



# **interior guidelines – new'R store**

Renault retail architecture guidelines

july 2025 – v1e

## new'R store interior guidelines

### versions

- v1a – december 2024
  - 1<sup>st</sup> 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 are 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

## 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
- floor
- semi-open offices
- discussion table
- colors and upholsteries roller cab
- event area

#### removed

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

## new'R store interior guidelines

### 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 infrastructure

- lighting
- ceiling
- walls

### 7 virtual tour

- images





## new'R store interior guidelines

component	S	M	L
<b>exhibition area</b>	<b>mandatory area</b>		
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	■	■	■
<b>new'R area</b>	<b>mandatory area</b>		
kakemono	1	3	3
fresco	■	■	■
2x2 POSM	■	■	■
specific frame light	■	■	■
<b>event area</b>	<b>mandatory area</b>		
kakemono	■	■	■
2x2 POSM	■	■	■
emblem 5 / 4	○	○	○
accessories showcase	○	■	■
specific frame light	■	■	■
<b>E-Tech area</b>	<b>optional</b>		
2x2 POSM	○	○	○
fresco	○	○	○
light	○	○	○

■	mandatory
○	optional

component	S	M	L
<b>semi-open office</b>	<b>mandatory area</b>		
table	■	■	■
screen on the black wall	■	■	■
sales advisor chair	■	■	■
customer chair (1 yellow + 1 grey)	■	■	■
carpet	■	■	■
colored partition	■	■	■
graphical line	■	■	■
backlight	■	■	■
square light	■	■	■
<b>open office</b>		○	
table	*	*	*
screen on desk support	*	*	*
sales advisor chair	*	*	*
customer chair (1 yellow + 1 grey)	*	*	*
partition	*	*	*
carpet	*	*	*
<b>lounge</b>	<b>mandatory area</b>		
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
<b>aftersales reception</b>	<b>mandatory area</b>		
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 of the reception desk	■	■	■
<b>delivery area</b>	<b>mandatory area</b>		
delivery area wall	■	■	■
covers storage cabinet	○	○	○
My Renault kakemono	○	■	■
charging totem kakemono	○	■	■
accessories totem kakemono	○	○	○
product display (2 sheets)	■	■	■
square lighting	■	■	■
<b>infrastructure</b>	<b>mandatory</b>		
tiles (diamond)	■	■	■
1 black wall at least	■	■	■
black ceiling	■	■	■
black window frames	■	■	■
reception in the showroom	■	■	■



# 1- the exhibition space



## global description

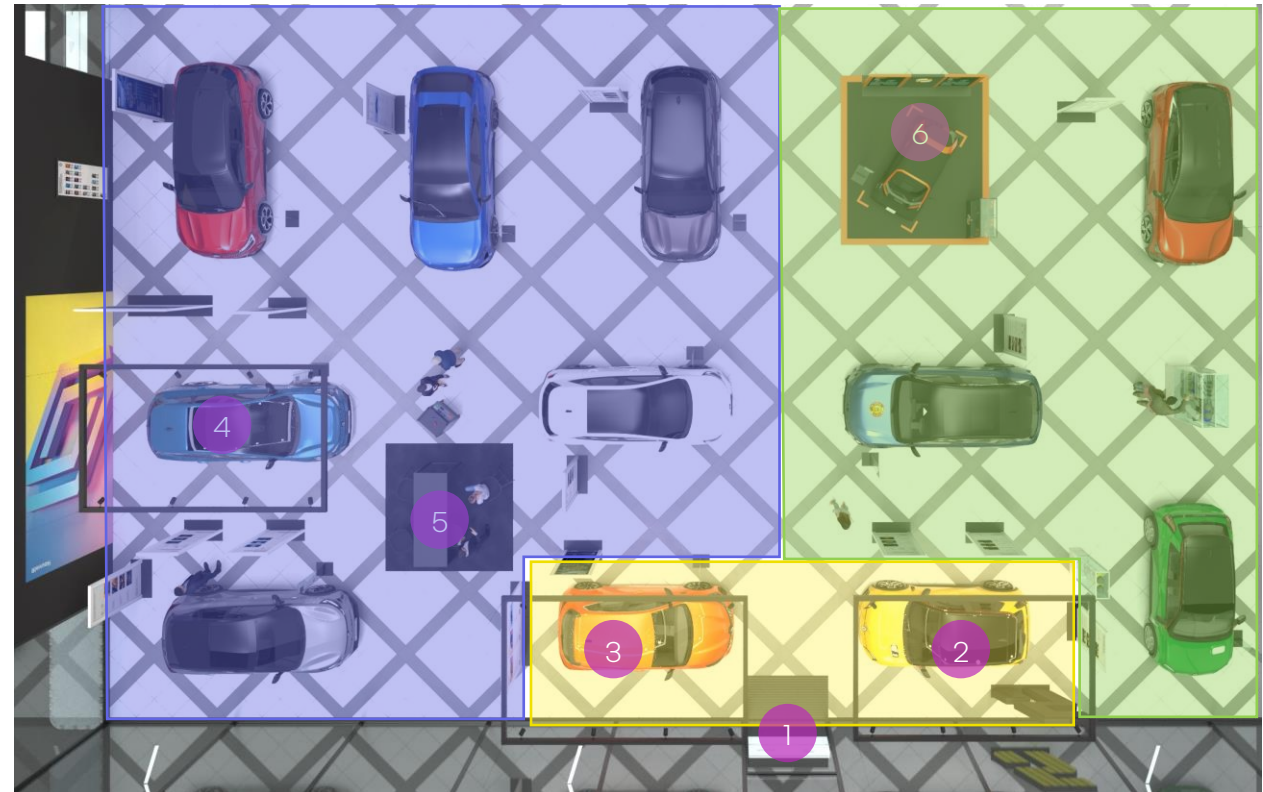
the exhibition space has been redesigned to prioritize vehicles

- 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 m<sup>2</sup> per vehicle\*
- vehicles displayed orthogonally & parallel
- 2 events area (2<sup>nd</sup> 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
- 6. Duo/Bento "shop in shop"

## 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](#)



## elements – exhibition rules

each vehicle area must be a minimum of 30 m<sup>2</sup> 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 m<sup>2</sup> is necessary

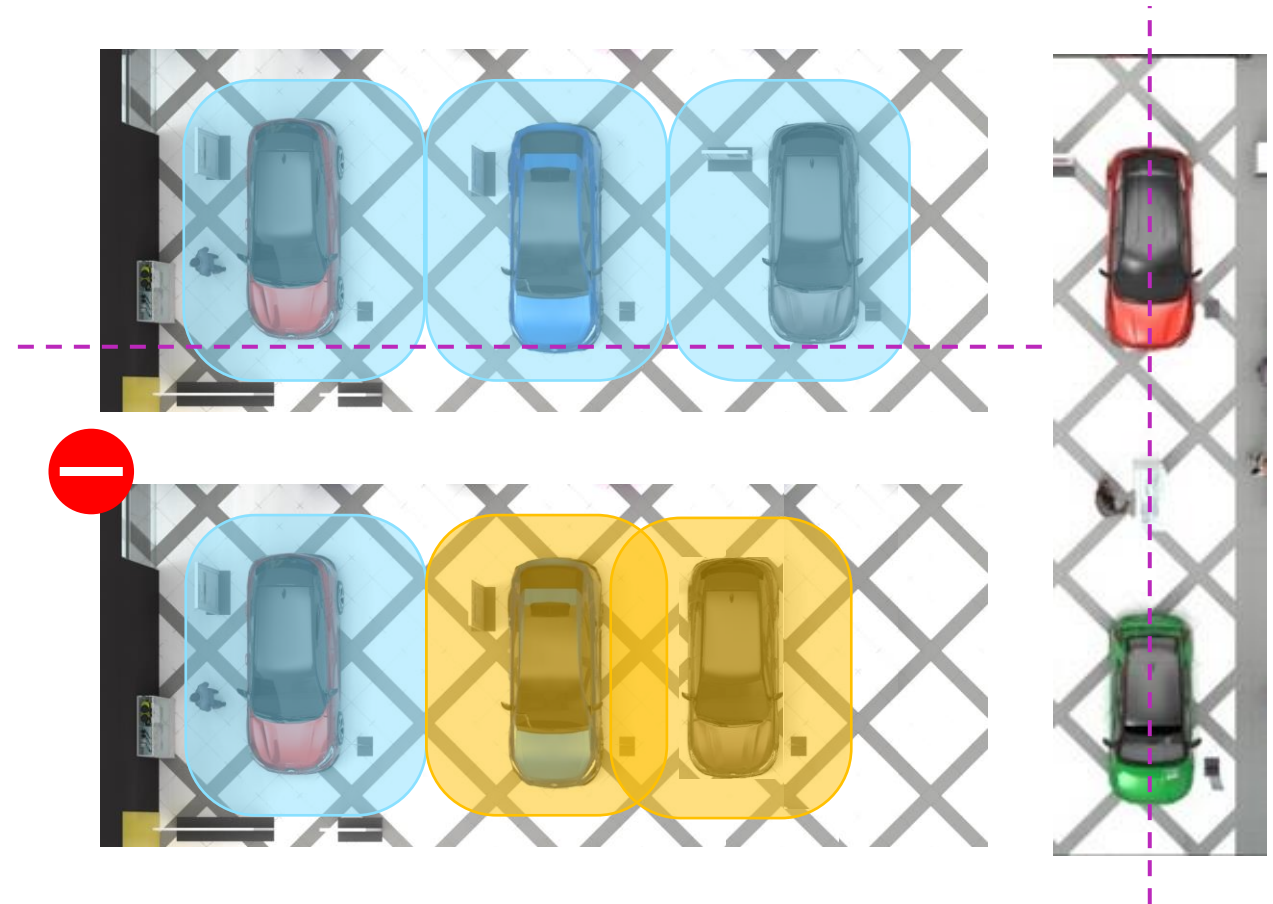
vehicles should be aligned for optimal design and visibility

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



## 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 m<sup>2</sup>

### the space includes

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





## 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:

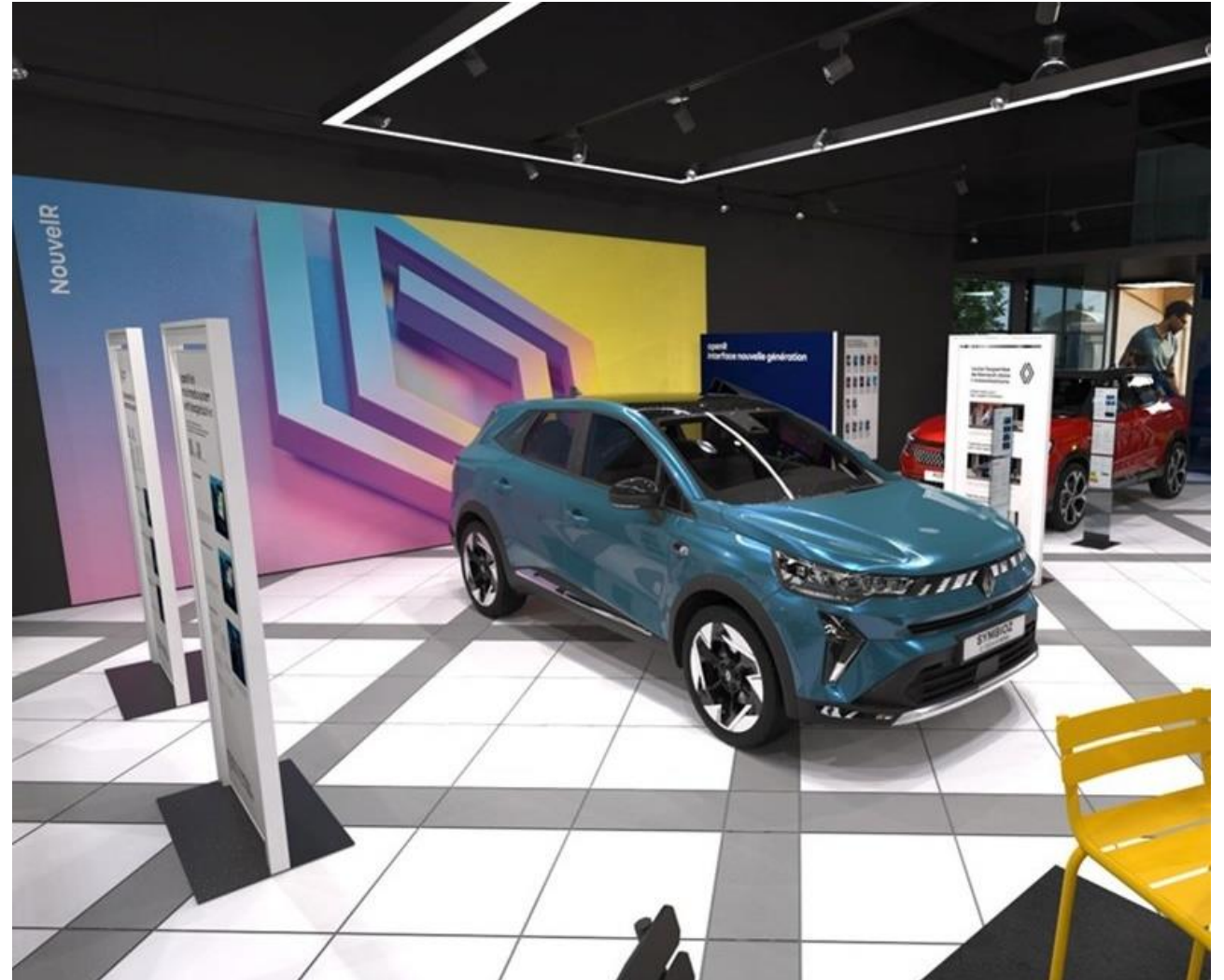
- the best-selling vehicle
- the most recent launch
- a vehicle that needs to be promoted

### specifications for the new'R area

- leaning against the wall
- area: 42 m<sup>2</sup>

### included elements

- suspended frame lighting to enhance visibility
- 1 fresco
- 3 kakemono (1 for S or M format)
- 12x2 POSM (Point Of Sale Material)
- 1 price display



## 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

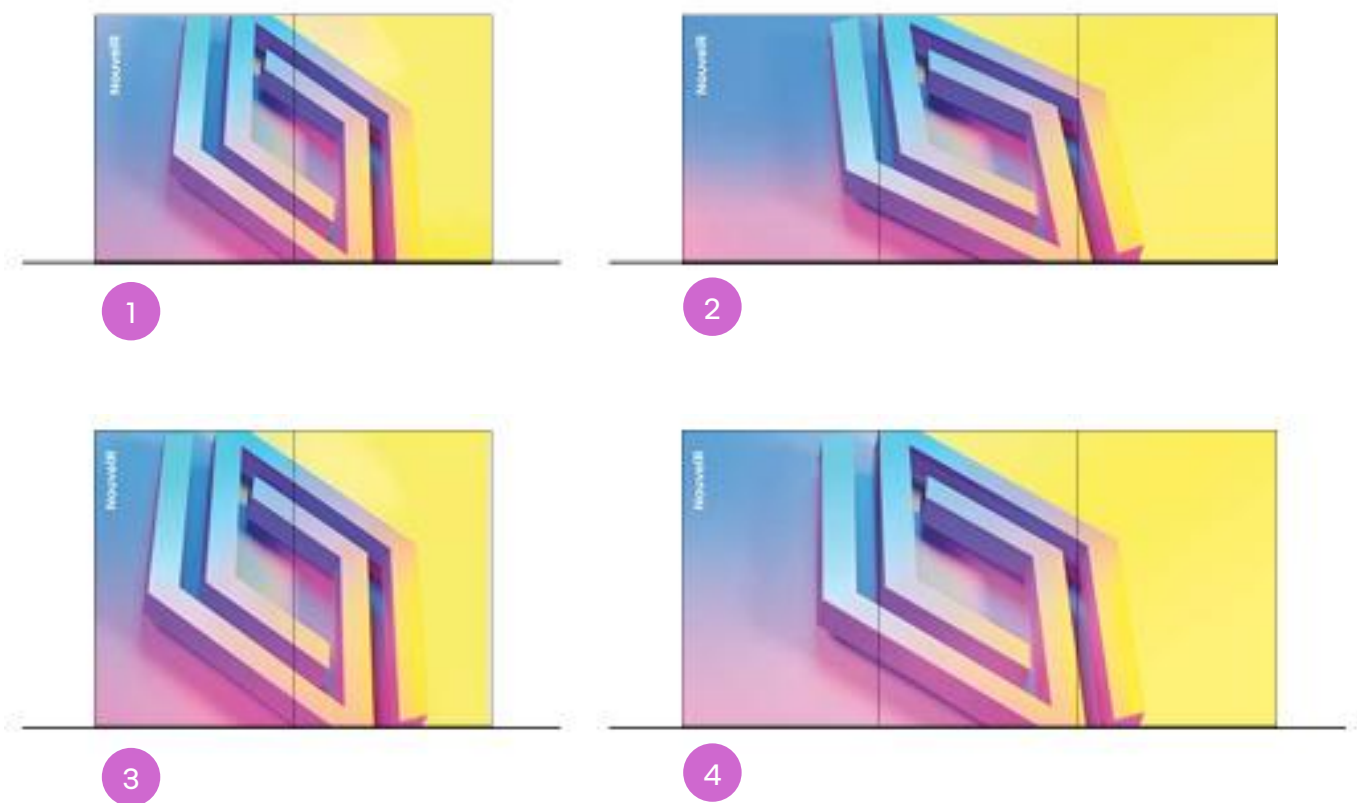
1. 4 x 2,5 m fresco
2. 6 x 2,5 m fresco
3. 4 x 3 m fresco
4. 6 x 3 m fresco

### 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



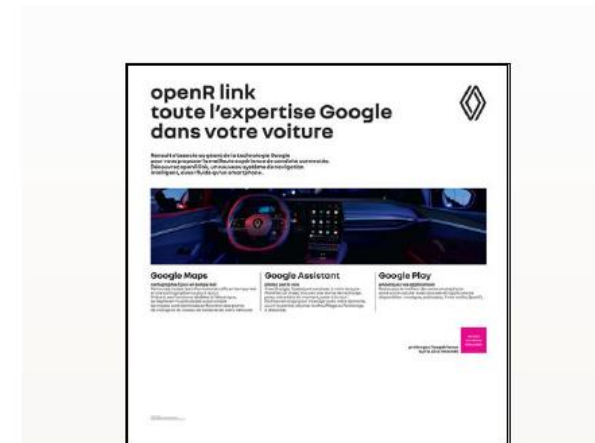
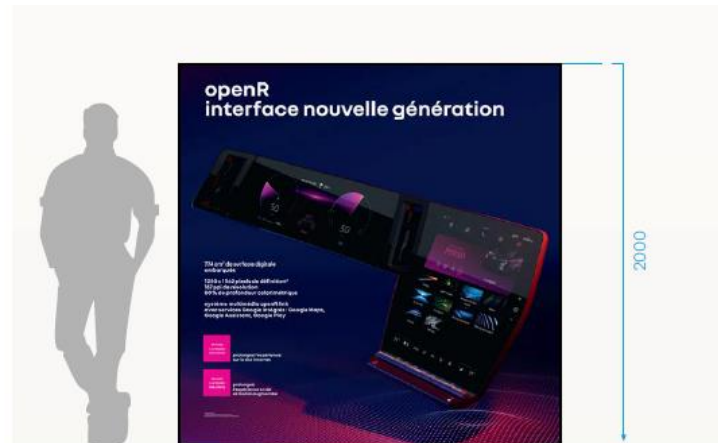
## elements – the 2x2 POSM

the 2x2 POSM provides information about 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

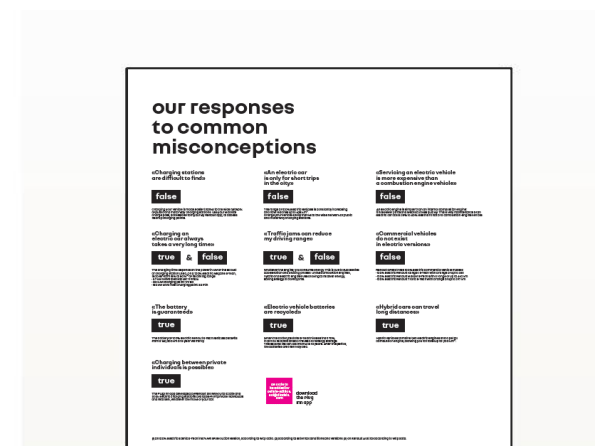
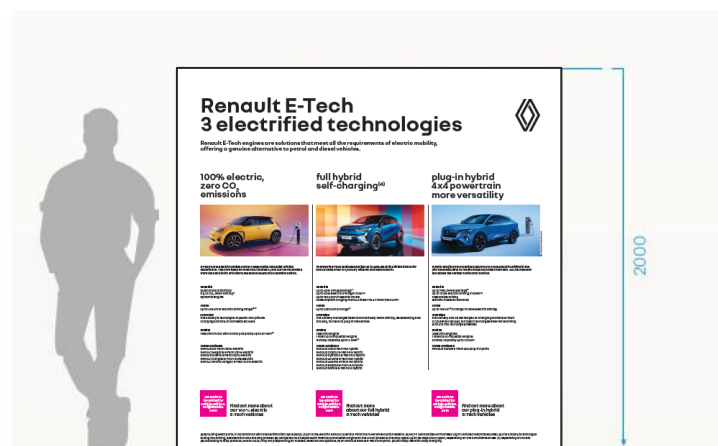
for new'R area

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.



