



ALPINE


## Alpine Center Evolution Guideline

October 2022 - V1d

## introduction

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

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## what is this document for?

### **Presentation of the Alpine Center EVO**

This guide presents the Alpine Center EVO 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 Center EVO.

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

### **Implementation rules**

The guide describes the rules for applying the components of Alpine Center EVO 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 Center EVO, for whom and how?

### **A presentation of the Alpine showrooms**

This guide presents the Alpine Center EVO showroom in its standard configuration and the various possible configurations to be adapted according to the type of location (Small, Medium, Large).

### **Explicit customer journeys**

Mastering the customer journey is the basis of the organization of the Alpine Center EVO.

The guide proposes to explore the Alpine showrooms in subjective view.

### **Implementation rules**

The guide describes the rules for applying the components of the Alpine Centers:

car parks, identification of facades, layout of showrooms...

It defines a general framework intended to facilitate the installation of Alpine Center EVO in the network.

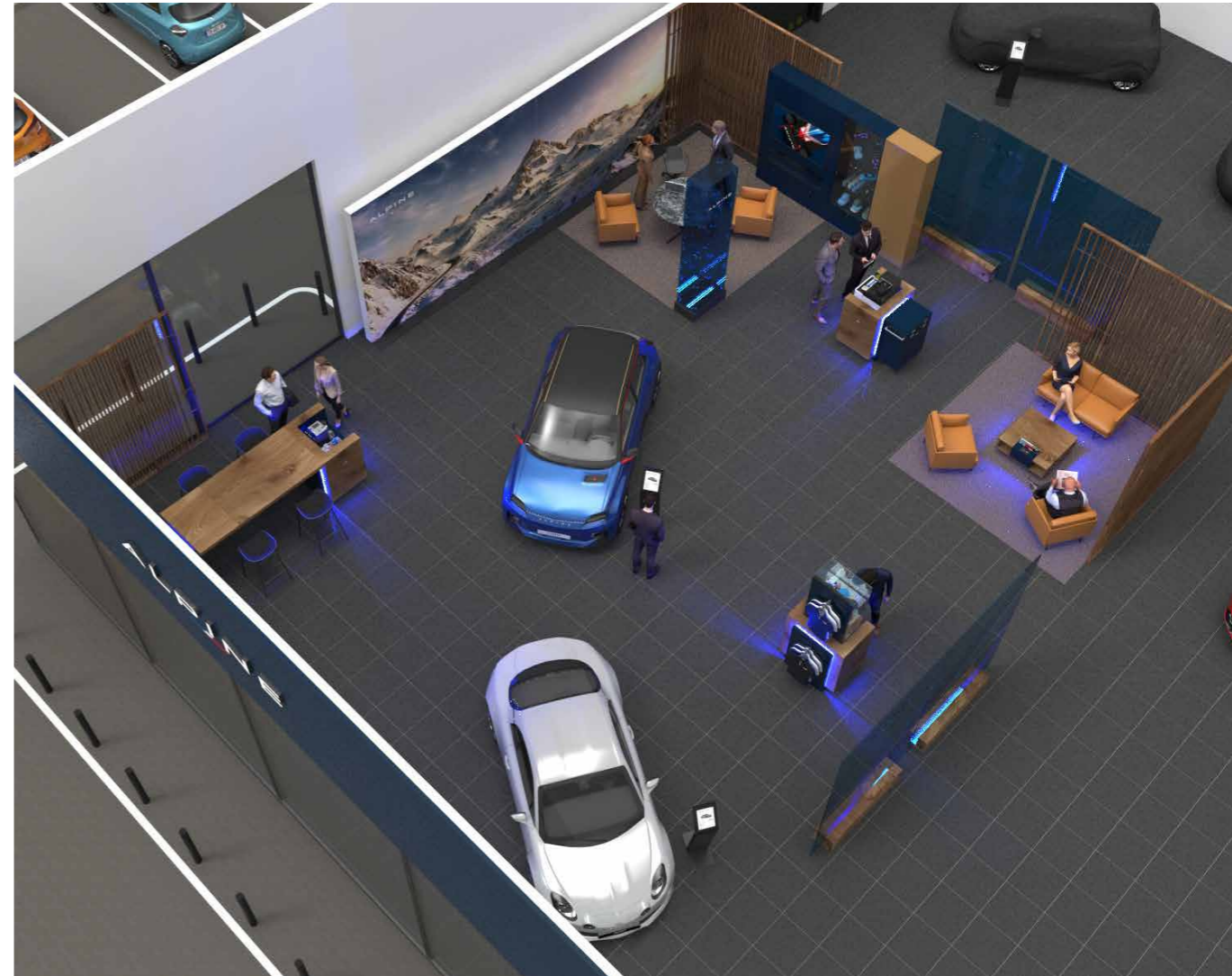
## Alpine Center EVO, what you must remember!

### Outside

- On a Renault Store site, the presence of the Alpine brand is identified by a sign on the facade and a totem or a signal terminal.
- At a minimum, an Alpine vehicle is presented outside in a dedicated area with floor markings.
- The After-Sales activity of the Alpine brand is indicated by a wall sign located near a workshop bay.

### Inside

- The Alpine Center EVO is set up in a **Renault** showroom with a minimum surface area of **500 m<sup>2</sup>**.
- The Alpine Center EVO is set up in a **Renault-Dacia** showroom with a minimum surface area of **700 m<sup>2</sup>**.
- The Alpine Center EVO occupies a minimum space of 100 m<sup>2</sup>.
- The space requires specific lighting. The lighting atmosphere is produced by colored LED devices which can be adapted to certain events of the Brand.
- The space is located at a distance from the Renault Road.
- Proximity to a Dacia brand corner should be avoided.
- Respect for the identities of each brand remains a priority objective.
- Finally, the modularity of the Alpine Center EVO should allow the arrival of new vehicles from the Alpine range.



### the exterior of the dealership with an Alpine Center EVO

The Alpine Brand is identified on the facade and the flags. It is visible thanks to a test zone with the presence of at least 2 vehicles and a backlit totem, visible from the road.



The outside of the multi-brand dealership  
with dedicated input from an Alpine Center EVO

The Alpine Brand is identified on the facade and the flags. It is visible thanks to a test area with the presence of at least 2 vehicles and a backlit totem, visible from the road. A dedicated Alpine Center EVO entrance is present on the front.





## inside, discover the Alpine Center EVO

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.

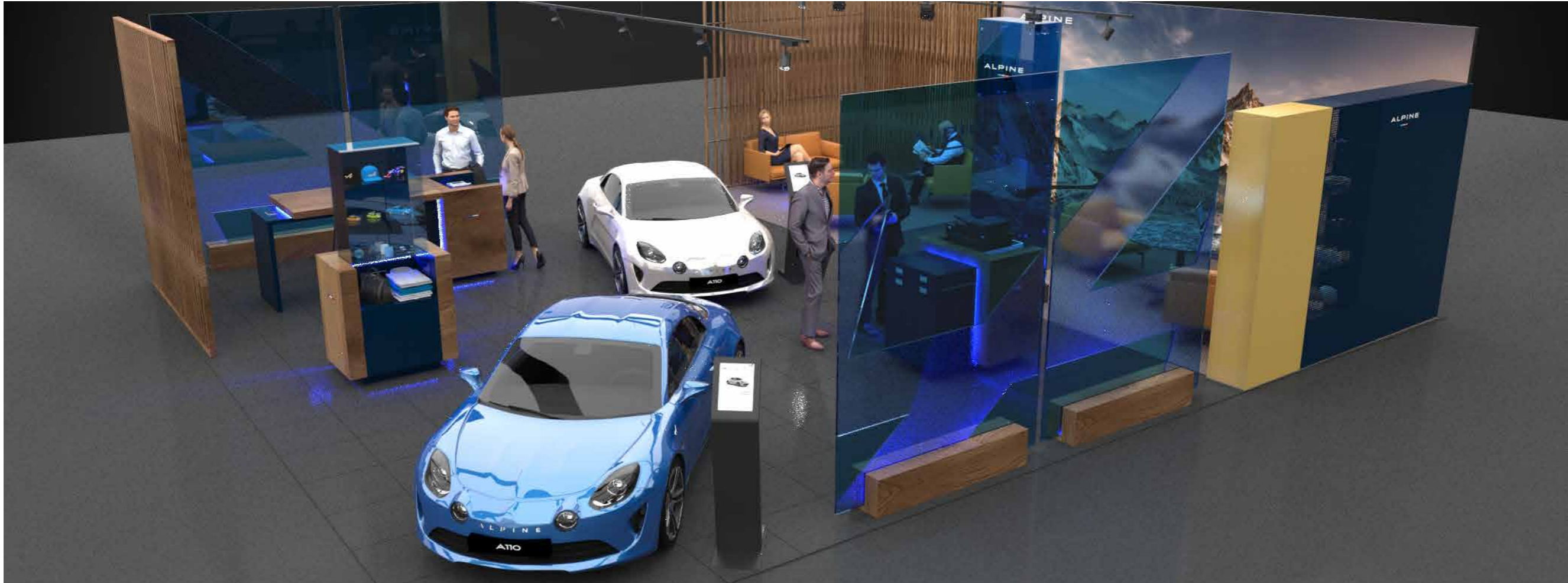


## inside, discover the Alpine Center EVO integration into the showroom

Located in the Renault showroom, the Alpine Center EVO is a semi-open area, delimited by strong elements (wooden screen, glass partition, etc.). Two or three vehicles are on display. Several reception areas allow specific treatment.



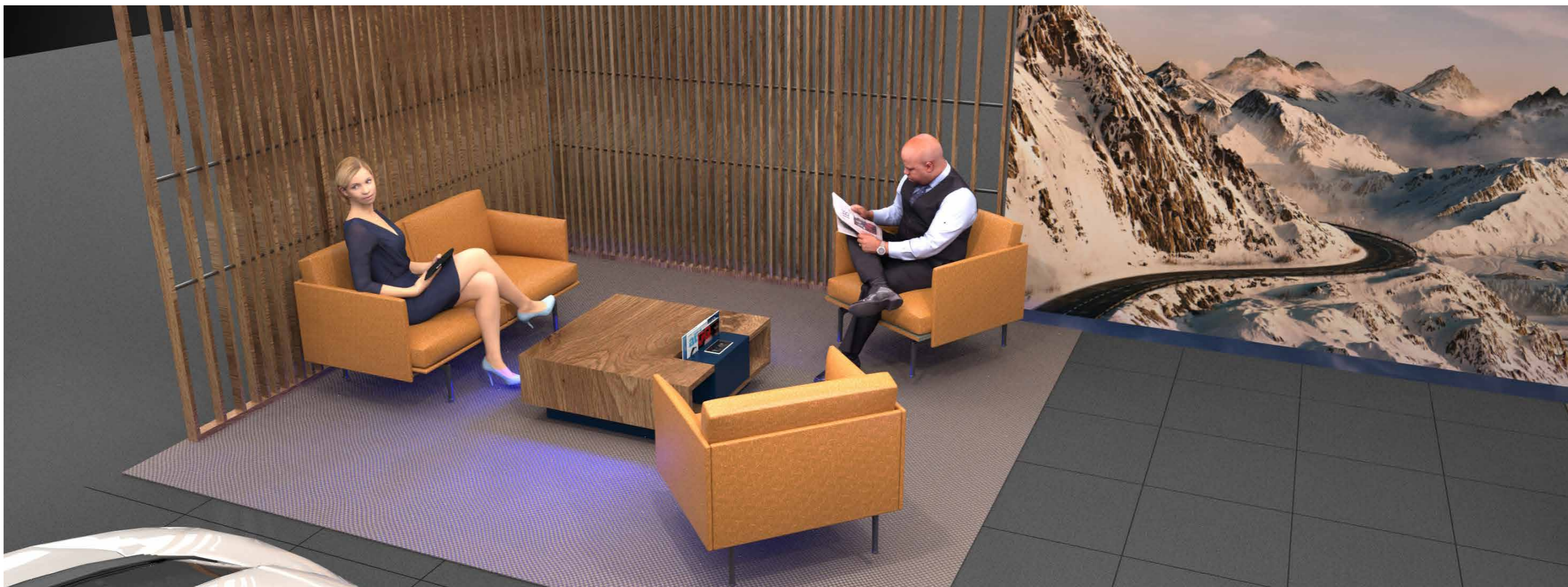
inside, discover the Alpine Center EVO  
general view



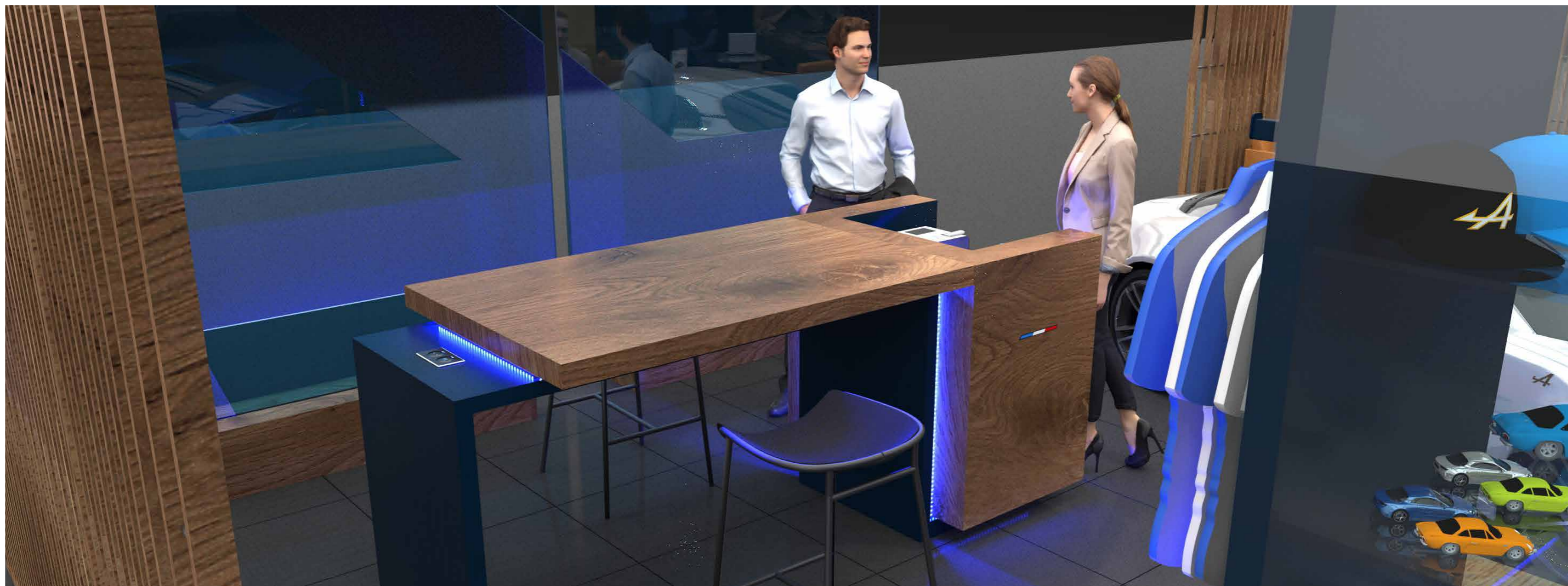
inside, discover the Alpine Center EVO  
the configuration furniture and the display case of goodies



inside, discover the Alpine Center EVO  
the lounge area to wait comfortably

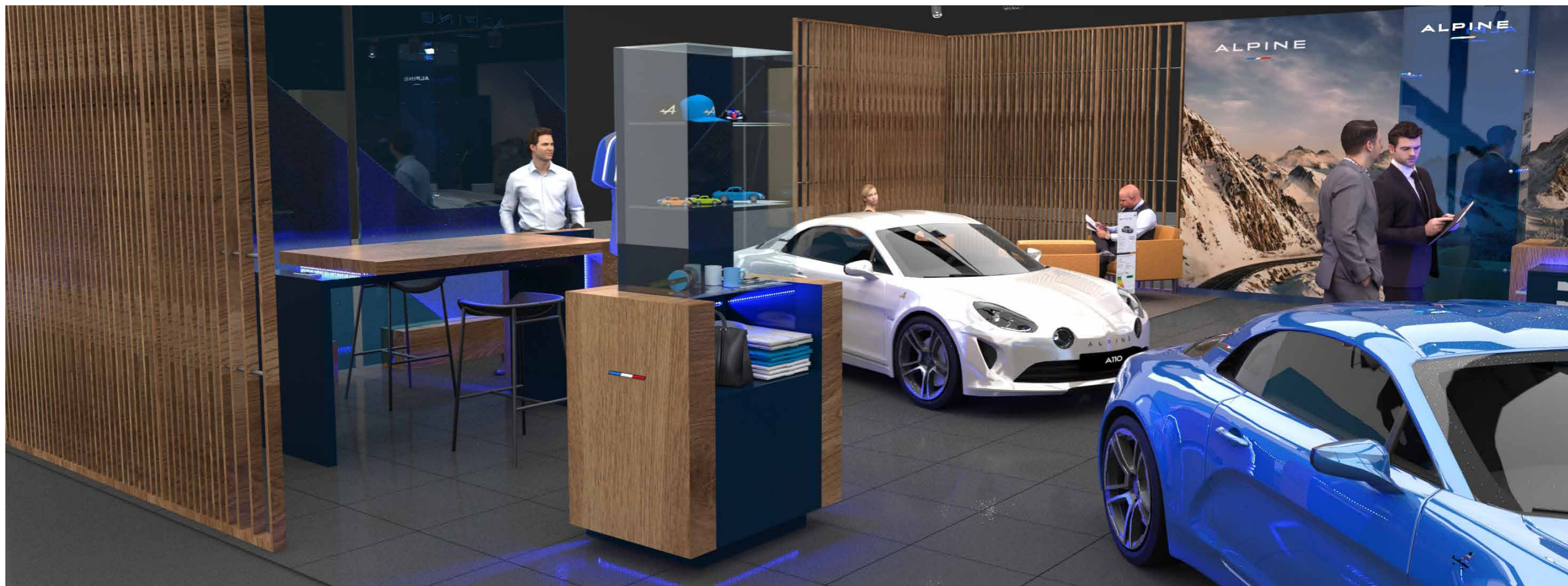


inside, discover the Alpine Center EVO  
the co-working space, to wait efficiently



## inside, discover the Alpine Center EVO

a secure showcase that presents the brand's derivative products and clothing.



inside, discover the Alpine Center EVO  
furniture dedicated to the delivery of new vehicles and after-sales





## 2 customer journeys

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



## customer journeys

As part of the Alpine Center EVO located in Renault Store showrooms, Alpine customer journeys differ from those of customers of other brands by the physical elements making up the Alpine Center EVO but also by customer treatment and specific methods.

