



**RENAULT**  
Passion for life

Application guide

# The essentials Renault Store

# introduction

This document aims to give a good understanding of the challenges of the Renault Store, to help master the various aspects involved and apply the principles to any point of sale to be transformed into a Renault Store.

Note.

This document is interactive and allows you to navigate back and forth between chapters.

It is particularly recommended for the network development managers in the different countries, for designers (architects, design offices, etc.) and also for the operators.

# contents



This pictogram indicates the presence of a quick navigation link allowing you to access a page directly.



the customer experience



the Renault Store customer journeys



the showroom formats



TO DIRECTLY ACCESS A TOPIC, CLICK ON THE TITLE.



the showroom components



the general organization of a Renault Store site



installation of the showrooms



TO RETURN TO THE MAIN CONTENTS PAGE,  
CLICK ON THE BUTTON.

# 1 the customer experience



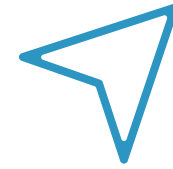


In response to changing customer expectations, **the Renault Store offers a new point-of-sale design** (customer journey, organization, communication), which asserts the Renault identity and makes it possible to optimize commercial efficiency by promoting the value of the Brand, its products, its services and its accessories.

# Renault Store, above all a new customer experience



## from customer experience to customer journeys...



Today, the marketing challenge imposed on any Brand demands a clear vision of the journey experienced by its customers, at all steps in their relationship with the Brand whether at the point of sale or via the Internet.

Mastering the customer journey therefore means

- **breaking down each step,**
- **putting yourself in the customer's position,**
- **understanding their objectives,**  
what they do or don't do, and why.

# the rise of internet

Whether customers wants to buy a car, service their car or choose accessories, they will do research on the internet before going to a dealership.

95%

of buyers do research  
on the internet

40%

of used car buyers  
would prefer not  
to have to  
physically move

60%

have posted  
a comment on  
their new car

20%

of purchase decisions  
are influenced by  
the social networks

# key moments of the customer journey

7 key moments mark stages of the customer experience in the Renault network.

They are the expression of the customer expectations that Renault must meet, particularly with Renault Store.



the best of welcomes



the right advice to make the right choice



my purchase made in total confidence



my honeymoon



if there is a problem



easy and transparent servicing for me



let's stay in touch



# Renault Store simplifies customer journeys

It delivers the different customer journeys, each step of which is made visible.

It showcases the products, services and accessories making the location more attractive and sales friendly.

It offers a digital experience and a physical experience.



TO RETURN TO THE MAIN CONTENTS PAGE,  
CLICK ON THE BUTTON.

# 2

## the Renault Store customer journeys

# the different customer journeys

In order to offer a complete experience, Renault Store delivers the **necessary exterior and interior journeys** and acknowledges customers' desires for both autonomy and support.

Sales Customer journeys

Delivery customer journey

Walk-in Service customer journey

Renault PRO+ sales customer journey

Renault SELECTION customer journey on exterior display

With-appointment Service customer journey

Renault PRO+ service customer journey

Renault SELECTION customer journey in showroom

TO DIRECTLY ACCESS A JOURNEY,  
CLICK ON THE TITLE.



## Sales customer journeys

Customer looking to purchase new vehicle, accompanied or independently...

# Sales customer

## EXTERIOR JOURNEY



Sales customers are directed as of their arrival and are **guided to the showroom.**

The exterior journey takes customers past the display areas to reach the dedicated parking area. From there, on foot, they will proceed to the entrance of the showroom.





# Sales customer

## EXTERIOR JOURNEY

TO RETURN TO THE LIST OF CUSTOMER JOURNEYS,  
CLICK ON THE BUTTON.



### Identification of site

Customers locate the site, clearly identified by the flags and totem.



### Site entrance

Approaching the site, they are guided to the entrance by the signage, and a directional sign indicates the parking area.



### Headline zone

From their vehicle, customers will see the exterior display areas including the Headline zone.



### Customer parking area

The customer parking area is identified by a mast.



### Showroom entrance

Protected pathways line the route to the showroom



### Exterior display areas

Customers access the display areas via the pedestrian crossing in front of the showroom



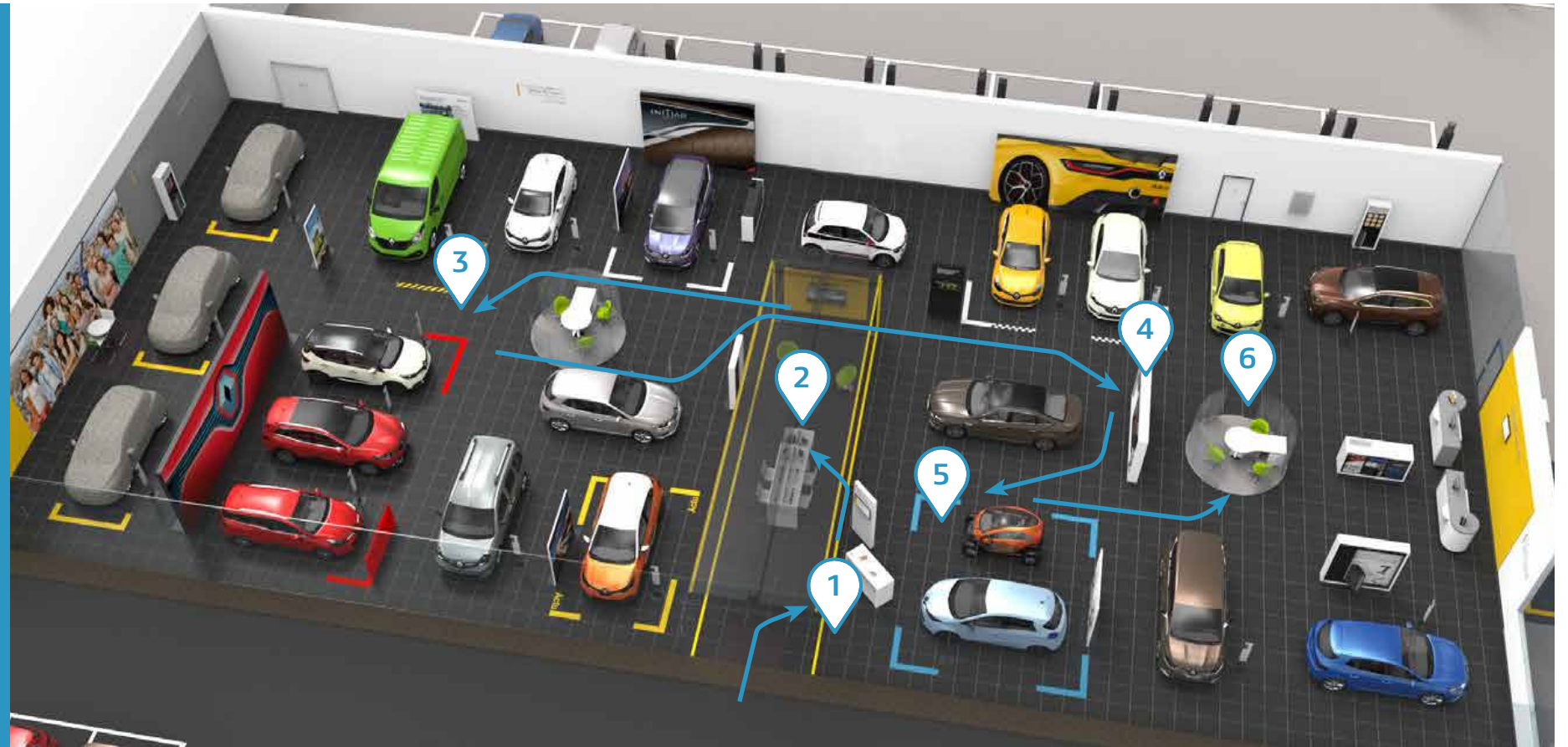
# Sales customer

## INTERIOR JOURNEY - ACCOMPANIED



Sales customers who want to be accompanied will seek contact with dealership staff as soon as they enter the showroom.

They will want to be guided, learn about the Brand universe, and above all will want us to give them information on the products or services.





# Sales customer

## INTERIOR JOURNEY - ACCOMPANIED

TO RETURN TO THE LIST OF CUSTOMER JOURNEYS,  
CLICK ON THE BUTTON.



1

### Reception

The customer comes in, is greeted by the receptionist who offers him or her a coffee, inquires how we can help and invites him or her into the Brand space.



2

### Brand space

He or she moves to the Brand bar or goes to the digital lounge.



3

### Product zones

He or she wants information on Kadjar. Informed by the receptionist, the sales advisor joins the customer.



4

### The configurator

He or she goes to the configurator to think about options and accessories to choose.



5

### Other products

Together, they visit the showroom.



6

### Sales desk

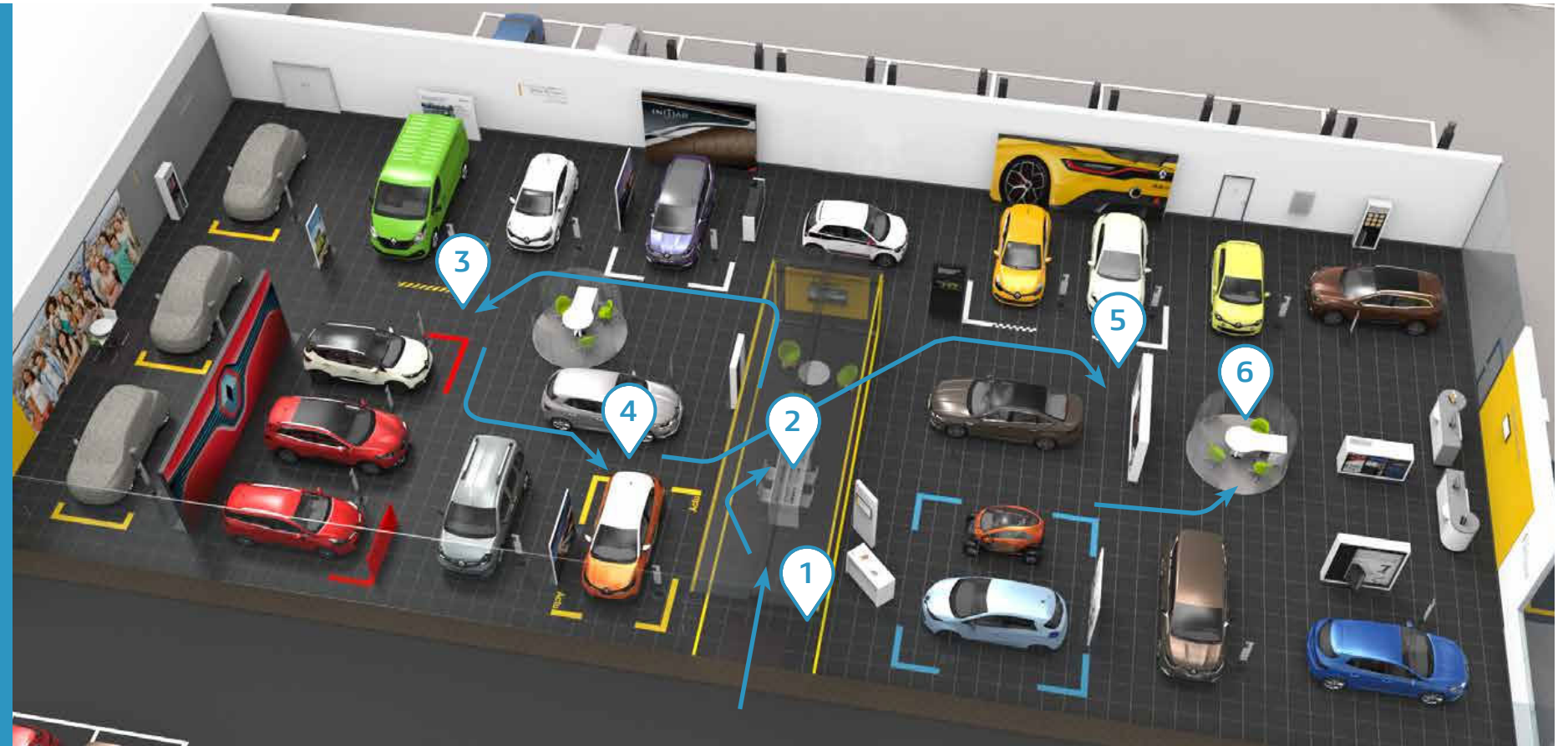
They settle at the sales desk to finalize discussions

# Sales customer

## INTERIOR JOURNEY - INDEPENDENT



Independent-profile sales customers are looking for efficiency. They want to browse the point of sale **at their own pace** and stop as the "fancy" takes them. In the end, they may choose to approach the advisors for further information.





# Sales customer

## INTERIOR JOURNEY - INDEPENDENT

TO RETURN TO THE LIST OF CUSTOMER JOURNEYS,  
CLICK ON THE BUTTON.



### 1 Reception

The customer enters the showroom and heads for the totem. He or she does not want to make contact with the receptionist.



