



ALPINE

Alpine Lighthouse Guideline

December 2021 - V2c

introduction

This document presents the main principles of identification and installation of Alpine Lighthouses in Renault Store showrooms.

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what is this document for?

Presentation of the Alpine Lighthouse

This guide presents the Alpine Lighthouse and describes the installation conditions in Renault Store showrooms.

Explained customer journeys

The guide illustrates the vision of customer journeys in showrooms Renault Store with an Alpine Lighthouse.

It describes the different key moments in the Alpine customer journey.

Implementation rules

The guide describes the rules for applying the components of Alpine Lighthouses both outside the building and inside showrooms.

It defines a general framework intended to facilitate implementation in the networks and to respond to the diversity of cases encountered.

1 concept presentation

To return to the general summary,
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Alpine Lighthouse, for whom and how?

Since our beginnings in the Alps, Alpine values and know-how have helped define a special relationship between the driver, the machine and the environment.

"I chose the name Alpine because for me this adjective evokes the pleasure of riding on mountain roads." Jean Rédélé, founder of Alpine.

The Alpine Lighthouse offers the customer the promise of a physical and digital experience of a modern, high-end motorsport brand.

The Alpine Lighthouse is furnished to reflect the history and heritage of the Alpine brand, thereby bridging the past and present while adopting a contemporary visual communication.

Alpine Lighthouse, what you must remember!

Outside

- On a Renault Store site, the presence of the Alpine Brand is identified by a marker sign.
- At a minimum, an Alpine vehicle is displayed outside in a dedicated area with ground markings.
- The After-Sales activity of the Alpine brand is signposted by a wall sign located near a workshop bay.

Inside

- The Alpine Lighthouse is located in a Renault showroom with a minimum surface of 500 m².
- The Alpine Lighthouse occupies a minimum space of 70 m².
- The space requires specific lighting, the power of which is similar to that of a Renault Store thematic area. (The transformation of a thematic area into an Alpine Lighthouse allows the reuse of lighting).
- The space is located at a distance from the Renault Road.
- Cohabitation near a Dacia corner must be avoided.
- Respect for the identities of each brand remains a priority objective.
- The Alpine Lighthouse cannot coexist with a Renault Sport zone on the same site.

the exterior of the dealership with an Alpine Lighthouse

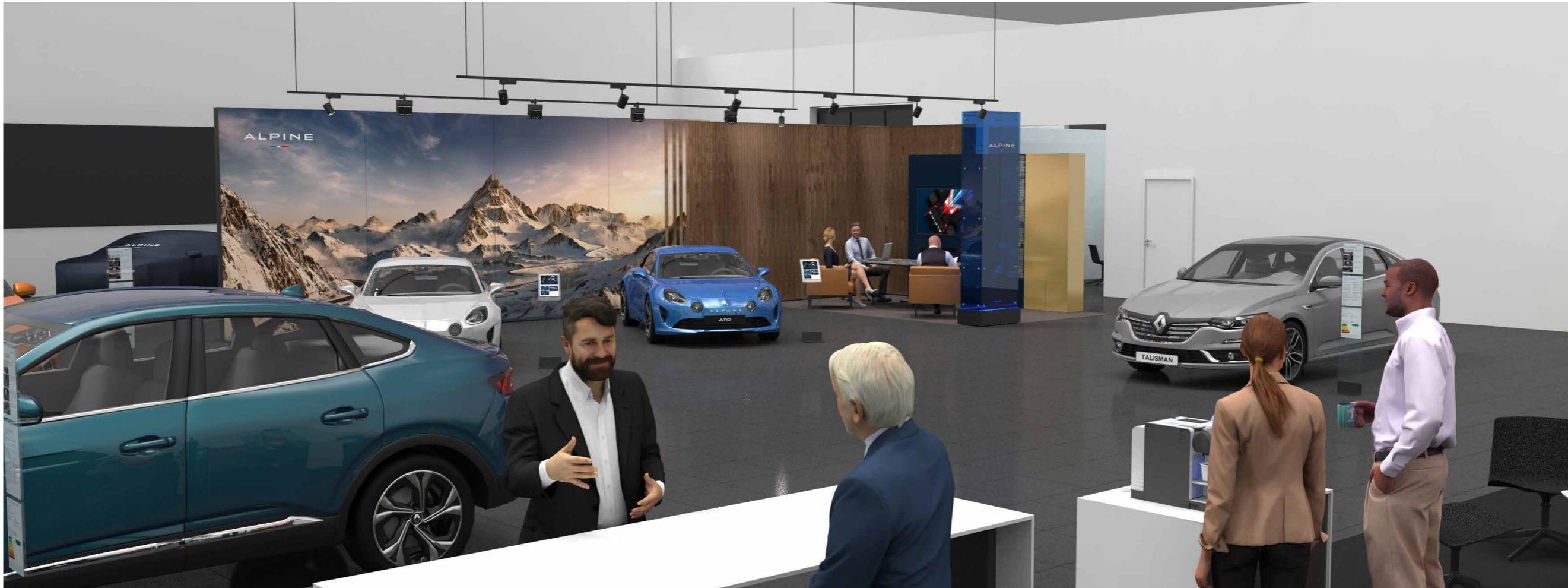
The Alpine Lighthouse is installed without special treatment of the facade. The Brand is visible thanks to a «Test» zone with the presence of 2 vehicles, a specific marking on the ground as well as a backlit sign, visible from the road.



inside, discover the Alpine Lighthouse

general view from the reception

The dedicated Alpine area recreates the Brand's universe: premium and sporty. Visible from the entrance, the Alpine customer quickly identifies the area thanks to a strong visual identity.



inside, discover the Alpine Lighthouse integration into the showroom

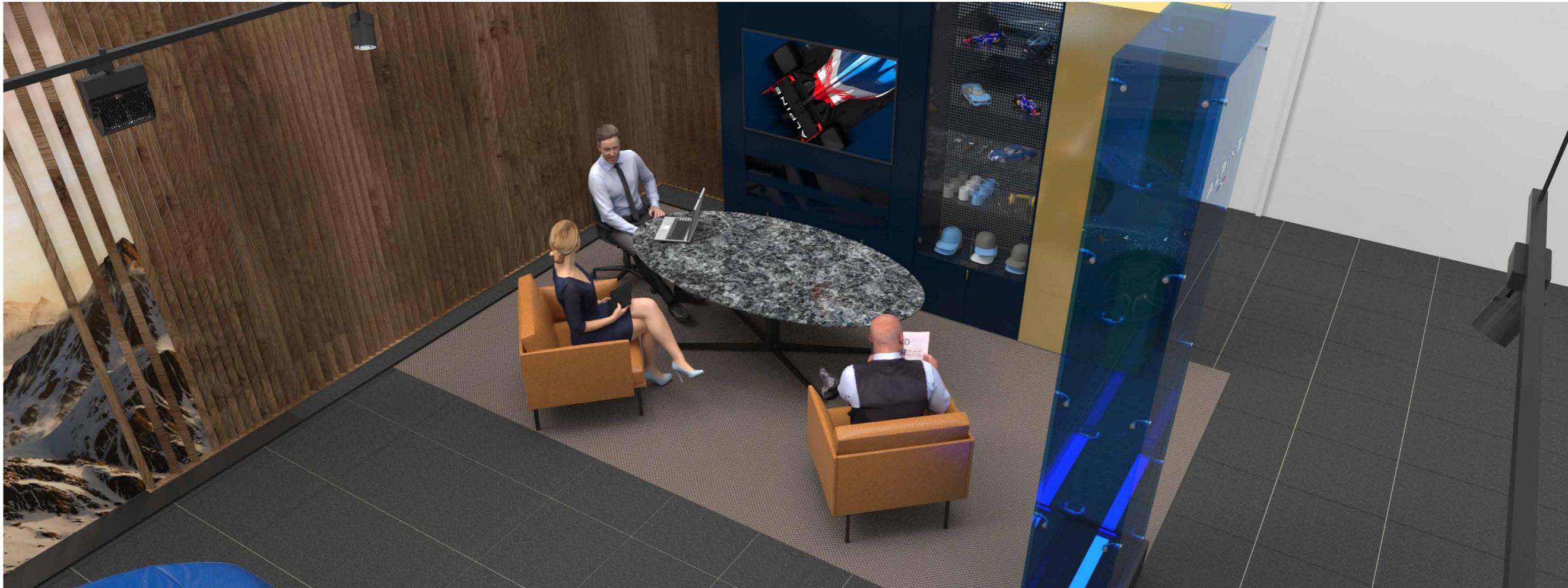
Located in the Renault showroom, the Alpine Lighthouse is a semi-open area, delimited by strong elements. Two vehicles are on display. An welcome area allows specific treatment of the customer.



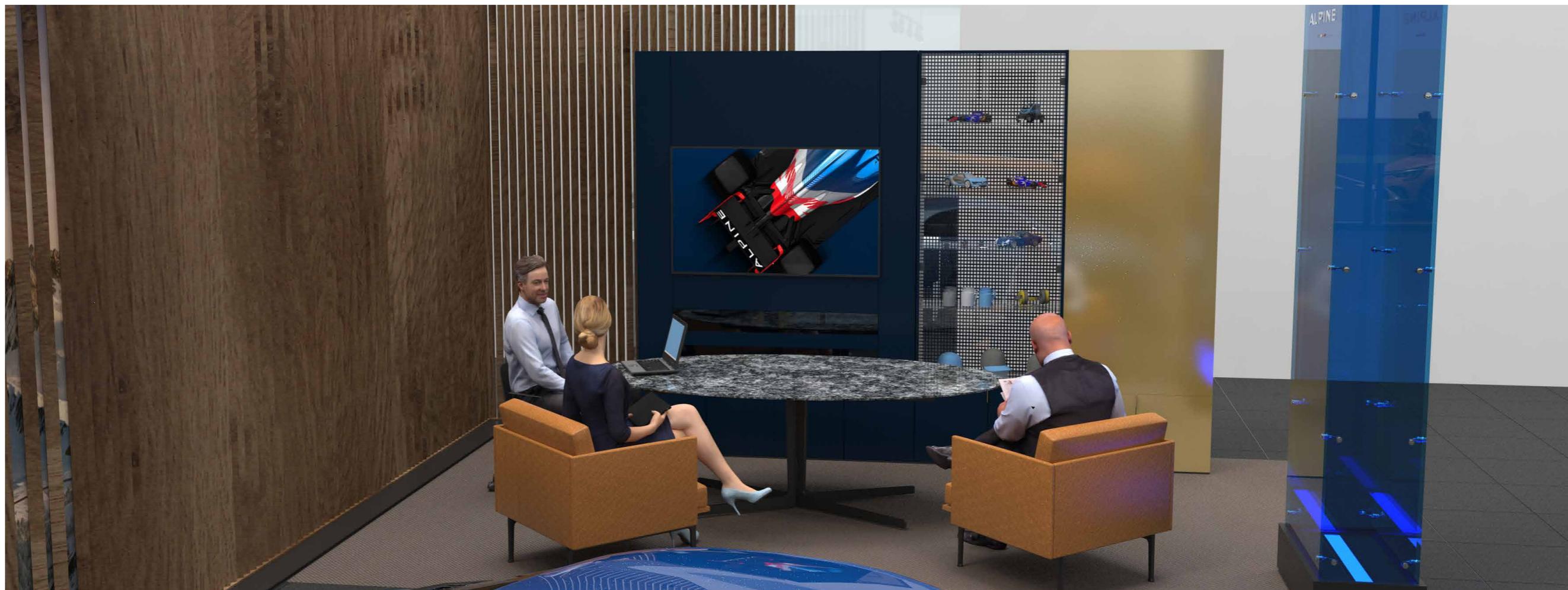
inside, discover the Alpine Lighthouse
general view



inside, discover the Alpine Lighthouse
the welcome area



inside, discover the Alpine Lighthouse
the configuration furniture and the display case of goodies



2

customer journeys

To return to the general summary,
click on the button.



customer journeys

As part of the Alpine Lighthouse integrated into the Renault Store showrooms, Alpine customer journeys are distinguished from those of customers of other brands by the physical elements that make up the Alpine Lighthouse, but also by the treatment of customers and specific methods.

an outdoor route common to all customers

All Alpine customers go through the entrance to the Renault showroom.

differentiated interior journeys

Inside, the Alpine courses are differentiated and the Alpine Lighthouse becomes the central element of the 3 journeys: sales, after-sales and delivery.

The Alpine customer is supported by a Alpine advisor.

the outdoor journey

the indoor journey
The Sale

the indoor journey
The Delivery

the indoor journey
The After-Sales

To access directly to a journey, click on the title.

the outdoor journey

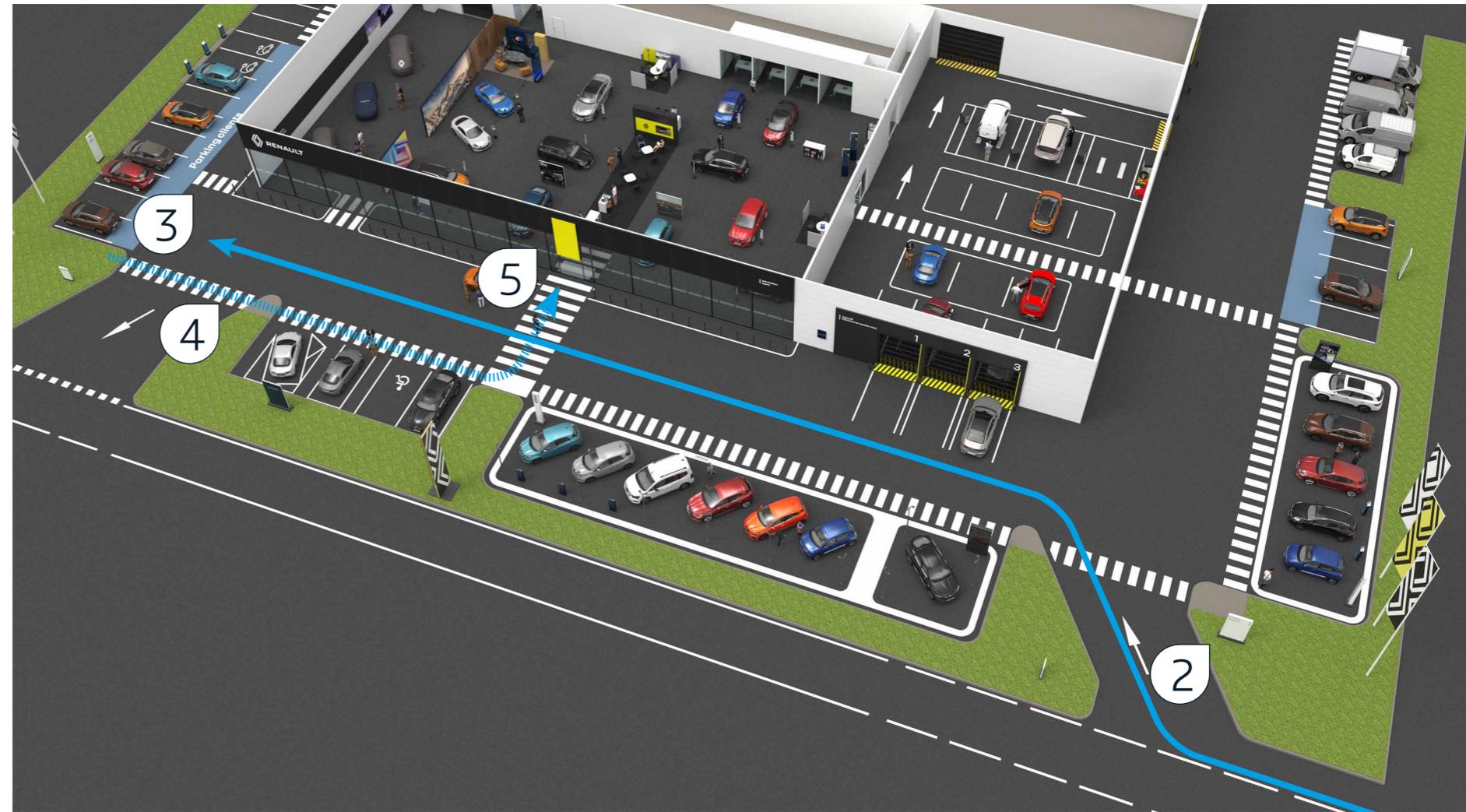
the steps

The presence of the Alpine brand on the site is identifiable thanks to an Alpine marker sign associated with an outdoor exhibition area, visible from the road.

