



MERCHANDISING

GLOBAL MARKETING / MERCHANDISING 2023



**the miniatures display cabinet
historical showcase**



RETROFIT OF THE FURNITURE

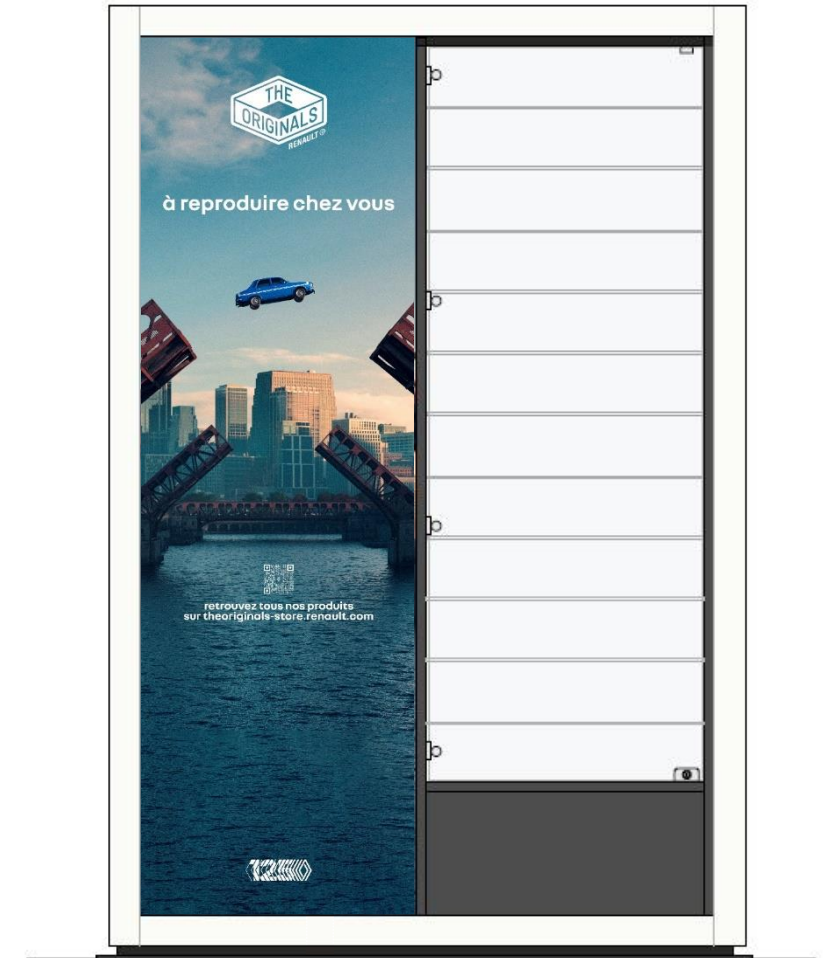
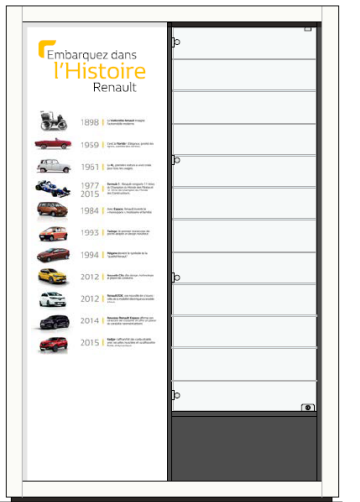
2013



- **deployed since 2013 in Renault Store:**
 - was mandatory for large showrooms /optional for others
 - placed near the Renault Road
 - with 48 miniatures displayed

- **rules for end 2023 :**
 - no more mandatory
 - dealers can keep it with a retrofit
 - retrofit:
 - new stickers available now
 - addition of new miniatures

2015



2023

RECOMMENDATIONS FOR THE PRINT



1. download and edit the sticker (from Publicis Illustrator file)

