RENAULT
Passion for life

Renault Store - Technical specifications

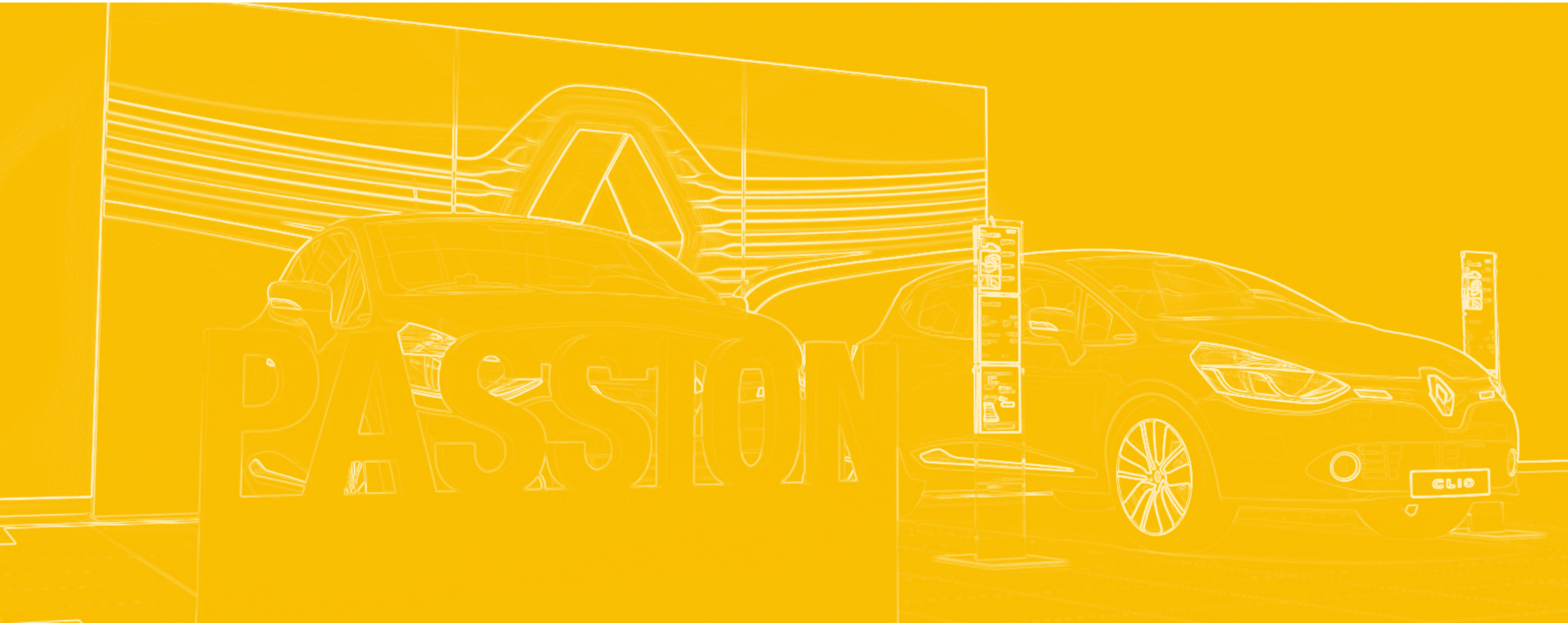
Passion zone

Contents

General

Technical principles

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 visibility as well as the commercial effectiveness of the dealerships

The purpose of the Passion zone is to display brand vehicles with high added value.

This zone enlivens the dealership. Its colour scheme creates a visual break from the rest of the showroom and draws the attention of visitors to one, two or even three vehicles with special status.

The visuals systematically show the radiator grilles with polished graphic lines and the badge (diamond) to represent the strength of the brand.

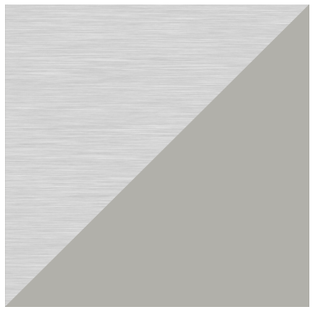
The Passion zone comprises:

1. A permanent graphic display wall, regardless of the showroom format
2. Red ground markings
3. A sign
4. At least 1 vehicle
5. A price display module
6. Specific lighting (see lighting technical specifications)

Colours & materials

Visuals

Printed fabric with matt finish



Anodised or RAL 9007 grey aluminium

Finish for 2 x 2 frame profiles: 15 µ natural anodised finish or RAL 9007

Passion red

- Ground marking finish: solid-coloured extruded PVC nitrile or post-lacque-red aluminium sheet
- Sign finish: lacquered wood or PMMA, equivalent to Pantone 1797 C

Dark grey equivalent to RAL 7024

Lacquered or powder-coated steel for the attachment plates

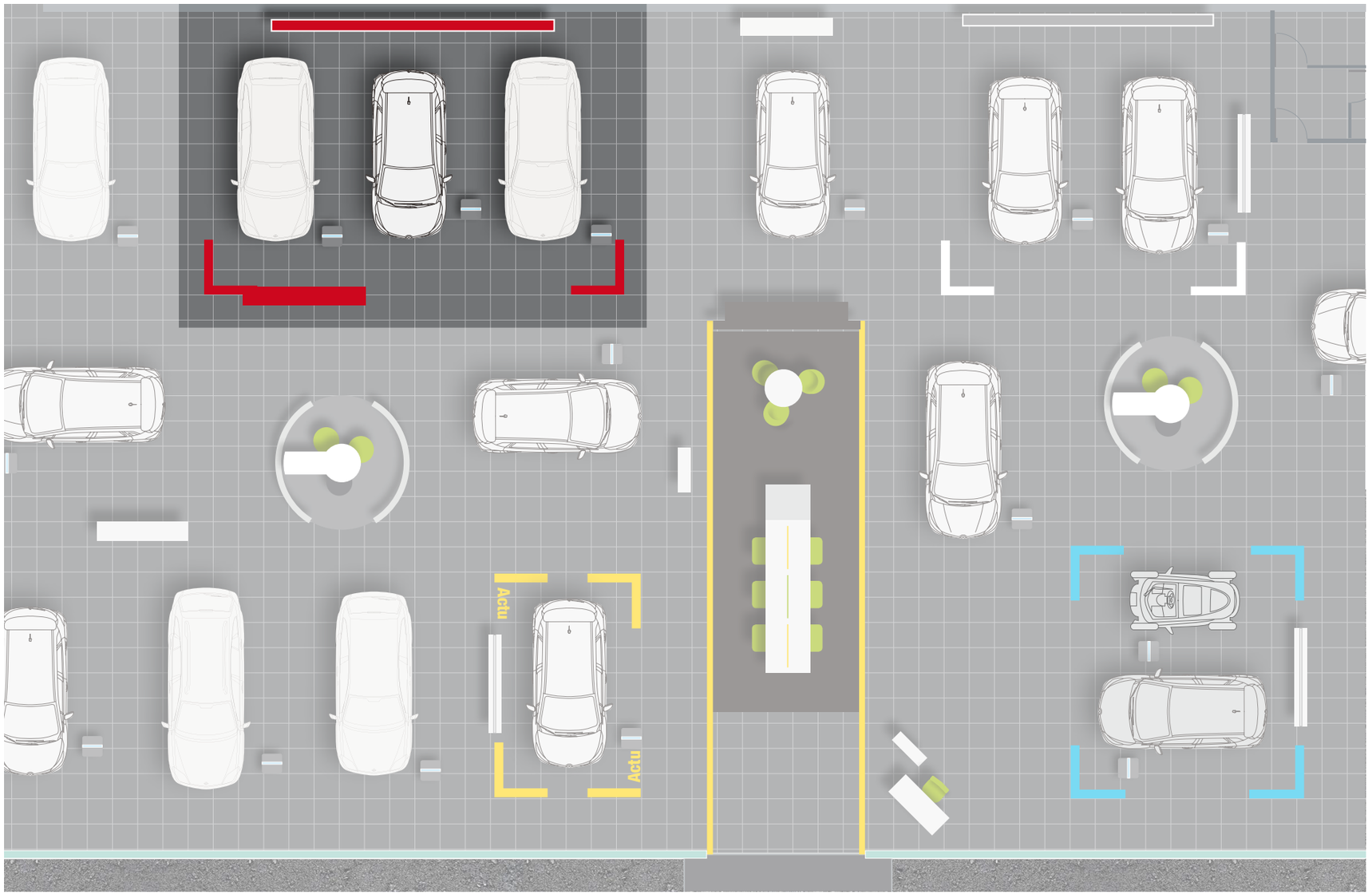
NOTE: maximum 40% gloss for all satin finishes

Layout principles

The Passion zone must be:

- Positioned, in principle, against one of the walls at the back of the showroom,
- Separated from other thematic zones by at least one vehicle, sales desk or Renault Store unit.

