



interior guidelines – new'R store

Renault retail architecture guidelines

december 2024 – v1a

new'R Store interior guidelines

introduction

Our new automotive showroom concept reimagines the customer experience by placing vehicles at the heart of the space. We've redesigned the layout to give more room to the cars on display, allowing visitors to move freely and explore each model from different angles. This immersive approach highlights our vehicles in a spacious, streamlined environment.

Service areas, such as the aftersales reception, lounge, sales advisor offices, have been moved to the perimeter of the showroom. This arrangement ensures that essential customer services remain easily accessible while keeping the central space dedicated to vehicle display. It creates a visually cohesive and comfortable environment for our customers.

New'R Store concept, is in accordance with:

- upgrading of the Renault brand
- evolution of the Renault range
- implementation of the network strategy



new

- lounge
- floor
- semi-open offices
- discussion table
- color pallet and upholstery roller cabinet
- event area

removed

- renaud road (brand bar, lounge, brand wall)
- e-tech area
- open offices

new'R Store interior guidelines

1. exhibition space

- global description
- infrastructure
- elements

2. the offices

- global description
- infrastructure
- elements

3. the delivery area

- global description
- infrastructure
- elements

4. the aftersales

- global description
- infrastructure
- elements

5. the lounge

- global description
- infrastructure
- elements



1- the exhibition space



global description

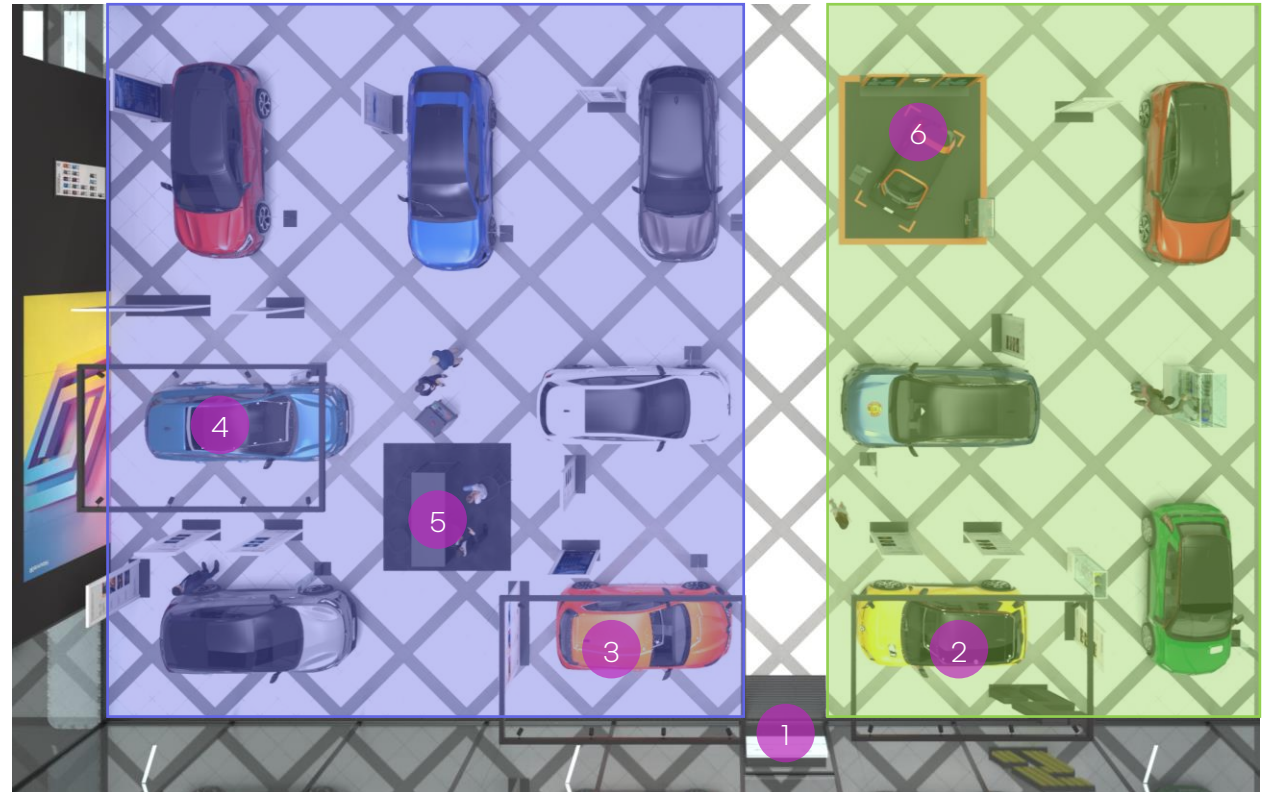
the exhibition space is now simplified to highlight vehicles

the exhibition should be organized to group:

- e-tech electric vehicles zone on one side
- e-tech hybrid vehicles zone on the other side

the space is composed by:

- 1 entrance
- 8 vehicles minimum accessible to the customer/
whole range display ideally
- 30 m² by vehicles*
- vehicles displayed orthogonally
- e-tech electric launch area
- e-tech hybrid launch area
- 1 new'R area (for last launch vehicle)
- 1 discussion desk
- Duo/Bento "shop in shop" on electric zone (for concerned countries)



1. entrance
2. electric launch area
3. hybrid launch area

4. new'R area
5. discussion desk
6. Duo/Bento "shop in shop"

*specific areas request more space



infrastructure

the infrastructure has now new design codes: light colored tiling, black wall and black ceiling for the upgrade of the Renault Brand

the floor

- is a composition of 2 colors of tiles: white (60 x 60 cm) and grey (30 x 60 cm)
- it composes a diamond. (the angle is a grey tile 30 x 30 cm)

the walls

- 1 black wall at least is mandatory
- other walls are white

the ceiling

- is black, may be made of either exposed framework or suspended false ceiling

the light

- lights for specifics area
- lights for exhibition vehicle
- lights for other area



1. black wall: black paint, NCS S 8505-R80B with velvet finish
white wall paint, NCS S 8505-R80B, velvet finish
2. floor: white and grey tiles
3. ceiling: black paint or black false ceiling

infrastructure – the floor

the graphic diamond pattern for the floor is using two shades of tiles:

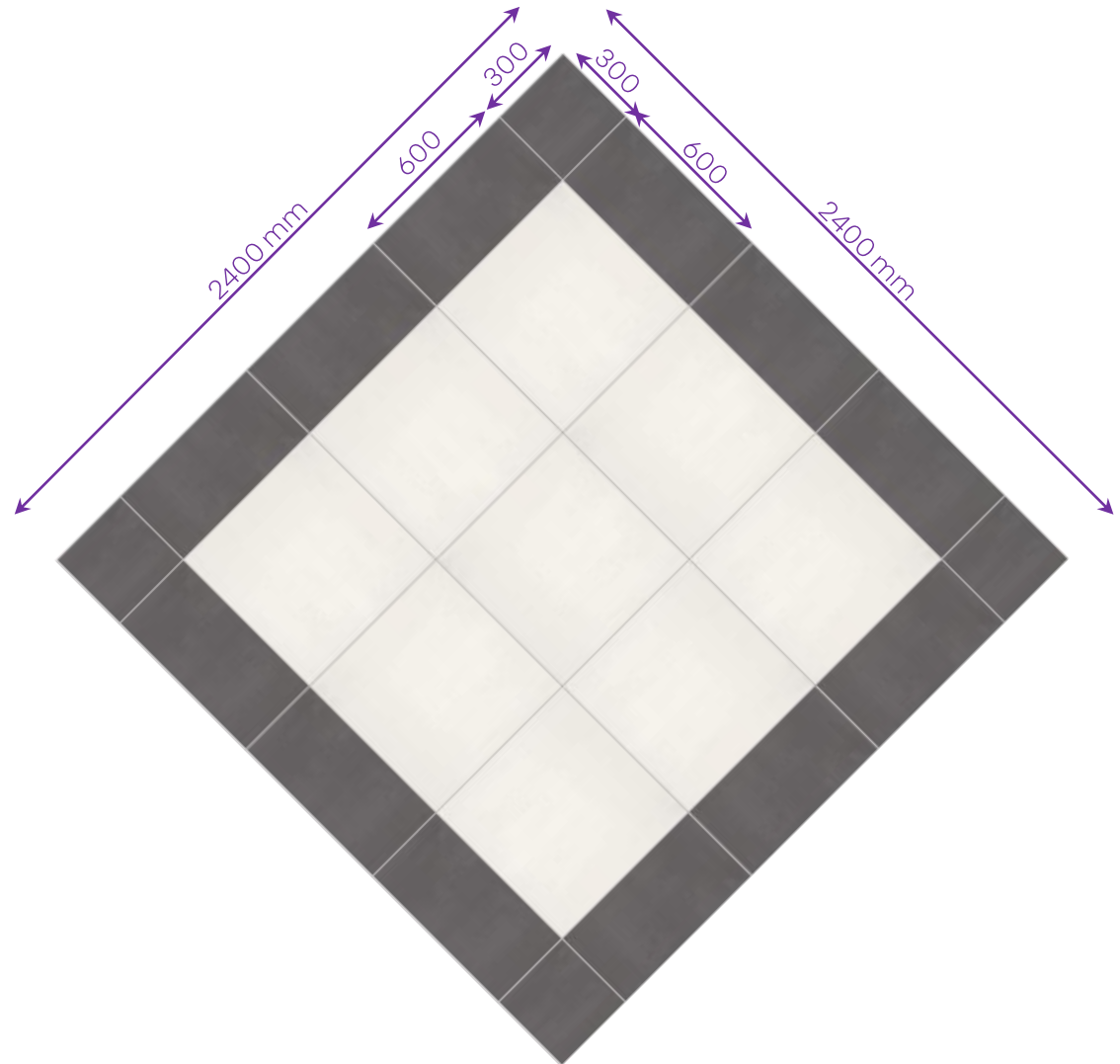
- the white tiles in the format of 600 x 600 mm form diamonds of 1800 x 1800 mm
- these white tiles are framed by 300mm grey tiles (300 x 600 mm and 300 x 300 mm)

tiles specifications

- rectified ceramic/porcelain tiles
- U4P4 to support the weight of the vehicles
- R9 or more anti-slip standard
- joints are 2 mm thick (WEBER thin joint E07 pearl grey)

suppliers' references

	white 60 x 60	grey 60 x 30 / 30 x 30
Novoceram	RStore25 Creme blanc L769	RStore25 Mi-gris froid L772 / L786
Casalgrande	Architecture white	Timeless seal



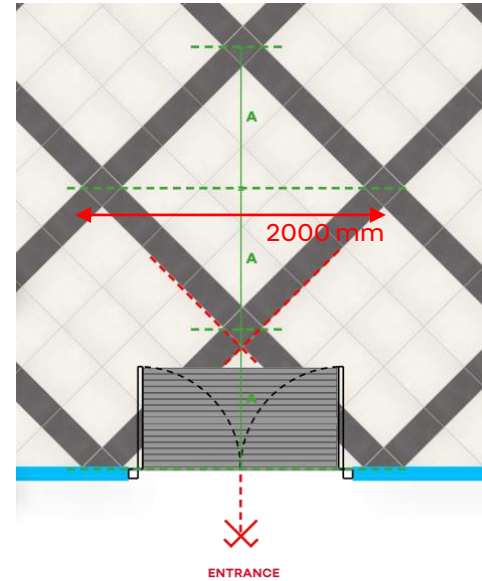
if references not available in country, local supplier could be accepted only after validation of samples sent to the Brand Store.

infrastructure – the floor

the tiles are laid out in a particular way

- arranged at 45° from the main façade/ length punctuating the exhibition area
- junction with other tiles needs to be simple
- less cutting possible

main rule



ideal junction

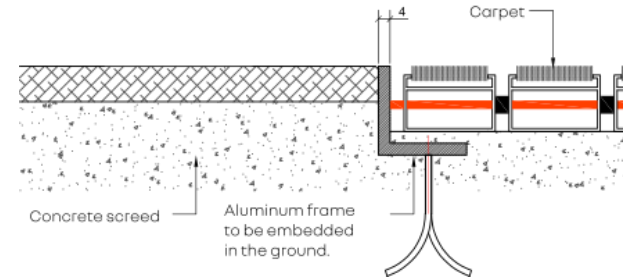


a flush entrance carpet

the carpet is integrated in the entrance in order to have no gap between the tiles and the carpet

- color: black
- materials:
 - aluminum profile
 - insert in felt/textile (polypropylene)
 - 3 mm diameter steel cables
 - rubber strips

flush entrance carpet



infrastructure – the floor

the electrification must be organized as network to supply energy to vehicles and elements.

in anticipation the electrification should be sufficiently sized to allow more modularity.

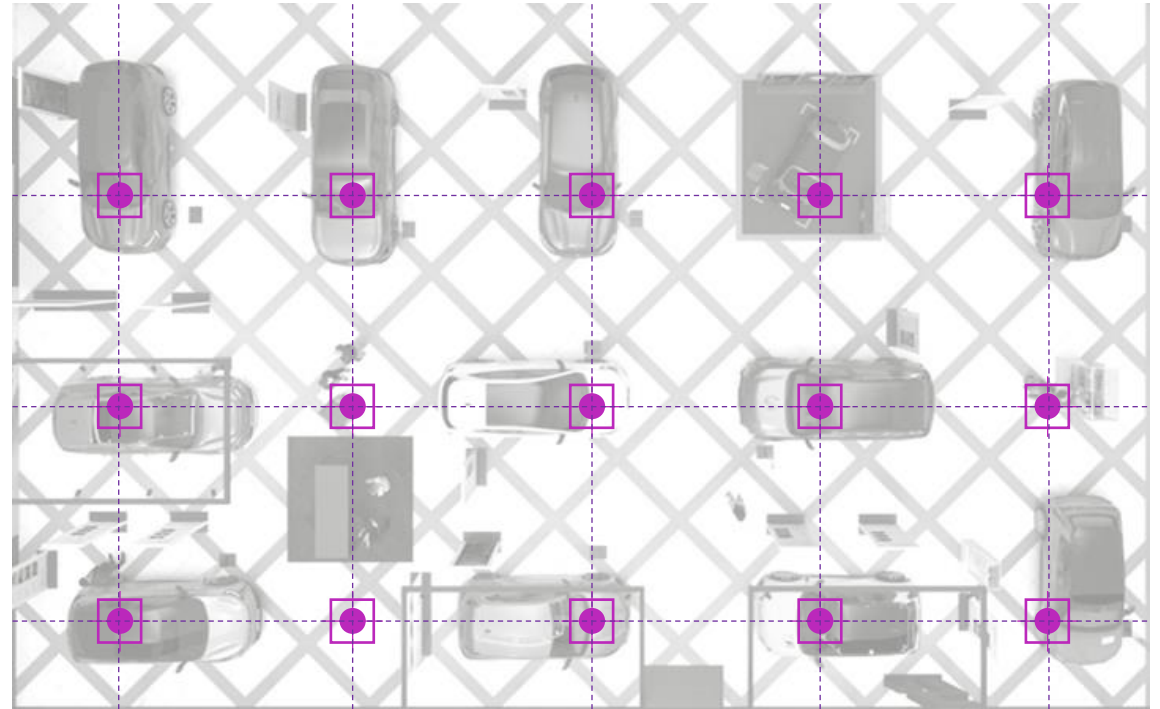
- 1 plug socket per vehicle
- 1 additional socket for the event area
- RJ45 socket to be considered if needed

floor socket must be:

- flush on the floor
- water resistant
- vehicle load resistant
- metal finished

suppliers' references

no socket reference mandatory, to be provided by local supplier



floor socket
metal finished

infrastructure – the walls

at least one black wall is mandatory

- black paint (RAL 9005) // NCS S 8505-R80B
- velvet finish

at least one white wall is mandatory

- white paint (RAL 9010)
- velvet or satin finish

other elements are in the color of the walls

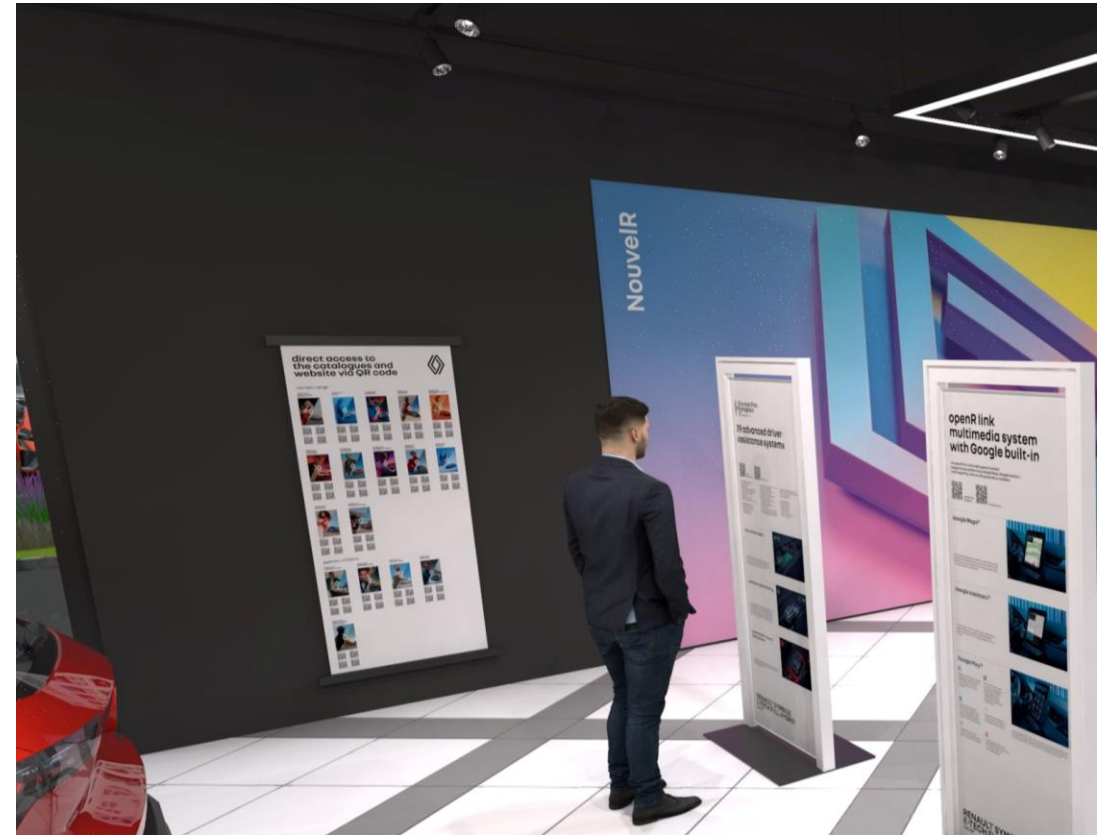
- plinths
- doors and frames
- switches
- sockets
- electrical conduit
- sound system

visible structural elements like pillars and beams should be in black

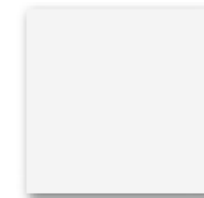
- pillars and beams in the showroom should be black
- if elements are close to a white wall, they can be white

warning

full black is not recommended



black paint (RAL 9005)
NCS S 8505-R80B
velvet finish



white paint (RAL 9010)
velvet or satin finish

infrastructure – the window frame

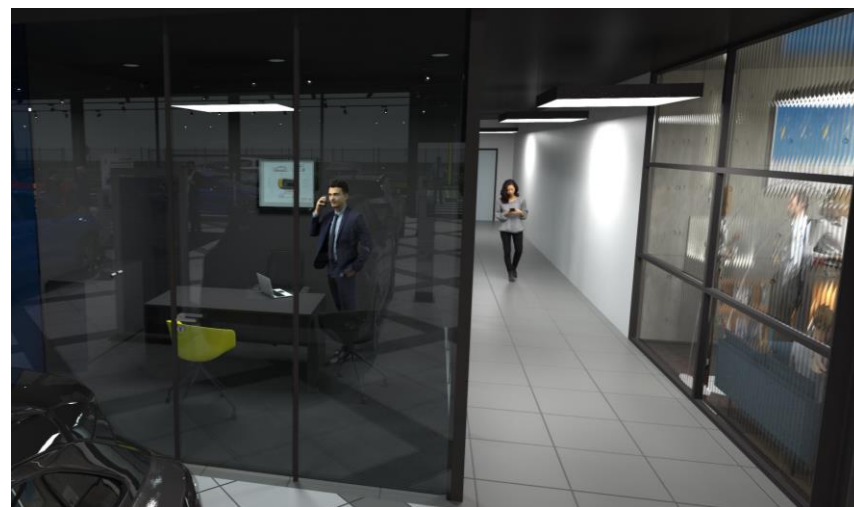
external window frames must be black

to keep the industrial design, all windows frames must be black



internal window frames must be black

for back office visible from the customer or lounge offices in mezzanine



lacquered metal
NCS S 9000-N / RAL 9005
matte finished



infrastructure – the ceiling

the ceilings

- black RAL 9005 matte color.

