



DACIA EVOLUTION



DACIA CUSTOMER TOUCHPOINTS

The customer journey in 3 Dacia showroom formats and the Multibrand format

Dacia Corner (format A)



Dedicated showroom (format B/C)



Dacia Box (format D)



Multibrand Format



Dacia Corner (format A)

OUTDOORS

Touchpoints:

- > One Dacia flag
- NEW** > A Dacia mini totem
- > Shared Renault / Dacia entrance
- NEW** > Communications media for Test Drive vehicle



Dacia Corner (format A)

IN THE SHOWROOM



Characteristics:

- › No separation between the 2 displays
- › Renault showroom grey tiling
- › No Dacia dedicated sales desk

Touchpoints:

- › Dacia Brand wall
- › Dacia Brand wall 2x2 display
- › Maximum 2 Dacia vehicles on display
- › Dacia vehicle delivered with dust cover

NEW



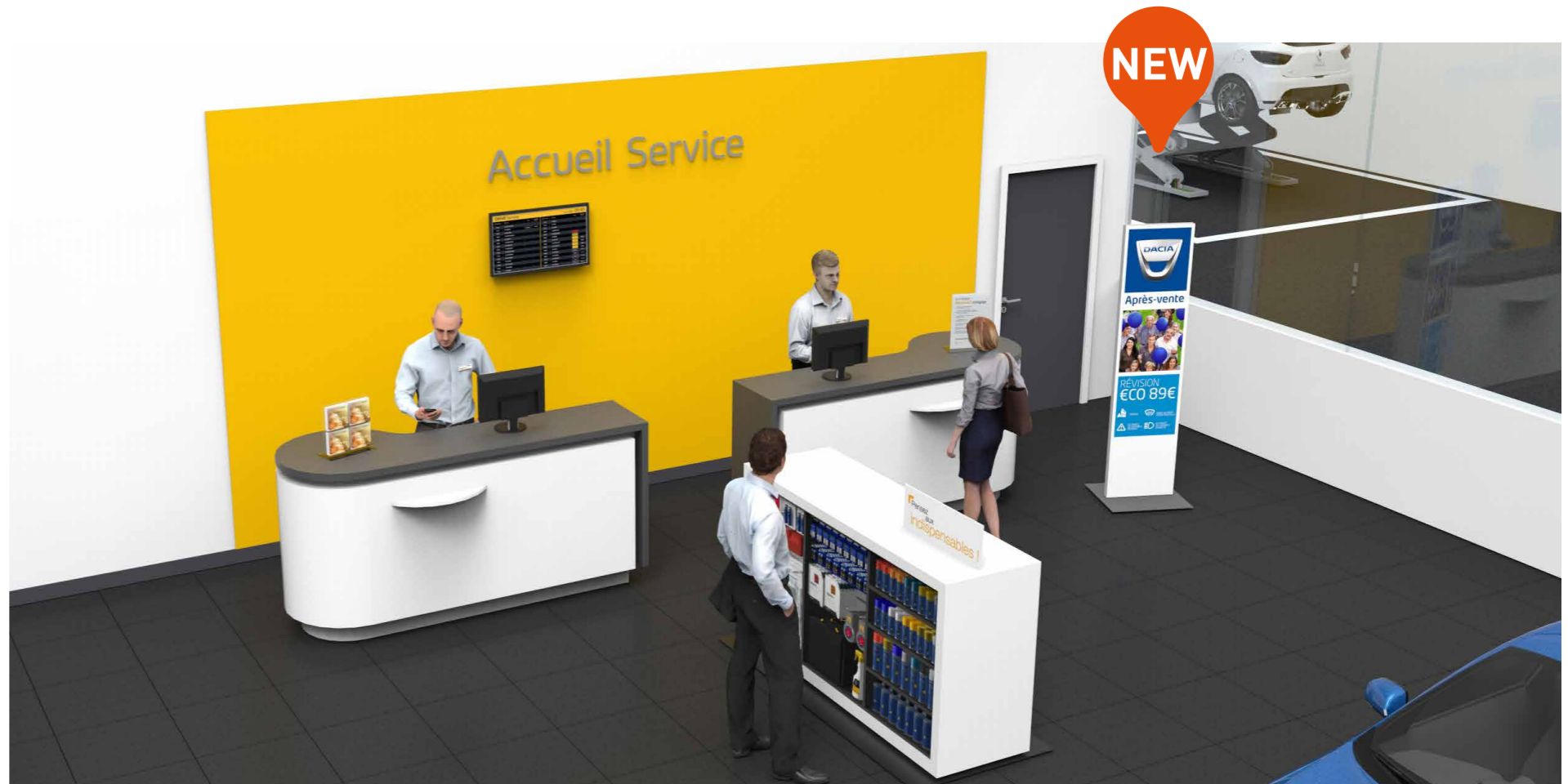
Dacia Corner (format A)