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



Modularity of zone

Principle

1. The display wall is always placed at the back of the zone, behind the vehicle(s).
3. The vehicle(s) is (are) perpendicular to the display wall. It must be possible to open the doors whilst leaving a passage between them and the visuals display panel.

Ground markings

The ground markings are always aligned with the joints between the tiling of the display area as follows:

For 3 vehicles:

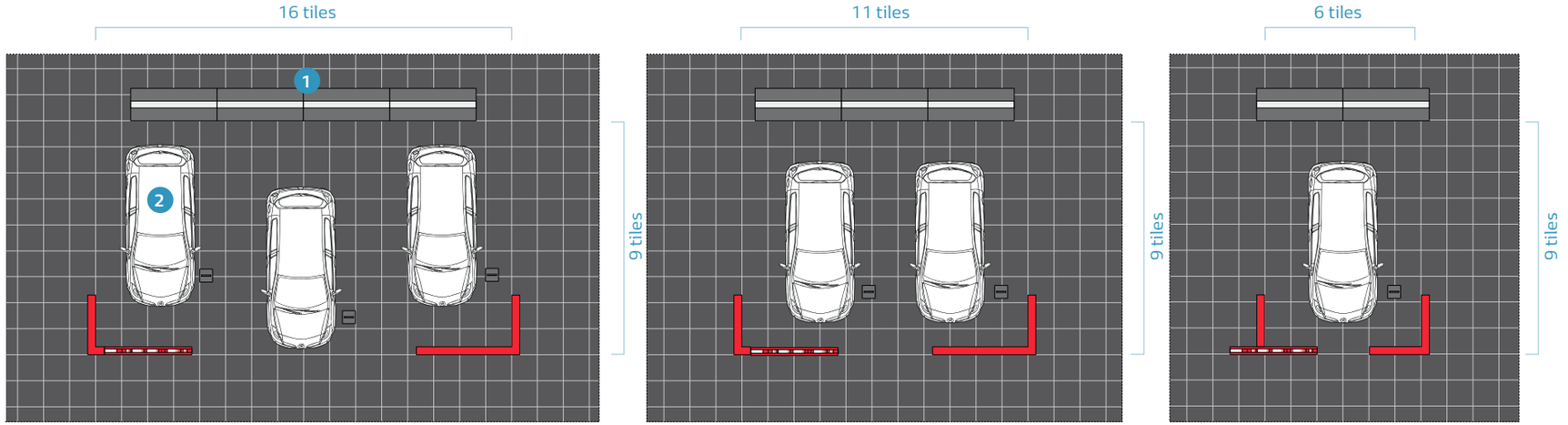
- 60 x 60 cm tiling: 16 x 9 tiles
- 45 x 45 cm tiling: 22 x 12 tiles

For 2 vehicles:

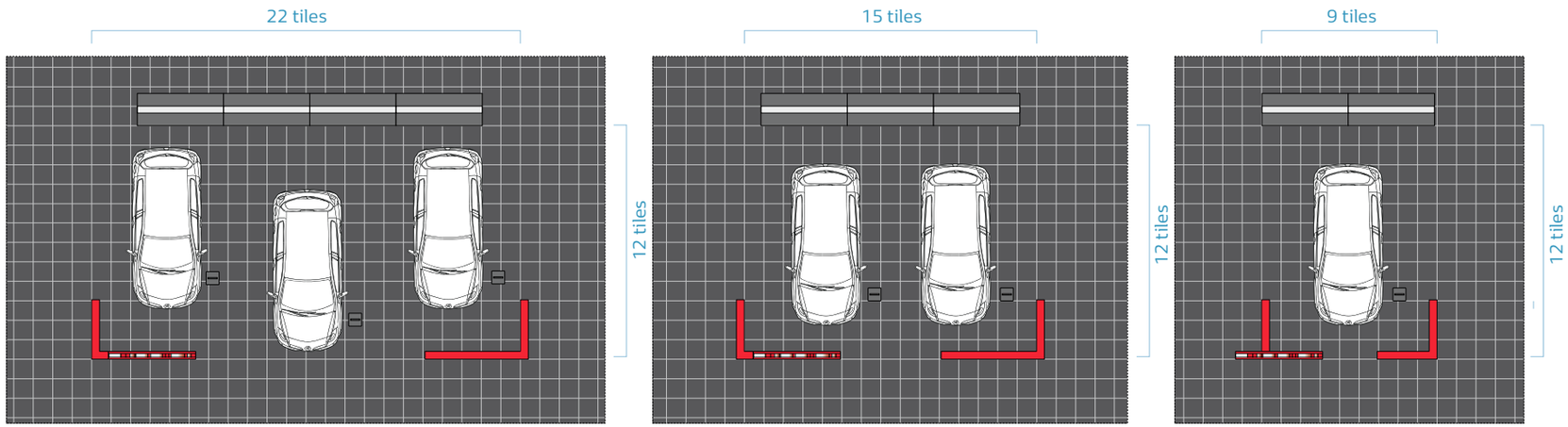
- 60 x 60 cm tiling: 11 x 9 tiles
- 45 x 45 cm tiling: 15 x 12 tiles

For 1 vehicle:

