

Renault Store - Technical specifications

Headline zone



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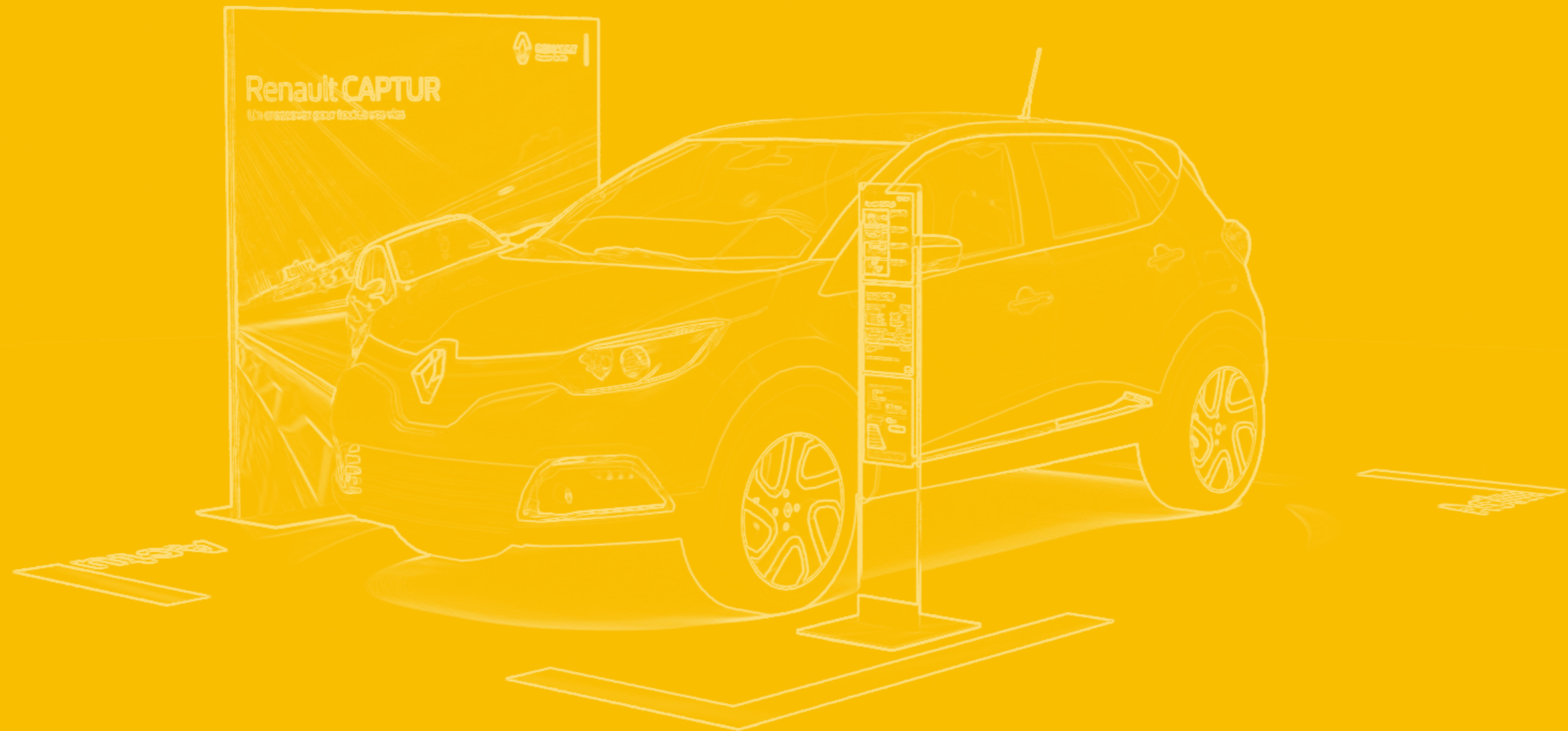
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General



Introduction

In order to show off the range in the showrooms, a system of thematic zones has been developed.

