

ALPINE

Alpine centre showrooms

June 2018

introduction

This document presents the main principles governing the identification and installation of Alpine centres.

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what is the purpose of this document?

A presentation of Alpine showrooms

This guide presents the Alpine showroom in its standard configuration then in the different configurations that are possible when adapted to implementation on various types of sites.

The customer journeys explained

Control over the customer journey forms the basis upon which Alpine centres are organized.

The guide provides the opportunity to explore Alpine showrooms from a subjective point of view.

Layout rules

The guide describes the rules of application for the components of Alpine centres: parking areas, identification of facades, showroom furnishings, etc.

It defines a general framework intended to facilitate implementation across the dealer network and meet the diversity of cases encountered.

1

presentation of the concept

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Alpine centres, a clear statement of our heritage



Ever since our beginnings in the Alps, Alpine's values and know-how have been instrumental in defining a special relationship between driver, machine and the environment.

"I chose the name Alpine because for me this adjective evokes the pleasure of driving on mountain roads." Jean Rédélé, founder of Alpine.

The Alpine showroom offers the customer the promise of a physical and digital experience of a modern, premium-segment motorsports brand.

The Alpine centre is a means of fostering a culture that matches the loyalty of customers to this legendary brand. The centre is furnished in a way which reflects the history and the heritage of the Alpine brand, thus establishing a bridge between the past and the present while adopting a contemporary visual language.

the Alpine showroom facade



discovering the Alpine showroom

exterior view



discovering the Alpine showroom

general view from the entrance



discovering the Alpine showroom

general view from the rear



discovering the Alpine showroom

the rear wall and the illuminated sign



discovering the Alpine showroom

the vehicle display area



2

the customer journeys

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the customer journeys

The Alpine centre creates coherent customer journeys inside and outside the showroom which meet the needs of different site configurations.

an exterior journey that is common to all customers

The goal is to ensure that all customers go through the showroom, whatever their needs may be.

The Alpine showroom is the central element of each customer journey.

differentiated interior journeys

Inside the showroom, the customers follow specific journeys, and are welcomed and taken care of by the Alpine Advisor who is the key element of the system.

exterior journey
all customers



To directly access a journey, click on the title.

interior journey
Sales customer

interior journey
Delivery customer

interior journey
After-Sales customer

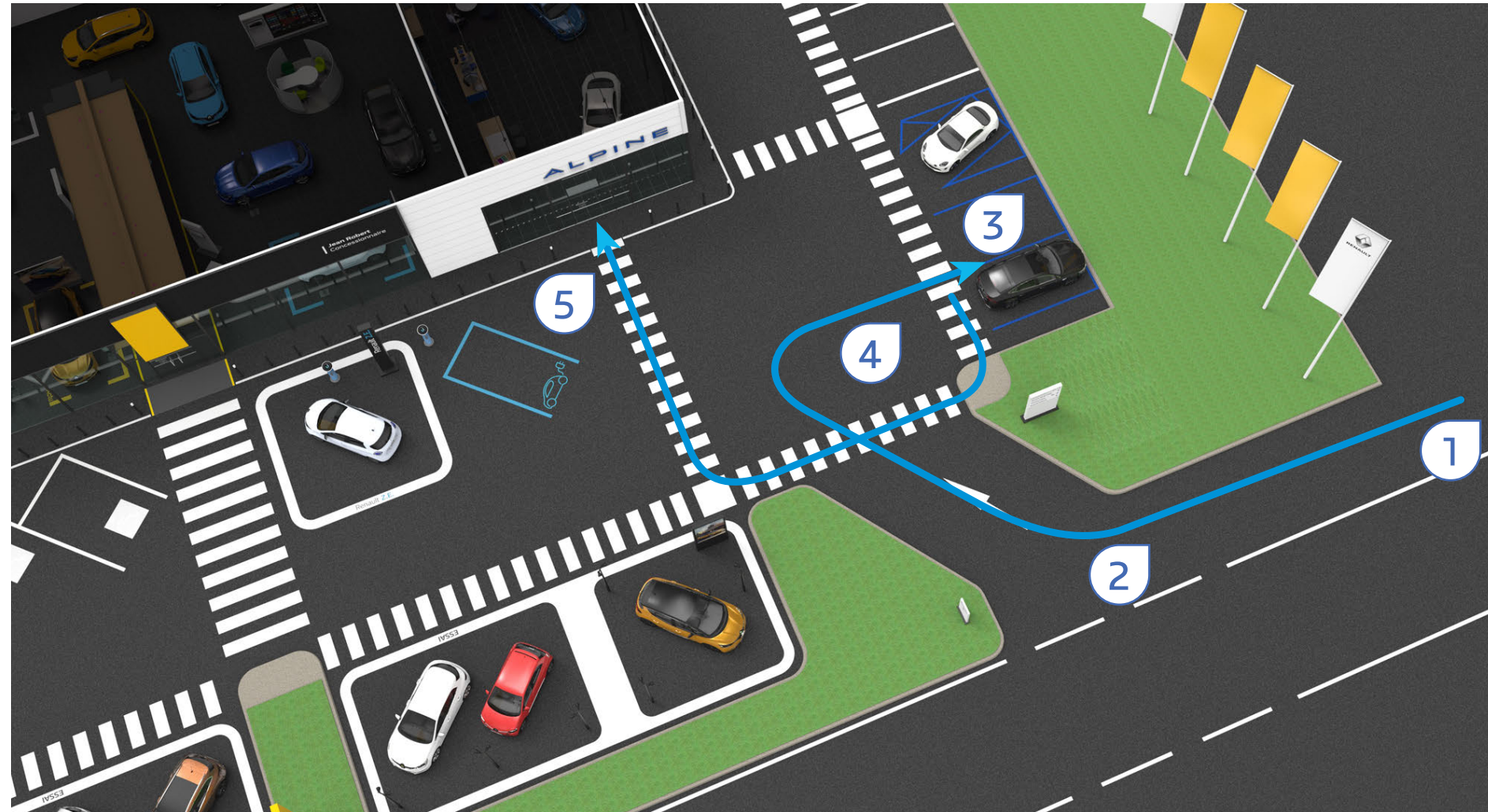
the exterior journey: all customers les steps

The site is identified by the Alpine signatures on the facades of the showroom.

When approaching the site, Alpine customers are able to determine where the showroom is positioned and see where the dedicated parking spaces are located.

They park their vehicle next to the Test drive zone.

From there, they make their way to the showroom entrance by following the protected walkways.



the exterior journey: all customers

what the customer sees



1

identification of the site

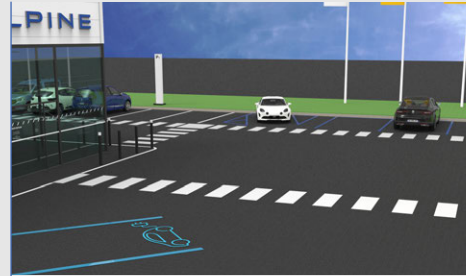
The customer identifies the Alpine site thanks to the signage on the facades.



2

the entrance to the site

On approaching the site, customers are guided towards the Alpine showroom and the adjoining dedicated parking area.



3

the Alpine customer parking area

The parking area reserved for Alpine customers is clearly identified.
The dedicated parking spaces are located close to the Test drive zone.



4

the Alpine facade

The Alpine illuminated lettering is present on the facades of the showroom.
The main facade and side facade feature markings of identical size.



5

entering the showroom

The customer is guided towards the entrance of the Alpine showroom.
The adhesive markings on the showroom windows reinforce brand recognition.

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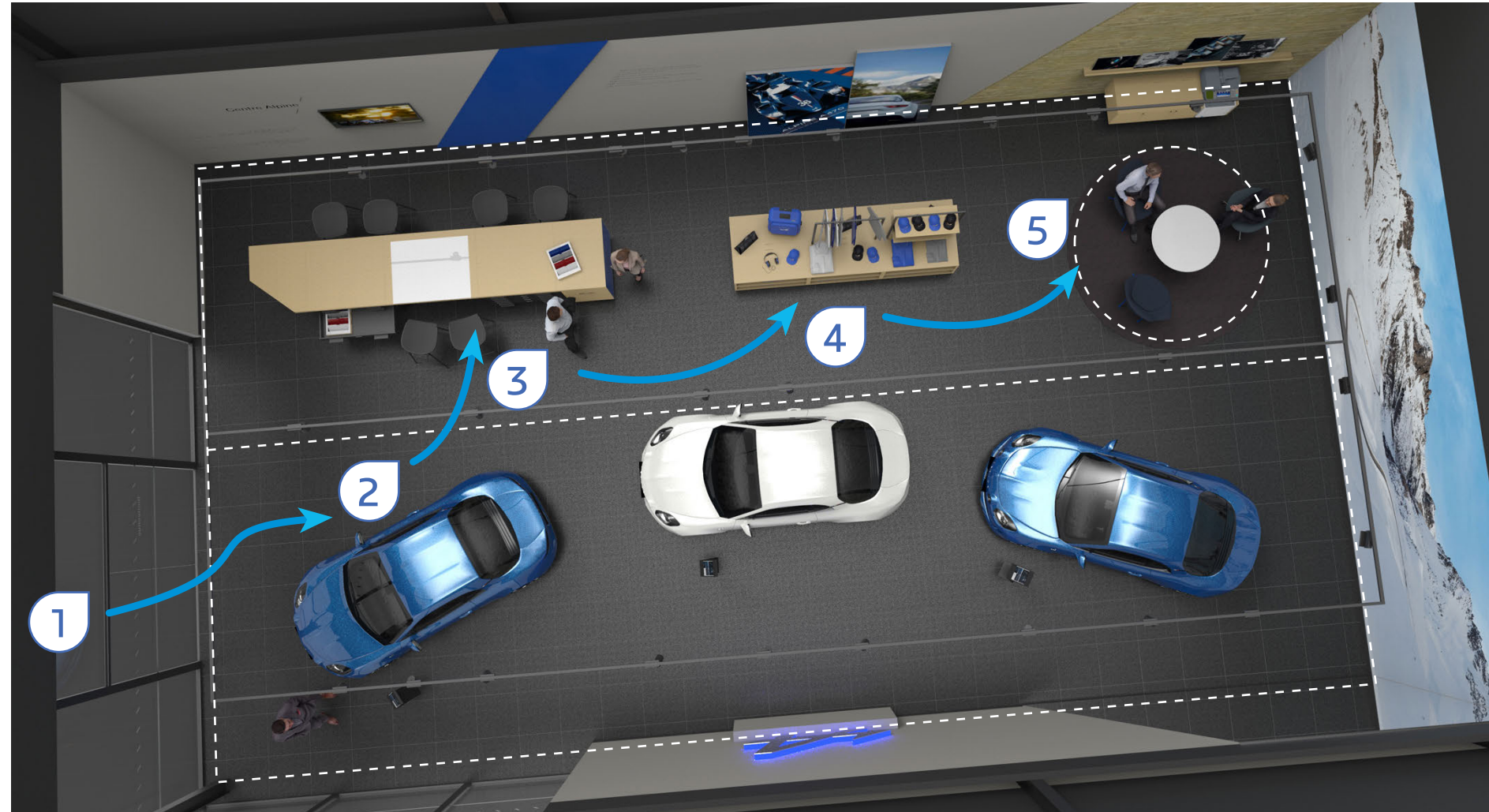


the interior journey: sales customer the steps

The sales customer enters the showroom, discovering the vehicles on display to the right, with the configuration table on the left.

The clear organization of the showroom makes it easy to identify the different areas available to the customer (to discover).

The customer may choose to find out more the universe of the Alpine brand on his or her own or to obtain information about products or services by approaching the Alpine advisor.



the interior journey: sales customer

what the customer sees



1

entering the showroom

From outside, facing the entrance door, the customer will see the vehicles on display.



2

the vehicles on display

The vehicles are arranged carefully in a circular arc, highlighted by the mountain image in the background.



3

the configuration table

In the lefthand part of the showroom, the first visual elements of the brand are visible to the customer.

The configuration table accommodates samples of vehicle colours and materials. A screen can be used to view the results of the configuration.



4

the merchandising

The merchandising represents the Alpine universe by consolidating the brand's reputation and helping to build an image that is in tune with the times.



5

the office area

The sales advisor office area allows the customer to be received in comfort.

Here, all the information the customer may need can easily be made available.

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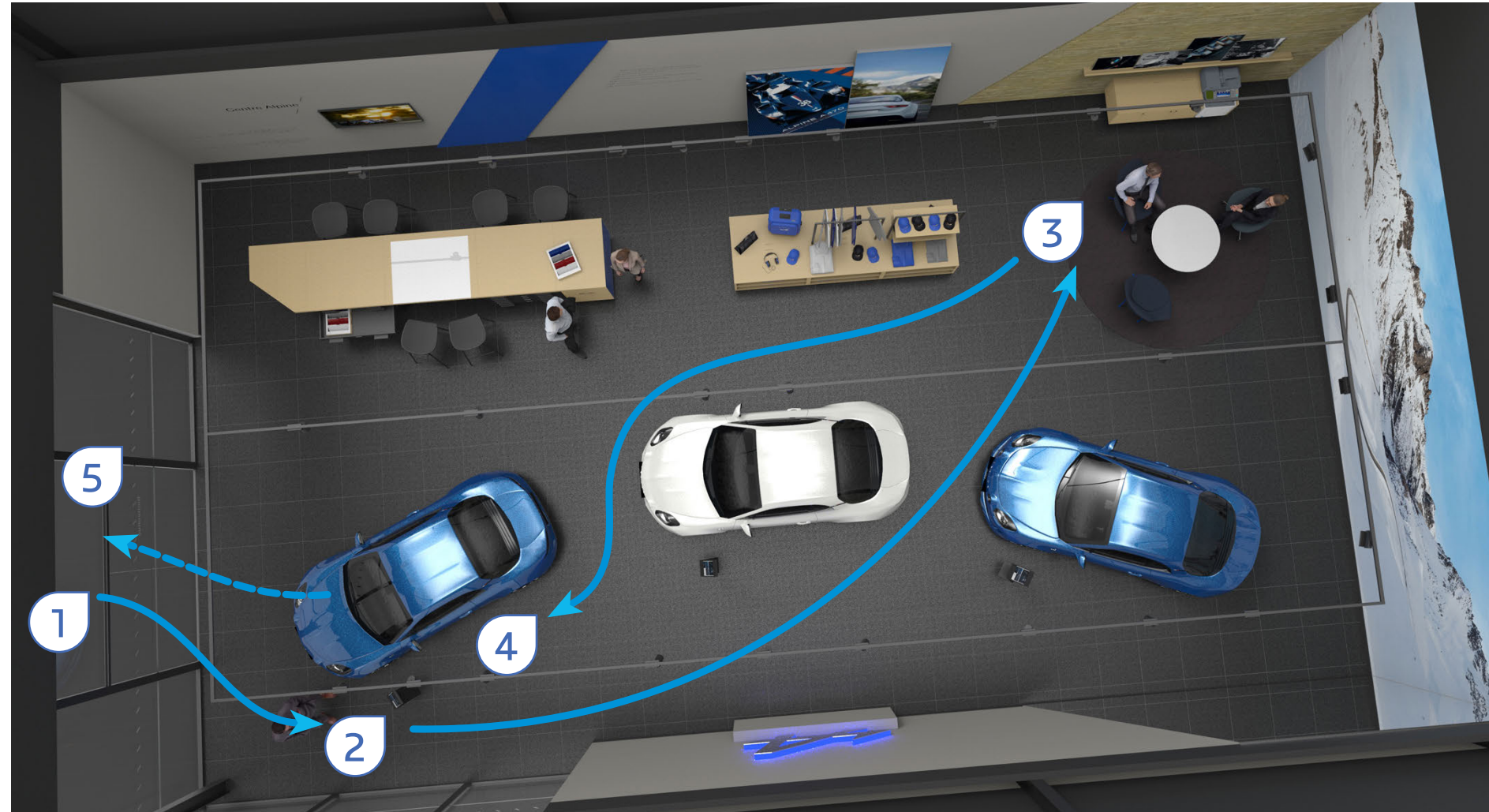
the interior journey: delivery customer the steps

The vehicle must **absolutely** be delivered to the customer in the showroom, with the vehicle to be delivered being positioned facing the entrance by which the customer will arrive.

The customer passes in front of his or her vehicle and goes to the Alpine office area to be received by the Alpine advisor.

The advisor hands over the administrative documents then accompanies the customer to his or her vehicle for the "handover".

When the handover is complete, the customer leaves the showroom driving his or her new Alpine.



the interior journey: delivery customer

what the customer sees



1

entering the showroom

The customer sees his or her vehicle immediately upon entering the showroom.



2

the customer's vehicle

This is a particularly special moment for the customer when he or she will discover his or her new vehicle.



3

the administrative formalities

The customer is greeted by the Alpine advisor who takes care of the administrative formalities and hands over the documents to the vehicle.



4

the handover

The advisor accompanies the customer to his or her vehicle. Together, they take a tour of the vehicle and the advisor then invites to customer to get behind the wheel.



5

leaving the showroom

Once the handover is complete, the advisor opens the door to the showroom allowing the customer to drive off in his or her new vehicle.

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the After-Sales customer journey

the steps

The customer goes to his or her Alpine centre to have his or her vehicle serviced.

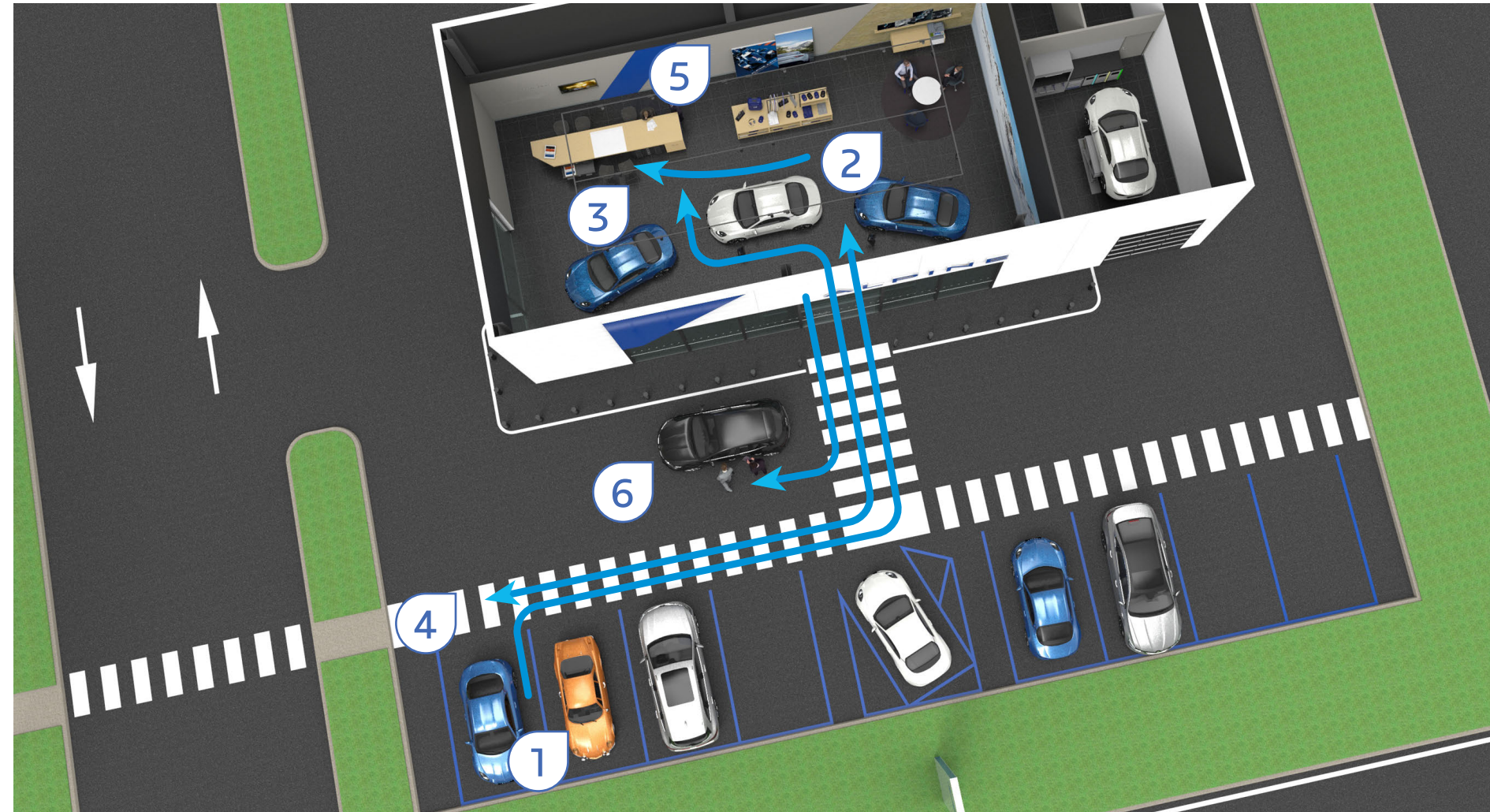
They are greeted by the advisor who asks him or her to come to the configuration table to prepare the documentation.

The Alpine technician is called.

The technician joins the customer at the configuration table and offers to take a tour of the vehicle together.

The technician confirms the diagnosis so that the advisor can take care of the administrative formalities and offer the customer an alternative mobility solution.

The Alpine advisor accompanies the customer to the courtesy or replacement vehicle provided.



the After-Sales customer journey

what the customer sees - 1



1

entering the showroom

The customer enters the showroom: he or she has an appointment to have his or her vehicle serviced.

The Alpine advisor welcomes the customer.



2

reception by the advisor

Where it is a matter of After-Sales for the vehicle, the advisor invites the customer to the configuration table and offers him or her a coffee.

The Alpine advisor calls the Alpine technician.



3

arrival of the Alpine technician

The technician rejoins them at the configuration table.

He or she is responsible for carrying out an expert assessment of the vehicle's servicing needs.



4

the tour of the vehicle

The technician invites the customers to take a tour of the vehicle together.



5

the administrative formalities

The customer and technician return to the advisor. The technician confirms the diagnosis.

The advisor formalizes the quote for servicing of the vehicle and submits it to the customer for approval.

the After-Sales customer journey

what the customer sees - 2



6

the mobility solutions

The sales advisor offers the customer a solution to keep them mobile.

The customer leaves the showroom, accompanied by the sales advisor to the vehicle provided parked in front of the showroom.



handing back the vehicle

Once the service is complete, the customer is notified that his or her vehicle is ready.

He or she goes to the Alpine centre where he or she received by the advisor who gives him or her the keys to his or her vehicle.

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3

different types of format

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different types of format

from integrated sites to the Alpine Box...

Two formats are available:

- **format A**, corresponding to a showroom integrated into a Renault or multibrand site.
- **format B**, corresponding to an independent showroom.

- 1 format A.
the Alpine showroom integrated into a Renault site
- 2 format A.
the Alpine showroom integrated into a multibrand site
- 3 format B.
the Alpine city-centre showroom
- 4 format B.
the Alpine box

1	2
3	4



the Alpine showroom integrated into a Renault site
the main facade



the Alpine showroom integrated into a Renault site

the entrance to the site



the Alpine showroom integrated into a Renault site
the entrance to the showroom



the Alpine showroom integrated into a multibrand site
the main facade



the Alpine showroom integrated into a multibrand site
the entrance to the site



the Alpine city-centre showroom

typical facade



the Alpine Box

the main facade



the Alpine Box

the side facade



4

exterior components

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Box Alpine

the components

- 1 Totem (or flag insignia for urban sites)
- 2 Test Drive Zone
- 3 Sail
- 4 Façade insignia
- 5 Display window markings



the totem and the insignia

the identifying elements

Purpose

The totem identifies the Alpine showroom.

How and where are they to be installed?

The totem is, preferably, installed in line with the showroom entrance.

Technical details

Dimensions: h.6,500 x w.1,400 x th.200 mm.

Panel in metallic grey lacquered aluminium.

Alpine emblem in Blue & White backlit PMMA.

Supplier

Rousseau



the flag insignia

the identifying elements

Purpose

The flag insignia is reserved for use on urban sites.

How and where is it to be installed?

The insignia is, preferably, positioned on the lefthand side of the showroom facade.

Technical details

Dimensions: w.800 x h.550 x th.100 mm.
Panel in metallic grey lacquered aluminium.
Alpine emblem in Blue & White backlit PMMA.

Supplier

Rousseau



the Test drive zone

Purpose

This exterior zone is used to present a vehicle for test drive in front of the main facade of the site.

How and where is it to be installed?

This zone is preferably located in line with the entrance door.

