

interior guidelines – new'R store

Renault retail architecture guidelines

july 2026 – v1f

new'R store interior guidelines

versions

- v1a – december 2024
  - 1st version
- v1b – april 2025
  - all infrastructure details are consolidated in "chapter 6: infrastructure"
  - additional details have been provided for specific elements
  - corrections have been made throughout the document
- v1c – april 2025
  - reference of the film for glass partition p.92
- v1d – june 2025
  - additional size legend have been provided
  - addition details for exhibition rules p.8
  - showroom plates naming
  - aftersales colors updated
  - size of the circular lighting for lounge p.103
  - no polycarbonate for fluted glass
- v1e – july 2025
  - no personalization in the office
  - sum-up of mandatory elements p.5
  - 1 event area for small showroom p.7
  - new'r area fresco rules p.12
  - image lounge coworking p.65
  - change of the image of the "tour of vehicle" p.74
  - sum-up of the colors used p.106
- v1f – july 2026
  - showroom / large welcome desk p.25
  - showroom / tile lay out p.75
  - office / chairs references p.31-32
  - office / backlight dimensions p.33-34-35
  - office / closed office rules p.36
  - office / manager office p.37
  - office / new EGE carpet reference p.78
  - aftersales / activity marking for afs p.51
  - lounge / sofa mandatory in lounge p.57
  - lounge / decoration details p.62
  - lounge / beverage details p.63
  - lounge / armchairs references p.65
  - lounge / element implantation p.99
  - lounge /global lights details p.113
  - delivery / lights variant p.109
  - images updated

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new'R store interior guidelines

introduction

Our new automotive showroom concept transforms the customer experience by placing vehicles at the center of the space. The redesigned layout offers ample room for cars, allowing visitors to move freely and explore each model from various angles, creating an immersive showcase.

Service areas, including aftersales reception, lounge, and sales advisor offices, are now positioned around the perimeter, ensuring easy access to essential services while keeping the central area focused on vehicle display. This design fosters a cohesive and comfortable environment for customers.

the new'R store concept supports:

- upgrading of the Renault brand
- evolving the Renault range
- implementating the network strategy



new

- lounge
- foor
- semi-open offices
- discussion table
- colors and upholsteries roller cab
- event area

removed

- renault road (brand bar, lounge, brand wall)
- open offices

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1. the exhibition space
- global description
- elements

2. the offices
- global description
- elements

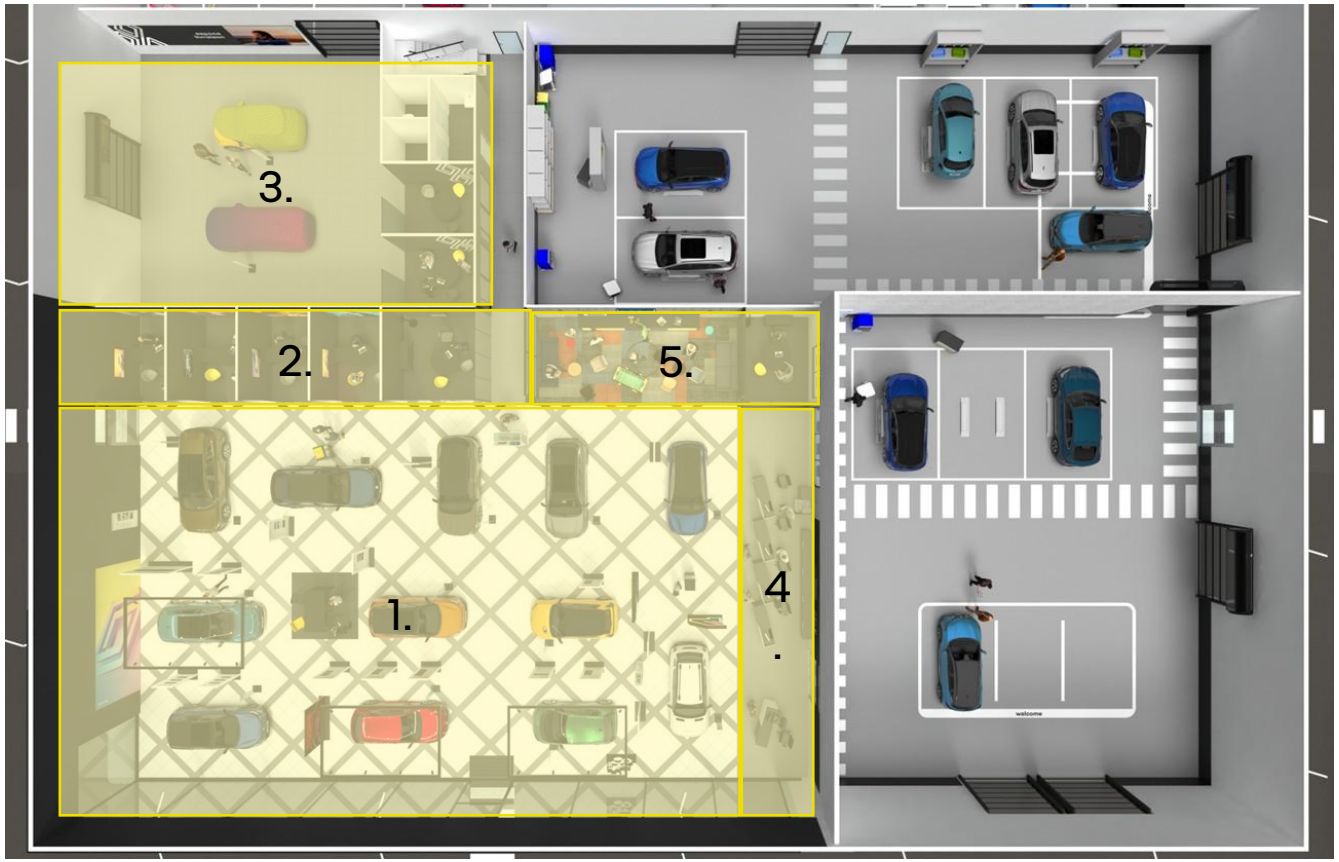
3. the delivery area
- global description
- elements

4. the aftersales
- global description
- elements

5. the lounge
- global description
- elements

6 the infrasctructure
- lighting
- ceiling
- walls

7 virtual tour
- images



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new'R store interior guidelines

component	S	M	L
exhibition area	mandatory area		
meeting point furniture with chairs	○	○	○
discussion table with high stools	○	○	○
merchandising furniture	○	■	■
QR code range totem kakemono	■	■	■
price display	■	■	■
products totem kakemono	■	■	■
colors/upholstery roller cab with samples	■	■	■
new'R area	mandatory area		
kakemono	1	3	3
fresco	■	■	■
2x2 POSM	■	■	■
specific frame light	■	■	■
event area	mandatory area		
kakemono	■	■	■
2x2 POSM	■	■	■
emblem 5 / 4	○	○	○
accessories showcase	○	■	■
specific frame light	■	■	■
E-Tech area	optional		
2x2 POSM	○	○	○
fresco	○	○	○
light	○	○	○

■	mandatory
○	optional

component	S	M	L
semi-open office	mandatory area		
table	■	■	■
screen on the black wall	■	■	■
sales advisor chair	■	■	■
customer chair (1 yellow + 1 grey)	■	■	■
carpet	■	■	■
colored partition	■	■	■
graphical line	■	■	■
backlight	■	■	■
square light	■	■	■
open office		○	
table	*	*	*
screen on desk support	*	*	*
sales advisor chair	*	*	*
customer chair (1 yellow + 1 grey)	*	*	*
partition	*	*	*
carpet	*	*	*
lounge	mandatory area		
lounge counter	■	■	■
sofa	■	■	■
arm-chair	■	■	■
chairs	■	■	■
low table	■	■	■
babyfoot or arcade game	○	○	○
co-working table with stools	○	○	○
TV screen	○	○	○
carpet	■	■	■
concrete wall (imitation)	■	■	■
light on the center of the ceiling	■	■	■
lights on the wall x2	○	■	■

component	S	M	L
aftersales reception	mandatory area		
service reception furniture + chair	■	■	■
care service reception wall	■	■	■
TV screen	■	■	■
storage unit	○	○	○
printer unit	○	○	○
local service kakemono	■	■	■
local promotion kakemono	■	■	■
My Renault kakemono	○	○	○
accessories kakemono	○	○	○
Plug Inn totem kakemono	○	○	○
lights on the top otf the reception desk	■	■	■
delivery area	mandatory area		
delivery area wall	■	■	■
covers storage cabinet	○	○	○
My Renault kakemono	○	■	■
charging totem kakemono	○	■	■
accessories totem kakemono	○	○	○
product display (2 sheets)	■	■	■
specific frame light	■	■	■
square lighting	○	○	○
infrastructure	mandatory		
tiles (diamond)	■	■	■
1 black wall at least	■	■	■
black ceiling	■	■	■
black window frames	■	■	■
reception in the showroom	■	■	■

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new'R store interior guidelines

restrictions

personalization is strictly prohibited. This includes, but is not limited to, adding business names or any unauthorized branding:

- on walls
- as projecting signs (e.g., flag-style signs)
- on license plates, license plate holders, or vehicle markings
- on uniforms or clothing

Unapproved decorations are forbidden. This includes plants or any other decorative elements not explicitly validated by Renault.

deviation requests

any request to deviate from the manufacturer's specifications must be formally submitted for approval by Renault Global Marketing, specifically the Network Architecture tea.



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1- the exhibition space



global description

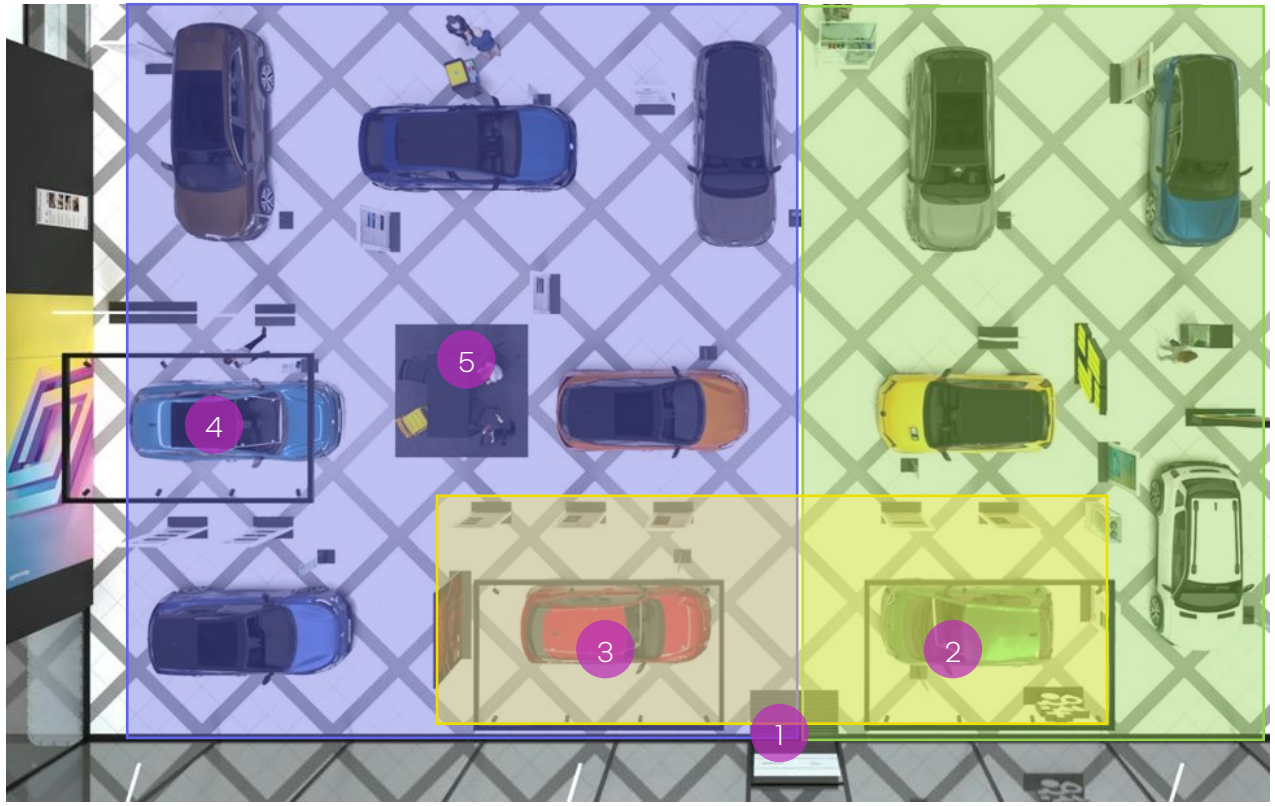
the exhibition space has been redesigned to prioritize vehicles

- event areas: located near the entrance and windows to enhance visibility and accessibility
- vehicles organization: vehicles are arranged by motorization technology to improve customer understanding
  - e-tech electric (on the right for example)
  - e-tech hybrid (on the left side for example)

the space is composed by:

- 1 entrance
- 8 vehicles minimum accessible to customers (ideally displaying the whole range)
- 30 m² per vehicle*
- vehicles displayed orthogonally & parallel
- 2 events area (2nd is optional for small)
- 1 new'R area
- 1 discussion table (optional for small)
- Duo/Bento "shop in shop" in the electric zone (for applicable countries)

** specific areas request more space*



1. entrance
2. event area 1
3. event area 2
4. new'R area
5. discussion table

event | hybrid e-tech | e-tech electric

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global description – the 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)
- the tiles form a diamond pattern (with the angle being a grey tile of 30 x 30 cm)

the walls

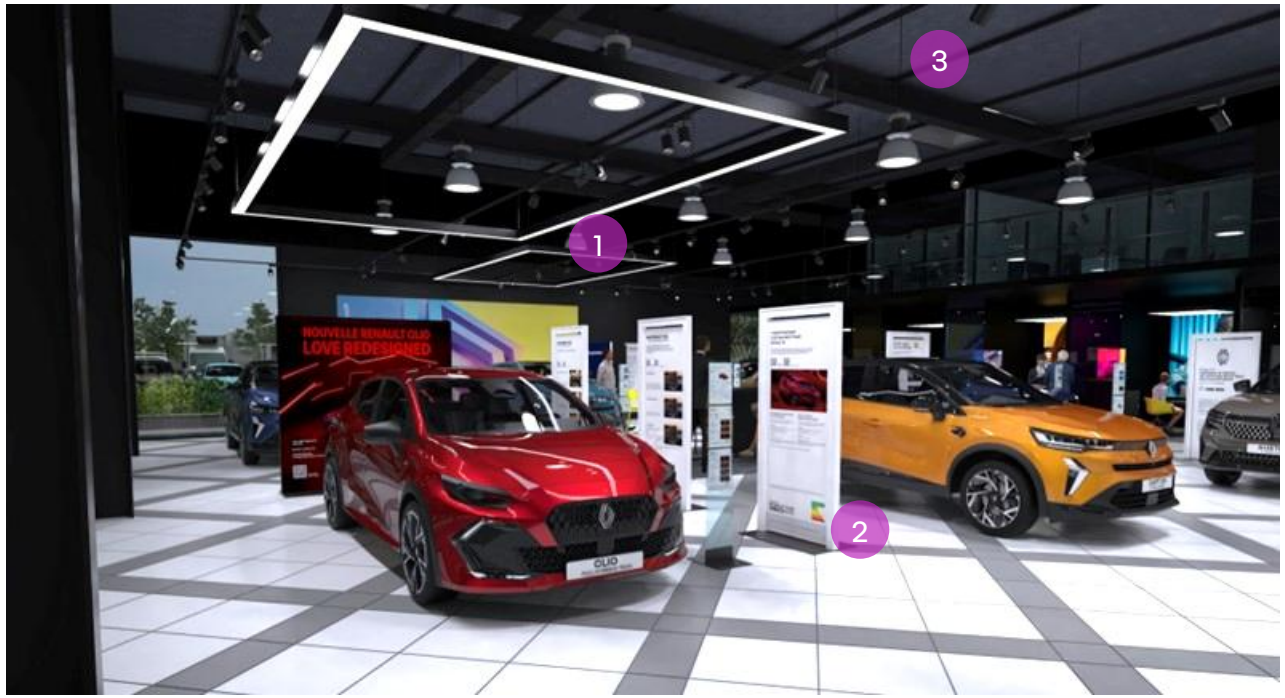
- 1 black wall at least is mandatory
- the other walls should be white

the ceiling

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

the lights

- general illumination lights
- specific area lighting



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

For more details go on chapter: 6 the infrastructure

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elements – exhibition rules

each vehicle area must be a minimum of 30 m² to accommodate:

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

vehicle area must not overlap with other

to display 3 vehicles, a minimum space requirement of 90 m² is necessary

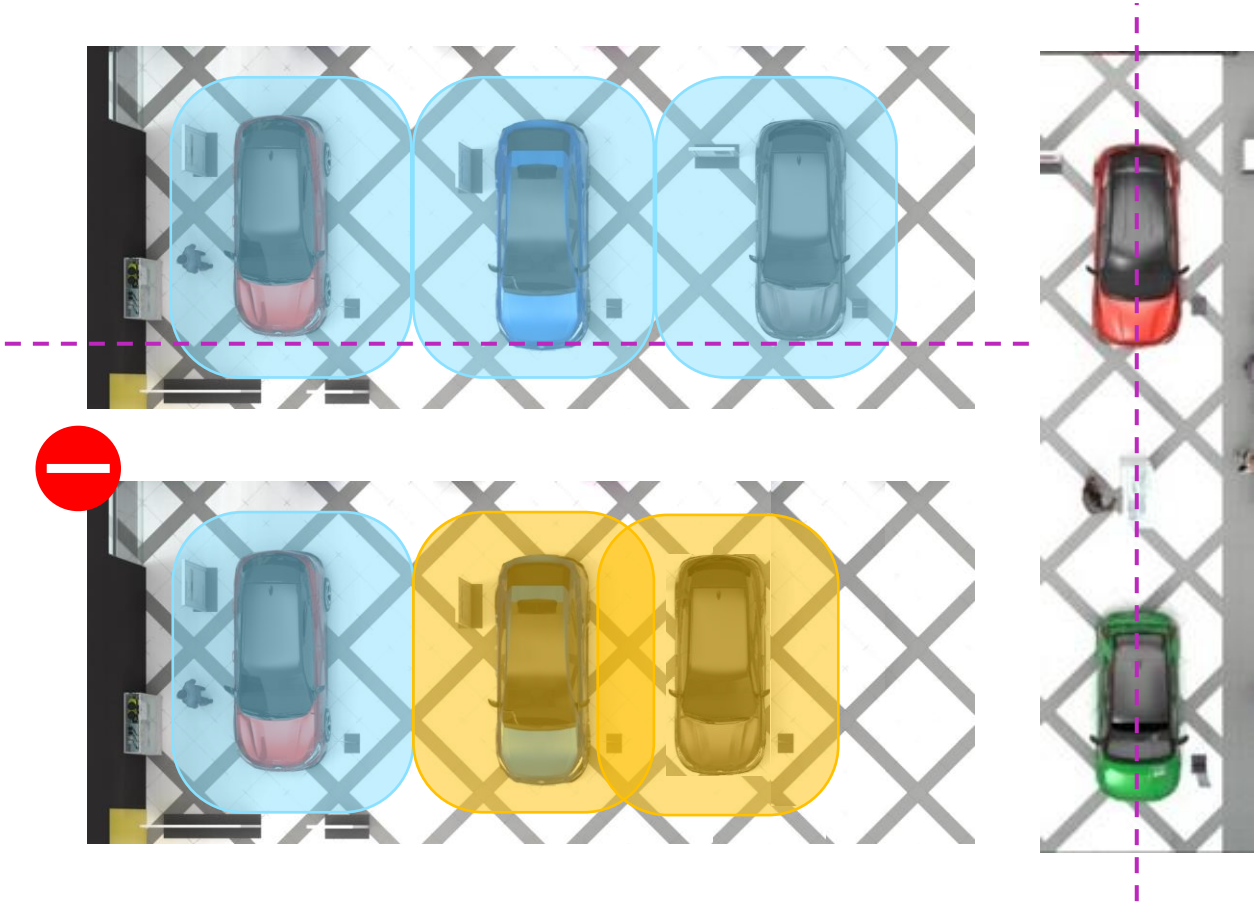
vehicles should be aligned for optimal design and visibility

for example, when vehicles are facing by the front, align the bonnets

vehicles should be displayed orthogonally & parallel to each other

typically, vehicles are positioned parallel or orthogonally to the entrance and windows

this structure ensures optimal visibility and accessibility for an enhanced customer experience



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elements – the event areas

the event areas are designed to highlight a specific vehicle

the highlighted vehicle can be

- the most recent launch
- the best-selling vehicle
- a vehicle that needs to be promoted

location

- positioned at the entrance of the exhibition space
- can be doubled in case of multiple entrances/flows
- can be expanded with another zone opposite if space allows
- located behind the windows
- area: 35 m²

the space includes

- suspended frame lighting
- specific elements for the vehicle launch (kakemono, emblem, accessories showcase, price display, etc.)



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elements – the new'R area

the new'R area is designed to highlight another key vehicle

it serves as an additional area if space allows to showcase another vehicle. that vehicle can be:

- the best-selling vehicle
- the most recent launch
- a vehicle that needs to be promoted

specifications for the new'R area

- leaning against the wall
- area: 42 m²

included elements

- suspended frame lighting to enhance visibility
- 1 fresco
- 3 kakemono (1 for S or M format)
- 1 2x2 POSM (Point Of Sale Material)
- 1 price display



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elements – the new'R fresco

the fresco is placed on a wall behind the vehicle of the new'r area

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

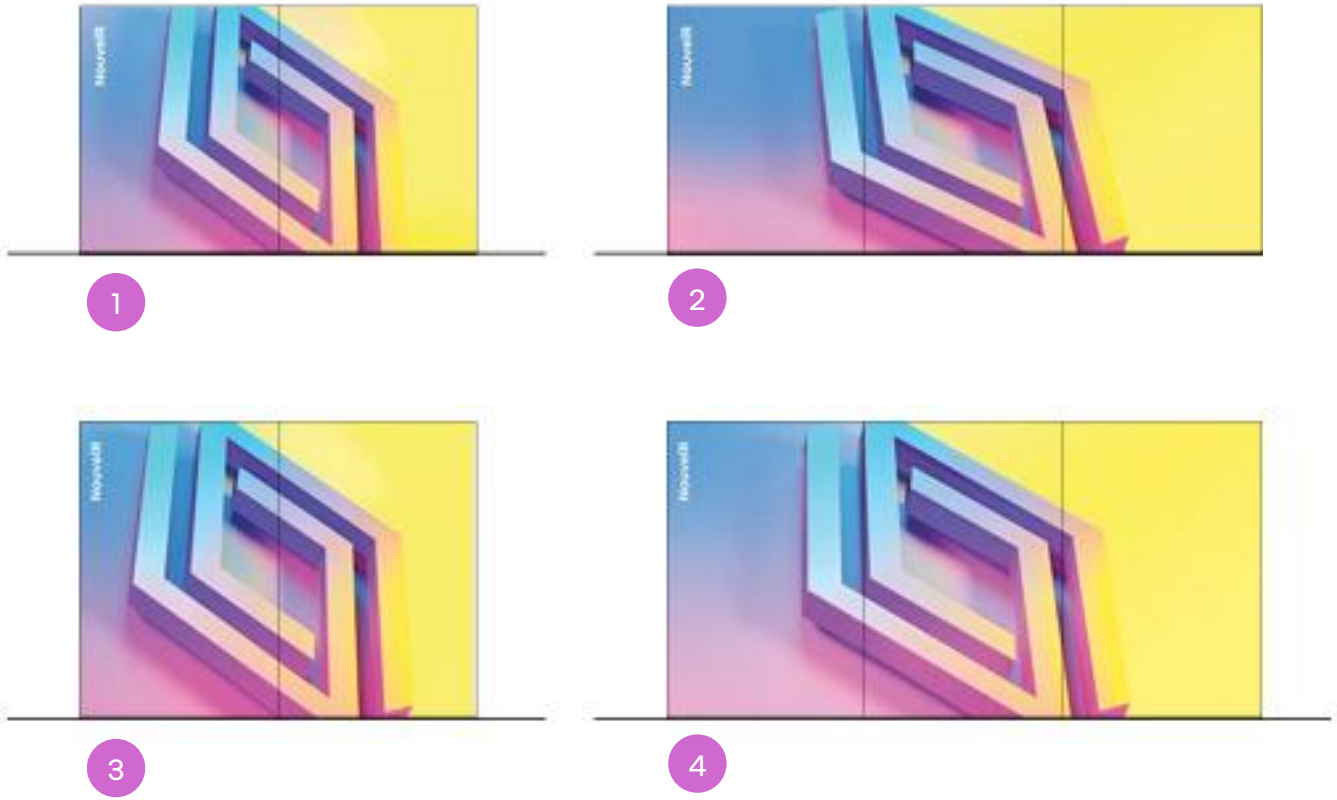
1. 4 x 2,5 m fresco
2. 6 x 2,5 m fresco
3. 4 x 3 m fresco
4. 6 x 3 m fresco

small showroom

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

position rules

- the fresco is recommended to be behind the vehicle
- the fresco can be on the side of the vehicle if necessary



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elements – the 2x2 POSM

the 2x2 POSM provides information about vehicles or technologies

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



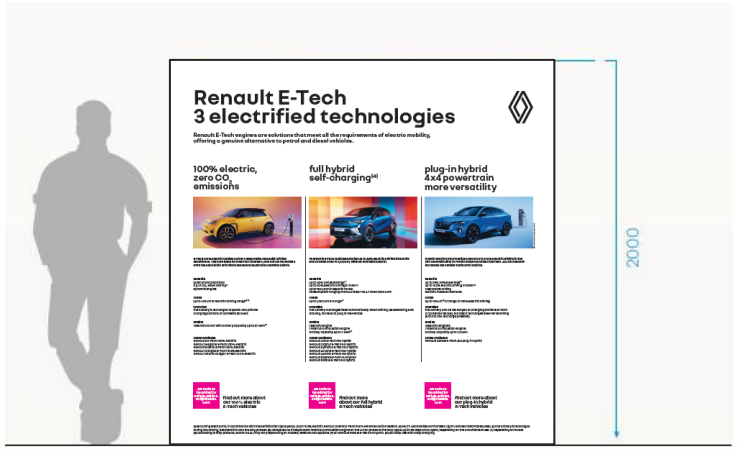


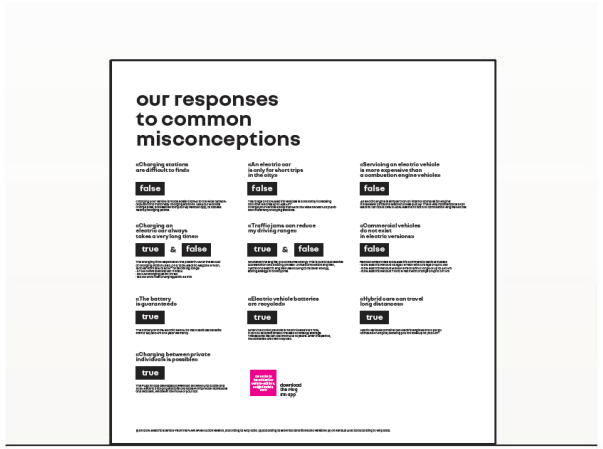
for new'R area

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

for event area (e.g. e-tech launch area)

the e-tech 2x2 POSM is installed perpendicular to the entrance, on the back of the vehicle. Depending on the implantation, the 2x2 POSM can be placed on the side of the vehicle.





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elements – the car plates

all vehicles in the showroom must have clear identification.

1. front plate: contains the model's name + engine technology (for E-Tech)
2. rear plate: must be read "RENAULT"

specifications

- both the brand and model lettering must be in relief to present a 3D effect
- the plate is white expanded PVC, specially selected for its high quality
- the letter size of the names and vehicle versions, as well as the line spacing, are standardized
- the commercial technology is invariable (no "eléctrico")
- no « new » for facelift

references

- plateform / Technical specifications: https://brandstores.renault.com/fr/renault/cahiers-des-charges-techniques/plaques-véhicules-showroom-cdct
- plates are available as Renault Group genuine parts





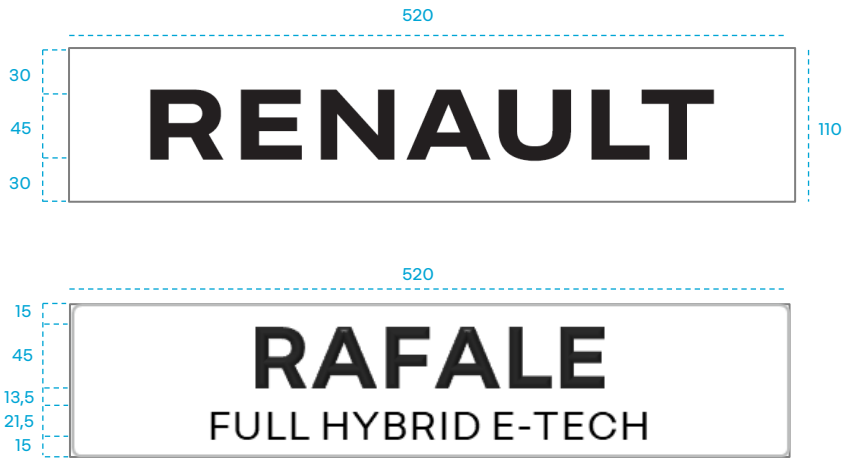


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elements – the car plates

dimensions & détails

- dimensions
  - h. 110 mm x l. 520 mm
  - with 4 angles (radius 10 mm)
- plate base: 3 mm white expanded PVC
- front plate: vehicle name in 3 mm black expanded PVC lettering, with motorization in black printing
- rear plate: the word "RENAULT" in 3 mm black expanded PVC lettering



1 electric — R4 E-TECH ELECTRIC

2 full hybrid — RAFALE FULL HYBRID E-TECH

3 plug-in hybrid — RAFALE HYPER HYBRID E-TECH 4x4

4 mild hybrid — CAPTUR MILD HYBRID

5 thermic — CLIO

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elements – the kakemono

the "totem-kakemono" is a support frame with printed canvas

designed to provide information to customers at the point of sale.