## 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

- platform / Technical specifications:  
<https://brandstores.renault.com/fr/renault/cahiers-des-charges-techniques/plaques-vehicules-showroom-cdot>
- plates are available as Renault Group genuine parts

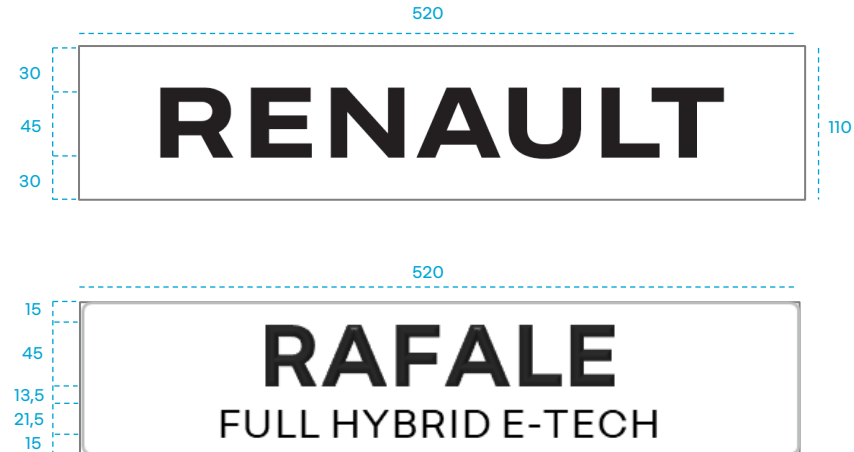
**SCENIC**  
E-TECH ELECTRIC



## 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**



## 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

### type of content

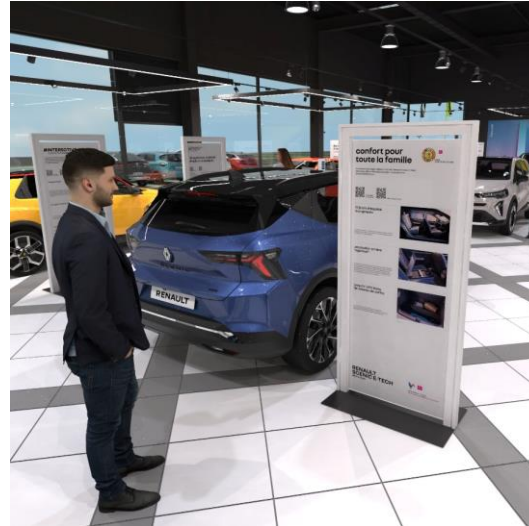
- QR code brochure: x1
- launching products: x3 (1 for small showrooms)
- model information: x1 per model

### dimensions

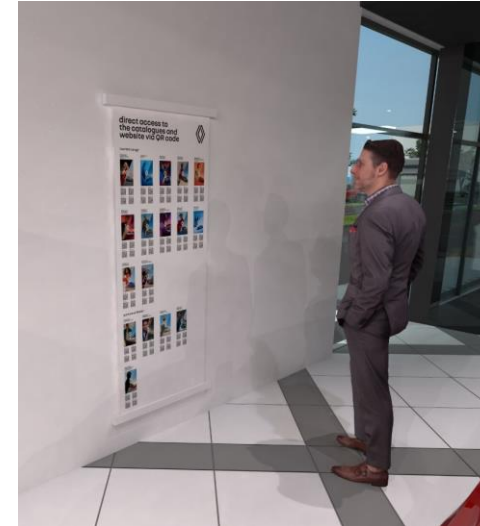
stand alone frame = h:1935 x l:910 mm

canvas = h:1815 x l:740 mm

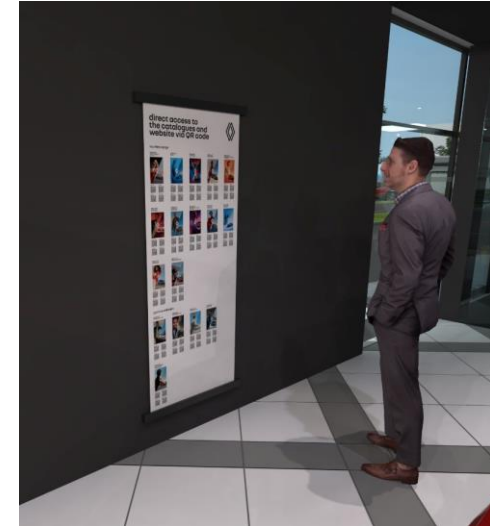
stand alone support



white support



black support





## 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)



## 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



## elements – the discussion table

### chairs

- 3 black chairs
- 1 yellow chair

### suppliers' references

local supplier

Fermob high chair  
Luxembourg h 80 cm

carbone

miel

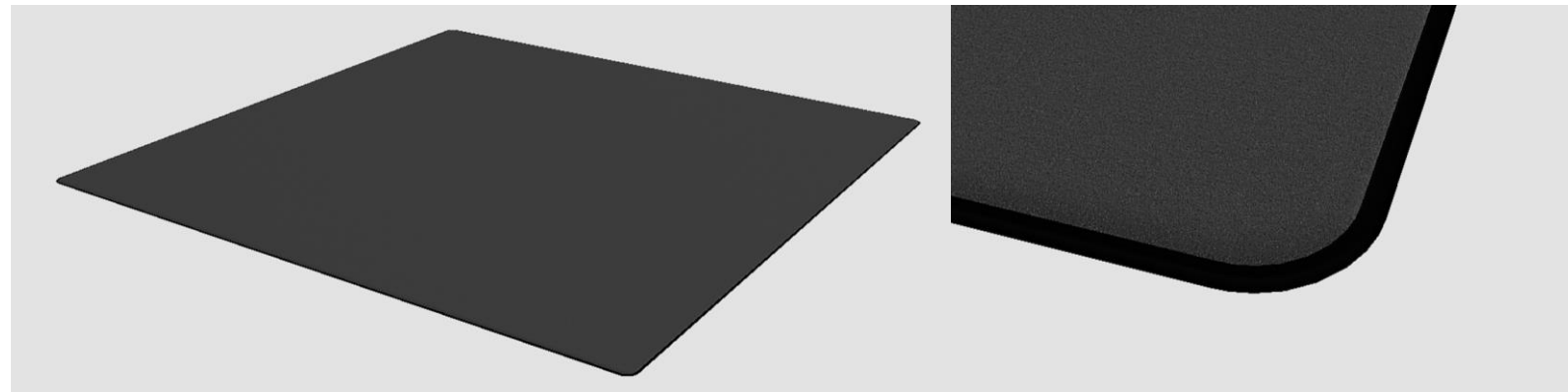


### carpet

- 3 x 3 m square
- tufted
- serged edge

### suppliers' references

- *EGE Highline 1100 carpet*
- *Vorwerk reference to be provided*



## 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





## 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

### suppliers' references

CBM Productions

HMY



double sided version



wall mounted version

### warning:

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

## 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 element is optional for small showrooms

### suppliers' references

CBM Productions

HMY





## elements – the greeter desk

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

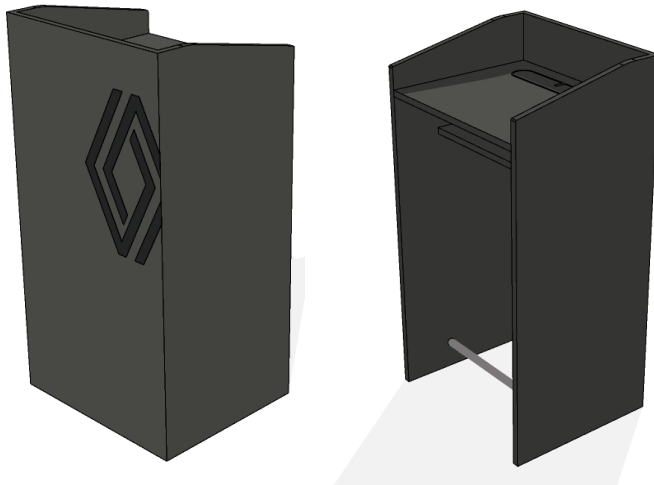
this desk is optional

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

emblem in 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 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 (9m<sup>2</sup>)
- 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,...)*

## global description – the infrastructure

### dimension

- 3,0 x 3,0 m at least

### the floor

- black carpet tiles

### the walls

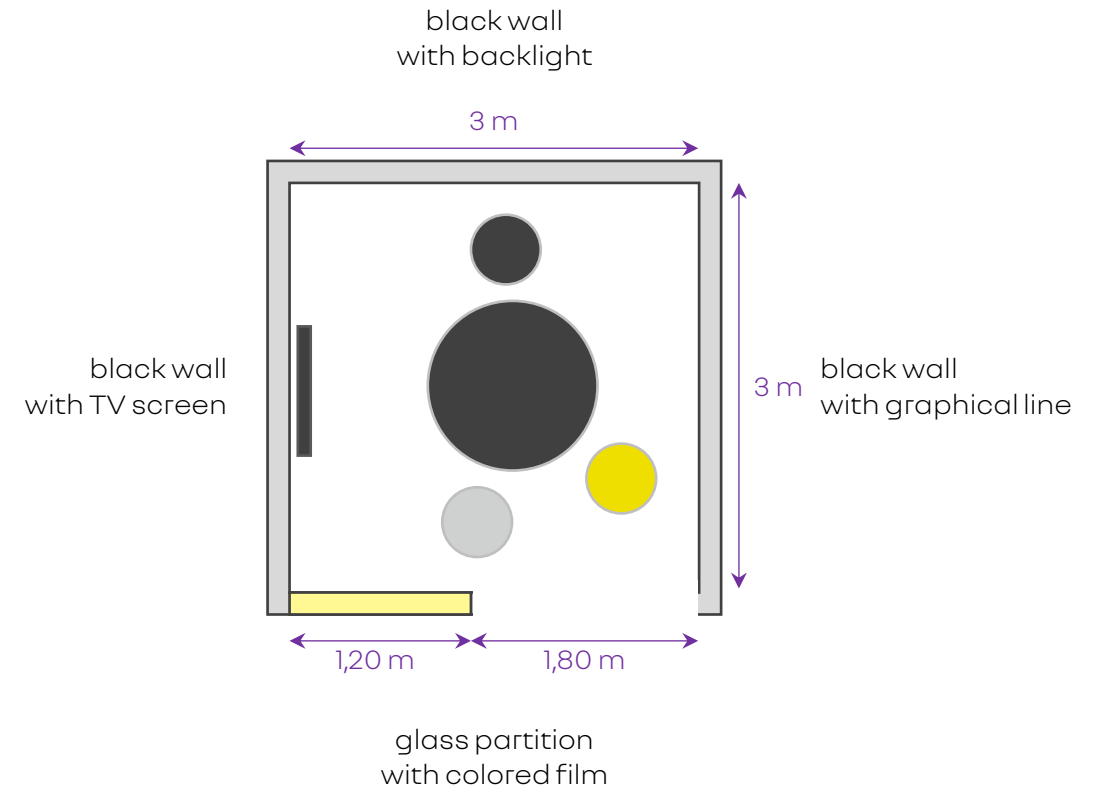
- 1 black wall with screen
- 1 black wall with lifestyle visual backlight
- 1 black wall with graphical line

### the ceiling

- black

### the light

- square light



for more details go on chapter: [6 the infrastructure](#)



## 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

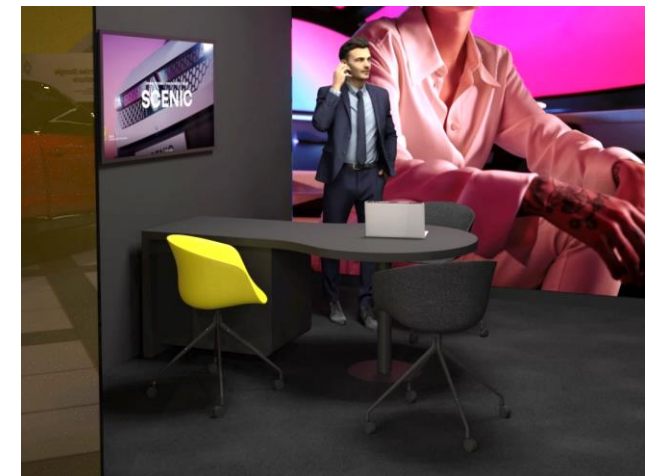
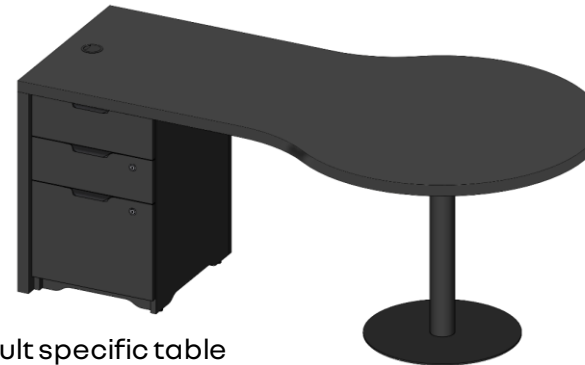
### warning

*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 looks like the aftersales storage cabinet but in black with sliding doors.

the dimensions are: h. 900 x w. 1200 x d. 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



Hay AAC25  
grey hallingdal 368

customers



Hay AAC25  
grey hallingdal 130



Hay AAC25  
vidar yellow 443



Herman Miller  
verus Inerweave



Enea lotus confident  
Chili - Gabriel



grey 60116      yellow 62085



## elements – the backlight

### the backlight give life in the office

the lifestyle picture should be printed on canvas  
the illumination is provided by led system,  
ensuring a uniform lighting result. Led lights are  
typically placed every 75 mm.

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

### suppliers' references

local supplier

FR: Ambiance Graphik / DT Signs

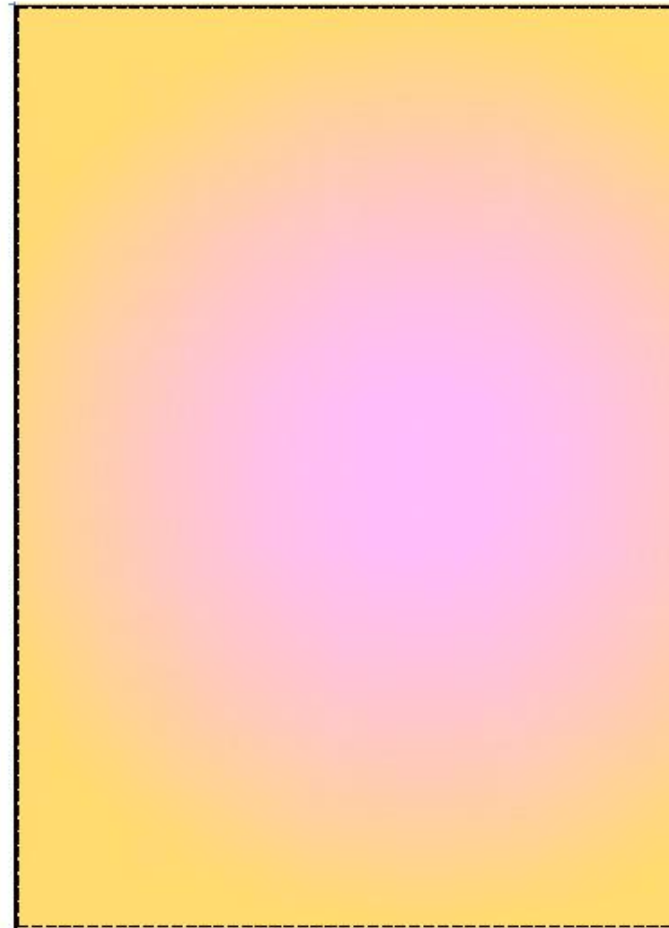
Philips OneSpace



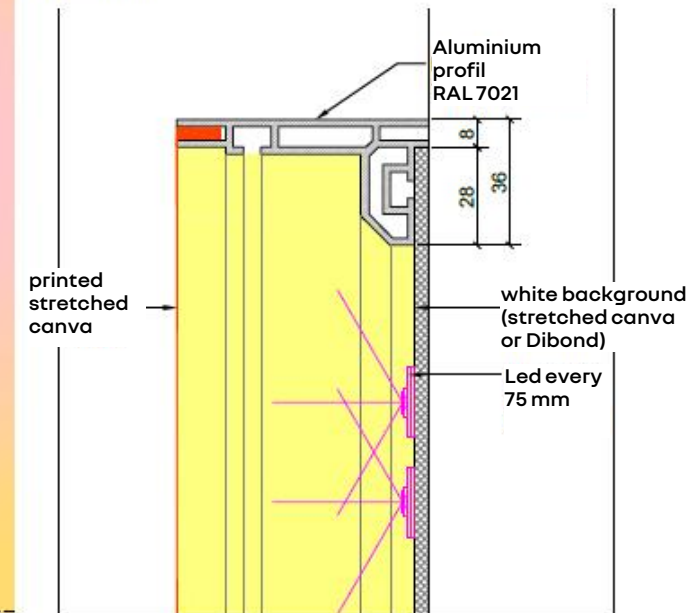
lacquered metal: RAL 9005  
(dark grey matte finish)



90



### Detail



## elements – the backlight

### backlight standard dimension

to facilitate the supplier and the replacement of the printed canvas, we recommend using the following standard sizes:

- height = 2450 mm
- width = 2800 mm
- width for showroom if needed = 4500 mm
- frame depth: < 100 mm
- positioned at a height of 100 mm (to allow for a plinth)

### the wall

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



## elements – the visual for backlight

### image choice

In the office, the image chosen should be a lifestyle scene, where the vehicle is not easily recognizable or only minimally visible

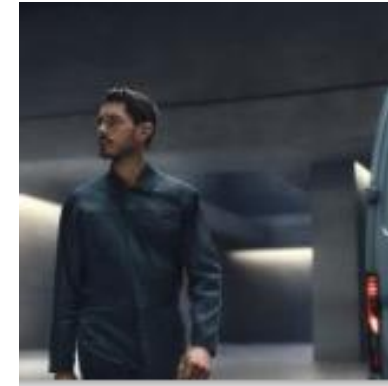
each country can choose visuals from the available images that have been validated and authorized for that specific market.

please consult your local Marketing department and verify the rights on the “Renault mediatheque”. Link: <https://www.mediatheque.renault.com/>

Renault



Renault pro+



renew



*the visuals provided are examples of lifestyle pictures*

### warning

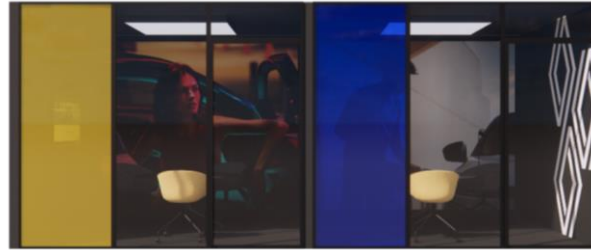
please be mindful of the visual choice as it can impact the final illumination of the office space



## global description – variant

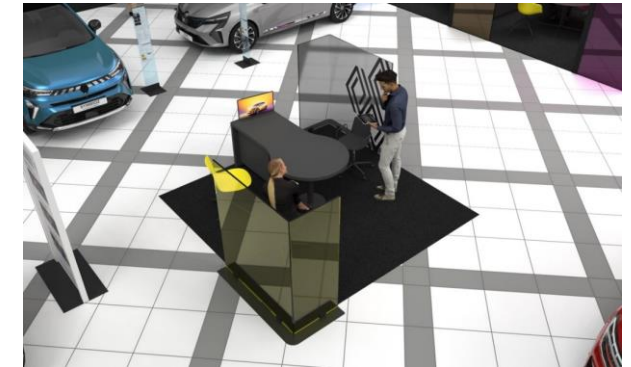
### the closed office

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

administrative offices that are visible to customers should be treated similarly to the semi-open sales office

backlighting and graphical elements are optional for these offices

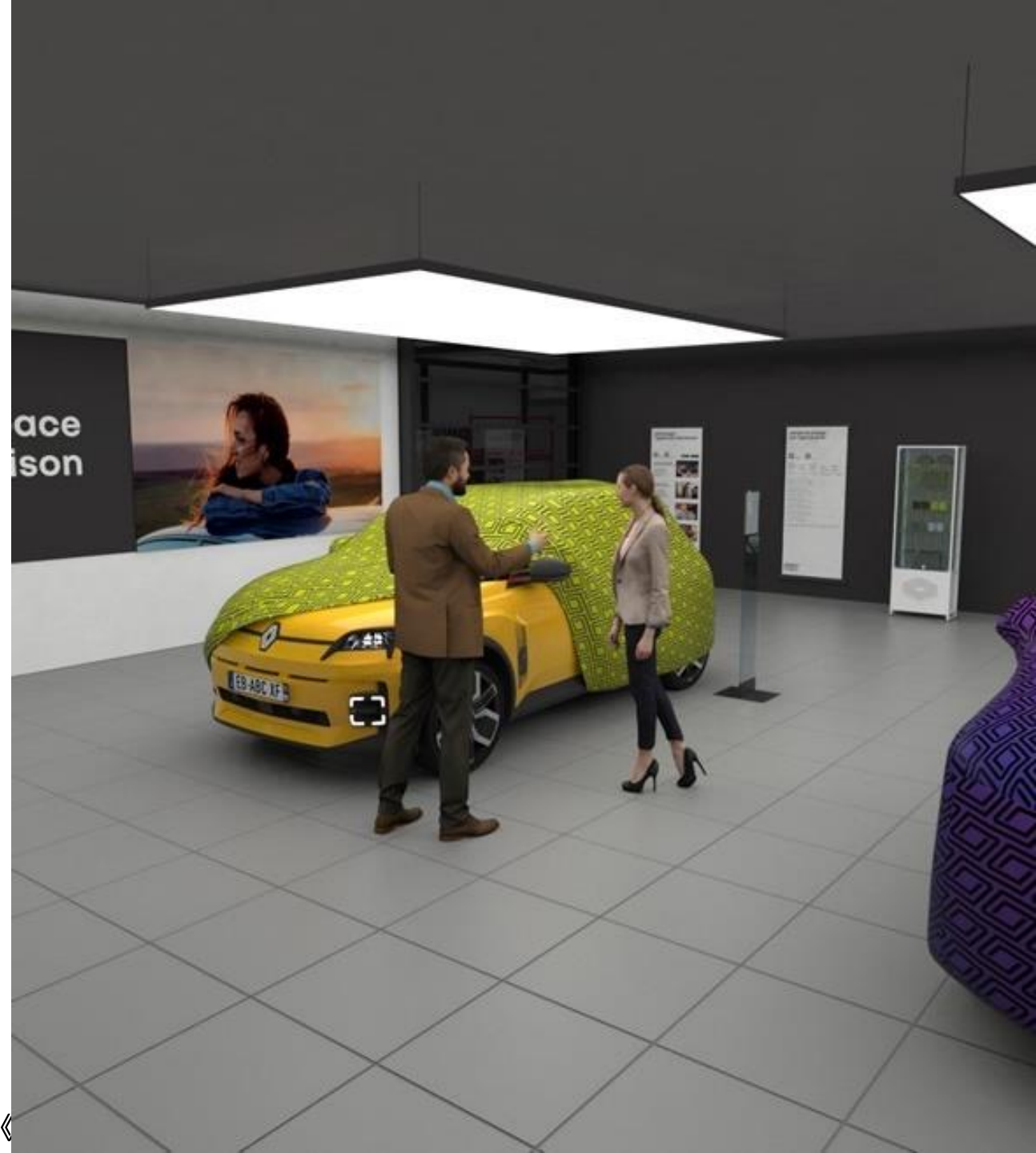
to provide more confidentiality and prevent customers from seeing into the administrative office, the glass must be covered with a white frosted film, ideally with a gradient white color