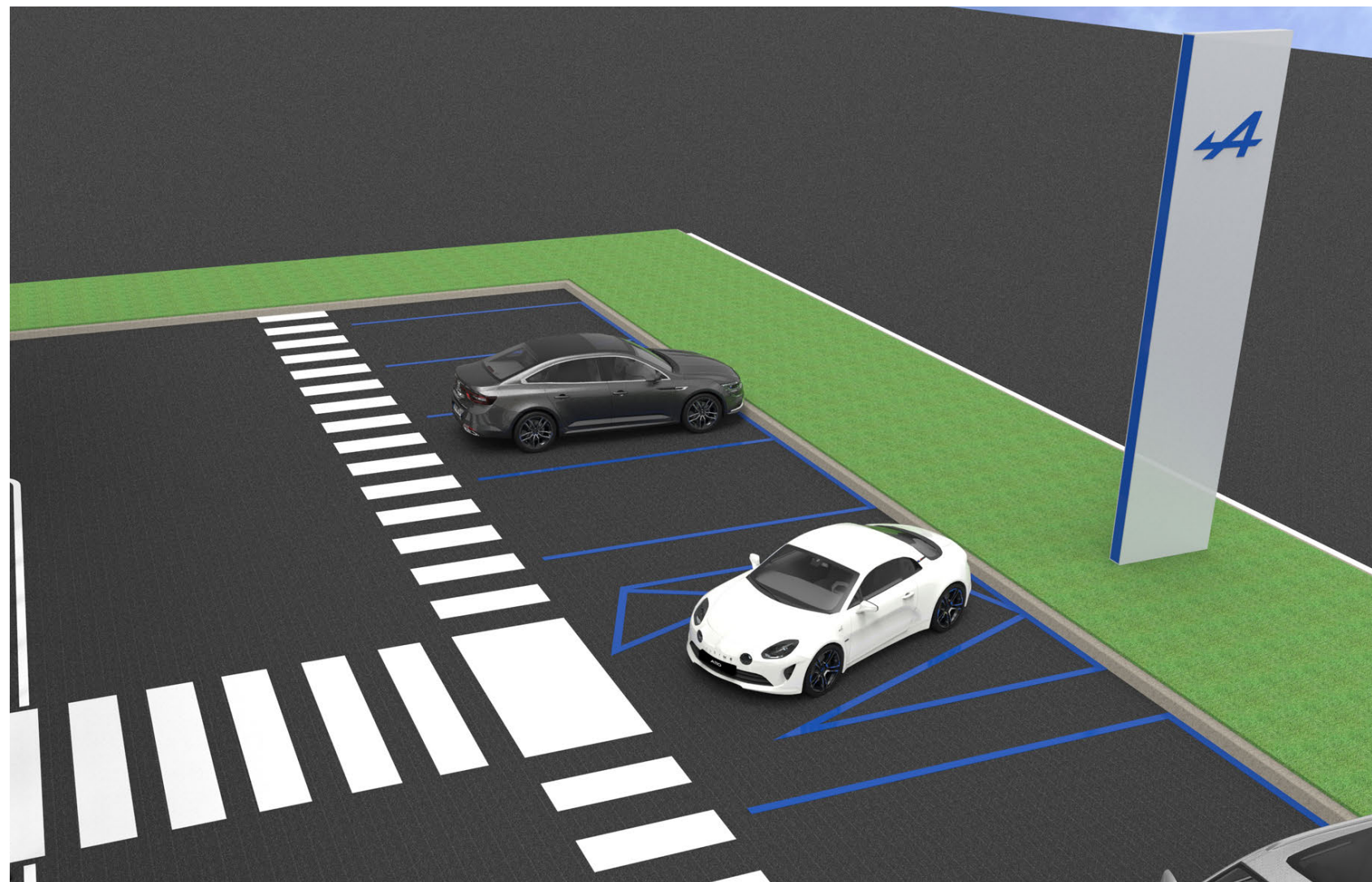
It is marked out with blue ground markings.

Technical details

Ground markings are made in bicomponent epoxy paint.

Execution

Local company appointed as partner by the dealer.



the sail

Purpose

The element helps to identify the Alpine showroom.

It is reserved exclusively for use on Alpine Boxes.

How and where is it to be installed?

The sail is installed on the main facade.
It is aligned with the lefthand edge of the display window.

Technical details

3 models:

> h.3,000 x w.3,200 x th.40 mm

> h.4,000 x w.4,267 x th.40 mm

> h.6,000 x w.6,400 x th.40 mm

Printed canvas mounted on an aluminium profile frame.

Supplier

Rousseau



the facade insignia

Purpose

The word Alpine is used as the signature on the facades of the showroom.

How and where is it to be installed?

The word Alpine is aligned with the righthand side of the display window.
A second instance of the Alpine wording may be installed on the side facade (even when there is no display window).

Technical details

4 models:

- > h.360 x w.4,000 x th.75 mm
- > h.500 x w.5,555 x th.75 mm
- > h.800 x w.8,888 x th.75 mm
- > h.1000 x w.11,110 x th. 75 mm

Backlit box letters in Blue & White PMMA. Edges in metallic grey lacquered aluminium.

Supplier

Rousseau



the display window markings

Purpose

The display window markings are designed to meet a legal constraint that requires that the glazed sections of showroom facades be made visible.

How and where are they to be installed?

These markings are to be affixed to all the glazed sections of the showroom, both doors and fixed glazing.

Technical details

Matt white adhesive cut out and affixed to the inside of the showroom.

Réalisation

Local company appointed as partner by the dealer.



5

interior components

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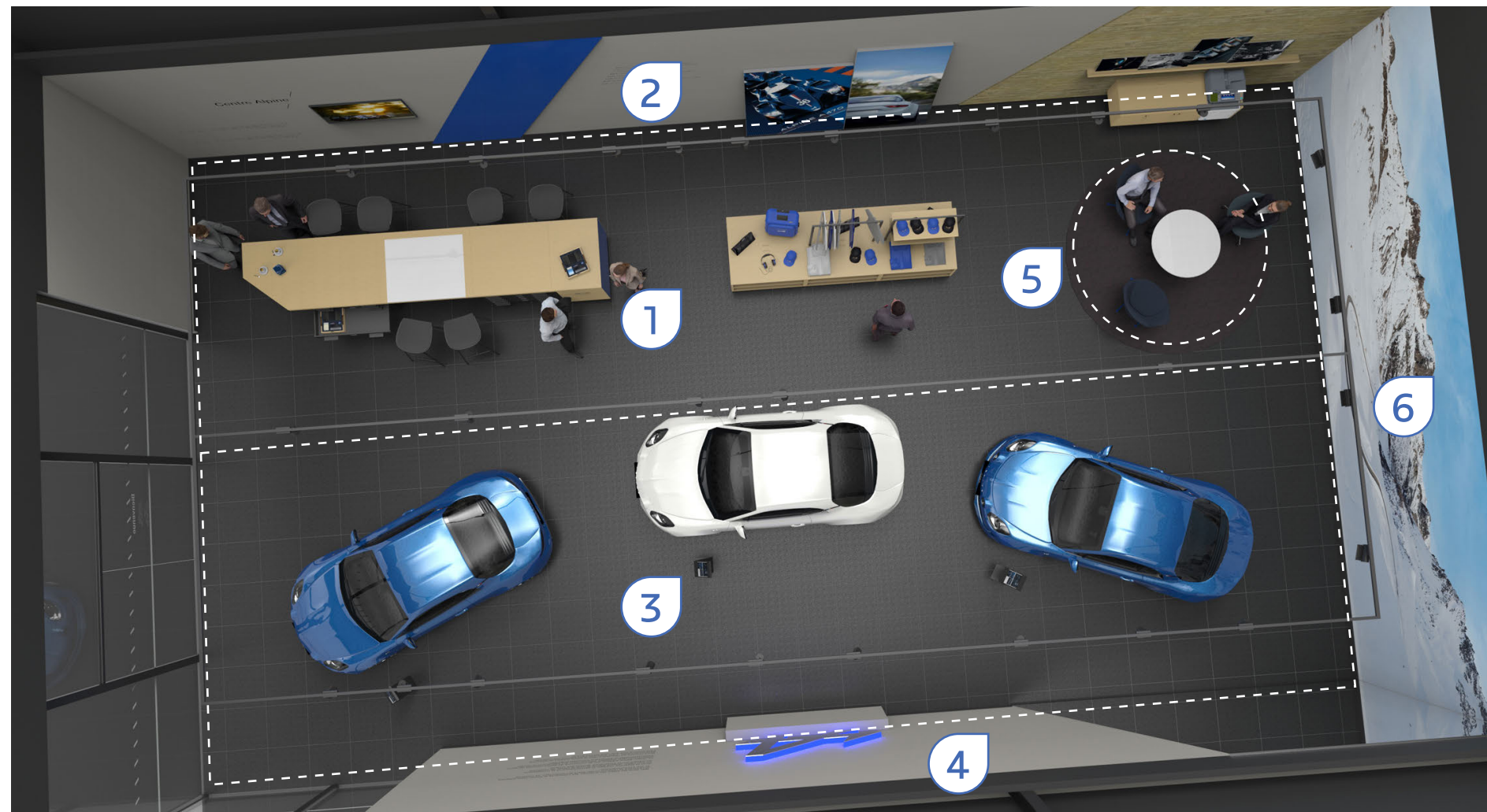


the Alpine showroom

general organization

the components

- 1 Customer zone
- 2 Customer zone wall
- 3 Product zone
- 4 Product zone wall
- 5 Advisor Office area
- 6 Mountain image



the Customer zone wall

the configurations

standard configuration

When the customer enters the showroom, on the left, he or she finds the Customer zone, comprised of elements on the wall and furnishing arranged in a specific order.

showroom
entrance



inverted configuration

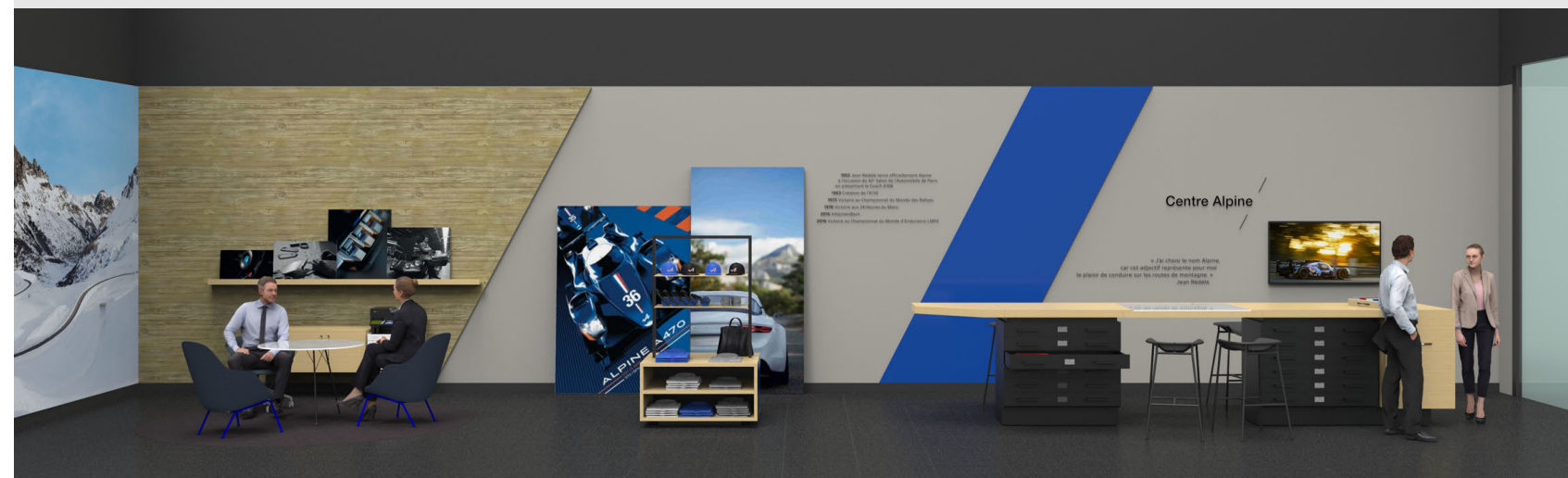
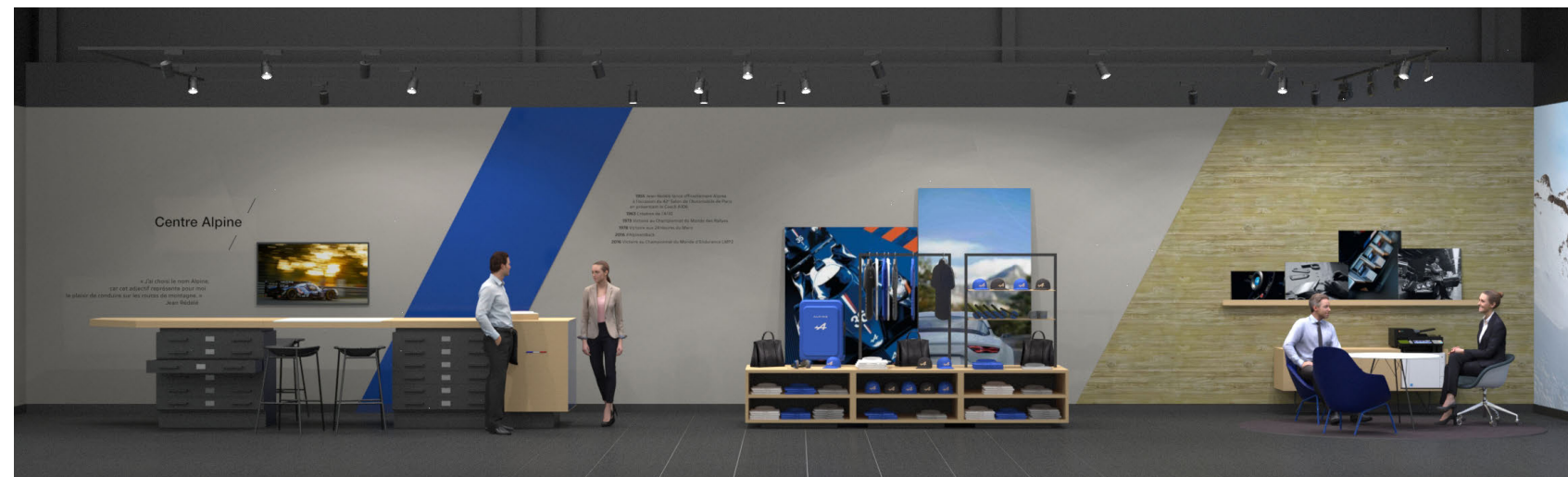
When the glazed facade is located to the left of the showroom entrance, it is possible to install the wall of the Customer zone in an inverted configuration, so it is then positioned to the right of the entrance.

In this case, the “slash” is still positioned in the same direction, with the other elements being adapted to the alternative configuration.

- 1 standard configuration
- 2 inverted configuration

1

2



showroom
entrance



the Product zone wall the configurations

standard configuration

When the customer enters the showroom, on the right, he or she finds the Product zone, comprised of elements on the wall and vehicles, the front of which are also pointed towards the entrance.

showroom
entrance



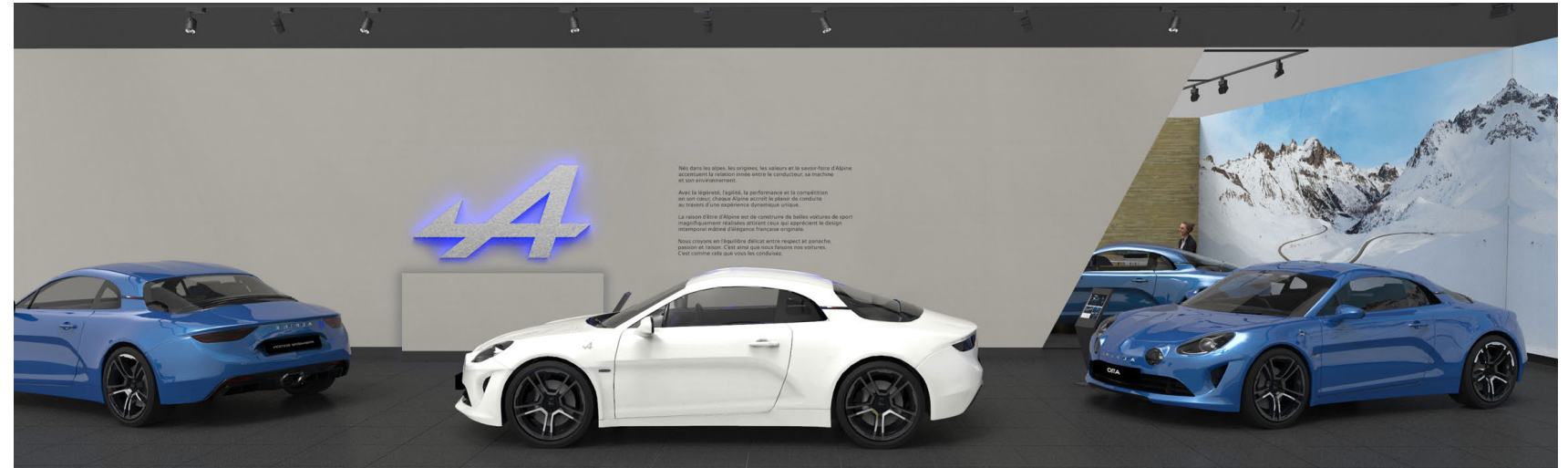
inverted configuration

When the glazed facade is located to the left of the showroom entrance, the wall of the Product zone is installed in an inverted configuration.

The fronts of the vehicles on display remain pointed towards the entrance.

- 1 inverted configuration
- 2 standard configuration

1
2



showroom
entrance

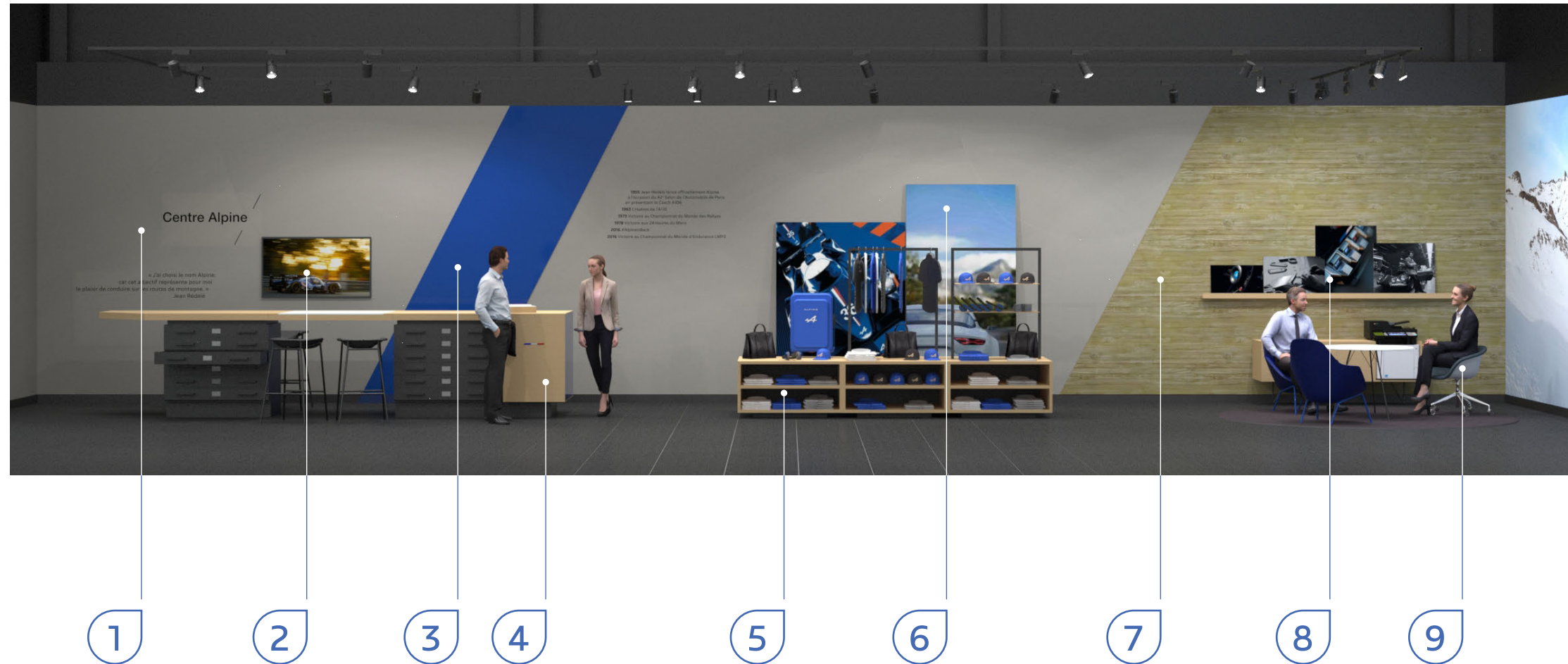


the Customer zone wall

standard configuration

the components

- 1 Communication message
- 2 Configurator screen
- 3 Blue slash
- 4 Configuration table
- 5 Merchandising display unit
- 6 Heritage images
- 7 Plexwood wall cladding
- 8 Office images
- 9 Advisor Office area



the Heritage images

self-supporting element

Purpose

These images serve both to decorate the showroom and divide it up.

How and where are they to be installed?

These communications materials are installed in the “Customer zone” up against the left side wall close to the merchandising cabinet.

Technical details

Images printed on canvas mounted on an aluminium profile frame.

Supplier

Rousseau



reception furniture

armchairs and stools

Purpose

The salesperson's armchair can be distinguished from the customer's armchair in that it has wheels.
The round table is used for finalizing the commercial transaction.

How and where is it to be installed?

The stools are positioned around the configuration table.

The armchairs are arranged around the table in the office area on a round grey carpet of 3.20 m in diameter.

Supplier

Rousseau

- 1 Duna 02 Arper armchair
- 2 Dot Tacchini armchairs
- 3 Chairman Comodo stools
- 4 Arper Meety tables

1

2

3

4



the store cabinet

adaptations

Purpose

This item of furniture is used to present the merchandising for the brand. It has a versatile configuration, made up of different modules that may be combined as required.

How and where are they to be installed?

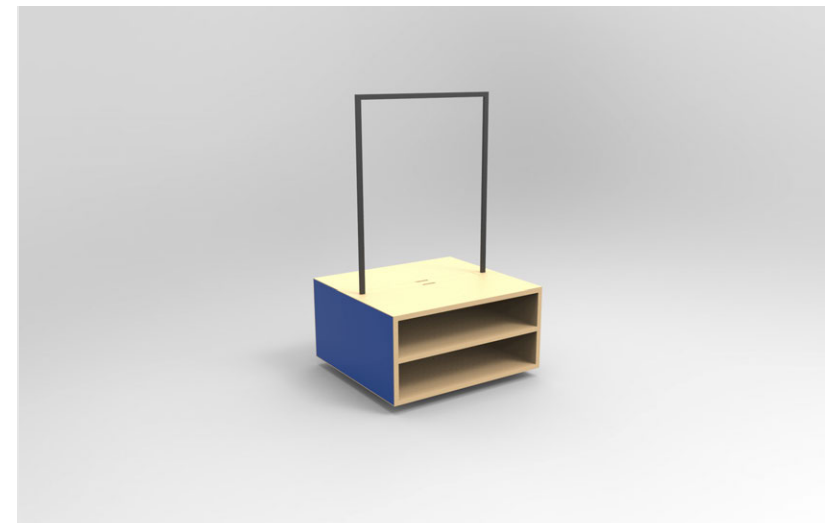
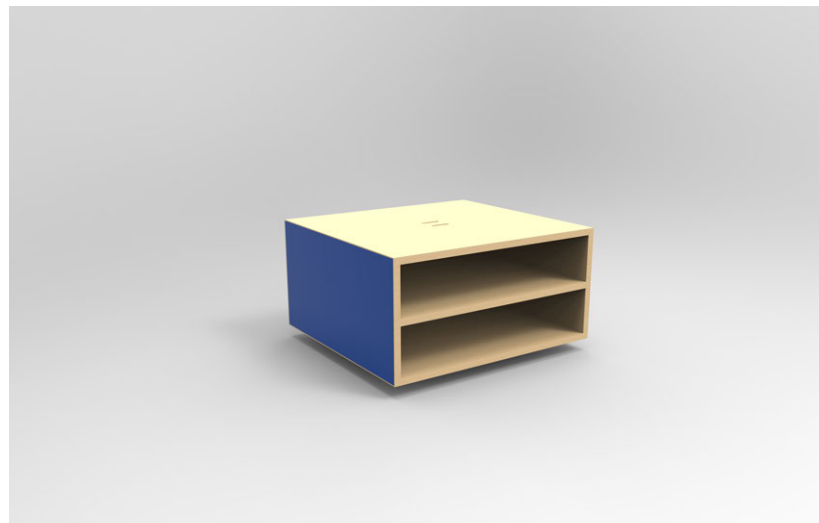
This item of furniture is installed in the customer zone of the showroom between the configuration table and the office area.