From the outskirts, customers are directed to the car park shared with the several brands.

Pedestrian routes lead them to the entrance to the showroom.

1. site identification
2. entrance to the site
3. the car park
4. the Alpine outdoor area
5. entering the showroom



the outdoor journey

the customer's vision



1

site identification

The visibility of an Alpine point of sale is ensured by a signal terminal installed facing the road.



2

entrance to the site

On the outskirts of the site, customers are guided to the showroom and the adjoining car park.



3

the car park

The customer parks in the common car park identified by appropriate signage.



4

the Alpine outdoor area

An illuminated Alpine exhibition area, with floor markings, highlights the brand's flagship model.



5

entering the showroom

The customer is guided to the entrance to the showroom.

To return to the general summary,
click on the button.



the indoor journey

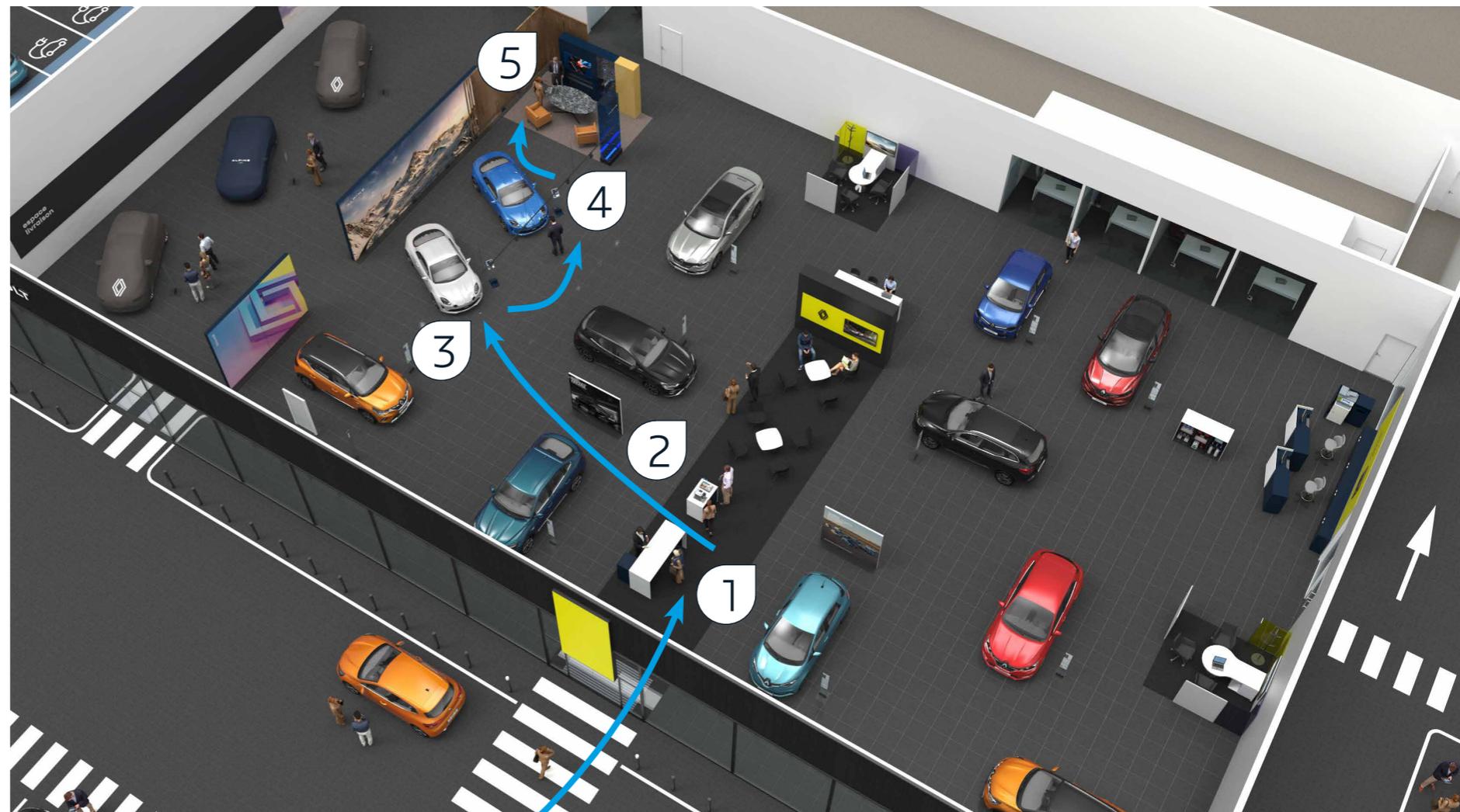
sales: the steps

The customer enters the Renault Store showroom.

The clear organization of the showroom makes it easier to read the different spaces available to the customer, including the Alpine Lighthouse.

The customer can choose to explore the Alpine universe on their own or receive information on products and services by contacting the Alpine advisor.

1. entering the showroom
2. the welcome point
3. vehicles on display
4. the presentation area,
Product and Service Brand
5. the configuration furniture



the indoor journey

sales: the customer's vision



1

entering the showroom

From the entrance to the Renault Store showroom, the customer can see the Alpine Lighthouse and the vehicles on display.



2

the welcome point

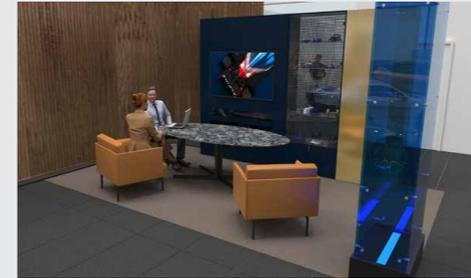
The customer is greeted by the Renault host or hostess who accompanies them to the Alpine Lighthouse and informs the Alpine advisor of the customer's presence.



3

vehicles on display

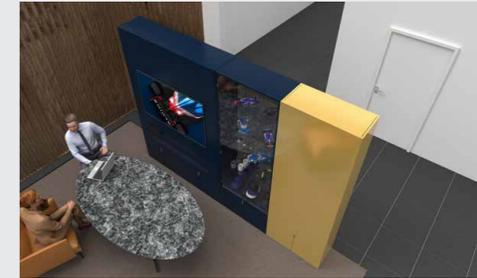
The vehicles are carefully aligned, enhanced by the mountain visual in the background.



4

the presentation area, Product and Service Brand

The advisor welcomes the customer comfortably in the dedicated area. All information can be easily made available.



5

the configuration furniture

The color and material samples are presented on a piece of furniture. A screen allows you to view the configuration of the vehicles.

To return to the general summary,
click on the button.



the indoor journey

delivery customer : the steps

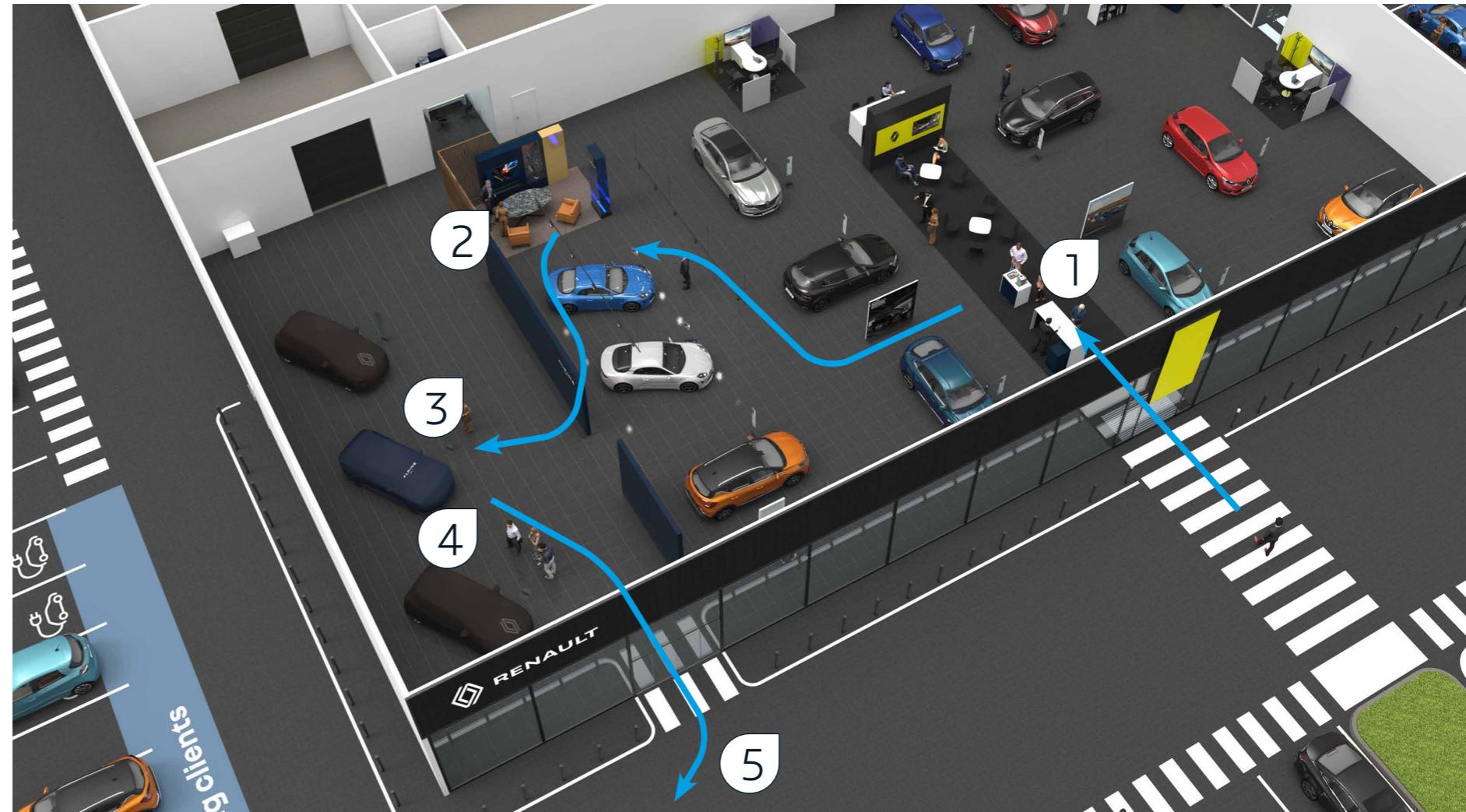
The vehicle to be delivered is presented under an Alpine cover.

The customer is greeted by a Renault host or hostess who accompanies them to the Alpine Lighthouse office and informs the Alpine advisor of their presence.

The Alpine advisor gives him the administrative documents and then accompanies him to discover his vehicle.

When the handover is complete, the customer leaves the Delivery Area behind the wheel of his new Alpine.

1. entering the showroom
2. administrative formalities
3. customer's vehicle
4. the handover exit from the Delivery Area
5. exit from the Delivery Area



the indoor journey

delivery: the customer's vision



1

entering the showroom

Welcomed by a Renault host, he is accompanied to the Alpine Lighthouse. The Alpine advisor is informed of his presence.



2

administrative formalities

The customer is greeted by the Alpine advisor who proceeds with the administrative formalities and the delivery of the vehicle documents.



3

customer's vehicle

An Alpine display is positioned next to the vehicle with the customer's name. The vehicle is presented under an Alpine delivery cover which is removed in front of it.



4

the handover

The advisor accompanies the customer to his vehicle. Together, they walk around the vehicle before the advisor invites the customer to get on board.



5

exit from the Delivery Area

Once the handover is complete, the advisor opens the exit door of the Delivery Area allowing the customer to join the road in his new Alpine.

To return to the general summary,
click on the button.