### suppliers' references

3M – Fasara Mist S / SH2FGMI-S



# 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 m<sup>2</sup> 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](#)





## 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 visual

### 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 canvas

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



## 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<sup>2</sup>)
- 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)



## 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 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

## 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 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	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

a space to welcome customers for vehicle services

- 1 reception desk for 12 entries/day
- 9 m<sup>2</sup> 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 m<sup>2</sup> per vehicle
- white floor stripping

### the quick service:

- aftersales mechanics bays
- pedestrian marking



## 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

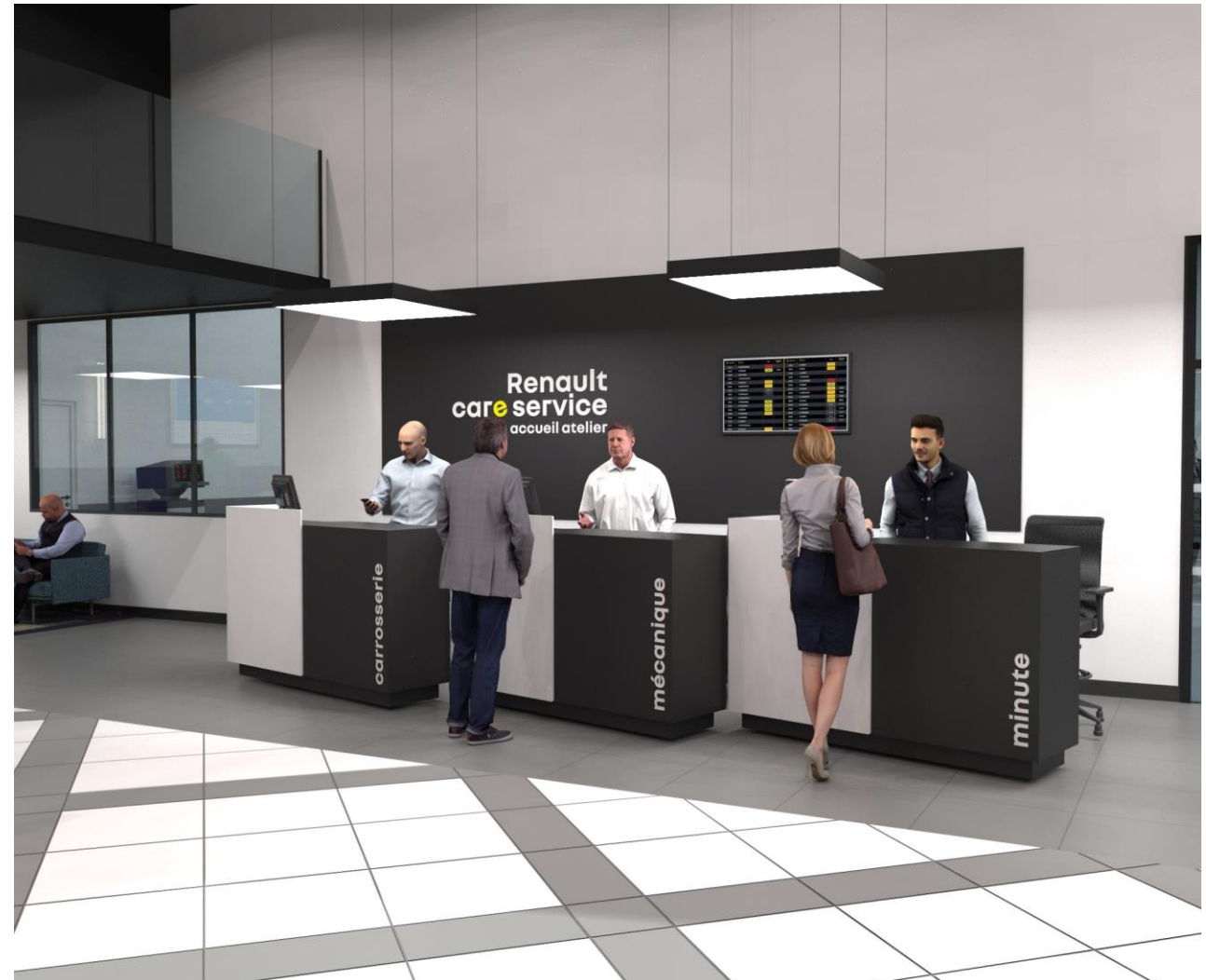
### the ceiling

- 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](#)



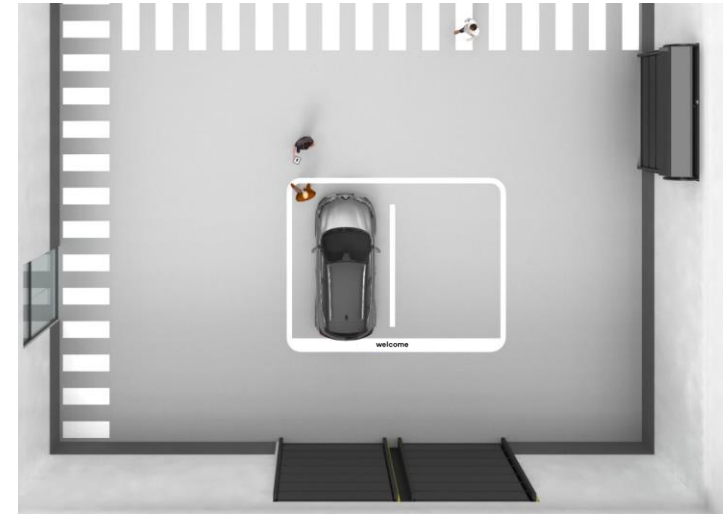
## global description – the infrastructure (tour of vehicle)

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

- located next to (or very close to) the reception desk
- covered area
- 36 m<sup>2</sup> per vehicle

### 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





## global description – the infrastructure (workshop)

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

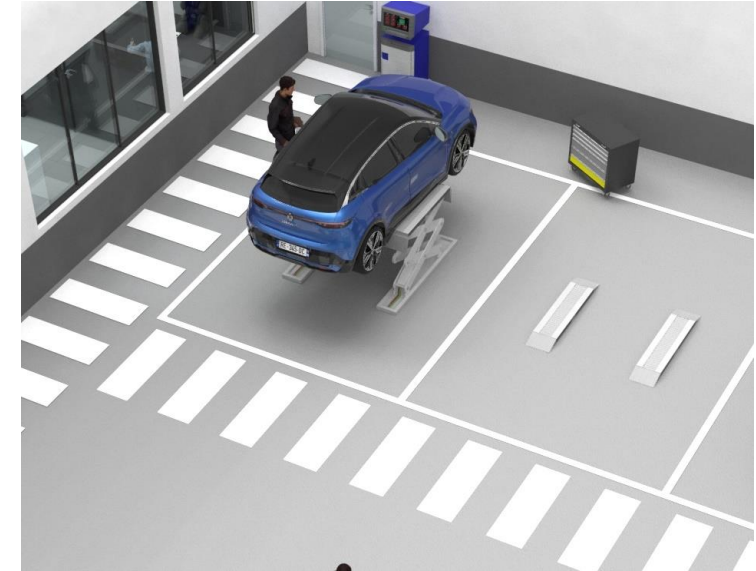
- places next door or very close from the reception desk
- in a cover area
- 36 m<sup>2</sup> per vehicle

### 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 with RAL 7016



floor

RAL 7037

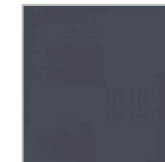


RAL 9003



walls

RAL 7016



RAL 9010



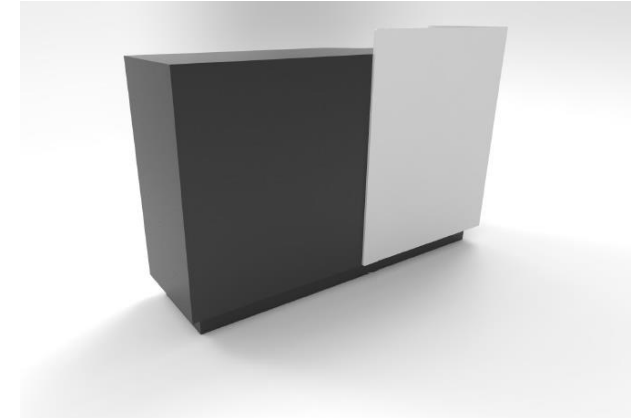
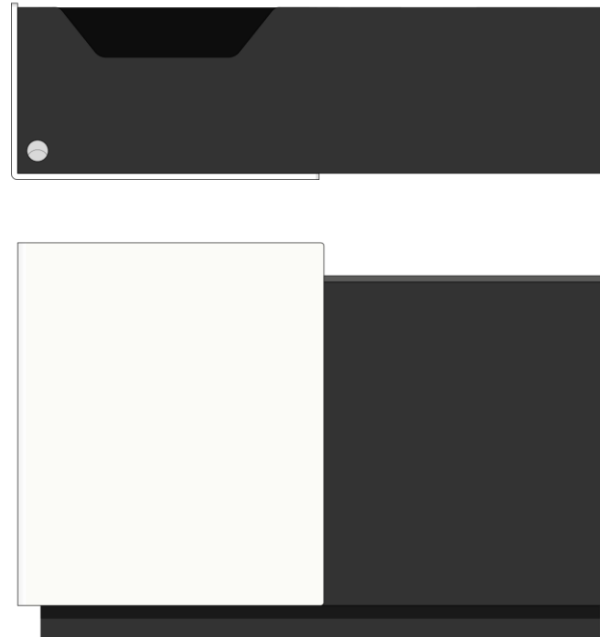
## elements

### reception desk is asymmetrical and modular

- dimensions: h. 1800 x w. 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



## elements

### desk marking to identify specific desk

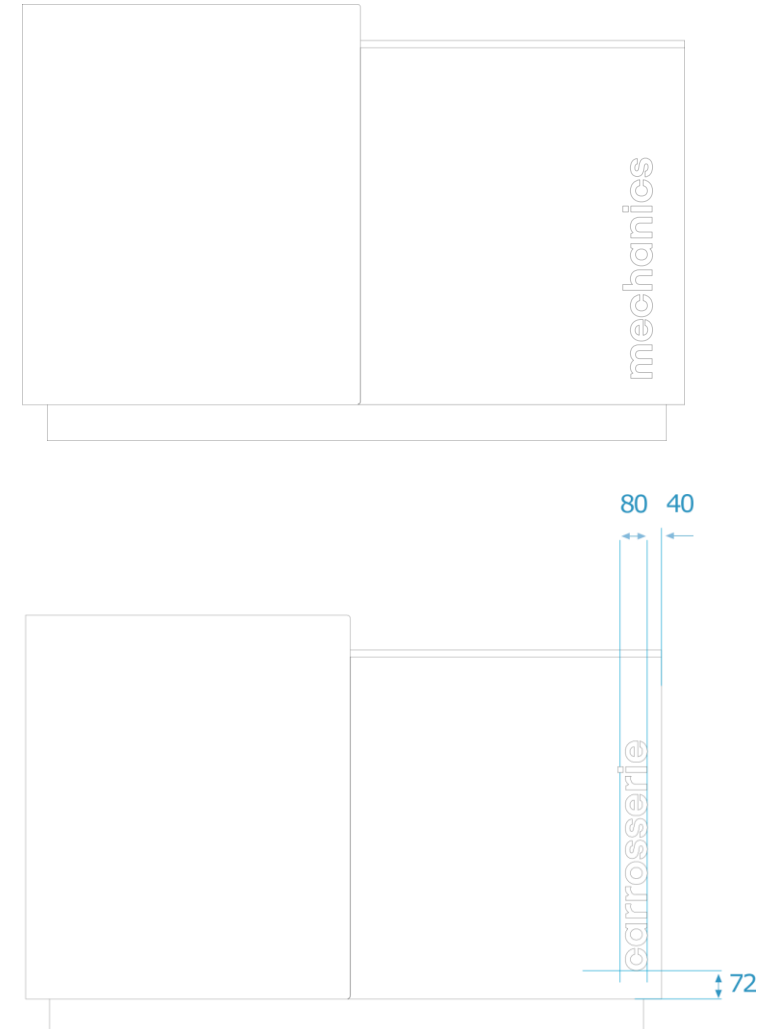
- material: white adhesive RAL 9010 matte finished
- typography: Nouvel'R Bold, in lowercase letters (no capital letter)
- alignment: positioned at the bottom of the desk with 72 mm margin

### Renault Pro+

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

### multimarque

- typography: Renault Group Bold, in lowercase letters (no capital letter)



## elements

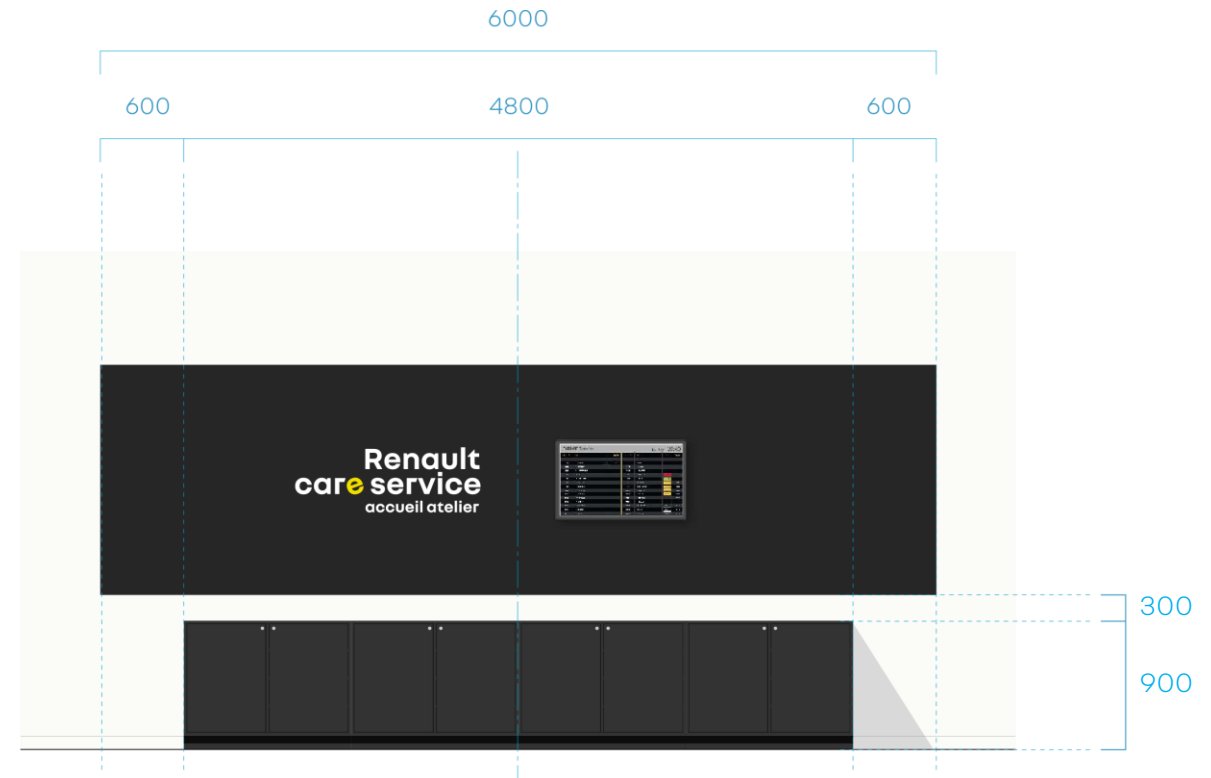
### storage closet

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

- the dimensions of each storage furniture module: 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 centered in relation to the dark grey wall.

### suppliers' references

local supplier





## elements

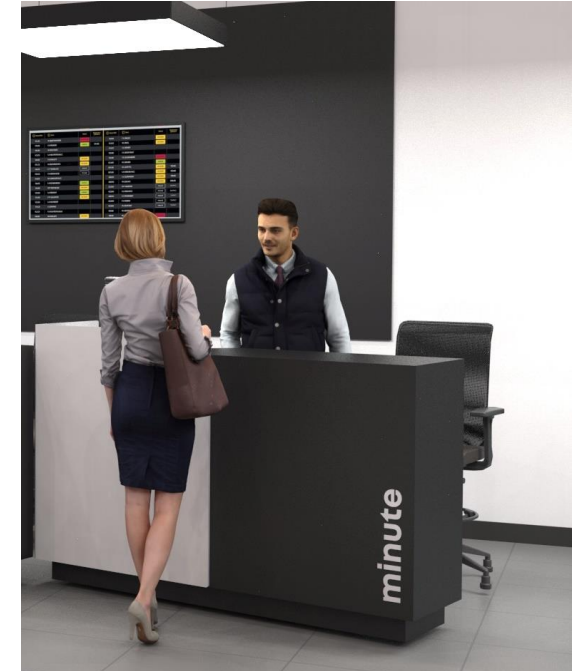
### chair for service advisor

HERMAN MILLER – verus inerweave

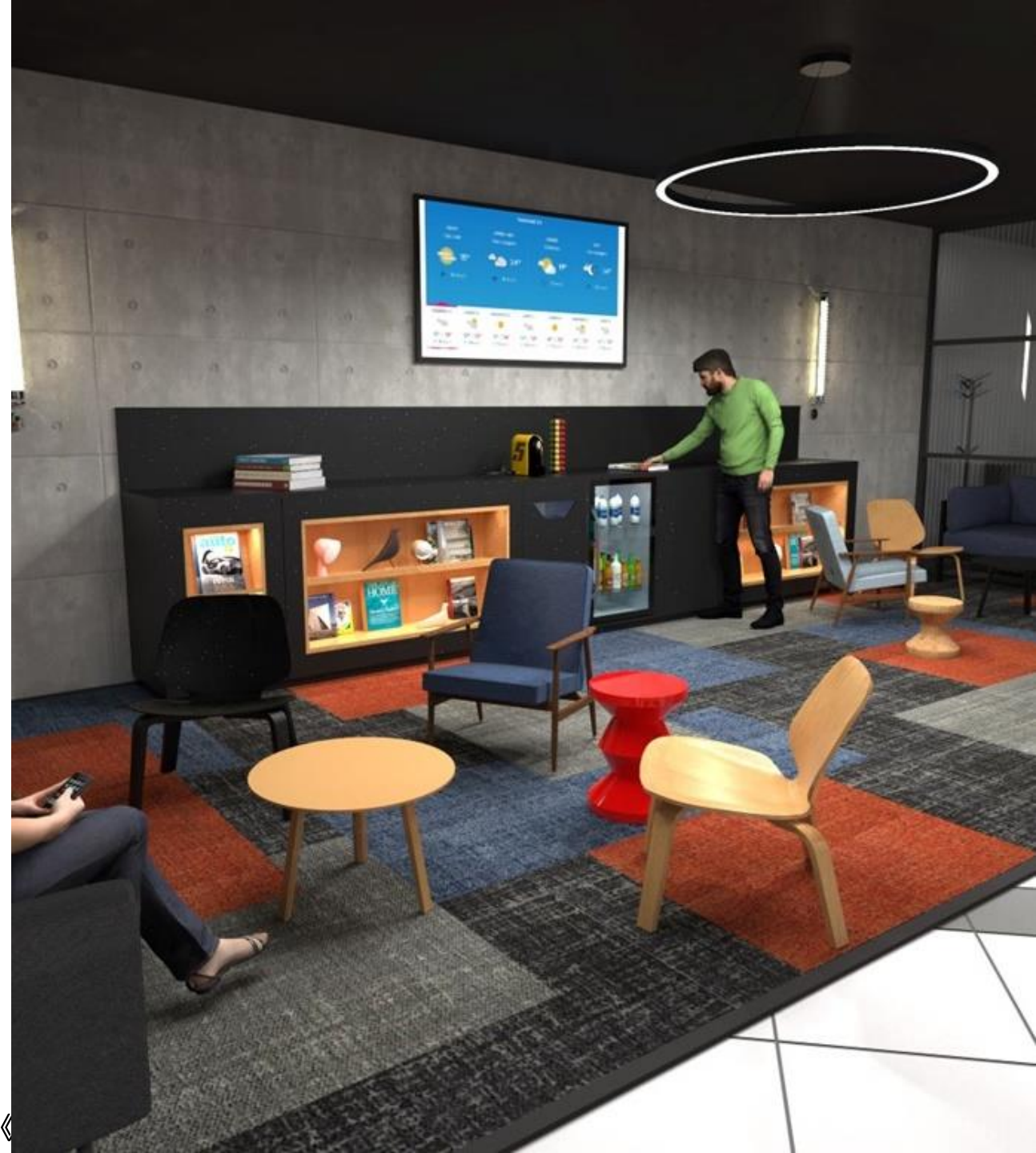
- with 2D arms, black structure base
- Interweave Shale mesh backrest (36506)
- Phoenix Havana seat (YP009)
- High height

