2

LADA

LADA CORPORATE IDENTITY

WELCOME

TO THE NEW WORLD OF LADA!

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DEFINITIONS AND EXPLANATIONS OF TERMS

Dealer Center (hereinafter DC) –
Partner-company of JSC “AVTOVAZ” on the territory of Russian Federation.

Infrastructure –
перечень требований к расположению ДЦ, включает в себя пять основных блоков:
List of requirements for DC location includes five main blocks:
1. Transport infrastructure of chosen location.
2. Key parameters of DC territory.
3. DC territory organization.
4. Impact of territory organization to business-processes.
5. General Layout.

Corporate Identity (CI) – External corporate identity –
Describes the unique design approach to appearance and lay-out of DC. CI elements are used for the following purposes:
1. Creating the strong image of LADA brand.
2. Increasing LADA brand recognition.
3. Increasing customer satisfaction when visiting DC.

Each of the obligatory elements of external corporate identity serves to attract client’s attention to dealer center. Thus they shall be positioned in zones of high customer traffic, possibly near the main roads with high traffic and shall be clearly seen from roads.

THE MAIN CI ELEMENTS:
1. Facade system.
2. Pylon.
3. Entrance portal.
4. Flags.
5. Indicators of parking for show room clients and LADA official service.
6. The plate indicating working hours at the entrance of DC.

ADDITIONAL CI ELEMENTS:
1. Additional navigation indicator
2. Indication of admits\entrances in service zones
4. Flags of test drive

Showroom Identity (SI) –

has more practical target – good lay-out organization, increasing business processes efficiency of DC. Visible and easy navigation indicators provide the possibility for client to orientate easily inside the DC.
Showroom appearance is also important for creation of comfortable and memorable atmosphere.

HOWROOM INCLUDES THE FOLLOWING FUNCTIONAL ZONES:

1. Reception (reception area, visitor's reception).
2. Cars display zone.
3. Podium.
4. New cars sales department.
5. Corporate department.
6. Crediting and insurance.
7. Trade-in.
8. Service bureau.
9. Department of accessories, spare parts and additional equipment.
10. New cars release zone.
11. Client zone.
12. Cash site (cash desks).
13. Toilets for Clients.
14. Cafe.

THE MAIN ELEMENTS OF INTERNAL CORPORATE IDENTITY:

1. The plate indicating working hours at the entrance of DC.
2. Plates with indication of working zones (new cars sales department, service bureau, accessories, shop of spare parts and additional equipment, etc.).
3. Direction indicators, informing the client on location of all functional zones.
4. Plates on offices, cash desks, toilet pics.
5. Plates on product exhibition stands.
6. Table plates with indication of working places profile.

Workshop identity (WI) Service zone organization –

Defined by functions and sequence of service process, including the whole range of works - diagnosis, metal workshop service, body repair and painting.

The main functional zones of service center:
1. Acceptance zones of cars subjected to maintenance and repair.
2. Maintenance and repair workshop.
3. Corrective repair workshop.
4. Warehouses.
5. Areas of vehicles issue after repair.

1.

INFRASTRUCTURE.

KEY CRITERIA
OF DEALER CENTER LOCATION

1.1 TRANSPORT INFRASTRUCTURE OF CHOSEN LOCATION

1.1.1. Main requirements to DC location

- DC should be positioned on the first line of the road or crossing of roads with intensive pedestrian or car flows and to be visible from both sides of movement.
- For easy access of clients to DC territory there should be external indicators.

1.1.2. DC accessibility for clients and logistic transport

When positioning DC it is necessary to pay attention to organization of transport accessibility for public and personal transport means. For DC organization it is important to provide separate traffic plans for logistic transport and clients' cars. It is necessary to organize free access for logistic transport to unloading area.

1.2 KEY PARAMETERS OF DEALER CENTER TERRITORY

1.2.1. Recommendations to positioning with respect to other objects and their impact on DC

It is recommended to position DC in the busy district with potentially high clients traffic, close to:

- big shopping centers (example: Mega, Auchan, etc.);
- dealer centers of other car brands («automotive village»);
- districts with high business activity.

It is not recommended to locate DC near residential areas and industrial zones, industrial and processing companies, dumps, cemeteries, farms, etc. DC positioning near such objects make negative impact to the image of DC and trademarks in the whole, and decrease attendance. Such location assists attendance and sales increasing. It is recommended to install additional navigation and highlight-elements in the big shopping centers to attract visitors to DC.

Such location assists attendance and sales increasing. It is recommended to install additional navigation and highlight-elements in the big shopping centers to attract more visitors to DC.

1.2.2. Recommended key parameters of DC area

1. Recommended minimal area of DC is 0,25 hectares.
2. Recommended minimal building area - 1000 m2.

1.3 ORGANIZATION OF THE TERRITORY OF THE DEALER CENTER

1.3.1. Basic requirements for the organization of the territory of DC

The plot of DC is recommended to be located in such a way that the building spot has a rectangular shape. It is necessary for the organization of the most convenient layout of moving on the territory of DC and process transport.
For customers unimpeded entry into the territory of the DC is organized (it is not recommended to install lifting gates).
The access to the territory of the DC shall be wide enough to ensure safe passage of two cars towards each other.
The territory of the DC shall produce a favorable impression on the clients. The tracks have an asphalt surface or are tiled. For the planting of the territory, lawns with a smooth grass cover are used.
Small flower beds are allowed.
It is not recommended to use trees, high shrubs (above 1.2 m).
The territory of the DC shall be well lit in the dark.

The territory adjoining the DC is conditionally divided into a trade area visited by customers and a production area without free access of customers.

Parking spaces are located in the trade area of the DC:
- For customers of the car sales service.
- For customers of the service center.
- Cars for a test drive.
- For placing Trade-in cars (recommended).

The territory of the production zone is fenced off from the trade area and has a direct connection with the road adjacent to the DC.

In the production zone of DC are located:
- Parking lot of vehicles waiting for repair and delivery to customers.
- New cars storage area.
- Zones of unloading of car trucks and long heavy vehicles.
- Private parking lot of DC staff.

In the building of the DC it is necessary to provide a room for security staff.
It requires an additional coordination with PJSC AVTOVAZ:
- Arrangement of elements of corporate identification of other brands on the territory of the DC.
- Arrangement of cars of other brands in parking spaces for storage of finished vehicles.

1.3.2. Recommendations for the use of the territory and the number of parking spaces of DC

- PARKING SPACES FOR CLIENTS OF THE VEHICLES SALES DEPARTMENT

They are located in front of the show-room, along the facade or alongside of it in the immediate vicinity of the entrance to the showroom. They are marked with a clear markup.

The number of parking spaces for customers is calculated using the following formula:

The average annual sales of new cars, multiplied by 10 - a normal sales funnel ratio,
divided by 365 (the number of days in the year) and multiplied by 1/3 - the coefficient of a one-time location of visitors of the car sales service of DC.

The size of the parking space is 2.5 x 5 m.

In the case if parking spaces for customers are implicit, it is needed to install navigation signs that provide customers with a comfortable transfer through the territory of the DC.

- PARKING SPACES OF VEHICLES FOR TEST DRIVE

They are located in front of the entrance to the showroom. Their number shall be in accordance with the project documentation.

The recommended size of the parking space is 2.5 x 5 m.

- PARKING PLACES FOR CLIENTS OF THE SERVICE CENTER

They are located as close to the entrance to the service bureau as possible and have a clear markup.
The site is equipped with navigation signs.

The number of parking spaces for customers of service center is calculated by the following formula:

The number of assistant jobs, expert consultants
and shop assistants of spare parts of the service center, multiplied by 2.

The recommended size of the parking space is 2.5 x 5 m.

1.3.2. Recommendations for the use of the territory and the number of parking spaces of DC

- PARKING LOT OF VEHICLES WAITING FOR REPAIR EXPERIENCE AND DELIVERY TO CUSTOMERS (WORKSHOP OF MAINTENANCE AND REPAIR)

It is located in the production area and directly adjacent to the workshop of maintenance and repair.
The number of parking spaces of the maintenance and repair workshop is calculated:
Number of stations of maintenance and repair workshop multiplied by 2.

The size of the parking space is 2.5 x 5 m

- PARKING LOT OF VEHICLES WAITING FOR REPAIR EXPERIENCE AND DELIVERY TO CUSTOMERS (RECOVERY REPAIR CENTER)

It is located in the production area and directly adjacent to the recovery repair workshop.
The number of parking spaces of the repair shop is 30.

Размер парковочного места – 2,5 x 5 м.

- SITE FOR NEW CAR STORAGE

It is located in the production area and directly adjacent to the DC.
The number of parking spaces is calculated by the following formula:
Target annual volume of retail car sales divided by 12.