Supplier

Rousseau

- 1 base module
- 2 modules with metal support frame
- 3 modules with metal support frame and shelves
- 4 combination of 3 modules

1	2
3	4



the office cabinet

with printer

Purpose

This item of furniture provides the salesperson with storage space. It has a built-in printer.

How and where is it to be installed?

This item of furniture is built into the Plexwood wall in the office area so it can be easily accessed by the advisor.

Supplier

Rousseau



the configuration table

with one drawer unit

Purpose

The configuration table is the central element for interaction between the customer and the advisor.

It is also where the configuration of the vehicle is determined. It accommodates sample trays presenting different versions of the vehicle, which can be highlighted by presentation on the central section of the table in white Corian.

Part of the cabinet is also used for storing the coffee machine.

How and where is it to be installed?

The configuration table is installed facing towards the vehicles on display, with the diagonal cut-off pointing towards the showroom entrance.

Supplier

Rousseau



the configuration table

with two drawer units

Purpose

There are two versions of the configuration table:

- the short version with one drawer unit, suitable for small surface areas,
- the long version with two drawer units, shown opposite.

Supplier

Rousseau



the material samples tray

Purpose

The colour and material samples allow the customer to experience (by look and by touch) the bodywork colours and interior finishing trims available on the different versions.

How and where are they to be installed?

The colour and material samples are carefully arranged on the trays which are placed in the drawers of the configuration table.

Supplier

Survival



the price display module

Purpose

The price display module incorporates the vehicle description sheet with information on the configuration options along with the prices.

How and where is it to be installed?

The price display module is always positioned close to the left front wheel of the vehicle (for lefthand drive vehicles). It should not interfere with opening of the door.

Supplier

Rousseau



the Product zone wall

variant with full wall

the components

- 1 Mountain image
- 2 Mirror wall cladding
- 3 Grey wall
- 4 Illuminated insignia
- 5 Manifesto



Mirror wall

Purpose

The mirror wall cladding makes the showroom appear large by extending the reflection of the mountain onto the product wall.

How and where is it to be installed?

The mirror is installed on the product wall adjoining the rear wall.

Technical details

Cladding in clear glass of a thickness of 6 mm, one piece affixed by adhesive bonding. .

Supplier

Rousseau



illuminated interior insignia

Purpose

The illuminated Alpine insignia is used as the signature for the showroom.

How and where are they to be installed?

It is installed on the grey wall at a distance of 1,100 mm from the ground.
It has an associated console.

Technical details

Dimensions: 1,950 x 950 mm.

Surface in RAL 9006 grey lacquered aluminium.

Edges in light-diffusing blue PMMA with LED backlighting.

Mounting offset from wall.

Supplier

Rousseau



manifesto

Purpose

This text states the concept of the Alpine brand.

How and where is it to be installed?

The text is set out opposite the mirror on the solid section of the grey wall.

It is aligned with the bottom of the interior insignia at 1,100 mm from the ground.

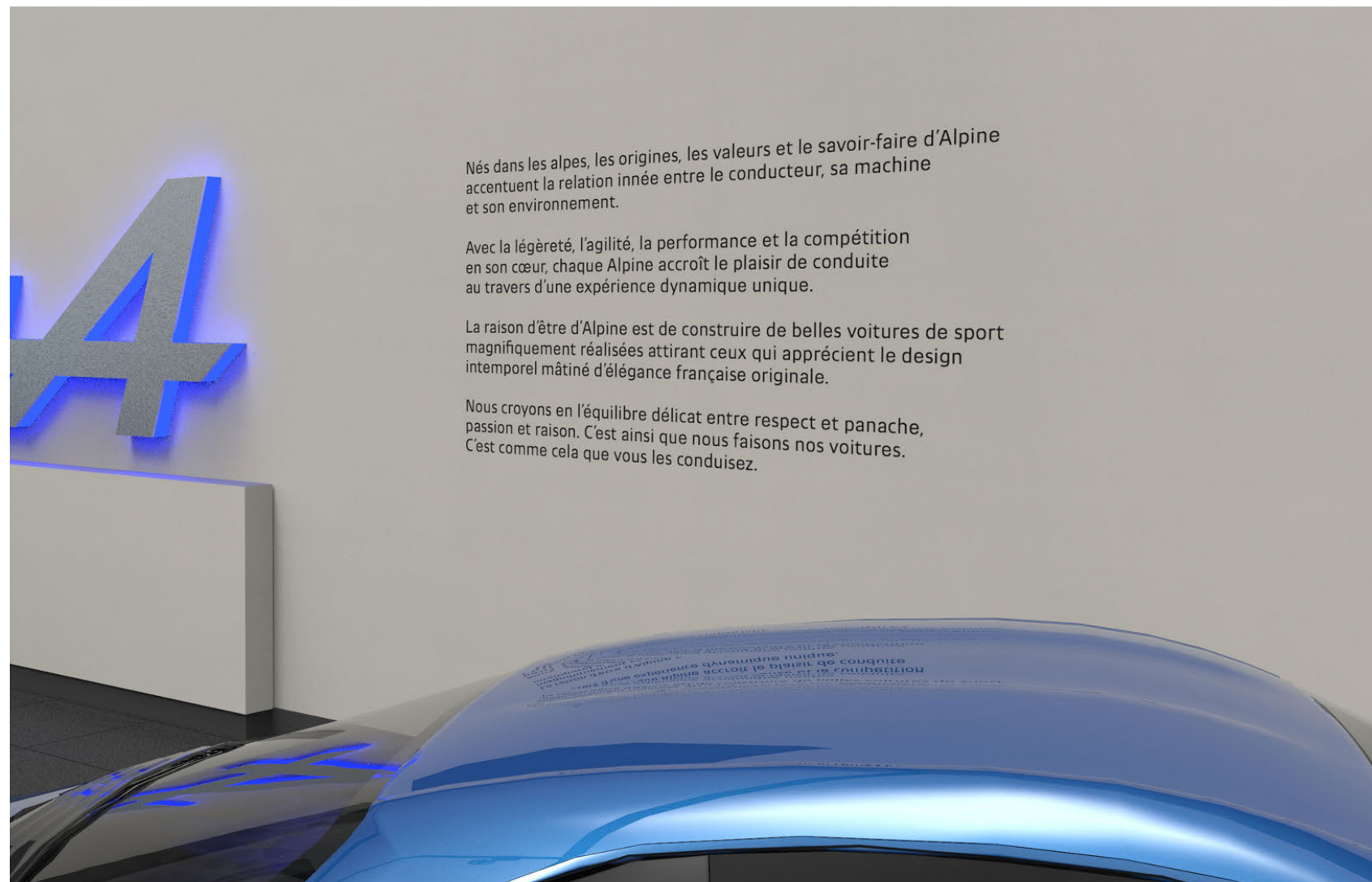
When the showroom has a glazed section at the corner of the facade, this text may be optional.

Technical details

Cut-out letters in black adhesive.

Supplier

Rousseau



the rear wall

the components

1 Mountain image



1

mountain image

Purpose

The mountain image provides a centrepiece for the showroom thanks to its impact and its evocative power.

How and where is it to be installed?

The image takes up the whole of the rear wall except for any doors.

Technical details

Standard height: 3,000 mm

Dimension to length of wall.

Printed polyester fabric mounted on an aluminium profile frame with a natural anodized finish.

Supplier

Rousseau



the lighting

Purpose

The lighting highlights the vehicles on display and the communications elements. It helps to create a warm feel in the Alpine showroom.

How is it to be installed?

The lighting is made up of directionally-adjustable spotlights fixed to rails installed in the showroom ceiling which are also used for the power supply.

Supplier

Rousseau



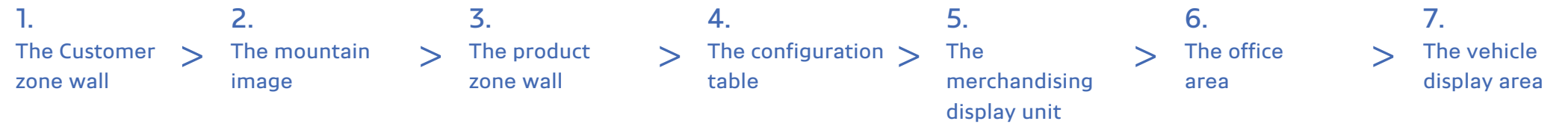
6

installation of the showroom

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basic principles



The Customer zone wall

This wall brings together a collection of images of the brand depicting the past and the future which it has chosen to build.

The mountain image

A powerful visual cue, this emblematic image invites customers to explore the showroom.

The product zone wall

The Alpine insignia is used as the signature for the showroom while the mirror makes the space feel larger.

The configuration table

The colour and material samples stored in the drawers used in combination with the screen located on the wall allow the vehicle to be configured to the customer's tastes.

The merchandising display unit

Representative of the brand's values, a selection of goodies are available to customers who wish to show their loyalty to the brand.

The office area

All commercial and administrative documents are made available to the customer in a welcoming and more private area.

The vehicle display area

The vehicles are pointed towards the entrance so as to emphasize the bodywork under the effect of perfectly managed lighting.

the Customer zone wall

How?

This wall is comprised of the following items in successive order:

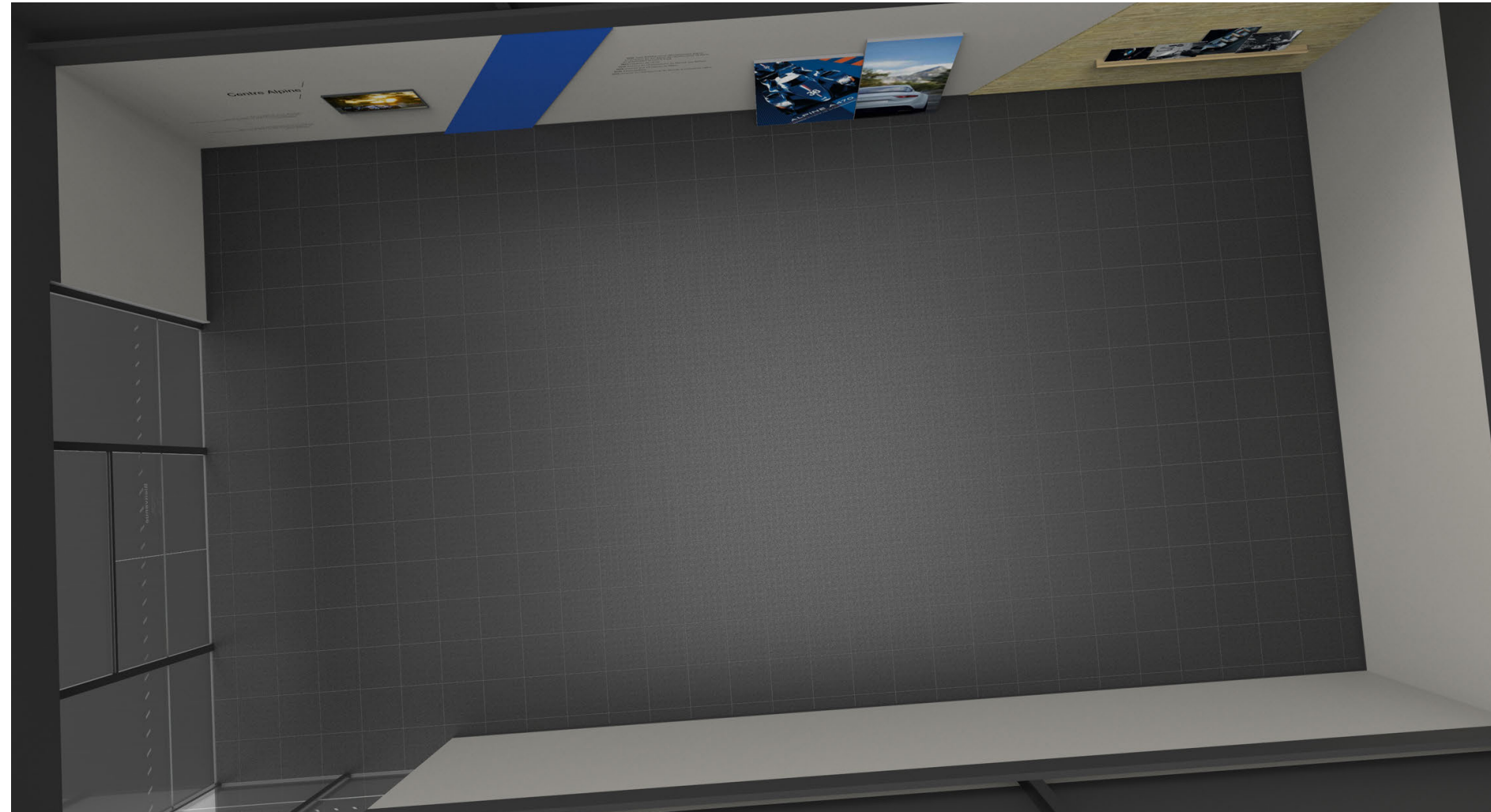
- the configuration screen,
- the blue "slash",
- the heritage images,
- the Plexwood wall cladding.

Where?

The customer zone wall is preferably located to the left of the showroom entrance.

To be avoided!

Do not change the order of the component elements of this wall.



the mountain image

How?

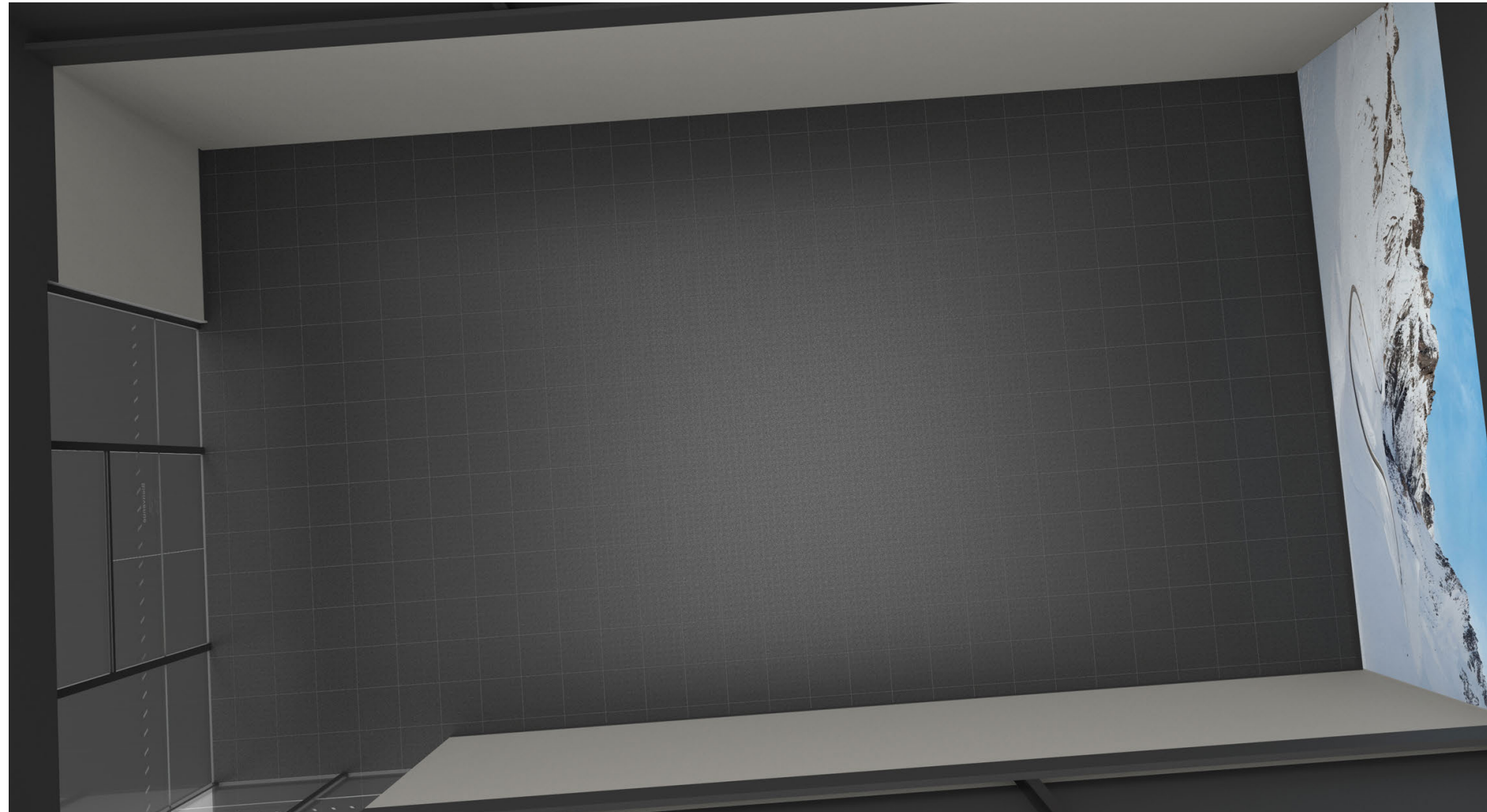
This wall is decorated with the emblematic image of the brand covering its entire surface.

Where?

The image is preferably installed on the rear wall of the showroom. It may be installed on the side wall in the case of a showroom that is very deep front to back.

To be avoided!

Do not break up the image with a door or any other element which might reduce its impact.



the product zone wall

How?

At its centre, this wall incorporates the illuminated interior insignia together with the Alpine brand manifesto.

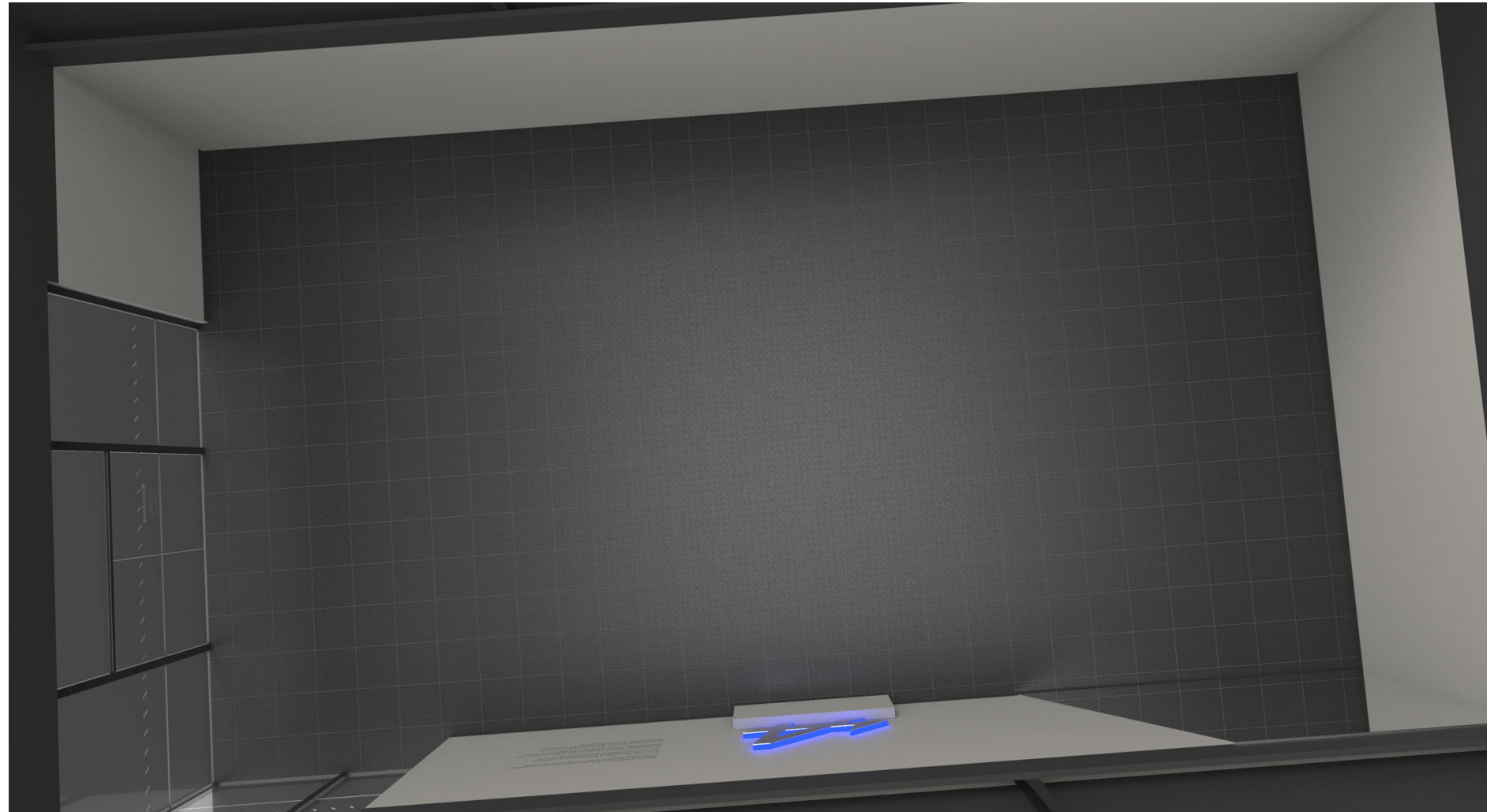
A console is placed below to avoid any accidental contact with the insignia.

Where?

The product zone wall is preferably located to the right of the showroom entrance.

Restrictions

Do not change the orientation of the bevel of the mirror.



the configuration table

How?

This item of furniture is the focal point for discussion and vehicle configuration.

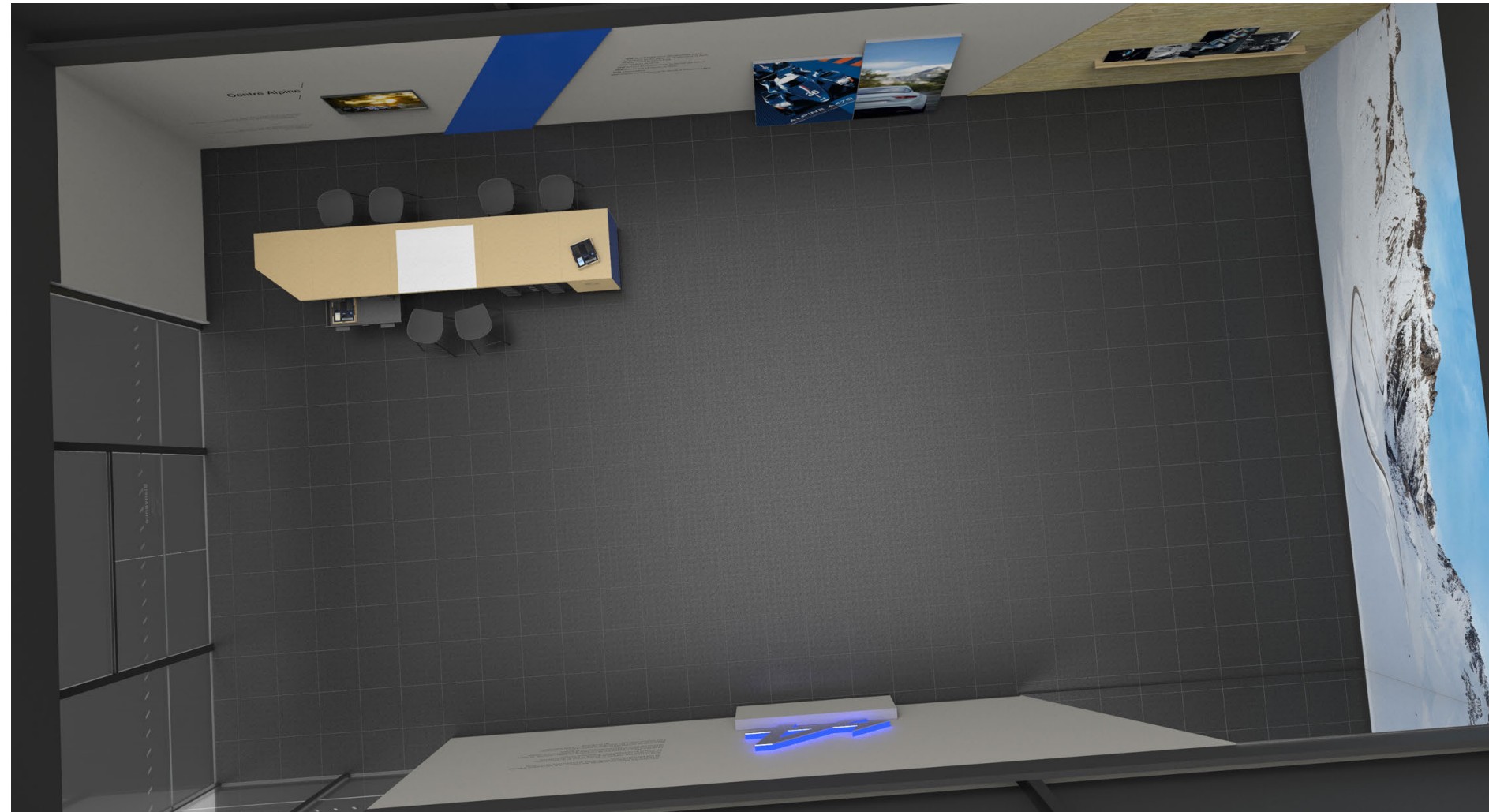
Where?