### Two possible outdoor journey for customers

1 - Alpine customers go either through the entrance to the Renault showroom

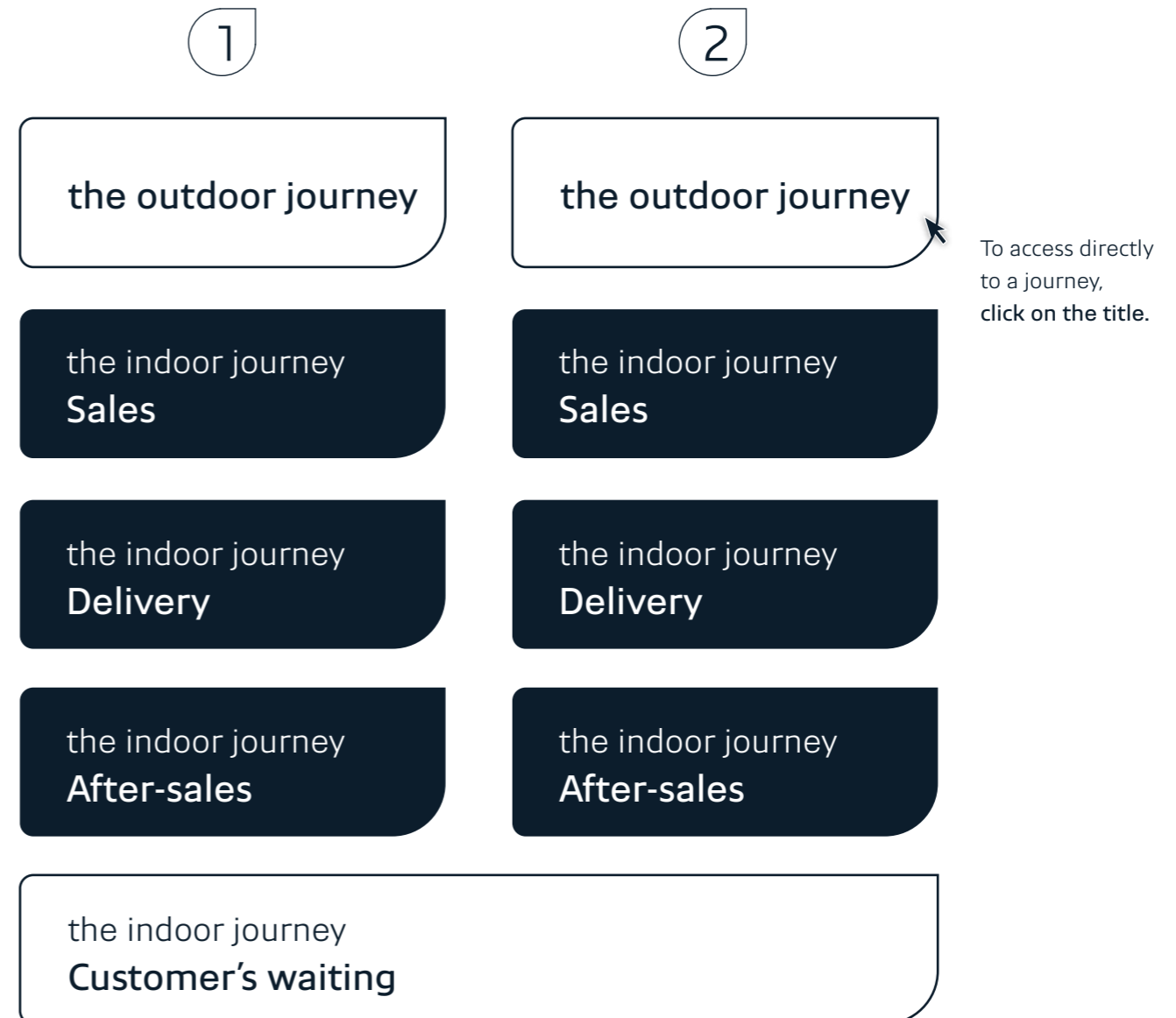
2 - Customers go through a dedicated Alpine entrance on the front.

### Differentiated interior journey

Inside, the Alpine routes are differentiated and the Alpine Center UD becomes the central element of the 3 routes: sales, after-sales and delivery.

A waiting phase is possible before an appointment or a quick interview.

The Alpine customer is always supported by an Alpine Advisor.



the outdoor journey 1 (entrance via the Renault showroom)  
view from outside



## the outdoor journey 1 (entrance via the Renault showroom)

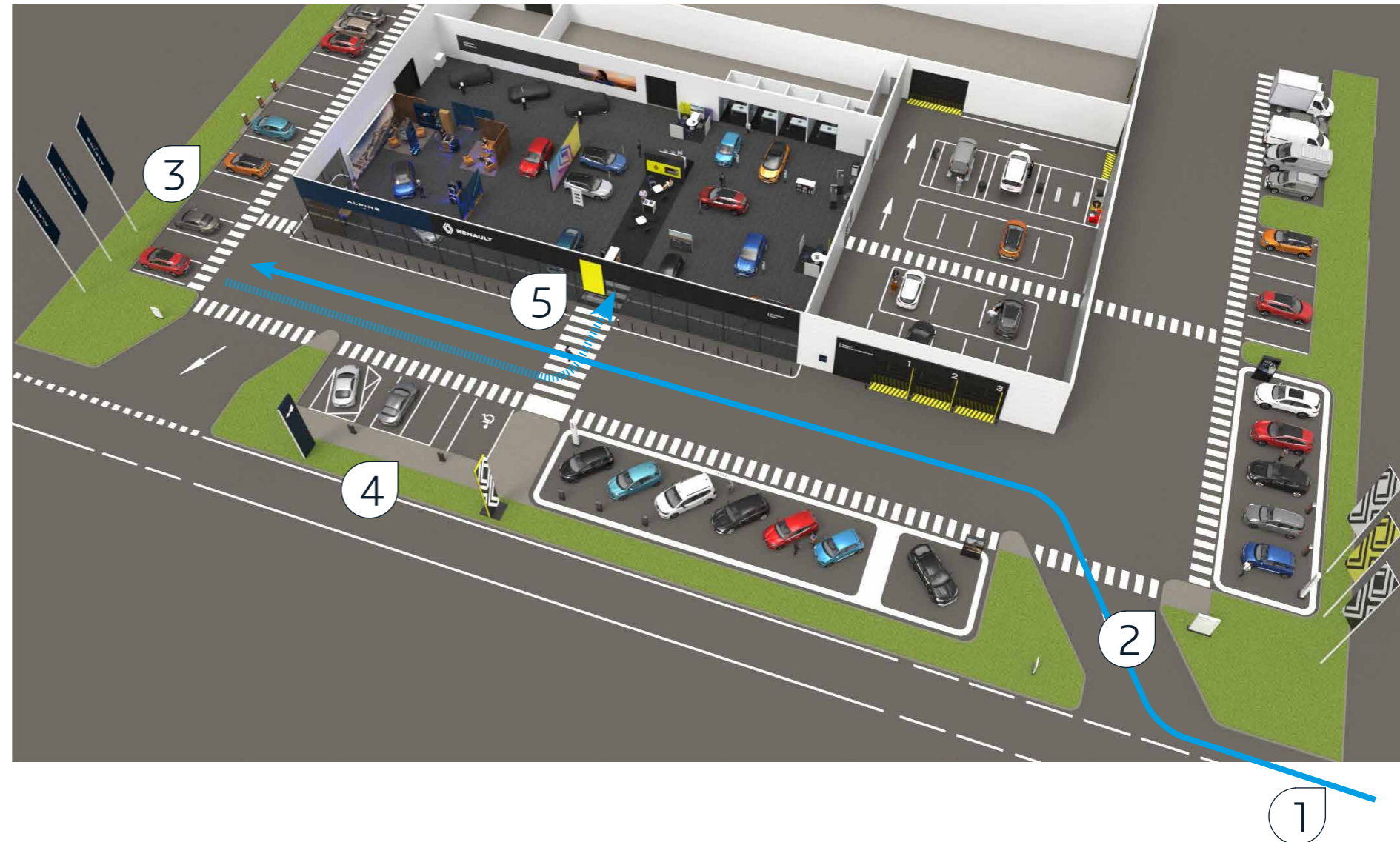
the steps

The presence of the Alpine Brand on the site is identifiable thanks to the flags and an Alpine totem 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 1 (entrance via the Renault showroom)

the customer's vision



1

### site identification

The visibility of an Alpine point of sale is ensured by flags and a totem installed perpendicular to 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 sale journey 1 (entrance via the Renault showroom)  
view from the sales area



## the sale journey 1 (entrance via the Renault showroom)

### the steps

The customer is welcomed by a Renault host or hostess who accompanies him to the Sales area of the Alpine Center EVO and informs the Alpine Advisor of his presence.

The Advisor makes him discover the products, services and financing, then offers him to carry out a test of the vehicle under test, available outside.

The adviser hands over the keys to the vehicle and then accompanies it to the test car park.

When the test of the vehicle is over, the customer returns the keys to the adviser with whom he concludes or negotiates the sale.

1. the showroom entrance
2. interview with the client
3. the essay proposal
4. testing a vehicle from the Alpine range



## the sale journey 1 (entrance via the Renault showroom)

the customer's vision



1

### entering the showroom

From the entrance to the Renault Store showroom, the customer can see the Alpine Center EVO 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 Center EVO 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 in furniture. A screen allows you to view the configuration of the vehicles.

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





the delivery journey 1 (entrance via the Renault showroom  
view from the delivery's area



## the delivery journey 1 (entrance via the Renault showroom)

### the steps

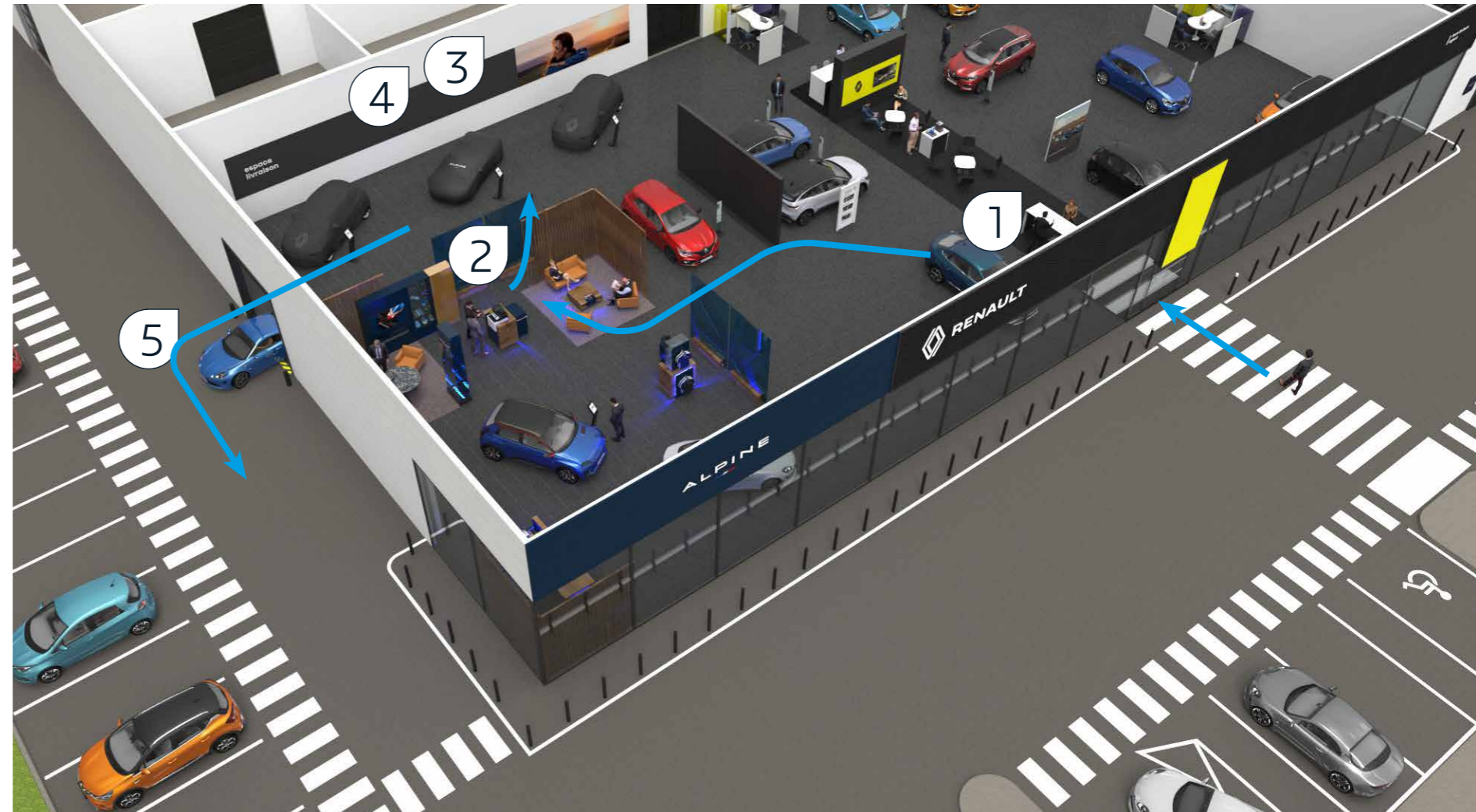
The vehicle to be delivered is presented in the multi-brand delivery area, under an Alpine cover.

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

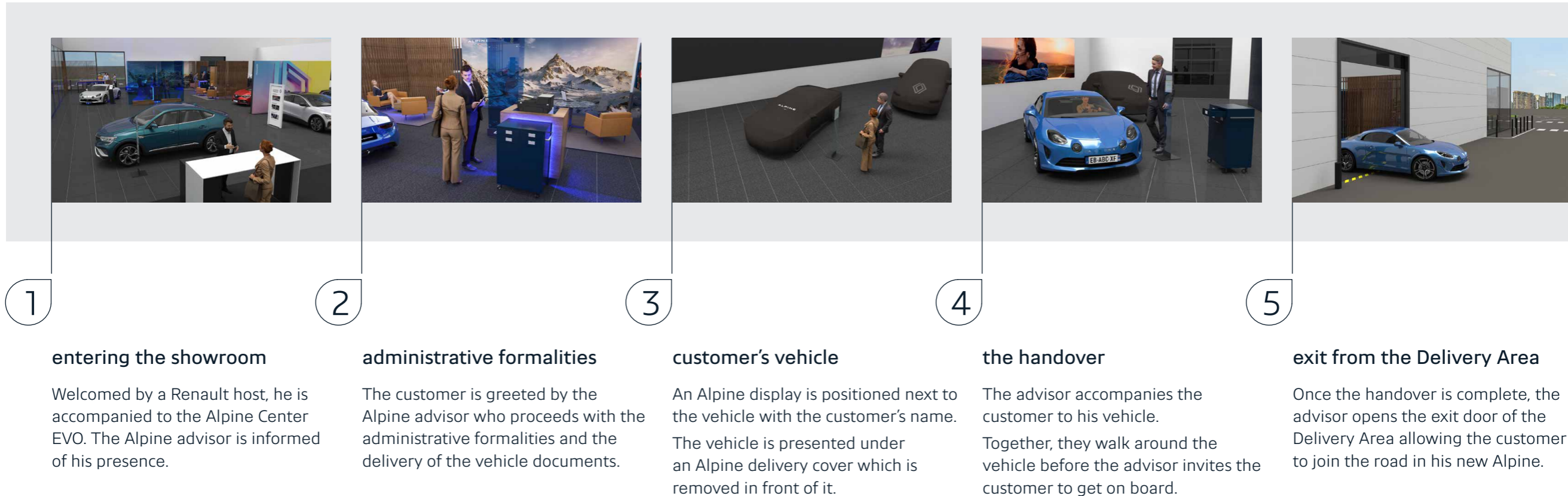
The Advisor gives him the administrative documents and then accompanies him to discover his vehicle.

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



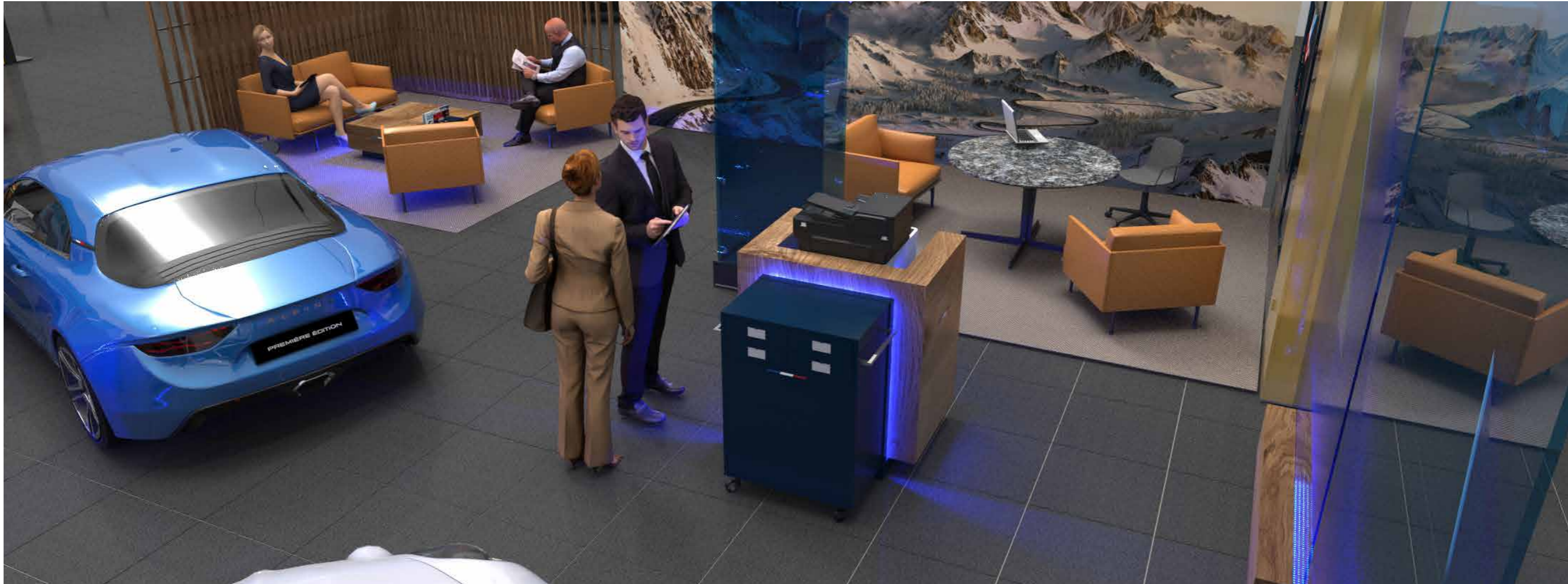
## the delivery journey 1 (entrance via the Renault showroom) the customer's vision



To return to the general summary,  
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the after-sales journey 1 (entrance via the Renault showroom)  
view from the administrative area

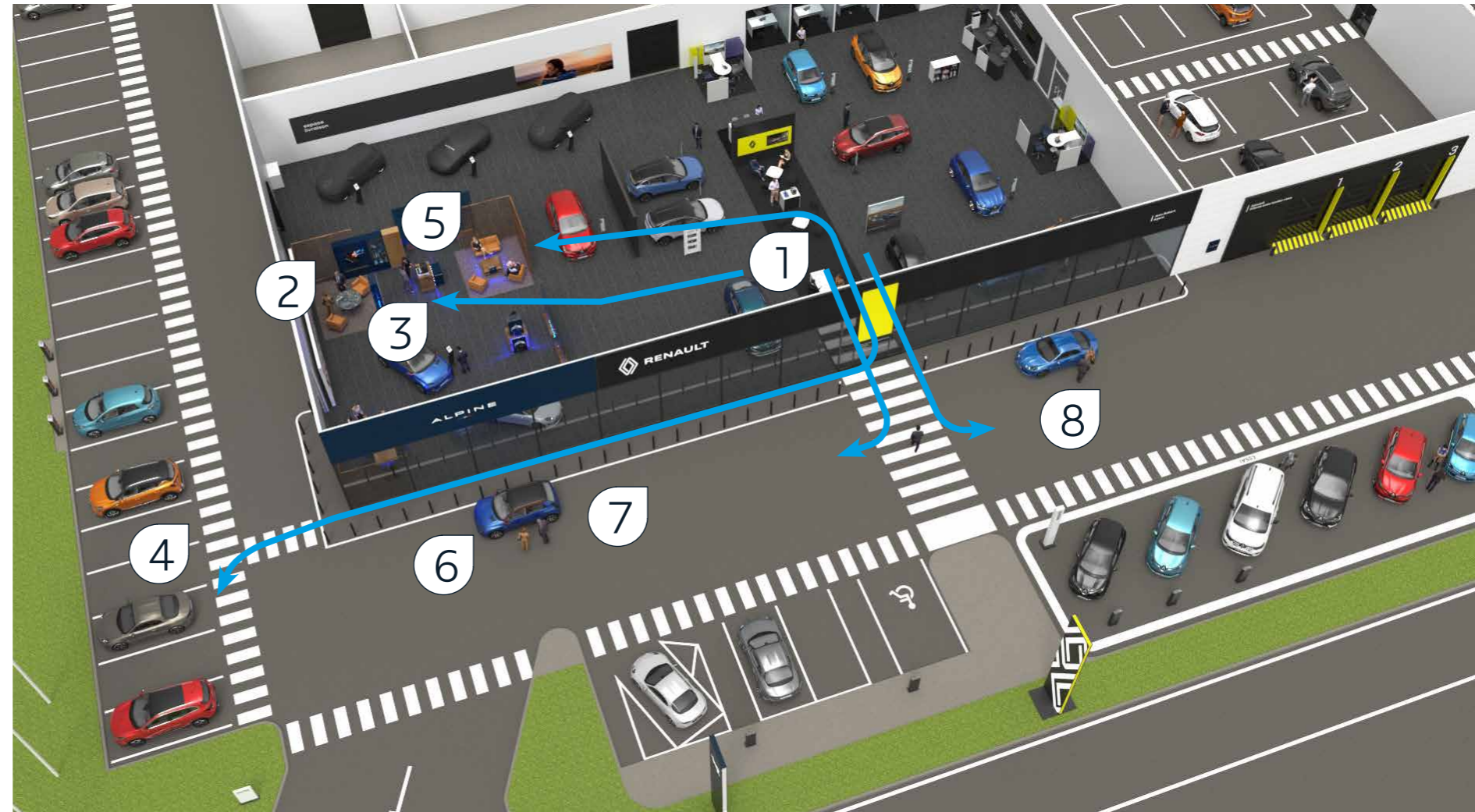


## the after-sales journey 1 (entrance via the Renault showroom)

### 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 customer's 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 1 (entrance via the Renault showroom) the customer's vision



1

### entrance the showroom

Welcomed by a Renault host or hostess, the customer is accompanied to the Alpine Center EVO.  
The Alpine advisor is informed of his presence.