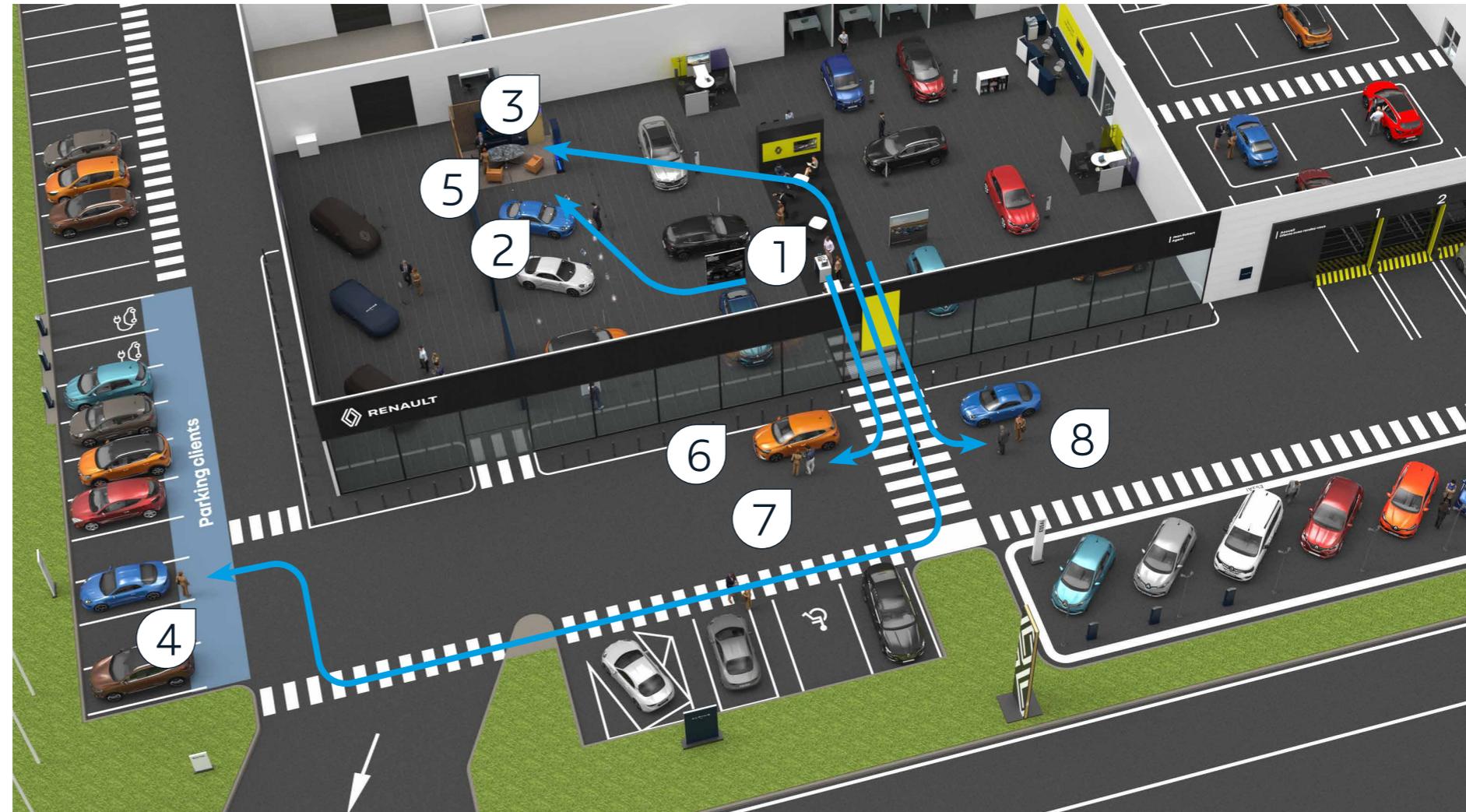


the after-sales journey

the steps

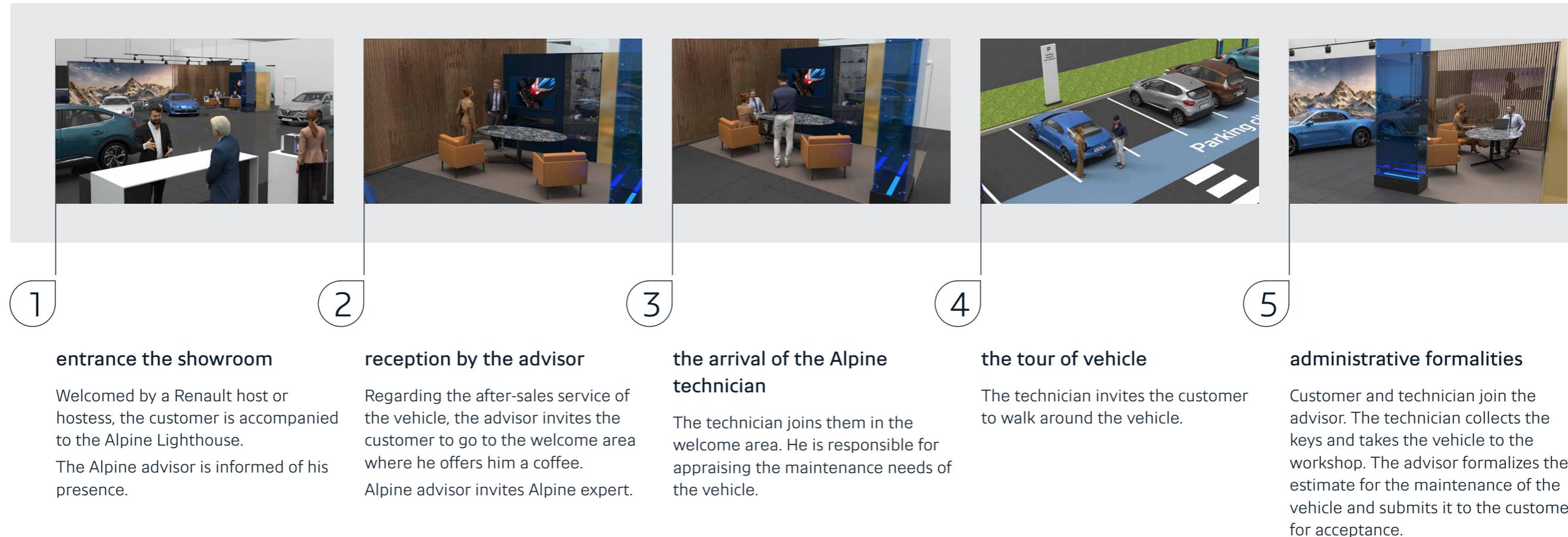
The customer goes to a dealership for the maintenance of his vehicle. He goes to the site reception. He is then directed to the Alpine office space. He is joined by the Alpine advisor and an Alpine technician. After a short presentation of the customer's needs, the technician offers to take a tour of the vehicle. The technician confirms the diagnosis so that the advisor can proceed with the administrative formalities and offer a mobility solution to the customer. The Alpine advisor accompanies the customer to the courtesy vehicle (at least C category) or replacement made available to him. The vehicle is taken care of in the car park by the Alpine After-Sales expert.

1. entrance the showroom
2. reception by the advisor
3. the arrival of the Alpine technician
4. the tour of vehicle
5. administrative formalities
6. the mobility solution
7. the return of the courtesy vehicle
8. the return of the customer's vehicle



the after-sales journey

the customer's vision - 1



To return to the general summary,
click on the button.



the after-sales journey

the customer's vision - 2



6

the mobility solution

The sales consultant offers a mobility solution to the customer. The courtesy vehicle must be at least C category.

The customer leaves the showroom, accompanied by the sales advisor to the vehicle made available in front of the showroom.



7

the return of the courtesy vehicle

Once the service has been completed, the customer is informed that the vehicle is ready.

The Alpine advisor greets the customer in front of the showroom, collects the keys to the courtesy vehicle and invites him/her to follow him/her to the preparation table.

he invites the Alpine technician to join them



8

the return of the customer's vehicle

The technician joins them at the preparation table. he explains to the customer the various jobs carried out and takes his leave.

The Alpine advisor gives the customer the keys and the documents of the services carried out. He accompanies the customer to his vehicle parked in front of the showroom.

He invites the customer to take a look at his vehicle before inviting him to get back on board.

To return to the general summary,
click on the button.



3

formats and implementation rules

To return to the general summary,
click on the button.



the different formats

- the 2-vehicle format is recommended in showrooms of more than 500 m².
- the 1-vehicle format is an exception that will be managed on a case-by-case basis during the Preliminary Design phase of implementation on plans.
By dispensation of the Alpine Business Unit, this can be installed to allow a reduction of the area until the arrival of the second vehicle in the range. This solution can only be temporary until the arrival of a new model in the range and the installation prerequisites remain the same.

- 1 Area with 2 vehicles
- 2 Area with 1 vehicle

1

2



the Alpine Lighthouse



the Alpine Lighthouse

description

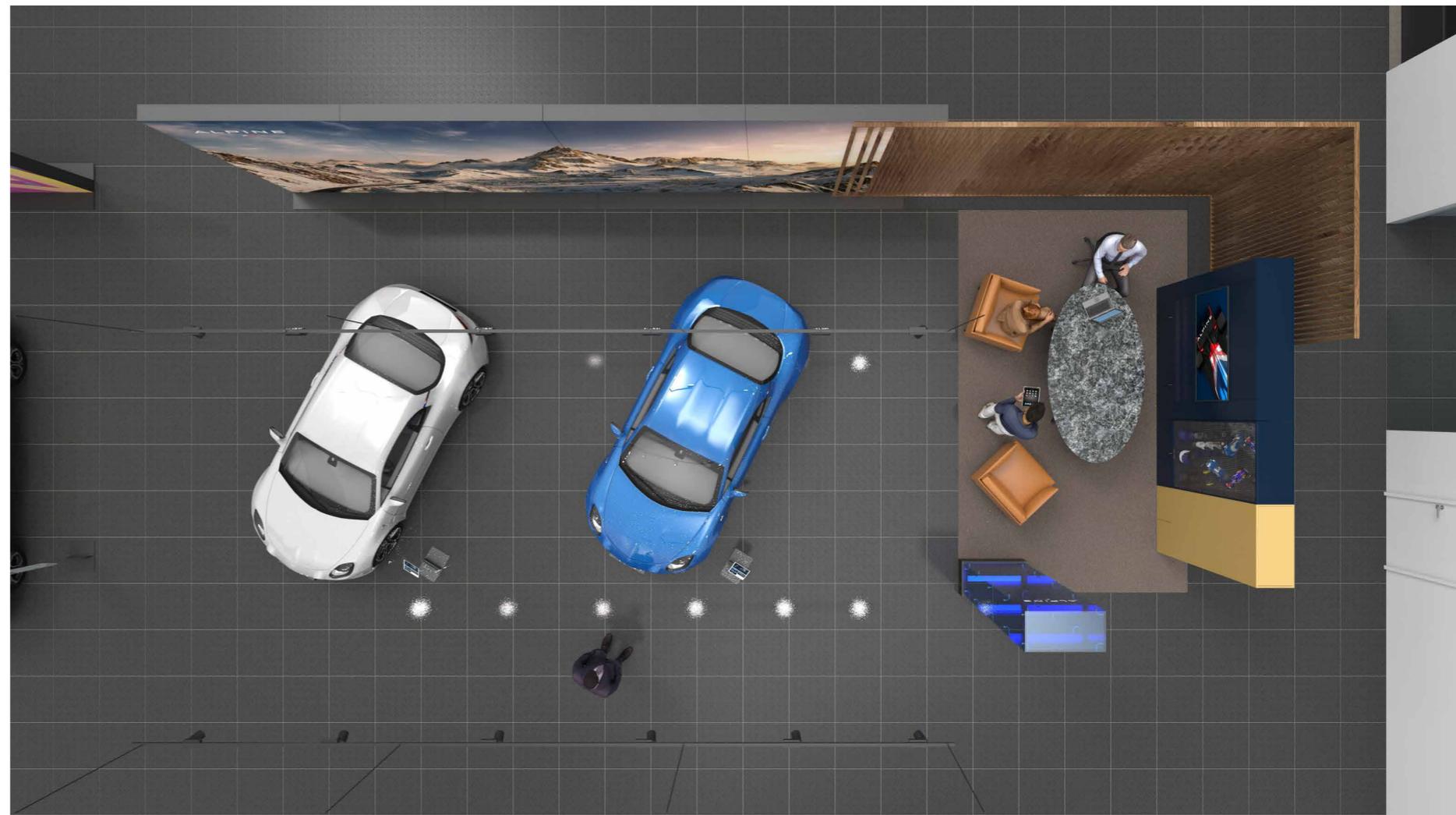
Principle

The 70m² Alpine Lighthouse is the same for all sites, regardless of their size.

How and where to implement it?

This area is preferably located next to the Renault Road on a second plane, the foreground being occupied by the Headline areas.

The vehicles are oriented towards the entrance to the showroom.

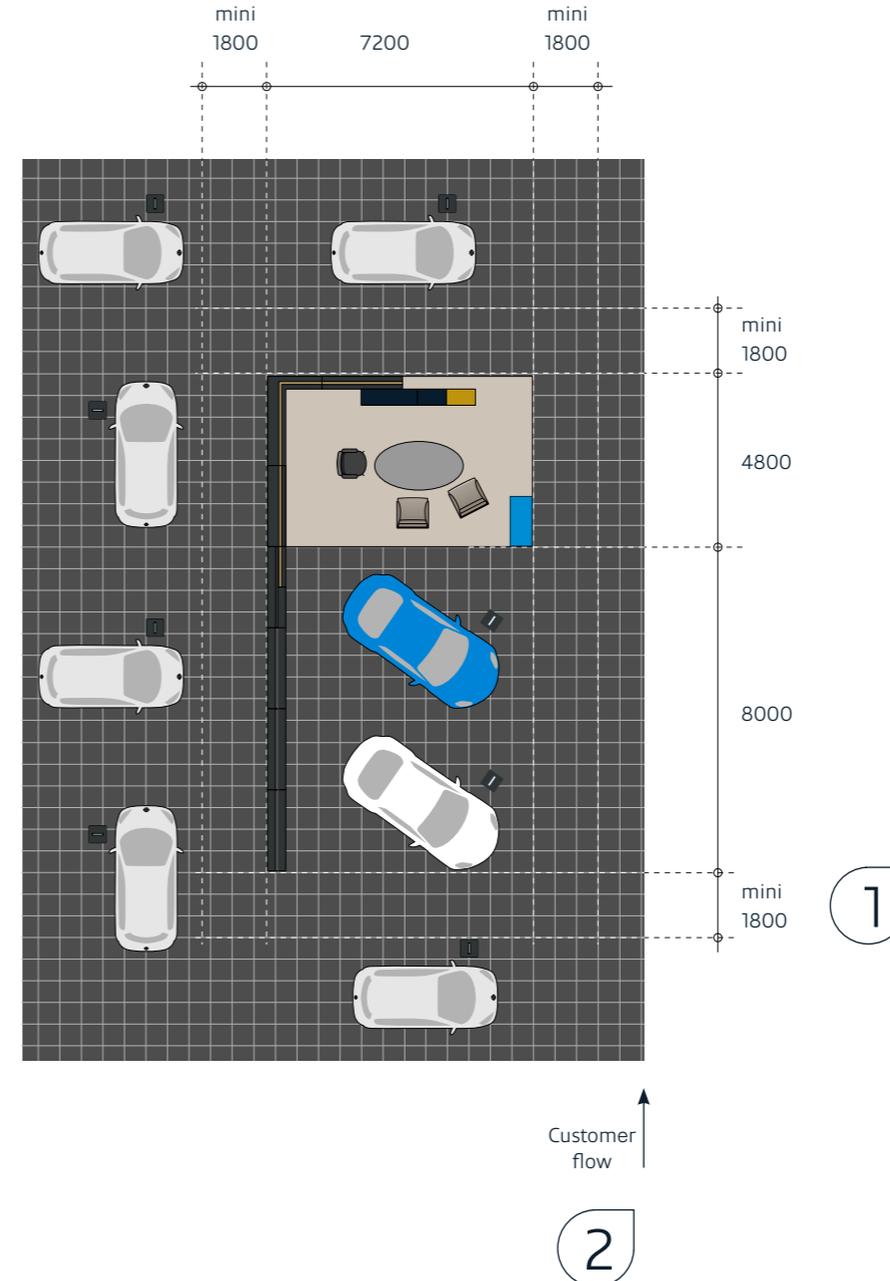


implementation rules

generic principle

Principles to observe

- 1 A minimum free distance of 1800 mm should be maintained between the edges of the Alpine Lighthouse and the other elements of the showroom. This distance helps to showcase the Alpine Lighthouse and to allow circulation around this space.
- 2 The cars are oriented towards the customer flow and arranged at an angle of 30°.

