

LADA CORNER INTO A RENAULT SITE

APPLICATION GUIDE

GROUPE RENAULT

LADA CORNER INTO A RENAULT SITE

contents

- 0 INTRODUCTION
- 1 EXTERIOR COMPONENTS
- 2 INTERIOR COMPONENTS

To directly access a chapter,
click on the corresponding title.



LADA CORNER INTO A RENAULT SITE

when a Renault site with a LADA corner?

OBJECTIVES

LADA has decided to go into markets where LADA is not present and where there are opportunities of volume for the Brand and its range.

Being part of the same group , LADA could take benefit of the presence of a Renault Network in those markets and therefore use the existing Renault facilities to display, sale and service LADA vehicules.

This document has been designed to provide Renault Dealer guidelines and standards to create and identify a LADA Corner into an existing Renault dealership.

RULES OF APPLICATION

Basic below principles have to be considered for any installation of LADA Corner into a Renault dealership to :

- offer LADA Customers a dedicated experience whatever his/ her journey and the purpose of the visit (Sales / Aftersales),
- respect each Brand identity , and follow the interior and exterior standards described in this guide.

PROCESS AND SCOPE

Each LADA corners implementation and design proposal must be validated by the Region (or Importers Department), the Brand Stores Department and LADA export Department.

LADA CORNER INTO A RENAULT SITE

challenges and context

OFFER A HOMOGENEOUS EXPERIENCE

The integration of a LADA corner into a Renault Dealership needs to be managed carefully to ensure that customers of both Brand are properly treated, in the respect of each brand values.

Moreover, all types of customers journeys need to be managed to ensure a positive and personalised customer experiences and Brand interactions.

SIMPLE PRINCIPLES ADAPTED TO THE DIVERSE RANGE OF SITES

To achieve this, some simple principles have been defined and are applicable to the exterior and interior elements to cover:

- Approaches to sites
- Façades
- Showrooms
- After-Sales
- Delivery.



1

EXTERIOR COMPONENTS

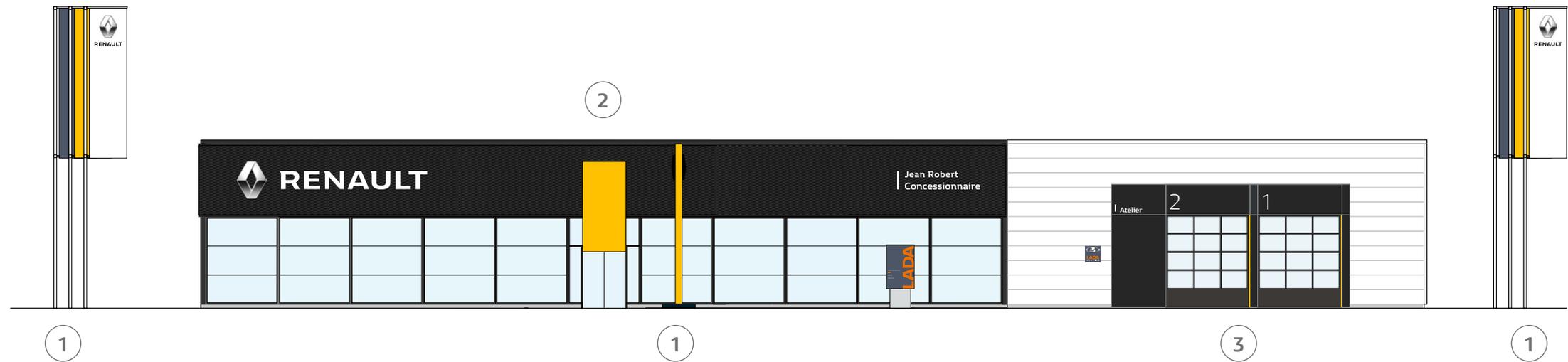
Suburban site	6
Urban site	12
Exterior components matrix	17

Click on the dot
to go directly to the contents.



EXTERIOR COMPONENTS

suburban site - exterior signage



① The LADA flag

The LADA flag helps to identify easily the presence of LADA on the site.

Among the Renault flags, a LADA flag indicates the presence of the LADA brand.

② The LADA marker sign

A LADA marker sign identifies the LADA contact point.

③ The Service Sign

The Service sign helps to identify the offer of servicing LADA cars

A LADA Service sign shows to customers that After-Sales service for LADA vehicles is provided on the site in the Renault workshops.

EXTERIOR COMPONENTS

advance signage

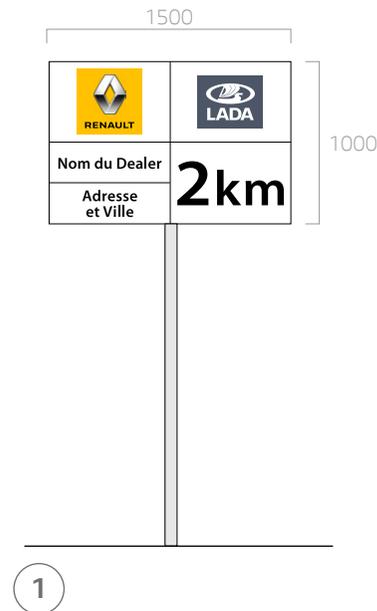
General principle

The brands co-exist on the same sign.

In the spirit of harmony, the brands are displayed on a neutral white background.

A balance between the two brands should be preserved, with regards to their respective dimensions.

- ① Roadside sign
- ② Bus shelter sign
- ③ 4 x 3 sign



Note

The dimensions of the signs are provided by way of example.

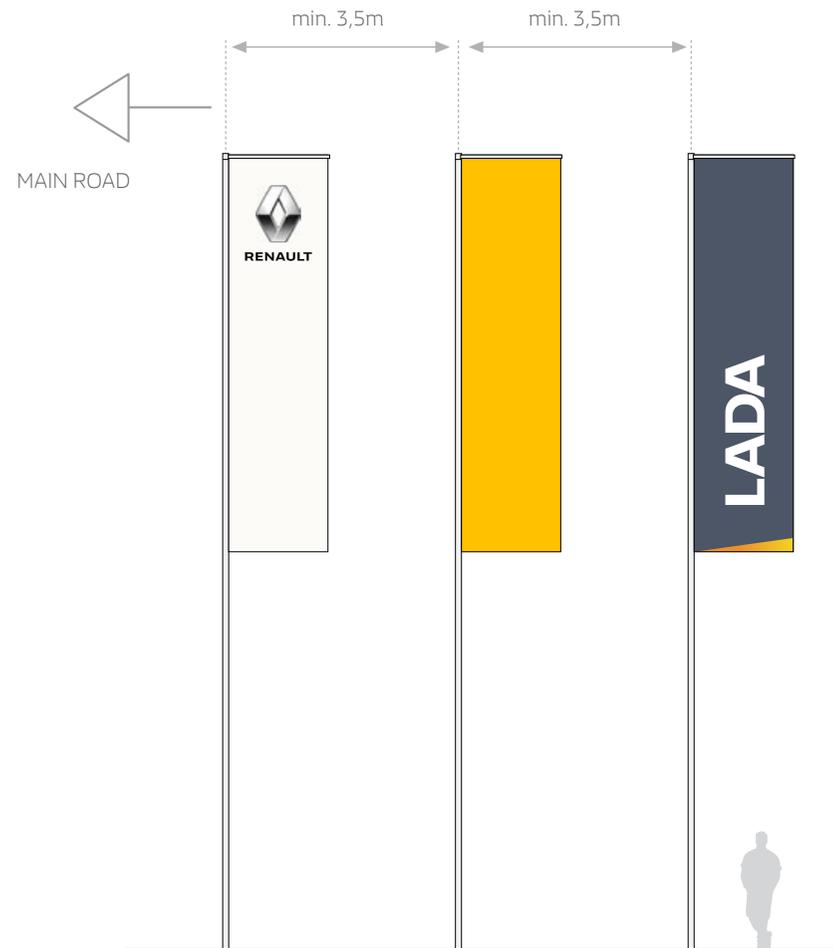
EXTERIOR COMPONENTS

flags

How to arrange them?

On a Renault site with a LADA corner, the flags are arranged in groups of 3, strictly in the sequence shown opposite.

The LADA flag is associated with the 2 Renault flags.



Rule

The flags are located closest and perpendicular to the main road's axis.

