

ALPINE STORE



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 signage

Exterior Box Lettering
Backlighting

Size S: 2918 x 250 mm
Size M: 4377 x 375 mm
Size L: 5836 x 500 mm

FACADE & FLAG



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

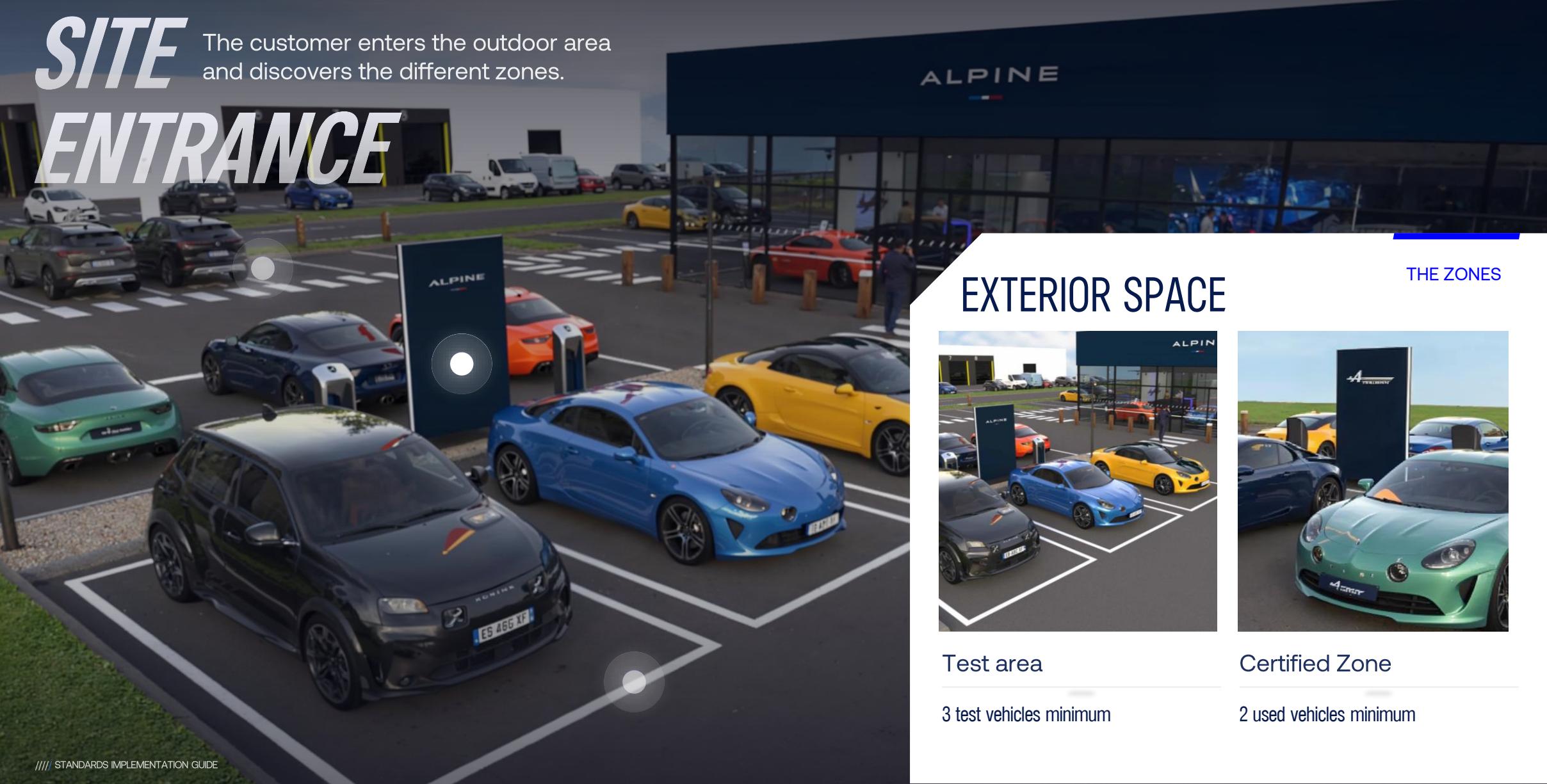
SITE ENTRANCE

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

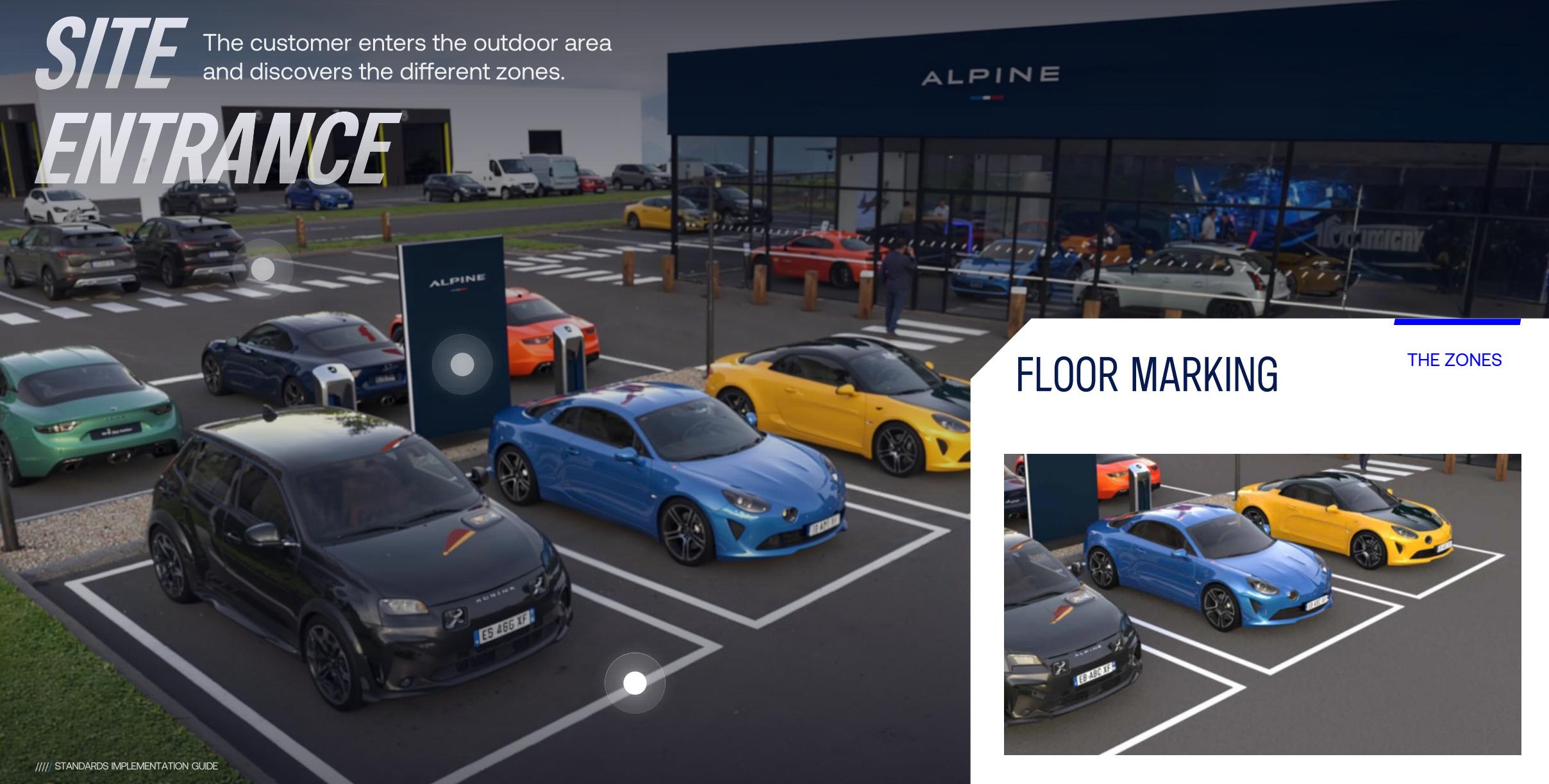
3 parking spaces minimum



THE ZONES

SITE ENTRANCE

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



FLOOR MARKING

THE ZONES



CLIENT SPARKING 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

CLIENT SPARKING ACCESS

The customer parks in the designated parking spaces.



CHARGING STATION

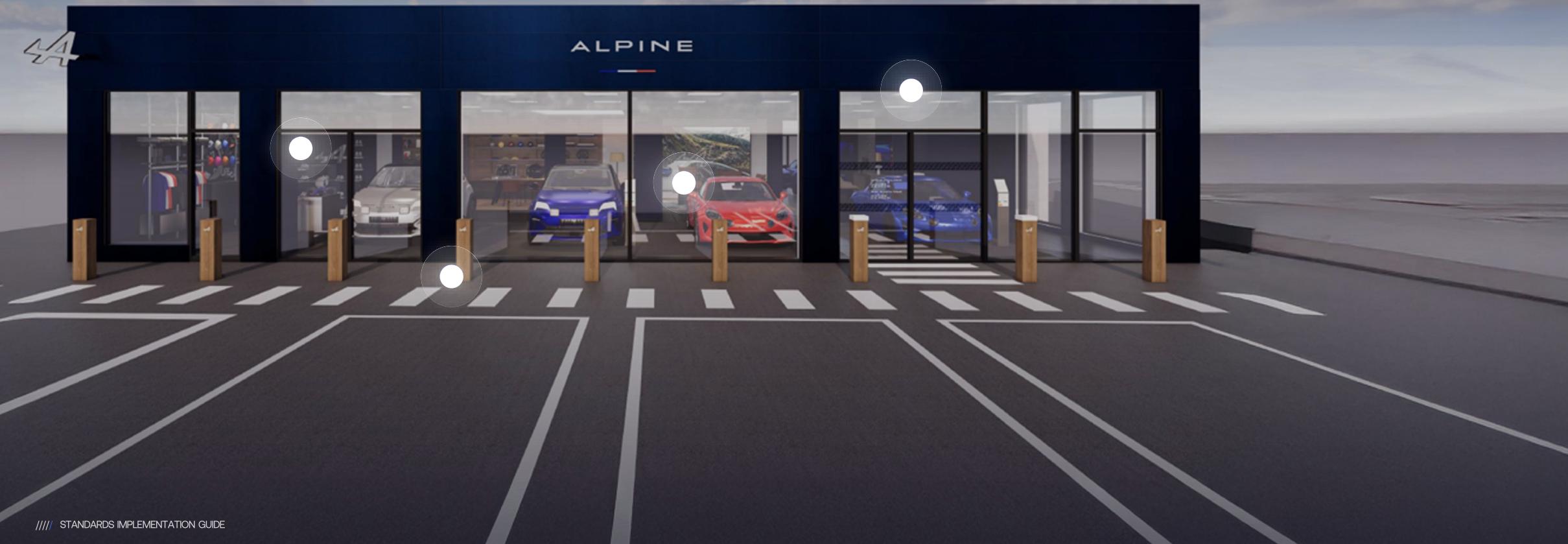
FIT-OUT



Depending on the supplier

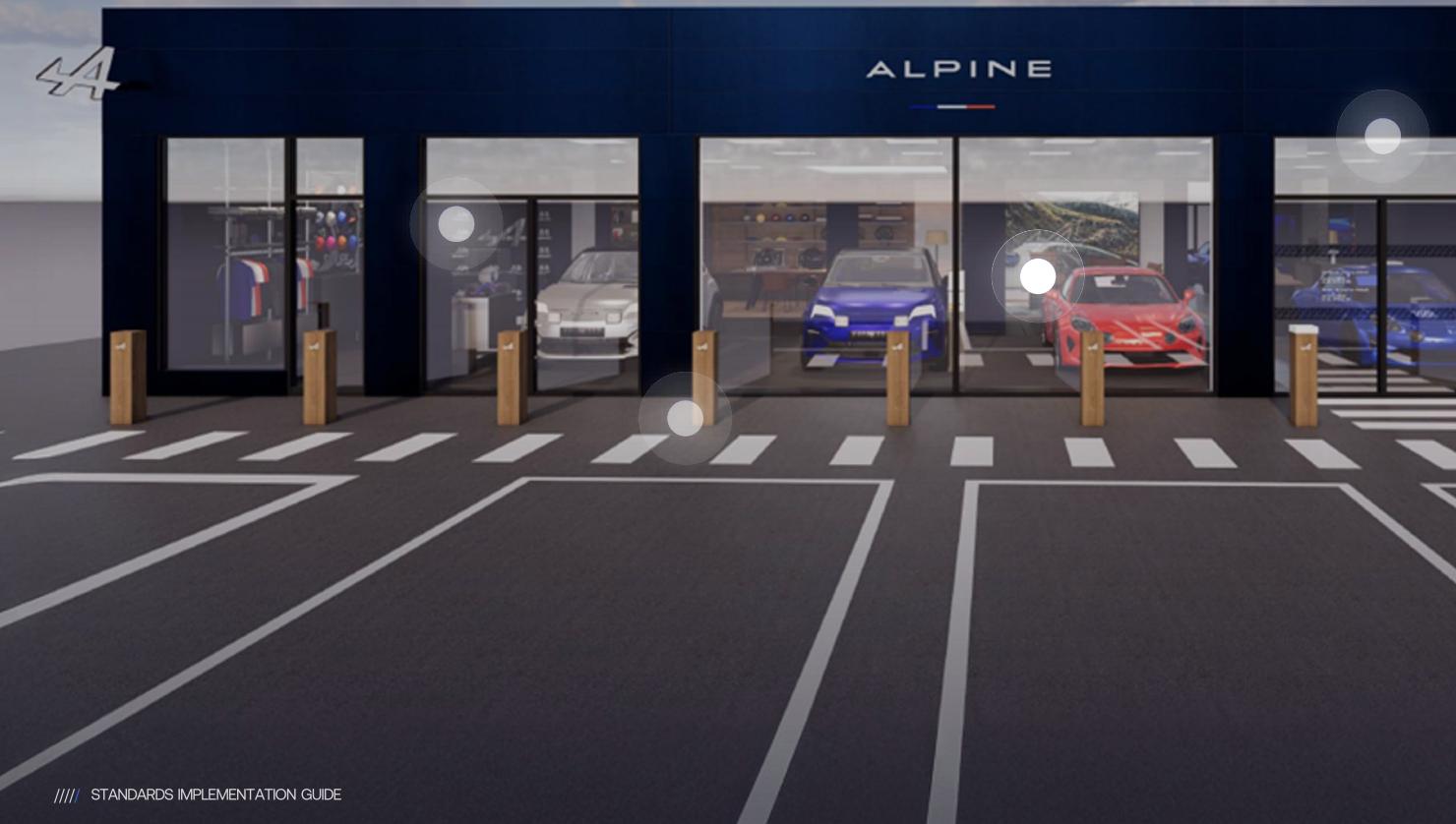
SHOWROOM ENTRANCE

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

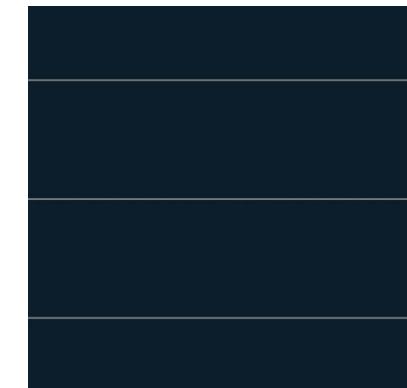


SHOWROOM ENTRANCE

The customer heads toward the entrance of the Alpine Store.