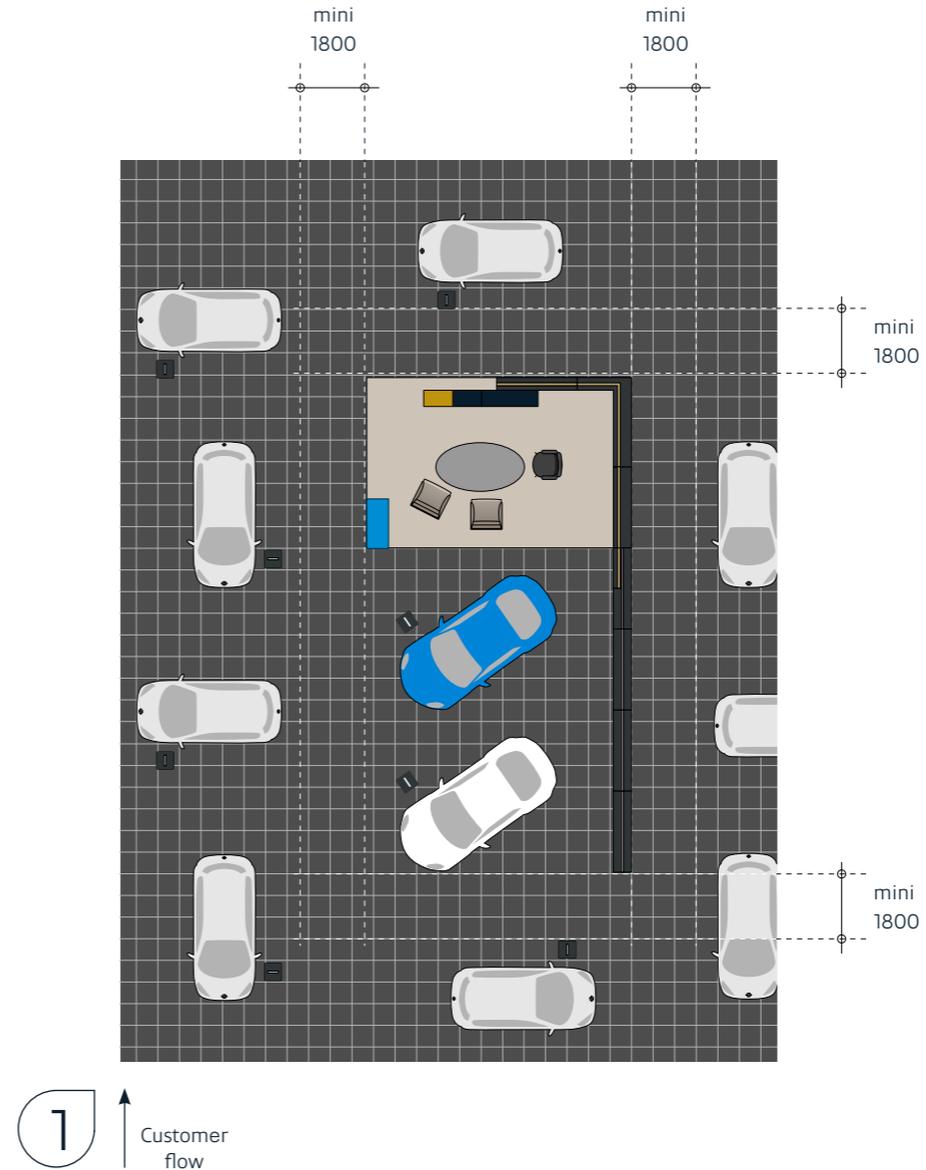


implementation rules

reverse configuration

Principle to observe

- 1 The general configuration can be reversed depending on the customer flow.
The major challenge is always to present the front of the vehicles to the customer flow and to provide good visibility of the fresco from the entrance to the showroom.

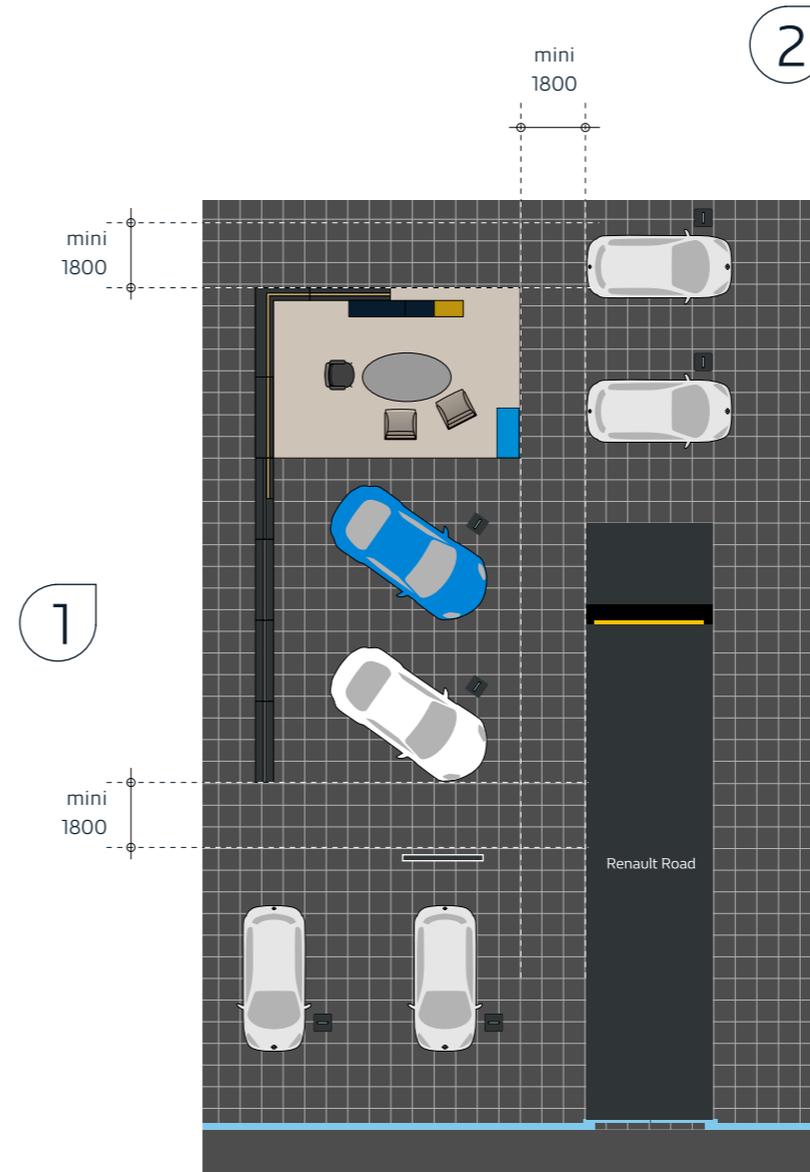


implementation rules

cohabitation with the Headline zone

Principles to observe

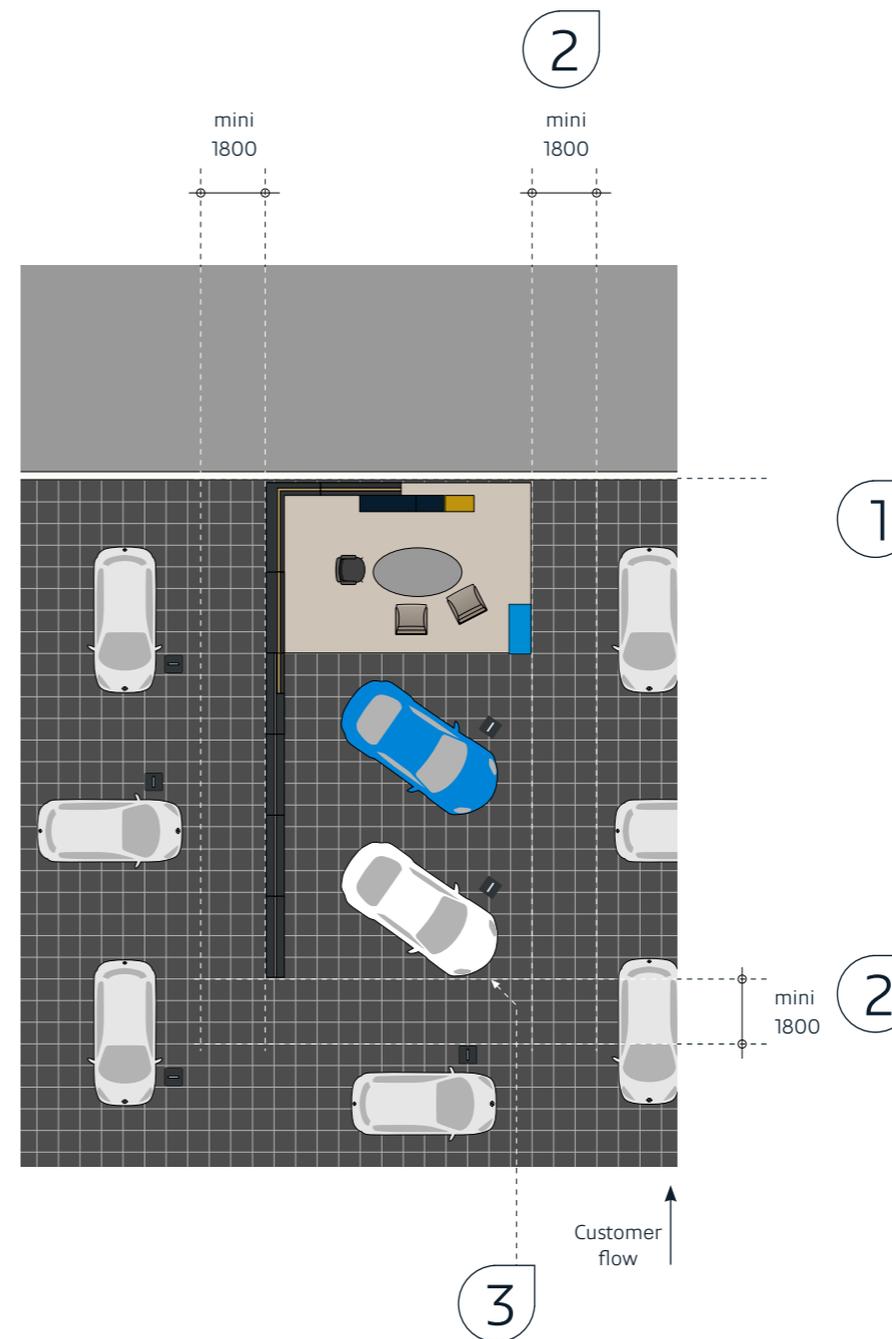
- 1 A distance of 1800 mm between the edges of the Alpine Lighthouse and the components (totem or 2x2 POS) of the Headline area should be observed.
- 2 A distance of 1800 mm is maintained between the edge of the Renault Road and the Alpine Lighthouse.



implementation rules against a showroom wall

Principles to observe

- 1 The Alpine Lighthouse is set against the back wall of the showroom.
- 2 A clear distance of 1800 mm between the edges of the Alpine Lighthouse and the other elements of the showroom should be maintained at least.
- 3 The cars are oriented towards the customer flow and arranged at an angle of 30°.

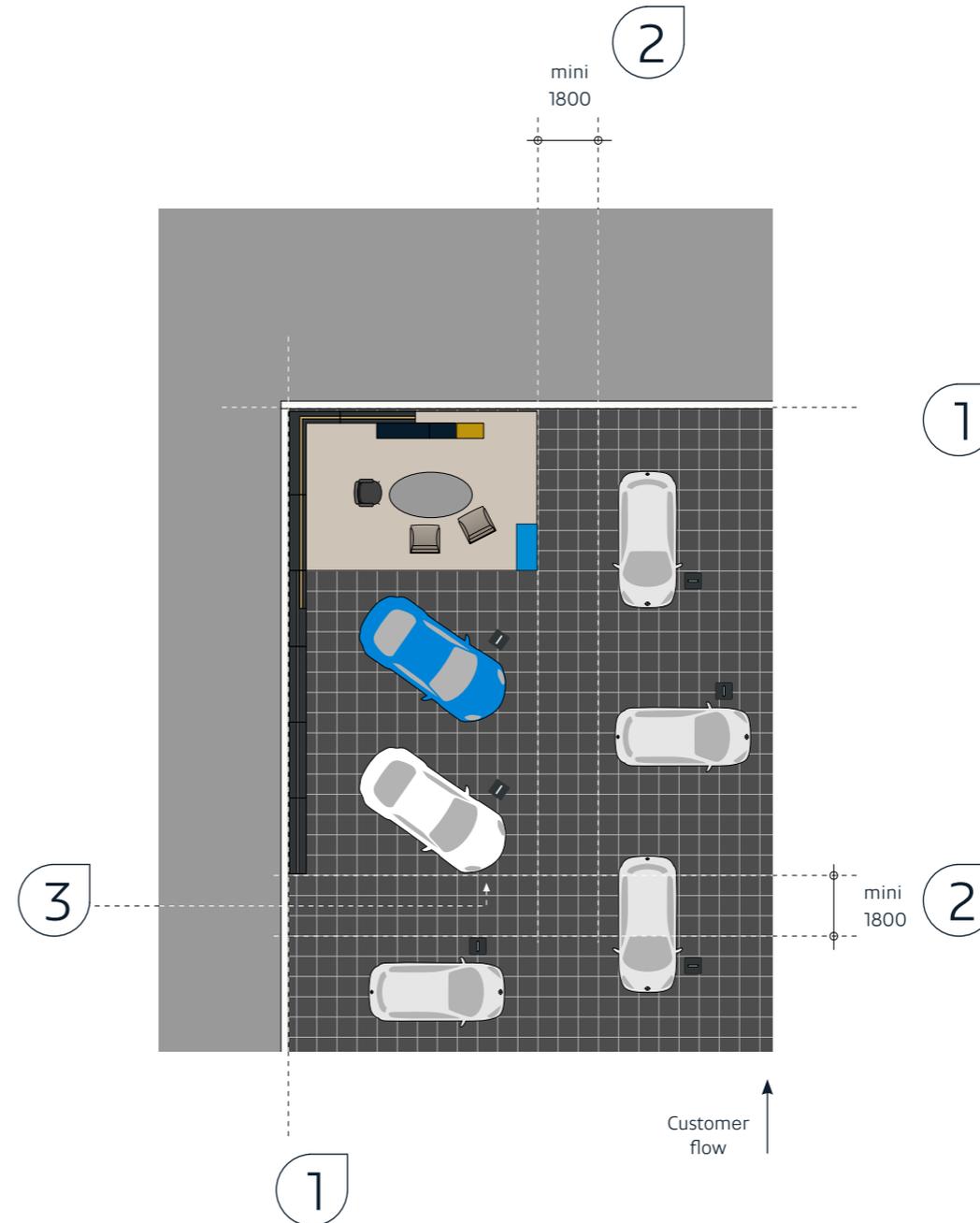


implementation rules

at an angle in the showroom

Principles to observe

- 1 The Alpine Lighthouse is located in a corner of the showroom. The plates of the fresco and the trellises are positioned as close as possible to the walls.
- 2 A clear distance of 1800 mm between the edges of the Alpine Lighthouse and the other elements of the showroom should be maintained at least.
- 3 The cars are oriented towards the customer flow and arranged at an angle of 30°.