EXTERIOR COMPONENTS

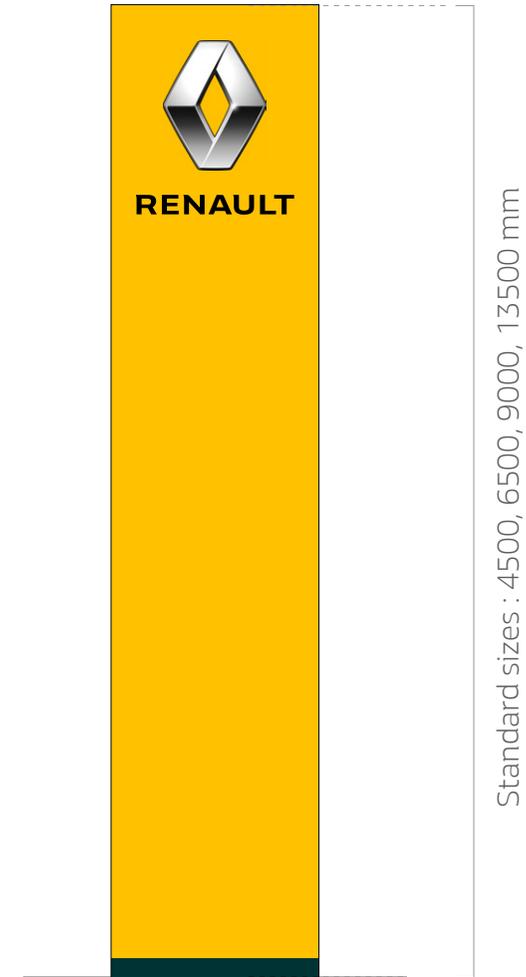
the LADA marker sign

Layout rules

The LADA marker sign has a local communication function, indicating the presence of a LADA corner in the Renault showroom.

It also identifies the position of the LADA corner so it is positioned:

- preferably near the main road,
- otherwise near the façade of the LADA corner,
- parallel to the main road,
- on the side where the LADA corner is.



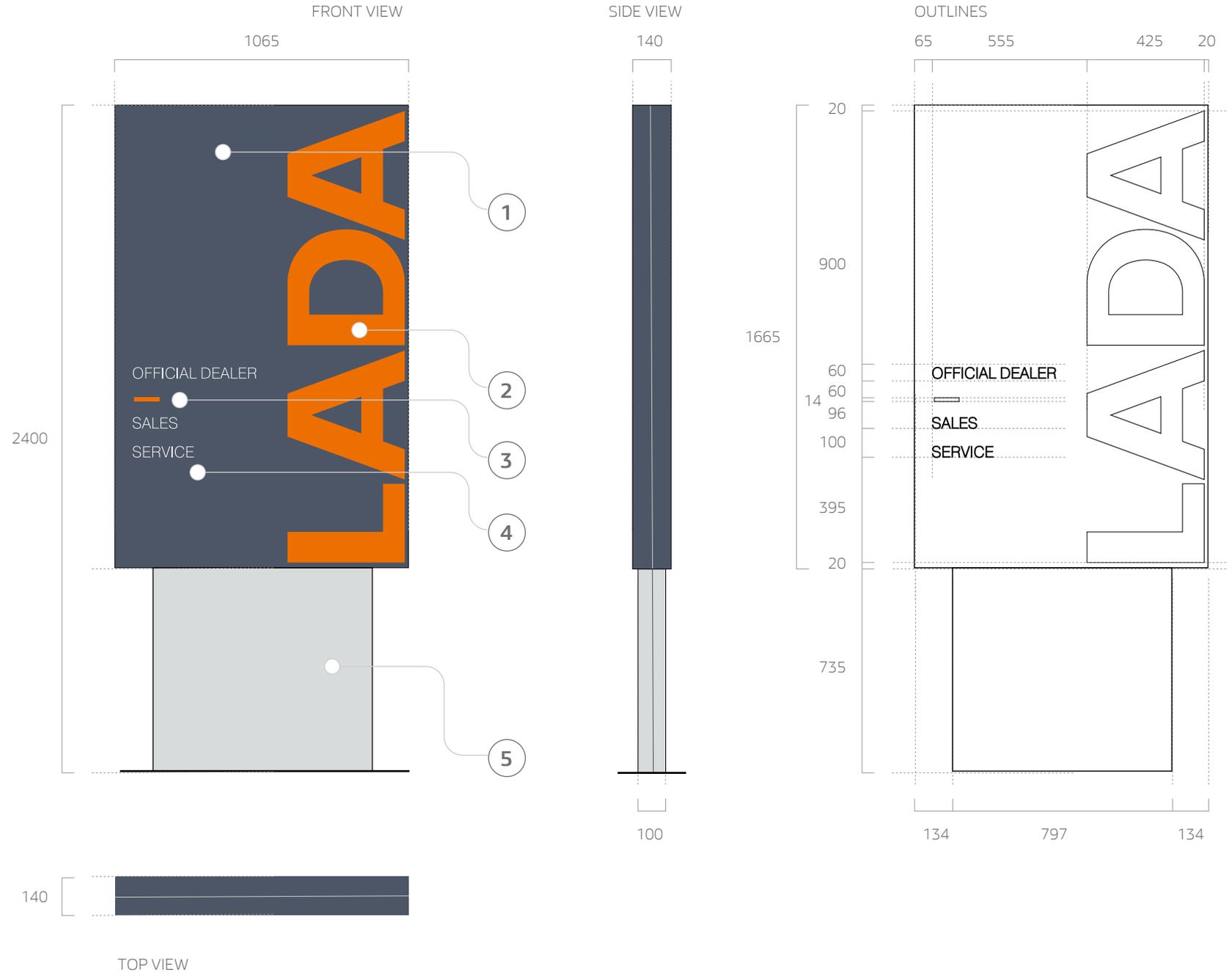
EXTERIOR COMPONENTS

the LADA marker sign

Description

The LADA marker sign is an illuminated stand alone item with a single face:

- ① Panel in aluminum sheet 15/10 th, with raised edges, prelaquered RAL 7011 dark grey, fitted on an aluminum frame
- ② LADA letters cutout in diffusing PMMA RAL 2008 orange
- ③ Orange strip cutout in diffusing PMMA RAL 2008 orange
- ④ Letters cutout in diffusing white PMMA
- ⑤ Bottom panel in aluminum sheet 15/10 th, with raised edges, prelaquered RAL 7045 medium grey, fitted on an aluminum frame linked to a plate



EXTERIOR COMPONENTS

organization of the approaches

① LADA Flag

A LADA flag is associated with the Renault flags. It indicates the presence of the LADA brand on a Renault site.