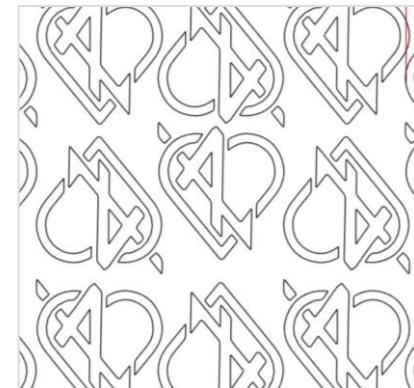


FACADE CLADDING



Night Blue Pantone 296C or RAL 5011

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

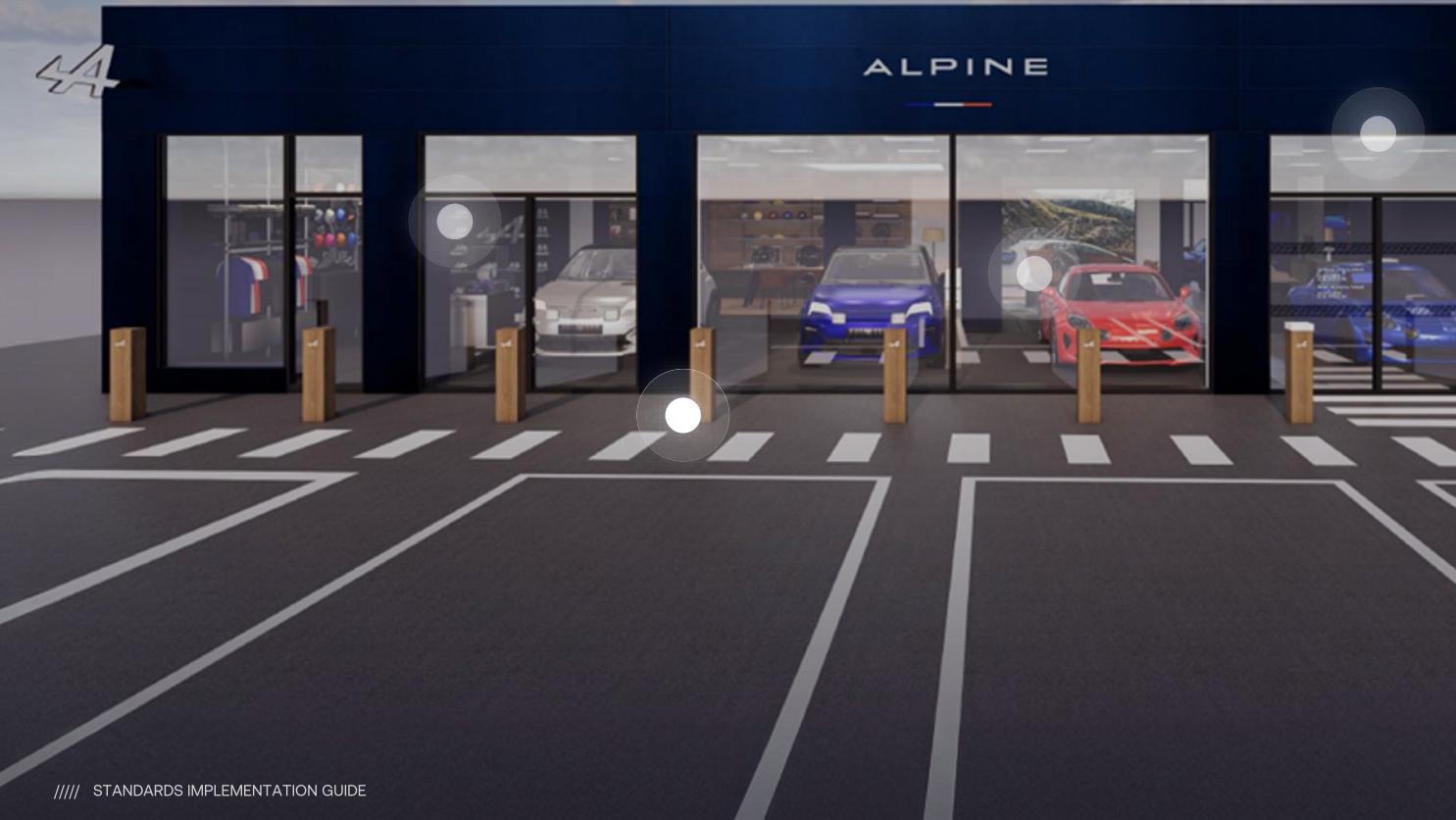


A-lovers safety strip

White window decals

SHOWROOM ENTRANCE

The customer heads toward the entrance of the Alpine Store.



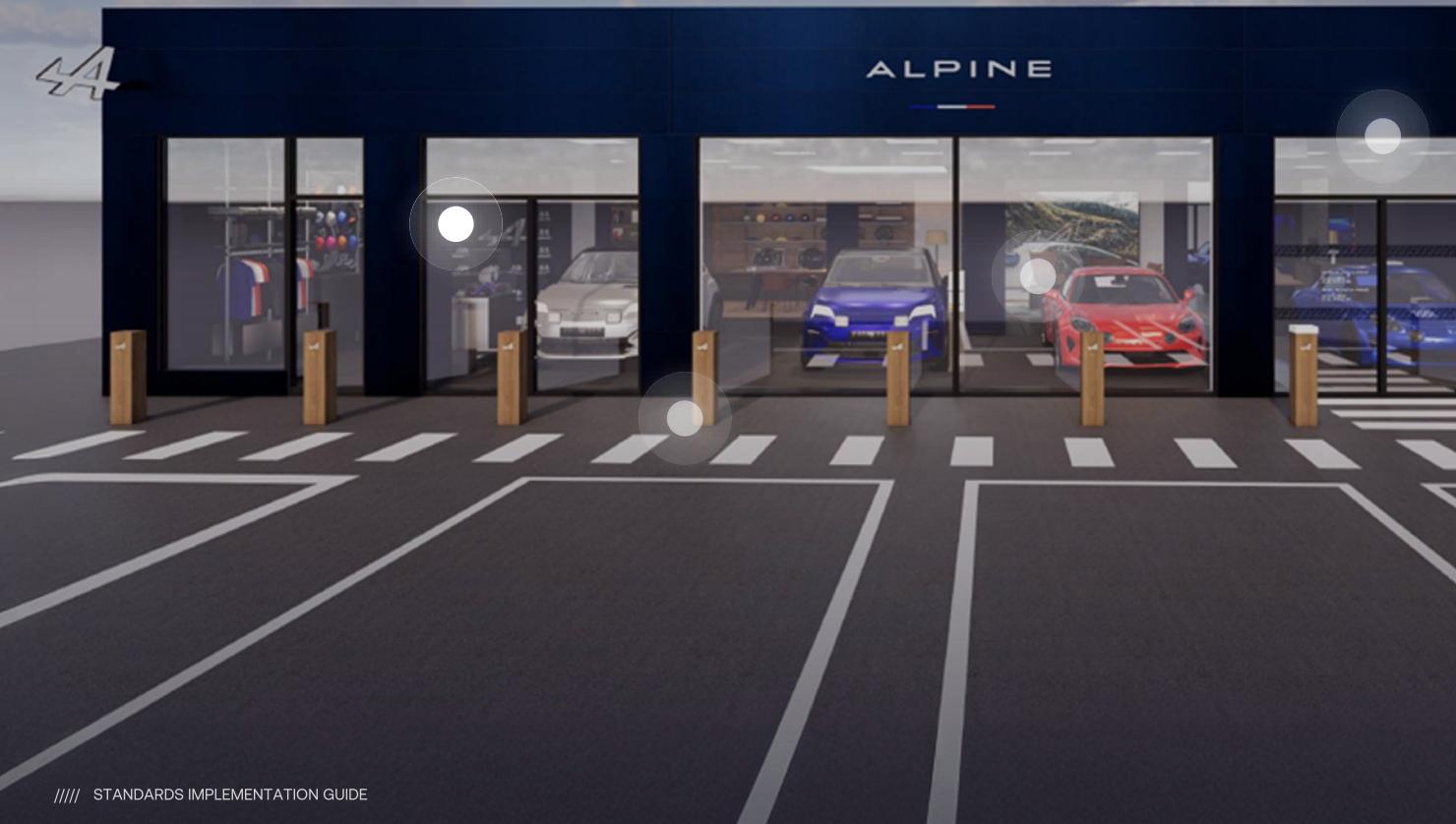
PROTECTIVE BOLLARDS



SHOWROOM

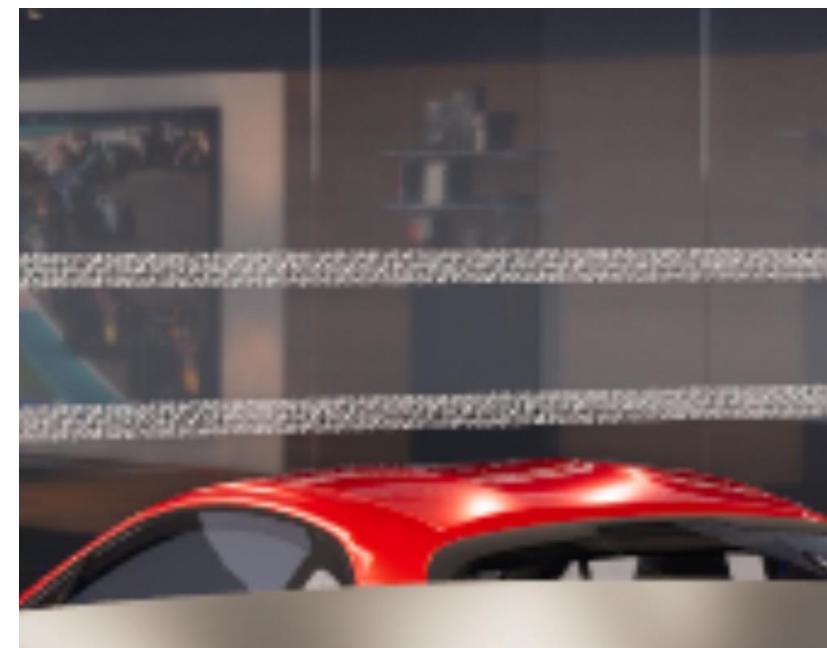
SHOWROOM ENTRANCE

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.

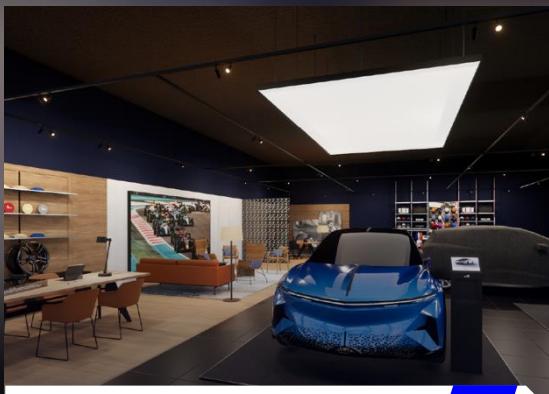
START THE JOURNEY



THE CLIENT JOURNEY

INTERIOR

A recognizable site and a clear path to the showroom



SHOWROOM
ENTRANCE

01

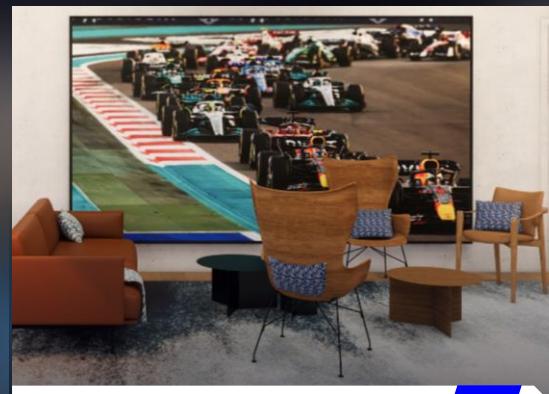
START THE JOURNEY



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 Élégance Tiles

Full-body colored porcelain stoneware
Size: 60 x 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