The configuration table is always installed to the left of the showroom entrance. It is positioned facing the slash and the configuration screen.

Restrictions

Do not change the orientation of the configuration table, the bevelled edge of which should always be pointing towards the entrance door.

Do not change the orientation of the blue slash.



the merchandising display unit

How?

This display unit is modular in order to allow the merchandising for the brand to be presented and highlighted.

1 to 3 elements can be placed together in a line depending on the size of the showroom.

Where?

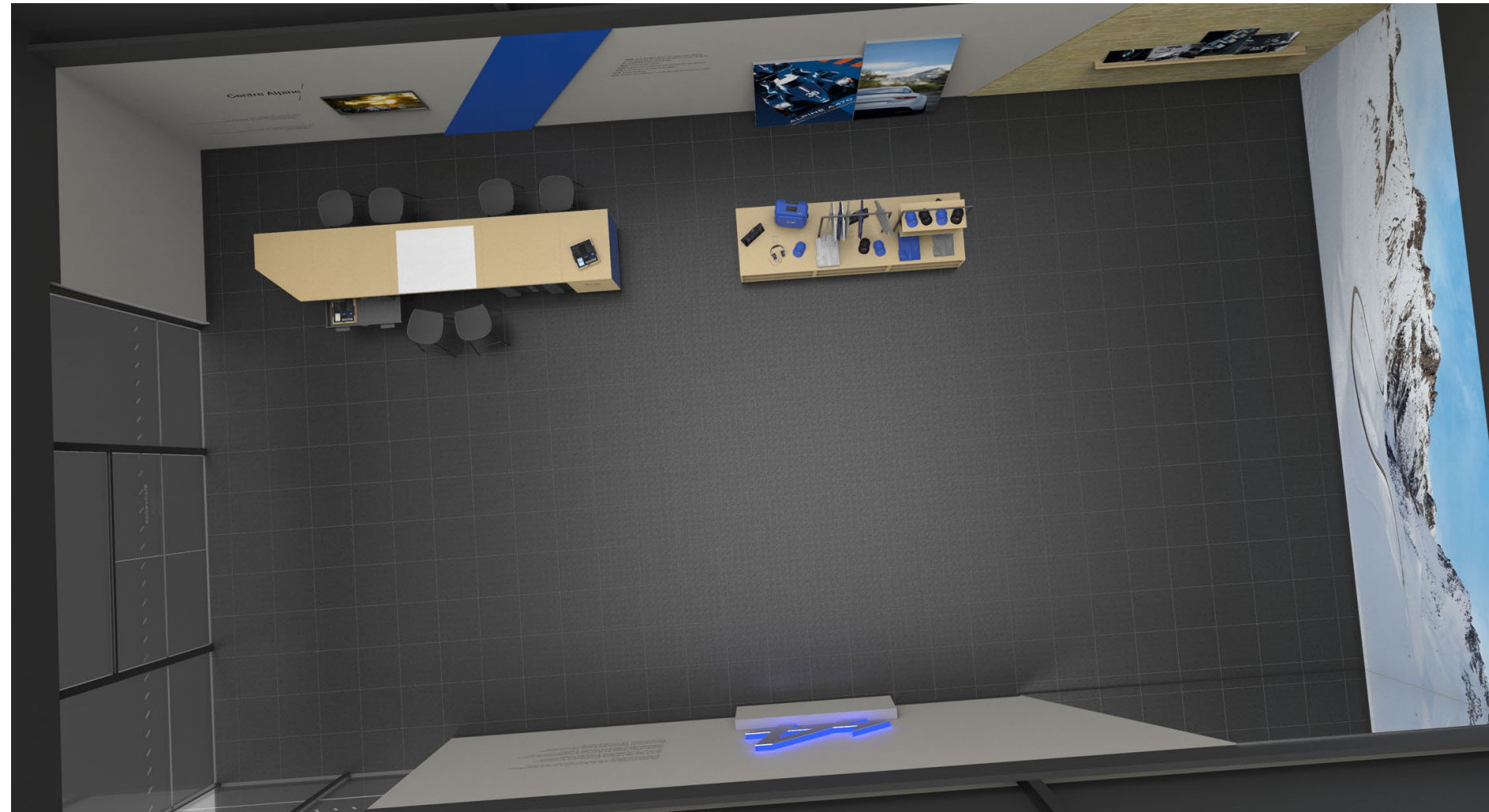
The unit is aligned with the configuration table facing the heritage images (which are placed centrally in relation to the display unit).

The Heritage images are positioned behind this unit.

To be avoided!

Do not leave this unit empty or forget to renew its contents at regular intervals.

Do not separate the elements and spread them out around showroom.



the office area

How?

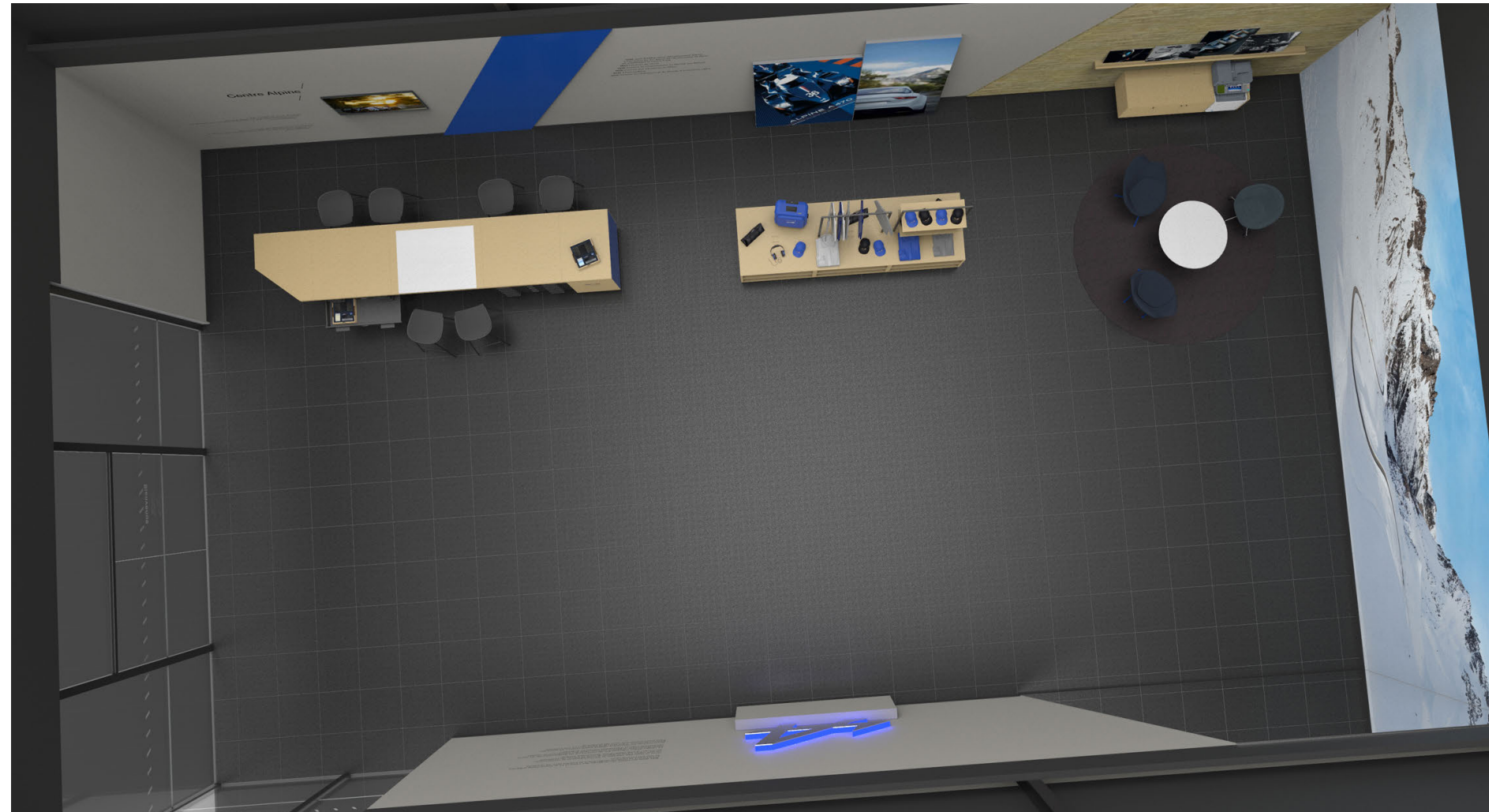
This area is where all the information available to the customer can be found. Placed up against the wall, there is a specific unit with a built-in printer.

Where?

The office area is laid out at the rear of the showroom close to the mountain image.

To be avoided!

Do not change the arrangement of the armchairs, as the sales advisor must sit facing the entrance door to greet customers when they come into the showroom.



the vehicles on display

How?

The vehicles, of which there may be 2 or 3 in number depending on the surface area available, are arranged in a circular arc.

The mountain image is visible behind the vehicles.

Where?

The vehicles are always placed in the foreground of the mountain image.

To be avoided!

Do not position the vehicles with the rear facing towards the entrance door.



7

rules of identification for facades of Alpine Boxes

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the facades of Alpine Boxes

Special feature

It is possible to exert greater control over the facades Alpine boxes compared to those of integrated showrooms to the extent that it is not necessary to manage any co-existence with any other brands.

Reinforced identification

The visual impact of the facades of Alpine Boxes is reinforced by:

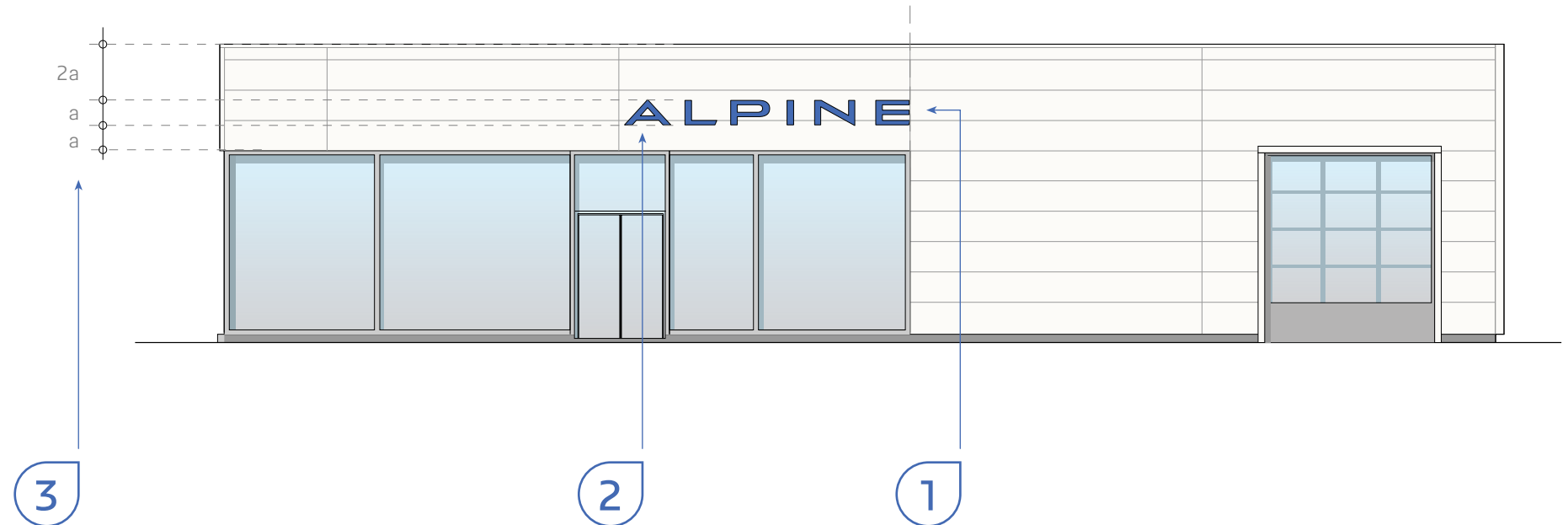
- **facade signatures of larger dimensions,**
- the **presence of blue 'sails'** installed on the main facades to complement the facade signatures.

installation of the signature

proportions

Rules to be observed

- 1 The signature is aligned with the righthand edge of the display window on the main facade.
- 2 The signature is bottom-aligned, positioned at a distance equal to the height of the lettering from the upper edge of the display window.
- 3 The size of the signature is regulated based on a ratio of $\frac{1}{4}$ of the height of the facade with a minimum size of 360 mm.

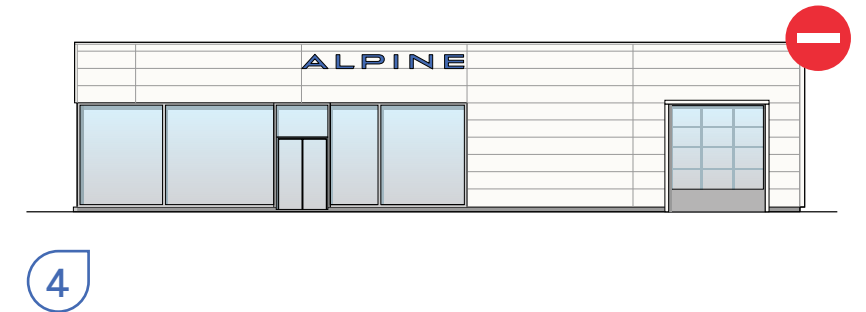
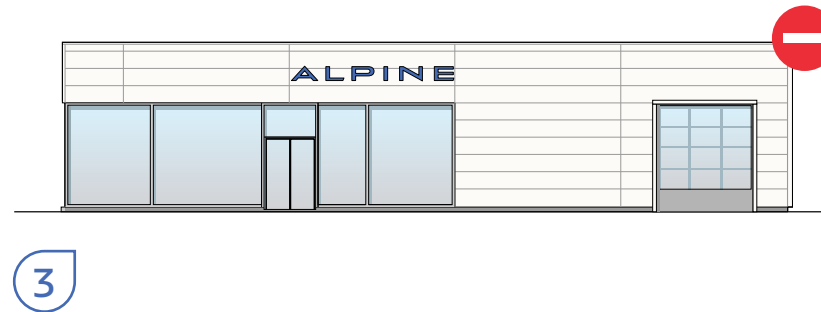
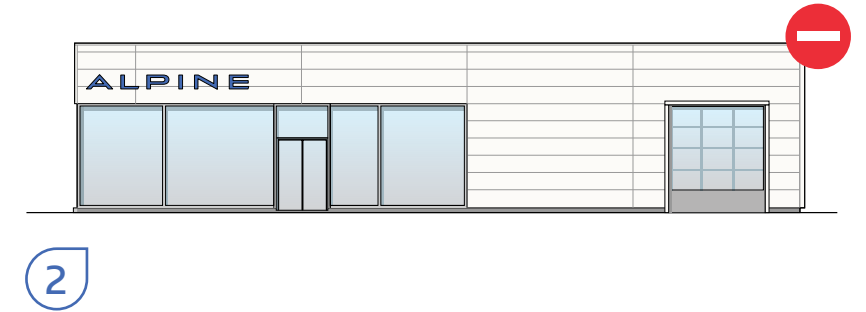
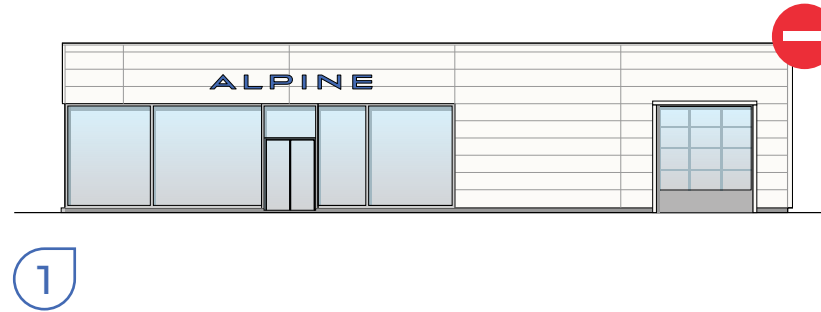


installation of the signature

limits of use

To be avoided

- 1 Do not centre the signature over the entrance.
- 2 Do not align the signature with the lefthand edge of the main facade.
- 3 Do not centre the signature horizontally on the frontage.
- 4 Do not top-align the signature.

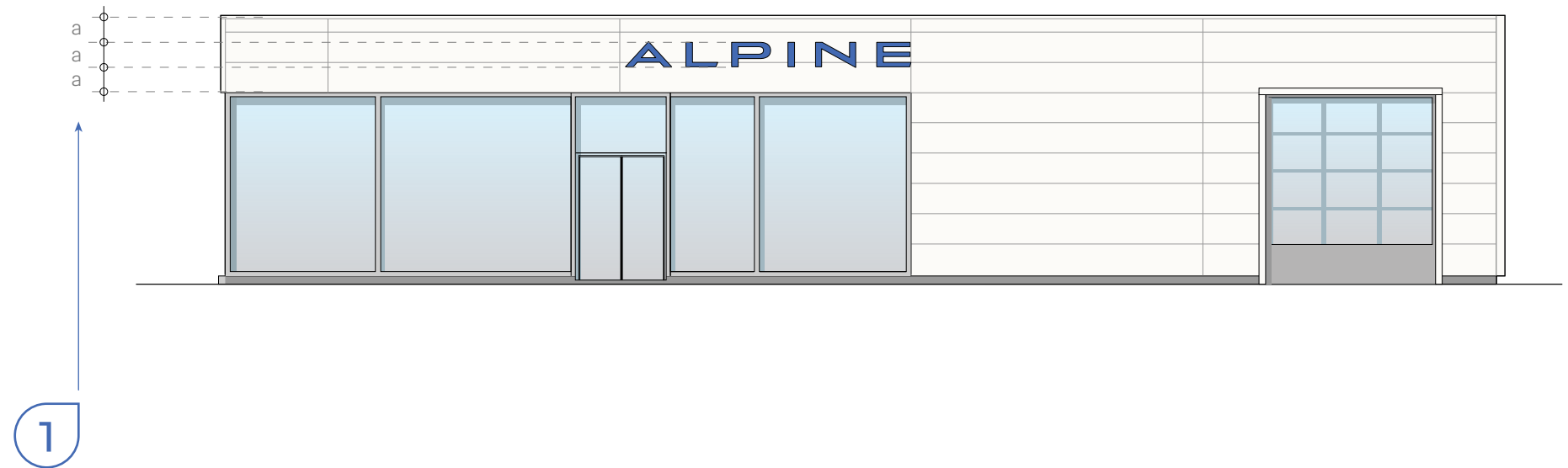


height of the signature

low facades

Principle of adaptation

- 1 The height of the blank area above the lettering must be at least equal to that of the lettering.



height of the signature

high facades

Principle of adaptation

- 1 The height of the blank area above the signature must not exceed 3X that of the lettering.

Notes

The height of the signature may thus not be less than 1/5th of the height of the frontage.

The height of the signature is not related to the way the facade is divided up.

There are four standardized letter heights: 360, 500, 800 and 1,000 mm. A choice is to be made depending on which height is closest to the theoretical dimension resulting from use of the drawing opposite.

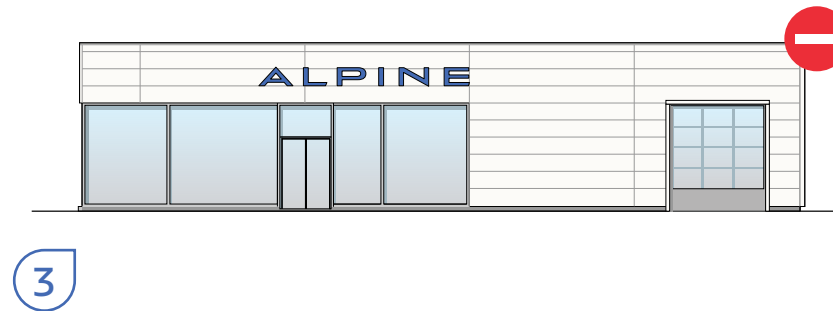
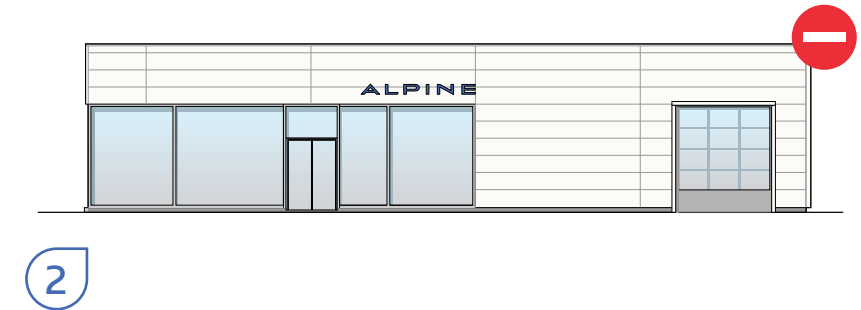
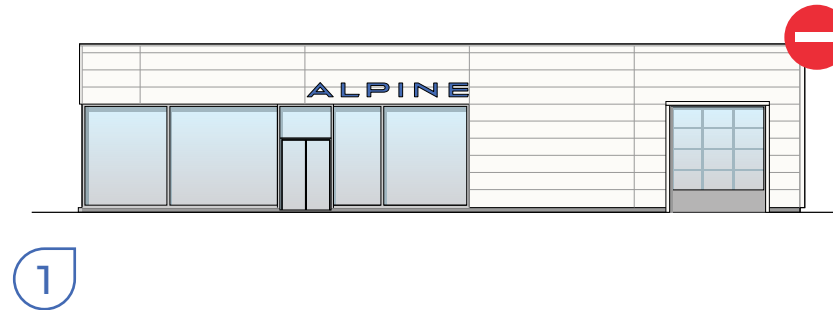


height of the signature

limits of use

To be avoided

- 1 The signature is too close to the display window. It is positioned at a distance of less than the height of the lettering.
- 2 The signature is too small. It is smaller than 1/5th of the height of the frontage.
- 3 The signature is out-of-proportion. It is larger than 1/3rd of the height of the frontage.



the facades of Alpine Boxes

the sails

dimensions and positioning

Use of the sails

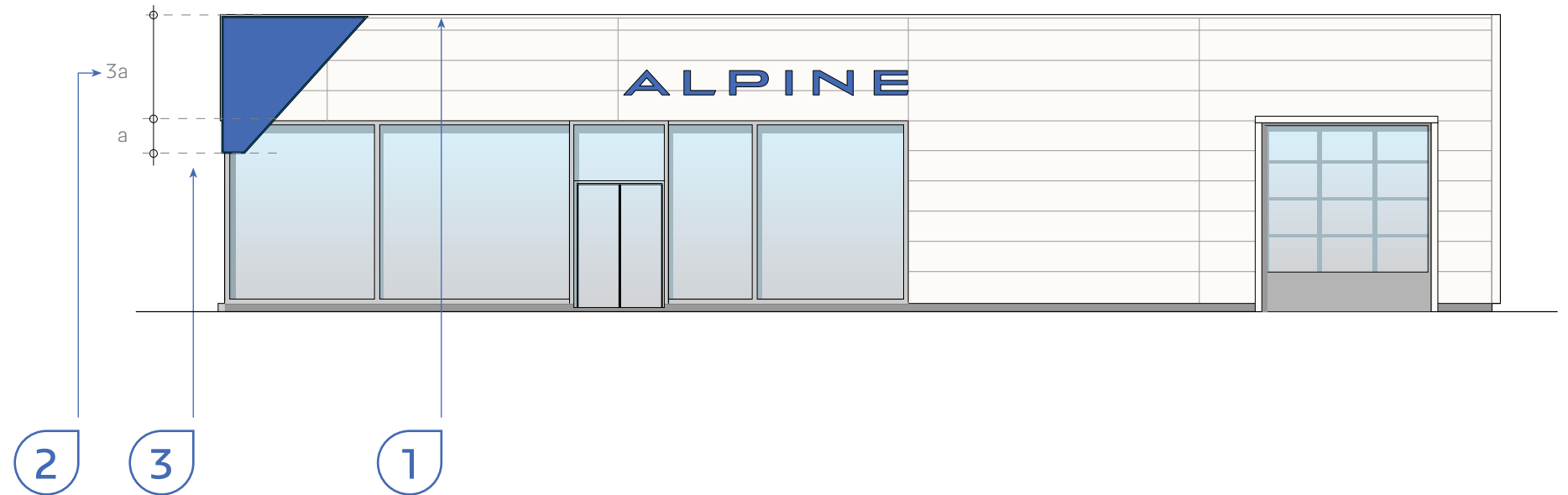
The sails are only installed on the facades of Alpine Boxes.