the recommended standard ceiling must be architectural and industrial

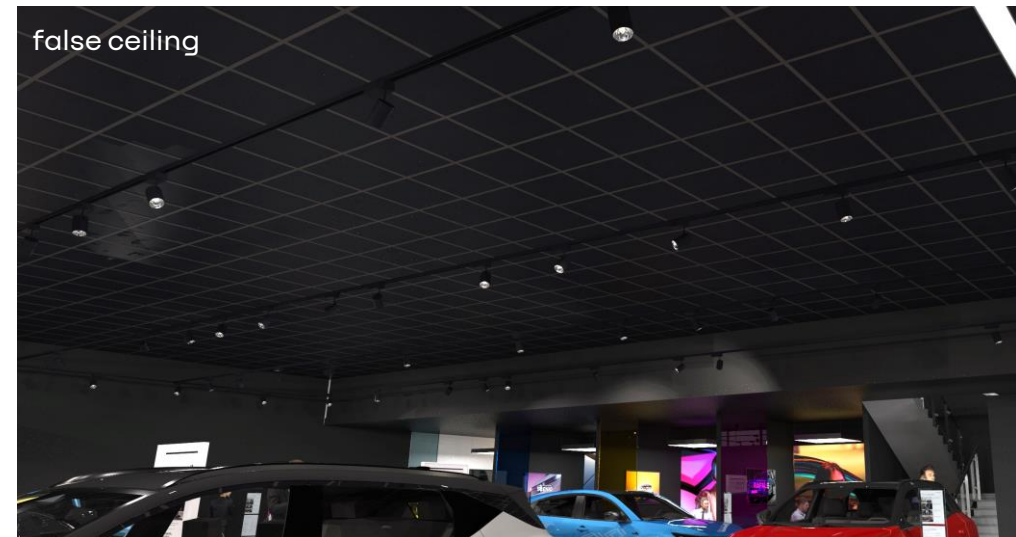
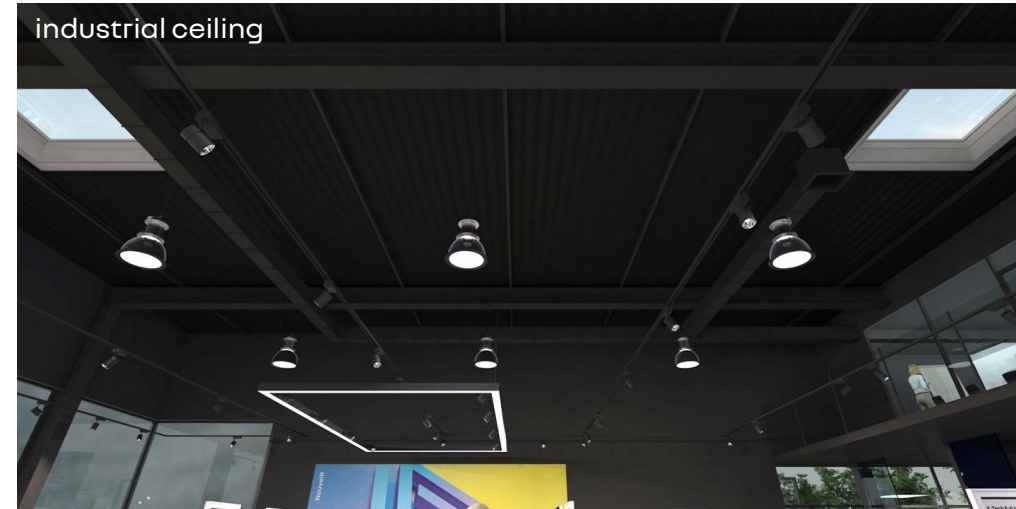
- exposed framework when it is in perfect condition and when it provides an architectural modern look

the suspended false ceilings is derogatory

- in black fiber or in plaster with a smooth and homogeneous surface without visible joints
- regular size: 60 x 60 cm



black paint (RAL 9005)
NCS S 8505-R80B
matte finish



infrastructure – the lights

in order to highlight specific areas, the store lighting concept is based on 3 main ideas:

vehicle staging:

specific areas with powerful directional lighting highlight the vehicles. Backlit display walls enhance the staging.

play of contrasts:

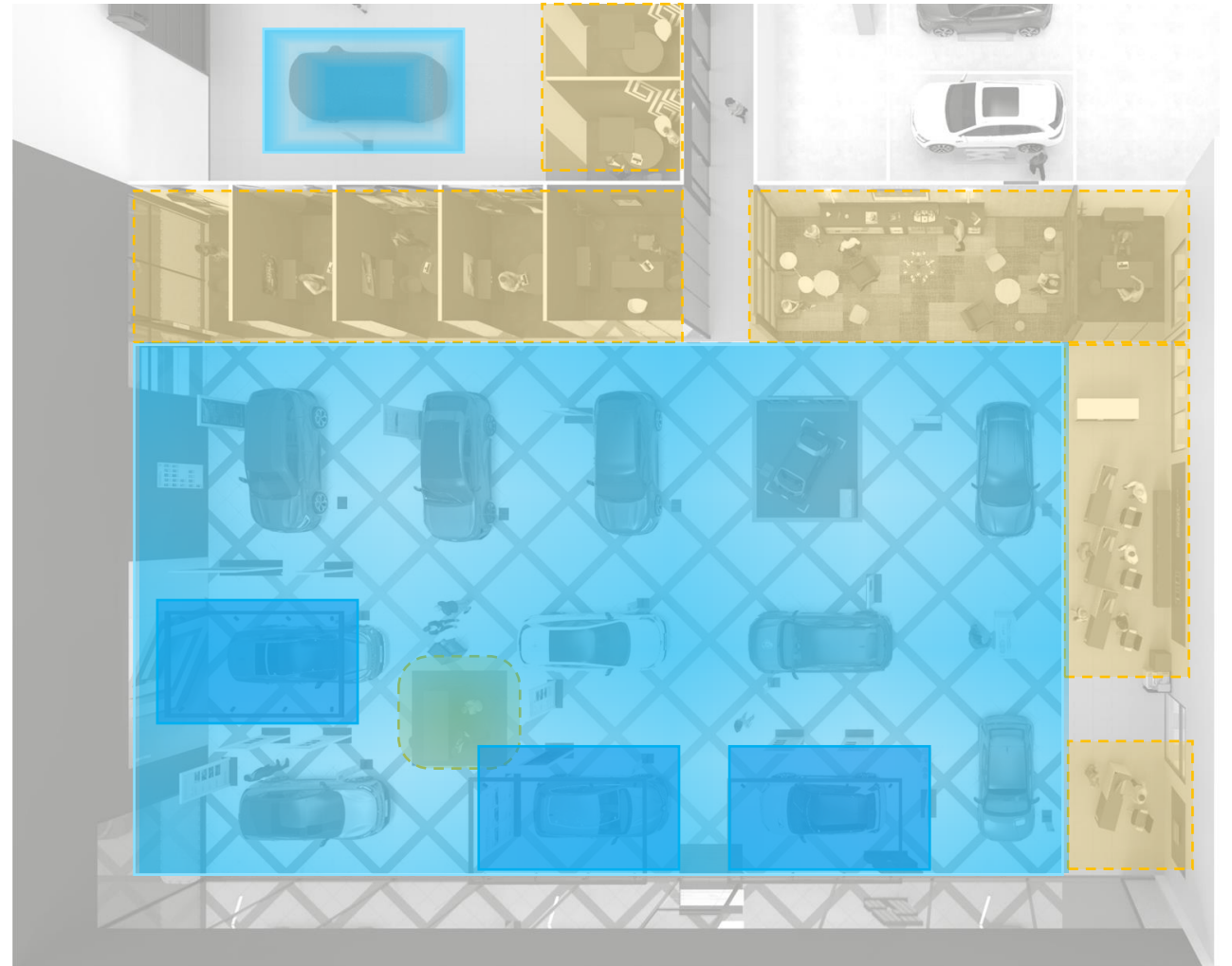
lower-intensity lighting in other display areas creates contrasts with highlighted vehicles/area.

soft lighting for reception areas:

warmer lighting in customer reception areas promotes customer well-being and supports commercial interactions.

lights specifications

- | | | |
|---------------------------|---------------|---------|
| • specific expositions | 1000-1500 lux | 4000 K° |
| • vehicles exposition | 700-800 lux | 4000 K° |
| • offices and circulation | 500 lux | 3000 K° |
| • general lighting | 300 lux | 3000 K° |



infrastructure – the lights

the lights structure and spot for exhibition should be black.

located above the display areas at a height adapted to each showroom, creating a superimposed grid pattern except for the thematic zones and access aisles.

The effect is to create a contrast which enhances the attractiveness of thematic zones.

suppliers' references

Philips Greenspace on rail

Philips Luxspace for spot

Wesel 85-C on rail



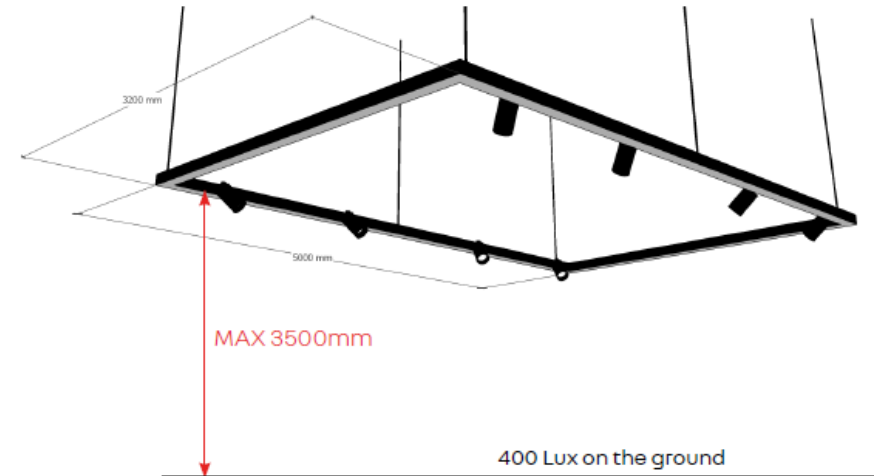
infrastructure – the lights for specific area

specific area needs to be highlighted by specific lights

- T° = 4000 K
- 1000 lux on the ground – 1500 lux on the top of the vehicle
- U-shaped profile
- black profile 9005 satin finish

suppliers' references

Philips Keyline



elements – the areas

1 the electric launch area highlights one electric product

- 1 100% electric vehicle
- 35 m² by vehicle
- 1 POSM 2x2 or specific element (showcase)
- 1 to 3 kakemono
- 1 specific element (5 emblem, 4 emblem, other)

2 the hybrid launch area highlights one hybrid product

- 1 100% electric vehicle
- 35 m² by vehicle
- 1 POSM 2x2 or specific element (showcase)
- 1 kakemono

3 the new 'R area displays the last model

- 1 vehicle
- 42 m² by vehicle
- 1 fresco
- 1 POSM 2x2
- 1 to 3 kakemono

4 the vehicles exposition for other vehicles

- 30 m² by vehicle
- 1 kakemono by model

all vehicles must have price product display



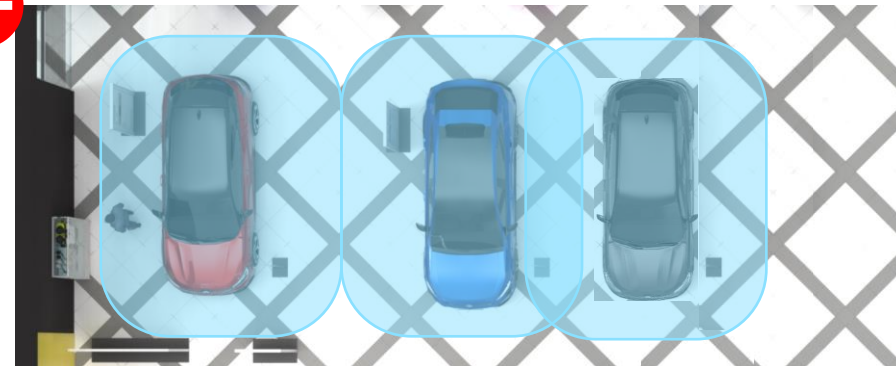
elements – exhibition rules

the vehicle area is minimum 30 m² to take into consideration:

- vehicle size
- customer circulation
- price display
- kakemono display
- specific display for specific area

each vehicle zone must not overlap with others

to display 3 vehicles, the minimum space required is 90 m².



elements – the electric launch area

1 the electric launch area highlights the last e-tech electric vehicle

the electric launch area specifications are:

- placed at the entrance of the exhibition space
- behind the windows
- 35 m²

elements:

- suspended frame light
- 3 kakemono (1 for S or M format)
- 1 showcase for accessories
- 1 specific element (illuminated 5 emblem for Renault 5)
- 1 price display



elements – the hybrid launch area

2 the hybrid launch area highlights the last e-tech hybrid vehicle.

the hybrid launch area specifications are:

- at the entrance of the exhibition space
- behind the windows if possible
- 35 m²

elements:

- suspended frame light
- 1 kakemono
- 1 e-tech 2x2 POSM
- 1 price display



elements – the new'R area

3 the new'R area highlights the last vehicle of the range

the new'R area specifications are:

- leaning against the wall
- 42 m²

elements:

- suspended frame light
- 1 fresco
- 3 kakemono (1 for S or M format)
- 12x2 POSM
- 1 price display



elements – the new'R fresco

the fresco is placed on a wall behind the last launched vehicle

the fresco is available in 2 heights (2,5 m and 3 m) and 2 lengths (4 m and 6 m)

the fresco can be wall mounted or stand alone.

dimensions

1. 4 x 2,5 m fresco
2. 6 x 2,5 m fresco
3. 4 x 3 m fresco
4. 6 x 3 m fresco

small showroom

for small showroom, the fresco can be adapted to a 2x2 POSM



1



2



3



4

1- the exhibition space

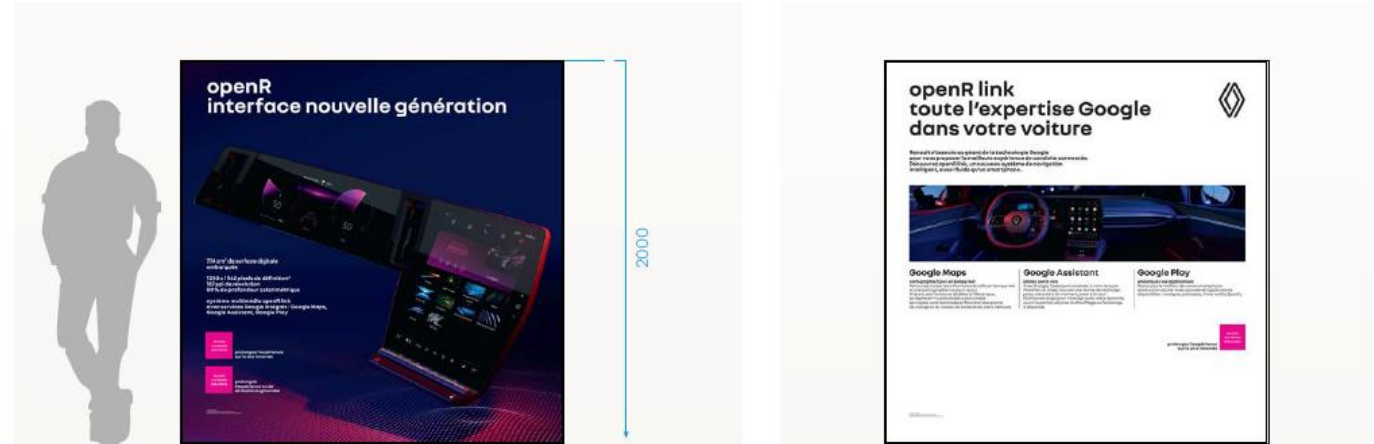
elements – the 2x2 POSM

the 2x2 POSM give information about technologies.

- the side with the visuals is always oriented towards the customer flow
- the side containing the explanatory is located on the back of the POSM

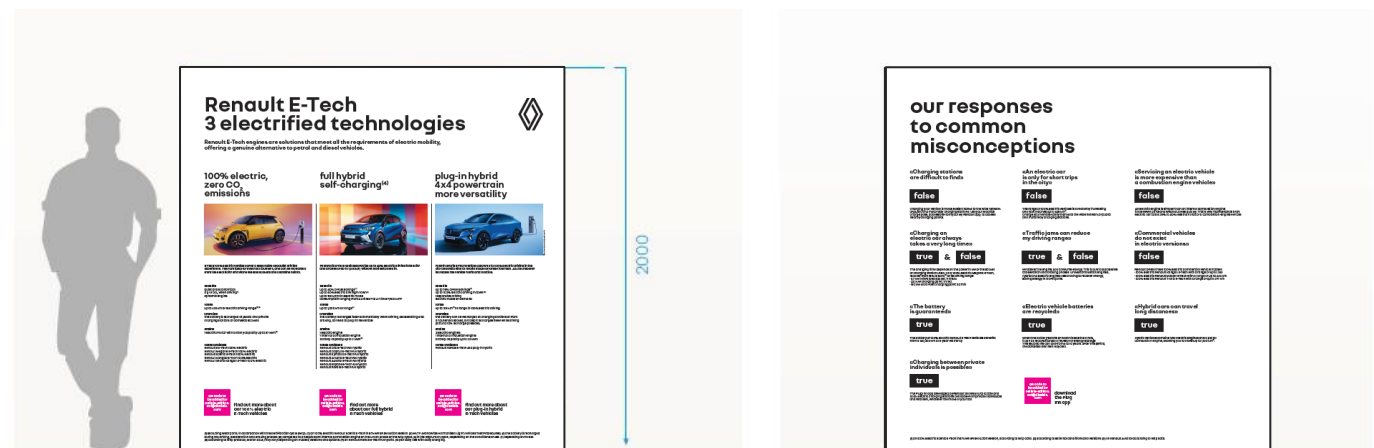
for new'R area

the new'R 2x2 is installed perpendicular to the fresco, preferably in the background of the area on the side of the vehicle.



for e-tech launch area

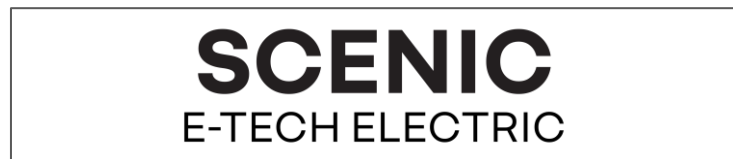
The e-tech 2x2 POSM is installed perpendicular to the entrance, on the back of the vehicle.



elements – the car plates

all vehicles in the showroom must have a clear identification.

