




ALPINE

Alpine Center Guidelines

January 2022 - V2b

introduction

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

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what is the Why? of this document?

A presentation of Alpine Center showrooms

This guide presents the Alpine Center 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 Centers are organized.

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

Layout rules

The guide describes the rules of application for the components of Alpine Centers: 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 Centers, 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 Center showroom offers the customer the promise of a physical and digital experience of a modern, premium-segment motorsports brand.

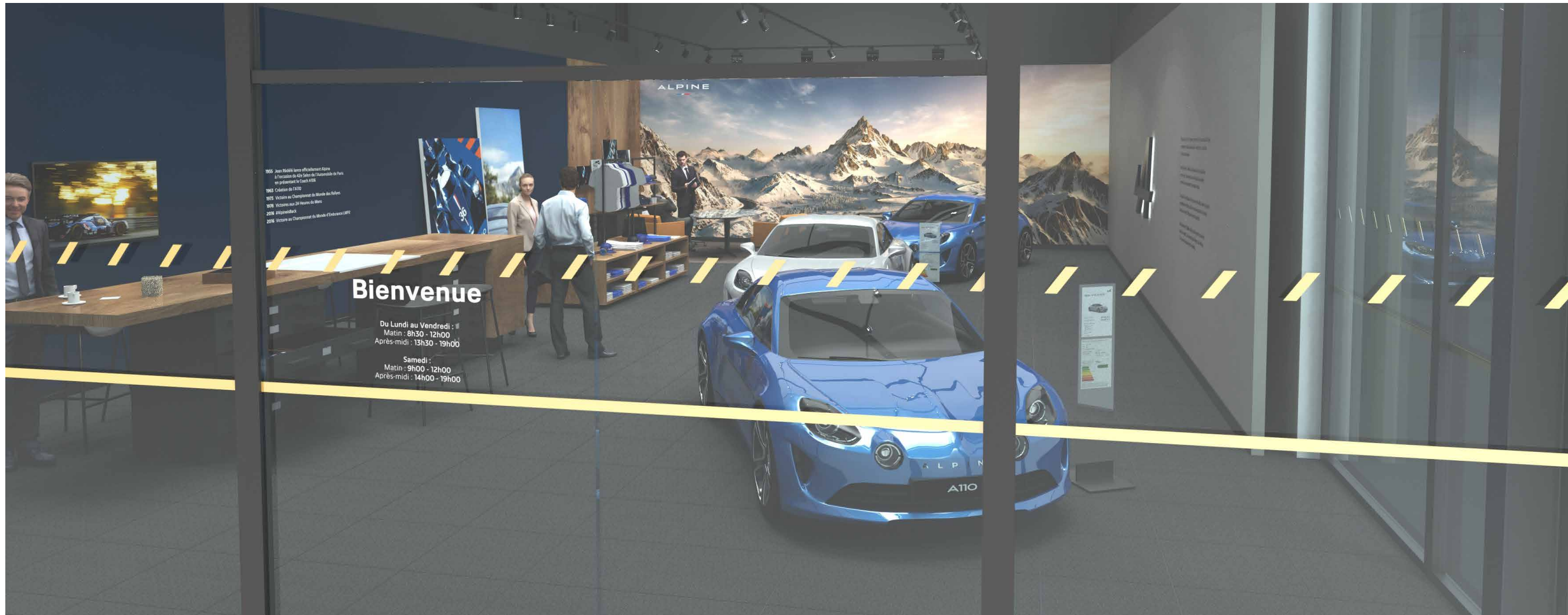
The centre is furnished in a way which reflects the history and the heritage of the Alpine brand, thus establishing a bridge between the past and the present while adopting a contemporary visual language.

the Alpine Center showroom facade



discovering the Alpine Center showroom

exterior view



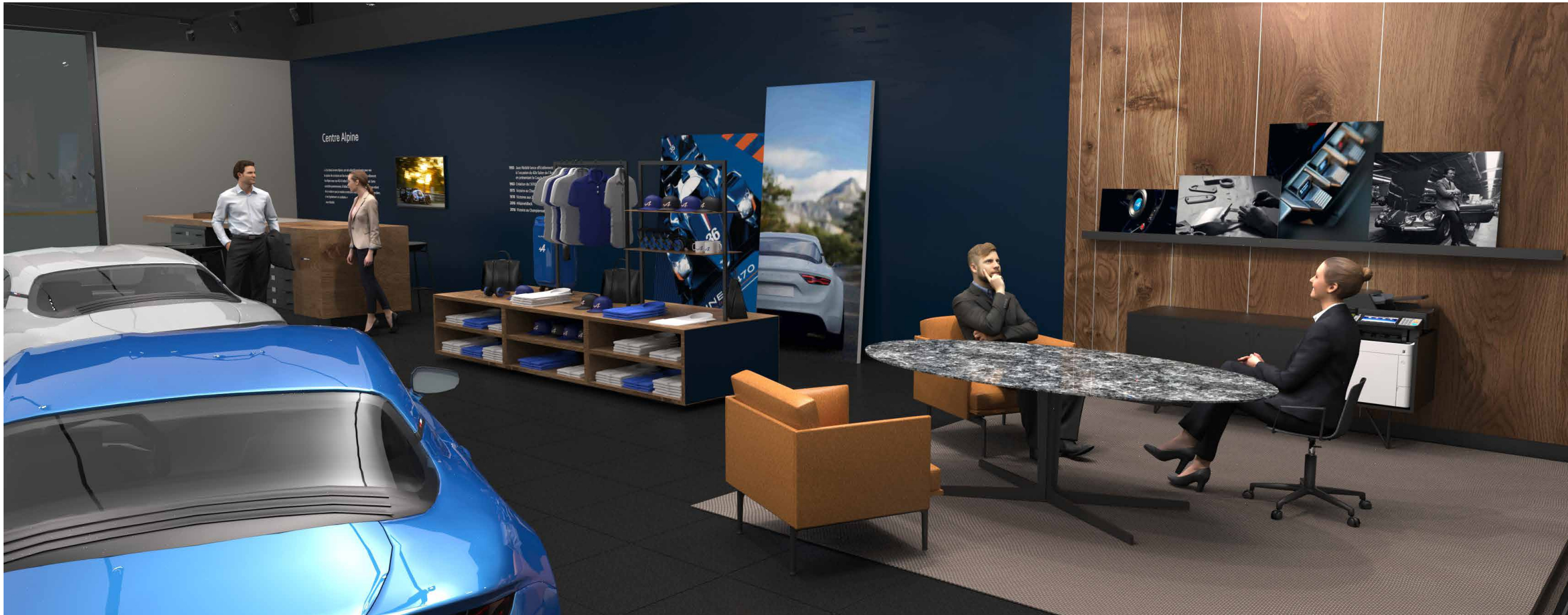
discovering the Alpine Center showroom

general view from the entrance



discovering the Alpine Center showroom

general view from the rear



discovering the Alpine Center showroom

the rear wall and the illuminated sign



discovering the Alpine Center showroom

the vehicle display area



2

the customer journeys

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the customer journeys

The Alpine Center 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 Center 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

To directly access a journey, please click on the title.

interior journey
The Sales

interior journey
The Delivery

interior journey
The After-Sales

the exterior journey

the steps

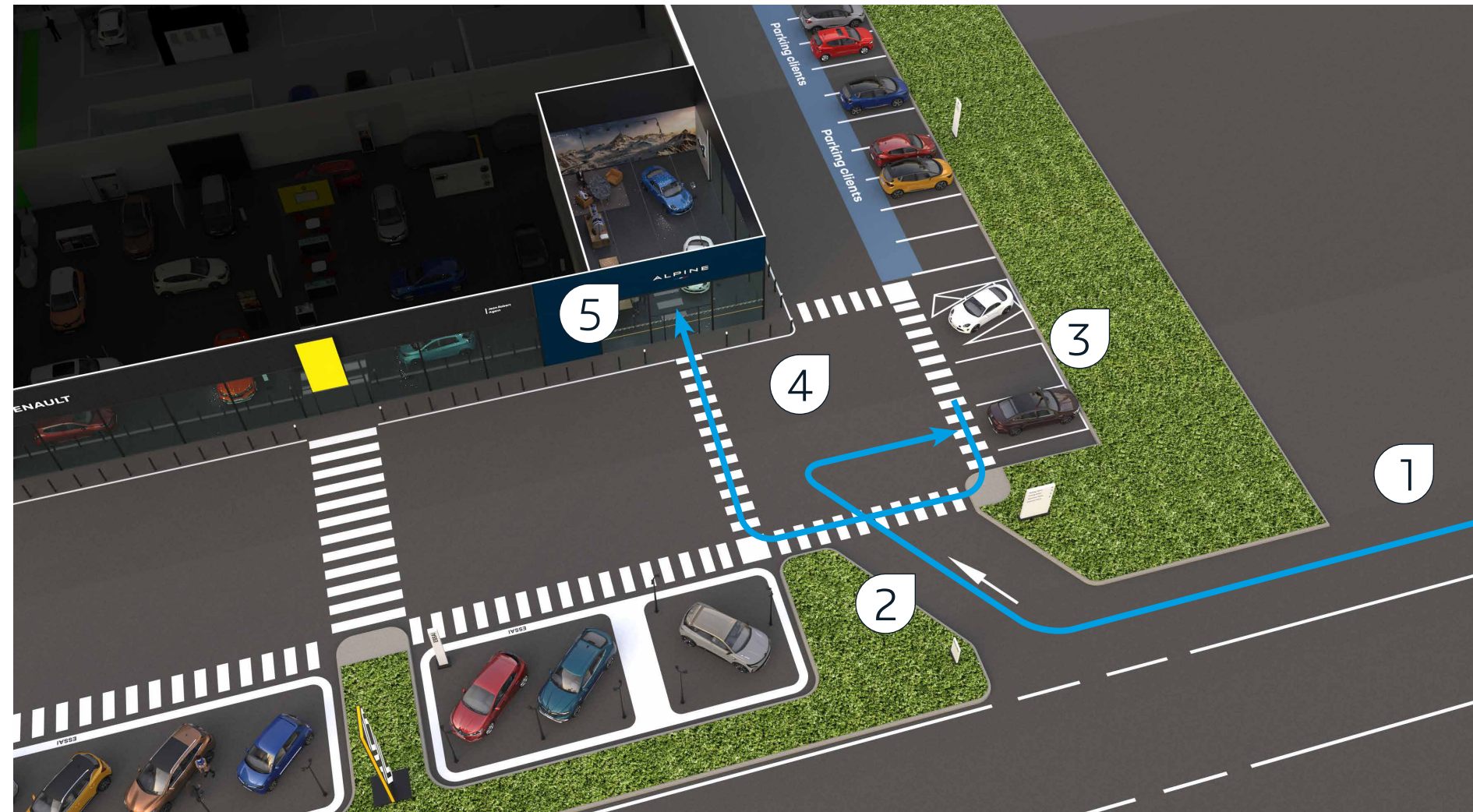
The site is identified by the Alpine signage on the facades of the showroom.

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.

1. identification of the site
2. the entrance to the site
3. the Alpine Center customer parking area
4. the Alpine Center facade
5. entering the showroom



the exterior journey

what the customer sees



1

identification of the site

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



2

the entrance to the site

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



3

the Alpine Center 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 Center 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 Center showroom.

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the interior journey: the sales the steps

The 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).

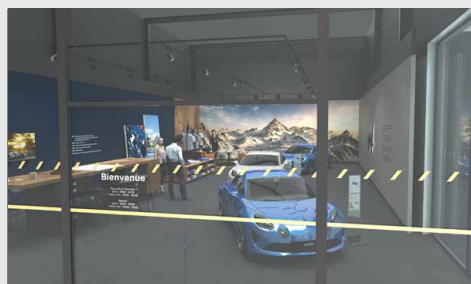
The customer may choose to find out more the universe of the Alpine brand on his or her own or to obtain information about products or services by approaching the Alpine advisor.

1. entering the showroom
2. vehicles on display
3. the configuration table
4. the merchandising
5. the office area



the interior journey: the sales

what the customer sees



1

entering the showroom

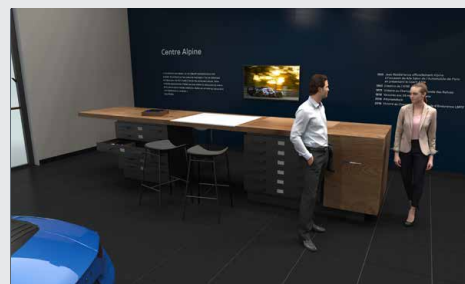
From outside, facing the entrance door, the customer will see the vehicles on display.



2

vehicles on display

The vehicles are carefully arranged in an arc, enhanced by the mountain visual in the background.



3

the configuration table

On the left side of the showroom, the first visual elements of the brand are visible to the customer.

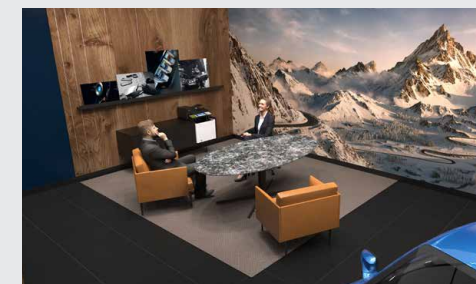
The configuration table accommodates samples of vehicle colours and materials. A screen can be used to view the results of the configuration.



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: the delivery

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.

1. entering the showroom
2. the customer's vehicle
3. the administrative formalities
4. the handover
5. leaving the showroom



the interior journey: the delivery

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 walk around the vehicle then the advisor invites the customer to sit on board.