- 60 x 60 cm tiling: 6 x 9 tiles
- 45 x 45 cm tiling: 9 x 12 tiles

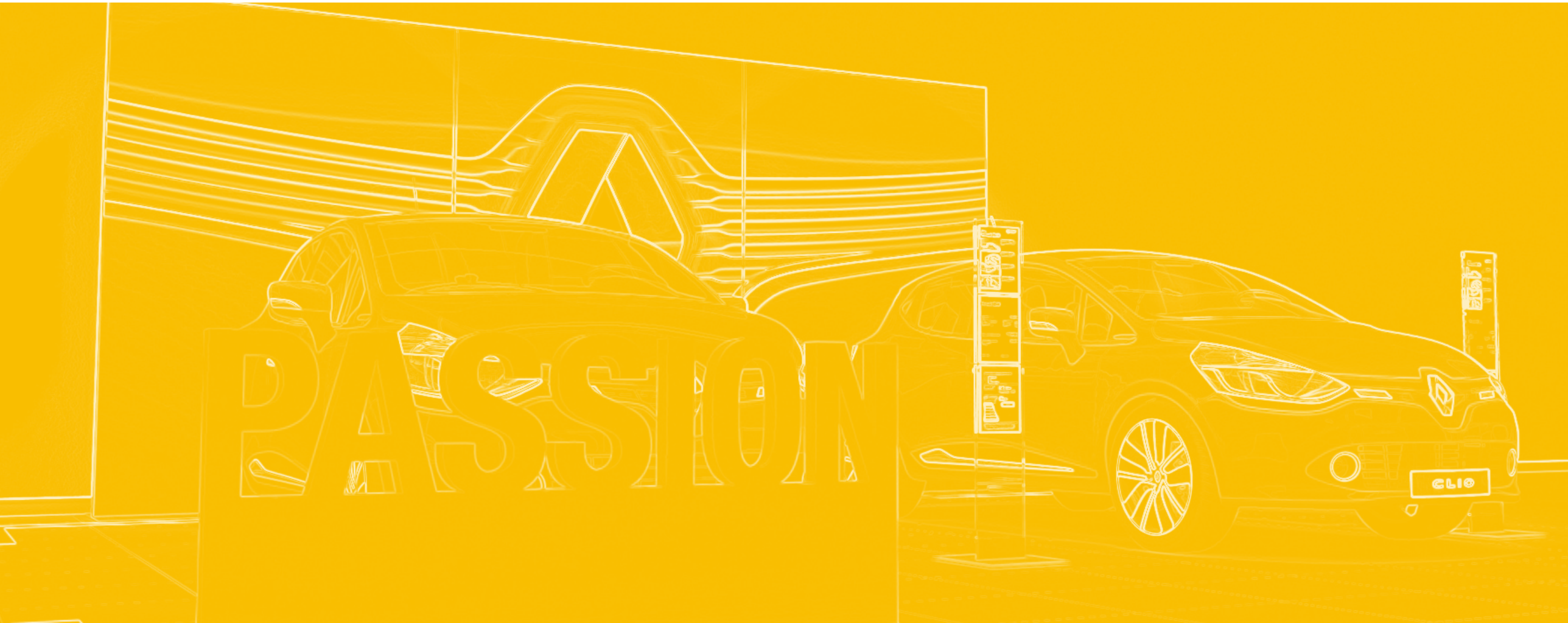


60 x 60 cm tiles



45 x 45 cm tiles

Technical principles



Ground markings

Principles and dimensions

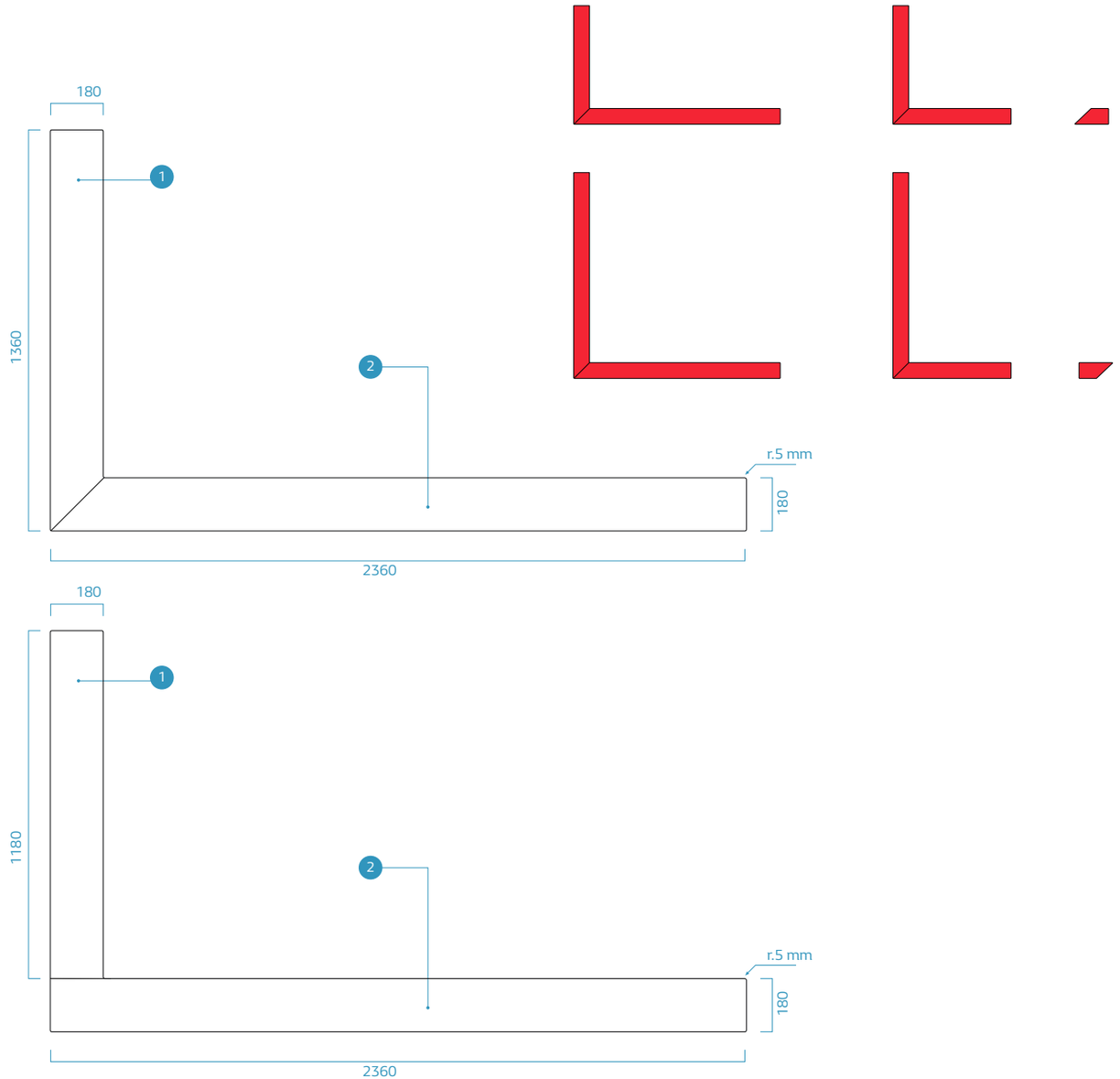
Each module has four ground markings composed of three separate elements:

- a short straight element measuring 360 x 180 mm,
- a medium straight element measuring 1360 x 180 mm,
- a long straight element measuring 2360 x 180 mm.

The possible combinations are illustrated opposite.

These components are adapted to the theme of the zone and made of an opaque solid-coloured material, such as extruded PVC nitrile, 2 mm thick, or lacquered aluminium.

The finish is a 40% gloss satin finish.
The finish is comprised of a mitre cut or right-angle cut, with a strip of double-sided foam adhesive.



Key

1. Short straight element
2. Long straight element

Ground markings

Details

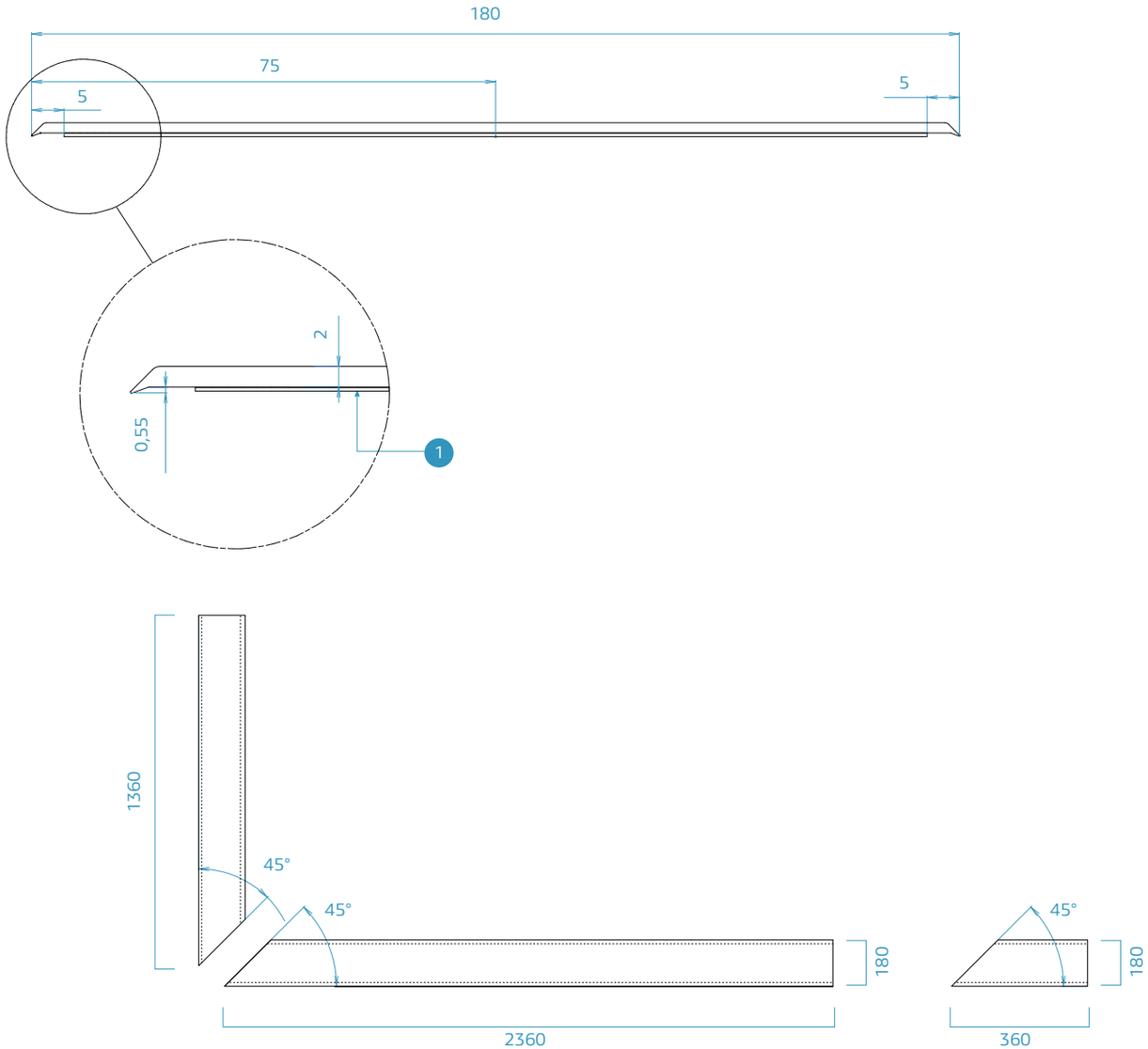
The elements are cut at a 45° angle.