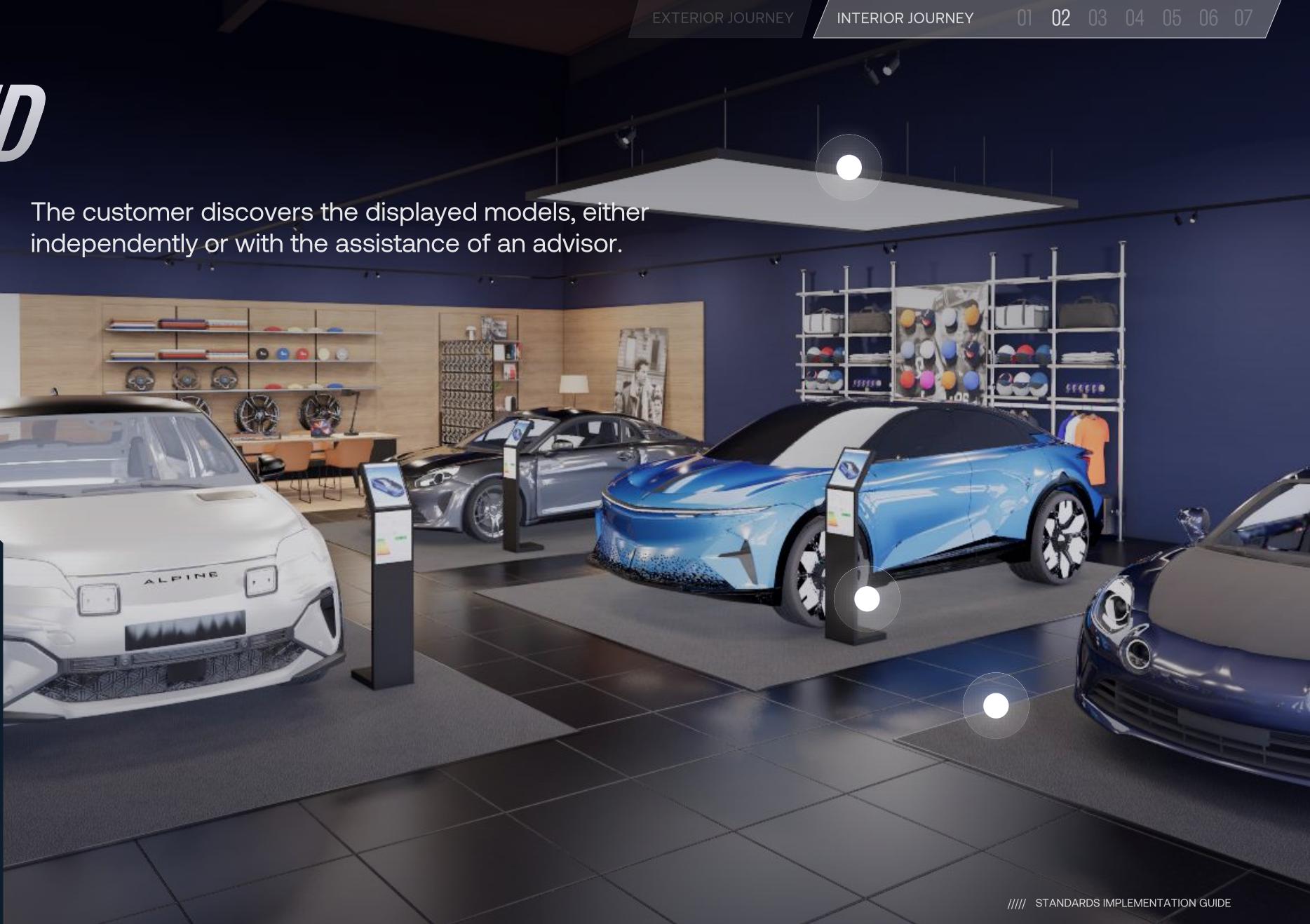
1450 x 716 mm

/// 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.