2 types:

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

mandatory type of kakemono

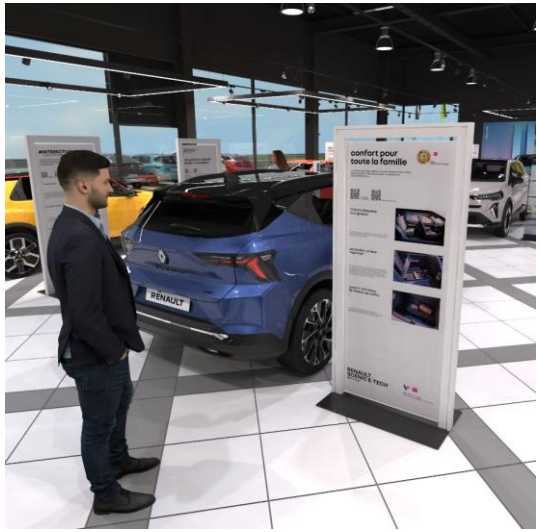
- QR code brochure: x1
- launching products: x3 (1 for small showrooms)
- model information: x1 per model

dimensions

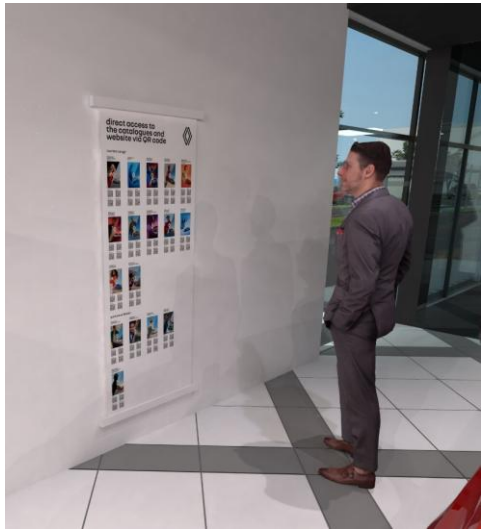
stand alone frame = h:1935 x l:910 mm

canvas = h:1815 x l:740 mm

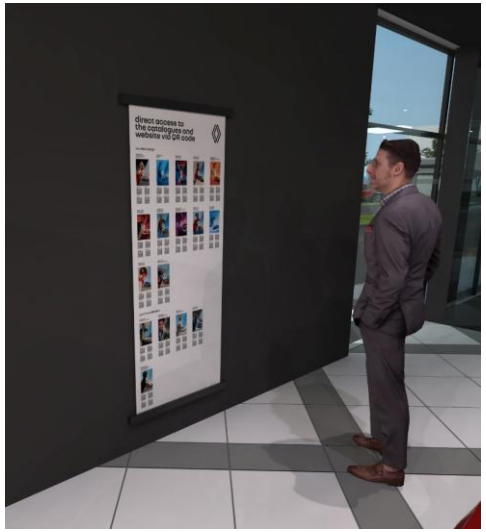
stand alone support



white support



black support

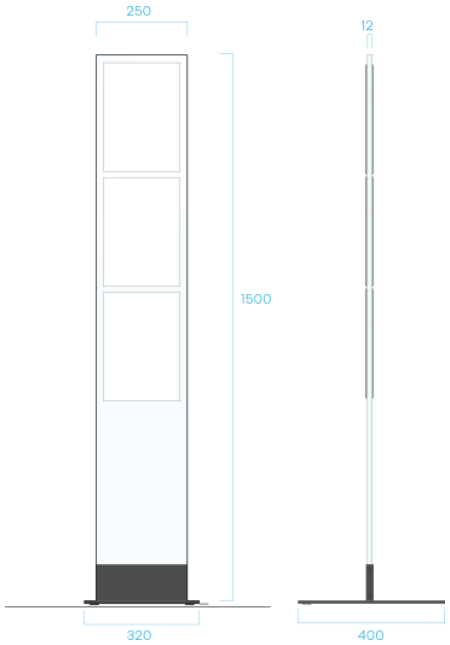


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elements – the price display

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 is positioned on the front driver's wheel
- dimensions: h. 1500 x w. 400 x d. 250 mm (without the plate)





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elements – the discussion table area

the discussion area serves as the first point of contact with the customer

this area is placed in the middle of the showroom, and is composed by

- 1 black table
- 3 black chairs
- 1 yellow chair
- 1 carpet = 3 x 3 m
- additional suspended lighting can be added

the table

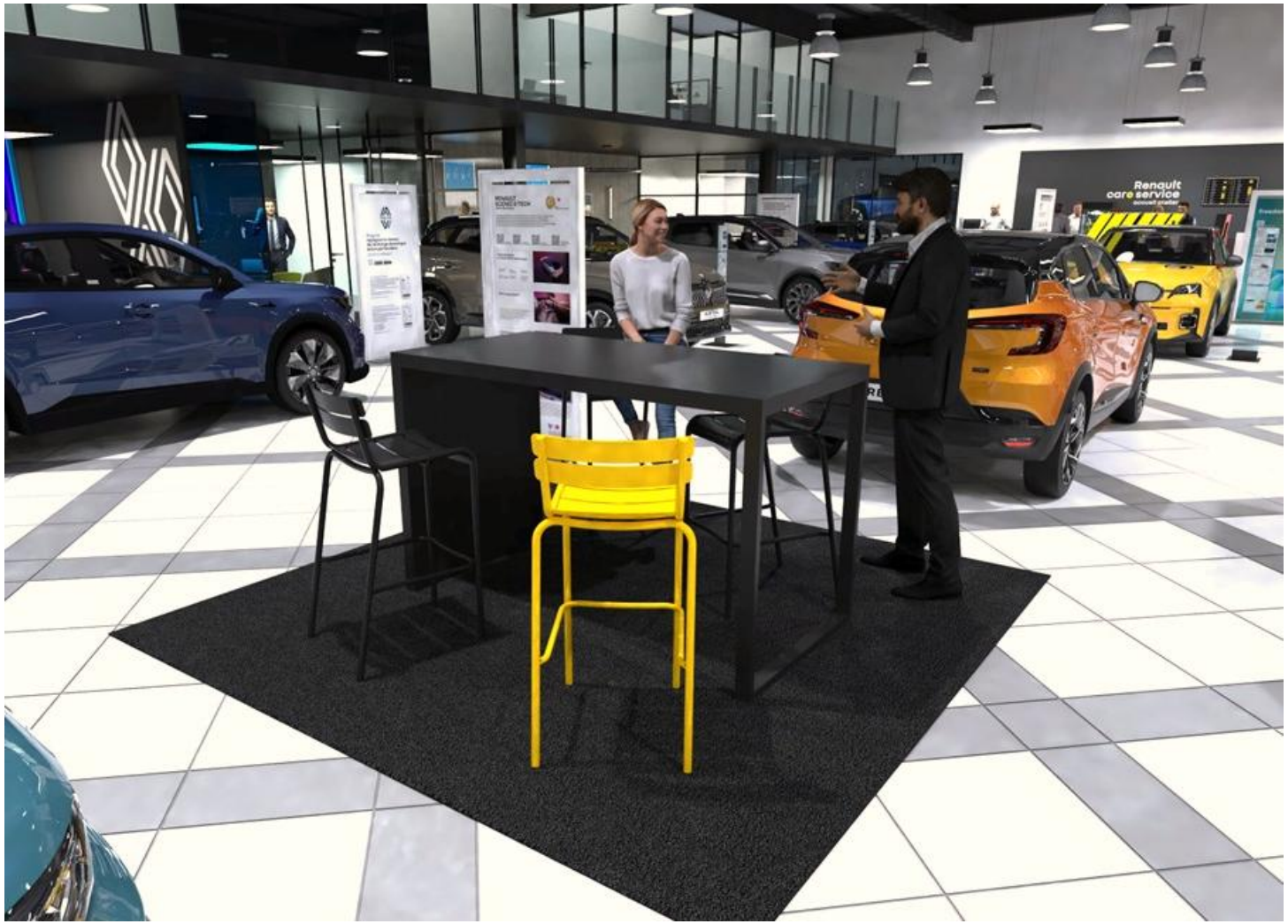
the table is black, with a soft-touch finish to prevent fingerprints.

For special requirements, the table can be equipped with electrical outlets (refer to the co-working table for 4 people)

dimensions: h. 1100 x w. 1800 x d. 800 mm

suppliers' references

local supplier according to technical drawings



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elements – the discussion table

chairs

- 3 black chairs
- 1 yellow chair

suppliers' references

Fermob

Fermob high chair
Luxembourg h 80 cm

carbone



miel

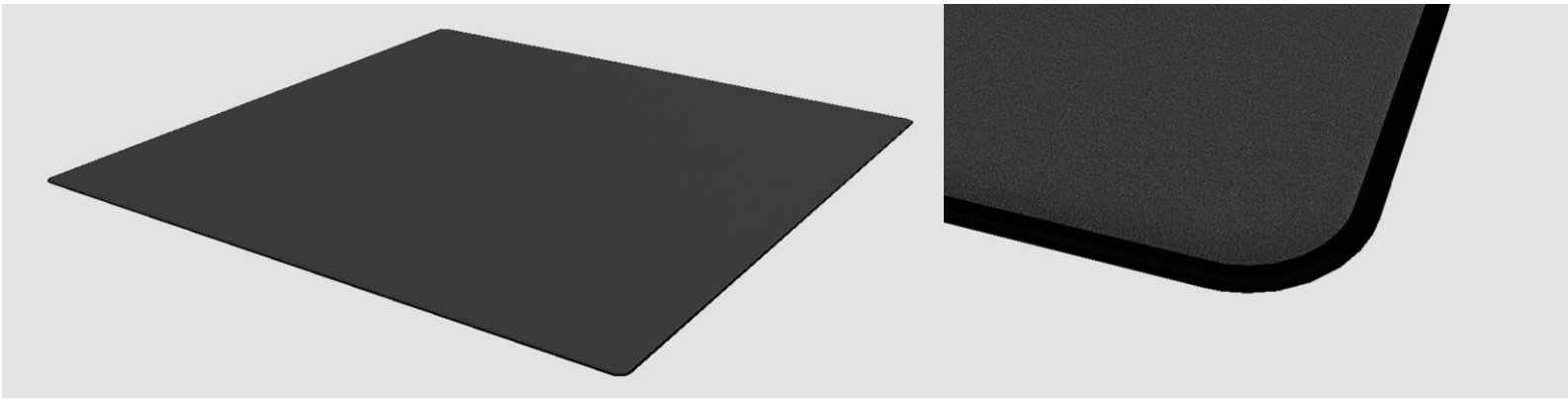


carpet

- 3 x 3 m square
- tufted
- serged edge

suppliers' references

- *EGE Highline 1100 carpet*



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elements – the colors roller cab

the color palette & upholstery roller cabinet displays all the body colors of the vehicles and the interior upholstery samples

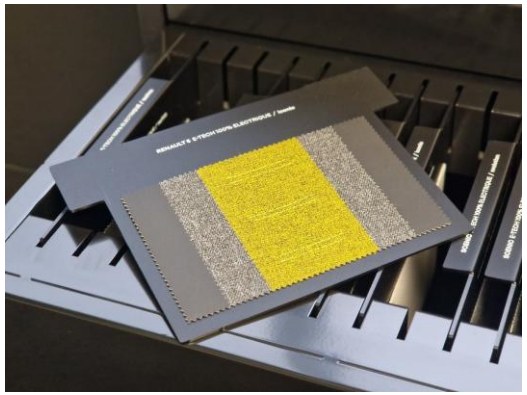
the cabinet can be moved around the showroom to be closer to the customer or sales office.

- 3 drawers on the top for body colors
- 2 drawer on the bottom for upholstery sample
- 1 tray on the top
- size: h. 1100 x w. 620 x d. 400 mm



suppliers' references

Carouge





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elements – the merchandising furniture

the merchandising unit is designed to highlights merchandising products and facilitate additional sales

the showcase is enclosed to prevent theft

2 version exists:

- wall mounted: h.1800 x w. 1180 x d. 580 mm
- double sided: h.1800 x w. 1180 x d. 380 mm



double sided version



wall mounted version

suppliers' references

CBM Productions

HMY

warning:

merchandising furniture or accessory showcase must not be used as a barrier between other brands or delivery area

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elements – the accessories showcase

the accessories showcase is designed to display various accessories

this is a variant of the merchandising unit, specially designed to present 3D accessories for the event area (ex. Renault 5)

dimensions: h.1800 x w. 617 x d. 380 mm

this elements is optional for small showrooms

suppliers' references

CBM Productions

HMY







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elements – the welcome desk

the welcome desk can be used to greet customers at the entrance

this desk is optional

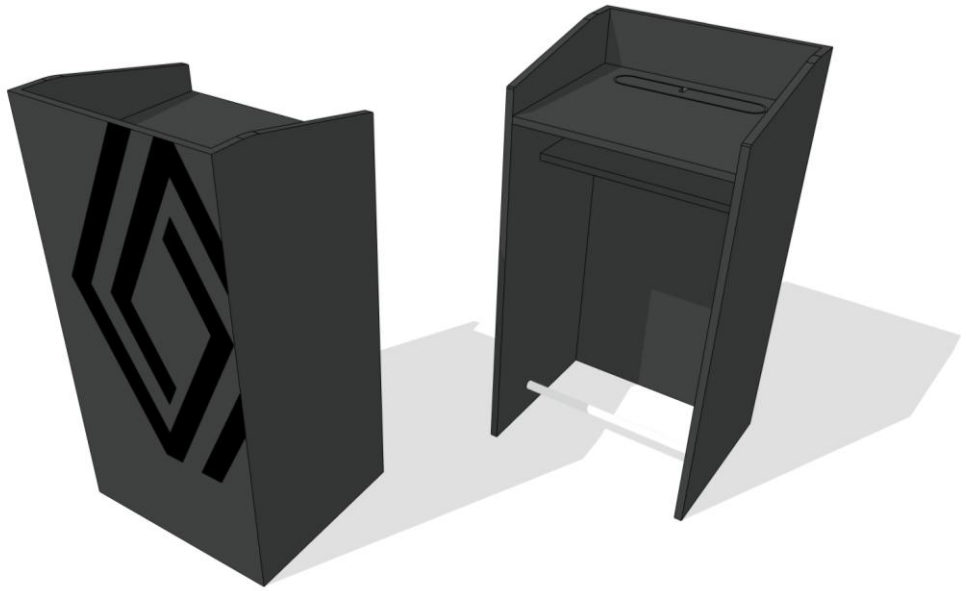
dimensions: w. 600 x h. 1150 x d. 500 mm

emblem

in adhesive satin

only on desk located in Renault-only entrance

no emblem should be used for multibrand entrances.





EGGER soft touch
Laminated panel black
U999 perfect sens

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elements – the welcome desk

the welcome desk is used to greet customers at the entrance

this desk is optional

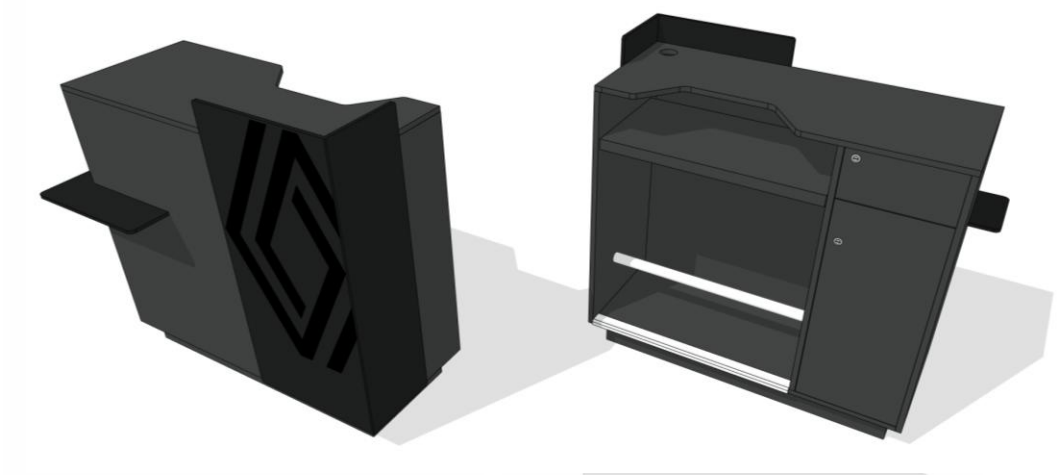
dimensions: w. 1200 x h. 1150 x d. 500 mm

emblem

in adhesive satin

only on desk located in Renault-only entrance

no emblem should be used for multibrand entrances.



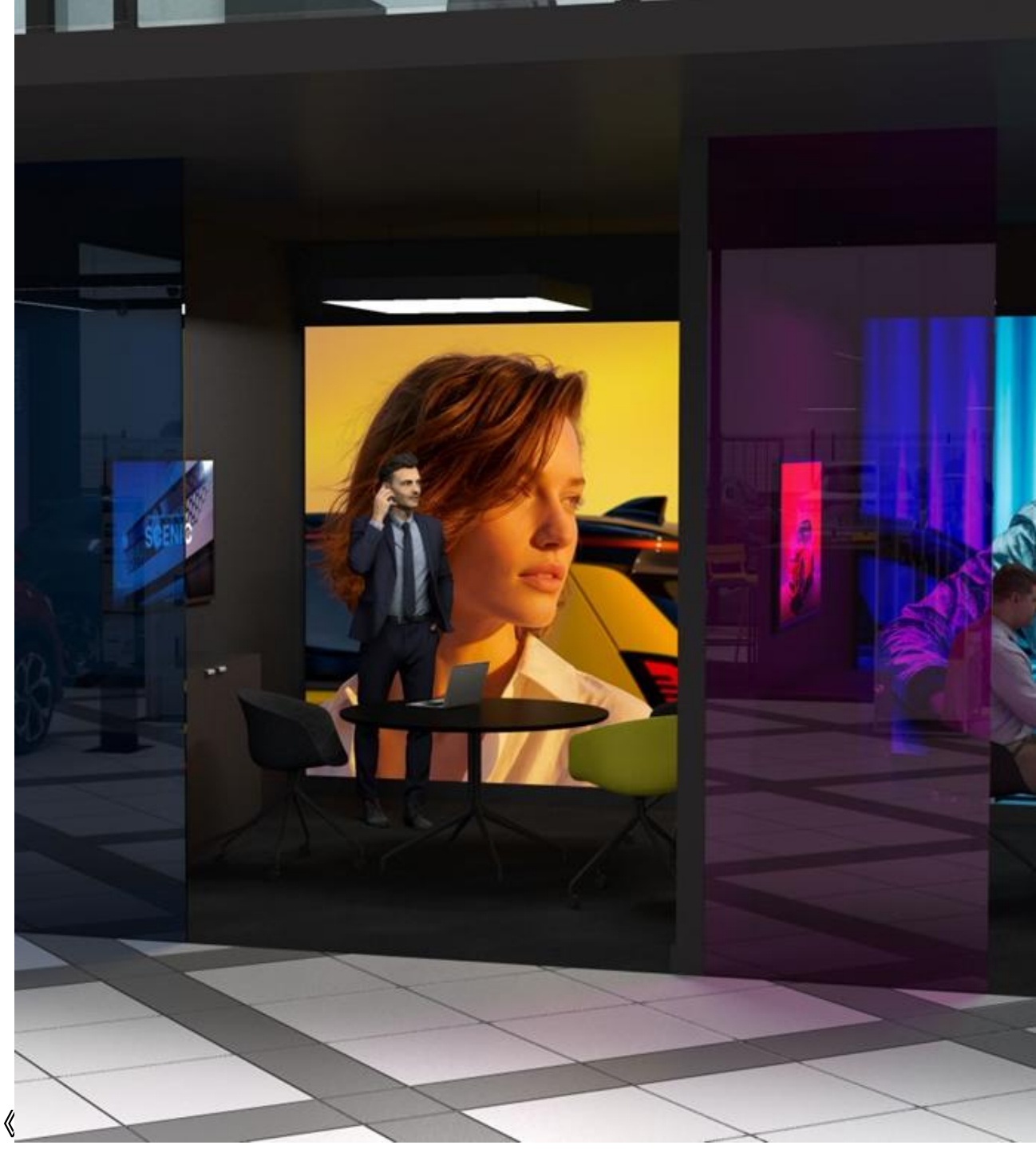


EGGER soft touch
Laminated panel black
U999 perfect sens

black Corian©
polished to a 1000-grit
finish

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2- the offices



global description

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

each sales office is composed of:

- 1 square area measuring 3,0 x 3,0 m (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 minimum dimension is 3 x 3 m. Offices can be larger, but standardization is preferred for suppliers. Moreover, all offices should be the uniform to ensure homogeneity

the office should not be personalized (no personal picture, green plant, ...)

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global description – the infrastructure

dimensions
- mini: 3,0 x 3,0 m at least

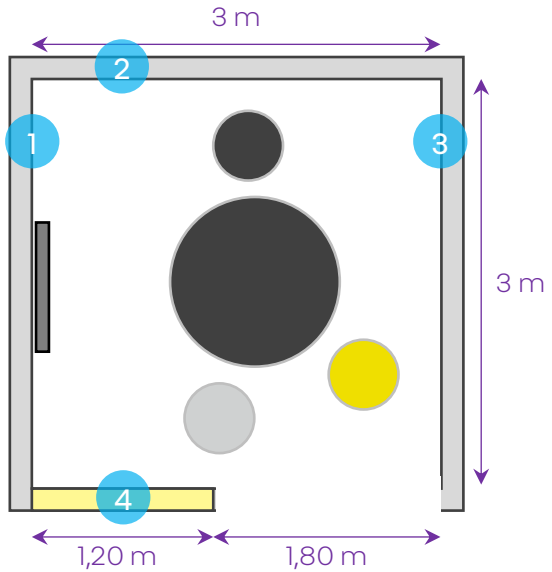
flooring
- black carpet tiles

walls
- 1 black wall with a screen
- 1 black wall with a lifestyle visual backlight
- 1 black wall with a graphical line

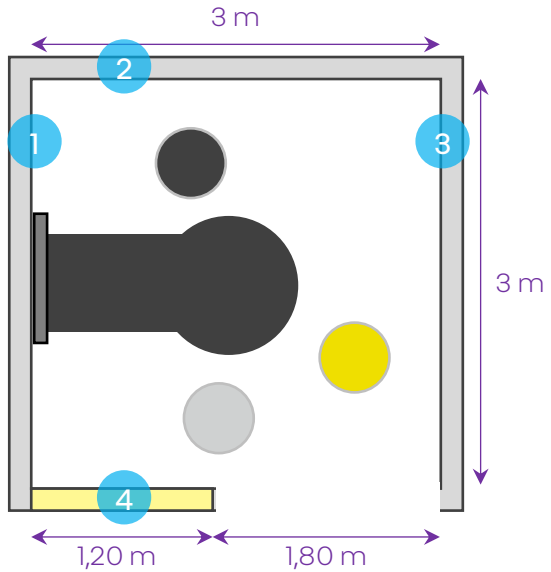
ceiling
- black

lighting
- square light

configuration with round table



configuration with variant table



1 black wall with TV screen

2 black wall with backlight

3 black wall with graphical line

4 glass partition with colored film

for more details go on chapter: 6 the infrastructure

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elements – the sales desk

2 desk configurations are available

preferred configuration:

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

alternative configuration:

- a "classic" desk, featuring a rounded section to facilitate discussion and screen visibility
- this is the previous model, finished with a soft-touch black paint)

supplier references

Manhattan or local supplier

important note

all sales offices must use the same desk model. Mixing different desk configurations between offices is not permitted



Hay AAT20
Ø 128 cm or Ø 100 cm





Renault specific table
In black soft touch paint



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elements – storage cabinet

for the round table configuration

a storage cabinet can be added within the sales office

this cabinet is similar in design to the aftersales storage cabinet but features a black finish and sliding doors.

dimensions: h. 900 x w. 1200 x d. 400mm





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elements – the sales chairs

chairs for cusotmers

- structure: 4-star swivel base, black RAL 9005 (lacquered aluminum or black powder-coated)
- castors: equipped with 4 castors
- seat: fully upholstered
- seat colors: 1 light grey and 1 yellow

2 chair configurations are available

- with armrests shape (recommended: HAY)
- without armrest

chairs for sales advisor

- generally, follow the same specifications as customer chairs
- alternative: for enhanced comfort, an office chair is accepted (refer to variants on the next page)

	sales advisor dark grey)	customers light grey	customers yellow
Hay AAC25			
Maharam Mode	Mode 005 Talus	Mode 046 Composure	Mode 015 Goldenrod
Enea lotus confident	 dark grey TBC	 Seattle light grey	 era CSE32
Hay AAC15			
Maham Mode	Mode 005 Talus	Mode 046 Composure	Mode 015 Goldenrod

Renault Confidential C

elements – the sales chairs / alternative for sales advisor

sales advisor can have a specific chair:

- structure: 5-star black base
- armrests: equipped with 2D/3D adjustable arms
- height: adjustable height ~47 – 520 mm
- castors: with castors recommended for carpet floor
- seat: upholstered seat
- support: includes lumbar support



Herman Miller
verus Inerweave
backrest: interweave Shale mesh (36506)
seat: phoenix Havana (YP009)



Ahrend
Ease 0160F800-E100
backrest : Black Mesh
seat : Camira XREME YS009 Havana



Kinnarps
Espera
backrest: Basic mesh black
seat: Step Melange, colour TBC

Renault Confidential C

elements – the backlight

backlight standard dimension

to facilitate supplier coordination and the replacement of the printed canvas, we recommend adhering to the following standard sizes

standard size

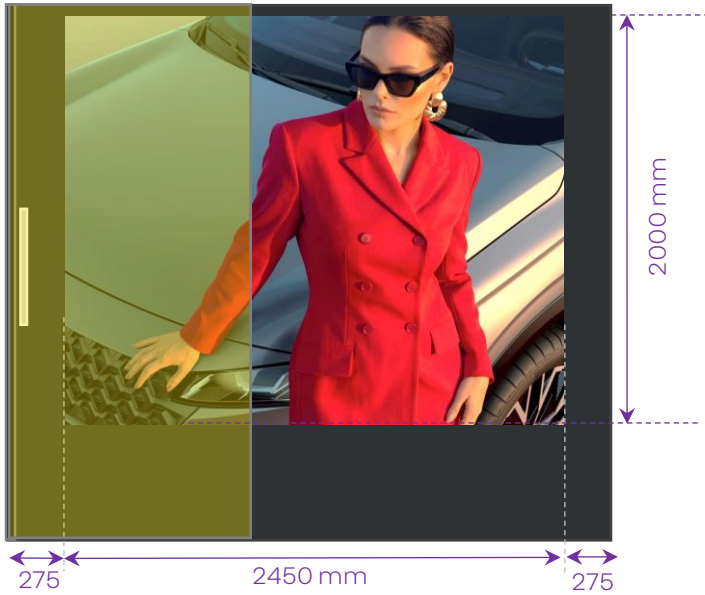
- height: 2000 mm
- width: 2450 mm
- frame depth: < 100 mm
- mounted at a height of 450 mm

backlight specifications

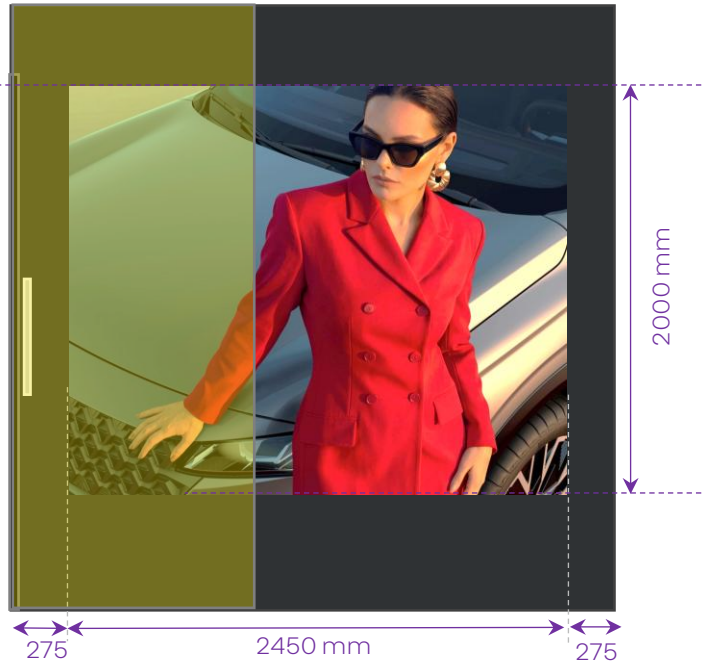
- led system: leds on all 4 sides (tangential lighting)
- color T° = 4000 K
- intensity = variable (max ~21 000 lm)
- frame made of aluminum, black lacquered metal: RAL 9005 (matte finish)



ceiling height = 2,6 m



ceiling height = 3 m



printed canvas:
different size exist and already cropped to match with the 2 backlight dimensions

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

Renault Confidential C

elements – the backlight (variant)

backlight extended dimension

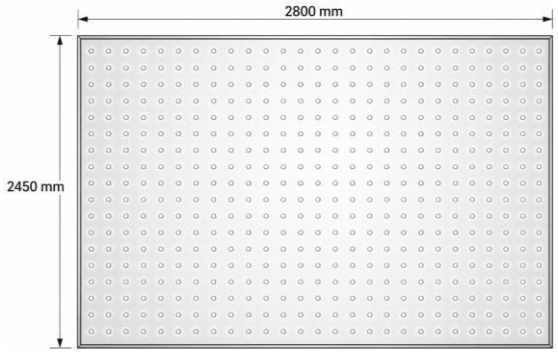
extended dimensions can be used for design purposes or in larger offices

extended size

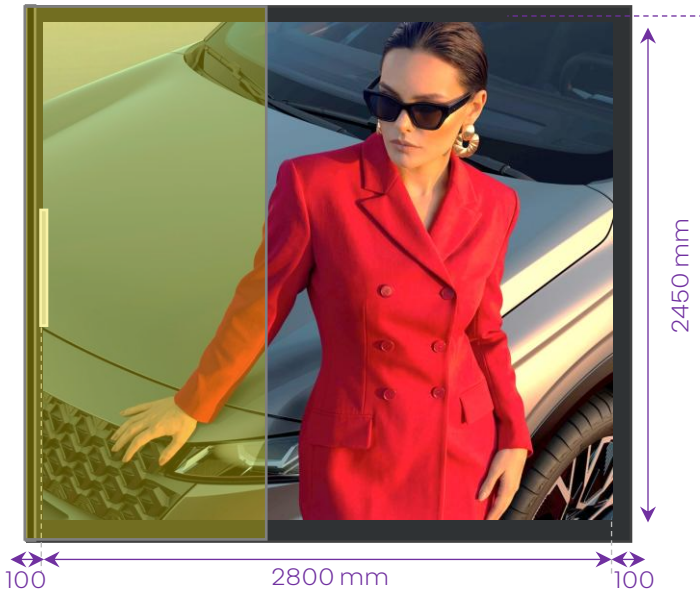
- height: 2450 mm
- width: 2800 mm
- frame depth: < 100 mm
- mounted at a height of 100 mm (to accommodate a plinth)

backlight specifications

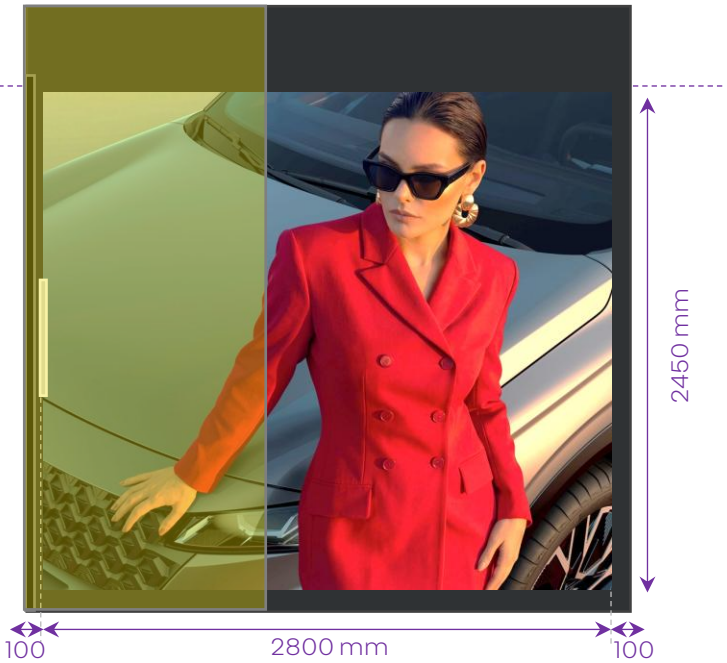
- led system: leds lining the back (every ~75 mm)
- color T° = 4000 K
- intensity = variable (max ~50 000 lm)
- frame made of aluminum, black lacquered



ceiling height = 2,6 m



ceiling height = 3 m



printed canvas:
different size exist and already cropped to match with the 2 backlight dimensions

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

Renault Confidential C

elements – the visual for backlight

image choice

For the office space, the chosen image should depict a lifestyle scene where the vehicle is either not easily recognizable or only minimally visible.

Six specific visuals featuring people (not solely vehicles) have been selected for use.

Each country is authorized to select visuals from a pre-approved library of images, validated for their specific market. This library will also include region-specific visuals tailored for certain countries. Please consult your local Marketing department and verify usage rights on the "Renault Mediatheque" via the following link:

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

search: **2026-00124** (for Renault)

important note

exercise caution when selecting visuals, as the image choice can significantly impact the final illumination and ambiance of the office space.

