisor interact in a comfortable and private space to finalize the purchase project.

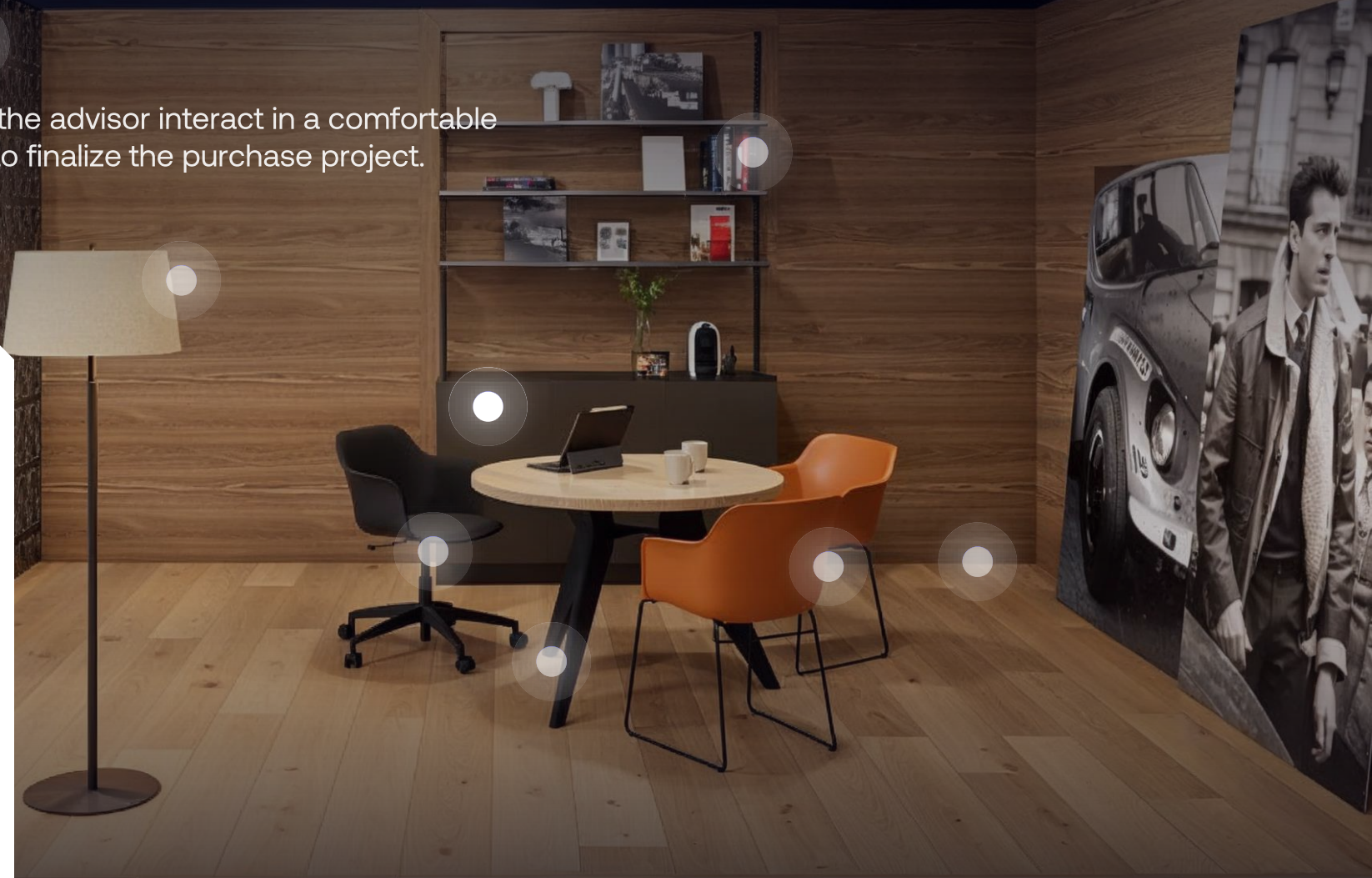
## WALL SALES DESK

FIT-OUT



Base size : 1700 x 2600 mm

/// x1





# SALES SPACE

The customer and the advisor interact in a comfortable and private space to finalize the purchase project.

