



ALPINE

Alpine Centers retrofit guidelines

October 2022 - V3a

Contents

This document presents the principles for updating an Alpine Centers V1 to an Alpine Centers V2.

	preamble	3
1.	transition formats and rules	4
2.	retrofit of exterior components - what changes	12
3.	retrofit of interior components - what changes	21
4.	the deployment process	43

To go directly to a chapter
please click on the title.



Alpine Center Technical specifications guidelines



Alpine Center application guidelines

what is this document for?

The retrofit' challenges

This guide describes the rules for changing the components of a first generation Alpine Center in order to prepare for the arrival of new Alpine vehicles and to harmonize the brand with the new identities of the Renault Group.

What changes

The adaptations relate to exterior signage and interior fittings. A number of components have been optimized to make the customer journey more visible in the dealership.

Transition rules

This guide sets out a general framework intended to facilitate implementation in the networks and to respond to the diversity of the cases encountered.

It defines the rules of eligibility, contractualization, distribution and compliance with the implementation guidelines.

1

transition formats and rules

To go back to the general contents,
please click the button



format A

integrated Alpine Centers

Alpine Centers integrated into a Renault or multibrand dealership



1. Showroom V1 / integrated Renault
2. Showroom V2 / integrated Renault
3. Showroom V1 / integrated Renault
4. Showroom V2 / integrated multibrands

1	2
3	4



le format B

standalone Alpine Centers

independents Alpine Centers



RETROFIT



1. Showroom V1 suburban
2. Showroom V2 suburban
3. Showroom V1 urban
4. Showroom V2 urban

1	2
3	4



RETROFIT



Alpine Center 1st Gen and Alpine Center V2

what changes

Exterior

- the presence of an Alpine Center is indicated by a flag or a group of three Alpine flags.
- A 6.5m or 4.5m totem is located near the presentation area. A flag insignia is installed on the facades in urban areas.
- The backlit white Alpine sign and its crest are placed on midnight blue cladding.
- The exhibition area is indicated by a 2.3m totem and specific markings on the ground with at least one vehicle on display and one vehicle dedicated to testing.

Interior

- The walls take on the midnight blue tint (emblem color of the Brand)
- In addition to new furniture, the sales area can be supplemented with a lounge area for customers, a co-working area, a secure window for merchandising and furniture that centralizes administrative tasks (delivery / APV) .
- The lighting atmosphere is enriched by colored LED devices integrated into the furniture to be adapted to certain Brand events.

Alpine Center 1st Gen

external view

Existing components :

1. the sign on the facade on white cladding
2. totem or mini totem exhibition area
3. exhibition area marking

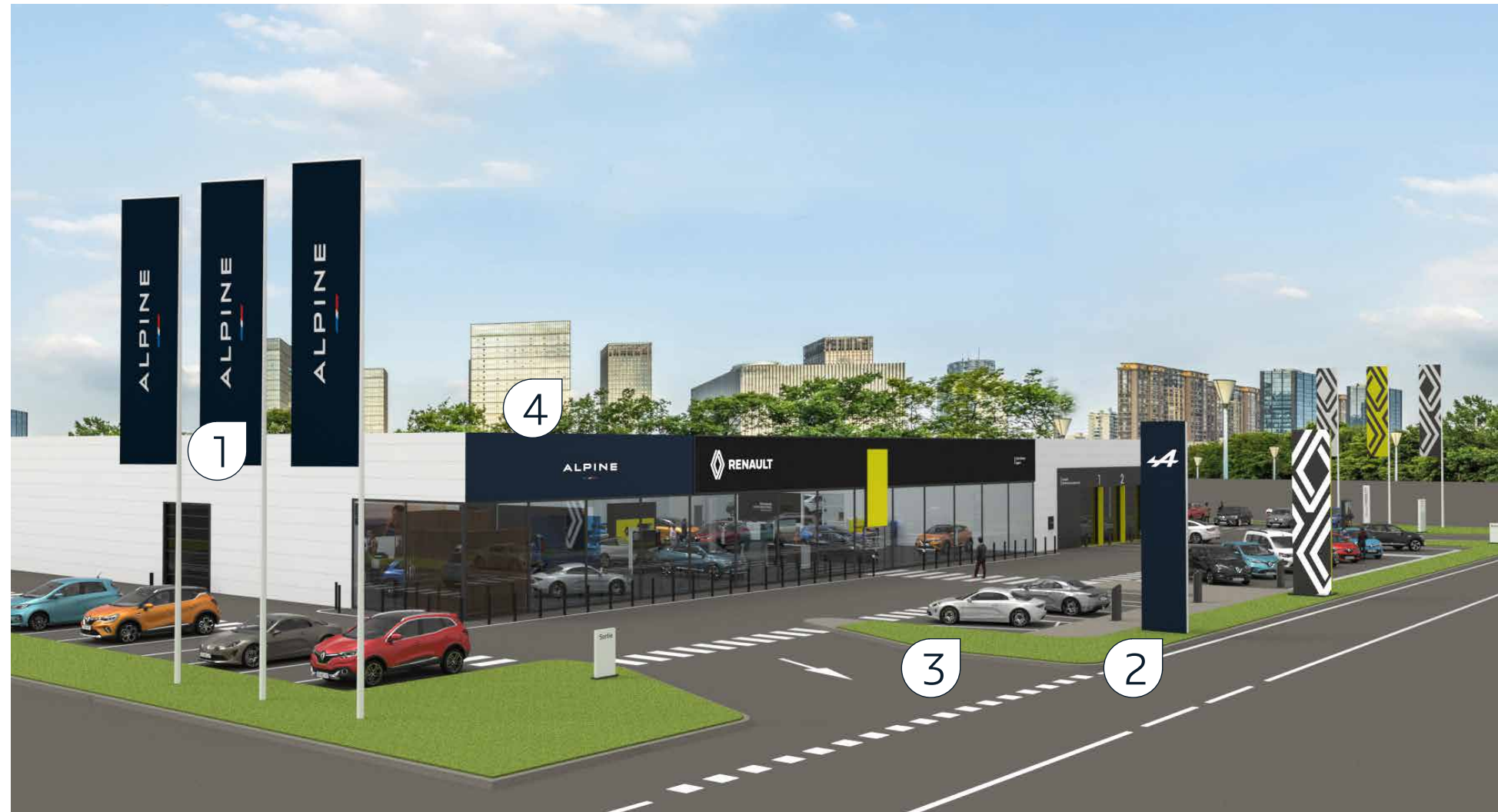


Alpine Center V2

what changes outside

Mandatory :

1. the flags
2. the pole
3. the exhibition area
4. the sign on the facade on blue cladding

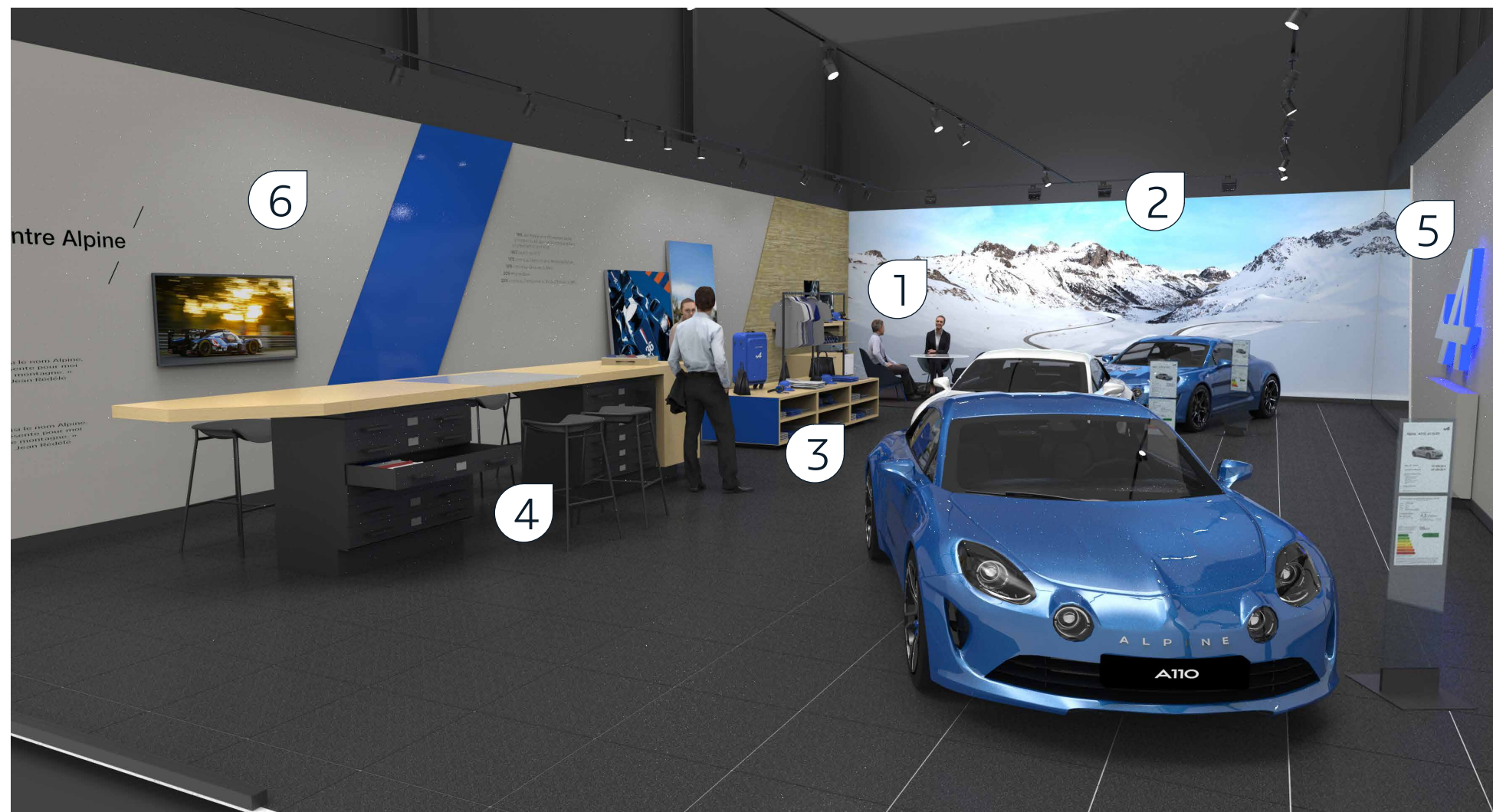


Alpine Center 1st Gen

internal view

Existing components :