- plate with the model's name on the front
- plate with Renault on the back



elements - the kakemono

the “totem-kakemono” is a support frame with printed canvas to give information to the customer on the point of sales.

- stand alone kakemono
- wall mounted kakemono
 - black for black walls
 - white for white walls

type of content

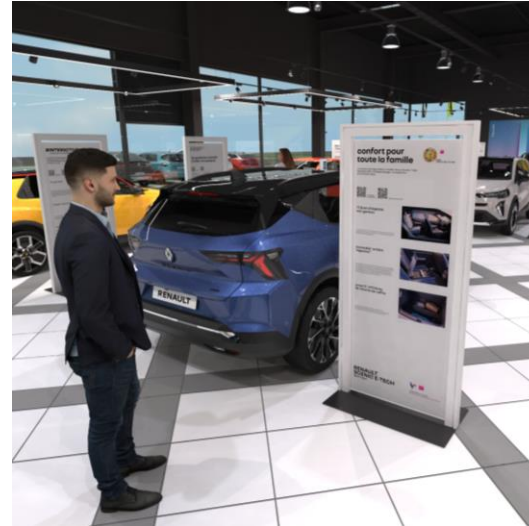
- QR code brochure x1
- launching products x3 (1 for small showrooms)
- model x1 per model

dimensions

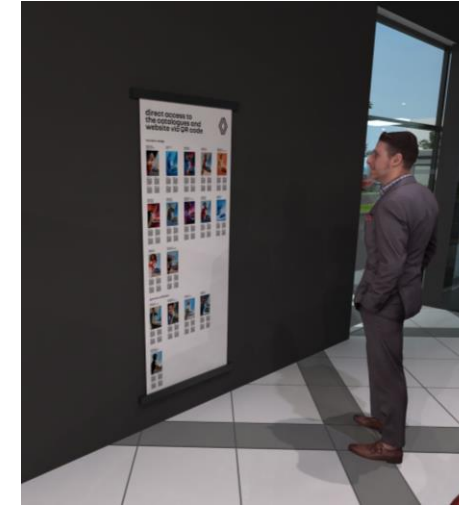
frame = h:1935 x l:910 mm

canvas = h:1815 x l:740 mm

stand alone support



black support



white support



elements – the price display

each vehicle has a price display informing the customer about vehicle presented

- the specific characteristics of the vehicle
- the price offer
- the legal information
- the price display placed on the front driver wheel



elements – the discussion table area

the discussion area is the first contact with the customer

this area is composed by

- 1 black table
- 3 black armchairs
- 1 yellow armchair
- 1 carpet = 3 x 3 m



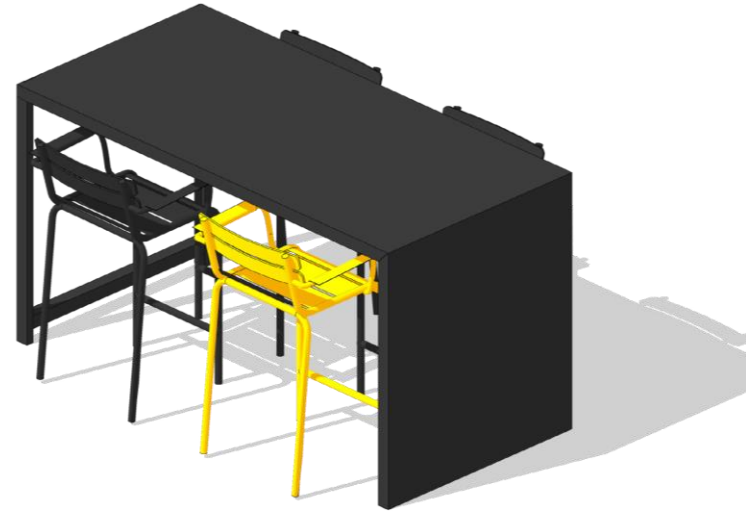
elements – the discussion table

the table is black

- for special needs, the electrification of the desk is possible

suppliers' references

local supplier according to technical drawings



tabletop
EGGER – soft touch
black laminated panel
U999 perfect sense



tableleg
lacquerde metal
RAL 9005 – black
matte finish



elements – the discussion table

chairs

- 3 black armchairs
- 1 yellow armchair

suppliers' references

local supplier

carpet

- 3 x 3 m square
- tufted

suppliers' references

- *EGE or Vorwerk reference to be provided*

Fermob high chair
Luxembourg h 80 cm
carbone miel



1- the exhibition space

elements – the colors roller cab

the color palette & upholstery roller cabinet presents all the body colors of the vehicles and the interior upholsteries.

the cabinet can be displaced on the showroom to be nearer the customer or sales office.

- 3 drawers on the top for colors
- 2 drawer on the bottom for upholstery
- 1 tray on the top

suppliers' references

Carouge



elements – the merchandising furniture

the merchandising unit allows to highlights merchandising product and make additional sales
the showcase is closed to avoid robbery.

2 version exists:

- wall mounted
- double sided

suppliers' references

CBM Productions

HMY



double sided version



wall mounted version

warning:

merchandising furniture or accessories showcase must not be used as a separation between other brand or delivery area

elements – the accessories showcase

the accessories showcase is used to display accessories.

this is a variant of the merchandising unit. This version is used to display 3D accessories for the electric actu area (ex. Renault 5)

this elements is optional for small showrooms

suppliers' references

CBM Productions

HMY



elements – the greeter desk

the greeter desk can be used to welcome customer at the entrance

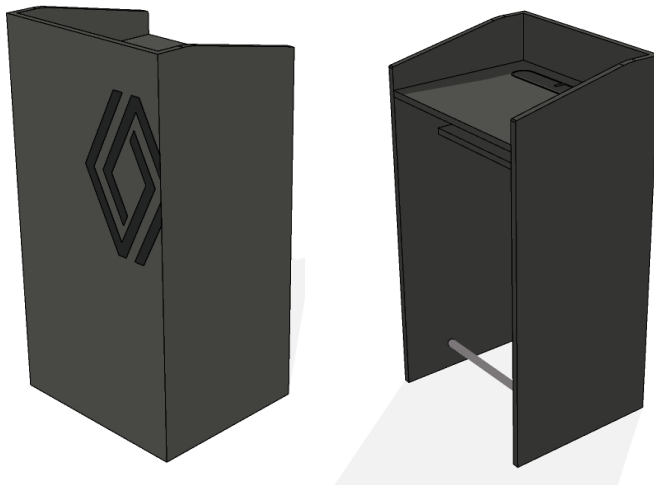
this desk is optional

the dimension is 500 x 600 x 1150 mm

adhesive satin

suppliers' references

local supplier



EGGER soft touch
Laminated panel black
U999 perfect sens



2- the offices



global description

The sales offices are located in the back of the showroom and are semi-open.

A sales office is composed by:

- 3,0 x 3,0 m square area (9m²)
- 1 flush black carpet
- 1 black ceiling
- 1 suspended square light

- 1 glass partition
- 1 black wall holding a 43" screen
- 1 backlight on the back wall
- 1 graphical line on the right wall

- 1 desk
- 3 chairs



warning

the dimension minimum is 3 x 3 m. Offices can be larger, but standardization is better for suppliers. Moreover, all offices should be the same for homogeneity.

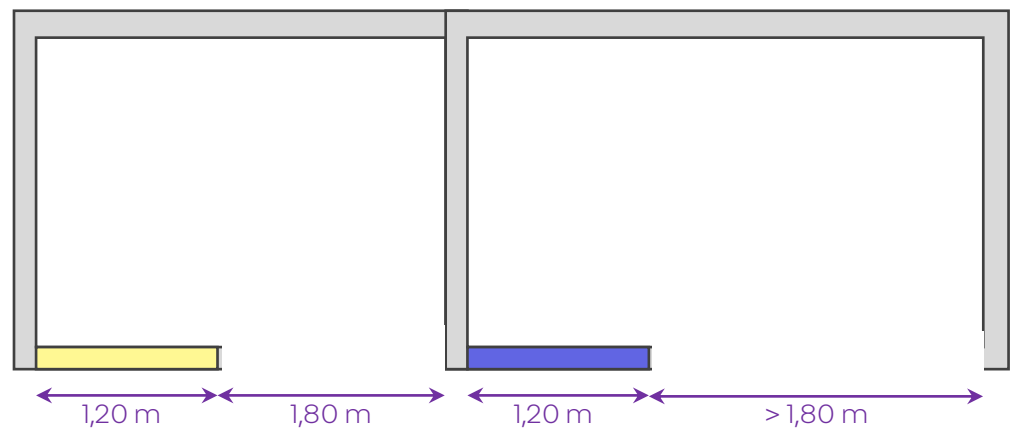
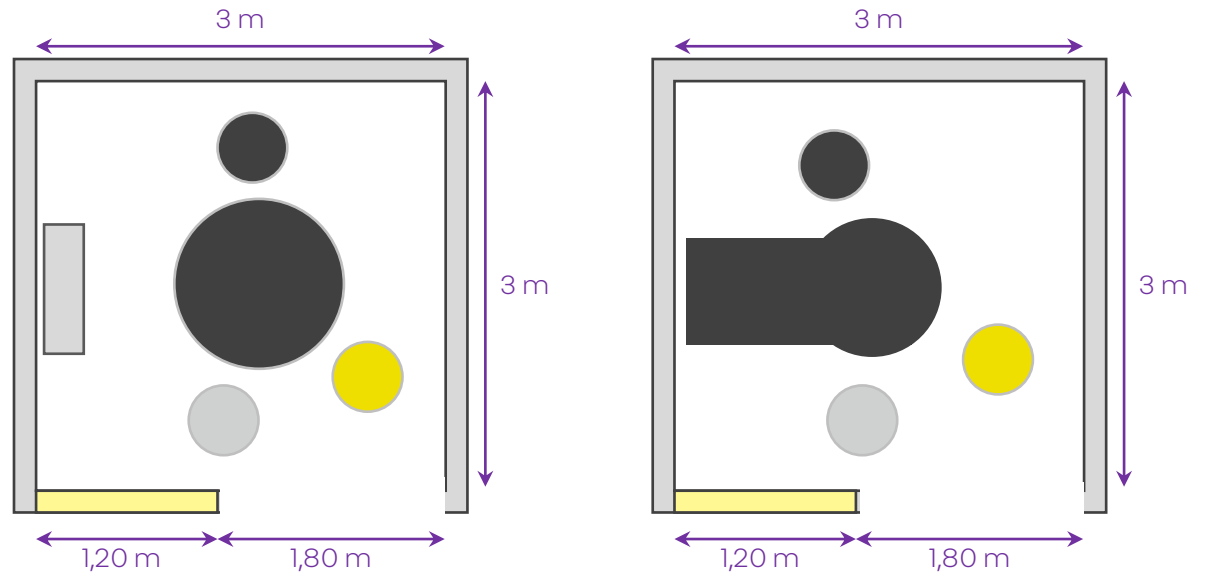
global dimension

recommendation is to have a square space: 3,0 m x 3,0 m

the width of the entrance must be at least 1,80 m

the width of the glass partition must be 1,20 m (max).

when several offices are aligned, the colored partitions glass must be the same width.



infrastructure – the floor

carpet.

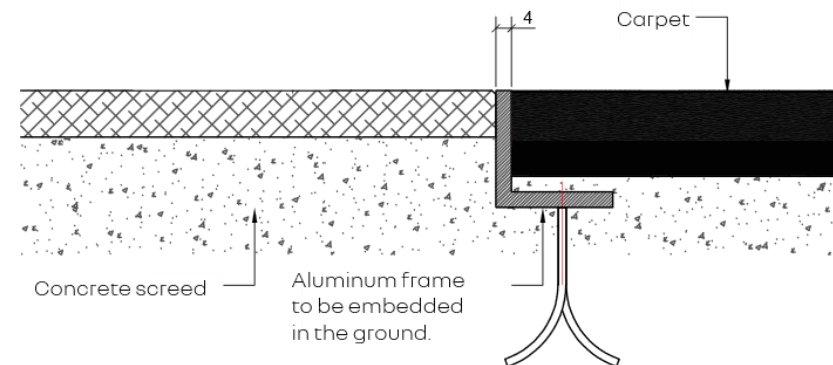
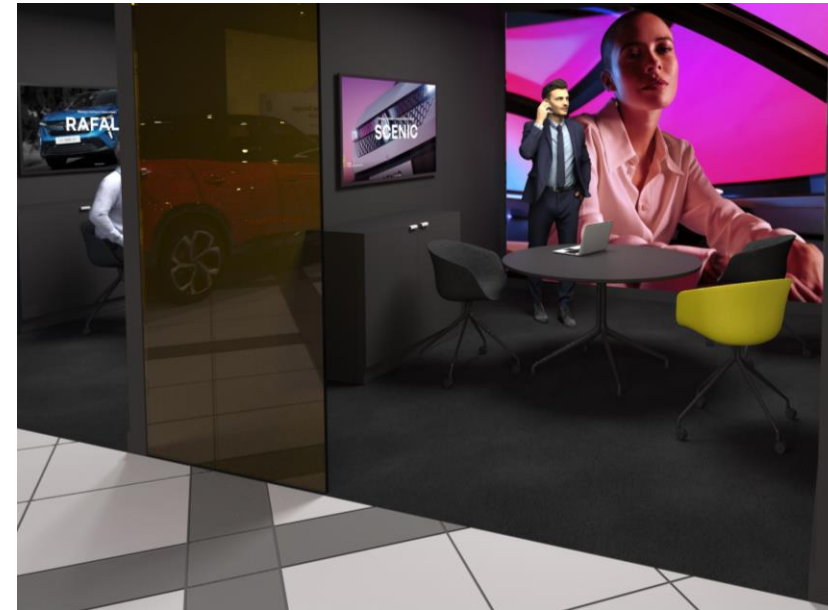
The carpet selected should possess ample thickness to impart a cozy ambiance and provide acoustic benefits.

Our standard benchmark aligns with the open office setting, specifically referencing the Ege carpets in tiles.

- EGE CARPETS, Highline Black BC4 (RFM5595004 - tiles with acoustic felt back)



For enhanced quality and safety considerations, it is recommended to install the carpet seamlessly, flush with the showroom tiling. This not only elevates the overall aesthetic appeal but also mitigates any potential injury concerns.



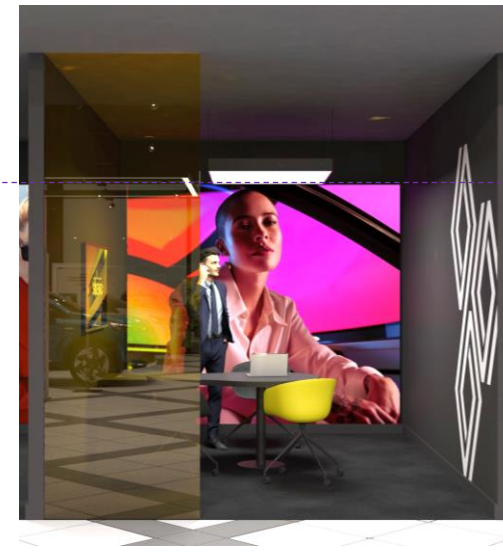
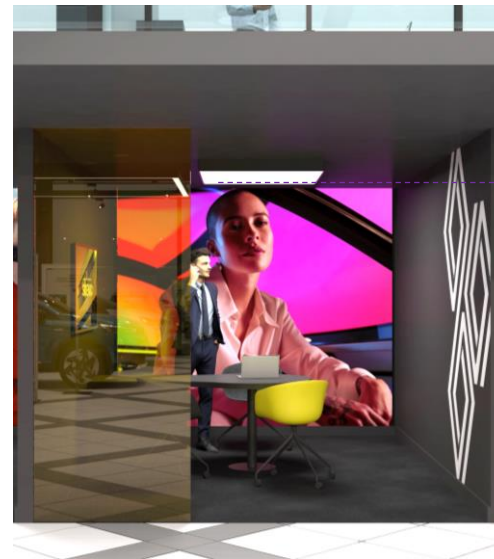
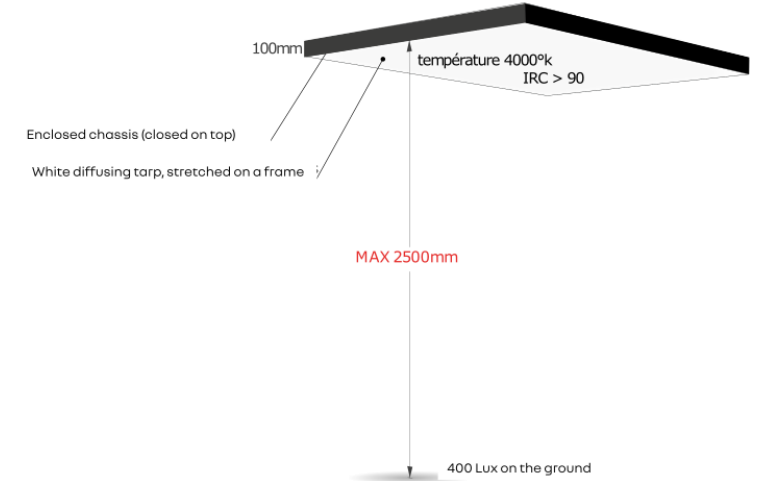
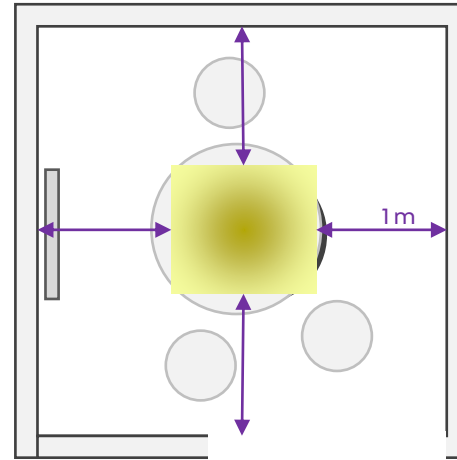
infrastructure – the lights

the light is a led box with white stretched canvas(as a backlight)

- dimension: 1 x 1 m to 1,5 x 1,5 m
- space between walls and light: 1 m
- intensity: adjusted by the supplier on site
- T° = 4000 °K (CRI > 90)

the light can be on the ceiling or suspended
recommended height is:

- mini: 2,20 m
- max: 2,50 m



lights height = 2,50m

infrastructure – the colored glass

description

the transparent partition is made in glass, and a colored film is placed on it or between two glasses.

the partitions should be full-height, reaching from floor to ceiling. They should be fixed with a metal plate on the floor and ceiling, as discreetly as possible, with a black RAL 9005 finish.

the colored film should be very transparent with a good quality.