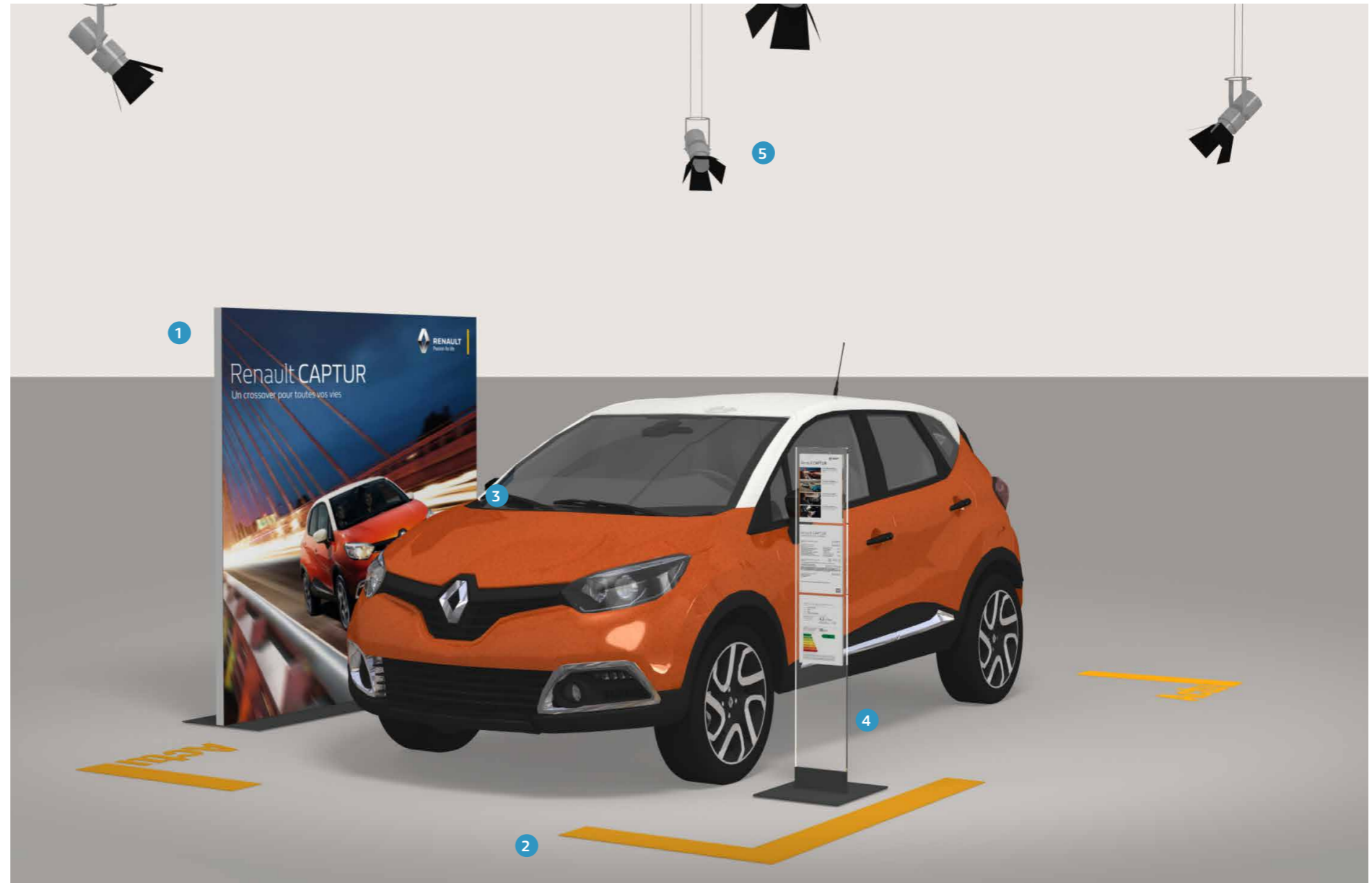
These thematic zones aim to structure the vehicle displays and improve product readability as well as the commercial effectiveness of the dealerships.

The Headline zone presents and shows off the latest vehicle produced by the Brand. It is positioned at the entrance to the showroom. The defined space for this zone allows the visitor to familiarise themselves with the new vehicle spotlighted.

The zone has a visuals display panel. The visuals are provided by the country Marketing Department.

The Headline zone comprises:

- 1 A visuals display panel in 2 x 2 m format
- 2 Yellow ground markings
- 3 A vehicle
- 4 A price display module
- 5 Specific lighting
(see lighting technical specifications)