## DECORATION

### FIT-OUT



Shelf



Posters





# SALES SPACE

The customer and the advisor interact in a comfortable and private space to finalize the purchase project.

## FLOOR/WALL

### FIT-OUT



Floor



Wall





## THE ALPINE STORE IS THE PHYSICAL EXPRESSION OF THE BRAND.

The standards ensure consistency, excellence, and quality of experience, while respecting Alpine's identity.



ALPINE



# APPENDICES



# MATERIALS

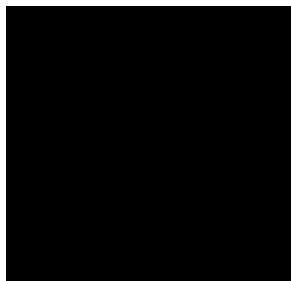
ALPINE

## Floor / Wall / Ceiling



Night Blue paint Pantone 296C, or  
RAL 5011, or RAL D2: 260 20 20

*Satin acrylic finish with  
20% gloss*



Black paint  
RAL 9005

*Mat acrylic finish*



Floorpan AC5 Plus 5  
Ref. 1010

*OV without bevel*



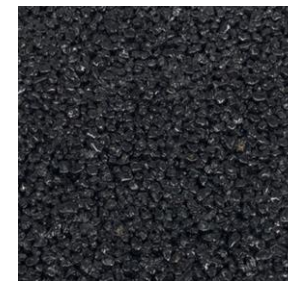
Marius Aurenti paint

*Micro-concrete waxed  
finish in Mouse Grey VII D*



NoName Elegance tiles

*Full body colored porcelain  
stoneware  
- full body porcelain format:  
60x60cm thickness 9mm*



Asphalt-effect carpet  
flooring

*Gravicolor – Black gravel  
color with marble  
fragment accents*

## Furniture



Black laminate

*Egger soft black  
U999 TM9*

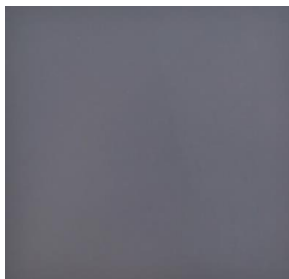


Wood laminate

*Oberflex Prestige laminate  
– Natural oak, brushed  
solid wood effect*



Brushed aluminum



Sheet metal hood in RAL  
7021 gray

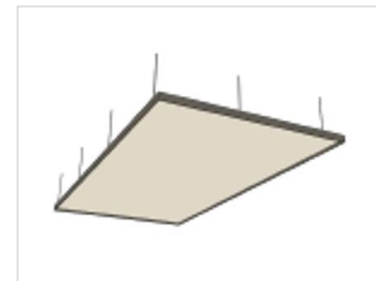
*Satin lacquered epoxy*

## Lighting



Adjustable spotlight on track

*Vehicle lighting Power = 40W LED /  
20W LEDRef. TAKI / Kokka 40W –  
36° beam angle – 4000 K*