### 2 Brand space

He or she goes to the Brand bar and starts to discover the range.



### 3 Passion zone

He or she goes towards the passion zone, interested by the vehicles on display.



### 4 Other product zones

While browsing the showroom, he or she discovers the other product zones which give a structured vision of the range.



### 5 The configurator

He or she passes in front of the configurator.



### 6 Sales desk

Looking for additional information, he or she goes over to the sales desk.



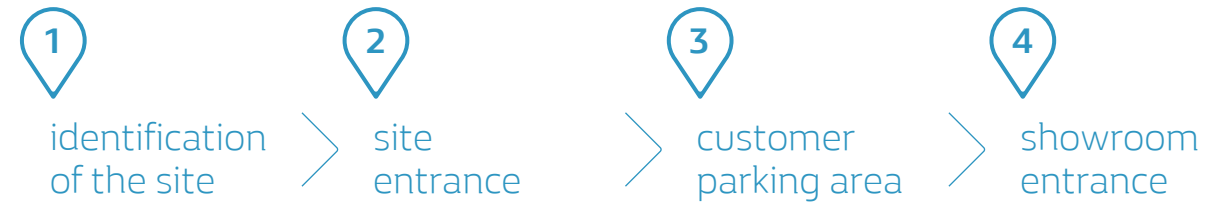


## Delivery customer journey

When the customer takes possession of his or her vehicle...

# Delivery customer

## EXTERIOR JOURNEY



Delivery customers are directed as of their arrival and are guided to the showroom.

While going to park at the dedicated parking area, customers go past the exterior display areas. They use the protected walkways to reach the showroom entrance.



# Delivery customer

## EXTERIOR JOURNEY

TO RETURN TO THE LIST OF CUSTOMER JOURNEYS,  
CLICK ON THE BUTTON.



### 1 Identification of site

Customers discover the site, clearly identified by the flags and totem.



### 2 Entrance

Approaching the site, they are naturally guided to the entrance by the signage, and a directional sign indicates the parking area.



### 3 Customer parking area

The showroom customer parking area is identified by a mast. Each space is marked out.



### 4 Showroom entrance

Protected pathways line the customer's route to the Renault Road.



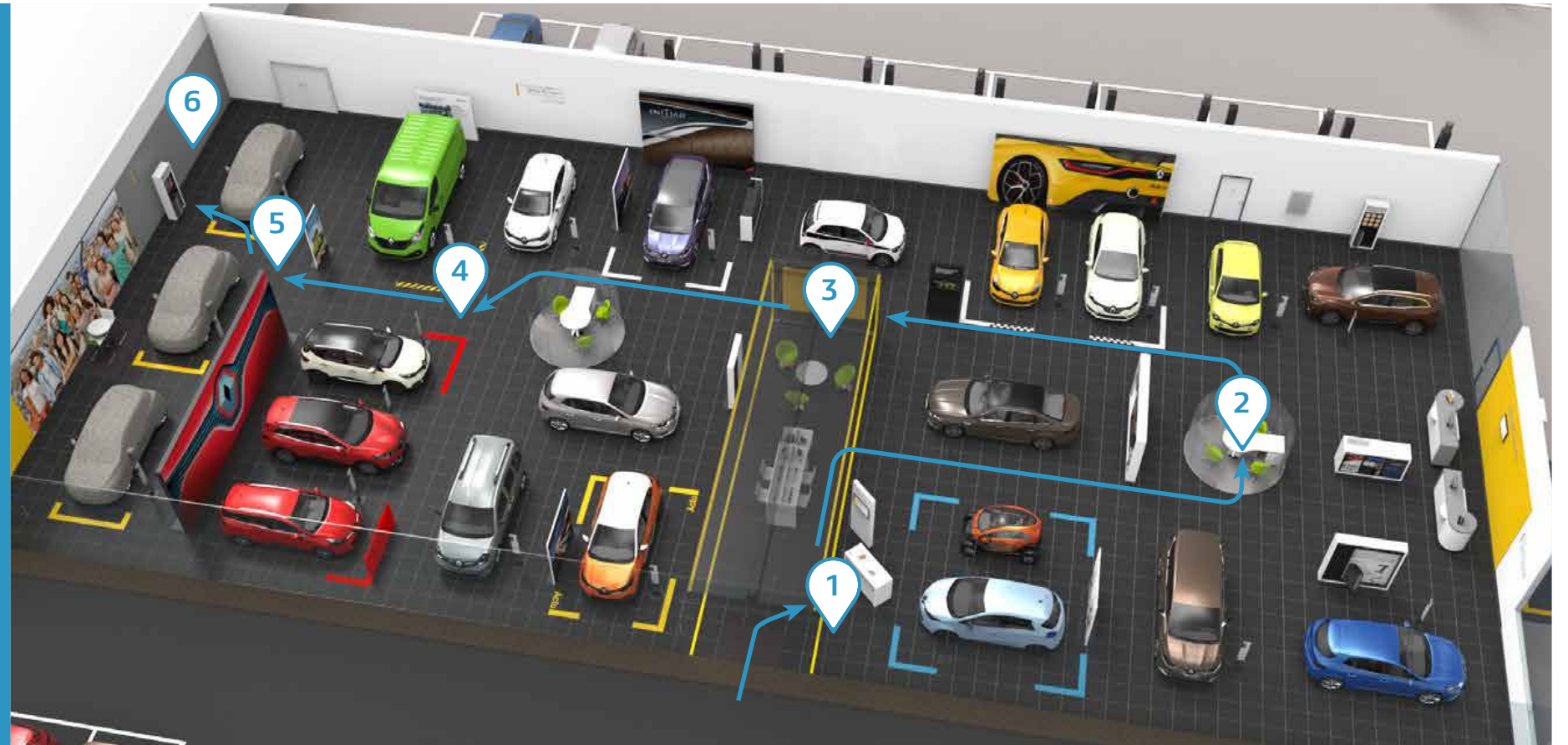
# Delivery customer

## INTERIOR JOURNEY



The delivery area is designed for staging this special emotional moment.

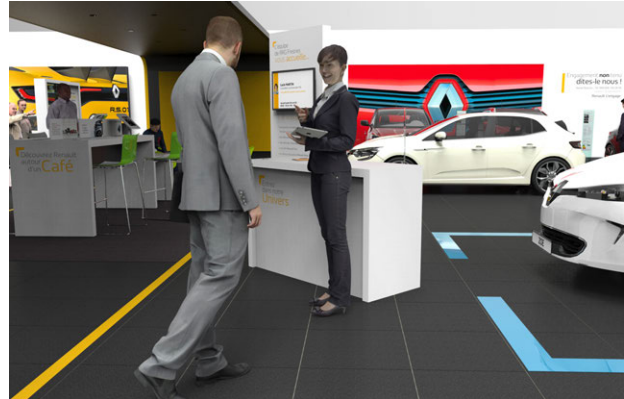
The delivery should also allow additional sales to be proposed. An accessories unit and services pack are set up in this area to encourage impulse buys.



# Delivery customer

## INTERIOR JOURNEY

TO RETURN TO THE LIST OF CUSTOMER JOURNEYS,  
CLICK ON THE BUTTON.



1

### Reception

The customer comes in, is greeted by the receptionist who offers him or her a coffee.

2

### Handover of documents

The receptionist accompanies the customer to the delivery secretary for the administrative formalities.

3

### Brand space

With the formalities completed, he or she waits in the digital lounge. He or she is joined by the handover person.



4

### Product zones

They go to the delivery area together and stop for a moment near the Passion zone.

5

### Delivery area

They arrive at the delivery area for the vehicle handover.

6

### Accessories unit

The delivery unit presents services packs and/or accessories for getting the new car on the road.





## Walk-in Service customer journey

When a customer wants their vehicle repaired or serviced without an appointment...

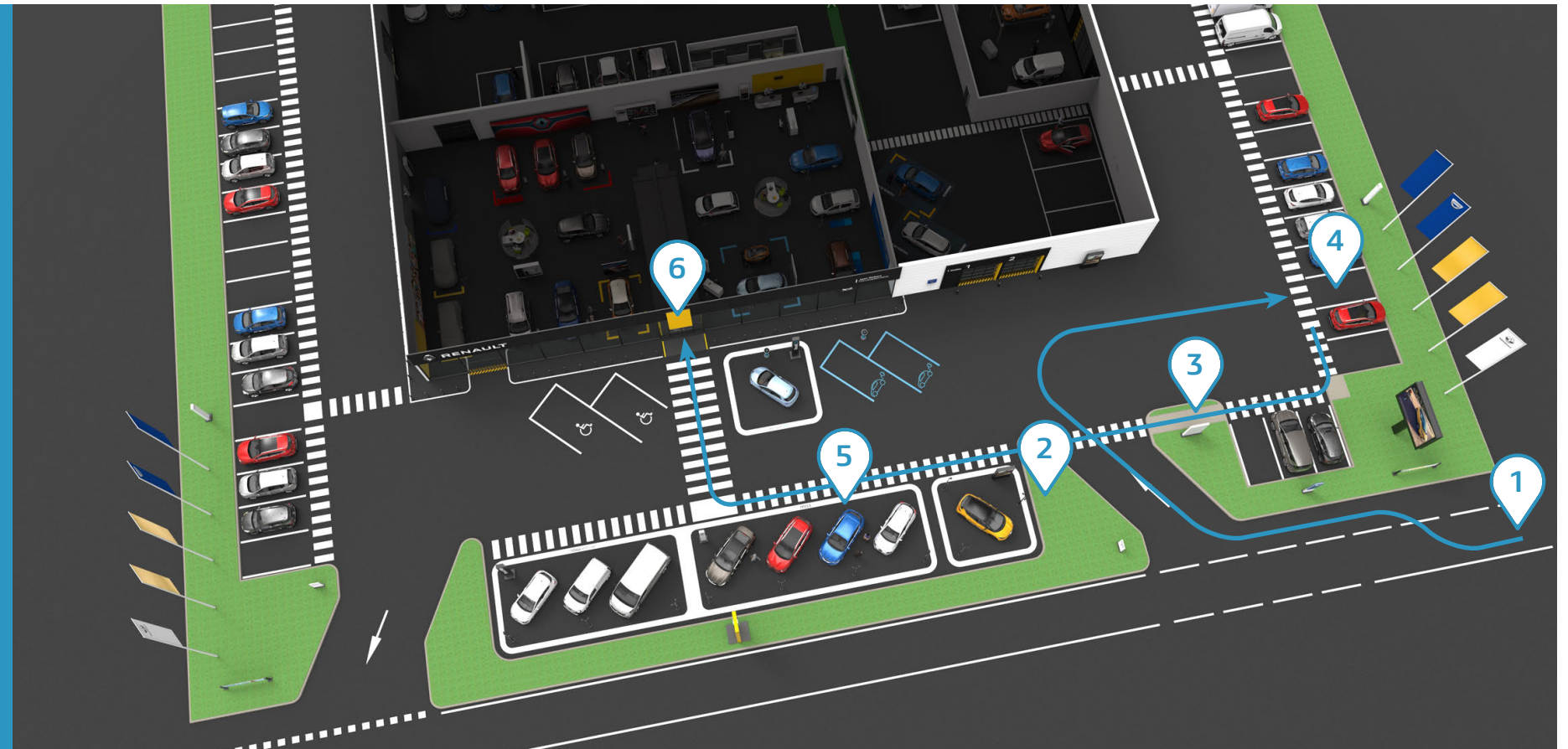
# The walk-in Service customer

## EXTERIOR JOURNEY



The walk-in Service customer has to go to the service reception desk located in the showroom.

From a dedicated parking area, the exterior journey takes them past the exterior display areas to the showroom entrance.



# The walk-in Service customer

## EXTERIOR JOURNEY

TO RETURN TO THE LIST OF CUSTOMER JOURNEYS,  
CLICK ON THE BUTTON.



### 1 Identification of the site

Customers discover the site, clearly identified by the flags and totem



### 2 Headline zone

From their vehicle, customers will go past the Headline zone



### 3 Directional signage

The directional sign indicates the dedicated parking area.



### 4 Customer parking area

The Service customer parking area is identified by a mast.



### 5 Exterior display areas

Protected pathways line the customer's route from the parking area to the showroom.



### 6 Showroom entrance

Customers access the showroom via the pedestrian crossing facing the entrance.