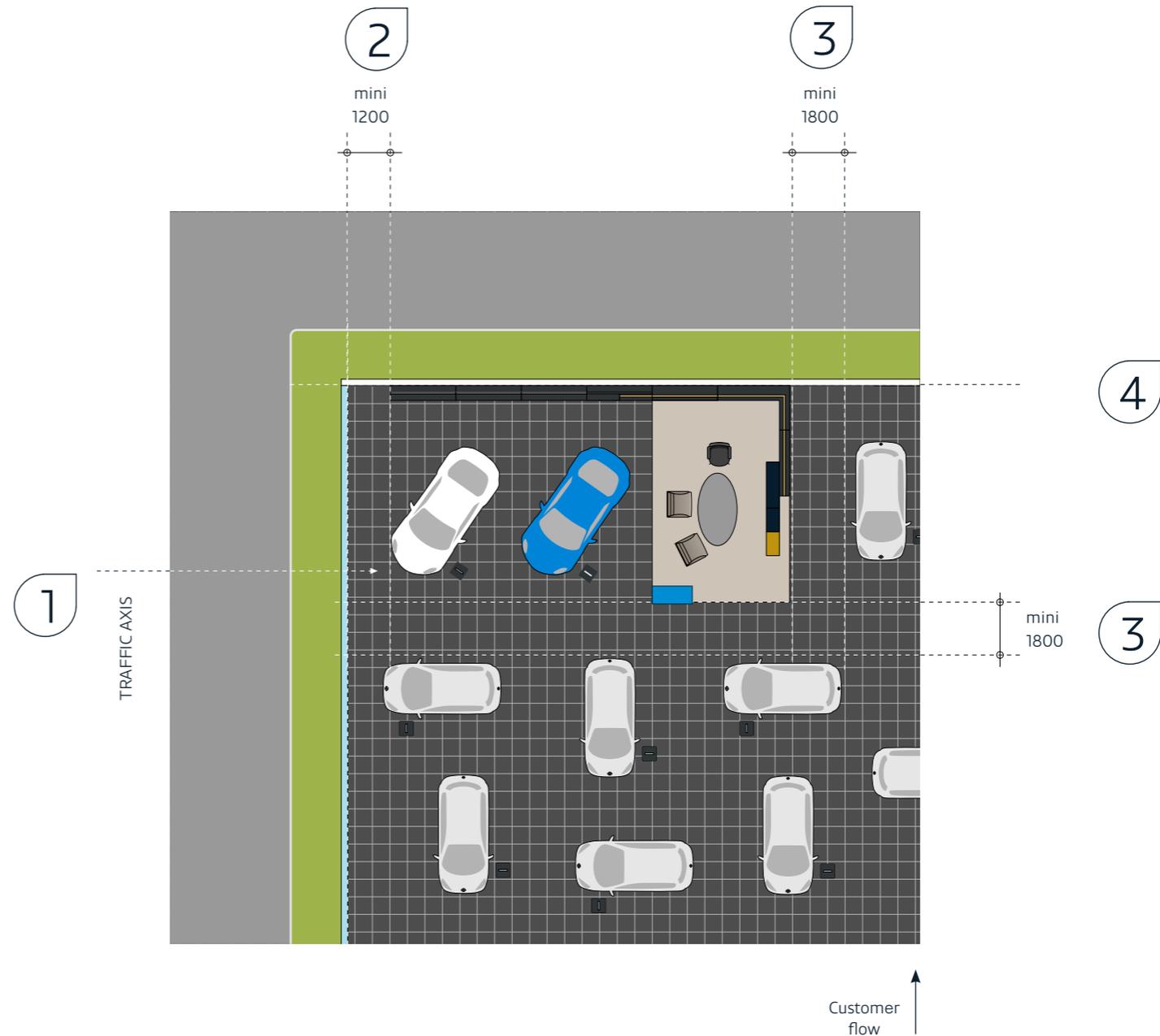


implementation rules

close to a glazed facade

Principles to observe

- 1 Where the facade provides visibility of the Alpine Lighthouse from exterior, cars are oriented toward the storefront to create a strong visual appeal. They are arranged at an angle of 30°.
- 2 The Alpine Lighthouse is positioned at a minimum distance of 1200 mm from the window to allow good circulation around the vehicles.
- 3 A clear distance of 1800 mm between the edges of the Alpine Lighthouse and the other elements of the showroom should be maintained at least.
- 4 The plates of the fresco and the trellises are positioned as close as possible to the wall against which the Alpine Lighthouse is leaned.

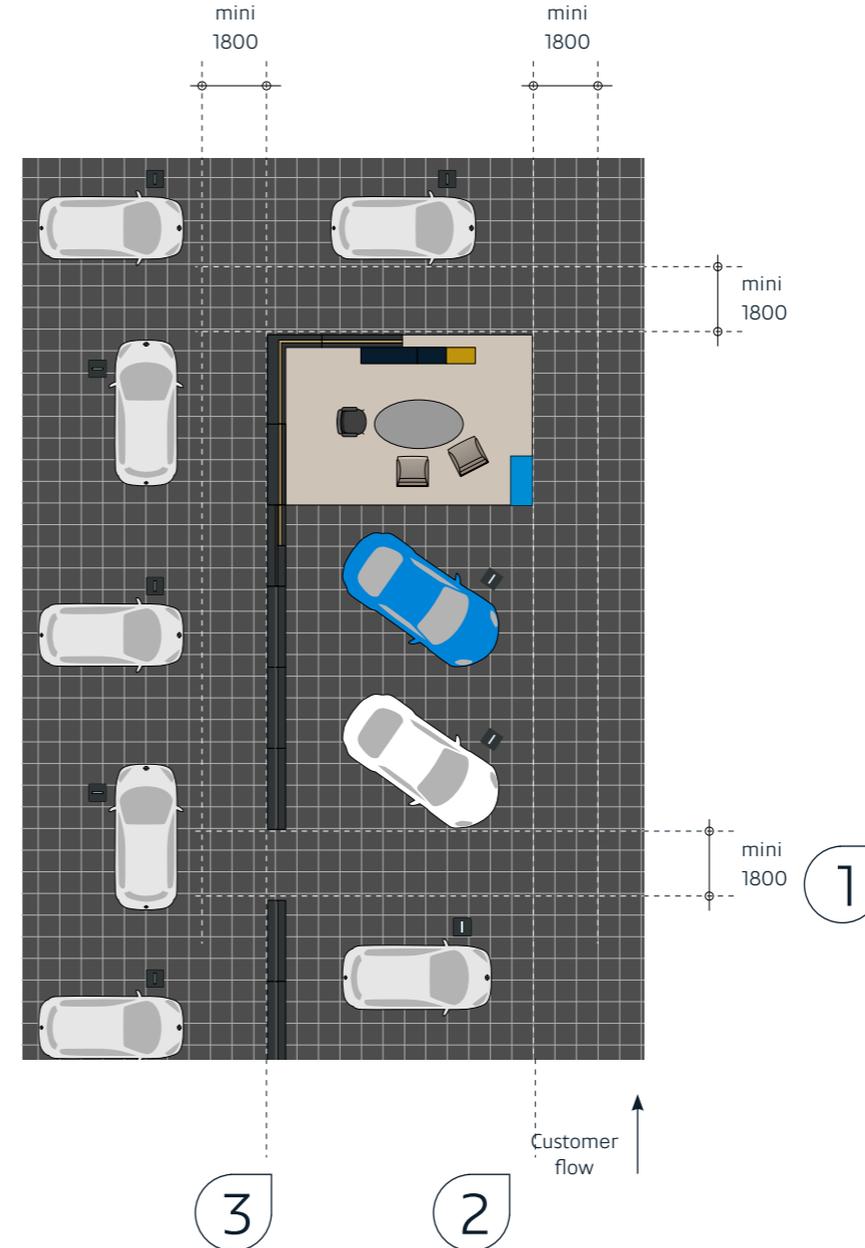


implementation rules

cohabitation with a product area

Principles to observe

- 1 At a minimum, a distance of 1800 mm between the Alpine Lighthouse and the Products area will be maintained in order to allow free movement between these areas.
- 2 The floor marking of the Products area will be aligned with the front edge of the carpet in the sales area.
- 3 The frescoes and their plates will be aligned on the same plane.



implementation rules

adaptation limits - 1

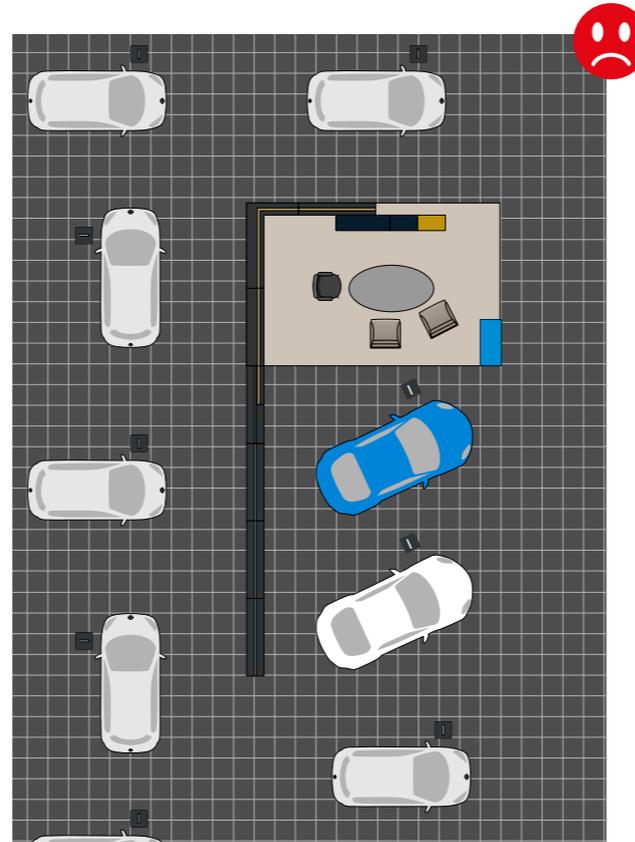
To avoid

1 Change of orientation of vehicles

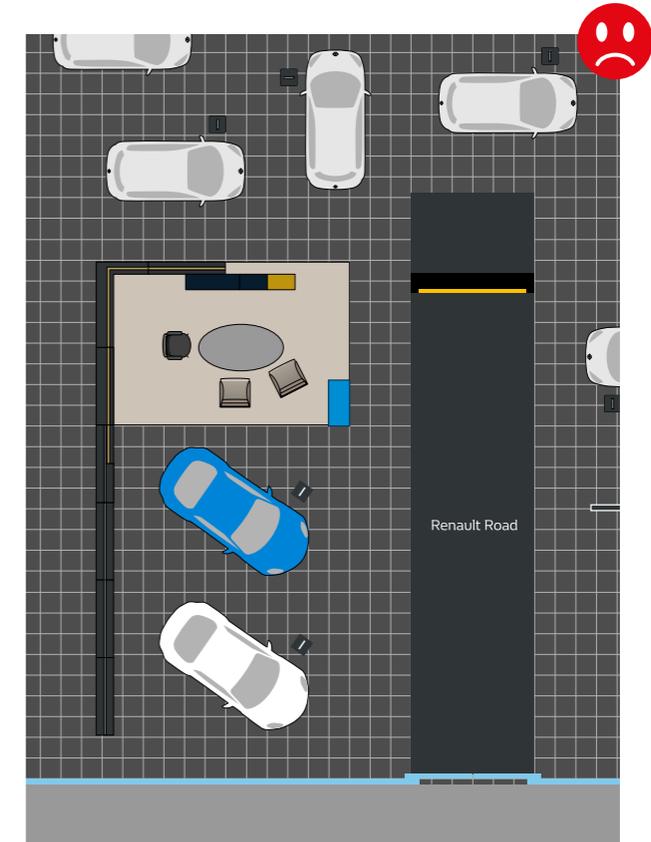
The vehicles must always be oriented towards the customer flow. Customers should discover the vehicles first and then the customer area

2 Installation of the Alpine Lighthouse instead of the Headline zones

The Alpine Lighthouse should not be used instead of the Headline and E-Tech zones.



1



2

implementation rules

adaptation limits - 2

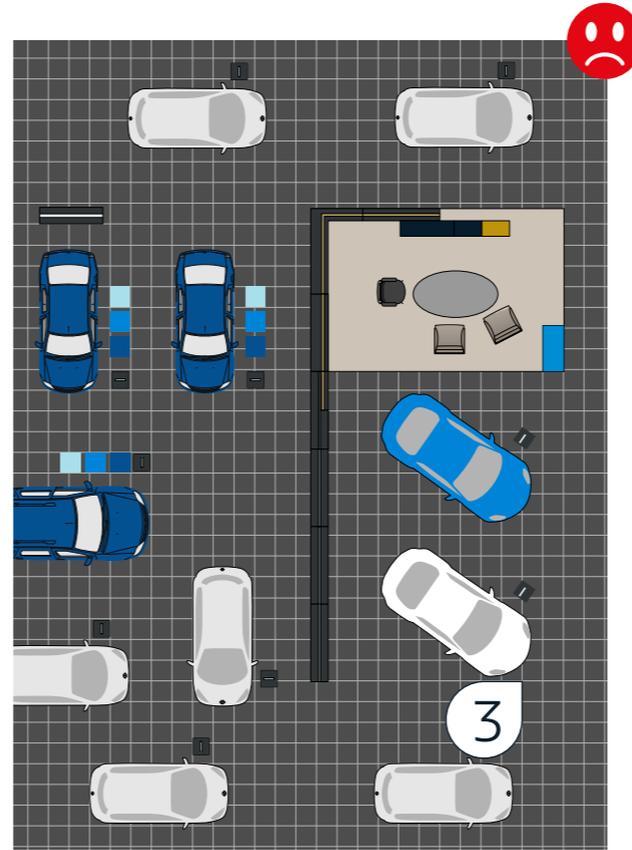
To avoid

3 Location near a Dacia corner

These 2 spaces must be separated by a minimum distance of 4 m.

4 Removal of the customer area

The components of the Alpine Lighthouse cannot be separated or have their order changed.