suppliers' references

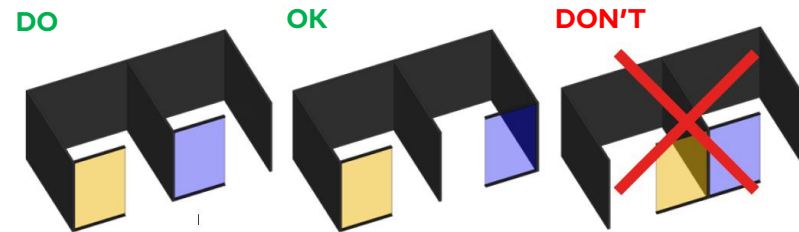
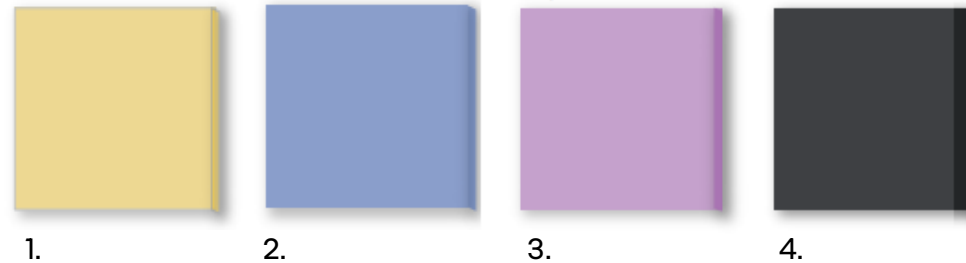
HEXIS > "cristal" films

colors

1. light yellow = HEXIS C4168
2. dark blue = HEXIS C4387
3. purple = HEXIS C4282 or raspberry = HEXIS C4281
4. grey = HEXIS C4080

priority order

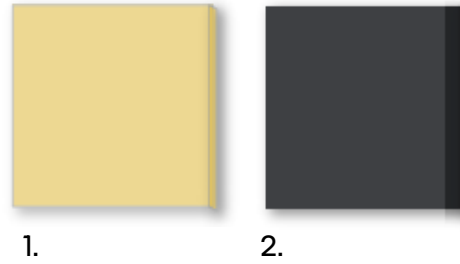
- 1 office: yellow
- 2 offices: yellow / blue
- 3 offices: yellow / blue / purple
- 4 office: yellow / blue / purple / grey



infrastructure – the colored glass

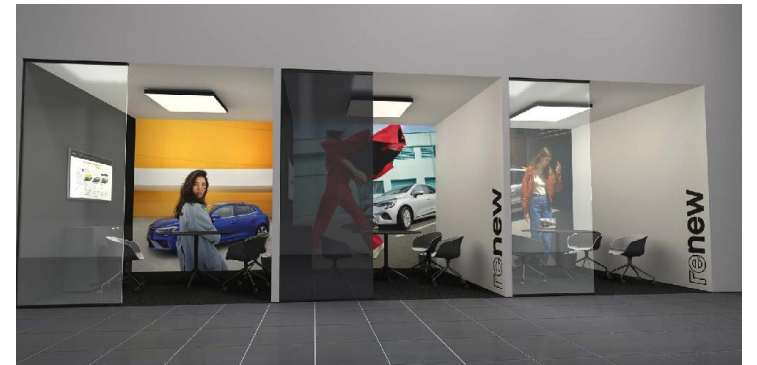
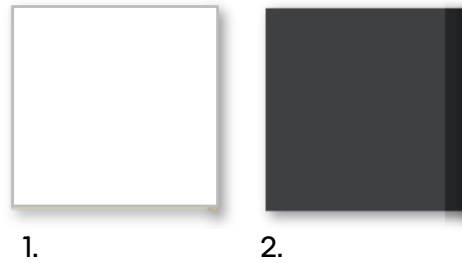
colors for Pro+

1. light yellow = HEXIS C4168
2. grey = HEXIS C4080



colors for renew

1. white = TB9003S (satin white) - TBC
2. grey = HEXIS C4080



infrastructure – the walls

the wall

color: the wall should be dark grey RAL 9005 with velvet finish

electrical outlet:

- power outlet for the screen (behind the screen)
- power outlet for PC
- power for cell phone
- connection between PC and screen: HDMI and/or usb-C

all electrical outlets should be black.

the ones for PC, cell phones,... should be placed low and not aligned to the tv screen (to keep place for the desk)

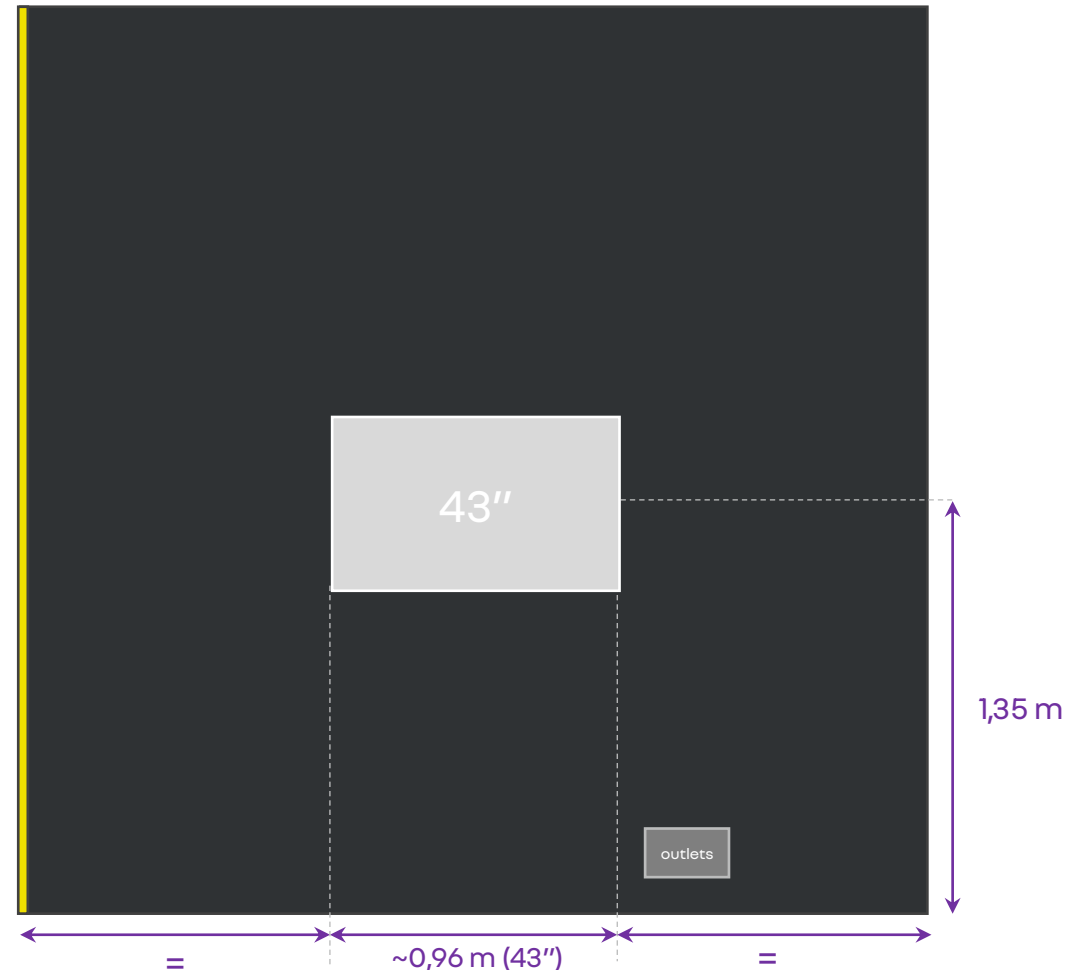
the screen

- 43" screen
- smart technology to share easily screen of the sales advisor (AirPlay from Apple, Smart TV from Samsung,...)
- implanted in the central part of the black wall
- height of the middle of the screen should be placed around 1,35 m for a better visual comfort.

screen support

the screen can be mounted on an articulating TV monitor wall mount that should be flat.

wall: black paint (RAL 9005) / NCS S 8505-R80B velvet finish



infrastructure – the walls

the backlight give life in the office

the lifestyle picture should be printed on canvas (see in elements chapter).

the illumination is done by led system. It must grant a homogeneous result of lighting. (usually led lights are placed every 75 mm)

- color T° = 4000 K
- intensity = variable
- frame in aluminum, lacquered metal: RAL 9005 (matte finish)

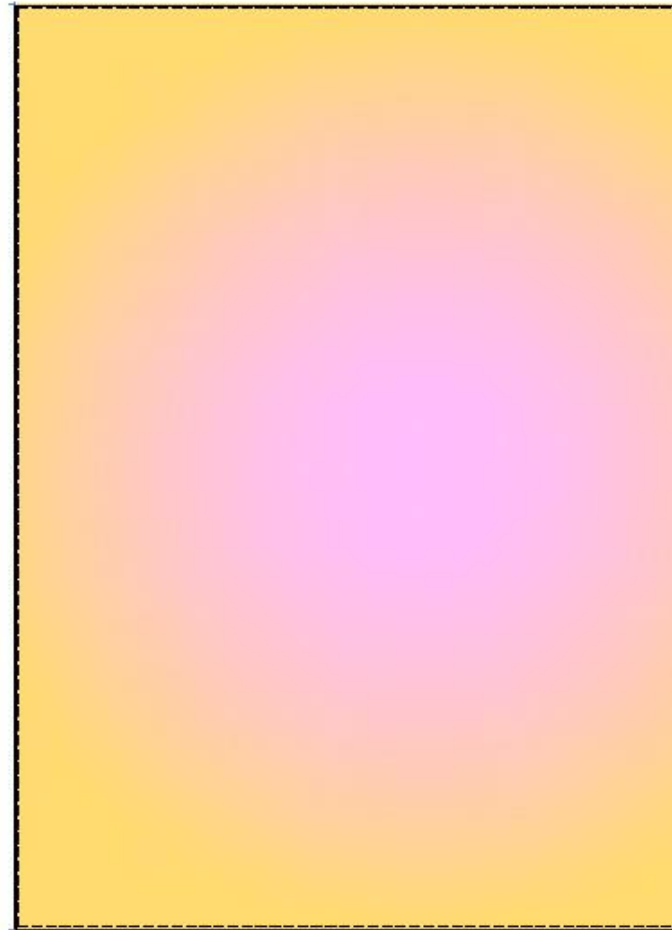
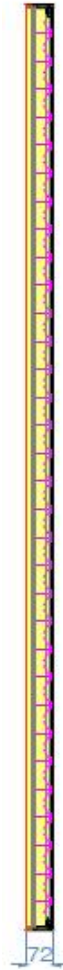
suppliers' references

local supplier

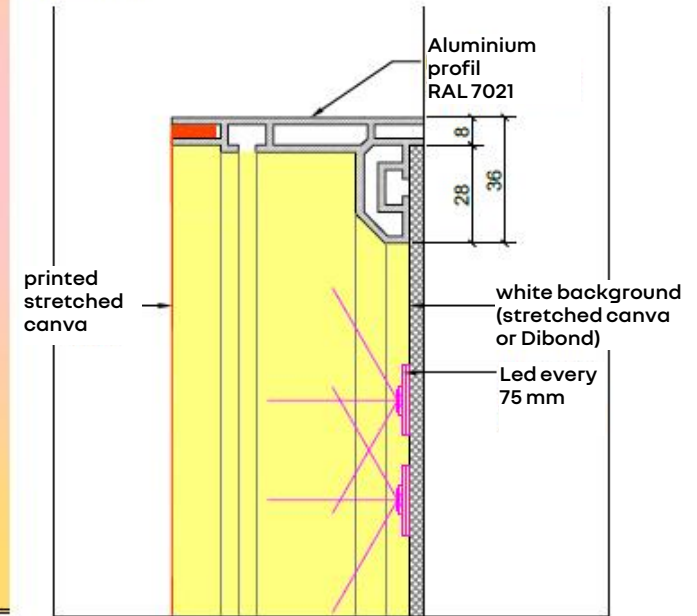
FR: Ambiance Graphik / DT Signs



lacquered metal: RAL 9005 (dark grey matte finish)



Detail



infrastructure – the walls

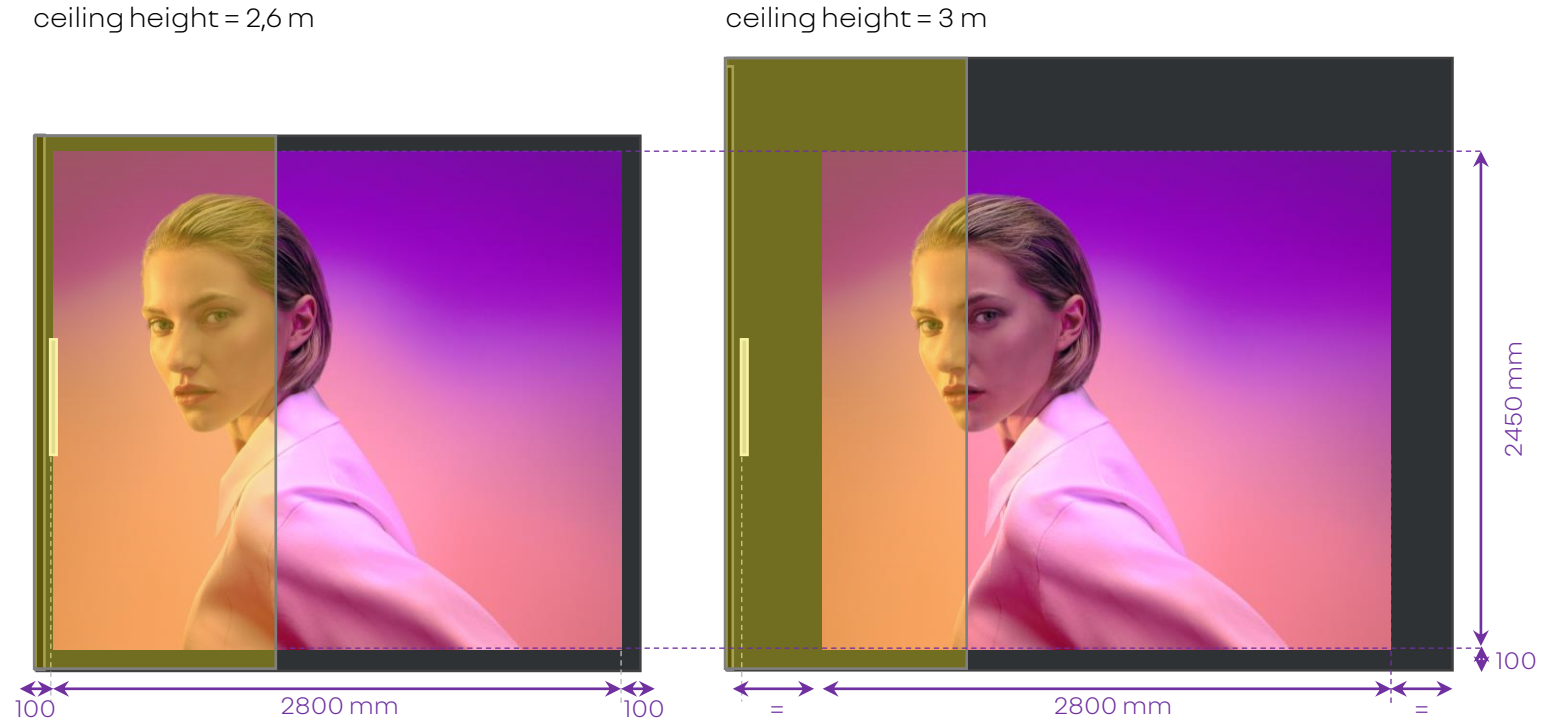
backlight standard dimension

to ease the supplier, and change of the printed canvas, we recommend to have on standard size:

- height = 245 mm
- width = 280 mm
- width for showroom if needed = 450 mm
- depth of the frame < 100 mm
- positioned at a height of 100 mm (to let a plinth)

the wall

black paint (RAL 9005) / NCS S 8505-R80B
velvet finish



infrastructure – the walls

graphical line*

the graphical line is always:

- positioned on the entrance side
- cropped towards the entrance of the offices
- with the same position
- sized full height of the wall
- done in adhesive stickers matte finished
- on a black wall (velvet finish (RAL 9005)

entrance on the left:
the graphical line is on the left wall



entrance on the right:
the graphical line is on the right wall



wall: black paint (RAL 9005) / NCS
S 8505-R80B velvet finish
graphical line: pure white



**the model can be download from the Brand Store.*

infrastructure – the walls

sizing rules

- starting from the plinth
- sized at the backlight size (whatever the height of the ceiling)
- depth < 100 mm
- height = 245 mm
- width = 280 mm
- width for showroom if needed = 450 mm

suppliers' references

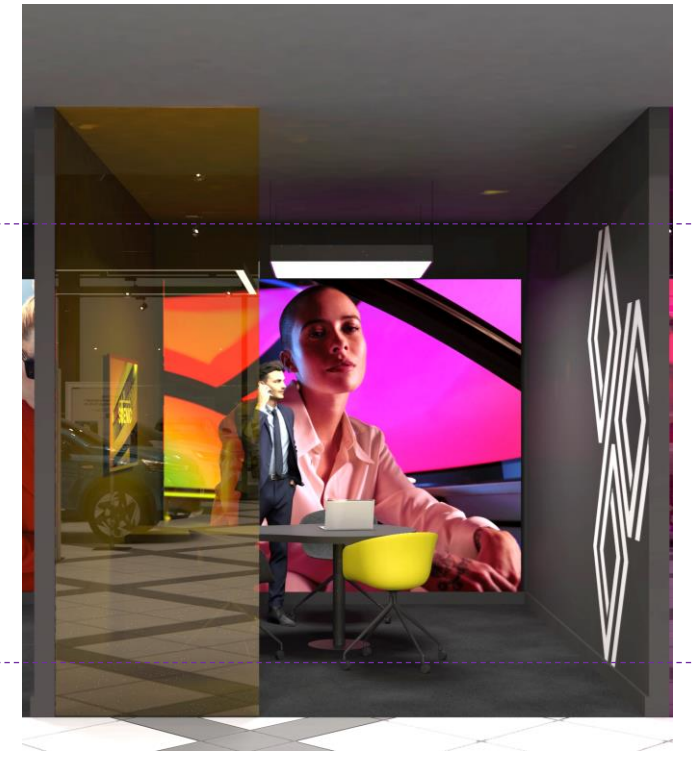
local supplier

FR: Ambiance Graphik/ DT Signs

ceiling height = 2,50m



ceiling height = 3,00m



graphical line
= 2,45m

elements – the sales desk

2 tables configurations exists

preferential configuration:

- table AAT20 HAY
- h. 74 cm, Ø 128 cm or 100 cm
- powder coated black aluminum legs
- 23 mm plywood with black linoleum top
- a storage cabinet can be added

alternative configuration:

- "classical" desk, with the round part to ease the discussion and visibility to the screen
- This table is the old one with a black paint (soft touch)

suppliers' references

Manhatan or local supplier

Hay via RBC

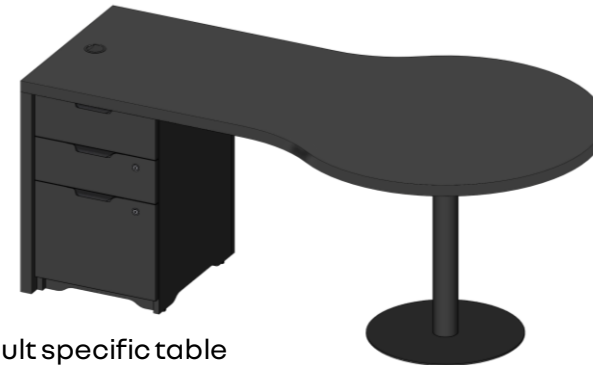
warning

all office must have the same desk

no mix between offices.