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 journey

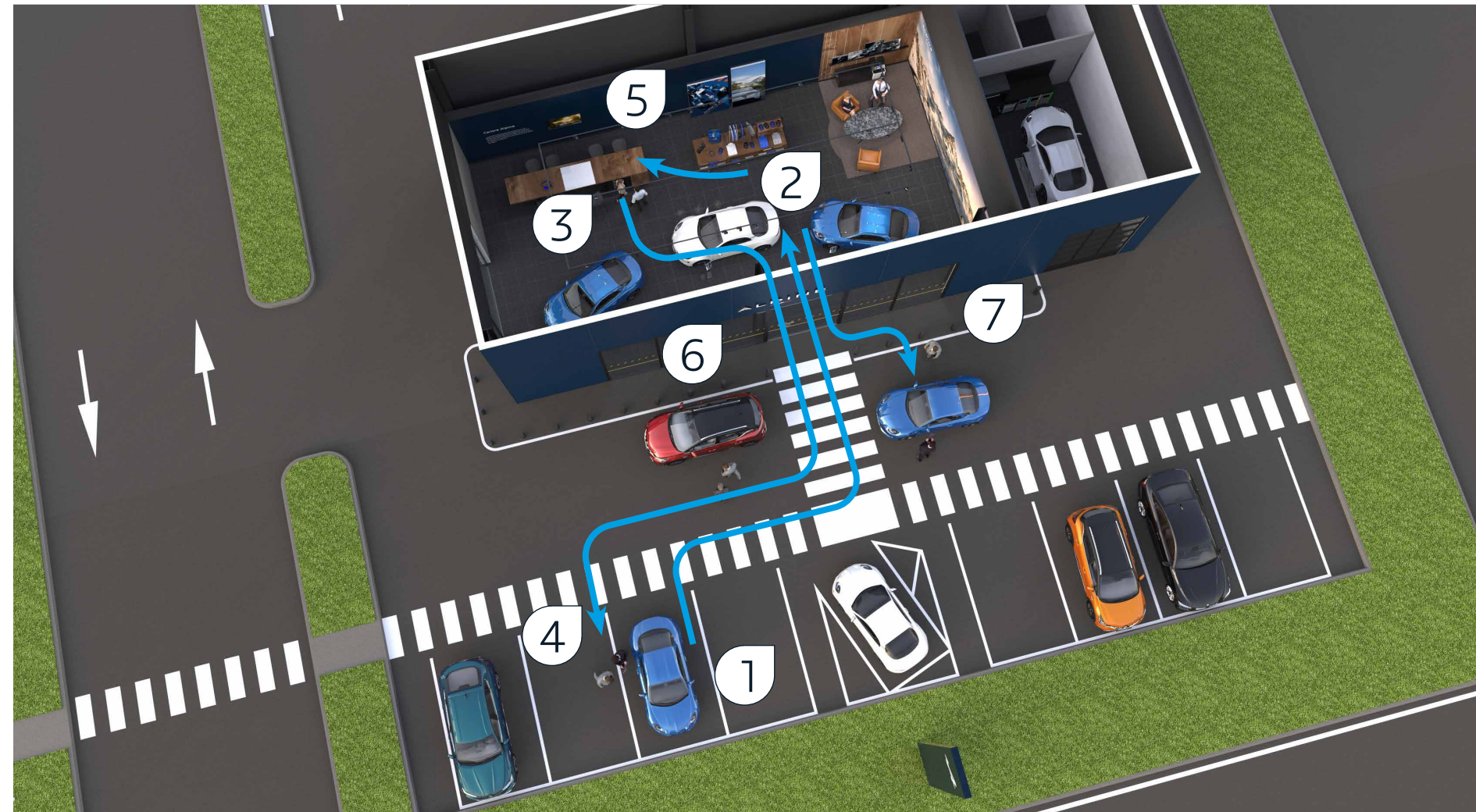
the steps

The customer goes to his or her Alpine Center 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.

1. entering the showroom
2. reception by the advisor
3. arrival of the Alpine technician
4. the tour of the vehicle
5. the administrative formalities
6. the mobility solutions
7. return of courtesy vehicle
8. handing back the vehicle



the After-Sales journey

what the customer sees - 1

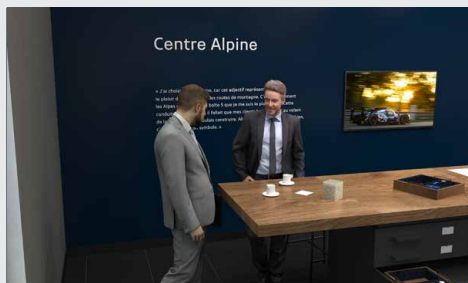


1

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

As this is an after-sales service, the advisor invites the customer to the preparation table and calls the Alpine technician to join them.



3

arrival of the Alpine technician

The technician rejoins them at the configuration table.

He or she is responsible for determining vehicle maintenance 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.

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the After-Sales 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.



7

return of courtesy vehicle

Once the maintenance is complete, the customer is notified that his vehicle is ready.

The advisor greets the customer in front of the showroom, collects the keys to the courtesy vehicle and invites him to follow him to the tailoring table. He calls the Alpine technician to join them



8

handing back the vehicle

The technician joins them at the preparation table. he explains to the customer the various works carried out and takes his leave. The service advisor gives the customer the keys and documents for the services provided. he takes the customer back to his vehicle parked in front of the showroom. He invites the customer to take a tour of his vehicle before inviting him to come back on board.

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3

different types of format

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different types of format

from integrated sites to the Alpine Center...

Two formats are available:

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

format A

- 1 the Alpine Center showroom integrated into a Renault site
- 2 the Alpine Center showroom integrated into a multibrand site

format B

- 3 the Alpine Center showroom into a urban site
- 4 the Alpine Center

1	2
3	4



the Alpine Center showroom integrated into a Renault site
the main facade



the Alpine Center showroom integrated into a Renault site

the entrance to the site



the Alpine Center showroom integrated into a Renault site

the entrance to the showroom



the Alpine Center showroom integrated into a multibrand site
the main facade



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



the Alpine Centre showroom into a urban site
typical facade



the Alpine Center

the main facade



the Alpine Center

the side facade



4

exterior components

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Alpine Center

the components

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



the identifying elements

the totem and the insignia

The totem identifies the Alpine Center 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. Face in dark blue lacquered aluminum Pantone 296 C.

RAL 9003 white lacquered aluminum edge in satin finish. Alpine emblem in Blue & White backlit PMMA.



the identifying elements

the flag insignia

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 righthand side of the showroom facade.

Technical details

Dimensions: w.800 x h.550 x th.100 mm. Face in dark blue lacquered aluminum Pantone 296 C.

RAL 9003 white lacquered aluminum edge in satin finish. Alpine emblem in Blue & White backlit PMMA.



the identifying elements

the facade insignia

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 centered above the window. A second instance of the Alpine wording may be installed on the side facade (even when there is no display window).

Technical details

th. 70 x h. 250 x L. 2918 mm

Backlit box letters in diffusing white PMMA. Edges in matt black lacquered sheet metal.



the identifying elements

the Test drive zone

This outdoor area features a test vehicle in front of the main facade of the site.

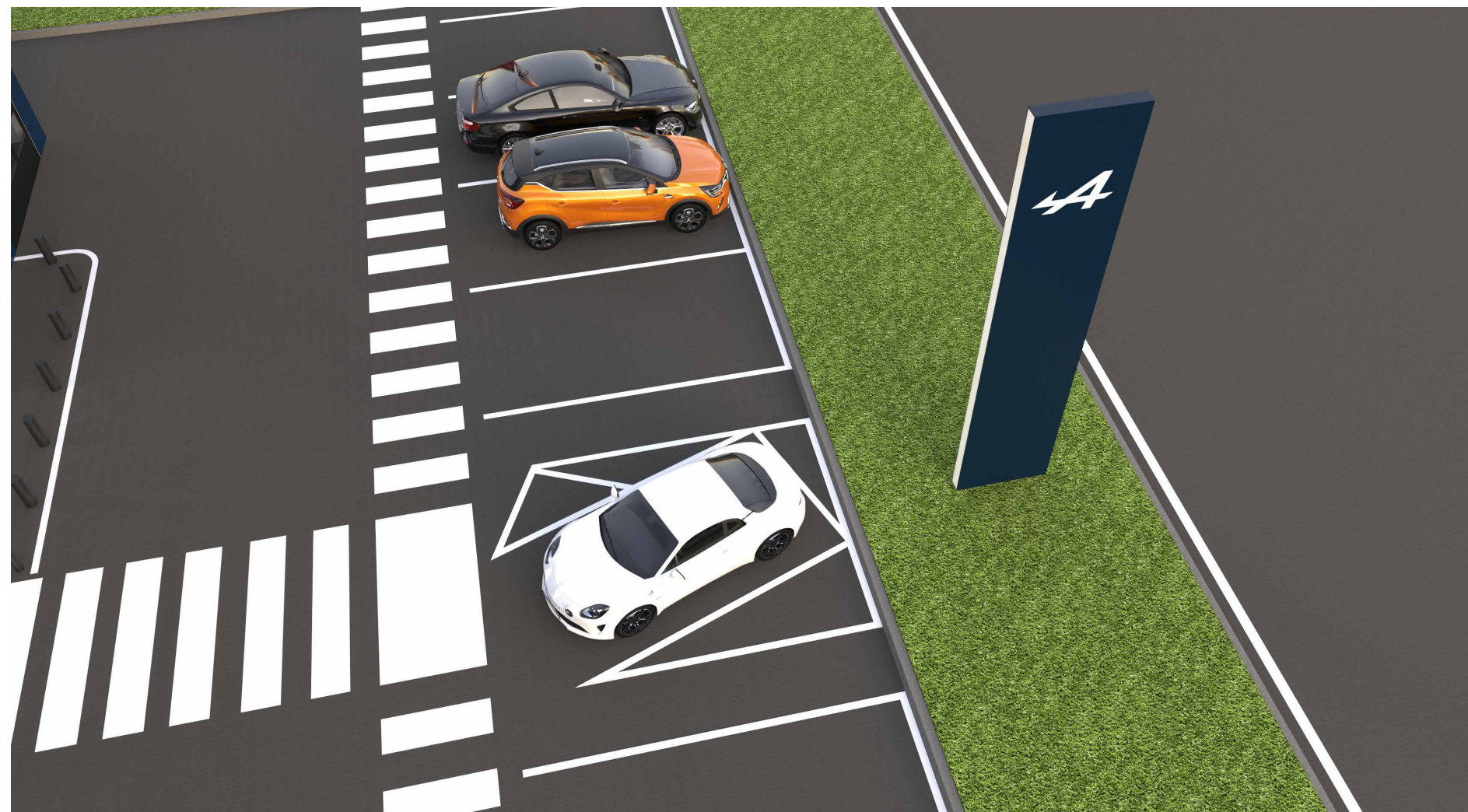
How and where is it to be installed?

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

It is marked out with white ground markings.

Technical details

Ground markings are made in bicomponent epoxy paint.



the identifying elements

the mini-totem

When the 6.5 m totem pole or the Alpine sign cannot be installed, the identification of the site with the Alpine brand will be carried out by a 2.3 m pole

How and where are they to be installed?

The totem is positioned in front of the Test area.

Technical details

Dimensions: h.2,300 x w.1,400 x th.160 mm. Face in dark blue lacquered aluminum Pantone 296 C.

RAL 9003 white lacquered aluminum edge in satin finish. Alpine emblem in Blue & White backlit PMMA.



the display window markings

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 gold metallic adhesive cut out and affixed to the inside of the showroom.

The timetables are in cut-out white letters.



5

interior components

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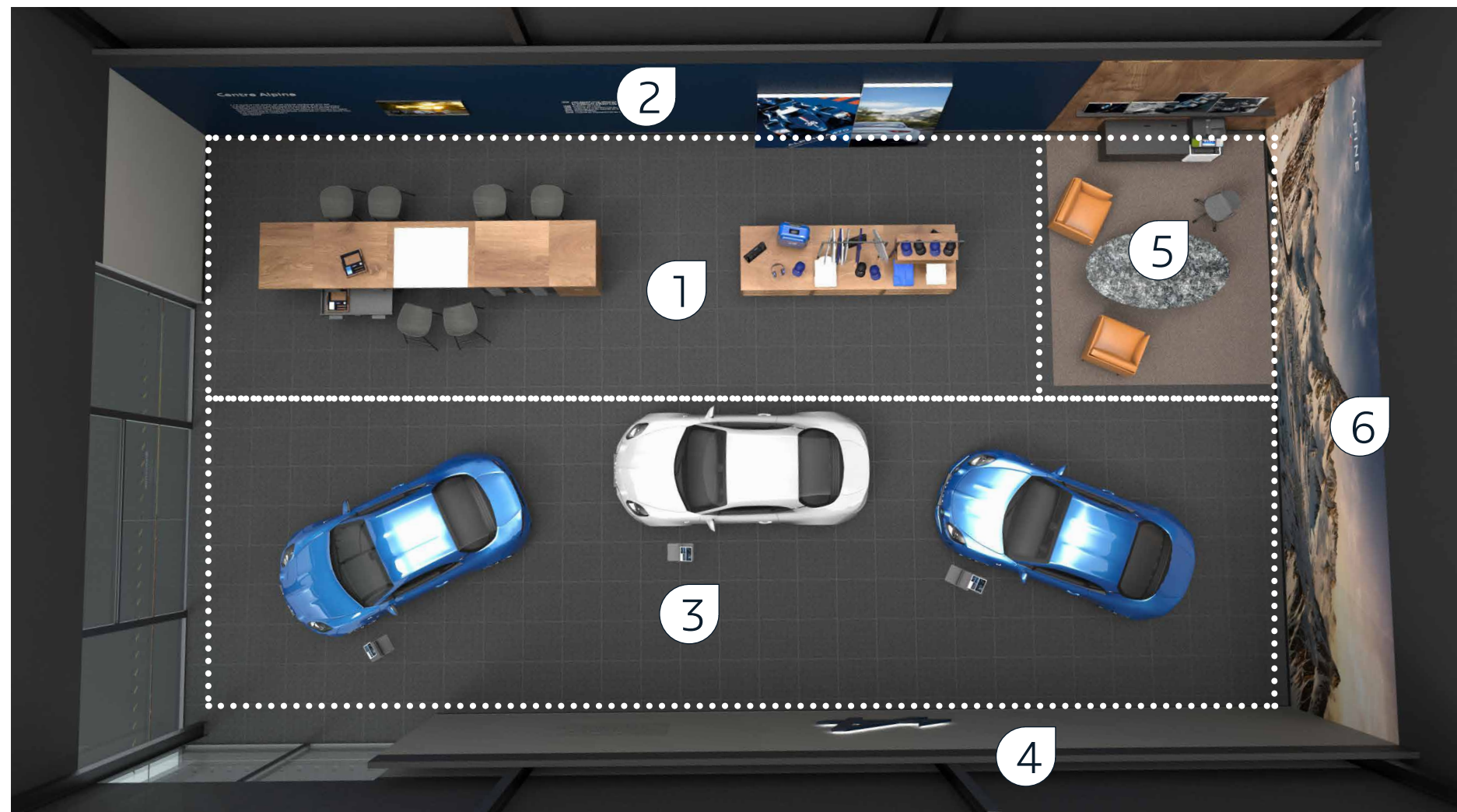


the Alpine Center showroom

general organization

the components

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



the Product zone wall

the configurations

standard configuration

When the customer enters the showroom, he finds to his right, the product area including the wall units and the vehicles whose front faces towards the entrance.