3



4

4

exterior components

To return to the general summary,
click on the button.



the exterior components of the Alpine Lighthouse

This chapter presents various exterior components aimed at giving visibility to the Alpine brand on a Renault Store site.

Identification elements

Brand visibility is essential. The systematic exposure of a vehicle in the test area responds to this issue.

The highlighting of this vehicle is based on controlled integration into customer parking.

After-Sales activity

The Alpine After-Sales activity is handled in a Renault workshop or even common to several brands.

An Alpine wall plate, located next to the workshop bay, identifies the After-Sales activity.

periurban sites

identification elements

Principle

In front of the showroom, an area is dedicated to the presentation of a test vehicle. A mini totem identifies the presence of the Alpine brand.

How and where to implement it?

This area is preferably located in the axis of the front door.

This area is preferably located close to the entrance door.

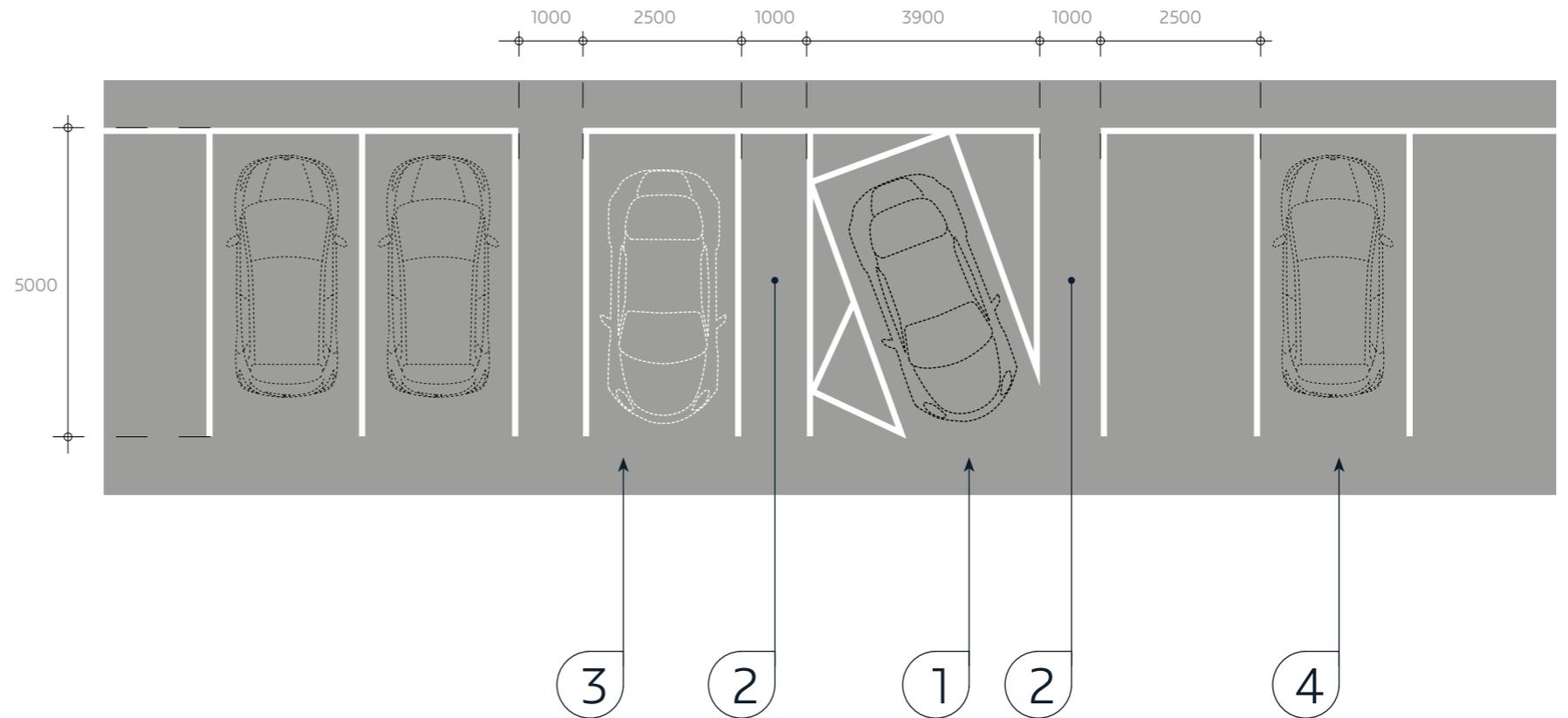


car park lots and outdoor exhibition

general recommendation

Rules

- 1 The outdoor exhibition is located close to the entrance of the showroom. The specific ground markings are white.
- 2 The spaces dedicated to the presentation of Alpine vehicles are always enhanced by a 1000 mm wide neutralization of the other parking spaces.
- 3 A parking space for an Alpine test vehicle is associated with the Alpine presentation area. Its standard width is 2500 mm.
- 4 Customer parking spaces are indicated by white lines. They have a standard width of 2500 mm.



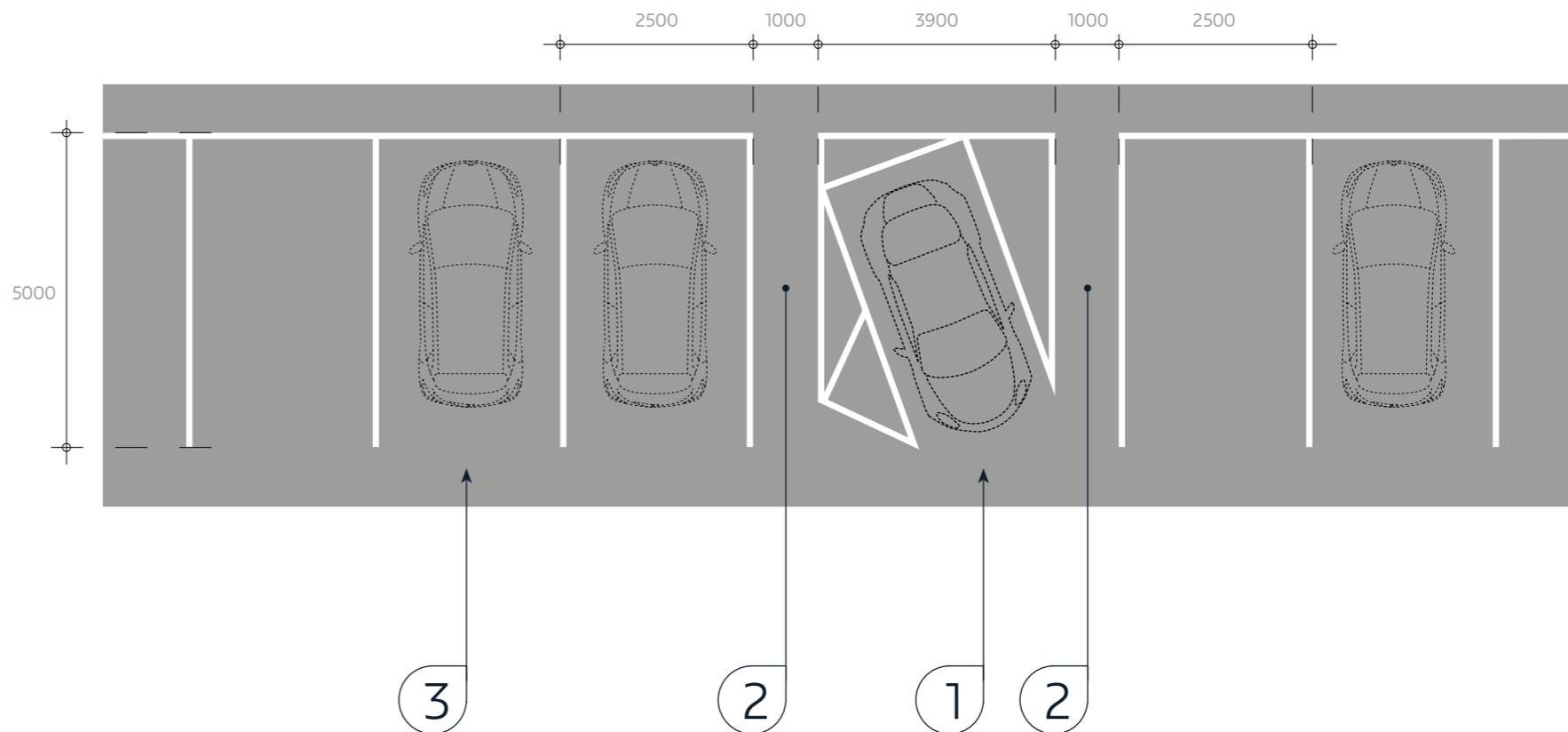
car park lots and outdoor exhibition

degraded solution

Rules

In the event that the site does not have sufficient space to implement the general configuration presented on the previous page, it will be possible to install only the presentation area with its specific marking.

- 1 The presentation area of the Alpine vehicle.
- 2 The 1000 mm wide neutralization of the other parking spaces.
- 3 Customer parking spaces with a standard width of 2500 mm.



the marker sign of the Test Drive zone outlines

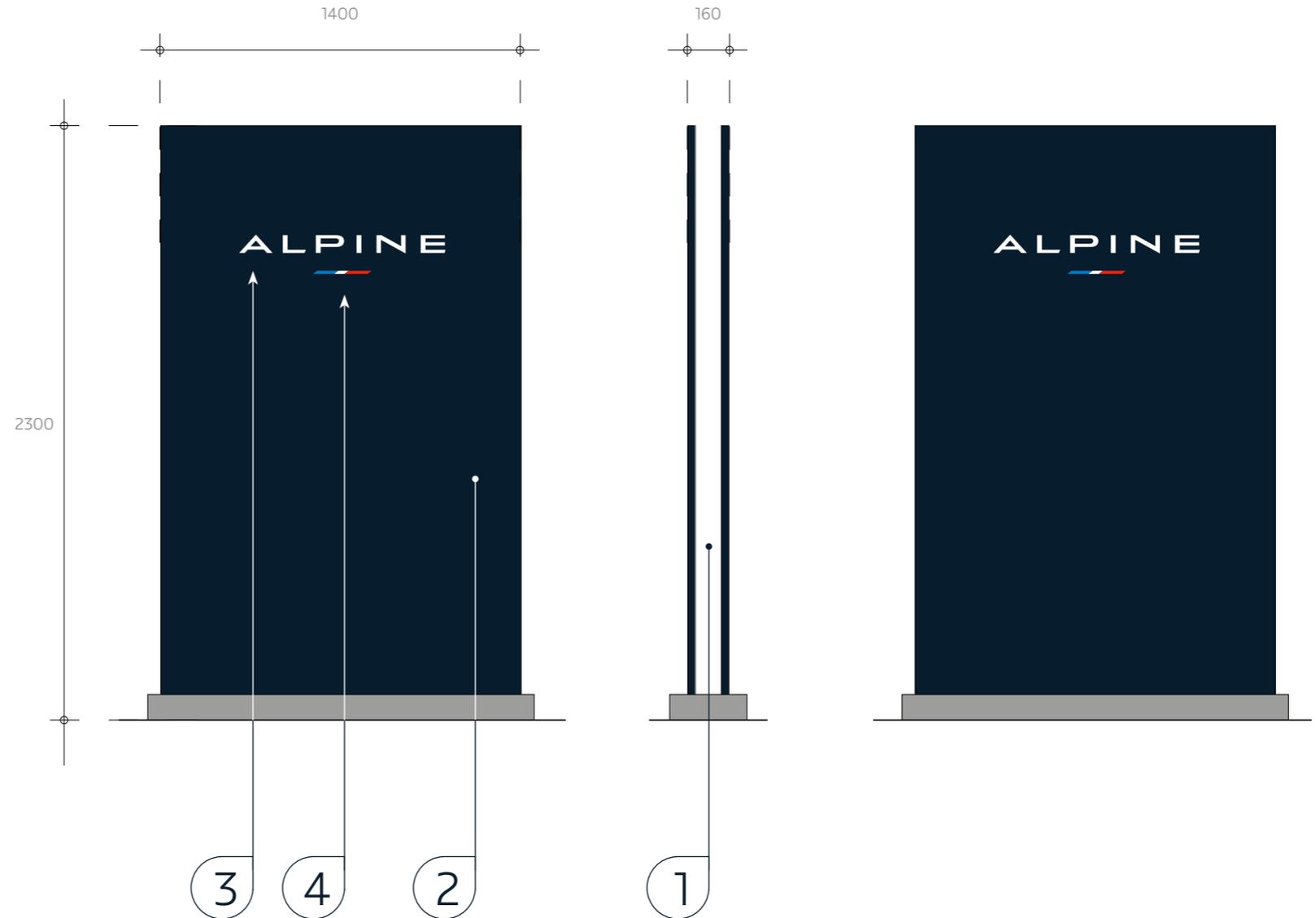
Presentation

The identification of the Alpine brand is carried out by a 2300 mm marker sign positioned in front of the Test area.

This element is double-sided backlit.