### suppliers' references

local supplier



# 5- the lounge

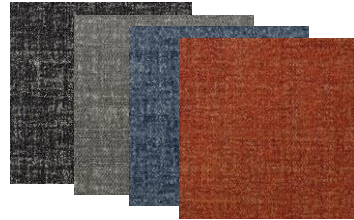






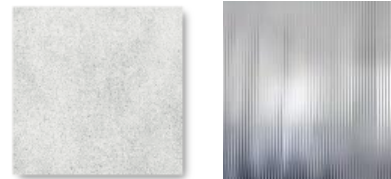
### the floor

- 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



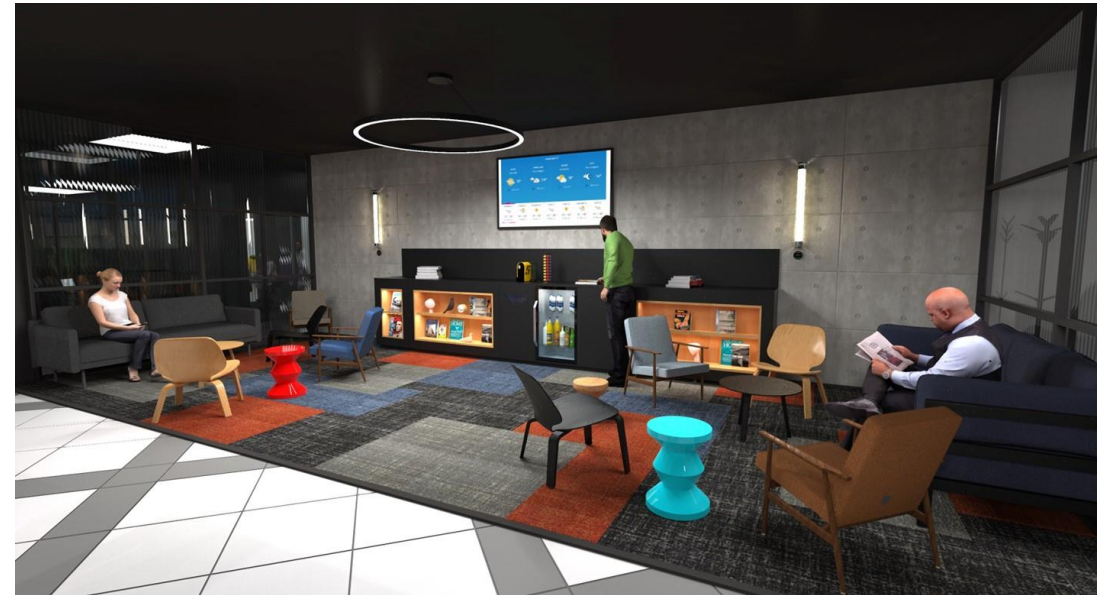
### the ceiling

- 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



for more details go on chapter: [6 the infrastructure](#)





## global description

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

available in different sizes ranging from 12 m<sup>2</sup> to 42 m<sup>2</sup> with modular areas including:

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

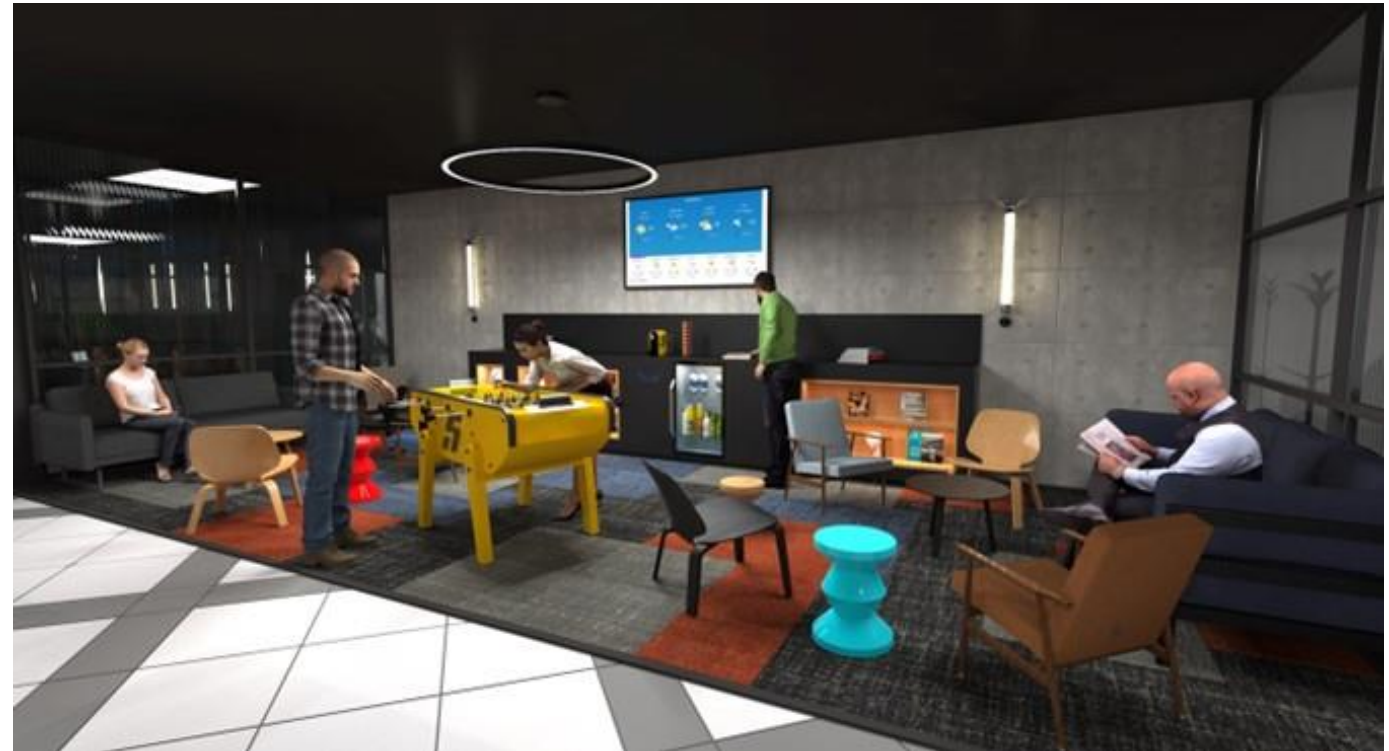
placed preferably near the aftersales

### minimum required:

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

### optional equipment:

- coffee machine, TV
- fridge
- babyfoot, arcade terminal, ..



## global description

the modular lounges are flexible and adjustable,  
available in sizes ranging from 12 m<sup>2</sup> to 42 m<sup>2</sup>

they can be customized to meet various seating  
and comfort requirements

lounge size examples:

- 3 x 4 m (12 m<sup>2</sup>) - 4 to 6 seats
- 3 x 5 m (15 m<sup>2</sup>) - 5 to 7 seats
- 3 x 7 m (21 m<sup>2</sup>) - 6 to 10 seats
- 6 x 7 m (42 m<sup>2</sup>) - 14 to 16 seats



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- 6 x 7 m (42 m<sup>2</sup>) - 14 to 16 seats

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)





## global description

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

- 3 x 10 m (30 m<sup>2</sup>) – with coworking table





## elements – the bar furniture

the bar furniture is a must have for a lounge.

the minimum required for this furniture is :

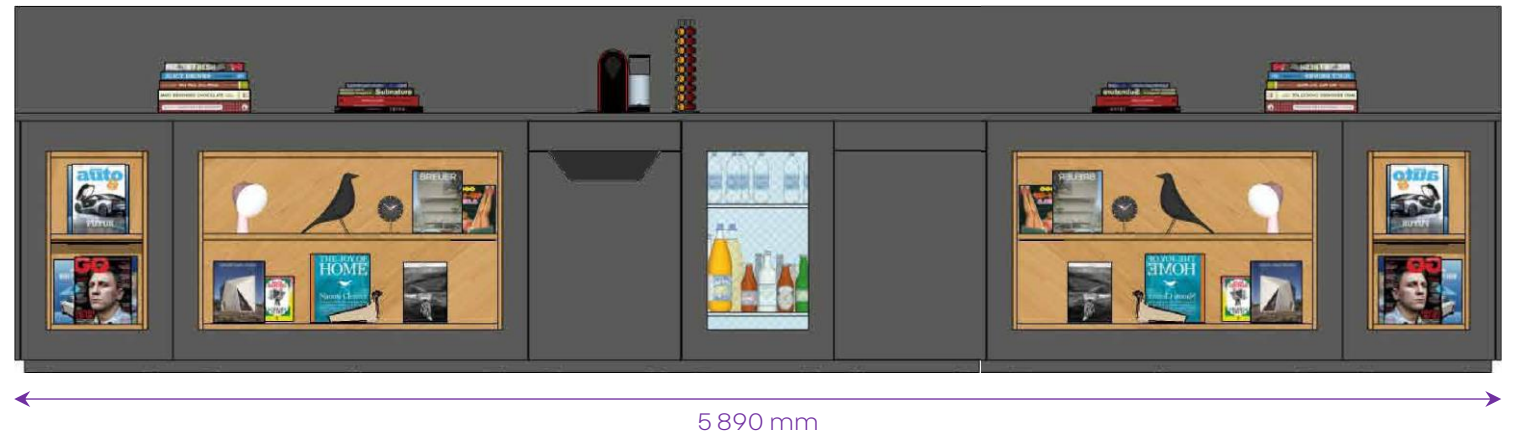
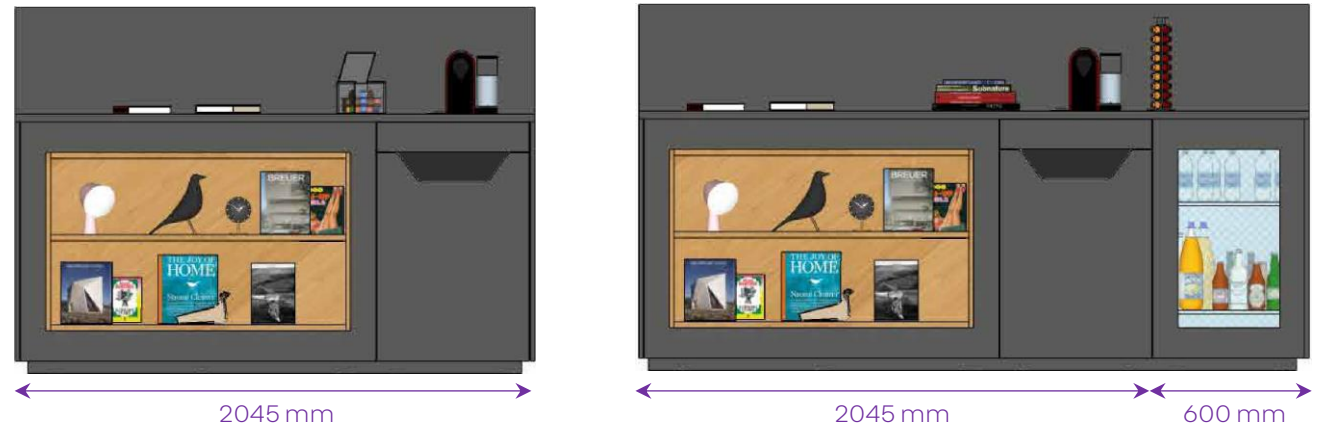
- 1 trash
- 1 bookcase
- 1 coffee machine (depending the country)
- dimensions: h. 1440 x d. 600 x w. 2045 mm (incl. backsplash of h. 420 mm)

additional element as modules

- fridge
- closet
- small library

suppliers' references

local supplier



sofa  
1 sofa should be chosen among these  
references



brand  
model  
dimensions

Normann copenhagen  
Rar  
L204 P87 H81 Ha46cm



Tiptoe  
Easy  
L225 P90 H88 HA46cm



Wendelbo  
Trace 3  
L220 P92 H79 cm



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

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



Vitra/Polywood  
LCW  
L56 P61 H68 HA30 cm

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



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



brand  
model  
dimensions

Pols 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



composition tips

don't take all references in same colors,



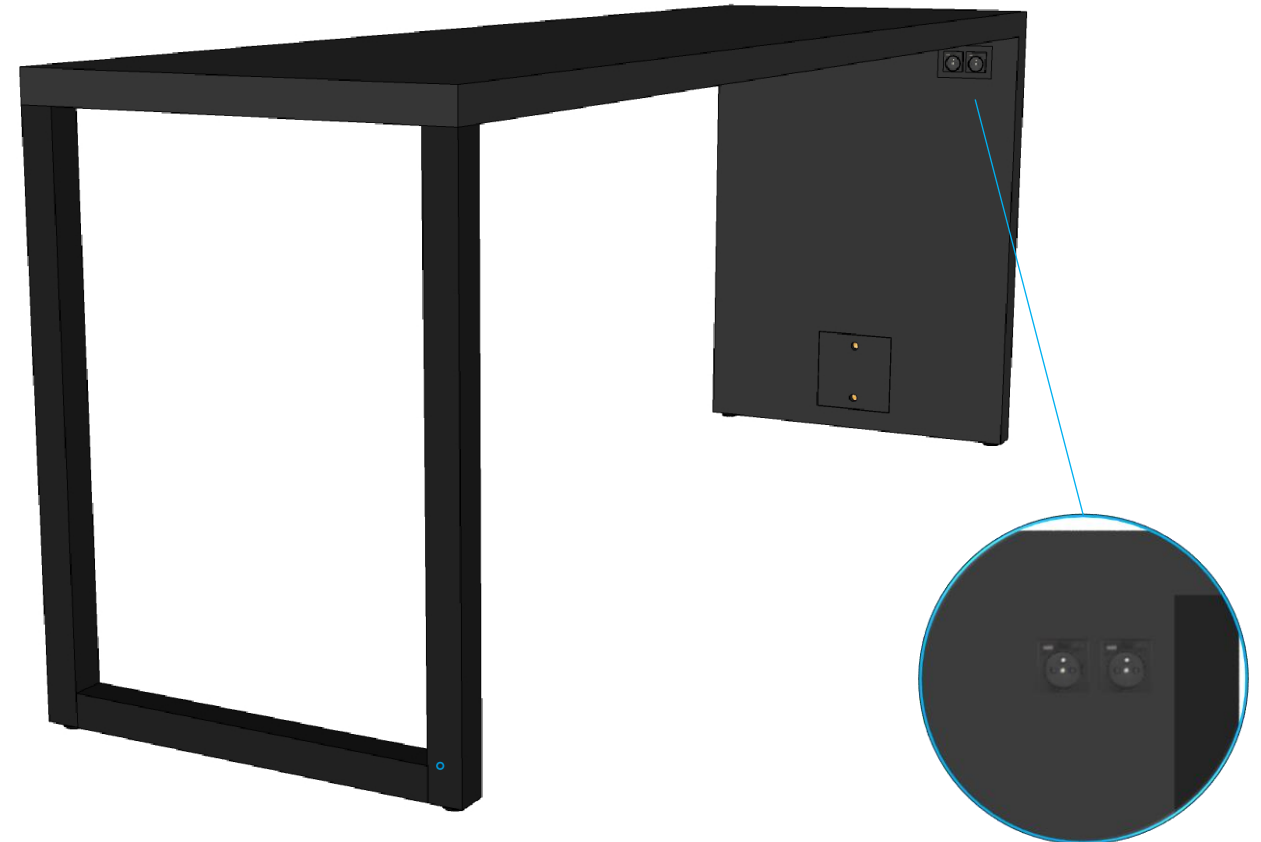
## elements – coworking table

### 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

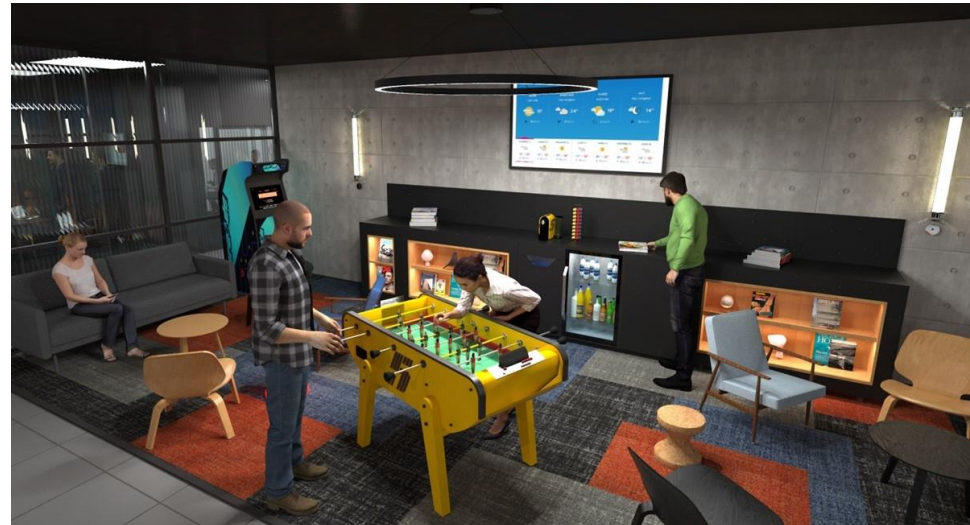
tables are electrified to allow 220 V connection or USB charging.





5- the lounge  
elements – configuration examples

66



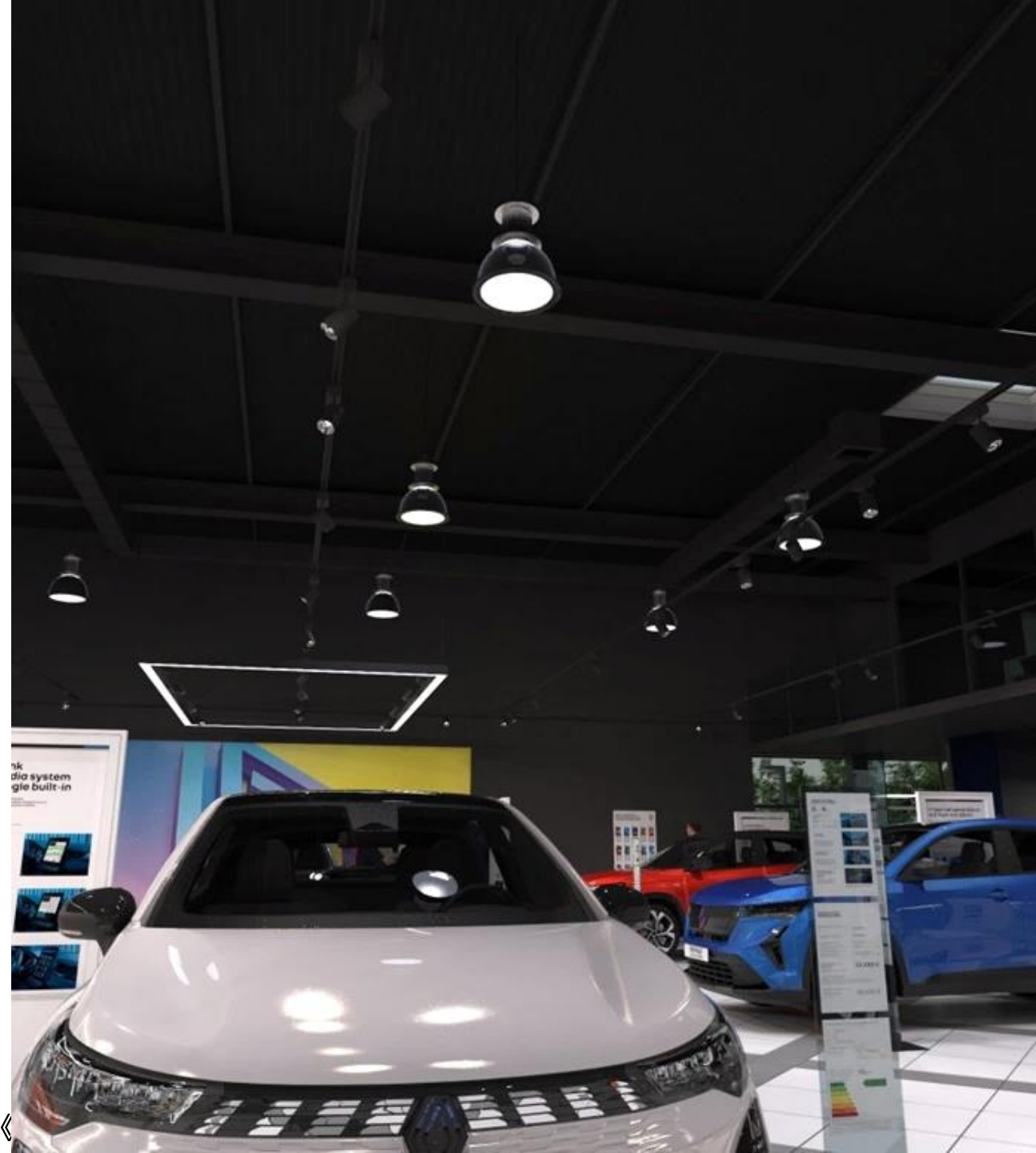


# 6- the infrastructure

**a-the floor**

**b-the wall, window frame, ceiling**

**c-the light**



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)

