



miniatures showcase - retrofit

Renault retail architecture guidelines

November 2023 - v1

Renault retail architecture guidelines
the miniatures display cabinet / historical showcase

visual reference



2013



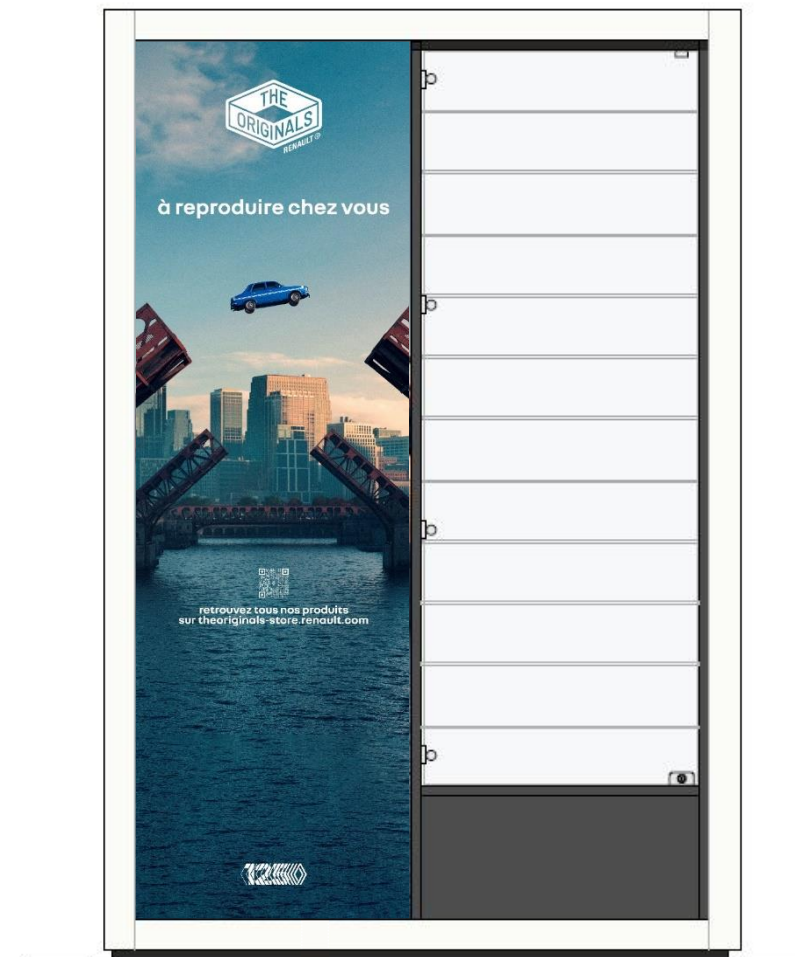
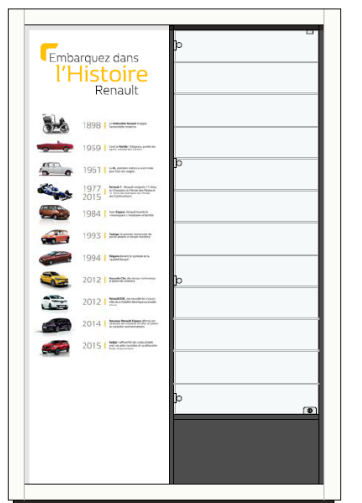
deployed since 2013 in Renault Store:

- 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



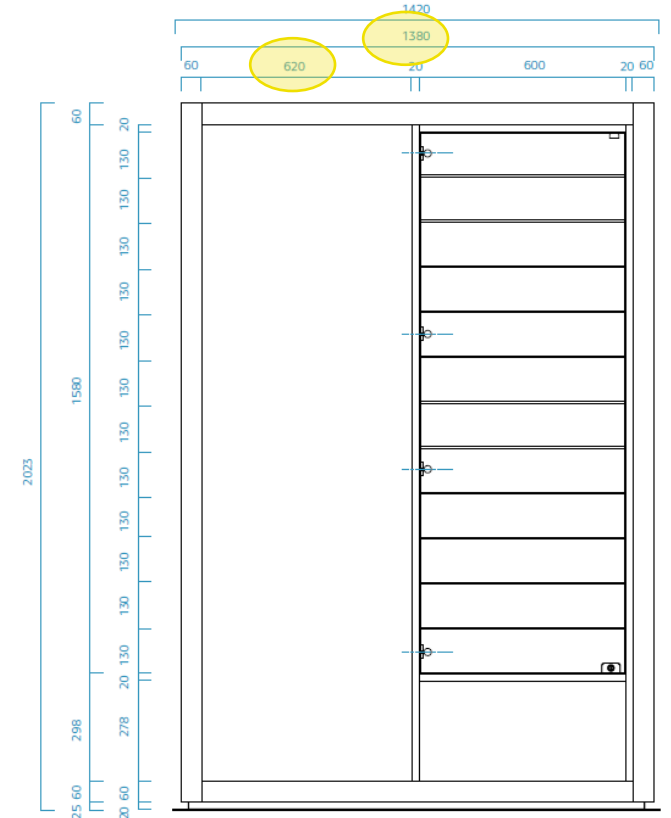
2023



the miniatures showcase - retrofit



1. download and edit the sticker (from Publicis Illustrator file) or on the Brand Hub Store
 - <https://lion.box.com/s/1r8swahygdclgh78mm460vj5syvzob3r>
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



the miniatures showcase – retrofit recommendation



replace all the miniatures as it was defined

remove 5 vehicles (Alpine and FI)

- 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

the miniatures showcase – final retrofit



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