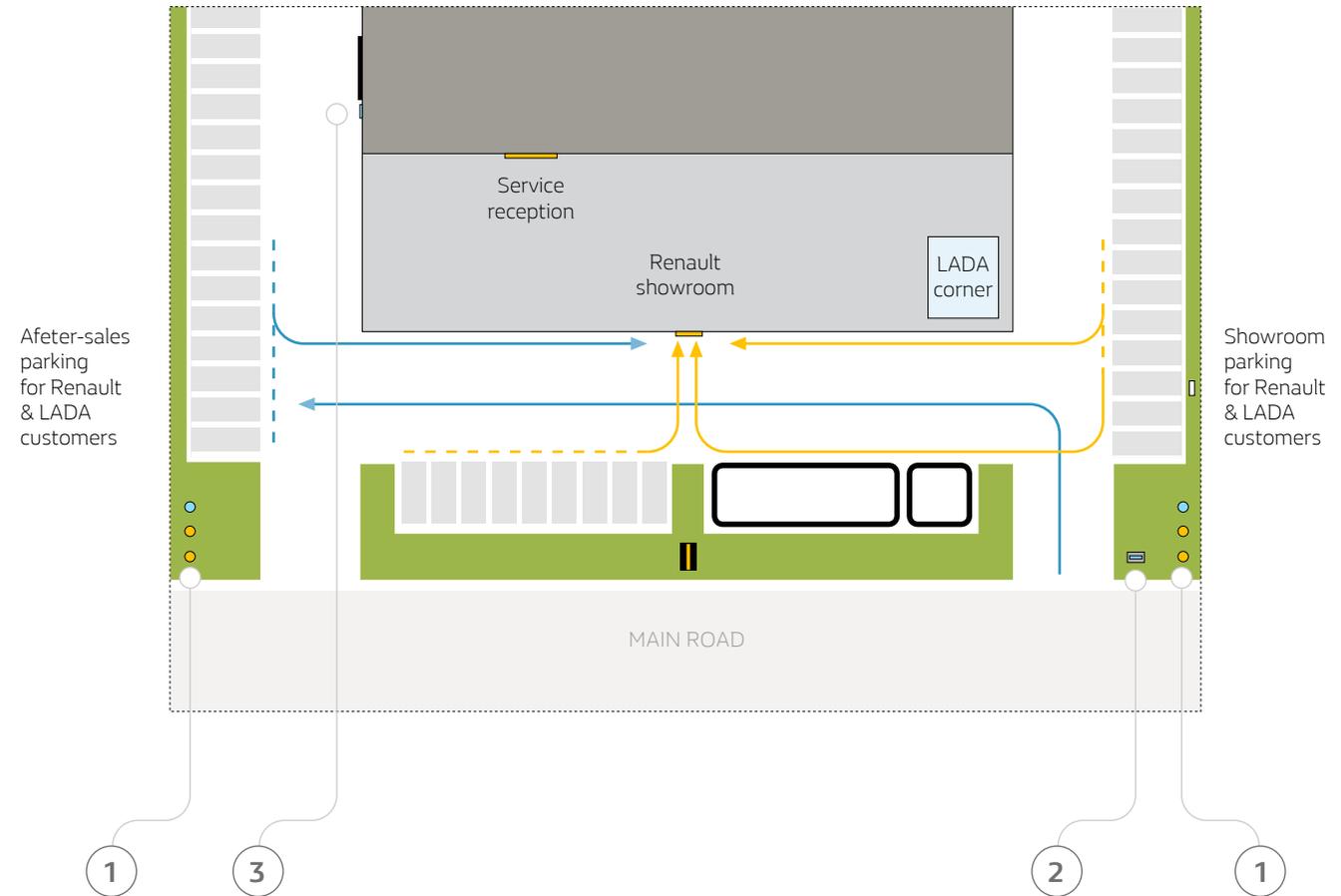
② LADA marker sign

The LADA marker sign indicates the presence of a LADA corner in the Renault showroom.

③ LADA service sign

This sign indicates the presence of LADA servicing.

The LADA corner can be implemented near the main facade's window to have a better visibility.



Note

The drawing above presents the generic case featuring separate workshops and a common After-Sales reception to both brands.

EXTERIOR COMPONENTS

urban site - exterior signage



① The LADA wall sign

Identifying the LADA corner will be done through a wall panel with the LADA signature and the words Official dealer.

② The LADA flag sign

In city-centre, the LADA wall sign can be completed by a LADA flag sign to increase the visibility of the brand.

A minimum distance of 6m between LADA & Renault flag signs shall be respected.

The LADA flag sign must not be positioned directly above neither the Renault Logo, nor the main entrance.

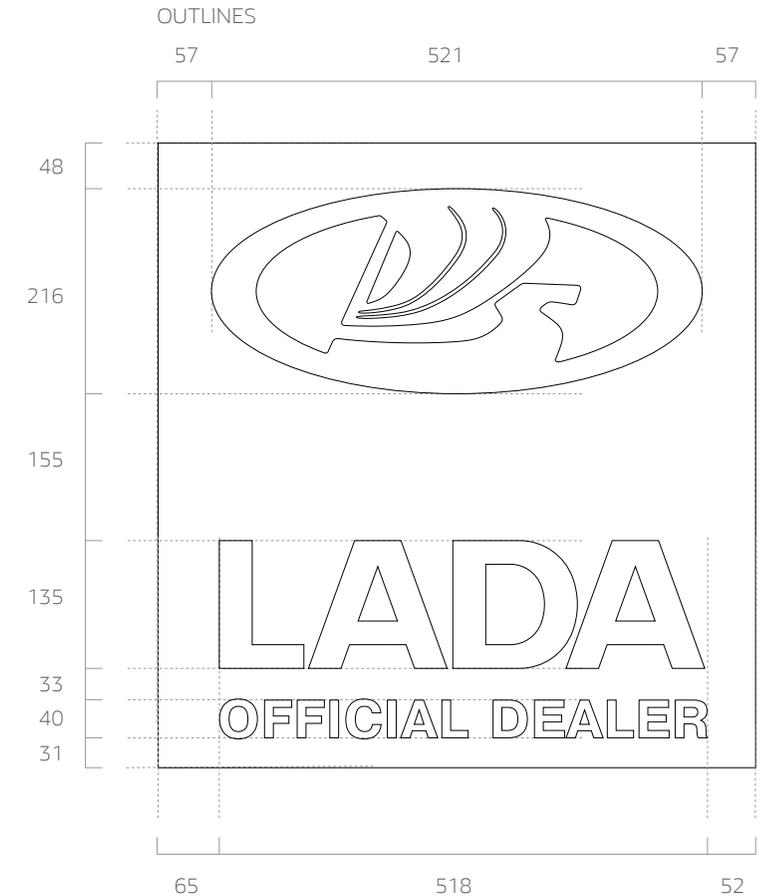
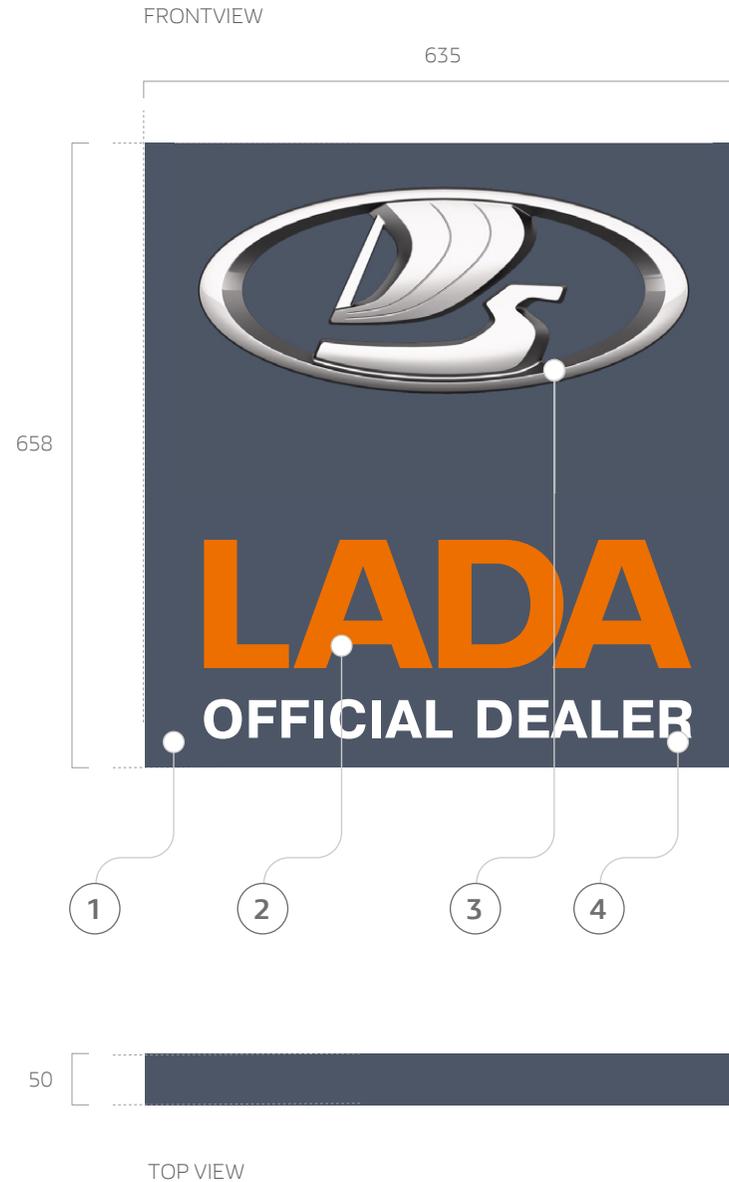
EXTERIOR COMPONENTS

the LADA wall sign

Description

This wall plate is made by digital printing on a prelaquered aluminum sheet with raised edges.