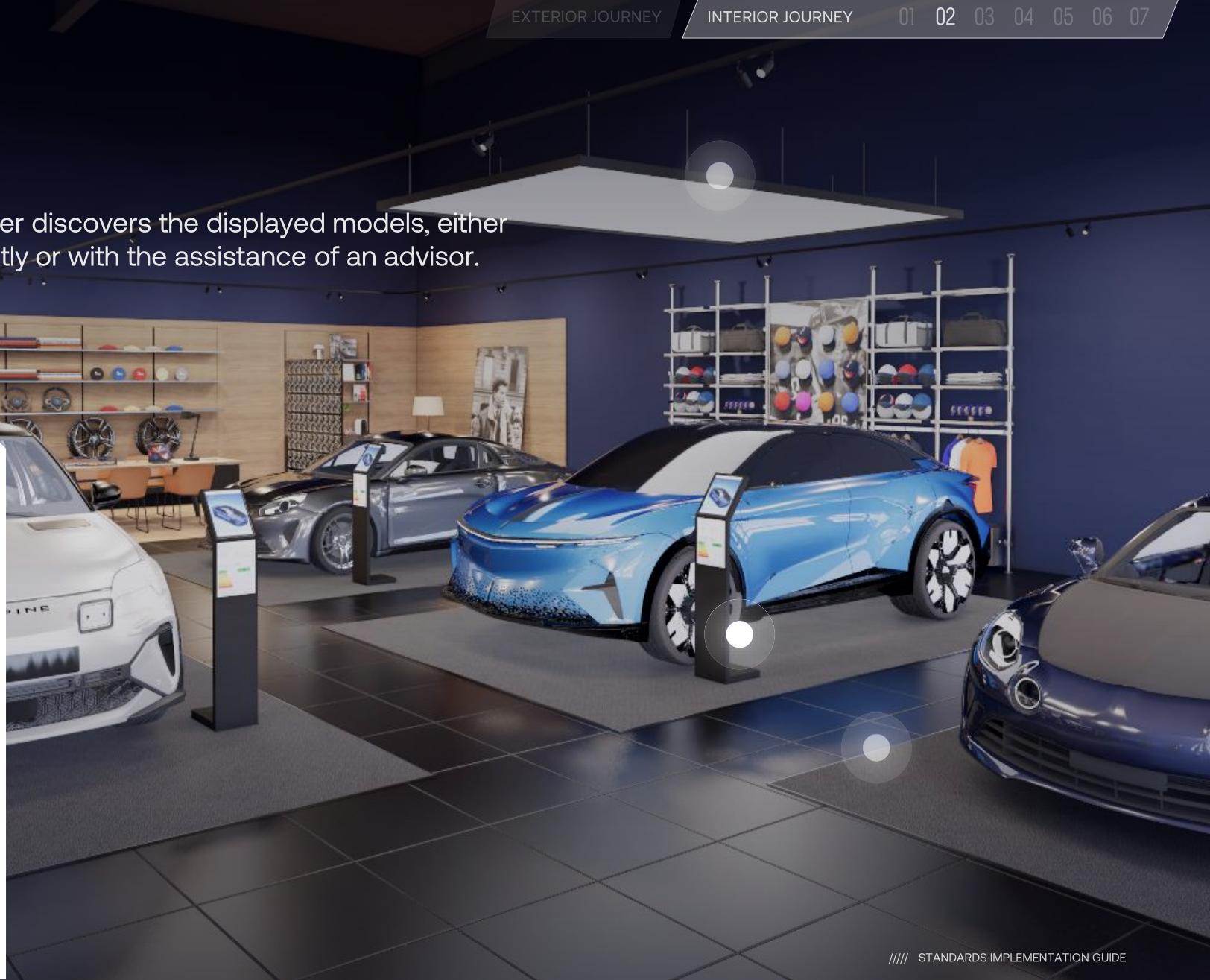
DIGITAL PRICING STAND

FIT-OUT



1260 x 290 x 460 mm

/// For each véhicule



LOUNGE SPACE

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

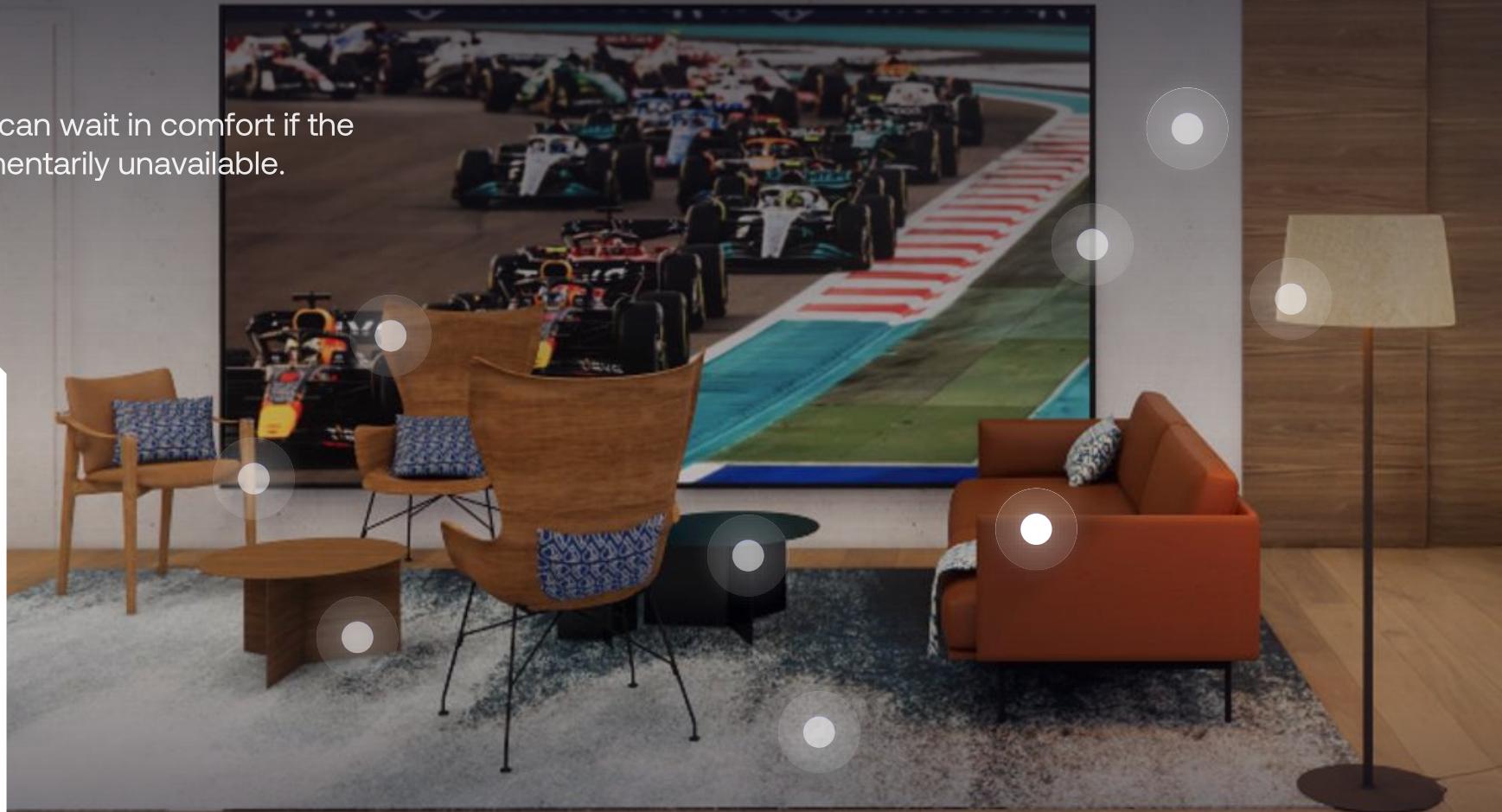
FURNITURE



Quinti

New York - X0822NEO

/// x1



LOUNGE SPACE

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

LOUNGE CHAIR

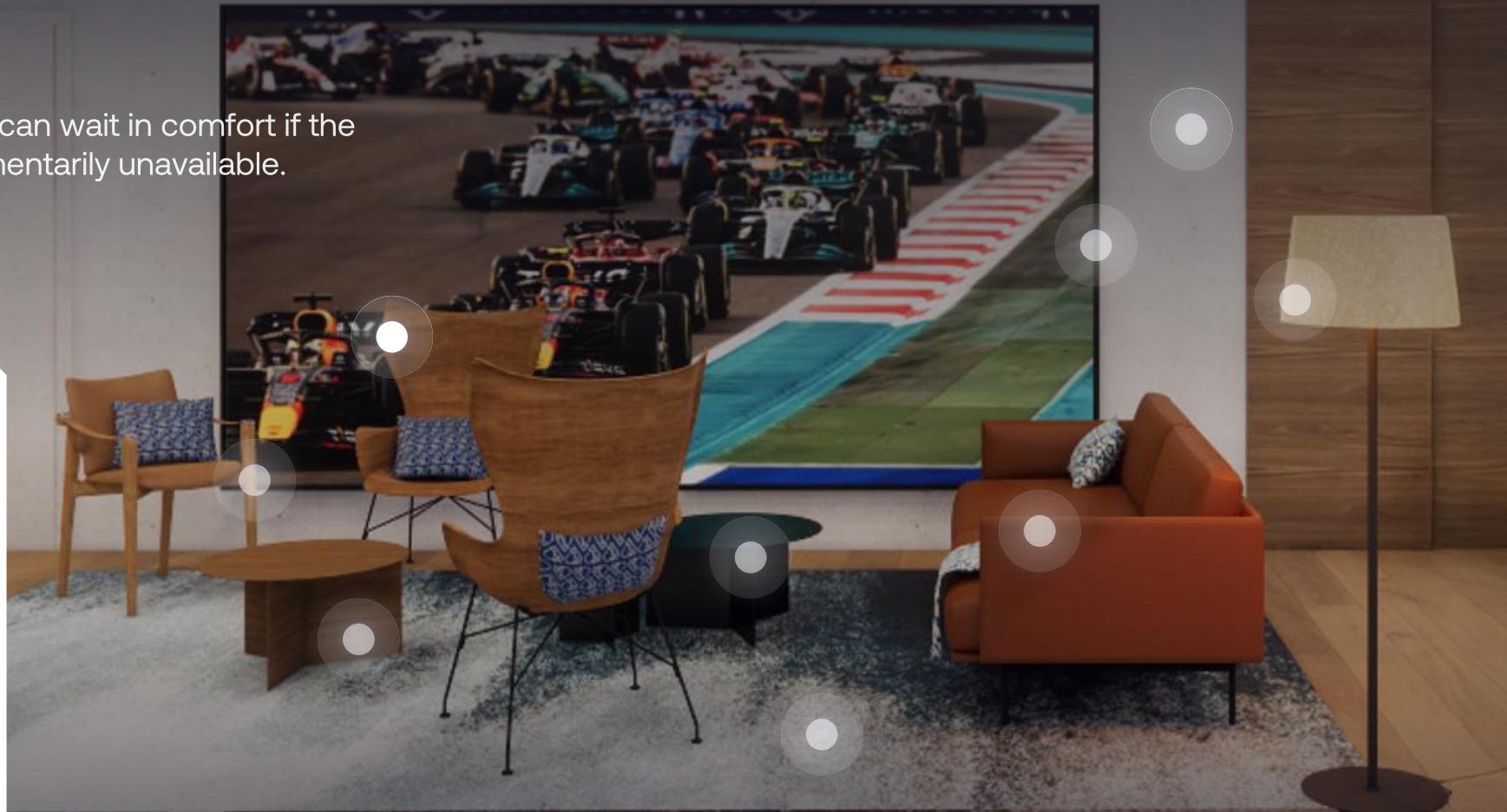
FURNITURE



K/Wood Basic Veneer

Philippe Starck

/// x2



LOUNGE SPACE

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

CHAIR

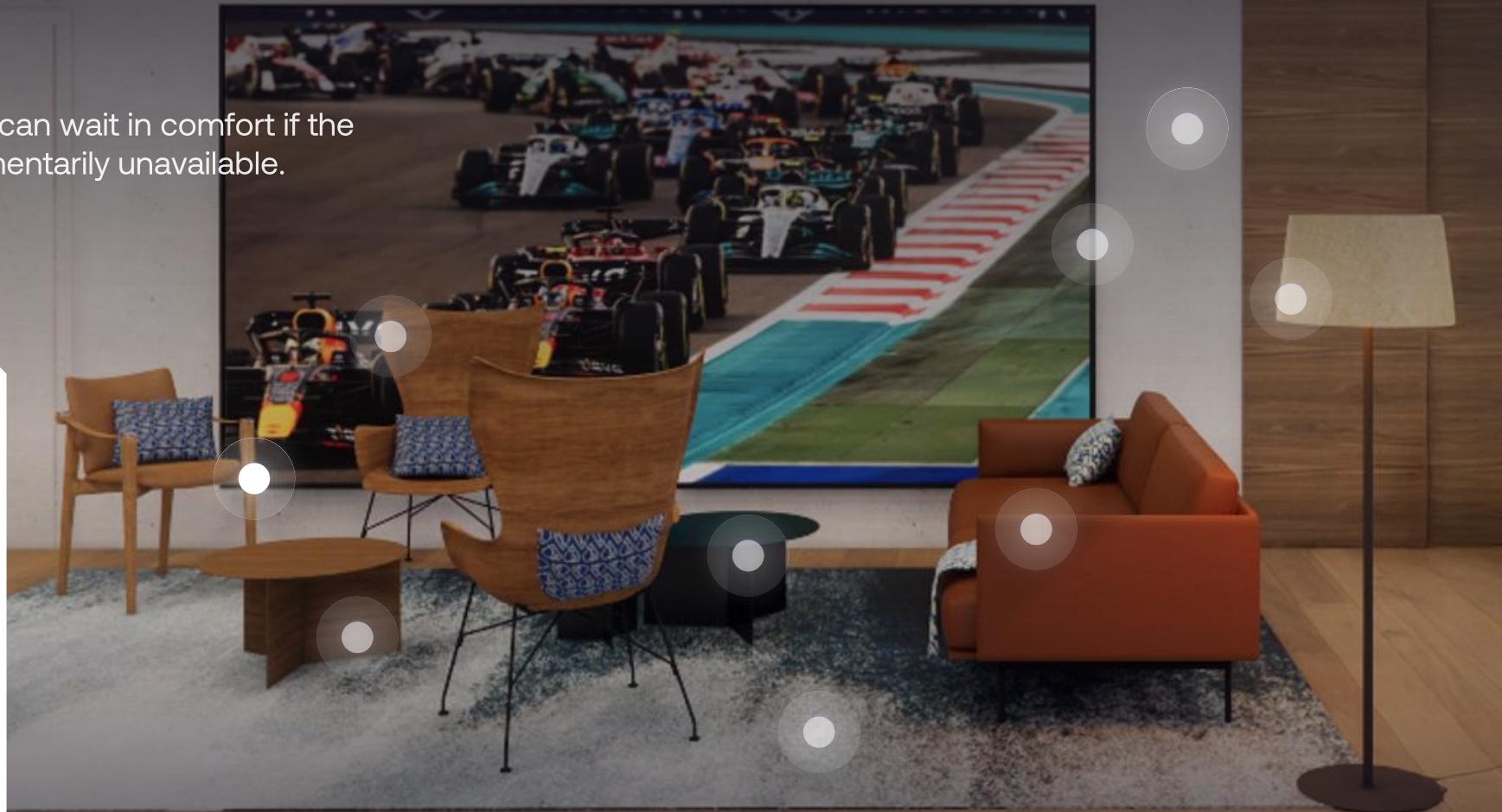
FURNITURE



Luba chair SO0260

Andreu world

/// x2



LOUNGE SPACE

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

LAMP

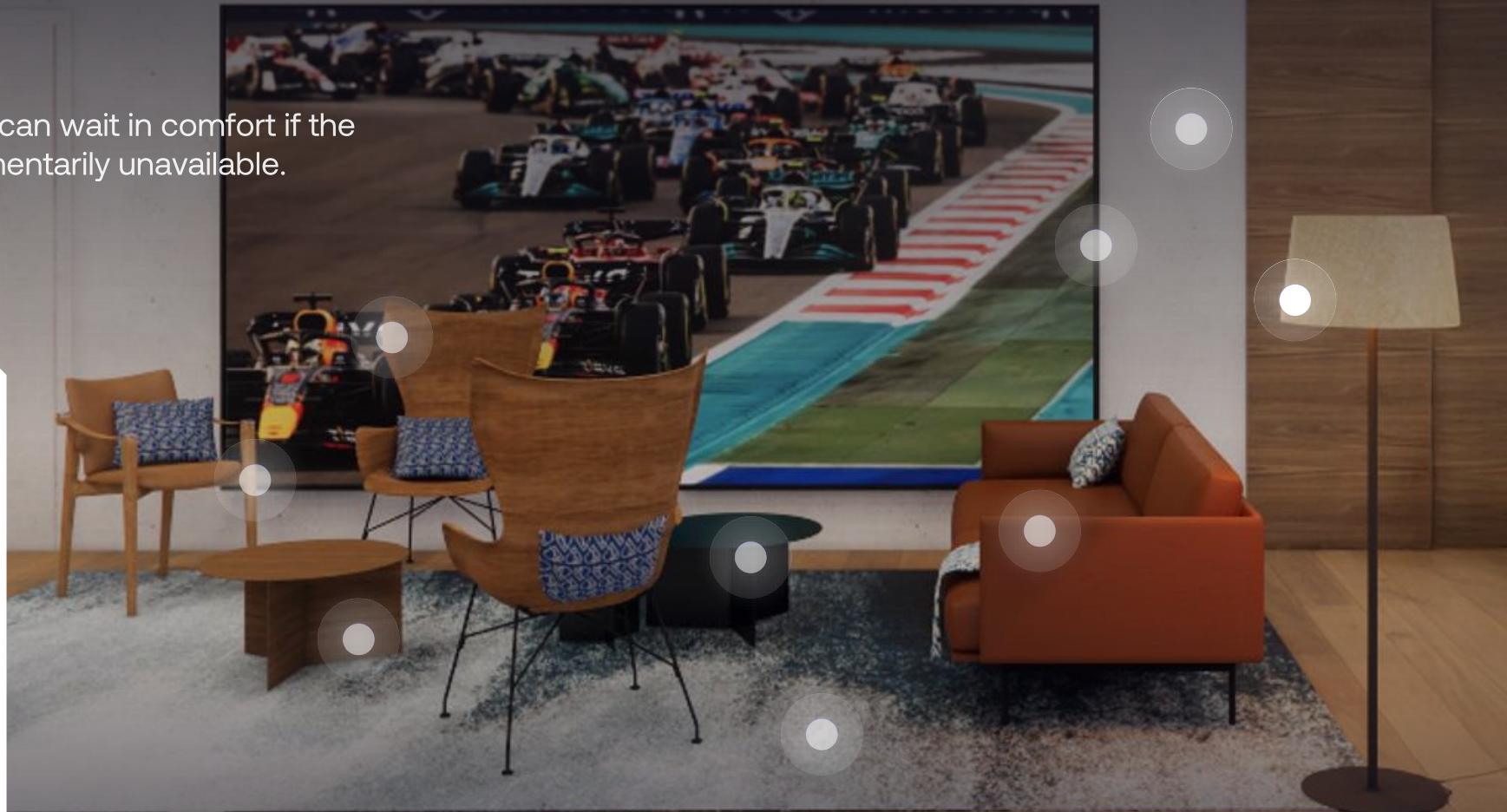
FURNITURE



Vibia