Rules to be observed

- 1 The sail is aligned with the top of the facade.
- 2 The height of the sail is equal to $\frac{4}{3}$ of the height of the frontage.
- 3 The sail covers a section of the display window equal to $\frac{1}{3}$ of the height of the frontage.

Note

The need for the height of the sail to be adapted to each facade means the sails have to be manufactured on an individual basis.

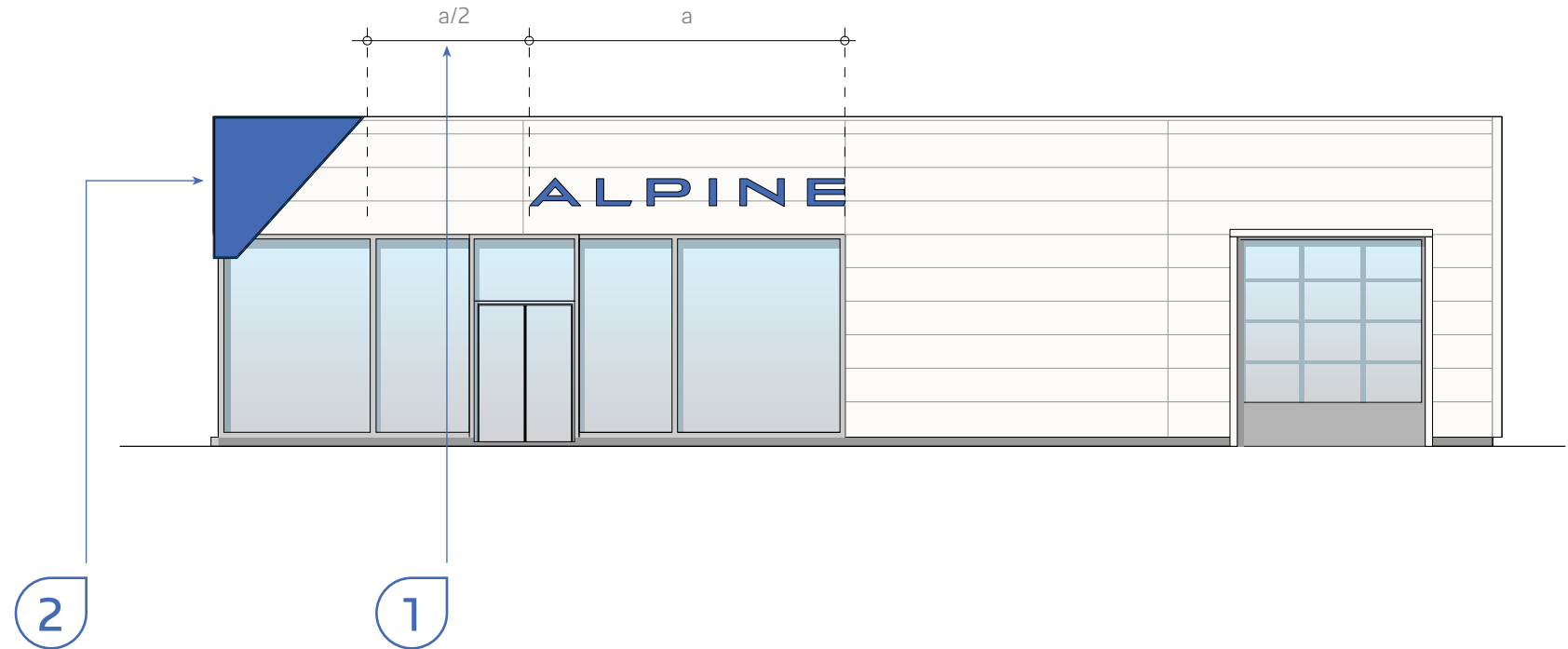


the sails

positioning in relation the signature

Rules to be observed

- 1 A minimum distance equal to $1/2$ of the length of the word Alpine must be observed when positioning the sail. If this distance cannot be observed, the sail should not be installed.
- 2 The sail is always aligned with the lefthand edge of the display window of the main facade.

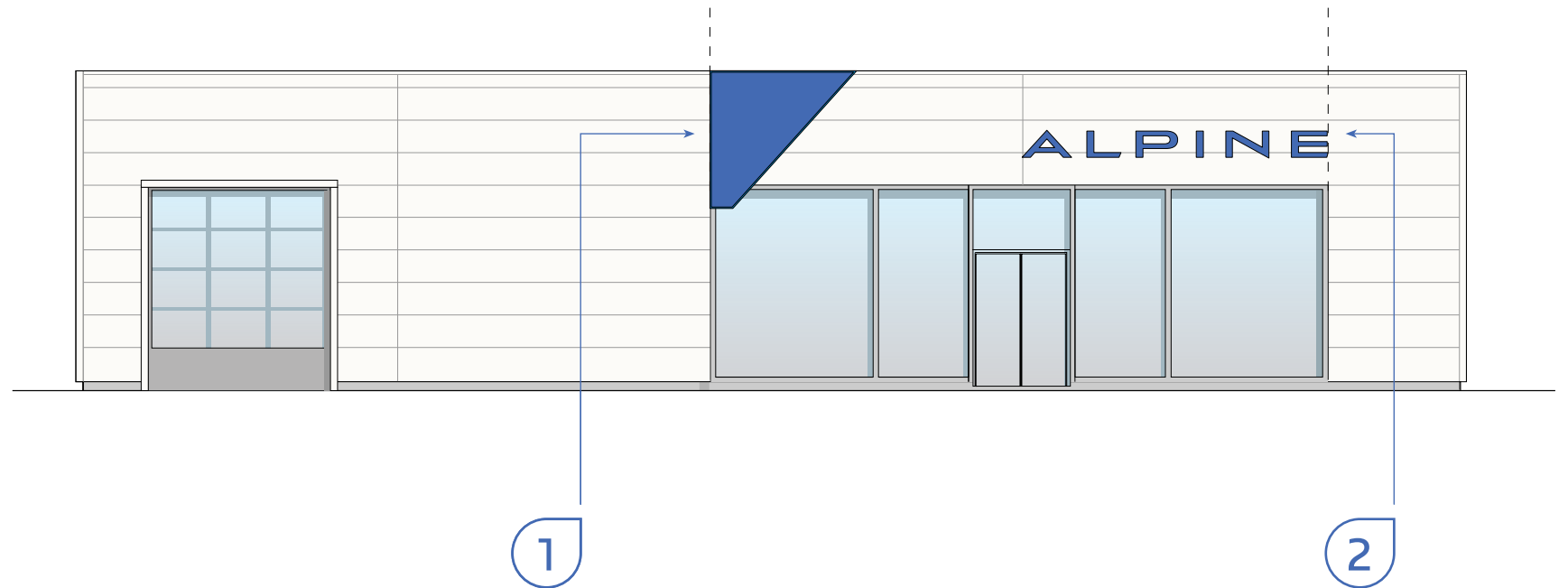


the sails

positioning of elements

Rules to be observed

- 1 The sail is always aligned with the lefthand edge of the display window.
- 2 The signature is always aligned with the righthand edge of the display window.

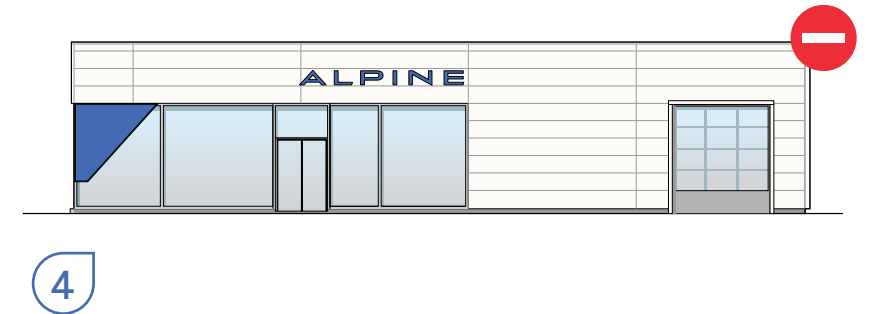
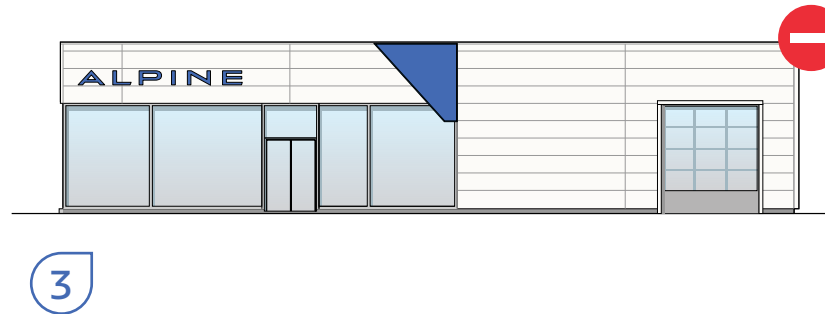
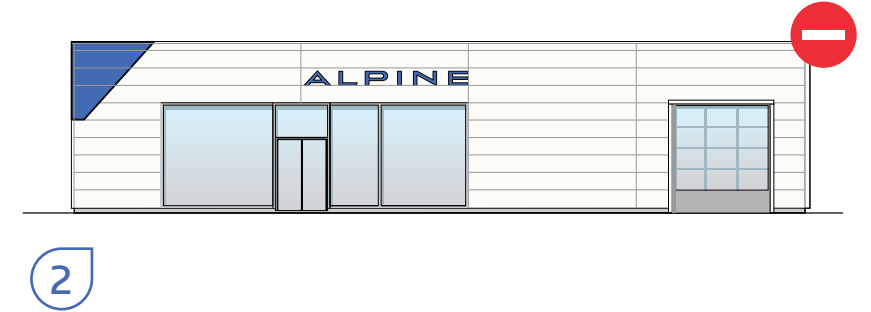
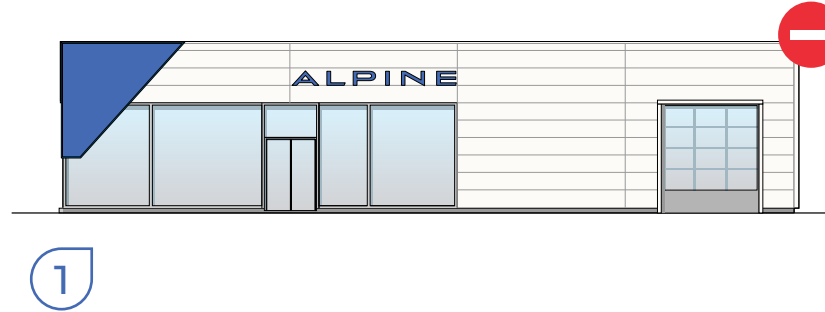


the sails

limits of use

To be avoided

- 1 The sail is too high in relation to the height of the facade.
- 2 The sail is always with the corner of the facade and not with the display window.
- 3 The sail is inverted.
- 4 The sail is aligned with the top of the display window.



the side facades

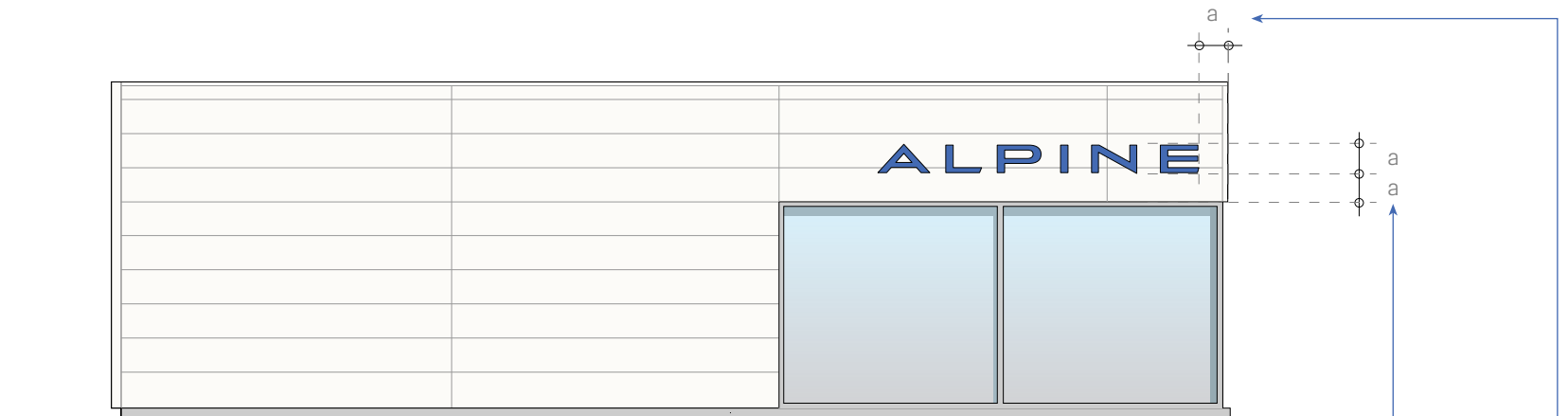
height of the signature

Rules to be observed

- 1 The height of the signature on the side facade is the same as that on the main facade.
- 2 It is positioned close to the corner of the main facade at a distance equal to the height of the lettering.



Main facade



Lefthand side facade

1

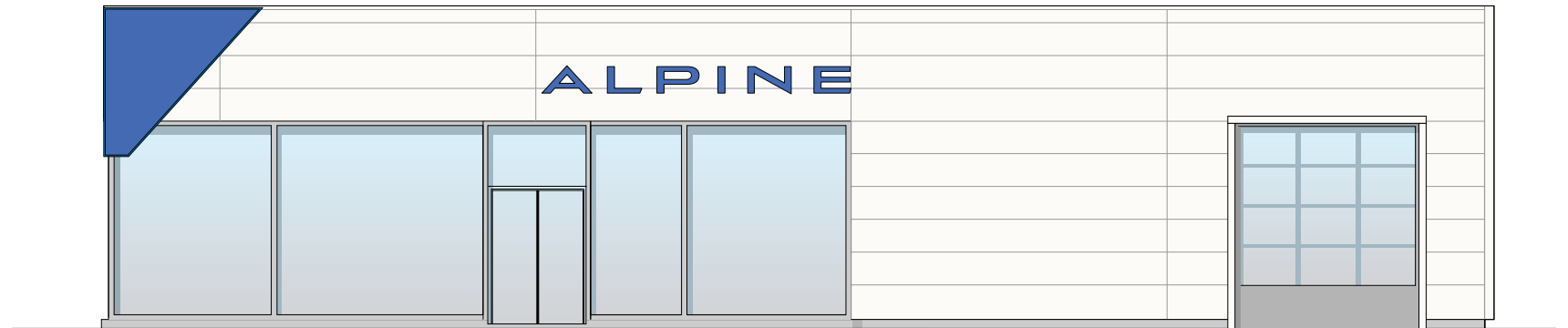
2

the side facades

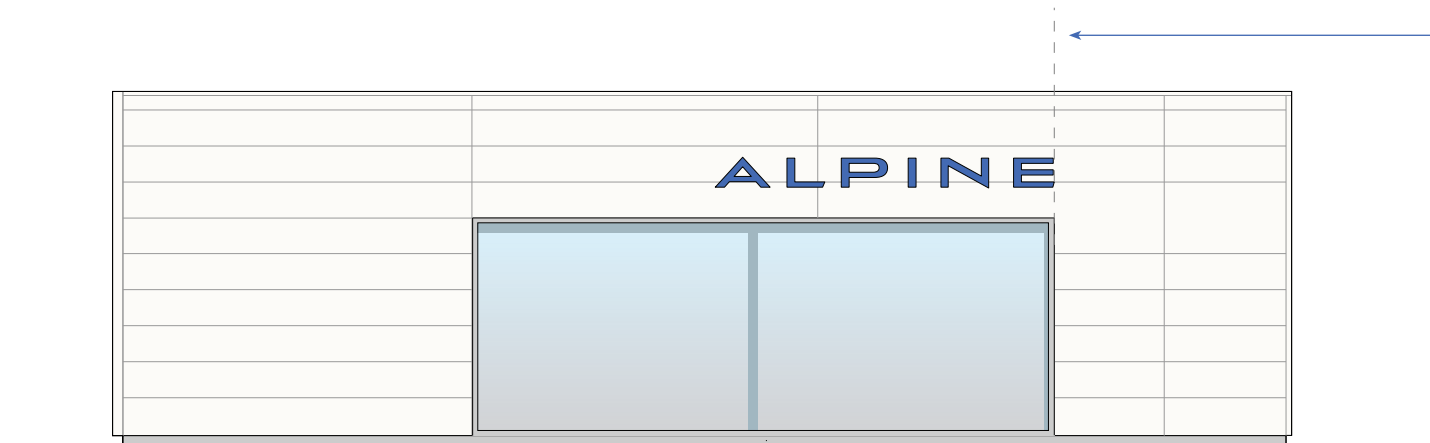
positioning of the signature

Rule to be observed

- 1 When the display window does not extend as far as the corner, the signature is aligned with the righthand edge of the display window of the side facade.



Main facade



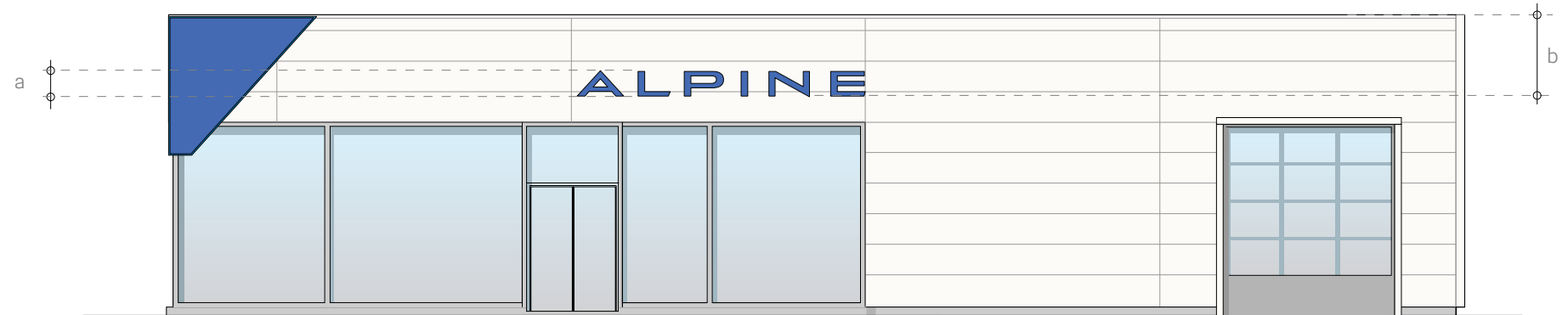
Lefthand side facade

the side facades

blind facades

Rules to be observed

- 1 If there is no display window, the signature is aligned with the righthand edge of the facade, positioned at a distance equal to the height of the lettering.
- 2 The signature is positioned at the same distance from the parapet as that on the main facade.



Main facade



Lefthand side facade

2

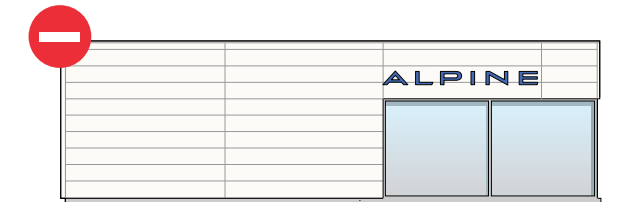
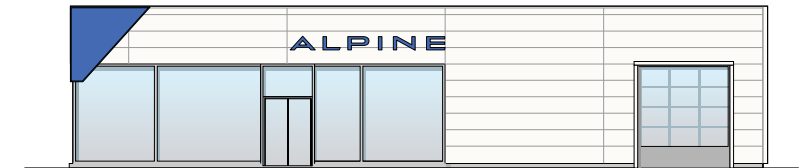
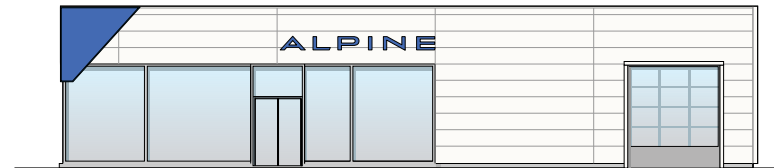
1

the side facades

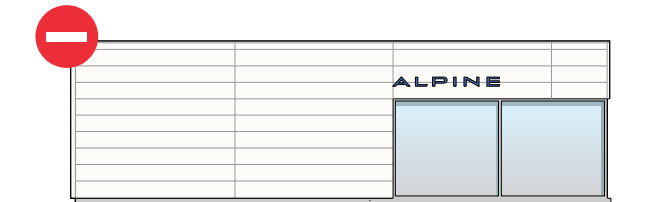
limits of use (1)

To be avoided

- 1 The signature is aligned with the righthand edge of the display window and not close to the corner of the lefthand side facade.
- 2 The height of the signature on the side facade is the different to that on the main facade.



1



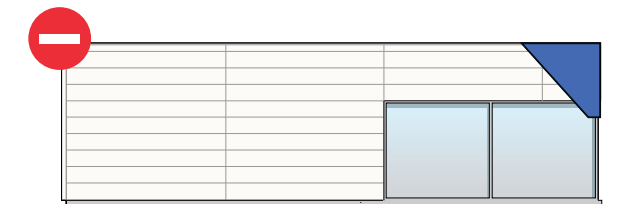
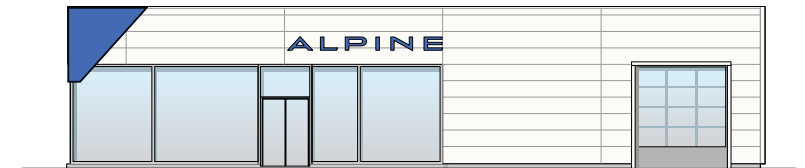
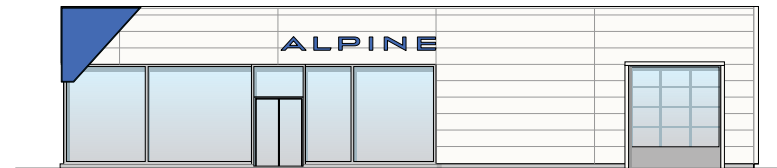
2

the side facades

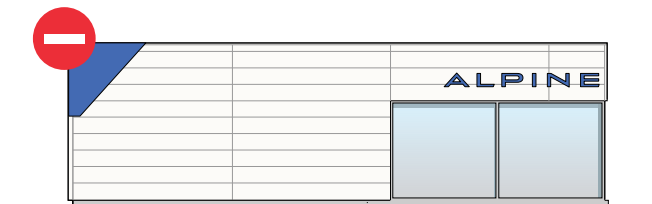
limits of use (2)

To be avoided

- 1 A sail is installed on a side facade at the corner of the building.
- 2 A sail is installed on a side facade in addition to the Alpine signature.



1



2

8

rules of identification for facades
of Alpine centres on multibrand sites

To return to the main contents page,
click on the button.



the facades of Alpine centres on multibrand sites

Adaptation of the system to facades of reduced lengths

Multibrand sites in general have facades of reduced lengths that do not allow for the installation of Alpine signatures of large dimensions.

The proportions of the heights of the signatures in relation to the heights of the facade frontage have been adapted to meet this constraint on available space.

Identification of the After-Sales activity

Alpine After-Sales activity is carried out in a Renault workshop or a workshop devoted to several brands.

This activity is identified by a Alpine Service wall plaque, affixed next to the workshop bay.