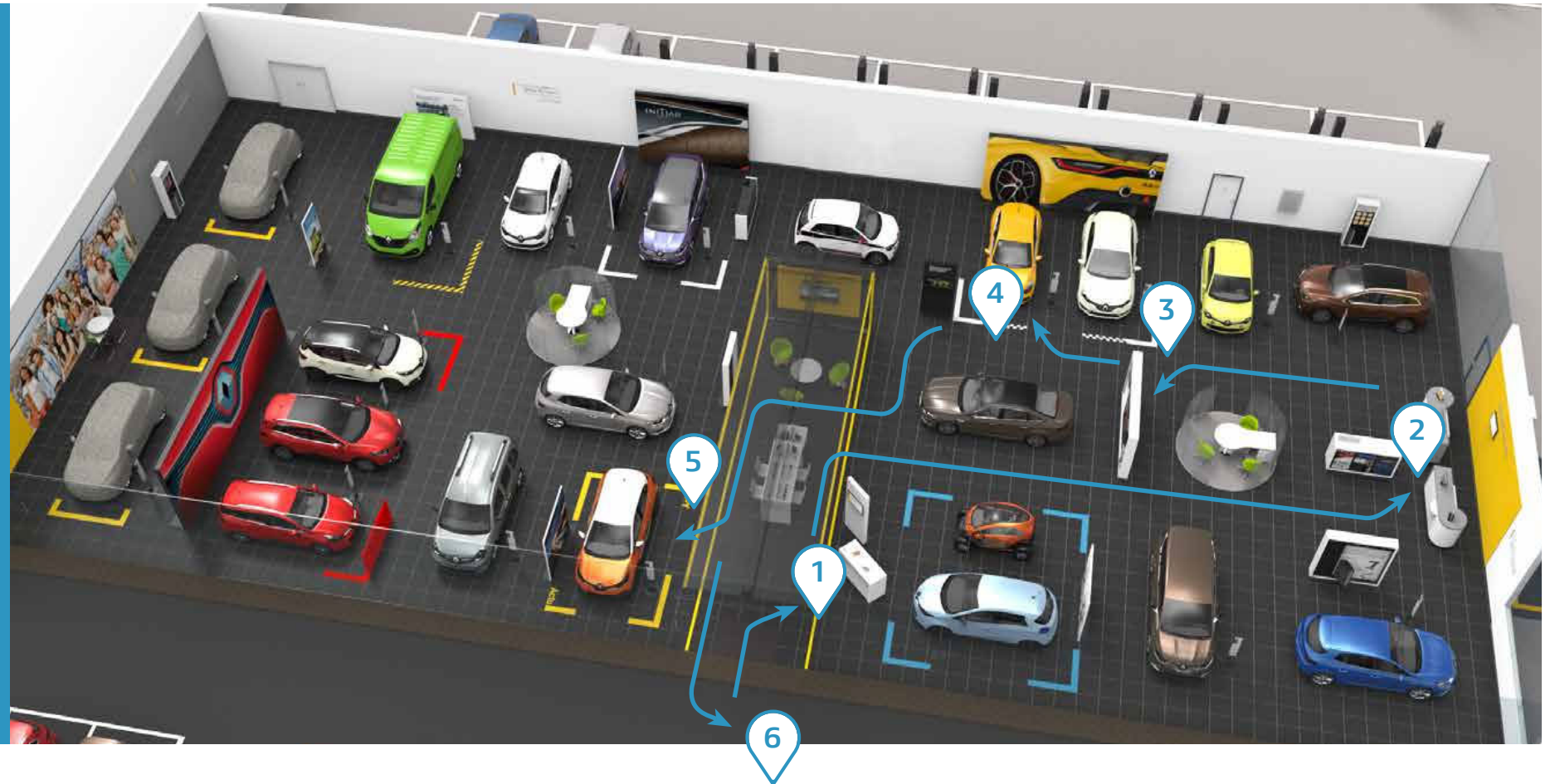
# The walk-in Service customer

## INTERIOR JOURNEY



The walk-in Service customer crosses the showroom to the Service reception desk identified by its signage and yellow wall.

Along the way, the product zones and accessories unit present the Renault offer.





# The walk-in Service customer

## INTERIOR JOURNEY

TO RETURN TO THE LIST OF CUSTOMER JOURNEYS,  
CLICK ON THE BUTTON.



1

### Customer reception

The customer comes in, is greeted by the receptionist who directs him or her to the Service reception.



2

### Service reception

In front of the Service reception, the after-sales unit presents the services packs and accessories.



3

### Accessories unit

The accessories unit is arranged in the flow, visible to the customer.



4

### Product zones

He or she walks past the product zones.



5

### Headline zone

At the entrance, facing the reception, the customer discovers the latest new product.



6

### Customer parking area

The customer leaves the showroom to find his vehicle parked in the customer parking area.

Placez votre voiture **ici**,  
nous allons en prendre  
**soin !**



## With-appointment Service customer journey

When a customer comes to have their  
vehicle repaired or serviced with an  
appointment...

# With-appointment Service customer

## EXTERIOR JOURNEY

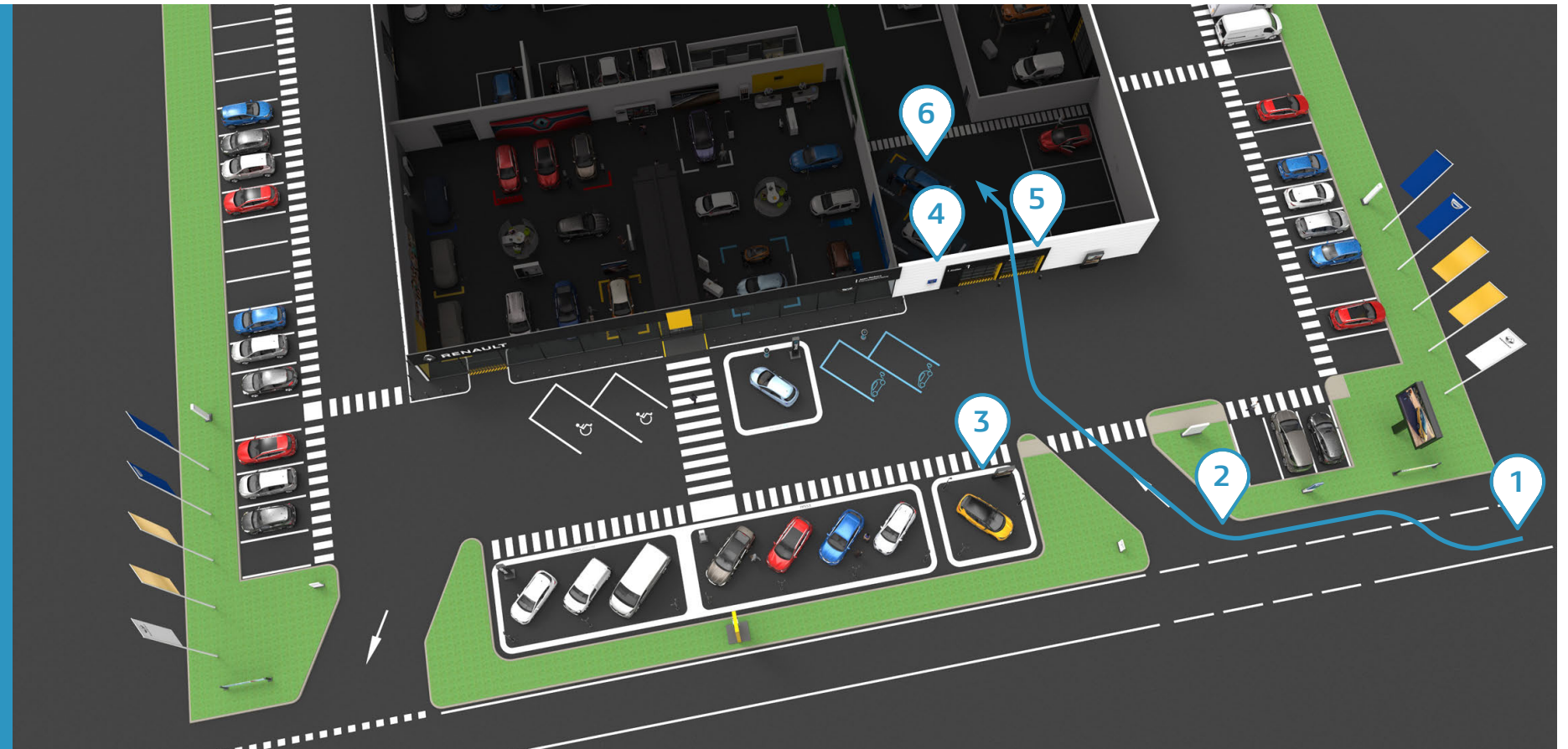


The customer has an appointment at a numbered bay.

The signage directs them.

At the front of the bay, the door opens and he or she is invited to park the vehicle in a dedicated space.

The Service advisor welcomes the customer.





# With-appointment Service customer

## EXTERIOR JOURNEY

TO RETURN TO THE LIST OF CUSTOMER JOURNEYS,  
CLICK ON THE BUTTON.



### 1 Identification of site

Customers discover the site, clearly identified by the flags and totem.



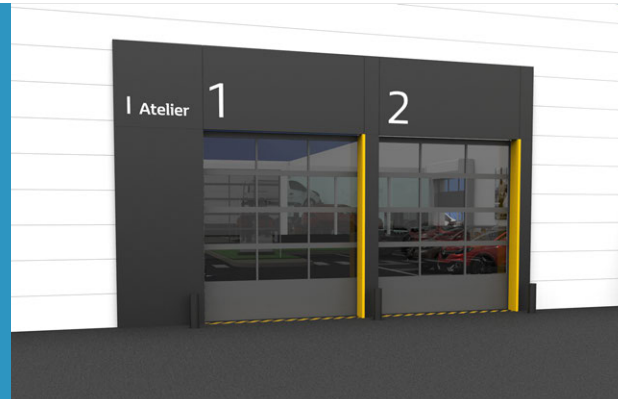
### 2 Site entrance

Approaching the site, they are guided to the entrance by the signage.



### 3 Headline zone

From their vehicle, customers will go past the Headline zone.



### 4 The after-sales facade

The activities are identified on the after-sales façade: Workshop, Renault Minute, ...



### 5 Workshop bay

The numbering allows the customer to go straight to the appointed bay.



### 6 Tour-of-vehicle area

The customer goes to a dedicated space where he or she parks his or her vehicle.



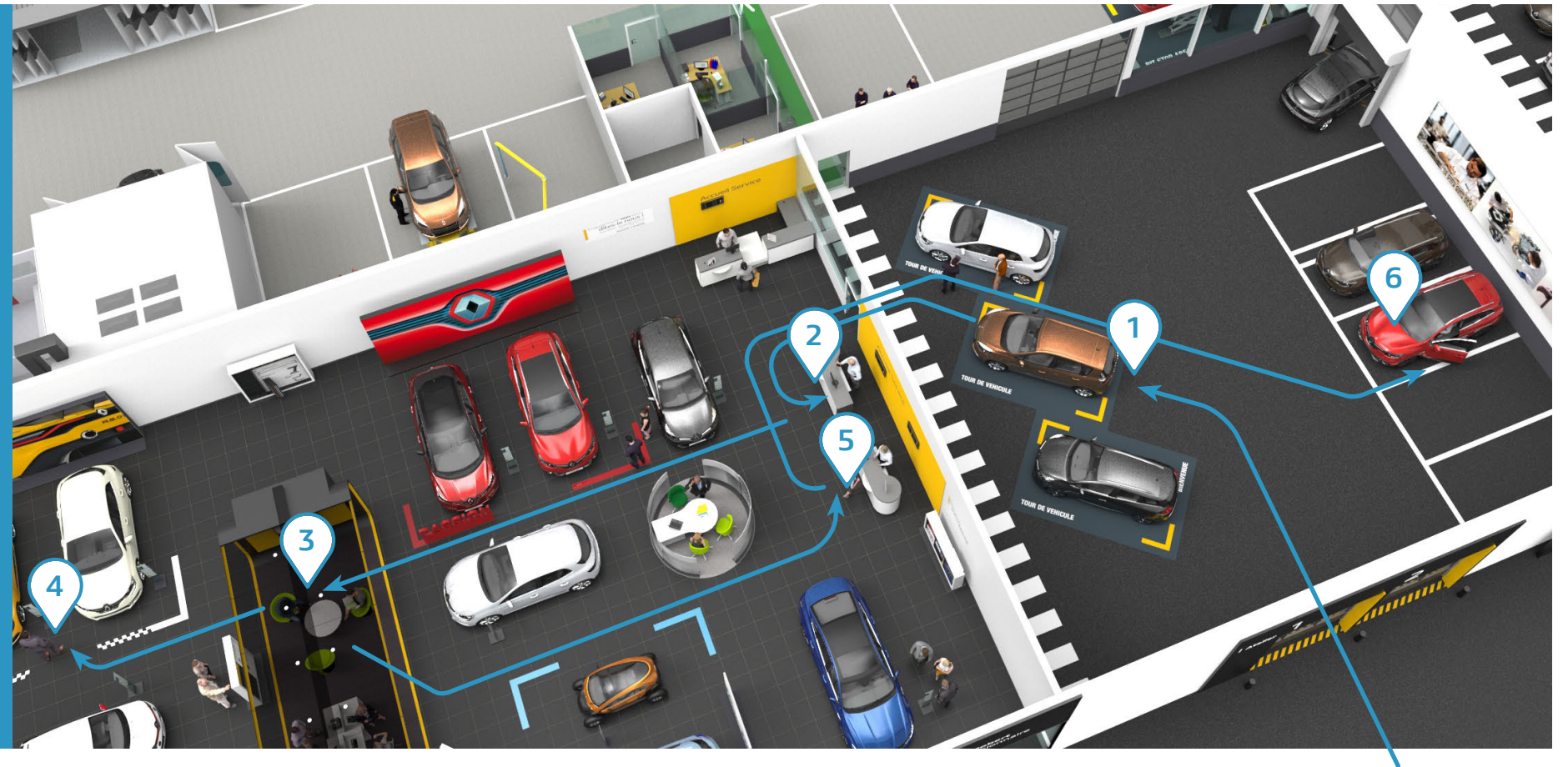
# With-appointment Service customer

## INTERIOR JOURNEY



The Service customer with an appointment is greeted by the Service advisor who does a Tour-of-vehicle before accompanying him or her to the Service reception desk to deal with the administrative formalities.

