



DIGITAL STANDARDS LIGHT VERSION

— 11.2024

AGENDA

GENERAL PRINCIPLES

GENERAL OVERVIEW RULES ON HOW THE MOBILIZE PRODUCTS ARE INTEGRATED IN THE RENAULT ENVIRONMENT OF A DEALER'S WEBSITE

NEW VEHICLES RANGE

HOW TO SET UP A NEW VEHICLE RANGE INTEGRATING DUO & BENTO

GOOGLE BUSINESS PROFILE

HOW TO INTEGRATE MOBILIZE DUO & BENTO



GENERAL PRINCIPLES

— INTEGRATION OF DUO & BENTO INTO A RENAULT ENVIRONMENT

- Respect the **Renault identity** as long as you are **on a Renault page**. Please refer to Renault Digital Standards Guide for more details on Renault identity.
- Duo & Bento are the **only vehicles outside Renault brand, that can be integrated in the Renault New Vehicle range**.



NEW VEHICLE RANGE

— RULES OF INTEGRATION OF DUO & BENTO IN THE NV RANGE

Mobilize Duo & Bento can be integrated **into the global range**:

- ✓ Mobilize Duo at the end of the passenger car range
- ✓ Mobilize Bento at the end of the LCV car range

and into **specific categories of a dealer** car picker:

- ✓ Electric cars, without licence (Duo only), etc.

The Mobilize Duo & Bento cars must be **placed in last position of the range**.

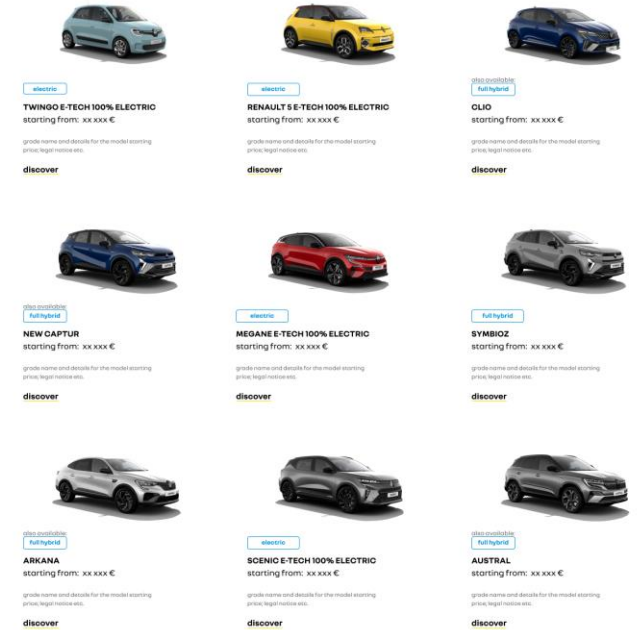
The cars should always be presented with the mention of the brand Mobilize before the name of the model :

- Mobilize Duo
- Mobilize Bento

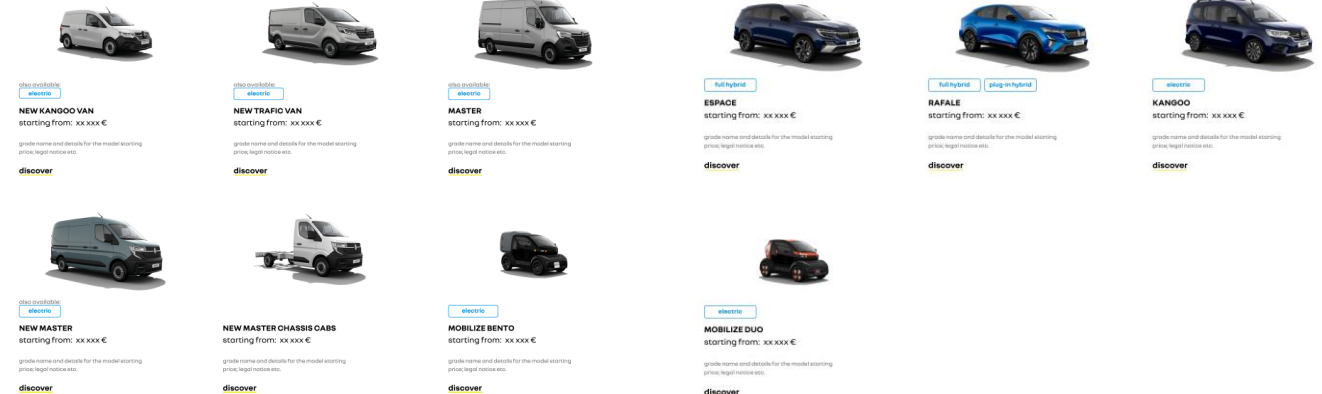
THIS IS THE RENAULT RANGE

which Renault model do you like?

PASSENGER CARS VANS



LIGHT COMMERCIAL VEHICLES PASSENGER CARS



GOOGLE BUSINESS PROFILE

— INTEGRATION OF DUO & BENTO

For Renault dealers, who commercialize Duo & Bento, it is recommended to add Duo & Bento in the following areas:

Photos: you can add photos of your showroom where Duo & Bento are selling.

Products section: display of the Mobilize vehicles in addition to the Renault New Vehicle range.



Renault City Name



49 ★★★★★ (12K)

Service options: In-store shopping · In-store pick-up · Delivery

Address: n° + street + City name

Hours: **Closed** · Opens 8:30 AM

Phone: +XX XX XX XX XX

Appointments: [xxxxxxxxxx.fr](#)

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Contact

Appointments: [lead form renault.dealername.com/xxx](#)

Products