- ① Front panel in aluminum sheet 15/10 th, with raised edges, prelaquered RAL 7011 dark grey, fitted on 2 brackets in natural aluminum
- ② Printed LADA emblem on adhesive or directly to the sheet.
- ③ LADA letters cutout in RAL 2008 adhesive
- ④ Official Dealer words cutout in white adhesive



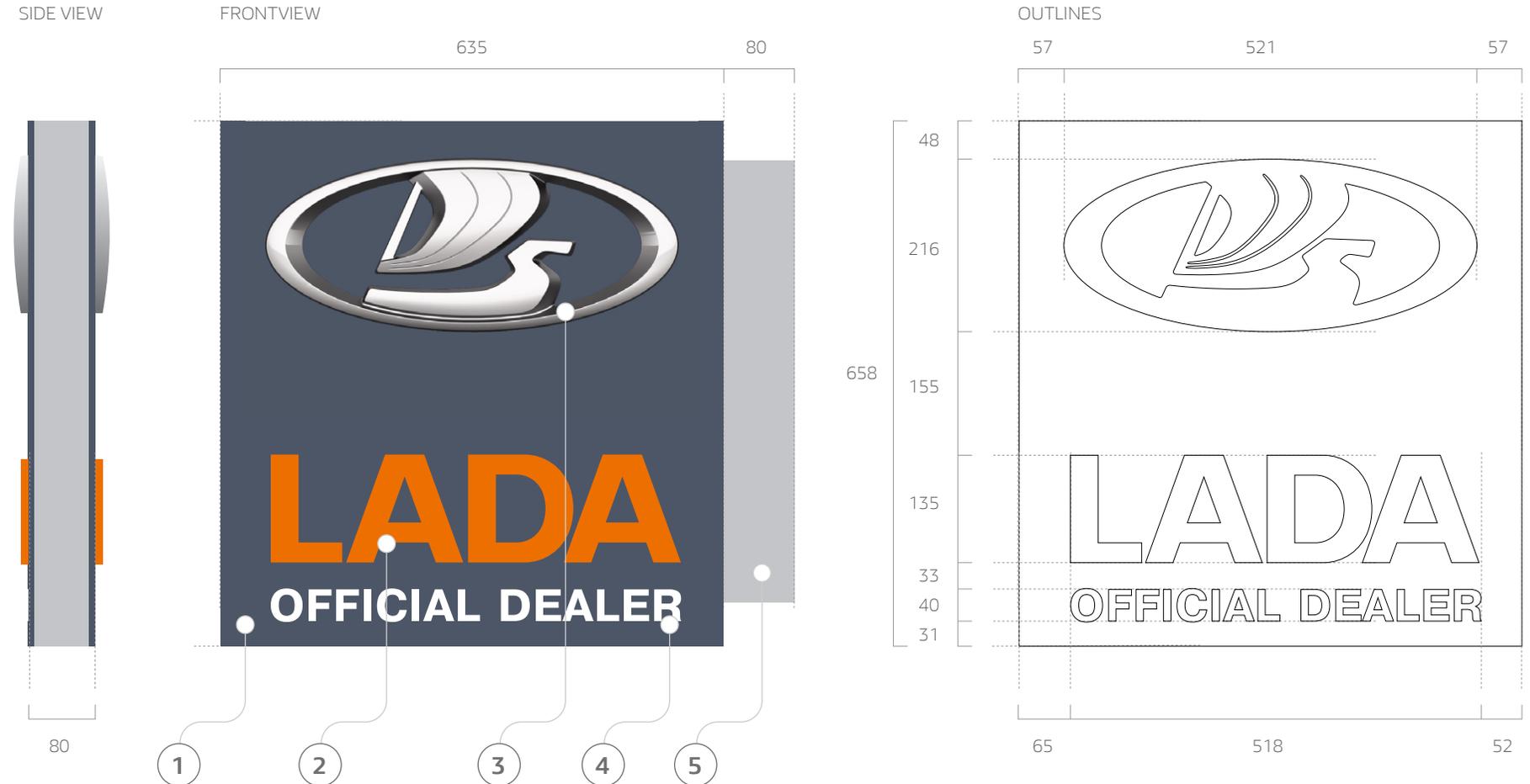
EXTERIOR COMPONENTS

the LADA flag sign

Description

This flag sign is made with prelaquered aluminum sheet with raised edges.

- ① Front panel in aluminum sheet 15/10 th, with raised edges, prelaquered RAL 7011 dark grey
- ② LADA letters cutout in RAL 2008 diffusing PMMA
- ③ 3D LADA emblem made with vacuum formed diffusing PMMA, chrome finishing
- ④ Official Dealer words cutout in white diffusing PMMA
- ⑤ Cladding of structure in aluminum sheet 15/10 th, with raised edges, prelaquered RAL 9006 grey



EXTERIOR COMPONENTS

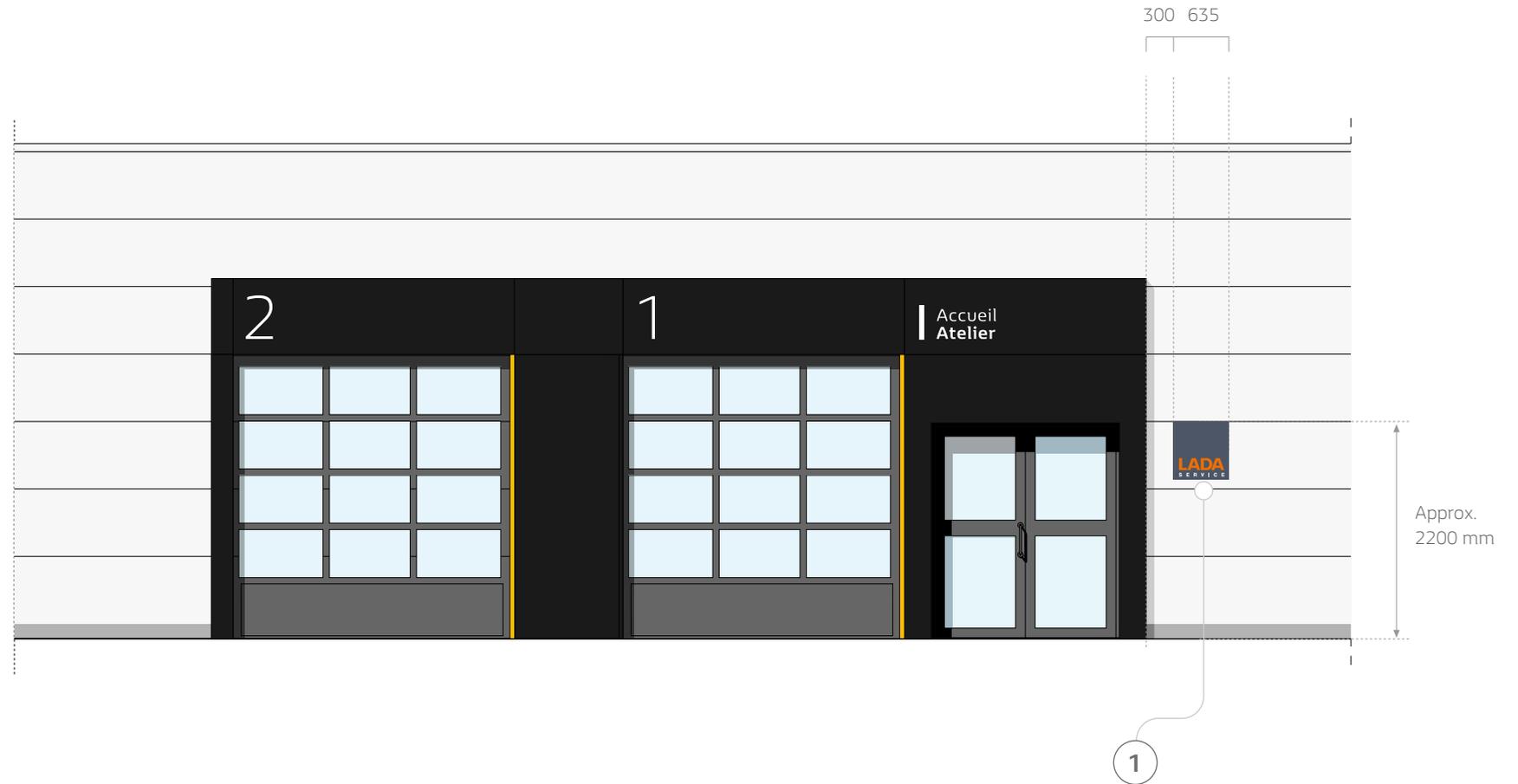
the LADA service sign

Installation rules

- A LADA Service panel is positioned on the wall next to the Workshop Reception to indicate the presence of LADA servicing.