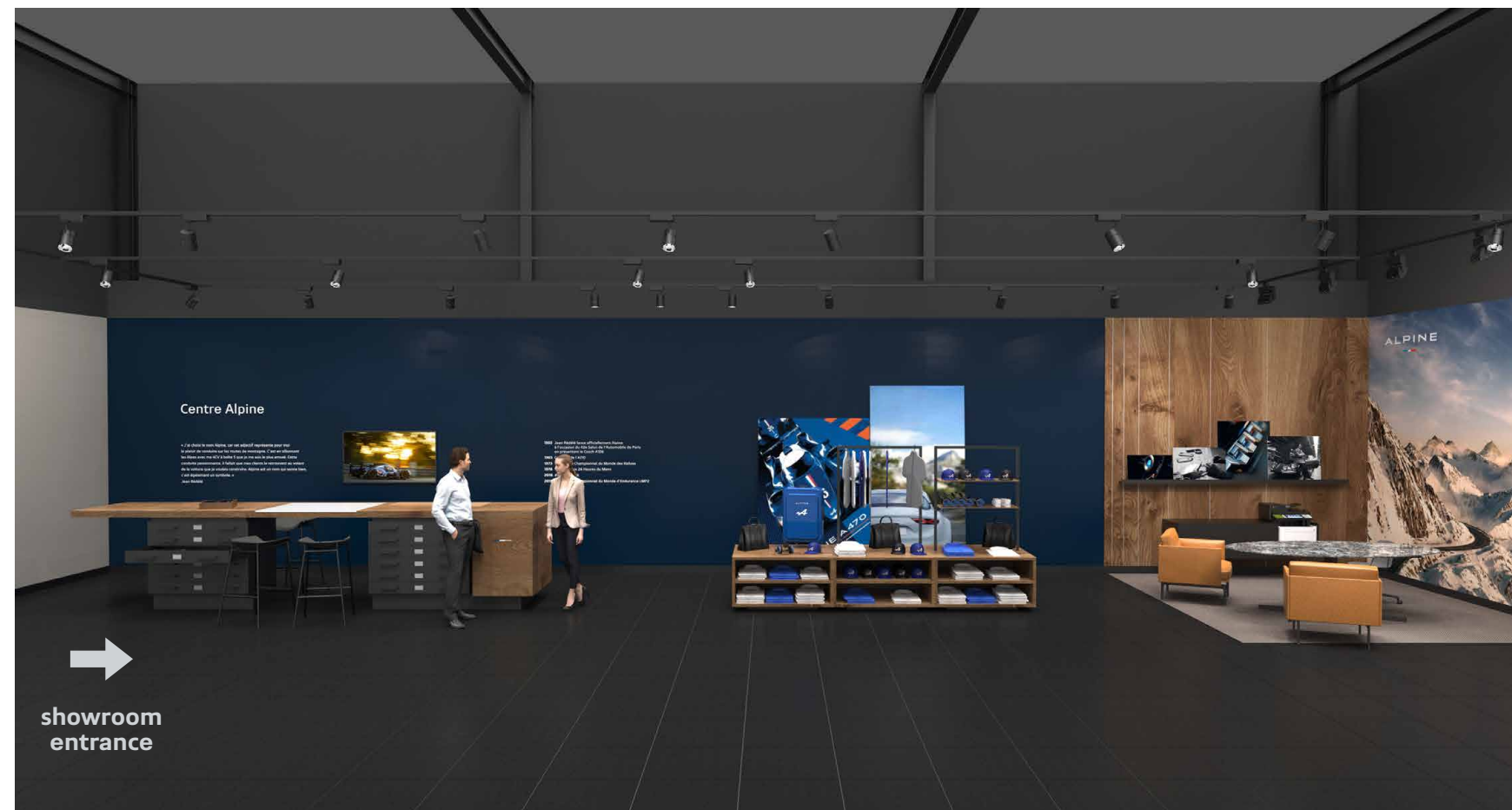


the Customer zone wall

the configurations

standard configuration

When the customer enters the showroom, he finds on his left, the customer area comprising the wall elements and furniture arranged in a precise order.

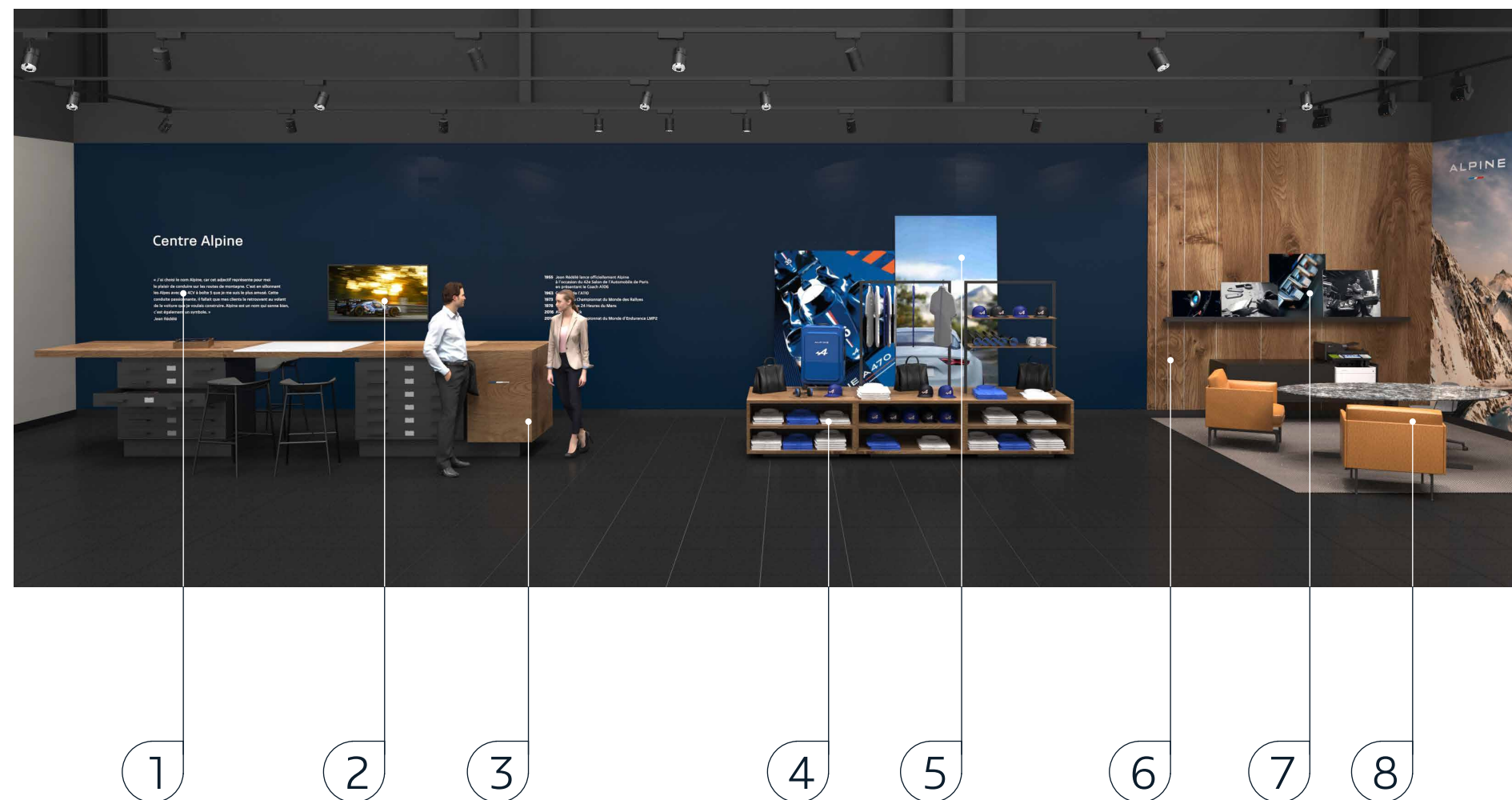


the Customer zone wall

standard configuration

the components

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



the Heritage images

self-supporting element

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.



the Office images of the sales area

These visuals animate the sales area.

How and where are they to be installed?

These communication supports are located on the shelf above the desk.



reception furniture

armchairs and stools

This furniture consists of:

- 2 armchairs for customers
- a wheelchair intended for the advisor
- an oval table
- high stools

How and where is it to be installed?

The stools are positioned around the configuration table.
 The armchairs are arranged in the office area around the table on a rectangular 4 x 5 m carpet.

- 1 Muuto Outline armchair
- 2 Enea Lottus armchairs
- 3 Chairman Comodo stools
- 4 Tacchini Split table

1	2
3	4



the merchandising cabinet

adaptations

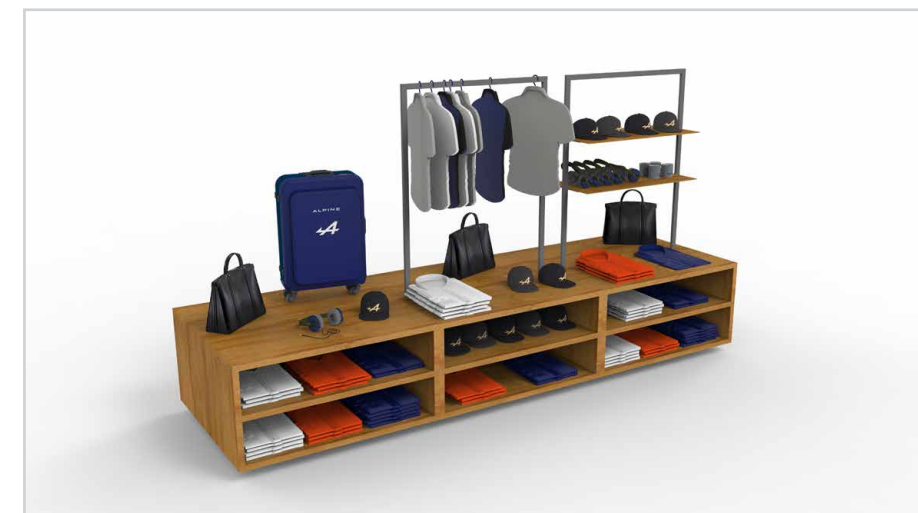
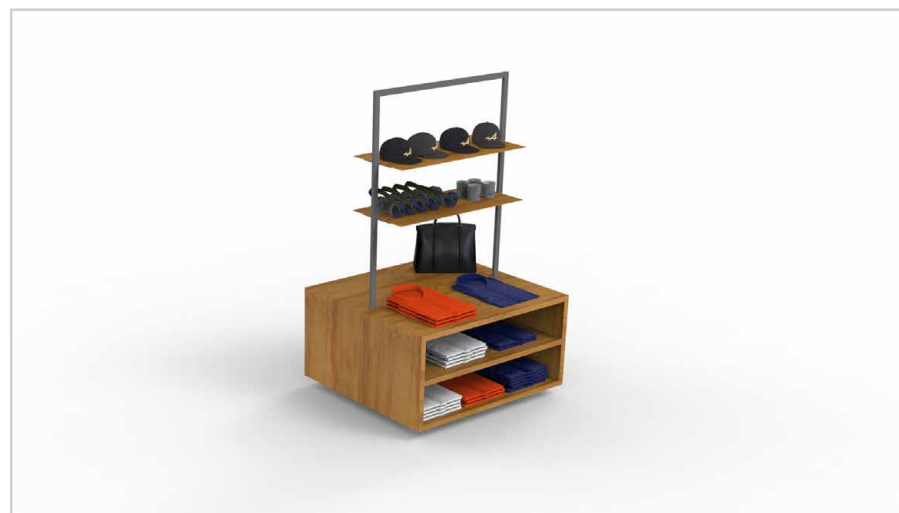
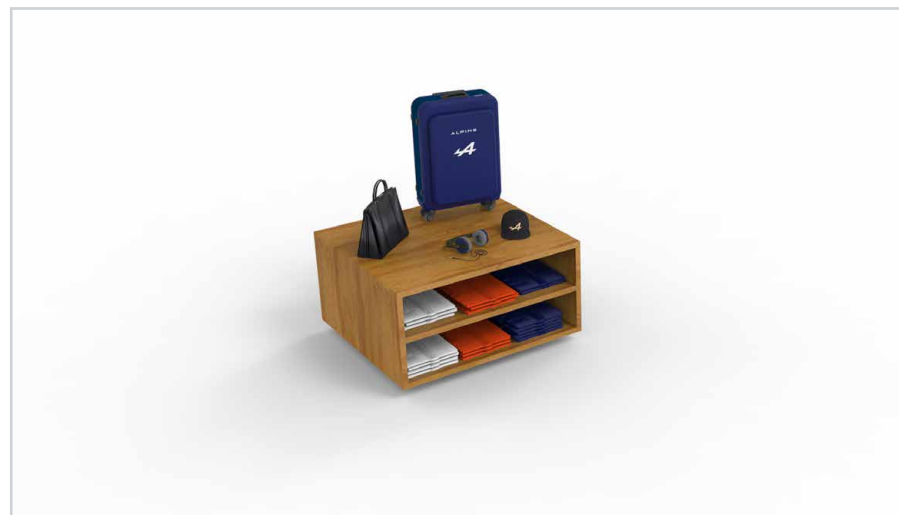
This item of furniture is used to present the merchandising for the brand. It has a versatile configuration, made up of different modules that may be combined as required.

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.

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

1	2
3	4



the office cabinet

with printer

This furniture provides storage space for the Advisor. It has a built-in printer.

How and where is it to be installed?

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



the configuration table

with one drawer unit

The configuring table is the central element of the exchange between the client and the Advisor.

This is also the place for the vehicle configuration. It accommodates the sample trays presenting the different versions of the vehicle, enhanced by a presentation on the central white Corian tray of the table.

Part of the cabinet also allows storage of the coffee machine.

How and where is it to be installed?

2 versions of the configuring table exist:

- the short version with a drawer unit (opposite)
- the long version with 2 drawer units.

The shaping table is located opposite the vehicles on display.



the configuration table

with two drawer units

Long version with two drawer units.



the material samples

tray

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?