Warm lamp

/// x1



LOUNGE SPACE

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

LOW TABLE

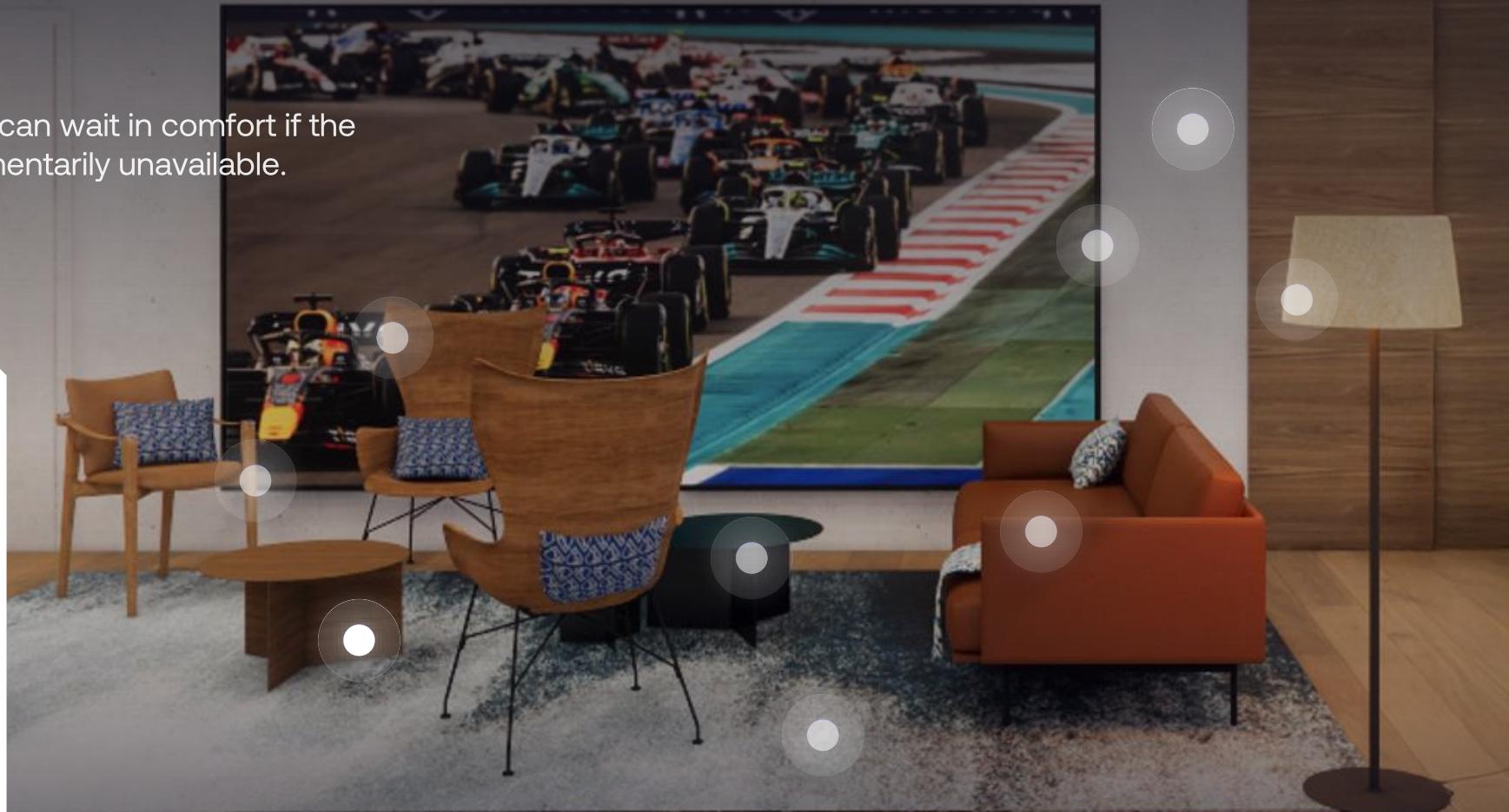
FURNITURE



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

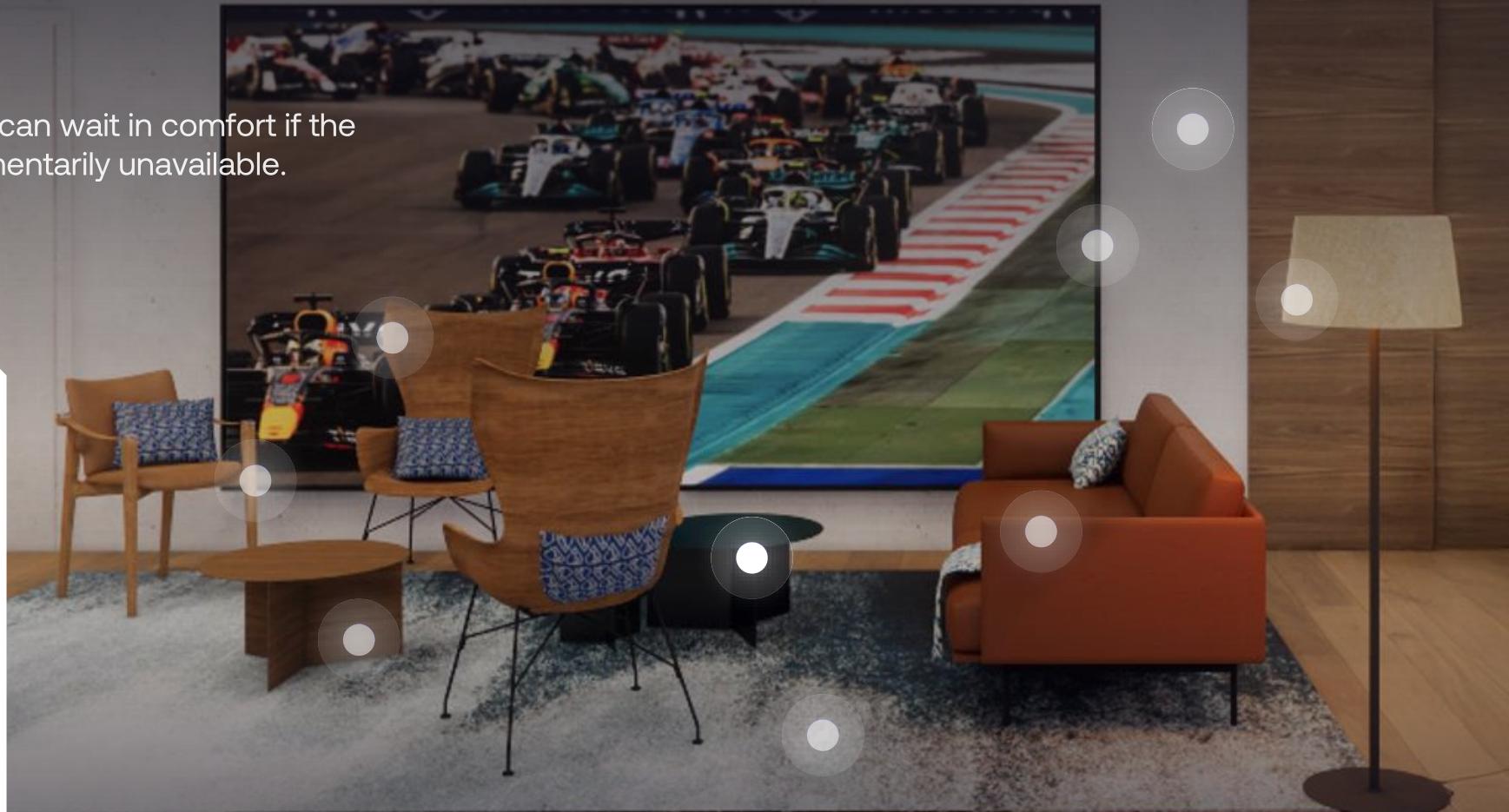
FURNITURE



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

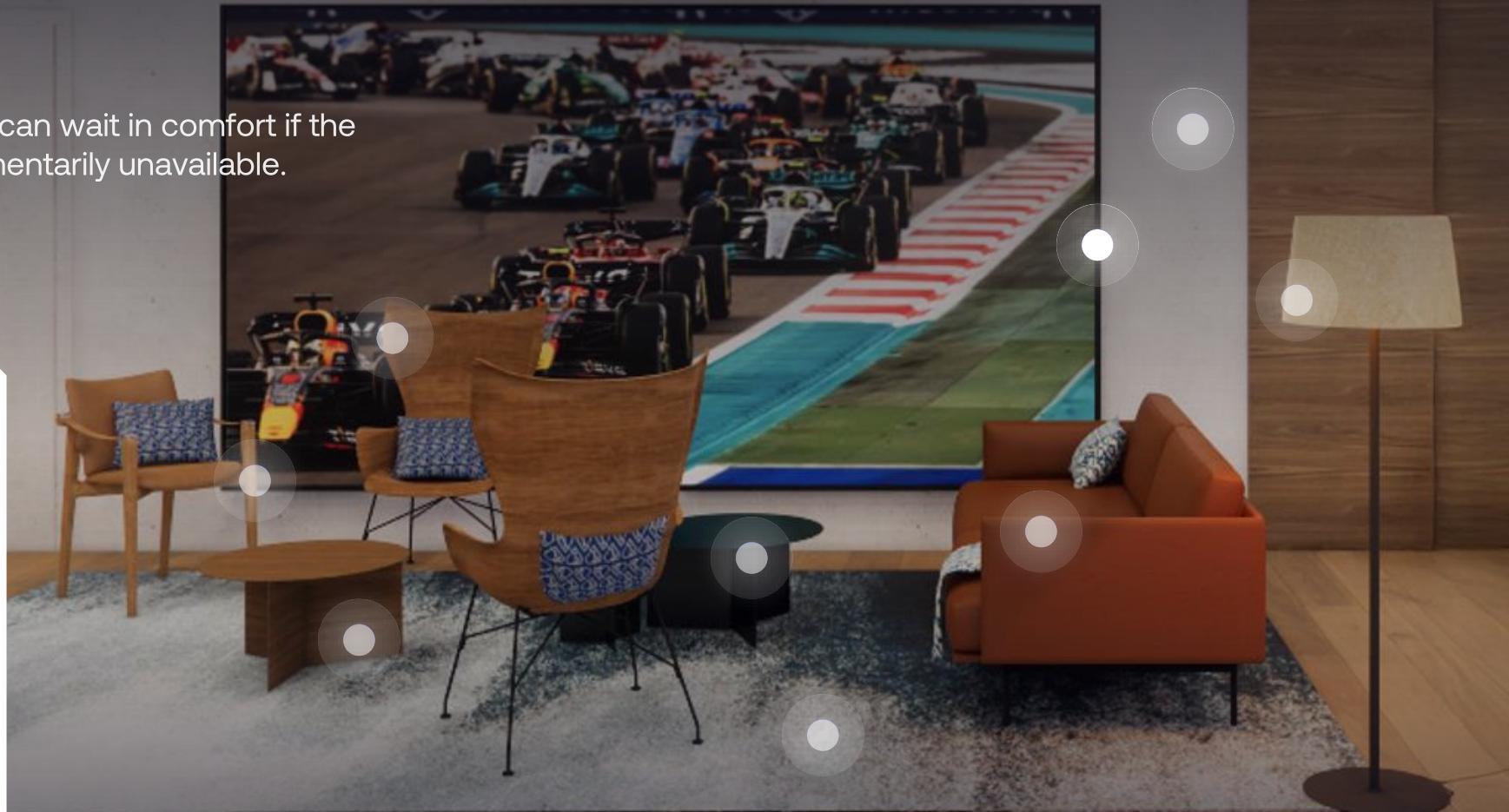
FURNITURE



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



Floor



Wall

FURNITURE



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

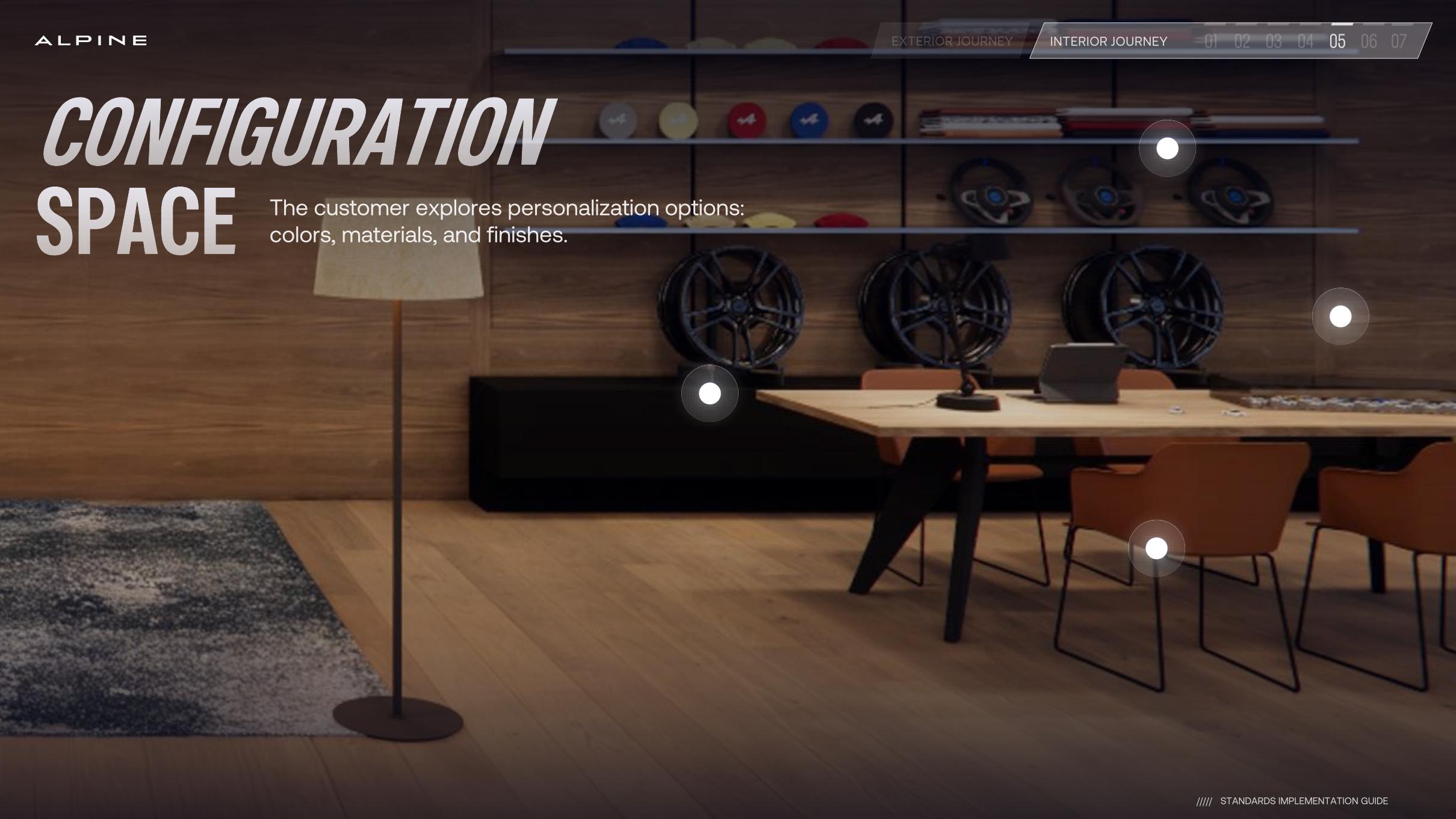


White acrylic paint RAL 9003



CONFIGURATION SPACE

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



CONFIGURATION SPACE

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

FURNITURE



Quinti Sedute