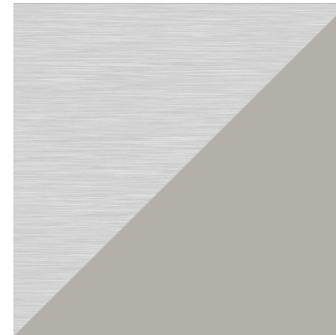


Colours & materials



Visuals

Magnetic display panel on Dibond panel or stretched fabric with matt finish



Anodised or RAL 9007 grey aluminium

- Finish of outer profiles



Pantone yellow 7408 EC

Solid-coloured extruded PVC or lacquered aluminium sheet



Dark grey equivalent to RAL 7024

Lacquered steel plates with frosted finish

Typeface

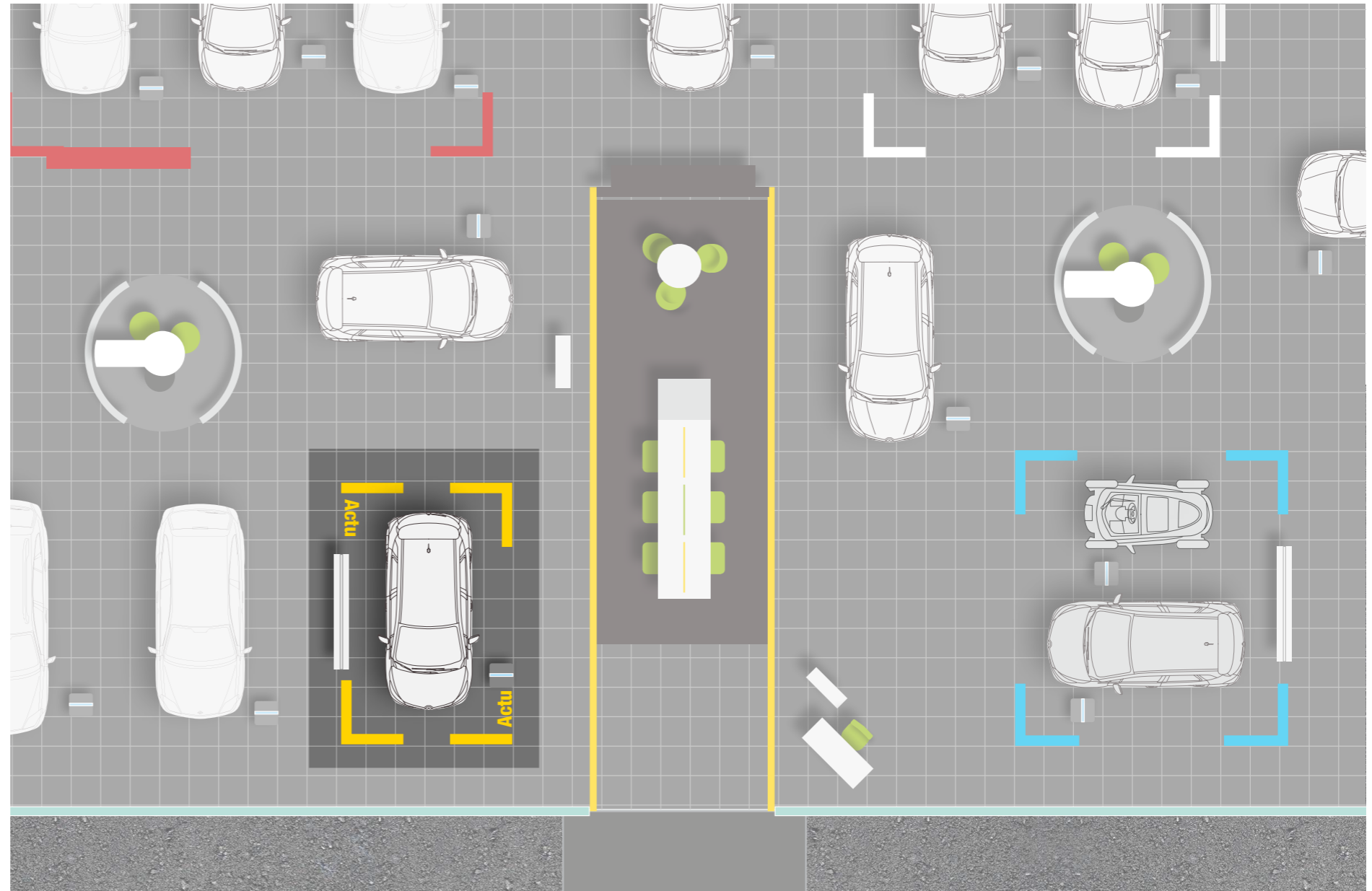
Renault Life

Layout principles

The Headline zone must be positioned:

- Near the facade and to the left of the Renault Road as you enter the showroom.
- The zone must be separated from the other thematic areas by at least one vehicle, sales desk or Renault Store unit.
- The zone has specific lighting.

Ensure that the zone is near power sockets so that the vehicles can be connected to approved battery chargers.



Modularity of zone

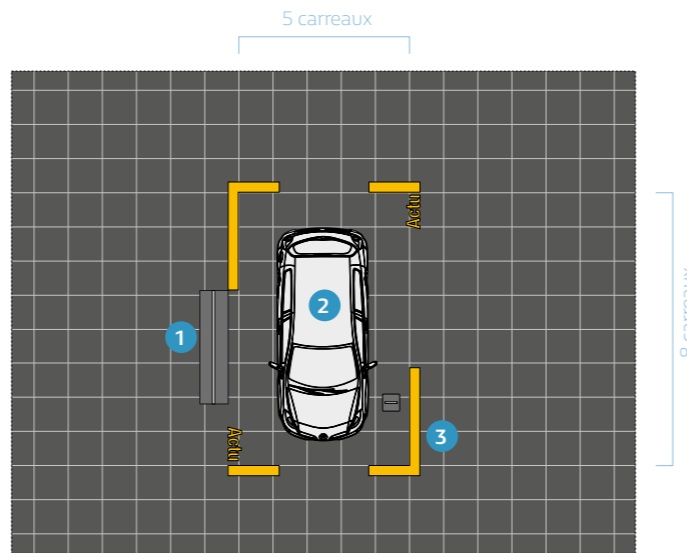
Principles

- 1 The visual display panel is installed on one of the edges, parallel to the vehicle. It is centred in relation to the general zone.
- 2 The vehicle is centred within the zone.
The doors must be able to open whilst leaving a passage between the vehicle and the visual display panel.

Ground markings

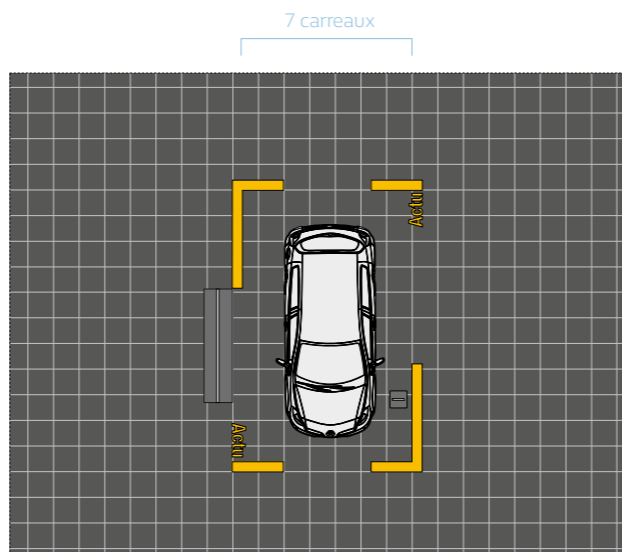
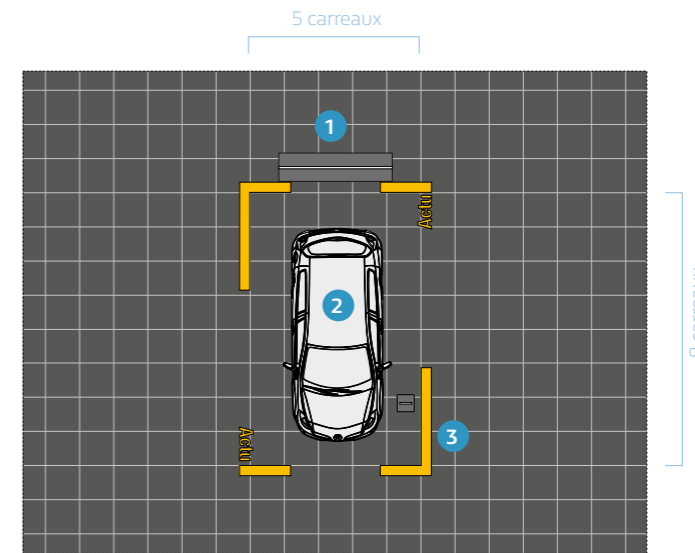
- 3 The ground markings are always aligned with the joints between the tiling of the display area as follows:
 - 60 x 60 cm tiling: 8 x 5 tiles
 - 45 x 45 cm tiling: 11 x 7 tiles