1. the sales area
2. the fresco
3. merchandising furniture
4. the confection table (configurator)
5. the illuminated sign
6. the wall and institutional markings



Alpine Center V2

what changes inside

The retrofit consists of updating the furniture and the colorful atmosphere of the Alpine Center according to the new charter.

Mandatory :

1. the new furniture in the sales area
2. the new fresco
3. the new illuminated sign
4. the new wall color and institutional markings
5. merchandising furniture V2
6. the confection table V2



2 external components

To go back to the general contents,
please click the button



external components

de l'Alpine Center V2

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

Identification elements

Brand visibility is key. The systematic exposure of a vehicle in the test zone responds to this challenge.

The highlighting of this vehicle is based on controlled integration in the customer car park.

After-Sales activity

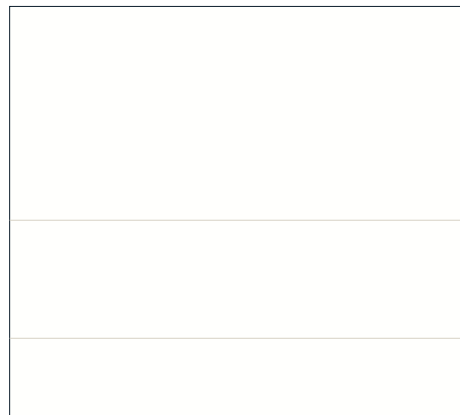
The Alpine After-Sales activity is handled in a Renault workshop.

An Alpine wall plate, located next to the workshop bay, identifies the After-Sales activity.

external components

What remember

Alpine Center 1st Gen



White cladding



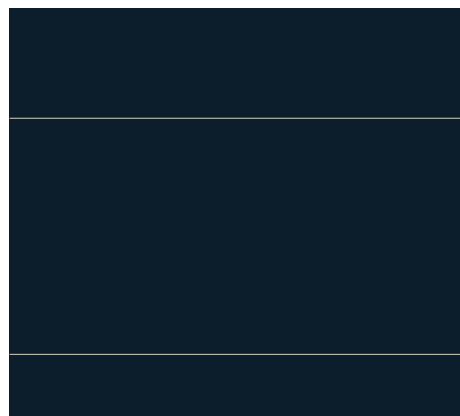
Anodized aluminum sheet



Signature

RETROFIT

Alpine Center V2



Cladding
midnight blue Pantone 296C



Midnight blue epoxy sheet
Pantone 296C



New signature

Alpine Center V2

Mandatory / Optional Updates

	Alpine Center 1st Gen	Alpine Center V2
Flags		●
Totem	●	●
Flag insigna	●	●
Facade sign	●	●
Blue cladding		●
Ground marking	●	○
Mini Totem	●	●
Service plate	●	●
Lighting	●	●

- Existing component to update
- New component
- Optional component update

Flags

new component

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

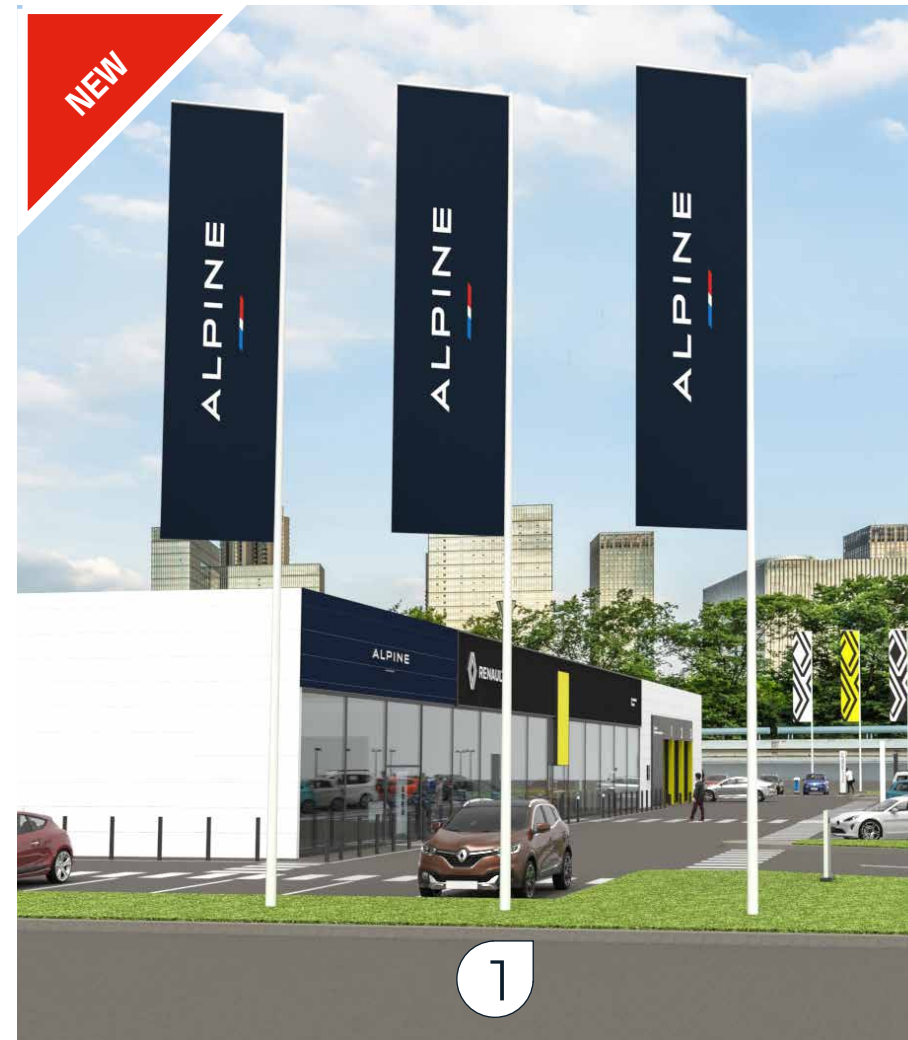
They are spaced 3.5 m from each other.

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.



facade insigna

component to update

The Alpine banner is still present on the facade above the entrance to the Alpine showroom.

How and where to set it up?

The standardized signature and its coat of arms are centered vertically and horizontally on the band in midnight blue cladding



totem

component to create or update

Presentation

The Alpine brand is identified by a 6.5m or 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.