Renault



R-DAM_1759296.jpg



R-DAM_1759311.jpg



R-DAM_1759320.jpg



R-DAM_1759329.jpg



R-DAM_1759338.jpg



R-DAM_1759404.jpg

Renault pro+



renew



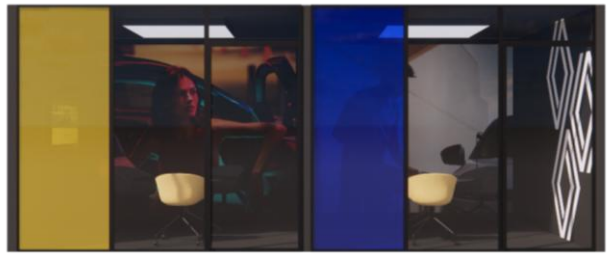
the visuals provided are examples of lifestyle pictures

Renault Confidential C

global description – office variants

closed office

exclusively reserved for fleet or Pro+ offices or subject to local derogation





configuration rules:

- **2 offices (side-by-side):** If only two offices are present in the showroom, both must be closed offices to ensure consistency (or both semi-open)
- **3 offices (side-by-side):** If three offices are located side-by-side, one office can be a closed office

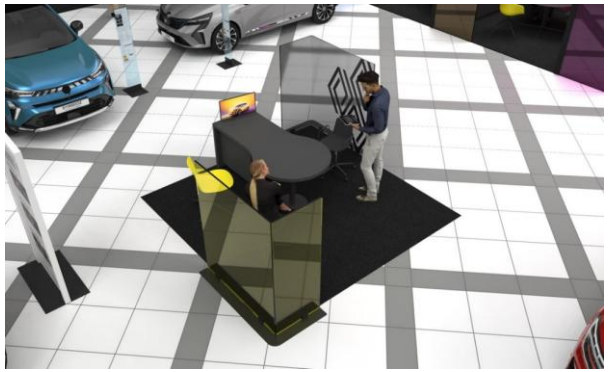
additional office: open office

may be included within the showroom to accommodate extra requirements

desk can be round or with specific shape.

it can be different between semi-open and open office





.

Renault Confidential C

global description – manager office

manager / sales manager's offices

the manager's and sales manager's offices must adhere to the same design standards as the semi-open sales offices. This includes, but is not limited to, the use of black paint and black door frames.

specific considerations:

- the backlit visual is optional for these offices as an alternative an American box style frame with a lifestyle visual may be used
- while maintaining the overall aesthetic, the furniture configuration may differ. A rectangular desk is permitted, provided it is black to ensure consistency with the established atmosphere





Renault Confidential C

global description – variant

visible administrative offices

administrative offices that are visible to customers must be treated similarly to the semi-open sales offices, including the use of black paint and black door frames.

backlighting and graphical elements remain optional for these offices.

to ensure confidentiality and prevent customers from seeing directly into the administrative areas, the glass partitions must be covered with a white frosted film. Ideally, a gradient frosted film should be used, obscuring the lower section for privacy while allowing the upper part to remain clear to maximize natural light penetration

supplier references

3M – Fasara Mist S / SH2FGMI-S



Renault Confidential C

3- the delivery area



global description

the delivery area is a separated space designed for handing over the vehicle to the customer.

the delivery area is composed by:

- 36 m² per vehicle
- 1 dedicated exit

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

- 1 delivery office
  - visible to the customer
  - 3 x 3 m
  - designed identically to the semi-open sales office or the closed sales office with specific features



for more details go on chapter: 6 the infrastructure

Renault Confidential C

global description – the infrastructure

the floor is mid grey

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

the walls are black and white to prevent a cold atmosphere

- 1 black wall
- 1 white wall should feature the delivery area black panel and graphism

the ceiling is black to have a cozy atmosphere

in RAL 9005 matte black color.

2 kinds of ceilings can be considered:

- architectural & industrial
- false-ceiling

the light is a rectangular illuminated frame

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



Renault Confidential C

elements – the office

the Renault delivery office is designed to welcome the customer and initiate the delivery process.

the delivery office is composed by

- 3 x3 m square office (9 m^2)
- black ceiling
- square led light with white canvas
- 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)





Renault Confidential C

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 aluminium legs
- 23 mm plywood with black linoleum top
- a storage cabinet can be added

alternative configuration:

- "classical" desk, with the round part to facilitate discussions and screen visibility
- this table is the older model with a soft-touch black paint



Hay AAT20
Ø 128 cm or Ø 100 cm



Renault specific table
In black softouch paint



◀ same as sales office

Renault Confidential C

elements – the car cover

introduction

using a car cover for delivery isn't just about protecting from dust; it's about creating a specific atmosphere

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

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

5 sizes, 5 colors

for each size of vehicle, a different color cover has been selected to add a touch of variety

size	model	colors	ref.
S	**Twingo**, **Clio**, R5, Kwid	yellow	7717274518
M	**R4**, Captur, Megane (BCB), Kardian	green	7717274519
L	Arkana, Symbioz, Megane (BFB), Duster	pink	7717274520
XL	Scenic, Austral	new'R	7717274521
XXL	Espace, Rafale, Kangoo, **Boreal**	blue	7717274522











Renault Confidential C

4- the aftersales



global description

the aftersales reception

a space to welcome customers for vehicle 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 per vehicle
- white floor stripping

the quick service:

- aftersales mechanics bays
- pedestrian marking



Renault Confidential C

global description – the infrastructure (reception)

the floor

- 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)
- 2 mm thick joints (WEBER thin joint E07 pearl grey)

the walls

- white walls
- black "Renault care service panel" or dark grey "care service" panel

the ceiling

- similar to the showroom

the lighting

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



for more details go on chapter: 6 the infrastructure

Renault Confidential C

global description – the infrastructure (tour of vehicle)

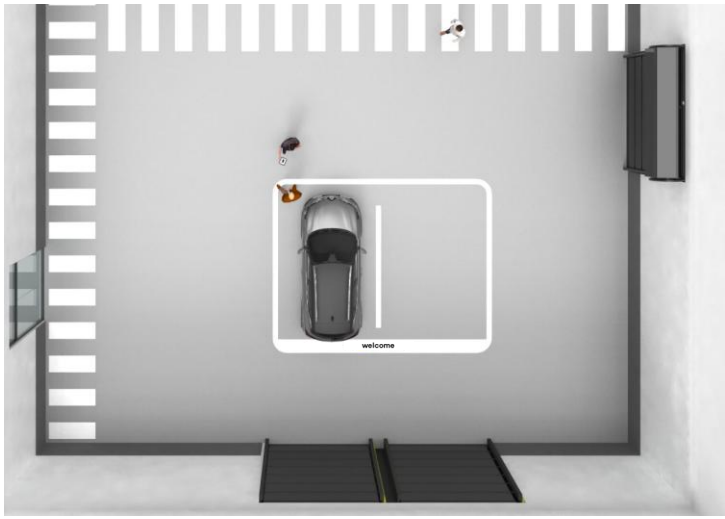
the tour of vehicle is designated to welcome customers with their vehicles and should be:

- located next to the reception desk (or very close)
- covered area
- 36 m² per vehicle

- the tour of vehicle is usually mandatory, please refer to the country after-sales methods

floor

- white floor stripping with "welcome" marking
- mid grey tiles consistent with the service area (aftersales) and matching the grey line in the exhibition floor
- variant: resin floor





Renault Confidential C

global description – the infrastructure (workshop)

the workshop is hidden from the customer but needs a clean treatment:

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

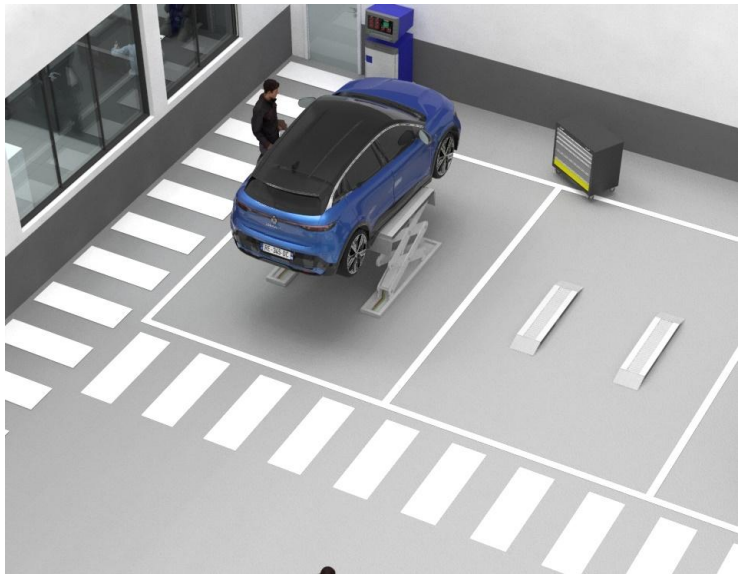
floor

- self-smoothing mortar with mid grey epoxy resin (RAL 7037)
- white floor markings with paint to mark workbays and specific tools storage locations (RAL 9003)

walls

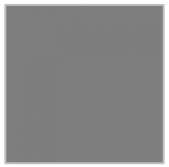
- matte white paint RAL 9010
- mid grey applied up to a height of 1 meter wit RAL 7016





floor

RAL 7037



RAL 9003



walls

RAL 7016



RAL 9010



Renault Confidential C

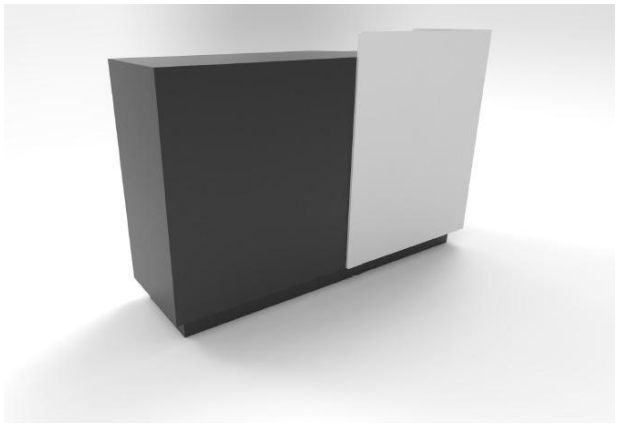
elements

reception desk is asymmetrical and modular

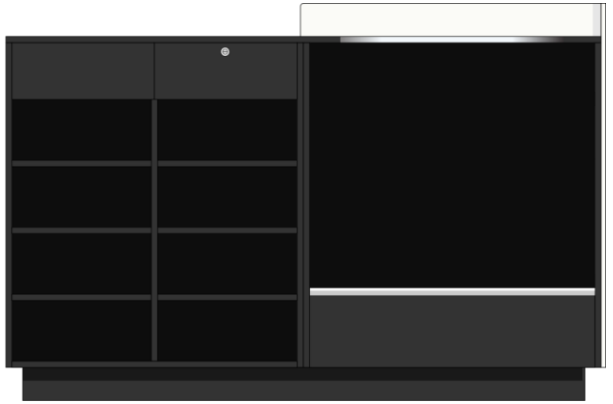
- dimensions: w. 1822 x h. 1200 x d. 500 mm
- the top of this furniture is positioned 1100 mm above the ground
- the front panel features a white section that partially conceals the screen and power cables
- on the back and left sides, the drawers are complemented by adjustable shelves, allowing for the arrangement of various documents, tablet...
- on the right side, the desk includes a cutout that facilitates access to the keyboard and mouse, which are arranged on a sliding tray
- a footrest at the lower section ensures a comfortable posture for service advisors

- an inverted version is possible, with the white section positioned on the right side of the desk









suppliers' references

local supplier

Renault Confidential C

elements

desk marking to identify specific desk

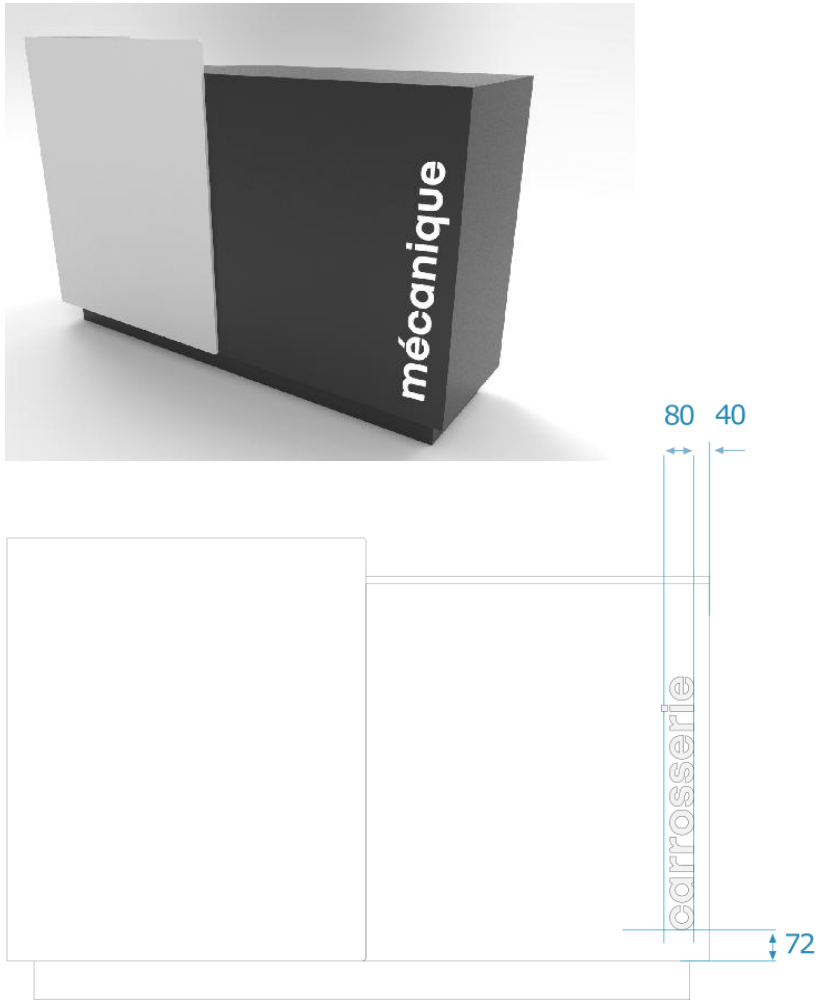
- mandatory if multiple counter desk
- not mandatory if only one desk
- not mandatory for one activity but recommended
- translated in local language (except Renault Pro+)
- if 2 languages are legally requested second language on a second line with lower size

authorized naming

- mechanics
- bodywork
- minute
- Renault Pro+
- cashier
- rent
- parts

marking: specifications

- material: white adhesive RAL 9010 matte finished
- typography: Nouvel'R Bold, in lowercase letters (no capital letter)
- alignment: positioned at the bottom of the desk with 72 mm margin
- **Renault Pro+:** marking: white adhesive RAL 9010 matte finished and the "+" in yellow Pantone 3955C
- **multibrand:** typography: Renault Group Bold, in lowercase letters (no capital letter)



Renault Confidential C

elements

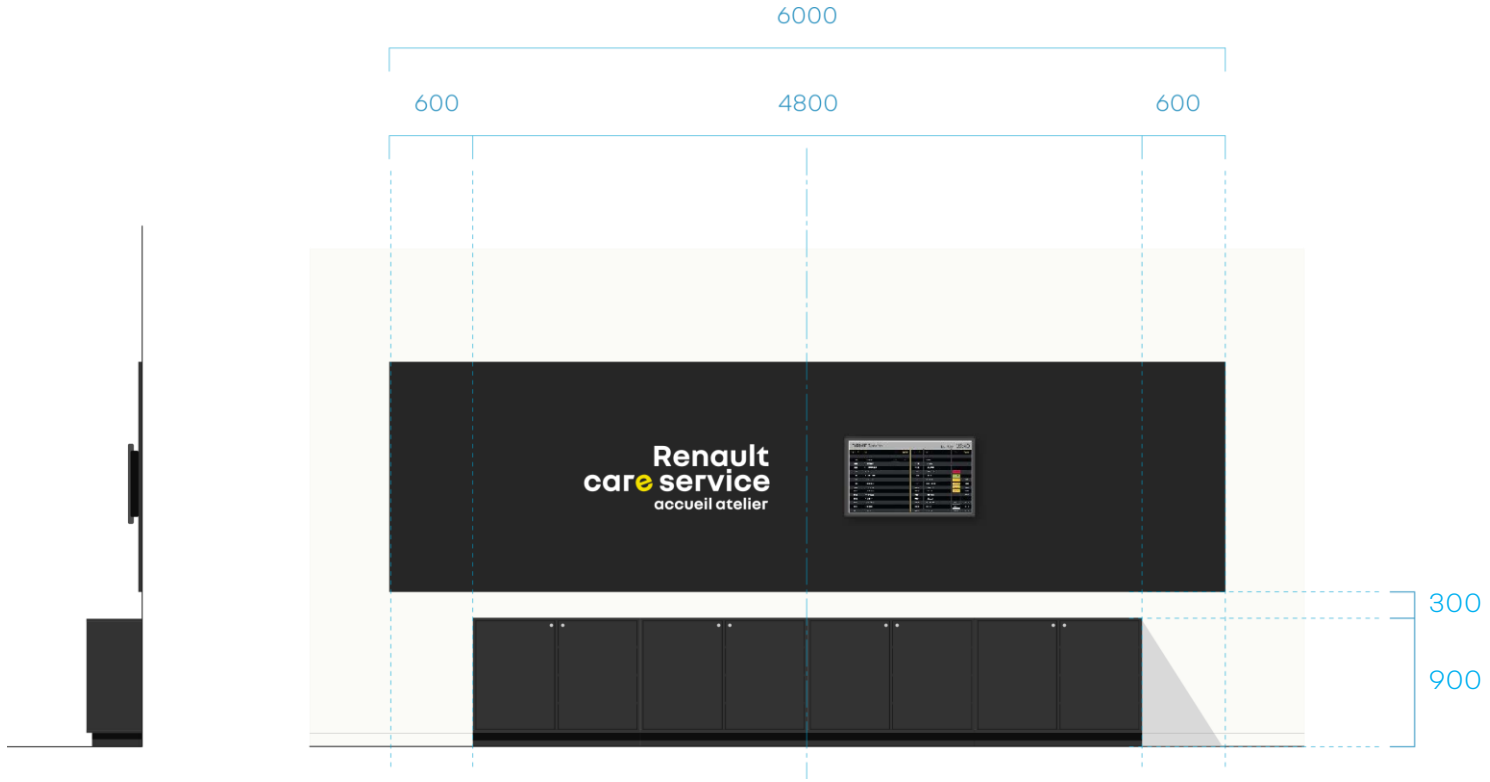
storage closet

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

- the dimensions of each storage furniture module: h. 900 x l. 1200 x p. 400mm
- the storage modules are installed edge to edge beneath the black panel.
- a space of 200 mm is always maintained between the top of the storage units and the bottom of the dark grey wall.
- the modules are always centred in relation to the dark grey wall.

suppliers' references

local supplier



Renault Confidential C

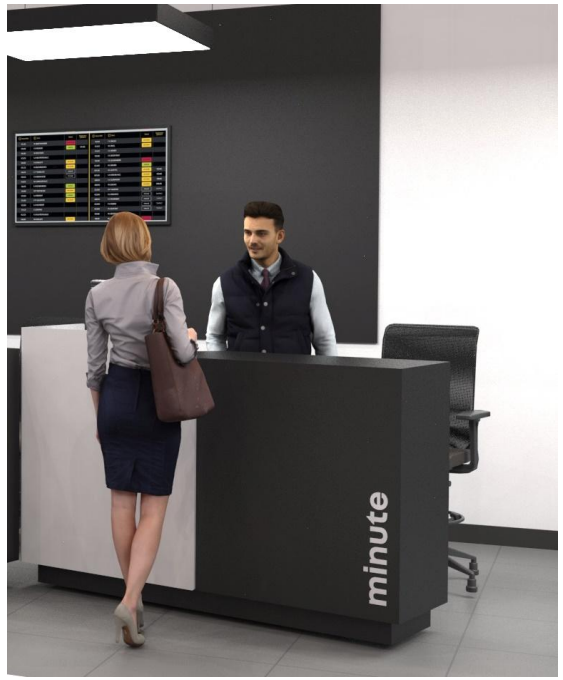
elements

chair for service advisor

- structure: 5-star black base
- armrests: equipped with 2D/3D adjustable arms
- height: adjustable height ~475 – 570 mm
- castors: with or without (castors are not recommended for tiled floor)



Herman Miller
verus Inerweave
backrest: interweave Shale mesh (36506)
seat: phoenix Havana (YP009)





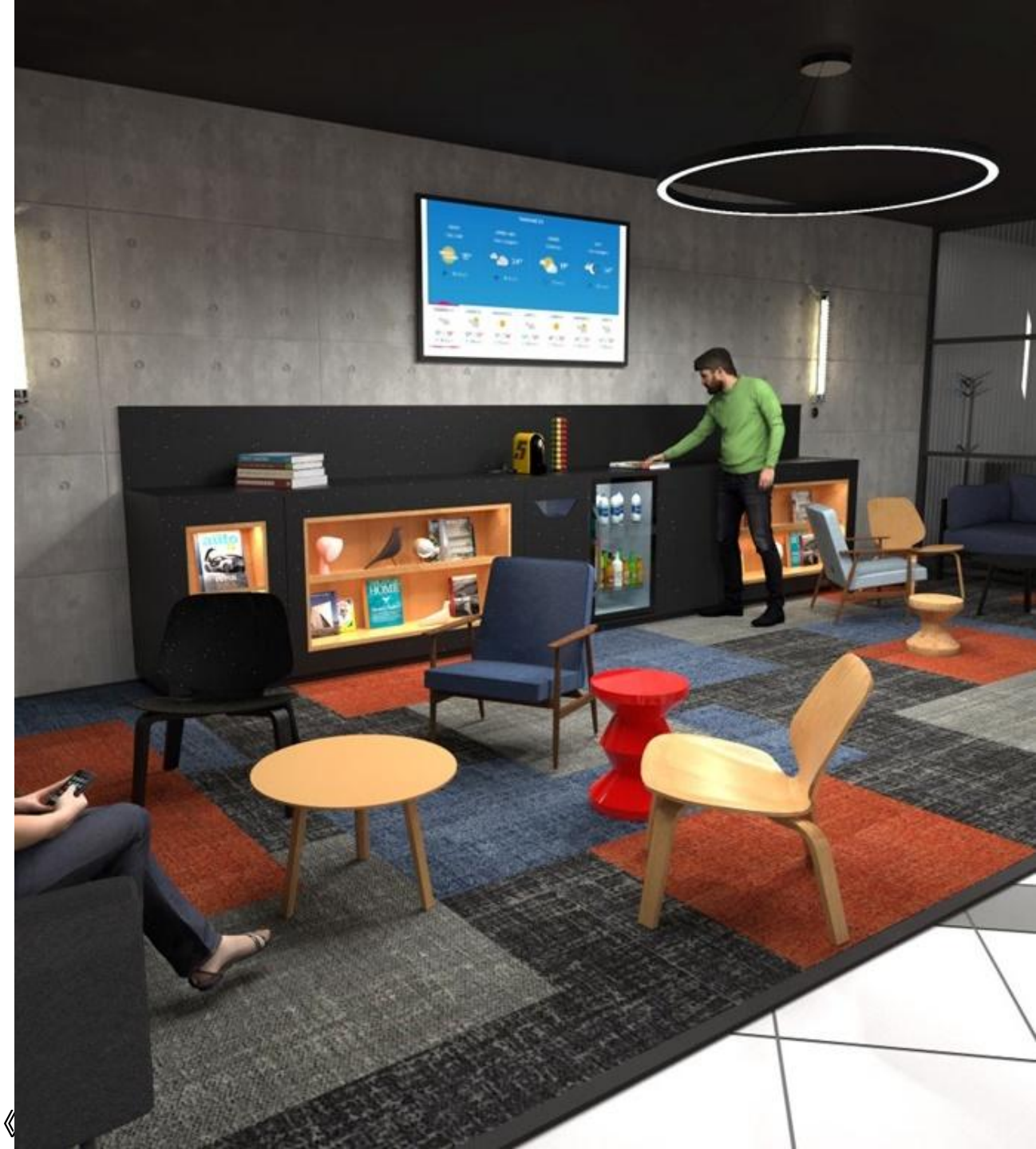
Ahrend
Ease 0160F800-V101
backrest : Black 27
seat : Camira XREME YS009 Havana



Kinnarps
Espera D-1061-DGLF
/HM190_ESP/FR540_ESP
backrest: Basic mesh black
seat: Step Melange, colour TBC

Renault Confidential C

5- the lounge

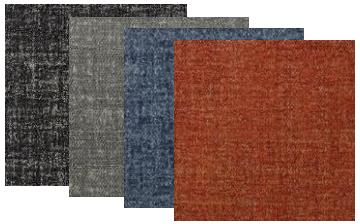




infrastructure

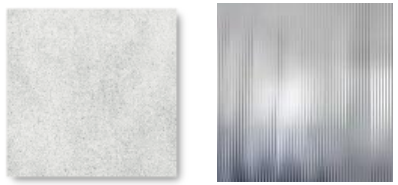
the floor

- composed of carpet tiles, 48 x 48 cm
- must be flush with other flooring
- supplier: EGE ReForm Heritage tiles



the walls

- back wall: concrete wall in light grey or concrete imitation finish
- separation glass: glass with fluted effect film



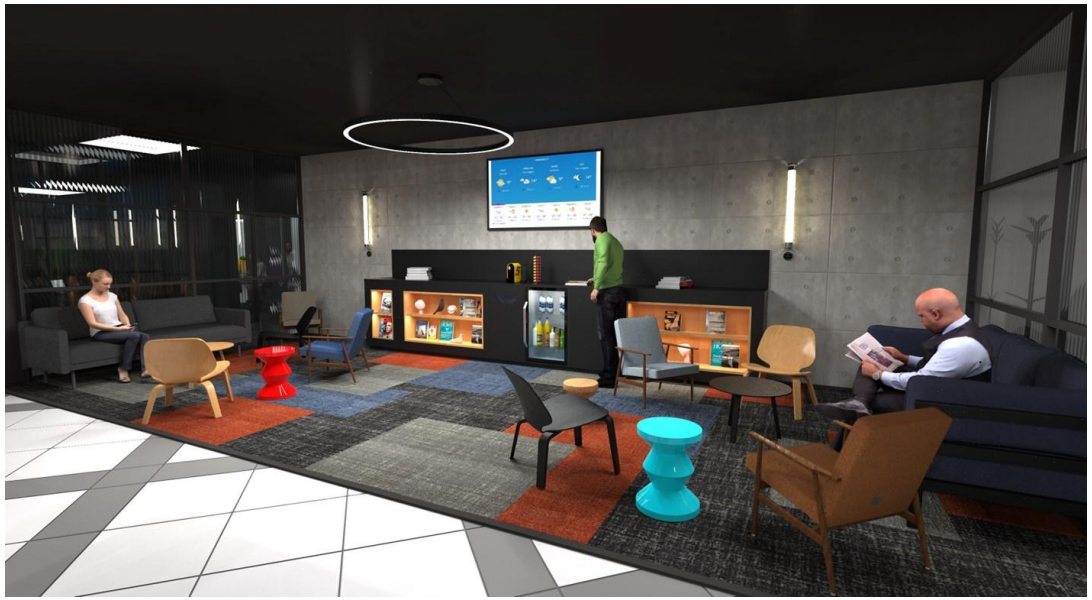
the ceiling

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

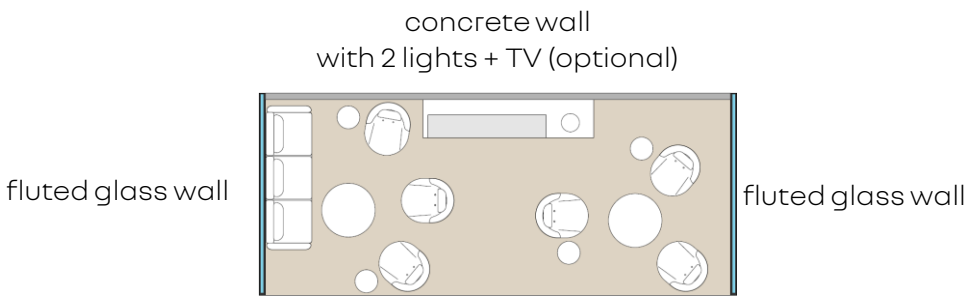


the lights

- global lighting with square lights (similar to those used in offices)
- wall mounted lighting fixtures



concrete wall
with 2 lights + TV (optional)



for more details go on chapter: 6 the infrastructure

Renault Confidential C

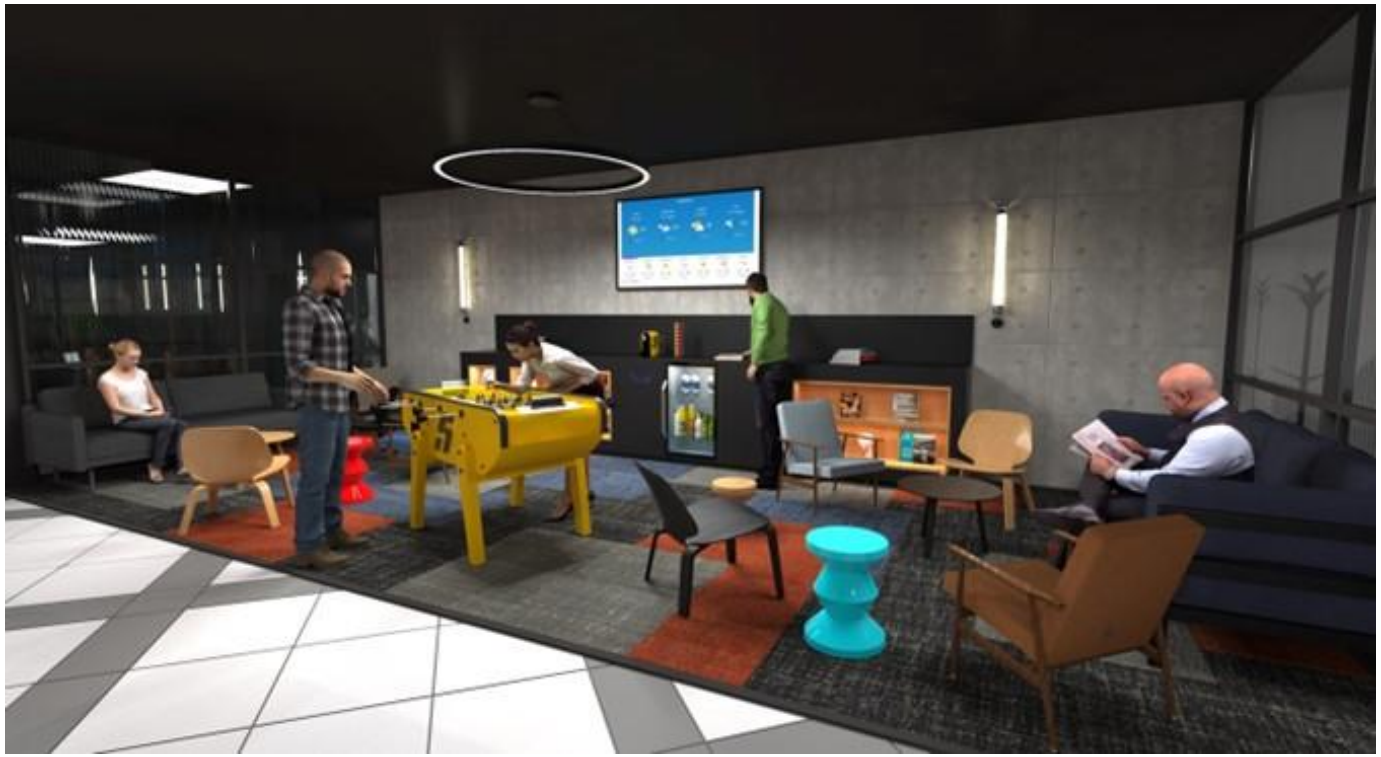
global description

the lounge is a modular space where customer can wait in comfortable seating

available in different sizes ranging from 12 m² to 42 m² with modular areas including:

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

placed preferabely near the aftersales



minimum required:

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

optional equipment

- coffee machine, water boiler
- TV screen (≥55'' recommended)
- fridge
- babyfoot, arcade terminal, ..