Module 1

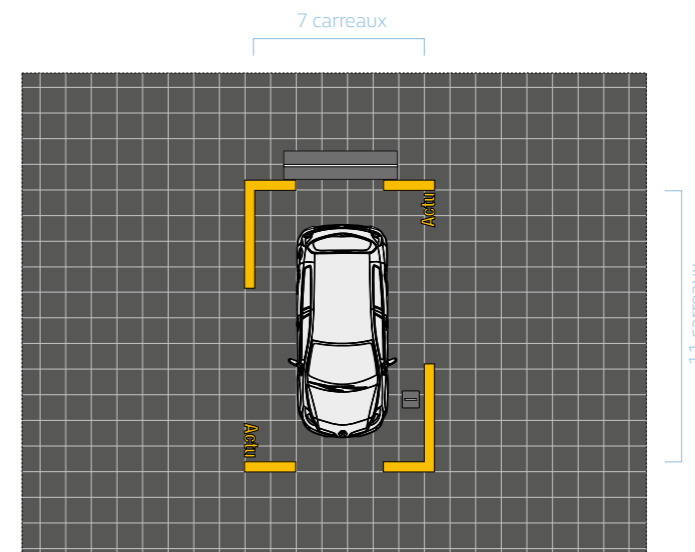


60 x 60 cm tiles

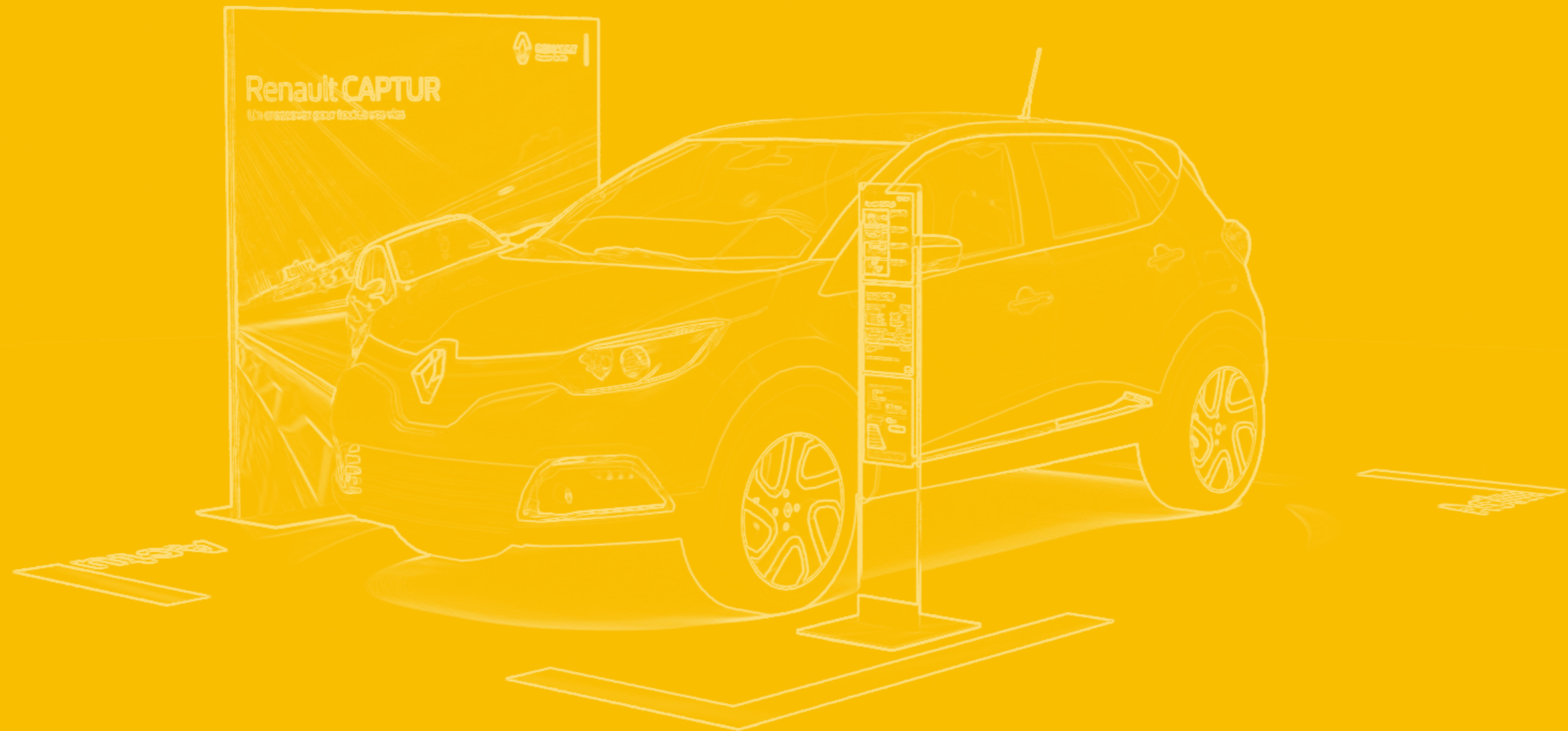
Module 2



45 x 45 cm tiles



Technical principles



Ground markings

Description

The ground markings consist of the following elements:

- Word «Headline» (x2) h. 232.5 x l. 557 mm
- Straight element (x4) h. 180 x l. 900 mm
- Long element with a 90° or 45° cut (x2)
h. 180 x l. 1620 mm

These components are made of an opaque, solid-coloured, extruded PVC nitrile-type plastic material 2 mm thick.