The waiting is inside the showroom surrounded by the products on display. When the work is complete, the Service advisor hands the keys back to the customer and takes him or her back to the vehicle.



# With-appointment Service customer

## INTERIOR JOURNEY

TO RETURN TO THE LIST OF CUSTOMER JOURNEYS,  
CLICK ON THE BUTTON.



### 1 Customer reception

The customer is greeted by the Service advisor who does a Tour-of-vehicle before accompanying him or her to the adjacent Service reception desk.



### 2 Service reception

The Service Advisor confirms the customer expectations and presents to him or her the list of repairs for acceptance.



### 3 Brand space

For short turnaround jobs, the Service advisor invites the customer to wait in the Brand space while the work is being done.



### 4 Product zones

The product zones inside the showroom invite the customer to discover the brand's products.



### 5 Billing

When the work is completed, the administrative formalities are carried out at the Service reception desk.



### 6 Handing back the vehicle

The Service advisor takes the customer back to his or her vehicle parked in a dedicated space.





## Renault PRO+ sales customer journey

When the customer wants to purchase  
a professional vehicle...

# Renault PRO+ sales customer

## EXTERIOR JOURNEY



Renault PRO+ sales customers discover the exterior display area as soon as they arrive at the site. This is where the range of vehicles for vehicles for professional use is presented. From this space, they can access the showroom using the protected walkways to meet a Sales advisor.





# Renault PRO+ sales customer

## EXTERIOR JOURNEY

TO RETURN TO THE LIST OF CUSTOMER JOURNEYS,  
CLICK ON THE BUTTON.



### 1 Identification of site

The customer discovers the site.  
The Renault PRO+ display zone is clearly identified by the signage.



### 2 Site entrance

On arrival at the site, signage guides the customer to the Renault PRO+ exterior display zone.



### 3 Customer parking area

The customer parking area next to the Renault PRO+ display zone is identified by a sign.



### 4 Display zone entrance

The customer accesses the exterior display zone via the protected walkways.



### 5 Renault PRO+ zone

The vehicles are displayed in an organized space comprising markings on the ground and signage.



### 6 Showroom entrance

From outside, the customer accesses the showroom via the main entrance by taking the protected walkways.

# Renault PRO+ sales customer

## INTERIOR JOURNEY



As soon as the **Renault PRO+ customer** enters the showroom, he or she sees the commercial vehicles on display in the Renault PRO+ zone. Whether alone or accompanied by the receptionist, he or she discovers the showroom, passing in front of the Headline zone, the Brand space and the product zones.





# Renault PRO+ sales customer

## INTERIOR JOURNEY

TO RETURN TO THE LIST OF CUSTOMER JOURNEYS,  
CLICK ON THE BUTTON.



1

### Reception

The customer is welcomed by the receptionist. He or she discovers the showroom and can spot the Renault PRO+ area.

2

### Headline zone

Opposite the reception, the Headline zone highlighting a new product captures the customer's attention.

3

### Brand space

In the Brand space, he or she can get to know the Brand and the services offered to professional customers.



4

### Product zones

While walking over to the zone dedicated to Renault PRO+, he or she passes the other zones.

5

### The Renault PRO+ zone

Identified by its signage, the Renault PRO+ zone showcases commercial vehicles.

6

### The sales area

The customer can ask for additional information by approaching a sales advisor present near to the zone.



Accueil Service



## Renault PRO+ service customer journey

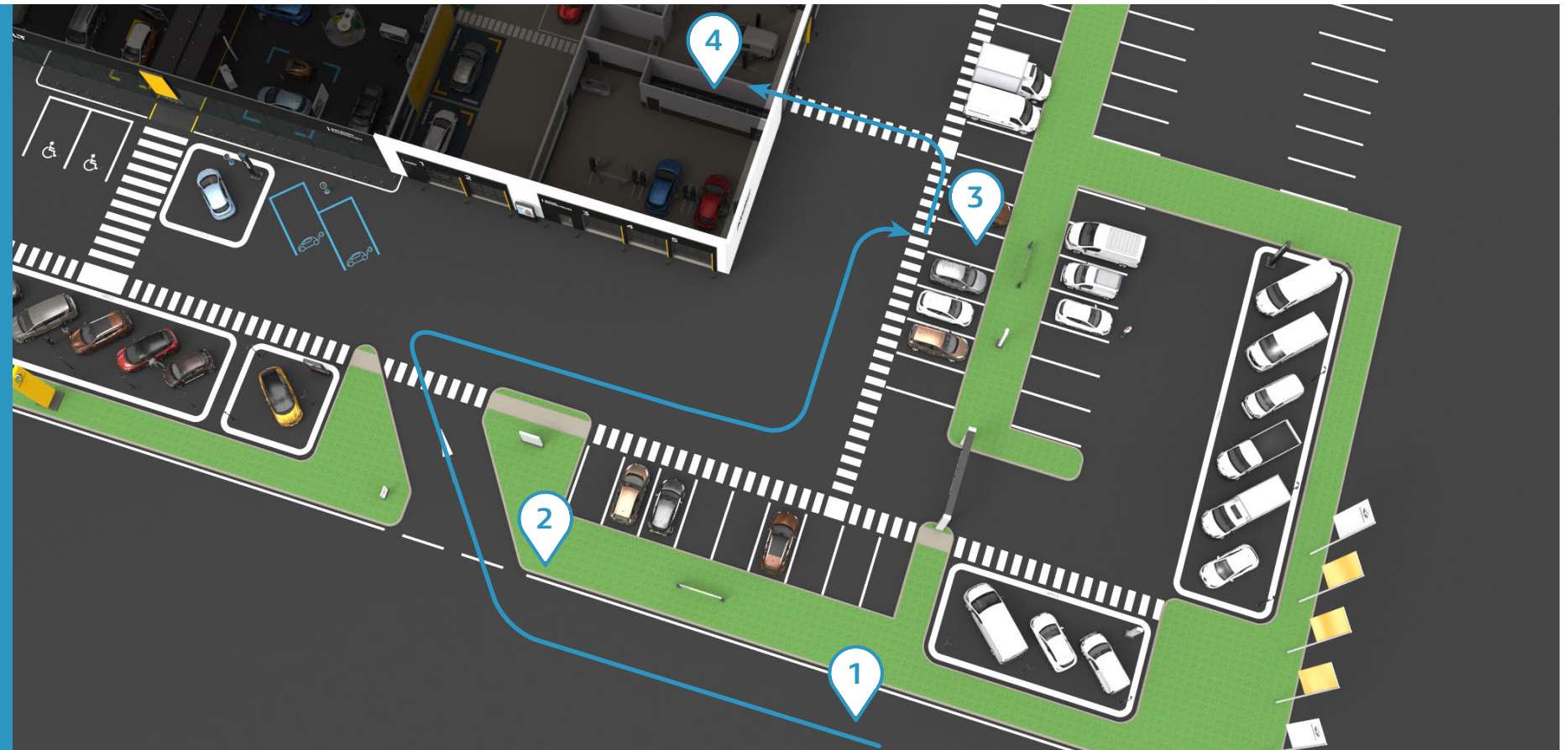
When a professional customer wants  
their vehicle repaired or serviced...

# Renault PRO+ service customer

## EXTERIOR JOURNEY



The Renault PRO+ service customer is offered a specific customer journey aimed at increased efficiency. A dedicated Service reception desk is integrated into the Renault PRO+ workshop. He or she can park his or her vehicle close to the workshop on the reserved parking space. From there, he or she makes his or her way to the Renault PRO+ reception to be welcomed by the Service advisor.



# Renault PRO+ service customer

## EXTERIOR JOURNEY

TO RETURN TO THE LIST OF CUSTOMER JOURNEYS,  
CLICK ON THE BUTTON.



1

### Identification of site

Customers discover the site, clearly identified by the flags and totem

2

### Site entrance

A directional sign indicates the parking area reserved for Service customers.

3

### Customer parking area

The Service customer parking area is identified by a mast. The customer parks his or her car in front of the Renault PRO+ exterior display area.



4

### Renault PRO+ service reception

The integrated Renault PRO+ reception is identified on the façade. It is accessible via a protected walkway from the car park.



# Renault PRO+ service customer

## INTERIOR JOURNEY



For short turnaround jobs, **Renault PRO+ Service customers** can make their way to the showroom where they are invited to wait while the work is being done. The Renault offer is presented by the product zones and accessories units. When the work is completed, the customer goes to the Service reception desk to carry out the formalities before returning to his or her vehicle.



# Renault PRO+ service customer

## INTERIOR JOURNEY

TO RETURN TO THE LIST OF CUSTOMER JOURNEYS,  
CLICK ON THE BUTTON.



### 1 Renault PRO+ service reception

The customer is welcomed by the Service advisor. For short turnaround jobs, he invites the customer to wait in the Brand space.



### 2 Showroom

The showroom is easy to access, as the route is lined with protected pathways.



### 3 Brand space

The customer can wait in the Brand space while the work is being done. There, he or she can find all the information on the range and the services.



### 4 Product zones

The product zones inside the showroom invite the customer to discover the brand's products.



### 5 Accessories unit

The accessories units present all the essential accessories and consumables.



### 6 Service reception

When the work is completed, the administrative formalities are carried out at the Service reception desk.



Renault SELECTION customer in  
a site with exterior display area

When the customer wants to purchase  
a used vehicle...



# Renault SELECTION customer in a site with exterior display area

## EXTERIOR JOURNEY



The Renault SELECTION exterior display area **operates autonomously with a sales area** to receive the customer. It is usually installed to one side of the dealership, so that it can be directly accessed from a dedicated parking area.



# Renault SELECTION customer in a site with exterior display area

## EXTERIOR JOURNEY

TO RETURN TO THE LIST OF CUSTOMER JOURNEYS,  
CLICK ON THE BUTTON.



### 1 Identification of site

Customers discover the site, clearly identified by the flags and totem.



### 2 Site entrance

From the entrance, a directional sign indicates the presence of the Renault SELECTION exterior display area.



### 3 Customer parking area

Opposite the Renault SELECTION display zone, the customer identifies the dedicated parking area.



### 4 Display zone entrance

The communication signs express the customer-promise and announce the current promotional offer.



### 5 The exterior display area

The customer can choose to freely browse the display area. The bay signs reveal its organization.



### 6 The sales area

The customer can go to the sales area to be received by a sales advisor.



# Renault SELECTION



Renault SELECTION customer  
journey at a site with showroom

When the customer wants to purchase  
a used vehicle...