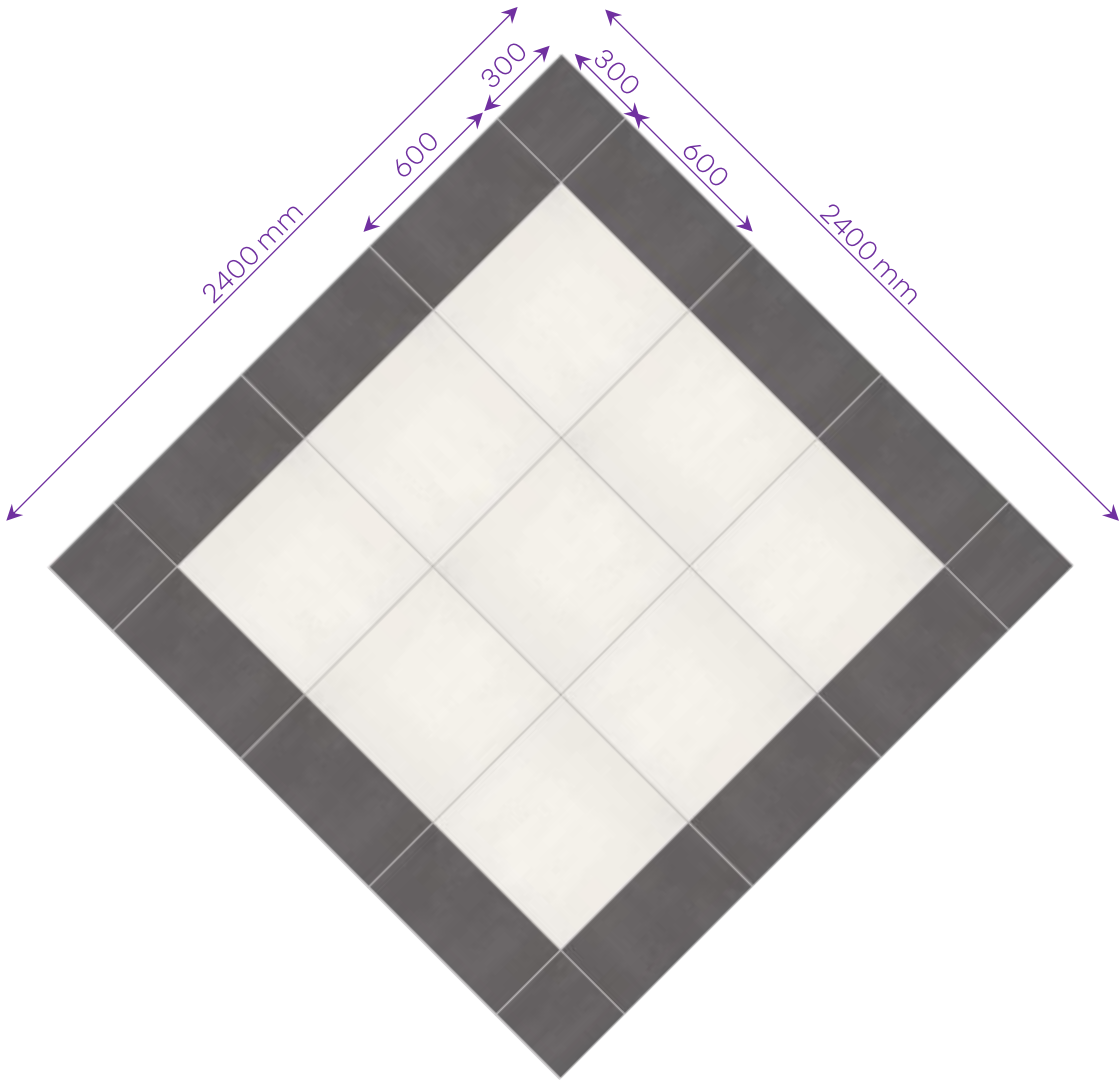
tiles specifications

- 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.

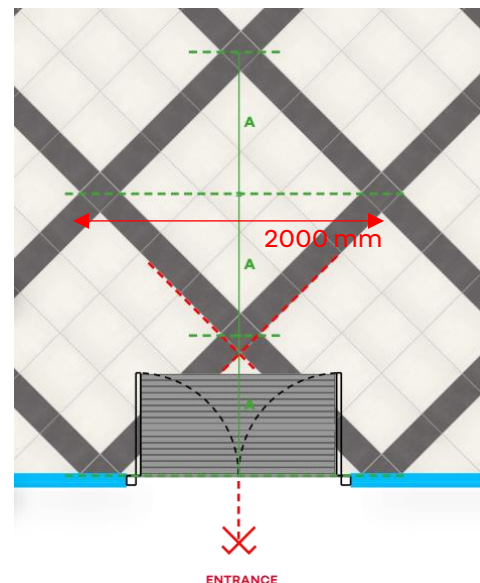


## the floor in the showroom

### 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

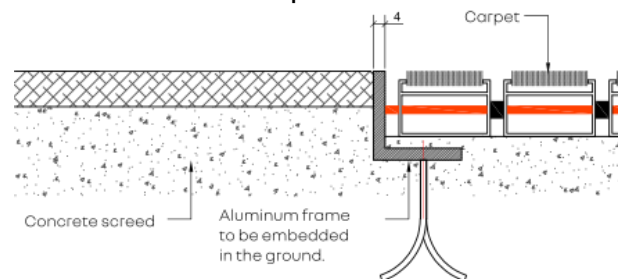


### a flush entrance carpet

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



## 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.

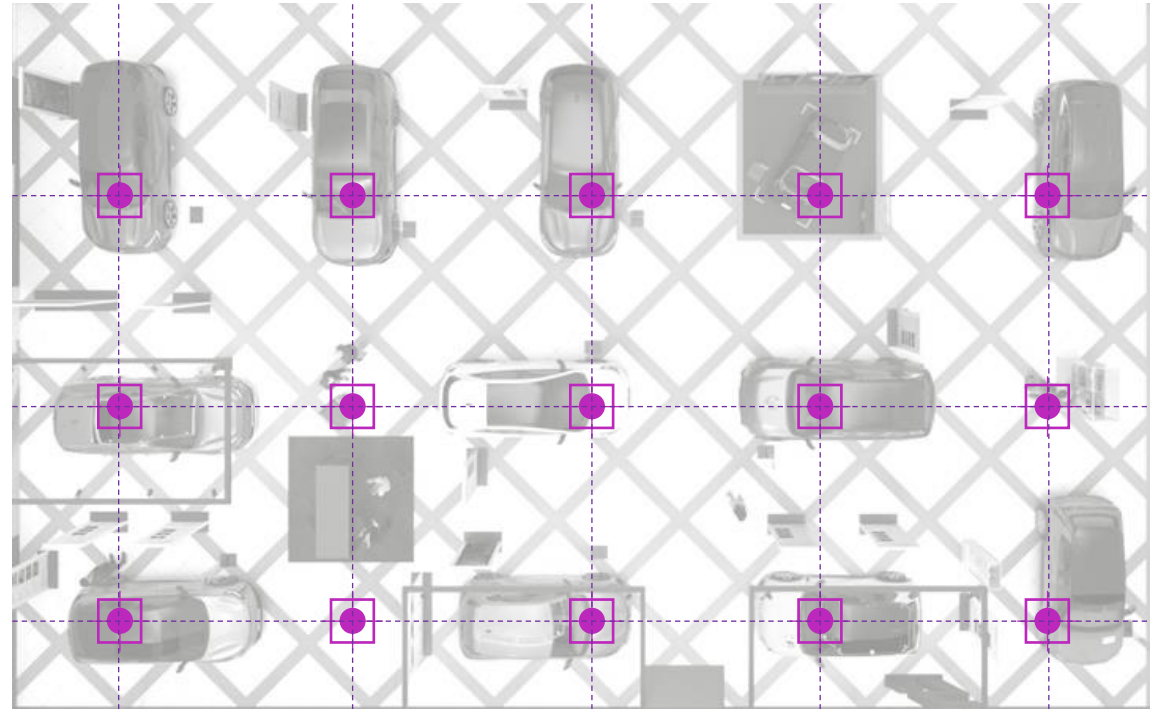
- 1 plug socket per vehicle
- 1 additional socket for the event area
- RJ45 socket to be considered if needed

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



## the floor in the office

### carpet.

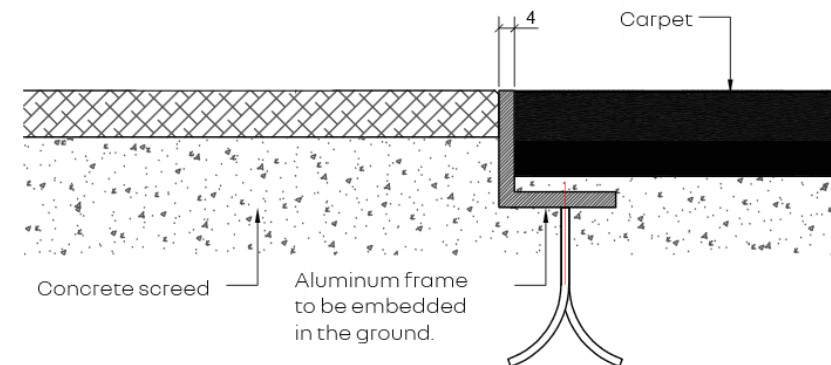
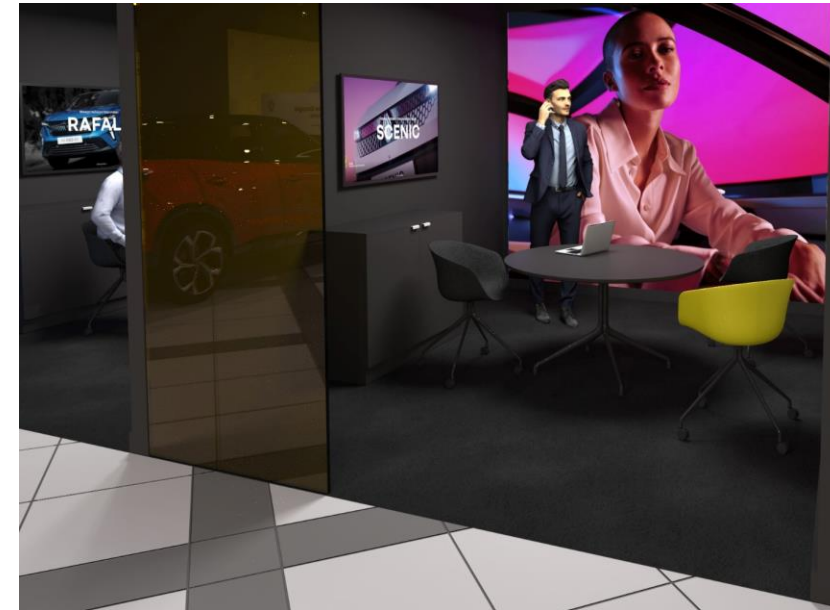
The carpet selected should possess ample thickness to impart a cozy ambiance and provide acoustic benefits.

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

- 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.



## 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

RAL 7037



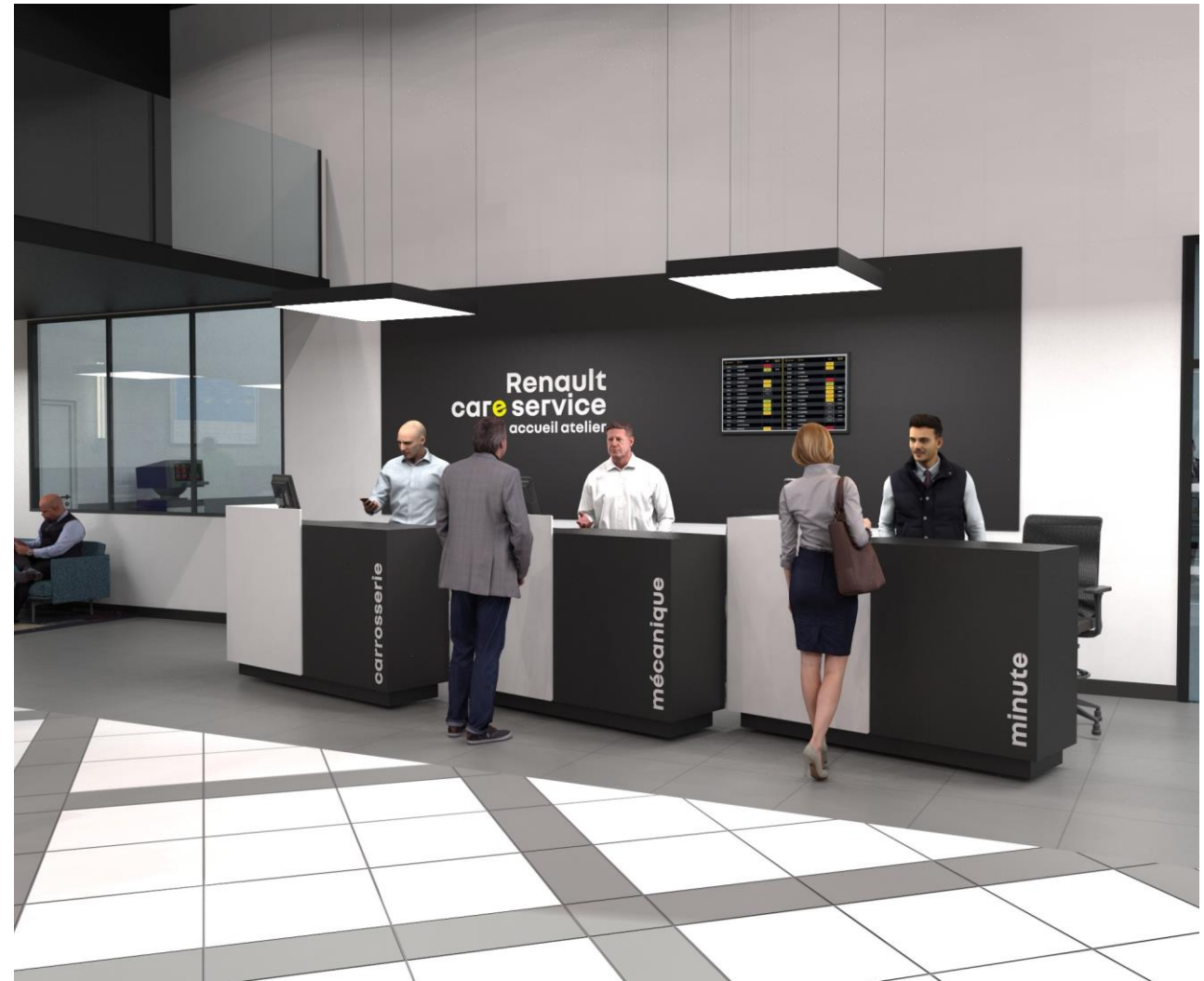
## the floor in the aftersales

### 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



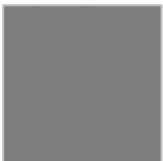
## the floor in the aftersales – visible workshop

### tiles

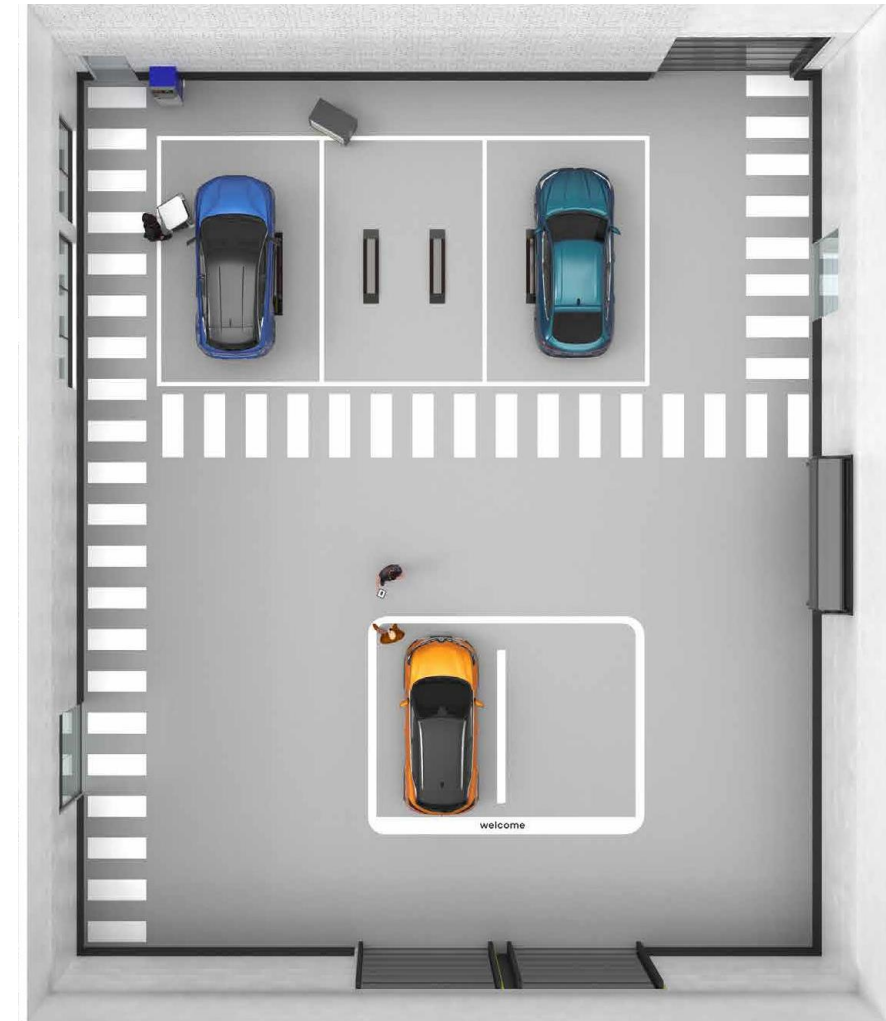
- grey tiles in the format of 60 x 60 cm as aftersales reception or
- self-smoothing mortar with mid grey epoxy resin (RAL 7037)
- white floor markings with paint to mark workbays and specific tools storage locations (RAL 9003)

### floor

RAL 7037



RAL 9003





## 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



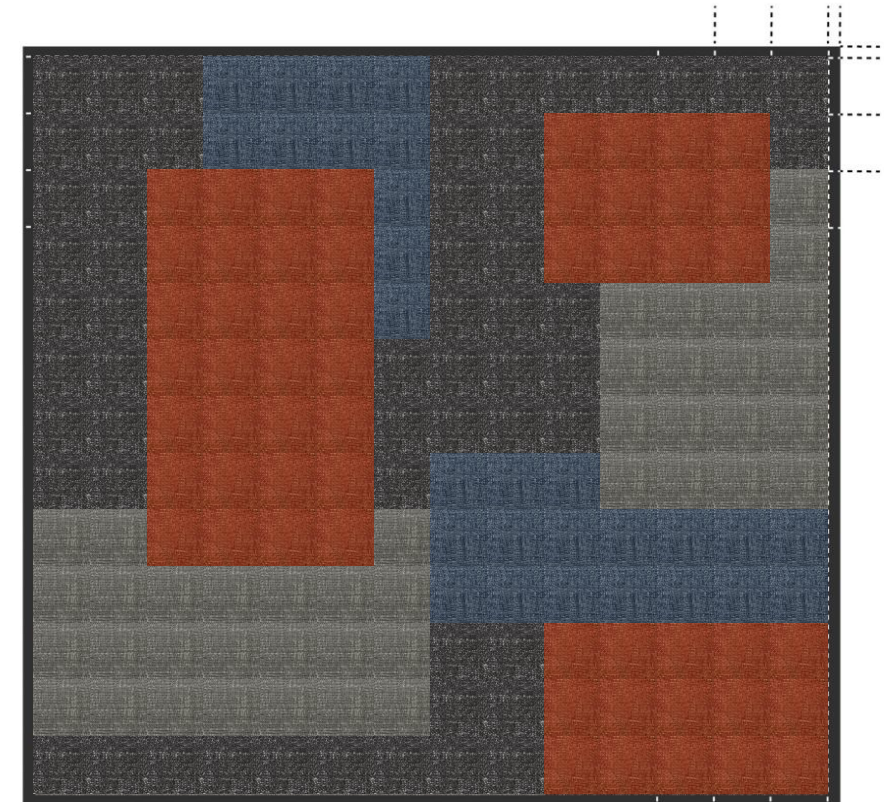
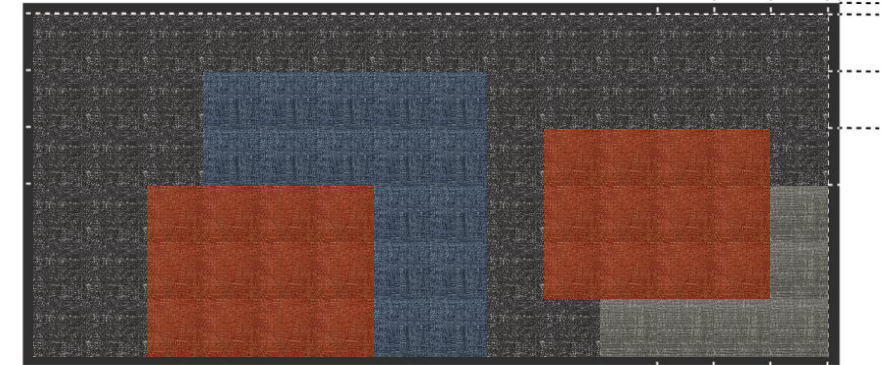
Pure grey - 713303048