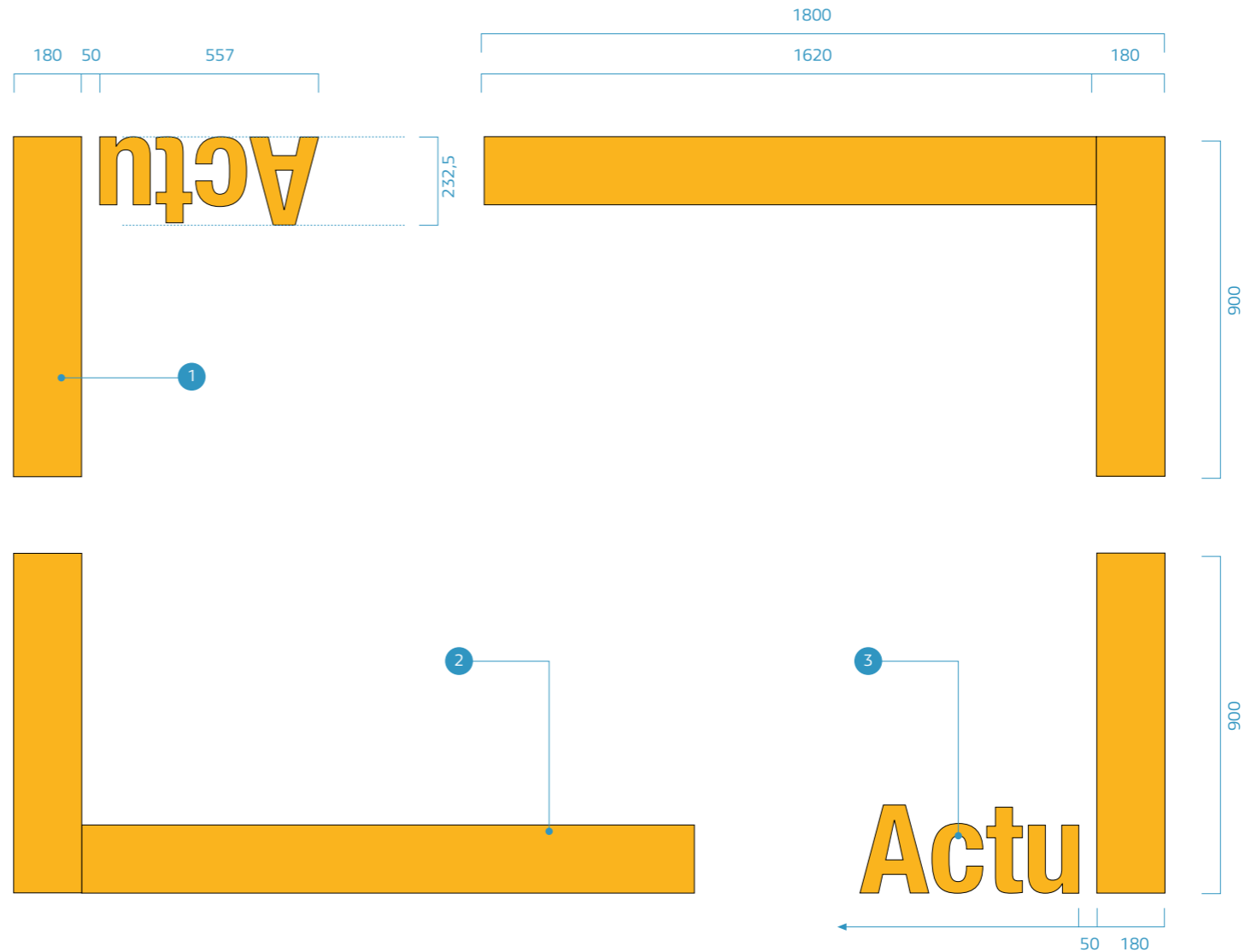
The finish is a satin finish, 40% gloss.

Translation

The word «Headline» will be translated and adapted for each country or geographical region.

Key

- ① Straight element
- ② Long element with a 90° or 45° cut
- ③ Word «Headline», Helvetica Neue Bold Condensed, first letter capitalised.



Ground marking

Principle

The outline of the Headline zone is marked out by ground markings.