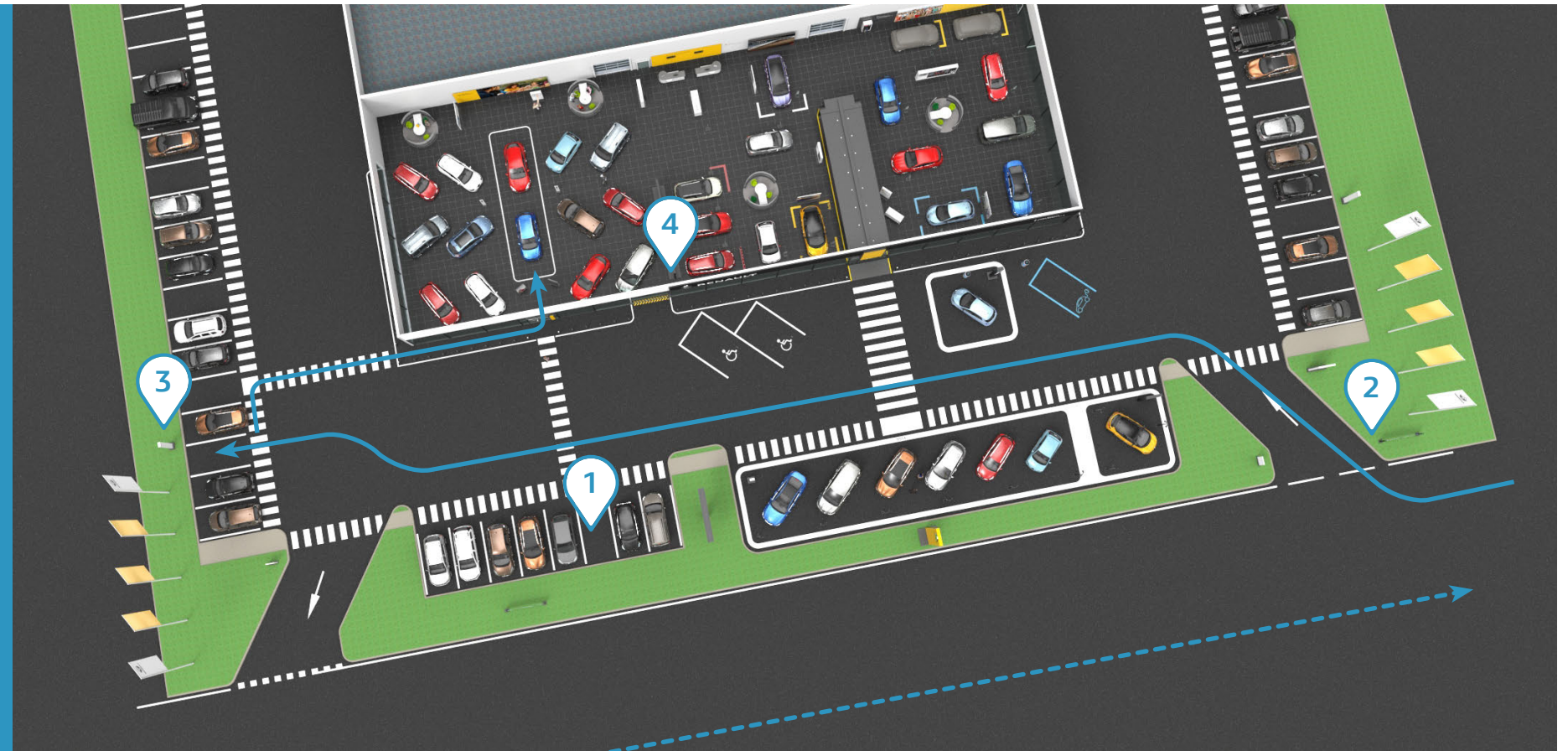


# Renault SELECTION customer in an integrated showroom

## EXTERIOR JOURNEY



From his or her car, the customer discovers the exterior used vehicle display area in front of the Renault SELECTION showroom. He or she is guided to the nearest parking area to the showroom, which he or she accesses by taking the protected walkways.



# Renault SELECTION customer in an integrated showroom

## EXTERIOR JOURNEY

TO RETURN TO THE LIST OF CUSTOMER JOURNEYS,  
CLICK ON THE BUTTON.



1

### Identification of site

The customer discovers the Renault Store site.  
The Renault SELECTION showroom is  
identified by the signage.

2

### Site entrance

Approaching the site, he or she is guided to  
the Renault SELECTION showroom by the  
directional signage.

3

### Customer parking area

The customer parking area close to the Renault  
SELECTION showroom is identified by a parking  
sign.



4

### Showroom entrance

The customer accesses the showroom via the  
protected walkways.



# Renault SELECTION customer in an integrated showroom

## INTERIOR JOURNEY



On entering the showroom, the customer is presented with the Renault SELECTION customer promise and the current promotional operation. He or she discovers the vehicles grouped thematically. A screen is at his or her disposal to run a search on the offer of used vehicles, either independently or assisted by a used vehicle advisor.





# Renault SELECTION customer in an integrated showroom

## INTERIOR JOURNEY

TO RETURN TO THE LIST OF CUSTOMER JOURNEYS,  
CLICK ON THE BUTTON.



1

### The communications signs

As soon as the customer enters the showroom, he or she is made aware of the customer promise and the current promotional offer.

2

### The showroom

The space is organized by level of range or type of vehicle, to make the product offer comprehensible.

3

### The totem

The totem presents the complete offer in the form of an interactive catalogue for the customer to search thematically.



4

### The POS display

The communications display explains the content of the customer promise in an attractive format.

5

### The sales area

The sales advisor is there to greet the customer and give him or her all the information desired.

6

### The NV showroom

The customer can directly access the NV showroom and the Brand space to wait for a test drive, for instance.



TO RETURN TO THE MAIN CONTENTS PAGE,  
CLICK ON THE BUTTON.

# 3

## the showroom formats



The Renault Store is designed **to adapt to the constraints of the network** and to all sizes of site.

It is available in **three formats**, determined by each country depending on the size of the showroom and the number of vehicles on display.



# The main formats



## LARGE

> to 600 m<sup>2</sup>

20 vehicles and +

This is the standard format.  
It offers all the  
components.



## MEDIUM

from 300 to 600 m<sup>2</sup>

10 to 20 vehicles

This format comprises a  
selection of compulsory or  
optional components.



## SMALL

< to 200 m<sup>2</sup>

3 to 5 vehicles

Suitable for small footprint  
sites, this format comprises a  
selection of components.

# conditions for success

Renault Store adapts to most site configurations (lengthways, in a square, in an L-shape, half-moon, etc).

The creation of a Renault Store site requires the deployment of **all the associated projects** (digital, behavioural, etc.) and the involvement of all sectors of the subsidiary concerned (marketing, IT, methods, after-sales, etc).



The components of the Renault Store showroom fall into **four categories**:

- Reception,
- Showcasing of products,
- The Brand,
- The accessories units.



# What are the different components of a Renault Store showroom?



## Customer reception

- reception desk and totem
- the digital lounge
- Service Reception
- Delivery Area

## Showcasing of products

- Headline zone
- Thematic zones
- the configurator
- POS display
- product display module

## The Brand

- Brand bar
- Brand wall
- miniatures display cabinet

## The accessories units

- sales desks
- accessories unit

# Which components for which format?

format  
L



COMPONENTS	Compulsory	Optional
Reception desk	<input checked="" type="checkbox"/>	
Reception totem	<input checked="" type="checkbox"/>	
Canopy	<input checked="" type="checkbox"/>	
Brand wall	<input checked="" type="checkbox"/>	
Lounge	<input checked="" type="checkbox"/>	
Brand bar	<input checked="" type="checkbox"/>	
Headline zone	<input checked="" type="checkbox"/>	
Thematic zones	<input checked="" type="checkbox"/>	
Configurator	<input checked="" type="checkbox"/>	
Accessories unit	<input checked="" type="checkbox"/>	
Miniatures display cabinet	<input checked="" type="checkbox"/>	

format  
M



COMPONENTS	Compulsory	Optional
Reception desk		<input checked="" type="checkbox"/>
Reception totem	<input checked="" type="checkbox"/>	
Canopy		<input checked="" type="checkbox"/>
Brand wall	<input checked="" type="checkbox"/>	
Lounge	<input checked="" type="checkbox"/>	
Brand bar	<input checked="" type="checkbox"/>	
Headline zone	<input checked="" type="checkbox"/>	
Thematic zones	<input checked="" type="checkbox"/>	
Configurator	<input checked="" type="checkbox"/>	
Accessories unit		<input checked="" type="checkbox"/>
Miniatures display cabinet		<input checked="" type="checkbox"/>

format  
S



COMPONENTS	Compulsory	Optional
Reception desk		<input checked="" type="checkbox"/>
Reception totem	<input checked="" type="checkbox"/>	
Canopy		
Brand wall	<input checked="" type="checkbox"/>	
Lounge	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Brand bar		<input checked="" type="checkbox"/>
Headline zone	<input checked="" type="checkbox"/>	
Thematic zones		<input checked="" type="checkbox"/>
Configurator	<input checked="" type="checkbox"/>	
Accessories unit		<input checked="" type="checkbox"/>
Miniatures display cabinet		<input checked="" type="checkbox"/>



TO RETURN TO THE MAIN CONTENTS PAGE,  
CLICK ON THE BUTTON.

# 4

## the showroom components



# Customer reception



## Why?



"Welcome to Renault!" is the message that is systematically delivered to customers as soon as they enter the showroom.

## How?



The **reception desk** allows the customer advisor to establish a connection with the customer on the entrance. The **totem** is the first point of contact for a customer who wishes to visit the showroom unaccompanied.

## Where?



The desk and totem must be positioned **at the showroom entrance, ideally to the right of the Renault Road.**

## To be avoided!



Locating the reception units **a long way from the entrance.**

# Canopy



## Why?



Providing a central point of reference, the canopy **organizes the showroom into two sections** and establishes a link with the thematic areas.

## How?



It gives the showroom a **human feel**, creating a **welcoming atmosphere** for the customer who is received by a customer advisor as soon as he or she sets foot in the showroom.

## Where?



An integral part of the Renault Road along with the Brand wall, ideally it is **situated against the main entrance door**. It is compulsory for the L format.

## To be avoided!



Locating the canopy in any other configuration than against the entrance.



# Brand wall



## Why?



The Brand wall is the **focal point for the identity** of the Renault brand.  
Visible upon entering the dealership, it asserts the presence of the Brand.

## How?



It shows **different types of Renault content**, such as advertising, Brand films and news.

## Where?



It is located as a **stand-alone unit** in the showroom or up **against the rear wall, facing the main entrance**. It is included in the canopy for L format Renault Stores.

## To be avoided!



Locating the Brand wall **at right angles to the showroom entrance**.



# Digital lounge



## Why?



The Lounge is a **waiting area**, designed to be welcoming and comfortable for customers. It offers customers WiFi internet connectivity.

## How?



It is the best place to **wait in comfort**, with access to all the latest information about the Brand on the screen of the Brand wall.

## Where?



The lounge is situated **at the heart of the showroom** in front of the Brand wall.

## A savoir !



Personnel at the outlet must know the **WiFi connection details** so they can inform customers.

# Brand bar



## Why?



A central element of the Renault Road, the Brand bar **embodies the customer welcome**. Customers can learn about the Brand there, research the line-up or configure their vehicle.

## How?



The unit features **information and communications media** (dividers and sets; tablets) and a friendly coffee facility.

## Where?



An extension of the reception, the **Brand bar is situated in the Renault Road** of which it is a central element.

## A savoir !



Visuals are **updated regularly** to renew the messages to customers.



# Miniatures display cabinet



## Why?



The display cabinet enables every visitor to get better acquainted with **Renault's heritage**, and even to revisit their personal history with the Brand.

## How?



It illustrates **the communications priorities of the Brand** (Design, Innovation, Usages), supplemented by a collection of miniatures.

## Where?



**Positioned along the Renault Road close to the lounge**, it is easily visible to the customer.

## A savoir !



The choice of miniatures **can be adapted** according to the Renault's presence in the country.



# Configurator



## Why?

With the help of the sales advisor or independently, **customers must be able to configure their vehicle** and increase the value of their purchase.



## How?

Either alone or accompanied, the customer can put together **the vehicle of their choice and compare colours and upholstery** with the real samples provided.



## Where?

The configurator should be placed **close to the sales desks** inside the showroom.



## To be avoided!

Locating the configurator **against a wall or at the back of the showroom** a long way from the products.



## Accessories units



### Why?



Present at key moments along the customer journey, the purpose of these units is to **generate additional sales**.

### How?



When purchasing a vehicle, at the time of handover or during after-sales visits, these units are there **to showcase the offer of accessories**.

### Where?



Depending on the size of the showroom, these units are positioned **in the main customer flows**.

### To be avoided!



The range of accessories and services is **defined and updated by the countries**. Under no circumstances should these units be empty or only partially stocked, let alone neglected or dusty.

# Sales desks



## Why?



This is where the relationship between the customer and sales advisor takes shape.

## How?



There are 3 versions: the open sales desk, located in the middle of the showroom, the semi-open sales desk, positioned against a wall, and the closed sales desk.

## Where?



The open sales desk is positioned centrally in the showroom.

## To be avoided!



The number of open sales desks should not place too much of a limitation on the vehicle display surface area.



# Headline zone



## Why?



The Headline zone **focuses on a model or version** being launched.

## How?



It is the first point of contact of the customer with the product.  
The Headline zone is continuously **updated to reflect the latest products**.