Renault Confidential C

global description

the modular lounges are flexible and adjustable, available in sizes ranging from 12 m² to 42 m²

they can be customized to meet various seating and comfort requirements

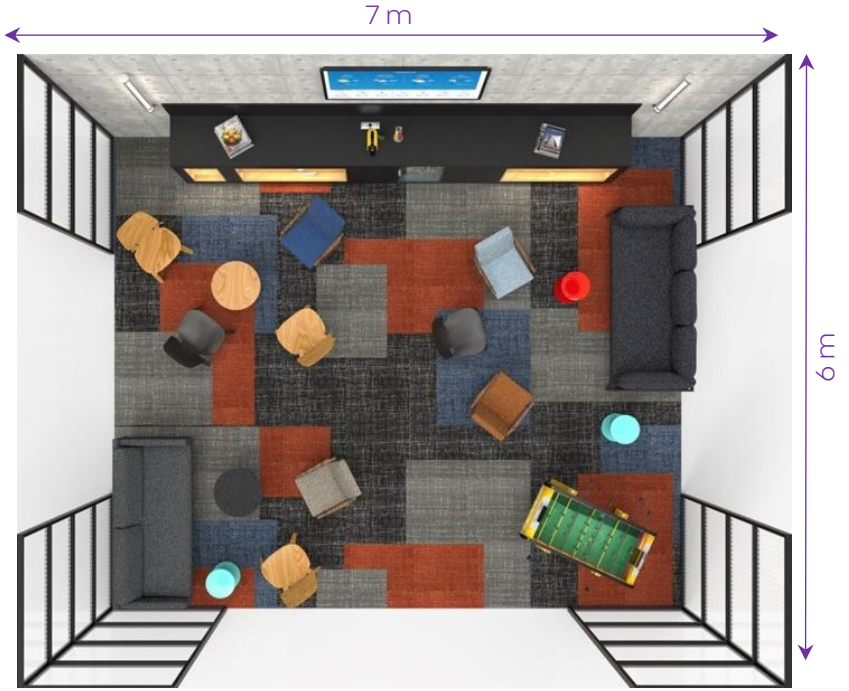
lounge size examples:

- 3 x 4 m (12 m²) - 4 to 6 seats
- 3 x 5 m (15 m²) – 5 to 7 seats
- 3 x 7 m (21 m²) – 6 to 10 seats
- 6 x 7 m (42 m²) – 14 to 16 seats









Renault Confidential C

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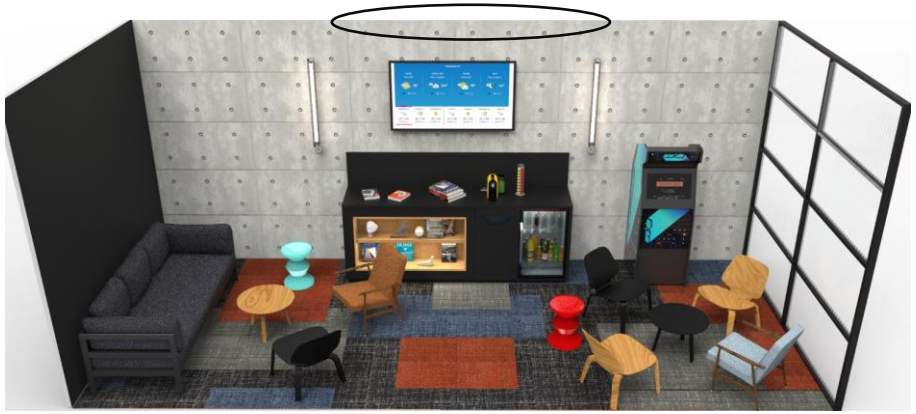
the glass partition give more privacy

1 glass partition is mandatory

2 glass partition depending from the infrastructure

glass partition in corner to add privacy is possible (optional)







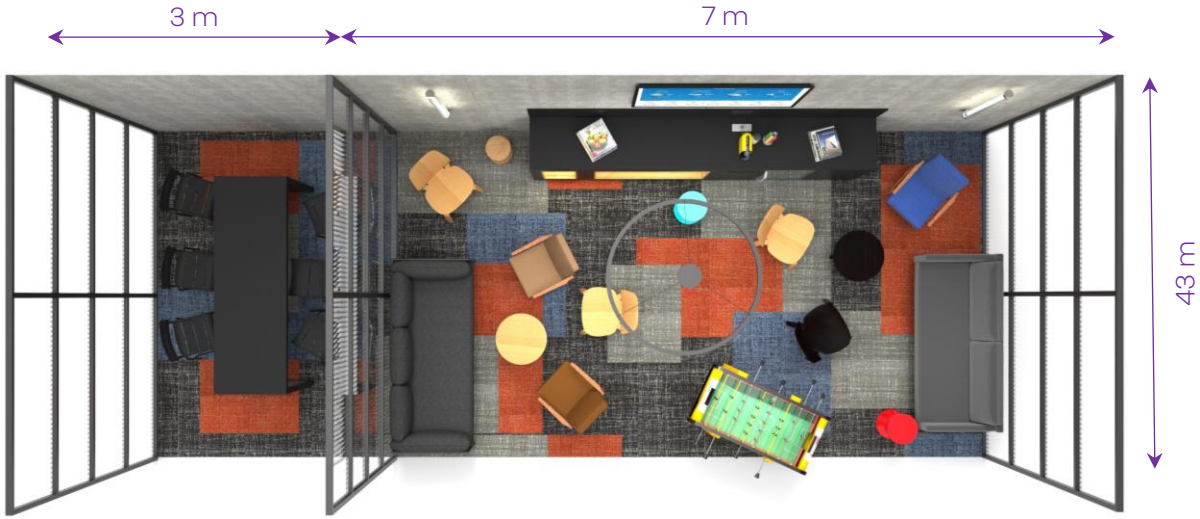
Renault Confidential C

global description

the modular lounges are flexible and adjustable,
to include working area in a separated area

- 4 x 10 m (40 m²) – with coworking table





Renault Confidential C

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 (depending the country)
- dimensions: h. 1440 x d. 600 x w. 2045 mm (incl. backsplash of h. 420 mm)

additional element as modules

- fridge
- closet
- small library

suppliers' references

local supplier







Renault Confidential C

elements – the bar furniture

the shelves of the bar furniture or library unit must be filled with magazines, books and decorations

the references and pictures are examples.

magazines

- automobile
- architecture / design
- lifestyle
- news

books

automobile	
architecture or design	«Starck» by Judith Carmel-Arthur, «Atlas of Furniture» by Vitra Design Museum
french food or french reference	«La Cuisine Française» by JF Piège, «Toute la Cuisine de Paul Bocuse» by Paul Bocuse «Surprises et Gourmandises» by Pierre Hermé

decoration

style	L'Oiseau, Ronan & Erwan Bouroullec Eames House Bird, Charles and Ray Eames Eames Elephant, Charles & Ray Eames
car miniatures	





























Renault Confidential C

elements – the bar furniture

for the beverage

the recommendations for the lounge bar is to provide (depends from country/region)

- 1 coffee machine
- 1 boiler for tea
- mugs to serve the drink
- water







dispensers

- 1 water dispenser can be used. we recommend installing a water dispenser connected to a water supply
- the water dispenser in bottle (carboy) can be used but out of the lounge
- snacks dispenser can be used in another area







Renault Confidential C

elements – the seats

sofa

1 sofa (3 seats) should be chosen among these references





brand	**Normann copenhagen**	**Tiptoe**
model	Rar	Easy
dimensions	L204 P87 H81 Ha46cm	L225 P90 H88 Ha46cm

size variant

possibility to have a 2 seats sofa for constraint lounge

constraint dimensions	*L170 P87 H81 Ha46cm*	*L170 P90 H88 Ha46cm*

Renault Confidential C

elements – the seats

armchairs

Chairs can be mixed in a lounge.







brand	**366 concept**	**DEBERENN**	**AMPM (France)**
model	Fox	Joja	Sanami
dimensions	L62 P70 H78 Ha40 cm	L70 H71 P80 Ha40	L70 H71 P80 Ha40





Renault Confidential C

elements – the seats

chairs

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





brand	**Normann Copenhagen**	**Vitra/Polywood**
model	My Chair lounge	LCW
dimensions	H72 L58 P67 HA38,5 cm	L56 P61 H68 HA30 cm

Renault Confidential C

elements – the table

table

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





brand	**Hay**	**And Tradition**
model	Bella	In between SK14
dimensions	Ø60 X H39/32 cm	Ø60 H40 cm

Renault Confidential C

elements – the stool

stool

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





brand	**Pols Potten**	**Norman Copenhagen**
model	Zigzag	Bit stool
dimensions	Ø35,5 H46 cm	Ø36 H42 cm

Renault Confidential C

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



Renault Confidential C

elements – composition examples

composition tips

don’t take all references in same colors,





Renault Confidential C

elements – coworking table

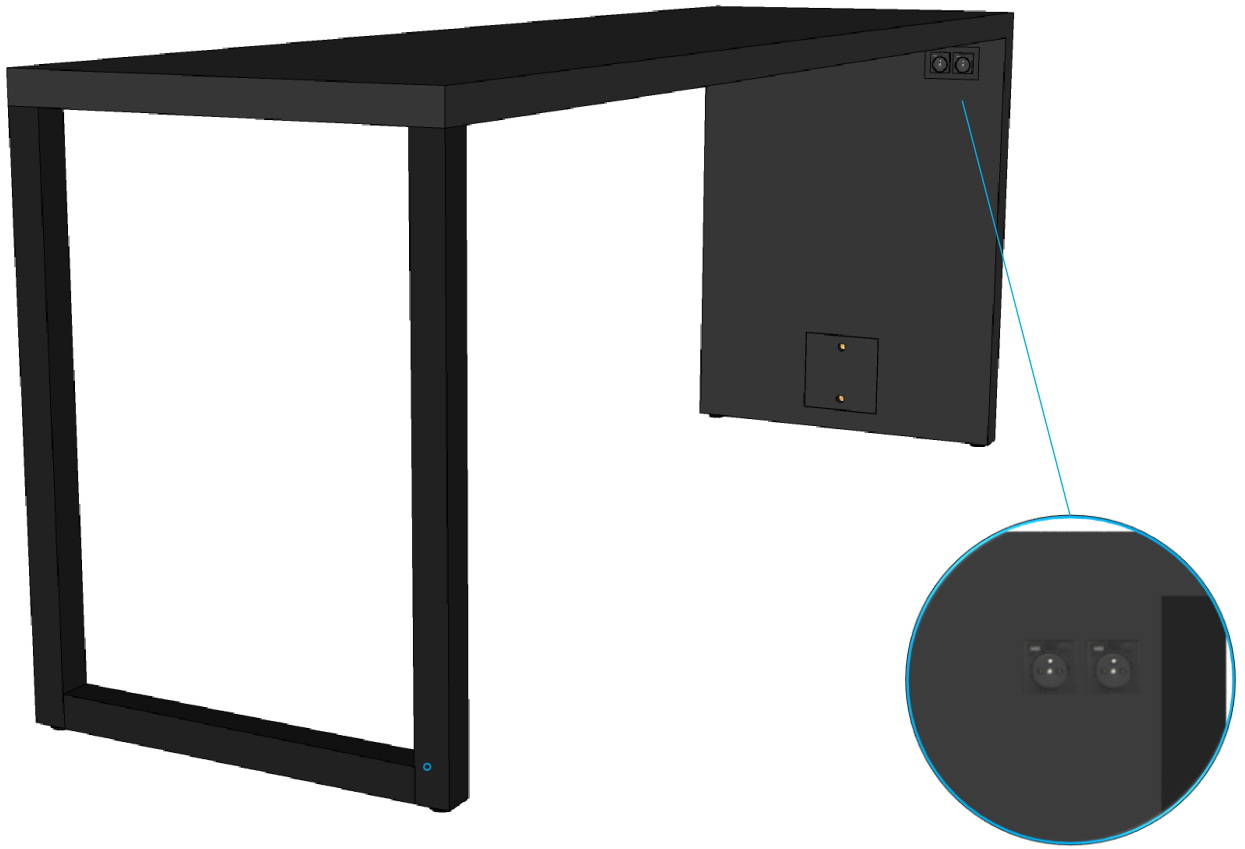
description

the co-working table is available in 2 models

- 4-seater: h. 1100 x d. 800 x w. 1800 mm
- 6-seater: h. 1100 x d. 800 x w. 2400 mm

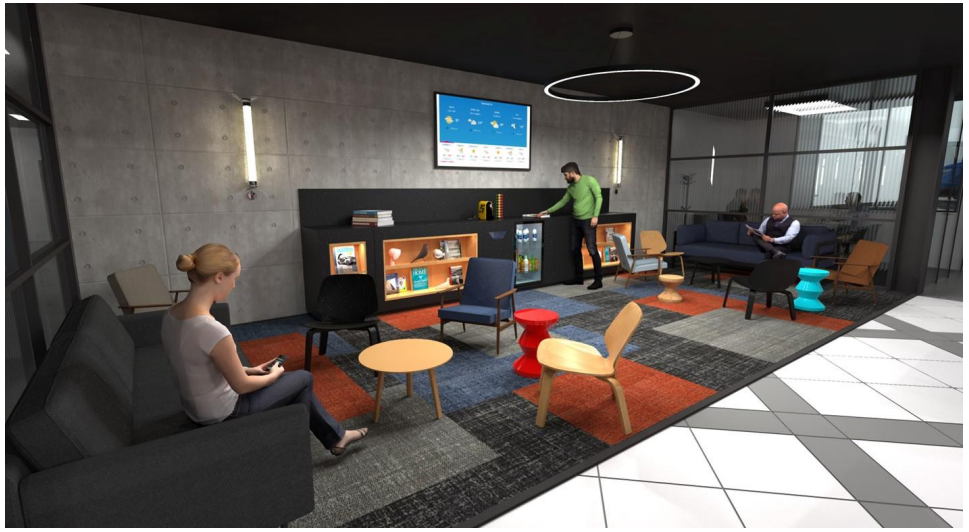
tables are electrified to allow 220 V connection or USB charging.





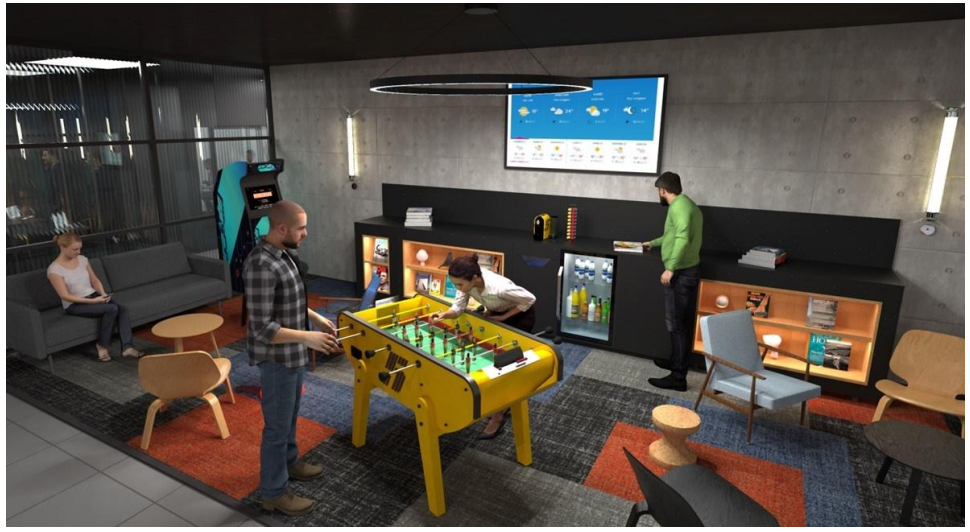
Renault Confidential C

elements – configuration examples





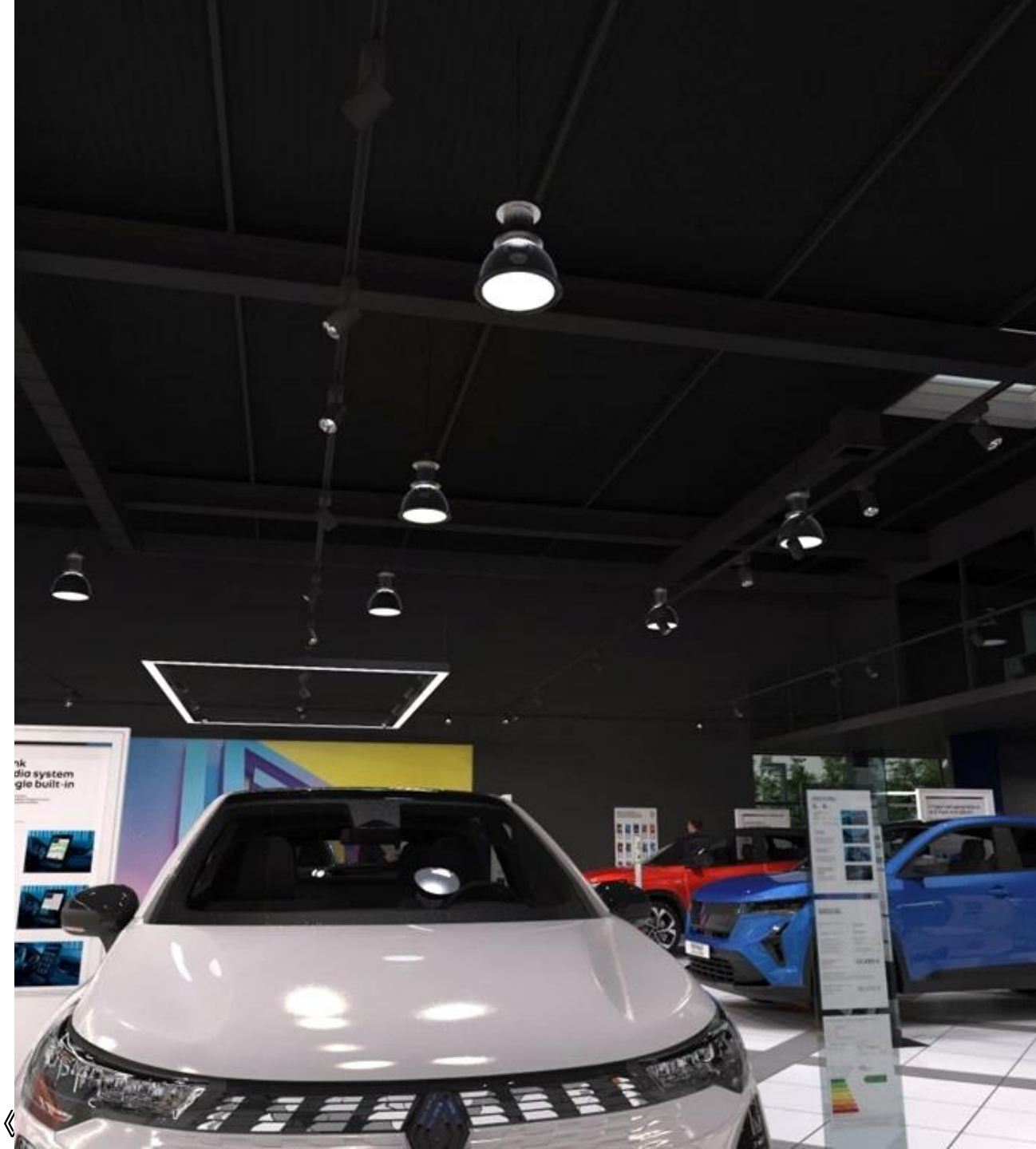




Renault Confidential C

6- the infrastructure

a-the floor
b-the wall, window frame, ceiling
c-the light



the floor in the showroom

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)

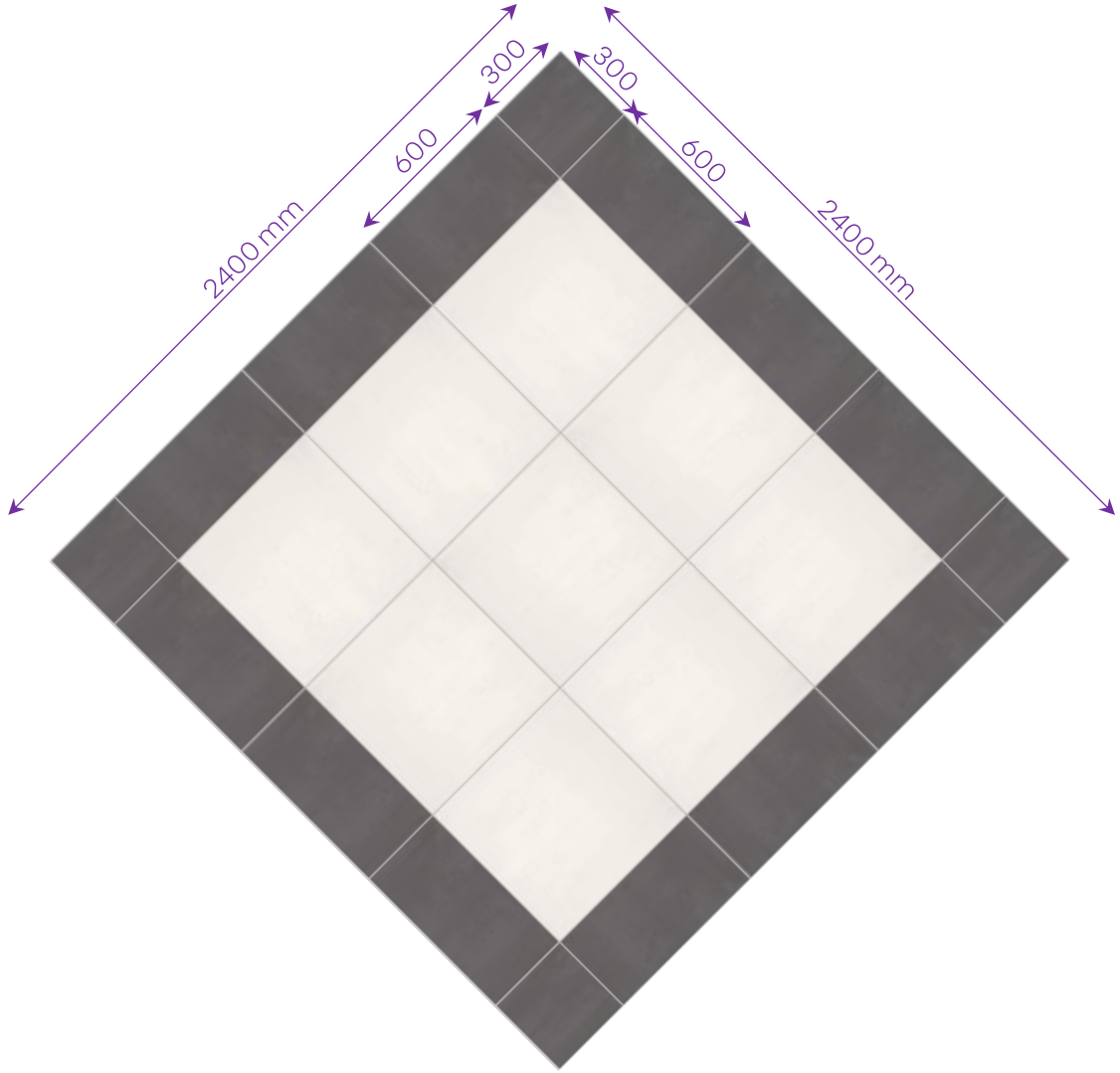
tiles specifications

- 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.



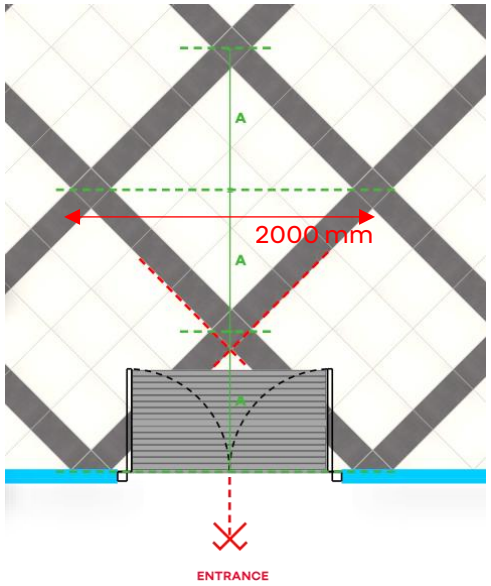
Renault Confidential C

the floor in the showroom

the tiles are to be laid out following a specific pattern

- layout: tiles to be arranged at a 45° angle relative to the main facade, extending along the exhibition area's primary axis
- junctions: keep junctions with other tiled areas simple.
- key principle: from the main entrance, the "diamond" tiling effect must be clearly visible (refer to illustration)
- efficiency: design junctions to minimize tile cutting

main rule



ideal junction

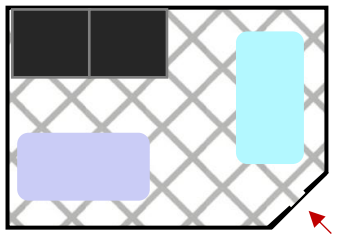


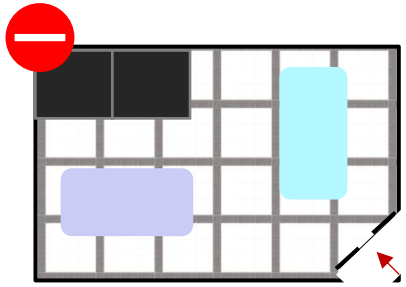
maintenance

- tiles must be kept clean by washing with fresh water and detergent, then rinse thoroughly

specific configurations

- the 45° rule (from main facade or longest dimension) always takes precedence





Renault Confidential C

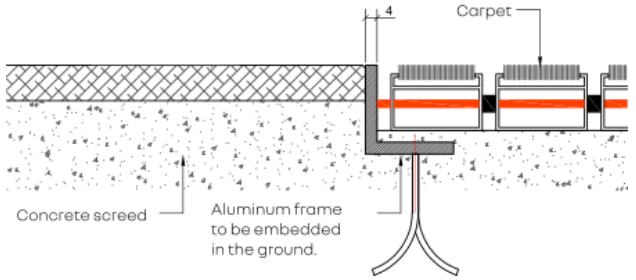
the floor in the showroom

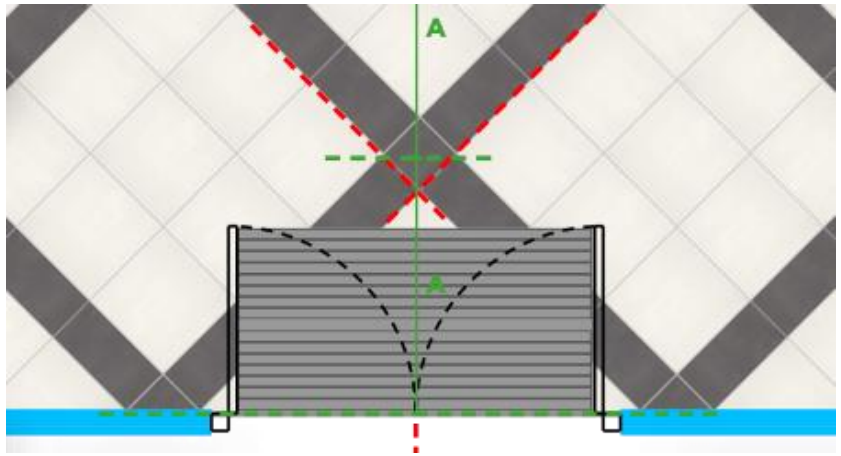
a flush entrance carpet

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





Renault Confidential C

the floor in the showroom

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.

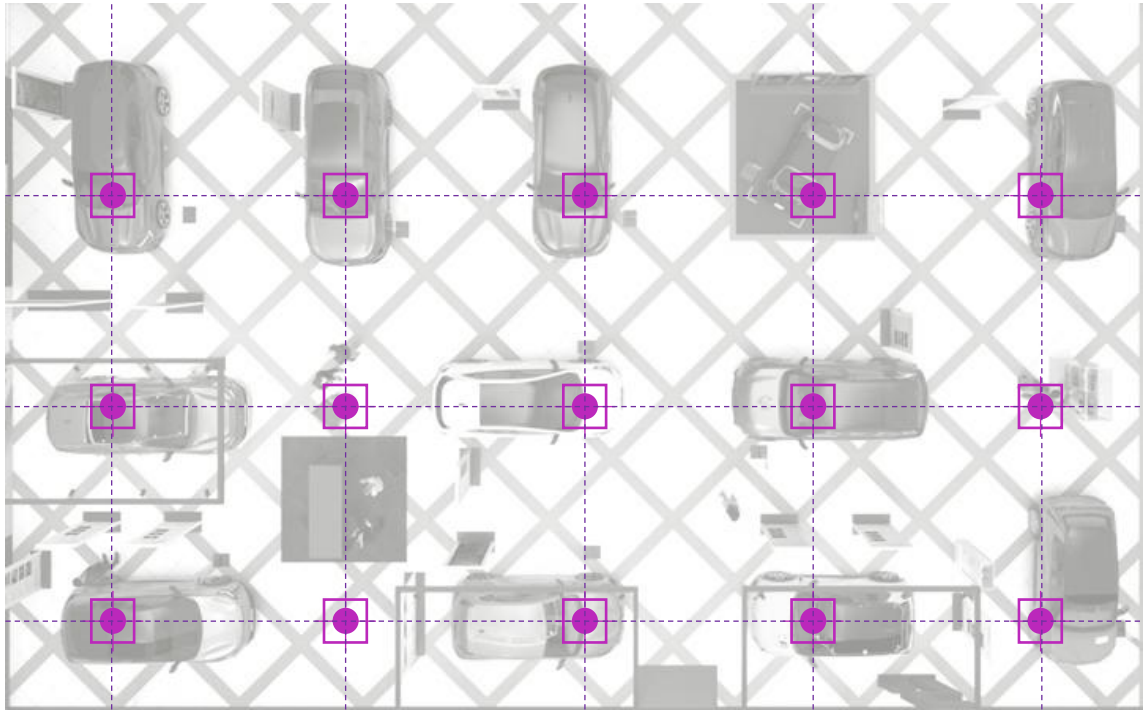
- 1 plug socket per vehicle
- 1 additional socket for the event area
- RJ45 socket to be considered if needed

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

Renault Confidential C

the floor in the office

carpet.

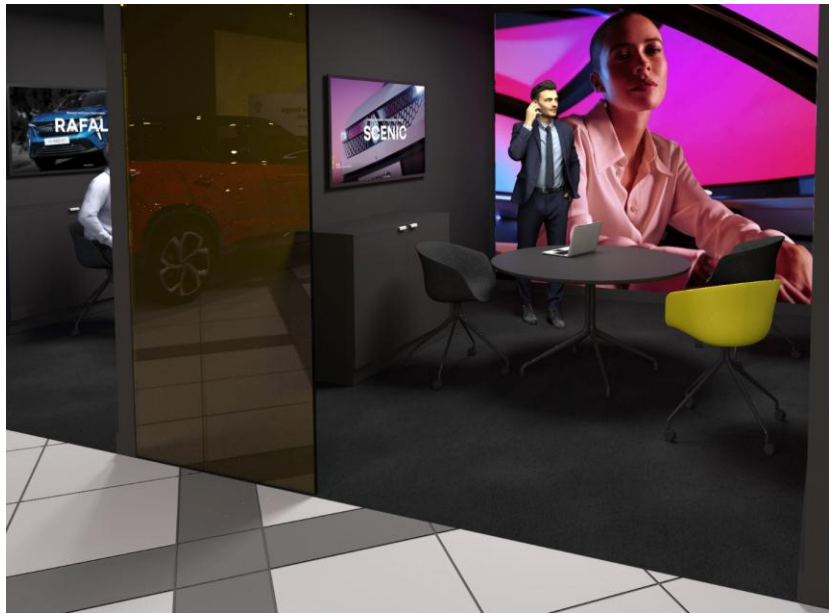
The carpet selected should possess ample thickness to impart a cozy ambiance and provide acoustic benefits.