There is a 5 mm finishing radius on each angle.

The floor elements are stuck down with double-sided adhesive (1 strip per element).

Key

1. Double-sided adhesive ref. BOMA 4300
   Adhesive mounted on PE foam strip



Graphic display wall

Base module

The display walls are put together based on a module of l. 2000 mm x h. 2974 mm.

This component is made using an outer aluminium profile, which forms a frame to which stretched fabric is fastened at the front and back.

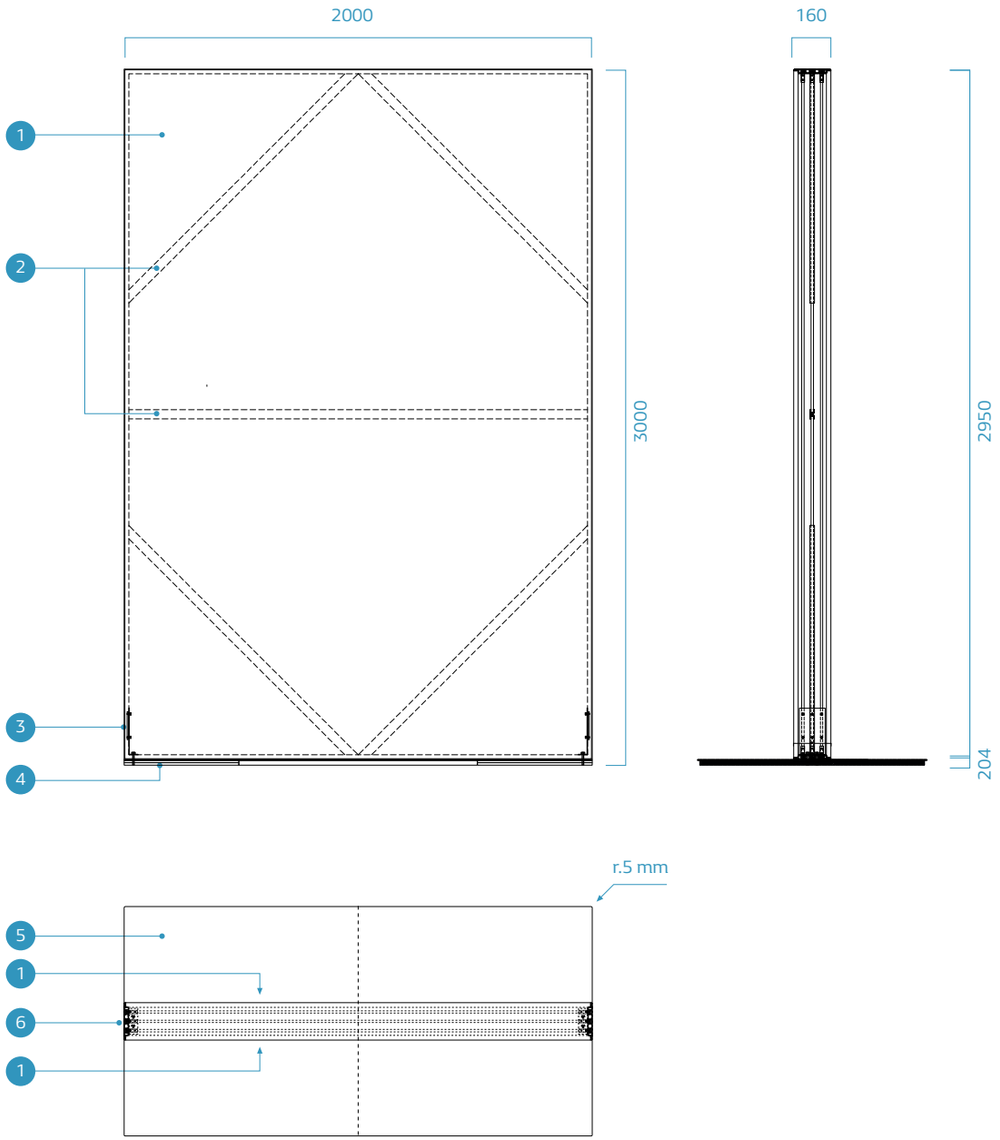
The fabric is fixed in place using a strip that clips into the grooves of the aluminium profile.

The assembly is fastened to the floor with steel plates that serve as ballast.

These plates are clad with sheet steel with an RAL 7024 grey lacquer finish (in one or two sections).

Key

1. Front surface of digitally printed stretched fabric
2. Internal bracing structure
3. Mounting bracket
4. Steel ballast (min. 20 mm thick)
5. Plate cladding
   RAL 7024 grey lacquered steel sheet, 5 mm thick
6. Outer aluminium profile comprising attachment grooves in RAL 9007 grey lacquer



Graphic display wall

Assembly principle

The base modules with dimensions l. 2000 mm x h. 2974 mm must be assembled to offer a larger visual surface area (min. 4000 mm x h. 3000 mm).