Hay AAT20
Ø 128 cm or Ø 100 cm



Renault specific table
In black soft touch paint



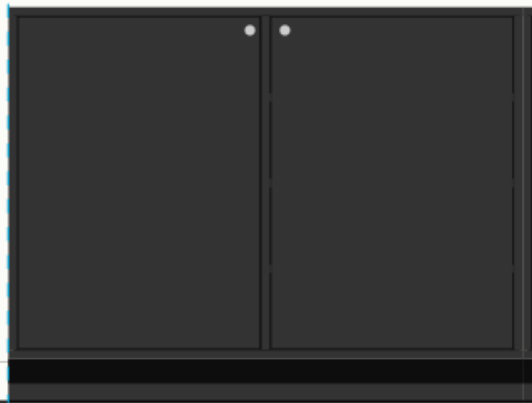
elements – storage cabinet

for the round table configuration

a storage cabinet can be added in the office

it's the same as aftersales storage cabinet

the dimensions are: h.1000 x l.1200 x p. 400mm



elements – the sales desk

description

2 chairs configurations exists

preferential configuration:

- HAY – AAC25,
- with castors, black powder coated Kvadrat, fully upholstered
- 2 different greys and 1 yellow

alternative configuration:

- ENEA – lottus confident 4R fix
- without arm, with castors, 4 –star swivel base lacquer aluminium RAL 9005, fully upholstered
- 1 grey + 1 yellow + 1 grey for sales advisor

sales advisor can have a specific chair:

HERMAN MILLER – verus inerweave

- with 2D arms, black structure base
- interweave Shale mesh backrest (36506)
- phoenix Havana seat (YP009)

suppliers' references

local supplier

sales advisor

customers



elements – the visual for backlight

image choice

In the office, the image chosen should be a lifestyle image, where we do not recognize the vehicle (or very little).

The country can choose the visual among images available, validated and authorized for the country.

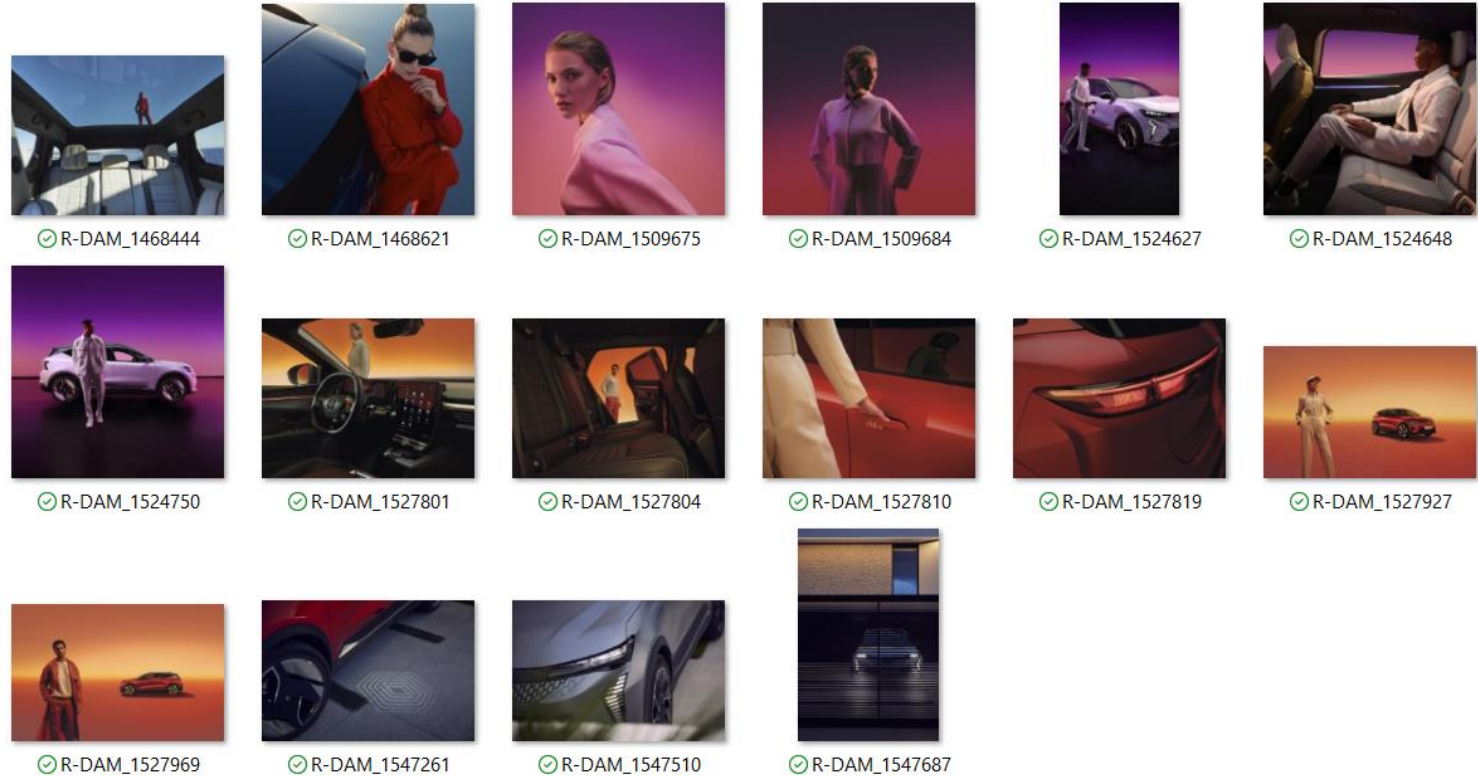
Please see with your local Marketing department and check the rights on the "Renault mediateque".

<https://www.mediatheque.renault.com/>

Pictures opposite are examples of lifestyle picture to be used in the office.

warning

Be aware with the choice of the visual that can change the final illumination of the office.



elements – the visual for backlight

Renault Pro+ variant

The country can choose the images among images available, validated and authorized for the country.

Please see with your local Marketing department and the rights on the “Renault mediateque”.

<https://www.mEDIATEQUE.renault.com/>

Pictures opposite are examples of lifestyle picture to be used in the office.

warning

Be aware with the choice of the visual that can change the final illumination of the office.



✔ R-DAM_1512918



✔ R-DAM_1514460



✔ R-DAM_1514637



✔ R-DAM_1523376



✔ R-DAM_1523382



✔ R-DAM_1533084-5000



✔ R-DAM_1533129



✔ R-DAM_1534169



✔ R-DAM_1535438



✔ R-DAM_1535471

elements – the visual for backlight

renew variant

The country can choose the images among images available, validated and authorized for the country.

Please see with your local Marketing department and the rights on the “Renault mediateque”.

<https://www.mediatheque.renault.com/>

Or download directly on:

<https://lion.box.com/s/y8btgpcan7lrzvb60fdm29e5erv4mtlb>

Pictures opposite are examples of lifestyle picture to be used in the office.

warning

Be aware with the choice of the visual that can change the final illumination of the office.



✔ R-DAM_1479267



✔ R-DAM_1476042



✔ R-DAM_1464421



✔ R-DAM_1464418



✔ R-DAM_1464412



✔ R-DAM_1460623



✔ R-DAM_1460017



✔ R-DAM_1448042



✔ R-DAM_1411798



✔ R-DAM_1411708



✔ R-DAM_1409368



✔ R-DAM_1385368



✔ R-DAM_1378303



✔ R-DAM_1365622



✔ R-DAM_1350955



✔ R-DAM_1337392!



✔ R-DAM_1210255



✔ R-DAM_1173865



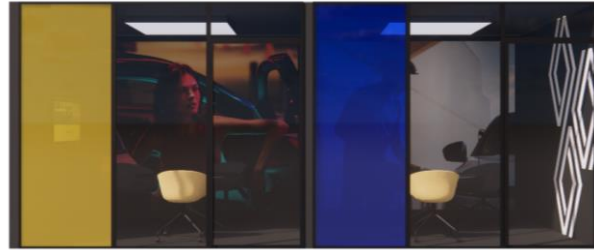
✔ R-DAM_210222_Captur_RS_22591v3!



global description – variant

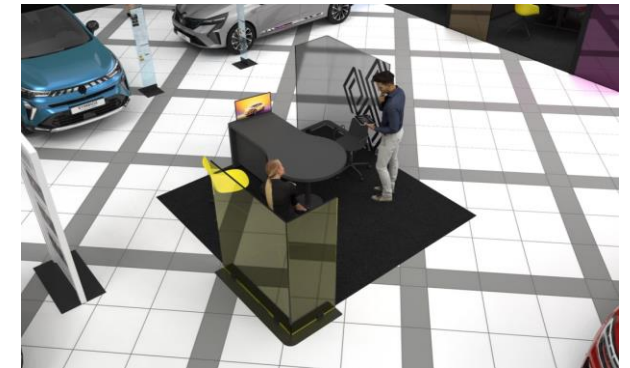
the closed office

only for fleet/Pro+ offices or local derogation
more details on technical specification



the additional office

for extra need: one additional office is accepted in
the showroom



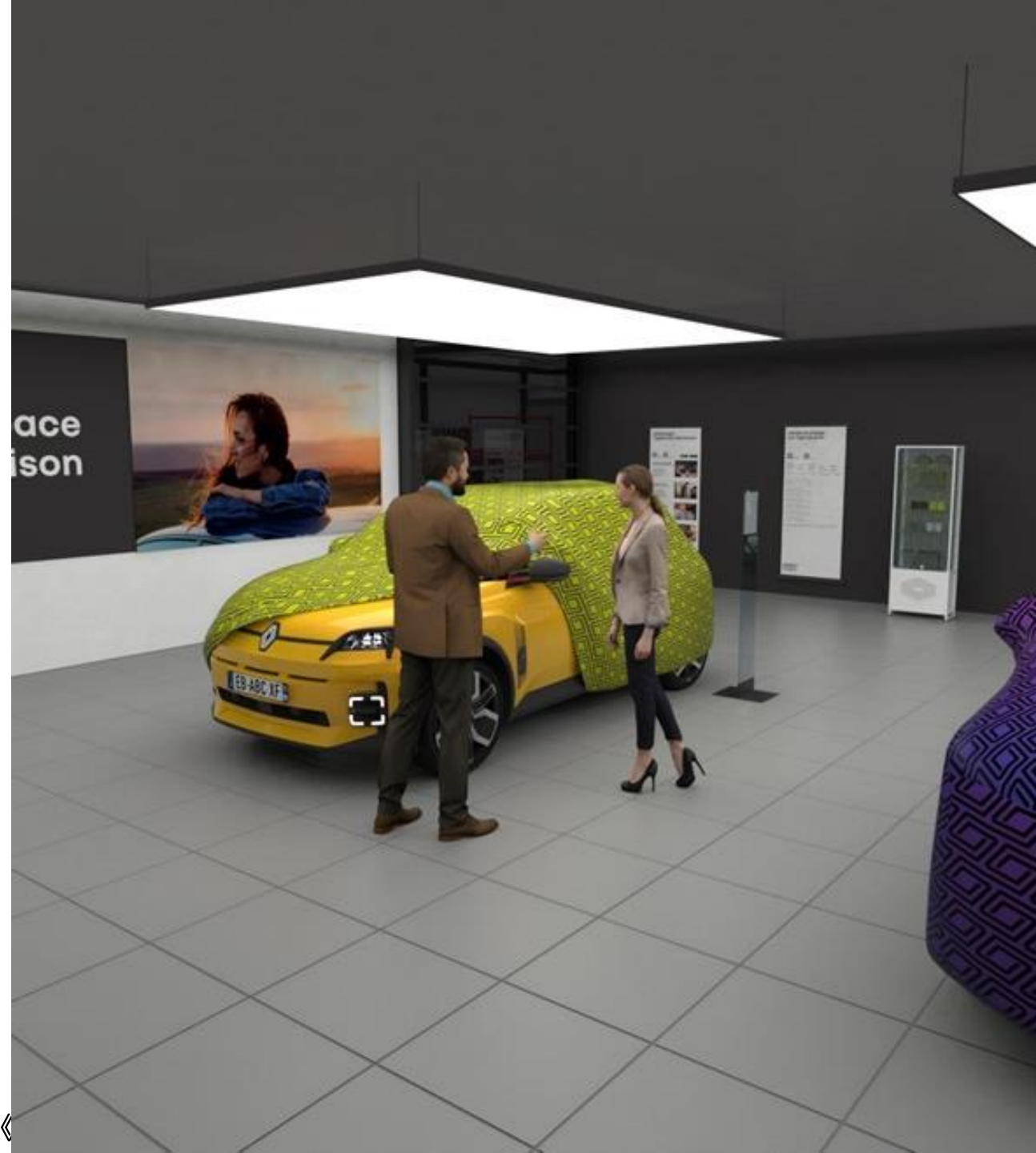
global description – variant

administrative offices visible from the customer

identical to the semi-open sales office or the closed sales office except for the Renault graphic line.



3- the delivery area



global description

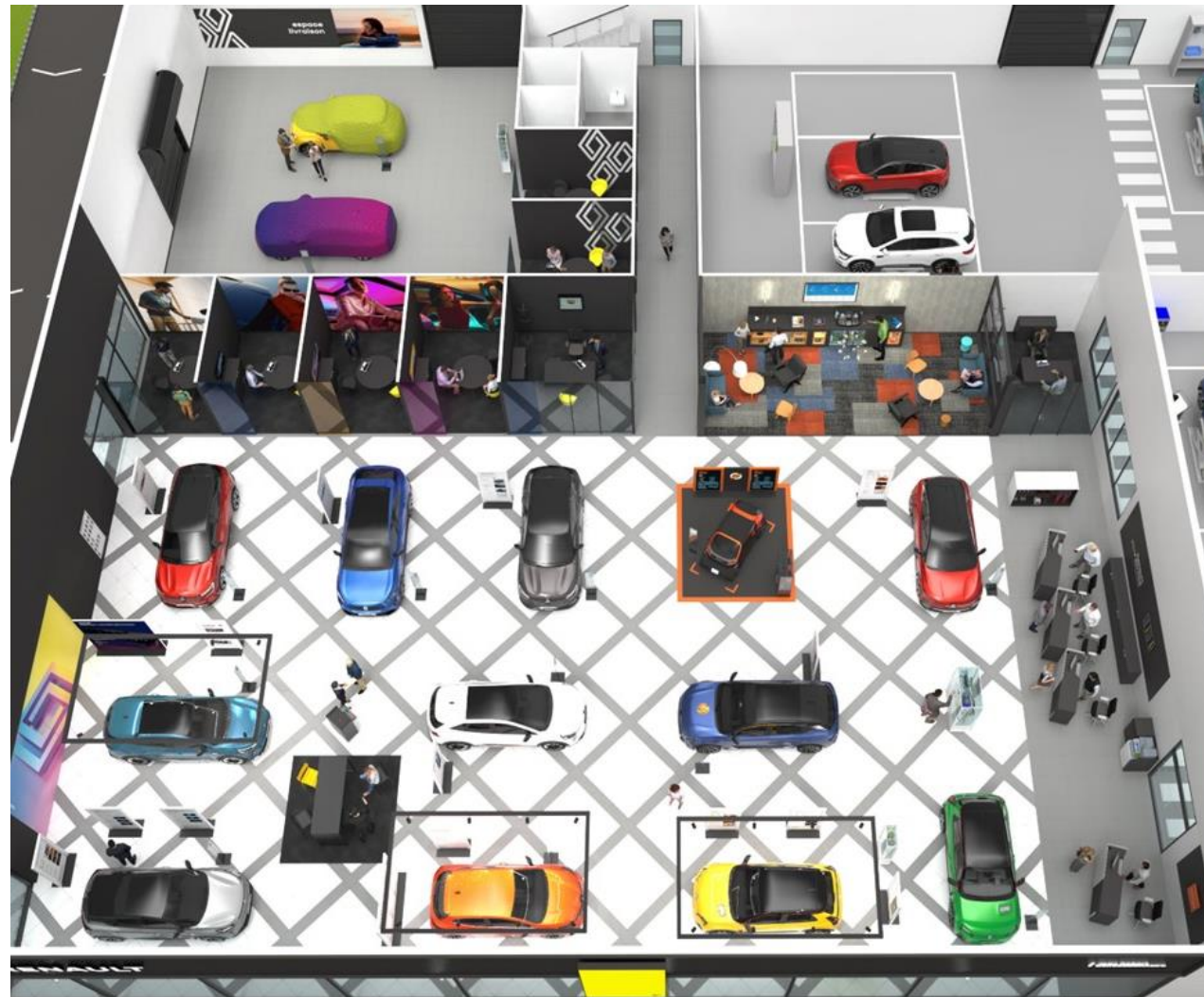
the delivery area is a separated space to handover the vehicle to the customer.

the delivery area is composed by:

- 36 m² by vehicle
- 1 dedicated exit

- mid-grey tiles
- black ceiling
- 1 specific black panel with dedicated visual
- 1 kakemono

- 1 delivery office
 - visible from the customer
 - 3 x 3 m
 - identical to the semi-open sales office or the closed sales office with specificities



3- the delivery area infrastructure

the ceiling is black to have a cozy atmosphere

in RAL 9005 matte black color.

2 kinds of ceilings can be done:

- architectural & industrial
- false-ceiling

the walls are black and white to avoid cold atmosphere

- 1 black wall
- 1 white wall with the delivery area black panel and visual

the floor is mid grey

- mid grey tiles as in the service area (aftersales) and like the grey line in the exhibition floor
- variant: resin floor

the light is a rectangular illuminated canvas

- same technology as backlight
- frame: black aluminum
- canva: white
- T°: 4000 °K



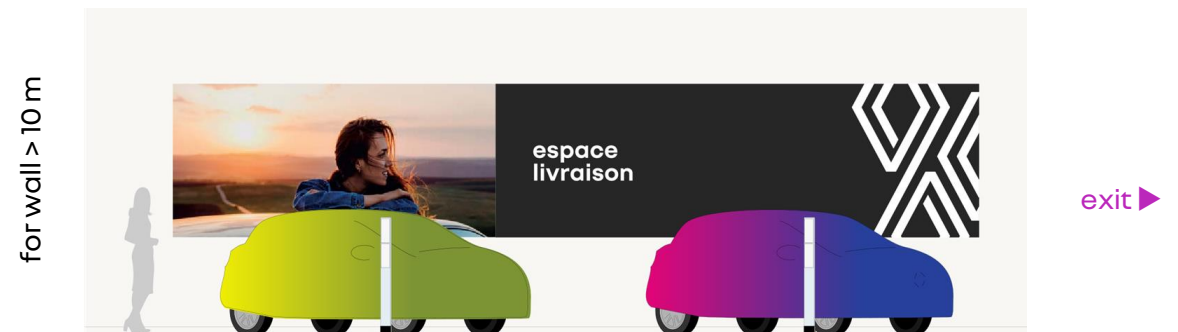
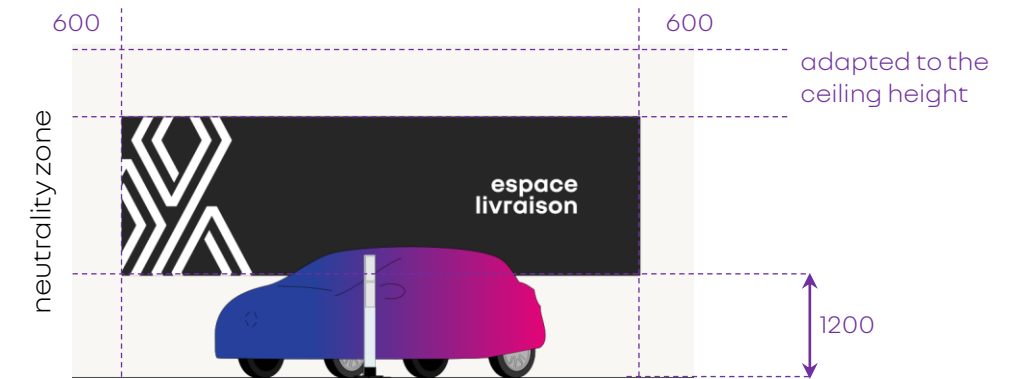
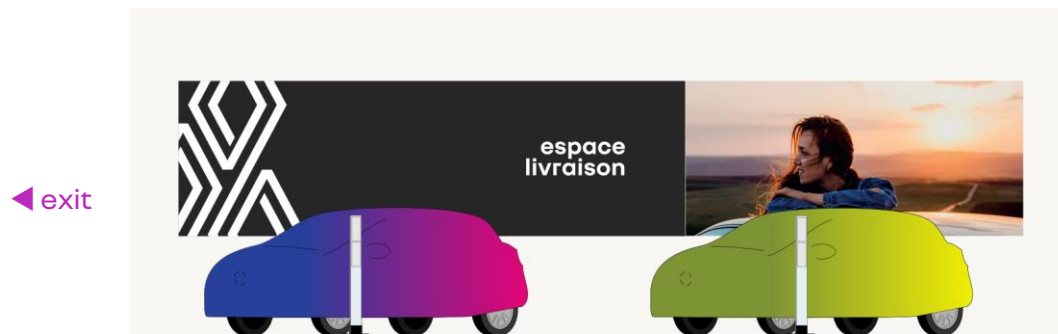
3- the delivery area

infrastructure – the delivery wall

the delivery wall highlights the specific area

- RAL 9005 black rectangle painted on the wall, matte finish
- a "delivery area" marking in reverse identifies the space in the showroom
- a visual of diamond pattern made with adhesive when the wall is completely flat
- a visual in matte or satin finish printed on fabric stretched on a frame or on adhesive when the wall is completely flat
- proportion between visual and black wall is 2/5 : 3/5.
- the visual of diamond pattern should be in the exit side

visual and pattern are on the [Brand Store > Cohabitation](#)



elements – the office

the Renault delivery office allow to welcome the customer start the delivery process.