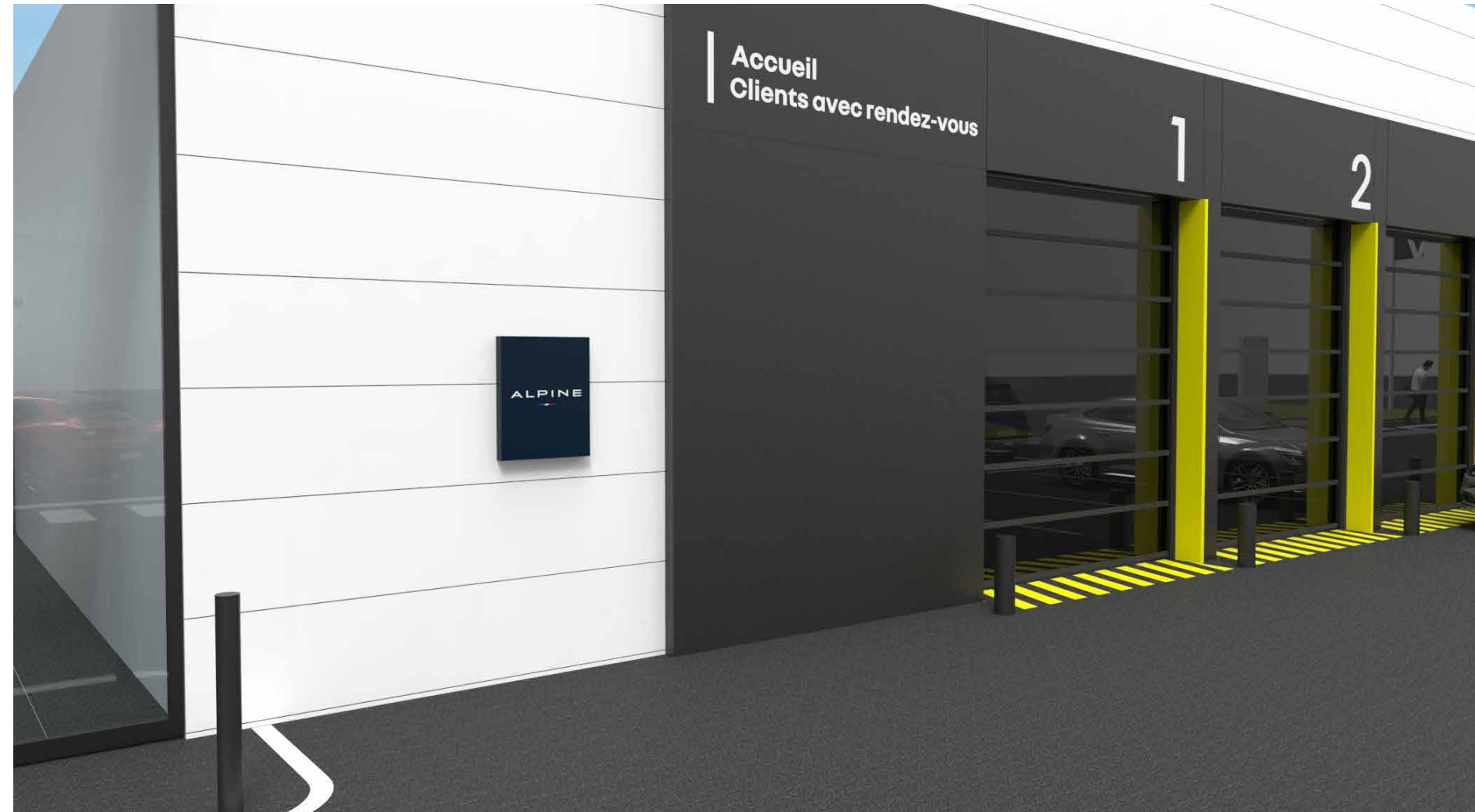
After-Sales activity 1

component to update

Presentation

On the Renault sites, the identification of the Alpine after-sales activity is carried out by a plate positioned on the side of the workshop bay present on the main facade of the dealership.

It will be necessary to ensure the conformity of the signature, the format of the plate and its standardized positioning.



After-Sales activity 2

component to update

Presentation

On Multi-brand sites, a solution with high visibility is possible.

The identification of the Alpine after-sales activity is carried out by a large plate positioned on the side of the workshop bay of the concession.

It will be necessary to ensure the conformity of the signature, the format of the plate and its standardized positioning.



3

internal components

To go back to the general contents,
please click the button



internal components

The presentation of the vehicles

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

The fresco that needs updating highlights the vehicles creating a strong visual appeal.

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

The customer area

This space needs to be updated.

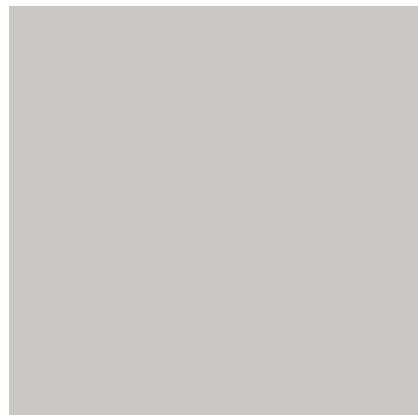
The new furniture offers the customer more comfort and allows the seller to welcome the customer and work in an optimized way.

Other additional furniture - developed for the Alpine Center EVO - can be deployed in configurations where the surface allows it. This furniture makes it possible to offer new customer reception functions.

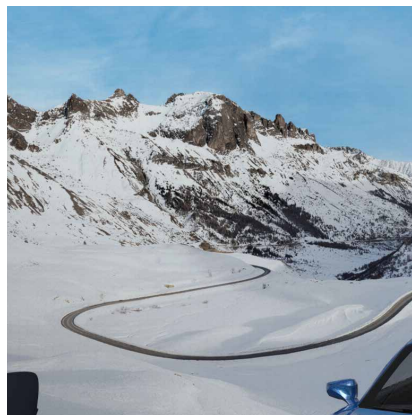
interior components

what remember

Alpine Center 1st Gen



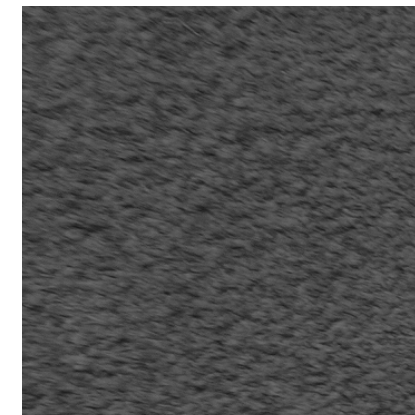
Sales area wall



Fresco picture



Furniture Laminate plexwood



Sales area carpet

RETROFIT

Alpine Center V2



New paint
midnight blue Pantone 296C



New picture + signature



Laminate Unilin Aneto Walnut H581



Sales area carpet type VORWEK
Passion 1003 réf. 5V25

l'Alpine Center 1st Gen

general organization

Existing:

1. the sales area
2. the fresco
3. merchandising furniture
4. the confection table (configurator)
5. the illuminated sign
6. the wall and institutional markings



Alpine Center V2

mandatory / optional updates

mandatory :

1. the new furniture in the sales area
2. the new fresco
3. the new illuminated sign
4. the new wall color and institutional markings
5. merchandising furniture
6. the confection table



Interior mandatory components

	Alpine Center 1st Gen	Alpine Center V2
Sales area furniture	●	●
Fresco	●	●
Illuminated sign	●	●
Wall and markings	●	●
Confection table	●	●
Merchandising furniture	●	●
Display price	●	●
Lighting	●	●

- Existing component to update
- New component

walls

sales area

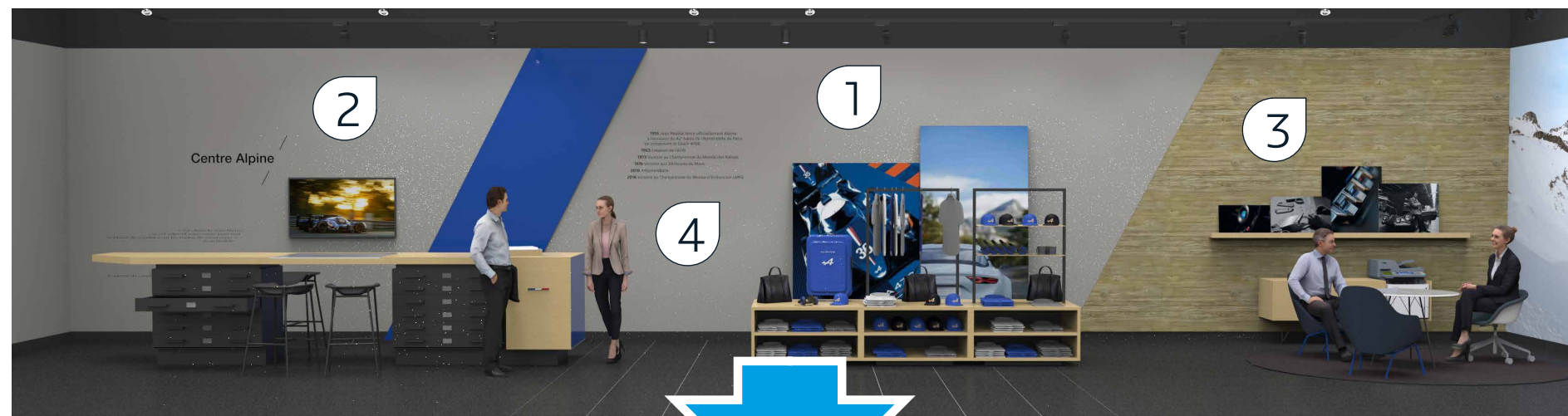
The whole wall needs to be updated.

the background takes on the midnight blue color of Alpine's new identity. The markings will be made with white adhesive.

The screen must be digital (configuration)

The wooden walls of the sales area are replaced by a chestnut panel.

Institutional visuals are retained.