2

### reception by the advisor

Regarding the after-sales service of the vehicle, the advisor invites the customer to go to the welcome area where he offers him a coffee.  
Alpine advisor invites Alpine expert.



3

### the arrival of the Alpine technician

The technician joins them in the welcome area. He is responsible for appraising the maintenance needs of the vehicle.



4

### the tour of vehicle

The technician invites the customer to walk around the vehicle.



5

### administrative formalities

Customer and technician join the Advisor. The Advisor formalizes the estimate for the maintenance of the vehicle and submits it to the customer for acceptance. The technician collects the keys and takes the vehicle to the workshop.

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



## the after-sales journey 1 (entrance via the Renault showroom)

the customer's vision - situation **A**



6A

### 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.



7A

### 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 Alpine Center EVO. He invites the Alpine technician to join them.



8A

### technician join them

The technician joins them in front of the office furniture. he explains to the client the various works carried out and takes his leave.

The Alpine Advisor gives the customer the keys and documents for the services provided.



9A

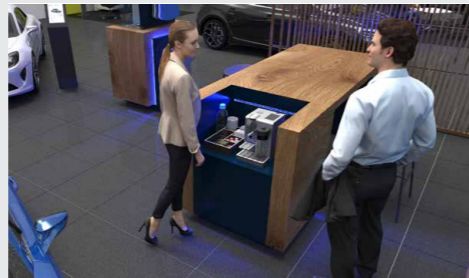
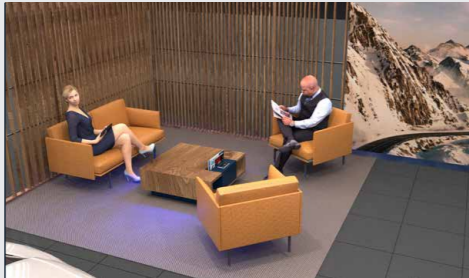
### the return of the customer's vehicle

The technician accompanies the customer to his vehicle parked in front of the showroom. he invites the customer to take a tour of his vehicle before inviting him to board.

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



## the after-sales journey 1 (entrance via the Renault showroom) the customer's vision - situation **B**



6

B

### the customer chooses to wait for his vehicle

The intervention in the workshop is quick (less than 45 minutes), the customer has a lounge area or a co-working table to work while waiting for his vehicle.

7

B

### the technician joins the customer

When the service is complete, the customer is informed that his vehicle is ready. The technician joins him in the lounge or in the co-working space. he explains to the client the various works carried out and takes his leave.

8

B

### the return of the customer's vehicle

the Alpine Advisor gives the customer the keys and documents for the services provided. he accompanies the customer to his vehicle parked in front of the showroom. he invites the customer to take a tour of his vehicle before inviting him to board.

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





the outdoor journey 2 (with dedicated Alpine Center EVO entrance)

view of the customer car park



## the outdoor journey 2 (with dedicated Alpine Center EVO entrance)

the steps

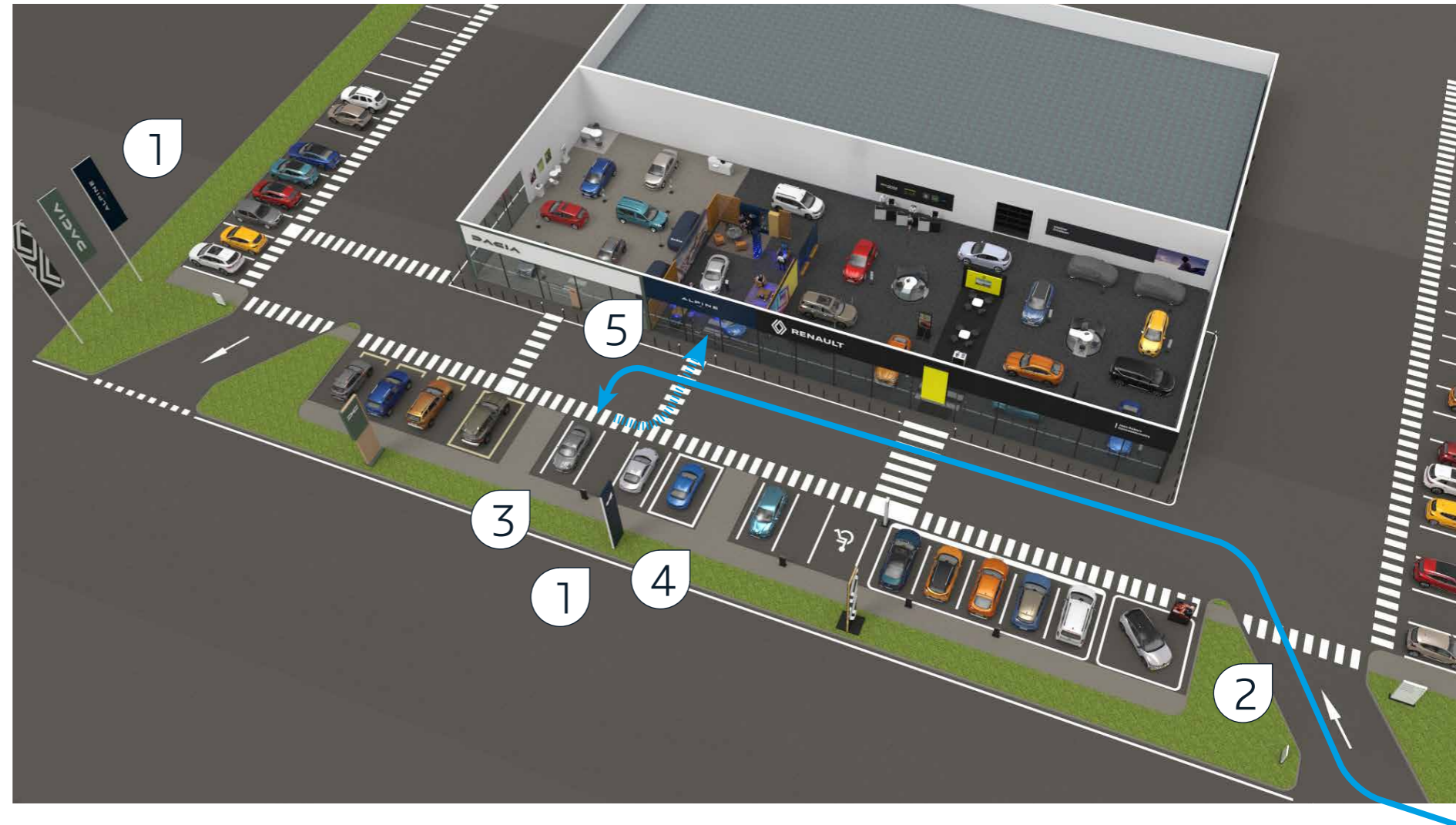
The presence of the Alpine Brand on a multi-brand site is identifiable thanks to the flags and an Alpine totem associated with an outdoor exhibition area, visible from the road.

The Alpine sign is still present on the facade

From the outskirts, customers are directed to the car park common to the various brands.

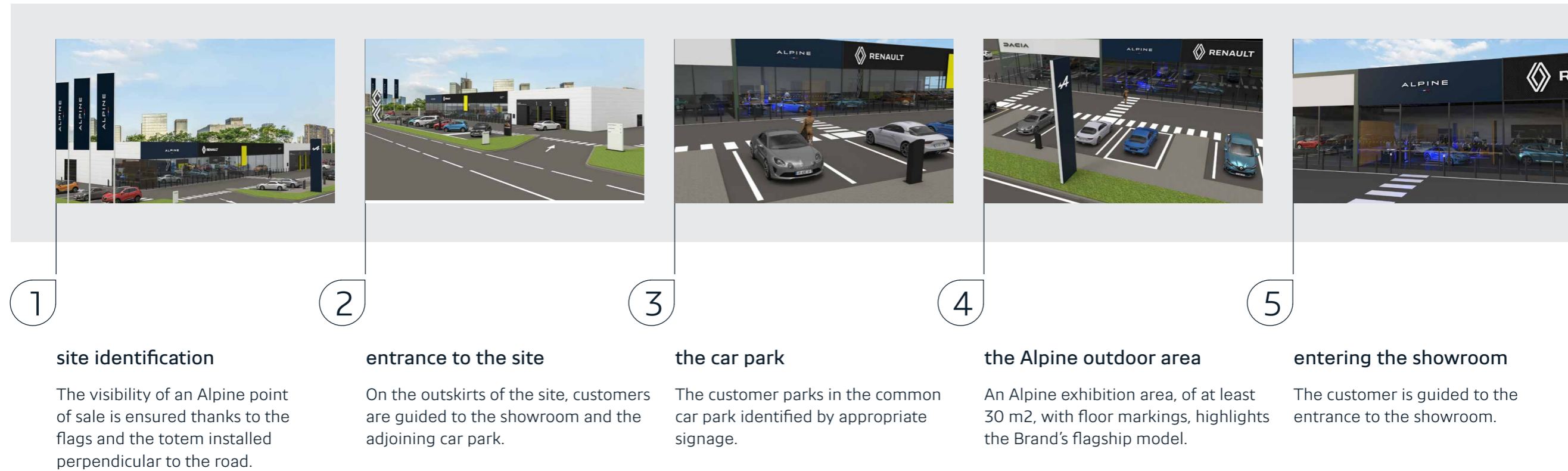
The protected passages lead them to the entrance of the Alpine Center EVO.

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



## the outdoor journey 2 (with dedicated Alpine Center EVO entrance)

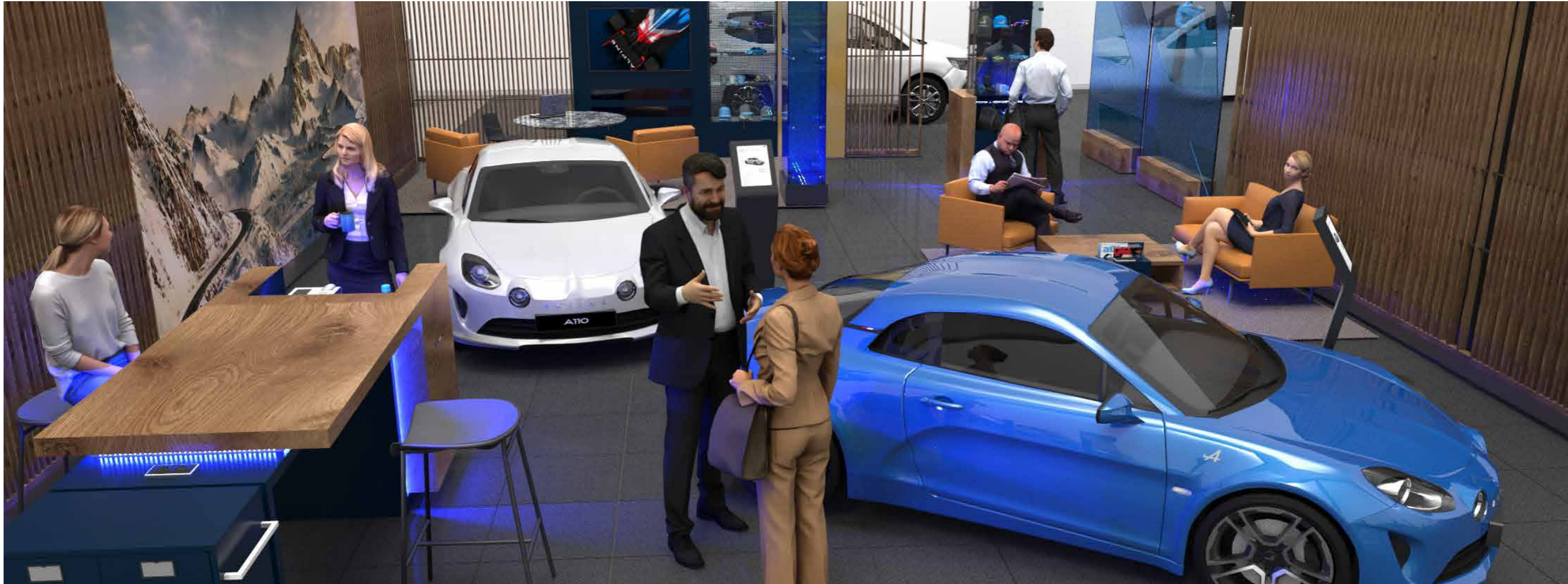
the customer's vision



To return to the general summary,  
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the inside journey 2 (with dedicated Alpine Center EVO entrance)  
view from the entrance



## the sales journey 2 (with dedicated Alpine Center EVO entrance)

the steps

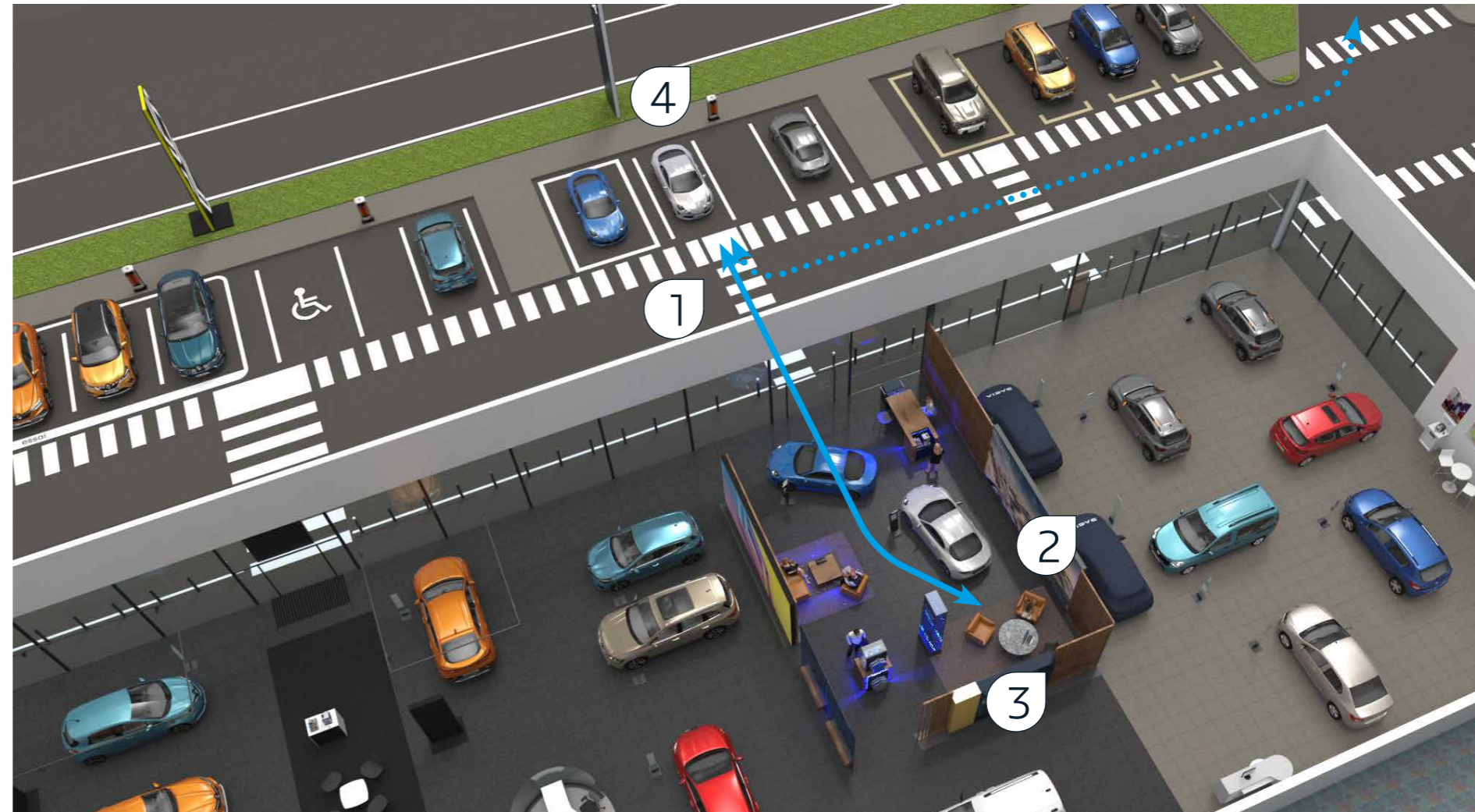
The customer is welcomed directly into the Alpine Center EVO through the dedicated entrance.

The Advisor makes him discover the products, services and financing, then offers him to carry out a test of the test vehicle available outside.

The adviser hands over the keys to the vehicle and then accompanies it to the test car park.

When the test of the vehicle is over, the customer returns the keys to the adviser with whom he concludes or negotiates the sale.

1. the customer enters the Alpine Center EVO
2. the discussion with the client
3. the essay proposal
4. testing a vehicle from the Alpine range



## the sales journey 2 (with dedicated Alpine Center EVO entrance)

the customer's vision



1

### entering the showroom

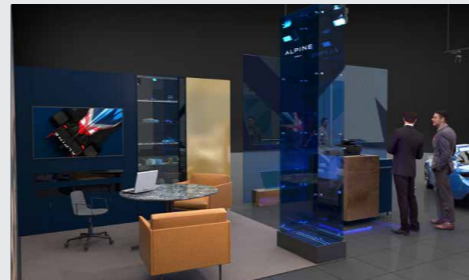
From the entrance to the Renault Store showroom, the customer can see the Alpine Center EVO and the vehicles on display.



2

### the welcome point

The customer is greeted by the Renault host or hostess who accompanies them to the Alpine Center EVO 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 inside a furniture. A screen allows you to view the configuration of the vehicles.

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



the delivery journey 2 (with dedicated Alpine Center EVO entrance)  
the view from the delivery area in the Alpine Center EVO



## the delivery journey 2 (with dedicated Alpine Center EVO entrance)

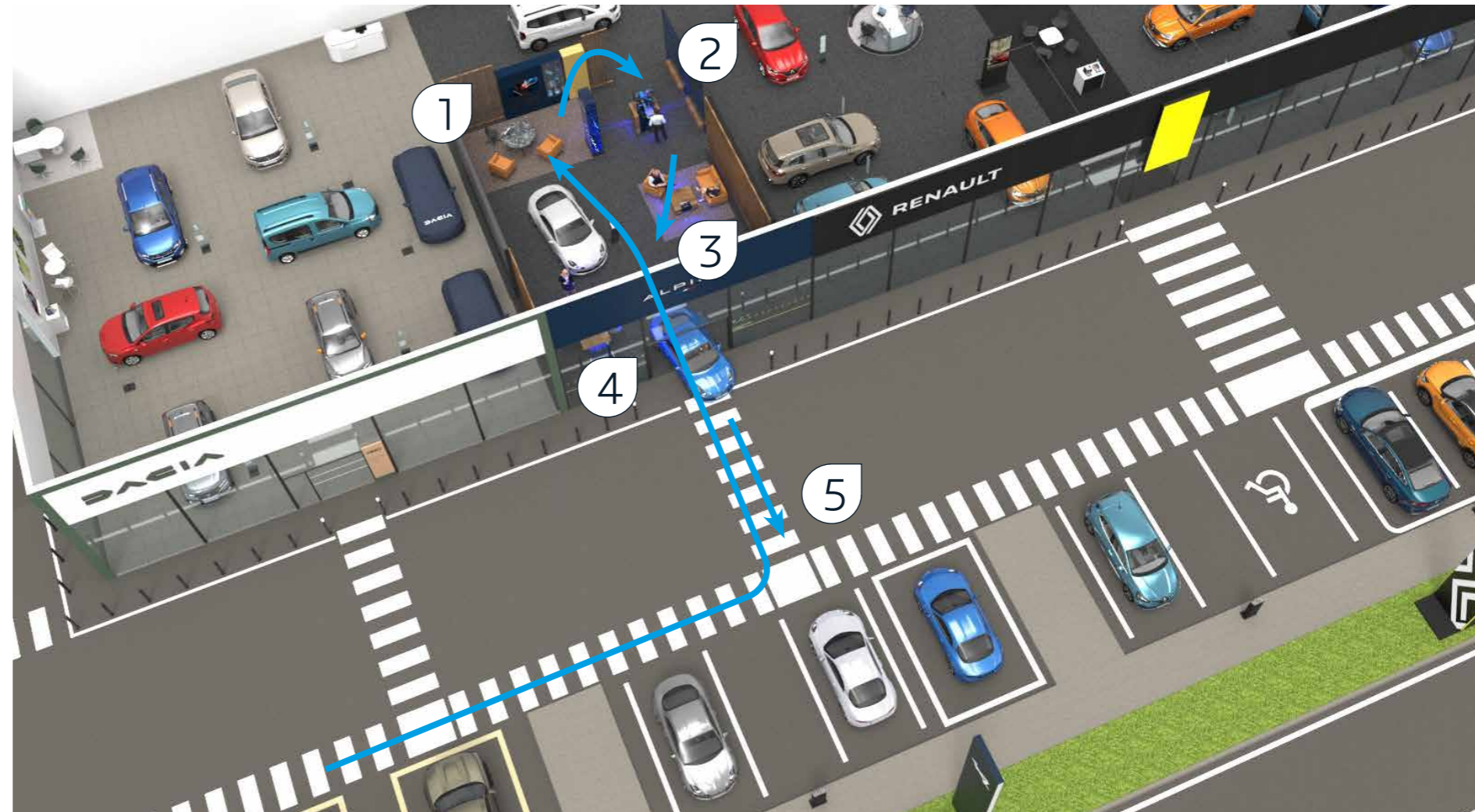
the steps

The vehicle to be delivered is presented in the Alpine Center EVO space

The customer is welcomed by an Alpine adviser who gives him the administrative documents and then accompanies him to his vehicle, which is covered, to discover his new car.