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

- black
- tiles: 48 x 48 cm
- thickness ≥ 0,9 cm
- tiles with acoustic felt back

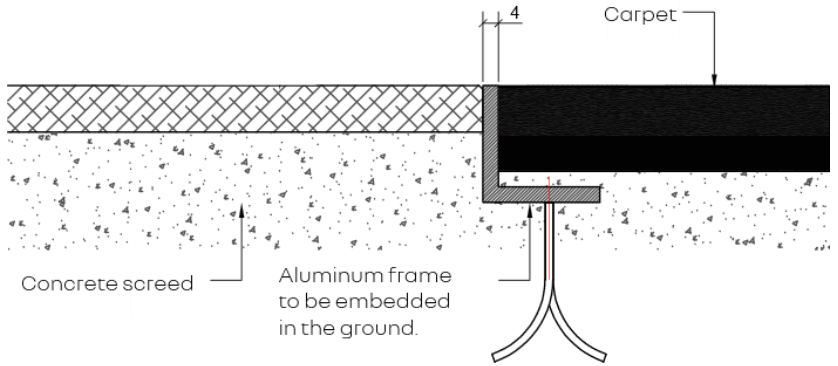


EGE CARPETS
Highline 1100
RFM55002110



installation requirements

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.



Renault Confidential C

the floor in the delivery area

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 (RAL 7037)

suppliers' references

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

resin
RAL 7037



tiles
cf. ref





Renault Confidential C

the floor in the aftersales

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





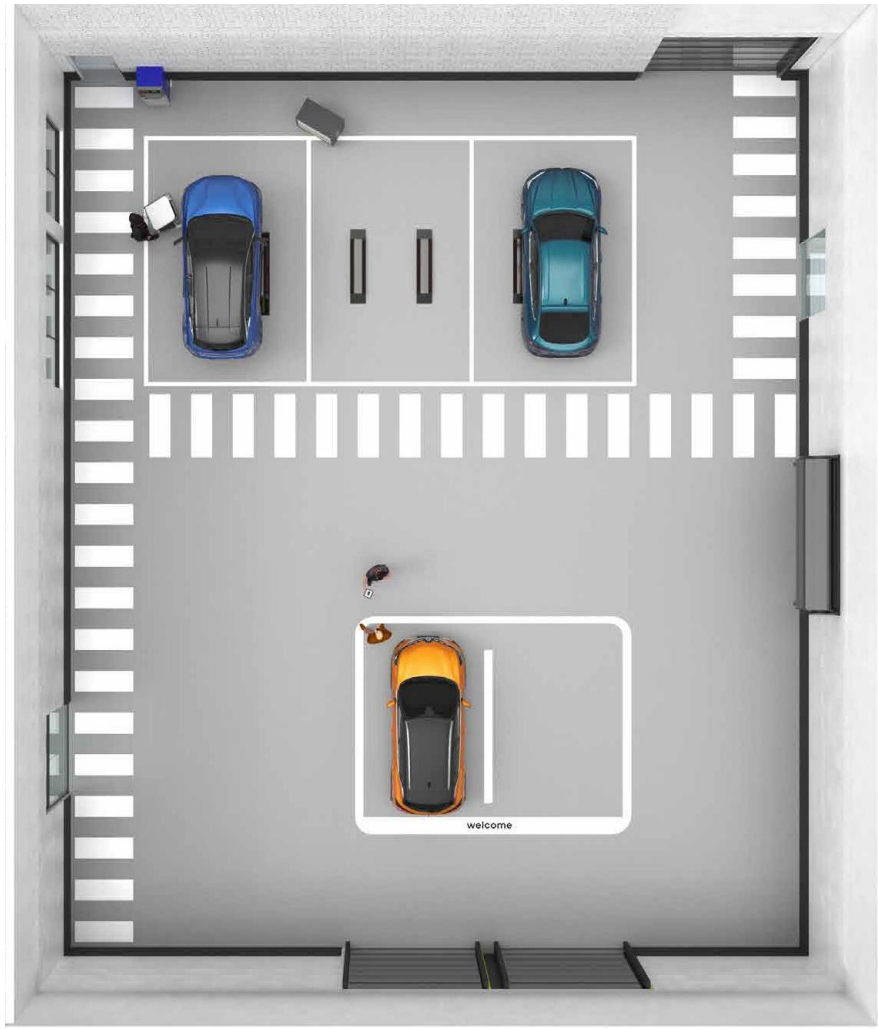
Renault Confidential C

the floor in the aftersales – visible workshop

tiles

- grey tiles in the format of 60 x 60 cm as aftersales reception or
- self-smoothing mortar with mid grey epoxy resin (RAL 7037)

- white floor markings with paint to mark workbays and specific tools storage locations (RAL 9003)



floor

RAL 7037

RAL 9003

Renault Confidential C

the floor in the lounge

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
- transition to ceramic tiles (showroom) should be done using a black aluminum transition strip - width 10 to 80 mm (ideally width of the partition glass structure)

suppliers' references

EGE - ReForm Heritage
Black - 713305048



Pure grey - 713303048



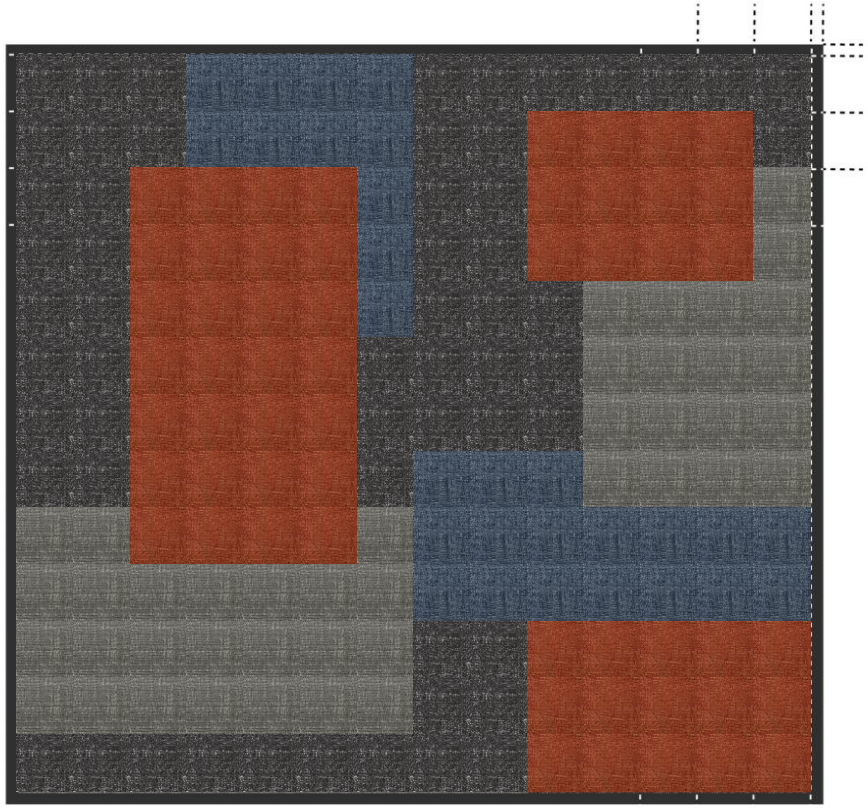
Orange red - 713326048



Stone blue - 713329048







Renault Confidential C

a-the floor
b-the wall, window frame, ceiling
c-the light

Renault Confidential C

the walls in the showroom

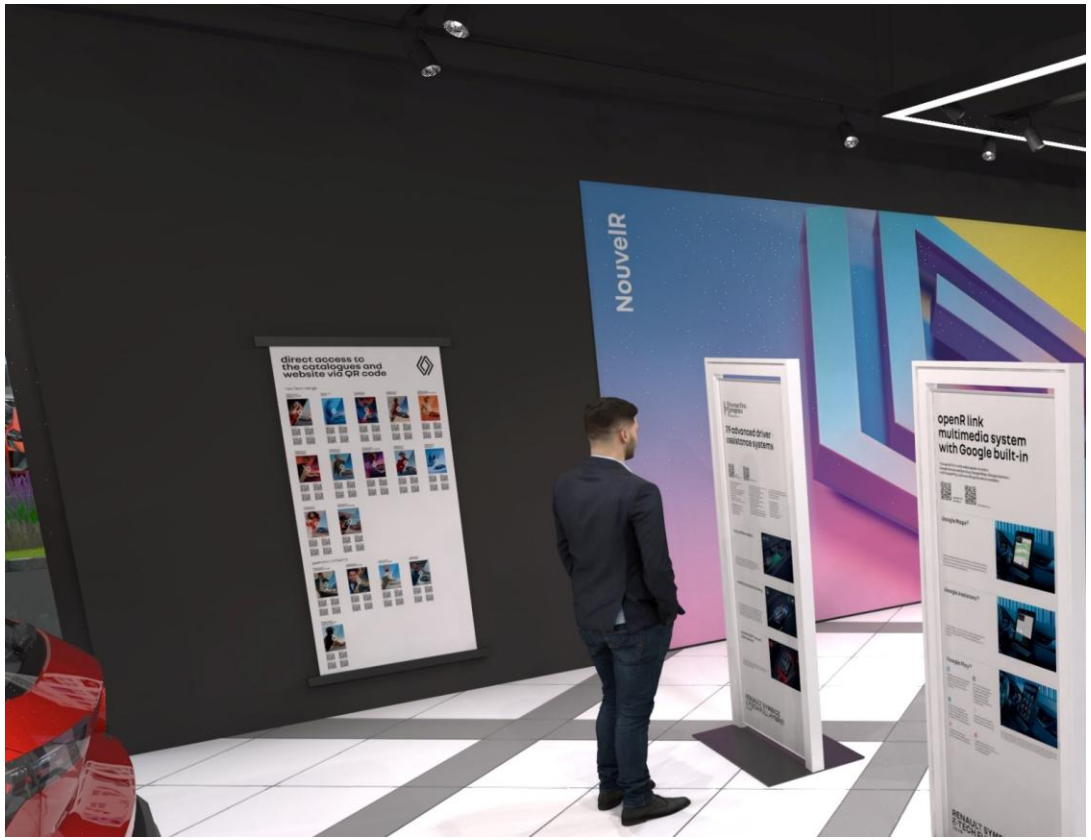
at least one black wall is mandatory
- black paint (RAL 9005) // NCS S 8505-R80B
- velvet finish

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

Renault Confidential C

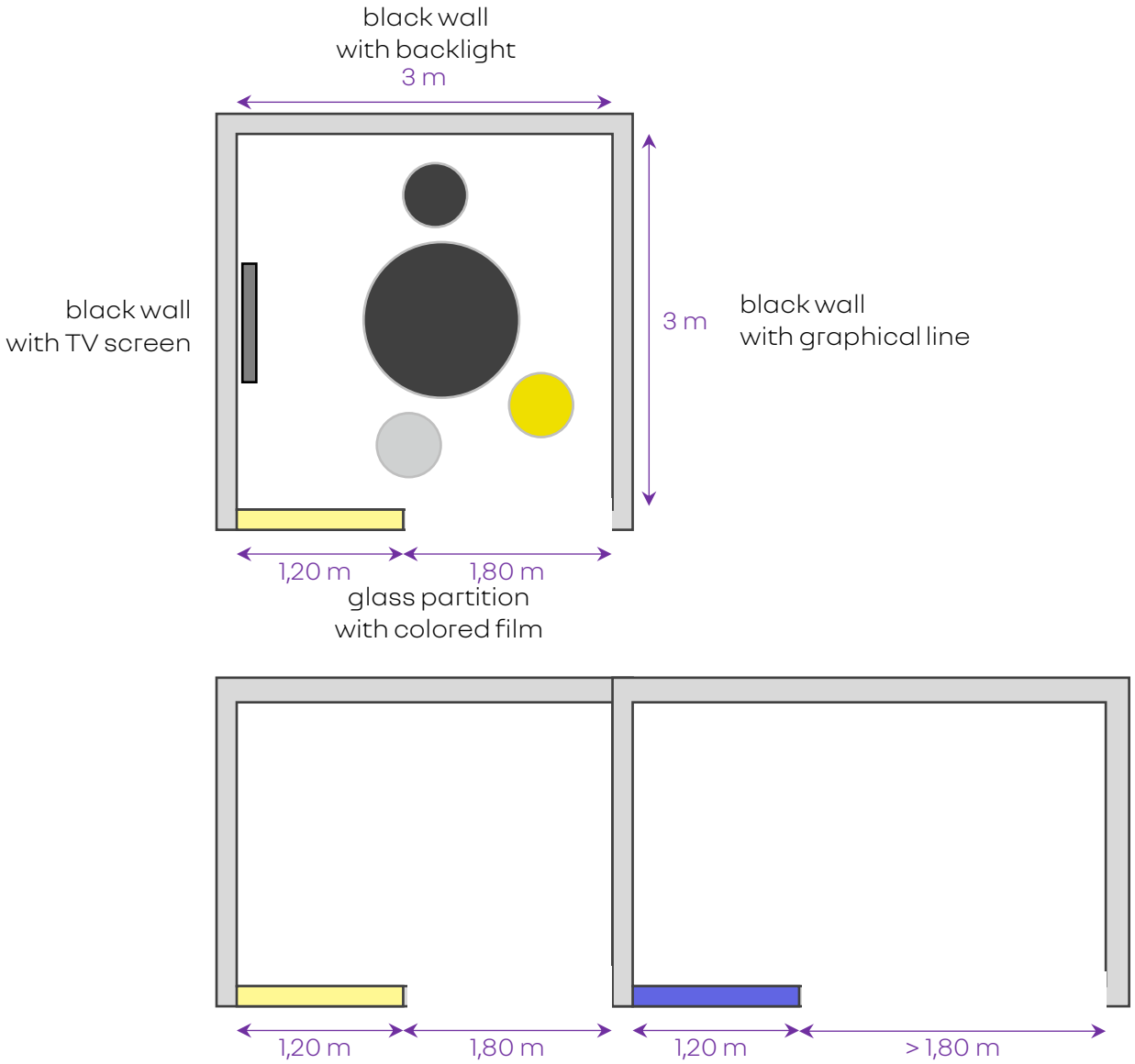
the walls in the office

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.





Renault Confidential C

the walls in the office

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

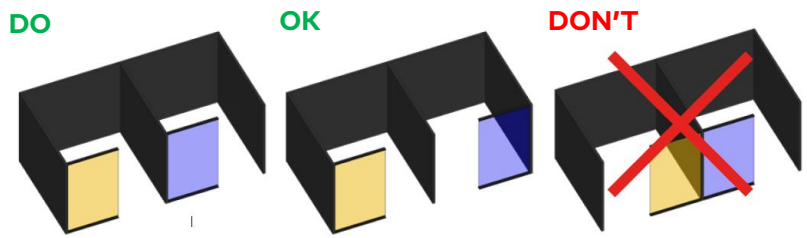
priority order

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





1. 2. 3. 4.

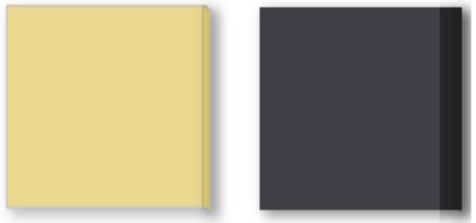


Renault Confidential C

the walls in the office

colors for Pro+

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



1. 2.

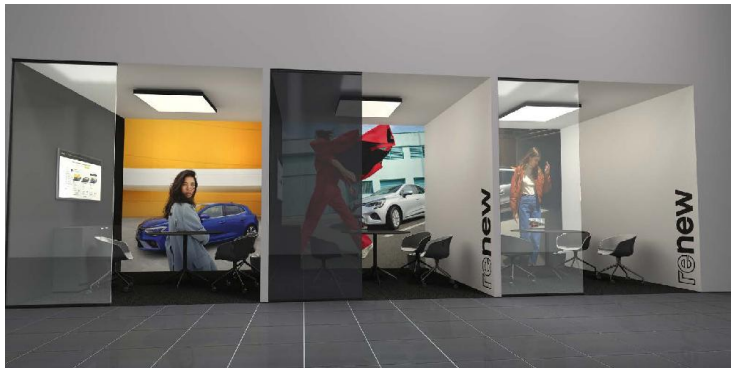


colors for renew

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



1. 2.



Renault Confidential C

the walls in the office

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)

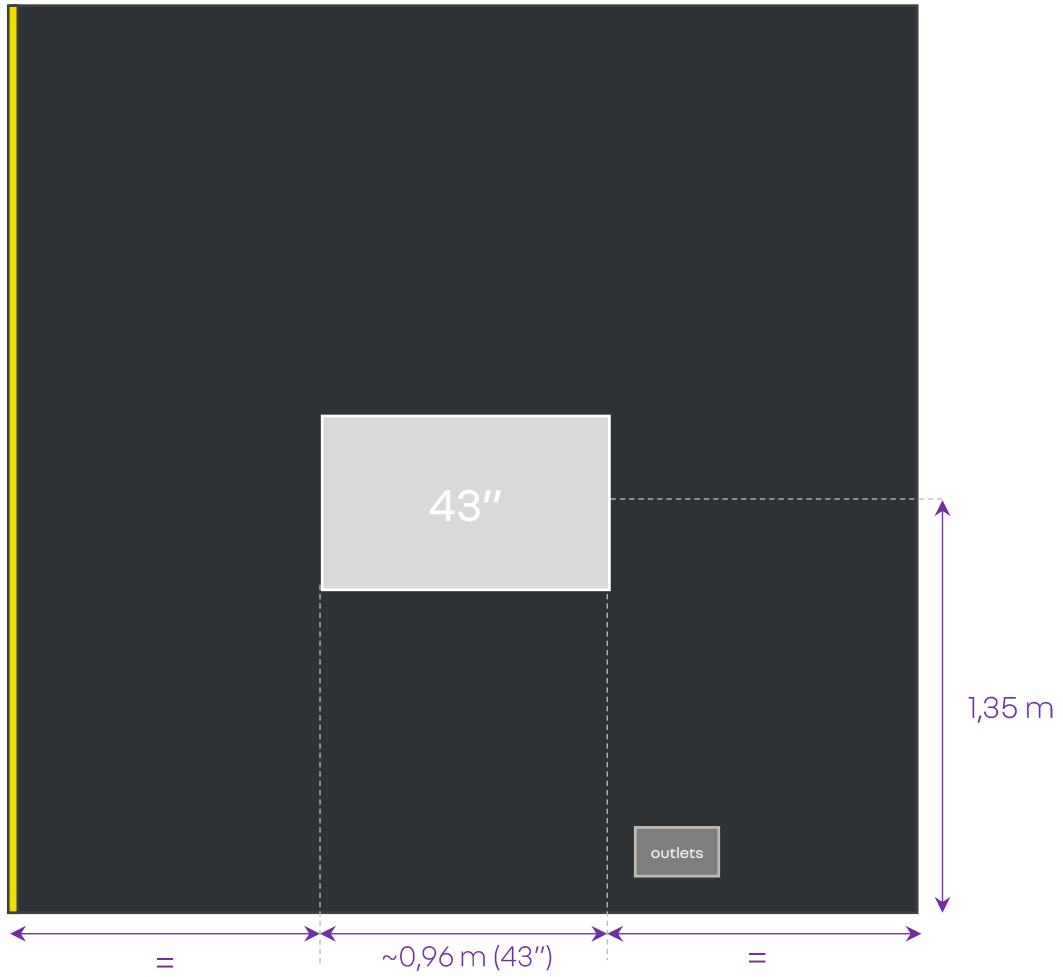
the screen

- 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



Renault Confidential C

the walls in the office

graphical line element

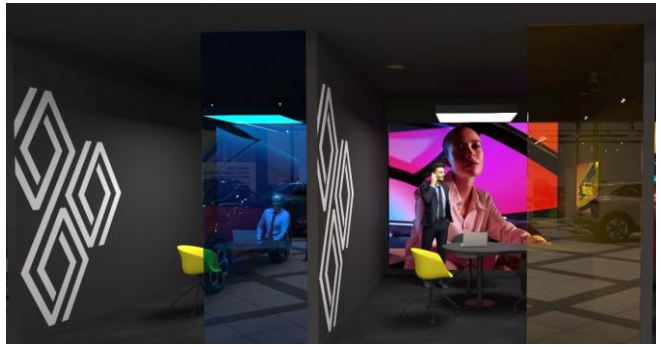
- done in adhesive stickers pure white matte finished
- on a black wall (velvet finish (RAL 9005)
- this element is always the same, never inverted*

graphical line positioning rules

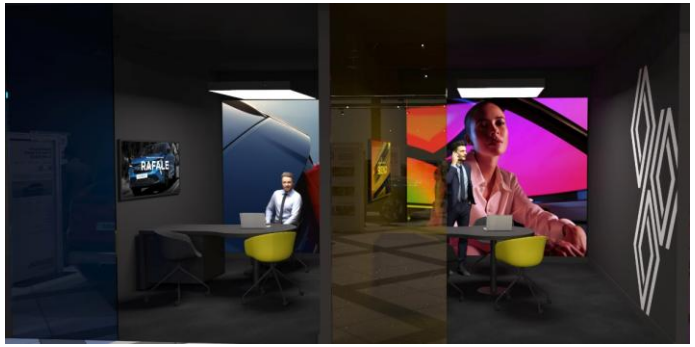
the graphical line is always:

- positioned on the entrance side
- cropped towards the entrance of the offices
- with the same position

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



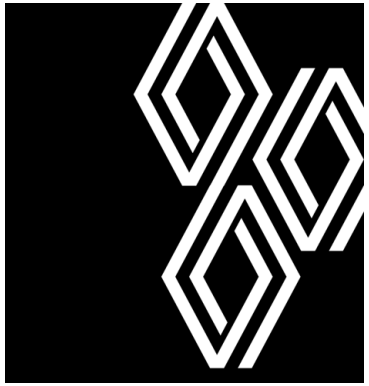
entrance on the right:
the graphical line is on the right wall



entrance on the left:



entrance on the right:







** this element can be downloaded from the Brand Store*

Renault Confidential C

the walls in the office

graphical line rules

composition:

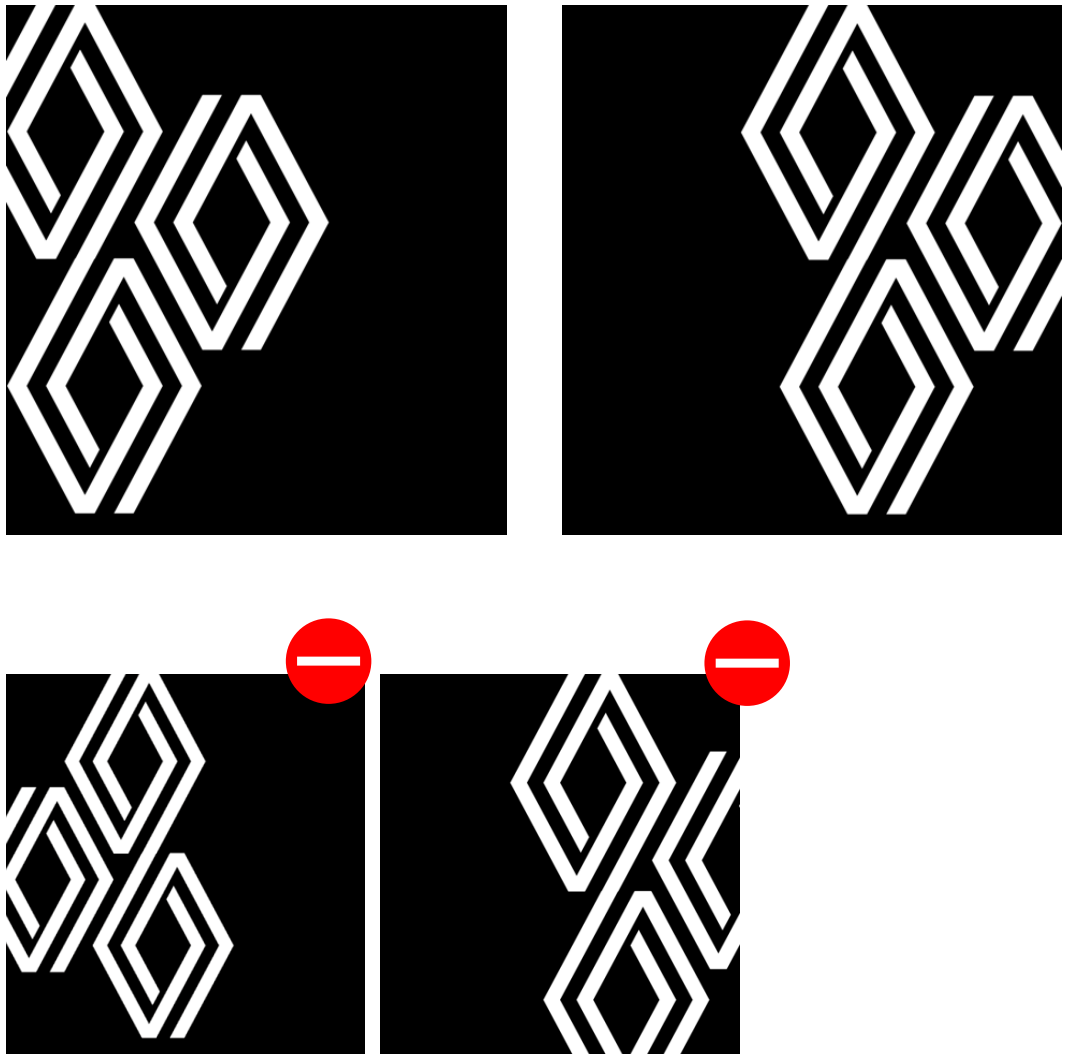
- the graphical line always features three emblems

cropping:

- only one of the three emblems is cropped
- the cropping always occurs where the graphical line meets a wall finish
- the cropping method must always be consistent

height:

- the graphical line must always be used at its full height



Renault Confidential C

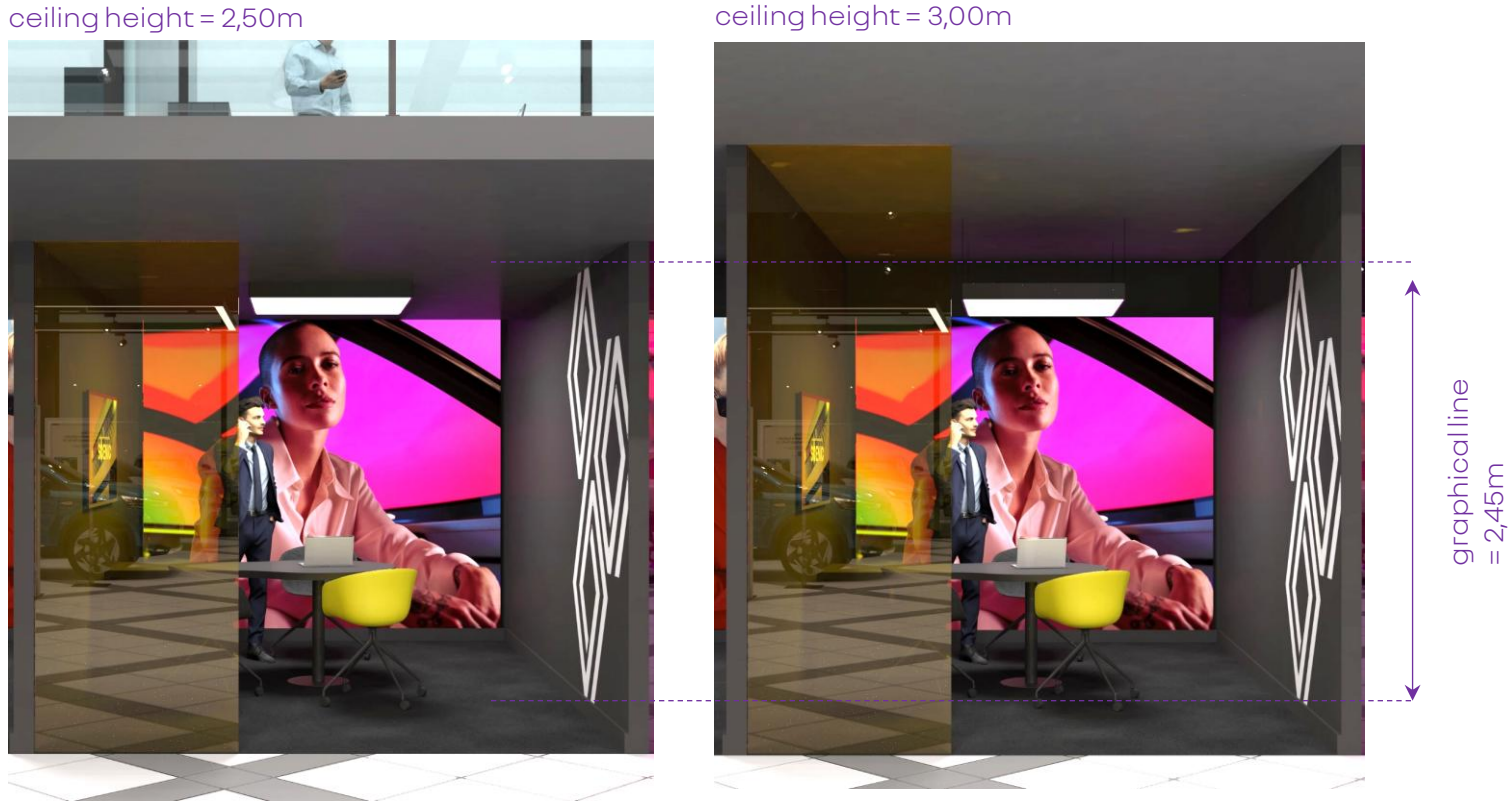
the walls in the office

graphical line sizing rules

- starting from the plinth
- height = backlight height (245 mm max)

suppliers' references

local supplier



Renault Confidential C

the walls of the delivery area

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 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



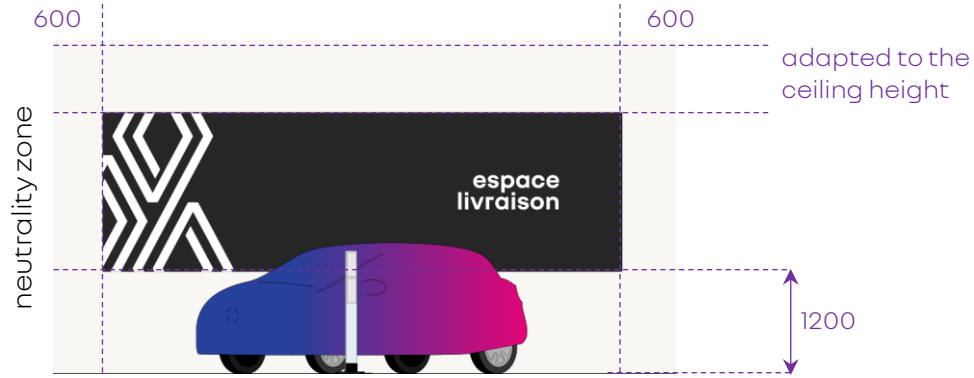
Renault Confidential C

the walls of the delivery area

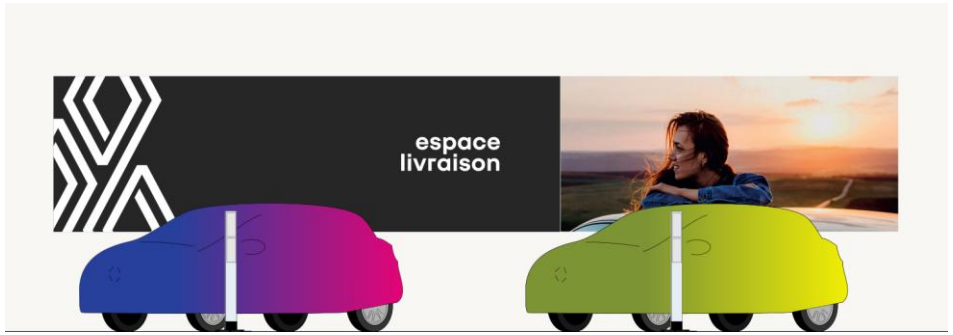
the delivery wall highlights this specific area