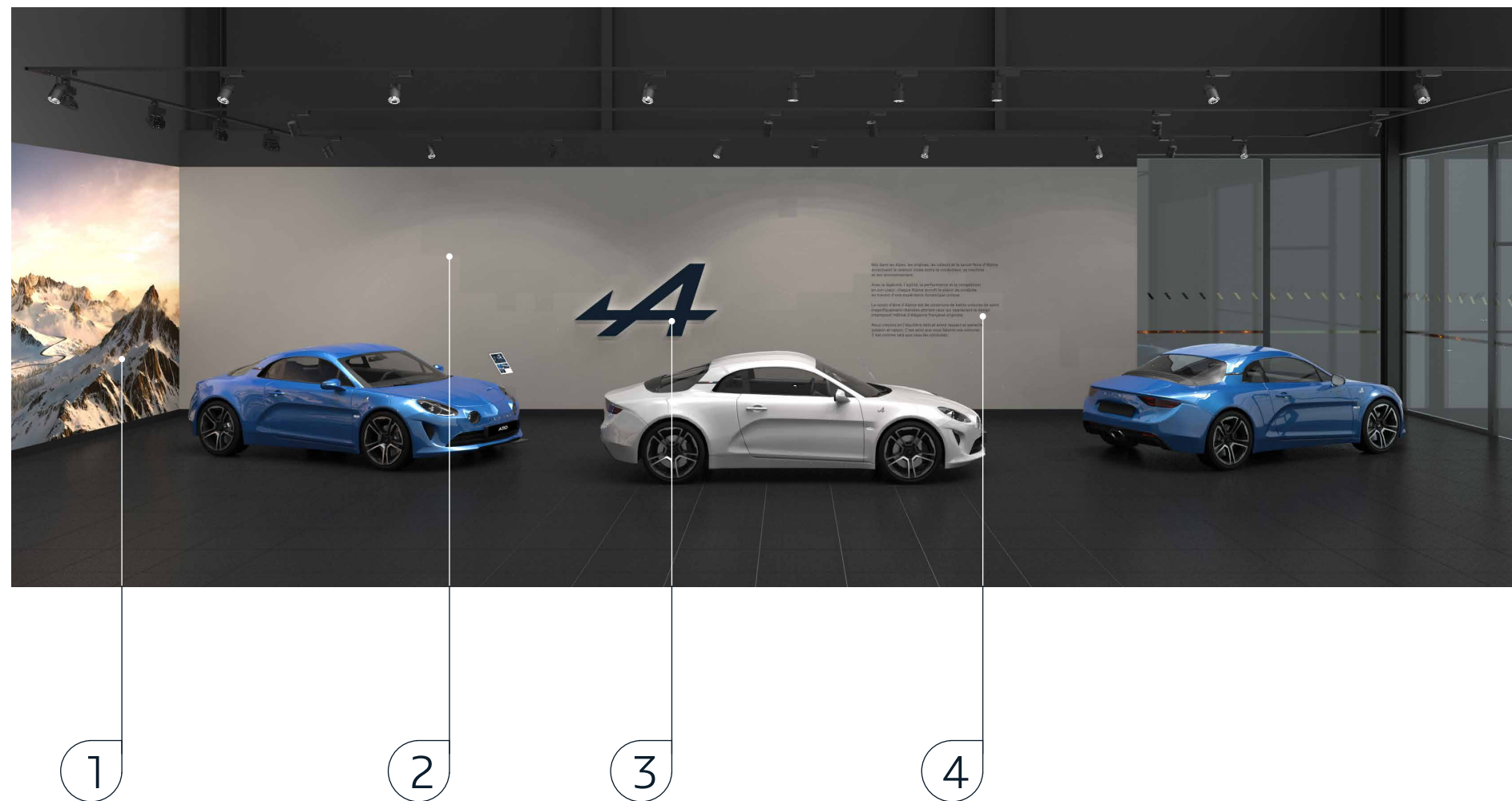
The colour and material samples are carefully arranged on the trays which are placed in the drawers of the configuration table.



the Product zone wall

the components

- 1 Mountain image
- 2 Gray wall
- 3 Illuminated insignia
- 4 Manifesto



illuminated interior insignia

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.

Technical details

Dimensions: 1,950 x 950 mm.

Face in dark blue lacquered aluminum Pantone 296
C. Black edge in black lacquered sheet RAL 9004, with
backlighting by LEDs.

Mounting offset from wall.



manifesto

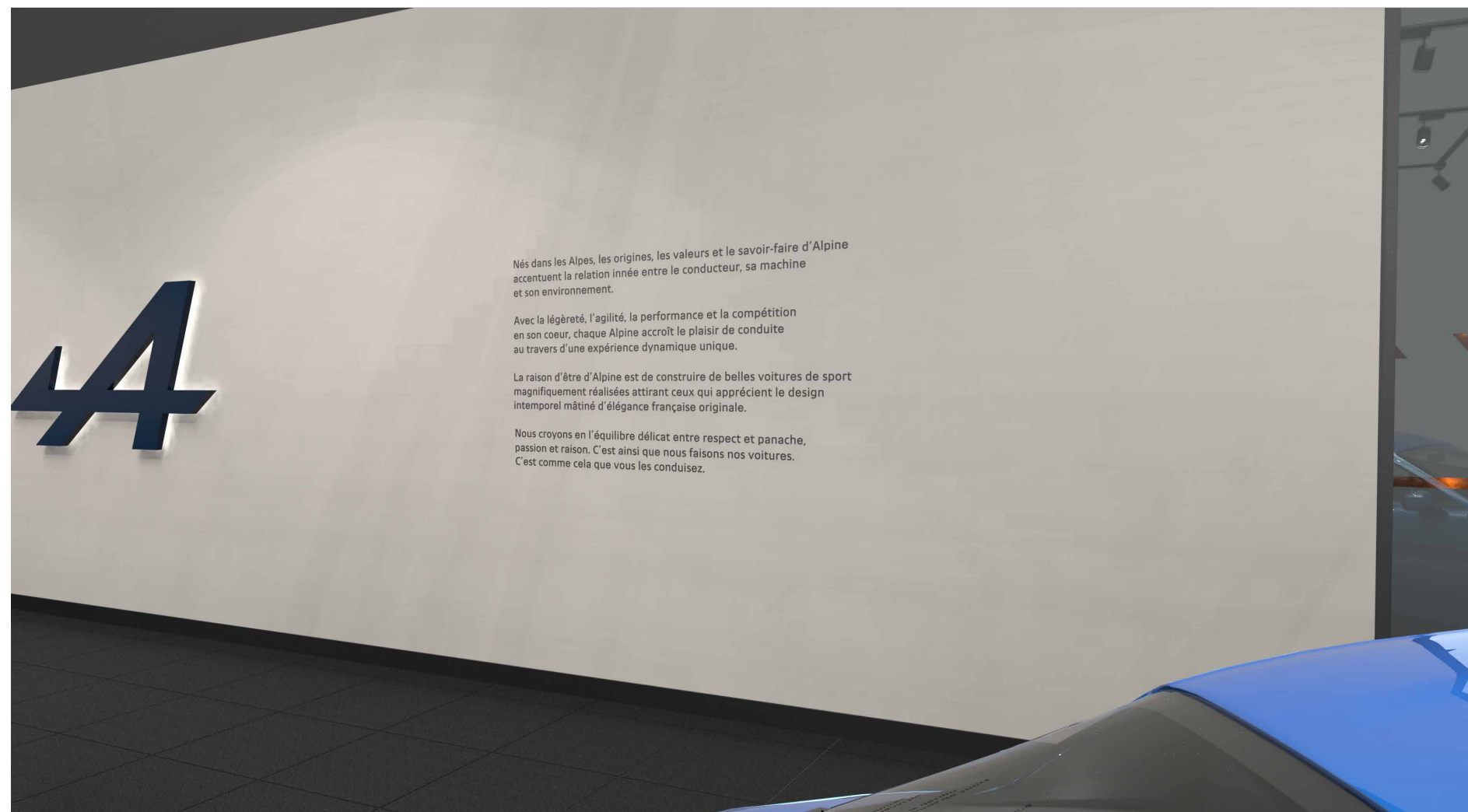
How and where is it to be installed?

The text is set 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.



mountain image

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.

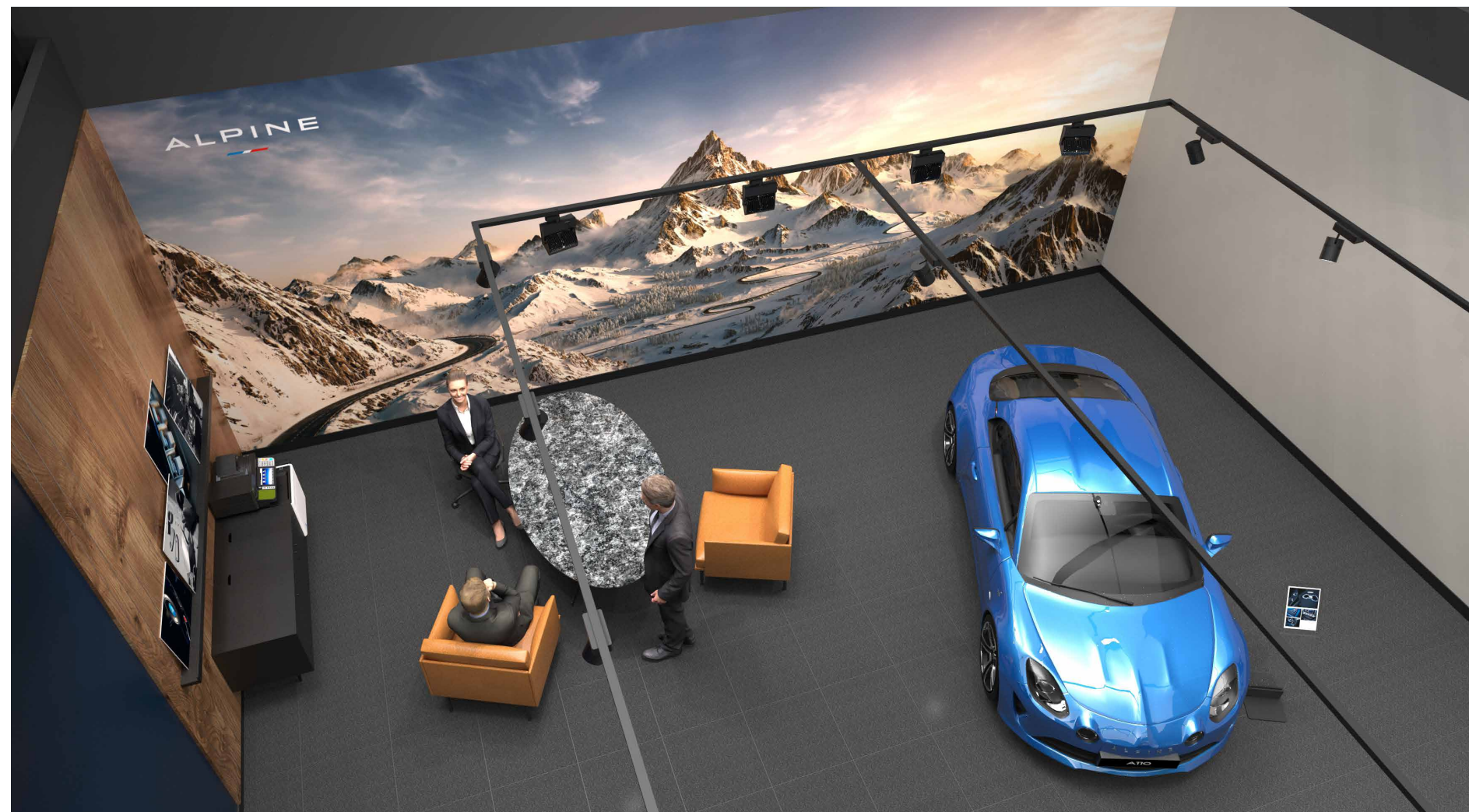


the lighting

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



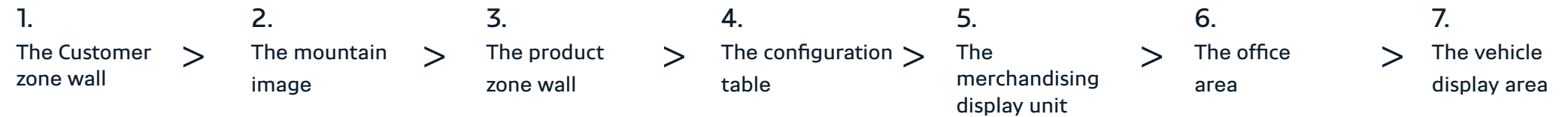
6

installation of the showroom

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basic principles



The Customer zone wall

The configuration table

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.