When the handover is complete, the customer leaves the Alpine Center EVO by the front door at the wheel of his new Alpine.

1. the showroom entrance
2. administrative formalities
3. the customer's vehicle
4. getting started
5. Alpine Center EVO output





## the delivery journey 2 (with dedicated Alpine Center EVO entrance)

the customer's vision



1

### entering the showroom

The customer is directly welcomed by an Alpine advisor.



2

### administrative formalities

the Alpine Advisor carries out the administrative formalities and the delivery of the vehicle documents.

The Advisor, equipped with the servant, accompanies the client to his vehicle.



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 and immediately stored in the trolley.



4

### the handover

Together, they walk around the vehicle then the Advisor invites the customer to sit on board.



5

### exit from the Delivery Area

Once the handover is complete, the Advisor opens the door to the Alpine Center EVO, allowing the customer to hit the road aboard his new Alpine.

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



the after-sales journey 2 (with dedicated Alpine Center EVO entrance)  
the view from the sale area

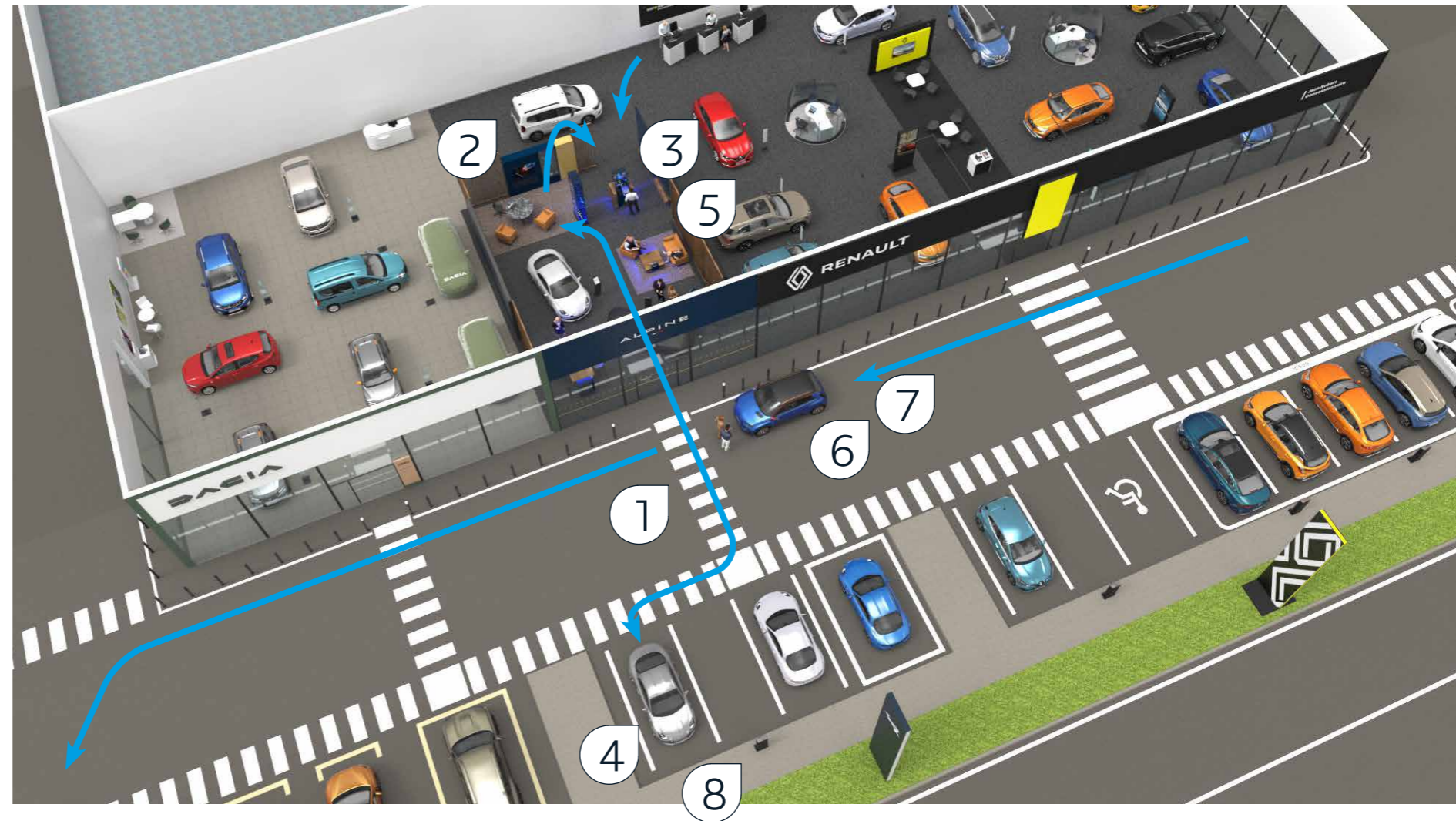


## the after-sales journey 2 (with dedicated Alpine Center EVO entrance)

the steps

The customer goes to the dealership for the maintenance of his vehicle. It enters directly into the Alpine Center EVO through the front entrance. He is greeted 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 propose a mobility solution to the customer. The Alpine Advisor accompanies the customer to the courtesy vehicle (at least category C) or replacement made available to him. The customer's 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 2 (with dedicated Alpine Center EVO entrance)

### the customer's vision



1

#### entrance the showroom

The customer enters directly into the Alpine Center EVO. the Advisor invites the client to go to the office space where he offers him a coffee.

The Alpine Advisor calls the Alpine technician.



2

#### Waiting for the technician

While waiting for the Alpine technician, the customer discovers an offer of derivative products presented in a secure showcase.

He can also wait in the lounge area or sit at the co-working table.



3

#### the arrival of the Alpine technician

The technician joins them in the welcome area. He is responsible for appraising the maintenance needs of the vehicle.



4

#### the tour of vehicle

The technician invites the customer to walk around the vehicle.



5

#### administrative formalities

Customer and technician join the advisor. The technician collects the keys and takes the vehicle to the workshop. The advisor formalizes the estimate for the maintenance of the vehicle and submits it to the customer for acceptance.

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



## the after-sales journey 2 (with dedicated Alpine Center EVO entrance)

the customer's vision - situation **A**



6A

### 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.



7A

### the return of the courtesy vehicle

When the service is complete, the customer is informed that his vehicle is ready.

The Advisor welcomes the customer in front of the showroom, collects the keys to the courtesy vehicle and invites him to follow him to the table in the Alpine Center EVO. He invites the Alpine technician to join them.



8A

### the technician joins the customer

The technician joins them in front of the office furniture. he explains to the client the various works carried out and takes his leave.

the Alpine Advisor gives the customer the keys and documents for the services provided.



9A

### the return of the customer's vehicle

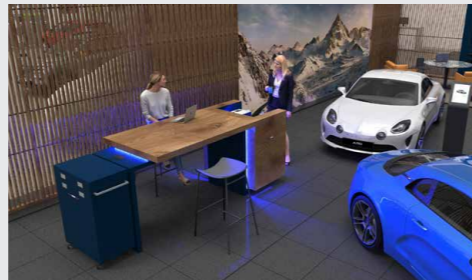
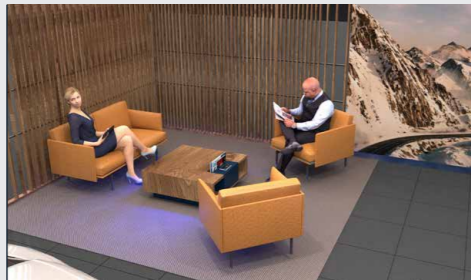
he accompanies the customer to his vehicle parked in front of the showroom. he invites the customer to take a tour of his vehicle before inviting him to board.

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



## the after-sales journey 2 (with dedicated Alpine Center EVO entrance)

the customer's vision - situation **B**



6 B

### the customer chooses to wait for his vehicle

The intervention in the workshop is quick (less than 45 minutes), the customer has a lounge area or a co-working table to work while waiting for his vehicle.

7 B

### the technician joins the customer

When the service is complete, the customer is informed that his vehicle is ready. The technician joins him in the lounge or in the co-working space. he explains to the client the various works carried out and takes his leave.

8 B

### the return of the customer's vehicle

the Alpine Advisor gives the customer the keys and documents for the services provided. he accompanies the customer to his vehicle parked in front of the showroom. he invites the customer to take a tour of his vehicle before inviting him to board.

To return to the general summary,  
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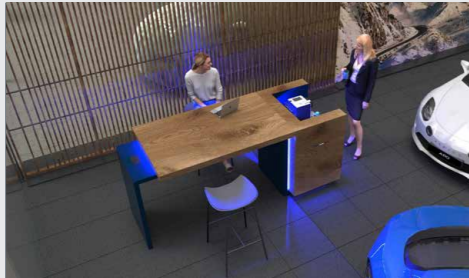
## Waiting Sale / Delivery / After-Sales view from the co-working area



## additional journey:

### Waiting Sale / Delivery / After-Sales

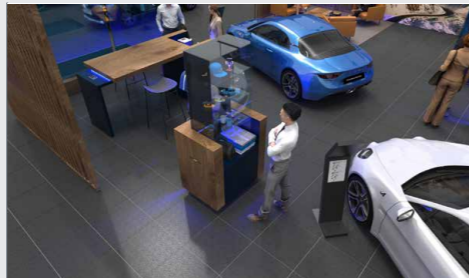
when the customer has to wait while waiting for the advisor, the technician or a service...



1

#### the coworking area

The customer has the possibility of settling in a reserved space. He can sit at a work table with mains and USB sockets to connect his PC or recharge his mobile. A herbal tea room is available.



2

#### the showcase of goodies

While waiting for a service or the availability of the Alpine adviser, an offer of derivative products is presented in a secure display case (closed for small items)



3

#### the lounge area

When the customer decides to stay at the dealership during an interview, or waits for the availability of the Alpine adviser, a comfortable space is reserved for him. The coffee table is equipped with mains and USB sockets to recharge your mobile, magazines are available.



4

#### the products

The moment of waiting is also an opportunity for the customer to discover the other models in the range or to discover other specificities of the vehicle that interests him, on the digital displays of the vehicles on display.

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





## 3

## formats and implementation rules

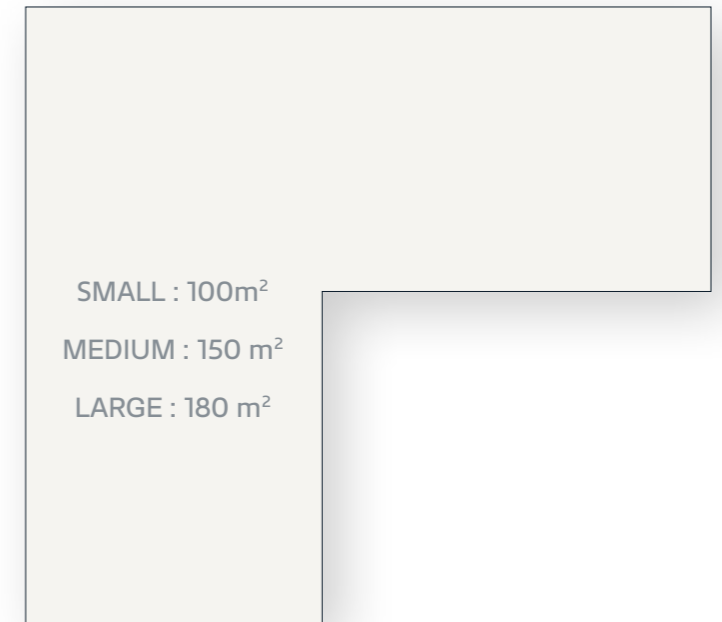
To return to the general summary,  
click on the button.



## Alpine Center EVO integration showroom shape

In order to respond to the variety of locations, this guide presents  
3 representative scenarios of integration into a Renault showroom

These morphologies are common to the Small, Medium and Large  
formats



## The interior components of the Alpine Center EVO in SMALL, MEDIUM and LARGE sizes

	100 m <sup>2</sup> SMALL	150 m <sup>2</sup> MEDIUM	180 m <sup>2</sup> LARGE
Indoor totem	●	●	●
Mountain visual wall	●	●	●
Communalized space	●	●	●
Meuble configureur / merchandising	●	●	●
Showcase / merchandising	●	●	●
Sales area	●	●	●
Lounge area for customer		●	●
Co-working area for customer		●	●
Carpet	●	●	●
Wooden wall	●	●	●
Delivery furniture	●	●	●
Specific lighting	●	●	●
2 Presented car	●	○	
3 Presented car		●	●
Display price	●	●	●
Stand alone glass wall + emblem engraving	○	○	○
Black ceiling	●	●	●

- optimum component (Large)
- reduced component (Small or Medium)
- optional component

## the Alpine Center EVO - SMALL description

1. Indoor totem
2. Sales area
3. Configurator
4. Mountain visual wall
5. Co-working area
6. Lounge area
7. Transparent fence
8. Furniture delivery
9. Showroom showcase



## the Alpine Center EVO - MEDIUM

description

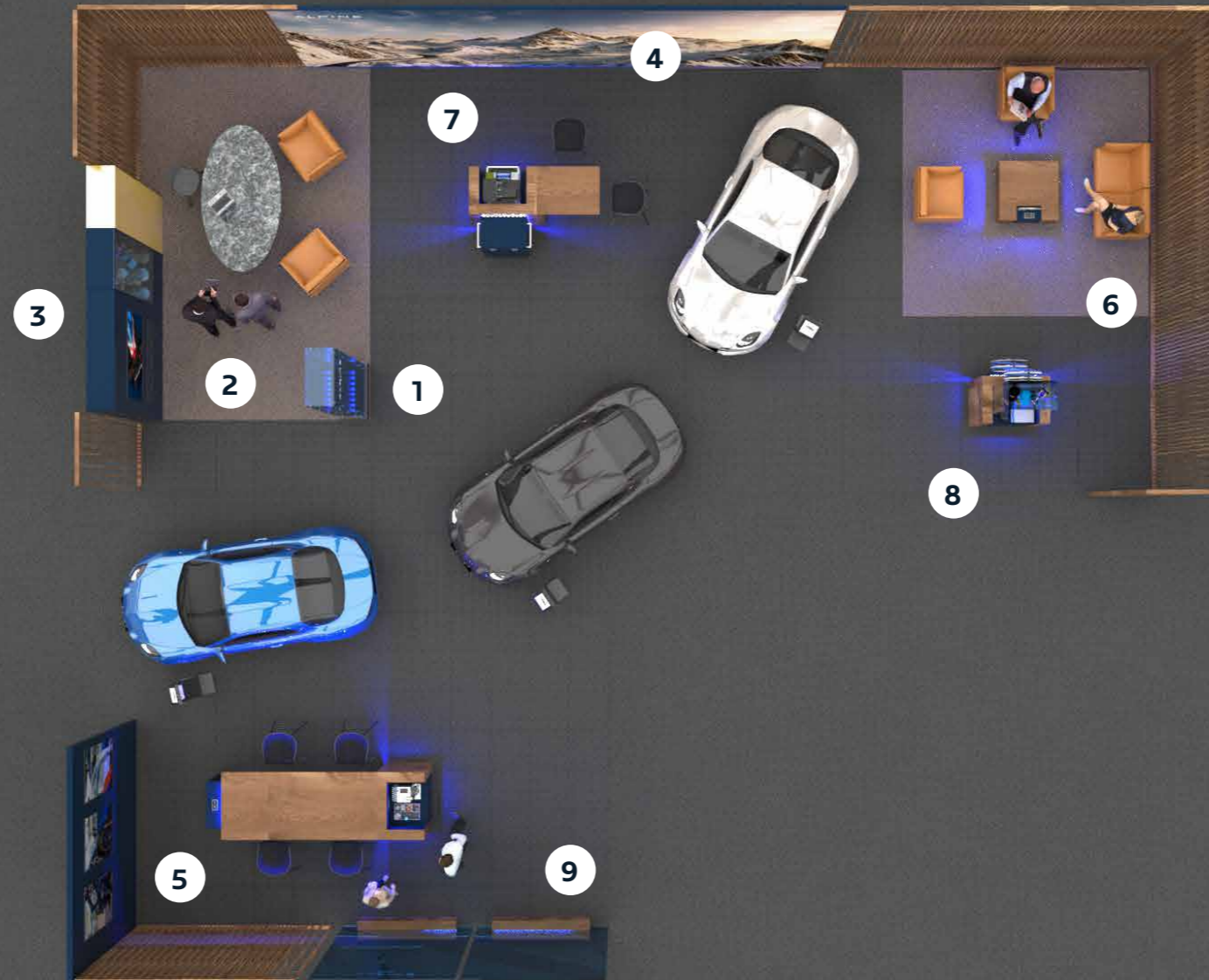
1. Indoor totem
2. Sales area
3. Configurator
4. Mountain visual wall
5. Co-working area
6. Lounge area
7. Furniture Delivery / After-sales
8. Merchandising showcase Small
9. Stand alone glass wall
10. Showroom showcase



## the Alpine Center EVO - LARGE

description

1. Indoor totem
2. Sales area
3. Configurator
4. Mountain visual wall
5. Large co-working space
6. lounge area
7. Large furniture Delivery / After-sales
8. Large merchandising showcase
9. Stand alone glass wall
10. Showroom showcase



## implementation rules

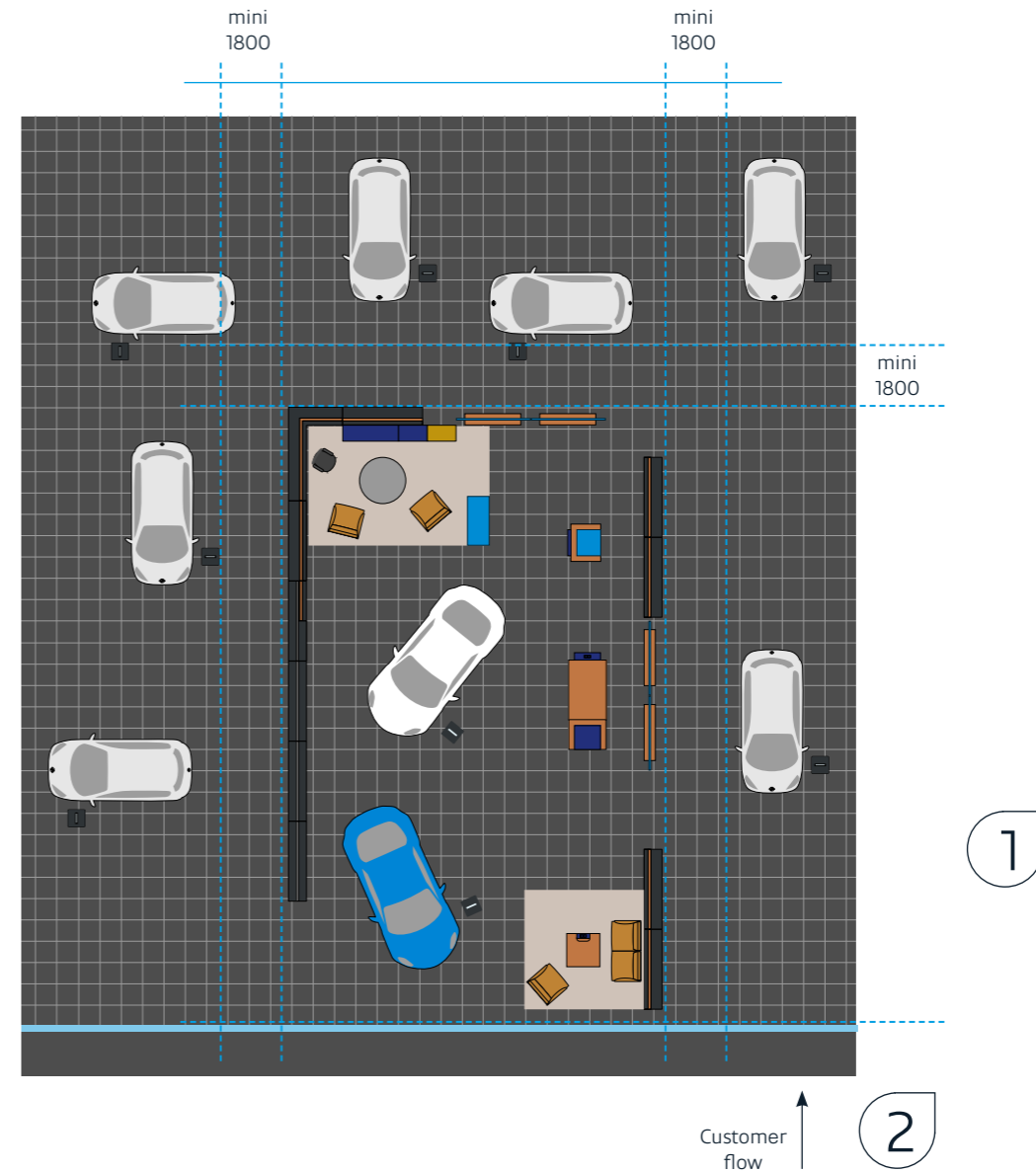
### generic principle

#### General rules:

the Alpine Center EVO must have a window facing the outside (with or without a dedicated entrance).