Component

- ① LADA Service sign



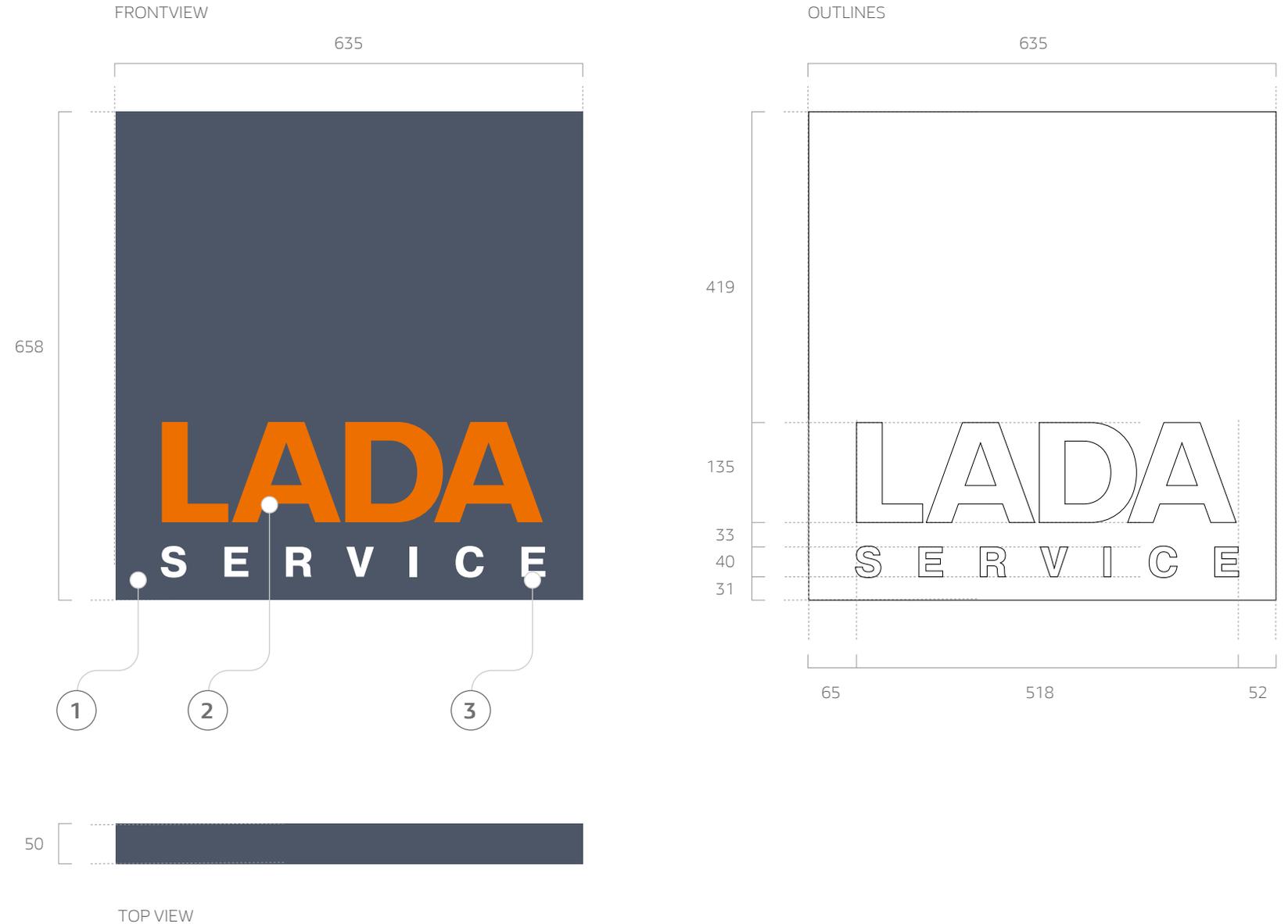
EXTERIOR COMPONENTS

the LADA Service sign

Description

This wall plate is made by digital printing on a prelaquered aluminum sheet with raised edges.

- ① Front panel in aluminum sheet 15/10 th, with raised edges, prelaquered RAL 7011 dark grey, fitted on 2 brackets in natural aluminum
- ② LADA letters cutout in RAL 2008 adhesive
- ③ Service word cutout in white adhesive



EXTERIOR COMPONENTS matrix

General principle

- These components assert the presence of the LADA Brand.
- A distinction is to be made between suburban and urban sites for which there are tighter constraints on the installation of components.

COMPONENTS	LADA CORNER IN SUBURBAN RENAULT SITE	LADA CORNER IN URBAN RENAULT SITE
LADA Flag	●	○
LADA marker sign	●	○
LADA wall sign	○	●
LADA flag sign	○	●
LADA Service sign*	●	●

○ Not applicable ● Compulsory

* in the case there is a LADA servicing activity on site with a commun workshop bay entrance.

2

INTERIOR COMPONENTS

The corner implementation in the showroom	19
The LADA corners possible configurations	20
The interior elements	22
The After-Sales reception	27
Delivery	29
Interior components matrix	30

Click on the dot
to go directly to the contents.



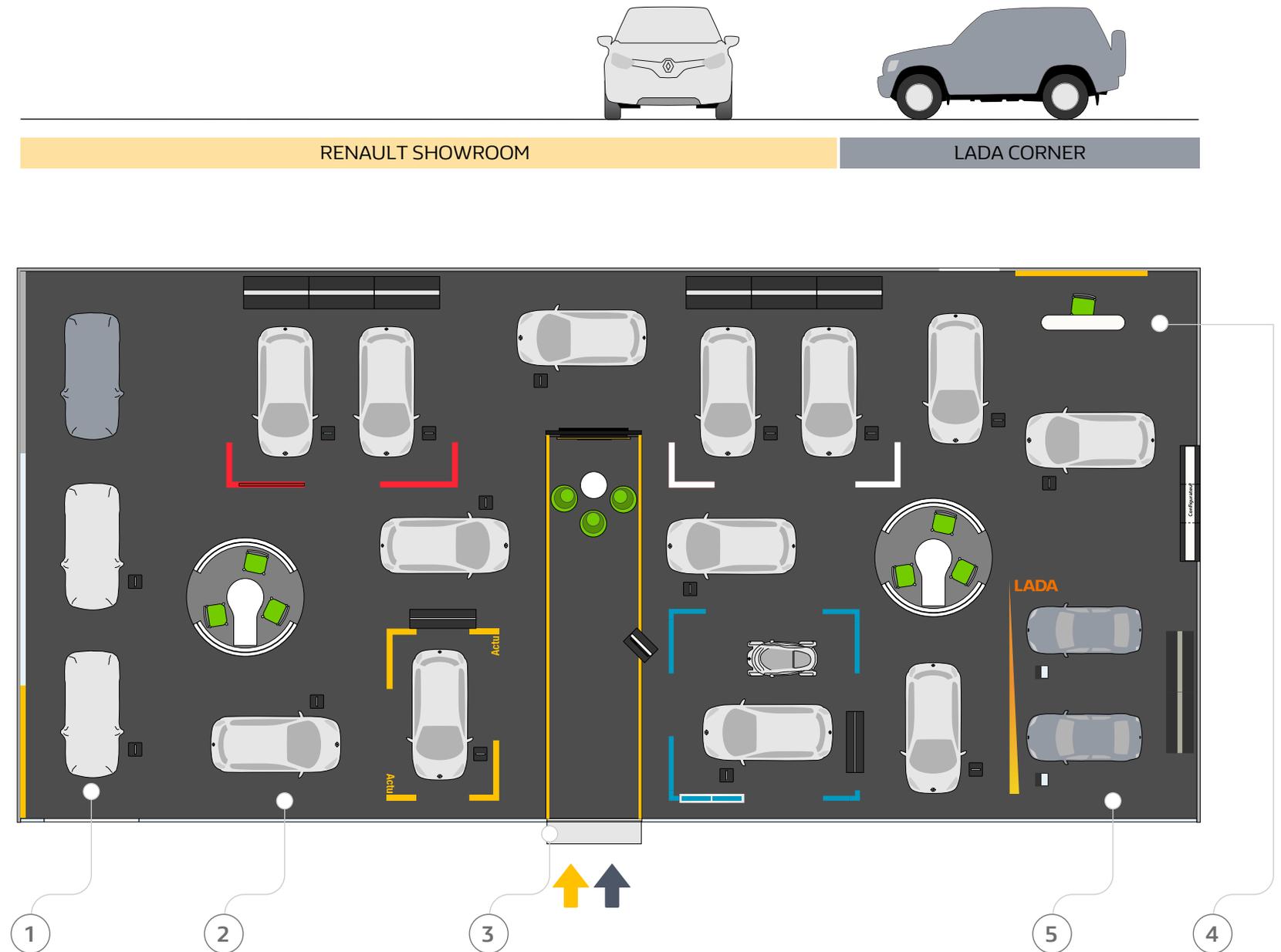
INTERIOR COMPONENTS

the corner implementation into the showroom

General principles

- LADA corner has no physical separation with the rest of the showroom.
- There is no separate entrance.
- LADA corner can display 1 or 2 vehicles (max).
- LADA corner will be preferably positioned close to a wall.
- There is no specific tiles for the corner (keep Renault tiles).

