



IMPLEMENTATION GUIDE ALL SERVICES (EXCLUDING FAST CHARGE)

JANUARY 2025

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RENTAL COUNTER IN THE CARE SERVICE AREA OR IN A SHARED AREA
STAND-ALONE RENTAL COUNTER (RETROFIT FRANCE ONLY)



01.

GENERAL

**GENERAL
SERVICE SYSTEM**

CHARGING SERVICE



Discover and buy
charging services



24/7 fast charging
with waiting area



22kW charging across
the network 24/7

MOBILIZE
POWERBOX

MOBILIZE
SHARE

MOBILIZE
**FAST
CHARGE**

MOBILIZE

MOBILIZE
DUO
100% ELECTRIC
WITH AND WITHOUT LICENCE

MOBILIZE
BENTO
100% ELECTRIC
PRO ET PERSO

MOBILIZE
**POWER
SOLUTIONS**

MOBILIZE
FINANCIAL SERVICES

MOBILITY SERVICE

Rent a vehicle from my
dealer or independently
24/7



ALL-ELECTRIC VEHICLES

Discover, try, buy an
repair



FINANCING SERVICE*

Financing, long-term
leasing and insurance



*No dedicated signage for financing services – refer to manufacturers' guides for the presentation of monthly payments

GENERAL DOCUMENTATION ARCHITECTURE

Why?

Help users to find or learn more about the rules and standards applicable at Renault Group dealerships.

How?

- The specifications set out the technical and aesthetic requirements applicable to the manufacture of each component.
- The implementation guides set out the rules for installing signage components.
- The Fast Charge service has its own implementation guide and technical specifications.

All these documents will be available at:
<https://brandstores.renault.com>



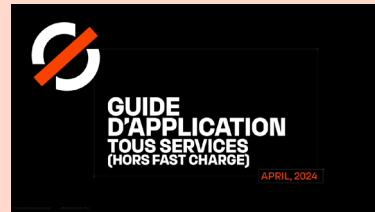
Technical specifications for suppliers



Mobilize Fast Charge technical specifications for Fast Charge staff.



Mobilize Share technical specifications for suppliers in the French network.



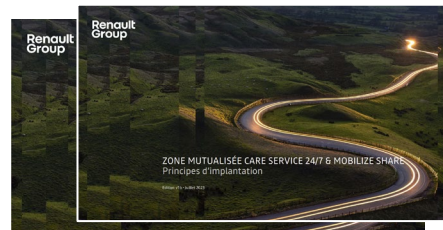
Implementation guide for R1 & R2 dealers.
explaining the installation rules



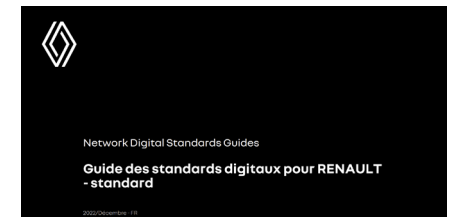
Fast Charge implementation guide for Fast Charge staff.



Dealers' guide to **designing** business **websites and social media** sites.



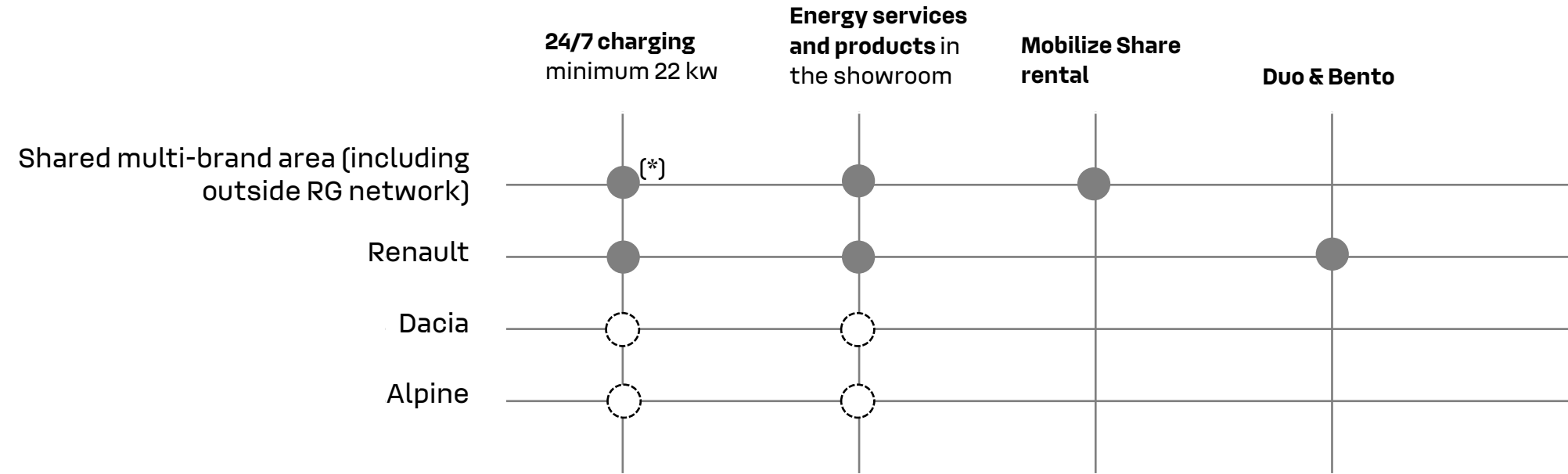
Renault Group guides mentioning Mobilize



Mobilize appendix in Renault Digital Standards Guide + impact on other brands



GENERAL
RETAIL IMPLEMENTATIONS FOR MOBILIZE SERVICES X OTHER BRANDS



○ integration to be defined

(*) In the case of a site with a Fast Charge station, the 22 kW charging point is integrated with the Fast Charge station.



GENERAL

MOBILIZE FAST CHARGE ACTIVITY

If you have a Fast Charge station installed by Mobilize Fast Charge, Mobilize Fast Charge is responsible for the installation and implementation of the corresponding standards.

If a Mobilize Fast Charge station is installed, then the minimum 22 kW charge (Renault selectivity criteria) can be integrated with the Fast Charge station.

If you already have a station with a minimum charge of 22 kW, the reference document in terms of standards is: [22kW charging station customer guide | Brand Stores Platform](#)

GENERAL VIEW OF DEALERSHIP



- 1- Renault SR including Duo & Bento shop-in-shop
- 2 - Dacia SR
- 3- customer car park
- 4 - **24/7 Care Service area: key box, rental and charging station**

02.

INSTRUCTIONS FOR MOBILIZE RETAIL IMPLEMENTATIONS

2.1

ALL-ELECTRIC VEHICLES

DUO & BENTO



DUO & BENTO
SIGNAGE COMPONENTS



Test-drive vehicle ●
+ flying banner ●



Shop-in-shop ●



Merchandising showcase ●

- Mandatory
- Optional



DUO & BENTO

DUO & BENTO TEST DRIVE VEHICLES IN RENAULT TEST-DRIVE AREAS

Why?

Duo & Bento test-drive vehicles are present in Renault test-drive areas.

How?

The test-drive vehicle is clearly visible inside the Renault test-drive area. It is easily identifiable with a sticker and banner. The vehicle sticker is available in the Duo & Bento marketing toolbox.



DUO & BENTO

SHOP-IN-SHOP IN RENAULT SHOWROOM

Why?

To raise the profile of the new Mobilize range of vehicles by presenting a Duo or/and a Bento in Renault showroom.

How?