AFTER-SALES

Touchpoints:

- › Dacia sign positioned next to the Service bay
- › After-sales in the Renault showroom at the Renault Service Reception
- › A Dacia after-sales totem next to the reception desk

NEW



Dedicated showroom (format B/C)

OUTDOORS

Touchpoints:

- > Three Dacia flags
- > A Dacia totem
- > A Dacia sign
- > Separate RENAULT and DACIA entrances
- > A dedicated Test Drive area



Dedicated showroom (format B/C)

IN THE SHOWROOM



Characteristics:

- > Minimum separation of 60% between the two Brands with a minimum height of 2,20m
- > Light grey Dacia tiling
- > Dark grey tiling on derogation from Brand Stores

Touchpoints:

- > Brand / Services / Financing wall
- > Salespeople with Dacia badges
- > Dacia dedicated sales desks

> Delivery:

- 1 - Renault delivery area + small format Dacia visual
- 2 - Renault delivery area + large format Dacia visual
- 3 - Specific Dacia delivery area



NEW

NEW

NEW

NEW

Dedicated showroom (format B/C)

AFTER-SALES

Touchpoints:

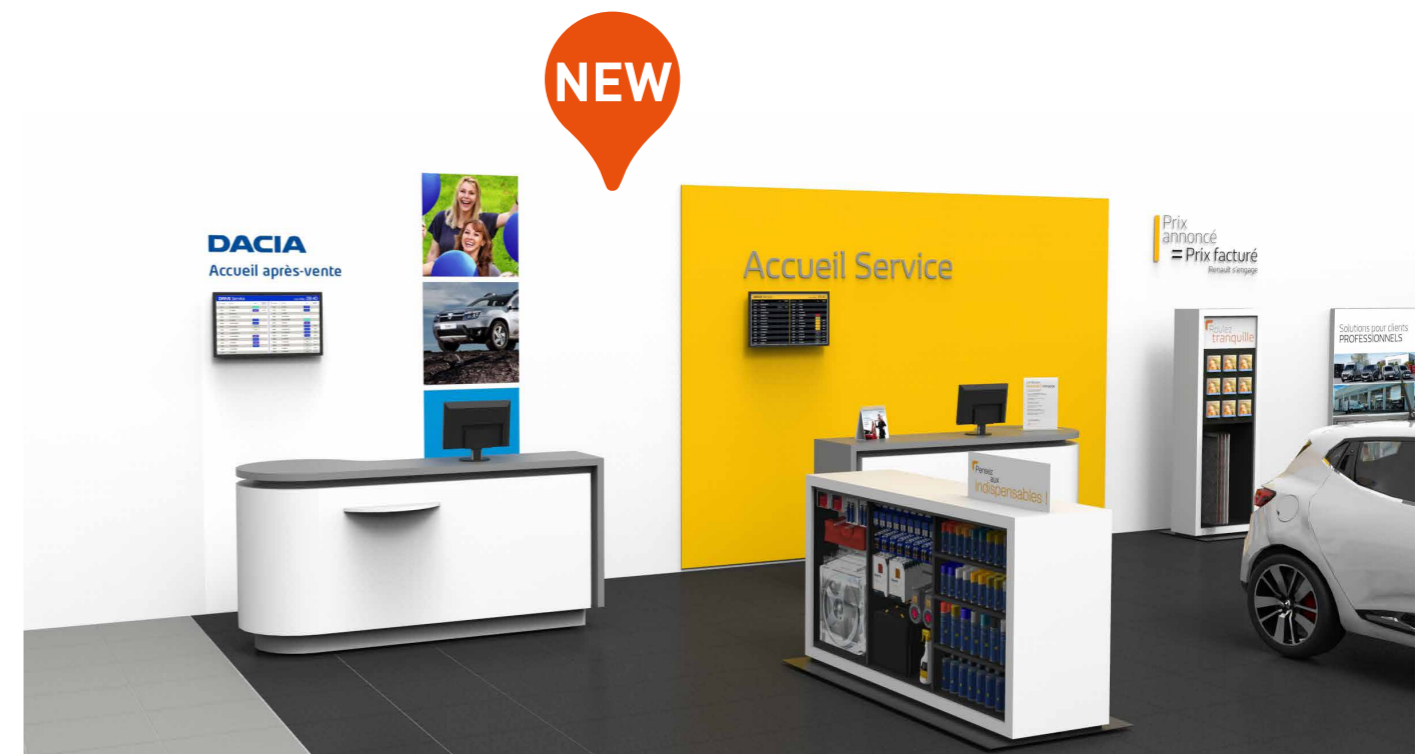
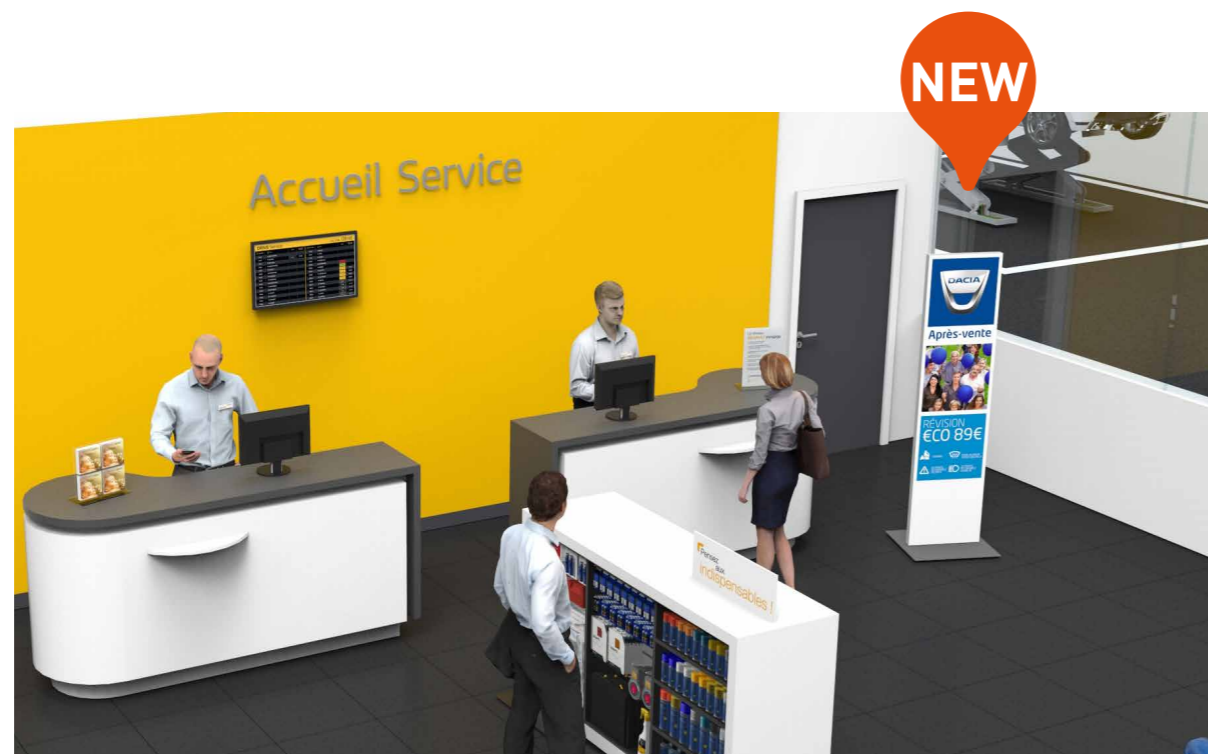
- NEW** > Dacia sign positioned next to the Renault Service bay
- NEW** > After-sales reception in the Renault showroom at the Renault Service Reception
 - Dacia after-sales totem
- NEW** > After-sales reception in the Renault showroom
 - Specific Dacia after-sales desk
 - Specific screen
 - Dacia visual



For outlets with - 50% of Dacia workshop entries




For outlets with + 50% of Dacia workshop entries



Dacia Box (format D)