1. wall paint
2. digital screen
3. wood wall
4. speech marking

walls

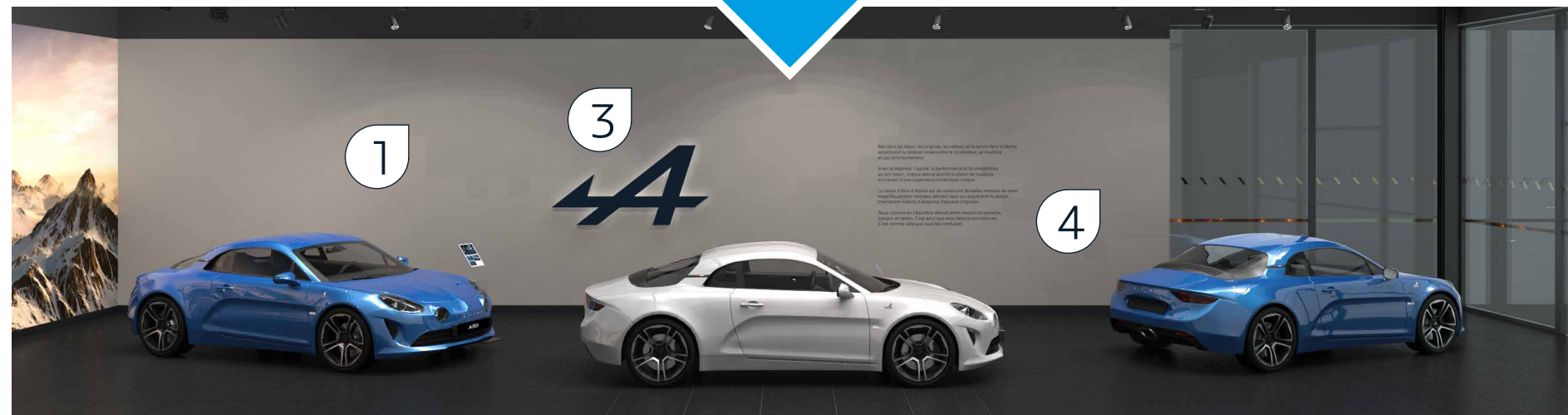
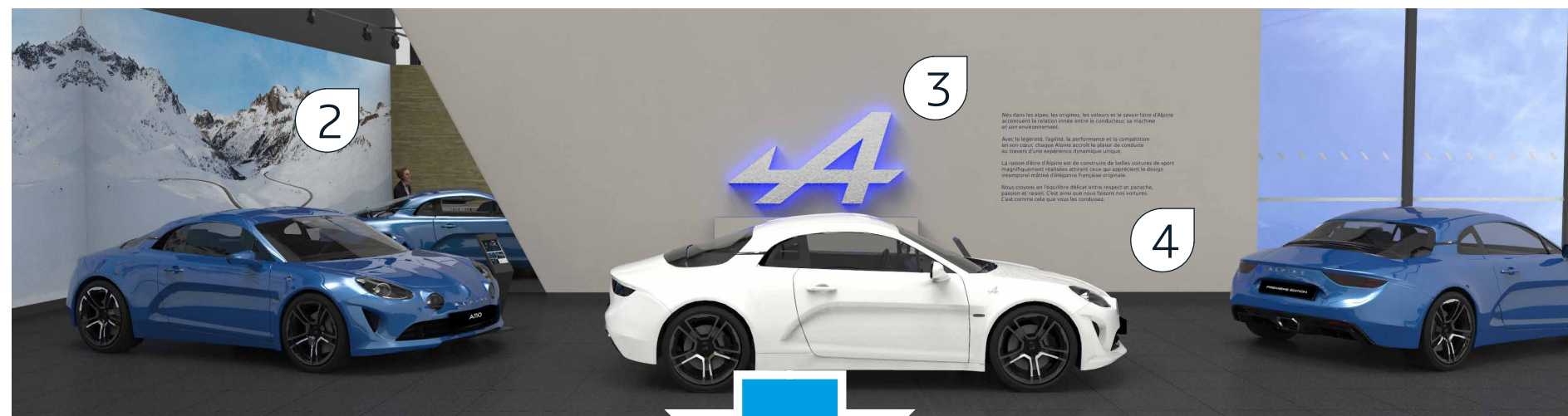
product area

The wall needs to be repainted.

The mirror is to be removed

The illuminated sign needs to be replaced or updated

The speech is to be replaced



1. painting the wall
2. the mirror
3. the illuminated sign
4. the speech

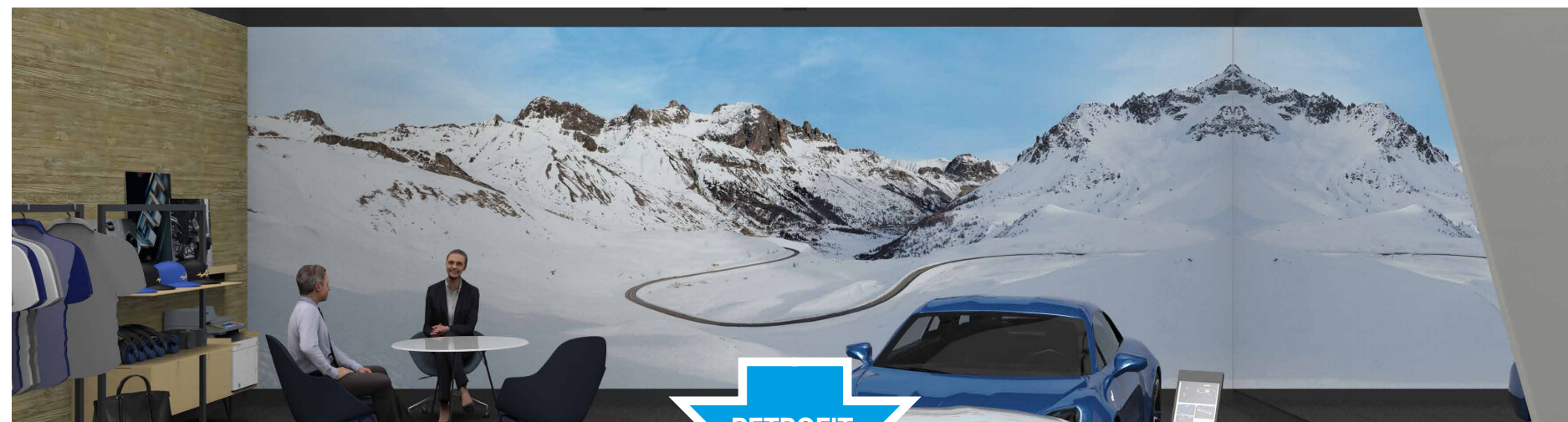
fresco

the mountain picture

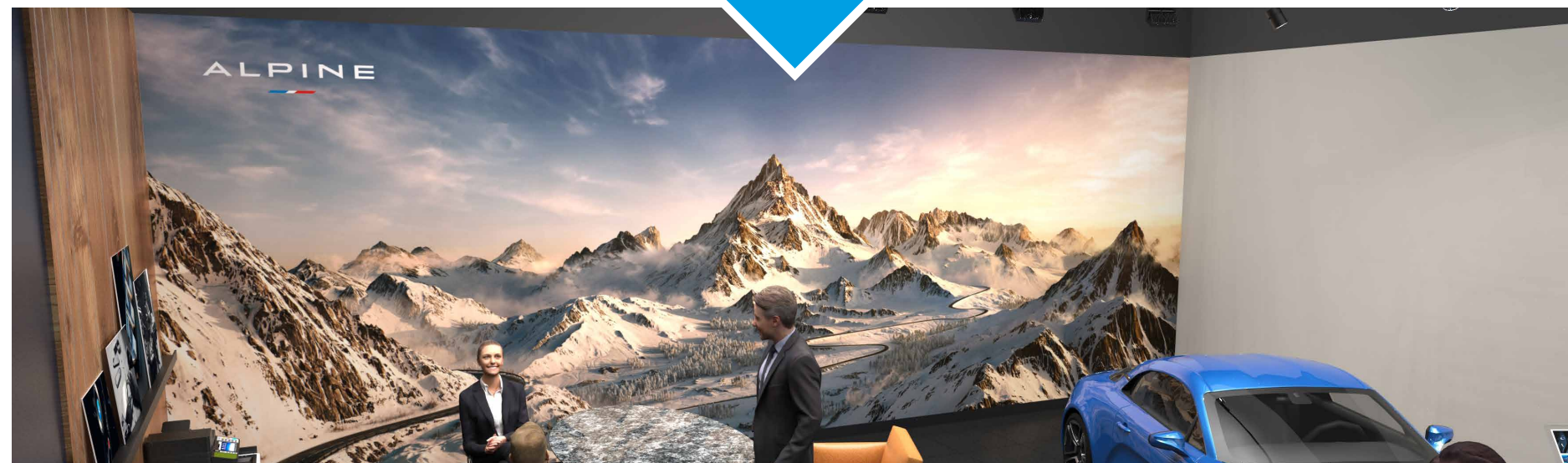
Fresco with the new mountain visual
Available in 6 or 8 m

Implantation

The fresco is positioned behind the vehicles
perpendicular to the customer flow.