A shop-in-shop including:
1 or 2 carpet(s), 1 mini totem, accompanied by 2
informative kakemonos (frame and roll-out)



DUO & BENTO

SHOP-IN-SHOP IN RENAULT SHOWROOM

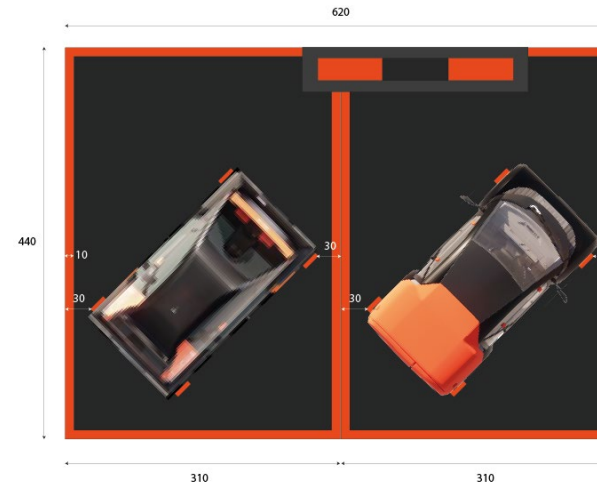
option 1: a carpet with a surface area of 14 m^2 that can be used alone in a small space

option 2: a set of two carpets covering an area of 27 m^2 placed side by side or end-to-end depending on the space available in the showroom

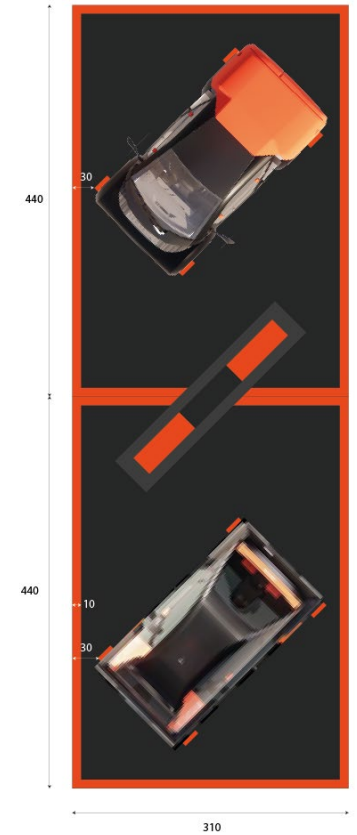
Option 1
1 carpet - 14 m^2



Option 2
2 carpets - 27 m^2

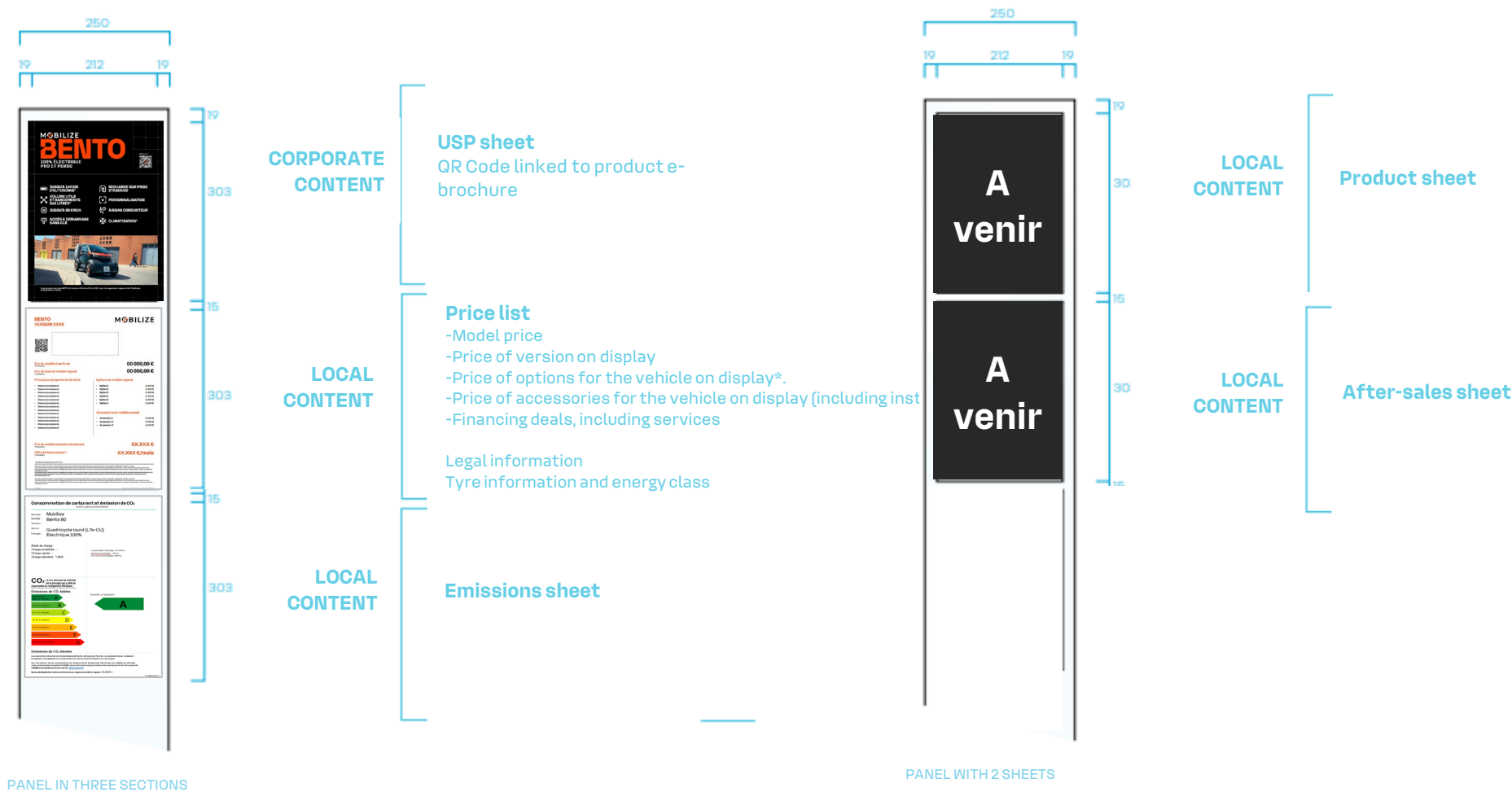


a) width



b) length

DUO & BENTO
INFORMATION AND PRICE DISPLAY



Technical information available in the dedicated Renault guide: [renlos_ts_price_display_v0.pdf](#)

DUO & BENTO

INFORMATION AND PRICE DISPLAY



DUO & BENTO SHOWROOM SIGNS

Why?

The purpose of the shop-in-shop is to present Mobilize vehicles.

It must be easily visible in the showroom thanks to the shop-in-shop set-up.

How?

1. Each vehicle is presented with a plate showing the name of the Mobilize all-electric model on the front.

- Ref 84 60 991 137 - DUO ALL-ELECTRIC
- Ref 84 60 991 138 - BENTO ALL-ELECTRIC

2. The vehicles are presented with a plate showing the wordmark at the rear.

- Ref 84 60 991 141 - MOBILIZE

MOBILIZE

BENTO
100% ELECTRIC

MOBILIZE

DUO
100% ELECTRIC

DUO & BENTO DELIVERY CAR COVER

- Ref 84 60 991 177- DUO DELIVERY CAR COVER



DUO & BENTO

MERCHANDISING SHOWCASE IN THE SHOP-IN-SHOP

Why?

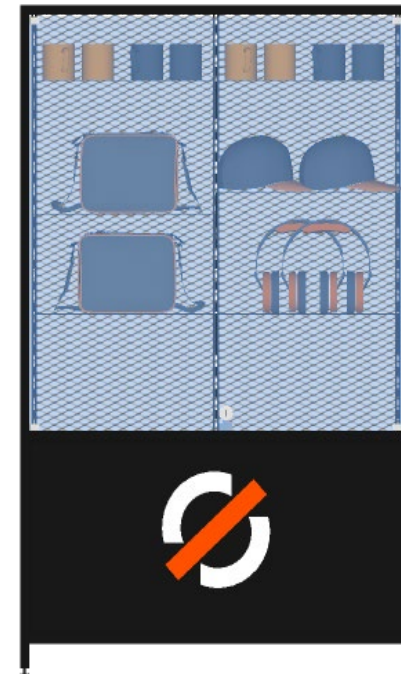
The merchandising showcase increases the visibility of the shop-in-shop, turning the spotlight on products, accessories and services. Located at a key point in the customer journey, the purpose of the merchandising showcase is to generate additional sales.