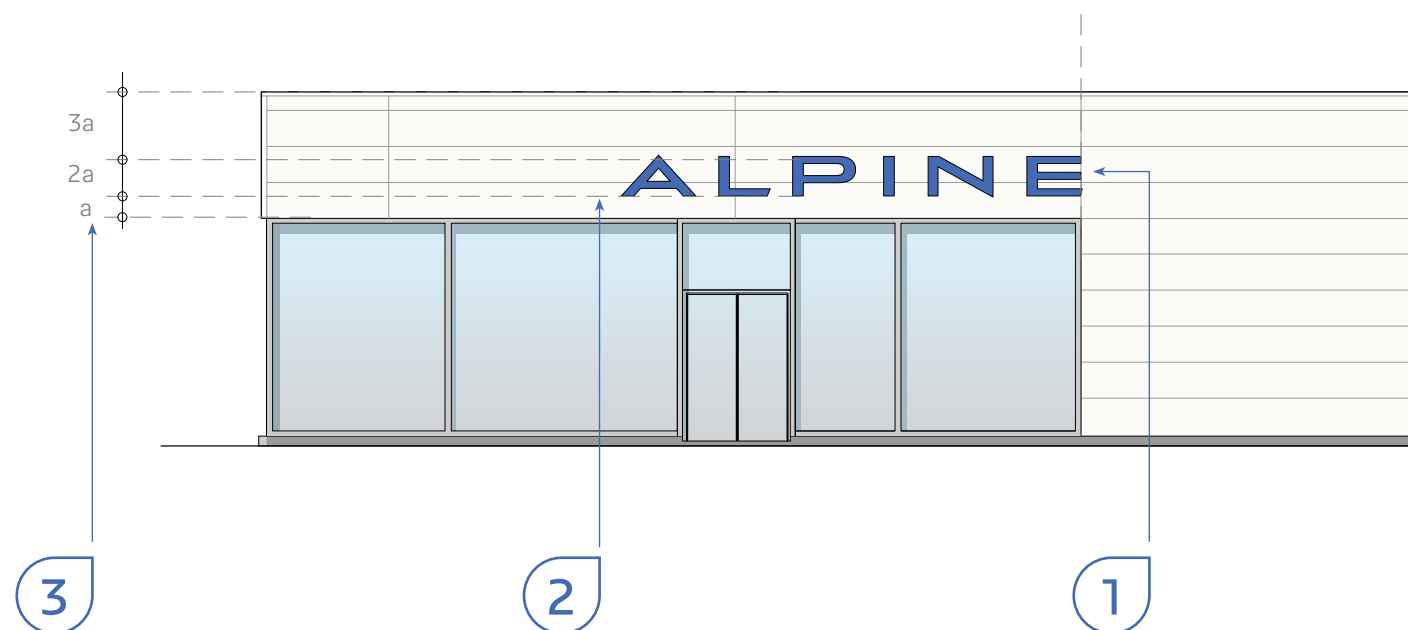
the facades of multibrand sites

installation of the signature

proportions

Rules to be observed

- 1 The signature is aligned with the righthand edge of the display window on the main facade.
- 2 The signature is bottom-aligned, positioned at a distance equal to the $\frac{1}{2}$ of height of the lettering from the upper edge of the display window.
- 3 The size of the signature is regulated based on a ratio of $\frac{1}{3}$ of the height of the facade.



the facades of multibrand sites

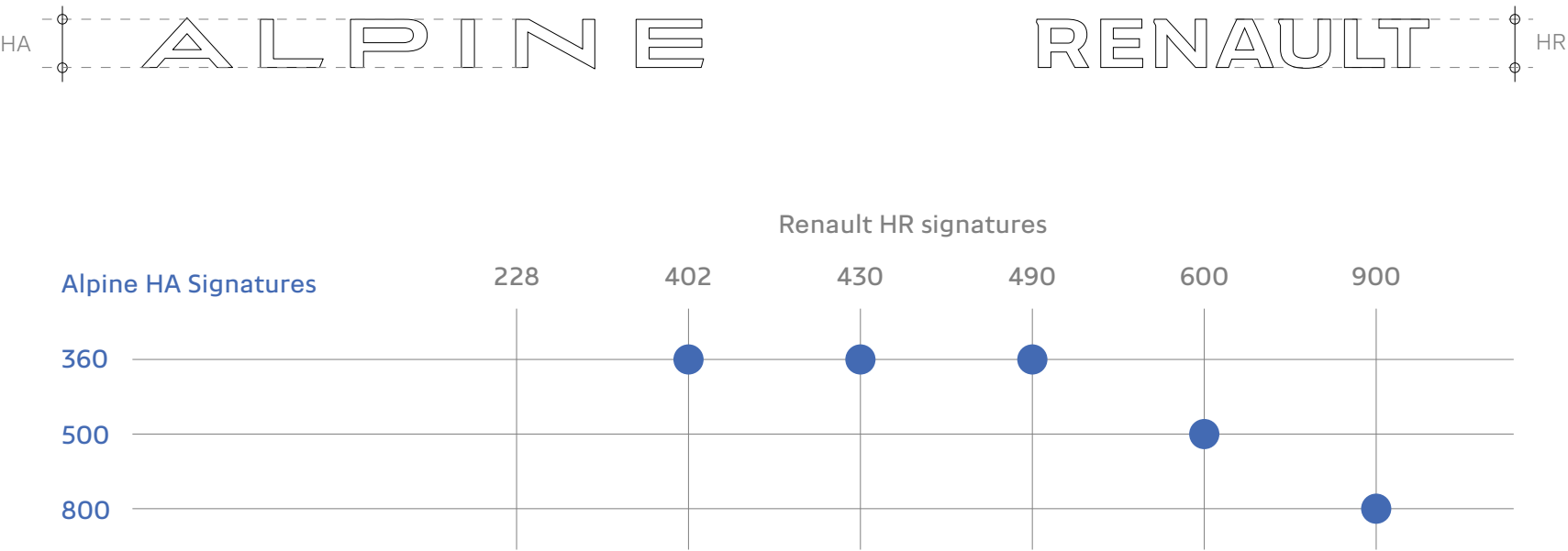
height of the signature
dimensioning

Rules

- 1 The Alpine signature must not be greater in height than the signatures of the Renault and Dacia brands.
- 2 On the facades of multibrand sites, there are three standardized letter heights: 360, 500 and 800 mm.

A choice is to be made depending on which height is closest to the theoretical dimension resulting from use of the drawing featured on the previous page.

The table opposite shows the relation between the heights of Alpine and Renault signatures.



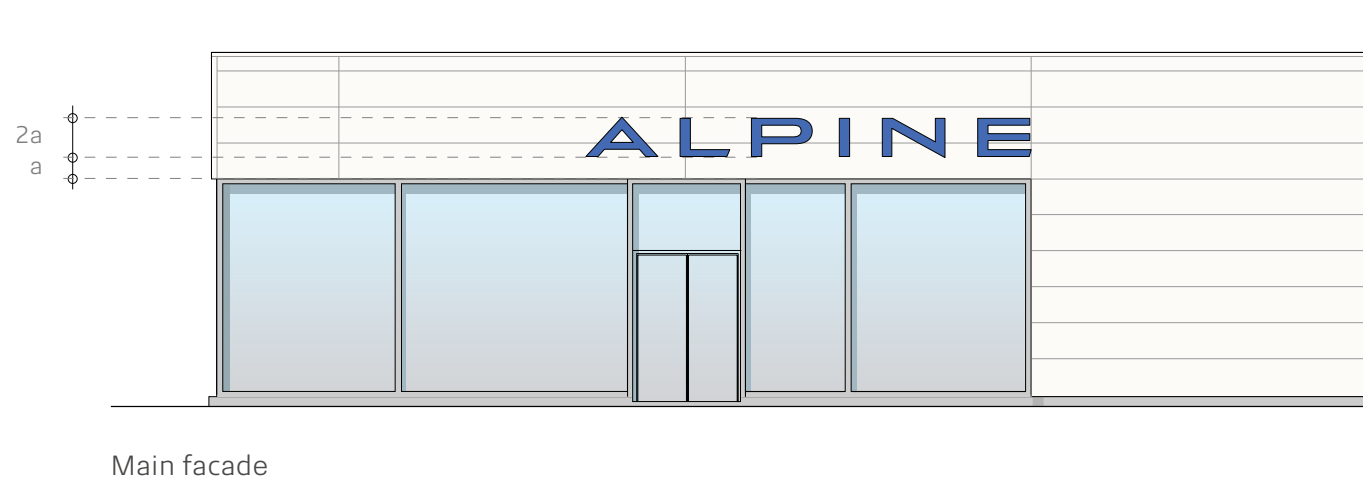
the facades of multibrand sites

the side facades

lefthand side facade

Rules to be observed

- 1 The height of the signature on the side facade is the same as that on the main facade.
- 2 It is positioned close to the corner of the main facade at a distance equal to $1/2$ of the height of the lettering.



Main facade



Lefthand side facade

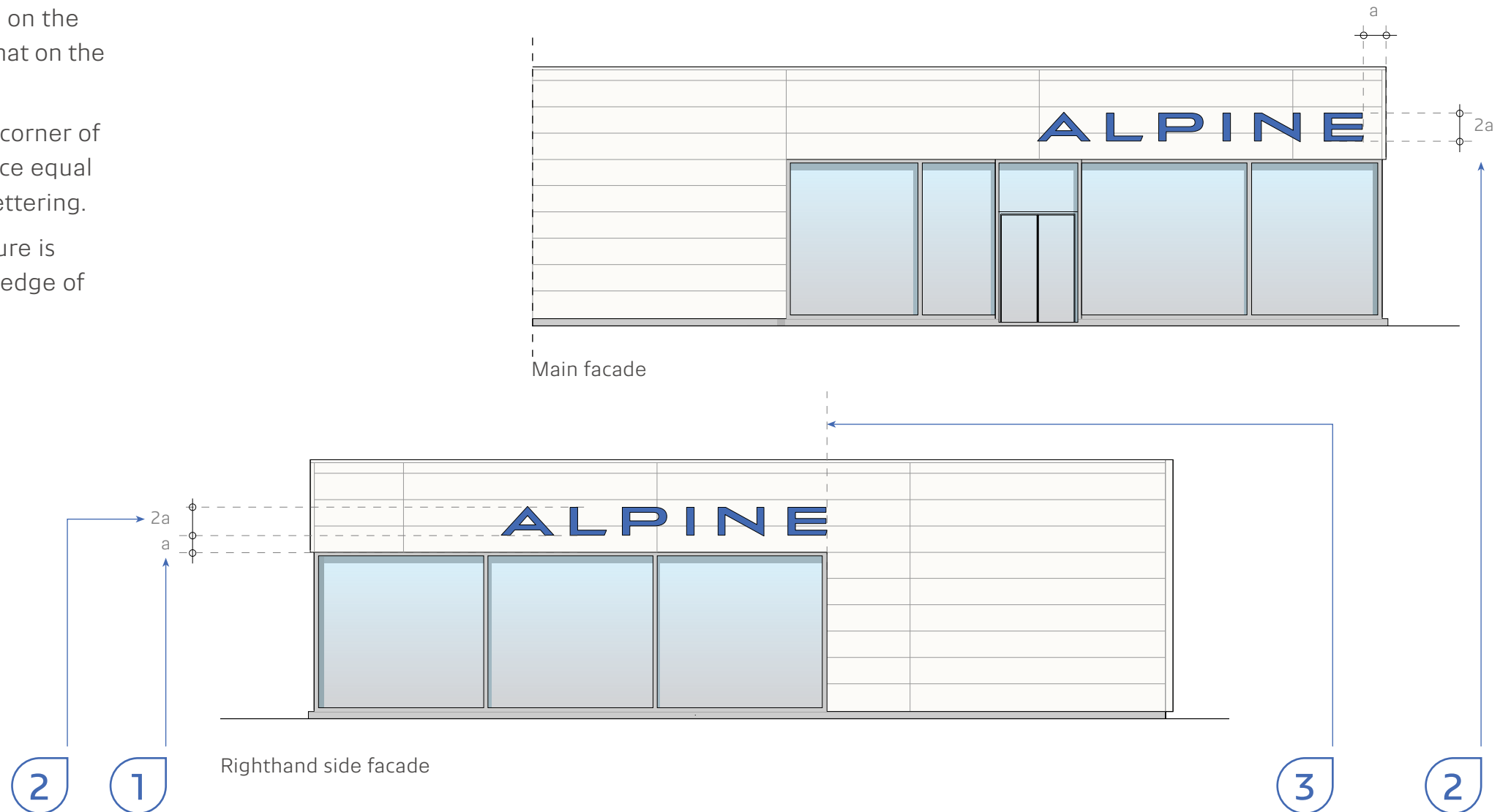
the facades of multibrand sites

the side facades

righthand side facade

Rules to be observed

- 1 The height of the signature on the side facade is the same as that on the main facade.
- 2 It is positioned close to the corner of the main facade at a distance equal to $1/2$ of the height of the lettering.
- 3 On side facades, the signature is aligned with the righthand edge of the display window.



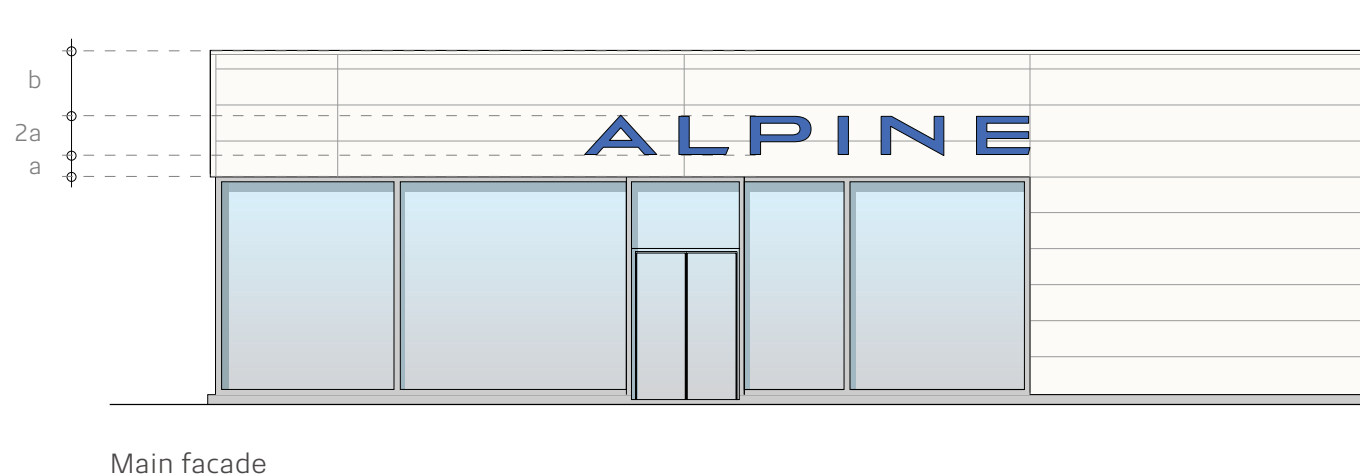
the facades of multibrand sites

the side facades

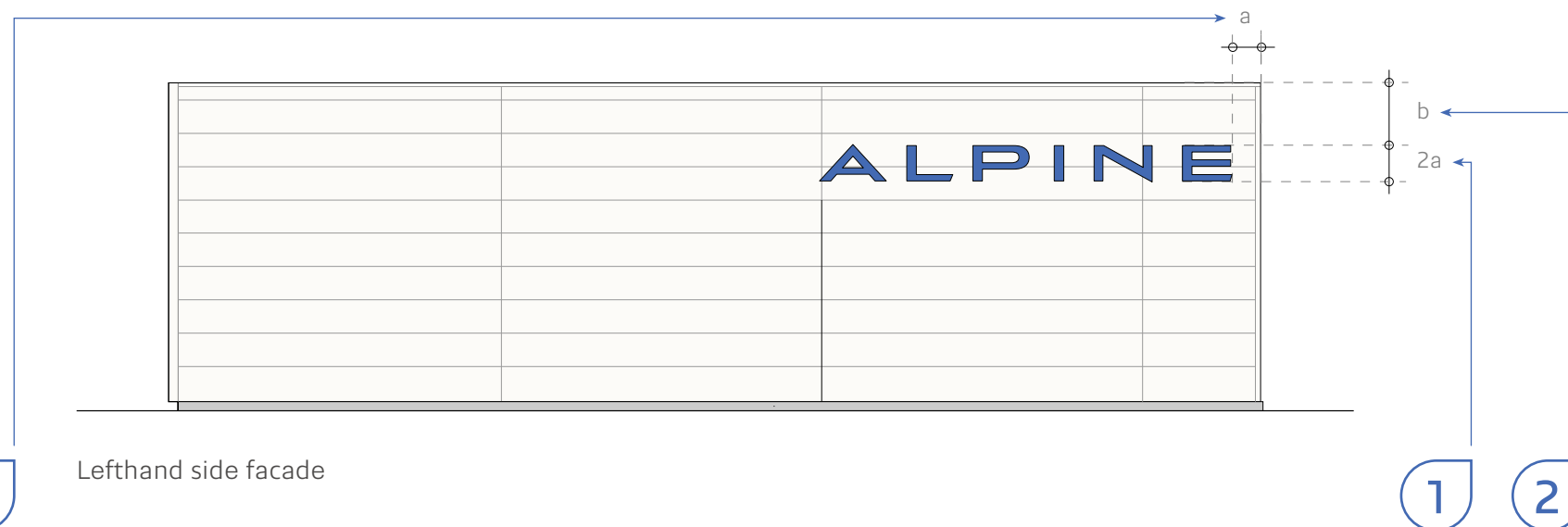
blind righthand side facade

Rules to be observed

- 1 The height of the signature on the side facade is the same as that on the main facade.
- 2 It is positioned close to the corner of the main facade at a distance equal to 1/2 of the height of the lettering.
- 3 The signature is positioned at the same distance "b" from the parapet as that on the main facade.



Main facade



Lefthand side facade

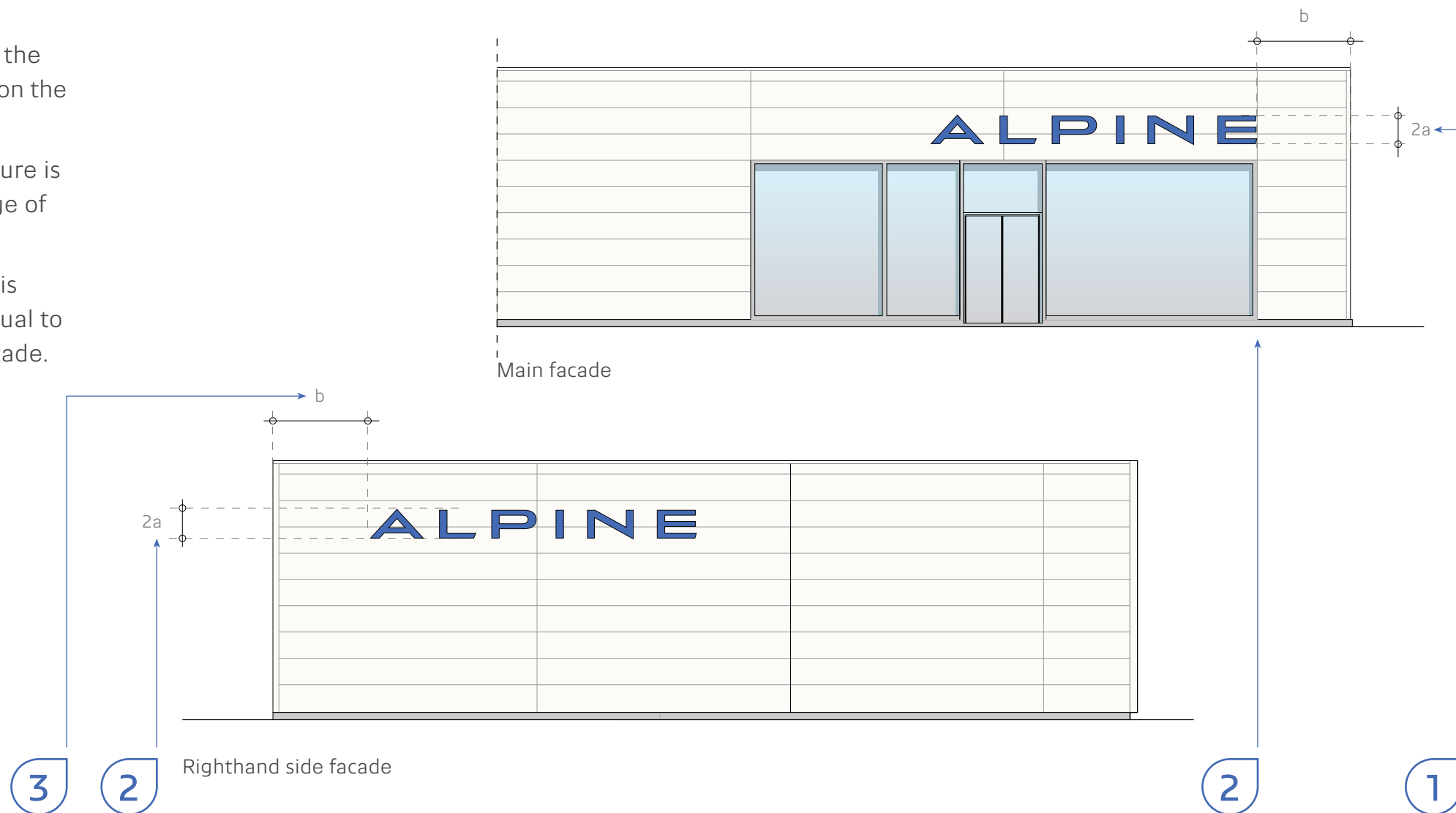
the facades of multibrand sites

the side facades

when the display window stops
before the corner

Rules to be observed

- 1 The height of the signature on the side facade is the same as that on the main facade.
- 2 On the main facade, the signature is aligned with the righthand edge of the display window.
- 3 On side facades, the signature is positioned at a distance "b" equal to that measured on the main facade.



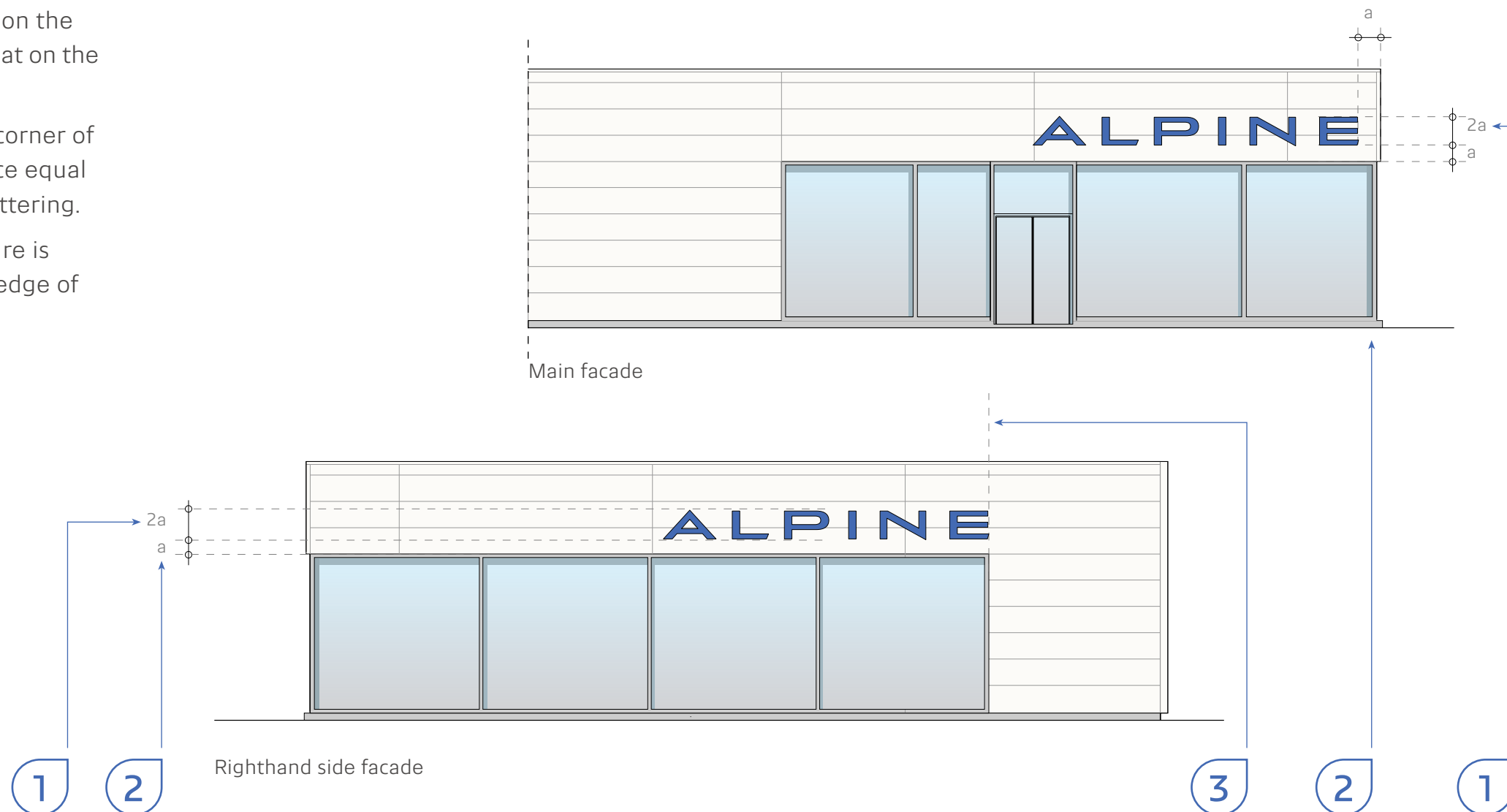
the facades of multibrand sites

special case

long glazed side facades

Rules to be observed

- 1 The height of the signature on the side facade is the same as that on the main facade.
- 2 It is positioned close to the corner of the main facade at a distance equal to $1/2$ of the height of the lettering.
- 3 On side facades, the signature is aligned with the righthand edge of the display window.