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

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

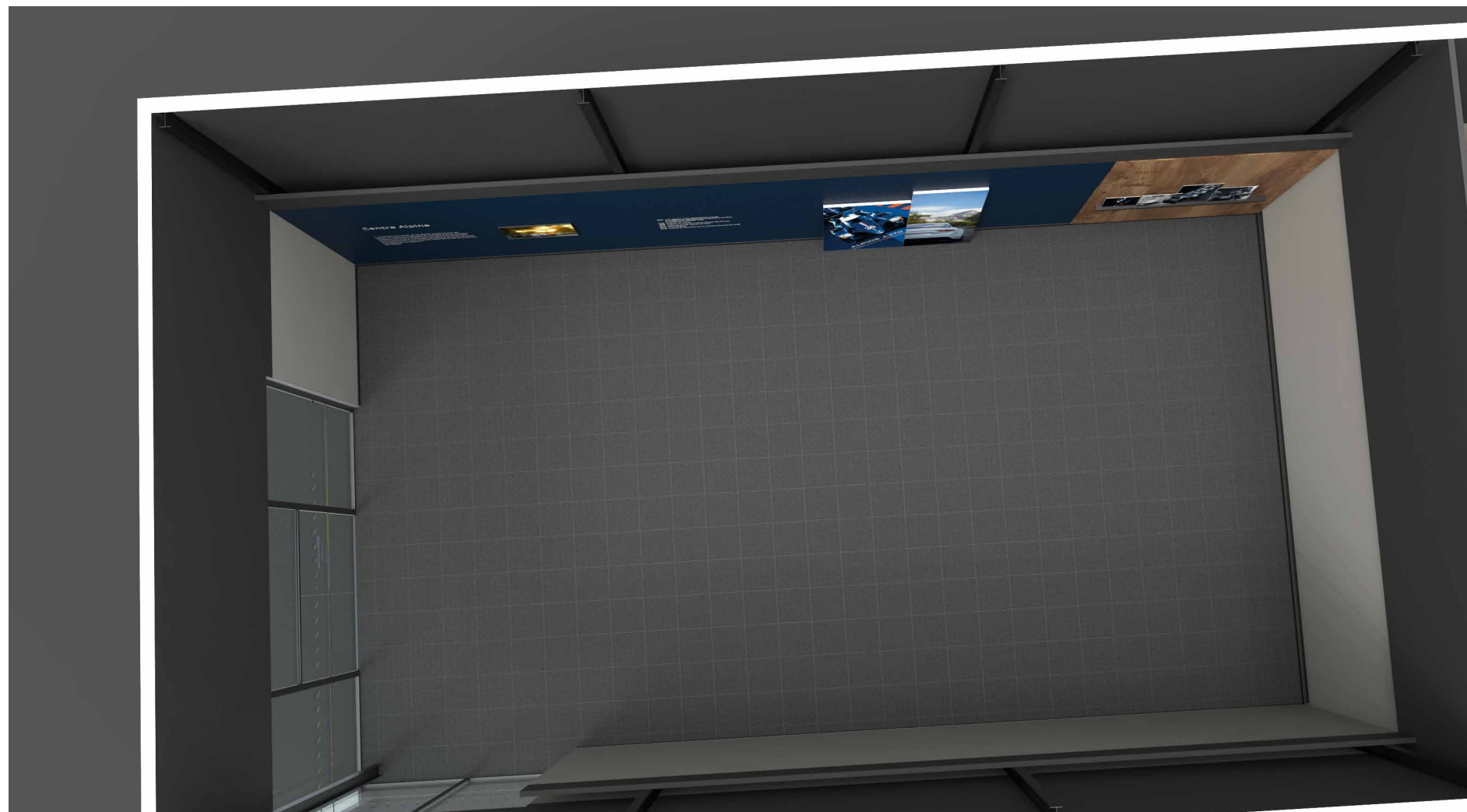
- the configuration screen,,
- the heritage images,
- the Wood wall cladding.

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

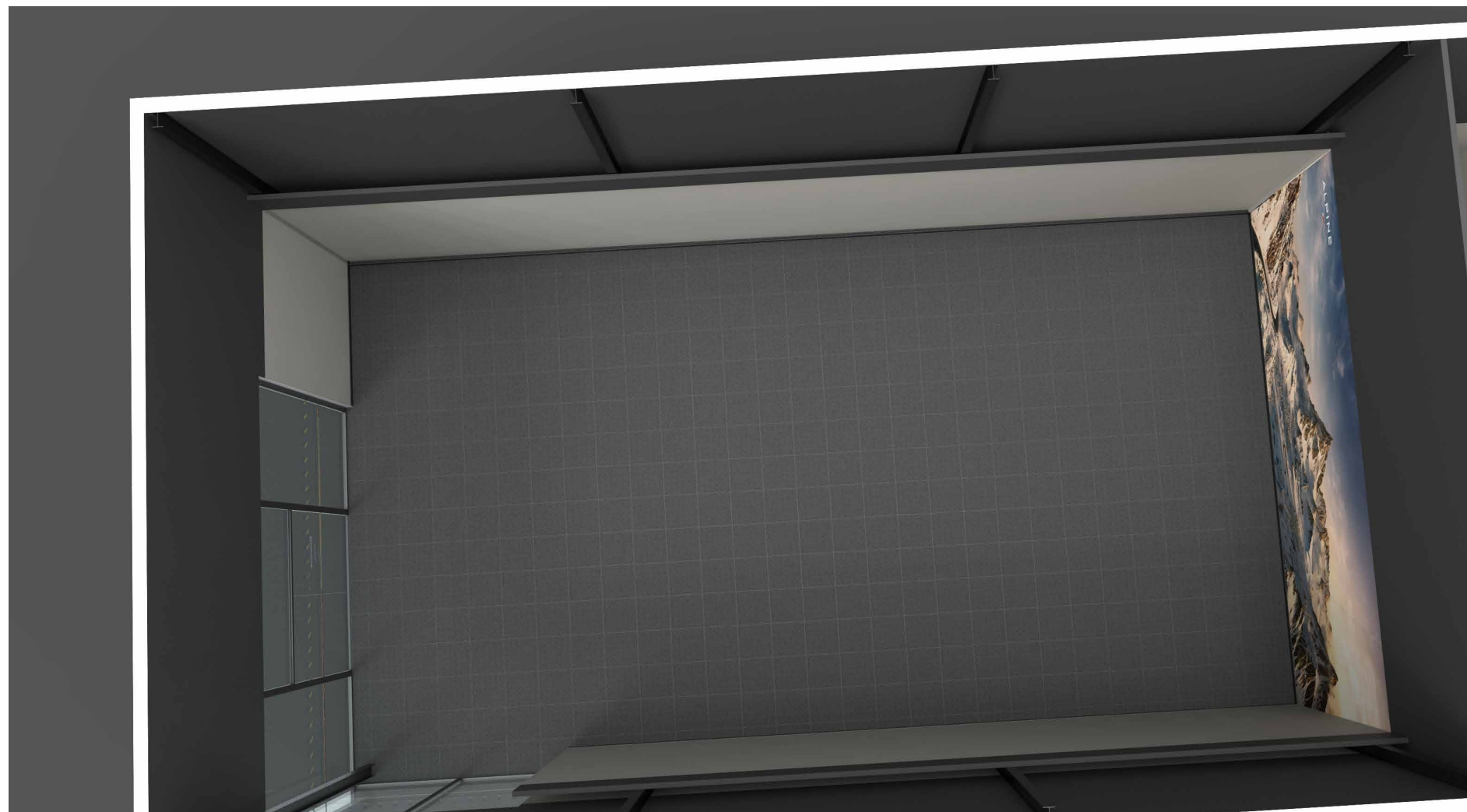
This wall is decorated with the emblematic image of the brand covering its entire surface.

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.

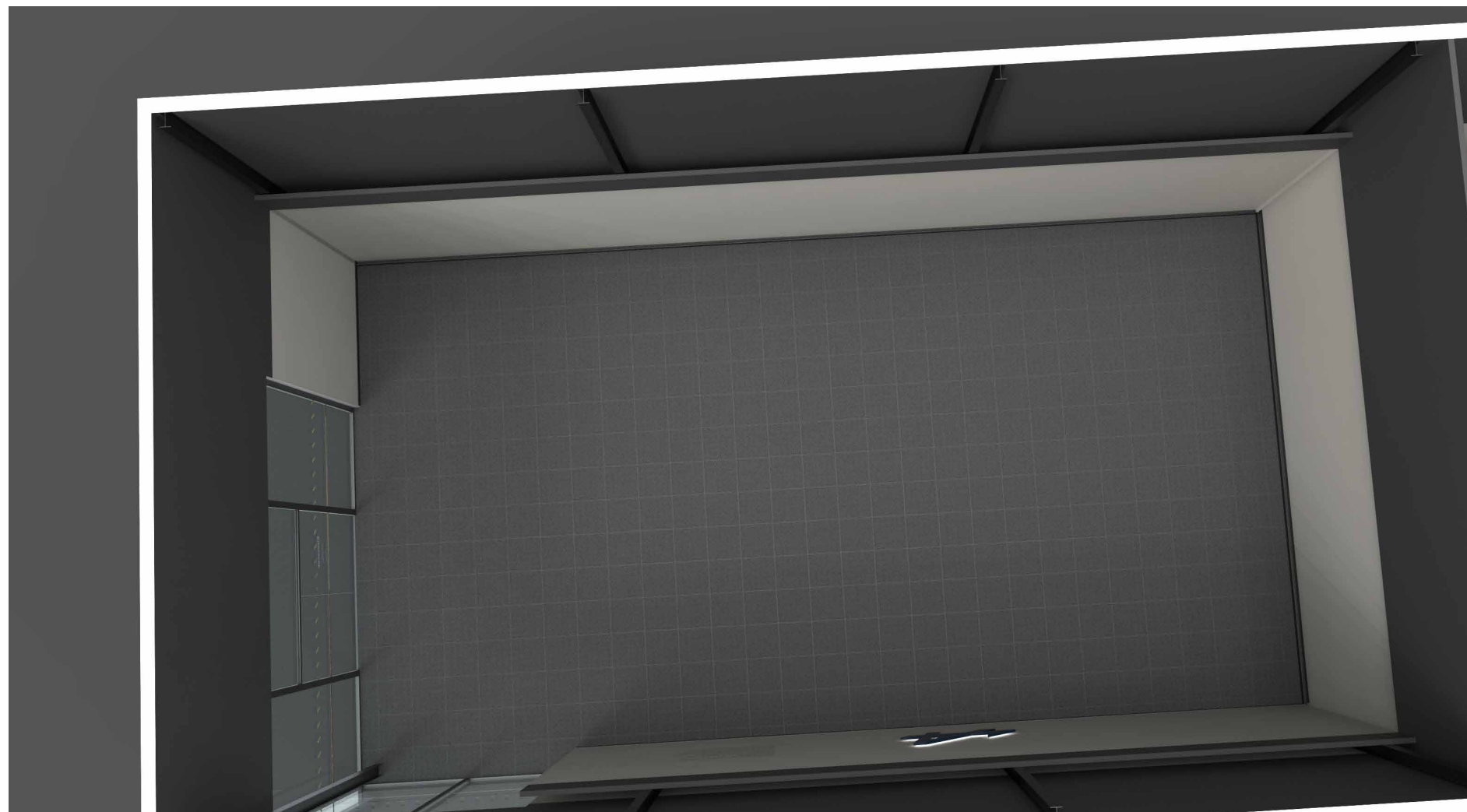


the product zone wall

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

Where?

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



the configuration table

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 configuration screen.

To be avoided!

Change the orientation of the configuring table with the hanging top still facing the front door.



merchandising cabinet

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.

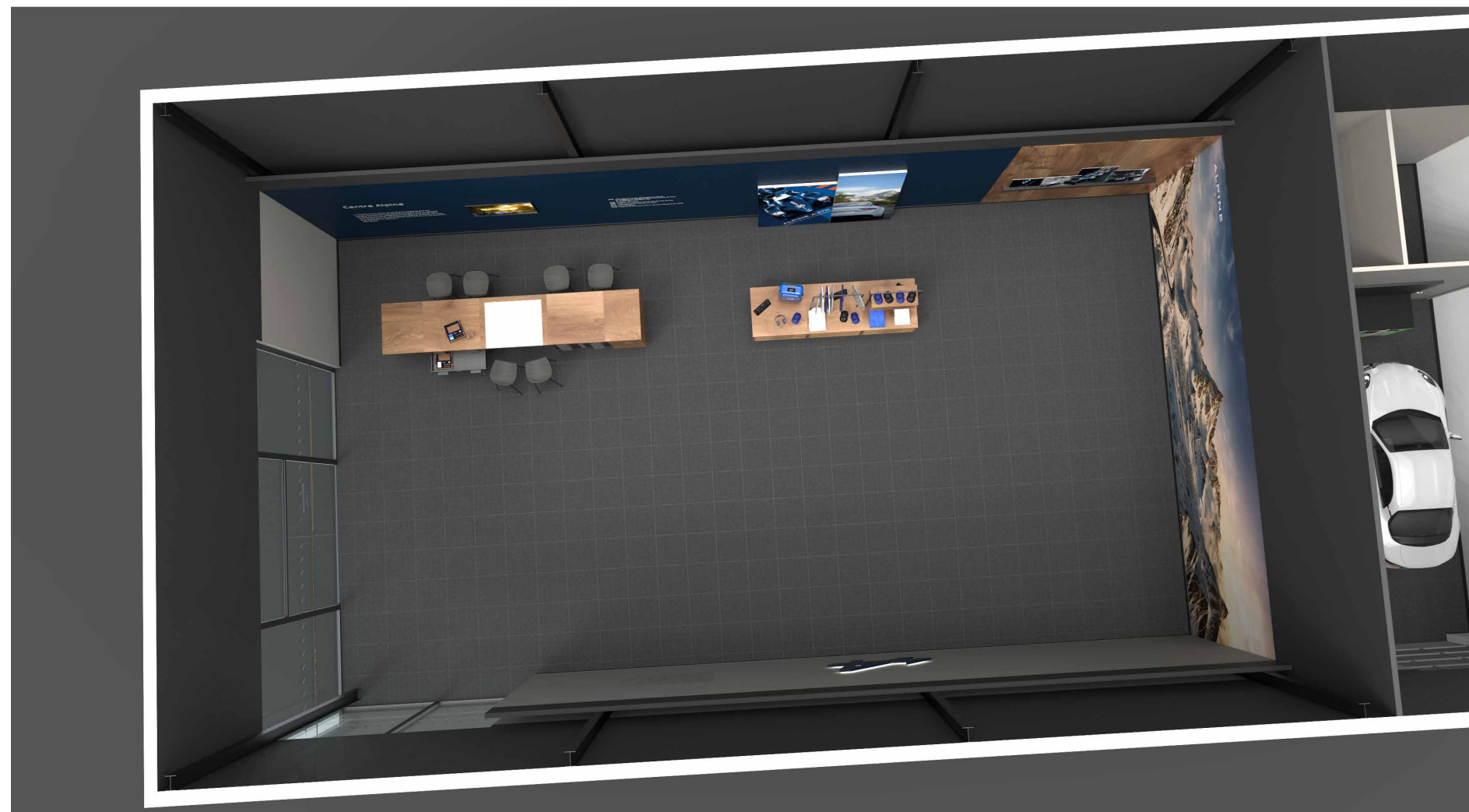
Where?