How?

A Mobilize branded merchandising unit will be set up inside the Mobilize Duo & Bento shop-in-shop.

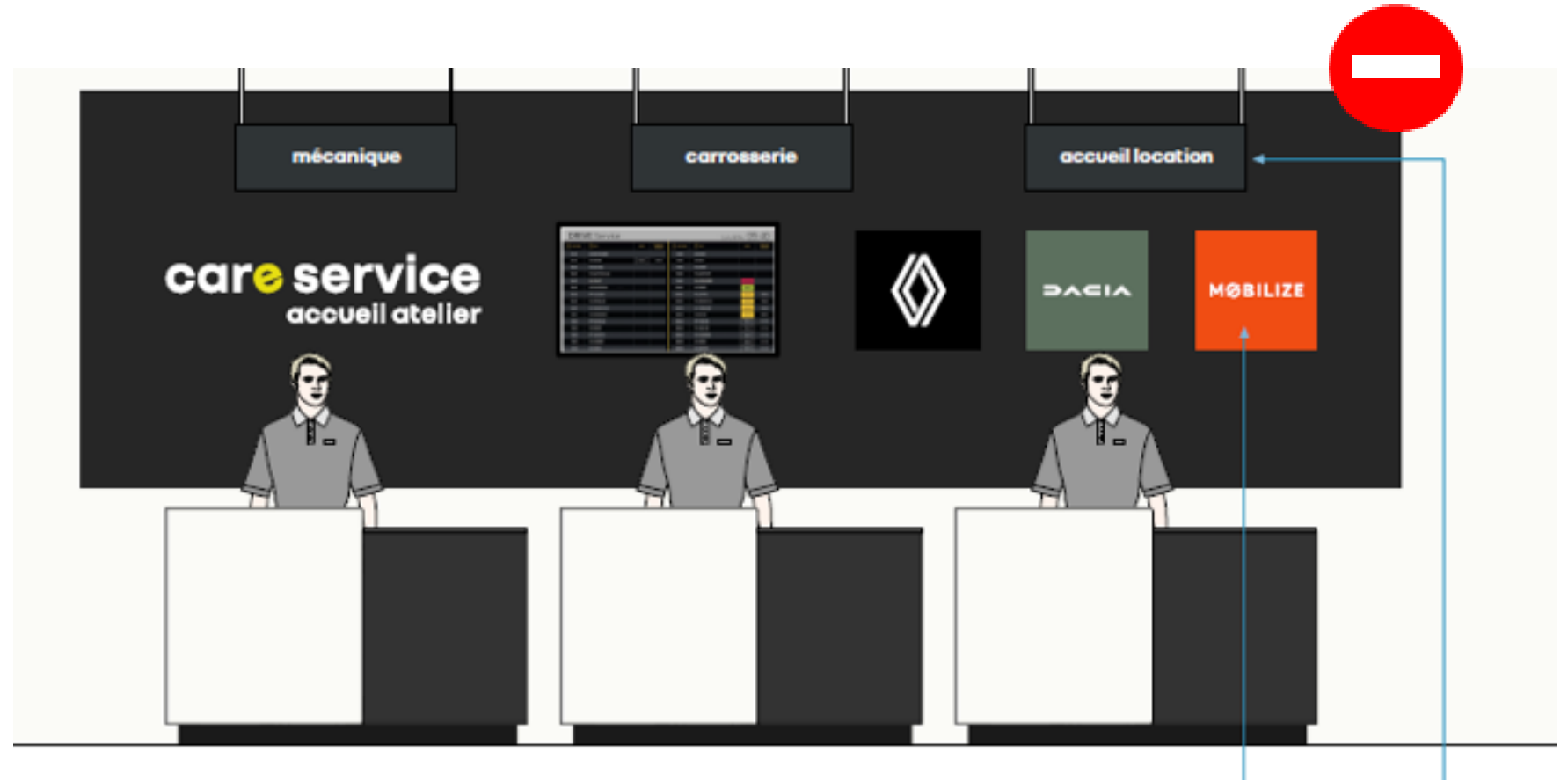
Mobilize merchandising units must not be installed outside the shop-in-shop.

The contents of the unit are ordered via the usual after-sales processes (e.g. The Originals).



DUO & BENTO NOT ALLOWED IN THE CARE SERVICES AREA

It is not allowed to put up a Mobilize Duo Bento wall sign in the after-sales area.