the delivery office is composed by

- 3 x3 m square office (9 m²)
- black ceiling
- square led light with white canva
- 1 black wall
- 1 white wall with lifestyle visual (1 x 1 m)
- black carpet

- 1 table (round table or “lock shape” table)
- 3 chairs (1 yellow, 1 grey, 1 dark grey)
- 1 storage cabinet if needed
- 1 visual wall frame (1 x 1 m)



elements – the office

the same furniture as sales office should be used

preferential configuration:

- table AAT20 HAY
- h. 74 cm, Ø 128 cm or 100 cm
- powder coated black aluminum legs
- 23 mm plywood with black linoleum top
- a storage cabinet can be added

alternative configuration:

- "classical" desk, with the round part to ease the discussion and visibility to the screen
- This table is the old one with a black paint (soft touch)



Hay AAT20
Ø 128 cm or Ø 100 cm



Renault specific table
In black softtouch paint

suppliers' references

local supplier



Hay AAC25
grey hallingdal 368

◀ for advisor



Hay AAC25
grey hallingdal 130

for customers ▶



Hay AAC25
vidar yellow 443



elements – the car cover

introduction

using a car cover for delivery is not just to protect from dust, it's to create a specific atmosphere before the delivery.

by covering the car, customers focus on its shape, heightening anticipation or excitement and creating a memorable unveiling experience upon delivery

the new car covers are colored to be more attractive and pop for the delivery area.

5 sizes, 5 colors

for each size, a different color has been chosen

size	model	colors	ref.
S	Clio, R5	yellow	7717274518
M	Captur, Megane, Duster, Kardian	green	7717274519
L	Arkana, Symbioz, Megane 4	pink	7717274520
XL	Scenic, Austral	new'R	7717274521
XXL	Espace, Rafale, Kangoo	blue	7717274522



4- the aftersales



global description

the aftersales reception

- to welcome customer for vehicles 'services
- 1 reception desk for 12 entries/day
- 9 m² by reception desk

- grey tiles
- white ceiling or black ceiling (if only Renault)
- 1 care service black panel with TV screen

the tour of vehicle area

- 1 tour of vehicle area
- 36 m² by vehicle
- white floor stripping

the quick service:

- aftersales mechanics bays
- pedestrian marking



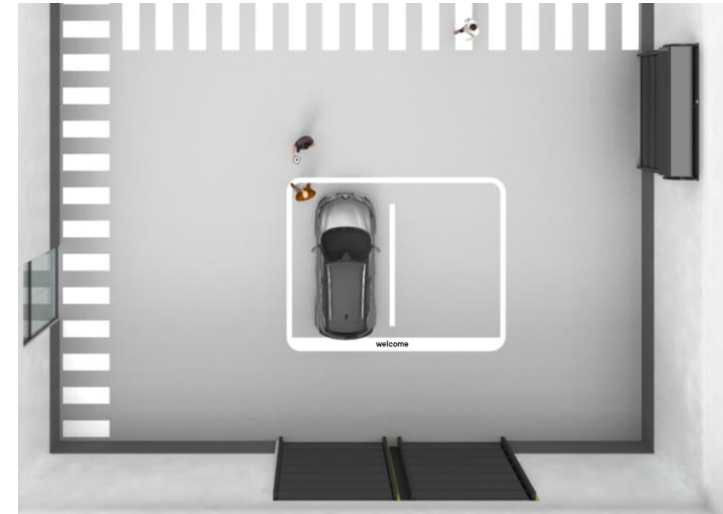
infrastructure – tour of vehicle

the tour of vehicle is used to welcome customer with his vehicle should be:

- places next door or very close from the reception desk
- in a cover area
- 36 m² by vehicle

floor

- white floor stripping with “welcome” marking
- mid grey tiles as in the service area (aftersales) and like the grey line in the exhibition floor
- variant: resin floor



infrastructure - reception

ceiling

- similar to the showroom

lighting

- similar to the sales office: illuminated square canvas on black frame

tiles

- grey tiles in the format of 60 x 60 cm
- rectified ceramic/porcelain tiles
- U4P3/P4 to support the weight of the vehicles
- R9 mini (anti-slip standard)
- joints are 2 mm thick (WEBER thin joint E07 pearl grey)

suppliers' references

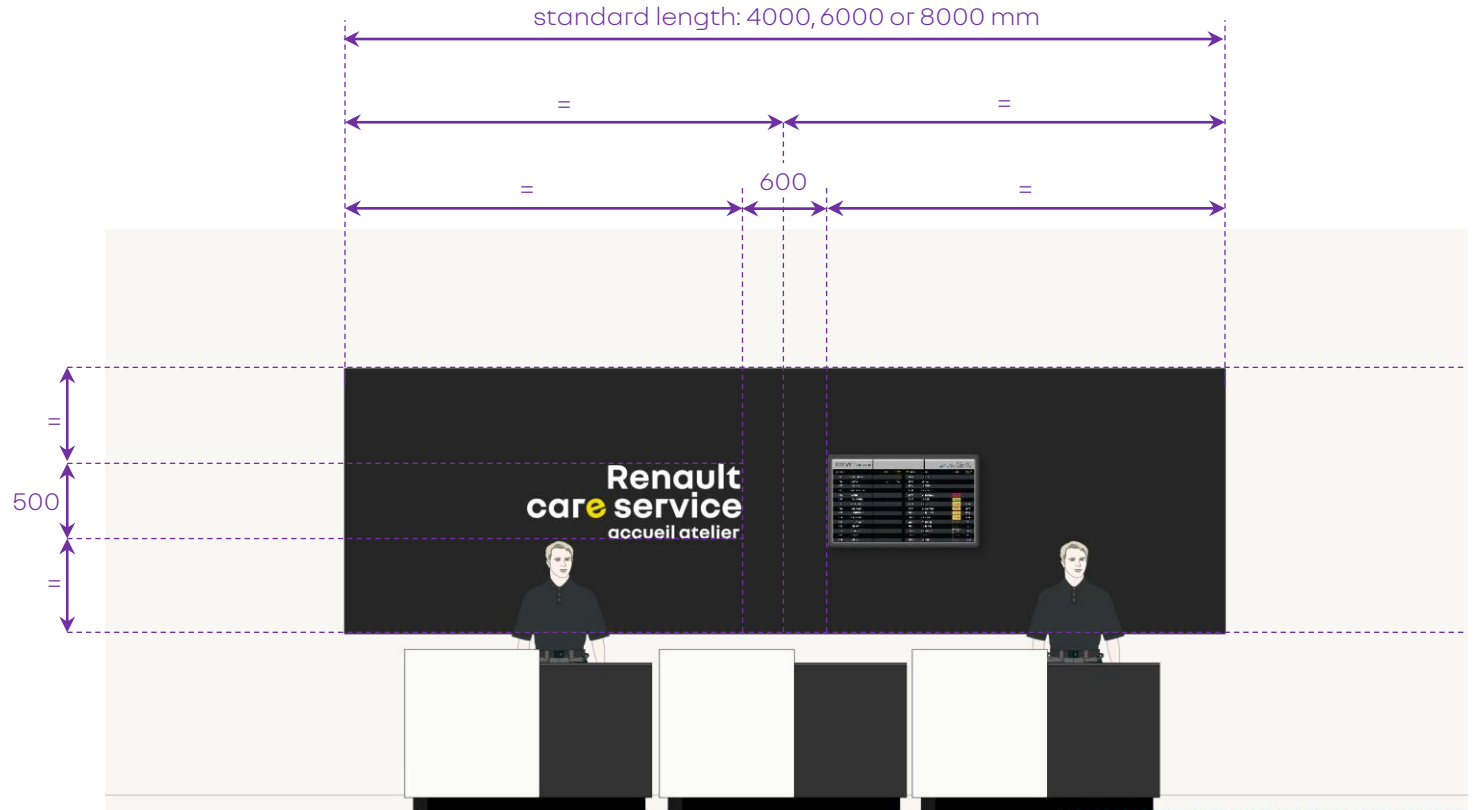
- NOVOCERAM: RS25 mid-grey cold
- CASALGRANDE: Timeless Seal



infrastructure – the aftersales wall

the aftersales wall identify the reception.

- the back wall of the service reception is white RAL 9010, matte finish
- the panel is black RAL 9005, satin finish
- the words "Renault care service" in two lines (Renault/ care service) – white and the 'e' in yellow
- additional words "welcome workshop"
- the reception furniture modules (number to be adapted to the number of service advisor)
- a video screen presents to customers the schedule of after-sales operations.



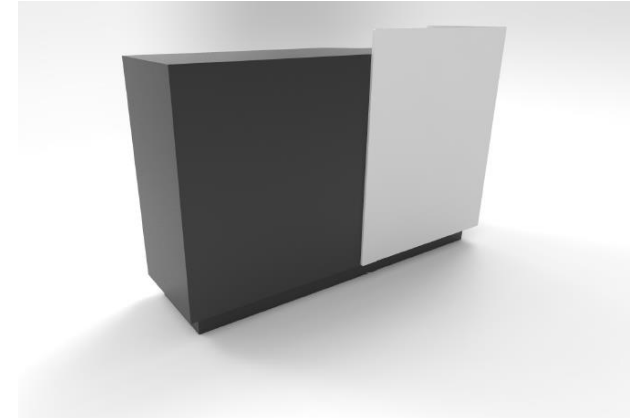
elements

reception desk is asymmetrical and modular

- dimensions: h.1800 x h.1200 x l. 500mm
- the top of this furniture is located 1100 mm from the ground
- on the front panel, it has a white part partially hiding the screen and power wires
- on the back and on the left, the drawers are supplemented by adjustable shelves allowing you to arrange different documents, a PC and an office printer if necessary
- on the right, the desk has a cutout facilitating access to the keyboard and mouse arranged on a sliding tray
- a footrest in the lower part provides a comfortable posture for Service advisors
- an inverted version exists with the white part positioned on the right of the furniture.

suppliers' references

local supplier



elements

desk marking to identify specific desk

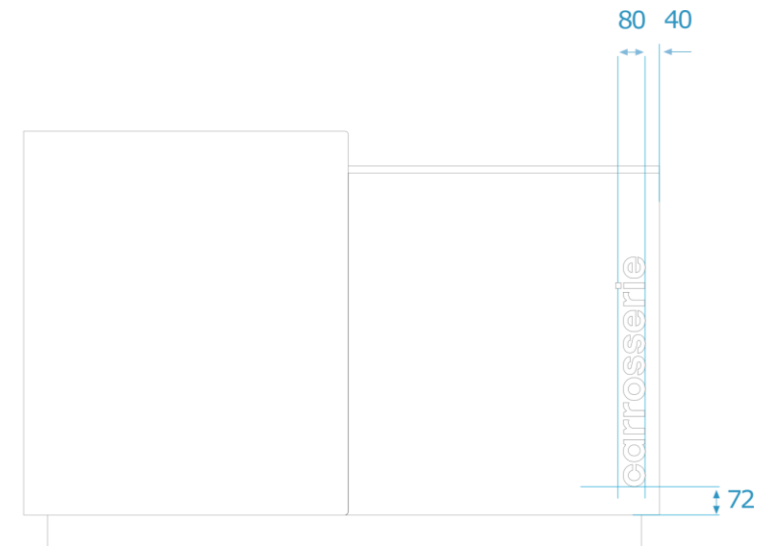
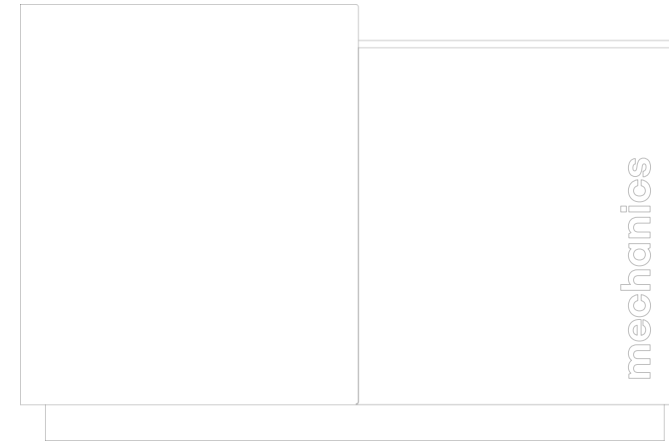
- marking: white adhesive RAL 9010 matte finished
- typography: Nouvel'R Bold no capital letter
- alignment: on the foot/bottom with 72 mm margin

Renault Pro+

- marking: white adhesive RAL 9010 matte finished and the "+" in yellow Pantone 3955C

multimarque

- typography: Renault Group Bold no capital letter



elements

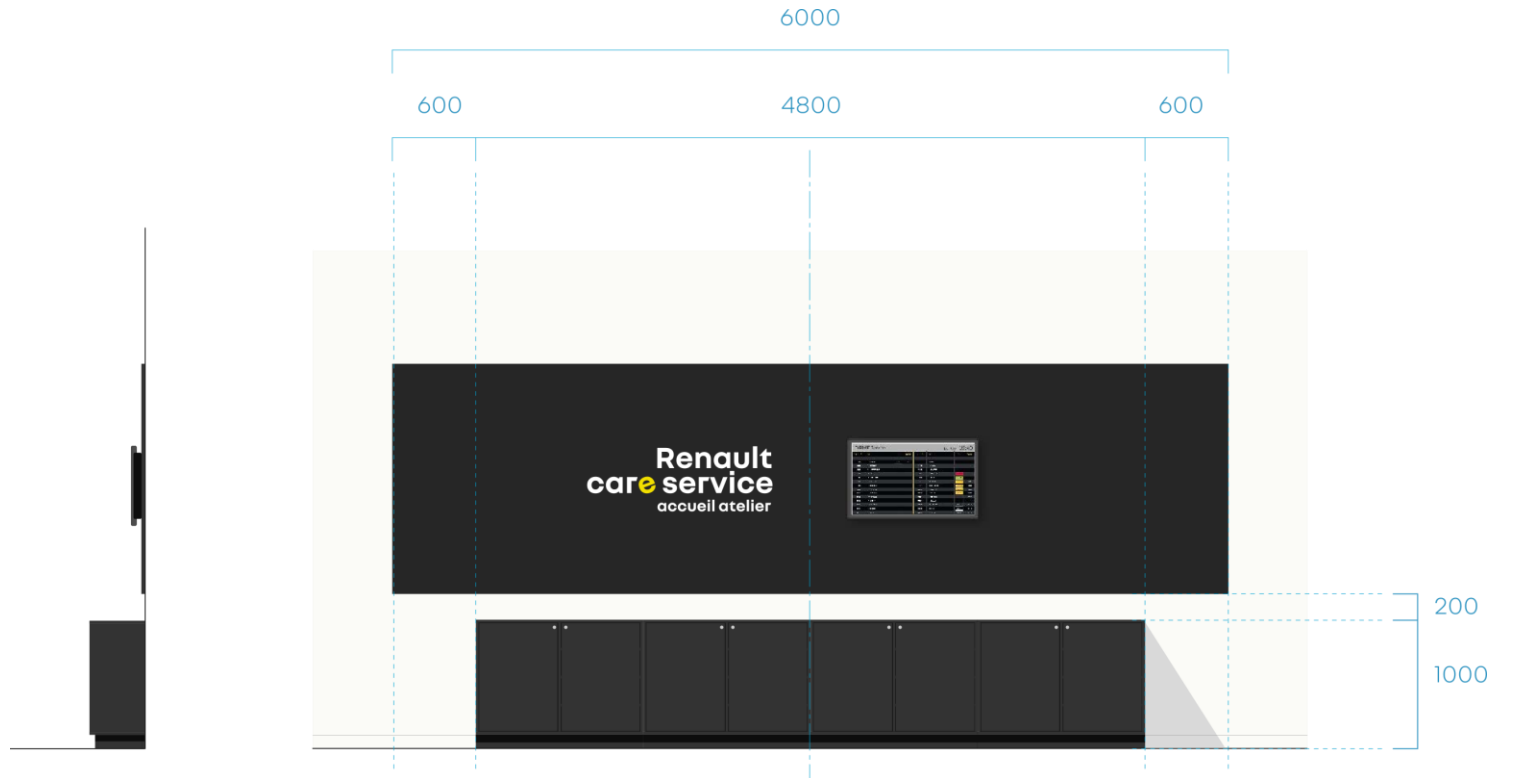
storage closet

the storage furniture is installed against the wall of the service area.

- the dimensions of each storage furniture module are: h. 1000 x l. 1200 x p. 400mm
- the storage modules are installed edge to edge under the plack panel.
- a space of 200 mm between the top of the storage units and the bottom of the dark grey wall is always present
- the modules are always centered in relation to the dark grey wall.

suppliers' references

local supplier



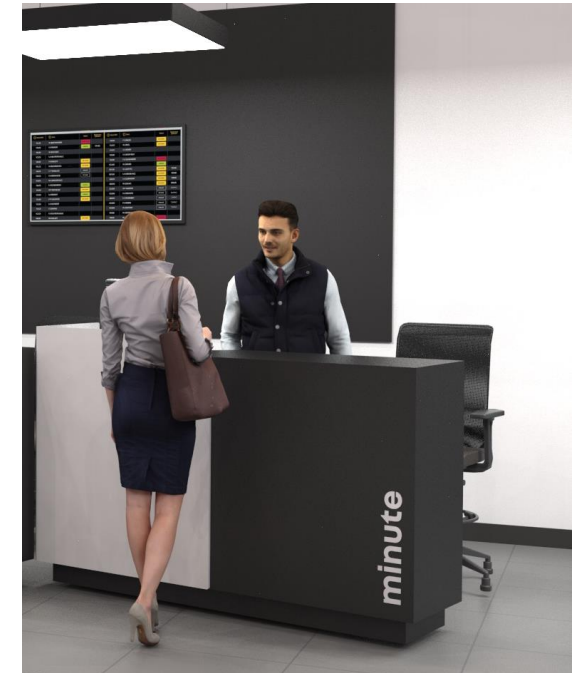
elements

chair for service advisor

HERMAN MILLER – verus inerweave
with 2D arms, black structure base
Interweave Shale mesh backrest (36506)
Phoenix Havana seat (YP009)
High height

suppliers' references

local supplier



5- the lounge





global description

The lounge is a modular space where customer can wait in comfortable seats.