#### Principles to observe

1. It is advisable to maintain at least a free distance of 1800 mm between the edges of the Alpine Center EVO and the other elements of the showroom. This distance helps to highlight the Alpine Center EVO and to allow circulation around this space.
2. Cars are flow-oriented customers and lined up.



## implementation rules

### reverse configuration

#### Principle to observe

1. The general configuration can be reversed according to the flow of customers. The major challenge is always to present the front of the vehicles to the customer flow and to offer good visibility of the fresco from the entrance to the showroom.



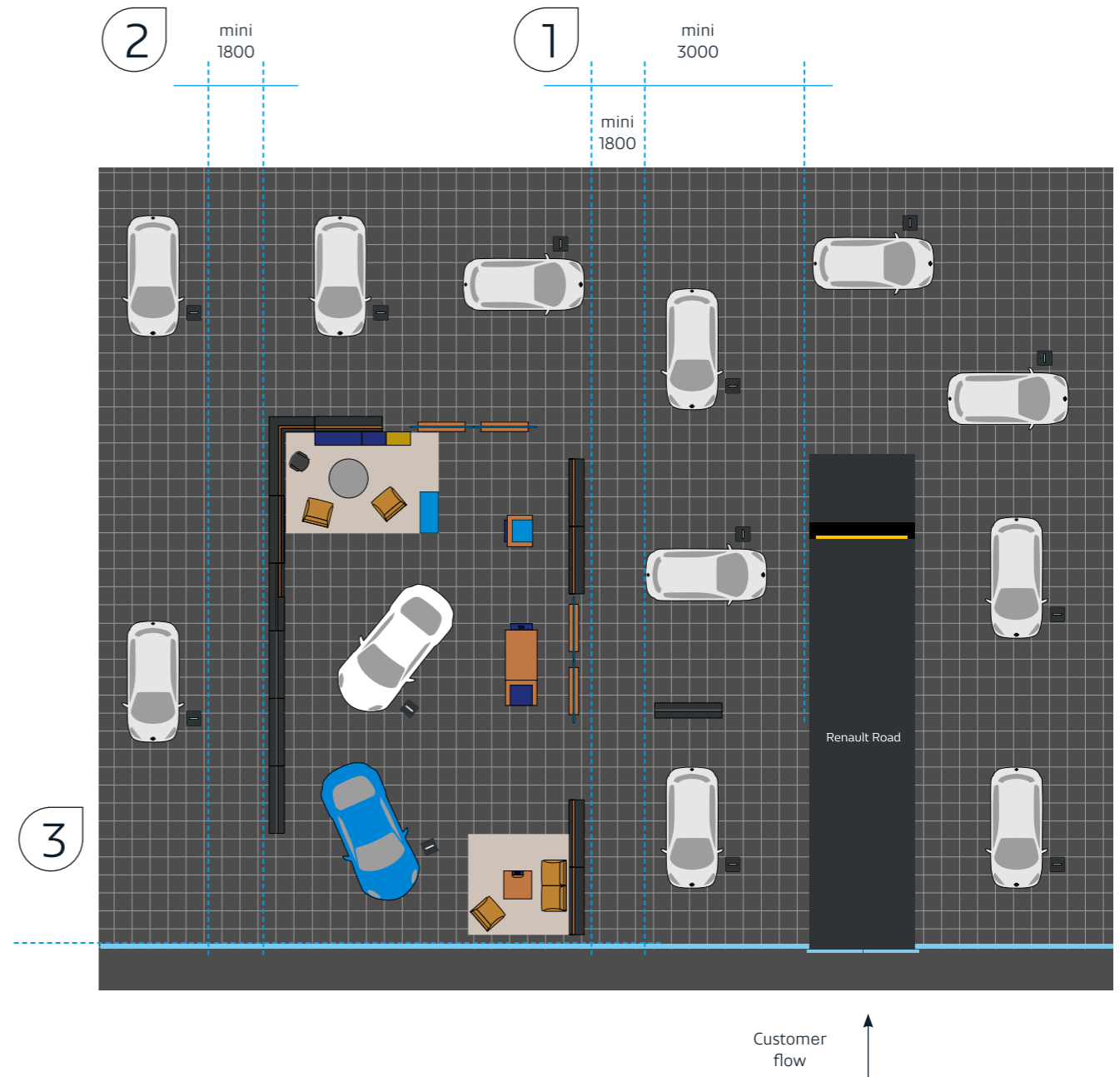


## implementation rules

close to the Renault Road

### Principles to observe

1. A distance of 3000 mm is maintained between the edge of the Renault Road and the Alpine Center EVO.
2. It is advisable to maintain at least one 1800 mm free distance between edges of the Alpine Center EVO and the others showroom items.
3. A distance of 1200 mm must be maintained between the edges of the Alpine Center EVO and the display case.



## implementation rules against a showroom wall

### Principles to observe

1. The Alpine Center EVO is installed against the back wall of the showroom. The cars are oriented towards the customer flow.
2. It is advisable to maintain at least one 1800 mm free distance between edges of the Alpine Center EVO and the others showroom items.
3. There are no other vehicles between the Alpine Center EVO and the exterior showcase.

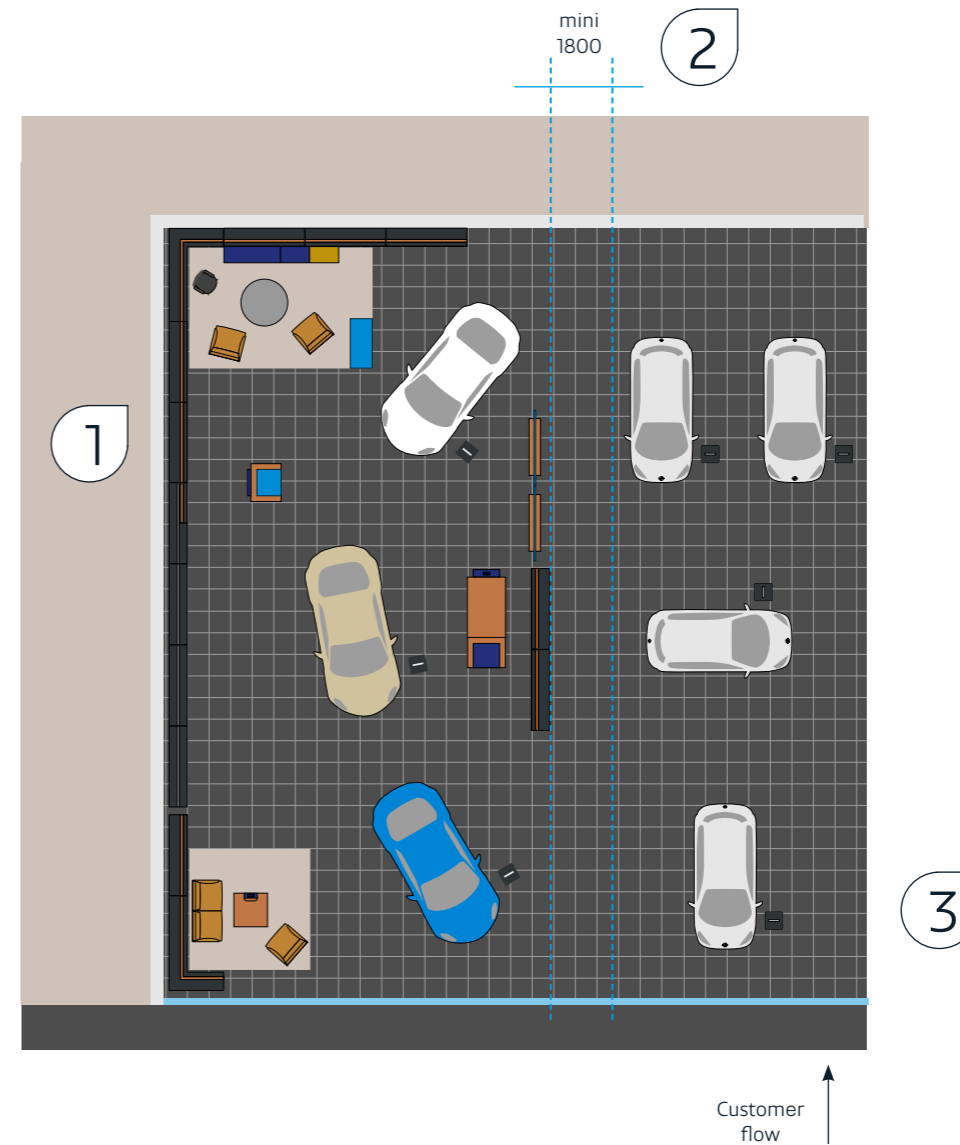


## implementation rules

at an angle in the showroom

### Principles to observe

1. The Alpine Center EVO is placed in a angle. The trellises and the fresco are positioned as close as possible to the walls. The cars are oriented towards the customer flow.
2. It is advisable to maintain at least a free distance of 1800 mm between the edges of the Alpine Center EVO and the other elements of the showroom.
3. There are no other vehicles between the Alpine Center EVO and the exterior showcase.

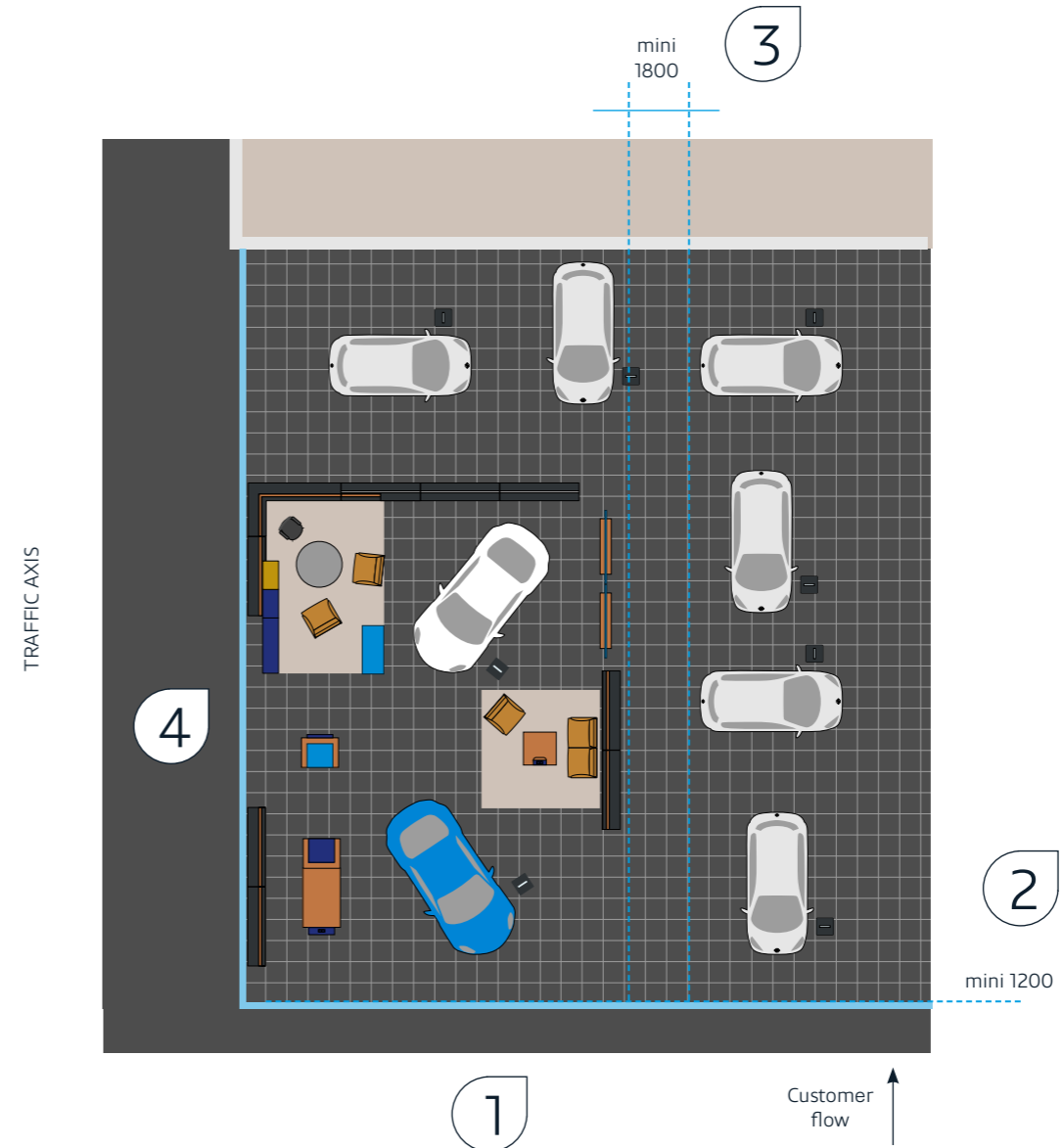


## implementation rules

### corner with a window

#### Principles to observe

1. The vehicles are oriented towards the front window in order to create a strong visual appeal.
2. The Alpine Center EVO is positioned at a minimum distance of 1200 mm from the window to allow good circulation around the vehicles.
3. It is advisable to maintain at least a free distance of 1800 mm between the edges of the Alpine Center EVO and the other elements of the showroom.
4. The plates of the fresco and the claustras are positioned as close as possible to the window against which the Alpine Center EVO is leaned

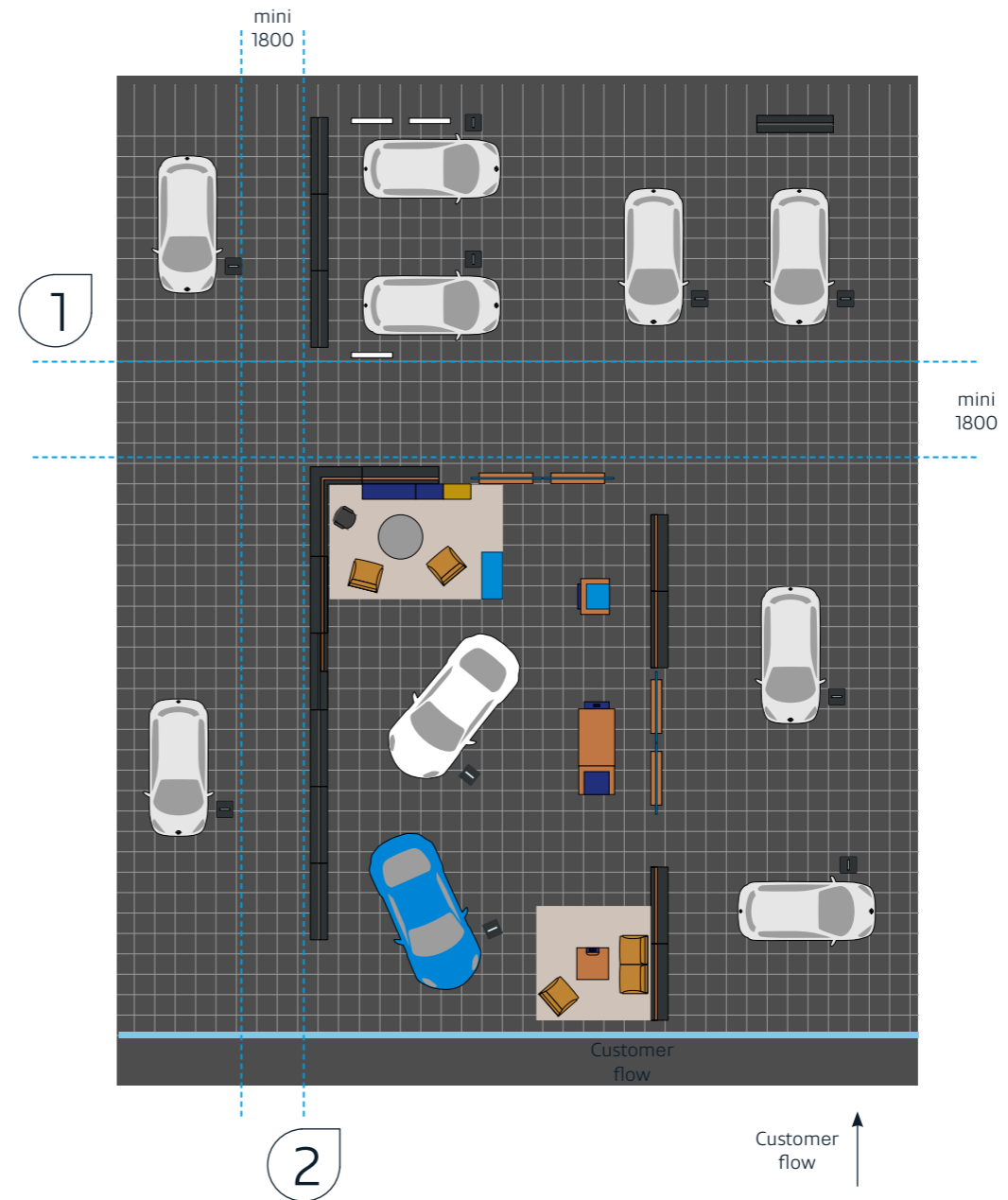


## implementation rules

cohabitation with the Nouvel'R zone and the Actu zone

### Principles to observe

1. A distance of 1800 mm between the edges of the Alpine Center EVO and the components (totems and fresco) of the Nouvel'R zone are to be observed.
2. The frescoes and their plates will be aligned on the same plane.