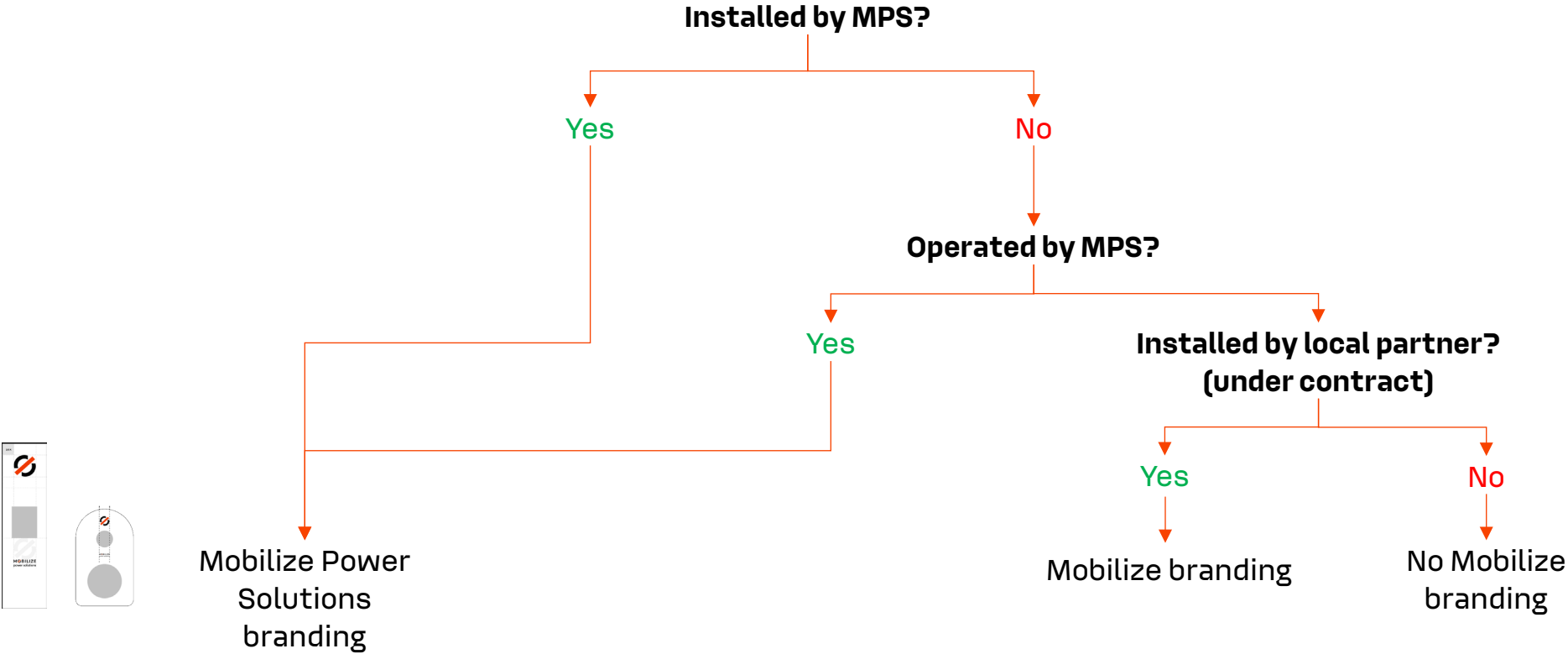


2.2

CHARGING SERVICES



CHARGING
CHARGING STATION MARKINGS ACCORDING TO THE INSTALLER / OPERATOR



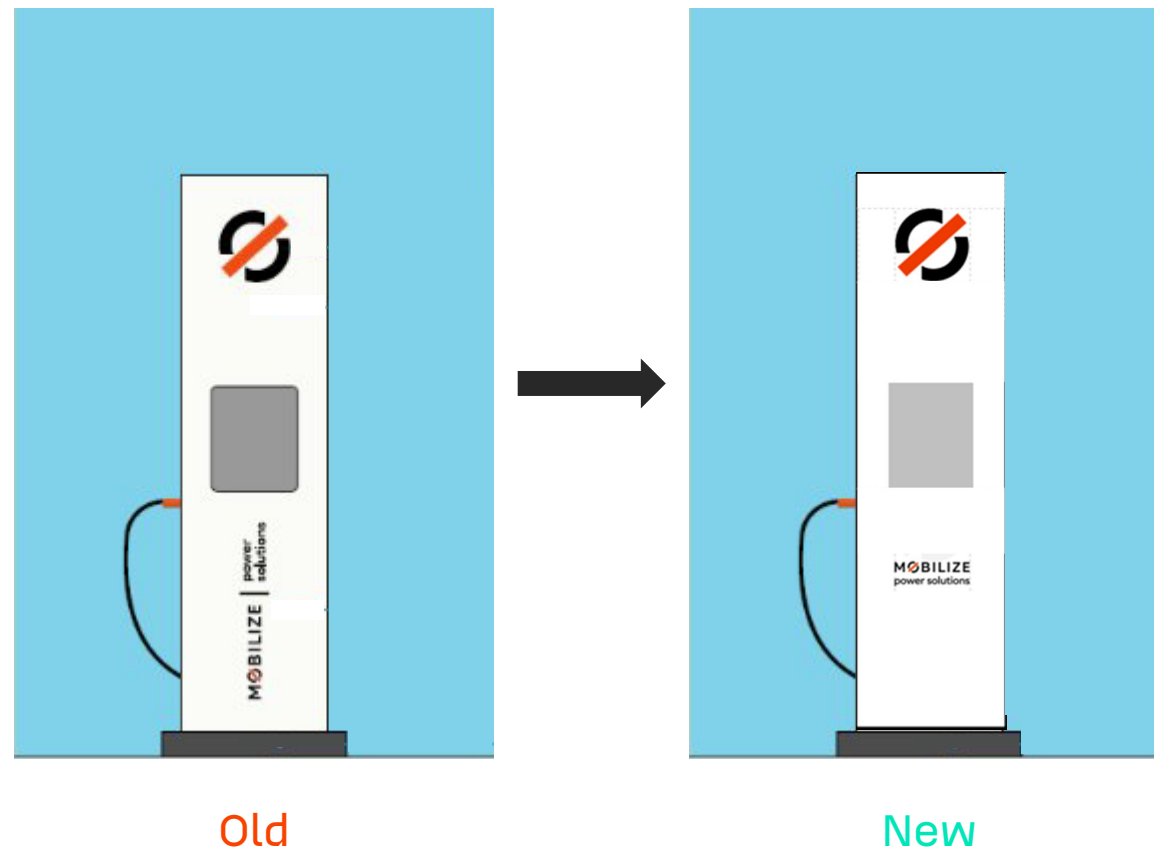
2.2.1

CHARGING SERVICES

EXISTING CHARGING SERVICE
EXCLUDING 24/7 (RETROFIT)

EXISTING CHARGING SERVICE EXCLUDING 24/7 MARKING OF CHARGING STATIONS

Standard charging points are identified by the markings on the front.
A sticker provides simple and concise instructions for use.
The emblem and logo must be justified.
The new Mobilize Power Solutions logo must be used.



EXISTING CHARGING SERVICE EXCLUDING 24/7

MARKING OF CHARGING STATIONS

01 & 02. medium sizes

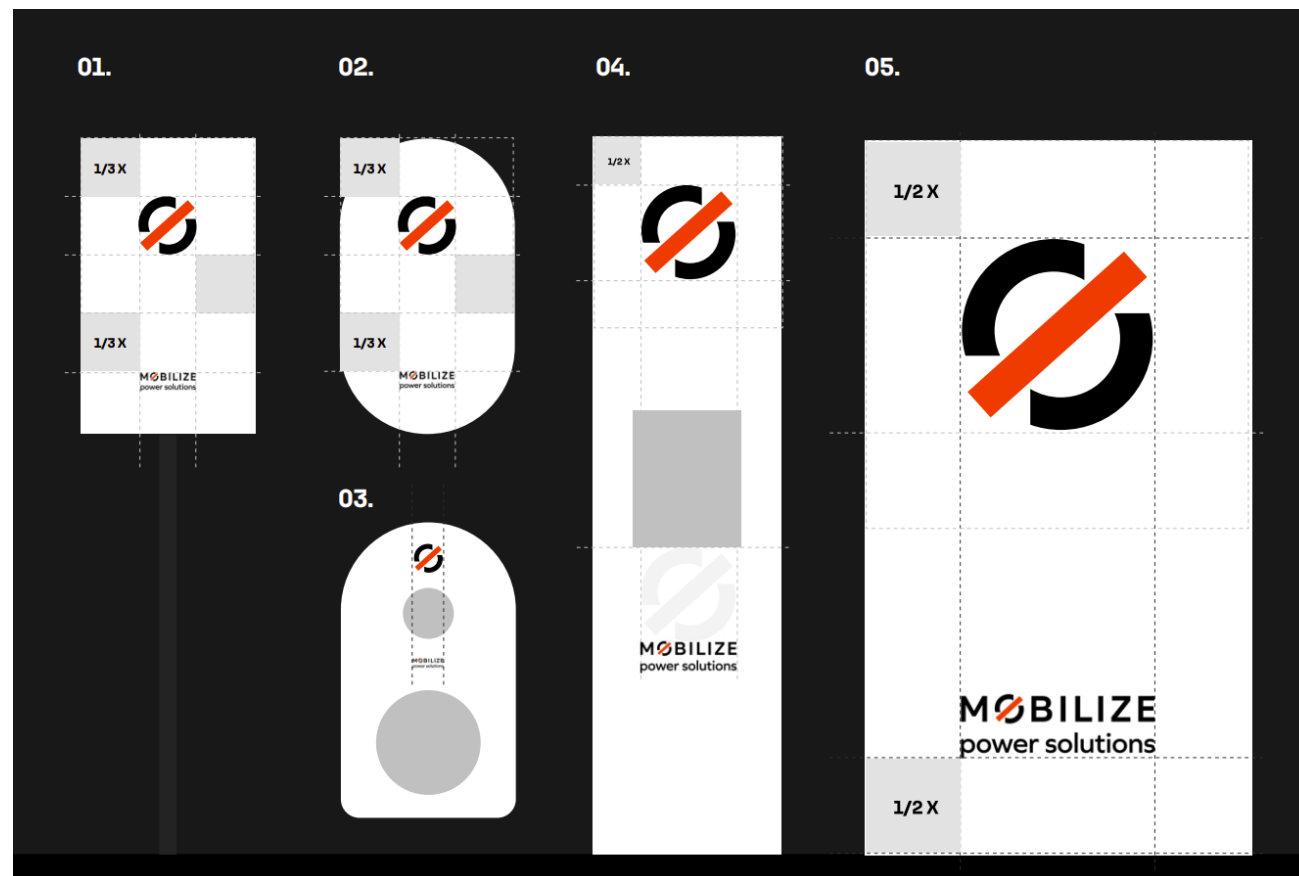
Protected area equal to $\frac{1}{3}$ of X around the logo