Key

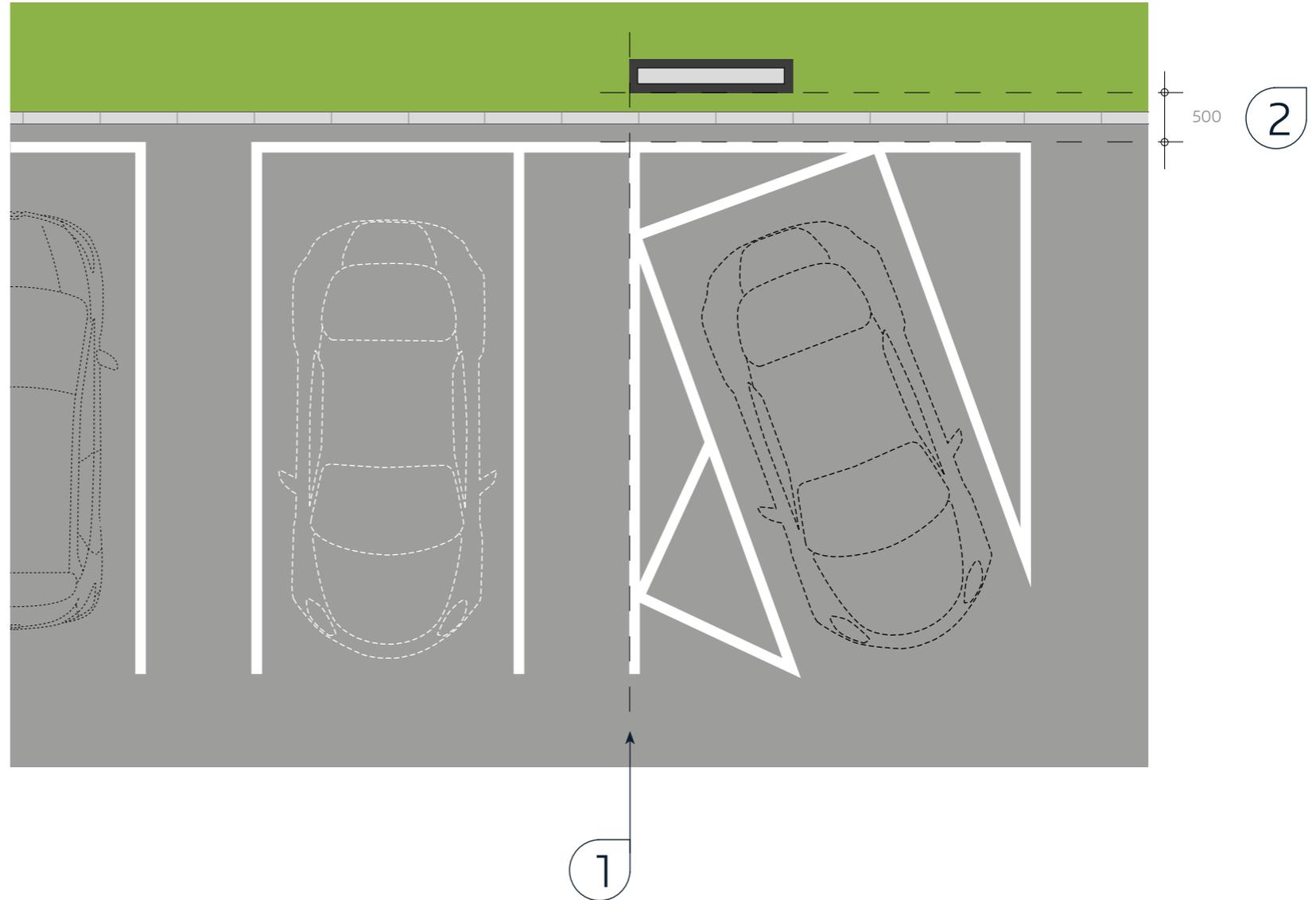
- 1 White non-diffusing edge,
- 2 Face in aluminum lacquered Pantone blue 296 C.
- 3 Alpine lettering in diffusing white,
- 4 3 diffusing color strip.



the marker sign of the Test Drive zone implantation

Rules

- 1 The marker sign is aligned to the left of the exhibition area ground markings.
- 2 The marker sign is positioned 500 mm from the ground markings of the exhibition area.



the After-Sales activity

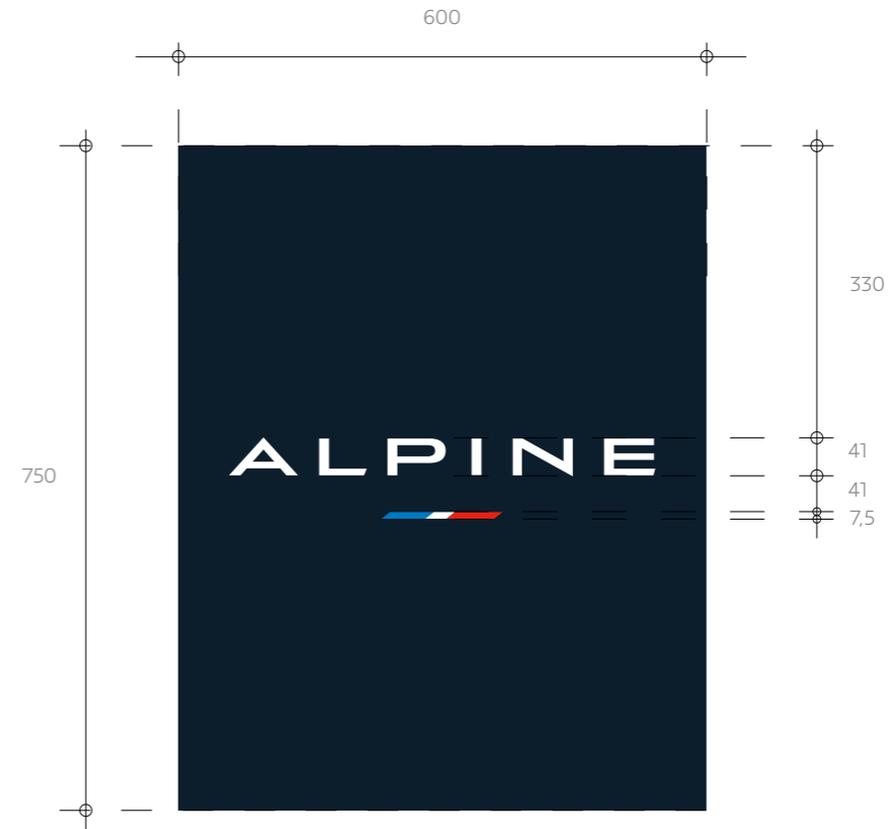
wall plate outlines

Principle

The Alpine plate identifies the presence of the After-Sales activity on the Service facades of Renault Stores.

Legend

1 Front view



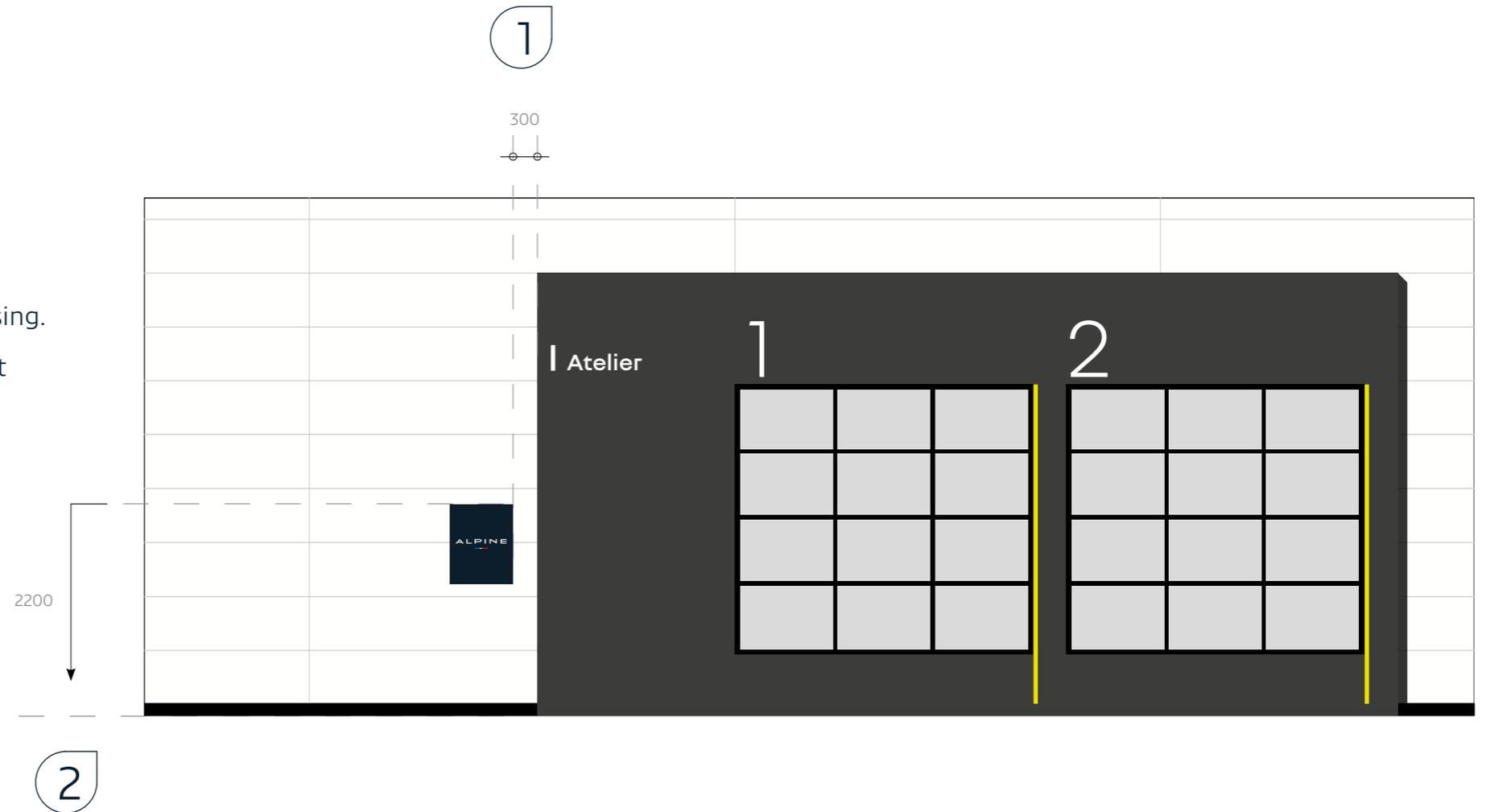
1

the After-Sales activity

implantation of the wall plate

Rules to observe

- 1 The Alpine plate is positioned 300 mm from the edge of the workshop door casing.
- 2 The top of the Alpine plate is installed at 2200 mm from the ground.



5

interior components

To return to the general summary,
click on the button.



the interior components of the Alpine Lighthouse

This chapter presents the various components of the Alpine Lighthouses integrated into a Renault Store showroom.

Presentation of vehicles

The Alpine Lighthouse makes it possible to present 2 vehicles in a dedicated space within a Renault Store showroom.

A fresco highlights the vehicles by creating a strong visual appeal.

The lighting accentuates the reflections of the bodywork and enhances the visibility of the fresco.

The customer area

Next to the vehicles, furniture consisting of armchairs and a table can accommodate Alpine customers in this dedicated space.

A cabinet allows the configuration of vehicles and the presentation of bodywork samples.

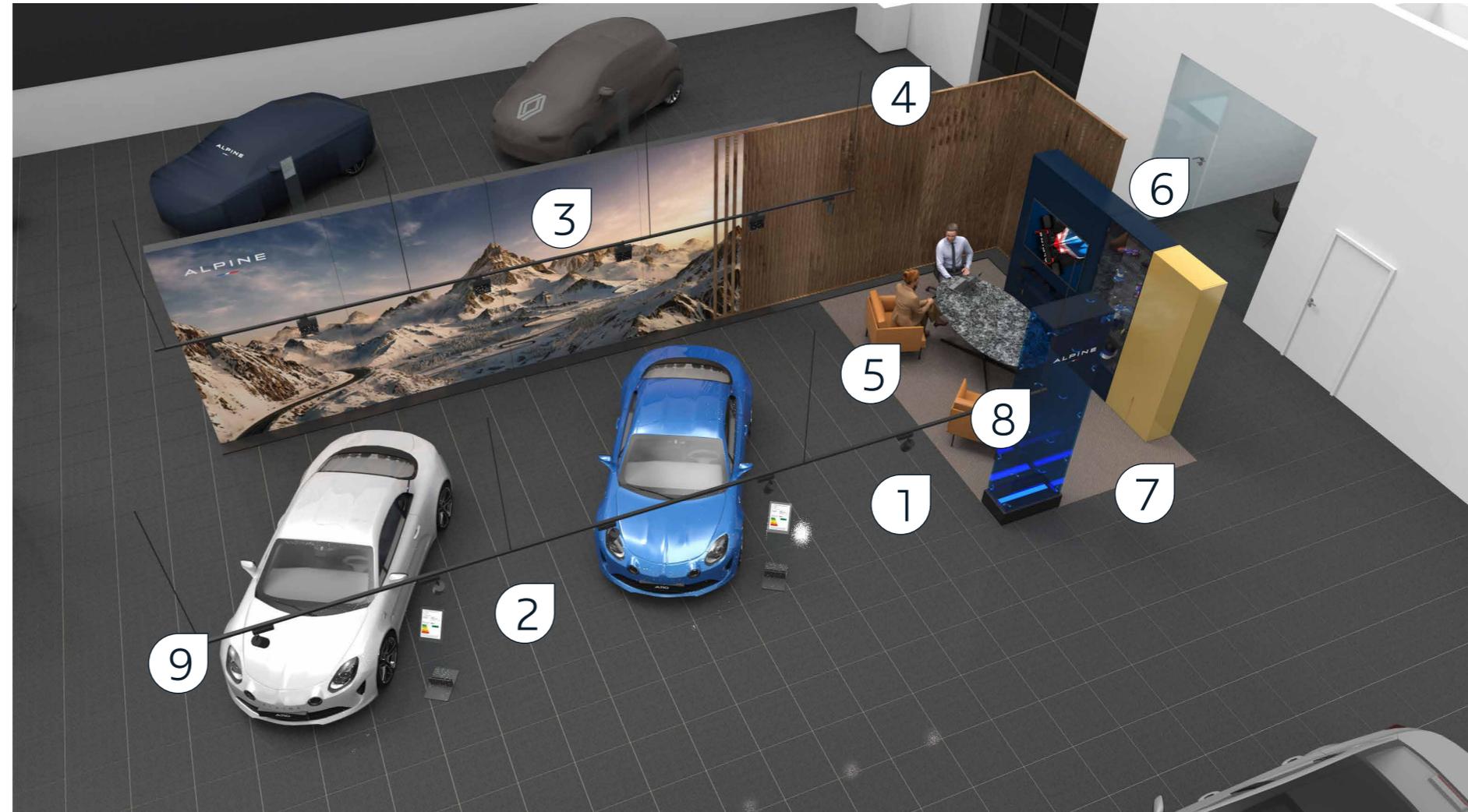
A showcase integrated into this piece of furniture highlights the goodies from the Alpine brand.

the Alpine Lighthouse

general organization

Components

- 1 Customer area
- 2 Products area
- 3 Fresco
- 4 Claustra
- 5 Welcome area
- 6 Furniture for configuration and presentation of goodies
- 7 Carpeting in the customer area
- 8 Totem «Lighthouse»
- 9 Lighting (existing, if in accordance with the recommendations)



the fresco

The fresco highlights the vehicles on display.

How and where to implement it?

The mural is positioned behind the vehicles perpendicular to customer flows.

Technical details

Dark grey lacquered aluminum frame mounted on plates.

Format: H. 3000 x L. 8000 mm.

Stretched canvas printed on the front. Midnight blue stretched canvas on the back.



back of the fresco

Principle

When the Alpine Lighthouse is set up as an island in the showroom, the fresco allows this area to be separated from other spaces including the Delivery Area (for example).

The back of the fresco is an Alpine signature on a uniform midnight blue background.