The lounge is composed by different elements, organized depending the space.

- carpet tiles
- concrete wall
- black ceiling
- glass separation

- TV screen + content to be validated by marketing
- bar furniture
- coffee machine
- sofa
- armchairs
- chairs
- low table
- babyfoot
- accessories



global description

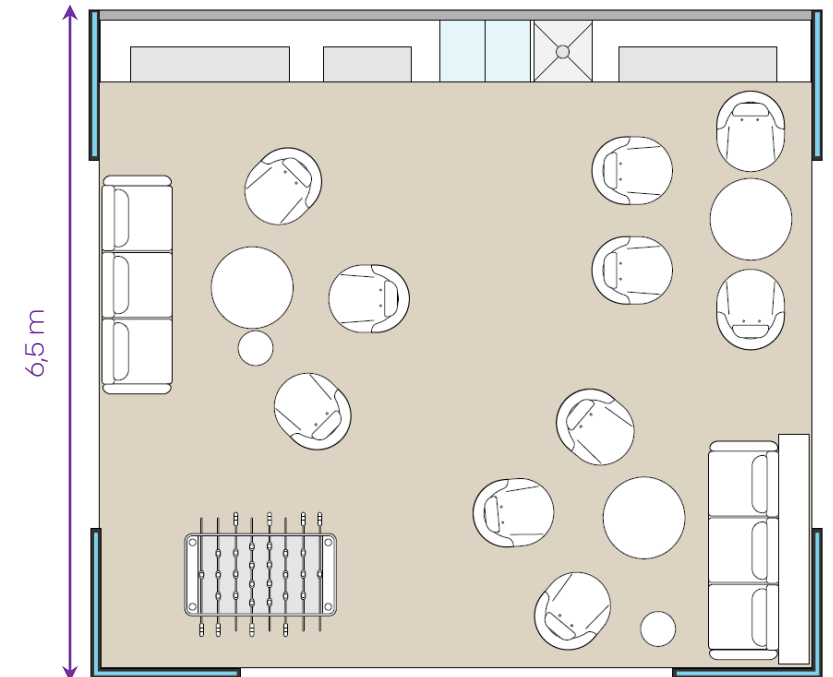
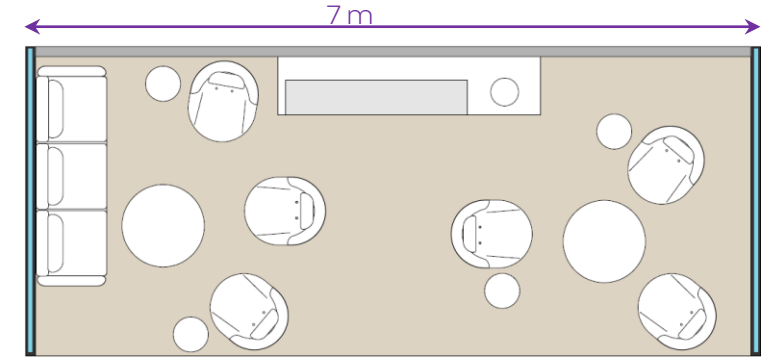
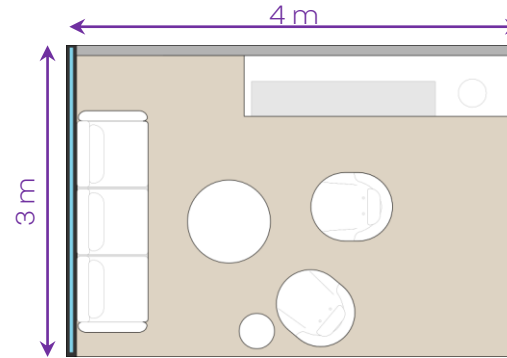
modular layout

different sizes from 21 m² to 45 m² with modular areas:

- relaxation area
- working area
- refreshment and coffee area
- entertainment area (babyfoot, TV)

minimum required:

- 1 sofa
- 1 armchair
- 1 chairs
- 1 low table
- 1 accessory (stool)
- 1 bar furniture
- 1 TV
- lights

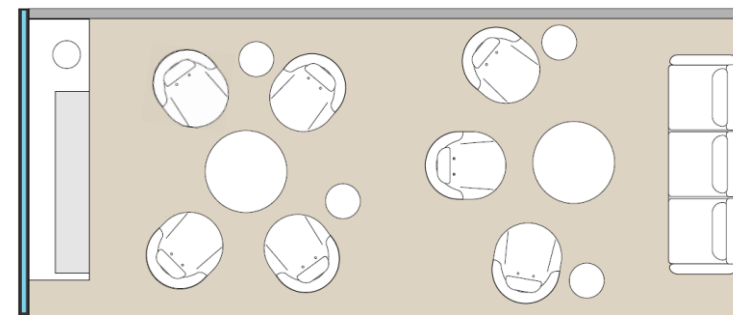
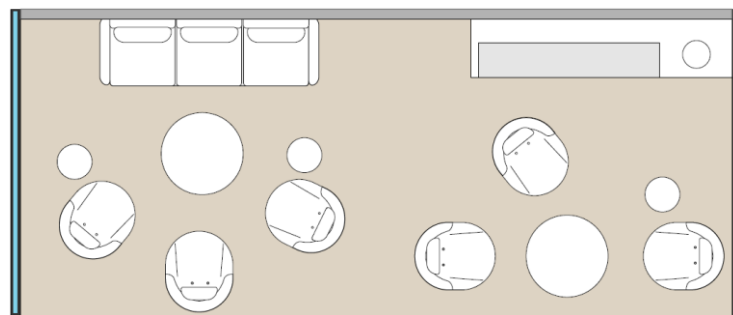
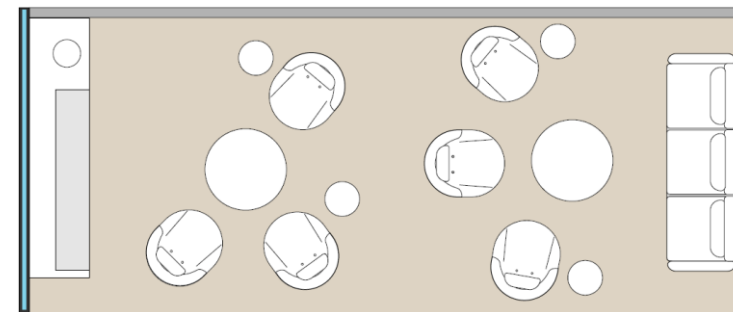
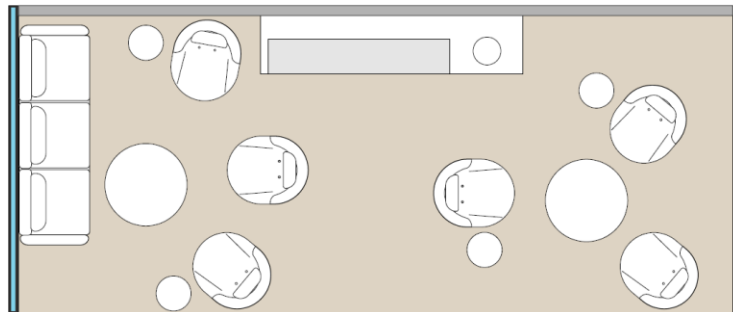


global description – example with 21 m²

modular layout

by modulating the different elements, it is possible to offer 9 places in 21 m².

with a 7 x 4 m area (28 m²), it's possible to include a co-working table, or baby-foot.

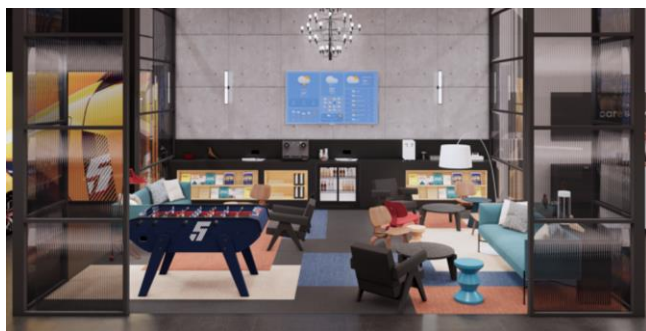
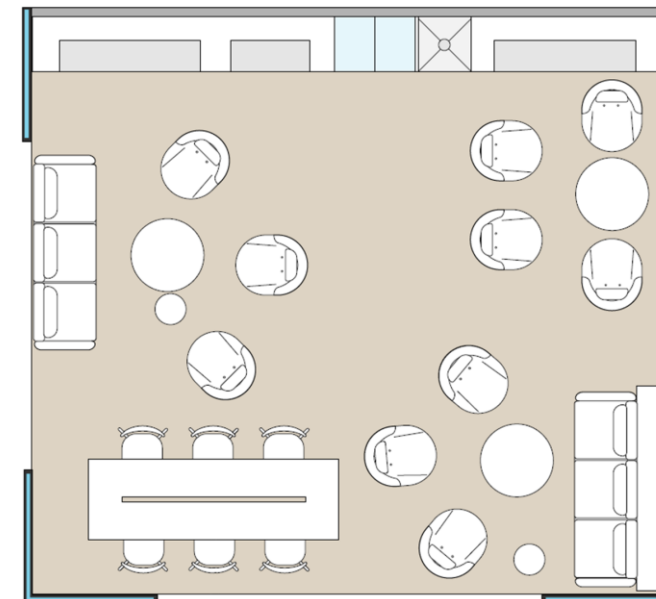
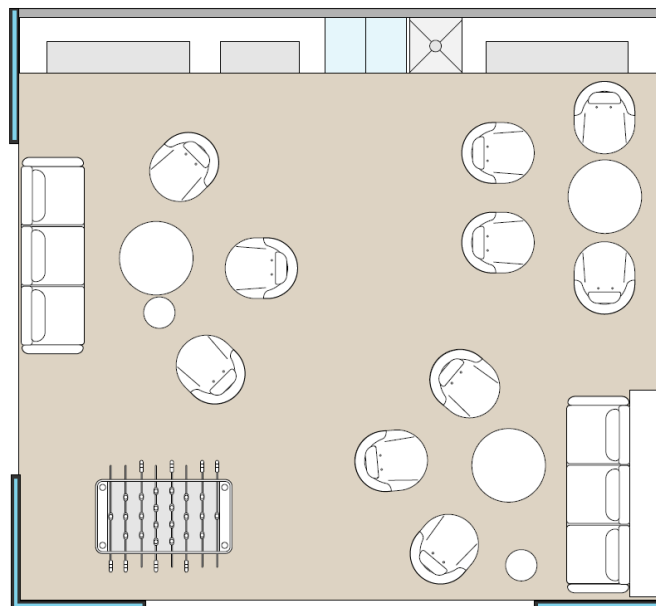


global description – example with 45 m²

modular layout

modular areas:

- relaxation area
- working area
- refreshment and coffee area
- entertainment area (babyfoot, TV)



infrastructure – the floor

the carpet floor should draw a specific pattern with 4 colors

- the floor must be flush with showroom tiling or aftersales reception tiling
- the floor is composed by carpet tiles, 48 x 48 cm,
- supplier chosen is EGE, with the range ReForm Heritage tiles

suppliers' references

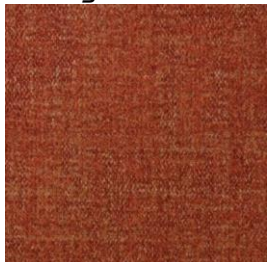
EGE - ReForm Heritage
Black - 713305048



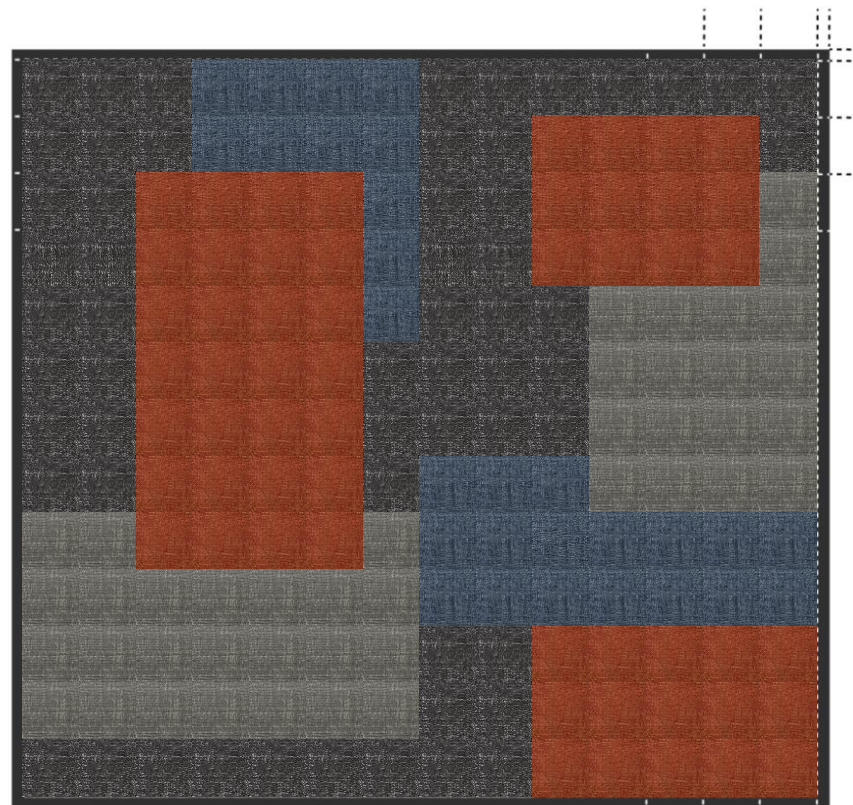
Pure grey - 713303048



Orange red - 713326048



Stone blue - 713329048



5- the lounge
infrastructure

concrete wall

concrete wall – light grey or concrete imitation



black ceiling

black paint (RAL 9005)
NCS S 8505-R80B
satin finish



suppliers' references

MARIUS AURENTI

Conclad, Moon Grey – chamfered edge

size 120 x 120 cm (recommended)

size 60 x 120 cm

size 60 x 60 cm (for small walls)



infrastructure – the separation glass

separation glass

fluted glass effect made with

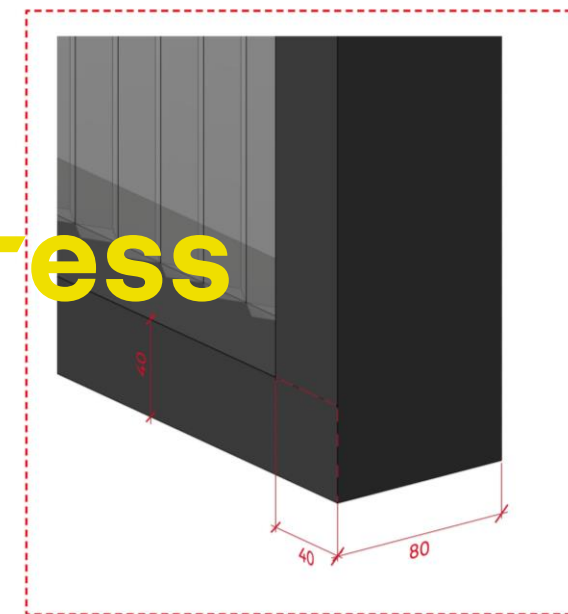
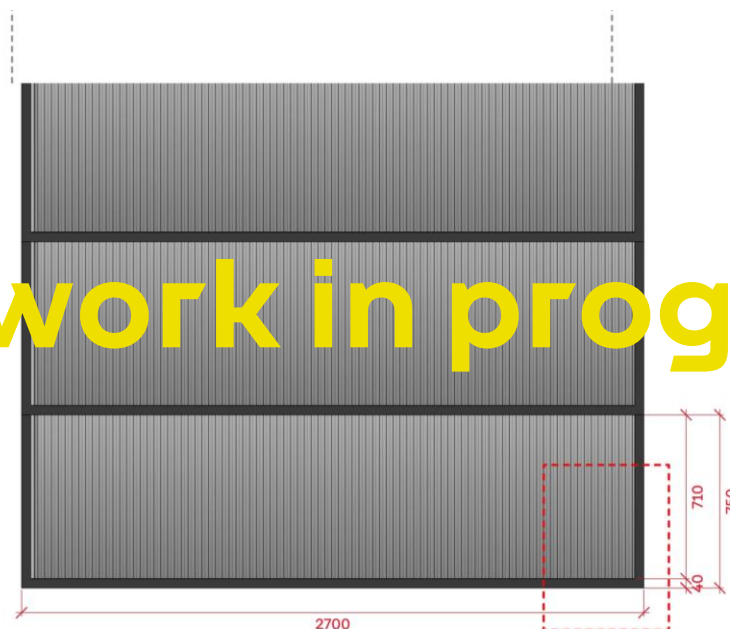
- fluted glass
- glass with film
- polycarbonate

metal structure

RAL 9005 black matte finish



work in progress



suppliers' references

local suppliers

- fluted glass: Madras pleated glass ultra-clear
- glass with film: Reflectiv STR05
- polycarbonate: Exolon



elements – the bar furniture

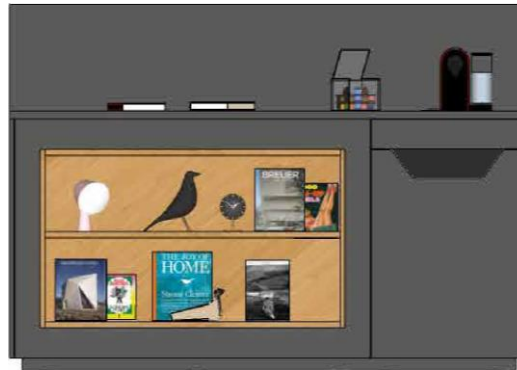
the bar furniture is a must have for a lounge.

the minimum required for this furniture is :

- 1 trash
- 1 bookcase
- 1 coffee machine

additional element as modules

- fridge
- closet
- small library



suppliers' references

local supplier



sofa

1 sofa should be chosen among these references

brand
model
dimensions



Bolia
Paste
L210 P84 H76 HA42 cm



Tiptoe
Easy
L225 P90 H88 HA46cm

brand
model
dimensions



Wendelbo
Trace 3
L220 P92 H79 cm



Normann copenhagen
Rar
L204 P87 H81 Ha46cm



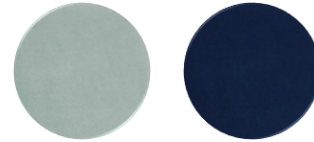
armchairs

Chairs can be mixed in a lounge.



brand
model
dimensions

366 concept
Fox
L62 P70 H78 Ha40 cm



AMPM
Sanami
L70 H71 P80 Ha40



STUA
Libera LB9
L71 P62 H77 HA47 cm

chairs

Chairs model and colors can be mixed among the selection in a lounge.



brand
model
dimensions

Vitra/Polywood
LCW
L56 P61 H68 HA30 cm



Normann Copenhagen
My Chair lounge
H72 L58 P67 HA38,5 cm

elements – the table

table

Table models and colors can be mixed among the selection in a lounge.



brand
model
dimensions

Hay
Bella
Ø60 X H39/32 cm



And Tradition
In between SK14
Ø60 H40 cm



elements – the stool

stool

Stool models and colors can be mixed among the selection in a lounge.