So, the center selling 750 cars a year shall have at least 63 parking spaces for storage of finished cars.

The size of the parking space is 2.5 x 5 m.

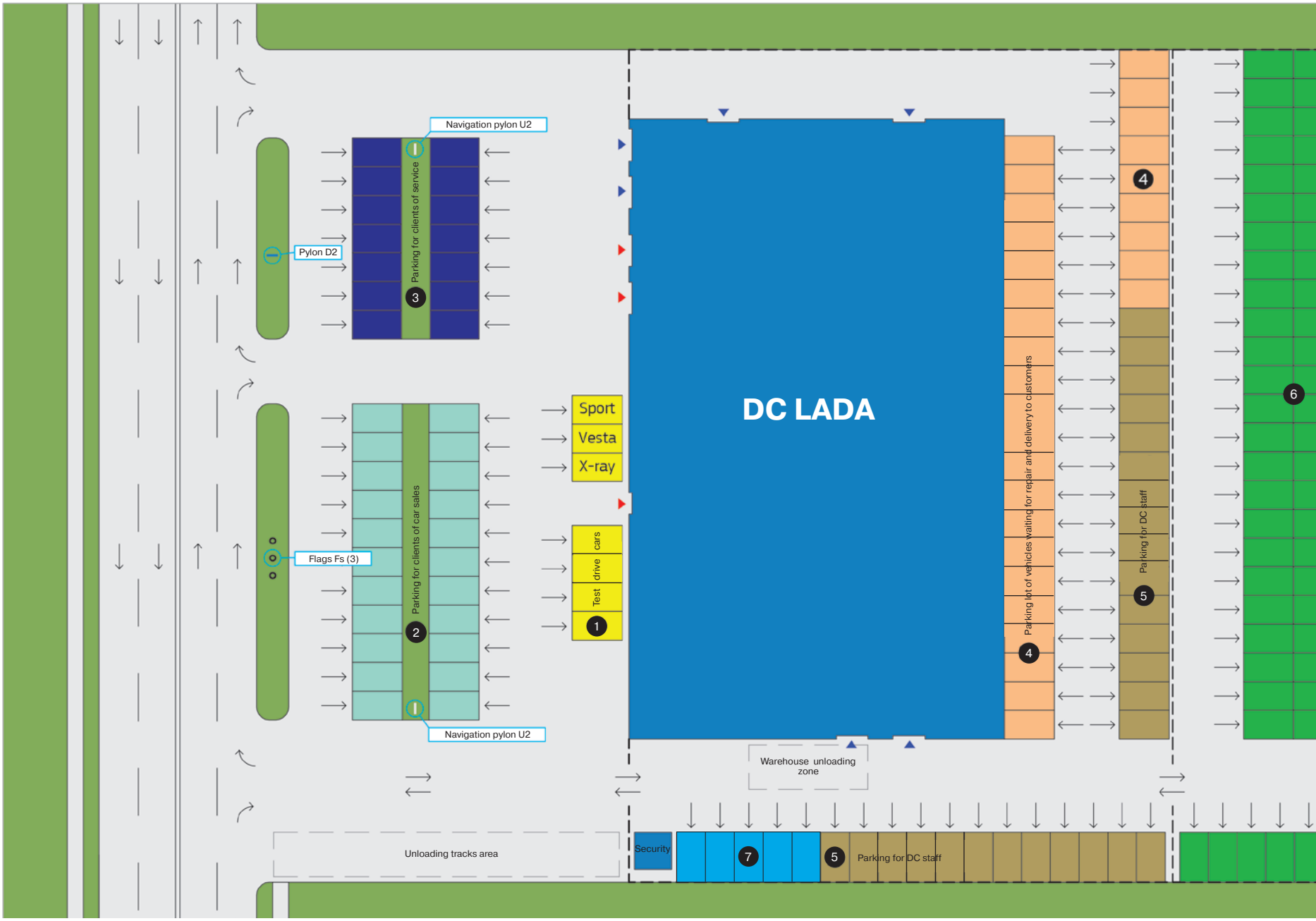
- PARKING LOT OF PERSONNEL CARS OF THE DC

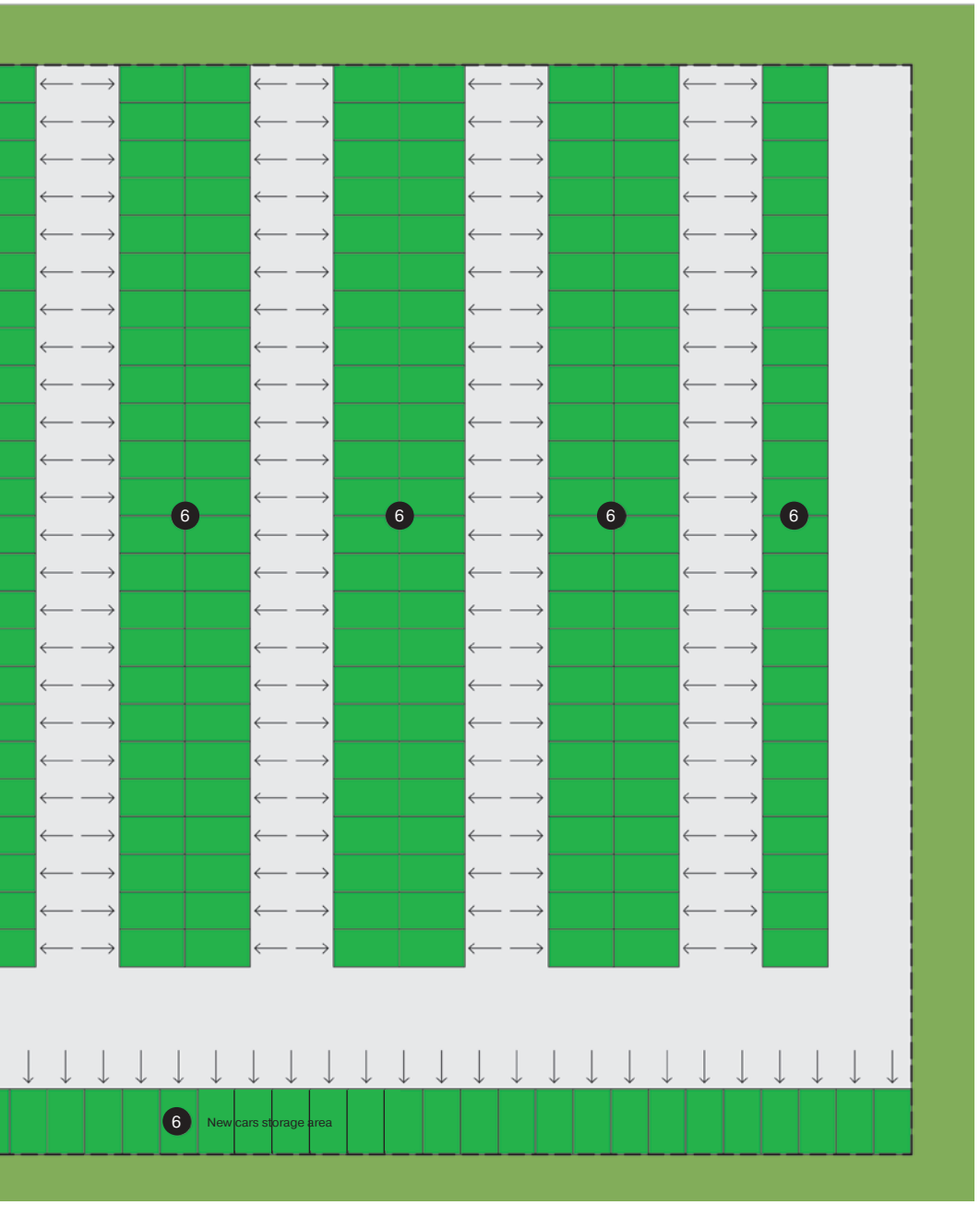
It is located in the production area in the place free for its organization.
Parking spaces for clients are not used by DC employees.
The number of parking spaces is calculated by the formula:
The number of personnel in the DC, divided by 2.

1.3.3. Cars moving plan along dealer center territory

To implement business processes in a correct way, the company needs a rational moving plan for transport driving along the Dealer Center territory. To be more precised:

- entry into the Dealer Center territory is wide enough to ensure safe passage of two cars;
- it is obligatory to organize the parallel movement of cars from the acceptance area to service and cars leaving the service along the Dealer Center territory;
- parking for sales center customers' cars is located close to the main entrance and is marked with «Customer parking» and «Parking for customers of service»;
- there is a special platform for trucks unloading along the dealer center territory;
- a special access to the building of a large-capacity commercial vehicle with the ability to freely unload spare parts is organized on the territory;
- It is desirable to have a spare entry to the territory only for Dealer Center employees.