- ① Delivery area
- ② Renault showroom
- ③ Common entrance
- ④ Service reception
- ⑤ LADA corner



INTERIOR COMPONENTS - POSSIBLE CONFIGURATIONS

configuration with 1 vehicle

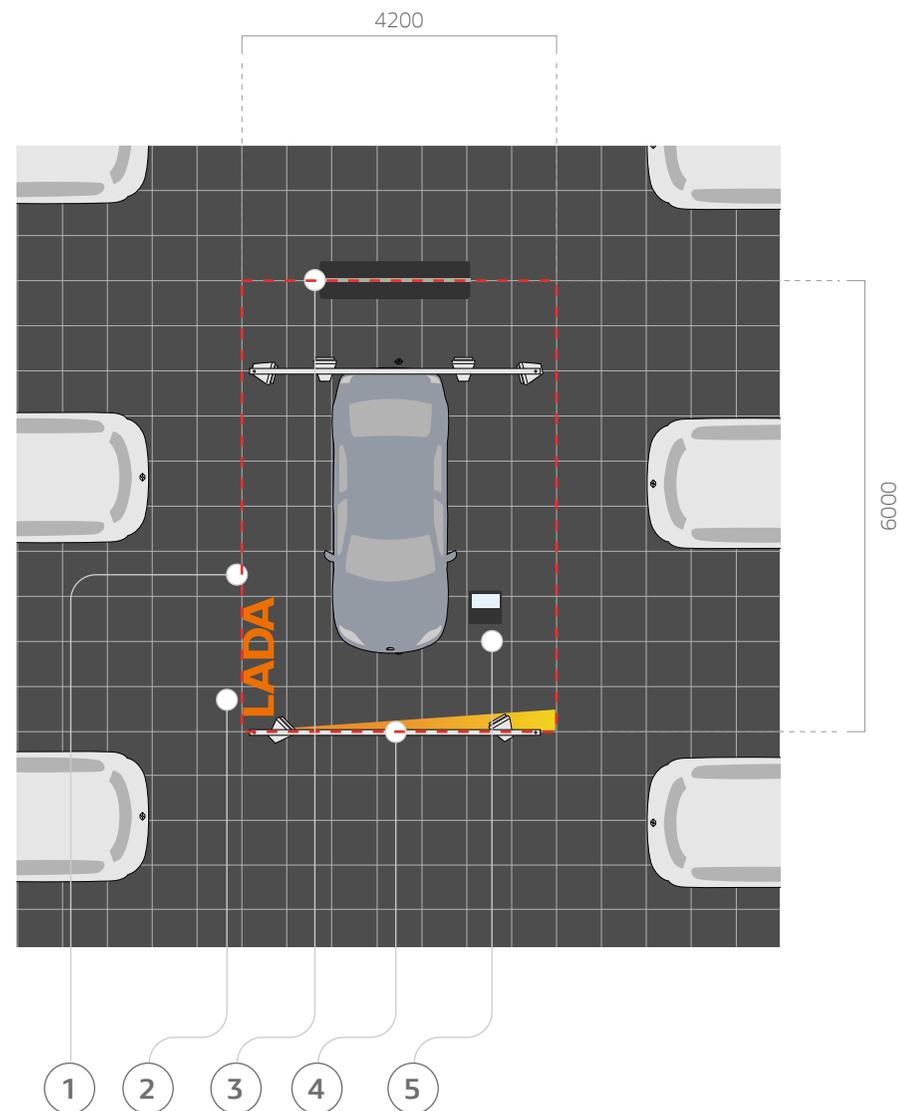
Principle

In a Renault showroom, in case of a limited space, the LADA corner will present only one vehicle.

Minimum surface of corner is approximately 25 m².

The brand will be present through a self-supporting support of 2m x 2m installed behind the vehicle.

- ① Dimensions of the area (no marking)
- ② LADA Floor markings
- ③ 2x2m LADA New horizons communications
- ④ Lighting
- ⑤ Price display module



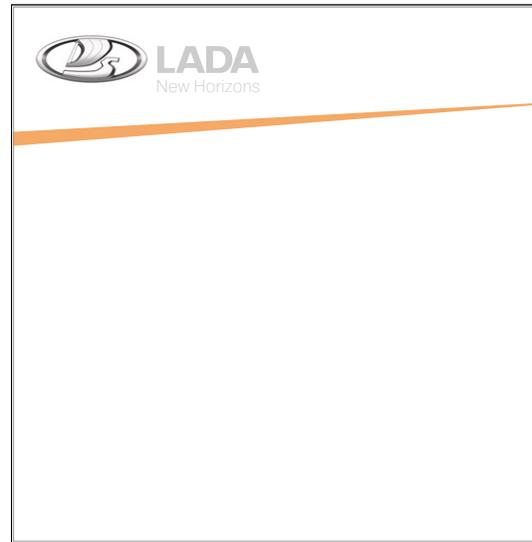
INTERIOR COMPONENTS - ELEMENTS

2x2m LADA New Horizons communications

Implementation rules

- In the Renault showroom, the 2x2m LADA New Horizons communications support should be located to a 3m minimum distance from the thematic areas, the canopy and the delivery wall or the yellow wall of the Service Reception.
- This stand alone element is arranged at the rear of the exposed vehicle. Space is needed to open the trunk.
- When the LADA corner is against a wall, the communications is directly placed on the wall.

- ① The front panel includes a graphic item associated with the LADA signature, all on a white background.
- ② The rear face of the backdrop is fitted with a light grey background when poor visibility.



①

FRONT FACE



②

BACK FACE

INTERIOR COMPONENTS - ELEMENTS

2x2m LADA New Horizons communications support

Description

The support is made on the basis of two half-frames of L. 1000 x h. 2000 x th. 5 mm.

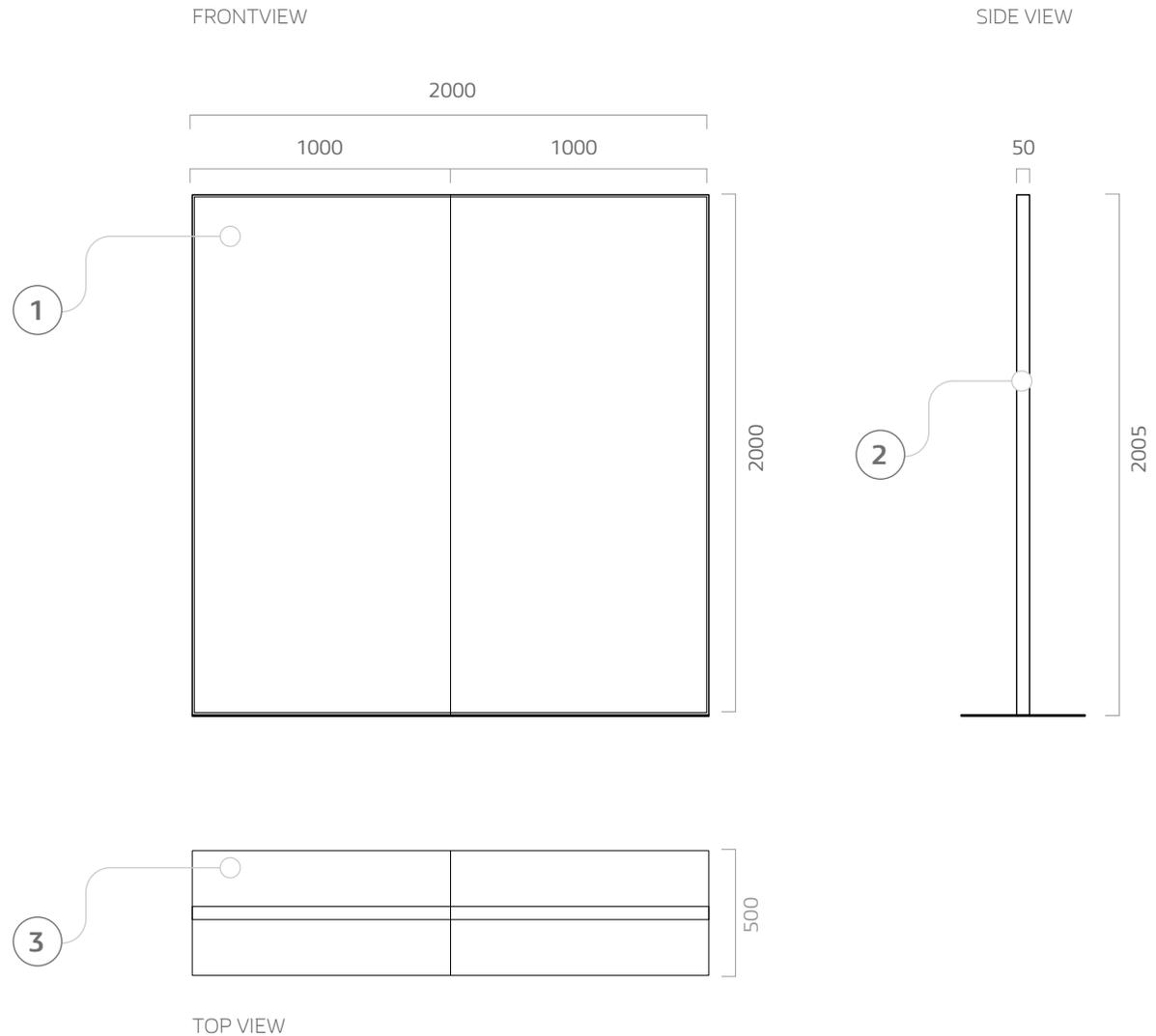
The frame is made of aluminum profile device on which are fixed in front and rear, faces in dibond.