03. complex shape

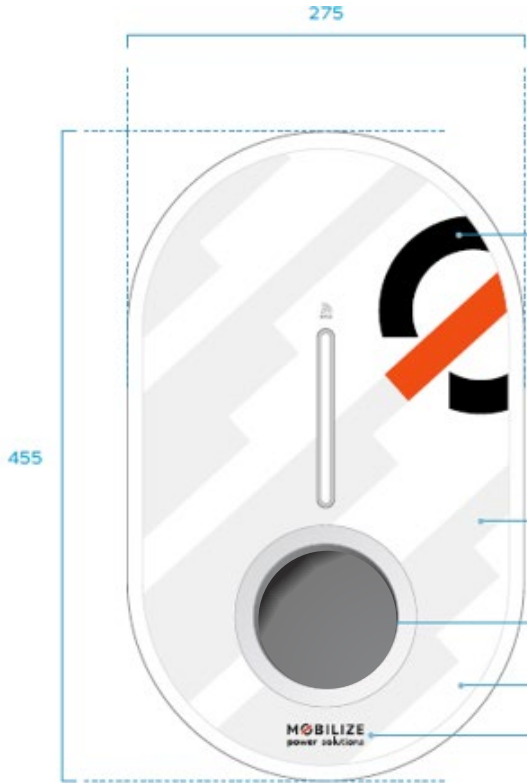
To be adapted

04 & 05. high or wide.

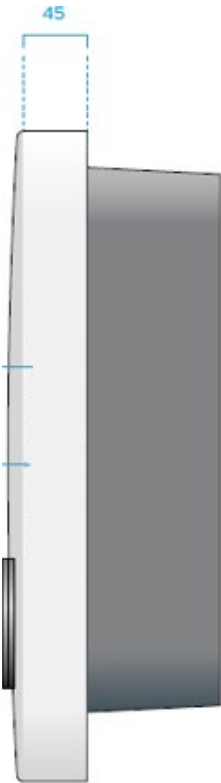
Protected area equal to $\frac{1}{2}$ of X around the logo



EXISTING CHARGING SERVICE EXCLUDING 24/7
POWERBOX MARKINGS



VUE DE FACE



VUE DE DROITE



VUE DE GAUCHE

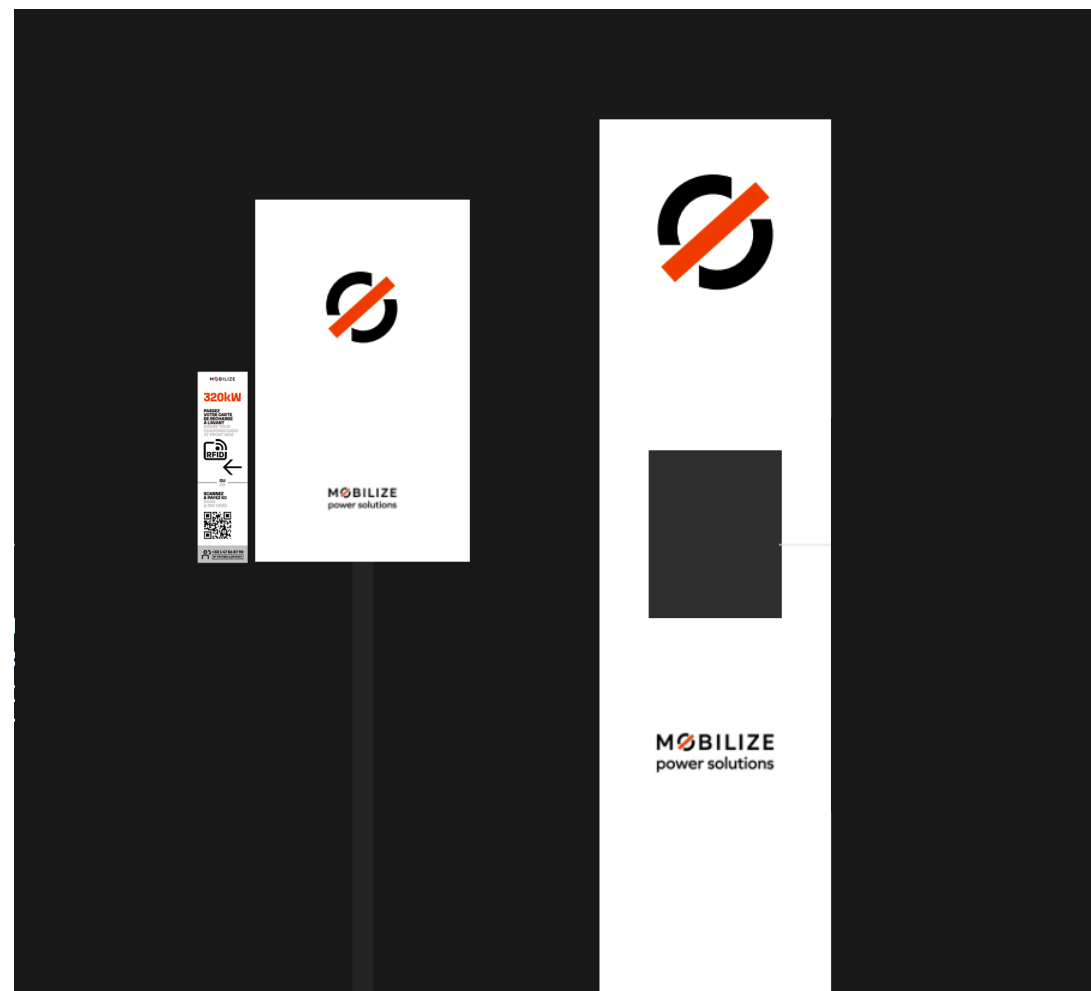
EXISTING CHARGING SERVICE EXCLUDING 24/7

AN EXPLANATION OF THE CUSTOMER JOURNEY

A sign may be set up on the side facing the user, where possible, to display instructions for the charging process together with information on the charging point.

Alternatively, a sticker can be placed on the side(s).

Use the screen to explain the customer journey whenever possible.



2.2.2

CHARGING SERVICES

24/7 – 22 KW MIN CHARGE



24/7 – 22 KW MIN CHARGE INSIDE THE 24/7 CARE SERVICE EXTERIOR AREA (*)

If the 22kW charging station is installed by MPS or one of its local partners or operated by MPS, it will carry the Mobilize Power Solutions logo. The parking space in front of it will include an orange strip with the words "24/7 charging".

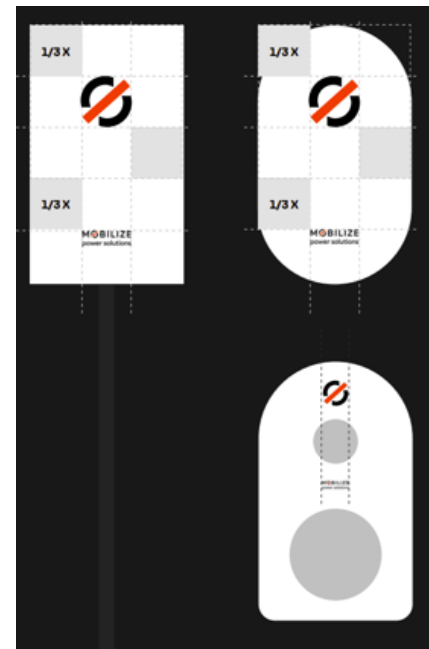


(*) Renault 22 kW selectivity criteria : refer to the guide [22KW charging station customer guide | Brand Stores Platform](#)

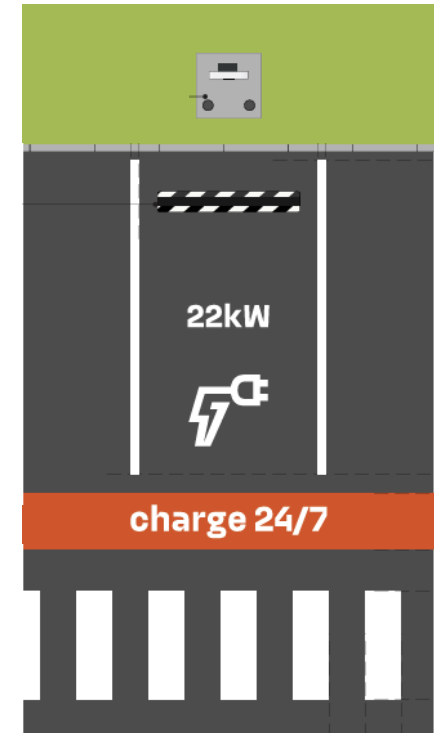
24/7 – 22 KW MIN CHARGE OUTSIDE THE 24/7 CARE SERVICE EXTERIOR AREA

If the 22 kW charging station is installed by MPS or one of its local partners or operated by MPS, it will carry the Mobilize Power Solutions logo (1).