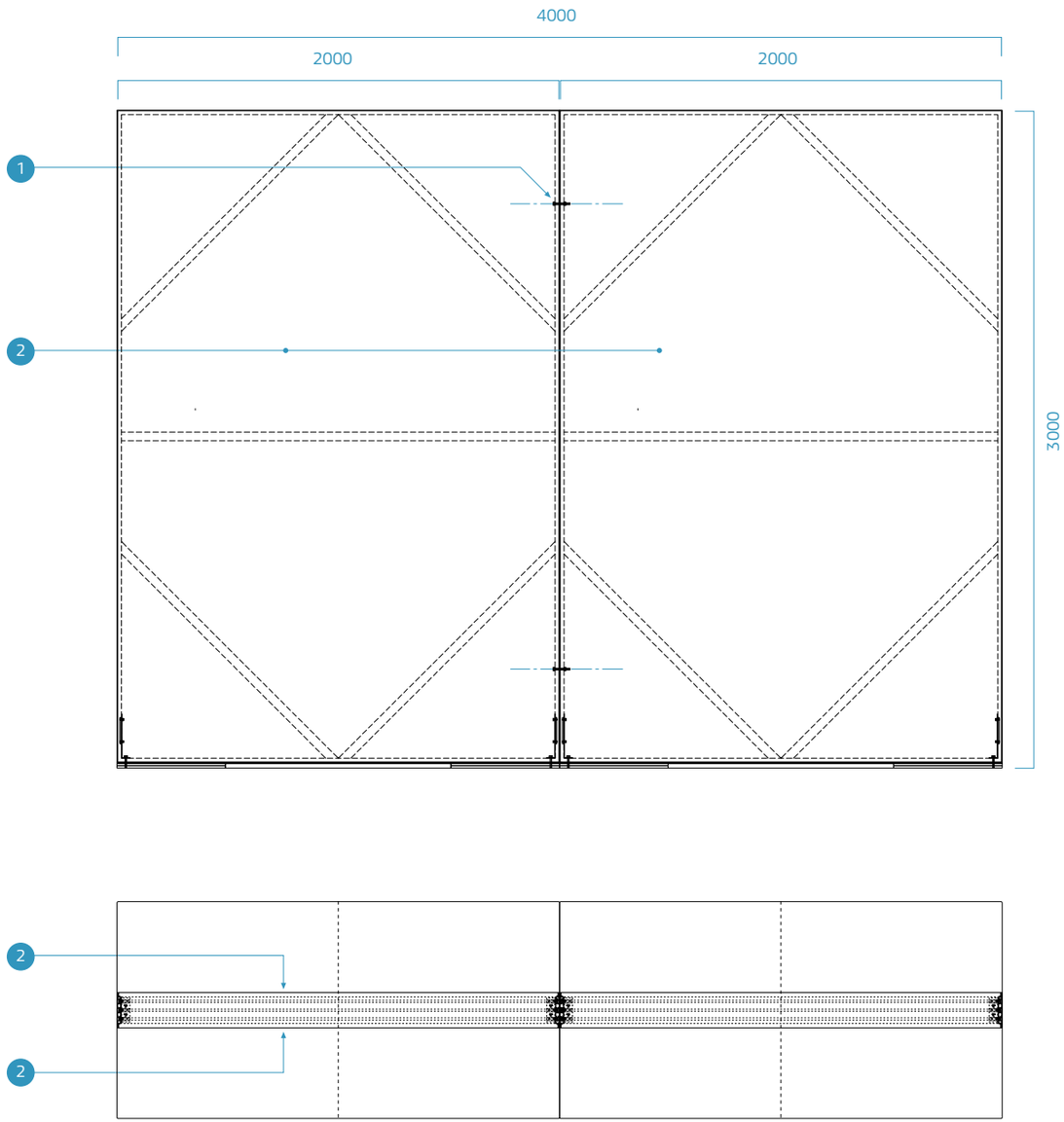
In this scenario, the vertical intermediary joints must be discreet, meaning that the modules have to be well aligned with each other.

The back of the display wall may be fitted according to one of the following three options:

- printed fabric as for the front,
- neutral fabric in RAL 9007 medium grey similar to the colour of the aluminium frame,
- fabric that corresponds to another thematic zone.

Key

1. Fastening between modules (details to be specified by the supplier)
2. Stretched fabric, l. 2000 mm x h. 2950 mm



Graphic display wall

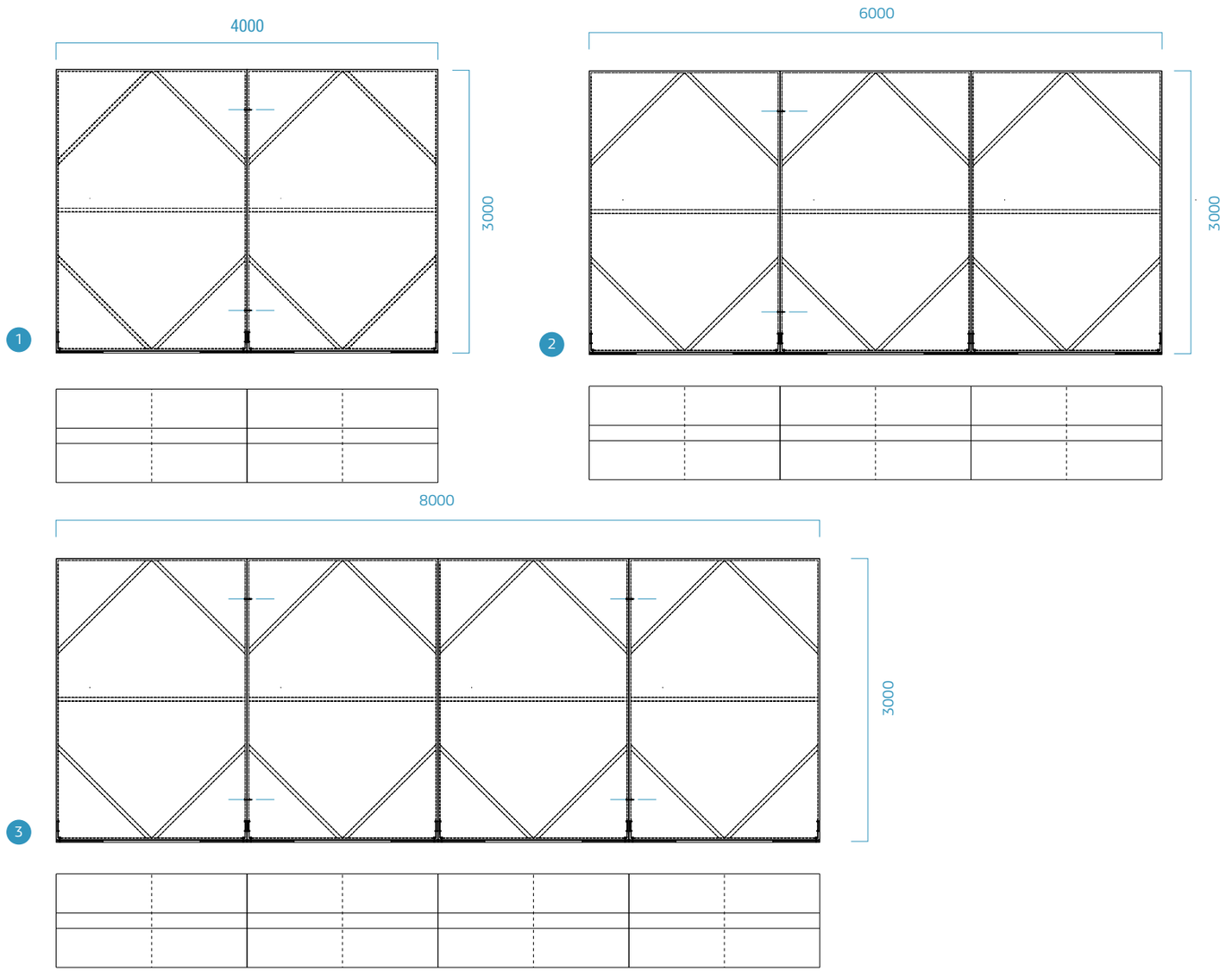
Types of format

There are three formats for the Passion zone display walls:

- Format of l. 4000 mm x h. 3000 mm, produced by assembling 2 base modules.
- Format of l. 6000 mm x h. 3000 mm, produced by assembling 3 base modules.
- Format of l. 8000 mm x h. 3000 mm, produced by assembling 4 base modules.