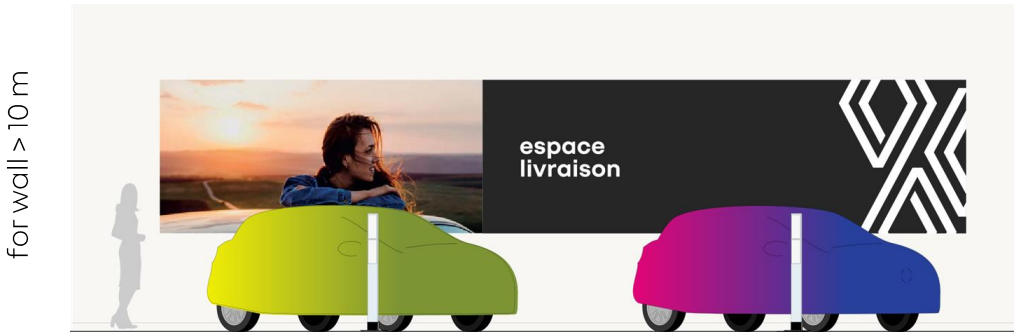
- RAL 9005 black rectangle painted on the wall, matte finish
- a "delivery area" marking in reverse identifies the space in the showroom
- a visual of diamond pattern made with adhesive when the wall is completely flat
- a visual in matte or satin finish printed on fabric stretched on a frame or on adhesive 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







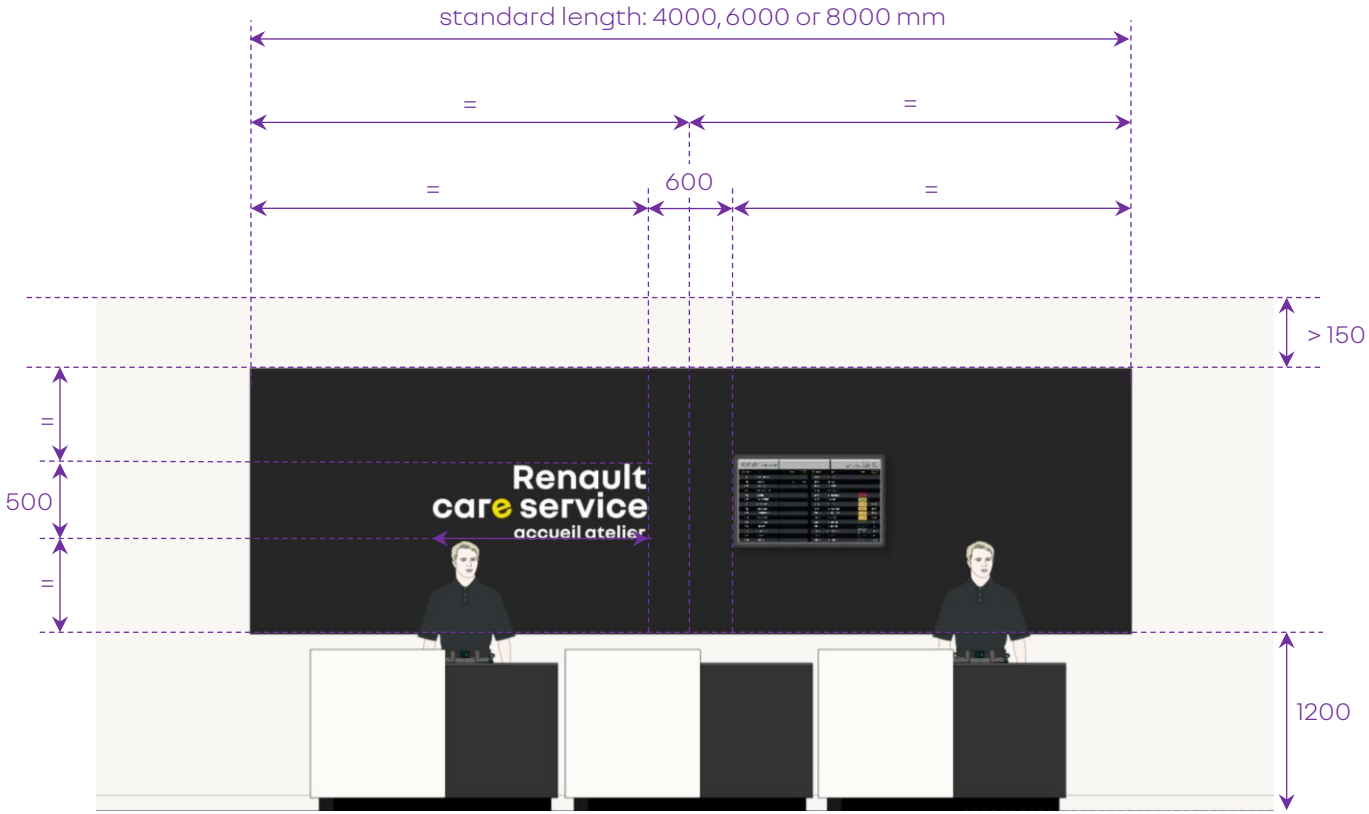


Renault Confidential C

the walls of the reception area

the aftersales wall serves as a clear identification for the reception area

- the back wall of the service reception is white RAL 9010 with a matte finish
- the panel is black RAL 9005 with a satin finish
- the words "Renault Care Service" are displayed in two lines:
  - "Renault" on the first line
  - "Care Service" on the second line
  - both in white, with the letter 'e' in yellow
- additional text reads "service welcome"
- the reception furniture modules should be adapted based on the number of service advisors
- a video screen presents the schedule of after-sales operations to customers



Renault Confidential C

the walls of the workshop area

a part of the workshop is visible from the customer (pit stop, quick maintenance and "tour of vehicle" area)

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

walls

- white paint RAL 9010 with matte finish
- brick imitation
- mid grey applied up to a height of 1 meter with RAL 7016 (to avoid dirt, oil,...)



walls

RAL 7016



RAL 9010



walls (front-office) visible

brick imitation



Renault Confidential C

the walls of the lounge

concrete wall

concrete wall – light grey or concrete imitation



black ceiling

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





suppliers' references

Conclad, Moon Grey – chamfered edge
size 60 x 120 cm (recommended)
size 120 x 120 cm (for high and large wall)
size 60 x 60 cm (for small wall)

Renault Confidential C

the walls of the lounge

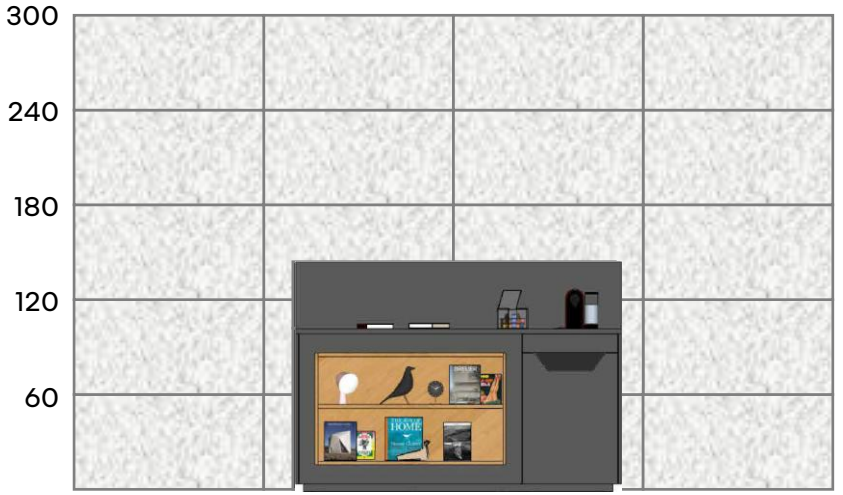
concrete wall

concrete wall – light grey or concrete imitation

provide an alimentation for:

- 2 lights on the wall
- coffee machine and other electrical éléments
- light in the shelf of the counter unit









Renault Confidential C

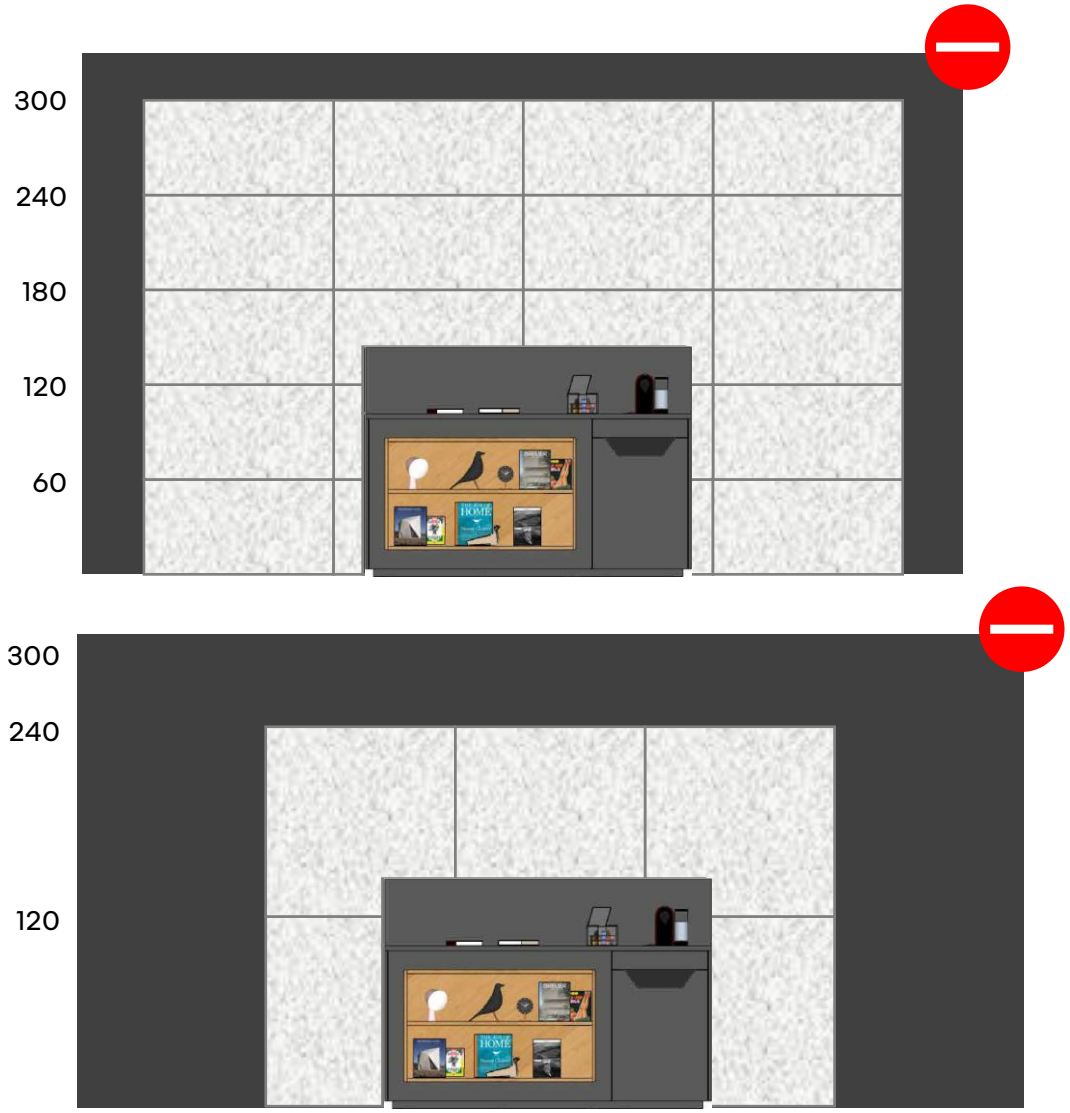
the walls of the lounge

concrete wall rules

concrete slabs must be laid across the entire height and width of the wall.

no frieze should be left around it

the height of the concrete wall can be limited to the height of the glass walls framing the lounge



Renault Confidential C

the walls of the lounge

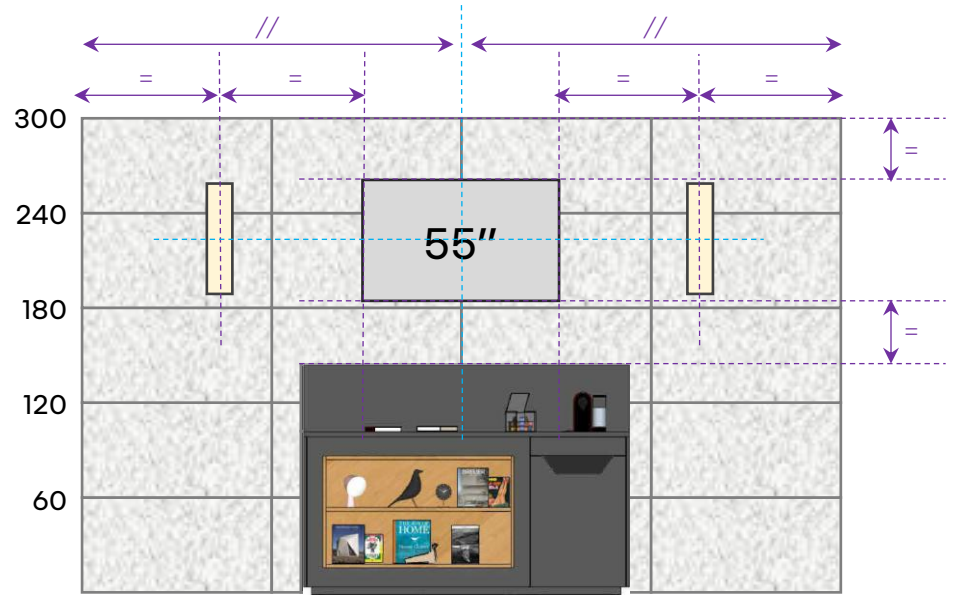
light and screen implantation

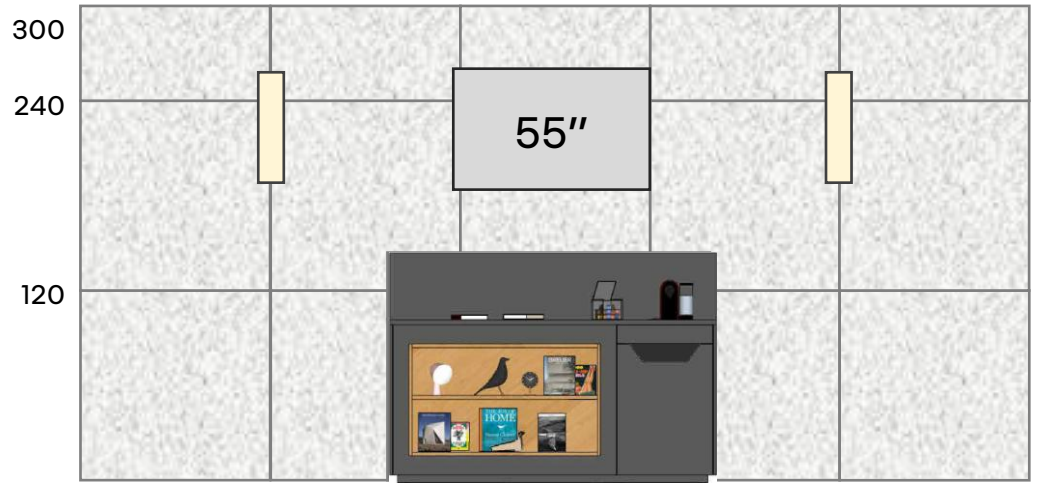
screen (55" recommended):

- location: typically placed above the beverage unit, centered horizontally on the cement wall
- vertical alignment: vertically centered within the space between the ceiling and the top of the beverage unit.
- high ceiling exception: if the ceiling height is significant, ensure the screen is positioned at least 30 cm above the beverage unit.

decorative lights:

- placement: positioned around the screen.
- clearance: ensure they are clear of the beverage unit.
- vertical alignment: vertically centered with the screen.





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the walls of the lounge

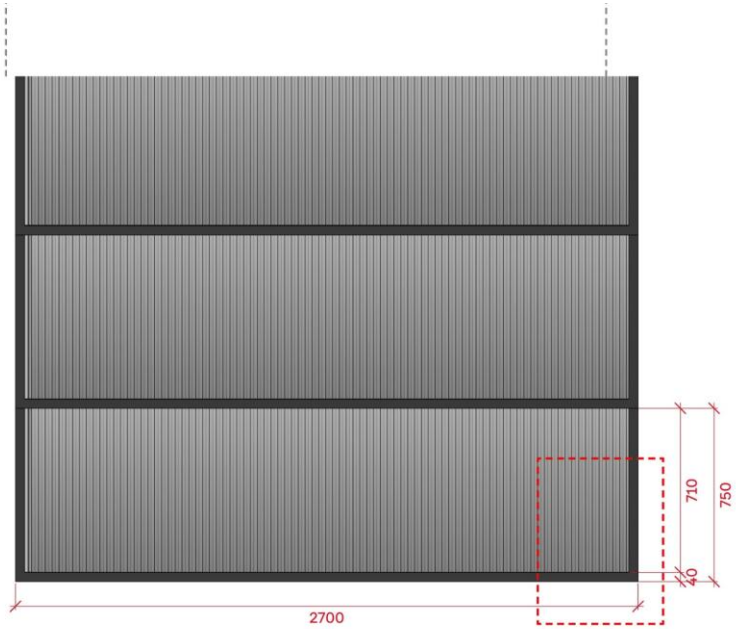
separation glass

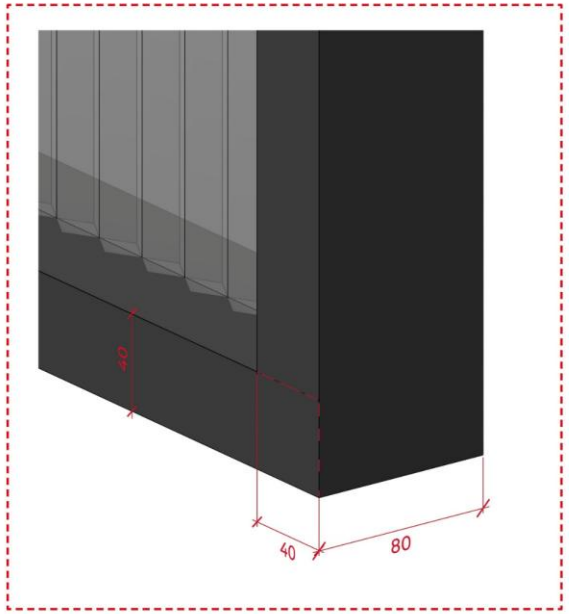
- 8 mm thick clear glass covered with a transparent adhesive with a vertical ribbed pattern
- horizontal glazing beads in black RAL 9005 satin finish aluminum
- frame in black RAL 9005 with satin finish aluminum with 45° cuts (at least in the upper part)

suppliers' references

local suppliers

- adhesiv film: Reflectiv STR06









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the window frame

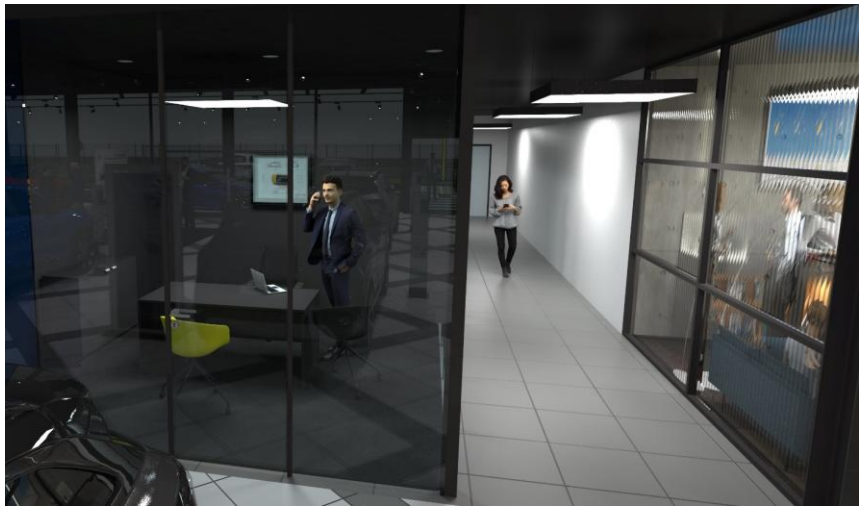
external window frames must be black

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

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the ceiling

the ceilings

- black RAL 9005 matte color.

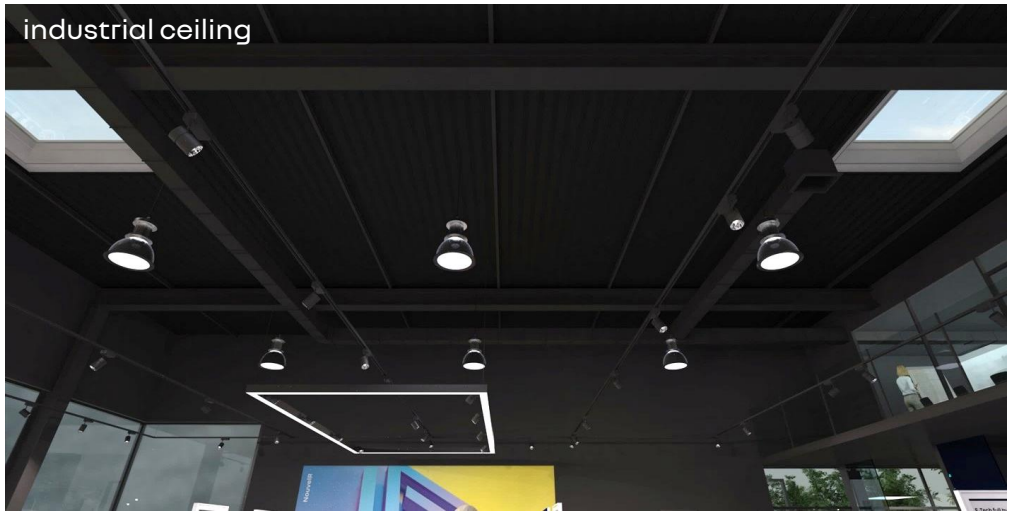
the recommended standard ceiling must be architectural and industrial

- 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


industrial ceiling


false ceiling

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a-the floor
b-the wall, window frame, ceiling
c-the light

Renault Confidential C

the lights in the showroom

the lights will create a contrast between areas by highlighting some area

the exhibition need to have powerful illumination with neutral color. The offices, lounge and aftersales, need to have a warmer light and with lower intensity.

The lights in the showroom is composed of 2 layers

- the global illumination
- the specific illumination

the global illumination (exhibition)

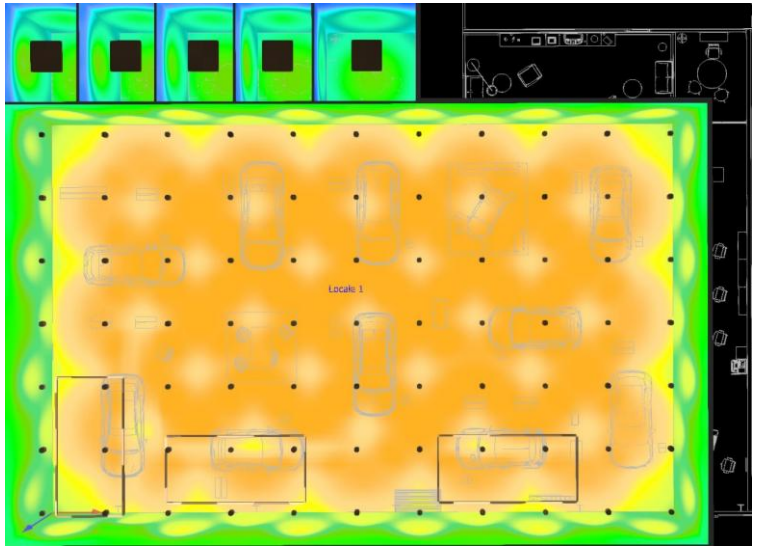
- create a uniform illumination to illuminate the vehicles
- neutral color: T°C = 4000 K
- power: 700-800 lux

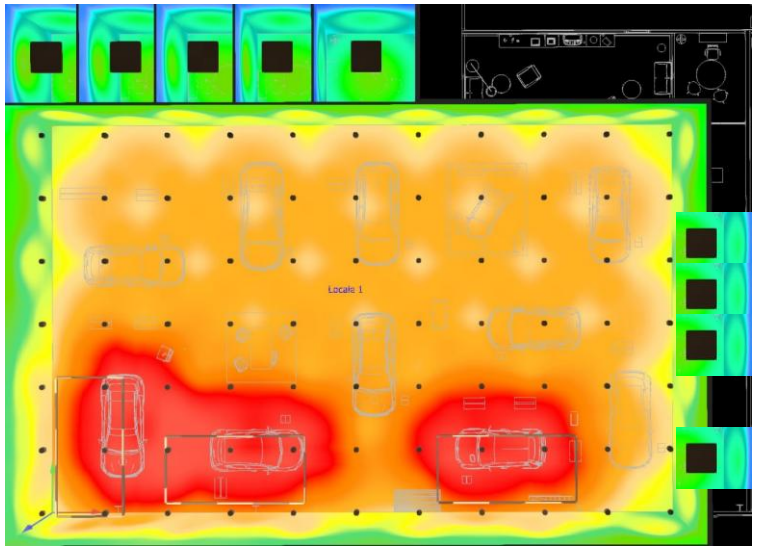
the specific illumination (exhibition)

- to highlight specific vehicle as the vehicles in front of the windows, that must be the last commercial launch
- neutral color: T°C = 4000 K
- power: 1000-1500 lux

the illumination for other areas

- warmer lighting in customer reception areas promotes customer well-being and supports commercial interactions.
- warm color: T°C = 3000 K
- power: 300-500 lux





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the lights in the showroom – global illumination

the lights structure and spot for exhibition should be placed as a grid.

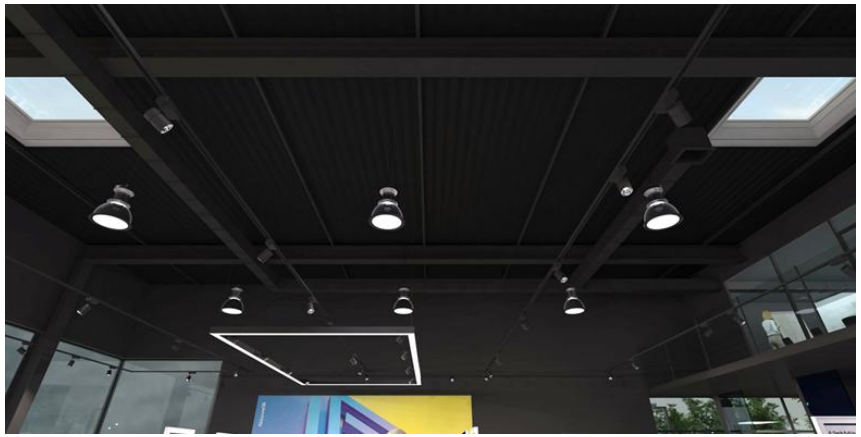
depending on the height of the ceiling and type of ceiling different model can be used

- ceiling height up to 4m
  - suspended
  - 14.000 to 24.000 lm
  - CRI ≥ 80
  - UGR ≤ 22

- ceiling height up to 3,5m
  - recessed, mounted or suspended
  - 3.900 to 6.000 lm
  - CRI ≥ 80
  - UGR ≤ 22



Philips Suspension Highlight HL000





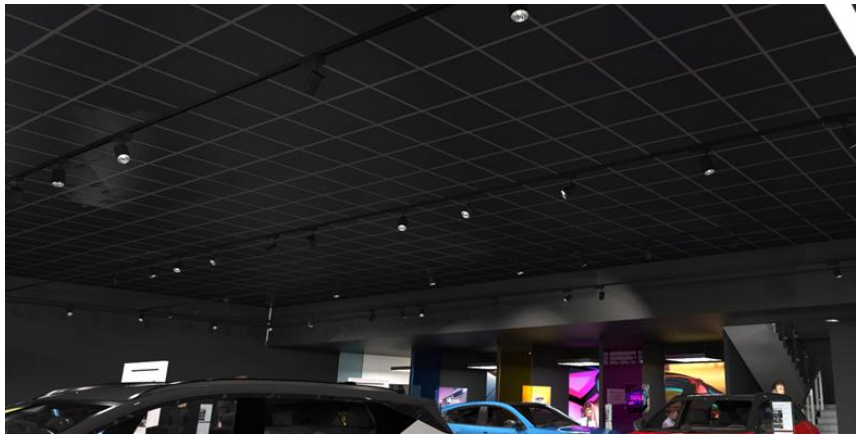
Greenspace Accent Fixed



Accent Track



Recesseed LuxSpace



suppliers' references

Philips Suspension Highlight HL000
Philips Accent Track D65 SM350C
Philips Recesseed LuxSpace DN570B
Philips Greenspace Accent Fixed RS350B

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the lights in the showroom – specific area

specific area needs to be highlighted by specific lights

- suspended or ceiling mounted
- max height: 3,50 m
- T° = 4000 K
- 1000 lux on the ground – 1500 lux on the top of the vehicle
- U-shaped profile
- black profile 9005 satin finish
- IRC > 80

- dimension: 3 x 5,5 m

suppliers' references

Philips KeyLine SM350





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the lights in the showroom – discussion table

discussion table can have a specific lighting

- suspended h: 2,50 m
- T° = 3000 K





suppliers' references

Philips Accent Cylinder

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the lights in the office

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: 0,75 m
- intensity: adjusted by the supplier on site
- T° = 4000 °K (CRI > 90)

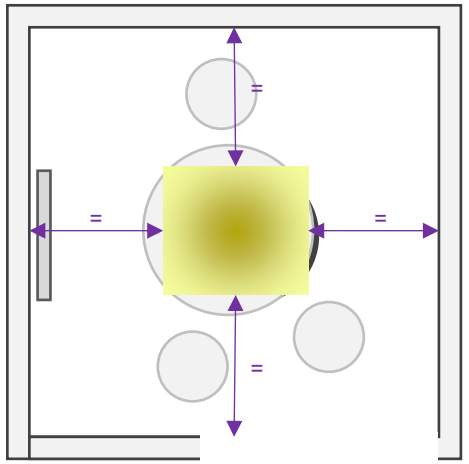
the light can be ceiling mounted or suspended

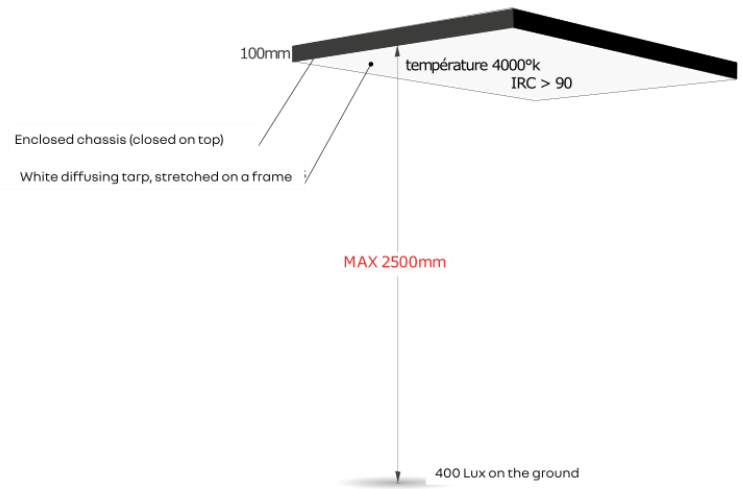
recommended height is:

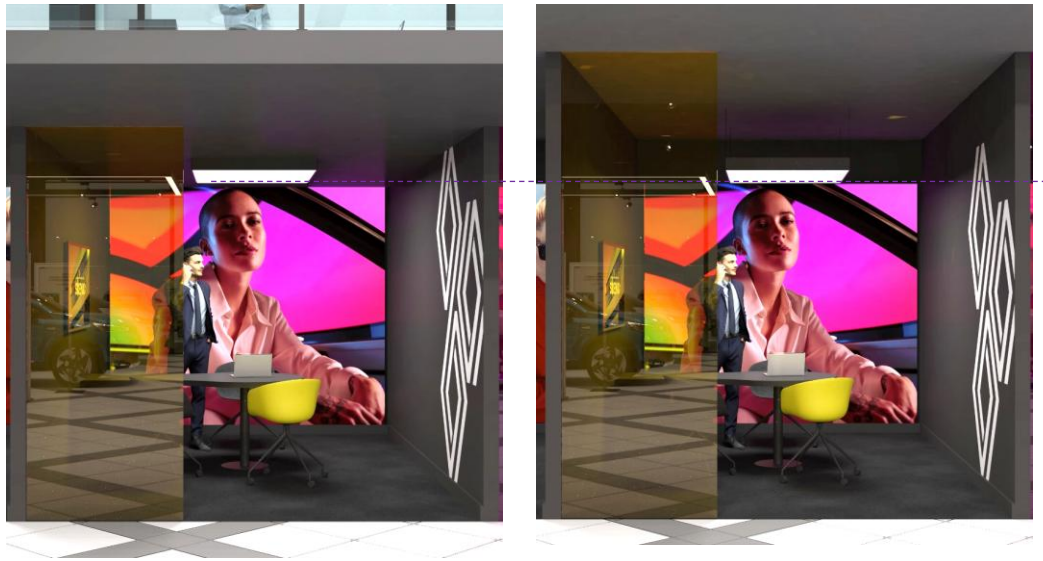
- mini: 2, 20 m
- max: 2,50 m

suppliers' references

Philips OneSpace OS000 / 1,23 x 1,23 m
local supplier







lights height = 2,50m

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the lights in the delivery area

the light is frame light as event area

- dimension: 2,4 x 4,4 m to 3 x 5,5 m
- intensity: adjusted by the supplier on site (~1500 lm)
- T° = 4000 °K (CRI > 90)

the light can be ceiling mounted or suspended

recommended height is:

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

suppliers' references

Philips OneSpace assembly
local supplier

variant: the light can a led box with white stretched canvas (as a backlight)





Renault Confidential C

the lights in the aftersales reception

the lights are led box with white stretched canvas (as a backlight)

- dimension: 1 x 1 m to 1,5 x 1,5 m
- intensity: adjusted by the supplier on site
- T° = 3000 °K (CRI > 90)

the light can be ceiling mounted or suspended

recommended height is:

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

suppliers' references

Philips OneSpace OS000 / 1,23 x 1,23 m

local supplier



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the lights in the lounge

1 suspended light
- to identify from the showroom and aftersales reception the lounge

2 decorative lights
- to give a cosy atmosphere

3 global illumination (if needed)
- to add light if needed



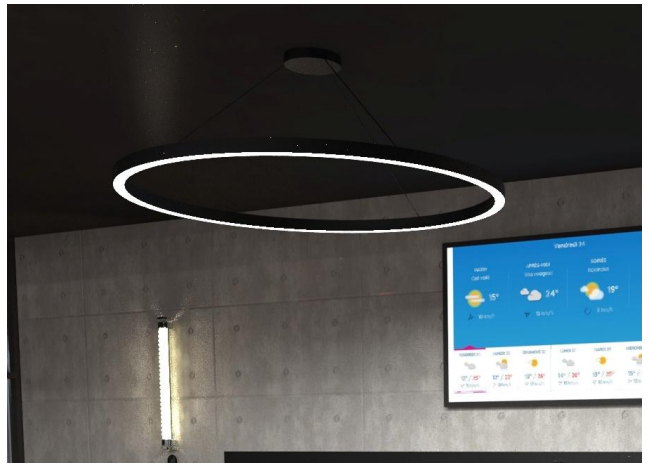
Renault Confidential C

the lights in the lounge

1 suspended lighting

- to clearly identify the showroom and the aftersales reception area from the lounge
- note: circular lighting proposed is sufficient for a small lounge
- avoid doble the circle if light is not enough, use global lighting





supplier references

Zirkol Circle

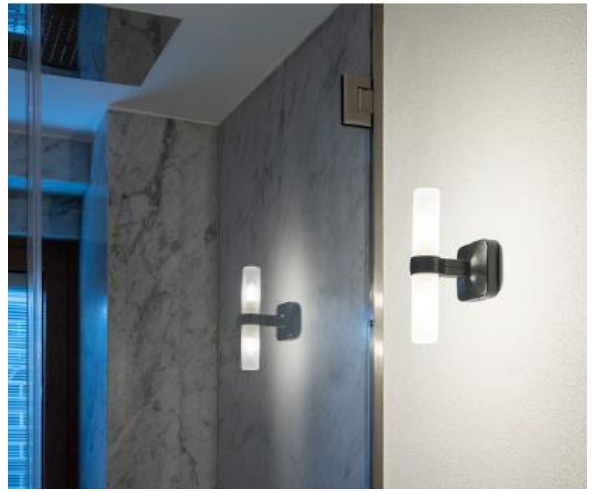
recommended size = 1,5 m

available in 1 m (small lounge) or 2 m (large lounge)

2 decorative lights

- to create a cozy atmosphere within the space
- recommendations: install two wall-mounted lights





supplier references

Sammode Elgar Silver 70 (recommended)

Sammode Elgar Silver 45 (recommended for small lounge)

Philips Crown Applique

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the lights in the lounge

3 global illumination

- to provide additional lighting in case the suspended circle light is insufficient
- T°: 3000 K
- target intensity: 500 lux

use black recessed spotlight

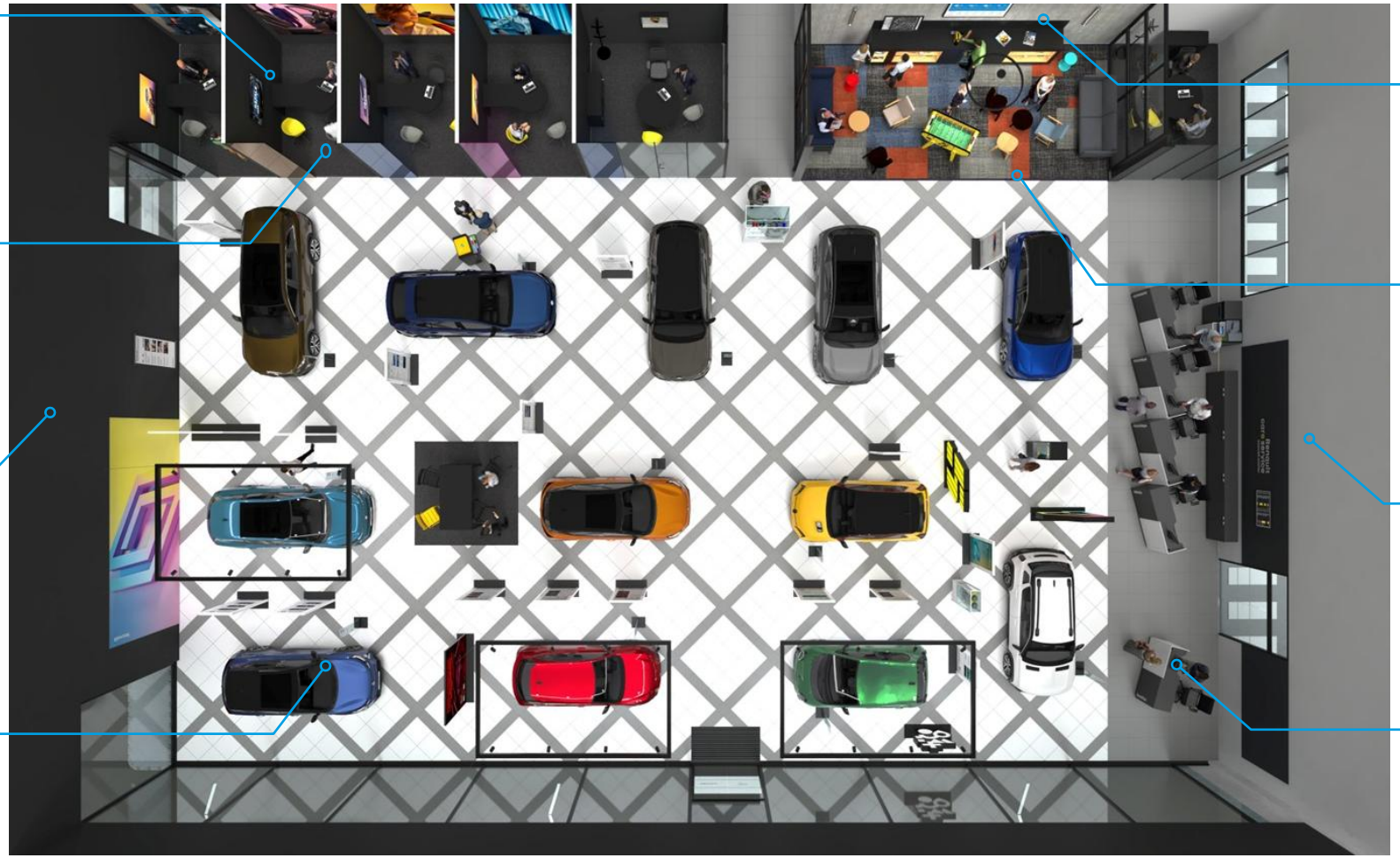


Accent Track



Renault Confidential C

colors & materials – the showroom



loffice's floor
EGE ReForm Heritage
tiles carpet

office's wall
black paint matte finish
RAL 9005 / NCS S 8505-R80B

showroom's wall
black paint matte finish
RAL 9005 / NCS S 8505-R80B

showroom's floor
diamond tiles
white and mild grey

lounge's wall
concrete panel

lounge's floor
EGE ReForm Heritage
tiles carpet

service reception wall
with paint matt finish
RAL 9010

service reception floor
tiles mild grey

Renault Confidential C

colors & materials – the delivery



delivery wall
with paint matt finish
RAL 9010

1 delivery wall
black paint matte finish
RAL 9005 / NCS S 8505-R80B

delivery floor
tiles mild grey
or
mild grey resin
RAL 7037

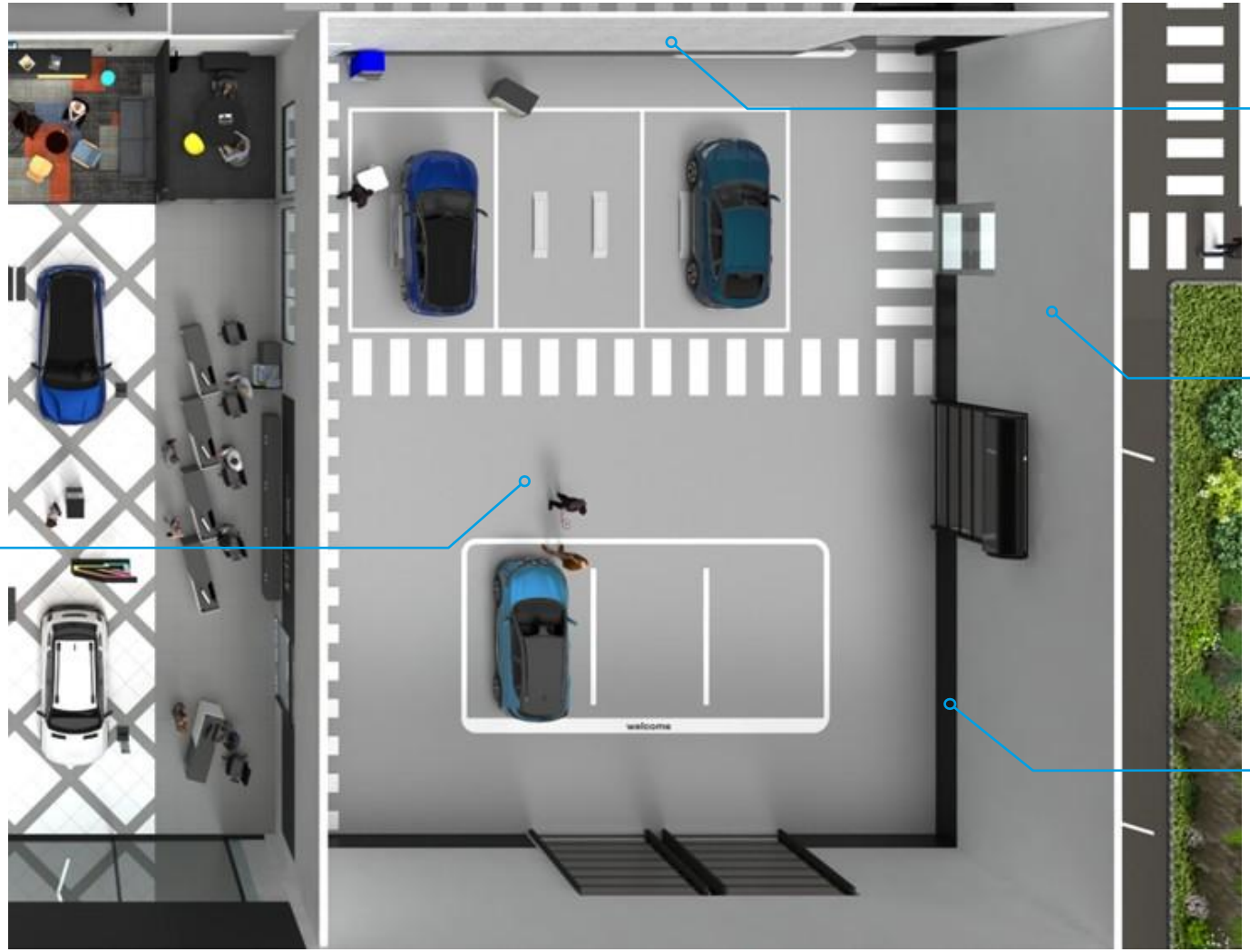
delivery office wall
1 black paint matte finish
RAL 9005 / NCS S 8505-R80B

delivery office wall
white paint matt finish
RAL 9010

circulation floor
tiles mild grey

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colors & materials – the aftersales



after sales floor
mild grey resin
RAL 7037
or
tiles mild grey

after sales back wall
brick imitation

other after sales wall
white paint matt finish
RAL 9010

after sales baseboard wall
dark grey paint matt finish
RAL 7016

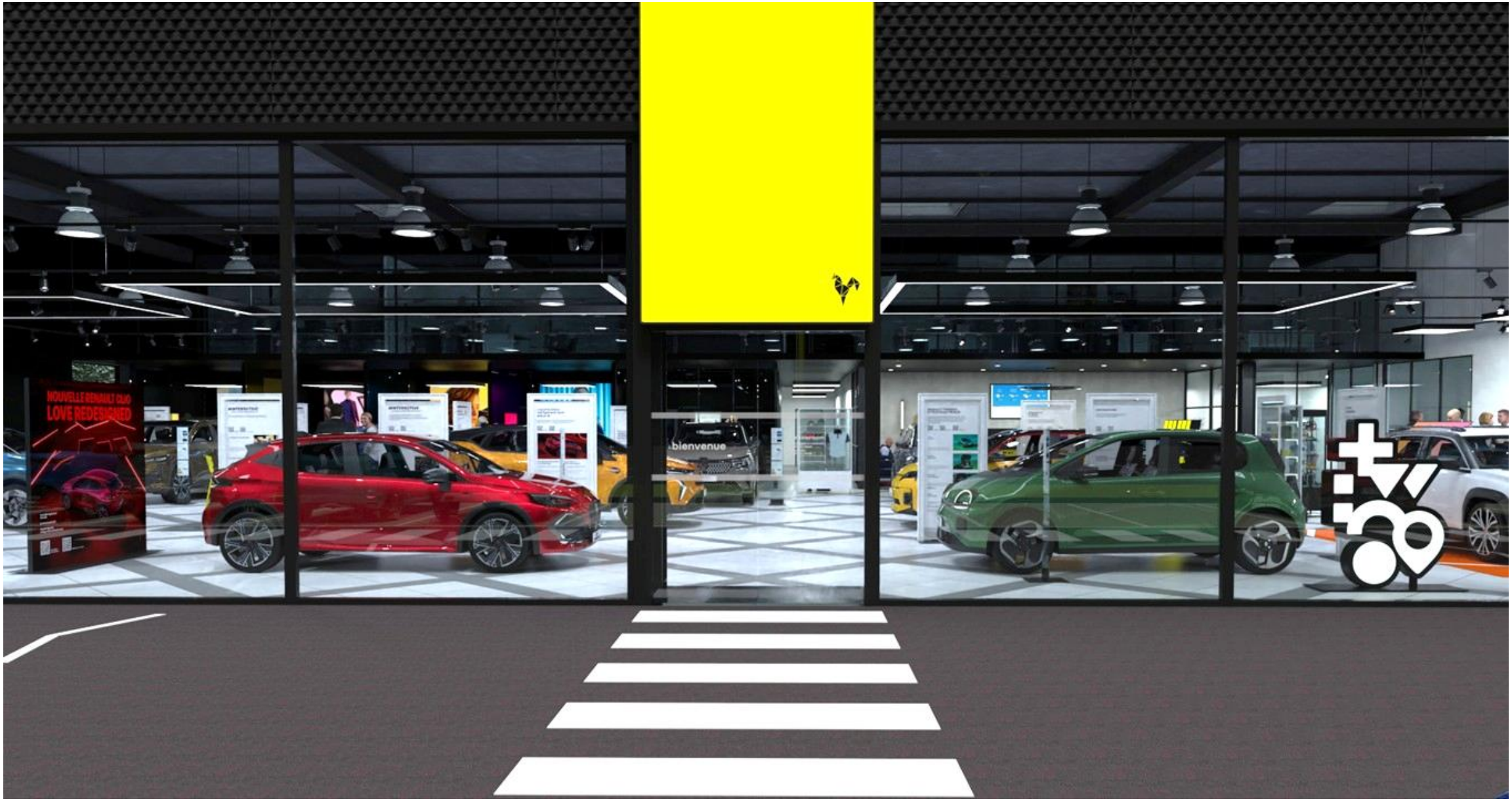
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7- virtual tour

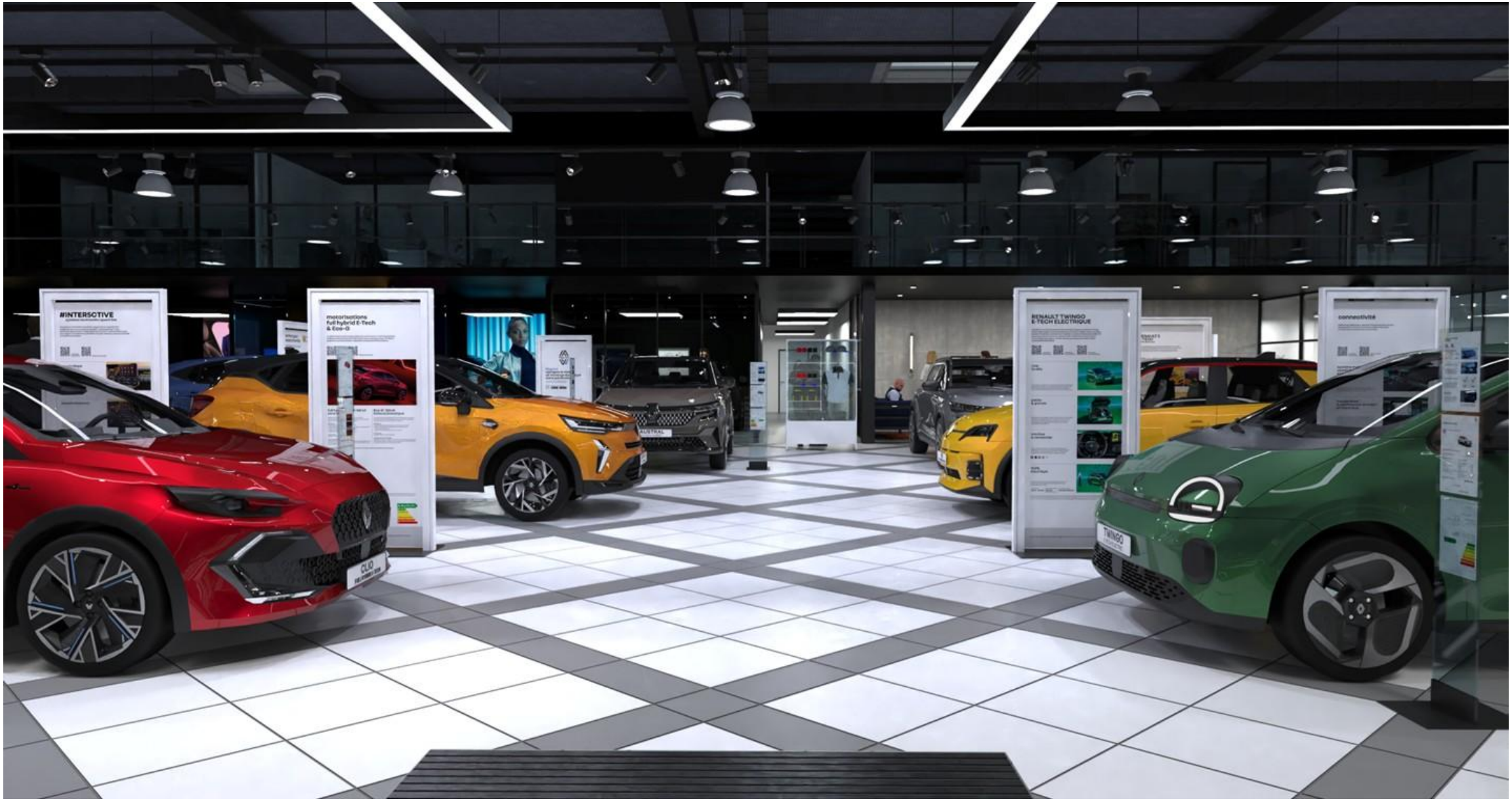




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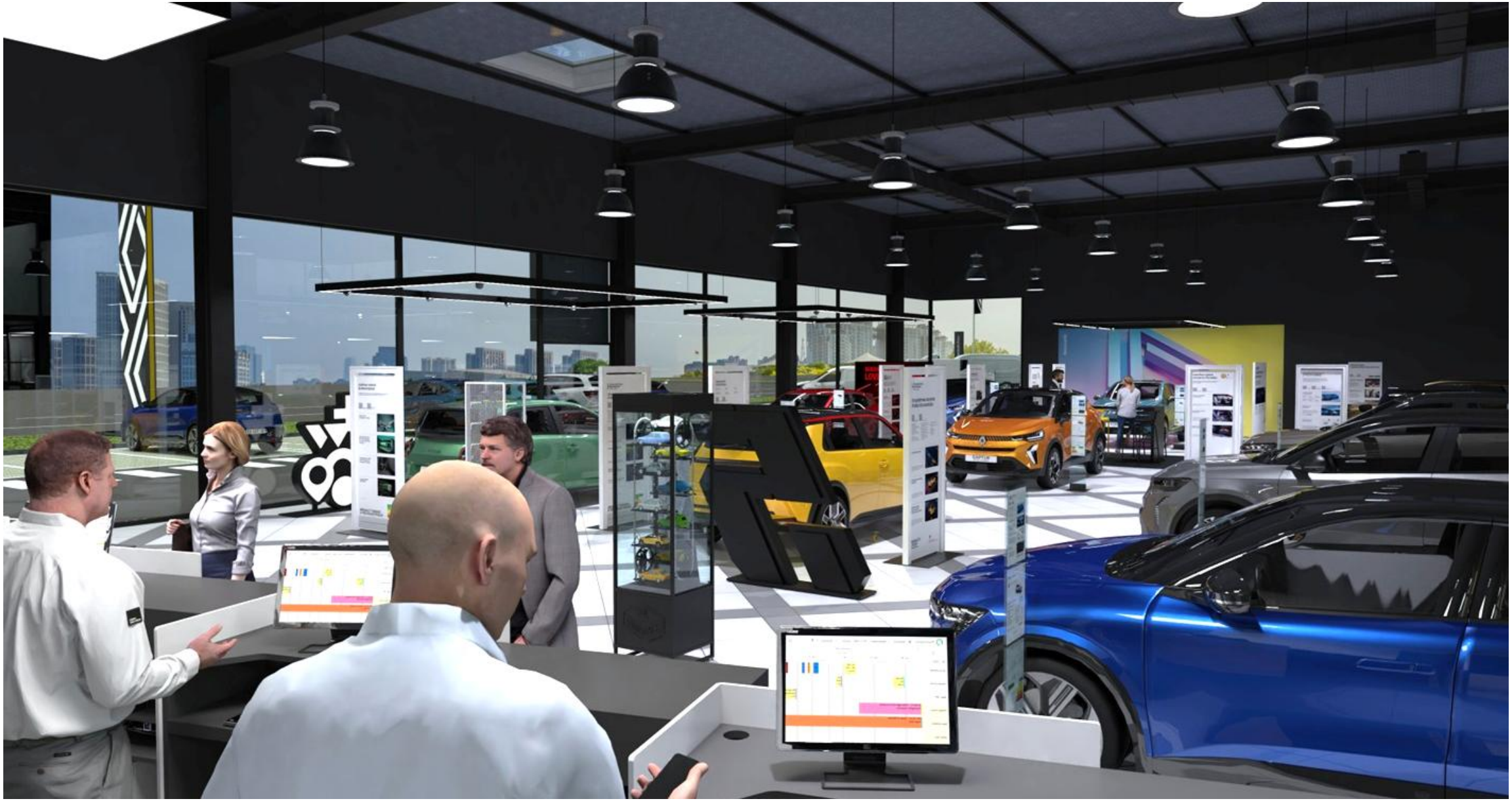
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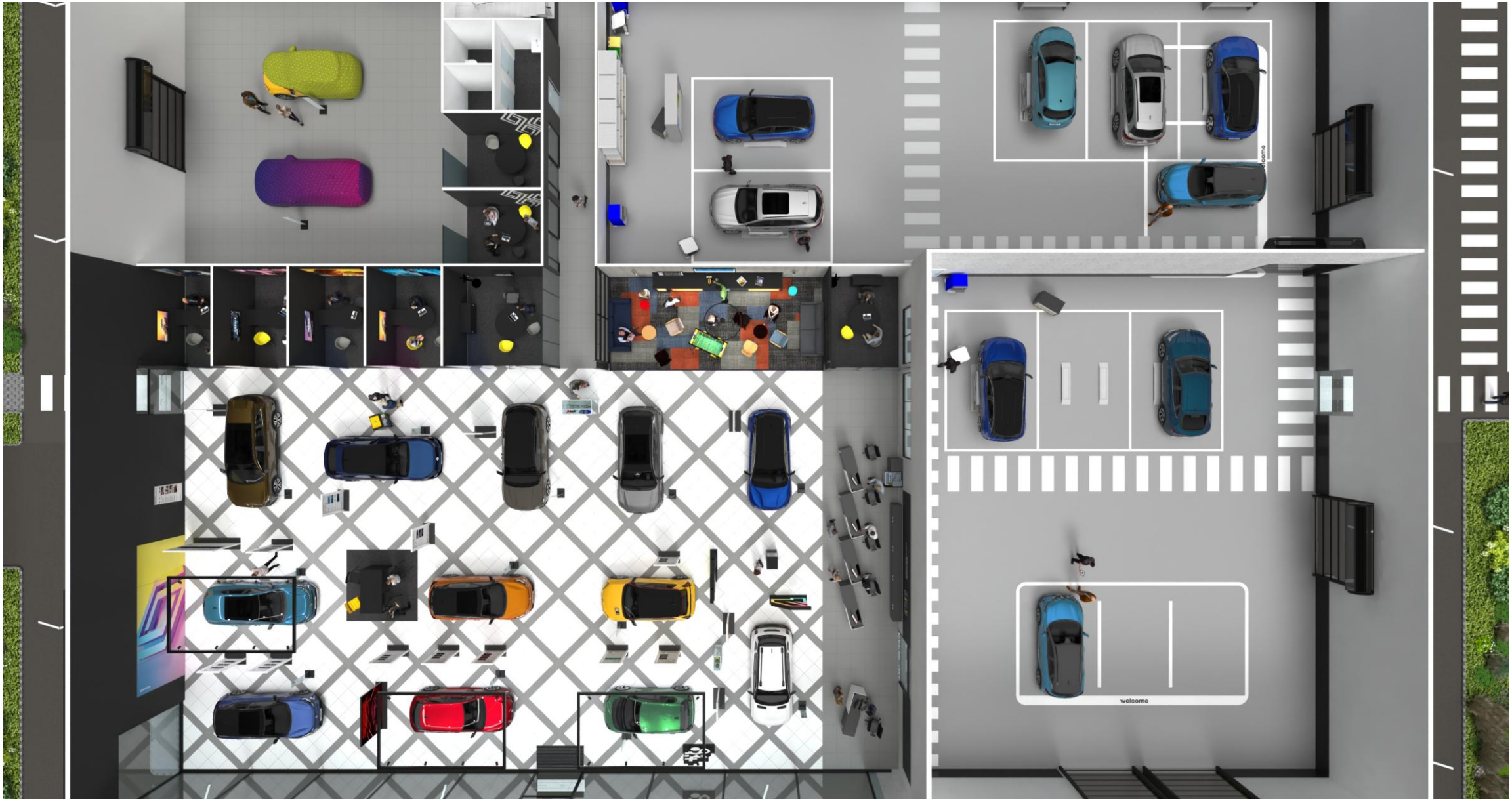
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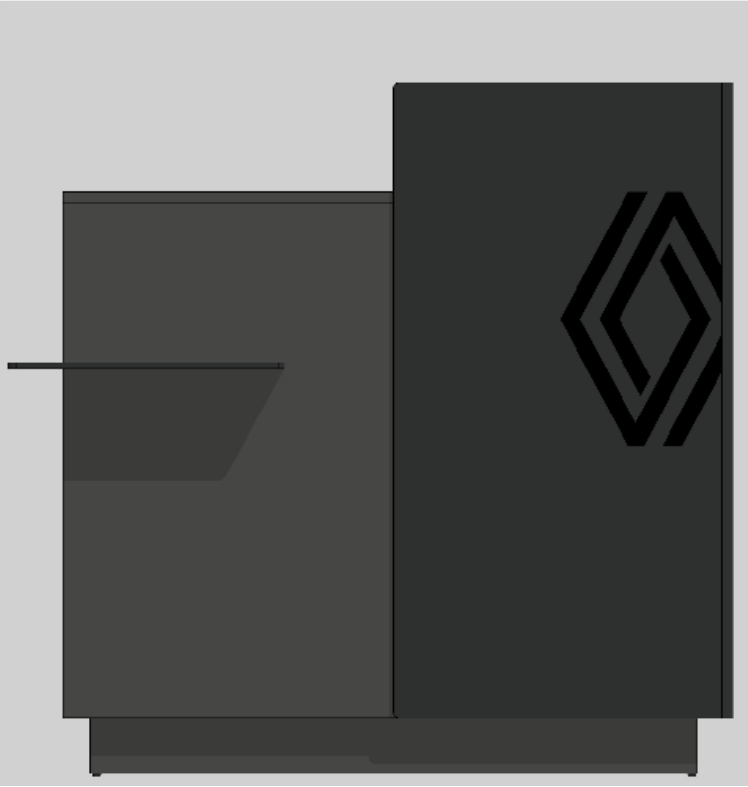
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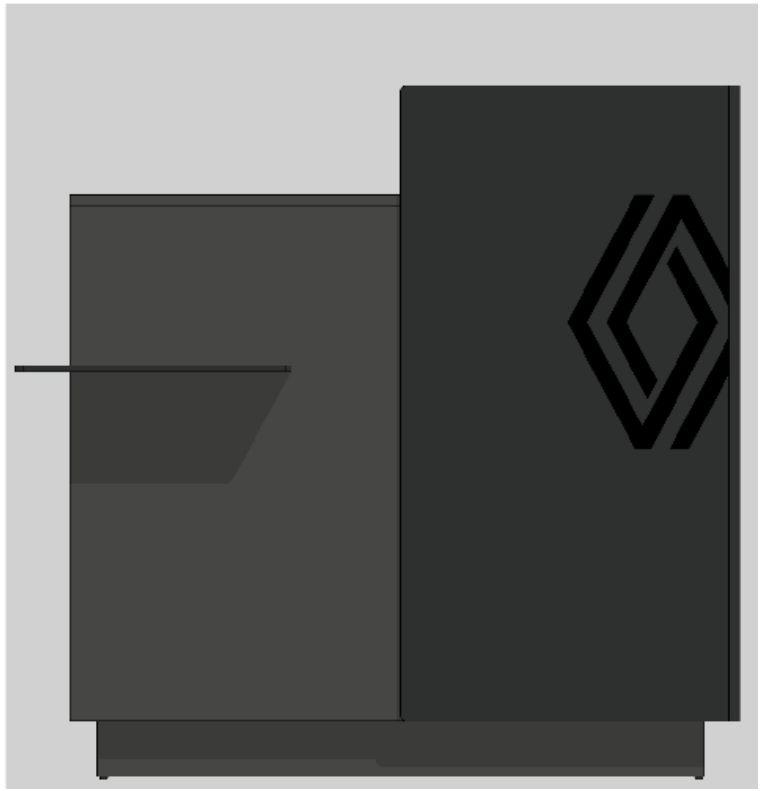
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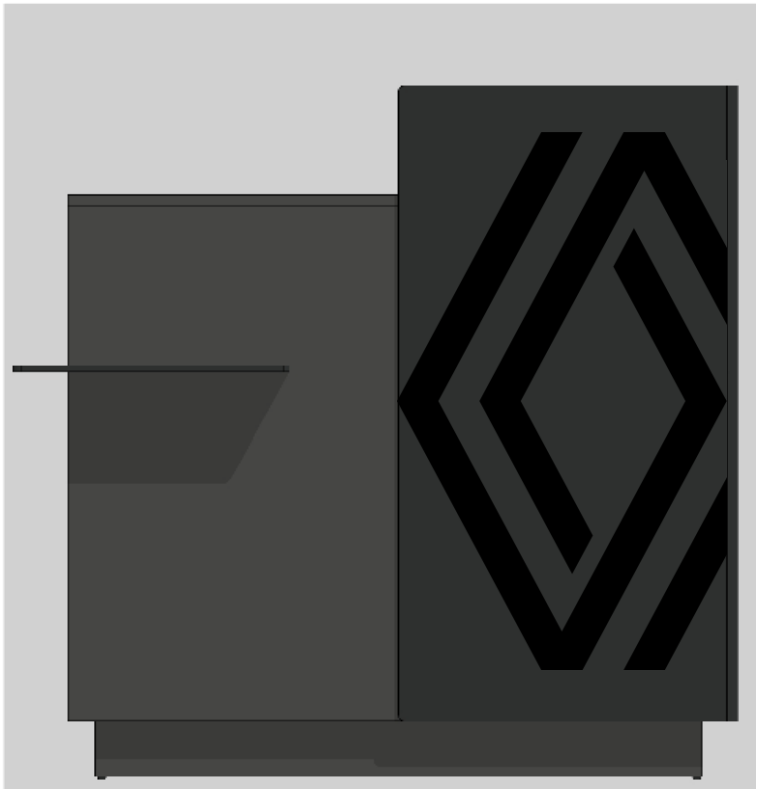