## implementation rules

### adaptation limits - 1

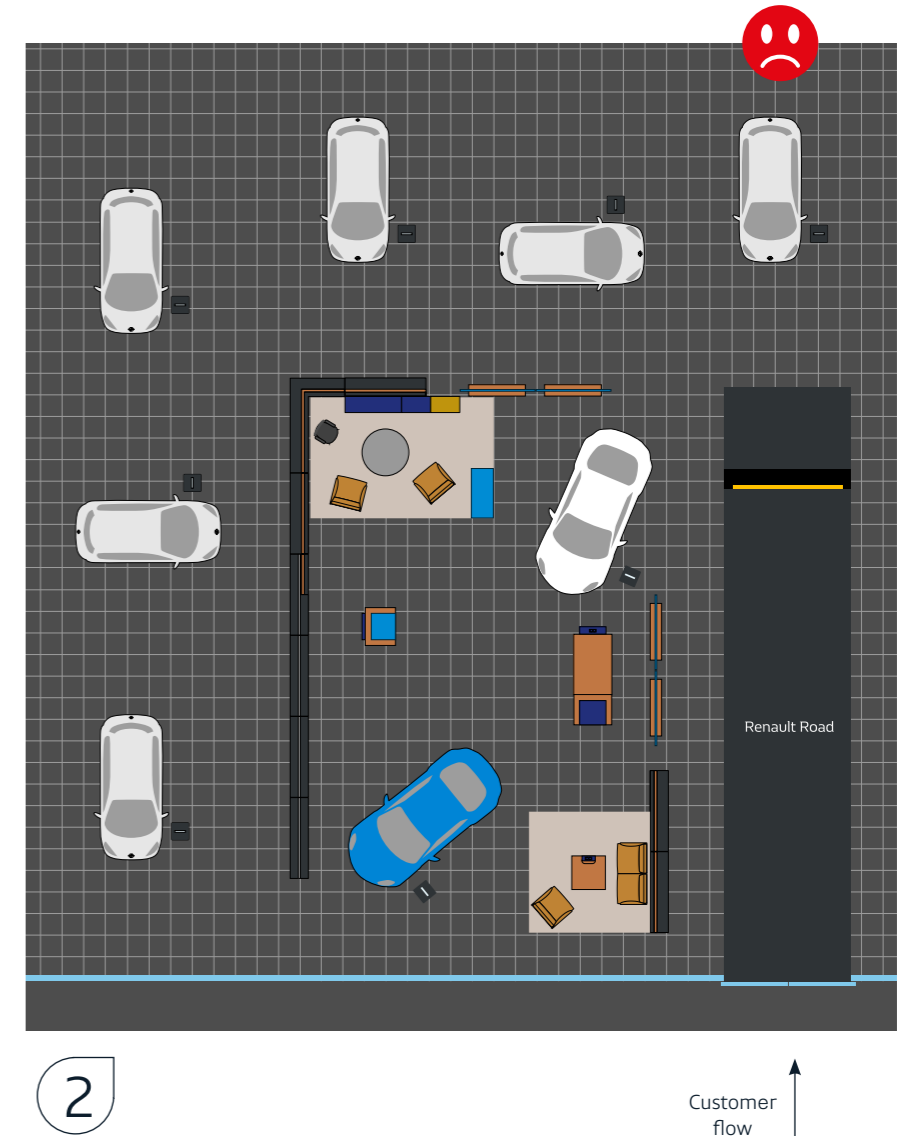
#### To avoid

#### 1. Change of orientation of vehicles

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

#### 2. Establishment of the Alpine Center EVO instead of the Actu zones

The Alpine Center EVO must not be located in place of the Actu, Nouvel-R and E-Tech zones, nor in direct contact with the Renault Road



## implementation rules

### adaptation limits - 2

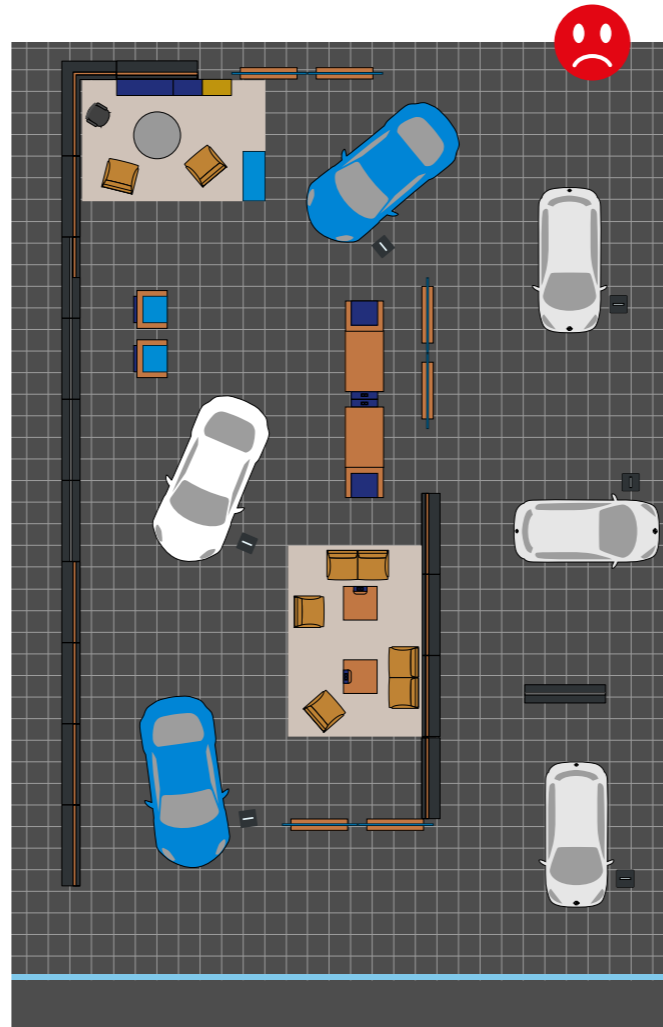
#### To avoid

#### 3 Too many components

There is no need to multiply the components of the Alpine Center EVO space

#### 4. Deletion of the customer area

The components of the Alpine Center EVO cannot be separated, exploded, degraded or simplified.



3



4

## implementation rules

### adaptation limits - 3

#### To avoid

##### 5. Bad presentation

Vehicles must be presented in the same direction of traffic.

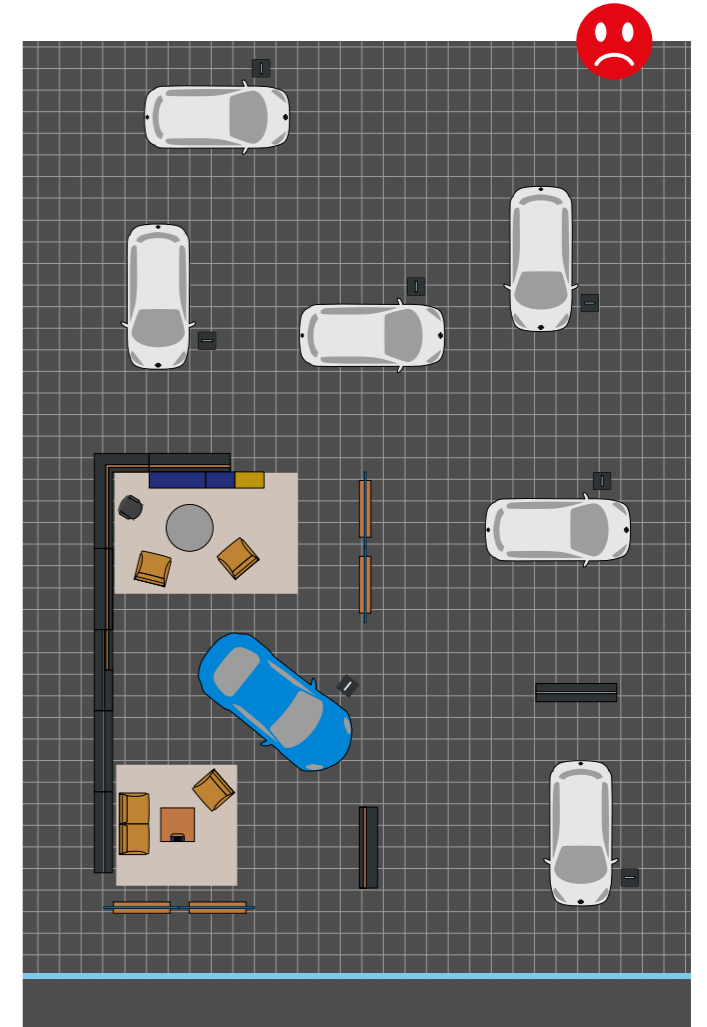
All vehicles must be from the Alpine range

##### 6. Space too small

The surface of the Alpine Center must be at least 100 m<sup>2</sup>, and include at least 2 vehicles.



5



6



## implementation rules

### adaptation limits - 4

#### To avoid

#### 7. Improper implantation

the Alpine Center EVO must be installed against the facade window in order to guarantee its visibility from the outside.

No vehicle of another brand should be interposed.

#### 8. Gender mix

The surface of the Alpine Center EVO must remain structured. Its territory must be perceptible.

It should not be lumped together with the rest of the showroom universe.



7



8

## 4

## exterior components

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



## the exterior components of the Alpine Center EVO

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

### Identification elements

Brand visibility is key.

The flags allow identification from the start of the site.

The totem indicates that the Alpine Brand is present.

The sign identifies the entrance or the presence of the Alpine Center EVO.

The systematic display of a vehicle in the test zone responds to the territorial challenge of the Alpine brand.

### 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.

## the flags - 1

on a Renault site

### Presentation

The identification of the Alpine brand is carried out by a group of flags or at least one flag.

They are spaced 3.5 m from each other.

1. Group of 3 Alpine Flags
2. Group featuring an Alpine flag.

The order and configuration must be respected.

### How and where to install them?

The flags are set up perpendicular to the road, at the edge of the property.



## the flags - 2

on a Renault-Dacia site

### Presentation

The identification of the Alpine brand is carried out by a group of flags or at least one flag.

They are spaced 3.5 m from each other.

1. Group of 3 flags The order and configuration must be respected.
2. Group of 5 flags comprising an Alpine flag. The order and configuration must be respected.

### How and where to install them?

The flags are set up perpendicular to the road, at the edge of the property.



## sign and markings

### identification elements

#### Principle

The Alpine banner is still present on the facade even if access to the Alpine Center EVO passes through the entrance to the Renault showroom.

In front of the showroom, an area is dedicated to the presentation of a test vehicle. When the 6m or 4.5m totem is not present, a mini-totem identifies the presence of the Alpine brand.

#### How and where to set it up?

This area is preferably located near the front door.

It is materialized by a white marking on the ground.



## the totem - 6m

### Presentation

The Alpine brand is identified by a 6m totem positioned perpendicular to the road in front of the test area.

This element is double-sided backlit.

It is aligned with the Renault totem and located at least 12 m from it.



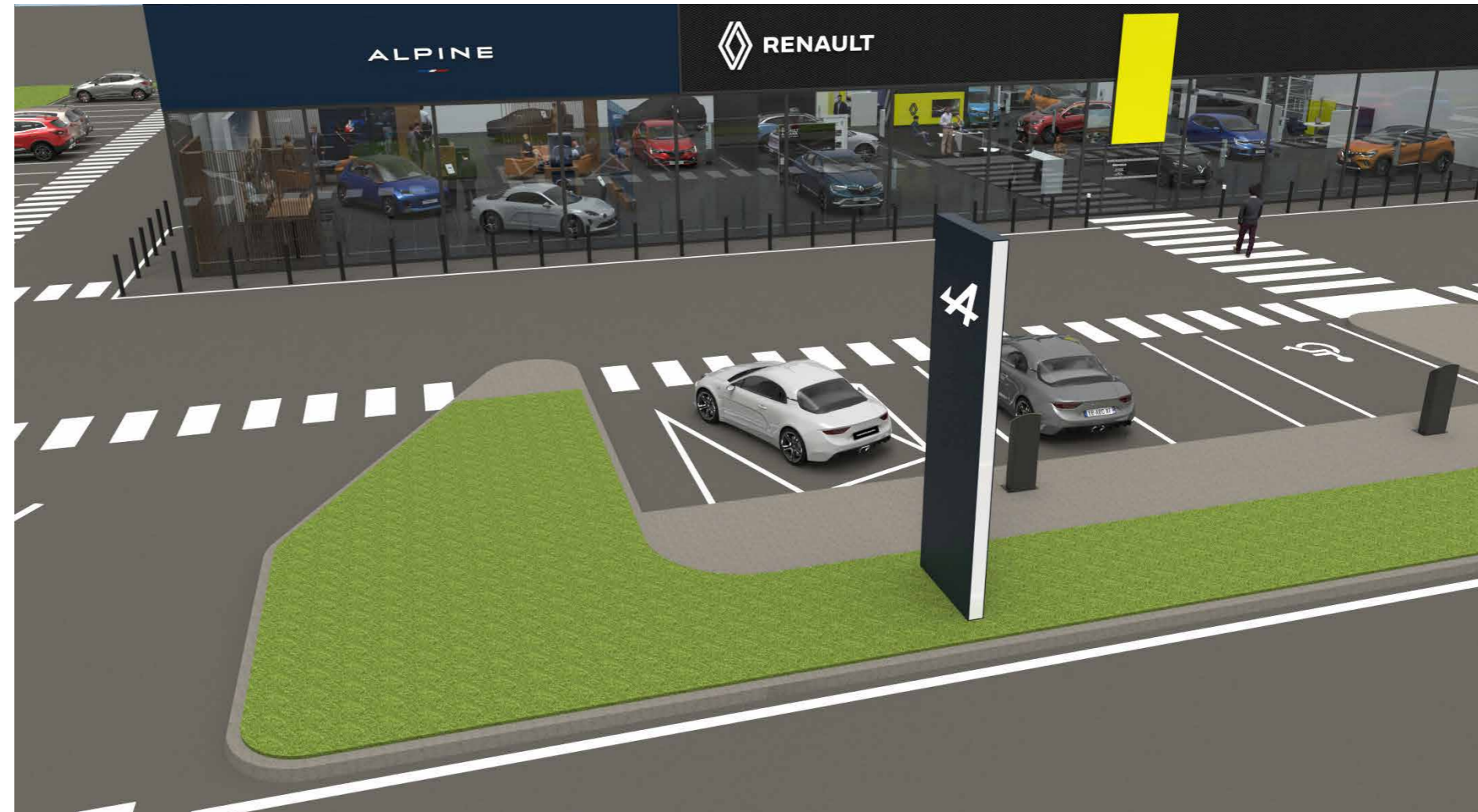
## the totem - 4,5m outlines

### Presentation

If it is impossible to install a 6m totem, the identification of the Alpine brand is carried out by a 4.5m totem positioned perpendicular to the road in front of the test area.

This element is double-sided backlit.

It is aligned with the Renault totem and located at least 12 m from it.





## the marker sign of the Test Drive zone

### Presentation

When it is impossible to set up a 4.5 or 6m totem, the identification of the Alpine brand is carried out by a 2300 mm totem positioned parallel to traffic and in front of the Test zone.

This element is double-sided backlit.



## car park and outdoor exhibition

### general recommendation

#### Rules

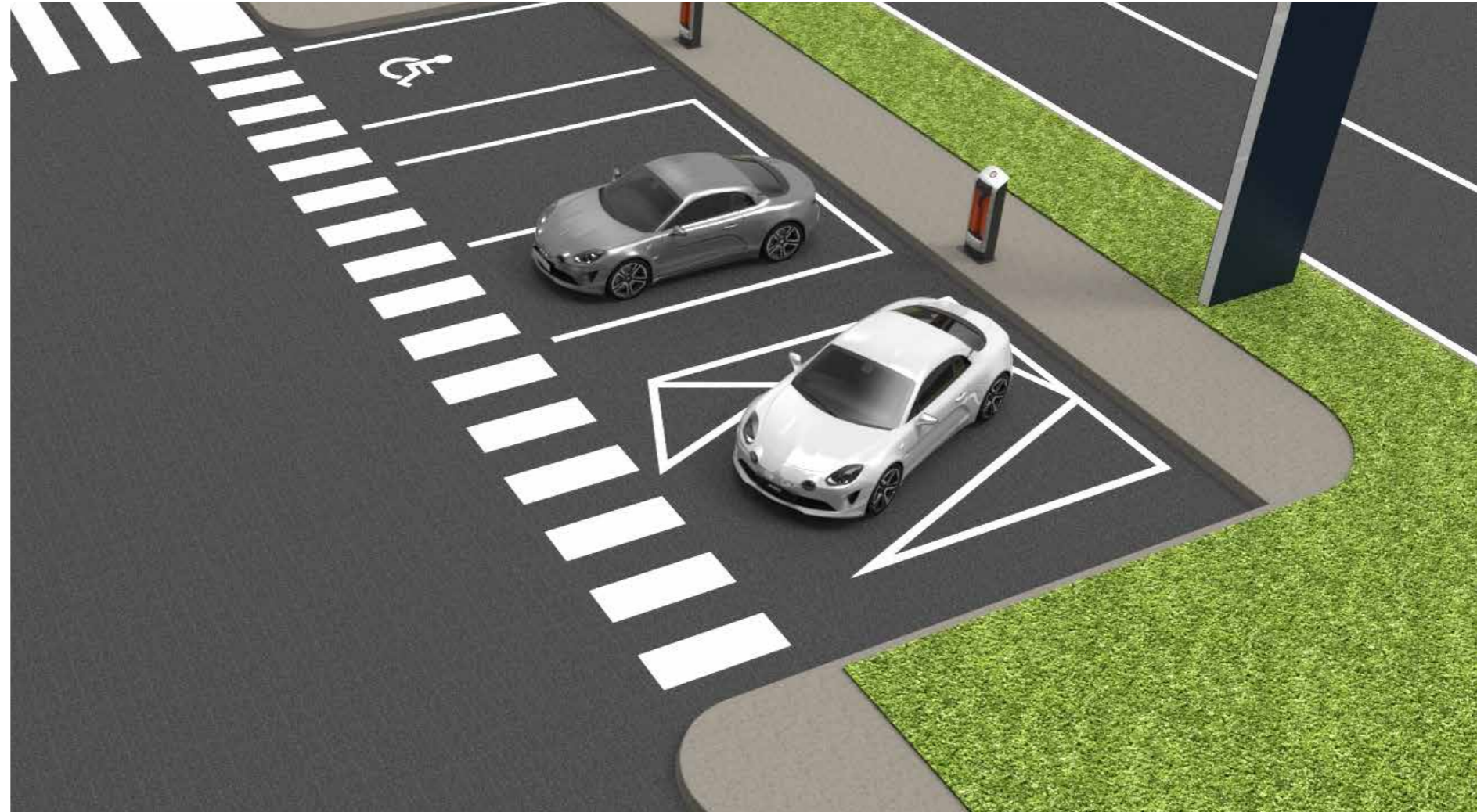
1. The outdoor exhibition is located near the entrance to the showroom. Specific floor markings are white.
2. The places dedicated to the presentation of Alpine vehicles are always highlighted by a neutralization of 1000 mm in width of the other parking spaces.
3. A parking space for an Alpine test vehicle is associated with the presentation space. Its standard width is 2500 mm.
4. Customer parking spaces are materialized by standard white lines.



## car park lots and outdoor exhibition alternative solution

### Rules

If the space dedicated to the Alpine Brand is insufficient and depending on the quality of the service provider who will deal with the surroundings of the site, it is possible to set up more sophisticated marking with a high impact.



## the After-Sales activity

implantation of the wall plate - solution 1

### Principle

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

### Rules to observe

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



## the After-Sales activity

implantation of the wall plate - solution 2

### Principle

On high-visibility multi-brand sites, a large Alpine plate identifies the presence of the After-Sales activity on the Service facades of Renault Stores.

### Rules to observe

1. The Alpine plate is flush with the top of the workshop door trim and other plates.
2. The order in which the marks are positioned must be respected



## 5

## interior components

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



## the interior components of the Alpine Center EVO

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

### **Presentation of vehicles**

The Alpine Center EVO makes it possible to present 2 to 3 vehicles in a dedicated space within a Renault Store showroom.

A mural highlights the vehicles creating a strong visual appeal.

Wooden claustra and glass partitions delimit the perimeter of the Alpine Center EVO.

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

### **The sales area**

Next to the vehicles, furniture made up of armchairs and a table makes it possible to welcome Alpine customers in a dedicated sales area.

A piece of furniture allows the configuration of vehicles and the presentation of bodywork samples.

### **The customer area**

A secure showcase highlights goodies and clothing from the Alpine brand.

A lounge area and a co-working area allow customers to wait for a sales meeting, a delivery or the return of their vehicle.