## Where?



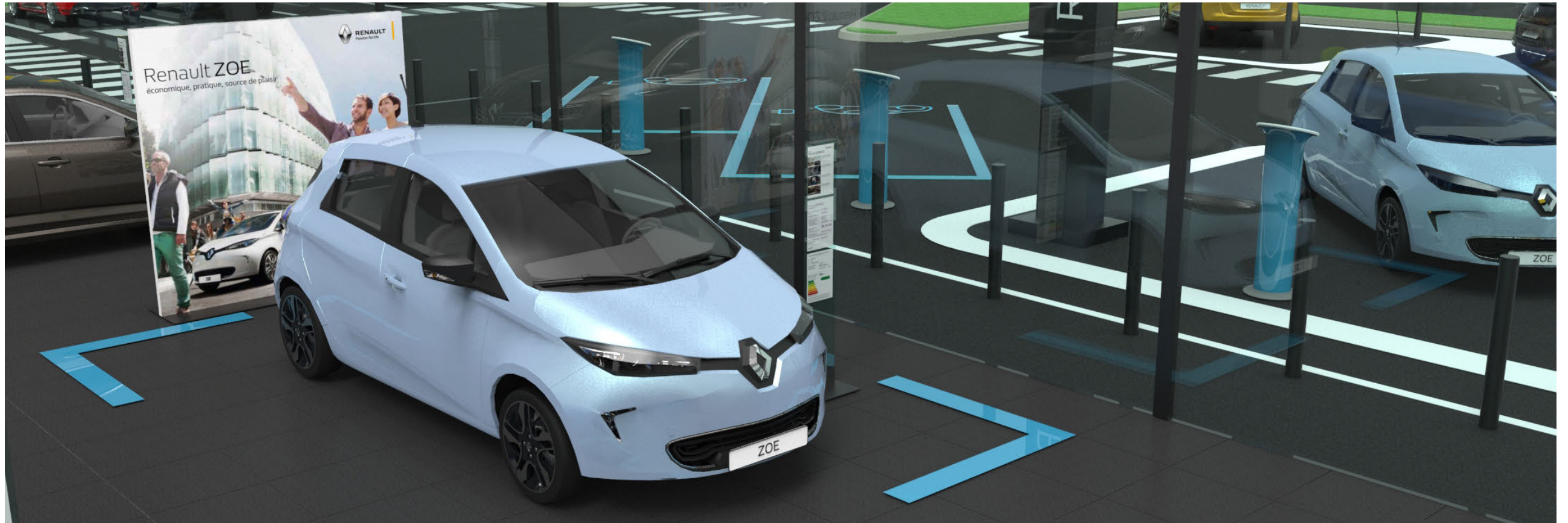
Visible on entering the showroom, it is ideally located **to the left of the Renault Road**.

## To be avoided!



The POS advertising display must always present the displayed vehicle. **Plan ahead to coordinate the POS display wall with Marketing**.

## Z.E. zone (depending on region)



### Why?



The Z.E. zone reveals **Renault's know-how and line-up in electric vehicles.**

### How?



The Z.E. zone is available **in several formats accommodating 1 or 2 vehicles.** It displays the services associated with the Z.E. range and enables customers to discover the electric offer.

### Where?



The Z.E. zone is positioned against the façade, if possible to the right of the main entrance. **Vehicles are aligned in parallel** with the glazing.

### To be avoided!



Displaying vehicles **other than Z.E.**



# Passion zone



## Why?



This zone is used to showcase **vehicles with strong added value** in terms of Brand image.

## How?



The Passion zone can be configured in **three formats to accommodate 1 to 3 vehicles** in a modular fashion depending on available space.

## Where?



The Passion zone must be visible to **the customer upon entering the showroom**.

## Worth knowing!



The display wall will also be used as a **separation with the Dacia showroom** (in the case of a dedicated showroom).



## Renault SPORT zone



### Why?

The Renault SPORT zone promotes RS products using the graphic codes of motorsport.



### How?

The Renault SPORT zone can be configured in three formats to accommodate 1 to 3 vehicles in a modular fashion depending on available space.



### Where?

The Renault SPORT zone is arranged to mirror the Passion zone in relation to the Renault Road.



### To be avoided!

The Renault SPORT zone must be solely installed in approved sites and must not display vehicles other than Renault SPORT vehicles.



## Renault PRO+ zone



### Why?



The Renault PRO+ zone highlights **the Renault PRO+ products, activities and services** in the Renault Store.

### How?



The Renault PRO+ zone is available in **various versions adapted to specialist or non-specialist Renault PRO+ points of sale** (see Renault PRO+ identity guidelines).

### Where?



Given the dimensions of the vehicles, it is recommended to **locate the zone at the back and to one side of the showroom** to avoid masking the other zones.

### Worth knowing!



Due to its size, it is not recommended to display Master inside M and S format showrooms.



## Delivery area



### Why?



The delivery is a particularly special moment for the customer. The vehicle must be unveiled in a **dedicated space within the showroom or visible from the showroom.**

### How?



The Delivery area comprises components with the purpose of creating **a space which is enhancing both for the customer and the Brand** and including the display wall.

### Where?



Ideally, it should **be located inside the showroom**, accessible from the New Vehicle preparation area and include a “vehicle exit” to facilitate the customer's journey once the hand-over has been completed.

### Worth knowing!



The Delivery area **exists in several formats** to accommodate 1, 2, 3 and more vehicles.



# Service reception



## Why?



Located inside the showroom, the Service reception allows each customer to live the Brand experience and discover the new products on display.

## How?



The yellow wall and associated signage allows customers to rapidly identify the Service reception.

## Where?



The Service reception is set up in the showroom to communicate with the Workshops and the Renault Road which is where customers will usually wait.

## Worth knowing!



Where the Service reception cannot be accommodated in the showroom, a reception in the workshop is possible provided that the same quality of reception is offered.



TO RETURN TO THE MAIN CONTENTS PAGE,  
CLICK ON THE BUTTON.

# 5

## the general organization of a Renault Store



Understated and with the emphasis on quality, the design of the Renault Store exterior echoes that of the range and of Renault communications to ensure **a unified experience**.

A single entrance, a cleaner look for façades, more space on the forecourt,... the general organization of the dealership and accessibility have been rethought and optimized **to meet the expectations our customers more effectively**.

The Renault Store is **a showcase for the Brand and its new products**. Vehicles are put on display in a space structured so that it is easier to navigate for customers and easier to find out about the models of the range that are showcased, in order to sell more and more qualitatively.





The Renault Store is designed **to welcome and guide each customer** towards the service that best meets their needs within a set of specific customer journeys.



As inside the showroom, New products are placed at the forefront of the Renault Store with a single objective: to be seen by all visitors and passers-by. Visible from the street, **the Test drive zone encourages the customer to get behind the wheel** to experience what it is like to drive the product.



The directional signage guides customers from **the approaches** towards the appropriate parking areas, located near the showroom entrance and workshops.

# How to set up the sites?



7 steps are identified in the implementation of the various exterior components of the sites

In order to simplify and provide a common customer experience despite a wide variety of cases, it is important **to keep in mind a few simple principles** when setting up Renault Store sites.

# the basic principles

- Yellow, a distinctive marker of the Brand  
A visual identifier of the Brand, the colour yellow is used to immediately identify the various points of contact with the customer. The flags, the totem and the overhead panel are the major signs.
- No searching to find your place  
As soon as the customer arrives, he or she easily locates the customer parking areas.
- Simplify the customer's life  
Signage and information on the façade are very easy to read.  
The result: the customer can find their way around the site more easily, resulting in a more fluid customer journey.
- Spotlight on the range!  
Outside, the different models are put on display, just as they are inside the showroom, to encourage the customer to find out more about the products.
- An individual experience for every customer!  
The Renault Store is designed to make the customer experience easier, whether they are visiting the dealership to seek advice, make a purchase or an after-sales service appointment.
- Numbered workshop bays  
Whether the customer has an appointment or not, the numbered workshop bays and reception signage enable the customer to find their way around the Renault Store easily.



# the rules to be observed

once the  
Renault Store  
is set up

- Keep the building and all signage elements clean.
- Keep the building and all elements of signage serviced and in good working order.
- Keep display vehicles and test vehicles clean and properly aligned.
- Clean and maintain ground markings.
- Maintain green spaces and approaches to the site.
- Get rid of:  
all obsolete or non-standard commercial and promotional event support material non-standard, obsolete or redundant signage material
- Keep all lighting appliances on the site properly serviced and in good working order
- Always put yourself in the customer's position  
to find out what they see, understand and feel with a view to achieving quality and efficiency

# Renault Store exterior: which components for a site?

In order to offer a seamless customer experience, Renault Store sites have compulsory components.

The optional components make it possible to personalize the service offer of each outlet. These include Renault minute, Renault PRO+, Renault SELECTION, etc.

City-centre sites may be more restrictive due to regulations or space constraints. Substitute components are proposed.

EXTERIOR COMPONENTS	SUBURBAN SITE		CITY-CENTRE SITE	
	Compulsory	Substitute	Compulsory	Substitute
Institutional flags	■		■	
Totem	■		■	
Flag insignia (if totem not possible)				■
Directional signage	■		■	
Parking signage	■		■	
Signature on façade	■		■	
Woven-metal mesh on showroom glazed façade	■		■	
Overhead panel	■		■	
Vertical entrance marker (if overhead panel not possible)				■
Cladding for workshop bays	■		■	
Headline zone	■		■	
Test drive zone*	■		■	
Renault PRO+ zone*	■		■	
Renault SPORT zone*	■		■	
Renault MINUTE signage**	■		■	
Renault PRO+ signage**	■		■	
Renault SELECTION signage**	■		■	

\* According to available space

\*\* Compulsory if approved dealership

# Identification signage

1  
identification  
signage

2  
directional  
signage

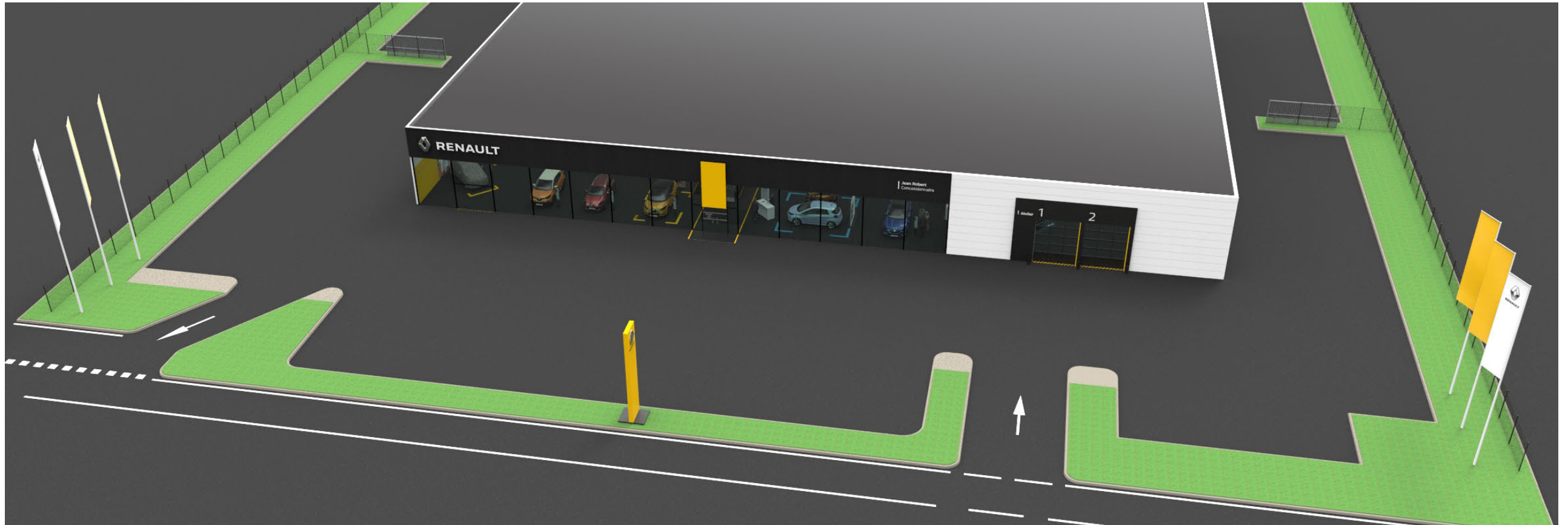
3  
exterior display  
areas

4  
showroom  
customer parking

5  
workshop  
customer parking

6  
protected  
walkways

7  
promotional  
media



## Why?



The signage immediately identifies the site and promotes the presence of the Renault brand.

## How?



Flags and totem stand clear of the facades to be visible from main roads. The overhead panel marks the showroom entrance.

## Where?



The flags are located along the site perimeter. The totem is positioned at the entrance to the showroom. The overhead panel is positioned above the showroom entrance.