RETROFIT

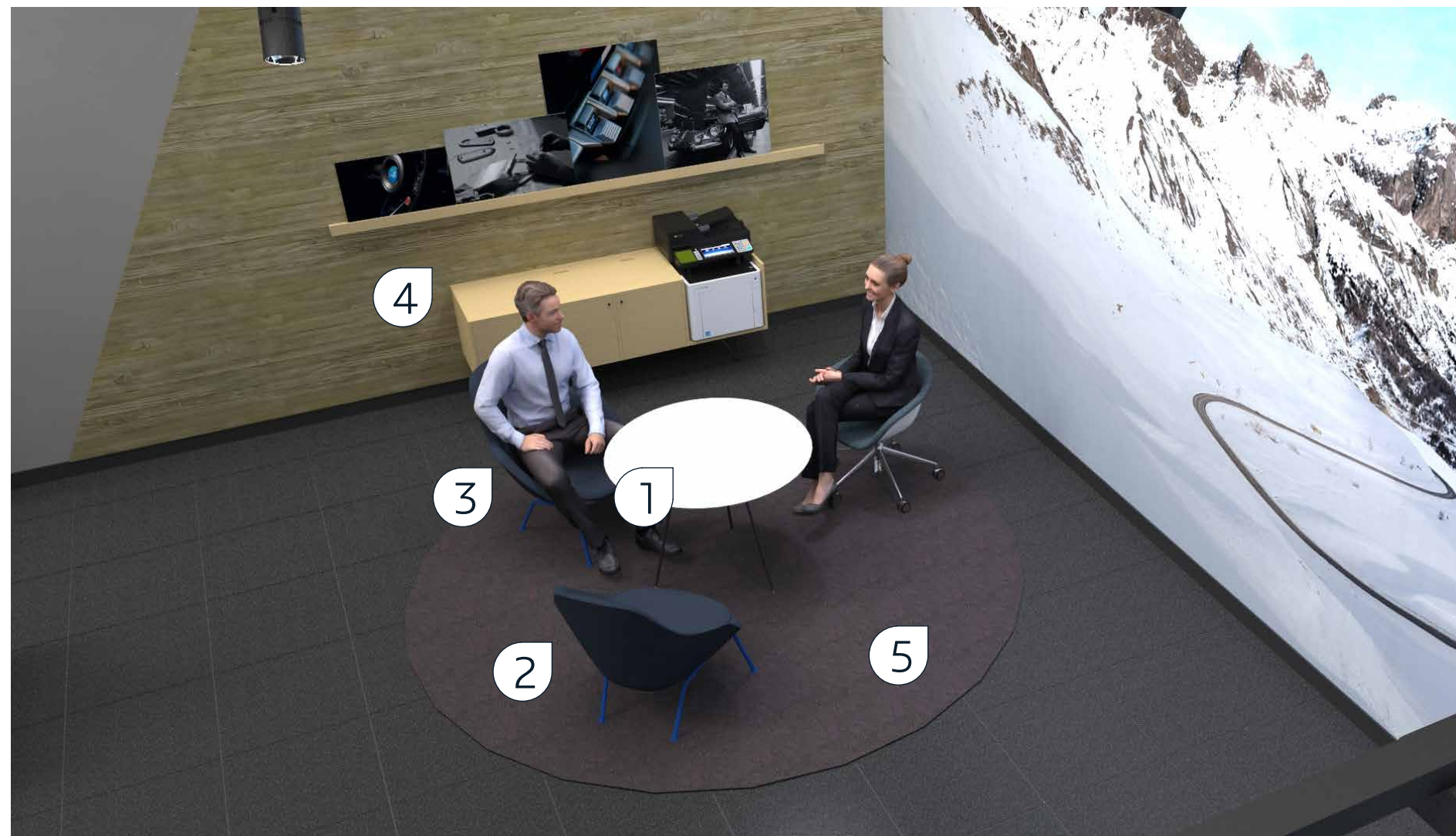


furniture in the sales area

Alpine Center 1st Gen

The reception furniture consists of a table, two chairs for the use of customers, an armchair for the salesman and administrative furniture, all laid out on a carpet

1. Table
2. Client's chair
3. Saler's chair
4. Administrative furniture
5. The carpet



furniture in the sales area

Alpine Center V2

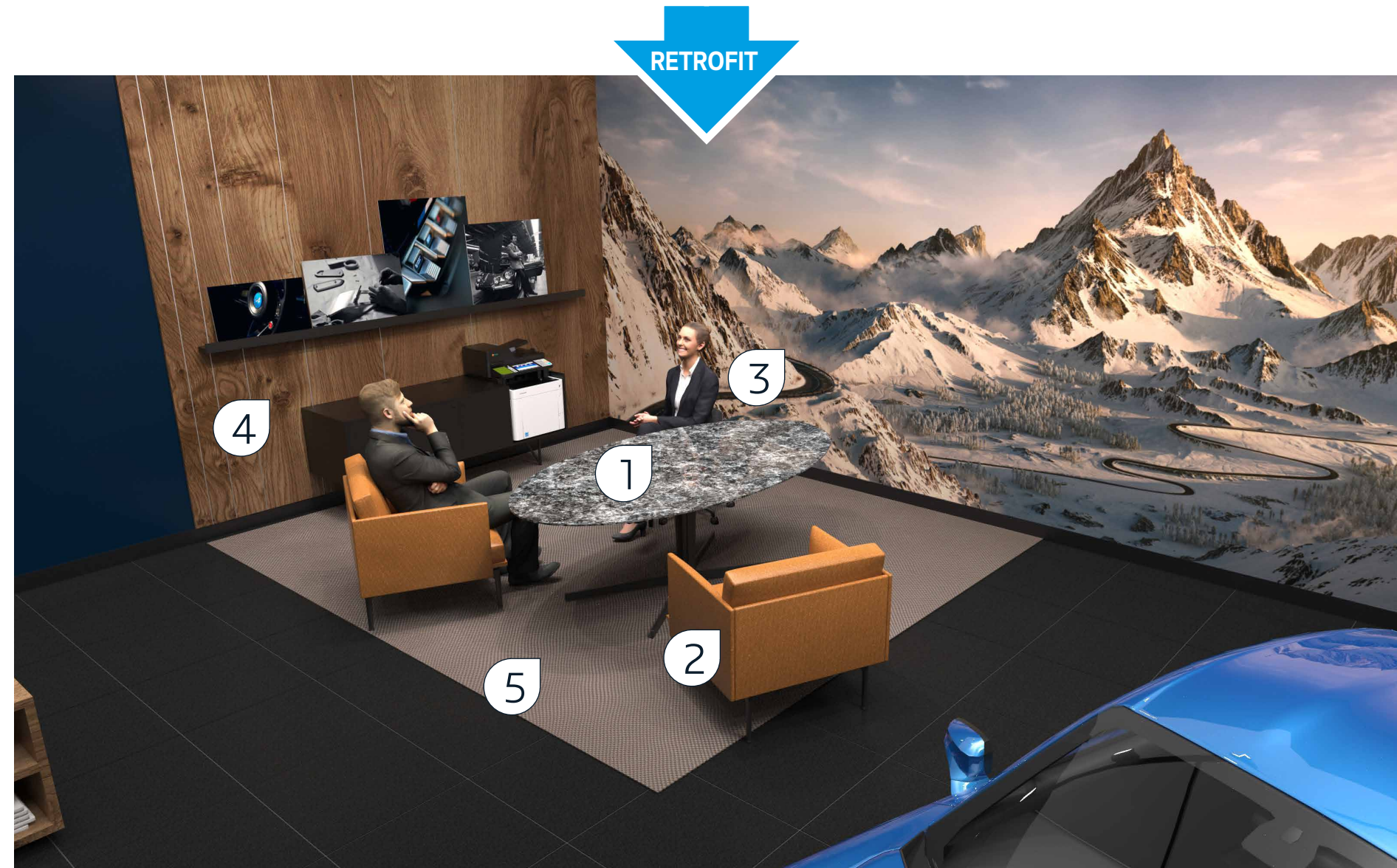
The new reception furniture consists of a table (two sizes available), two armchairs for customer use and a chair, all arranged on a beige carpet.

How and where to set it up?

The customer seats are arranged facing the configuration furniture.

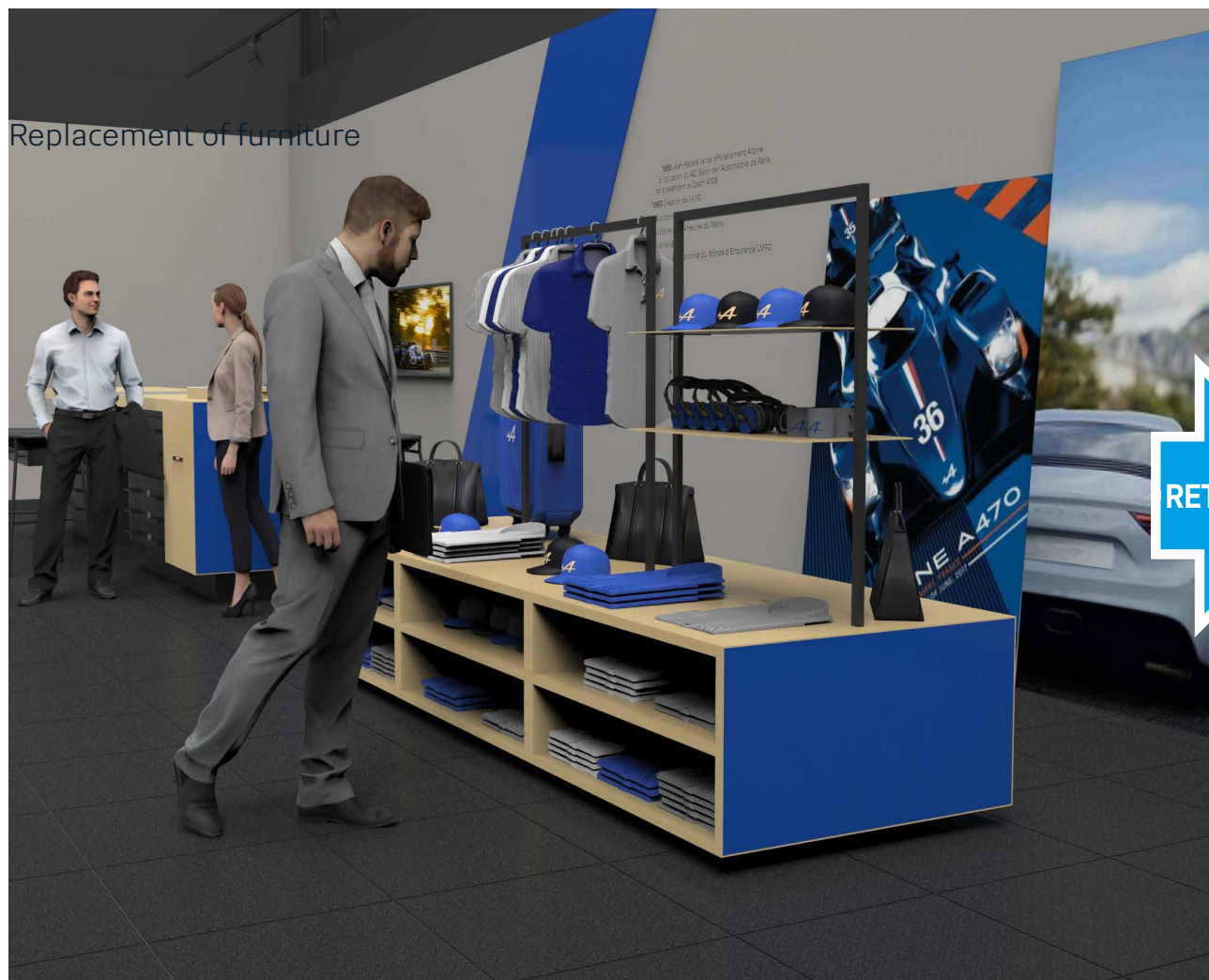
The Advisor's chair is positioned so that the Advisor can see the customers entering the showroom.