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

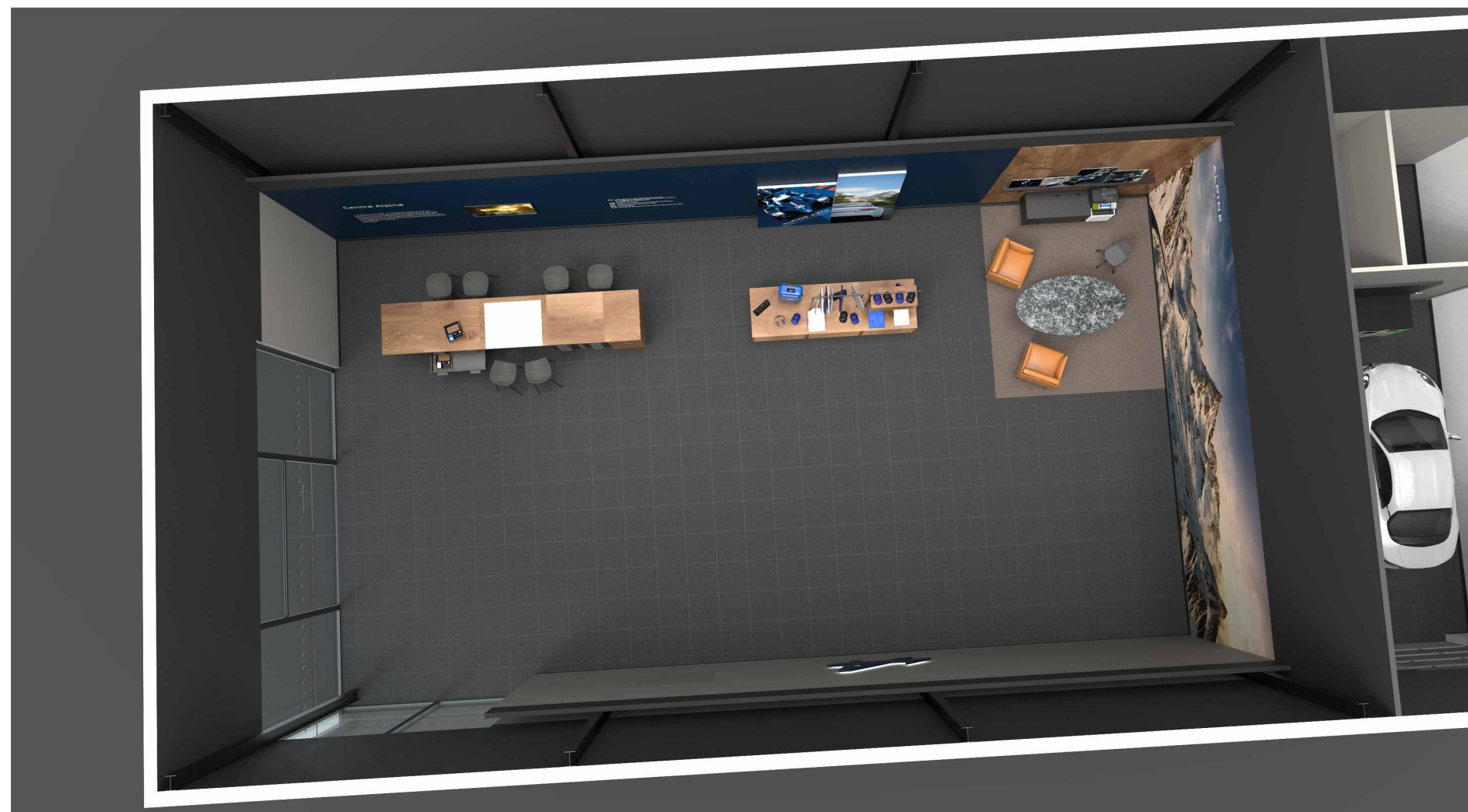
This area is where all the information available to the customer can be found. Placed up against the wall, there is a specific unit with a built-in printer.

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

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

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 Centers

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the Alpine Centers facades

Special feature

It is possible to exert greater control over the Alpine Centers facades 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

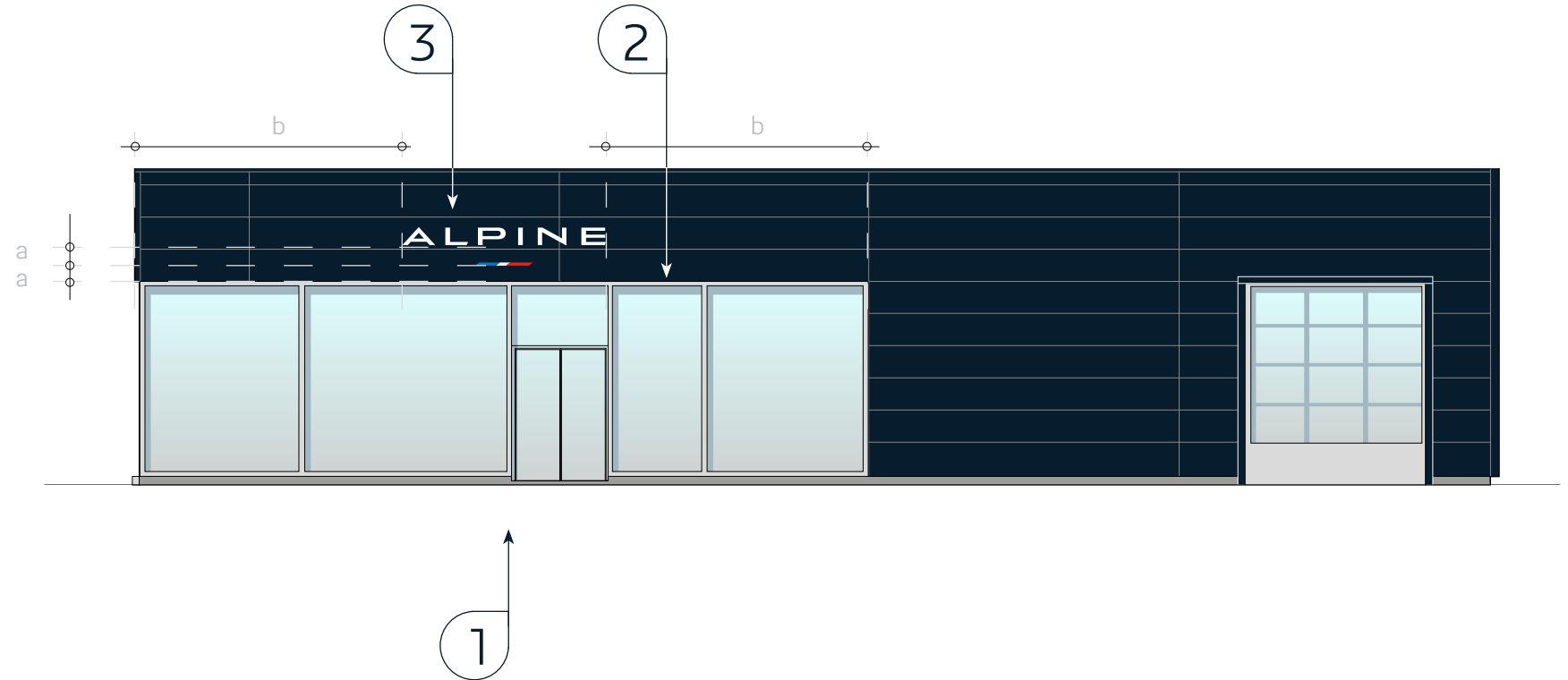
The Alpine Centers facades have their visual impact reinforced. The predominantly dark blue color creates a strong contrast with the surrounding environment.

installation of the signature

proportions

Rules to be observed

- 1 The signature is centered above the display case on the main facade.
- 2 The signature is aligned with the bottom of the cladding overhanging the glazed part.
- 3 The signature has a fixed size:
th. 70 x h. 250 x L. 2918 mm.

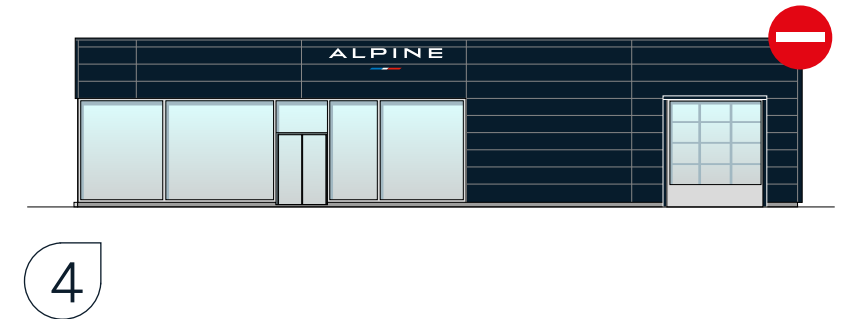
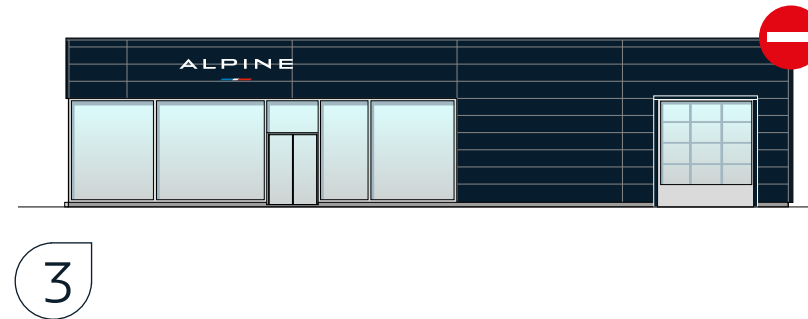
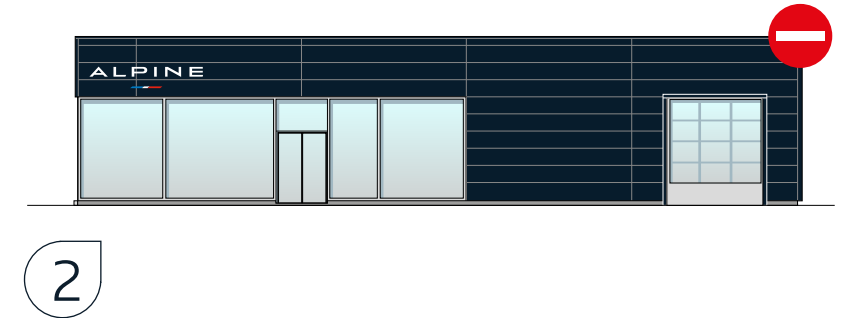
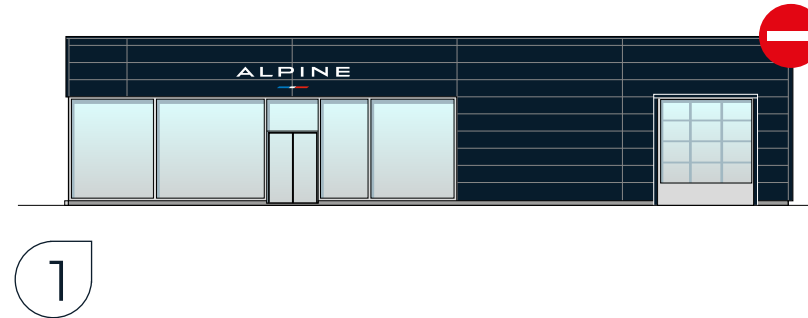


installation of the signature

limits of use

To be avoided

- 1 Do not center the signature on the showroom entry.
- 2 Do not line up the signature on the left side of the main facade.
- 3 Do not center the signature horizontally on the pediment.
- 4 Do not line up the signature in the head.

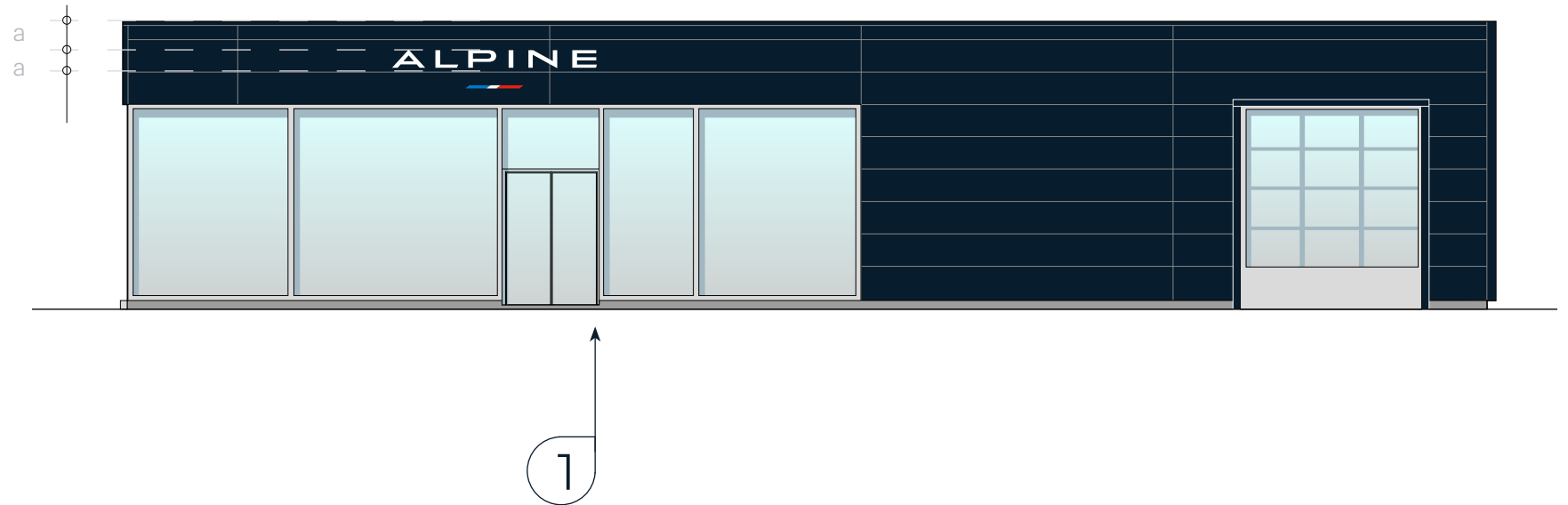


height of the signature

low facades

Principle of adaptation

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

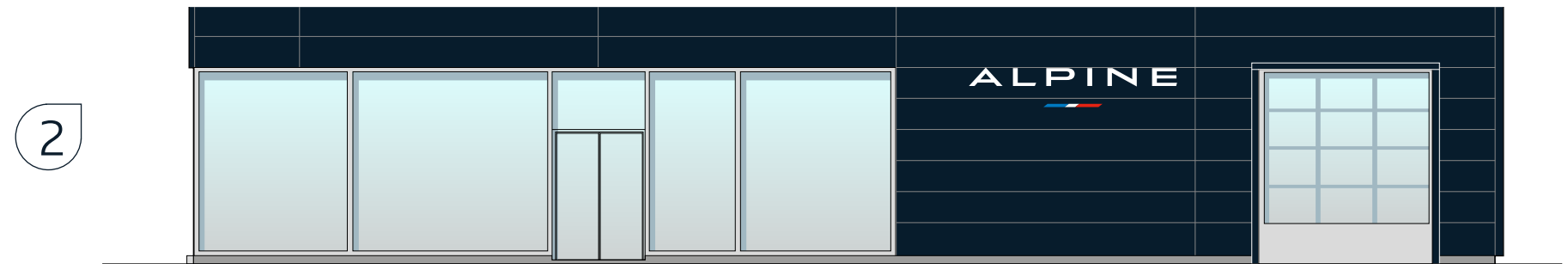
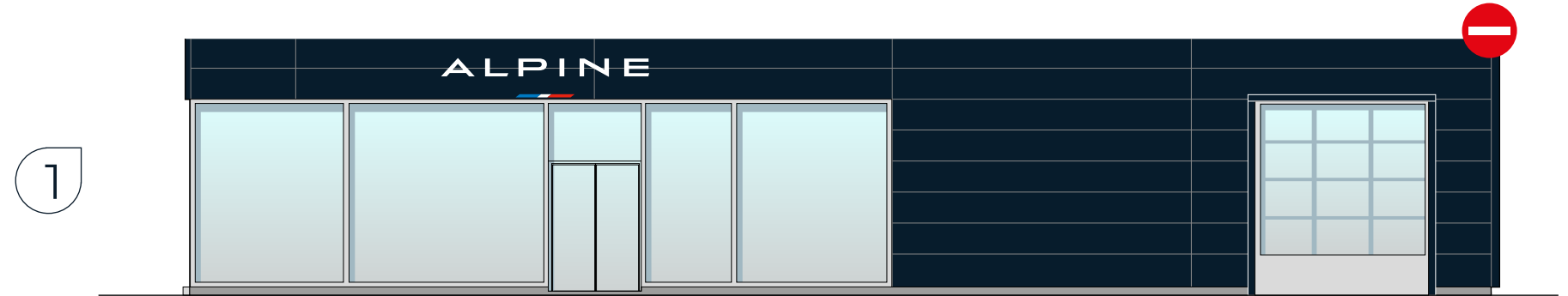