The parking space in front of it may include the words "24/7 charging" if it is accessible 24/7 (2).



1



2

2.3

MOBILITY SERVICES

2.3.1

MOBILITY SERVICES

**MOBILIZE
SHARE**

MOBILIZE SHARE KEY PRINCIPLES

- **The Mobilize Share brand can be used only as part of a contract signed between dealers and their Renault subsidiary.**
 - **Mobilize Share brand signage is mandatory in all dealerships for all Mobilize Share activities**, in particular for courtesy cars, car rental and car sharing.
 - If the dealership previously used the brand names Renault Rent or Renault Mobility (retrofit France only), the signage for these brands must **be replaced by Mobilize Share branding as quickly as possible, and at the latest as part of the Renault / Dacia new visual identity*** plan.**



MOBILIZE SHARE

KEY PRINCIPLES

- **Mobilize Share signs cannot be displayed in front of Renault or Dacia facades.**

However:

- Mobilize Share can be deployed on Renault or Dacia secondary facades (retrofit France only).
- Mobilize Share for courtesy vehicles should be positioned close to the workshop wherever possible.
- Mobilize Power Solutions charging stations can be installed in Mobilize Share parking spaces as a service.

These principles must be applied in compliance with Renault Group multi-brand rules and standards.

- **Mobilize Beyond Automotive, Mobilize Share and Mobilize Power Solutions are registered trademarks and must be used exclusively in English, in all countries.**
- **The description of services must be translated for your market,** to reflect local customs and practices.

MOBILIZE SHARE

MOBILIZE SHARE EXTERIOR SIGNAGE COMPONENTS

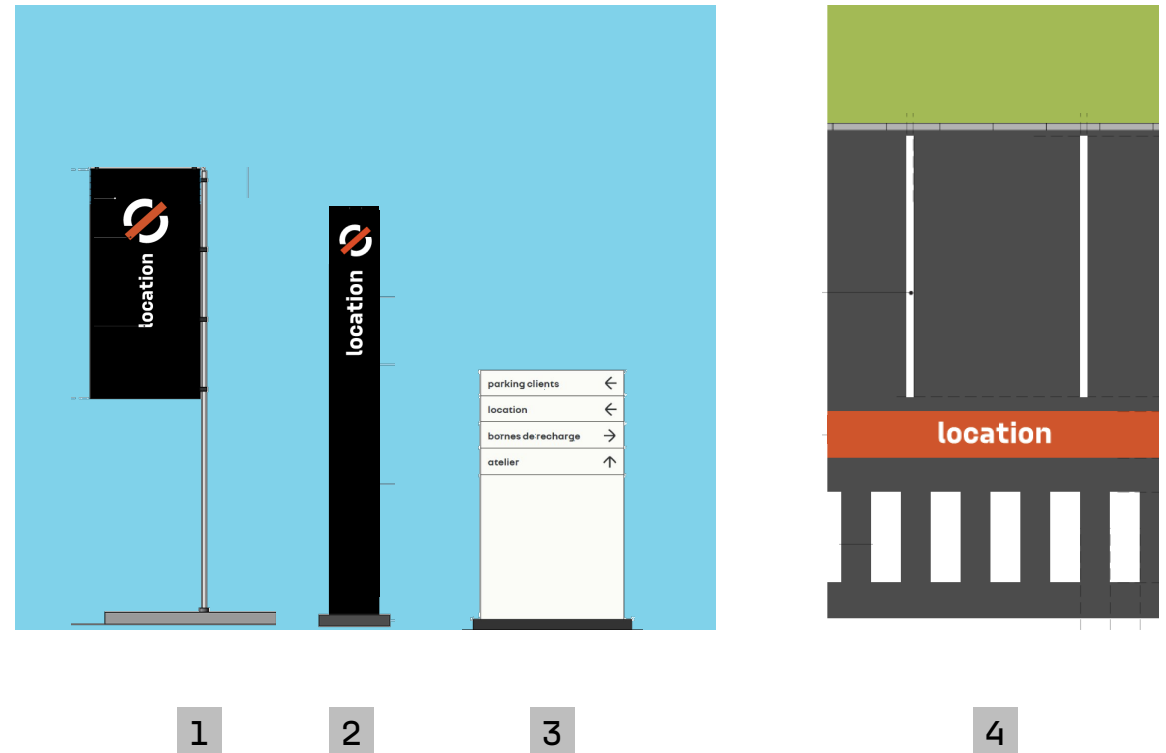
Why?

This signage increases the visibility of the rental business, and makes the presentation point more attractive.

How?

The system comprises the following components:

- 1 a rental banner
- 2 a mast for the rental area
- 3 a directional sign
- 4 parking space markings



MOBILIZE SHARE STICKERS FOR RENTAL VEHICLES



Passenger car for 24/7 self-service rental (*)



Rental vehicle



Vehicle for 24/7 self-service rental in partnership (*)

NB:

The visuals for promotional material change with each campaign.
Contact Mobilize Global Marketing to obtain the latest versions.

**full orange optional*

MOBILIZE SHARE STICKERS FOR DUO & BENTO SHARE



NB:

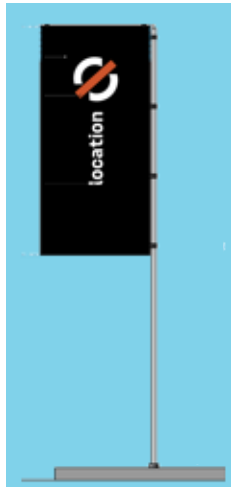
The visuals for promotional material change with each campaign. Contact Mobilize Global Marketing to obtain the latest versions.

MOBILIZE SHARE

VEHICLES FOR RENTAL OR CAR-SHARING

Recommendations:

- Position the stickers correctly in the areas indicated
- Use easily visible stickers for car-sharing vehicles
- A mast or banner can indicate the location of vehicles
- Parking space markings can indicate where vehicles are parked.