Navigation pylon U2
Pylon D2
Parking for clients of service
3
Flags Fs (3)
Parking for clients of car sales
2
Navigation pylon U2
Sport
Vesta
X-ray
Test drive
cars
1
DC LADA
Parking lot of vehicles waiting for repair and delivery to customers
4
4
Parking for DC staff
5
6
Warehouse unloading zone
Unloading tracks area
Security
7
5
Parking for DC staff



1. Test drive cars
2. Parking for clients of service
3. Parking for clients of service
4. Parking lot of vehicles waiting for repair and delivery to customers
5. Parking for DC staff
6. New cars storage area
7. Area for temporary replacement car

Entrance to the service

Entrance to the autocenter

1.4 IMPACT OF TERRITORY ORGANIZATION TO BUSINESS PROCESSES

The adjacent territory and the DC must meet the following requirements:

- convenient location of the DC at the crossroads of the main roads or on the red line along the main road;
- Presentable appearance of the adjacent territory and DC building at any time of the day.

The shopping area (pedestrian paths, parking lots and access to the building) is asphalted and / or covered with paving slabs and has no pits and pits, dirt, debris, snowdrifts / drifts and ice / ice.

All structures and constructions (fences, borders, trash cans, poles, benches, etc.) should have an aesthetic appearance, be clean and kept in good engineering and technical condition.
Lawns and green areas are kept clean and tidy.
The DC building should be clearly visible from the main access road.
The main entrance should be clearly visible from a remote distance.
The main entrance should be established by the entrance portal:

- presence of all external corporate identity elements (pylon, facade system, entrance portal, flags, parking and navigation signs, operation mode nameplate).

A large pylon should be installed perpendicularly and, if possible, closer to the roadway, along which the DC is located.
The company flags are installed at the central entrance or along the perimeter of the trade zone:

- the presence of external signs of navigation, allowing customers to easily navigate the territory of the DC;
- free access to the main entrance of the DC building;
- Organization of unhindered arrival of cars to the post of acceptance, washing;
- organization of free departure of new cars and cars after repair;
- availability of free entry for autotransporters and their free unloading;
- availability of free entry for long heavy vehicles and their unimpeded unloading;
- A sufficient number of parking spaces for DC customers (asphalt pavement, marked layout (winter period is an exception), there are information signs «Parking for customer service» and «Parking for customers»);
- a sufficient number of parking spaces for storing new cars (the site is fenced off, equipped with storm sewage, illuminated and marked out);
- The open secured area of new cars should be fenced, equipped with storm sewage and lighting;
- the territory of the production zone should be fenced off from the trade area and have a direct communication with the road which is adjacent to the DC.
- a sufficient number of parking spaces for personnel cars (there is an information index «Parking for staff»);
- A sufficient number of parking spaces for cars for a trial trip (there is a «TEST DRIVE» sign on the asphalt. The text block is established with the LADA Pragmatica Bold corporate font.
  In case the platform for test-drive cars is located opposite the DC, this zone is additionally designated by the «TEST DRIVE» flags).
- smoking area for DC personnel outside the client's visibility area is organized and marked with a special sign.



2.

EXTERNAL CORPORATE
IDENTITY

2.1 EXTERNAL CORPORATE IDENTITY

The dealer center is the visiting card of the LADA brand.
Presentable appearance and comfortable location contribute to attracting more clients and create a favorable impression of visits to the dealer center.

The main requirements for the appearance of the dealer center are:
- Facades cleanliness at any time of the year.
- No damage or open wiring.

The demonstration zone facade is maximally glazed, the glazing area is not less than 90%:
- The DC glazing is always clean inside and out.
- Lack of other brands on the facade and glazing.

There should be no stickers, film or other elements on the windows and not glazed facade parts, because it impairs the visibility of cars shown in the demonstration zone;
Cars in the demonstration area should be clearly visible and recognizable from the outside;
- Presence of all signs of external corporate identity (facade system with the name of the dealer, nameplate with a working hours).
- All CI light elements in good condition and it operational at night.
  In the evening, the car dealership should be lit.

It is important that the corporate identity of LADA be consistently implemented in the dealer center.
External corporate identity elements play a crucial role in creating the brand image. Also, they influence on the brand recognition and build a strong emotional connection of customers with the LADA brand.


LADA
LADA
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Service
Service reception
Car Wash
New cars handover
New cars handover

LADA dealer center in the daytime

Dealer center facade is made of solid facing with anodized aluminum composite panels of dark gray color (RAL 7011).




LADA
LADA
LADA
Service
Service reception
Car Wash
New cars handover
New cars handover

LADA dealer center in the daytime

In case of reconstruction of the existing dealer center, the facade can be decorated in a combined way. The upper part of the showroom is faced with anodized aluminum composite panels of dark gray color (RAL 7011) over the entire width of the front stained glass window.

Aluminum frames and imposts of the facial stained glass are painted in dark gray color (RAL 7011) along the facade entire length.

The dealer center service area is decorated with panels of silver color (RAL 9006).



LADA dealer center in the night



LADA brand clear and concise symbols are indispensable elements of the corporate identification marks and are unified for the entire dealer network.


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2.2 OUTSIDE ELEMENTS OF CORPORATE IDENTIFICATION

Corporate pylon, facade system, entry portal and flags are symbols of the trademark.
They are designed to give status and modernity to LADA brand and vehicles.
Their main purpose is to show attractive power of the most popular and affordable brand of the country.
The design of corporate identification elements forms an expressive and memorable image for each partner of LADA.

All external elements of corporate identification are divided into the basic and supplementary ones.

Basic elements of dealership corporate identification:

1. Facade system.
2. Pylon.
3. Entry portal.
4. Flags «Fs».
5. Parking indicators «U1».
6. Plate with working hours.

Supplementary elements of corporate identification:

1. Navigation indicator «U2».
2. Designation of driveways and entrances into service areas.
3. Flags of trial run «Pp».

Facade system – height of LADA logotype is 1250 mm

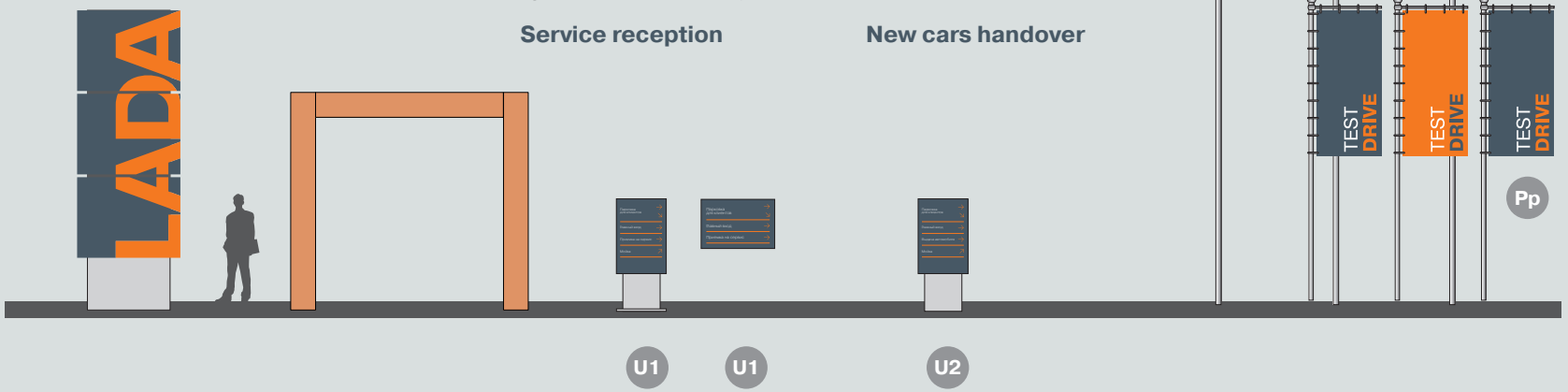




Facade system – height of LADA logotype is 800 mm

Designation of driveways and entrances into service areas

Service reception **New cars handover**



Pylon Entry portal Parking indicators Navigation indicators Flags

2.2.1 BASIC ELEMENTS OF CORPORATE IDENTIFICATION

Facade system

The facade system is one of the main communication elements of LADA brand, and it also denotes the name of the dealership. The facade system consists of LADA logo and the dealer's trade name.
LADA logo is always on the left in the upper visual part of the show room above the stained glass window or on the stained glass window, the dealer's name is on the right. All elements of the facade system are highlighted in the hours of darkness.
The logo is made only in light version and has two versions in its overall dimensions - the height of the letters is 1250 mm and 800 mm. The name of the dealer is only a light version and the height of the letters is 400 mm.
LADA logo and dealer`s name are located in accordance with the recommendations:

1. Logo is a self-sufficient symbol, around which there should always be a minimum of free space in which no element should appear. The left edge of the logo zone is attached to the existing glazing frame of the stained glass window.