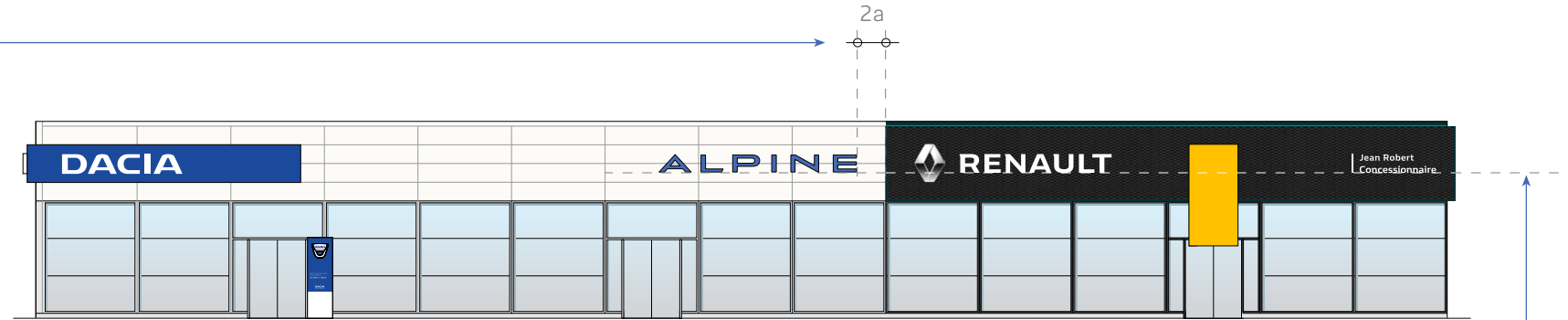
the facades of multibrand sites

special case

juxtaposed with the facades of other brands - 1

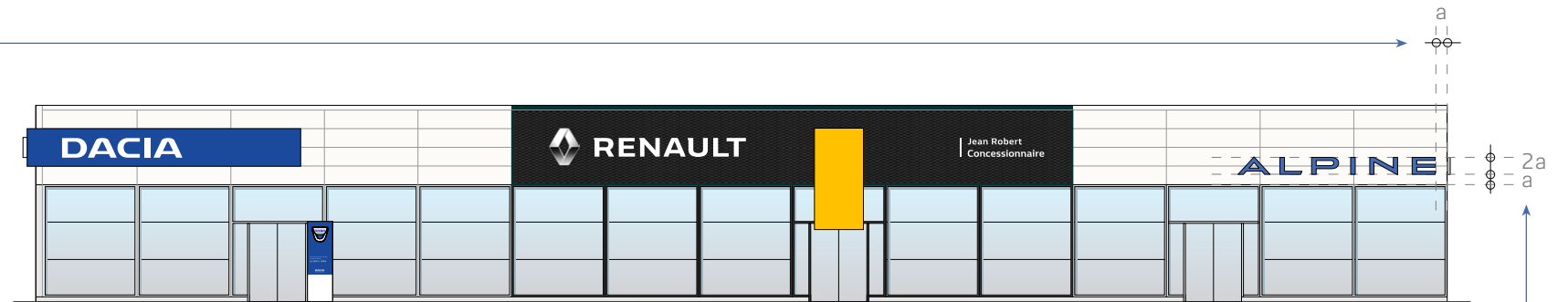
When the Alpine signature is juxtaposed with the Renault woven mesh

- 1 The Alpine signature is aligned with the bottom of the Renault signature.
- 2 The Alpine signature is positioned at a distance equal to its height from the Renault woven-mesh banner.



When the Alpine showroom is located on the right of the facade

- 3 The signature is bottom-aligned, positioned at a distance equal to the $1/2$ of height of the lettering from the upper edge of the display window.
- 4 The Alpine signature is positioned close to the corner of the facade at a distance equal to $1/2$ of the height of the lettering.



the facades of multibrand sites

special case

juxtaposed with the facades of other brands - 2

When the Alpine showroom is located on the left of the facade

- 1 The Alpine signature is aligned with the bottom of the Dacia signature.
- 2 The Alpine signature is positioned at a distance equal to 1/2 of its height from the lefthand edge of the facade.



When the Alpine signature is juxtaposed with the Dacia banner

- 3 The Alpine signature is bottom-aligned with the Dacia lettering.
- 4 The Alpine signature is positioned close to Dacia banner at a distance equal to the height of the lettering.



the facades of multibrand sites

special case

low frontage height

Constraints

On the main facade, the height of the signature is constrained by the reduced space available on the frontage.

Chosen solution

- 1 The height of the signature on the side facade is the same as that on the main facade.
- 2 It is positioned close to the corner of the main facade, aligned with the edge of the display window.
- 3 On side facades, the signature is aligned with the righthand edge of the display window.



the facades of multibrand sites

special case

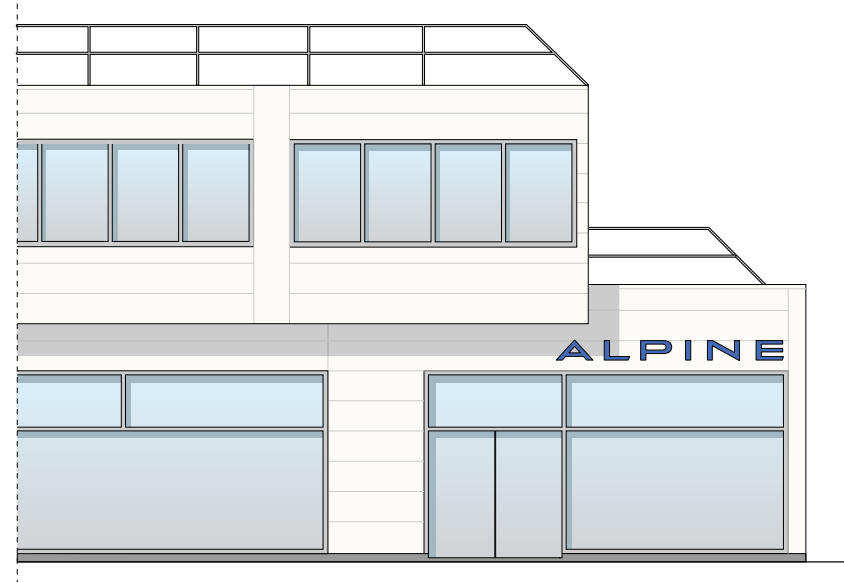
reduced visibility of facades

Constraints

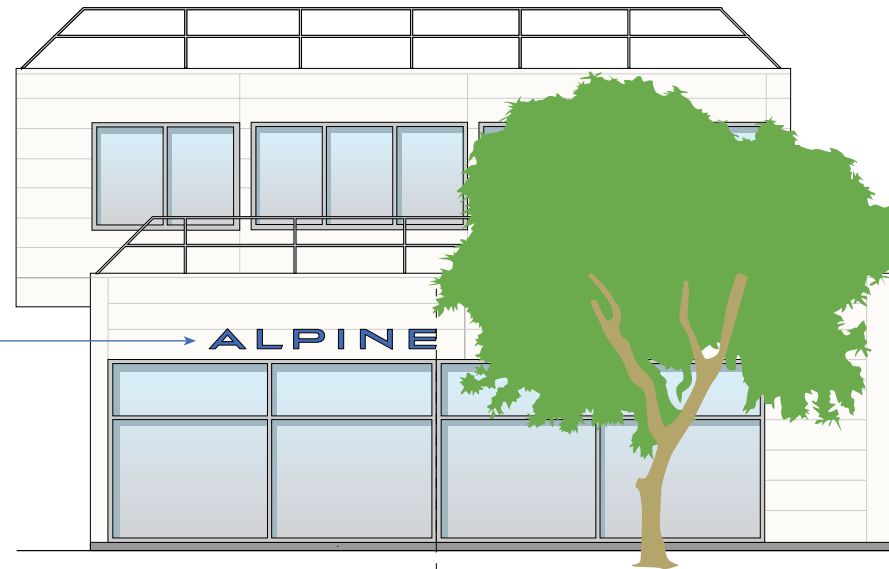
On a side facade, the presence of a tree leads to reduced visibility of the signature.

Chosen solution

- 1 The signature is moved to the more visible part of the facade, aligned with the divisions of the display window to the extent that it is possible to do so.



Main facade



Righthand side facade

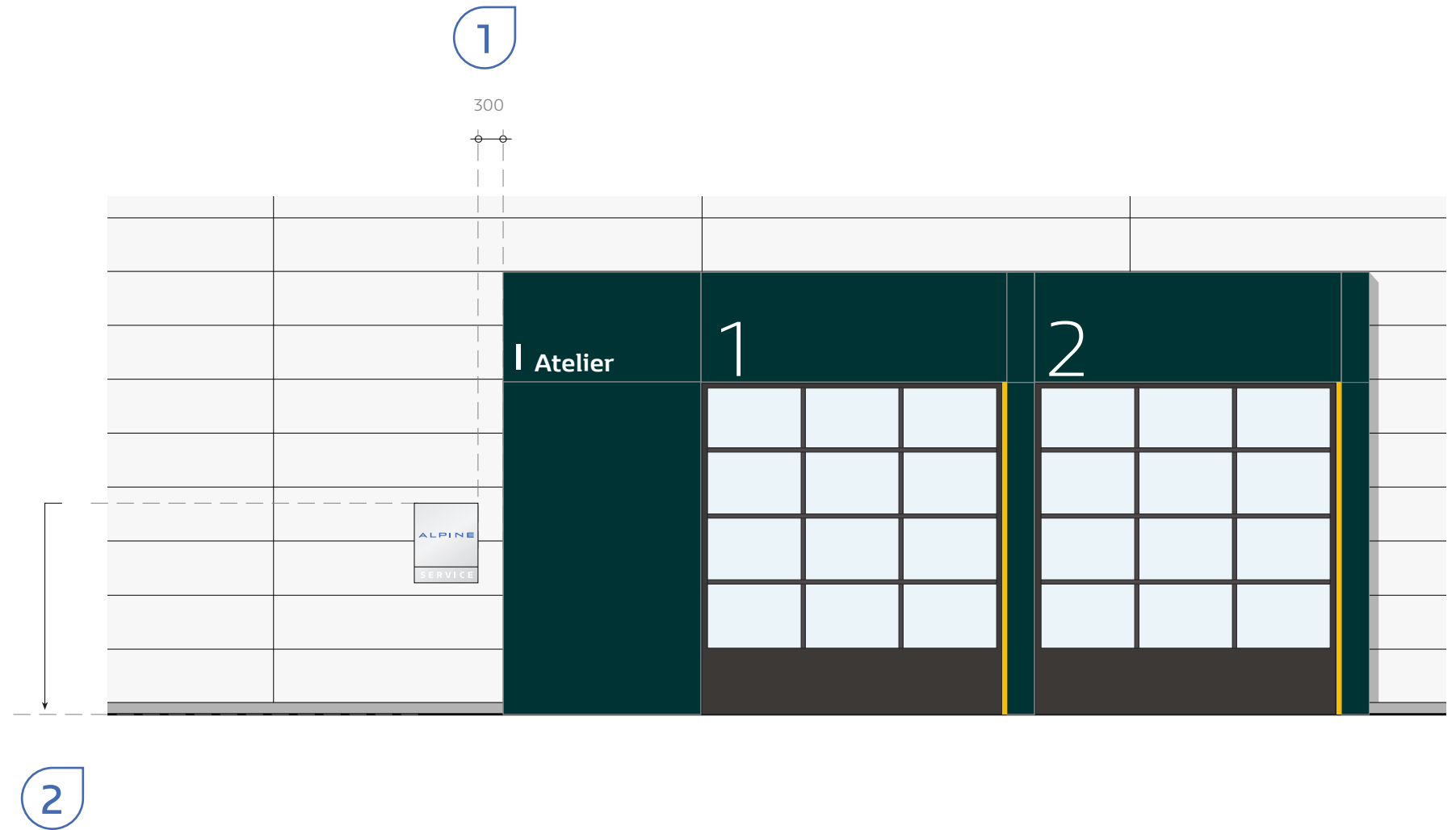
1

the facades of multibrand sites

the After-Sales facade

Rules to be observed

- 1 The Alpine Service plaque is positioned 300 mm from the edge of the workshop door cladding.
- 2 The top of the Alpine Service plaque is positioned 2,200 mm from the ground.



the facades of multibrand sites

the After-Sales facade

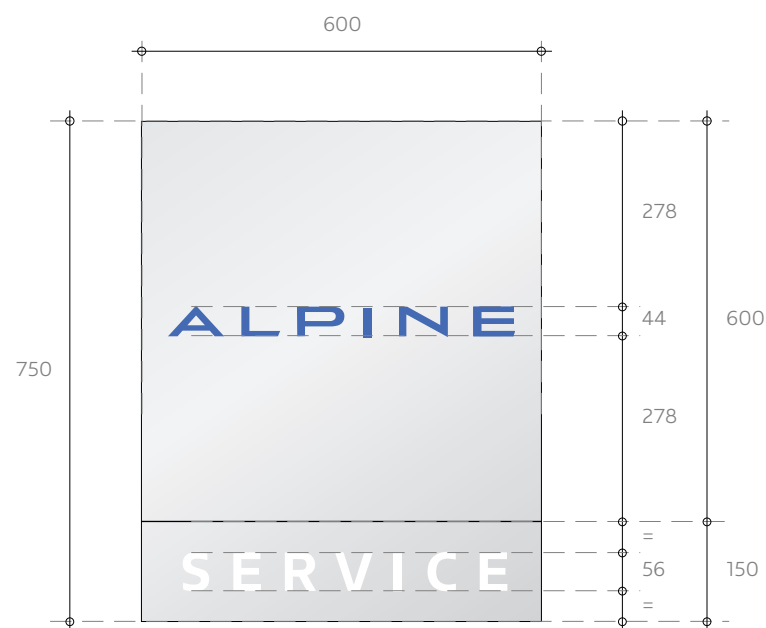
service plaque drawings

Key

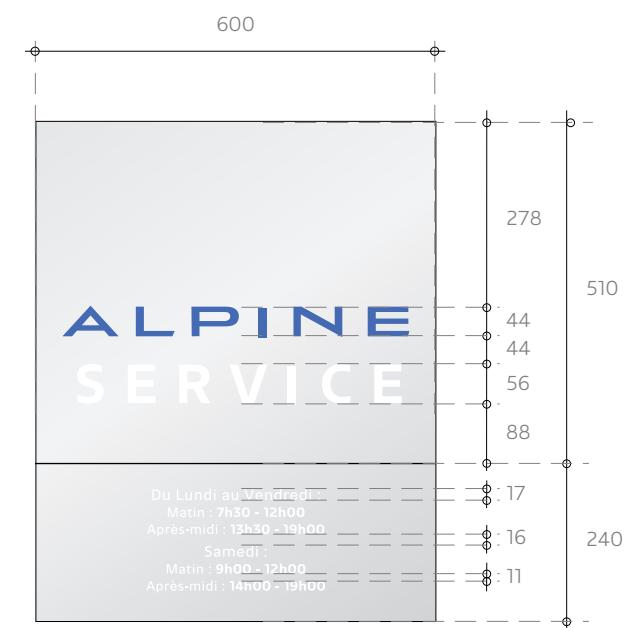
- 1 Standard version
- 2 Version with opening times

Supplier

Rousseau



1



2

9

other components

To return to the main contents page,
click on the button.



the other components of Alpine centre

This chapter presents the different components of Alpine Centres that serve to raise the visibility of the brand and in particular to meet regulatory obligations.

The parking areas and the Test drive zone

Visibility of the brand is essential. Always having a vehicle on display in the test drive zone is a way of meeting this requirement.

This vehicle is to be showcased in a way that is carefully integrated into the customer parking areas which are to be finished in a specific way to give Alpine customers an optimum reception.

Markings on glazed surfaces

The display windows and entrance doors of the showroom are emphasized by adhesive markings for customer safety and information purposes.

les parkings et la zone Essai drawings

Presentation

The objective is to present a vehicle for test drive in front of the entrance to the Alpine Store showroom.

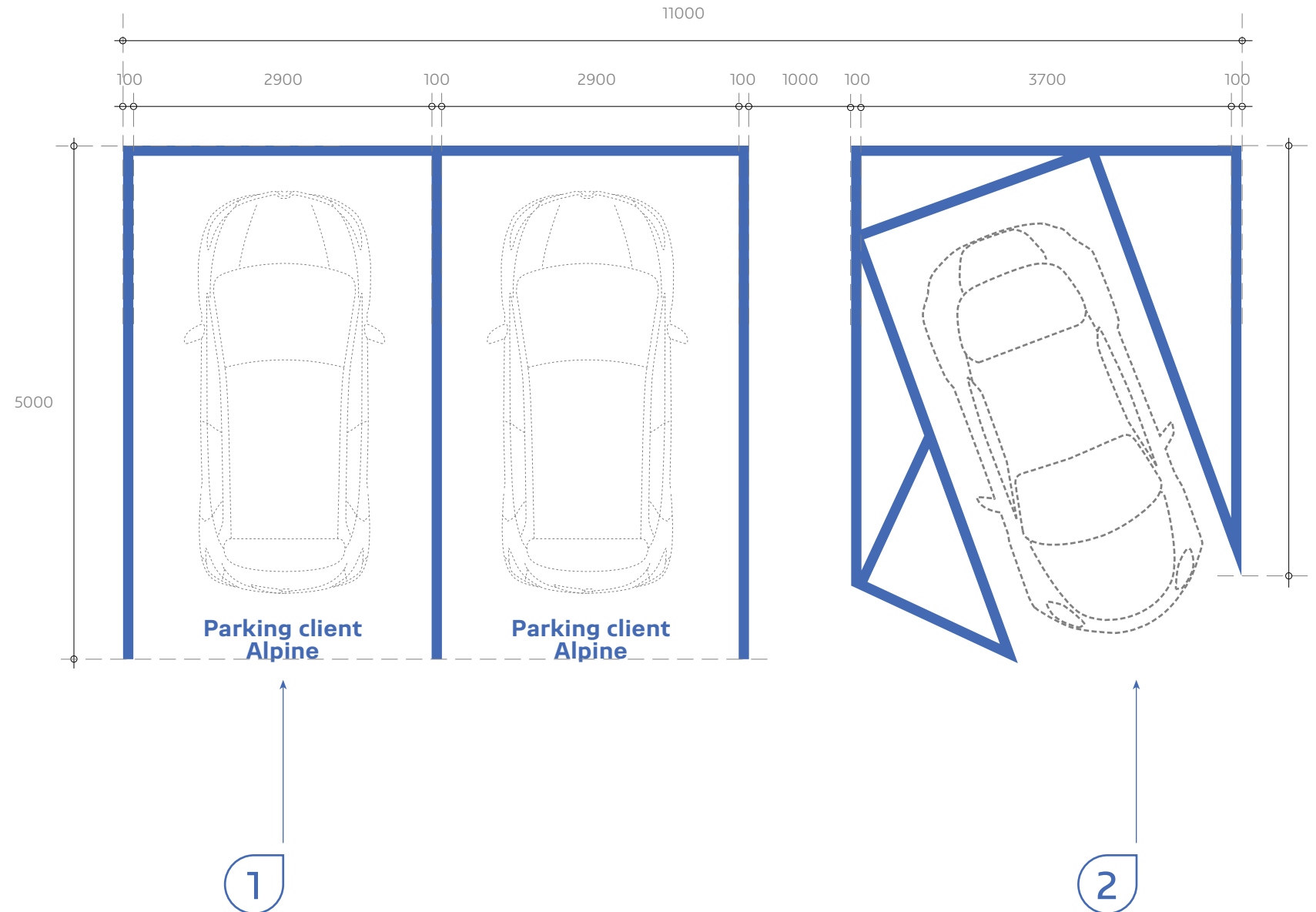
Parking spaces reserved for Alpine customers are grouped together with the Test drive zone.

Key

- 1 Alpine customer parking
- 2 The Test drive zone

Supplier

The dealer's responsibility, to be ordered from a local supplier.

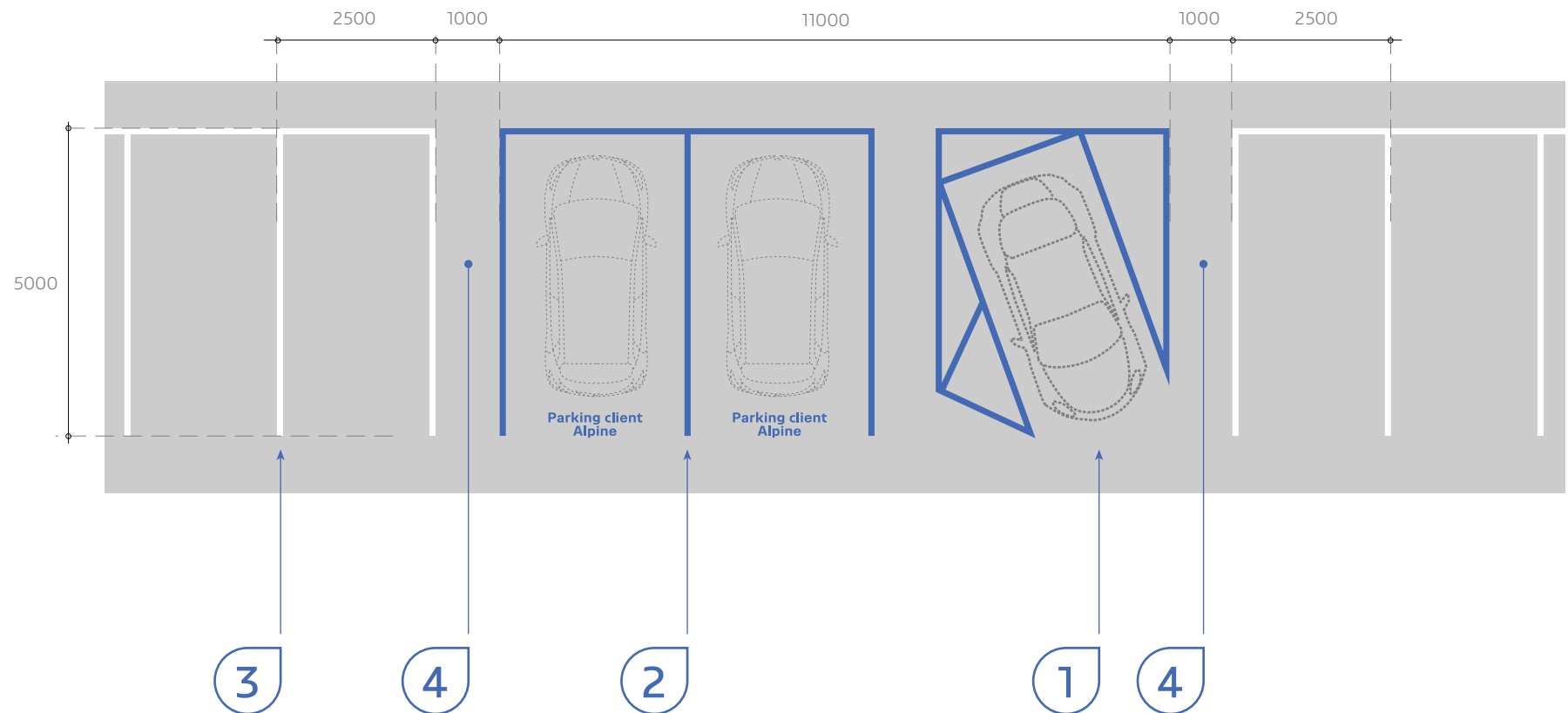


the parking areas and the Test drive zone

integration into a multibrand site

Rules

- 1 The Test drive zone is positioned facing the entrance door to the Alpine showroom.
- 2 The parking spaces reserved for Alpine customers are identified in blue with ground markings.
- 3 The parking spaces for other customers are marked with white lines. They have a standard width of 2,500 mm.
- 4 The Test drive zone is always separated from the other parking spaces by a clear area of 1 m in width.