height of the signature

extrem situation

To be avoided

- 1 The signature is too close to the showcase.
- 2 If the size of the soldering above the display case is not sufficient to accommodate the signature, prefer its placement on a free surface.



the Alpine Centers facades

height of the signature

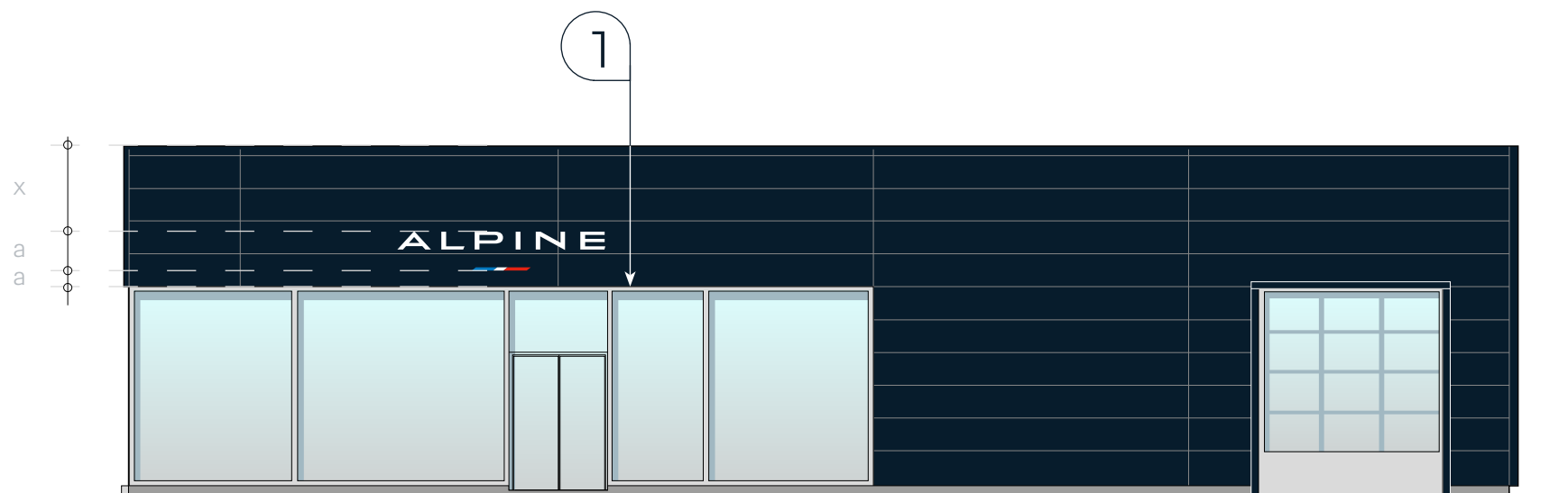
high facades

Principle of adaptation

- 1 The signature is always placed at the foot of the cladding overlooking the window

Note

The height of the signature is always invariable.
th. 70 x h. 250 x L. 2918 mm.

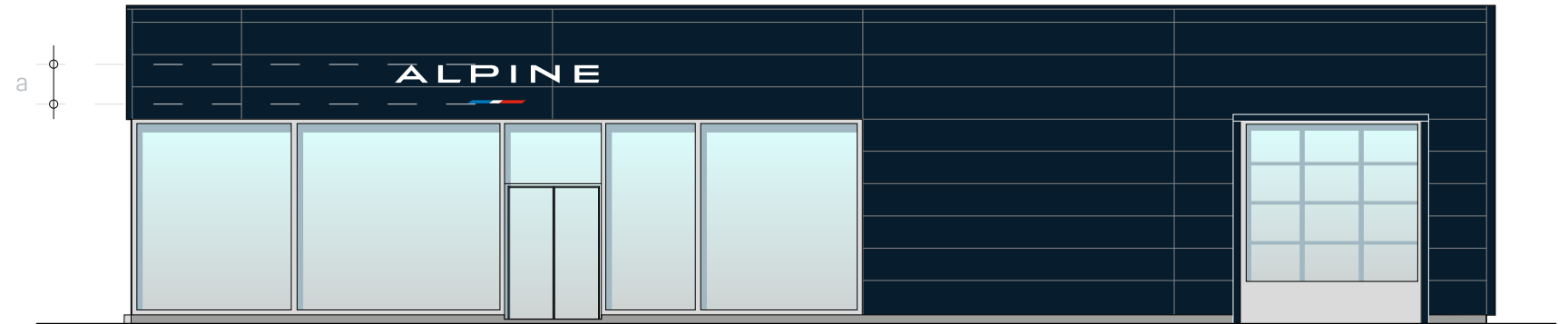


the side facades

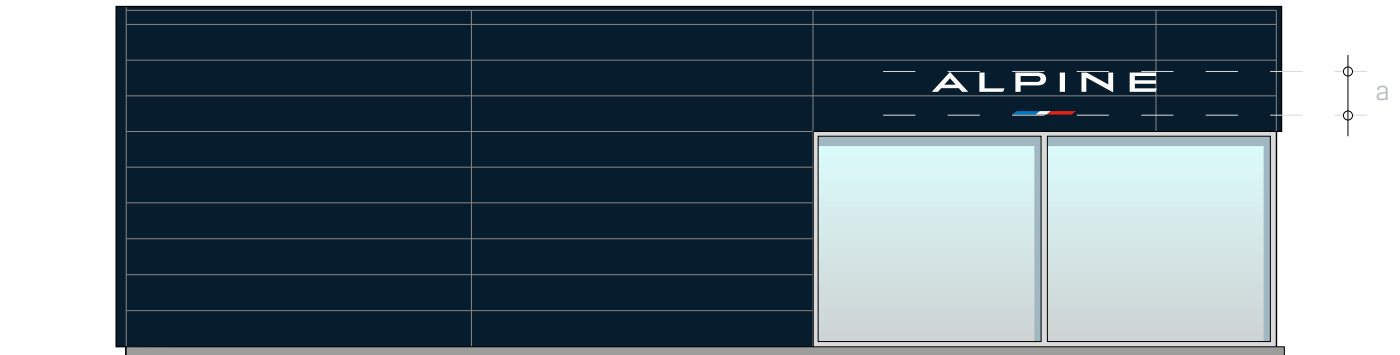
height of the signature

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 in the middle of the window as the signature of the main facade.



Main facade



Lefthand side facade

the side facades

blind facades

Rules to be observed

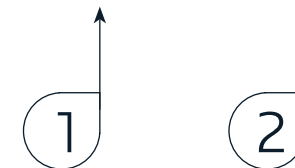
- 1 In the absence of a window, the signature is centered on the facade.
- 2 The signature is positioned at the same distance from the parapet as that on the main facade.



Main facade



Lefthand side facade (blind)

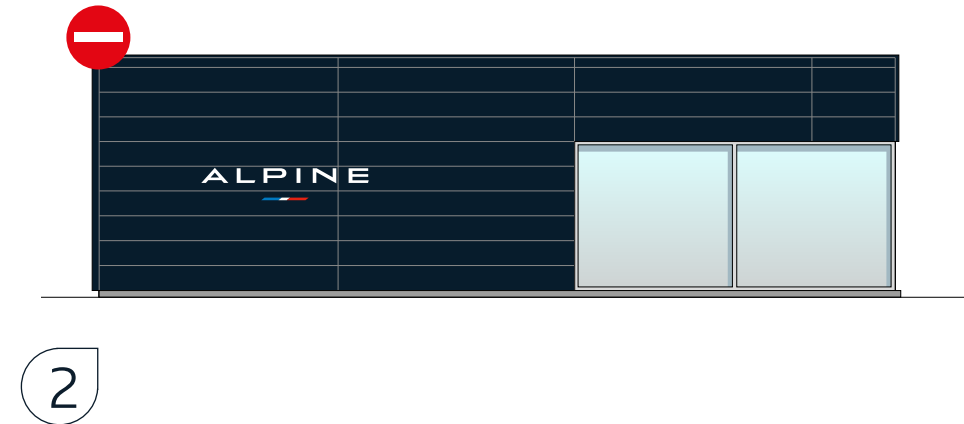
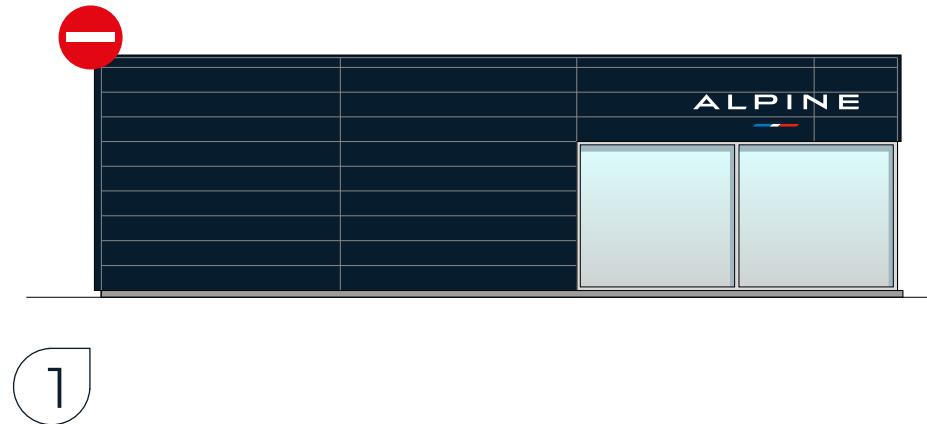
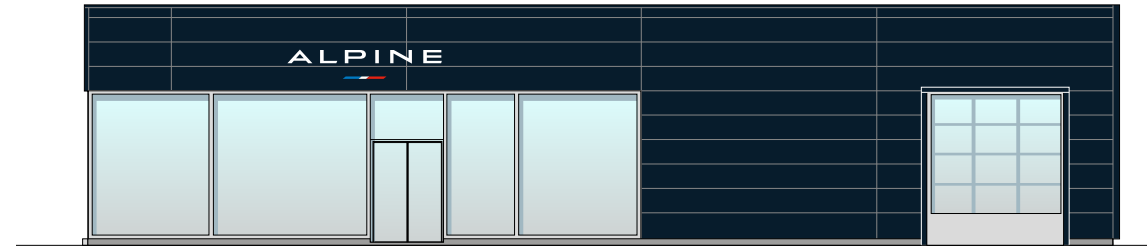


the side facades

limits of use

To be avoided

- 1 Signature is aligned to the right window and not centered above the window.
- 2 The height of the signature on the side facade is the different to that on the main facade.



8

rules of identification for facades
of Alpine Centers into multibrand sites

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please click on the button.



the Alpine Centers facades into multibrand sites

The Alpine signature adapts to all types of facade, including shortened lengths

Due to its unique and reduced size, the signature adapts to most situations, particularly multi-brand sites which generally have limited facade lengths.

The rules for implementing the signature remain identical to the other formats (Alpine Center or shared format).

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.