## the Alpine Center EVO

general organization

### Components

1. Products area
2. Seller area
3. Lounge customer area
4. Co-working customer area
5. Furniture Delivery / APV
6. Merchandising





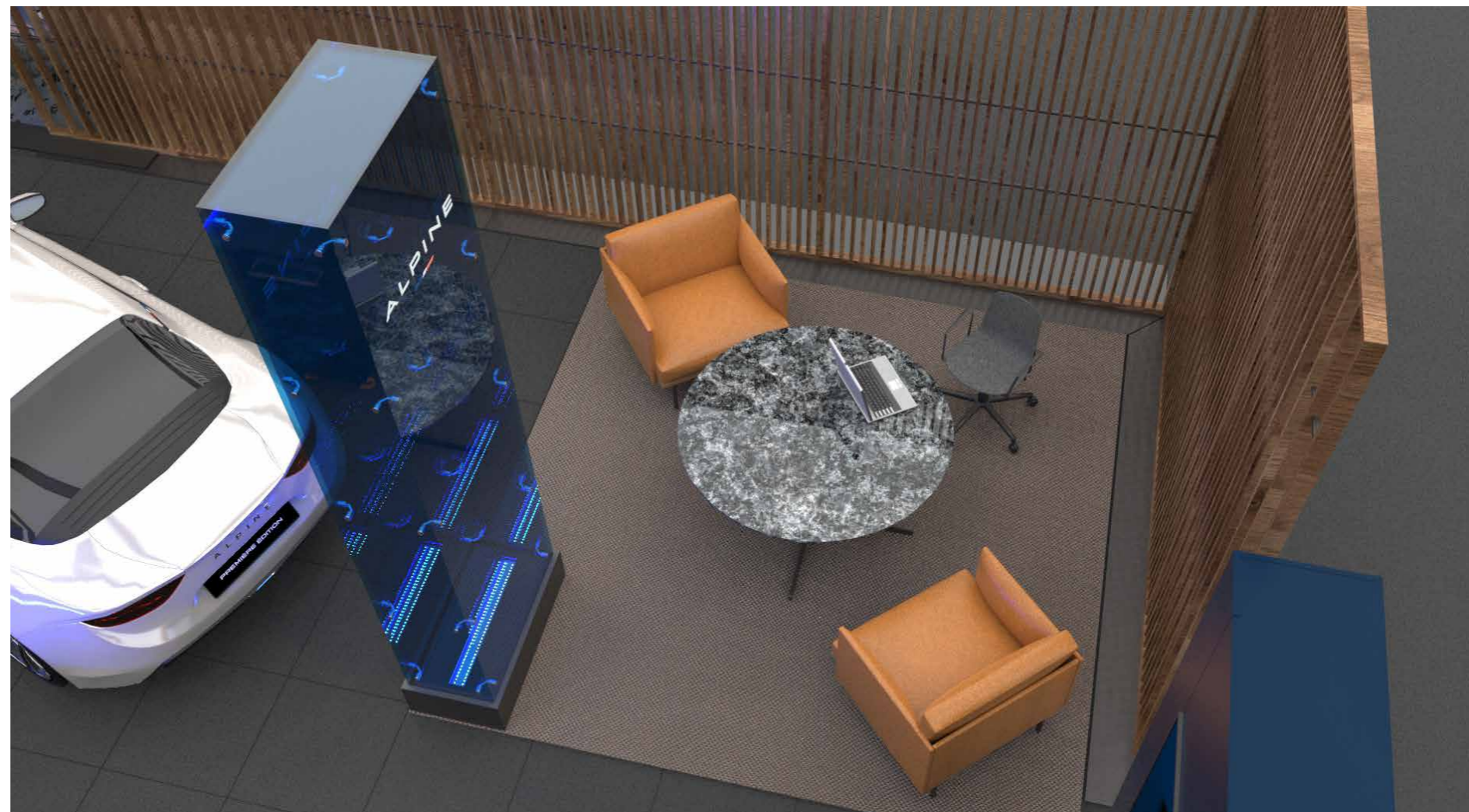
## the configuration cabinet and the display case for goodies

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.



## furniture in the customer area

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

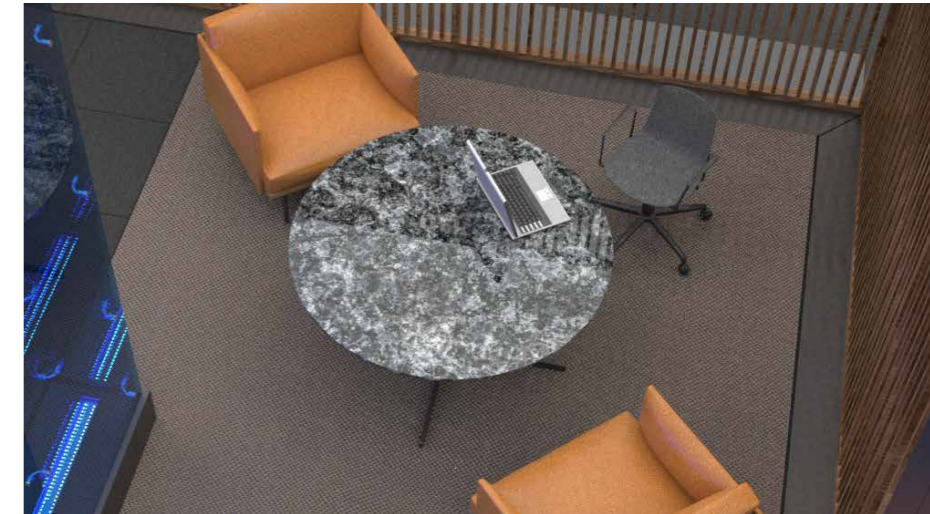
### How and where to implement it?

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 saler's chair
- 4 the carpet

1	2
3	4



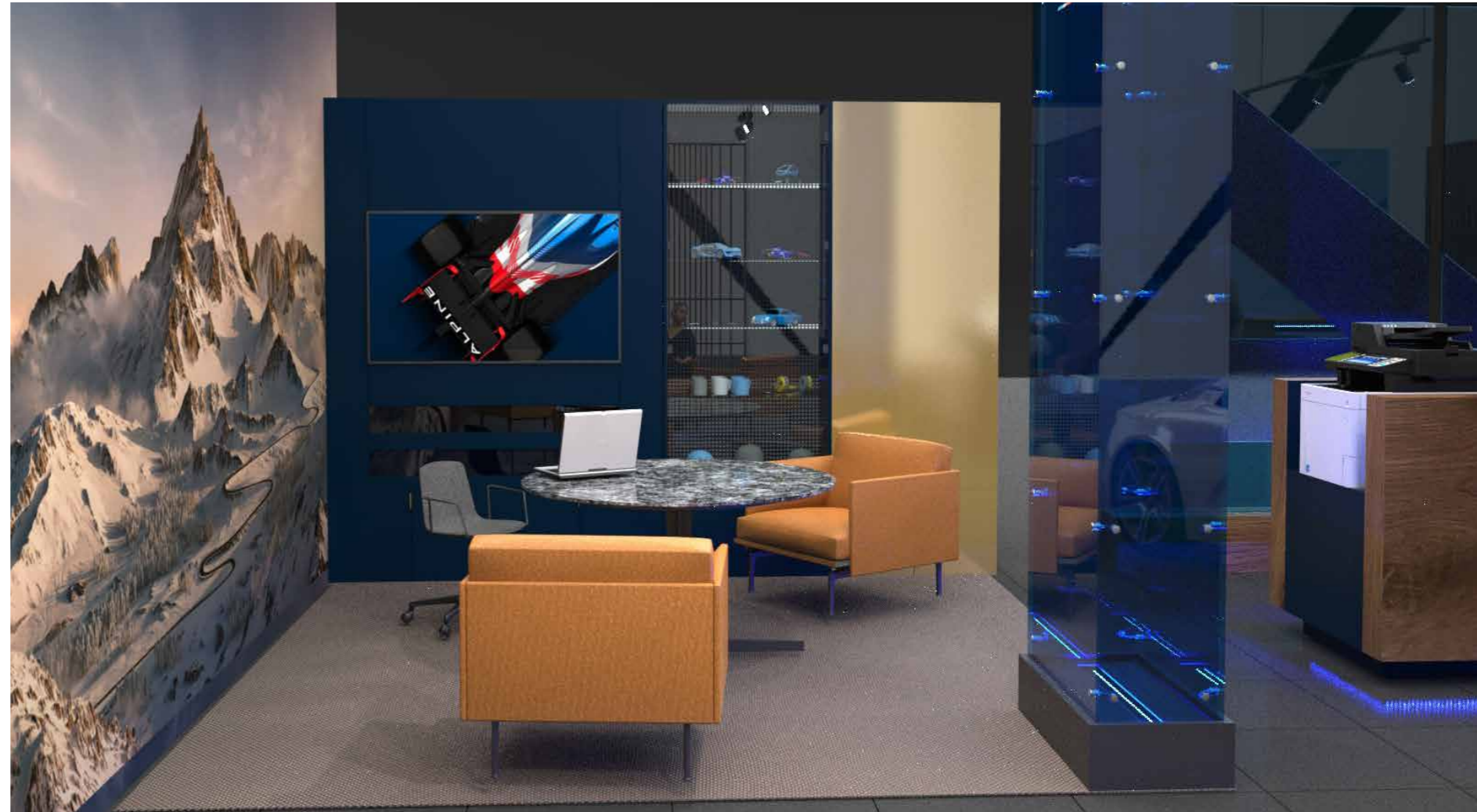
## the configuration cabinet and the display case for goodies

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

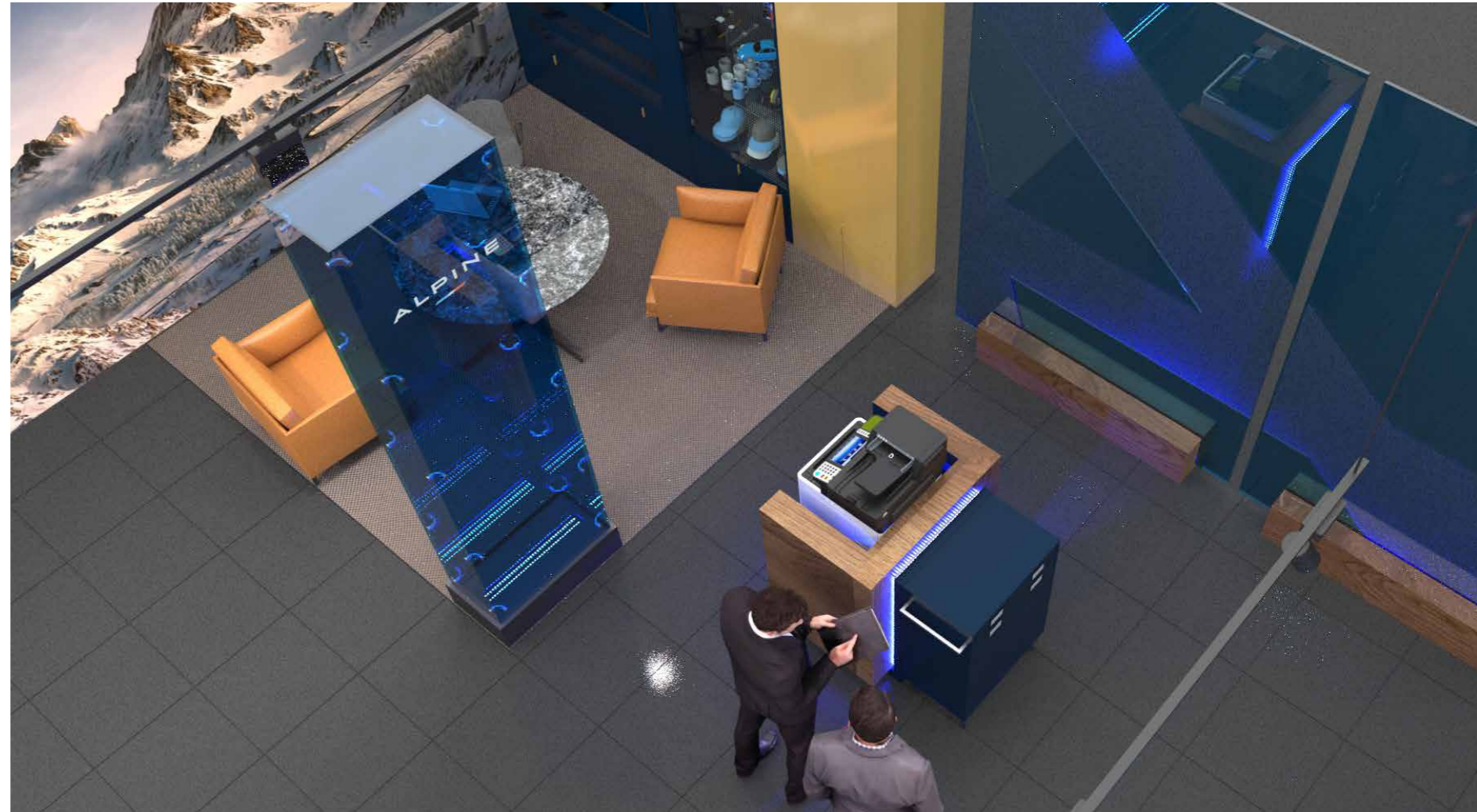
The glass totem pole is an element of appeal. It attracts the customer to the Alpine area like a lighthouse.

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 Center EVO area. It is placed on the corner of the mat between the vehicles and the configuration cabinet.



## the lounge area

### general

This space is intended to receive Alpine customers who are waiting for an appointment with the advisor or who have chosen to wait for the availability of their vehicle after a quick intervention at the workshop. This area is equipped with a connected table to power a PC or recharge a smartphone.

Magazines or brochures of Alpine products are present in this table which is lit by an LED ribbon like the rest of the furniture.

#### How and where to implement it?

It is located in a corner of the Alpine Center UD at a sufficient distance from the Sales area or co-working to respect the tranquility of its occupants.



## the lounge area

### components

This space is optimally composed by two armchairs, a two-seater sofa and the connected coffee table.

An alternative is possible by replacing the wooden table with a coffee table, round in marble (without connections).



1. table with power outlet + USB and magazine rack
2. or the round table (Small space)
3. the armchair
4. the 2-seater sofa

1	2
3	4



## the co-working area

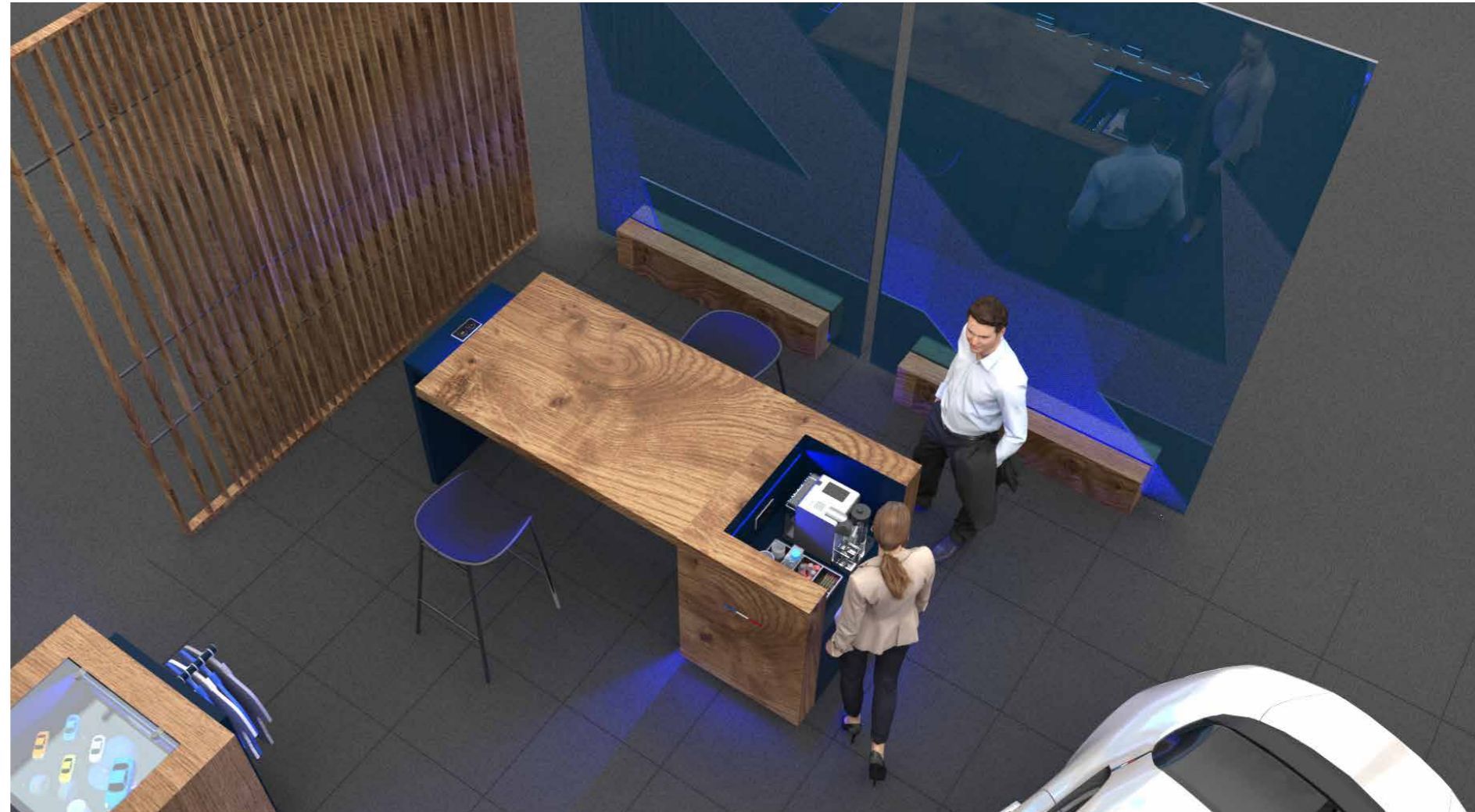
### general

This space is intended to receive Alpine customers who are waiting for an appointment with the advisor or who have chosen to wait for the availability of their vehicle after a quick intervention at the workshop. This worktable is connected to power a PC or recharge a smartphone. A compartment allows you to install a tea room.

This table is lit by an LED ribbon like the rest of the furniture.

#### How and where to implement it?

It is placed in a corner of the Alpine Center EVO at a sufficient distance from the Sales area or the lounge in order to respect the tranquility of its occupants.



## the co-working area

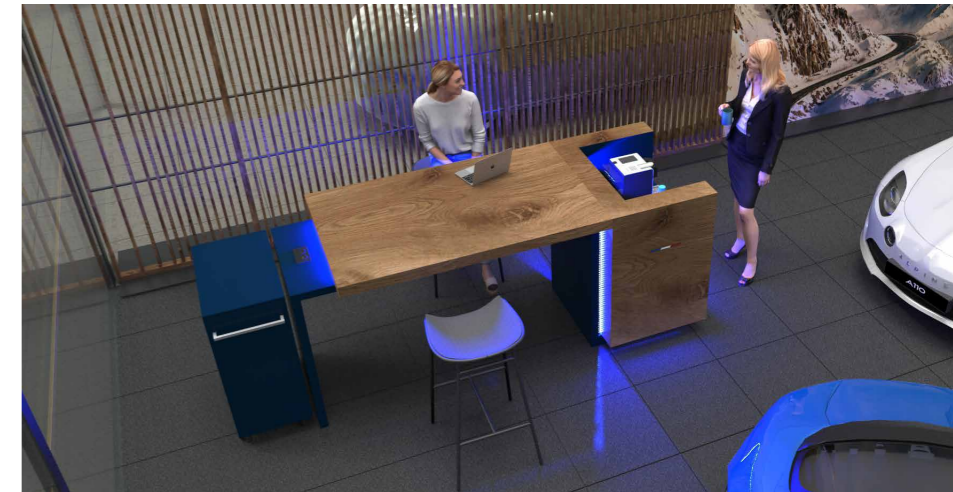
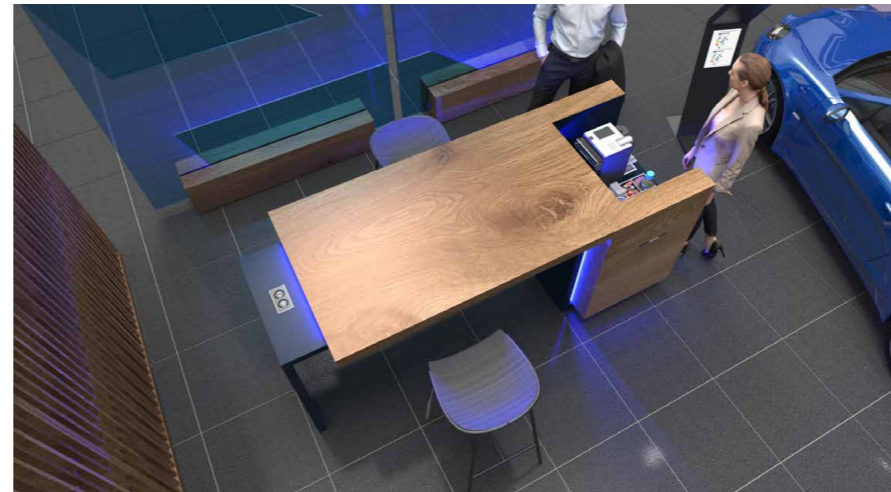
### Components

There is a table for 4 people and a model for 2 people.