OUTDOORS

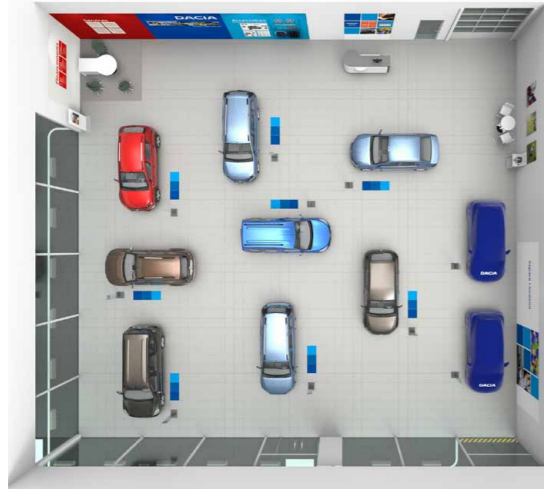
Characteristics:

- > Six Dacia flags
- > A Dacia totem
- > A Dacia sign
-  > A dedicated Test Drive area



Dacia Box (format D)

IN THE SHOWROOM



Characteristics:

- > No Renault showroom in direct proximity
- > Light grey Dacia tiling

Touchpoints:

- > Brand / Services / Financing wall
- > Salespeople with Dacia badges
- > Dacia dedicated sales desks
- > A specific Delivery Area

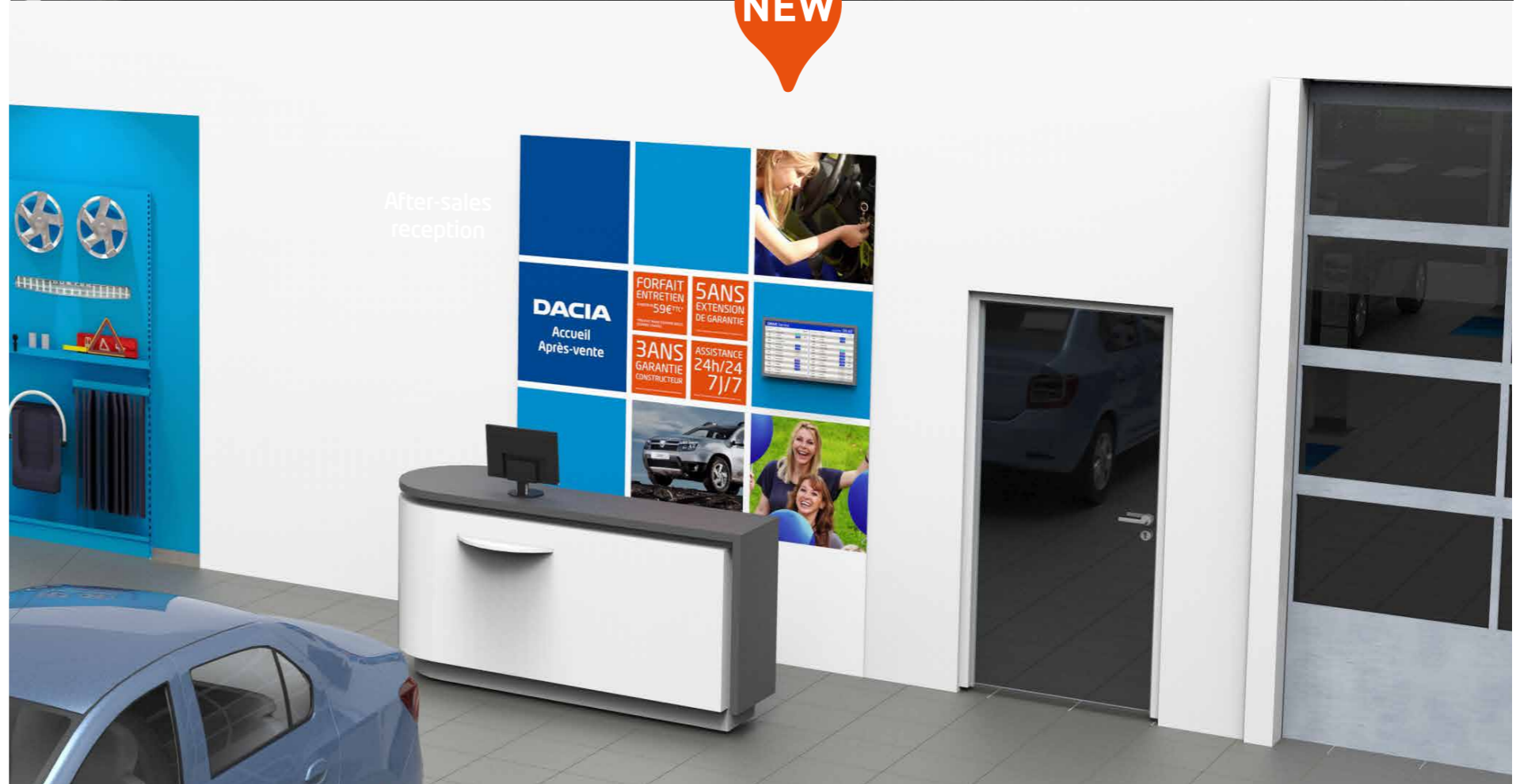


Dacia Box (format D)