2. The facade system with the logo height of 800 mm is used for the front strip with a height of at least 1000 mm.

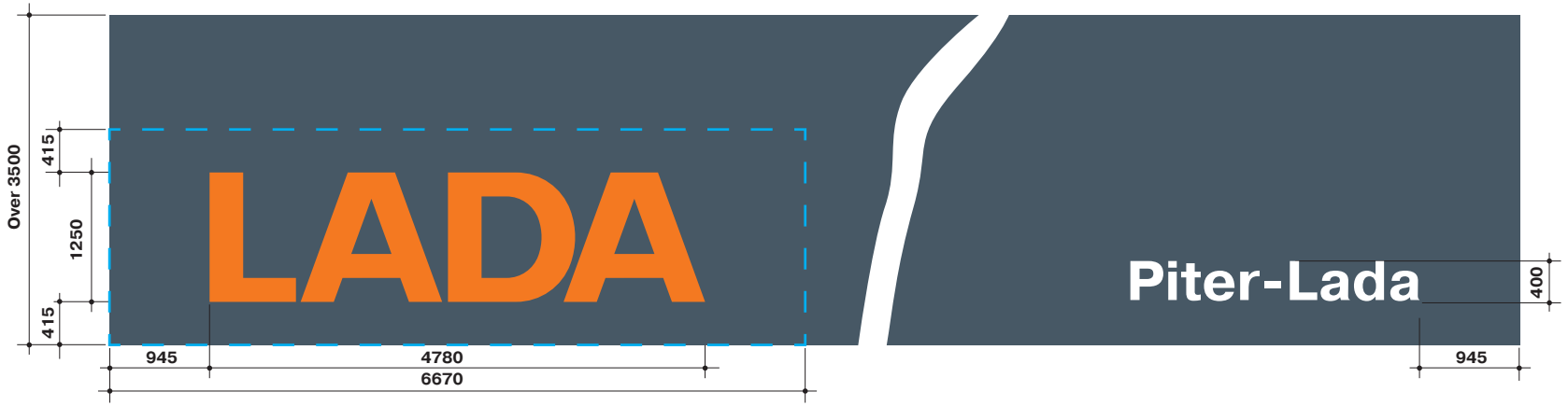


3. The facade system with a logo height of 1250 mm is used for a facade strip with a height of at least 2100 mm. The logo and the name of the dealer are arranged horizontally symmetrically to each other.



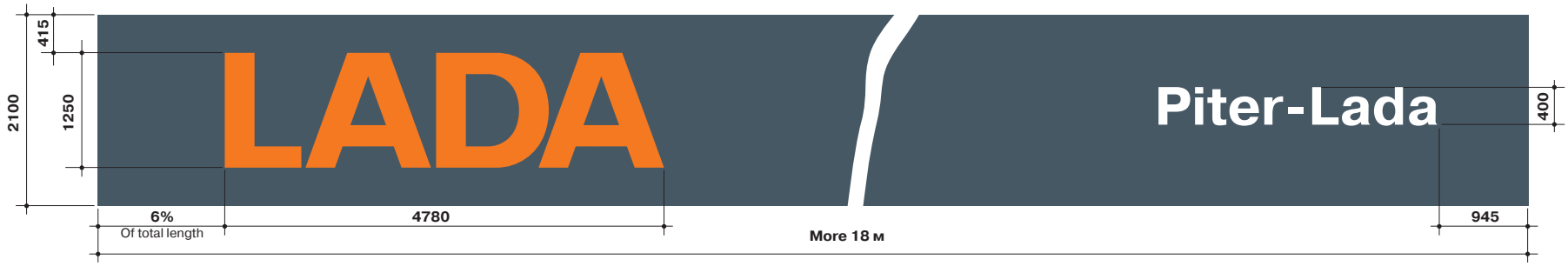

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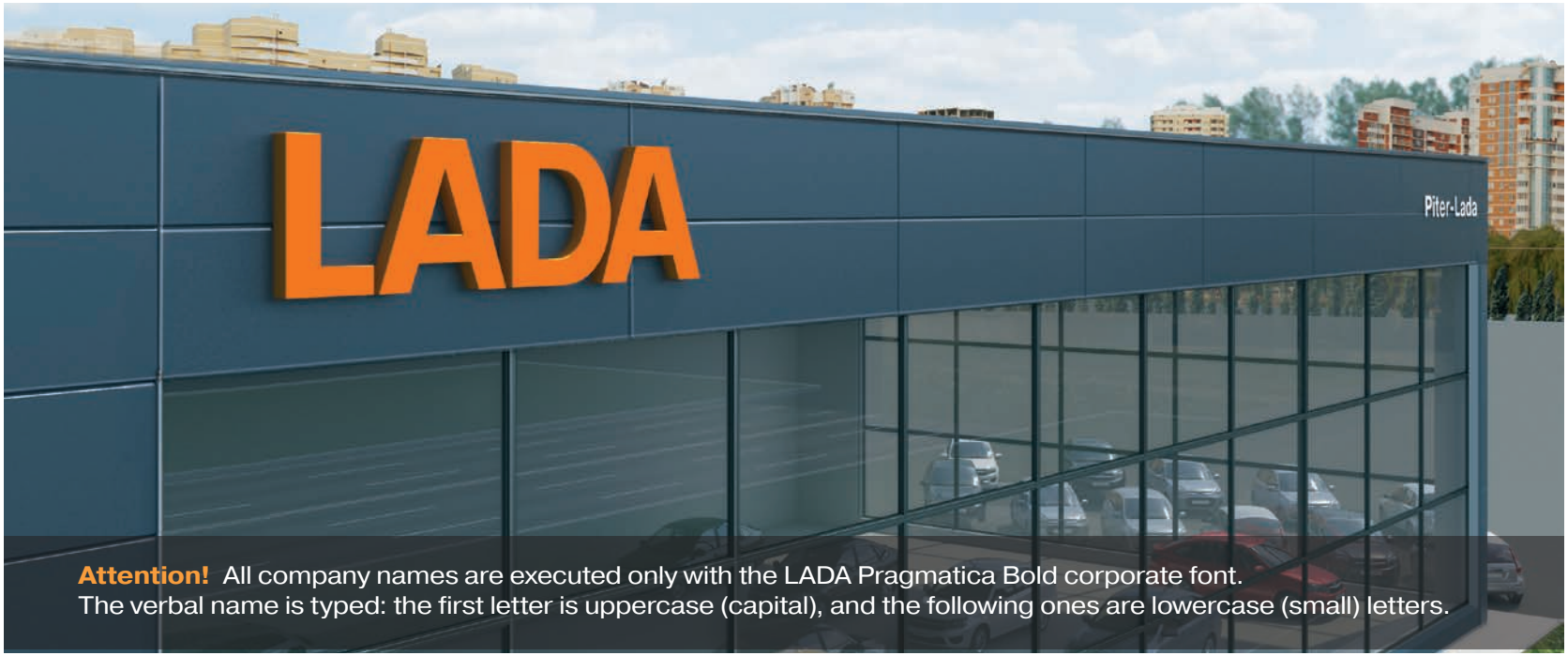
4. When the height of the front strip is more than 3500 mm, LADA logo with a height of 1250 mm is used.
   In this case, the logo and the name of the dealer are aligned relative to each other along the bottom edge of the logo with a minimum indentation of 415 mm from the edge of the front strip.





5. If the length of the front strip is more than 18 m, LADA logo is placed indented from the left edge by 6% of the total length of the front strip





Attention! All company names are executed only with the LADA Pragmatica Bold corporate font.
The verbal name is typed: the first letter is uppercase (capital), and the following ones are lowercase (small) letters.

Gable facade system

In the case, where dealership is located at the crossroads, logos can be placed on the side facades facing the roadway.




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Фасадная система, смонтированная на стеклянном витраже.

The logo and the name of the dealer can be mounted on a stained glass window. The letters are mounted by a template onto a common welded metal frame of profiles, painted in the color of the facade RAL 7011.
Installation of letters is carried out according to the above rules, taking into account the zone of free space of LADA logo and at an altitude from the ground level of at least 3500 mm.