## Worth knowing!

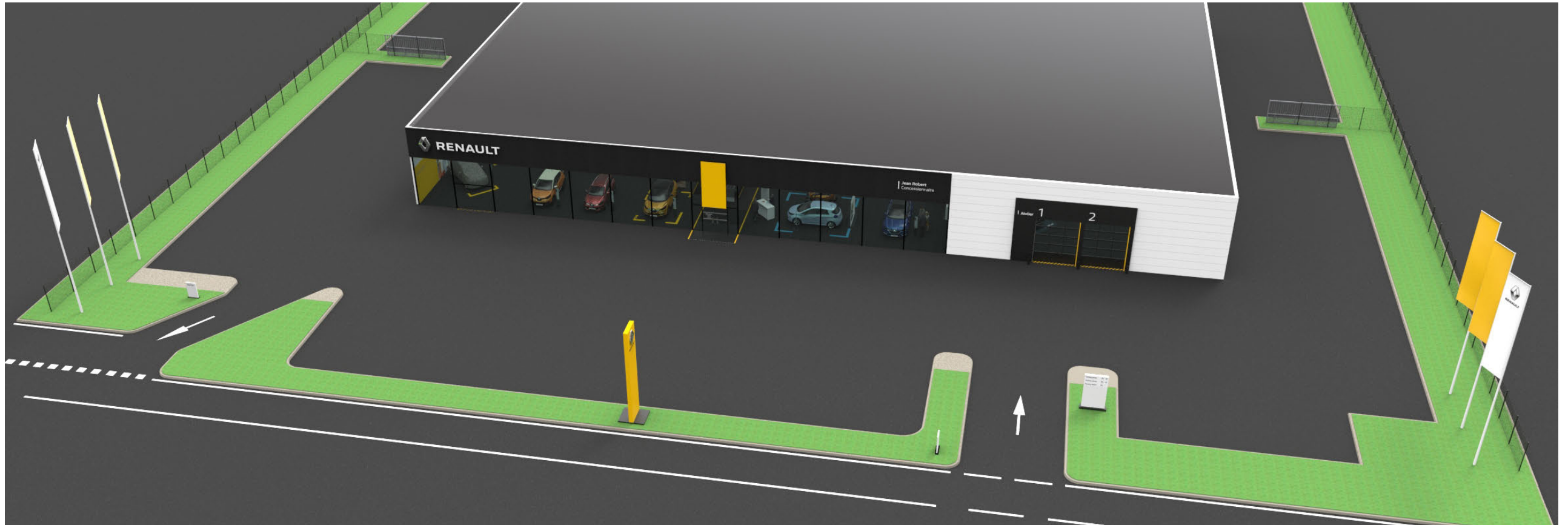


When the totem cannot be installed, it may on an exceptional basis be replaced by a flag insignia.



# Directional signage

- 1 identification signage
- 2 **directional signage**
- 3 exterior display areas
- 4 showroom customer parking
- 5 workshop customer parking
- 6 protected walkways
- 7 promotional media



## Why?



These signs serve to welcome and guide customers from the moment they arrive at the site and to accompany them to their destination.

## How?



Directional signage consists of directional Signs, Entrance/Exit signs and parking signs.

## Where?



Near the site entrance there is usually a directional sign and an entrance sign. The parking signs are located in front of the customer parking areas.

## To be avoided!



Multiplying directional signs often leads to complicated or confusing customer journeys.

# Exterior display areas

- 1 identification signage
- 2 directional signage
- 3 exterior display areas
- 4 showroom customer parking
- 5 workshop customer parking
- 6 protected walkways
- 7 promotional media



## Why?



The display areas enable us to showcase the line up and encourage customers to ask for test drives by continually keeping the vehicles on display.

## How?



The current new product and the range are visible from the approaches to the site.

## Where?



The exterior display areas are located in front of the showroom. Customer can see the Brand's latest product as soon as they enter the site.

## Worth knowing!



The subBrand display areas give visibility to the Renault Z.E., Renault PRO+ and Renault SPORT vehicle ranges.



# Showroom customer parking

- 1 identification signage
- 2 directional signage
- 3 exterior display areas
- 4 **showroom customer parking**
- 5 workshop customer parking
- 6 protected walkways
- 7 promotional media



## Why?



With spaces reserved for Showroom customers, this parking area facilitates access and is an important convenience factor for customers.

## How?



The Showroom customer parking area is identified by a parking mast. It is supplemented with PRM spaces and a Z.E. charging station available to customers.

## Where?



The parking area is located close to the showroom on one side of the site. PRM and Z.E. spaces are arranged in front of the showroom entrance.

## To be avoided!



These parking spaces must not be positioned in front of the showroom so as not to mask the vehicles on display.



# Workshop customer parking

- 1 identification signage
- 2 directional signage
- 3 exterior display areas
- 4 showroom customer parking
- 5 **workshop customer parking**
- 6 protected walkways
- 7 promotional media



## Why?



The Workshop customer parking area invites Service customers to park their vehicles near the workshops, whether they have an appointment or not.

## How?



On entering the site, the directional sign guides customers to the Workshop customer parking area which is identified by a parking mast.

## Where?



The parking area is located close to the workshops, usually on the opposite side to the Showroom parking area.

## To be avoided!



Failing to take into account the position of the Service reception desk at the site so that customers without appointments can easily make their way to the reception.

# Protected walkways

- 1 identification signage
- 2 directional signage
- 3 exterior display areas
- 4 showroom customer parking
- 5 workshop customer parking
- 6 **protected walkways**
- 7 promotional media



## Why?



These help guide customers safely to the showroom entrance and to the display zones.

## How?



Pedestrian pathways marked with white bands. In addition, steel or concrete posts shall provide protection for customers and showroom windows in zones at risk.

## Where?



These walkways provide the links between the customer parking areas, the entrance to the showroom and the various exterior display areas.

## To be avoided!



Routing these pedestrian walkways in front of the workshop doors and bays: prefer a route which brings pedestrians closer to display areas.



# Promotional media

- 1 identification signage
- 2 directional signage
- 3 exterior display areas
- 4 showroom customer parking
- 5 workshop customer parking
- 6 protected walkways
- 7 promotional media



## Why?



Communications media are installed on the approaches to sites though they should not interfere with the clarity of organization of the point-of-sale.

## How?



Product communications and after-sales communications have their own dedicated media. Each media is assigned to a particular use.

## Where?



The Headline zone features a communications sign. The banners are positioned along the road frontage and/or in front of the customer parking areas. The after-sales communications format is located close to the workshop.

## Worth knowing!



The communications formats are arranged on the site so as not to hinder visibility of the showroom.





TO RETURN TO THE MAIN CONTENTS PAGE,  
CLICK ON THE BUTTON.

# 6

## installation of showrooms



Renault Store addresses the customer's different journeys and seeks to make each step **as clear as possible**.

It showcases the products, services and accessories **making the location more attractive and sales friendly**.

it offers **both a digital experience and physical experience**.



The **centralized reception** makes it possible to pick up all the customer flows in the showroom.



The **Brand area** (Renault Road) allows the customer to step into the Renault universe, creates a friendly atmosphere, attracts the customer towards the Brand wall.



The definition of **thematic areas** makes the range easier to understand.



**Accessories and services** are highlighted at strategic points, which encourages additional business.



# how do I arrange the showroom?



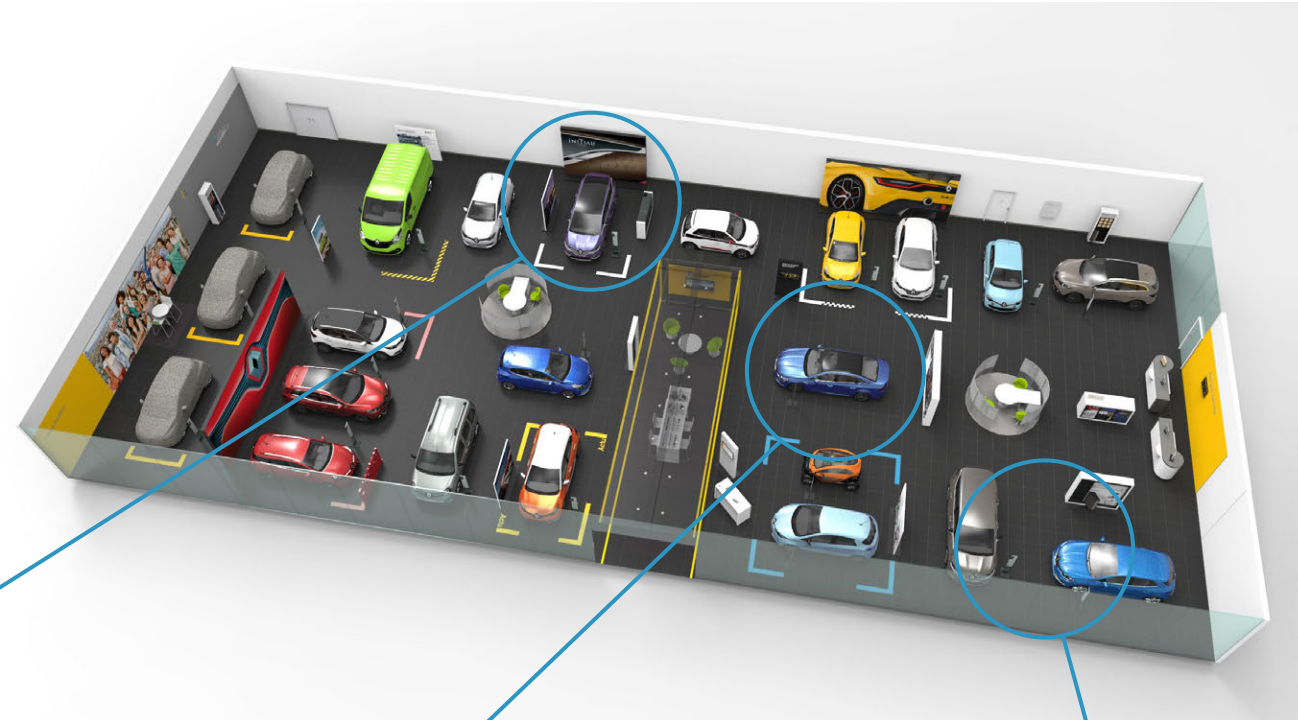
7 **steps** are identified in the implementation of the various showroom components.

To enable efficient customer journeys, the implementation of Renault Store showrooms must observe **a few simple rules**.

# the rules to be observed once the Renault Store is set up

- Ensure all counters and surfaces visible to the customer are clean
  - Desk
  - Brand bar
  - Digital lounge
  - Sales desks
  - After-sales desks
- Ensure permanent general cleanliness
- Maintain and recondition furnishings
- Maintain and recondition ground markings
- Remove obsolete or non-standard POS advertising materials
- Following are not permitted:
  - Affixing of non-standard items on windows
  - Non-standard kakemonos
  - Posters
  - Balloons and pennants
  - Plants and as a general rule anything not described in the standards.
- Always put yourself in the customer's position!  
to find out what they see, understand and feel with a view to achieving quality and efficiency.

## A few basic principles...



### Create thematic zones

So that customers are immediately attracted to vehicles corresponding to their requirements.



### Reserve 30 m<sup>2</sup> of space per vehicle

For easy access and opening.



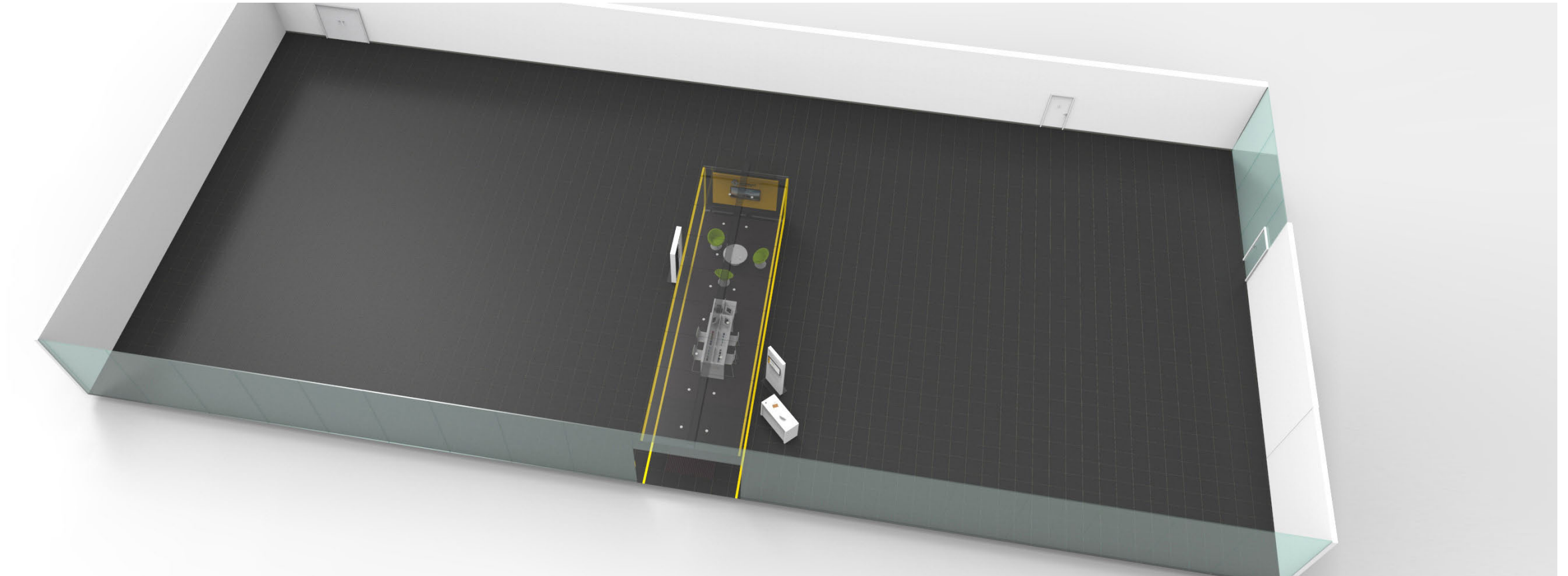
### Lay the vehicles out in an orthogonal arrangement

Vehicles are set out in an ordered fashion such that customers discover them from the front first.