brand
model
dimensions

Polz Potten
Zigzag
Ø35,5 H46 cm



Vitra
Cork A/B/C
Ø31 X H33 cm



Norman Copenhagen
Bit stool
Ø36 H42 cm

elements – composition examples

composition tips

all references can be mixed. Just try to have a homogeneous lounge., it means to have different kind of furniture and different colors



elements – composition examples

composition tips

all references can be mixed. Just try to have a homogeneous lounge., it means to have different kind of furniture and different colors



elements – composition examples

composition tips

all references can be mixed. Just try to have a homogeneous lounge., it means to have different kind of furniture and different colors



elements – composition examples

composition tips

all references can be mixed. Just try to have a homogeneous lounge., it means to have different kind of furniture and different colors

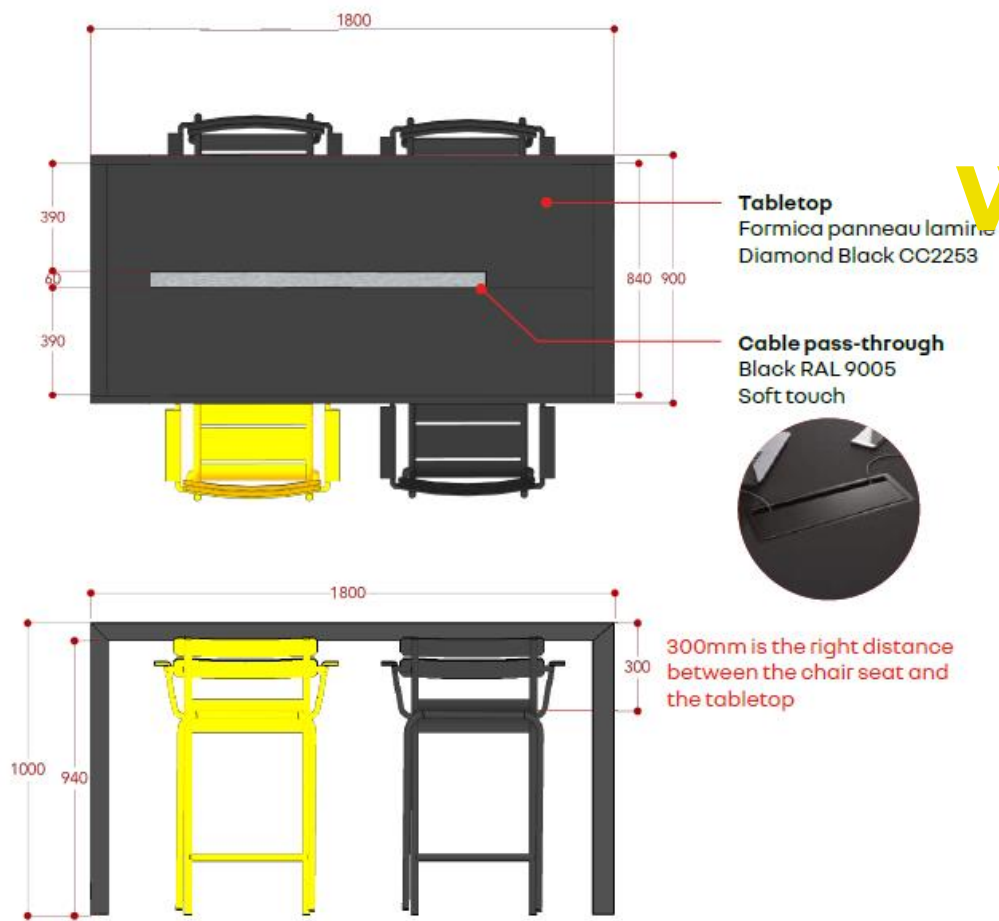


5- the lounge
elements – composition examples

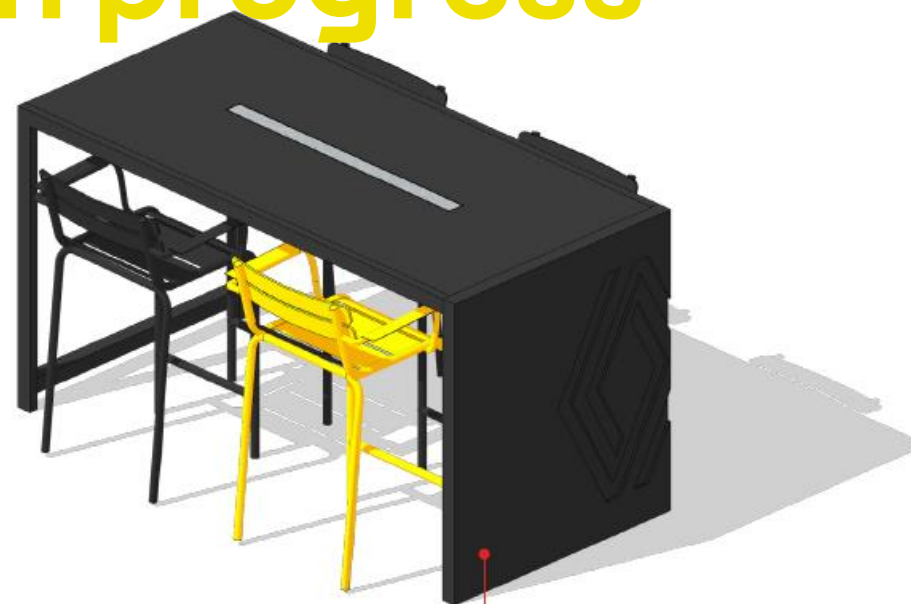
composition tips

don't take all references in same colors





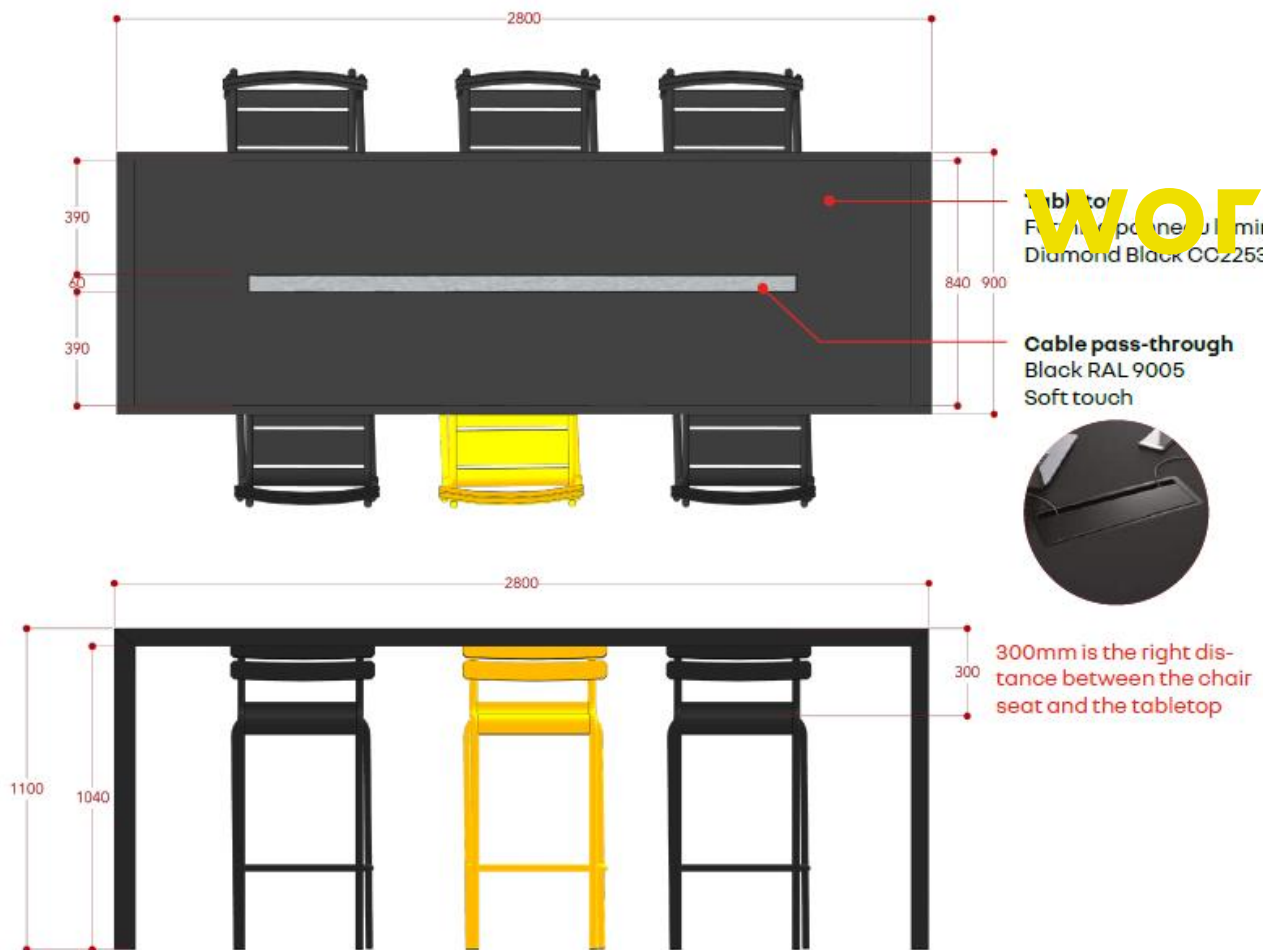
work in progress



The plain leg is used to lead
the cable connections



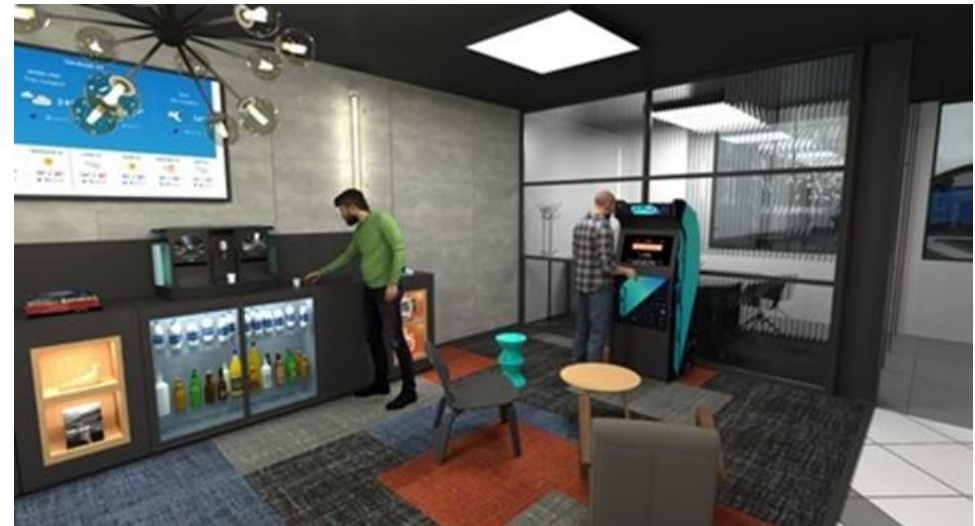
5- the lounge
elements – coworking table 6p



work in progress



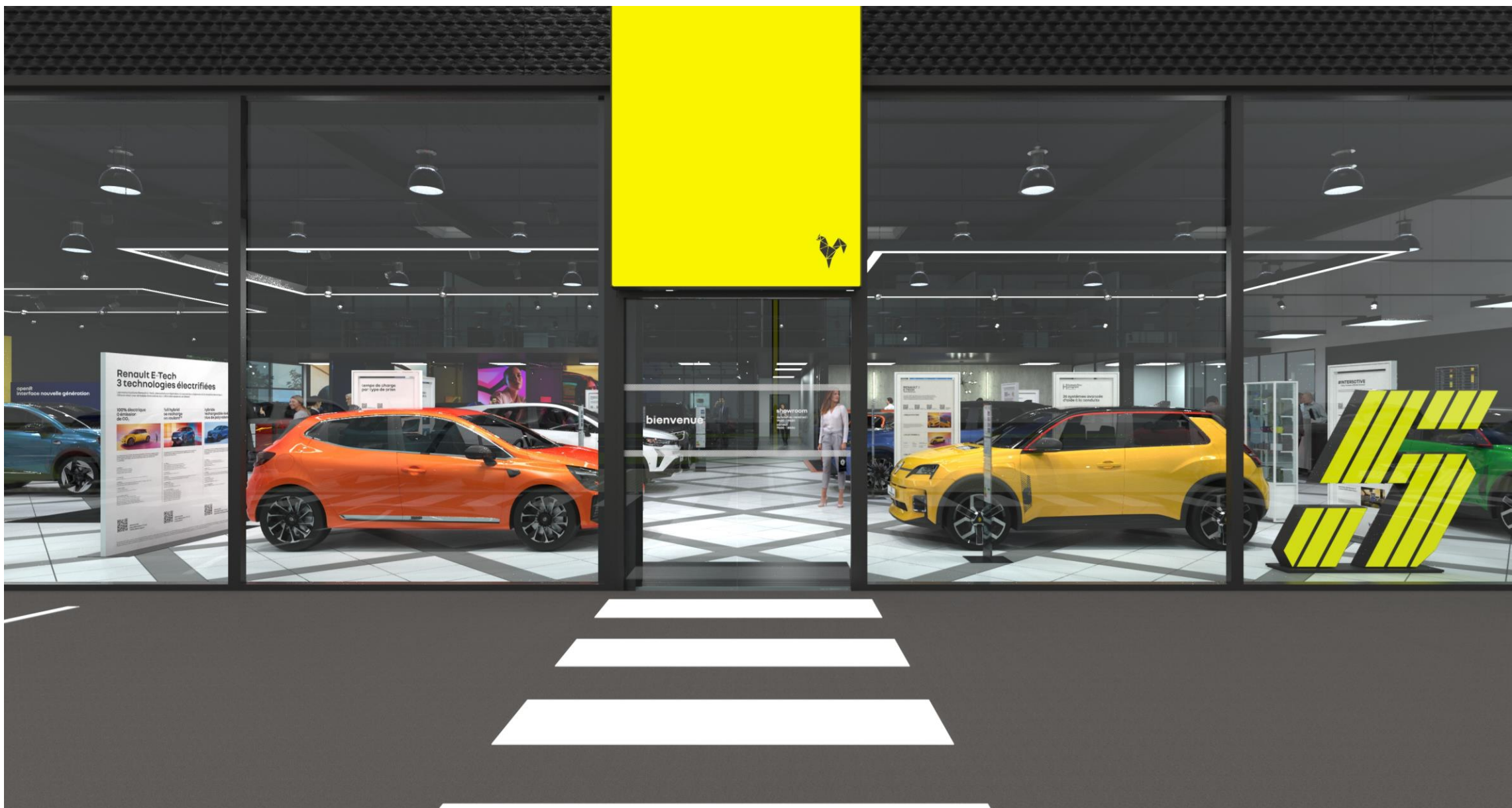
5- the lounge
elements – configuration examples



6- virtual tour

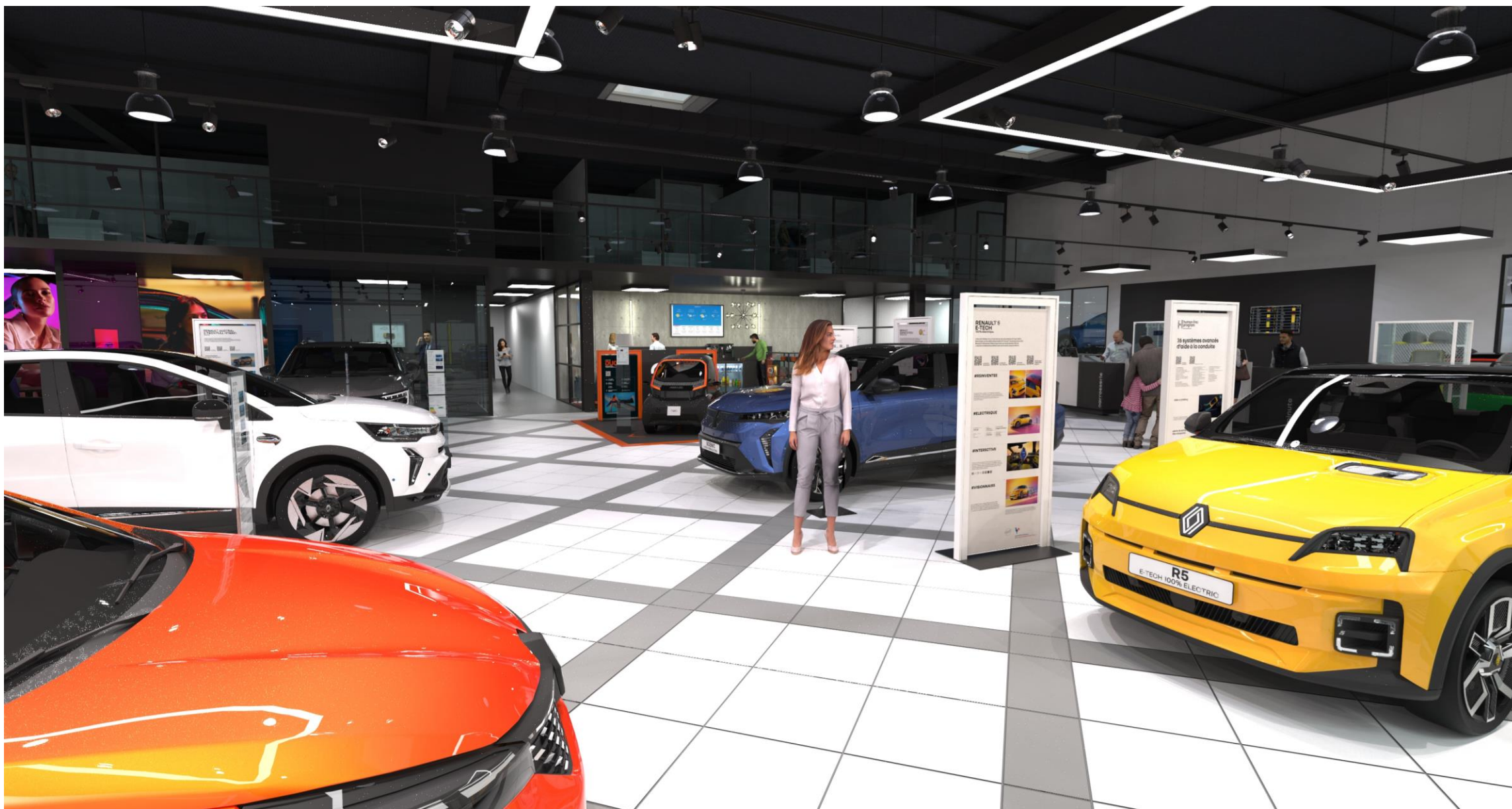
















ter par

consultez la brochure

publique
borne de recharge rapide publique
DC 50 kW à 180 kW
câble standard à la borne

Megane E-Tech 100% é.
batterie 60 kWh pour une autonomie
18 à 80% = 32 min | 15 à 80% = 37

Scenic E-Tech 100% électr
batterie 87 kWh pour une autonomie max
18 à 80% = 37 min | 15 à 80% = 43

Kangoo E-Tech 100% électrique
batterie 60 kWh pour une autonomie max
18 à 80% = 32 min | 15 à 80% = 37

Kangoo Van E-Tech 100% électrique
batterie 45 kWh pour une autonomie max
18 à 80% = 31 min | 15 à 80% = 37

Trafic Van E-Tech 100% électr
batterie 62 kWh pour une autonomie maximale
18 à 80% = 24 min | 15 à 80% = 29

Master E-Tech 100% électrique
batterie 62 kWh pour une autonomie maximale de 2
18 à 80% = 1:45 | 15 à 80% = 1:45

















s de charge
ype de prise



découvrez-en plus

Prise domestique
entree

Prise domestique
standard





