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Basic elements of dealership corporate identification in the urban environment

The facade system is one of the main communication elements of LADA brand, and it also denotes the name of the dealership.
The facade system consists of LADA logo and the dealer's trade name.
The LADA logo is always located on the left in the upper visual part of the center above the stained glass window; the name of the dealer is on the right. All elements of the facade system are highlighted in the hours of darkness.
The facade strip of dark gray color RAL 7011 is made of composite materials with the height of 1000 mm.
The orange RAL 2008 logo is executed only in light version and has a height of 500 mm.
The white name of the dealer is only a light version and the height of the letters is 250 mm.
LADA logo and dealer name are located in accordance with the recommendations:

1. Logo is a self-sufficient symbol, around which there should always be a minimum of free space in which no element should appear.

2. The facade system with the logo height of 500 mm is used for the front strip with a height of 1000 mm.



The logo and the name of the dealer are arranged horizontally symmetrically to each other.
At the end of the front strip on the right side at an angle of 90 degrees to it, is a light corporate gable element with a chrome emblem, LADA logo and the inscription «OFFICIAL DEALER».


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LADA
OFFICIAL DEALER


LADA



Decoration of dealership in the urban environment - option «day»


LADA



Decoration of dealership in the urban environment - option «night»

Pylon of the brand

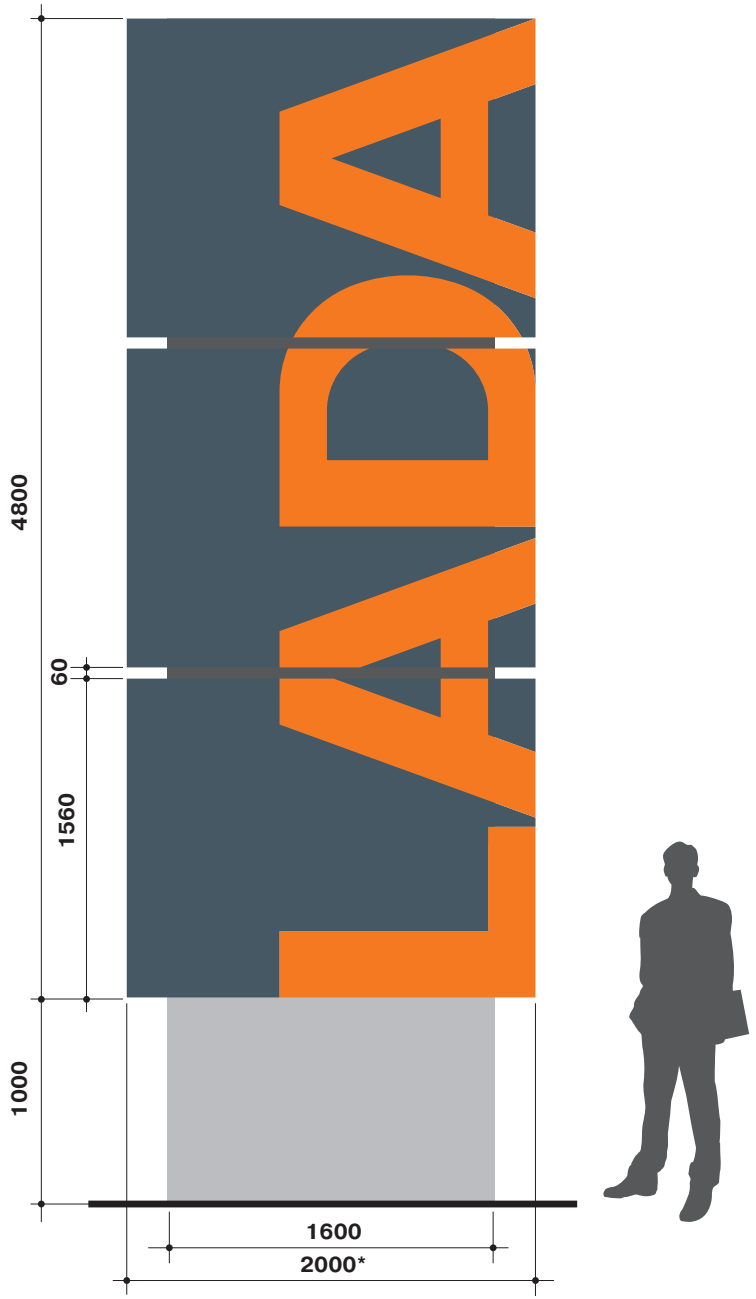
Pylon is one of the main elements of corporate identification, providing visual contact with a customer. The pylon is always located at the entrance to the territory of the dealership in a well-viewed location, perpendicular to the roadway for better visibility and attracting the attention of potential buyers.

The basic requirements to the brand pylon:

- The pylon is illuminated at night.
- The pylon is always clean and has no damage.
- The embedded elements of the structure are located below the ground level so that they cannot be seen.

LADA pylon with dimensions of 5 800 x 1 960 is made as a spacious welded metal structure lined with aluminum sheet in powder coating of RAL 7011 color. The lower part of the pylon and the elements splitting three separate advertising fields are painted with powder enamel in the color RAL 7045.

Each of three separate advertising elements of the pylon are turned relative to the base plane by the angle of (listing from the bottom up) -5; +5; -5 degrees.



* When pylon elements are turned, the width of 1960 mm is formed



Basic rules of pylons positioning

Rule 1
Pylons are located as close as possible to the carriageway and are oriented perpendicular to the main direction of traffic. The pylon is installed taking into account peculiarities of the architectural and planning situation, landscape and planting of the territory. The installation of the elements should provide minimal visual overlap from trees, bushes, road signs and parked cars.

Rule 2
The use of the pylon is mandatory for dealers and for a situation of competitive location with other automakers.

Rule 3
The dealer installs only one pylon as the most valuable representative symbol. In case of objective necessity, it is allowed to install the second pylon, provided that it does not compete with the first one.

Rule 4
The main type of installation is a free vertical ground pylon installation on a concrete foundation. No additional information of advertising or information character is allowed on pylons.

Image pylon in the daytime





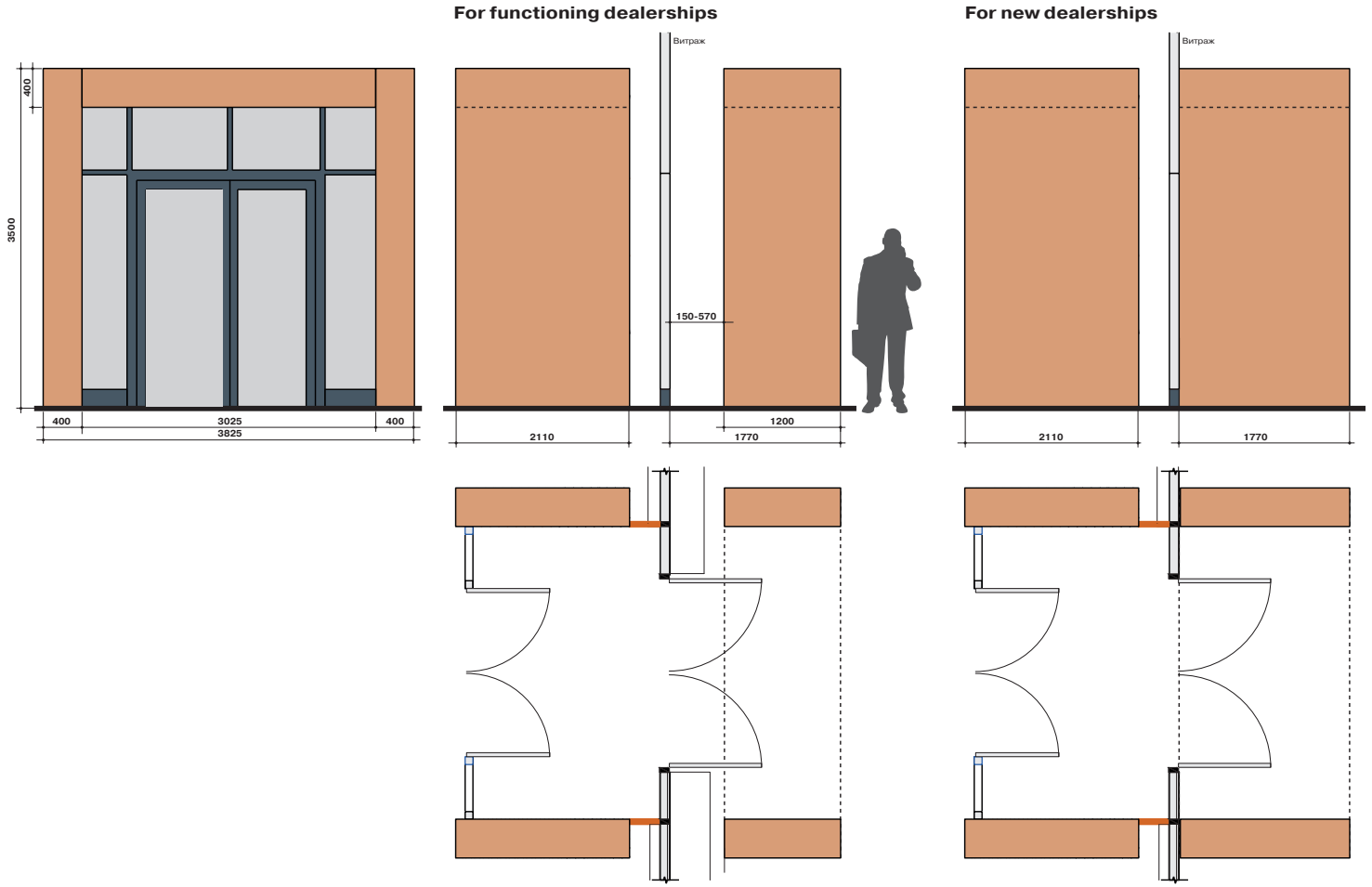
Image pylon in the hours of darkness

Entry portal

Entry portal is a complex of architectural, design and technical solutions for visualization of the main entrance to the dealership. Entry portal is the most important corporate part of the facade that defines the appearance of the building of the dealership. Finishing of entry portal is made of HPL – panels Fundermax 8 mm (category number 0927 NT Creek).