Not allowed:

- Stickers from other partners
- Stickers placed outside the recommended areas



MOBILIZE SHARE


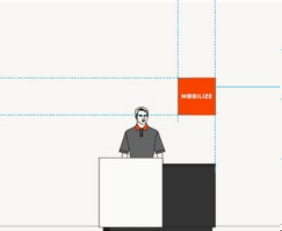
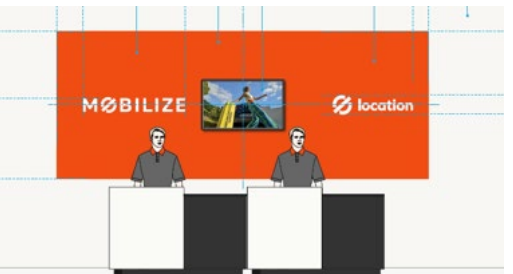
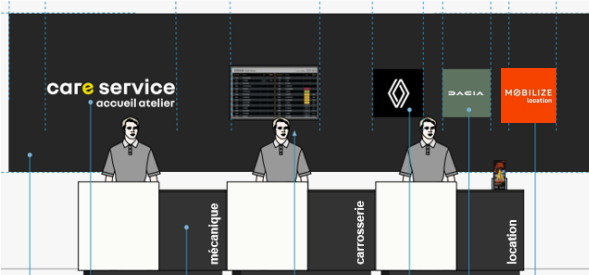
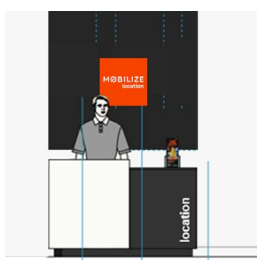
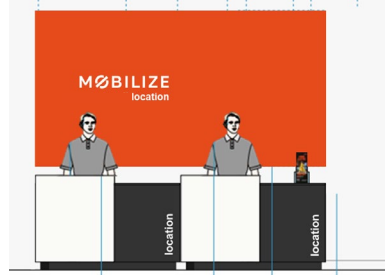
EXAMPLE SHOWING THE POSITIONING OF A RENTAL VEHICLE IN THE 24/7 CARE SERVICE AREA



MOBILIZE SHARE
RETROFIT FRANCE ONLY: RENTAL COUNTER

Existing configurations

New configurations

In the Care Service area or in a shared area		Stand-alone
		
		
	Single counter Double counter	



MOBILIZE SHARE

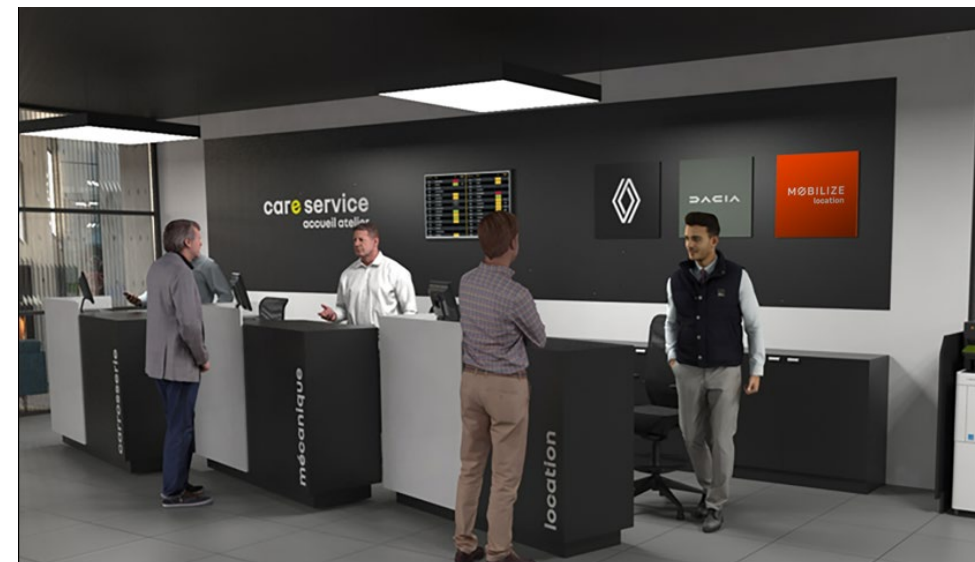
RETROFIT FRANCE ONLY: RENTAL COUNTER IN THE CARE SERVICE AREA OR IN A SHARED AREA

In the Care Service interior area (1) or in the shared area (2), it is important for the brands to ensure visual coherence by using the same colour on the walls: slate grey (or provide reference).

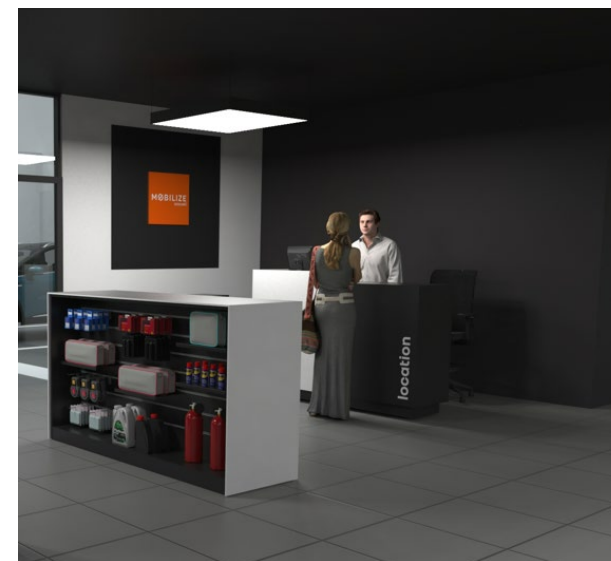
The orange Mobilize wall sign identifies the brand and its service.

The counter shows the word "Rental" in the Renault font for a more harmonious look.

1



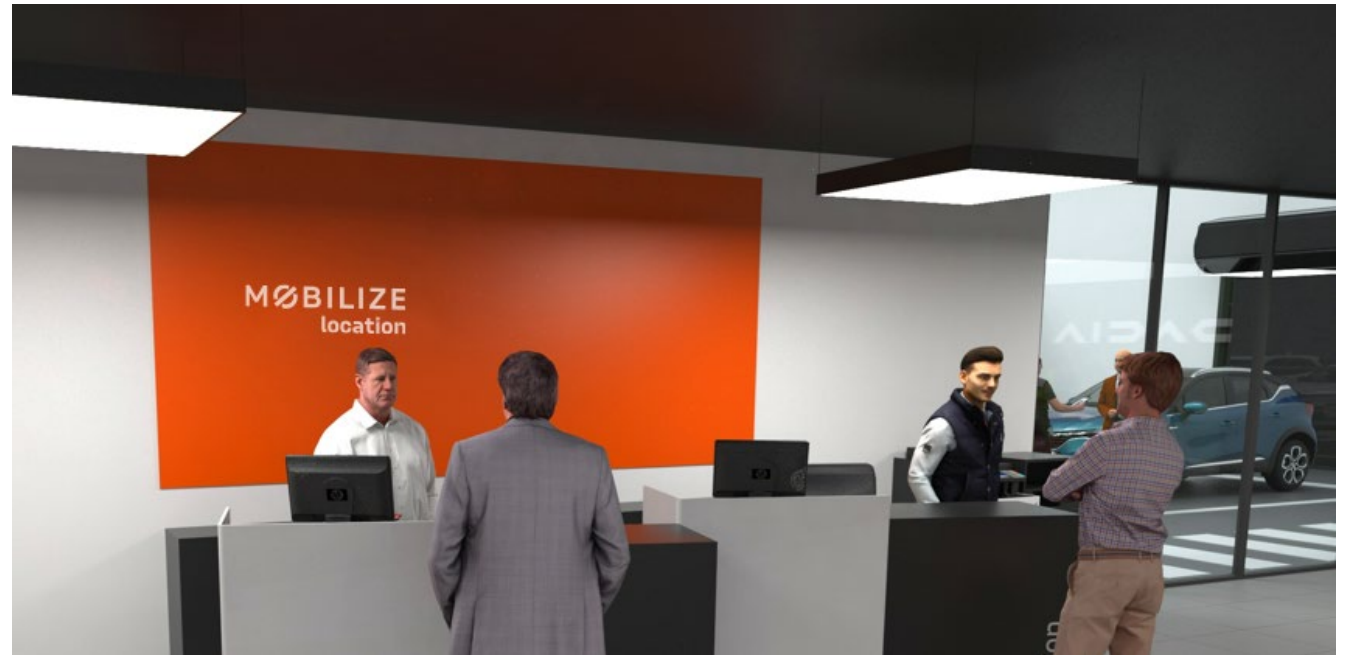
2



MOBILIZE SHARE

RETROFIT FRANCE ONLY: STAND-ALONE RENTAL COUNTER

In a dedicated Mobilize Share office, i.e. an office not shared with other brands and with its own entrance, the Mobilize identity can be fully deployed with a distinctive orange wall.