1. Table
2. Client's chair
3. Saler's chair
4. Administrative furniture
5. The carpet

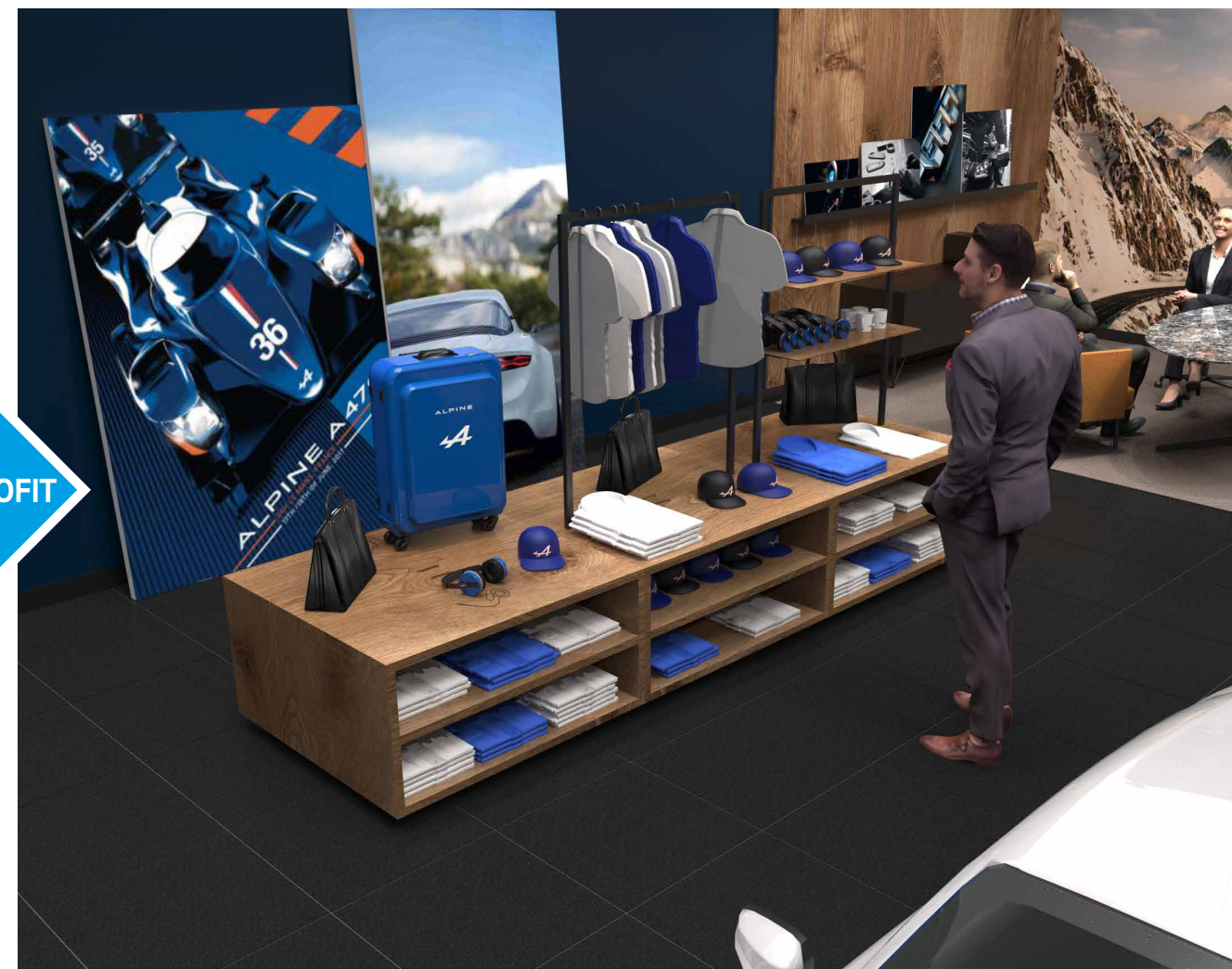


merchandising furniture

color & material update

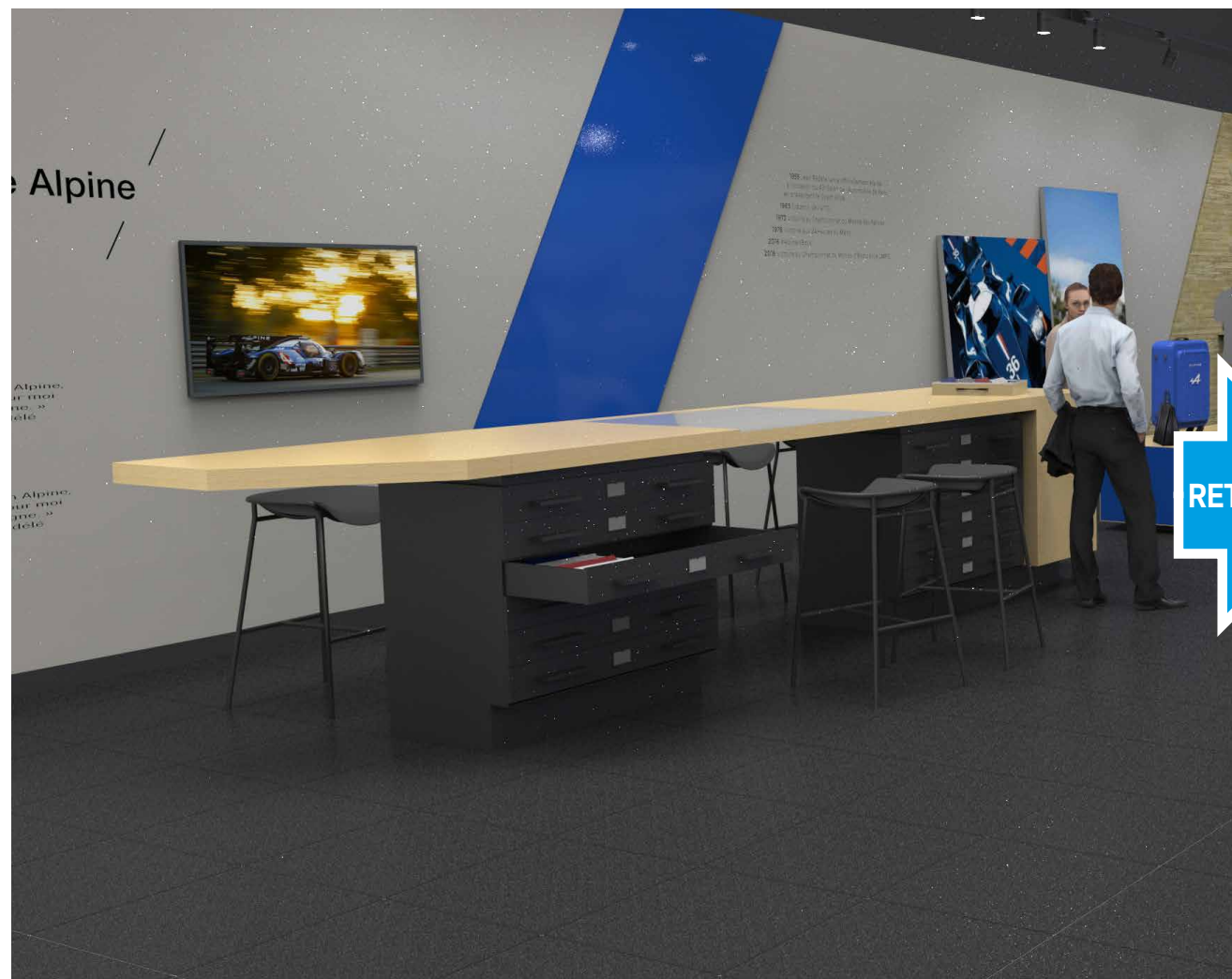


RETROFIT



confection table (retrofit A)

color & material update



lighting

unchanged component

If this is correct, the lighting is retained. it will be necessary to re-adjust the headlights and, if necessary, to complete the elements in place.