DEEP COVER - Leather

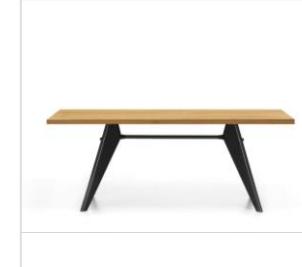
/// x4



Bolt Desk 1

Arm Foot

/// x1

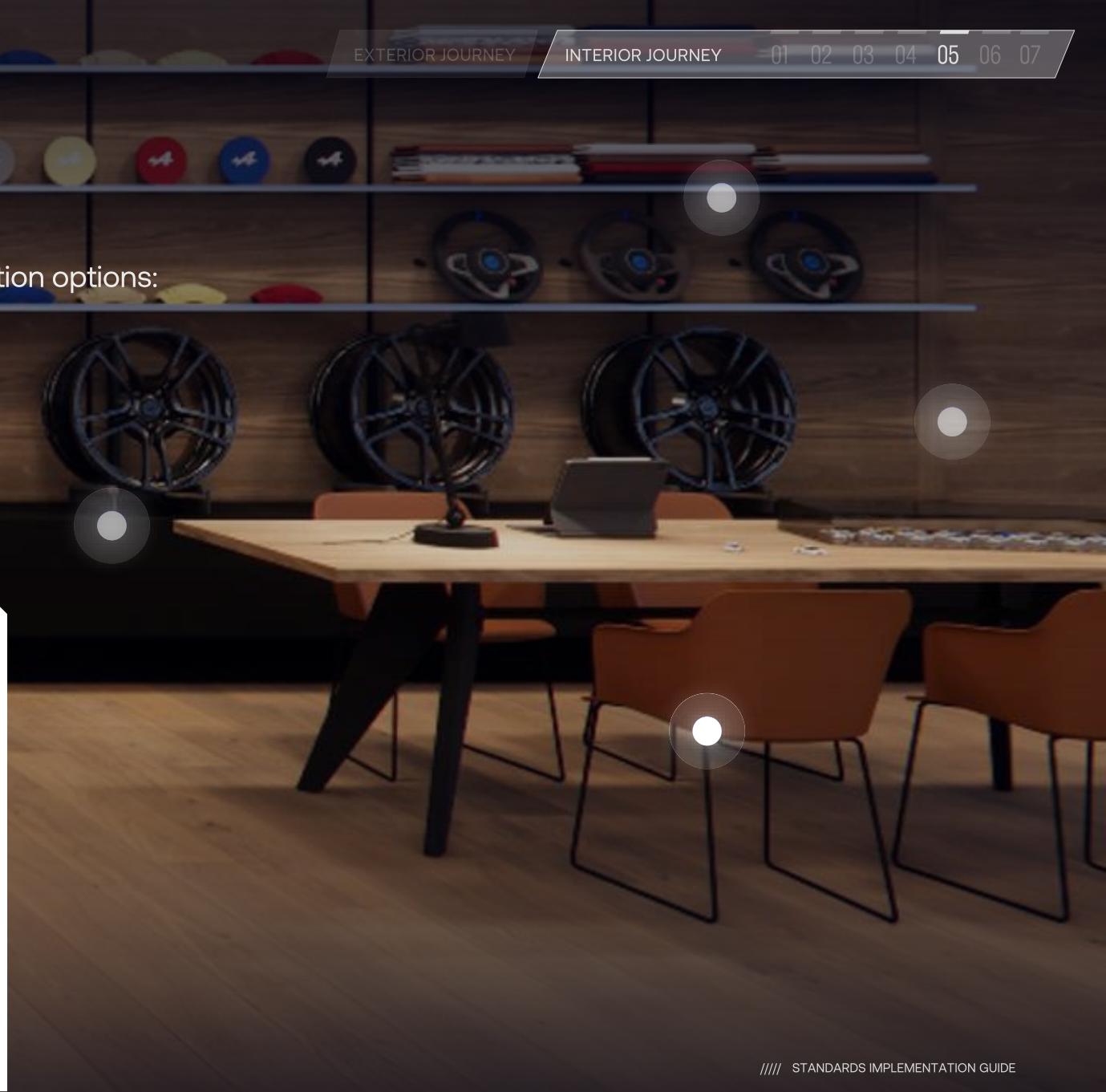


EM Table Jean
Prouvé

Vitra 2200 x 900

/// x1

FIT-OUT



CONFIGURATION SPACE

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

FLOOR AND WALL

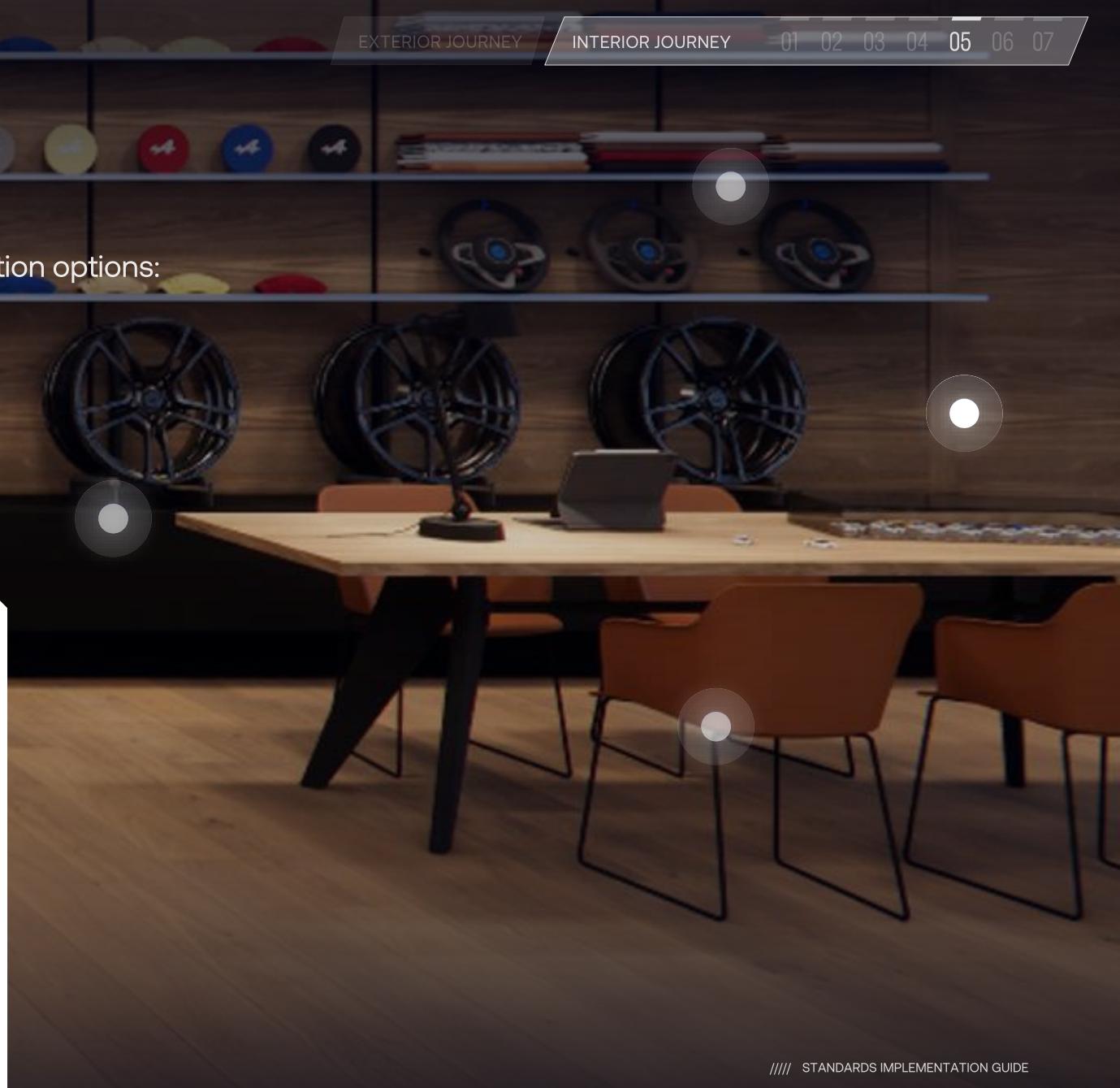


Floor



Wall

FIT-OUT



CONFIGURATION SPACE

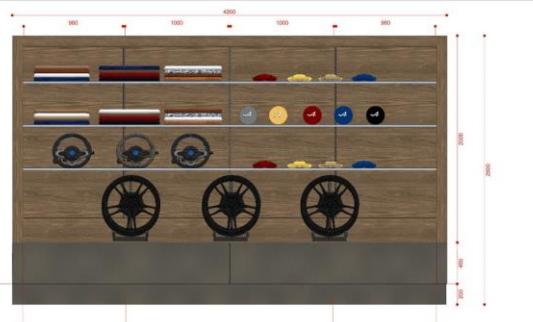
The customer explores personalization options:
colors, materials, and finishes.

CONFIGURATION SHELF

More info

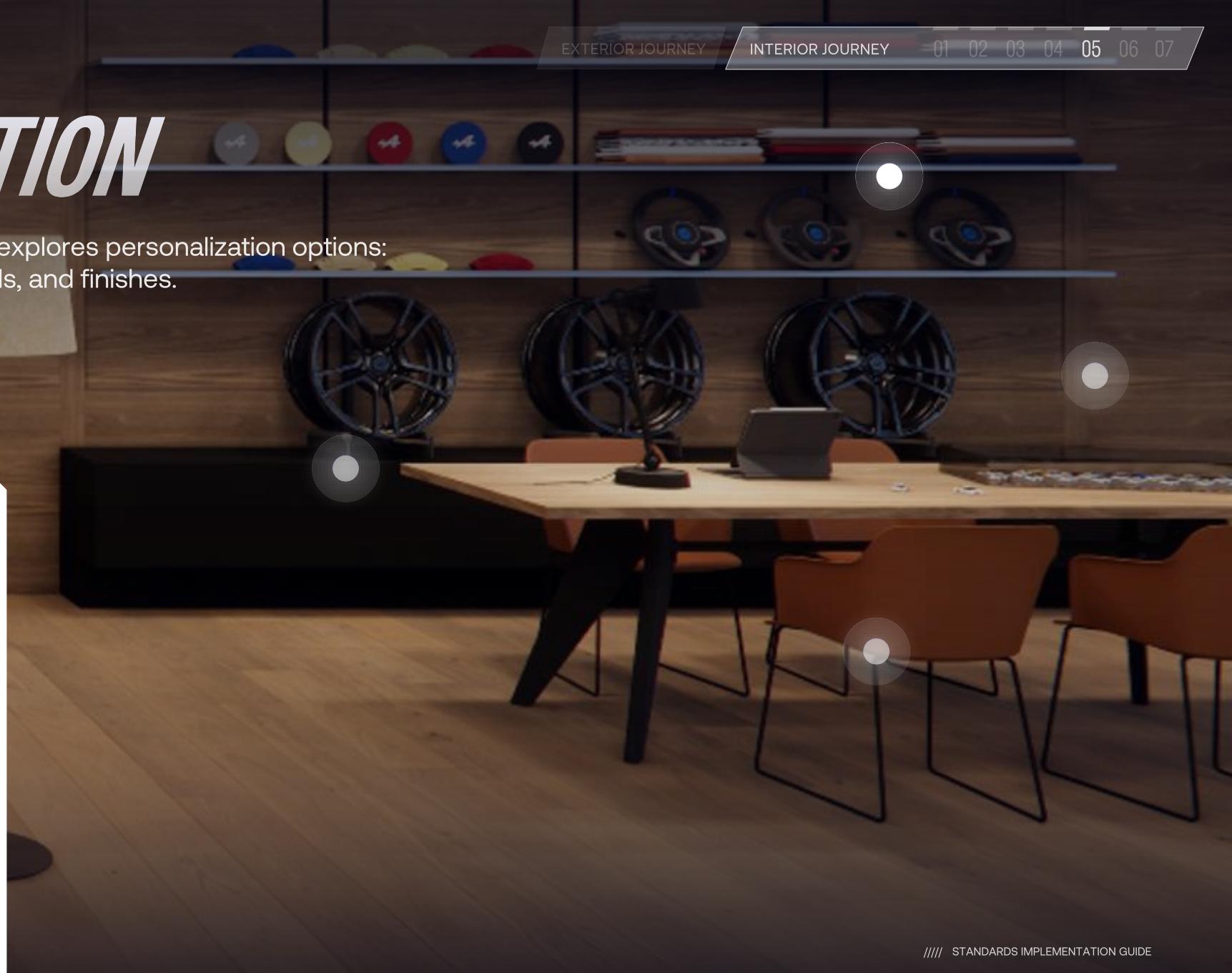


FIT-OUT



Base size: 4200 x 2600 mm

Flexible shelf layout, in line with the Alpine universe
(racing, history, mechanical parts)



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.