Orange red - 713326048



Stone blue - 713329048



**a-the floor**

**b-the wall, window frame, ceiling**

**c-the light**

## 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

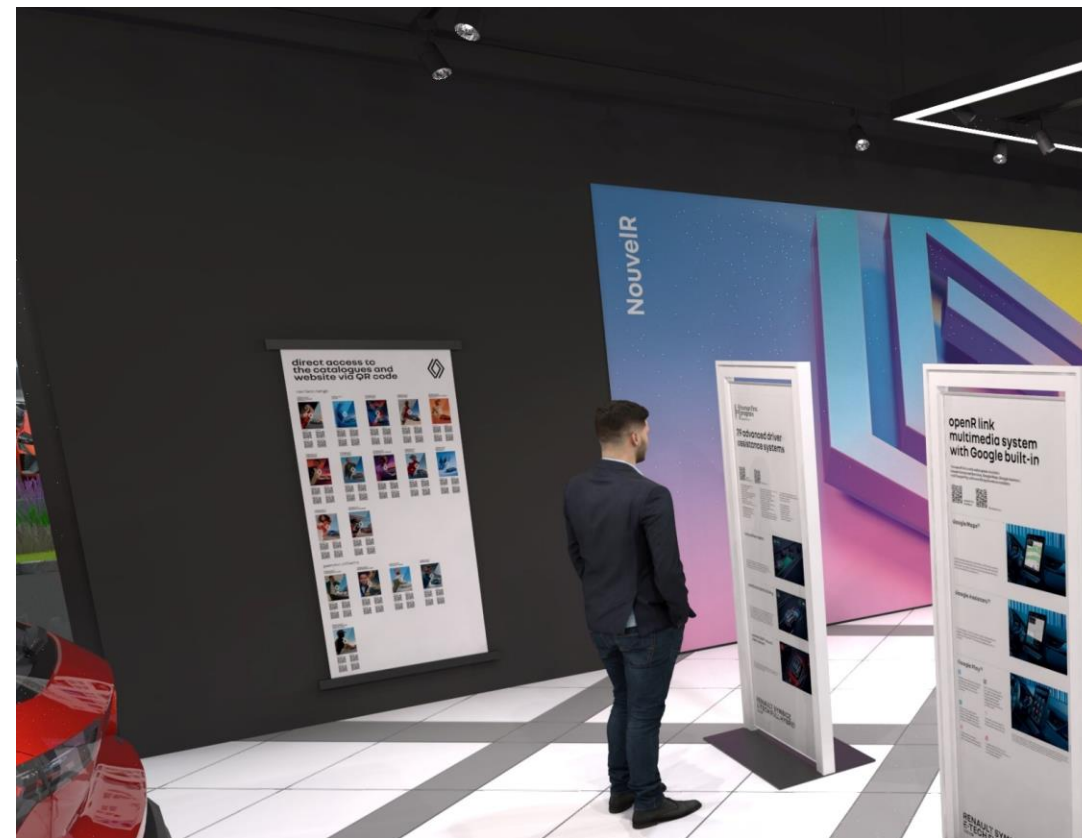
- plinths
- doors and frames
- switches
- sockets
- electrical conduit
- sound system

### visible structural elements like pillars and beams should be in black

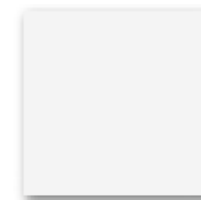
- pillars and beams in the showroom should be black
- if elements are close to a white wall, they can be white

### warning

*full black is not recommended*



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



white paint (RAL 9010)  
velvet or satin finish

### dimensions

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

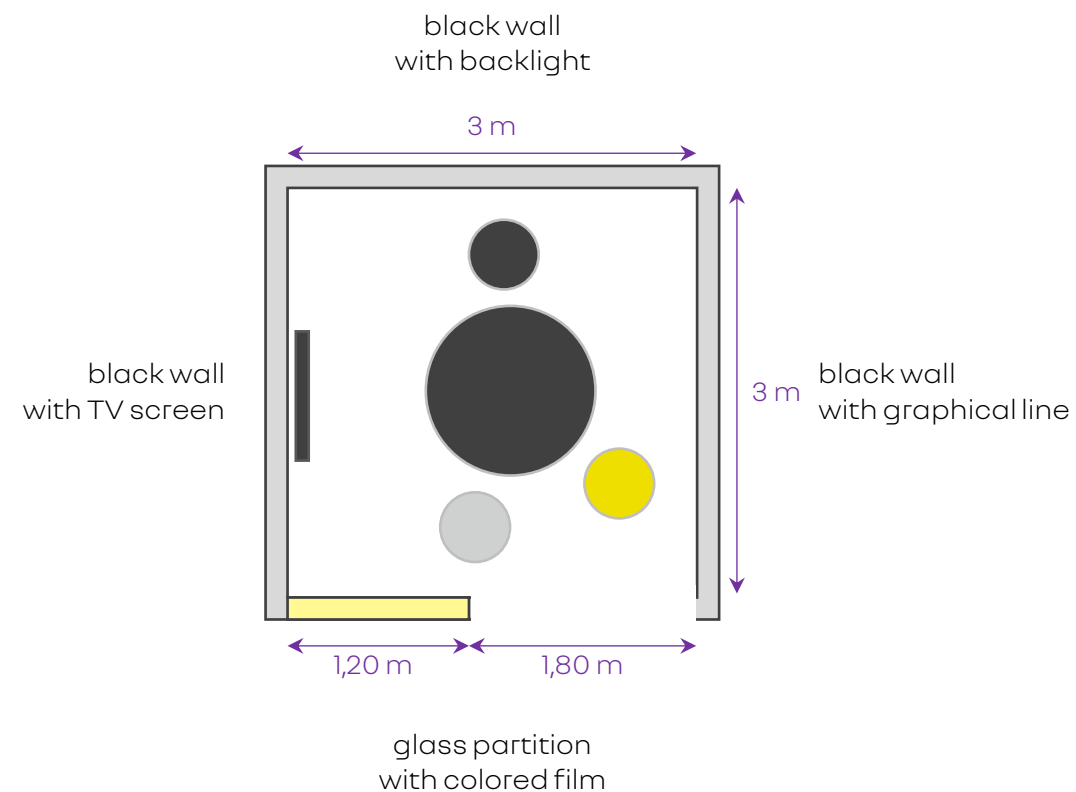
the width of the entrance must be at least 1,80 m

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.



for more details go on chapter: [6 the infrastructure](#)





## the walls in the office

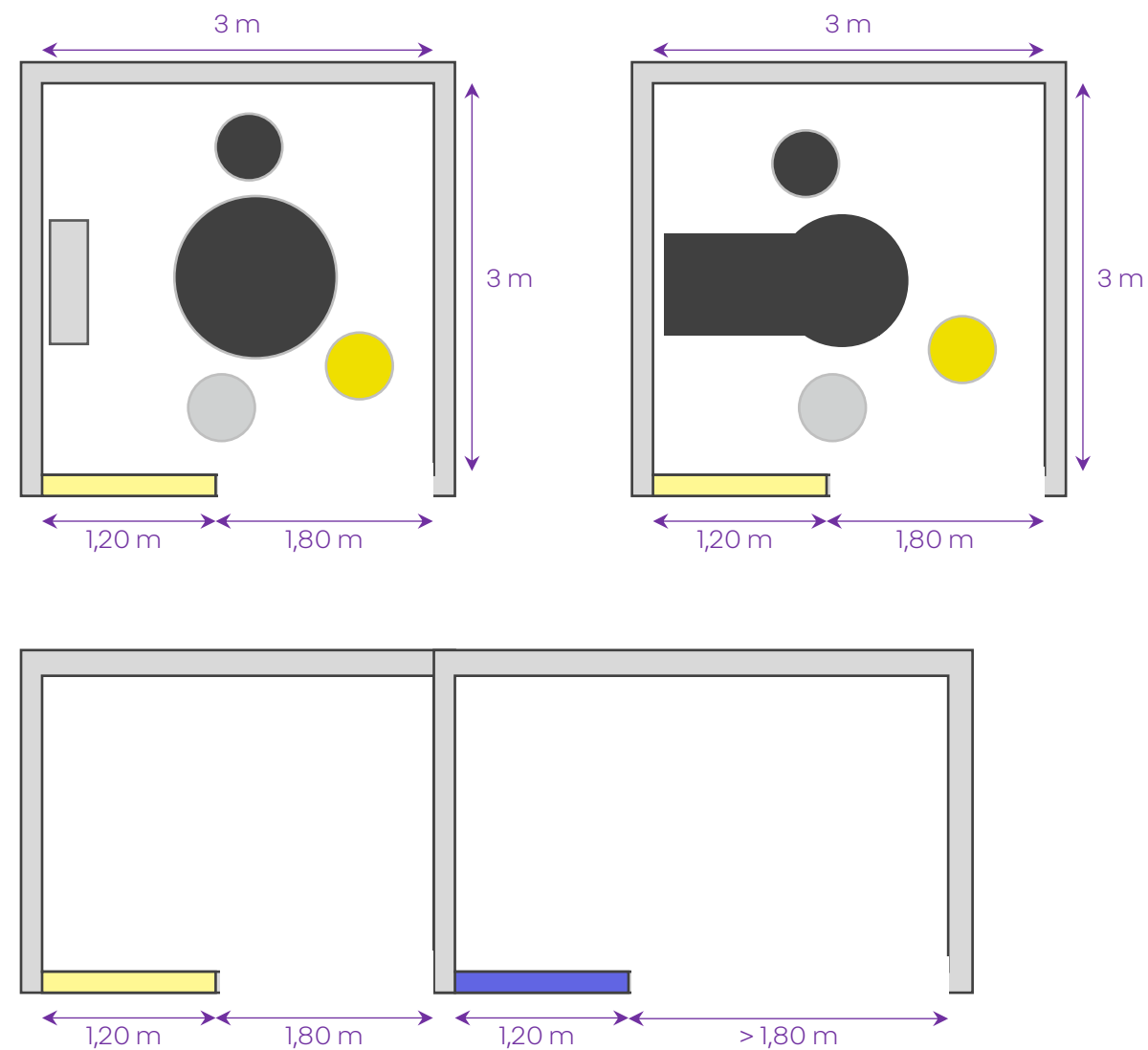
## global dimension

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.



**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**

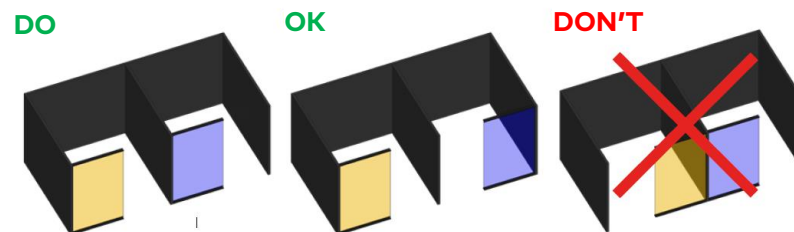
HEXIS > "cristal" films

**colors**

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

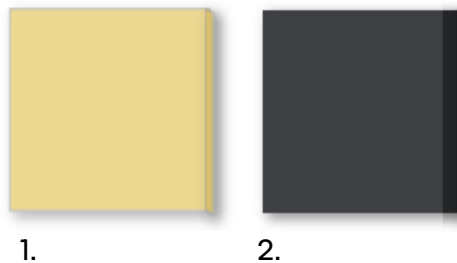
**priority order**

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



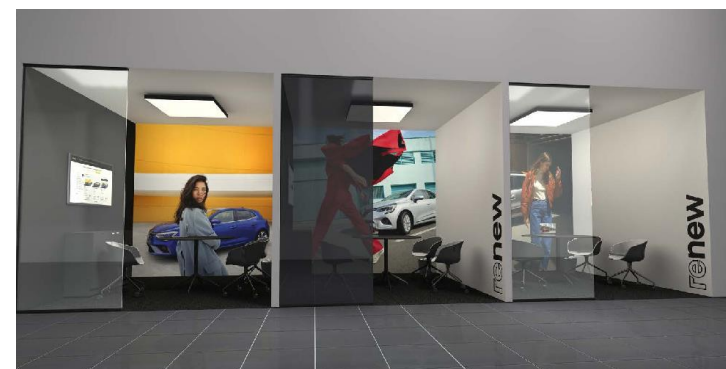
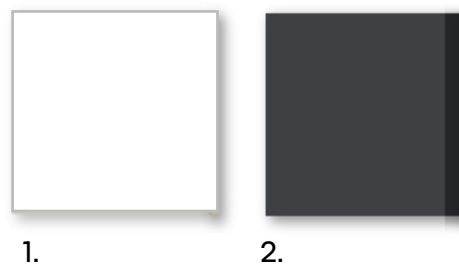
## colors for Pro+

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



## colors for renew

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



**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)

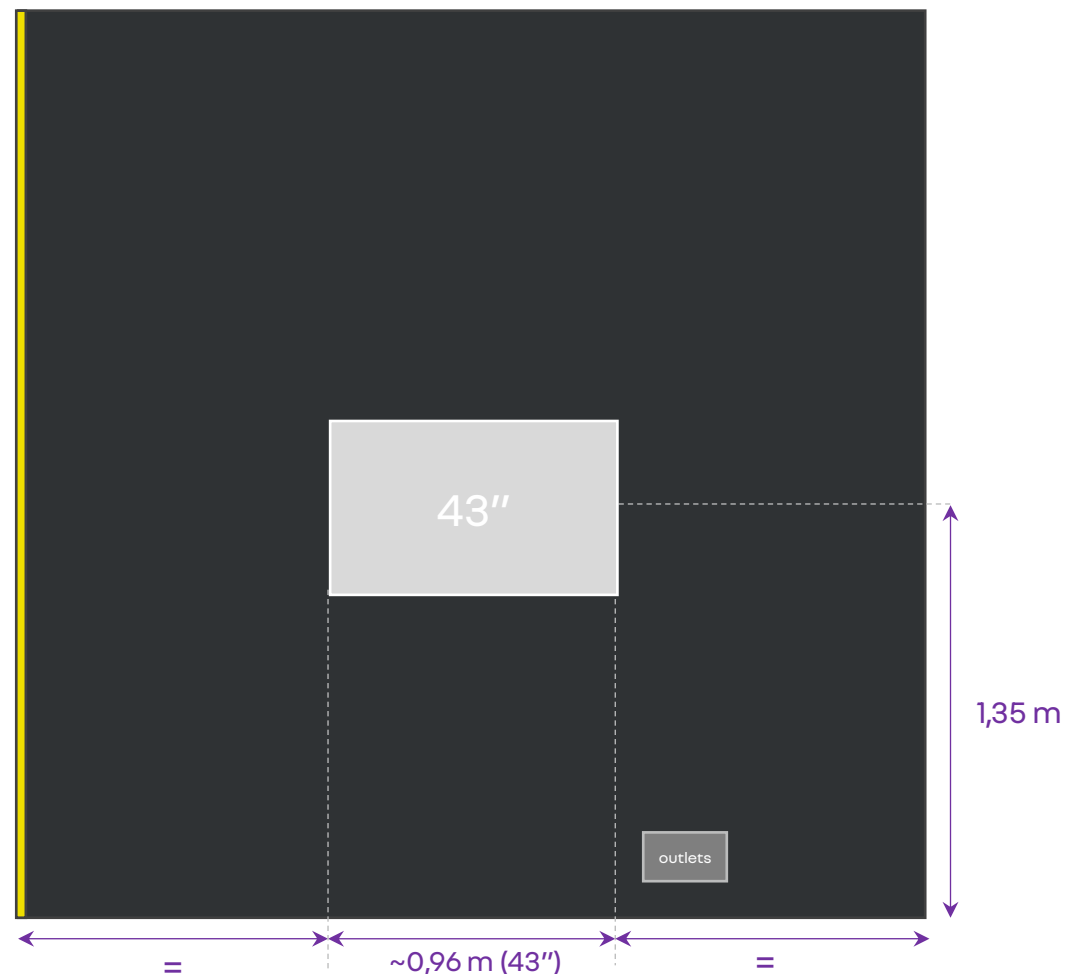
**the screen**

- 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



**graphical line element**

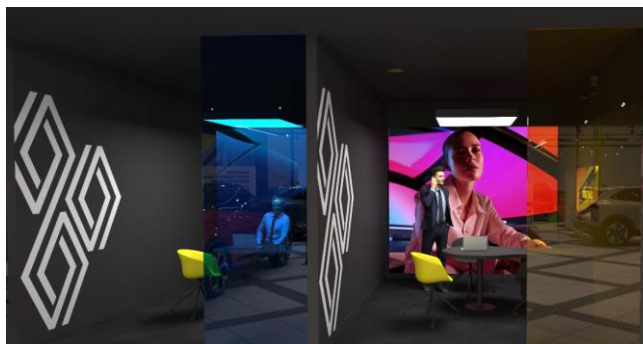
- done in adhesive stickers pure white matte finished
- on a black wall (velvet finish (RAL 9005))
- this element is always the same, never inverted\*

**graphical line positioning rules**

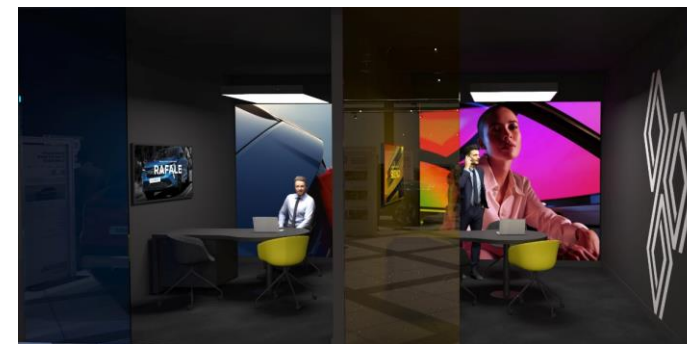
the graphical line is always:

- 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



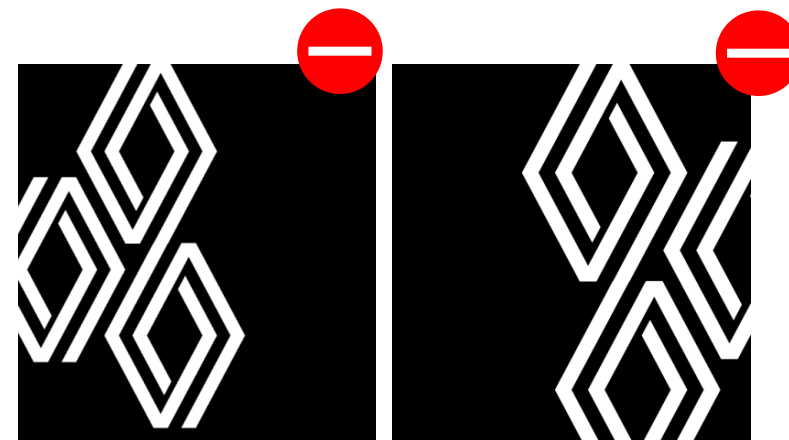
entrance on the right:  
the graphical line is on the right wall



entrance on the left:



entrance on the right:



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



## graphical line sizing rules

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

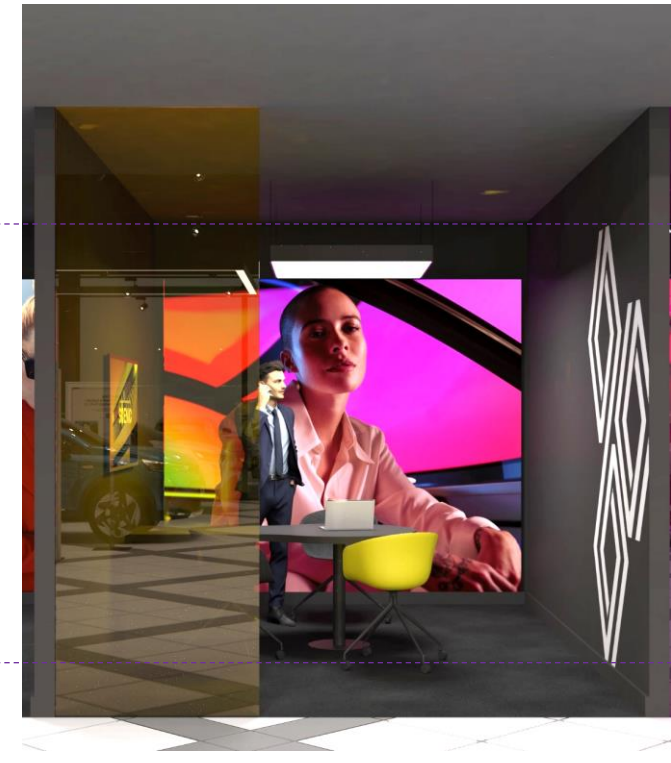
## suppliers' references

local supplier

ceiling height = 2,50m



ceiling height = 3,00m

graphical line  
= 2,45m

## 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

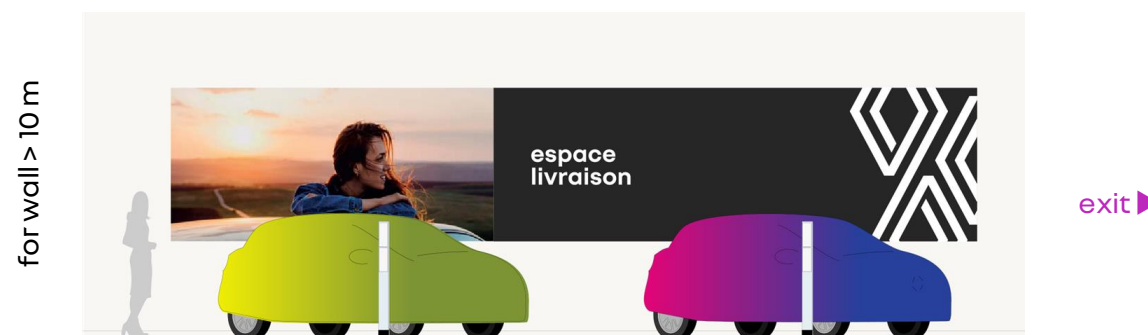
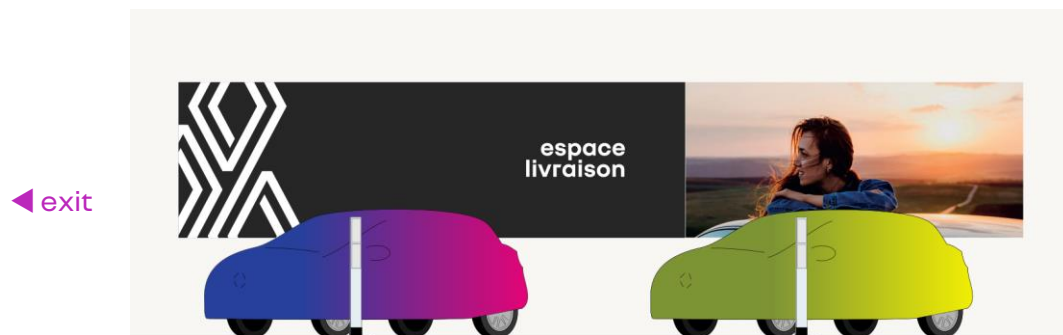
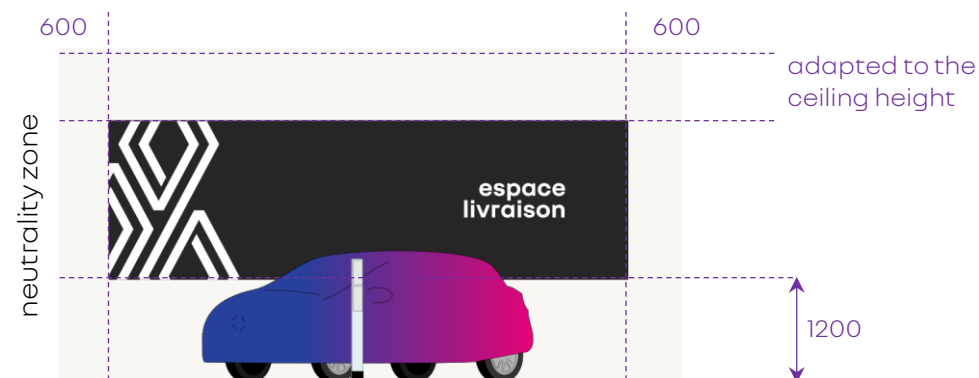


## the walls of the delivery area

### 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

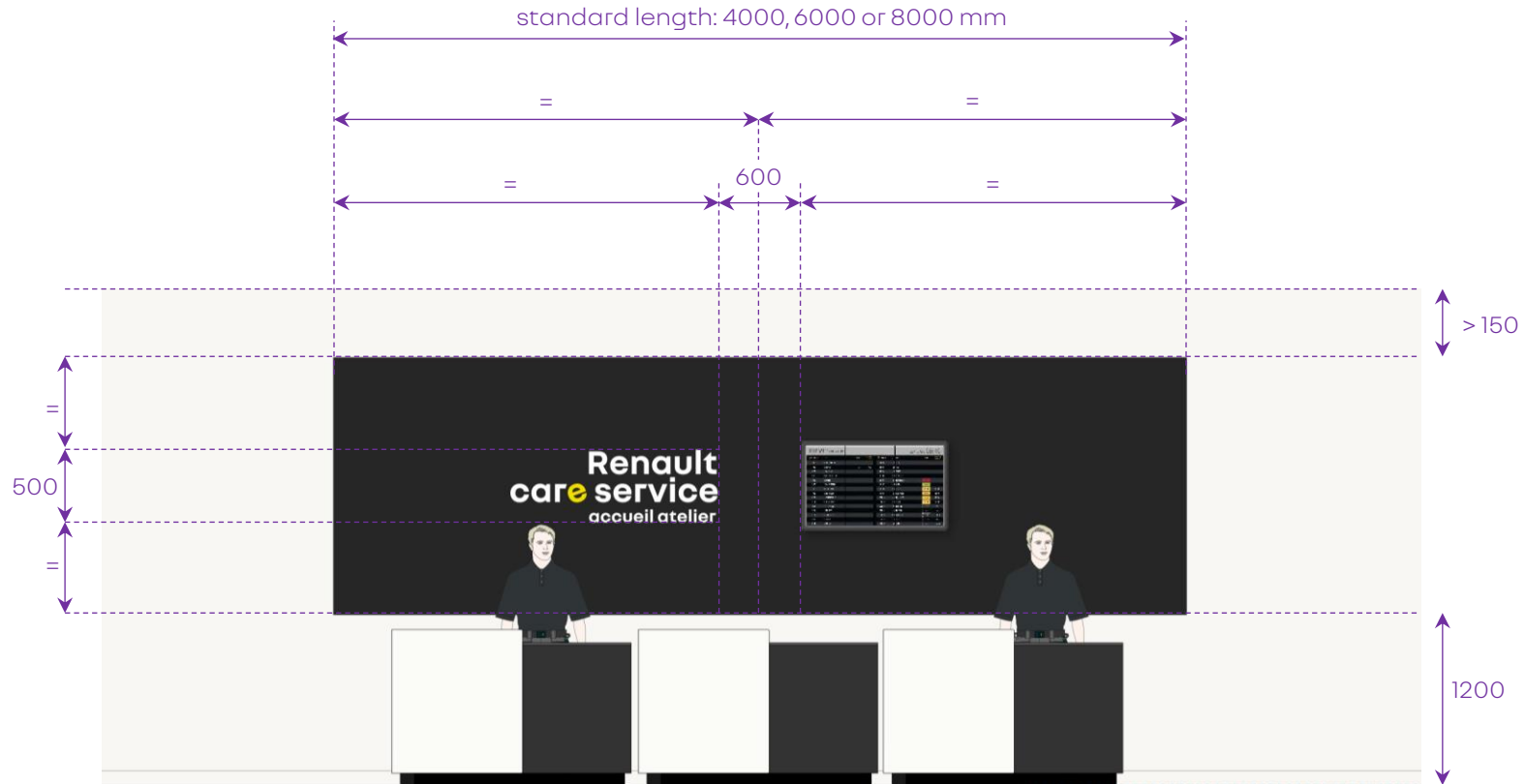
visual and pattern are on the [Brand Store > Cohabitation](#)



## 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



## 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 m<sup>2</sup> 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





## 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

MARIUS AURENTI

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)



## the walls of the lounge

### concrete wall

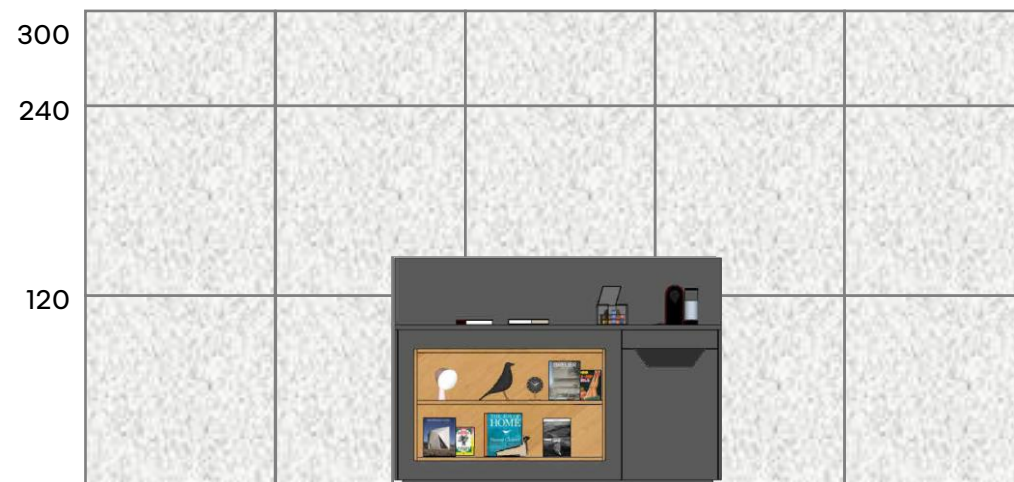
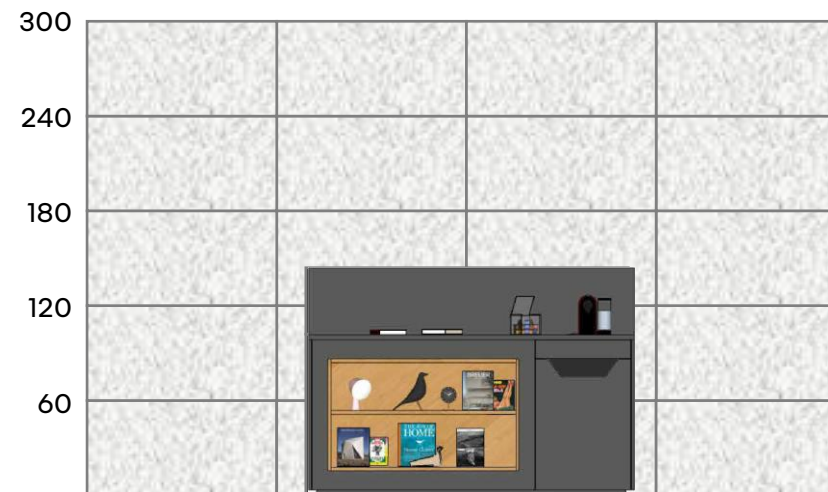
concrete wall – light grey or concrete imitation  
provide an alimentation for:

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

### suppliers' references

MARIUS AURENTI

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



## 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



## the walls of the lounge

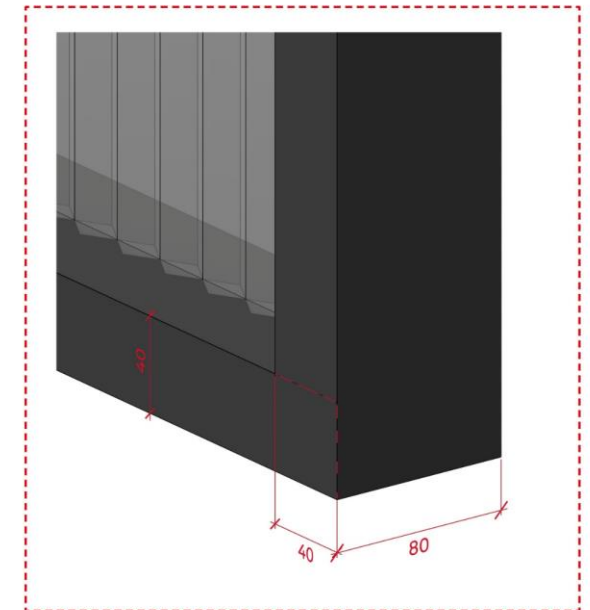
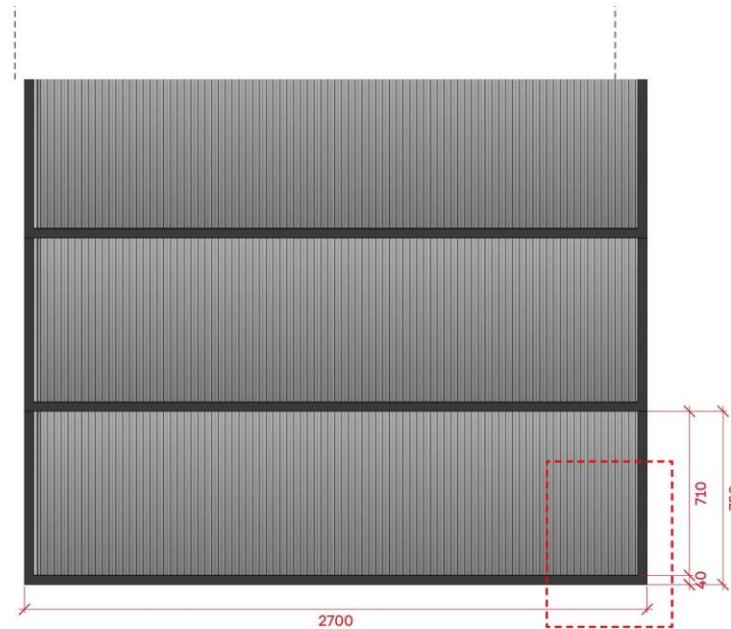
### separation glass

- 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



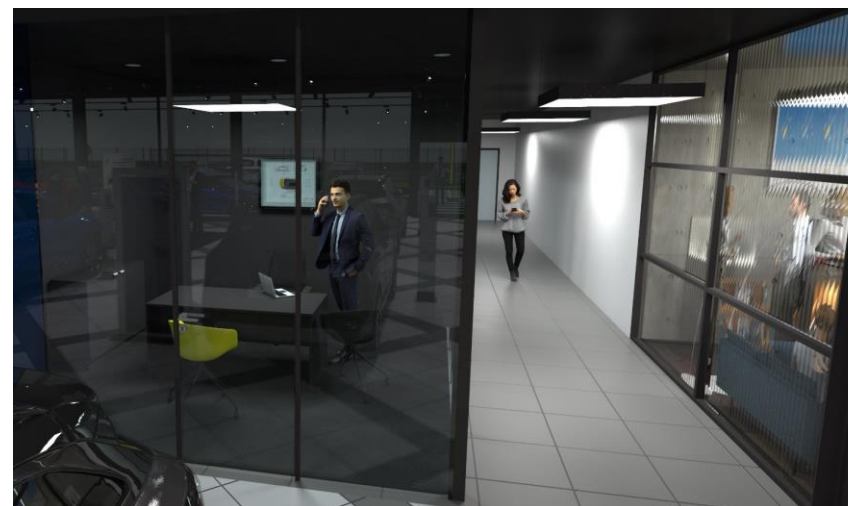
## the window frame

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



## the ceiling

### the ceilings

- black RAL 9005 matte color.

### the recommended standard ceiling must be architectural and industrial

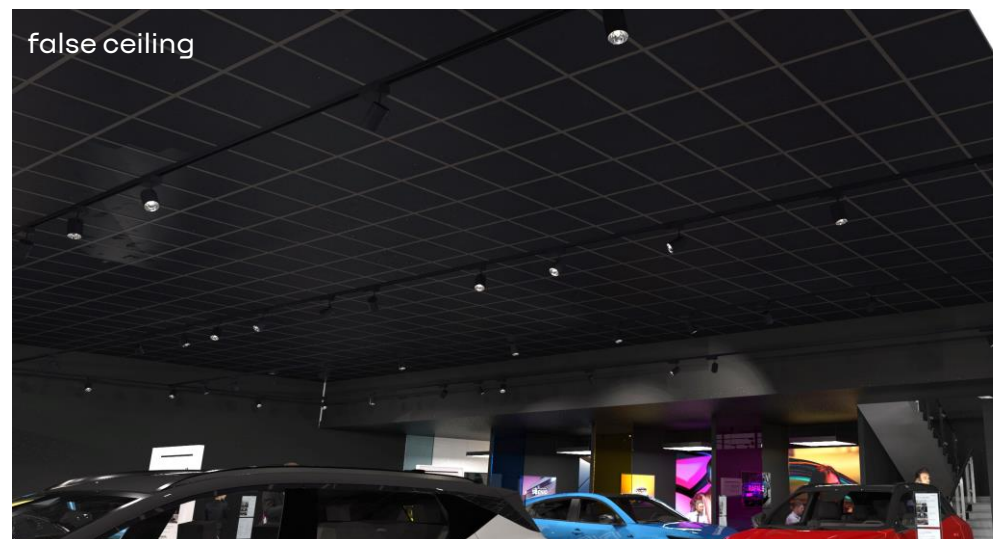
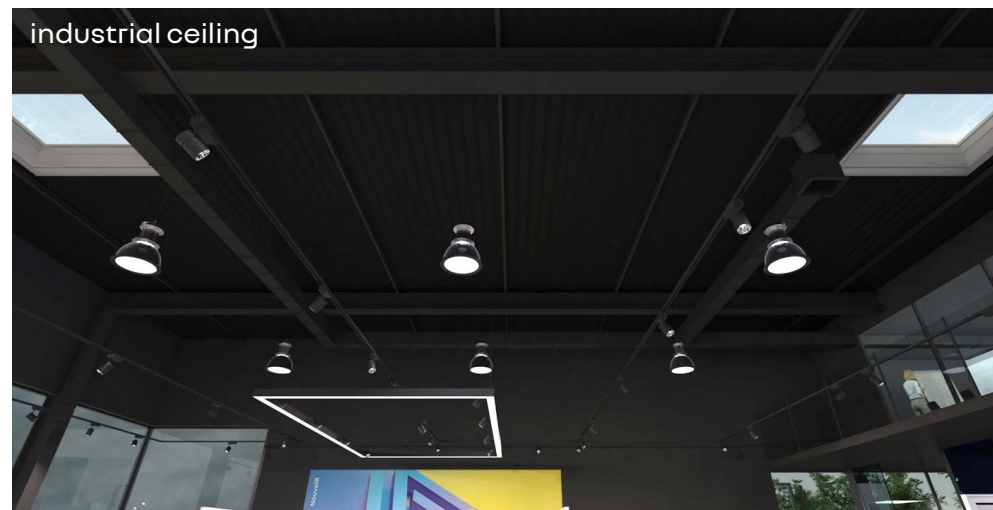
- exposed framework when it is in perfect condition and when it provides an architectural modern look

### 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



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

## 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)

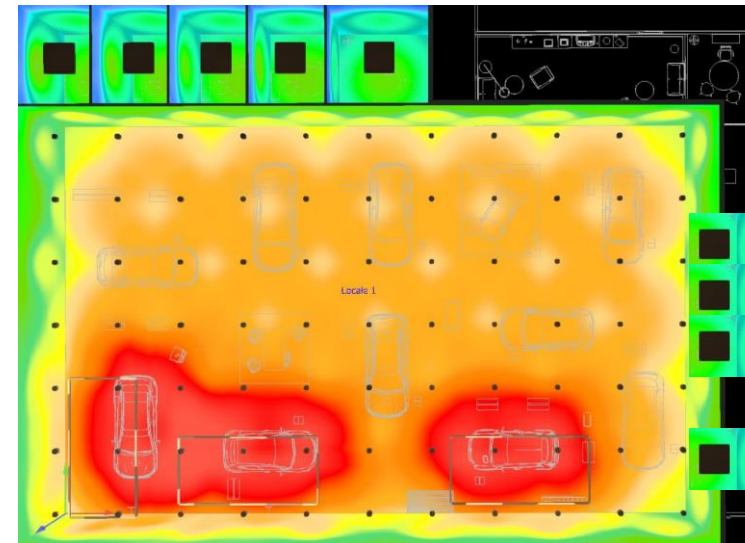
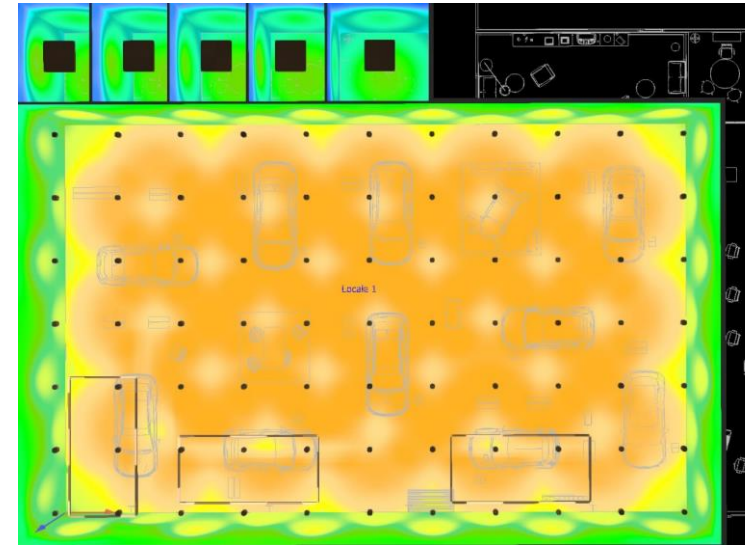
- create a uniform illumination to illuminate the vehicles
- neutral color:  $T^{\circ}C = 4000\text{ K}$
- power: 700-800 lux

### 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:  $T^{\circ}C = 4000\text{ K}$
- 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:  $T^{\circ}C = 3000\text{ K}$
- power: 300-500 lux



## the lights in the showroom – global illumination

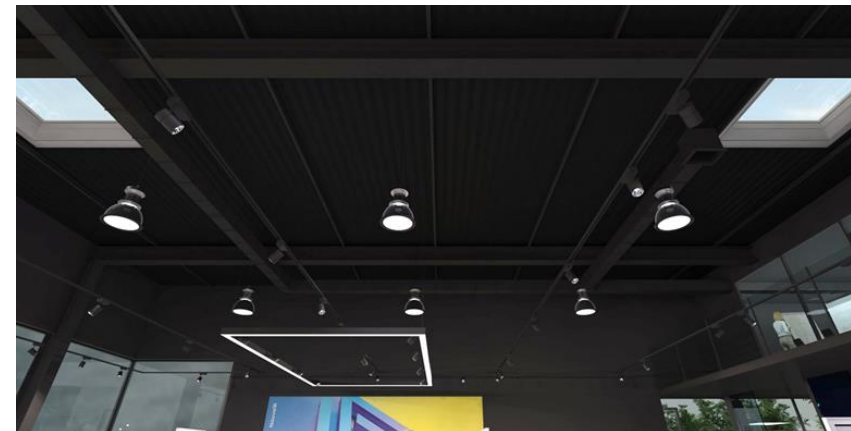
the lights structure and spot for exhibition should be placed as a grid.