MOBILIZE SHARE
RETROFIT FRANCE ONLY: STAND-ALONE RENTAL COUNTER



MOBILIZE SHARE

RETROFIT FRANCE ONLY: WALL PLATE

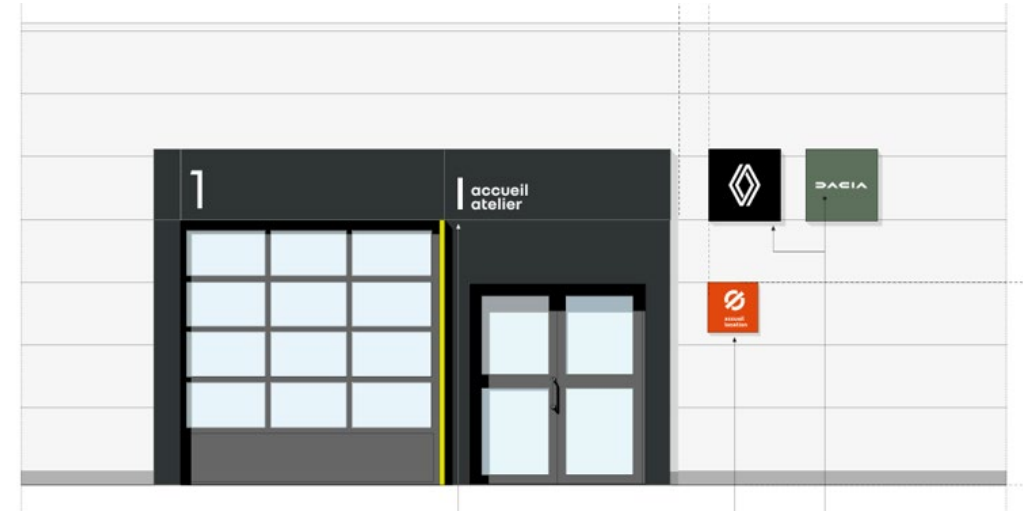
For workshop bays, Renault Rent plates should be replaced by Mobilize rental plates in a 600x600 mm format.

1. The after-sales facade before retrofitting
2. The after-sales facade after retrofitting

1

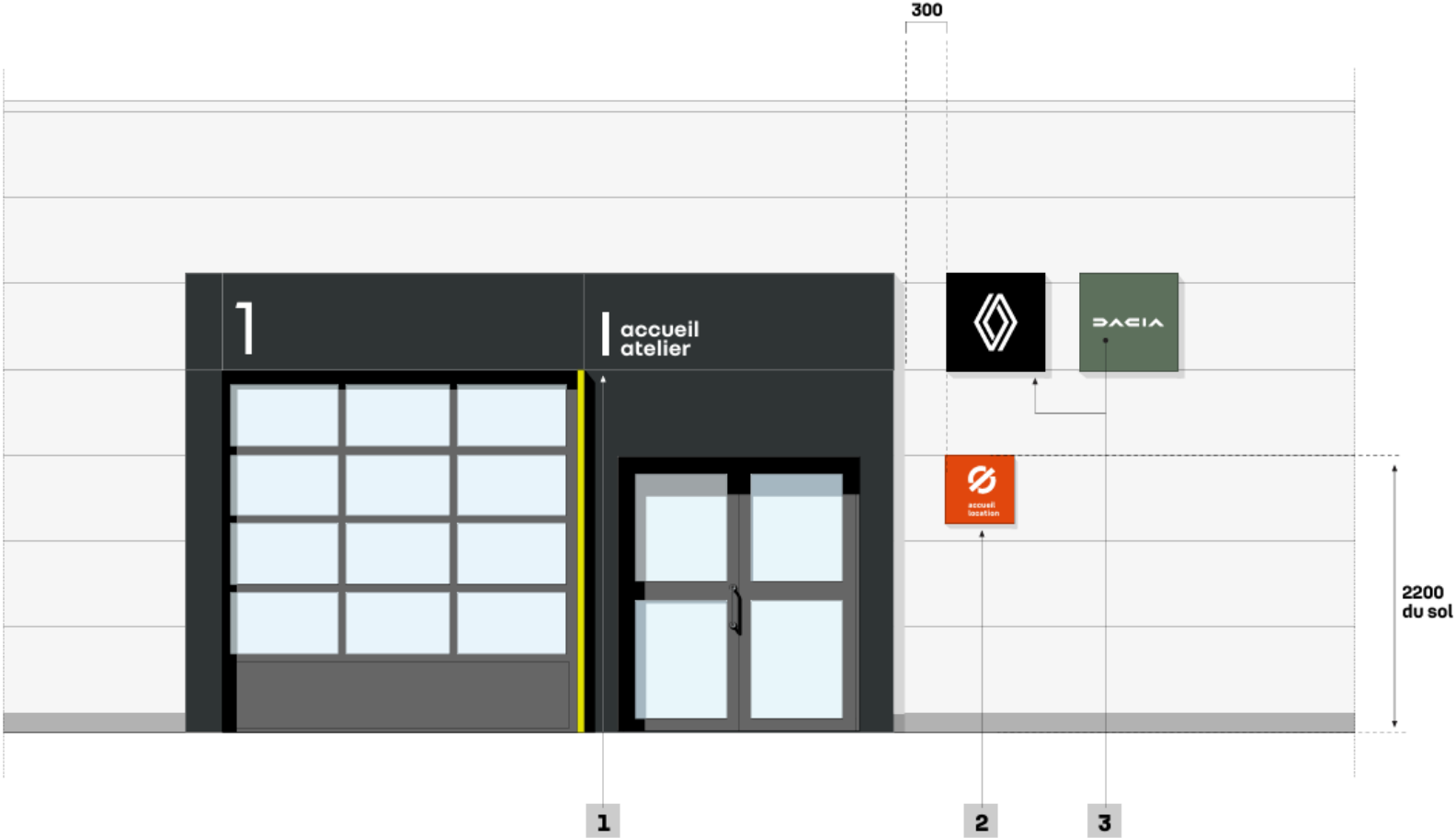


2



MOBILIZE SHARE
RETROFIT FRANCE ONLY: WALL PLATE

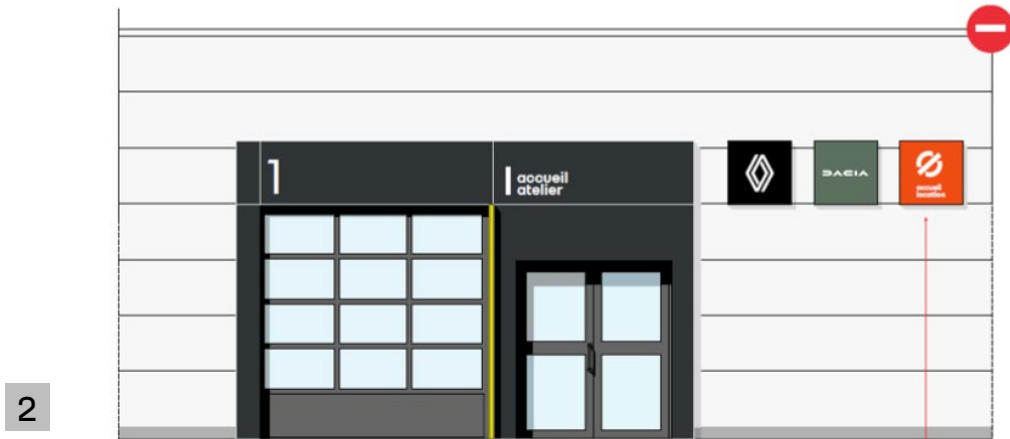
Identification of a workshop bay next to the pedestrian door at eye level, under the Renault and Dacia plates.



MOBILIZE SHARE

RETROFIT FRANCE ONLY: WALL PLATE

1. Identification of a workshop bay without a pedestrian door
2. Integration of the Mobilize rental plate with the brand plates



M~~OB~~ILIZE

THANK YOU