Analogues:
1. Self-supporting high-pressure plastic with decorative surface Sloplast 8 mm (category number 9114 «Pine tree of Karelia»).
2. Aluminum composite panels Bildex, Wood series (category number BW 1801 «Golden oak»).

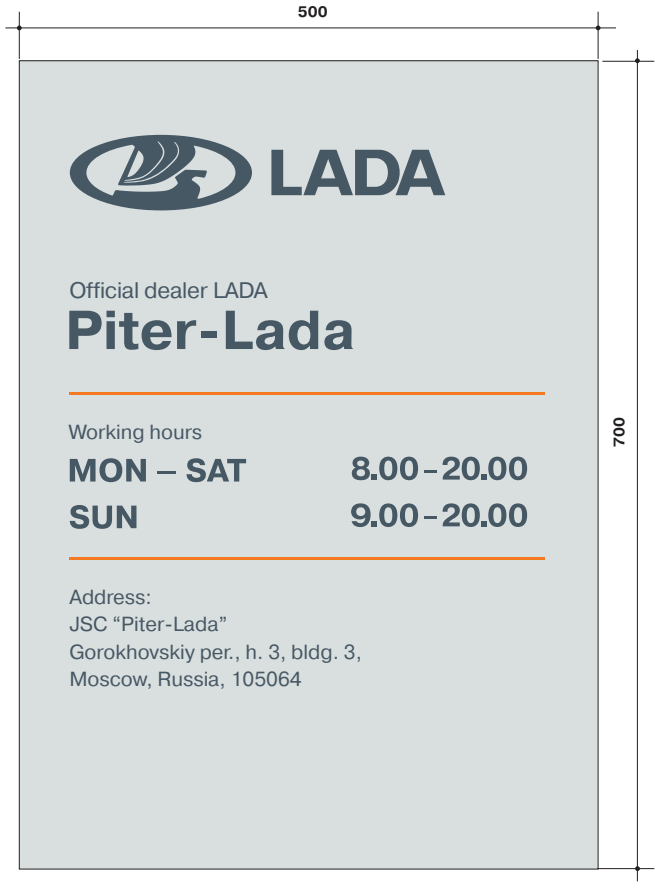
Placing any advertising materials, including information about working hours, on the entry portal is inadmissible. It is recommended to install double-leaved doors with a total width of 1.8 m - hinged or sliding automatic ones.




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Working hours

Plate with dealership working hours is located on the glass door of the entrance to the dealership at eye level in the form of a sticker. The height of the working hours plate may vary depending on the work schedule of the dealership.
Text blocks of information zones are made with the corporate font LADA Pragmatica.





If the location and the dealer’s actual address match, the last one can be omitted.


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Official dealer LADA
Piter-Lada
Working hours
MON – SAT 8.00 - 20.00
SUN 9.00 - 20.00
Address:

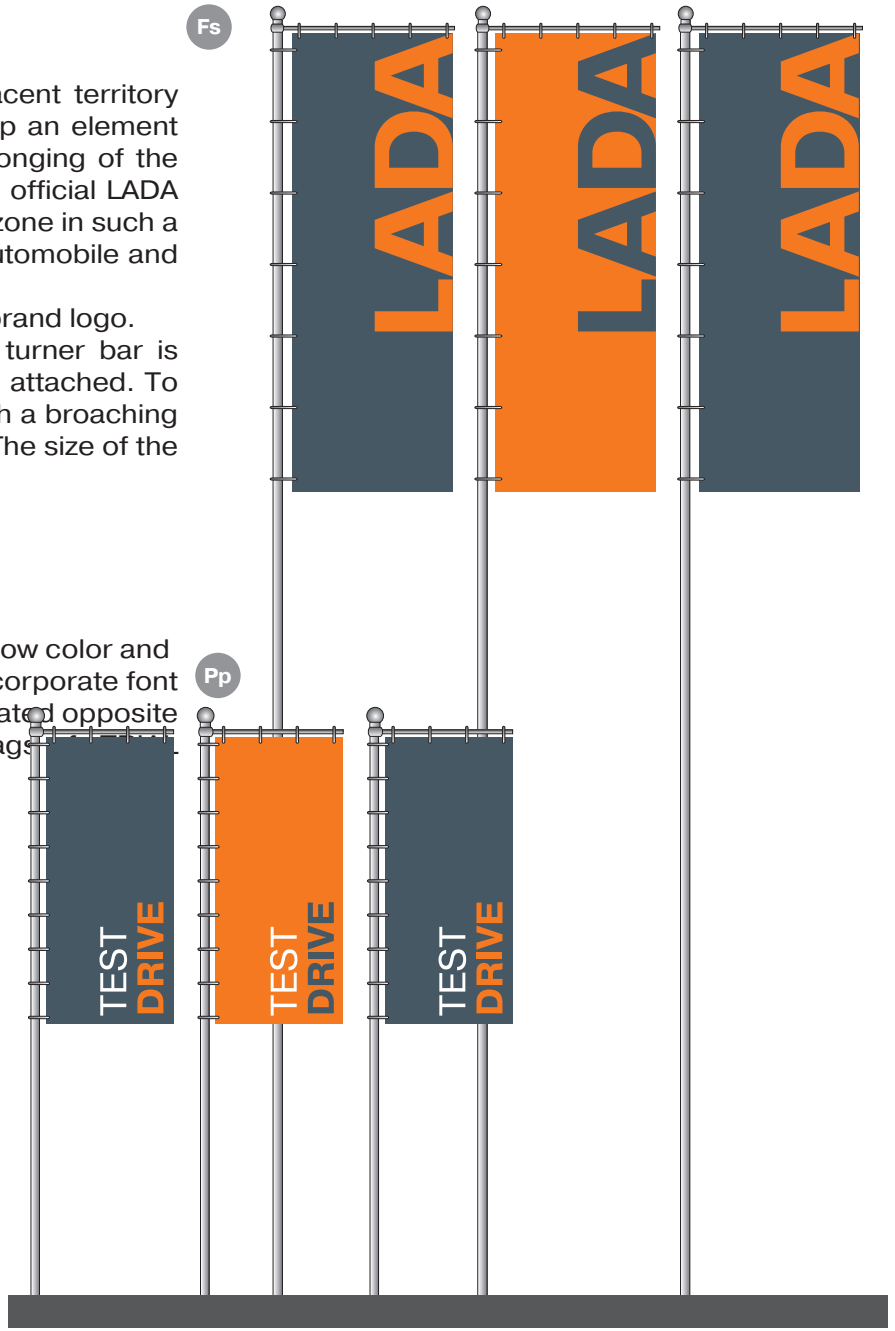
Flags «Fs»

Vertical flags-standards are a necessary attribute of the adjacent territory appearance of the automobile center. They give the dealership an element of celebration and a bright individuality. Flags denote the belonging of the territory and the dealership located thereon to the status of an official LADA dealer. Firm flags are installed along the perimeter of the trade zone in such a way that they can be seen from all directions of traffic of the automobile and pedestrian streams. Three flags are set in a row.
A flag should not contain graphic or text inserts, except for the brand logo.
To improve the visualization of the flag cloth from above, a turner bar is mounted on the flagpole, to which the upper side of the flag is attached. To increase the service life, the flag cloth is made in two layers with a broaching along the contour with the logo on the reverse side of the flag. The size of the corporate vertical flag-standart is 1470 x 4200 mm.
Height of the flagpole is 10 m.