- <https://lion.box.com/s/1r8swahygd1gh78mm460vj5syvzob3r>

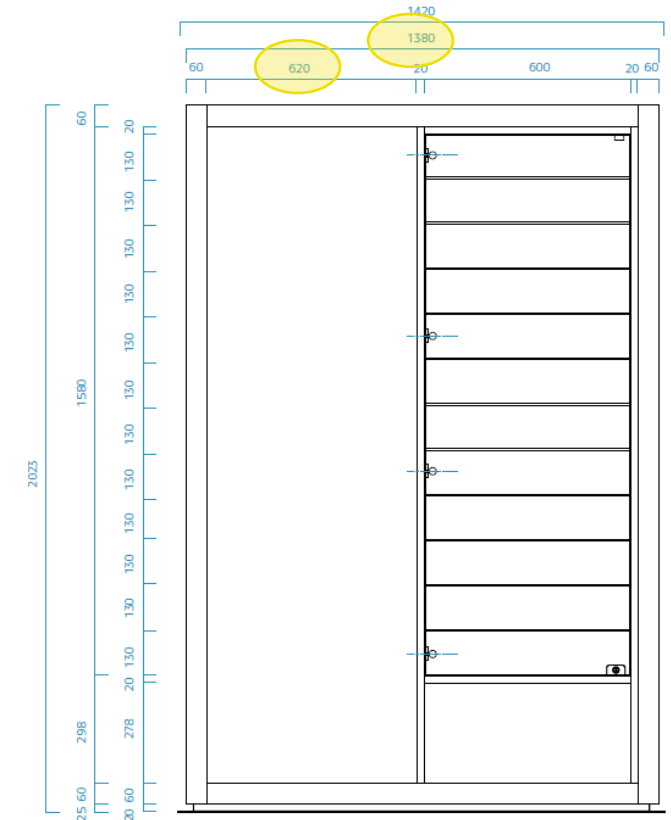
2. measure the panel to finalize exe file and print the sticker

- depending on the supplier:
 - width = 1380 or 1420 mm
 - sticker = 620 x 1878 mm or 639 x 1880 mm

3. remove the old stickers if possible

4. paste the new print (electrostatic sticker)

5. if old sticker can not be removed, print the new image on a thin panel that will paste on the old one



RECOMMENDATION FOR THE SHOWCASE



- **replace all the miniatures as it was defined**
- **remove 5 vehicles (Alpine and F1)**
 - **Logan** 2005
 - **A110** 1973
 - **A442** 1975
 - **RS011** 1979
 - **R26** 2006
- **add 9 Renault vehicles from 2019 to 2023**
 - **Clio** 2019
 - **Captur 2 (HJB)** 2020
 - **Arkana** 2021
 - **Kangoo** 2021
 - **R5 proto** 2021
 - **Austral** 2022
 - **Megane** 2023
 - **Espace** 2023
 - **Scenic (HCB)** soon
- 48 miniatures displayed → 52

VITRINE MINIATURE



shelf n°	vehicles
1	TypeA 1898 Type AG Taxi de la Marne 1905 Type AX 1907 40 CV MC 1908 Type NN Torpédo 1925
2	Type NM 40CV 1926 Vivasix Type PG2 1928 Reinastella 1929 Celtaquatre 1934
3	NervaSport ZC4 1934 VivaGrandSport ACX2 1935 Juvaquatre 1937 1000 kgs 1945 4 cv 1946
4	Colorale 1950 Frégate 1951 Dauphine 1956 Floride 1959 Estafette 1959
5	R4 1961 R8 1962 R16 1965 R12 1969 R17 1971
6	R5 1972 Rodéo 1975 R14 1976 Fuego 1981

shelf n°	vehicles
7	R11 1981 R25 1984 R19 1988 Clio 1990 Espace 1991
8	Twingo 1993 Kangoo 1993 Scenic 2000 Zoe 2013 Captur 2013
9	Clio5 2019 Arkana 2021 Kangoo 2021
10	Austral 2022 Megane 2023 Espace 2023
11	Scenic 2024 R5 proto 2024
12	Type K Etoile filante 1956 R5 Maxi 1982 Clio Williams 1996 Clio IV RS 2012

THANK YOU