In front view, only a thickness of about 1 to 2mm of the profile is visible surrounding the display.

The frame is taken and faces to the ground via a steel plate forming a ballast in lacquered grey RAL 7024 (made in 2 parts).

The canvas faces are repeatedly stretched by silicone rod in channels provided for this purpose in the peripheral profile.

- ① Front panels with digital printing
- ② Aluminum extrusion device comprising fastening channels lacquered grey RAL 7021
- ③ Plates made with Sheet steel 5 mm th. lacquered grey RAL 7024. Felt pads to predict.



INTERIOR COMPONENTS - ELEMENTS

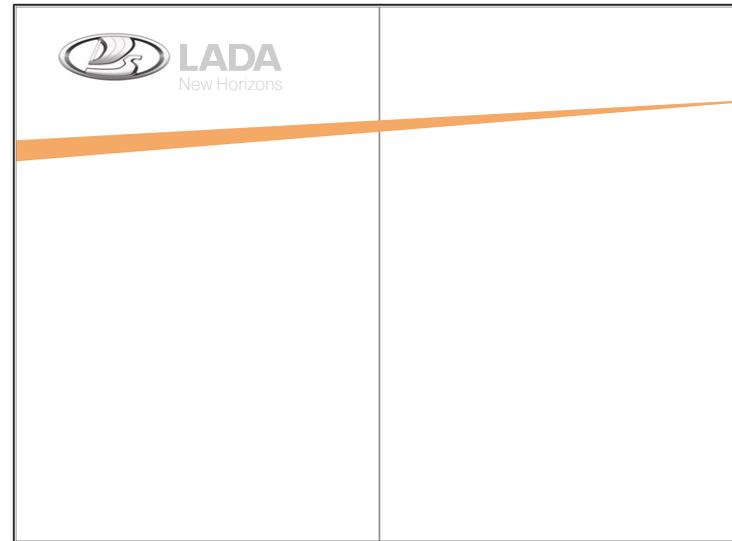
4x3m LADA New Horizons communications

Implementation rules

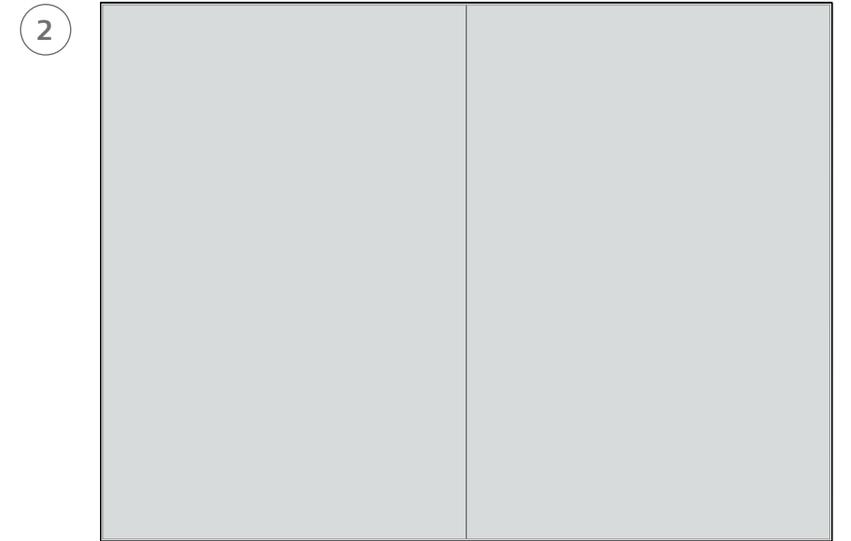
- In the Renault showroom, the 4x3m LADA New Horizons communications support should be located to a 3m minimum distance from the thematic areas, the canopy and the delivery wall or the yellow wall of the Service Reception.
- This stand alone element is arranged at the rear of the exposed vehicle. Space is needed to open the trunk.
- When the LADA corner is against a wall, the communications is directly placed on the wall.

① The front panel includes a graphic item associated with the LADA signature, all on a white background.

② The rear face of the backdrop is fitted with a light grey background when poor visibility.



FRONT FACE



REAR FACE

INTERIOR COMPONENTS - ELEMENTS

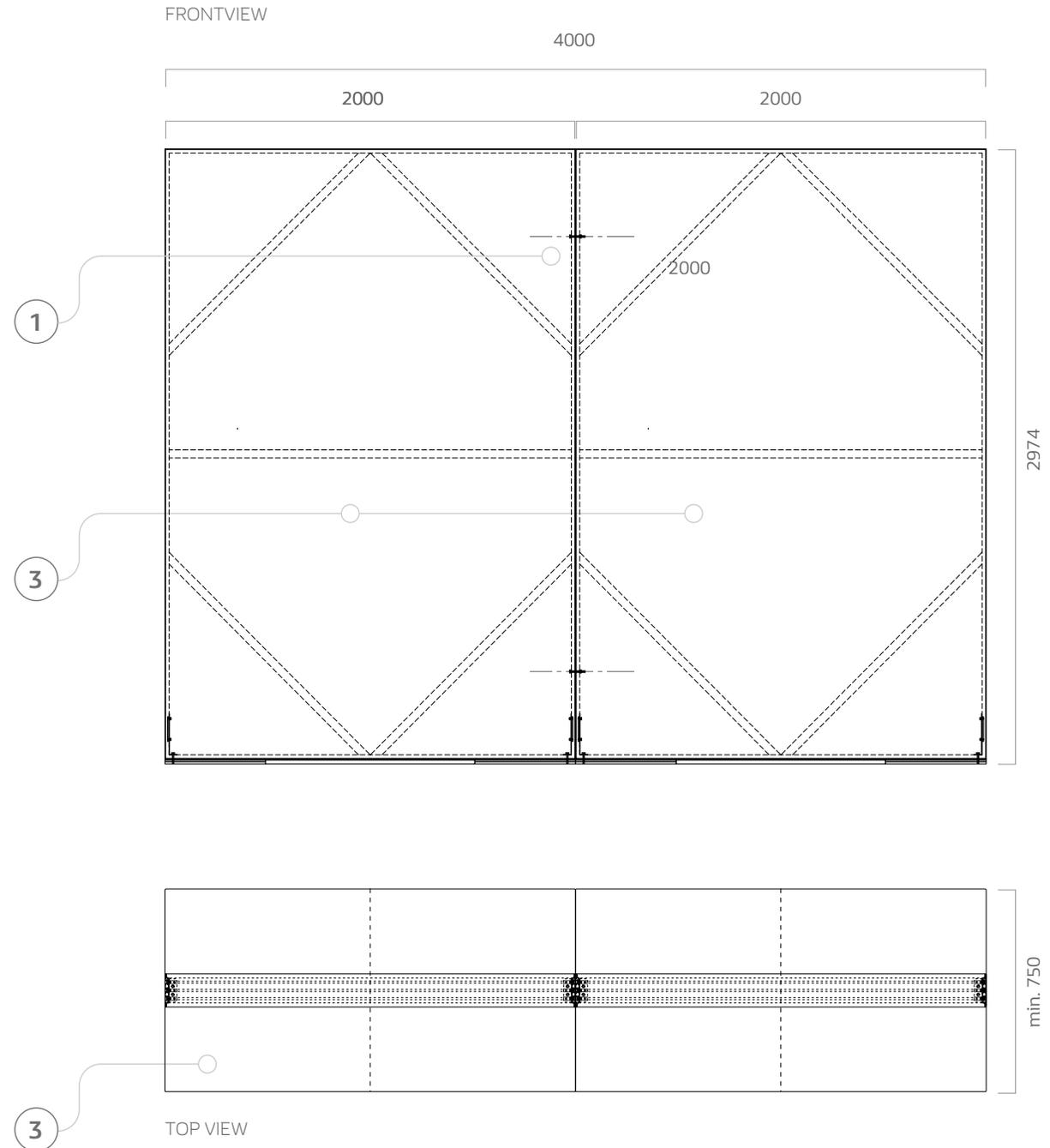
4x3 m brand communications support

Description

Two basic modules (w. 2,000 mm x h. 2,974 mm) are assembled to make a large display area.

The intermediate vertical joints must be unobtrusive, requiring correct alignment of the modules.