Flags of trial run «Pp»

The site for test-drive cars is designated by road marking of yellow color and the inscription «TRIAL RUN». The text block is executed with a corporate font LADA Pragmatica Bold. In case the site for test-drive cars is located opposite the dealership, this zone is additionally designated by the flags (- RUN»).

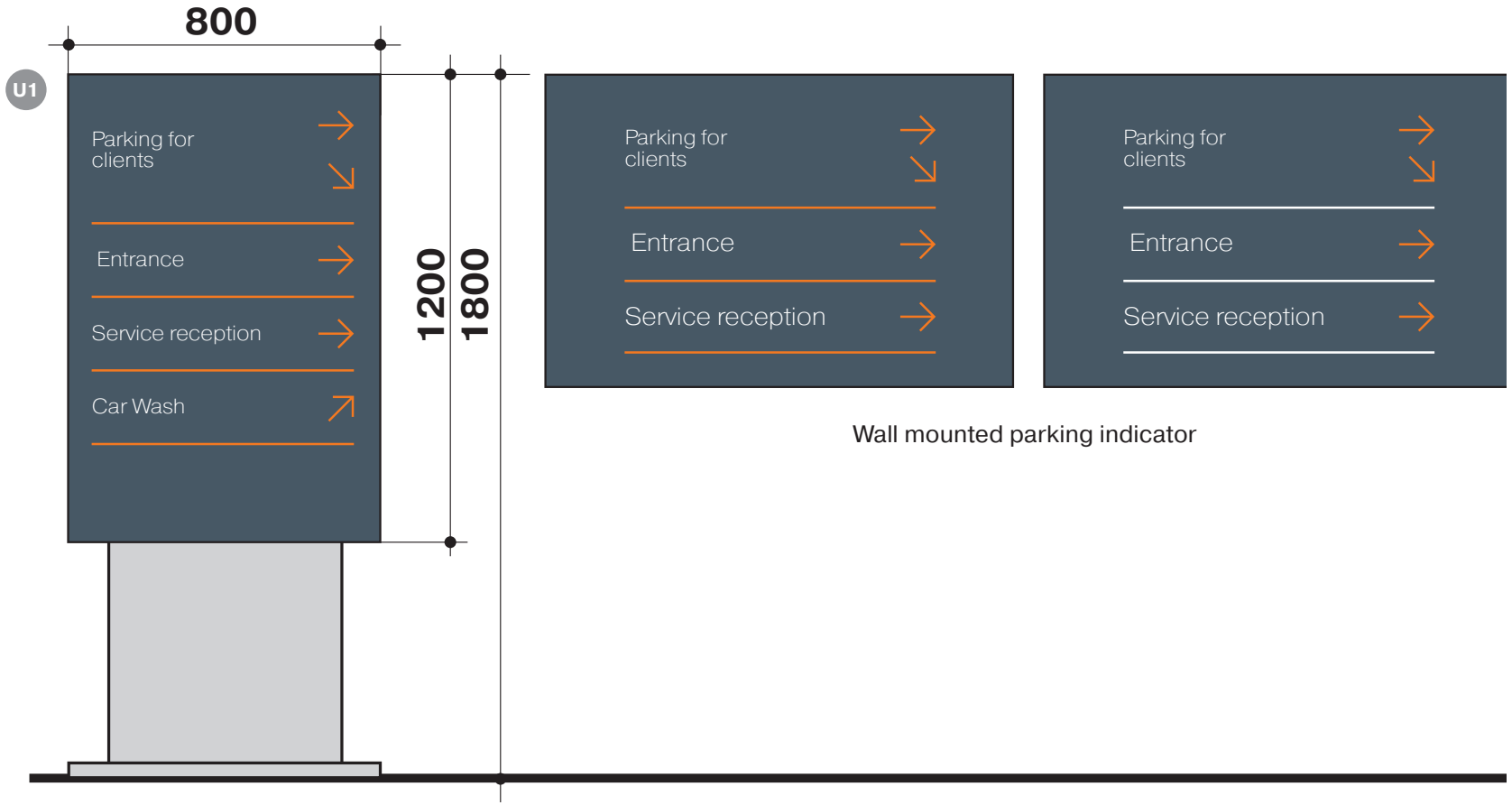
Size of the vertical flag is: 950 x 2000 mm.
Height of the flagpole is 4 m.




LADA
LADA
LADA

Parking indicator «U1»

Clear and distinguishable inscriptions control the movement. Indicators «U1» are separate mobile elements that allow you to direct the movement of customer cars to the parking lot or other areas of the car center. Parking indicators can be double-sided (one-sided) or wall-mounted.
The text blocks of the information zones of “U1” indicators are made with the LADA Pragmatica corporate font and are aligned to the left and the orientation arrows are aligned to the right.



Wall mounted parking indicator



Driving directions


Parking for
clients
Entrance
Service reception
Car Wash

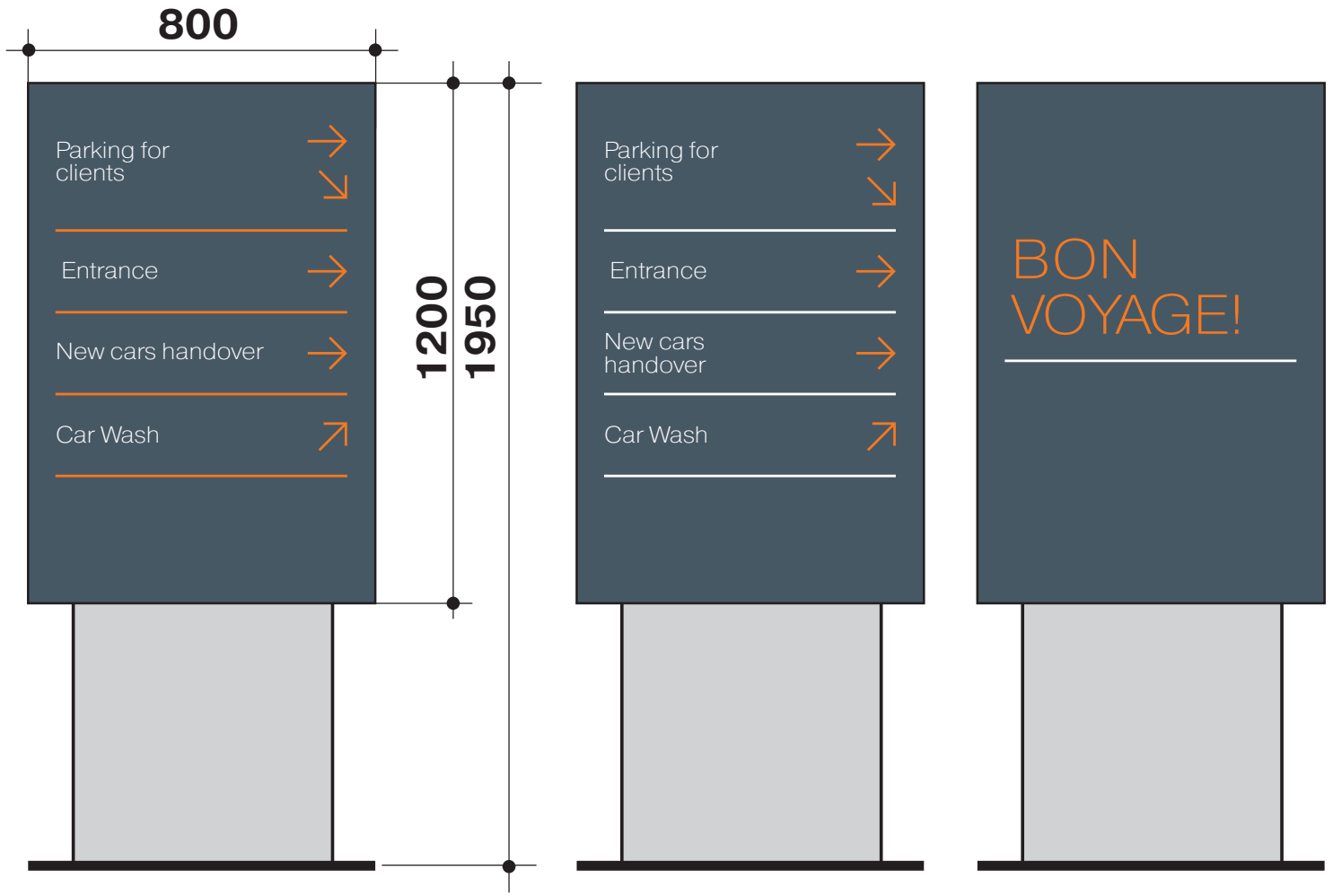

Parking for
clients
Entrance
Service reception

2.2.2 ADDITIONAL CI ELEMENTS

Navigation indicator «U2»

Indicators «U2» are separately standing ground elements that allow you to direct the movement of customers` cars to different areas of the dealership.
The parking indicators can be two-sided or one-sided. The text blocks of the information zones of “U2” indicators are made with the LADA Pragmatica corporate font and are aligned to the left and the orientation arrows are aligned to the right.