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  $\geq$  80
  - UGR  $\leq$  22
- ceiling height up to 3,5m
  - recessed, mounted or suspended
  - 3.900 to 6.000 lm
  - CRI  $\geq$  80
  - UGR  $\leq$  22



Philips Suspension Highlight  
HL000



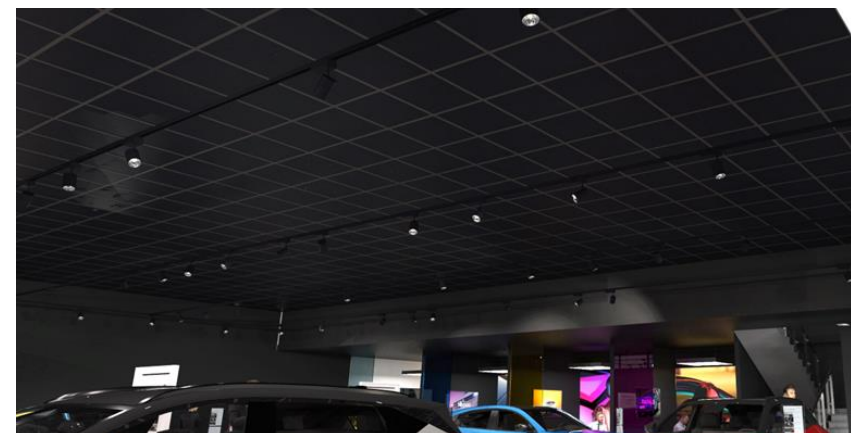
Greenspace Accent  
Fixed



Accent Track



Recessed  
LuxSpace



### suppliers' references

Philips Suspension Highlight HL000

Philips Accent Track D65 SM350C

Philips Recessed LuxSpace DN570B

Philips Greenspace Accent Fixed RS350B

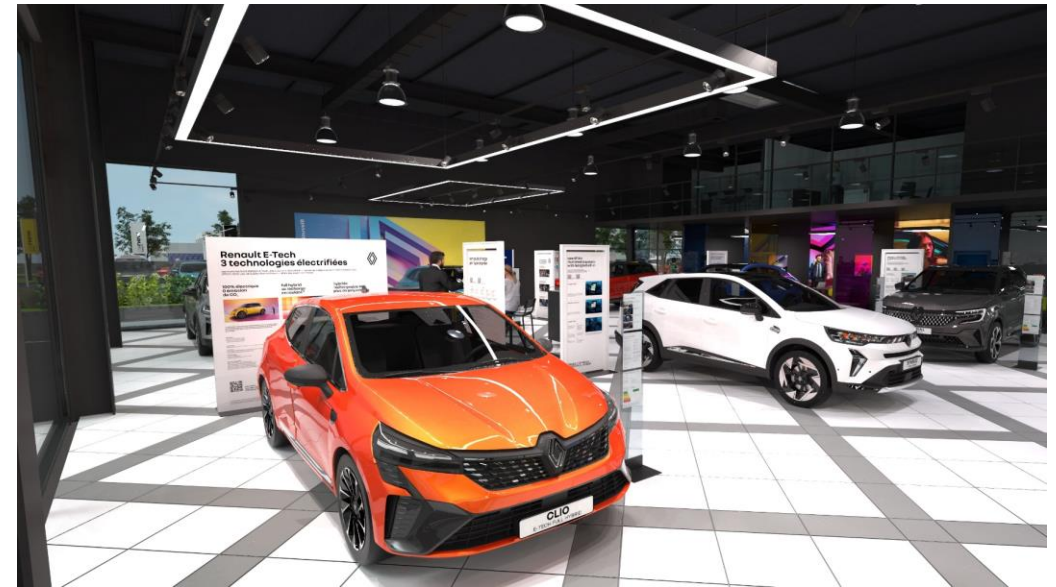
## the lights in the showroom – specific area

specific area needs to be highlighted by specific lights

- suspended or ceiling mounted
- max height: 3,50 m
- $T^{\circ} = 4000\text{ K}$
- 1000 lux on the ground – 1500 lux on the top of the vehicle
- U-shaped profile
- black profile 9005 satin finish
- dimension: 3 x 5,5 m

suppliers' references

Philips KeyLine SM350





## the lights in the showroom – discussion table

discussion table can have a specific lighting

- suspended h: 2,50 m
- $T^{\circ} = 3000\text{ K}$

suppliers' references

Philips Accent Cylinder



- 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)

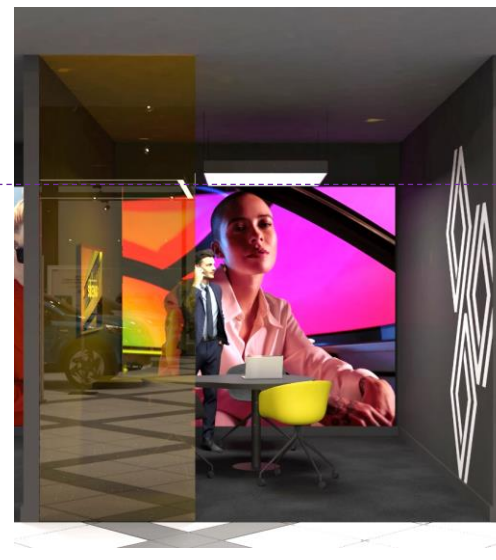
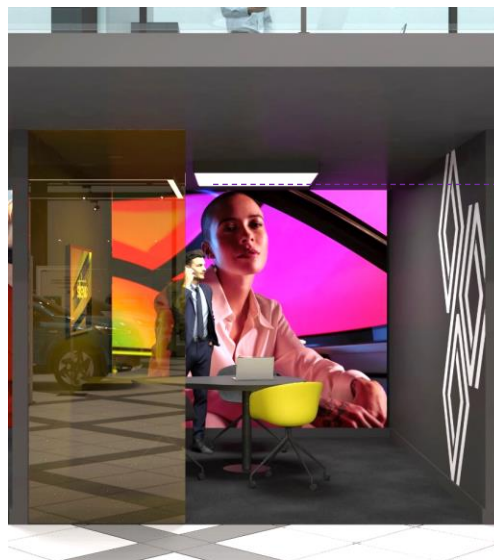
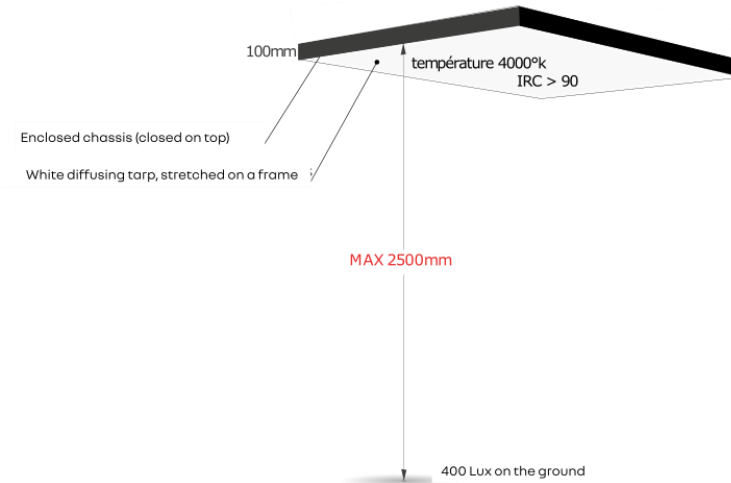
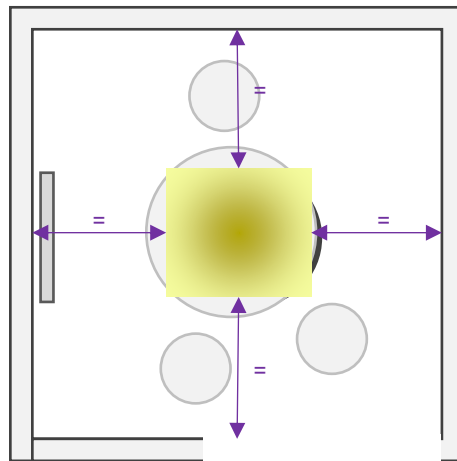
recommended height is:

- 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

## the lights in the delivery area

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

- dimension: 2,4 x 4,2 m to 3 x 5,5 m
- intensity: adjusted by the supplier on site
- $T^{\circ} = 4000^{\circ}\text{K}$  (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



## 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
- $T^{\circ} = 3000^{\circ}\text{K}$  (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





## 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





## the lights in the lounge

### 1 suspended lighting

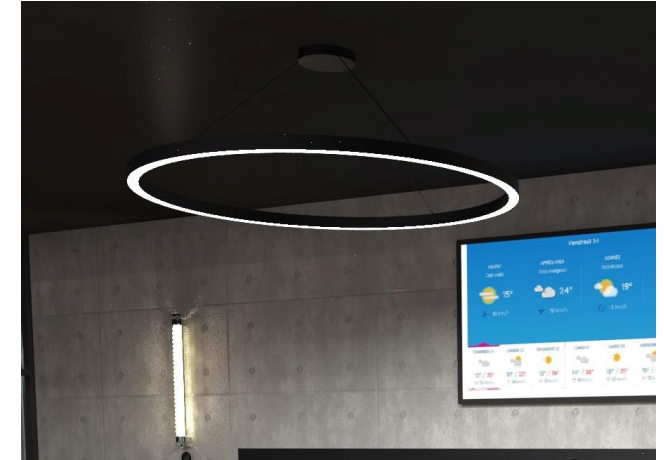
- to clearly identify the showroom and the aftersales reception area from the lounge
- note: circular lighting proposed is sufficient for a small lounge

#### supplier references

Zirkol Circle

recommended size = 1,5 m

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



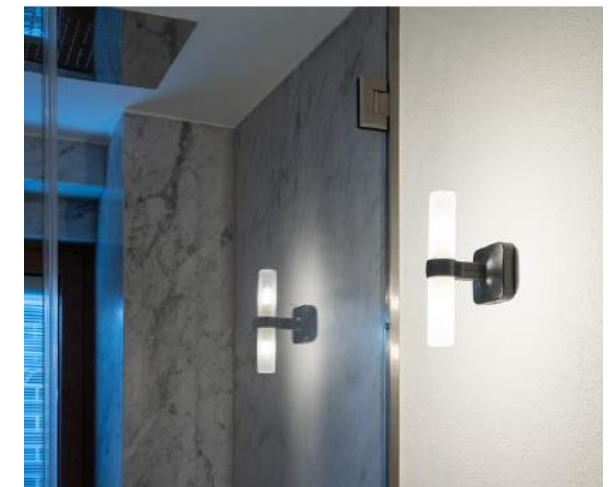
### 2 decorative lights

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

#### supplier references

Philips Crown Applique

Sammode Elgar Silver

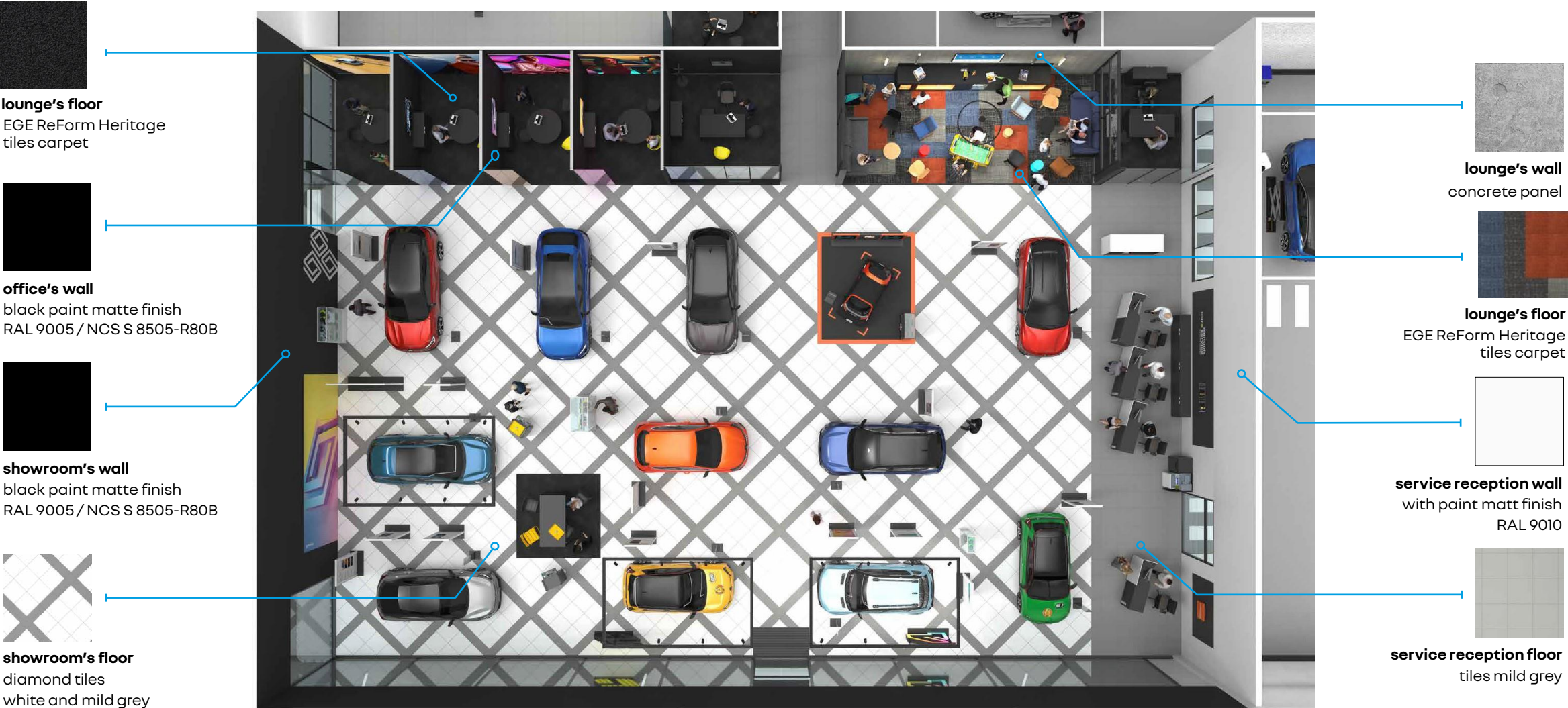


### 3 global illumination

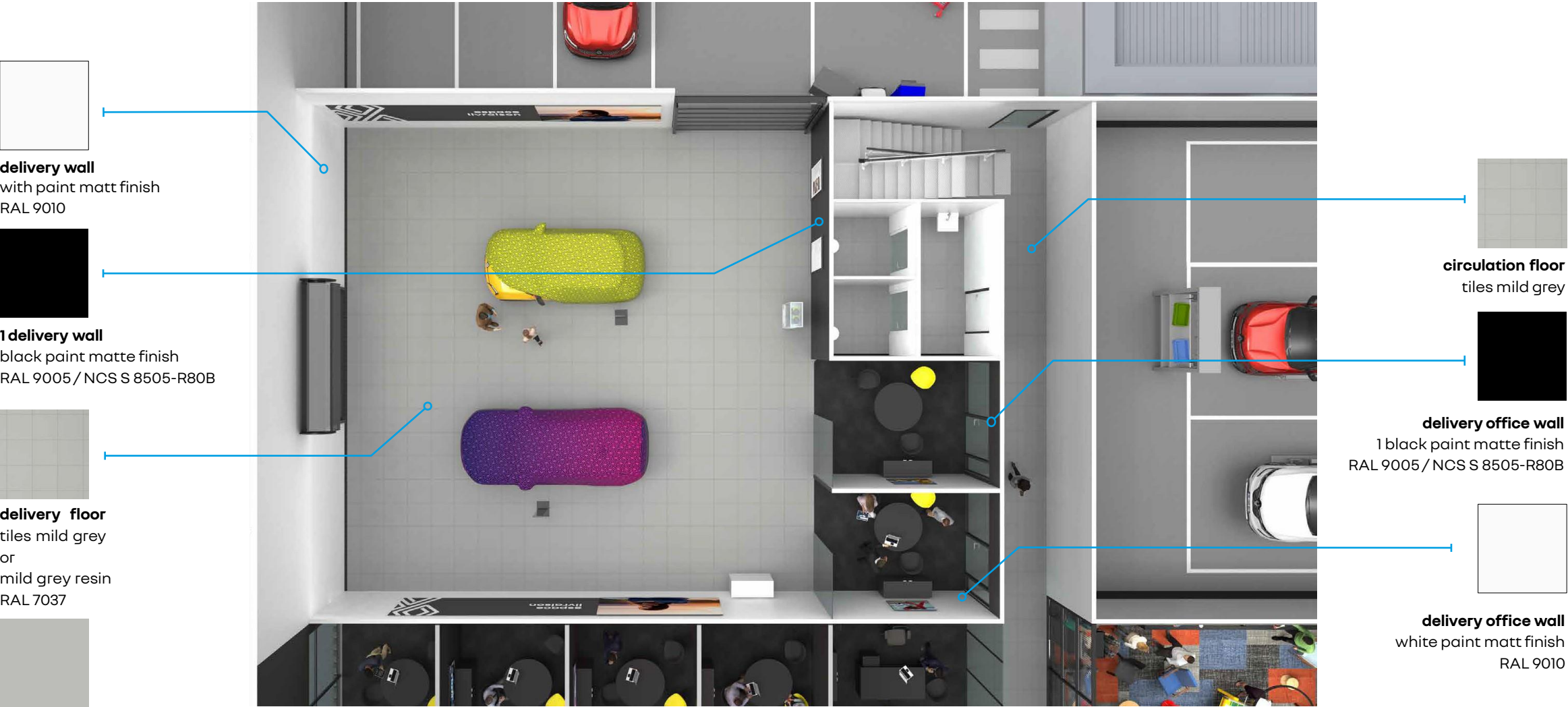
- to provide additional lighting in case the suspended light is insufficient
- T°: 3000 K
- target intensity: 500 lux

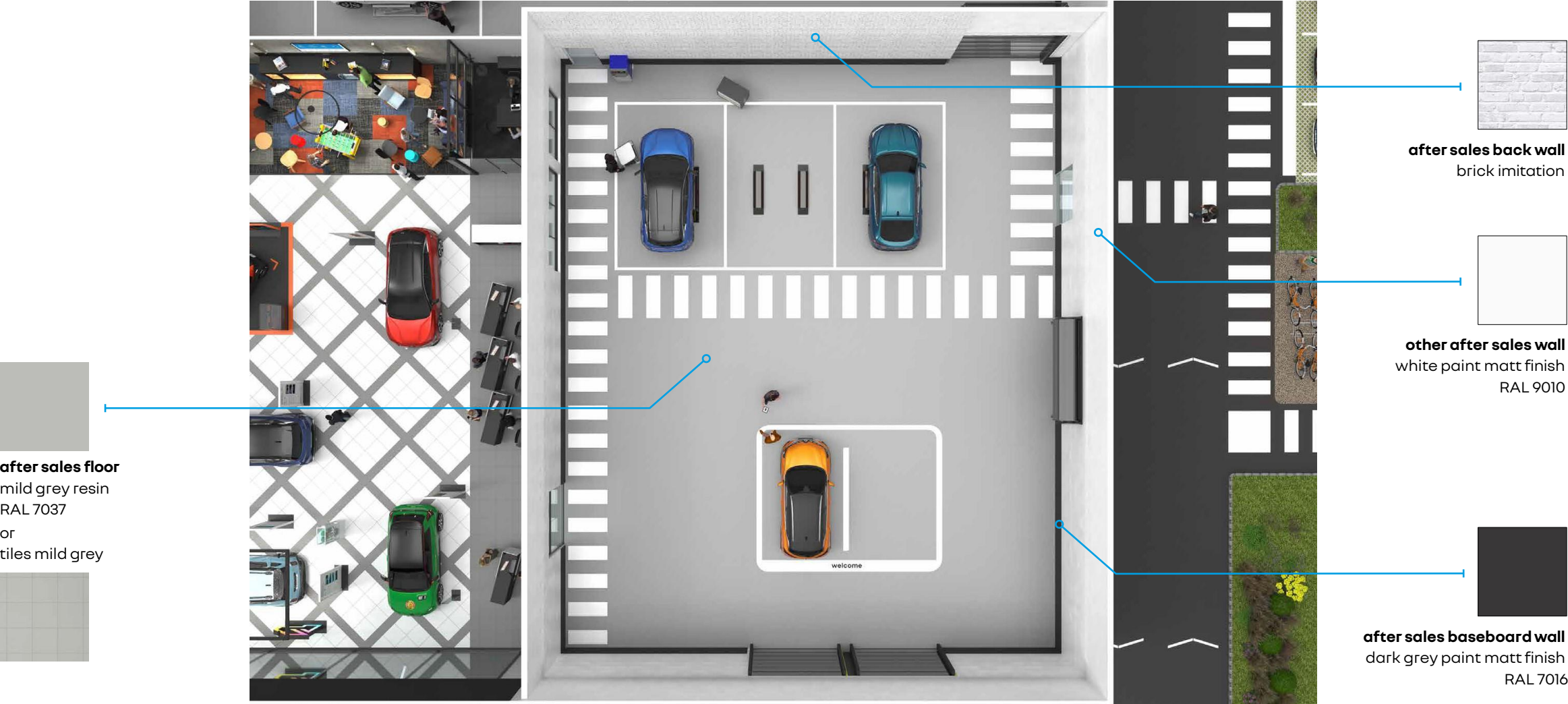


Concept with 2 lateral square OneSpace











# 7- virtual tour