Légende

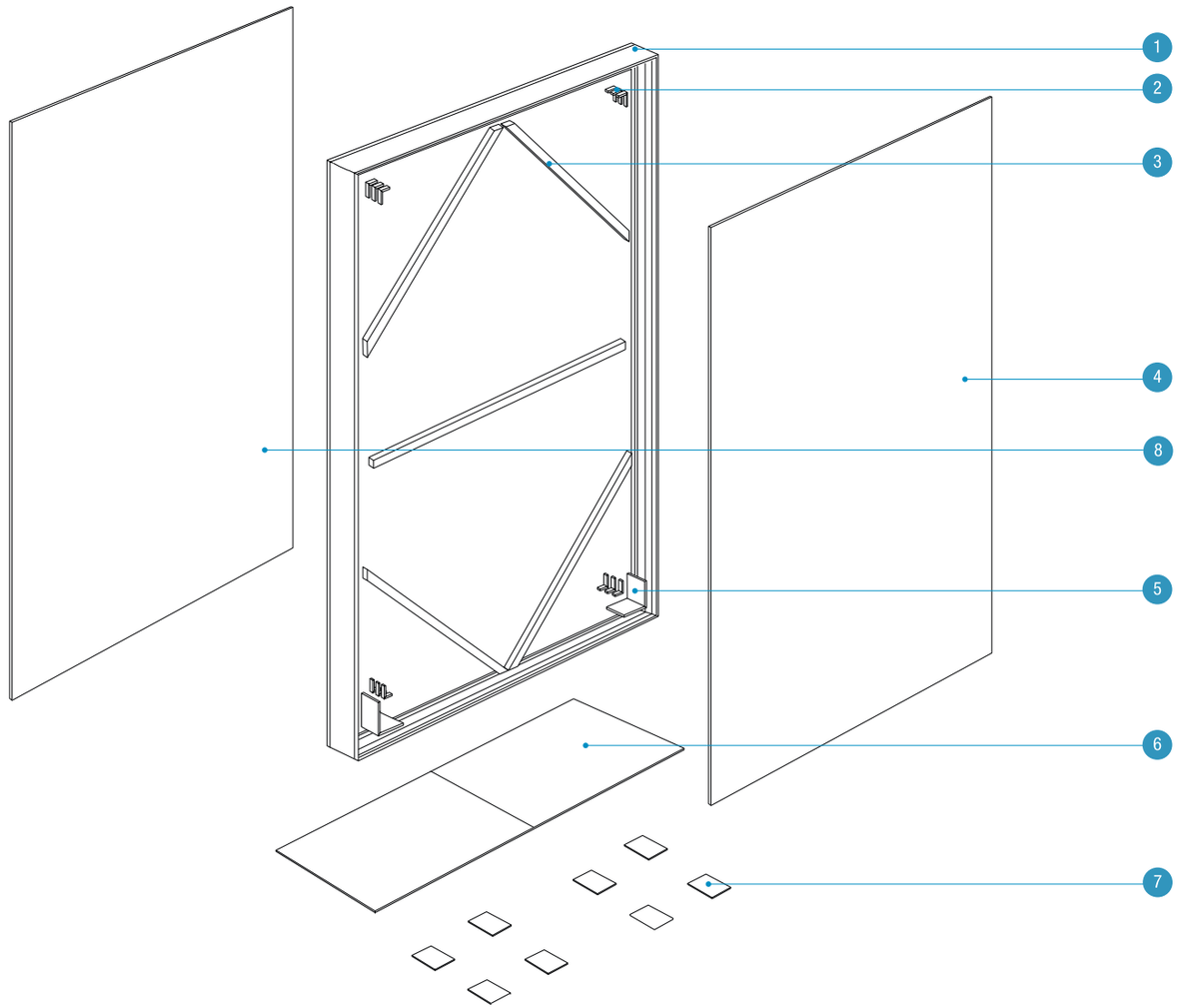
1. 4000 m module
2. 6000 m module
3. 8000 m module



Graphic display wall

Schematic exploded view

1. Outer aluminium profile comprising attachment grooves in RAL 9007 grey lacquer
2. Connecting angle bracket for outer profiles
3. Internal bracing structure
4. Front surface of digitally printed or neutral stretched fabric
5. Steel angle bracket for attachment of the frame onto the plates
6. Attachment plate in 1 or 2 sections. Steel sheet, 5 mm thick, in fine structure RAL 7024 grey epoxy paint.
7. Pads to protect tiling and for shimming of plates
8. Back surface of digitally printed or neutral stretched fabric



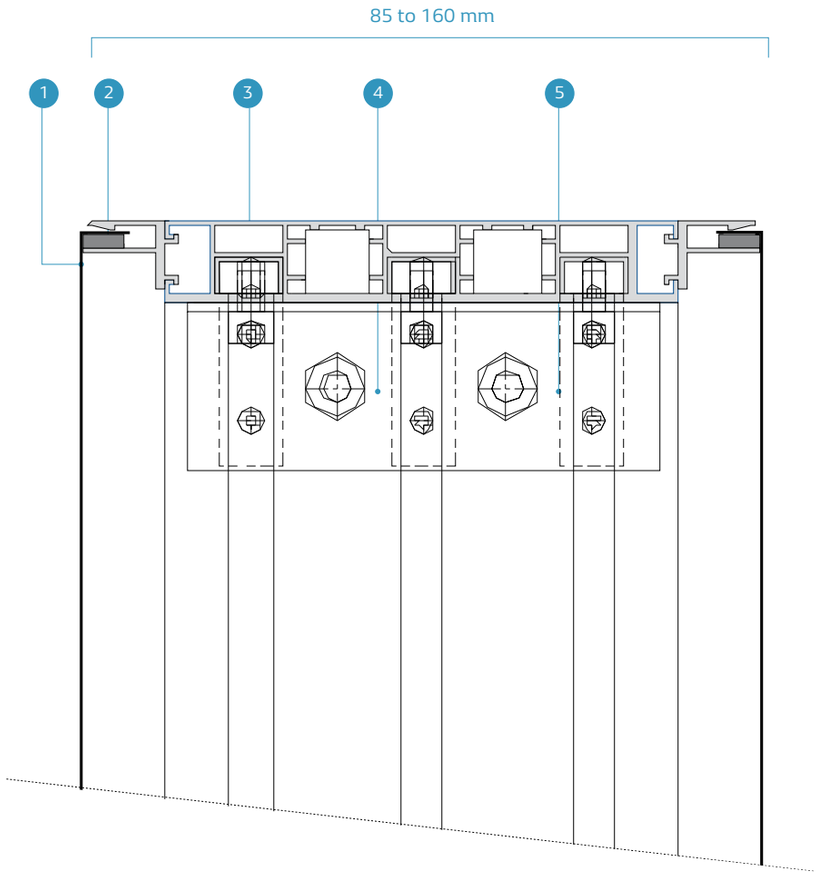
Graphic display wall

Fabric mounting

The drawing opposite illustrates the recommended method for holding the fabric surfaces in place.

The design of the profile may be adapted, but the following conditions must be complied with:

- the beading strip must be installed from the front with very low visibility of the profile on the front (without a cross-member overlap),
- the visible surface of the side profile should be smooth (no visible grooves).



Key

1. Fabric surface
2. Silicone strip sewn into the fabric
3. Pointed angle bracket retaining screw
4. Angle reinforcements for fastening the profiles to the plates
5. Profile joining brackets fitted into the grooves

“Passion” sign

Description

The Passion sign must read as though it is a single structure.
The letters of the word «Passion» must be integrated without any visible breaks or joints on the front or on the edges.

Variant 1

The component is made using traditional joinery from MDF panels 40 or 50 mm thick, bonded, cut and post-lacquered in red. The finish is a 40% gloss satin finish.

Variant 2

The component is made of an opaque solid-coloured plastic material such as extruded PMMA, 3 mm thick. The finish is a 40% gloss satin finish.

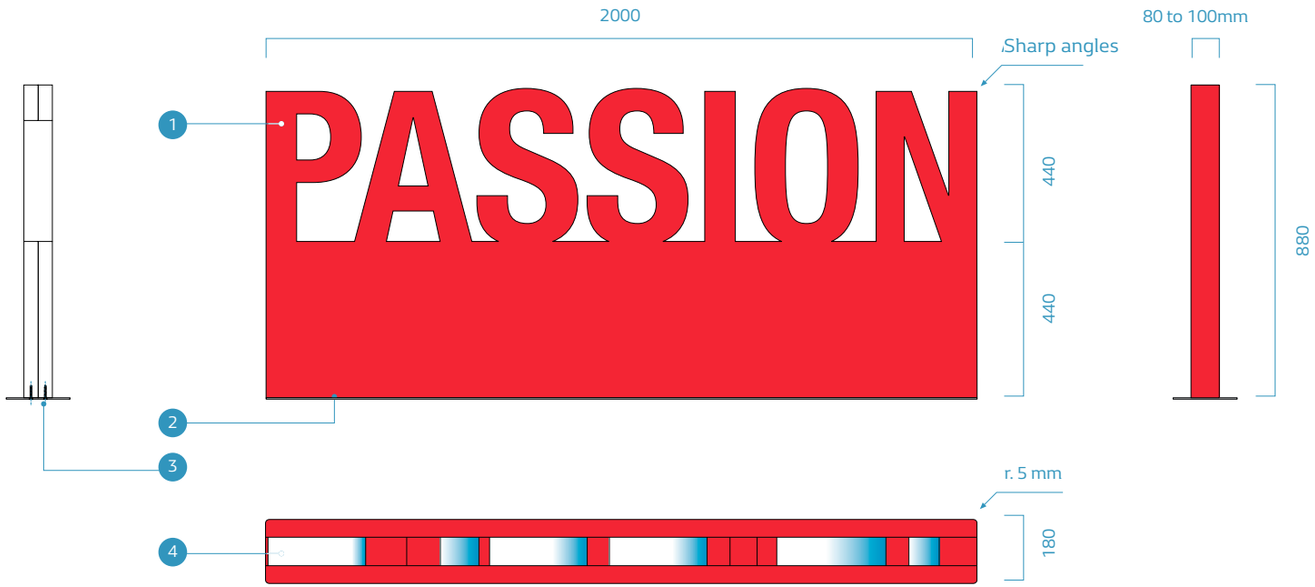
Key

1 Front:
- MDF panels cut and lacquered in red, with invisible bonding
- PMMA panels (3 mm), with fitted-on, bonded and levelled edges, with invisible bonding
- Helvetica Neue Bold Condensed typeface, upper case