U2

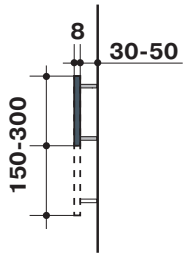



Parking for clients
Entrance
New cars handover
Car Wash

Functional zones of dealership

The designations of functional zones serve to indicate the zone of work with customers and their cars: service areas, service reception, car delivery, car wash... The designations are placed above the gate, making it easier for customers to orientate themselves in the territory of the dealer center. The designations of the functional zones are made with a white matte color on the dark gray background of the facade or with a dark gray matte color on the silver composite.
All service designations are made only with the corporate font LADA Pragmatica Bold.
Text blocks are typed: the first letter is uppercase (capital), and the following ones are lowercase (small) letters. The letters are made of PVC plastic with a thickness of 8 mm and are mounted on the facade panels on remote holders of 30 - 50 mm. The height of all letters must be from 150 mm to 300 mm in capital letter. The length of the name of the functional area must not exceed the width of the gate. The height of installation of the functional zones should be the same and be located in the center of the gate with an indent from the edge of 500 - 800 mm.

Service reception
New cars handover
Service Car Wash



Service reception
New cars handover
Service Car Wash


Service
Car Wash
New cars handover
Parking for clients
Entrance
Service reception


Service
Car Wash
New cars handover
Parking for clients
Entrance
Service reception



General view of a LADA dealership


Piter-Lada
ADA
TEST DRIVE
TEST DRIVE
LADA



General view of a LADA dealership

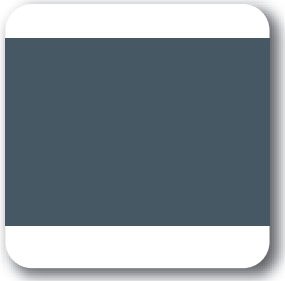

Piter-Lada
LADA
TEST DRIVE
TEST DRIVE
LADA

3

COLORS AND MATERIALS
OF INTERIOR DECORATION
OF DEALER CENTER

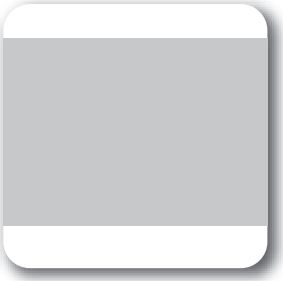
3.1 MATERIALS OF INTERIOR DECORATION OF DEALERSHIP

Facade



Aluminum composite panels (ACP).
Color: dark grey RAL 7011

For new dealer centers



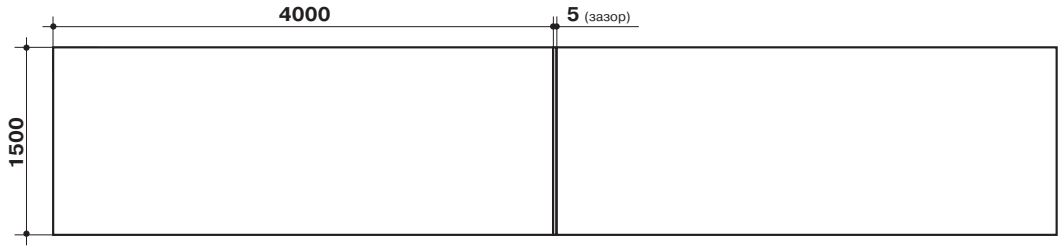
Aluminum composite panels (ACP).
Color: grey RAL 9006

It is permitted for existing LADA dealerships, which carry out a partial reconstruction of the fa ade.

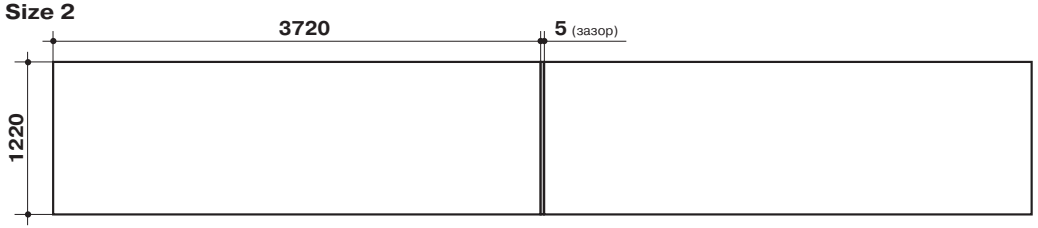
ACP:
is a multilayer sheet material, the central layer of which (filler) is between two layers of aluminum tape.
Colour:
Aluminum tape, located on the front side of the panel, painted in matt dark gray color RAL 7011.
Main characteristics of ACP:
The thickness is 4 mm, the thickness of aluminum is 0.4 mm, flammability group is G1 or FR (low-flammable).

Recommended overall dimensions of ACP:

Size 1



Size 2



Mounting / molding of ACP shall be carried out strictly horizontally, in accordance with the provided drawing.

In the case where there is no possibility to respect specified sizes, molding of aluminum composite panels shall be made in accordance with the rules:

1. It is necessary to observe the proportion of the height-width of the ACP sheets, which is equal to 1: 2.4.

2. The minimum permissible proportion of sheets is 1: 2 (to use in exceptional case).

MATERIALS OF INTERIOR DECORATION OF DEALERSHIP

GLAZING

Stained glazing
Lower row of glazing: clear glass
Height: 3m
Upper rows of glazing: use of frosted glass is possible.

ENTRY PORTAL

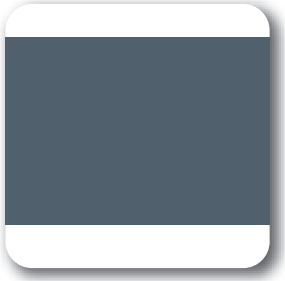


Panels from high-pressure laminated material (HPL) Fundermax, 8 mm, woody. Article: 0927 NT Creek, matte.

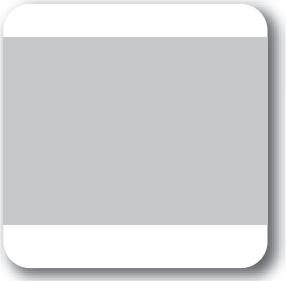
Analogs:
1. Self-supporting high-pressure plastic with a decorative surface of Sloplast 8 mm (Cat. No. 9114 «Pine Karelian»).

2. Aluminum composite panels Bildex, Wood series (Cat.No. BW 1801 «Golden Oak»).

ALUMINUM FRAMES AND IMPOSTS

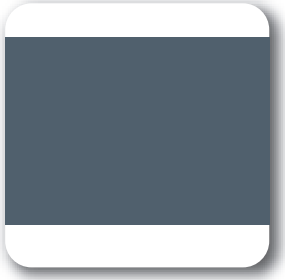


Color: dark gray
RAL 7011
For new dealer centers and face stained-glass windows in existing centers

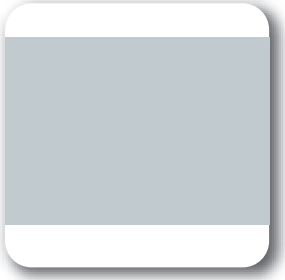


Color: gray RAL 9006
It is allowed for existing dealer centers in the service area

BASEMENT



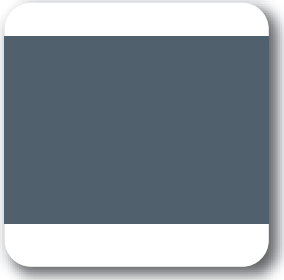
Tile or artificial stone
Color: dark gray
RAL 7011
For new dealerships



Tile or artificial stone
Color: gray RAL 9006
It is allowed for existing dealer centers

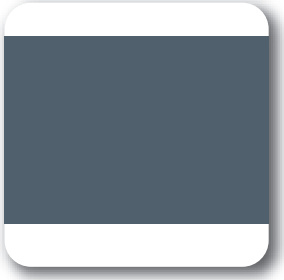
* STAIRCASE AND RAILINGS

* The width of the porch, if it is constructively necessary,
Should protrude no more than 100 mm from the edge of the entrance portal



Tile or artificial
stone / powder painting
Color: dark gray
RAL 7011

ENTRANCE DOORS



Powder painting
Color: dark gray
RAL 7011

PJSC «AVTOVAZ»
Service Executive Vice President for Sales and Marketing
2017