It is possible to secure the trolley cabinet when the «Delivery / after-sales» cabinet is absent from the configuration due to lack of space.

1. Large table with 4 stools
2. the Large table and tea or coffee machine
3. Small table with 2 stools and tea or coffee machine
4. the Small table + trolley

1	2
3	4





## Delivery / After-sales cabinet general

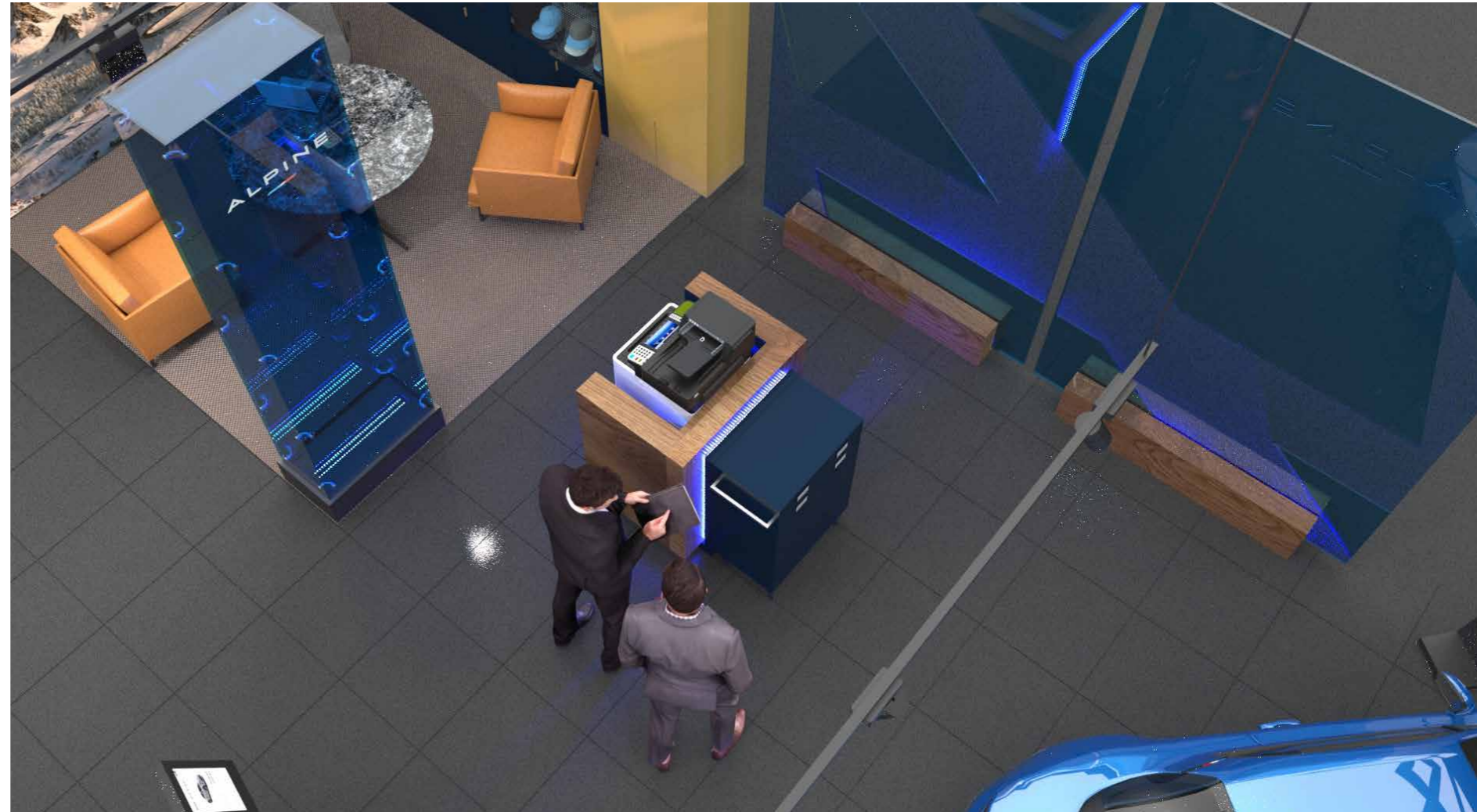
In order to manage the purely administrative aspect, a piece of furniture generally equipped with a copier and a reserve of consumables. It is used when exchanging administrative documents for maintenance or repair.

A trolley can be attached to the cabinet. The adviser moves it to the delivery vehicle to extract or store the cover, which is stored in a suitable drawer, and the vehicle's administrative papers.

This furniture is lit by an LED ribbon like the rest of the furniture.

### How and where to implement it?

This furniture is placed near the sales area without interfering with it. There is an extended version of the cabinet with a shelf and 2 stools.



## Delivery / After-sales cabinet components

This furniture may contain a copier or possibly a tea or coffee machine.

A cupboard in the lower part, secured by a magnetic badge, is used to store consumables.

A tablet can be attached to create a small workspace to settle in with 2 stools and fill out papers, forms, a contract for the courtesy vehicle...

1. the Small cabinet
2. Small cabinet + the trolley
3. the Large cabinet (shelf + 2 stools)
4. the Large cabinet (shelf + 2 stools)

1	2
3	4



## the trolley

### general

Symbol of organization and restitution of a workshop atmosphere, the trolley is a functional piece of furniture, it contains in drawers:

- the administrative papers and the keys of the vehicles in delivery or in after-sales.
- the covers of the vehicles in delivery

The paper drawers are secured by magnetic badge. A plate allows to register the name of the customer

#### How and where to implement it?

The adviser moves it to the delivery vehicle to extract or store the cover, which is stored in a drawer adapted to the volume.

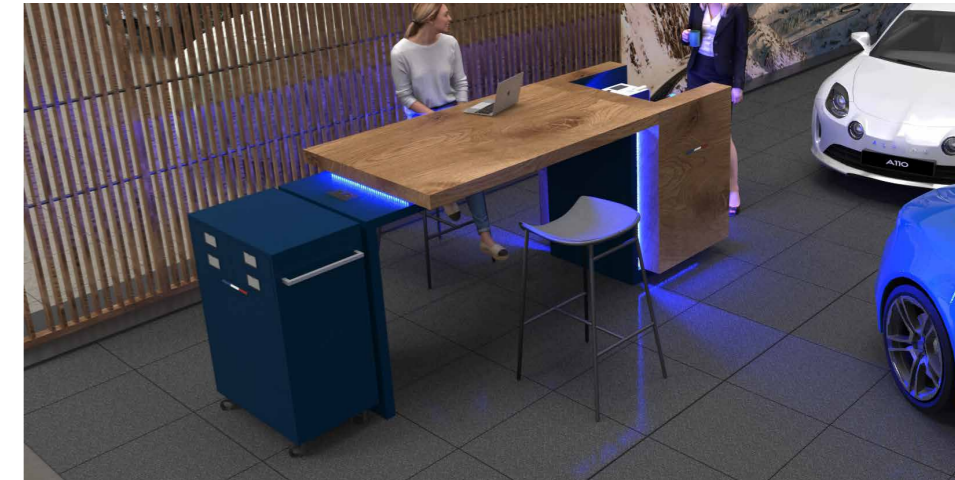


## the trolley

### uses

The trolley is mobile.

When it is not used for a delivery, it can be stowed on the Delivery/After-sales furniture or - in the case of the Small configuration - the co-working table or possibly the merchandise showcase.



1. the trolley attached to the furniture Delivery / After-sales
2. the trolley tied to the co-working table
3. the trolley during a delivery in the Alpine Center EVO
4. the trolley in the multi-brand delivery space

1	2
3	4



## the protected showcase

### general

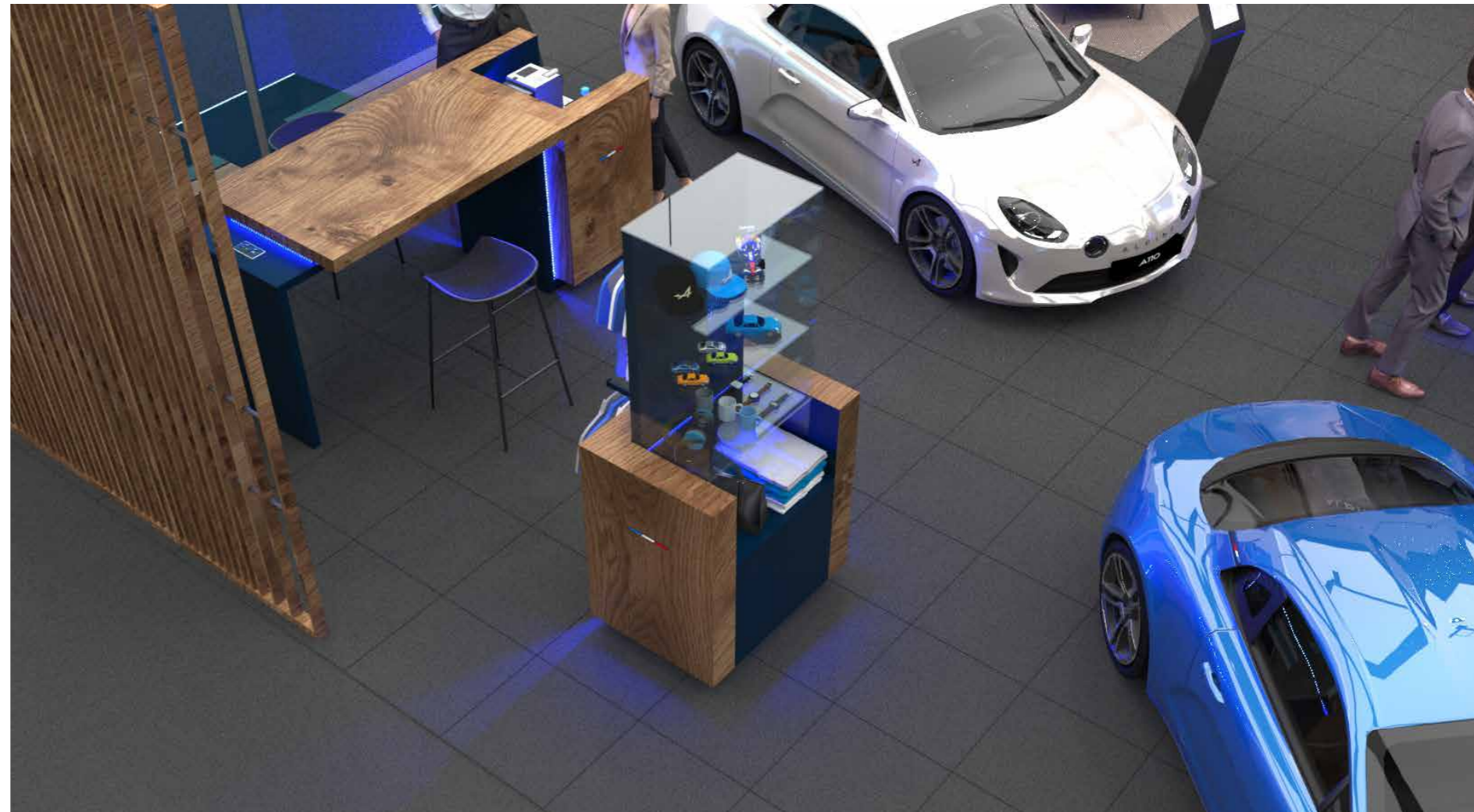
This showcase makes it possible to offer derivative objects and Brand clothing for sale in the Alpine Center EVO.

2 showcase formats are available depending on sales volumes

This furniture is lit by an LED ribbon like the rest of the furniture, including inside the window.

#### How and where to implement it?

It must be installed in the customer flow, without obstructing the passages and at a distance from the sales area to maintain the confidentiality of conversations.



## the protected showcase

components Small / Large

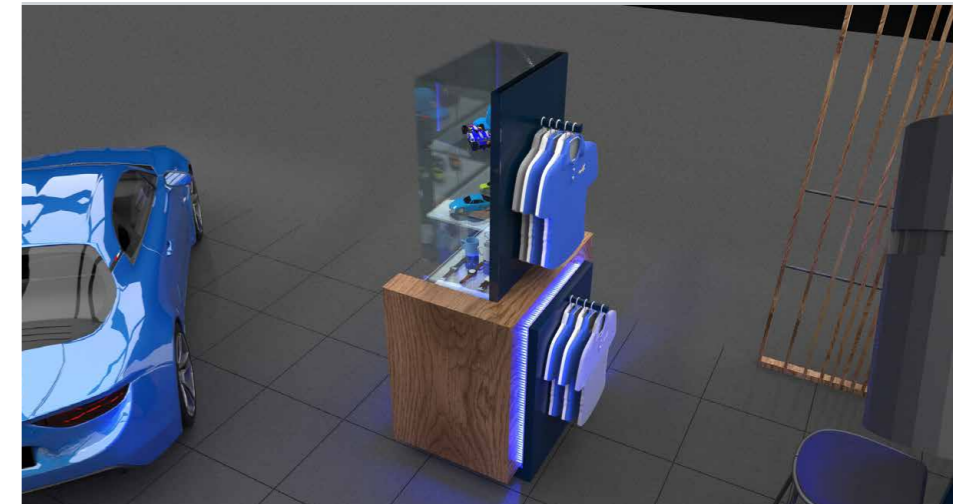
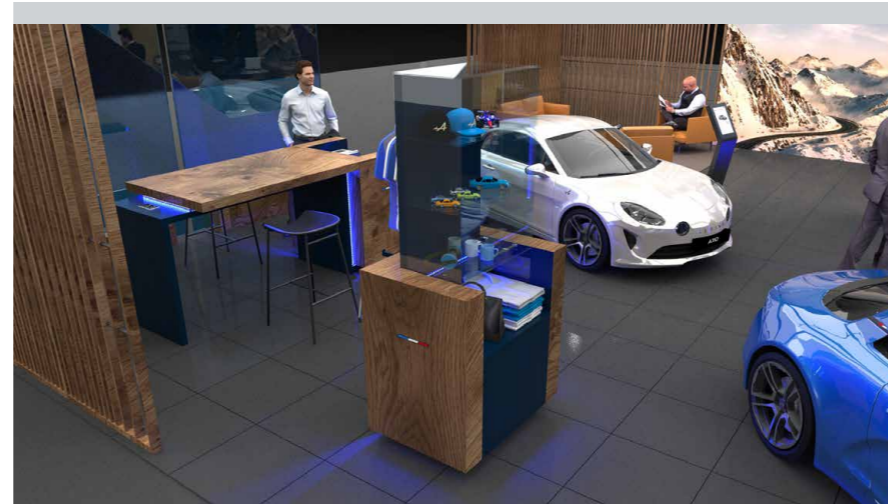
Depending on the space available or the format of the Alpine Center EVO, 2 showcase models are available.

They are secured by key or magnetic badge.

A cupboard in the lower part, secured by magnetic badge, is used to store goods.

1. the Small showcase
2. the Small showcase - the back with 1 clothes hanger
3. the Large showcase
4. the Large showcase - the back with 2 clothes hangers

1	2
3	4



## 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 over area.



## the price display

The display price includes the description of the vehicle with the mention of the configuration options associated with the sale price, etc.

### How and where to implement it?

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





## the fresco

The fresco highlights the vehicles on display and creates an atmosphere typical of the Alpine brand.

### How and where to implement it?

The fresco is the first visual element that the customer must see through the exterior window or when entering the dealership.

It is generally positioned behind the vehicles perpendicular to the customer flow. It isolates the Alpine Center EVO from the rest of the showroom and other brands.



## back of the fresco

### Principle

When the Alpine Center EVO is set up as center 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.

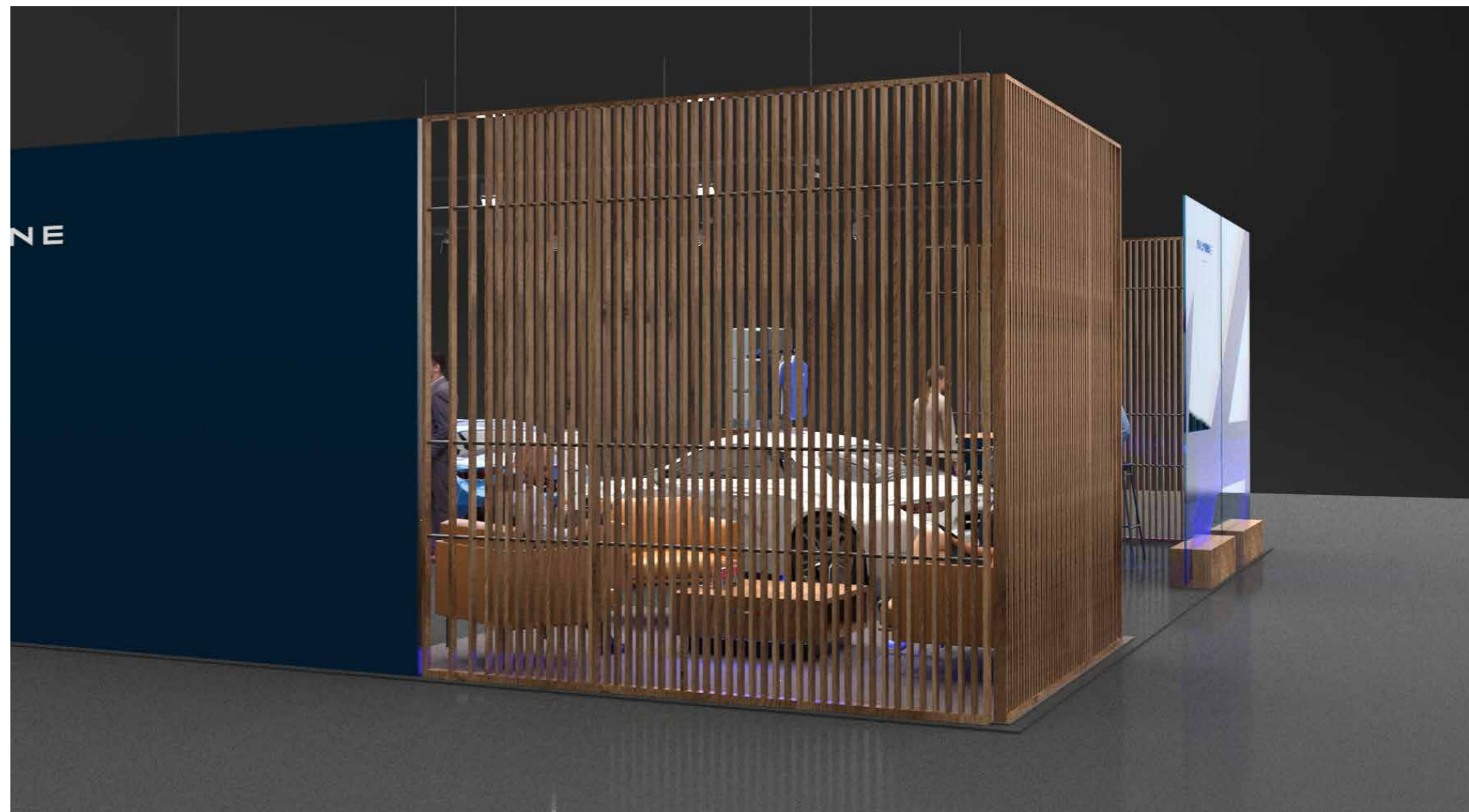


## the claustra

The claustra makes it possible to delimit the space for presenting products 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 Center EVO. A part partially covers the fresco.



## the stand-alone glass wall

With a strong impact, the glass wall, backlit and scratched with the Alpine emblem contributes to creating an intimate space while offering visual permeability and good sound insulation.

### How and where to implement it?

It is preferably installed near the sales area or the co-working area



## 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
<b>Preliminary activities</b>		
- 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	●	
<b>Exterior components</b>		
- Installation of the signal terminal	●	
- Neutralization of parking space markings	●	
- Installation of the totem and flags	●	
- Ground marking of the Alpine exhibition area	●	
- Installation of the Alpine Service plate		●
<b>Interior components</b>		
- Fresco		●
- Claustra		●
- Carpet in the customer area		●
- Glass Totem		●
- Alpine advisor furniture (table and armchairs)		●
- Configuration furniture and display case for goodies		●
- Lighting adjustment on the fresco and vehicles		●
- Digital price display		●
- IT equipment installation		●
- All furnitures (co-working, delivery, showcases, lounge table...)		●
- Merchandising order (via Alpine)	●	

## General process

The table opposite shows the main phases of the typical process of setting up an Alpine Center EVO 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 Center EVO 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.





Thank you