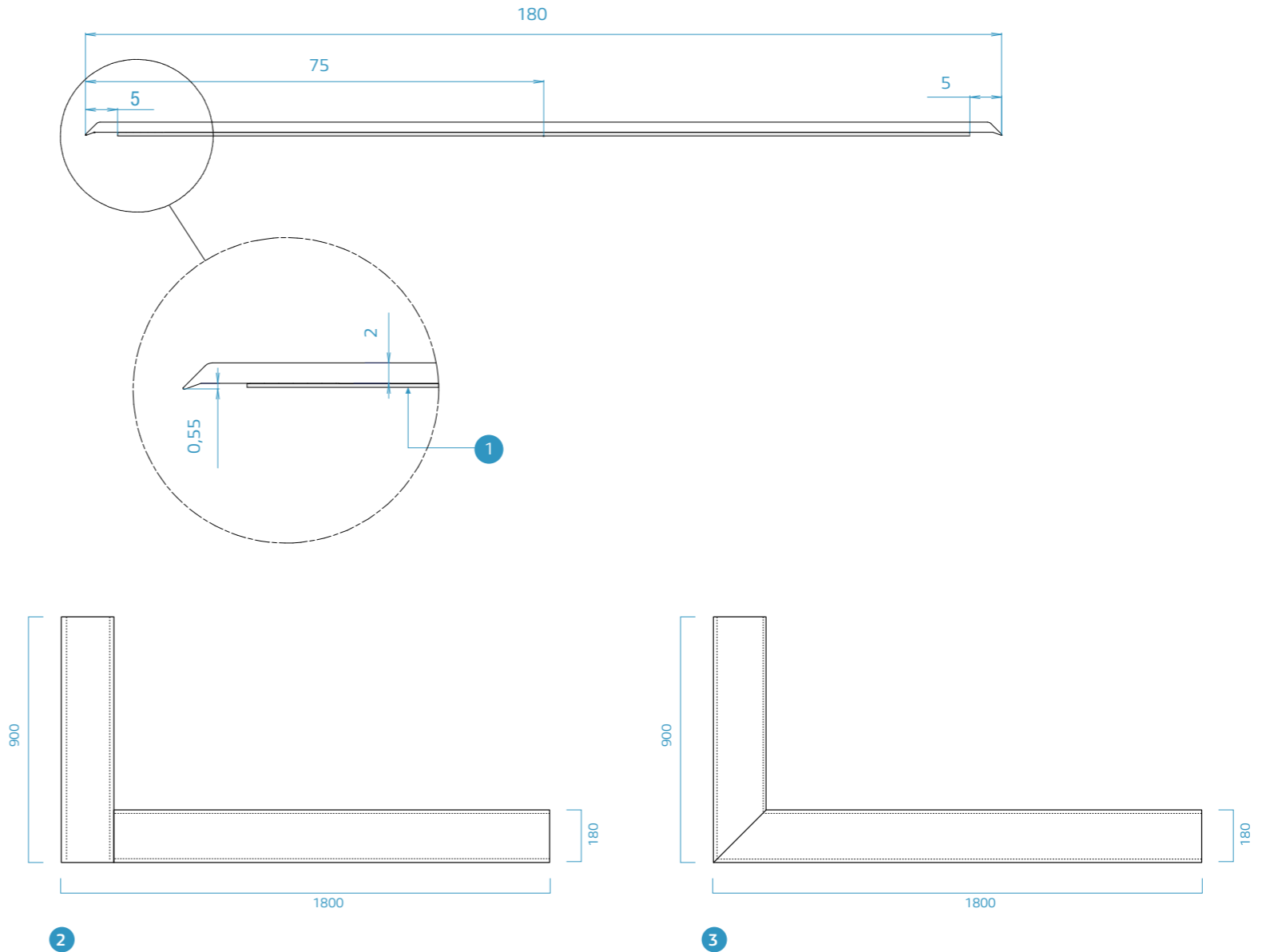
These markings are 180 mm wide, either in straight lines or at an angle.

- 1 Each element is stuck to the ground with adhesive strips.

The elements are cut at an angle:

- 2 90°
- 3 or 45°.

There is a 5 mm finishing radius on each angle. The floor elements are stuck down with double-sided adhesive (1 strip over the entire width).



2 x 2 m visuals display panel

Description

The display is made of two half-frames, l. 1000 x h. 2000 x d. 5 mm.

The frame is made from an outer aluminium profile to which Dibond panels are affixed at the front and rear.

From the front, only 1 to 2 mm of the profile is visible around the display panel.

Variant 1

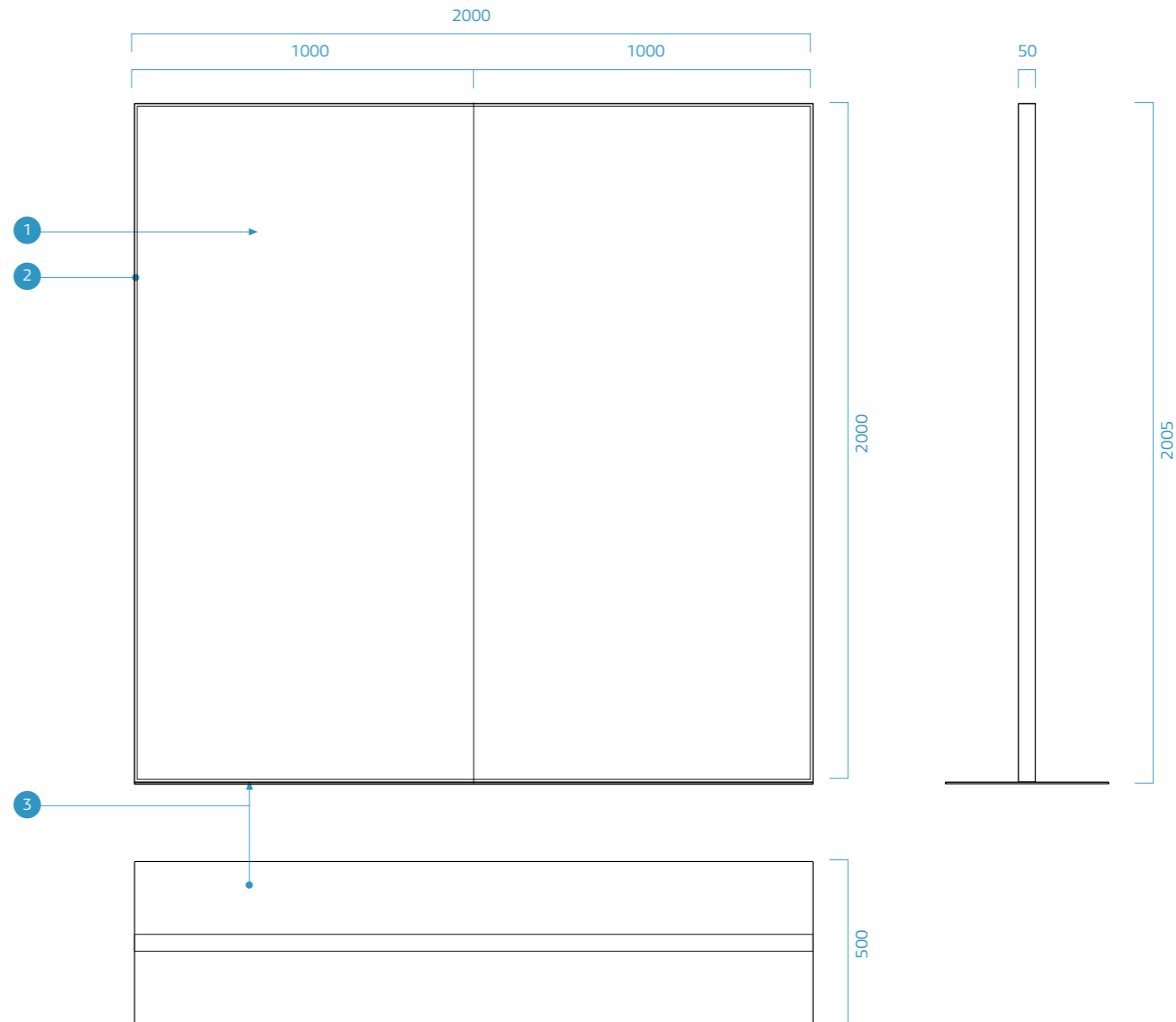
The Dibond panels have a metal adhesive enabling the decorations to be affixed to magnetic paper.