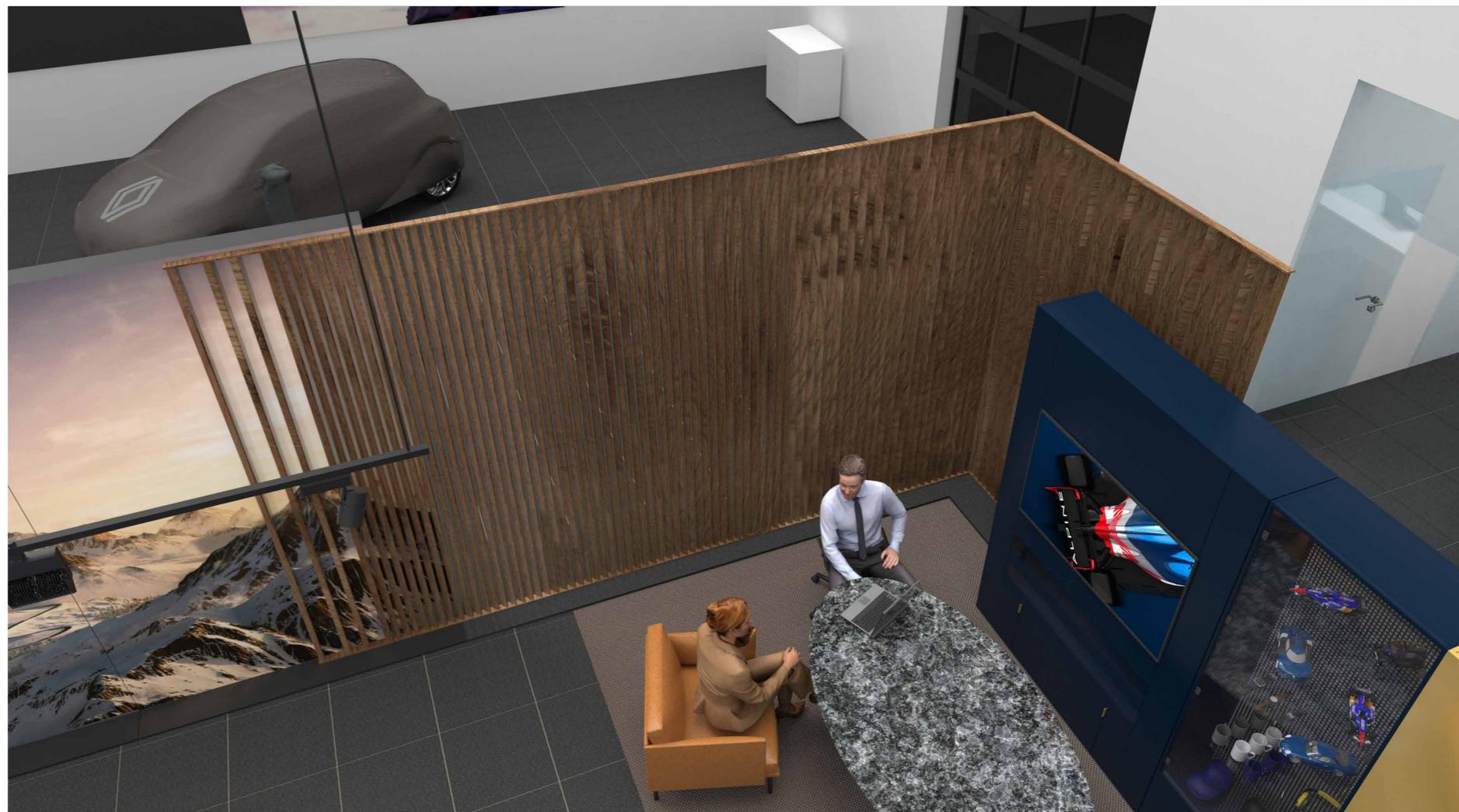


the claustra

The claustra connects the product display area to the customer area. It helps to create an intimate space while providing visual permeability.

How and where to implement it?

The claustra sits at the angle of the Alpine Lighthouse. A part partially covers the fresco.



furniture in the customer area

The furniture consists of a table, armchairs for guest use and a chair, all set on a beige carpet.

How and where to implement it?

The customers' seats are placed opposite the configuration furniture.

The Alpine advisor's chair is positioned so that the advisor can see customers entering the showroom.

- 1 the table
- 2 the client's chair
- 3 the councilor's chair
- 4 the carpet

1	2
3	4



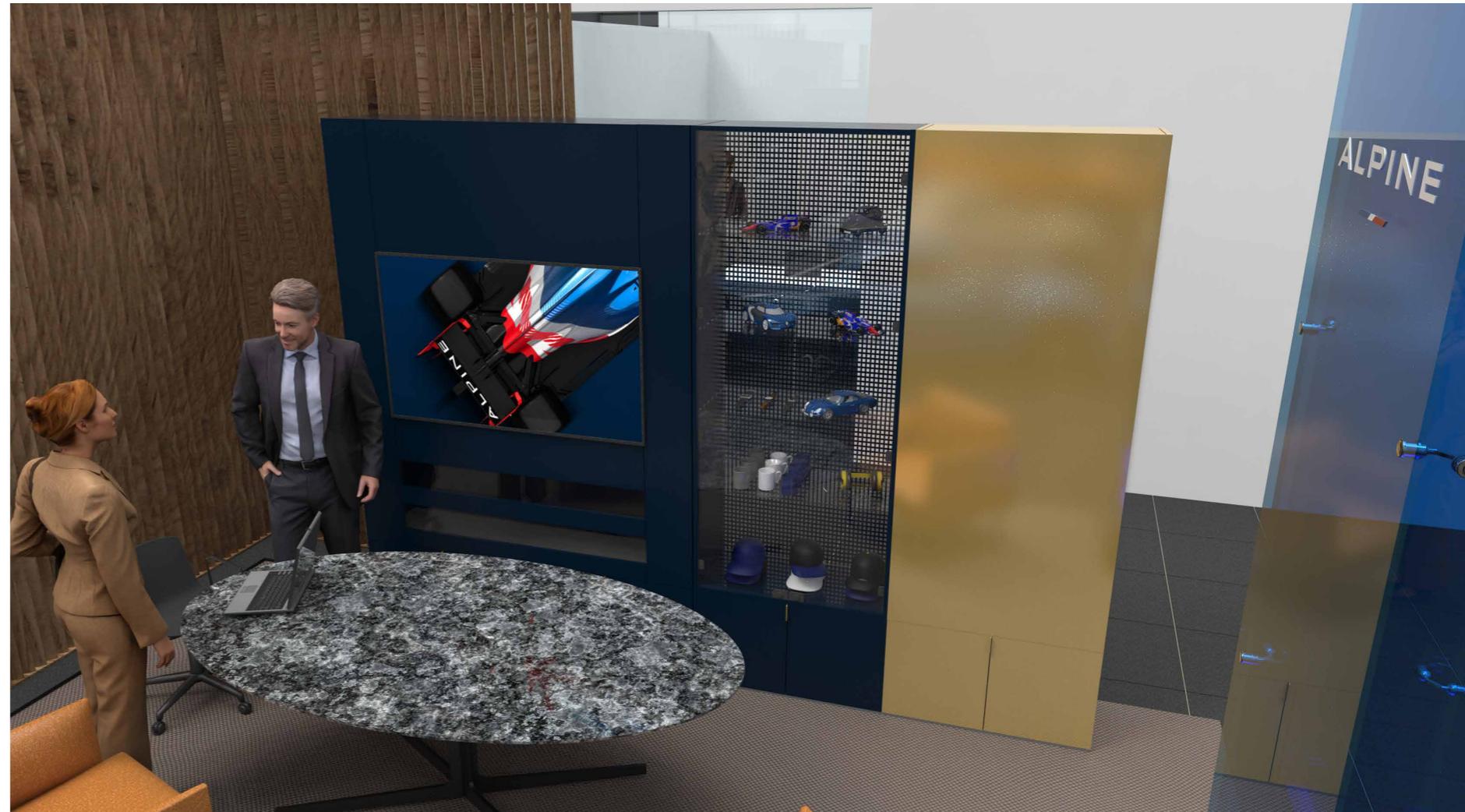
the configuration cabinet and the display case for goodies

This furniture allows the advisor to present the different vehicle configurations.

On the right-hand side, a display case presents the goodies from the Brand. A reserve is used to store commercial documents.

How and where to implement it?

This piece of furniture is installed perpendicular to the fresco at the junction with the return of the claustra.



the totem

The glass totem pole is an element of appeal. It attracts the customer to the Alpine space like a lighthouse.

Its transparent blue glass design makes it both visible and discreet without obscuring the area.

Lighting in its base makes it possible to liven up the space by enhancing it.

How and where to implement it?

It defines the Alpine lighthouse area. It is placed on the corner of the mat between the vehicles and the configuration cabinet.



lighting

The lighting highlights the vehicle bodies on display as well as the fresco.

It helps to create a warm atmosphere in the guest area.

How and where to implement it?

The lighting consists of adjustable spotlights supplied by rails installed on the ceiling of the showroom.

This lighting must respect the following average values:

- 800 Lux on vehicles,
- 400 Lux on the table.

Note

In the case of the transformation of a Products zone, it will be necessary to carry out a new adjustment of the headlamps and, if necessary, to complete the elements in place.



the price display

The display includes the description of the vehicle with the mention of the configuration options associated with the sale prices (non-contractual picture).

How and where to implement it?

The price display is always positioned close to the front left wheel of the vehicle (in the case of left hand drive). It should not interfere with the opening of the door.



6

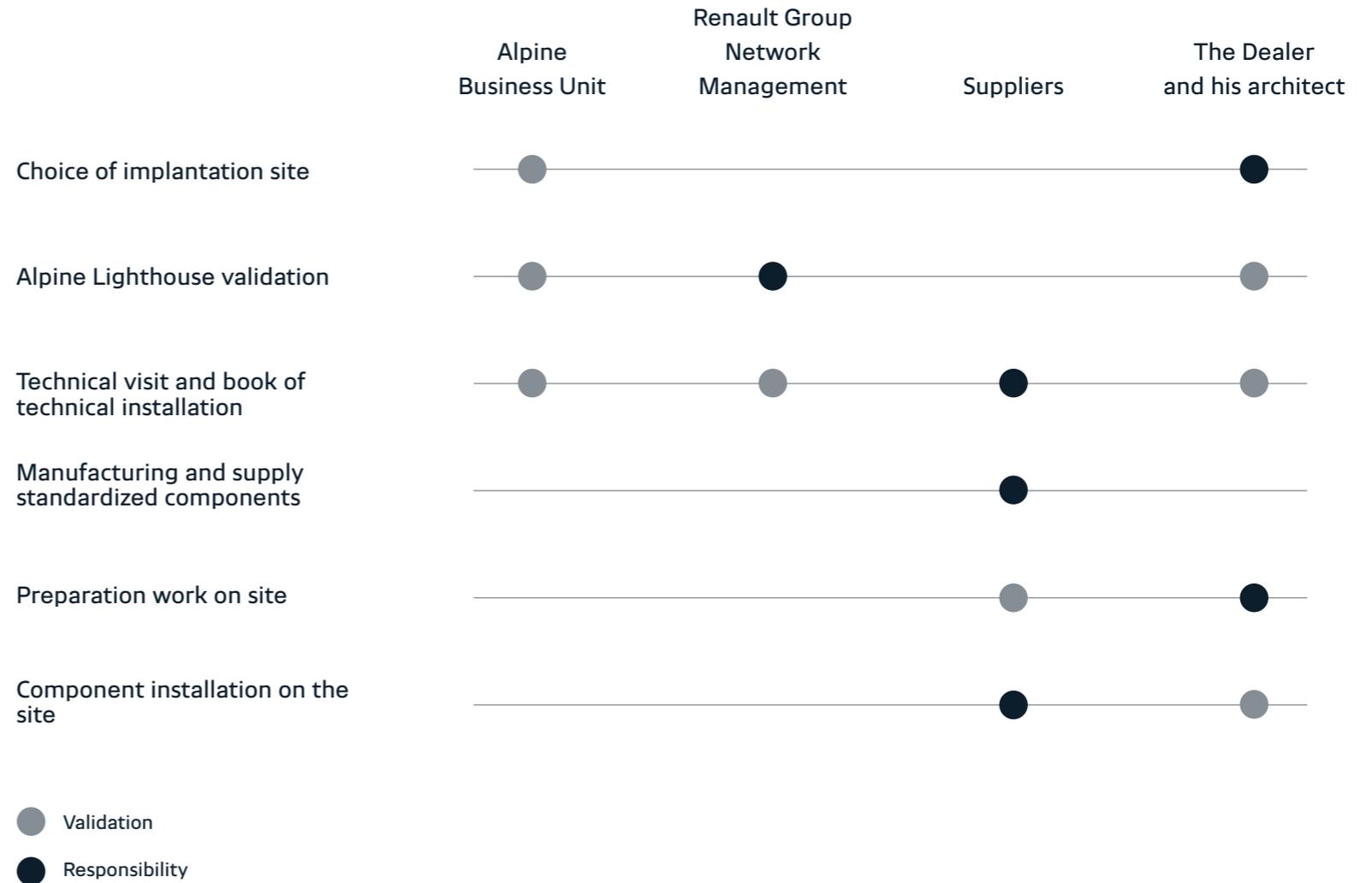
the deployment process

To return to the general summary,
click on the button.



the roles of stakeholders

The table opposite shows the distribution of the responsibilities of the stakeholders according to the different phases of an implementation project.



Who does what?

The table opposite shows the different components and the distribution of responsibilities of stakeholders in terms of supply and installation.

	The Dealer and his architect	Partners of the Alpine network
Preliminary activities		
- Passage of the external power supply	●	
- Production of the concrete block for the totem pole	●	
- Preparation and cleaning of asphalt surfaces	●	
- Freeing up the surface area dedicated to space	●	
- Passage of power supplies in the showroom	●	
- Update of existing lighting	●	
- Clearance of access for installation	●	
Exterior components		
- Installation of the signal terminal		●
- Neutralization of parking space markings	●	
- Ground marking of the Alpine exhibition area	●	
- Installation of the Alpine Service plate		●
Interior components		
- Fresco		●
- Claustra		●
- Carpet in the customer area		●
- Totem «Lighthouse»		●
- Alpine advisor furniture (table and armchairs)		●
- Configuration furniture and display case for goodies		●
- Lighting adjustment on the fresco and vehicles		●
- Price display		●
- IT equipment installation		●
- Order samples (via Carouge)		●
- Merchandising order (via Alpine)	●	

General process

The table opposite shows the main phases of the typical process of setting up an Alpine Lighthouse in a Renault Store showroom.

Description of steps for installation

- The administrative procedures are managed by the Dealer and his Architect.
- As soon as the site is selected, the suppliers of the Alpine network contact each dealer to organize a technical visit.
- The suppliers of the Alpine network communicate the CCTP (Book of Particular Technical Clauses) which defines the technical conditions to be put in place for the installation of the Alpine Lighthouse: indoor and outdoor electrical connections, lighting.
- The suppliers of the Alpine network send the Order Form and a provisional schedule. Upon receipt of the deposit, production is launched.
- The coordination of the preliminary works is managed by the Dealer with the support of the suppliers of the Alpine network (Back-Office).
- The installation of the Alpine Lighthouse is managed by the suppliers of the Alpine network (indoor and outdoor).
- The suppliers of the Alpine network invoice the Dealer directly for their services.