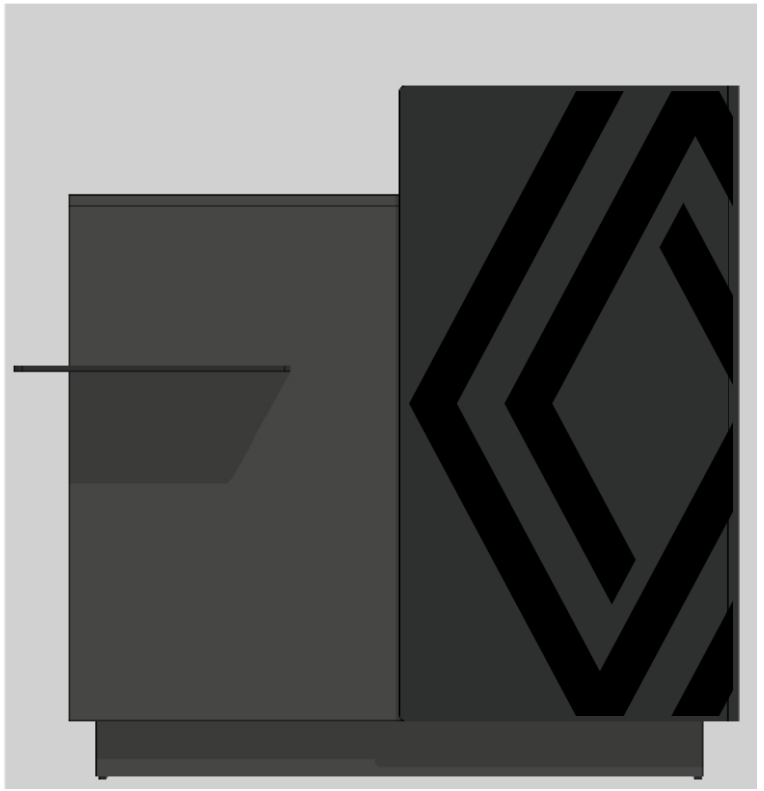
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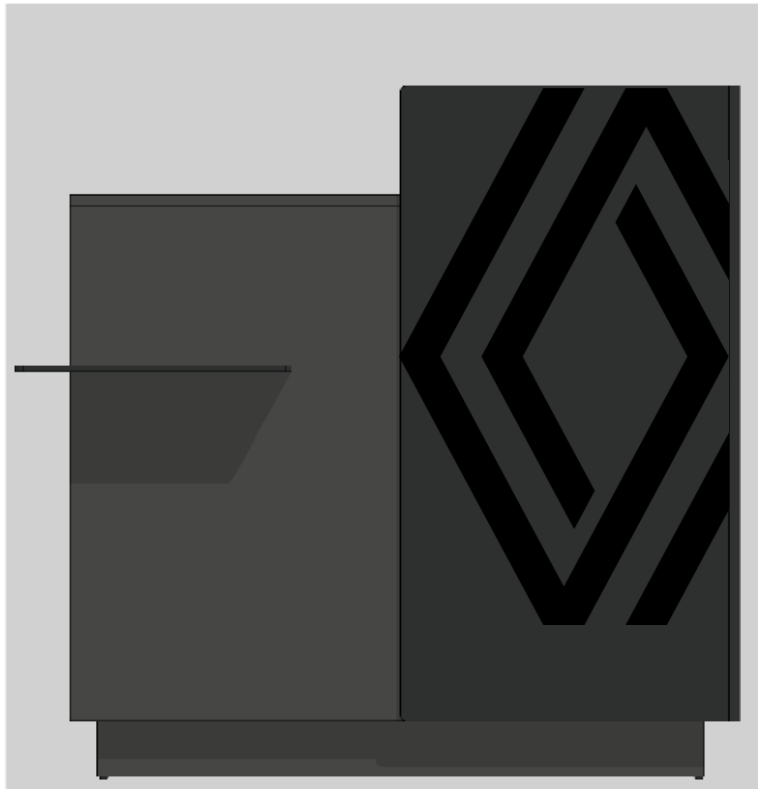
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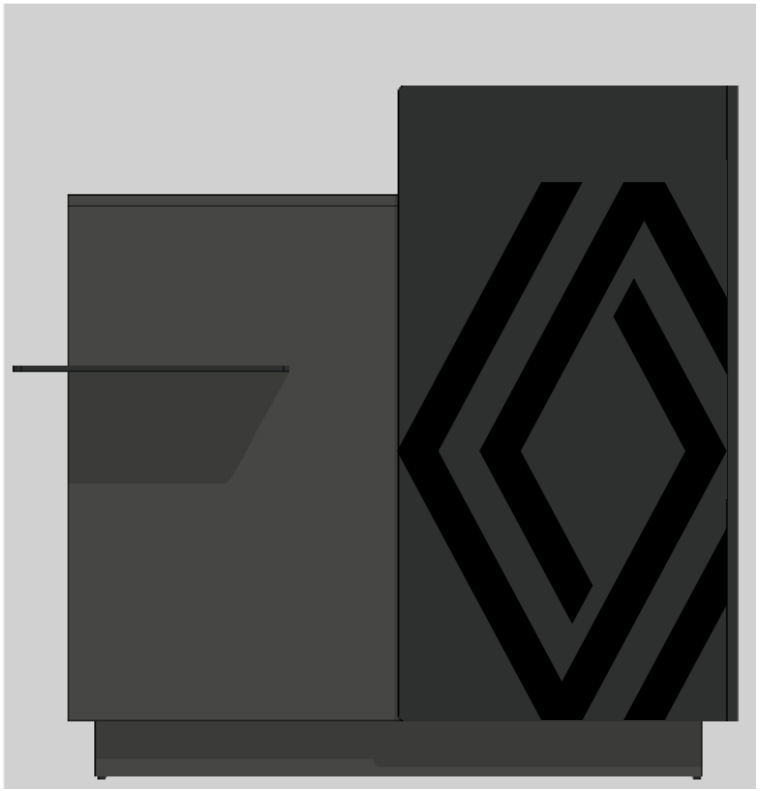


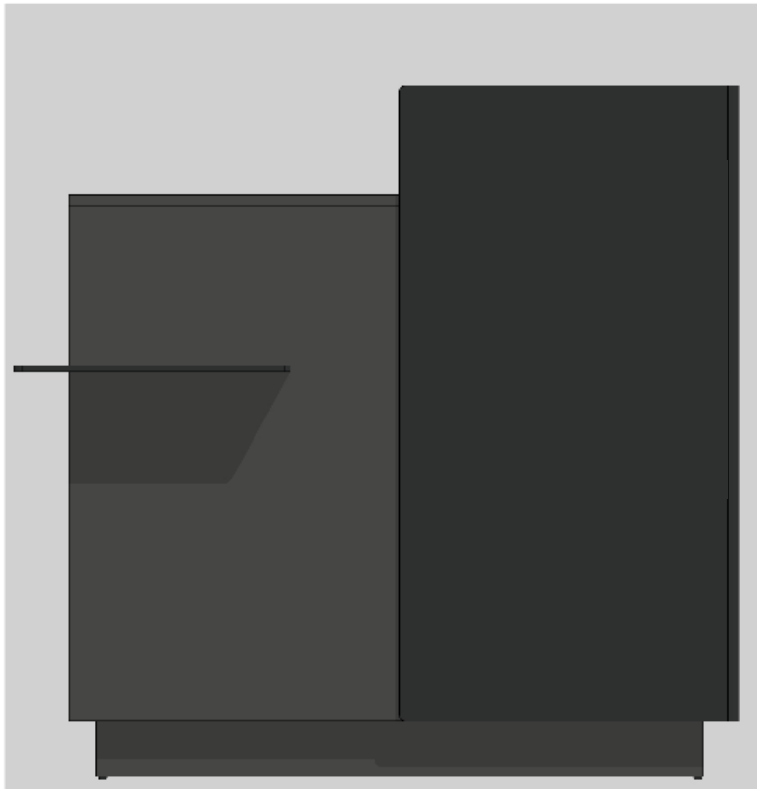




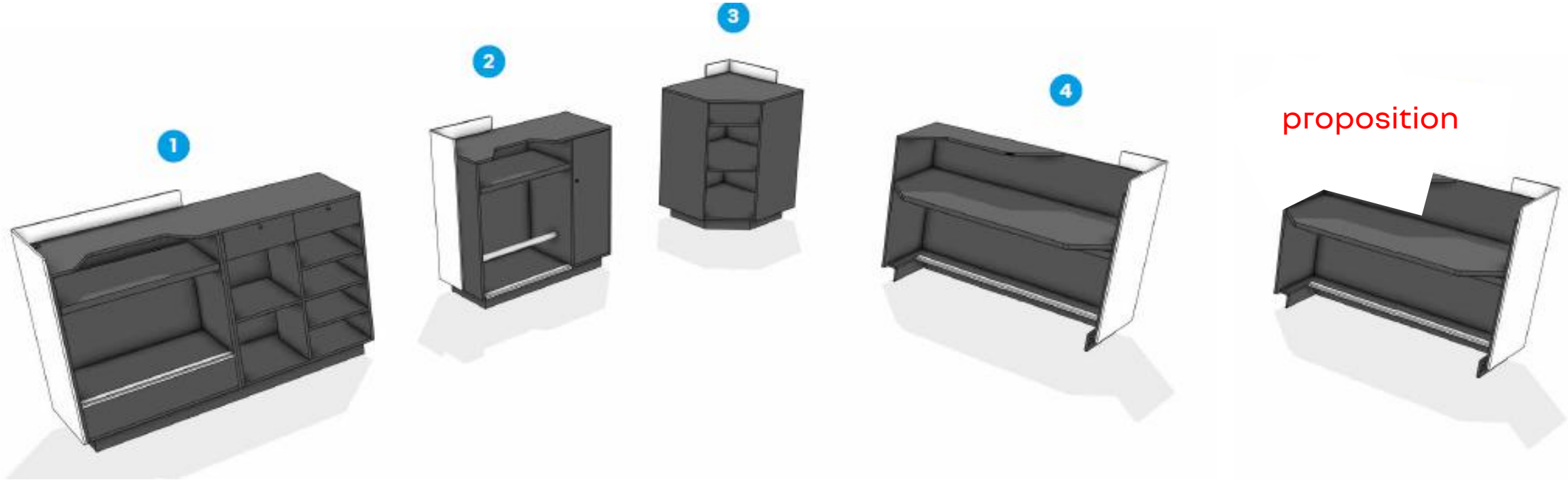
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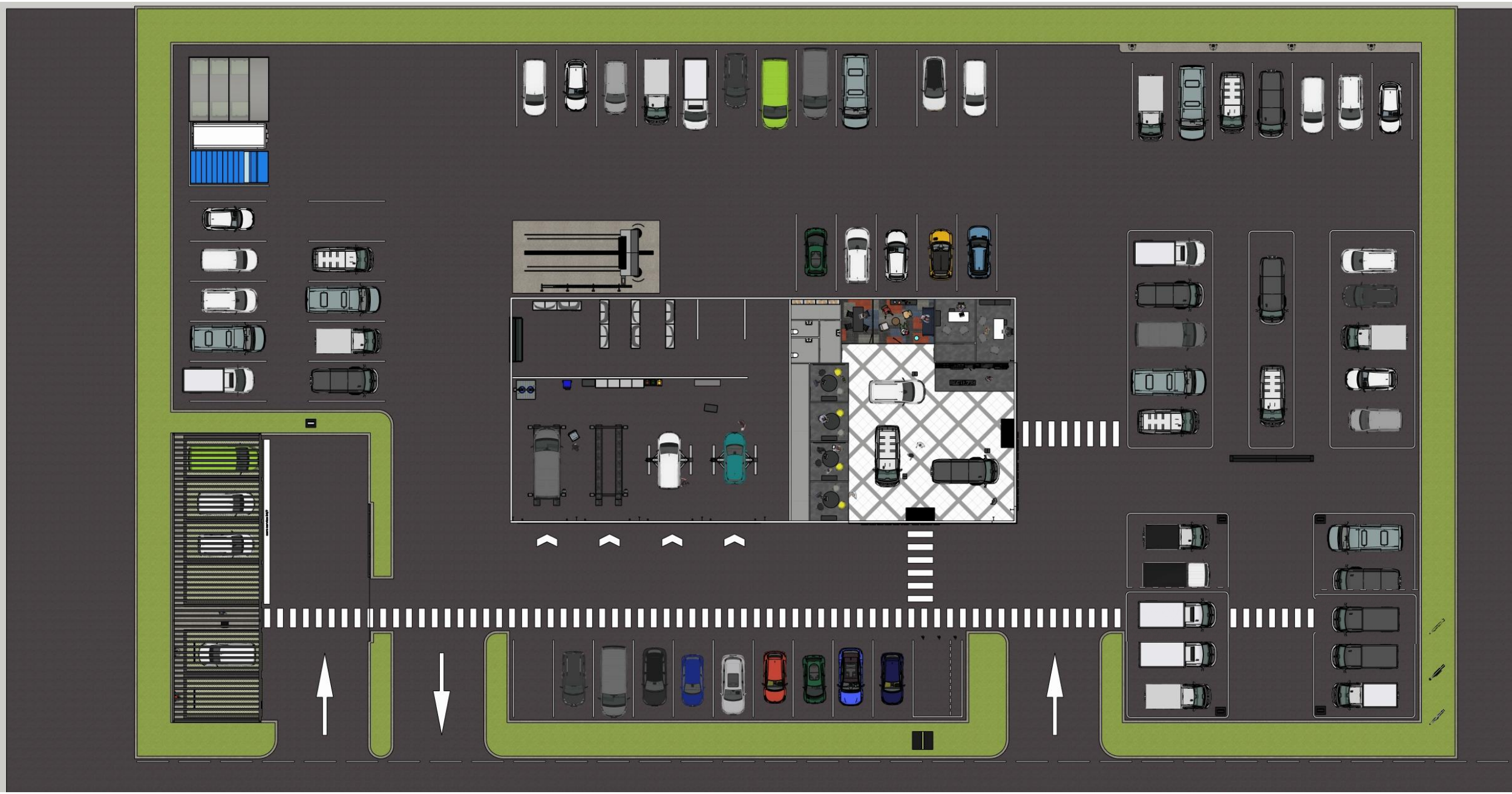




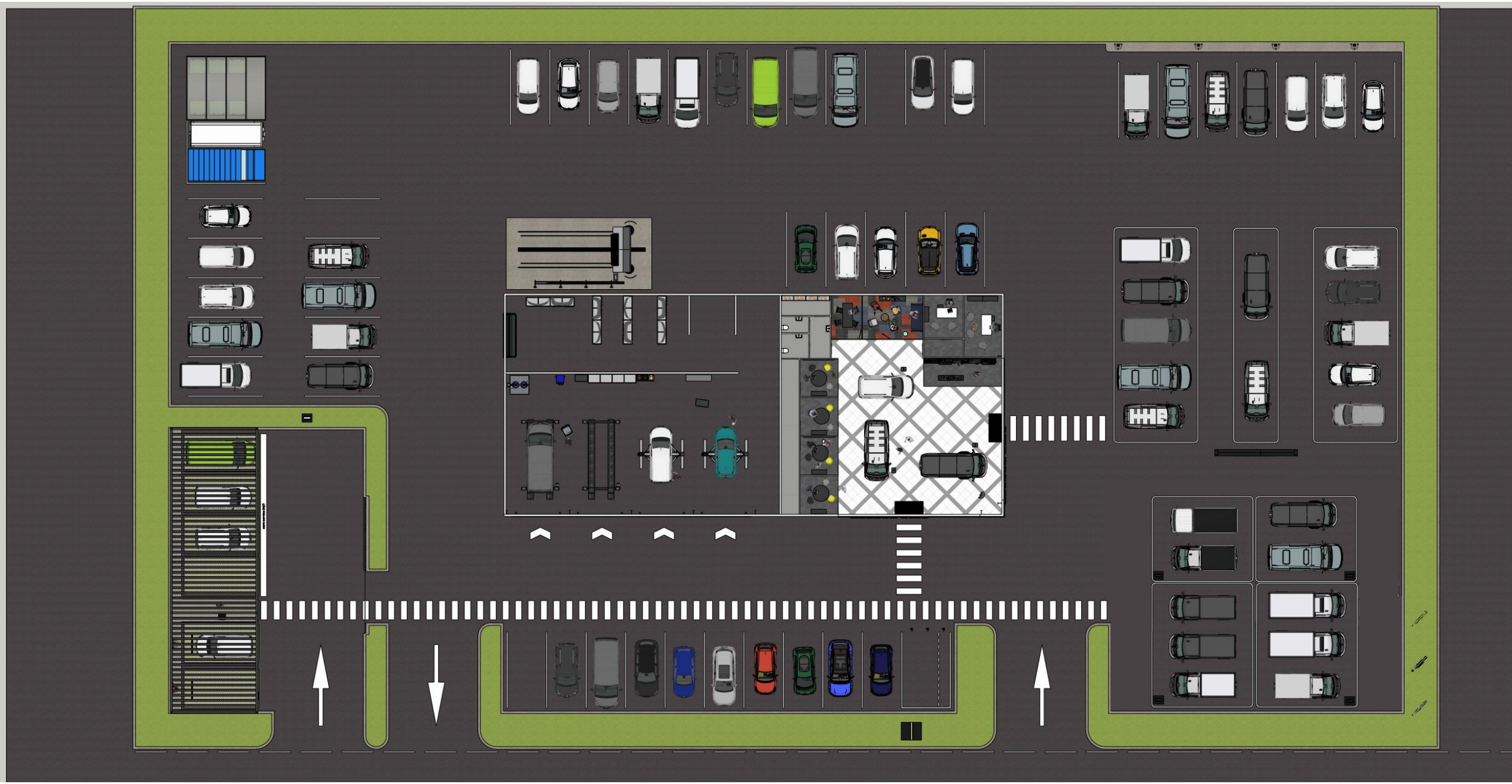
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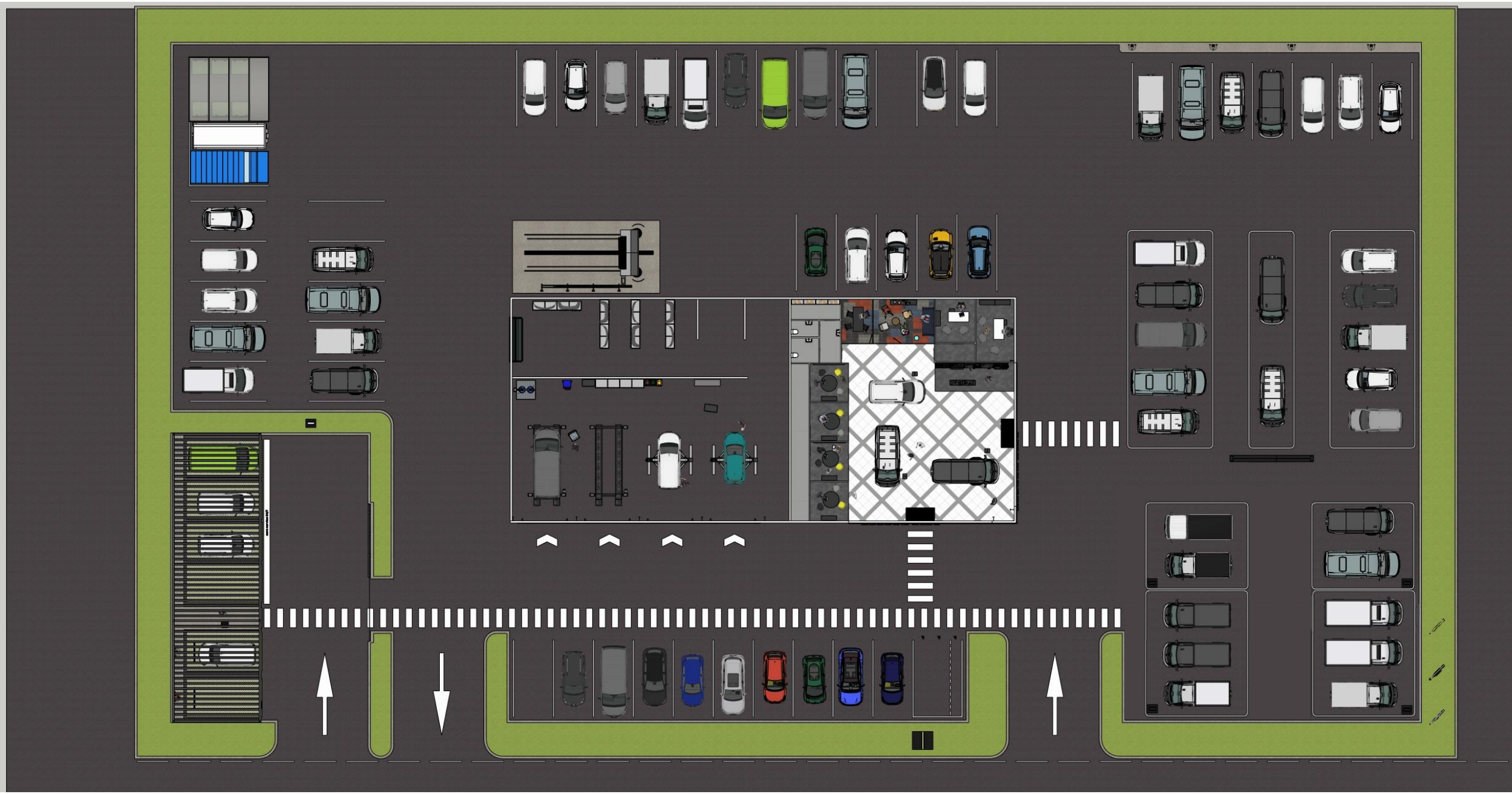
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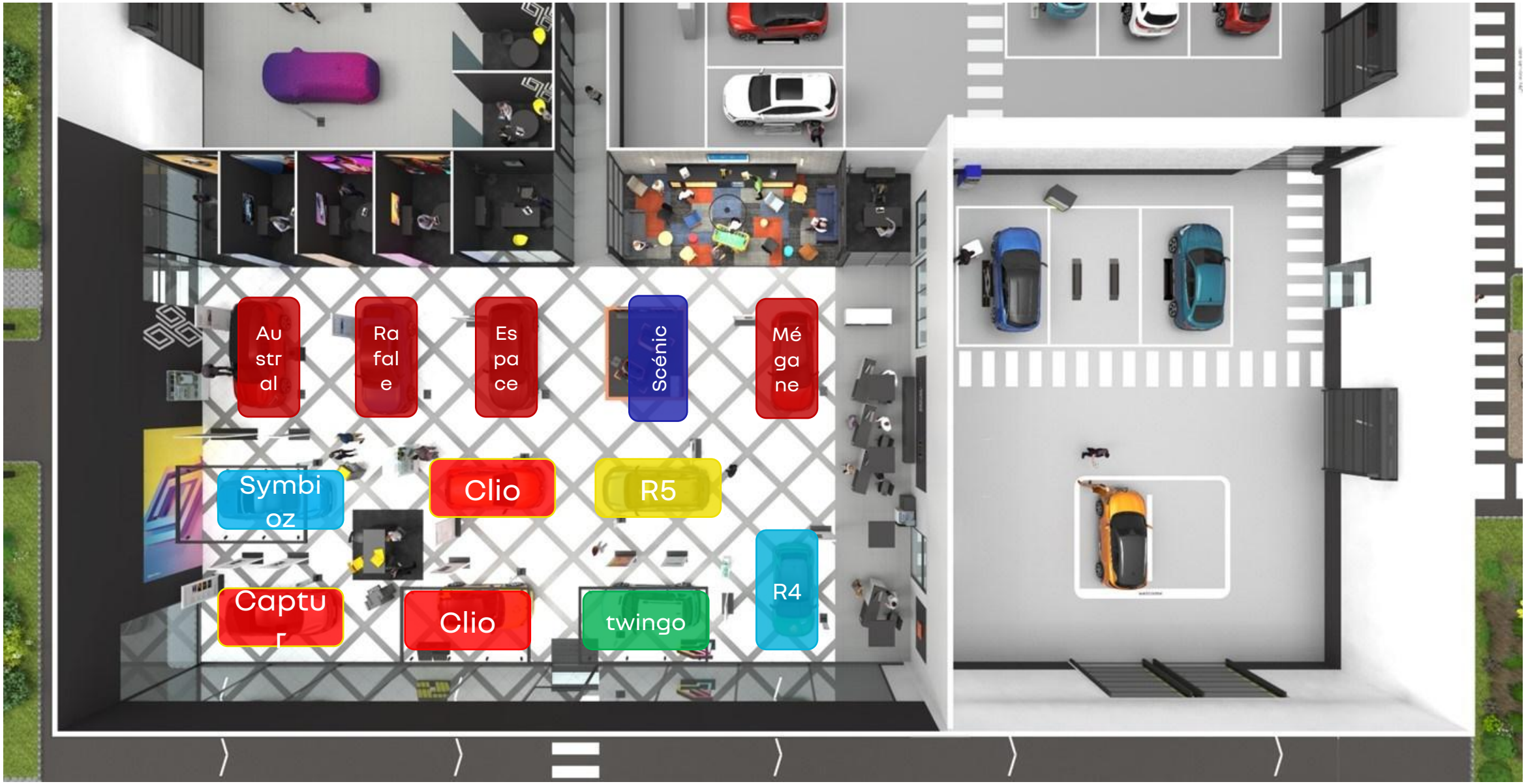
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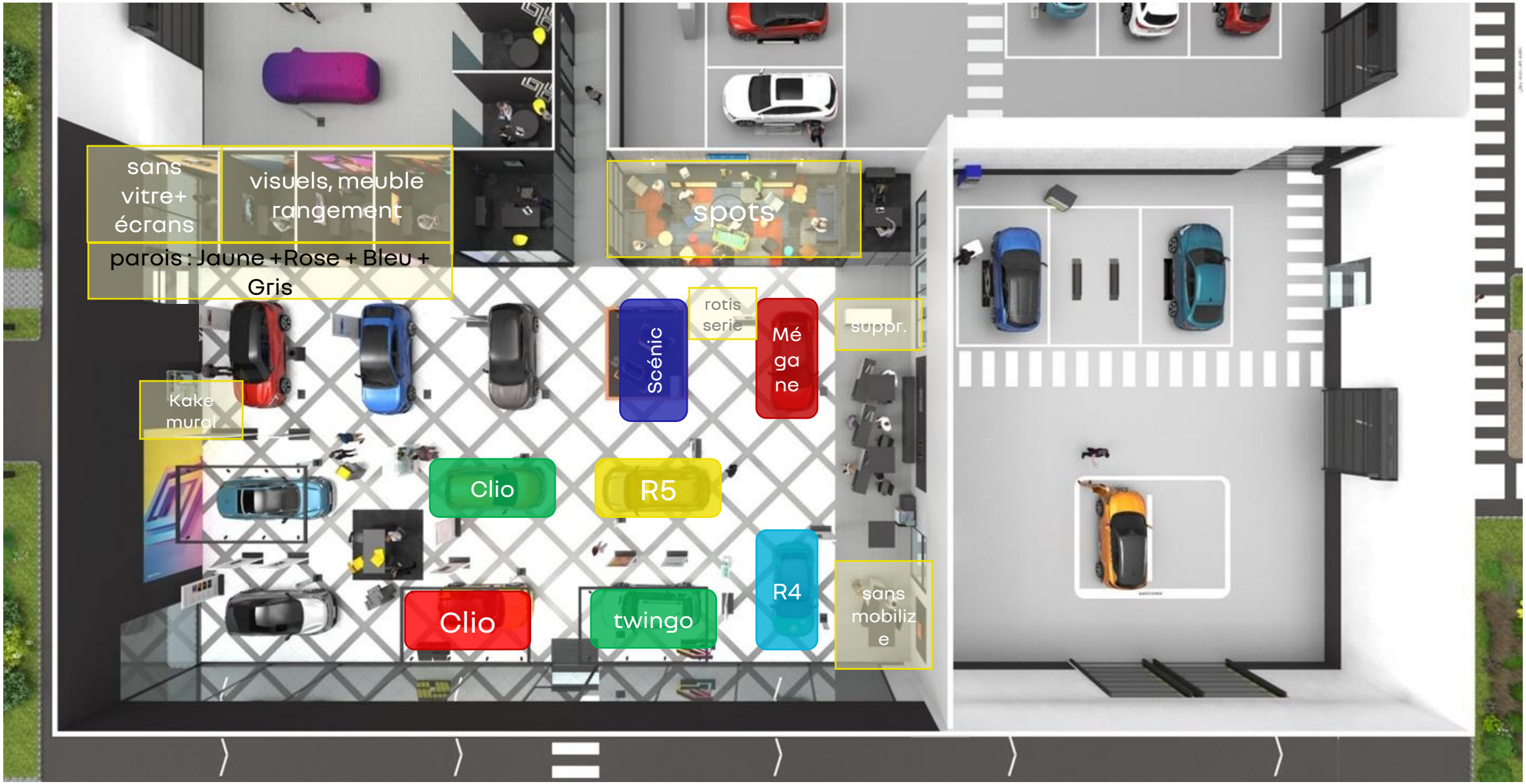
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