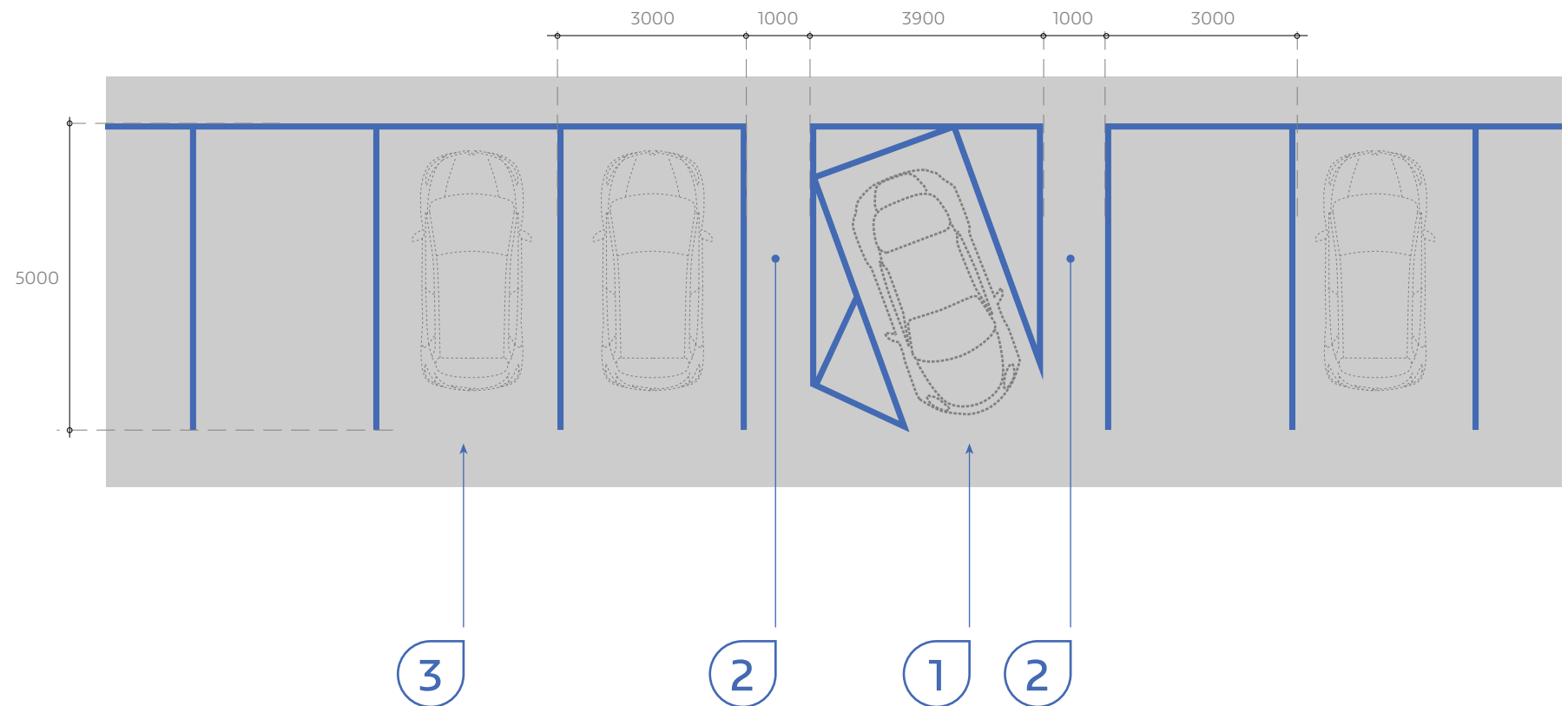


the parking areas and the Test drive zone

integration into a separate Box site

Rules

- 1 The Test drive zone is positioned facing the entrance door to the Alpine showroom.
- 2 The Test drive zone is always separated from the other parking spaces by a clear area of 1 m in width.
- 3 The parking spaces for customers (all Alpine) are marked with blue lines. They are 3,000 mm wide.



the Test drive zone totem

special case

Presentation

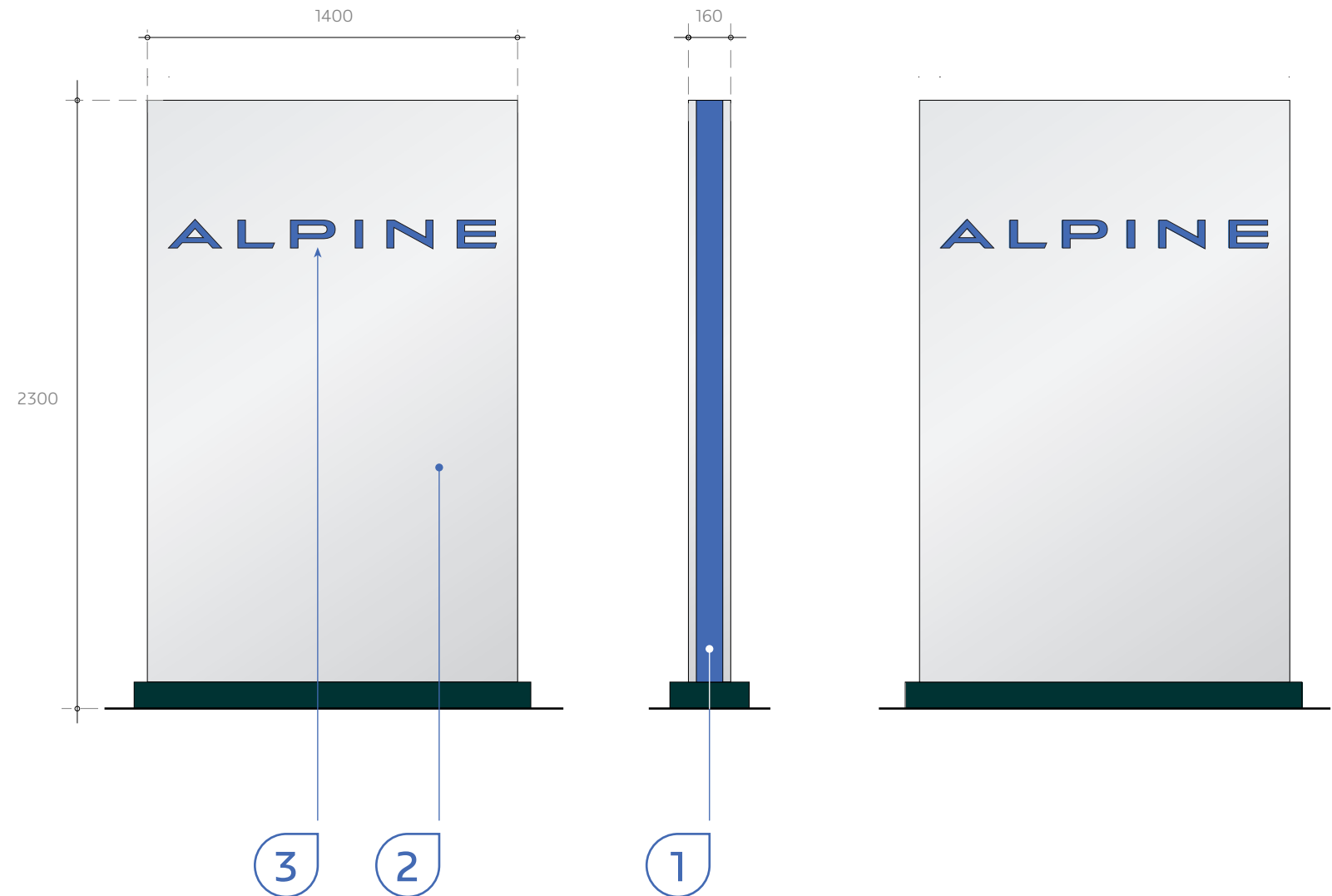
When the 6.5 m totem or the Alpine insignia cannot be installed, the site is identified as belonging to the Alpine brand by means of a 2.3 m totem positioned in front of the Test drive zone.

This element is double-sided and backlit.

This totem is intended to make the Alpine brand more visible when the main facade of the showroom is not visible or not very visible when approaching the site.

Key

- 1 Blue edge, non-diffusing
- 2 Aluminium surface
- 3 Blue & White Alpine lettering, light-diffusing



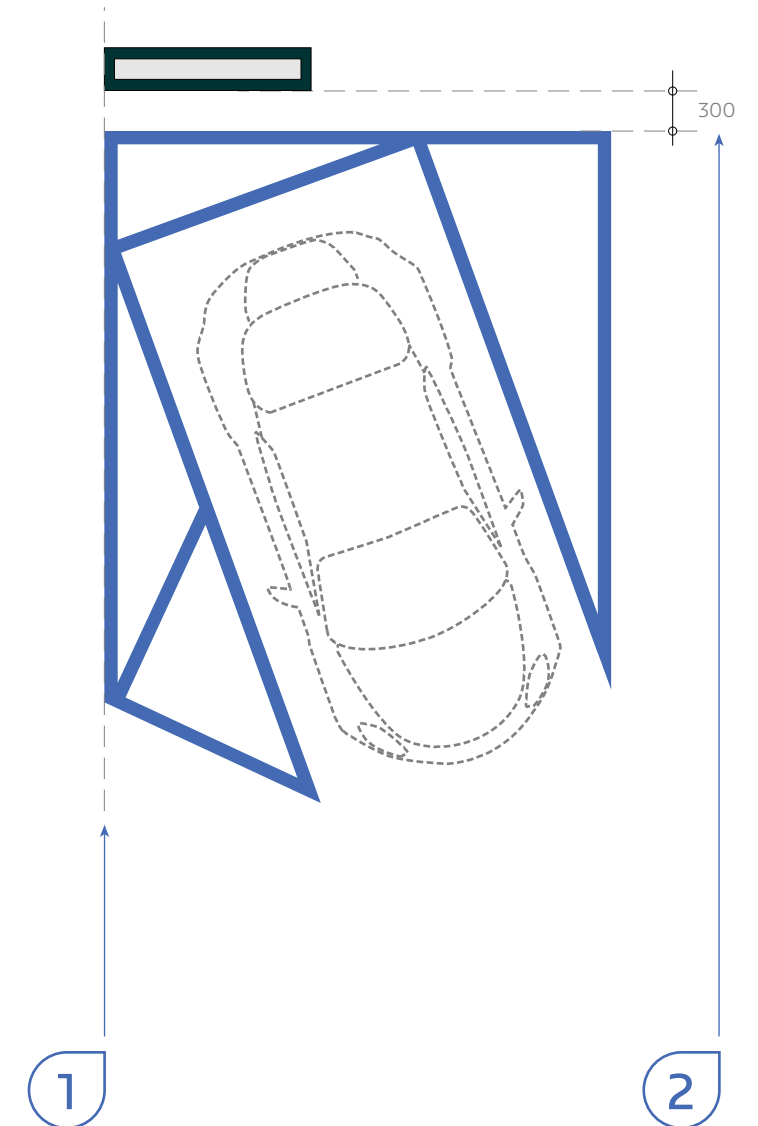
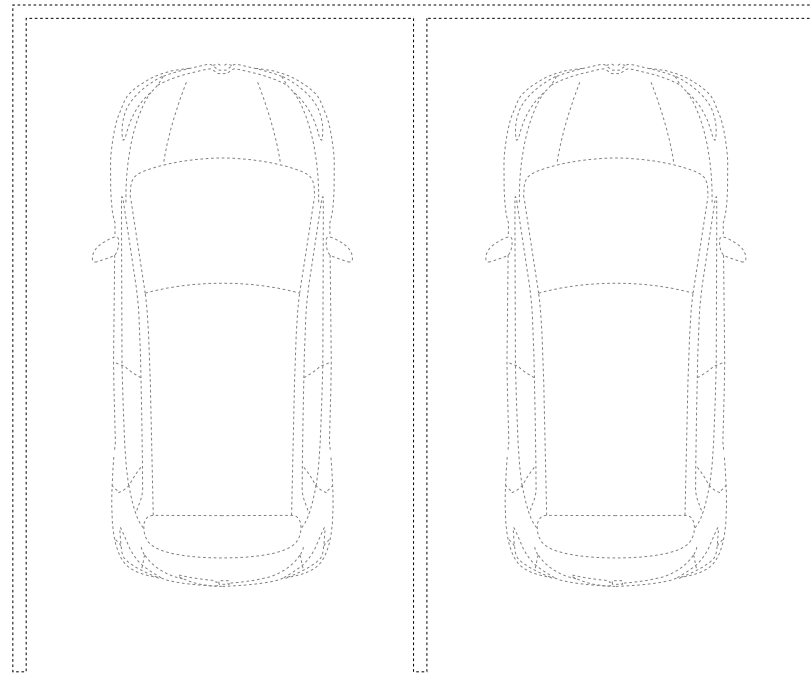
Supplier

Rousseau

the Test drive zone totem installation

Rules

- 1 The totem is always aligned with the left of the Test drive zone markings.
- 2 The totem is positioned at a distance of 300 mm from the Test drive zone.



the display window markings drawings

Presentation

The purpose of the display window markings in white adhesive is to meet regulatory obligations:

- making the glazed sections visible,
- displaying the opening hours of the showroom.

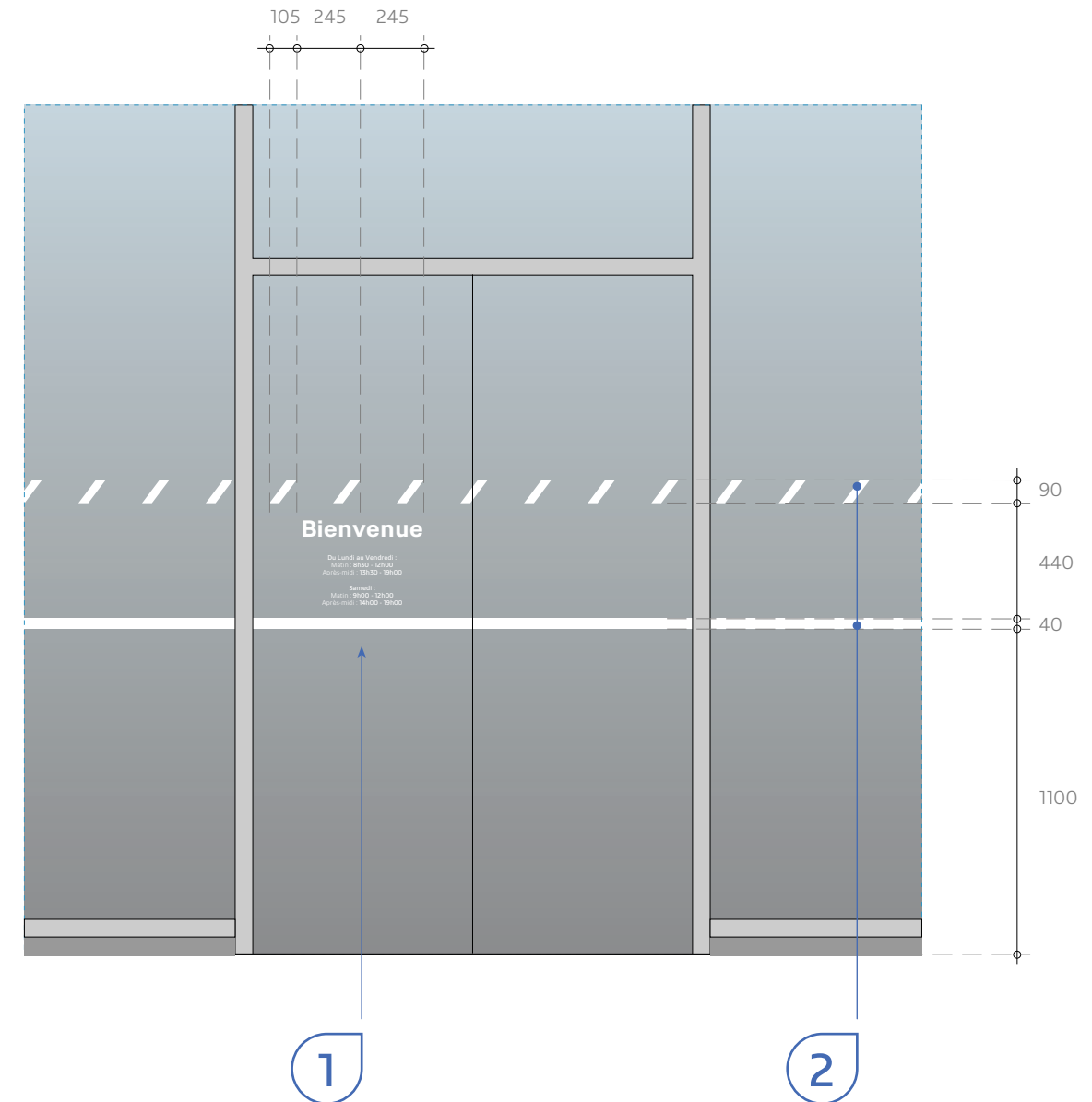
The adhesive “slash” marking must always be kept in the recommended direction.

Key

- 1 Adhesive display window markings
- 2 Adhesive entrance markings

Supplier

The dealer's responsibility, to be ordered from a local supplier.



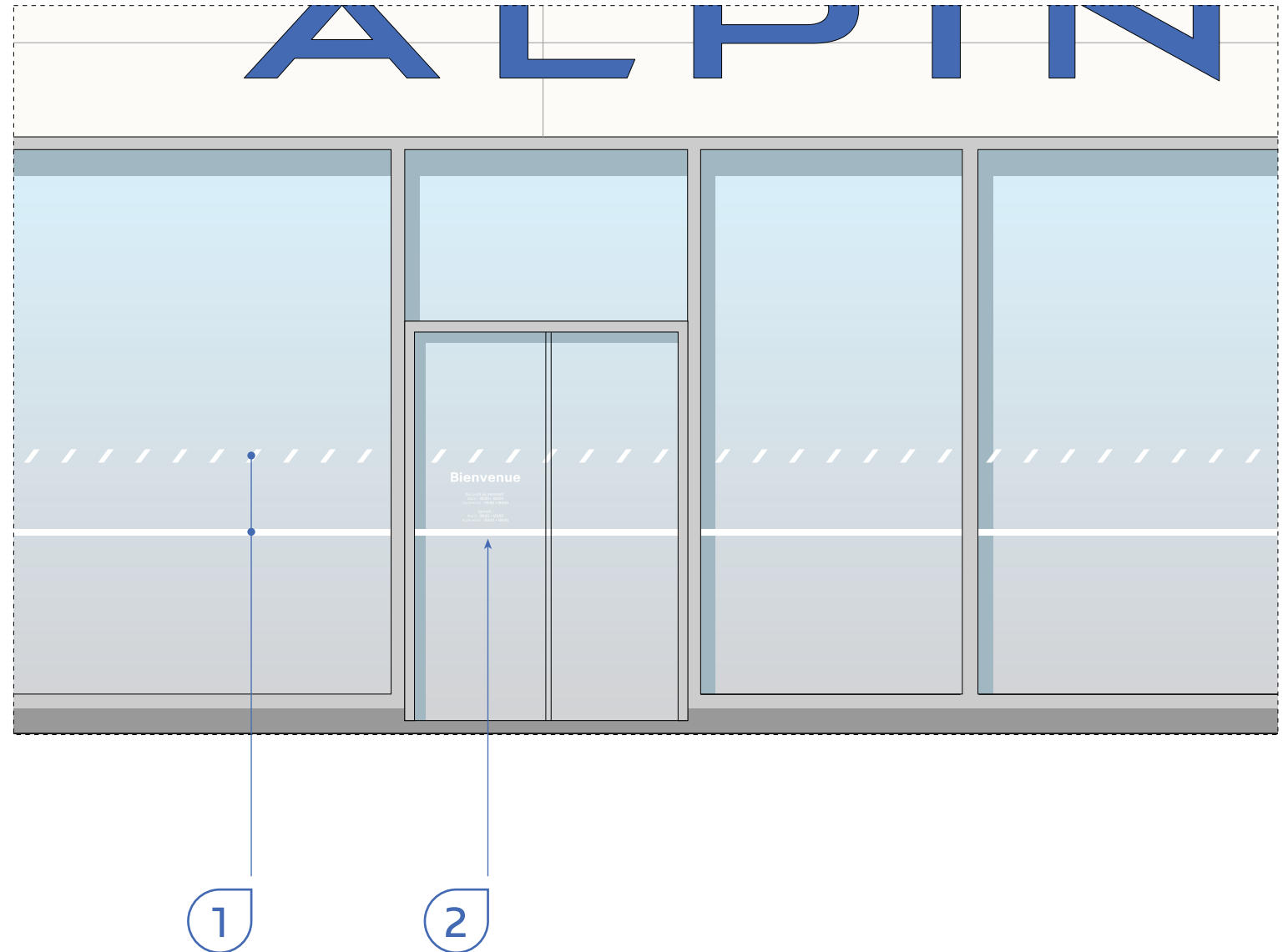
the display window markings installation

Rules

- 1 Adhesive markings made up of a 40 mm solid line and a 90 mm cross-hatched line are to be applied to all the glazed sections of the Alpine showroom.

The solid line is positioned at 1,100 mm from the ground.

The lines also extend across the entrance doors.
- 2 The opening hours are displayed on the glazed entrance door, preferably on the left section of the door.



10

the deployment process

To return to the main contents page,
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Definition

The table opposite defines the terms used when assigning roles to the different participants.

The Dealer

- > Dealer for the Alpine brand or one of its representatives, with a distribution contract with the Alpine brand.

APS: Basic Preliminary Design Study

- > Project for execution of the facade and identification of the point of sale.
- > Project to fit out the interiors based on standard components.

Local prime contractor

- > Architect (or company) appointed by the Customer (Project Owner) to construct the shell of the building according to the characteristics defined in the Technical Book and in accordance with the Detailed Preliminary Design Study (APD).

APD: Detailed Preliminary Design Study

- > Follows on from the Basic Preliminary Design Study (APS) and goes into greater depth, taking the technical specifics of the point of sale into account.
- > Drawing up of the budget for the Rousseau Work Package (excluding pre-requisites and preparatory works) and of the schedule for the installation project.

The deployment coordinator, Rousseau

- > Prime Contractor Assistance and coordination of the installation project with reporting and adjustments.
- > Supplier of the furnishings, insignia and lighting.

Roles of the participants

The table opposite presents the division of responsibilities between the participants for the different phases of the installation project.



Who does what?

The table opposite presents the different components and the division of responsibilities between the participants in terms of supply and installation.

	The dealer and its architect	Rousseau	Storever
Preparatory works			
- Execution of exterior facades	●		
- Interior partitions	●		
- Execution of floors	●		
- Electrical and IT installation	●		
- Audio and video installation	●		
- Heating and air conditioning	●		
- Fire safety	●		
- Compliance with regulations for access to public institutions	●		
- Ordering of IT hardware	●		
- Ordering of video equipment and players			●
- Routing of audio and video cables	●		
- Ordering and installation of coffee machine and refrigerator	●		
Furnishings & fittings			
- Exterior insignia		●	
- Interior insignia		●	
- Mountain image		●	
- Installation of loudspeakers		●	
- Reception furniture		●	
- Merchandising display unit(s)		●	
- Lighting		●	
- Skirting		●	
- Price display module		●	
- Installation of IT hardware	●		
- Installation of video equipment and players			●
- Ordering of sample trays (via Survival)	●		
- Ordering of merchandising (via Alpine)	●		

General process

The table opposite presents the main phases of the typical process for the installation of an Alpine showroom.

0 Identification of the zone to be dedicated to Alpine (min. of 100 m² and contractual validation with Alpine)

1 First visit on site subsequent to a Basic Preliminary Design Study (APS)

- Verification to check measurements... and feasibility.
 - Explanation of technical book and process.
 - Finalization of typical schedule to be applied to the site.
 - Reminder of authorizations to be requested by the local prime contractor.
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2 Drawing up of a Detailed Preliminary Design Study (APD) with quote

- List of pre-requisites for the building.
 - General sketch.
 - Quote for equipment and services.
 - Project schedule.
-

3 Order signed by the Customer (Project Owner)

4 Coordination of works

- Visit for acceptance of the building (or of the “shell”) and verification of the pre-requisites.
- Approval or issuing of any reservations.
- Scheduling of the installation of equipment and insignia.
- Clearance of any reservations concerning the Rousseau Work Package within 10 days.