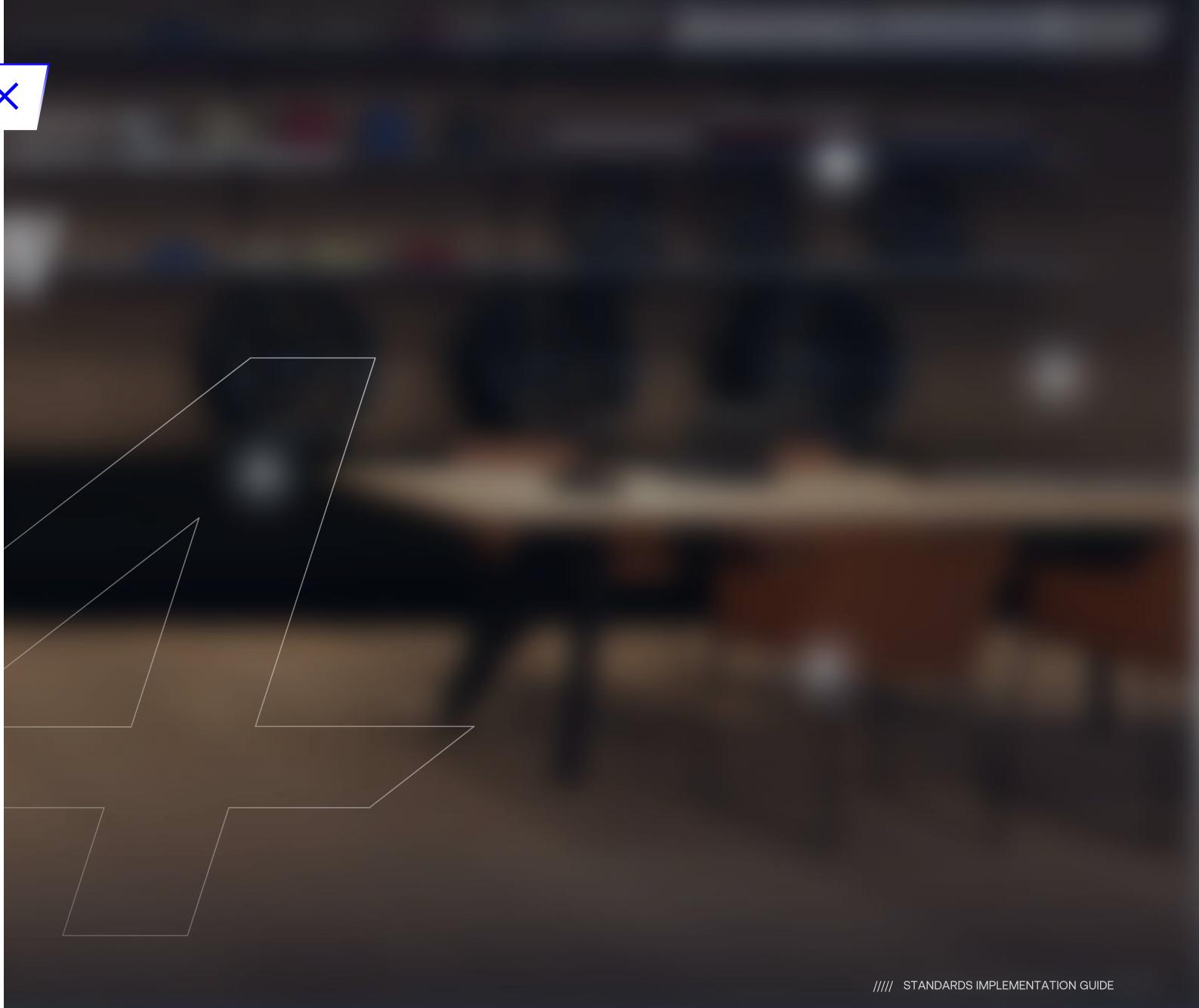


Elements provided by UPM

Wood panels with shelves + cabinet

Black wheel mounts in the shape of the Alpine logo

Alpine Racing/Heritage DIBOND kit



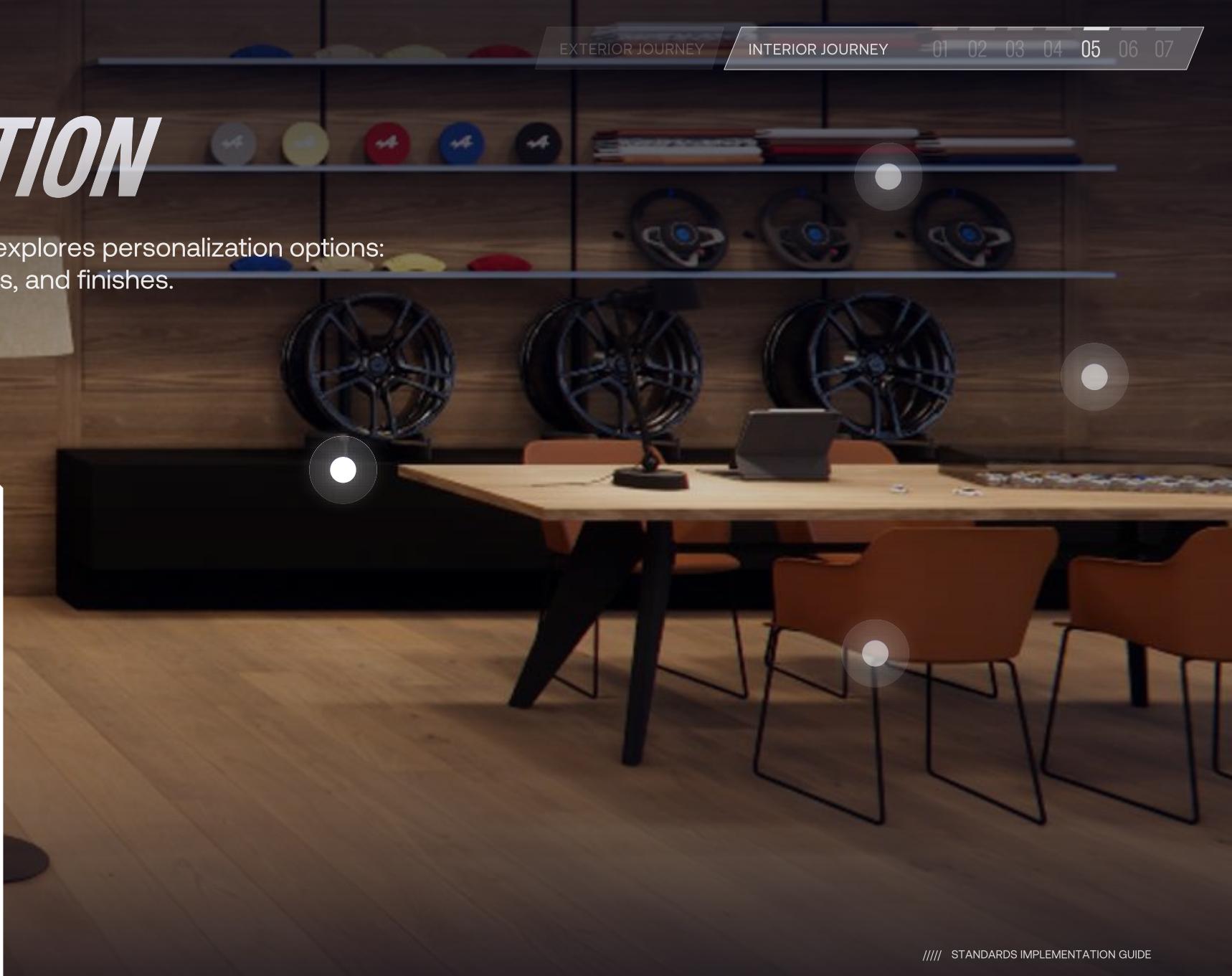
CONFIGURATION SPACE

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

WORKTABLE

FIT-OUT

More info



Worktable

CAROUGE

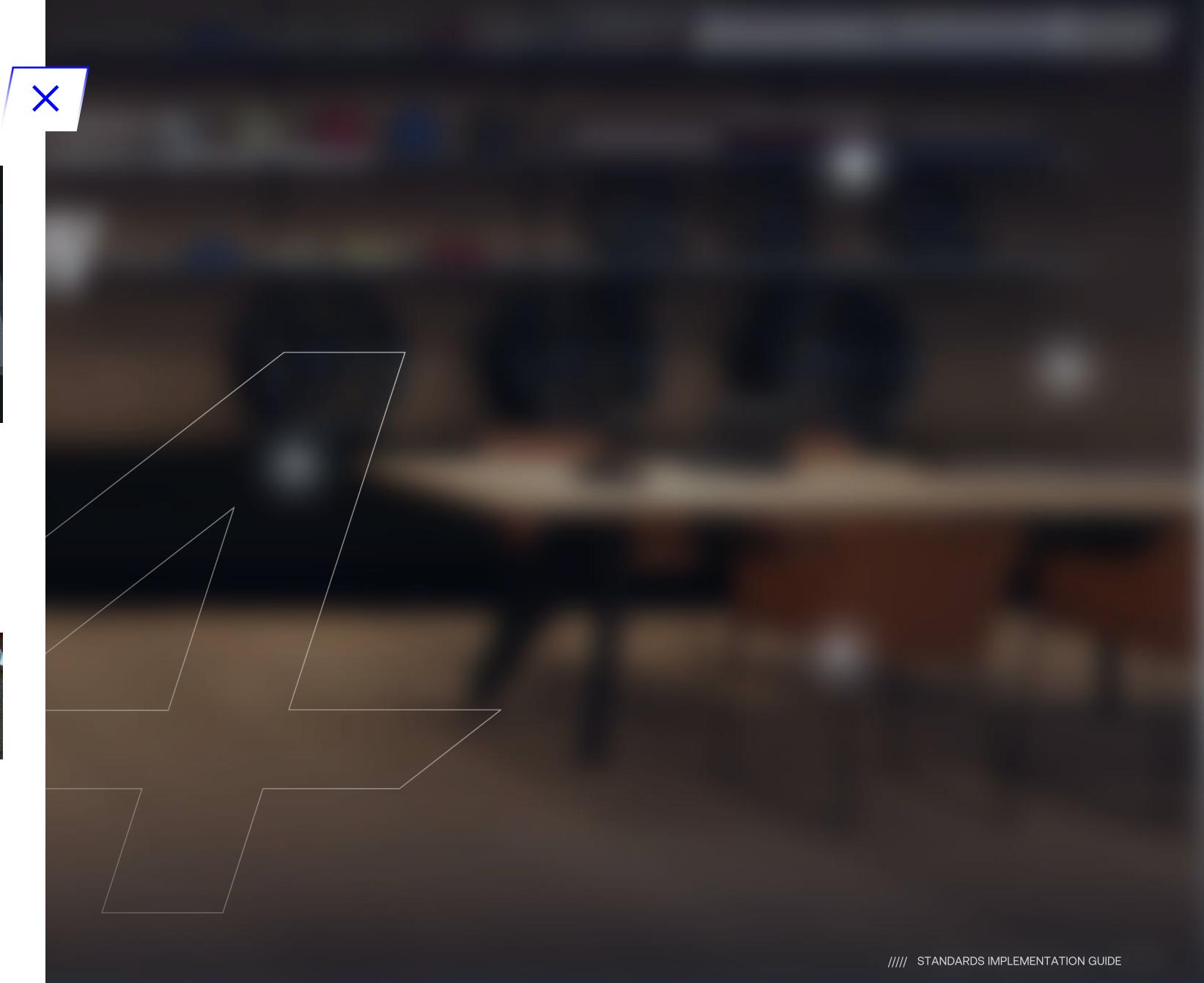


Color draw



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.



Worktable

CAROUGE

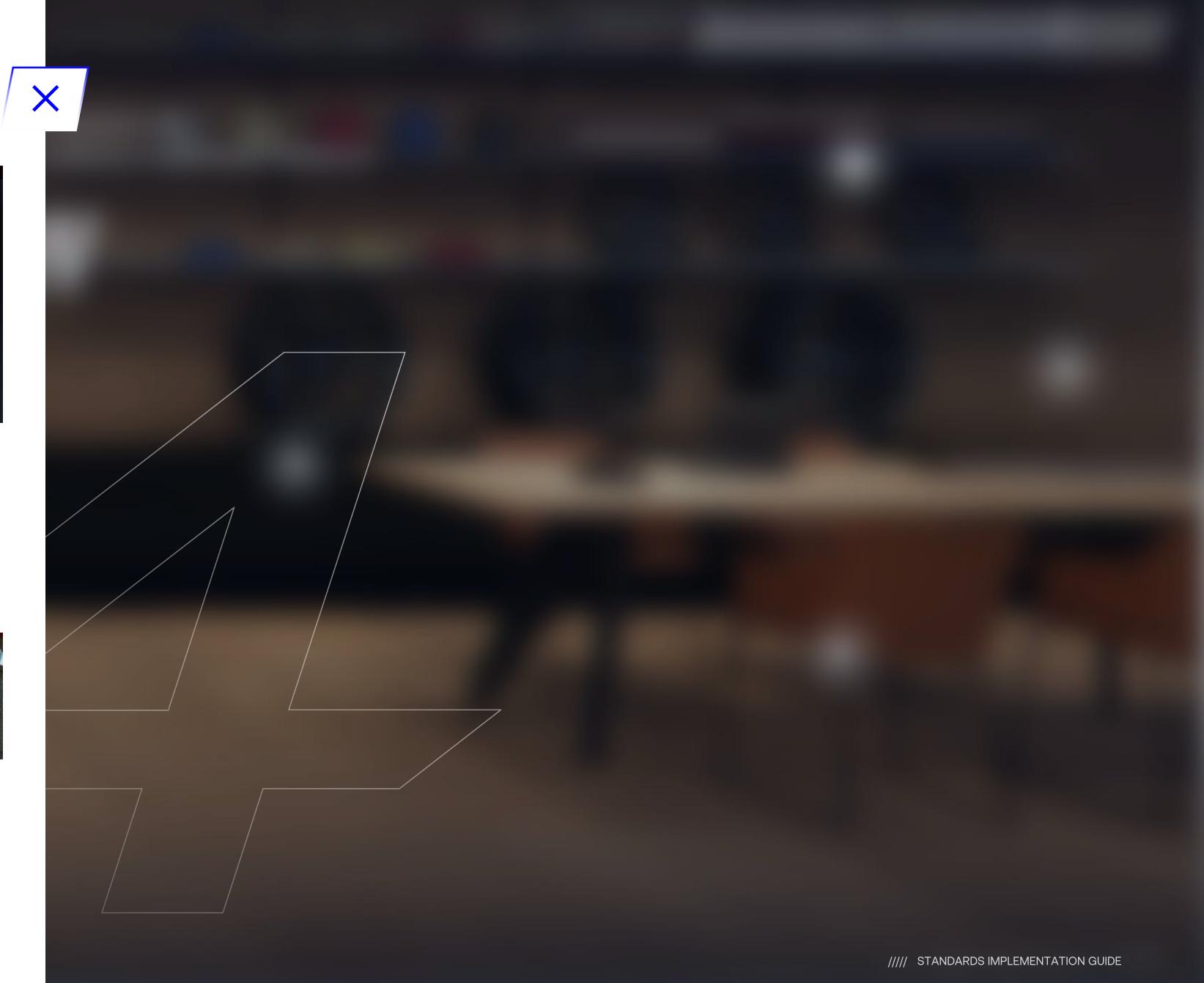


Material drawer



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.



Worktable

CAROUGE

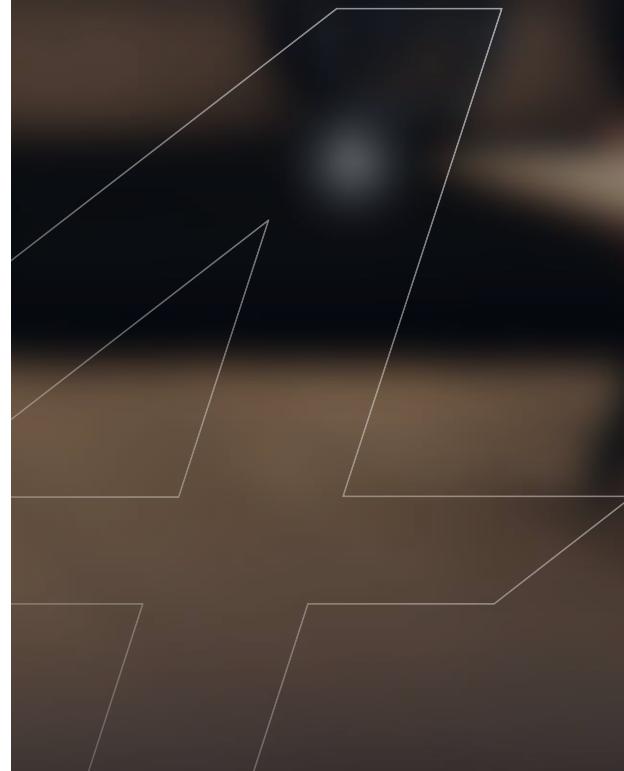


Tray drawer



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

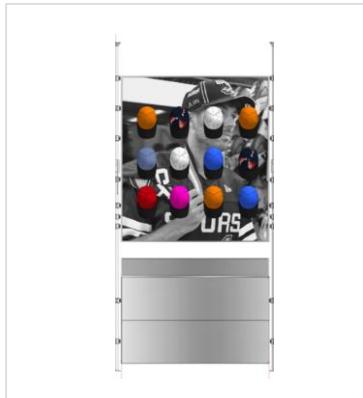
The customer immerses themselves in the Alpine universe through a curated selection of products.