Variant 2

The stretched fabric sheets are attached by a silicone strip which slots into grooves in the outer profile set out for this purpose.

Key

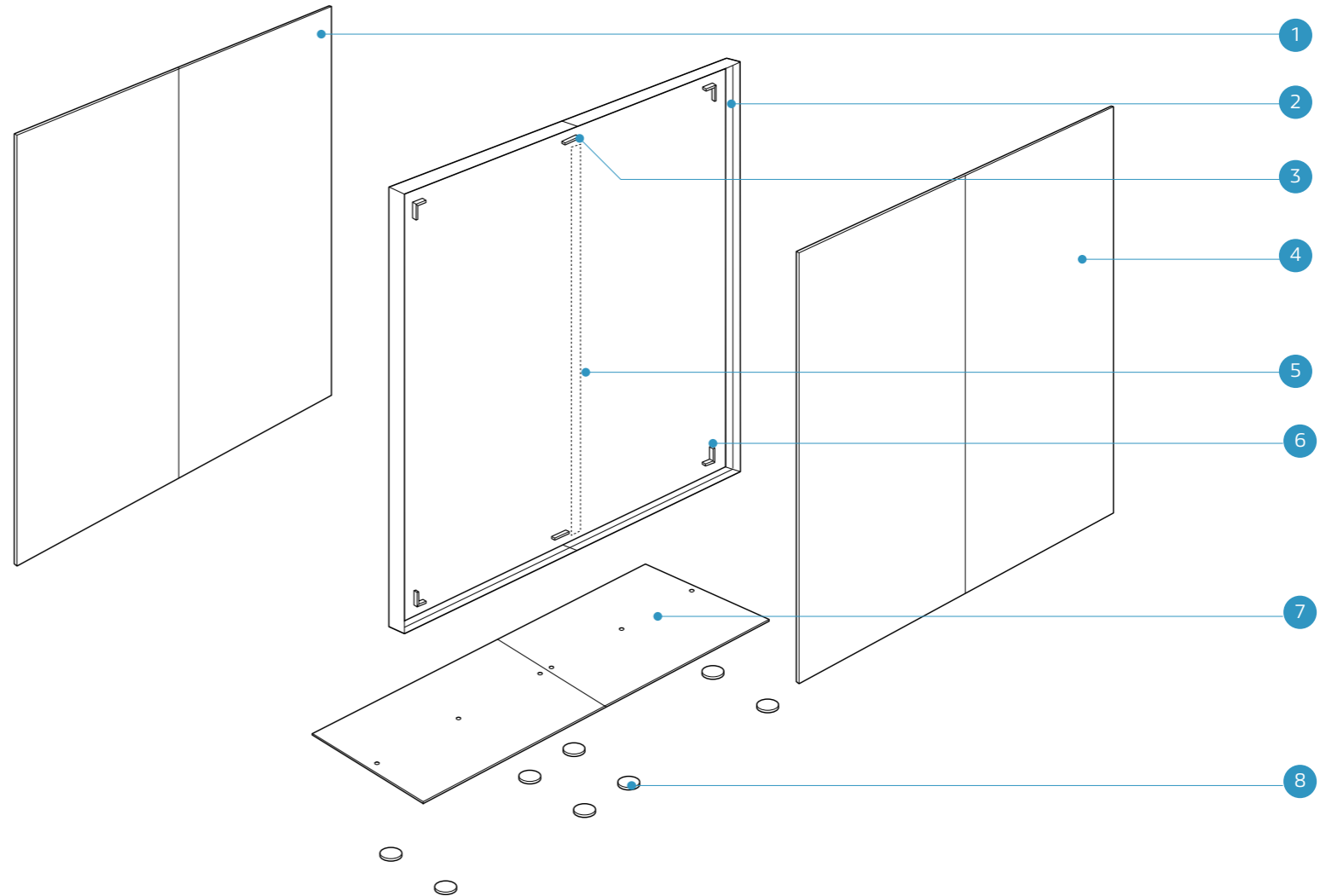
- 1 Printed front panels
- 2 RAL 9007 grey lacquered outer-aluminium profile
- 3 RAL 7024 grey lacquered steel sheet 5 mm thick
Protective pads to be installed.