- ① Mountings between modules (procedures to be defined by the supplier)
- ② Stretched canvas made in two pieces (w. 2,000 mm x h. 2,950 mm).
- ③ Plates made with sheet steel 10 mm th lacquered grey RAL 7024. Felt pads to predict.



INTERIOR COMPONENTS - ELEMENTS

price list holder

Description

Price list holder is a mandatory element of the corner exhibition area.

The price list holder serves to show the technical parameters of the car. It is placed next to the front driver side wheel.

- ① LADA standard price list holder with volumetric LADA letters



①

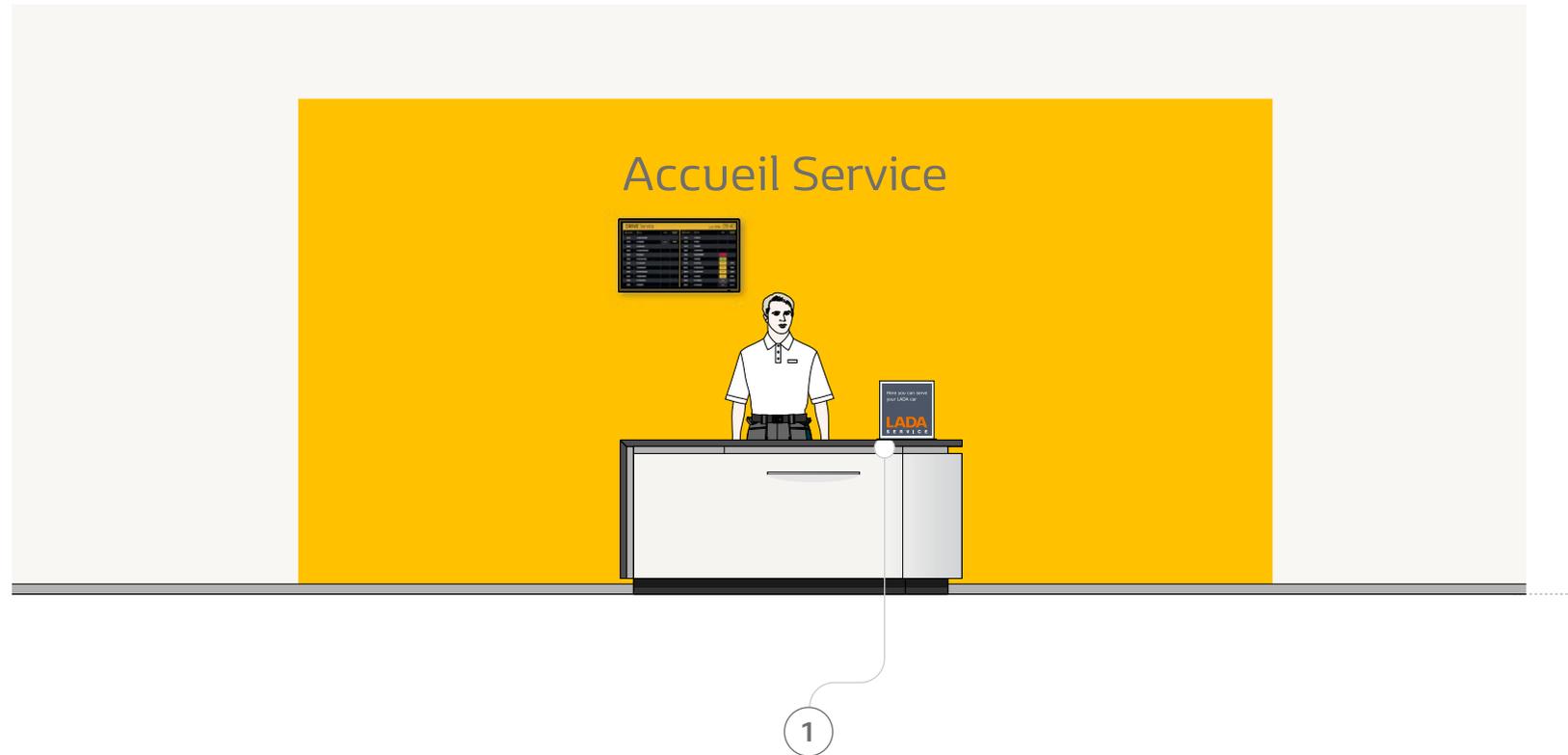
INTERIOR COMPONENTS

the After-Sales reception

Rules

- The LADA after-sales service is identified at the Renault after-sales reception by a desk stand in the colors of the Brand.
- It is also a promotional support or offers related to the after-sales.

① LADA Service desk stand



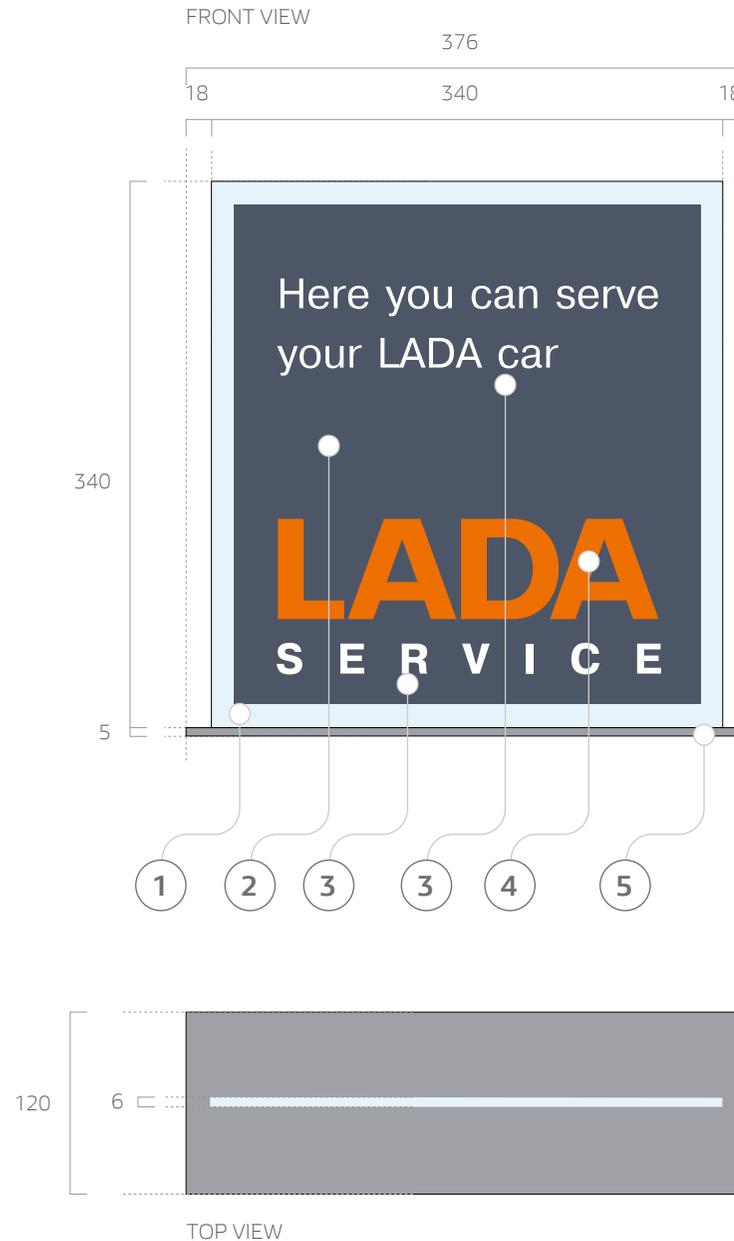
INTERIOR COMPONENTS - ELEMENTS

the LADA desk stand

Description

This wall plate is made by digital printing on a prelaquered ACM sheet with raised edges.

- ① Front panel in cristal PMMA 6mm
- ② Printed white adhesive in dark grey.
- ③ Matt white adhesive.
- ④ LADA letters printed in Pantone 021 orange on white adhesive
- ⑤ Plate made of 5mm steel sheet lacquered in light grey with matt finishing



INTERIOR COMPONENTS

the delivery area

Principle

- LADA vehicles are to be delivered to the customer in the Delivery Area compliant with Renault Store standards.

① LADA vehicle cover



INTERIOR COMPONENTS

matrix

General principle

- These components assert the presence of the LADA Brand.
- LADA corners exist in two configurations depending on the surface of the Renault showroom.

COMPONENTS	LADA CORNER WITH 1 VEHICLE	LADA CORNER WITH 2 VEHICLES
2x2m LADA communications	●	○
4x3m LADA communications	○	●
Price display module	●	●
LADA Desk stand	●	●
LADA vehicle cover	●	●

○ Not applicable ● Compulsory