2 Red lacquered steel attachment plate

3 Support fixings

4 Letter edges



“Passion” sign

Exploded view - Variant 1

The «Passion» sign is cut from MDF using numeri-cal-control cutting.

Two MDF panels 40 to 50 mm thick are assembled back-to-back before cutting.

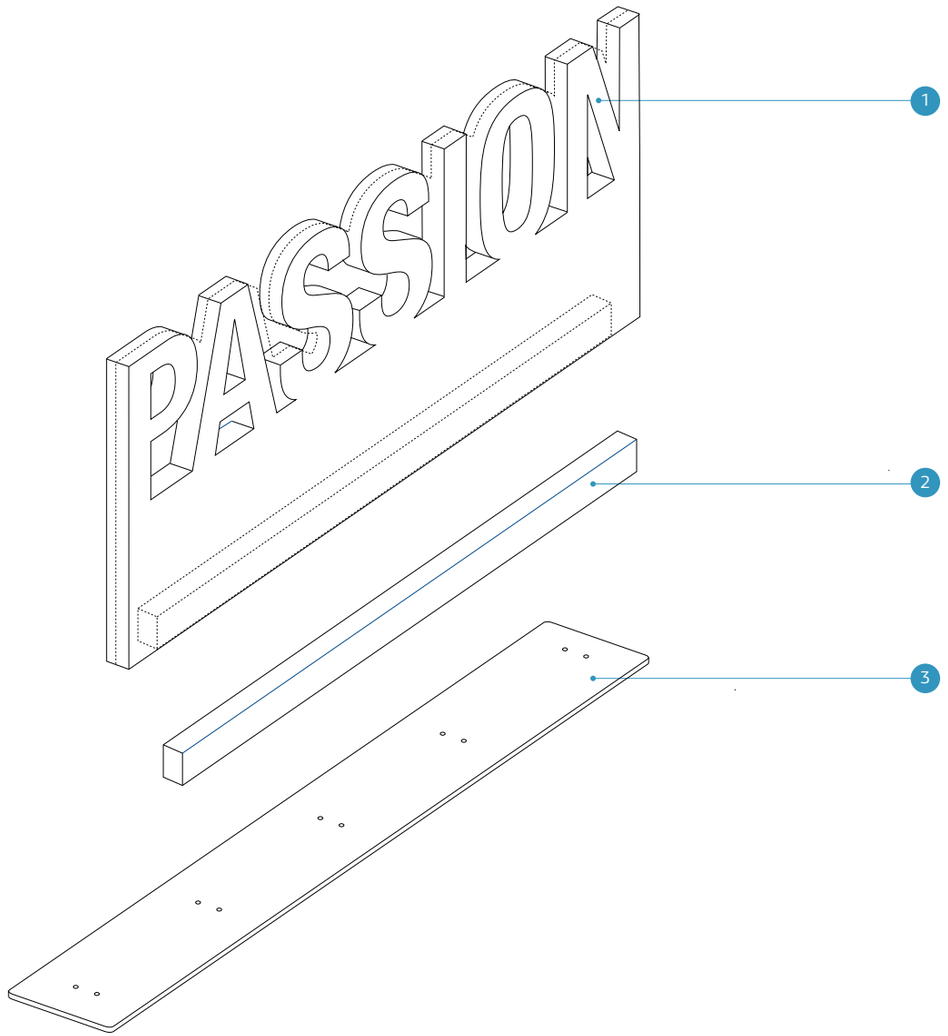
The wooden assembly is finished by coating in red paint with a 40% gloss satin finish.

The assembly is fastened to the attachment plate using invisible fixings.

The attachment plate is made from red lacquered steel.

Légende

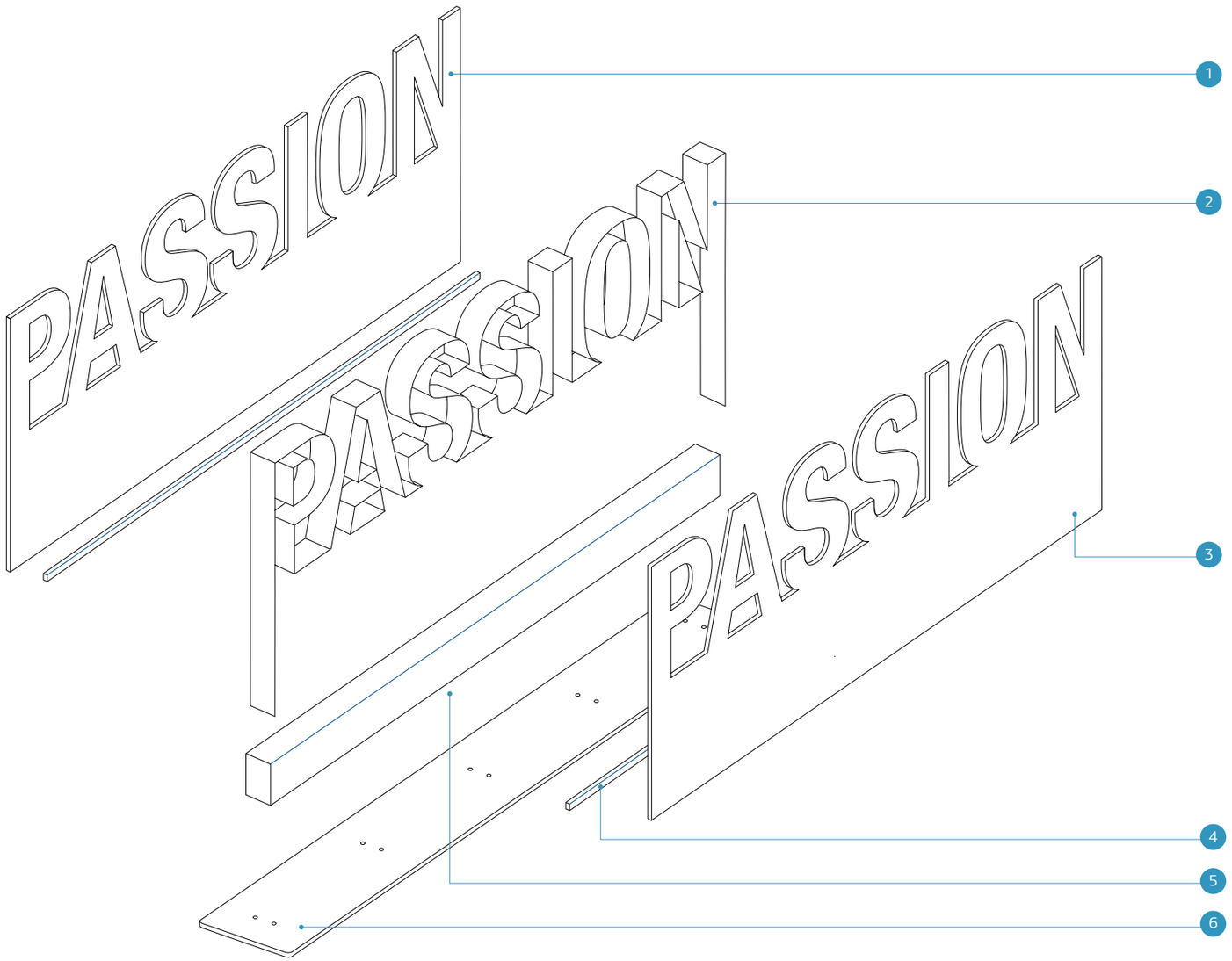
1. Front in red lacquered MDF with 40% gloss satin finish
2. Steel ballast (to be defined)
3. Steel attachment plate, 5 mm thick, in red lacquer like the front with a 40% gloss satin finish
   Holes drilled for fastening cleats using stainless steel countersunk bolts