2 x 2 m visuals display panel

Exploded view

- 1 Reverse side
 - Variant 1. Dibond panels in 2 parts
 - Variant 2. Stretched fabric, 1 piece
- 2 Outer aluminium profile comprising attachment grooves and ridges for the panels in RAL 9007 grey lacquered Dibond
- 3 Steel joint bar to align the two half-panels fitted into the grooves of the profile
- 4 Front side
 - Variant 1. Dibond panels in 2 parts
 - Variant 2. Stretched fabric, 1 piece
 - Metal adhesive, digital printing on 500-micron magnetic paper
 - Variant 2. Stretched fabric, 1 piece Silicone strip for fastening
- 5 Internal stiffener for stretched fabric
- 6 Connecting angle for outer profiles
- 7 Attachment plate in two sections
RAL 7024 grey lacquered steel sheet 5 mm thick
- 8 Tiling protection pads



Technical specifications

■ Printing of visuals

The colour visuals are printed on 1000 x 2000 mm magnetic paper. Two visuals are placed on the same display panel, with an invisible vertical join, to create the 2 x 2 m visual. The paper is 500 microns thick.

Creation of visuals

Two principles are recommended for the creation of visuals:

Principle 1 : Dibond front panel

Two 1000 x 2000 mm Dibond panels are positioned flush against the profile (without a crossmember-type overlap).

The surfaces that will hold the visuals are covered with a metal adhesive enabling the visuals to be attached.

The rear surfaces are identical to the front surfaces.

Principle 2 : Stretched fabric panel

The panels are made from fabric (one 2000 x 2000 mm piece) with a silicone strip around the edges which fits into the grooves on the profile.

If necessary, reinforcements are laid out on the structure to brace it and prevent any deformation due to the tension in the fabric.

■ Compliance of visuals and colours

All shades have a satin finish with 40% gloss. Particular attention should be paid to complying with the colour code.

Colour and material samples shall be provided for approval before production launch.

The rendering of each of the shades in day- and night-time conditions shall be assessed, in particular when used on two different materials.

A number of 2.1 m wide M1 category printing substrates are available and enable printing on high-quality printing machines while keeping material loss to a minimum.

The lifespan of visuals used in displays is around 18 to 24 months, which requires the colours to have good UV resistance.

Satisfactory results are achieved with machines:

Eight-colour printing at 720 dpi on mixed cloth (70% cotton and 30% polyester) of 210 g/m² (opaque fabric).

The content of the visuals, designed by the Marketing Department, will be made available as a template. Depending on the technical choices and to ensure the perfect assembly of

the display walls, adaptations may be necessary (management of overlap and full bleed).

■ Structure

The structure is made up of an outer frame consisting of aluminium profiles 50 mm thick and in 2000 x 2000 mm format.

■ Attachment plates

The attachment plates are 500 mm deep and 1000 mm wide.

They are RAL 7024 grey lacquered steel 5 mm thick. The frames are assembled on plates using M8 x 25 mm countersunk screws.

The attachment plates and frames are mechanically assembled in pairs to create the final 2000 x 2000 mm format. Four anti-slip protective pads are stuck under each attachment plate.

Technical specifications

Ground markings

These elements are cut out in thermoplastic sheet material, such as extruded PVC, ABS, polycarbonate, etc., with good resistance to abrasion and impacts.

They are solid-coloured in Pantone 7408 EC yellow. Any other materials, including adhesives, honeycomb PVC (e.g. Forex), etc., are prohibited, since they do not offer the resistance required for the conditions of use.

Visuals must comply with the official images of these technical requirement specifications (CCTP). The supplier must submit production drawings for approval, accompanied by all descriptions of sub-assemblies integrated into the totem.

Based on the main principles defined in these specifications, the supplier is expected to provide recommendations regarding the choice of materials and the means implemented to comply with the dimensions and aesthetic aspects defined in this document

Variants

The supplier is required to provide a definition of components as described in the drawings document.

Nevertheless, the submission of low-cost variants is possible. The supplier may submit to RENAULT

variants of the procedures or methods described in the definition document, as long as these variants correspond to the aesthetic requirements set out and can be used homogeneously on various families of components to ensure, in particular, comparable ageing of colours, along with the expected guarantees.

By way of example, the re-cutting of the surfaces of components, different ways of connecting the sub-assemblies, and changes in materials, decoration or painting procedures, must be reported.

Supplier obligations

Suppliers shall ensure the stability of the structure through the supply of dynamic and static design calculation notes certified by an approved inspection office (ERP regulations to be observed).

They shall provide the dealership with an assembly and use note defining the stability conditions of these display walls (air movement, horizontal position of attachment plates, vertical position of structures, etc.) and the ways to change visuals.

Protection of goods and persons

In particular, the supplier is responsible for the

calculation, sizing and operational implementation of structural components, ensuring they are maintained over time, and that the safety of the public who come into direct contact with these components is not placed at risk (in particular for free-standing components).

Technical study

The supplier shall analyse this definition file, draft a technical summary and produce a folder of production drawings to submit to RENAULT for approval.

The samples of materials and colours shall be attached to this folder. A specific schedule for the project shall be established, identifying the passage and validation points expected by Renault.

First batch production

Following validation of the production folder, the supplier shall proceed with industrial launch, in particular for tools used for implementation. The first batch for each component shall be assembled by the supplier for presentation to Renault and validation where appropriate.

Technical specifications

Mass production

Following first-batch validation and the potential communication of desired changes, the supplier will receive an agreement for the launch of the series production of the components.

The supplier shall then produce the components in full compliance with the production folder submitted and accepted pre-production components.

Warranty

A one-year warranty against any production and installation defects is requested.