Car display pendant light

*Iconic car lighting  
Custom-made  
Size 4000 × 2200 mm*

# INTERIOR COMPONENTS

ALPINE



Lounge space x1

Concrete wall + lounge area + screen 3900 x 2200 mm



Configuration space x1

Wooden wall + configuration wall + rectangular table for 4



Sales desk x1

Wood wall + Sales wall + Round table for 3



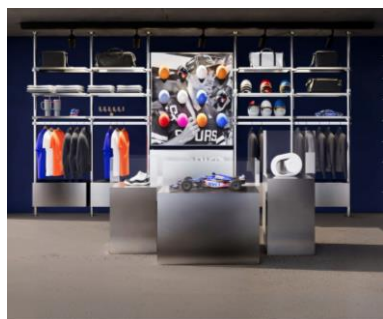
A-Lovers Partition x1

2430x1950x200mm



Floorpan AC5 Plus 5  
Ref. 1010

OV without bevel  
+/- 51m<sup>2</sup>



Merchandising space x1



Digital supports

Pending finalization



Signage A x1

Backlit lettering  
Size S: 900x450mm



Visual x1

Decorative display panel  
1Size 200x2250mm



# FURNITURE ACROSS ALL SPACES

ALPINE



Quinti x1  
New York – X0822NEO



K/Wood Basic Veneer x2  
Philippe Starck



Andreu world x2  
Luba Chair S00260



Vibia x2  
Warm Lamp



Quinti Sedute DEEP x1  
Black fabric



Quinti Sedute DEEP Cover x6  
Leather



Low Table slit wood chêne XL x1  
Ø65 x H35,5cm / Bois - HAY



Table basse slit wood noir XL x1  
Ø65 x H35,5cm / Bois - HAY



Table basse slit wood noir haute x1  
Ø35 x H47cm / Bois - HAY



EM Table Jean Prouvé x1  
Vitra 2200x900



Bolt Desk x1  
1 arm foot



Guéridon Jean Prouvé x1  
Vitra – Ø1050



# STANDARDS SUMMARY



# THE ESSENTIALS OF THE *EXTERIOR JOURNEY*

ALPINE



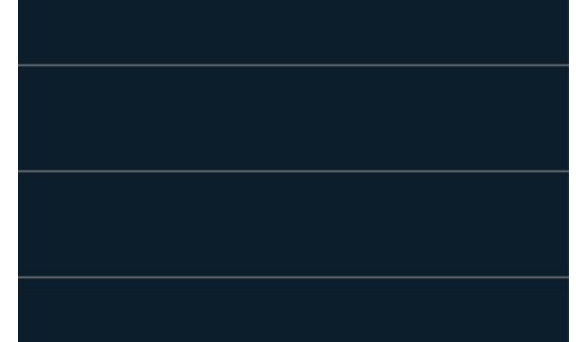
**Totem**  
(main totem, test drive totem,  
pre-owned vehicle totem)



**ALPINE Signage**



**Flag « A » Signage**  
(if allowed)



**Blue facade cladding**



**Floor Markings**  
(clients parking, test drive zone,  
display area)



**Bollards**  
(visitor, security)



**Glazing Signage**



**Charging Stations**

# THE ESSENTIALS OF THE *INTERIOR SALES JOURNEY*

ALPINE



Ceiling and Lighting  
(unchanged)



Hanging Light Fixture



Floor Tiles  
(unchanged)



Blue Paint  
(unchanged)



Asphalt pads under the  
vehicles



Wood flooring for the sales,  
lounge, and configuration areas



Wooden wall for the sales and  
configuration areas



1 exposed concrete wall  
(lounge zone)



# LIST OF FURNITURE REQUIRED *PER ZONE*

ALPINE

## ENTRANCE

- Logo « A » in 3D
- Digital pricing stand

## LOUNGE ZONE

- 1 rug
- 1 sofa
- 2 large armchairs
- 2 small armchairs
- 2 low tables
- Cushions, throw
- 1 floor lamp
- LED Wall

## SALES ZONE

- Table
- 1 sales chair
- 2 client chairs
- 1 shelf + low cabinet
- 1 floor lamp
- Glass partition with A lovers logo
- Photos/frames

## CONFIGURATION ZONE

- Configuration table  
*(color and material samples)*
- Workshop shelf+ low cabinet
- 4 client chairs
- 1 lamp

## MERCHANDISING ZONE

- 1 shelf + low cabinet with dedicated lighting
- Alpine backlit logo
- Merchandising Podium

# CONFIGURATION SHELF

ITEMS TO BE PROVIDED LOCALLY BY THE DEALER:

- Mechanical parts  
*(Non-exhaustive list of displayable parts)*
- Books and images on Alpine's history
- Automotive trophies
- Racing driver helmets