SHELVES

FIT-OUT



Alu standard system



Alu standard system

60 cm ref. AUTOPILOT
60 x 200 cm

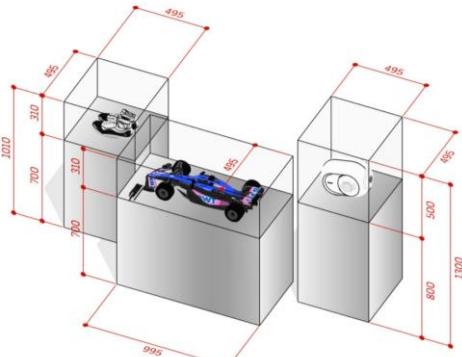


MERCHANDISING SPACE

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

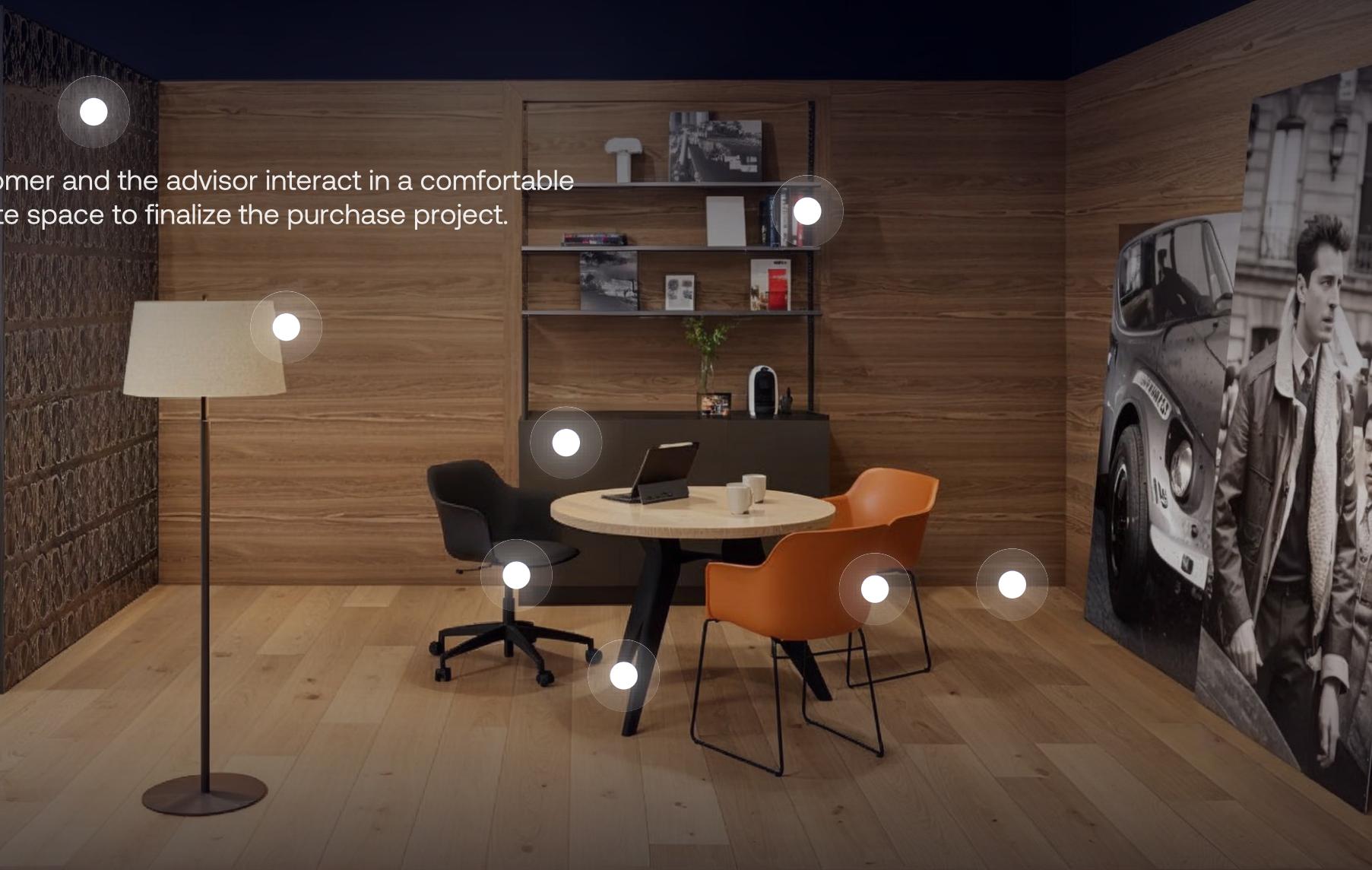


Illuminated Alpine Logo

//// STANDARDS IMPLEMENTATION GUIDE

SALES SPACE

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



SALES SPACE

CLIENT CHAIR

FIT-OUT



Quinti Sedute

DEEP COVER - Leather

/// x2



SALES SPACE

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

TABLE

FIT-OUT



Guéridon Jean Prouvé

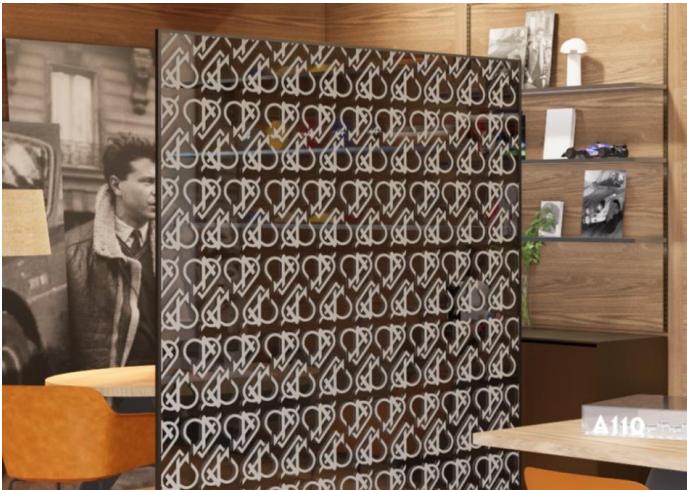
Vitra - Ø 1050

/// x1



SALES SPACE

SEPARATOR A-LOVERS

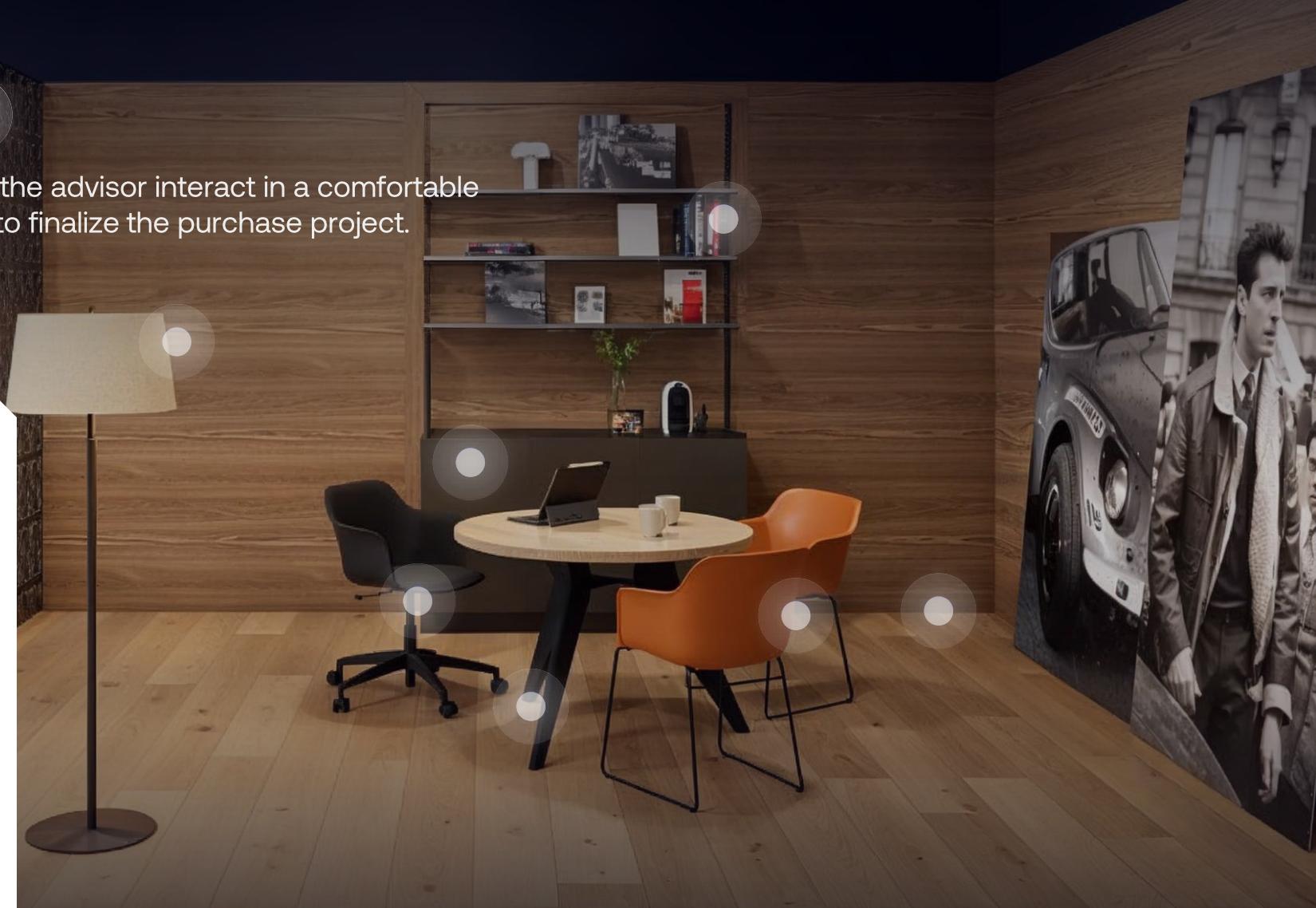


2430 x 1950 x 200 mm

/// x1

FIT-OUT

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.

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

4

APPENDICES

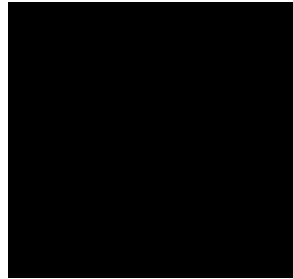
MATERIALS

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

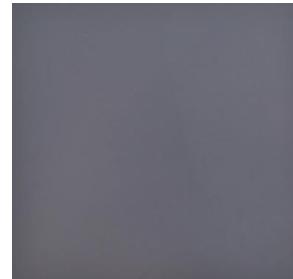


Wood laminate

Egger soft black U999 TM9
Oberflex Prestige laminate – Natural oak, brushed solid wood effect



Brushed aluminum



Sheet metal hood in RAL 7021 gray

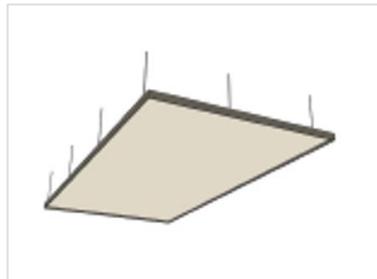
Satin lacquered epoxy

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 x 2200 mm

INTERIOR COMPONENTS



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



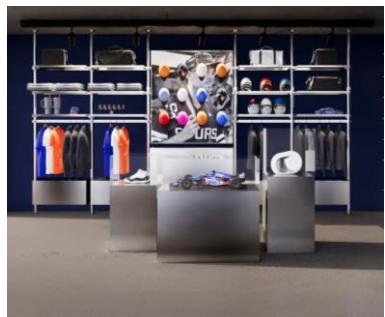
A-Lovers Partition x1

2430x1950x200mm



Floorpan AC5 Plus 5
Ref. 1010

OV without bevel
+/- 51m²



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



Quinti
New York – X0822NEO



x1 K/Wood Basic Veneer
Philippe Starck



x2 Andreu world
Luba Chair S00260



x2 Vibia
Warm Lamp



x1 Quinti Sedute DEEP
Black fabric



x6 Quinti Sedute DEEP Cover
Leather



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



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



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



x1 EM Table Jean Prouvé
Vitra 2200x900



x1 Bolt Desk
1 arm foot



x1 Guéridon Jean Prouvé
Vitra – Ø1050



STANDARDS SUMMARY

THE ESSENTIALS OF THE EXTERIOR JOURNEY



Totem

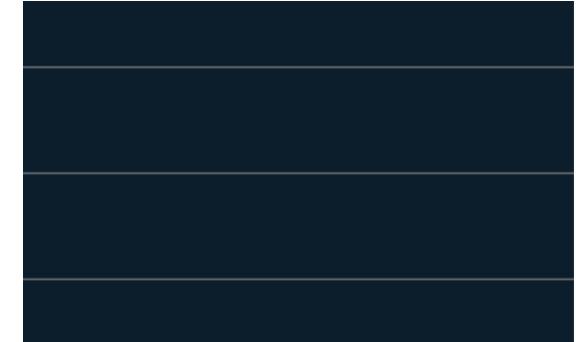
(main totem, test drive totem,
pre-owned vehicle totem)



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*



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

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	REFERENCE	PART NAME	REFERENCE	PART NAME
6020016468	Right disc	6020019869	Grand Prix Diamonded Black front	6020019986	Rear Carbon R
6020016299	Left disc	6020018786	Grand Prix Diamonded Black rear	6020019985	Front Carbon R
410012861R	Right front caliper	6020019903	Legend front	876000633R	Right front seat backrest
410015792R	Right front caliper	6020019904	Legend rear	876506316R	Left front seat backrest
410010372R	Right front caliper	6020019909	Legend Black Gloss front	876007152R	Right front seat backrest
410113887R	Left front caliper	6020019910	Legend Black Gloss rear	876003255R	Right front seat backrest
410114767R	Left front caliper	6020019907	Legend White Gloss front	876509126R	Left front seat backrest
410019877R	Right front caliper	6020019908	Legend White Gloss rear	876007742R	Right front seat backrest
410013401R	Right front caliper	6020019905	Legend Gold/Gilt front	876502829R	Left front seat backrest
410019664R	Right front caliper	6020019906	Legend Gold/Gilt rear	876507616R	Left front seat backrest
410115195R	Left front caliper	6020019885	GT Race Black Diamonded front	6020016869	Shock absorber head
410117434R	Left front caliper	6020019886	GT Race Black Diamonded rear	6020015811	Right exterior mirror shell
41011805R	Left front caliper	6020019887	GT Race Black Matte front	6020017685	Front shock absorber cup
6020019895	Front serac	6020019888	GT Race Black Matte rear	6020015812	Left exterior mirror shell
6020019896	Rear serac	6020019891	GT Race White Gloss front	6020017962	Exhaust line
6020019901	Glossy black front serac	6020019892	GT Race White Gloss rear	6020019549	Rear spoiler
6020019902	Glossy black rear serac	6020019889	GT Race Gold/Gilt front	6020019750	Rear spoiler
6020019899	Glossy white front serac	6020019890	GT Race Gold/Gilt rear		
6020019900	Glossy white rear serac	6020019893	GT Race Black Gloss front		
6020018735	Pale gold diamond-shaped front serac	6020019894	GT Race Black Gloss rear		
6020018735	Pale gold diamond-shaped rear serac	6020017710	Forged Fuchs front		
6020019897	Bright gold front serac	6020017771	Forged Fuchs rear		
6020019898	Bright gold rear serac	6020017996	Fuchs Grey Satin Titanium front		
		6020017997	Fuchs Grey Satin Titanium rear		



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.