Implant reminder

The lighting consists of adjustable spotlights powered by rails located in the ceiling of the showroom. This lighting must respect the following average values:

- 800 Lux on vehicles,
- 400 Lux on the table.



display price

new component

The display includes the vehicle's description sheet with the mention of the configuration options associated with the sale price (non-contractual illustration).

Implant reminder

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.



Interior optionnal components

	Alpine Center 1st Gen	Alpine Center V2
Illuminated Totem		<input type="radio"/>
Lounge area		<input type="radio"/>
Co-working area		<input type="radio"/>
Secure showcase		<input type="radio"/>
Administrative furniture + Trolley		<input type="radio"/>

☐ Optional component update

Alpine Center V2 - Options

Optional updates

Optional :

1. illuminated totem (Light House furniture)
2. secure showcase (Alpine Center EVO furniture)
3. co-working table (Alpine Center EVO furniture)
4. administrative furniture + mobile trolley (Alpine Center EVO furniture)
5. lounge area (Alpine Center EVO furniture)



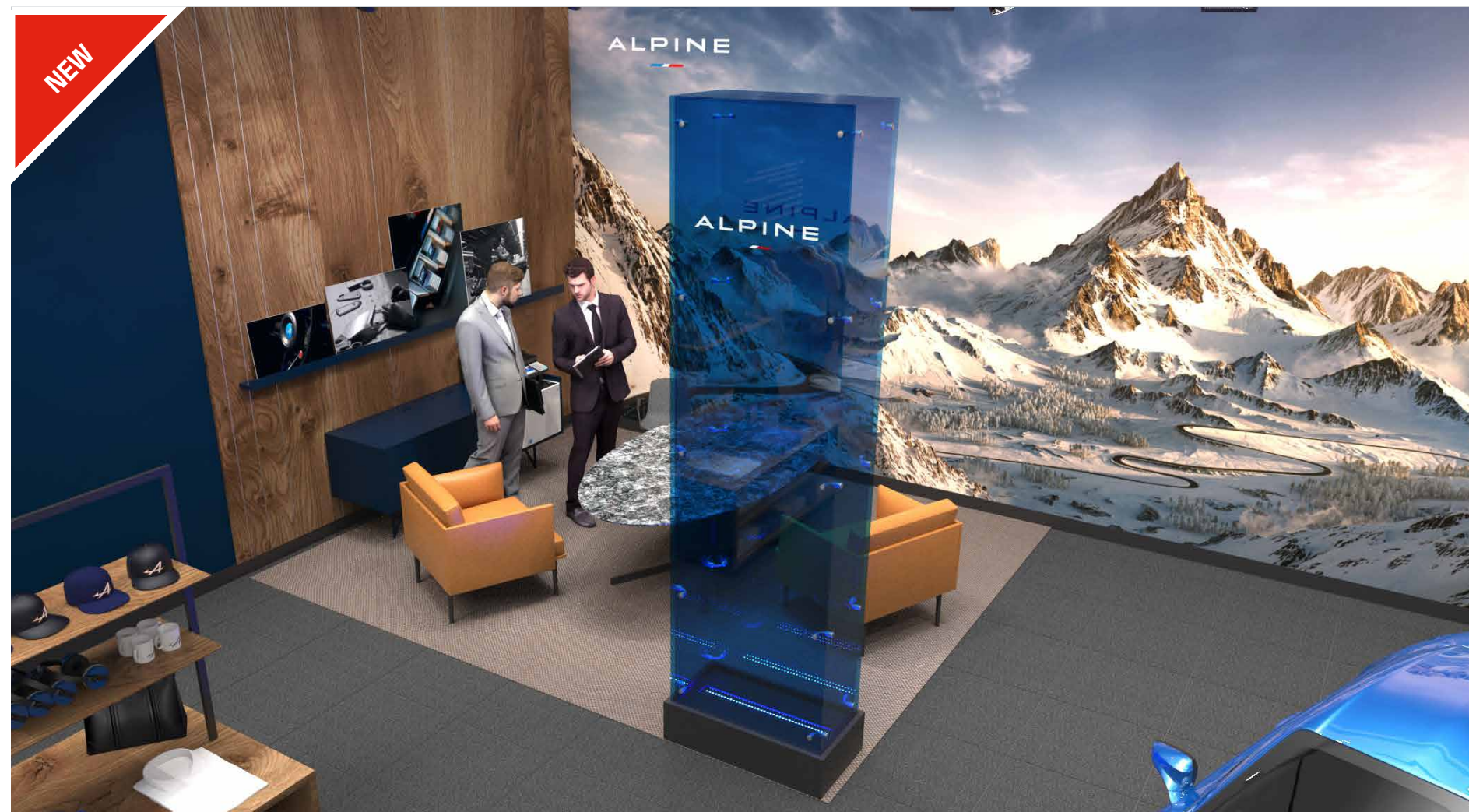
illuminated totem (Light House furniture)

optional component

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



co-working area (new furniture)

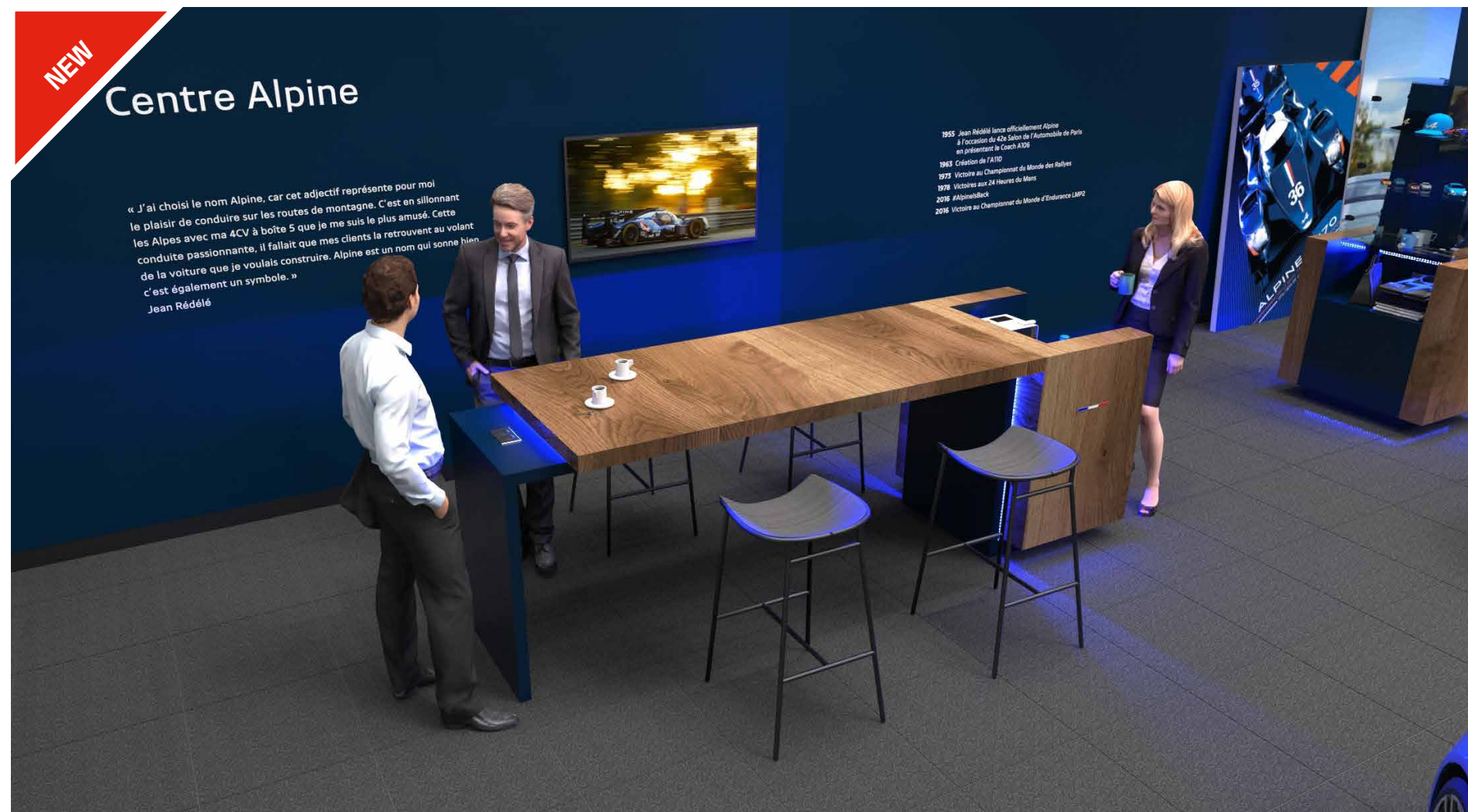
new optional component

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 set it up?

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



delivery furniture / After-sales (new furniture))

new optional component

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 set it up?

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.



secure merchandising showcase (new furniture)

new optional component

This showcase makes it possible to offer derivative objects and Brand clothing for sale in the Alpine Center V2.

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 set it up?