REFERENCE	PART NAME
6020016468	Right disc
6020016299	Left disc
410012861R	Right front caliper
410015792R	Right front caliper
410010372R	Right front caliper
410113887R	Left front caliper
410114767R	Left front caliper
410019877R	Right front caliper
410013401R	Right front caliper
410019664R	Right front caliper
410115195R	Left front caliper
410117434R	Left front caliper
41011805R	Left front caliper
6020019895	Front serac
6020019896	Rear serac
6020019901	Glassy black front serac
6020019902	Glassy black rear serac
6020019899	Glassy white front serac
6020019900	Glassy white rear serac
6020018735	Pale gold diamond-shaped front serac
6020018735	Pale gold diamond-shaped rear serac
6020019897	Bright gold front serac
6020019898	Bright gold rear serac

REFERENCE	PART NAME
6020019869	Grand Prix Diamonded Black front
6020018786	Grand Prix Diamonded Black rear
6020019903	Legend front
6020019904	Legend rear
6020019909	Legend Black Gloss front
6020019910	Legend Black Gloss rear
6020019907	Legend White Gloss front
6020019908	Legend White Gloss rear
6020019905	Legend Gold/Gilt front
6020019906	Legend Gold/Gilt rear
6020019885	GT Race Black Diamonded front
6020019886	GT Race Black Diamonded rear
6020019887	GT Race Black Matte front
6020019888	GT Race Black Matte rear
6020019891	GT Race White Gloss front
6020019892	GT Race White Gloss rear
6020019889	GT Race Gold/Gilt front
6020019890	GT Race Gold/Gilt rear
6020019893	GT Race Black Gloss front
6020019894	GT Race Black Gloss rear
6020017710	Forged Fuchs front
6020017771	Forged Fuchs rear
6020017996	Fuchs Grey Satin Titanium front
6020017997	Fuchs Grey Satin Titanium rear

REFERENCE	PART NAME
6020019986	Rear Carbon R
6020019985	Front Carbon R
876000633R	Right front seat backrest
876506316R	Left front seat backrest
876007152R	Right front seat backrest
876003255R	Right front seat backrest
876509126R	Left front seat backrest
876007742R	Right front seat backrest
876502829R	Left front seat backrest
876507616R	Left front seat backrest
6020016869	Shock absorber head
6020015811	Right exterior mirror shell
6020017685	Front shock absorber cup
6020015812	Left exterior mirror shell
6020017962	Exhaust line
6020019549	Rear spoiler
6020019750	Rear spoiler





# ALPINE STORE DEPLOYMENT PROJECT

# ROLL OUT AN ALPINE STORE

## 1 IDENTIFICATION OF THE DEDICATED ALPINE ZONE (MINIMUM 200 M2)

Contractual validation with the Alpine Business Unit, the Group Brand Store Committee, and the dealer

On-site visit in the case of a specific project  
*(technical, economic, and other constraints).*

## 2 SITE IMPLEMENTATION STUDIES

Layout proposals for the surroundings and the showroom by a design agency approved by the Alpine Business Unit

Verification *(checking measurements, feasibility, etc.)* performed by the dealer

Joint validation with the Alpine Business Unit and the dealer on the general layout of the Alpine Store

## 3 PREPARATION OF A TECHNICAL DESIGN FILE BY THE DESIGN AGENCY

List of building prerequisites and validation of technical information provided by the dealer, to be sent to the design agency

List of exterior and interior supplies for the Alpine Store provided by the design agency

## 4 ORDERS SIGNED BY THE CLIENT

Quotes for supplies and services prepared by the fit-out suppliers approved by the Alpine Business Unit for the dealer

Project planning between the Alpine Business Unit, the suppliers, and the works manager appointed by the dealer

Scheduling the installation of the exterior and interior components

## 5 COORDINATION OF THE WORKS

Reception visit of the building *(or the “shell”)* and verification of prerequisites by the suppliers together with the dealership manager to ensure the proper installation of the interior and exterior elements

## 6 END OF THE WORKS

Opening of the Alpine Store in coordination with the Alpine Business Unit, the country, and the dealer.