AFTER-SALES

Touchpoints:

- > Dacia signage on Service bay
- > Dedicated after-sales reception
 - Specific screen
 - Dacia visual



Multibrand format

OUTDOORS

Characteristics:

- › At list one Dacia flags
- › A Dacia totem
- › A Dacia sign



Multibrand format

IN THE SHOWROOM



Touchpoints:

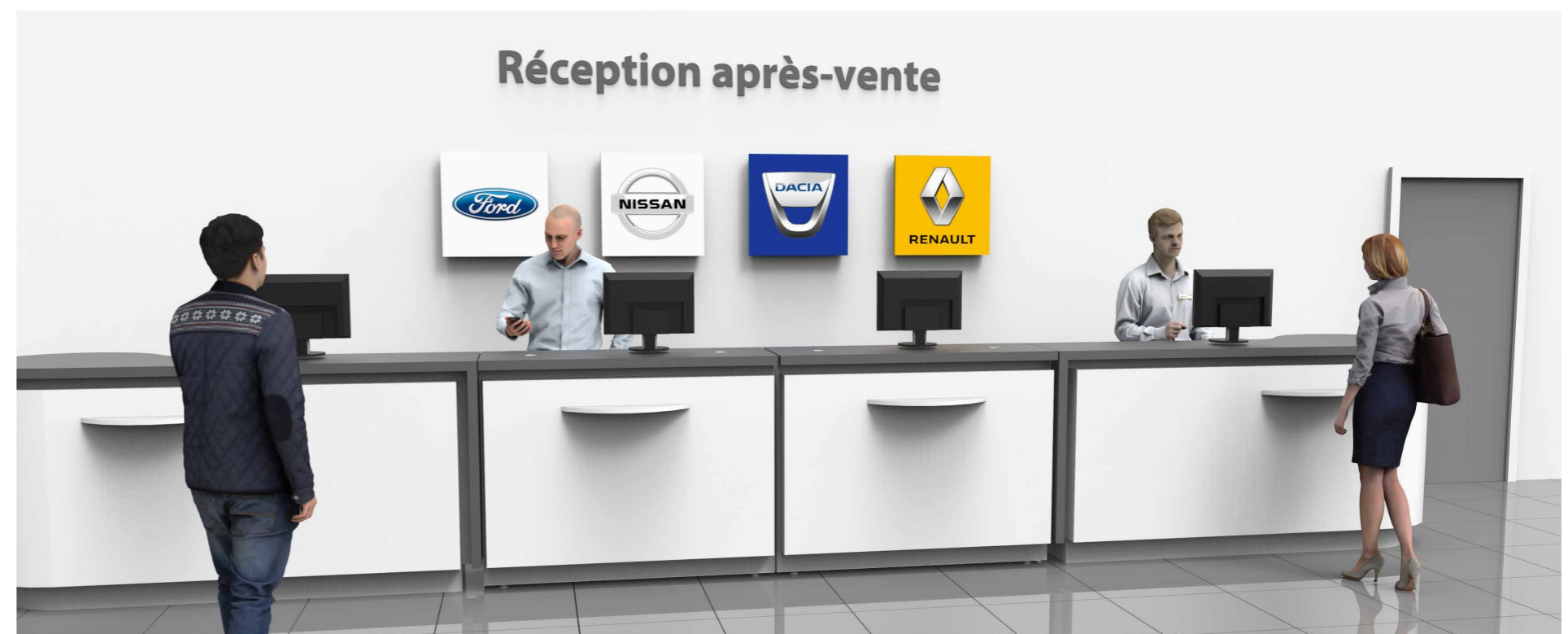
- › Brand / Services / Financing wall
- › Salespeople with Dacia badges
- › Dacia dedicated sales desks



AFTER-SALES

Touchpoints:

- › Dacia signage next to the Service bay
- › Identification of the Dacia brand at the after-sales reception





Thank you.