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.



lounge area (new furniture)

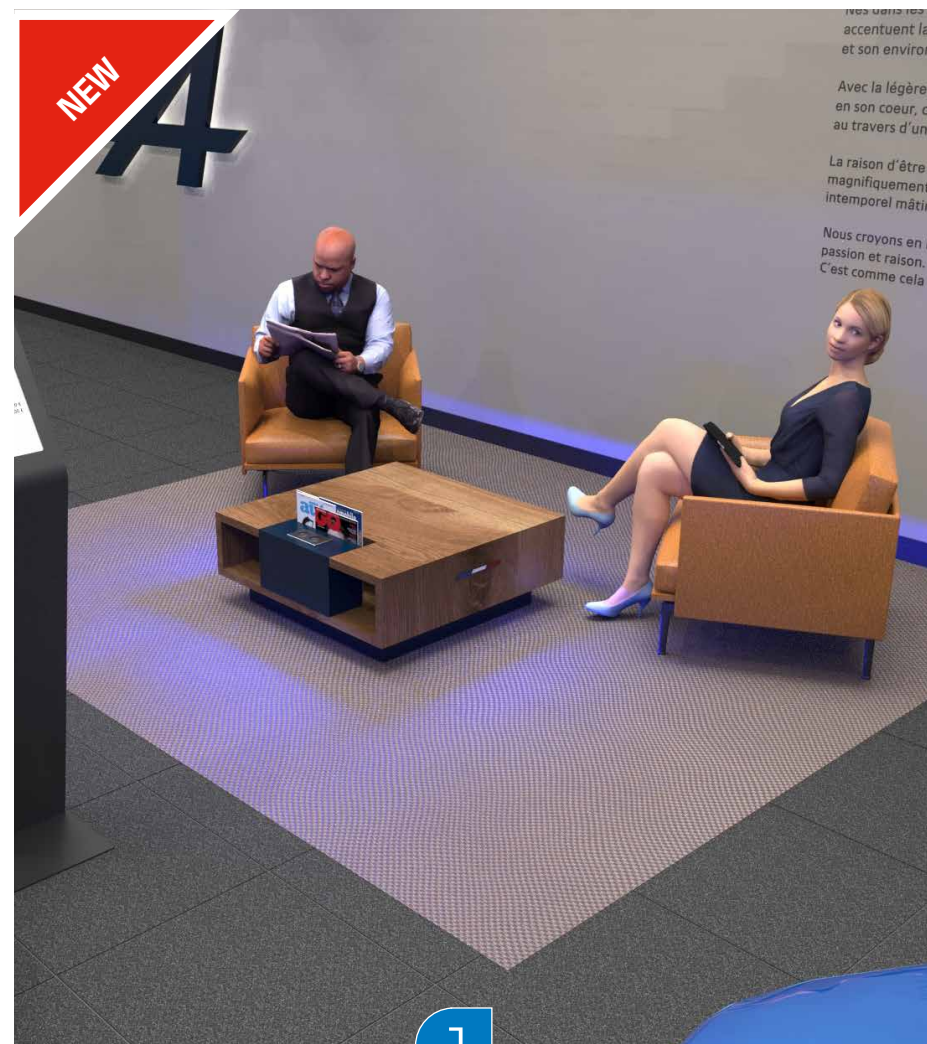
new optional component

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.

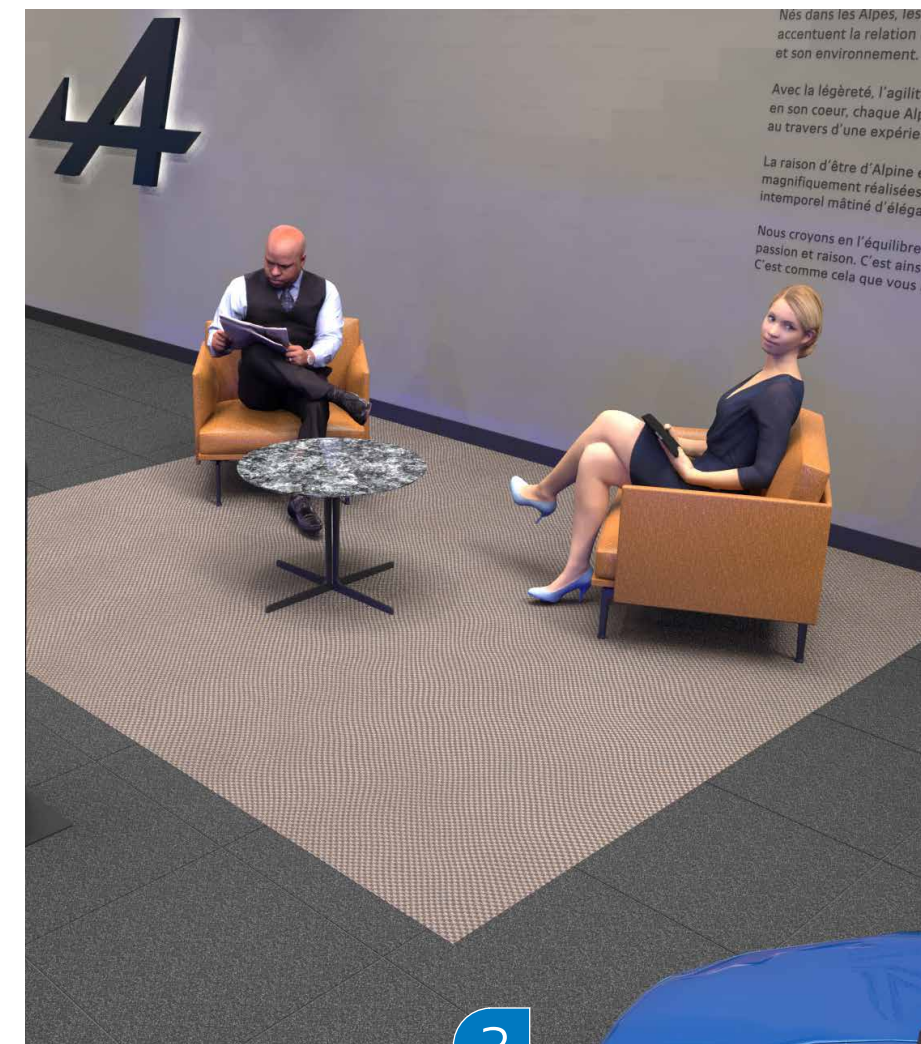
1. This area is equipped with a connected table to power a PC or recharge a smartphone. Magazines or brochures of Alpine products are present in this table which is lit by an LED ribbon.
2. The connected table can be replaced by a marble coffee table.
- 3.

How and where to set it up?

It is located at a sufficient distance from the Seller Space or co-working to respect the tranquility of its occupants.



1



2

4

the deployment process

To go back to the general contents,
please click 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.

	Alpine Business Unit	Rome Platform	ATM and Country	Brand Stores	The Dealer and his architect	Suppliers
• Identification of the site	●		●			
• Case			●			
Outdoor/Indoor Pictures						
Interior plan						
Compliance with guidelines						
business plan						
• RC-PMO	●		●			
• Validation of project viability	●	●	●	●		
• Application Guidelines				●	●	
• Compliance				●	●	
• Validation of the implementation				●	●	
• APS				●	●	
• Validation of the project/modifications		●		●	●	
• Orders					●	
Technical visit						●
Furniture						●
Screen						●
Color & trim						●
• Order validation						●
• Installation date validation						●

- Validation
- Responsibility

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
Travaux préparatoires extérieurs et intérieurs		
- Passage of the external power supply -----	●	
- Production of the concrete block for the totem pole -----	●	
- Painting the walls of the showroom -----	●	
- Removal of the facade sign -----	●	
- Removal or replacement of the strip (cladding) -----	●	
- Update of existing lighting -----	●	
Composantes extérieures		
- Installation of flags -----		●
- Installation of the totem or the mini totem -----		●
- Installation of the new facade sign -----		●
- Floor marking of the Alpine exhibition area -----	●	
- Installing the Alpine Service Plate -----		●
Composantes intérieures		
- Fresco update -----		●
- Material update of merchandising furniture -----		●
- Crafting table material update -----		●
- Illuminated sign -----		●
- Customer area carpet -----		●
- Furniture of the sales area (table and armchairs) -----		●
- Configuration furniture and showcase derived objects -----		●
- Adjustment of the lighting on the fresco and the vehicles -----		●
- Price display -----		●
- IT Hardware Installation -----		●
- Merchandising order (via Alpine) -----		●

General process

The table opposite shows the main phases of the typical process of setting up an Alpine Corner in a Renault Store showroom.

Description of steps for installation

- The administrative procedures are managed by the Concessionaire and its Architect.
- As soon as the site is selected, the suppliers of the Alpine network contact the Dealer to arrange a technical visit.
- The suppliers of the Alpine network communicate the CCTP (Cahier des Clauses Techniques Specifications) which defines the technical conditions to be put in place for the installation of the Alpine Corner: interior and exterior 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 Concessionaire with the support of the Alpine network suppliers (Back-Office).
- The installation of the Alpine Corner is managed by the suppliers of the Alpine network (interior and outside).
- The suppliers of the Alpine network invoice the Dealer directly for their services.
- A documented report of any reservations must be drawn up with each delivery and during the installation of the Alpine Corner.

Appendices:

All the technical specificities of the components are recorded in a technical specification guidelines available on the Brand Store platform.

An application guidelines for exterior and interior components is available on the Brand Store platform.

Thank you