“Passion” sign

Exploded view - Variant 2

The «Passion» sign is made from cut and bonded opaque red PMMA.
It has a satin finish (max. 40 % gloss).
The edges of the letters are bonded onto the panel surface (sealed with red polymer adhesive).
Only the curves from edge folding are permitted (equal to the thickness of the material as a maximum), the edges should form straight angles.
The assembly is affixed using invisible fixings to a structure that is itself attached to the attachment plate using crystal cleats bonded at the bottom.
The attachment plate is made from red lacquered steel.



Légende

1. Solid-coloured PMMA back, 3 mm thick
2. Fitted-on, bonded and levelled edges
   Solid-coloured invisible PMMA bonding, 3 mm thick
3. Solid-coloured PMMA back, 3 mm thick
4. Crystal PMMA cleat bonded inside the panel surfaces
5. Steel ballast (to be defined)
6. Steel attachment plate, 5 mm thick, in red lacquer like the front with a 40% gloss satin finish
   Holes drilled for fastening cleats using stainless steel countersunk bolts

Technical specifications

Requirement details

Les éléments de description ci-après ont pour objet de définir les différents paramètres esthétiques et techniques à intégrer par le fournisseur dans le cadre de la conception et de la mise en oeuvre des ouvrages.

Cette analyse technique est induite par de nombreux impératifs liés à la matière première, à la méthodologie de fabrication, aux impératifs de logistique ou de pose.

Display walls

Principle

These large colour visuals are intended to be printed on stretched fabric. These stretched fabric prints are to be laid out vertically on tensioning profiles and must be easy to replace.

The visuals are available as digital files (minimum definition of 100 dpi at full scale).

Formats

The concept makes provision for visuals to be installed on a low attachment plate (heavy base to ensure stability) at the edge of the zone, which requires the construction of frames 85 to 160 mm thick.

Four formats have been selected: l. 4 x h. 3 m, l. 6 x h. 3 m and l. 8 x h. 3 m.

The structures are to be installed by specialized contractors.

Regulatory aspects

Suppliers shall, during design, 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 installer 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.).

The assembly of these display walls (estimated weight > 60 kg for a module of l. 2 x h. 3 m anchored to a ballast plate) requires some precautions as regards handling (risk of pinching under the weight of the plates, holding the vertical frames during assembly, risk of falling during installation of fabric canvas, etc.).

Rationalisation of formats

The display walls are to be of a standard height of 3 m.

Depending on the specific layout of each dealership, the display walls shall be 4 m, 6 m or 8 m long and consist of 2 m modules placed next to each other and fixed together.

In this way, manufacturing is standardised to 1 module measuring 2 m wide that can be used multiple times horizontally as desired.

Printing of visuals

The format of the image must be adapted by the graphic designer to the different formats of wall display (height/length ratio) and to allow reframing without alteration.

Technical specifications

A number of 2.1 m wide M1 category printing substrates are available and enable printing on a range of 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.

By way of example, the most satisfactory results were obtained with the following machine characteristics:

Eight-colour printing at 720 dpi on mixed cloth (70% cotton and 30% polyester) of 210 g/m^2 (opaque fabric).

The content of the visuals 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).

Tensioning frames

To ensure that the fabric canvasses are easy to install and replace, the recommended technique is to use beading sewn into the perimeter of the fabric canvasses that can be fitted into the outer grooves of the tensioning frames.

These frames consist of an outer profile assembled with a mitre joint, allowing the fabric canvasses to be held taut without any distortion on one or both sides of the display wall (canvas on front or front and back).

These frames are fixed to a ballast plate positioned on the floor using bolted angle brackets. Intermediary profiles are used to square and space the outer profiles to avoid any undulation in the fabric canvasses.

The constituent elements of the frames should have an attractive look and finish to allow a single-side display to be placed with its back to a wall or an opaque facade.

When used in an island configuration or in front of a glass facade, it is recommended that concealing fabric be inserted between the two sides. The back shall either consist of a visual, or be printed in RAL 9007 (or equivalent).

Design of plates

The plates, with format w. 2 m x l. 1 m (two sections possible), must ensure the stability of the wall displays.

The company responsible for production shall check the stability of these wall displays by supplying a dynamic and static design calculation note, certified by an inspection office, which meets the construction standards (refer to regulations for the country concerned).

The plates can be broken down into two successive layers:

- 1 cladding plate in hot-laminated quality 5 mm sheet steel, 2 m x 1 m format, with an approximate weight of 76 kg cut back to 98 cm for the dressing-off of the laser-cut edges, with rounded angles of a radius of 5 mm, and holes drilled to allow the frame fastenings to be passed through, with a thermo-lacquered RAL 9007 grey finish.
- 2 ballast plates, 1 m x 0.5 m (0.96 m x 0.49 m, 73 kg), 20 mm thick, with threaded holes drilled to bolt the tensioning frame fastenings in place.

It is recommended that reinforcements be placed inside the tensioning frames to ensure the solidity of the lower edges of the frames and fastening to the plates (leverage of 3 m in height).

Particular attention should be paid to ensure that the undersides of the plates are protected so that they do not leave any marks on the floor tiling of the display areas, or cause any damage during the assembly/disassembly phases.

“Passion” sign

General description

This component has relief lettering and a sub-

Prescriptions techniques

frame. The assembly, measuring l. 2000 mm x h. 1000 mm, 80 to 100 mm thick, is in uniform red.

Stability

To ensure the assembly is stable, a stability plate should be added to the bottom and finished in the same red as the front panel.

This plate should be a minimum of 180 mm wide.

Component production

There are two variants:

- Variant 1: production using lacquered joinery.
  The standard wooden panel base is perfectly suited to this component as it optimises scrap levels.
  The thickness of 80 to 100 mm may be produced by using two panels measuring 40 to 50 mm thick.
  The two panels are bonded together before numerical-control cutting. The assembly is coated and then given a red satin lacquer finish.
  The assembly is fastened to the attachment plate using stainless steel invisible fixings.
- Variant 2: PMMA panel production.
  The surfaces and edges are cut from a solid-coloured, red PMMA sheet 3 mm thick, with a satin finish. The edges, measuring 80 to 100 mm, are thermo-folded along the contours of the letters and the base before being affixed using PMMA polymer adhesive.
  PMMA cleats are provided to strengthen the bonding if necessary.
  The bonded edges are levelled before being polished to give a homogeneous finish.
  The sign is fastened to the plate via stainless steel invisible fixings that attach to horizontal cleats on the bottom.
  Particular care is given to ensure the surfaces are flat; they should not be slanted on the plate during assembly.

Ground markings

General description

The outline of the vehicle display areas will be marked out on the ground.

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

They are stuck to the ground with double-side adhesive covering the whole surface of each element.

Manufacturing

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 the colour of the Passion range (red equivalent to Pantone 1797 C).

Any other materials, including adhesives and honeycomb PVC (e.g. Forex), are prohibited, since they do not offer the resistance required for these conditions.

Lacquered aluminium may be used as a variant.

Compliance of visuals and colours

All shades have a 40% gloss satin finish.
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.

Variantes

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

Nevertheless, the submission of low-cost variants is desired and expected.
When the supplier deems it necessary, they may

Prescriptions techniques

submit to Renault variants of the procedures or methods described in the definition document, as long as these variants meet the aesthetic requirements given 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.

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 analyze 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.

Mass production

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

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

Warranty

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