# The Renault Road

- 1 the Renault Road
- 2 Delivery area
- 3 Service reception
- 4 product zones
- 5 other vehicles
- 6 sales desks
- 7 accessories unit



## Why?



The **Renault Road structures** all the functionalities of the showroom and provides the interface with the site exterior.

## How?



The Renault Road incorporates the Brand Bar, the Brand Wall, and the Lounge, **It concentrates the Brand's communication.**

## Where?



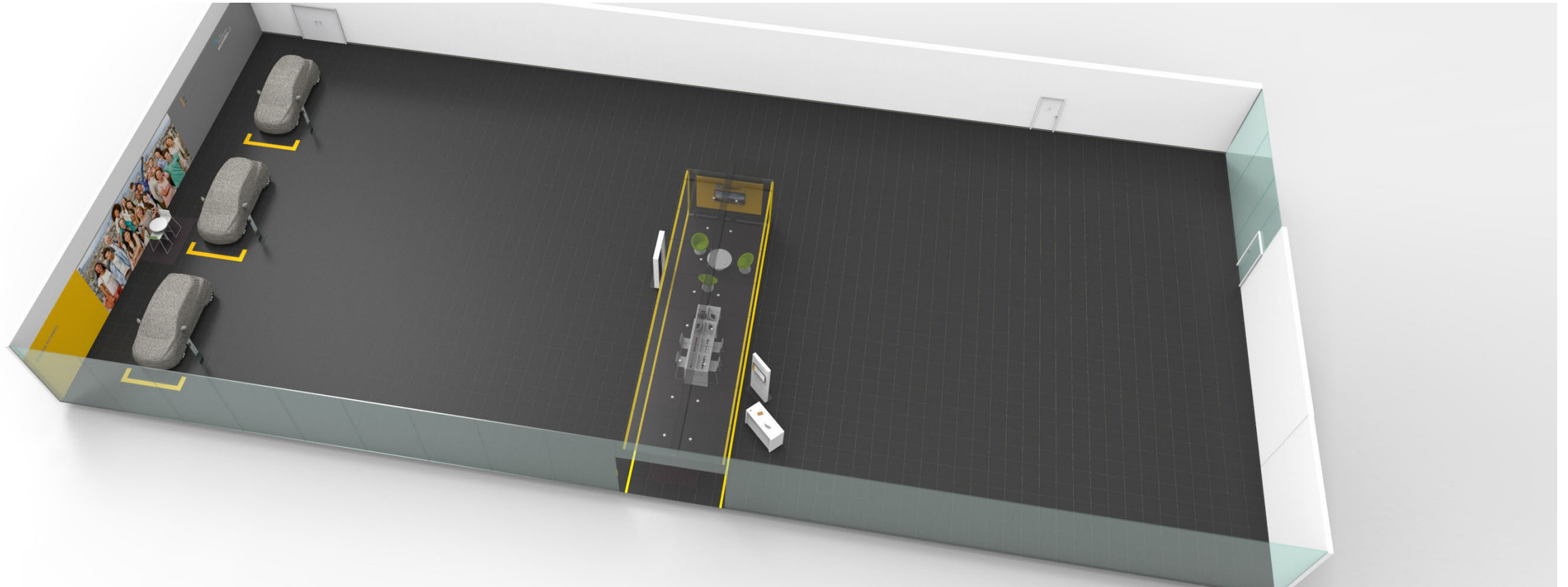
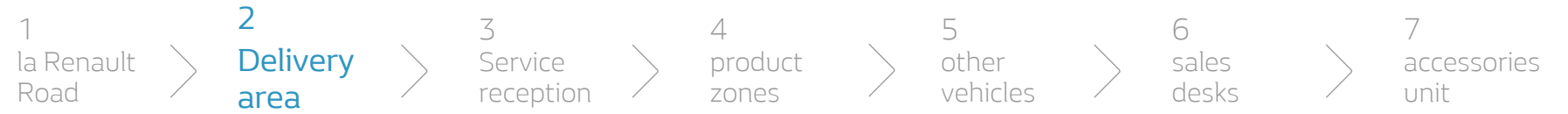
The Renault Road **is placed in the middle of the showroom**, connecting the entrance to the centre of the showroom. This may require the entrance door to be moved.

## To be avoided!



Positioning the Renault Road **on one side of the showroom.**

# Delivery area



## Why?



The delivery area **showcases and magnifies the moment of handover** of the vehicle to the customer. It provides the setting for a successful handover.

## How?



The delivery area includes a **display wall, a mini waiting area and the Delivery accessories unit**.

## Where?



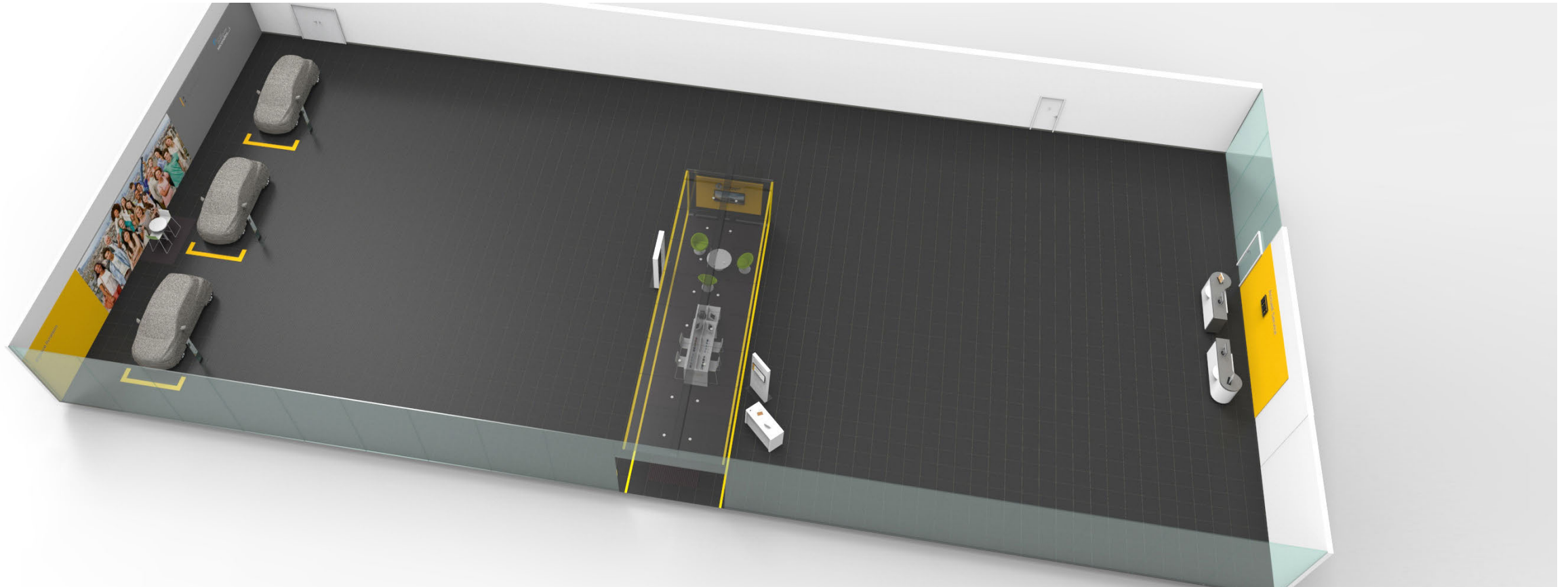
Ideally, it should be **located inside the showroom**, accessible from the New Vehicle preparation area and include a "vehicle exit" to facilitate the customer's journey once the hand-over has been completed.

## To be avoided!



**Delivering new or used vehicles outside of this space**, in a parking area or in the workshops.

# Service reception



## Why?



To reach the Service reception, customers arriving at the dealership to service their vehicle cross the showroom following a pathway punctuated by a series of messages.

## How?



The Service reception includes a **yellow wall**, a **screen displaying appointments and communications** and a **unit displaying the Brand commitments**.

## Where?



The Service reception is **always positioned near the tour-of-vehicle areas** which open onto the Workshop.

## Worth knowing!



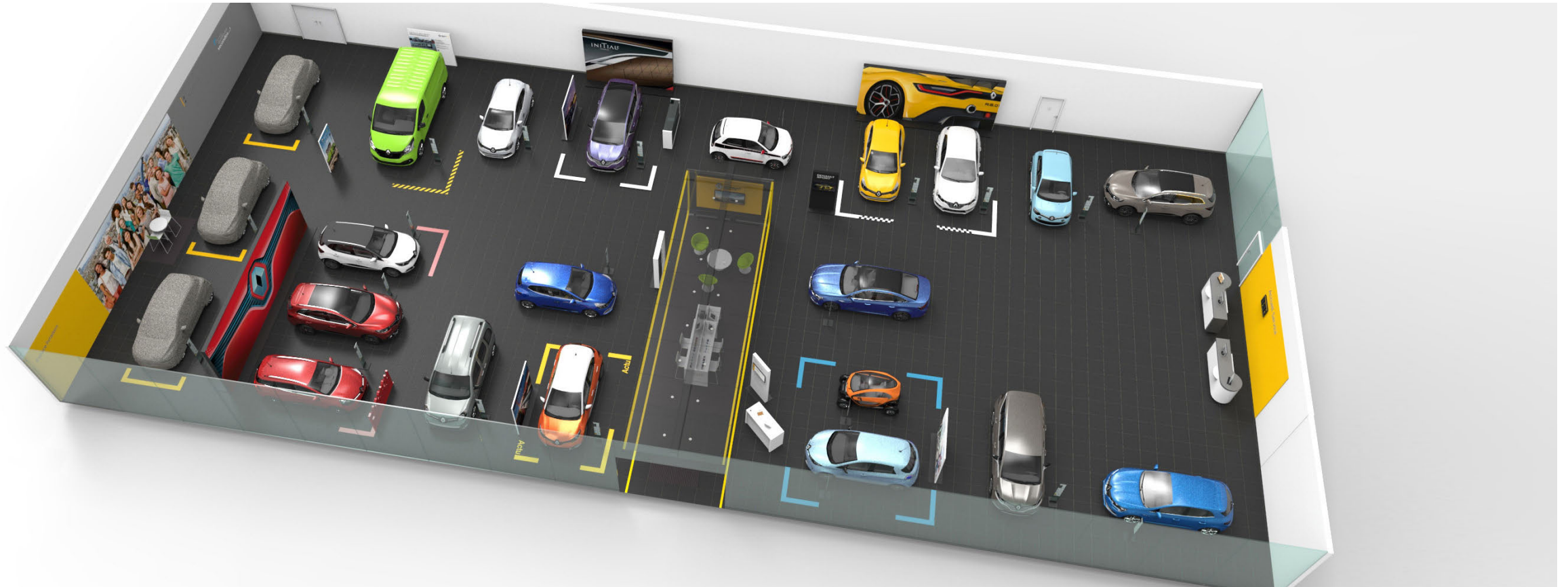
When the configuration of the premises is such that a **Service reception cannot be located** in the showroom, **alternatives exist**. Refer to the document entitled "Service Journey".





# Other vehicles

- 1 the Renault Road
- 2 Delivery area
- 3 Service reception
- 4 product zones
- 5 other vehicles
- 6 sales desks
- 7 accessories unit



## Why?



The exposed vehicles **participate in the organization of the showroom** by making the range more readable. They must be accessible to customers.

## How?



Vehicles are laid out **in an orthogonal arrangement**, with the front of the vehicle pointing towards the customer flows.

## Where?



Outside of the thematic zones, the vehicles **are arranged in the remaining spaces** in accordance with the customer flows.

## Worth knowing!



Each vehicle displayed **must be accessible** (neither raised up nor blocked off); doors and trunk accessible for opening without hindrance or risk of collision with the other vehicles.



# Sales desks

- 1 the Renault Road >
- 2 Delivery area >
- 3 Service reception >
- 4 product zones >
- 5 other vehicles >
- 6 sales desks >
- 7 accessories unit



## Why?



This is where the relationship between the customer and sales advisor is formalized.

## How?



The open Sales desks fit harmoniously into the showroom offering customers a vision of the vehicles on display without breaking their journey.

## Where?



The open Sales desks are located in the centre of the showroom if possible close to the product zones.

## Worth knowing!



The number of open sales desks should not place too much of a limitation on the vehicle display surface area. These sales desks visible to customers must be kept tidy.



# accessories unit

1  
la Renault  
Road



2  
Delivery  
area



3  
Service  
reception



4  
product  
zones



5  
other  
vehicles



6  
sales  
desks



7  
accessories  
unit



## Why?



Present at key moments along the customer journey, the purpose of this unit is **to generate additional sales** when a vehicle is being purchased, at the time of handover or during after-sales visits.

## How?

These units present **a selective range of accessories**.



## Where?

Depending on the size of the showroom, these units are **positioned in the main customer flows** close to the Delivery area, the Service reception and the product zones.



## To be avoided!



Under no circumstances should these units **be empty or only partially stocked**.