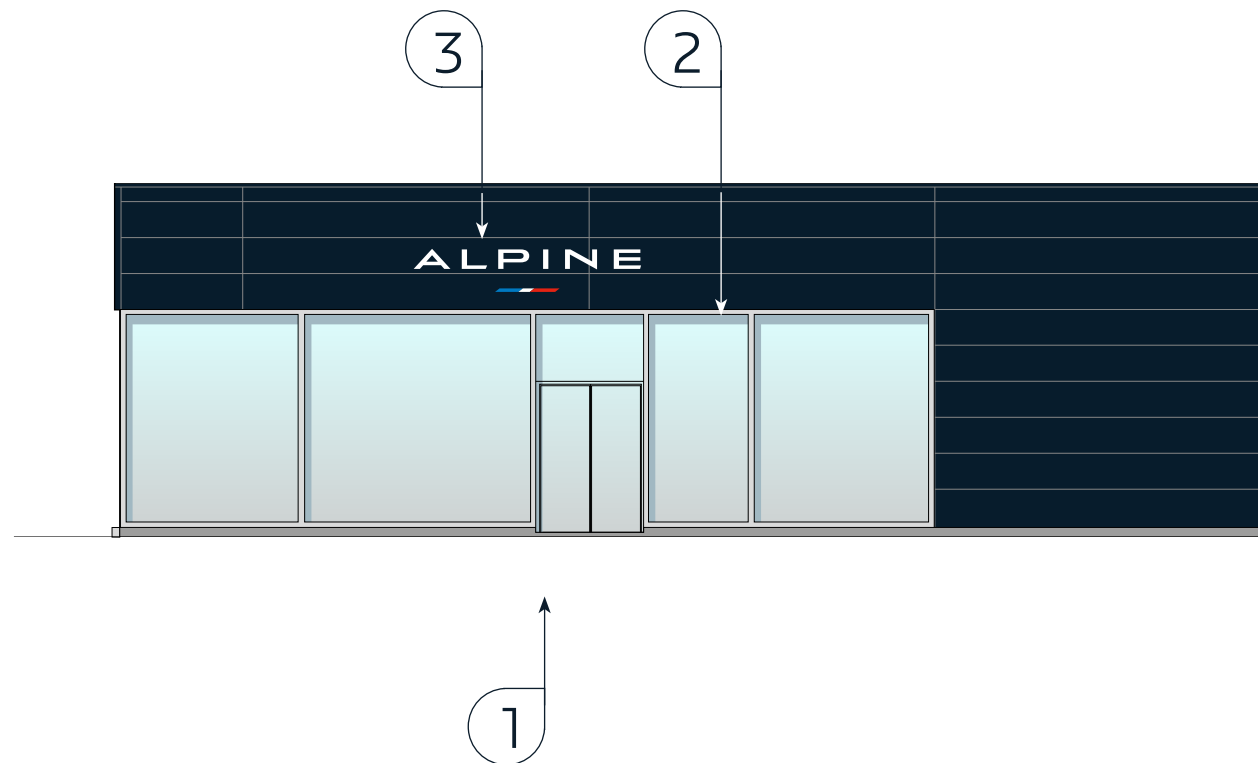
the Alpine Centers facades into multibrand sites

installation of the signature

proportions

Rules to be observed

- 1 The signature is centered above the display case on the main facade.
- 2 The signature is aligned with the bottom of the cladding overhanging the glazed part.
- 3 The signature has a fixed size:
th. 70 x h. 250 x L. 2918 mm.



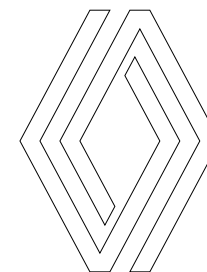
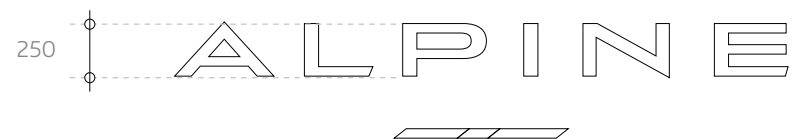
the Alpine Centers facades into multibrand sites

height of the signature

dimensioning

Rules

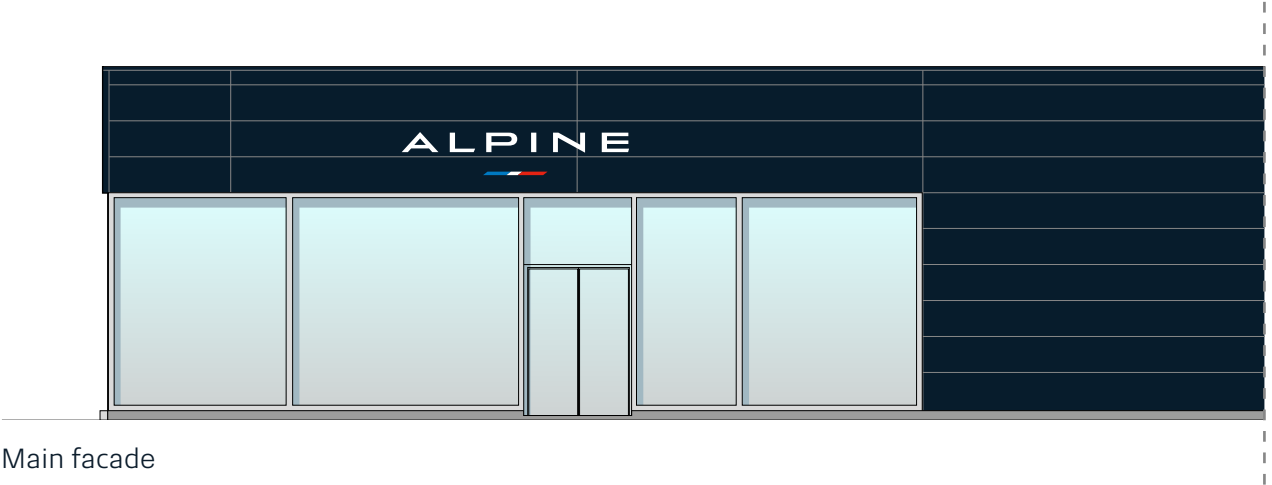
- 1 The Alpine signature must not be higher than the signatures of other Groupe Renault brands.
- 2 On the facades of multi-brand sites, the standard letter height should allow it to coexist with Renault, Dacia, Nissan, Lada, etc.



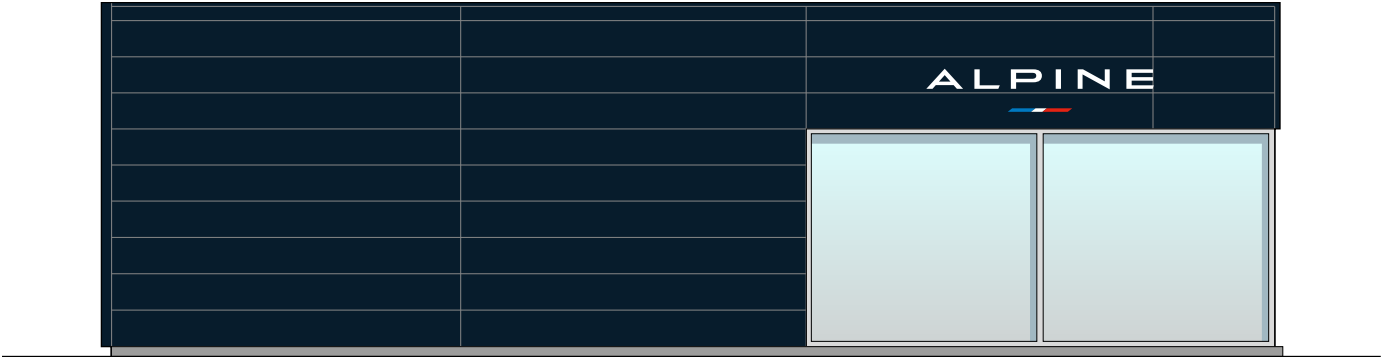
the side facades

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 in the middle of the window as the signature of the main facade.



Main facade



Lefthand side facade

the Alpine Centers facades into 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 centered on the window of the Alpine Center showroom.
- 2 The signature is aligned with the other brands



the Alpine Centers facades into multibrand sites

special case

juxtaposed with the facades of other brands - 2

When the Alpine Center showroom is located at the end of the facade

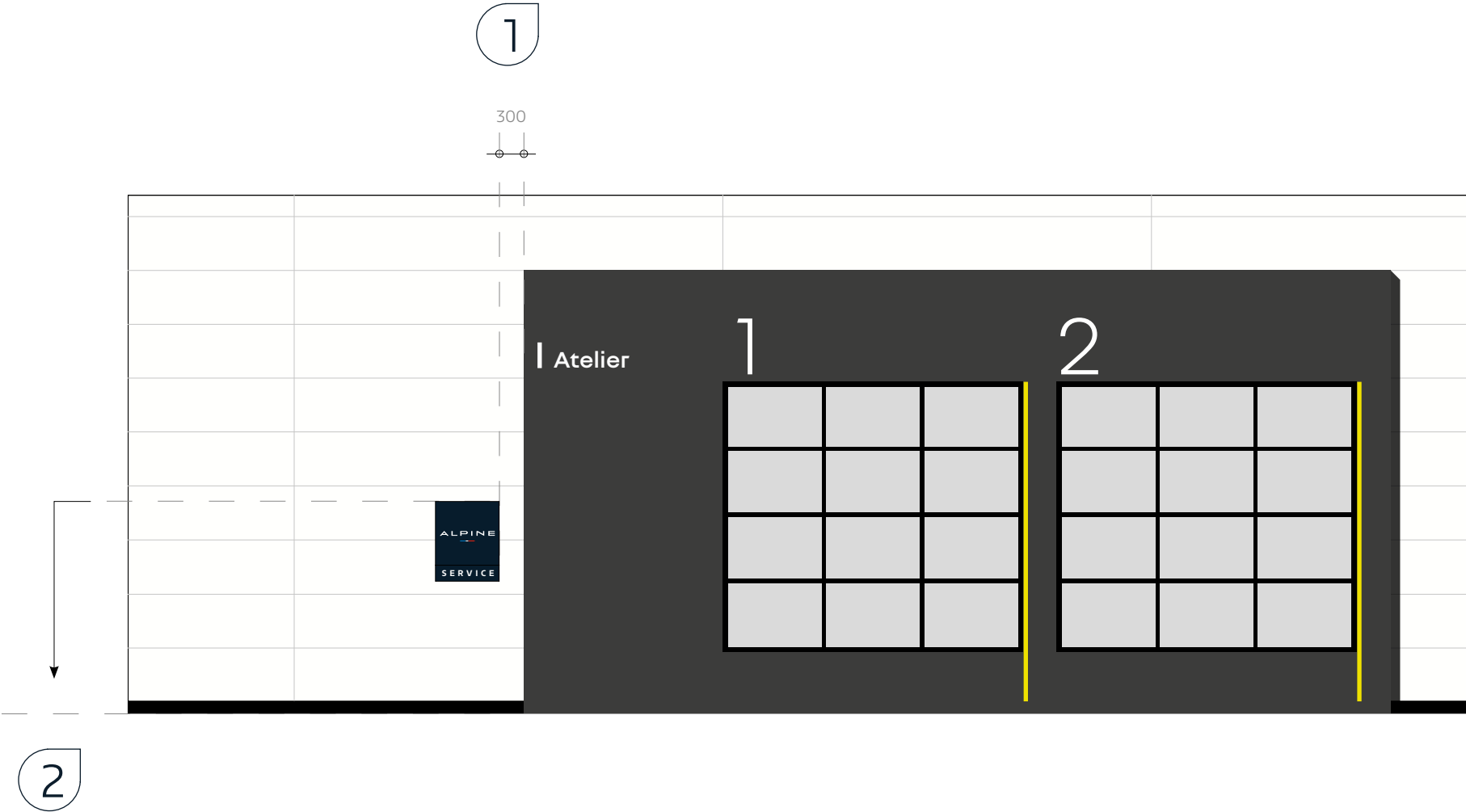
- 1 The Alpine signature is centered on the window of the Alpine Center showroom.
- 2 The signature is aligned with the other brands



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.



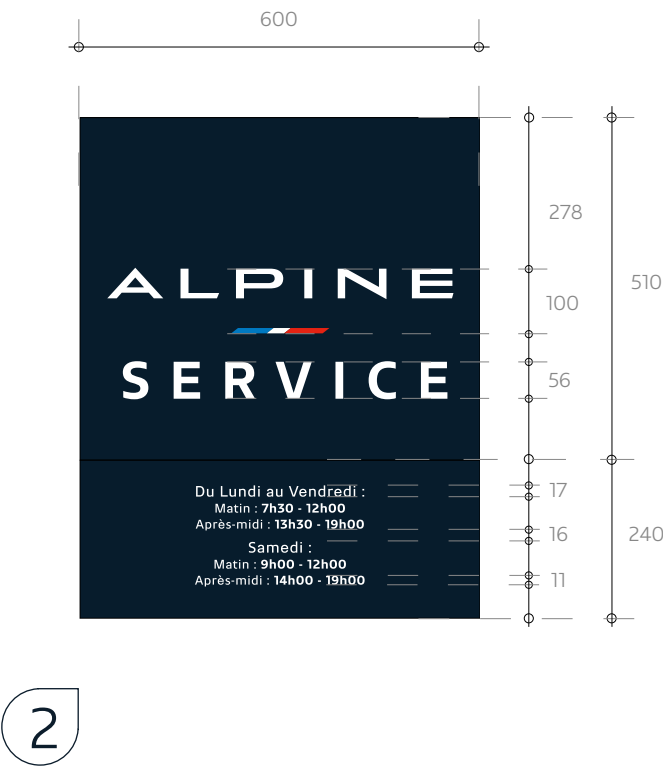
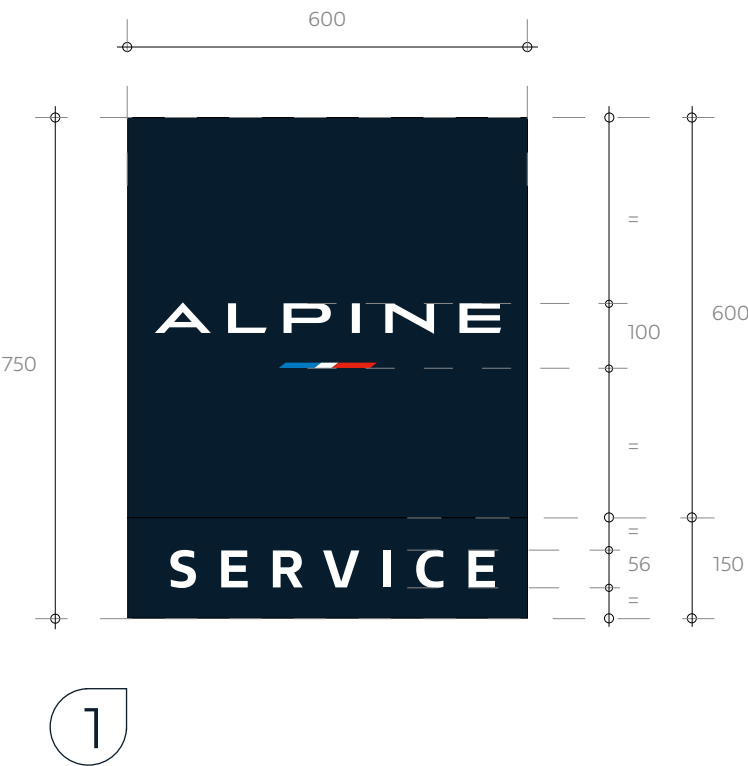
the Alpine Centers facades into multibrand sites

the After-Sales facade

service plaque drawings

Key

- 1 Standard version
- 2 Version with opening times



9

rules of identification for
Alpine Center facades into urban sites

To return to the main contents page,
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the Alpine Centers facades into urban sites

special case

low frontage height

Constraints

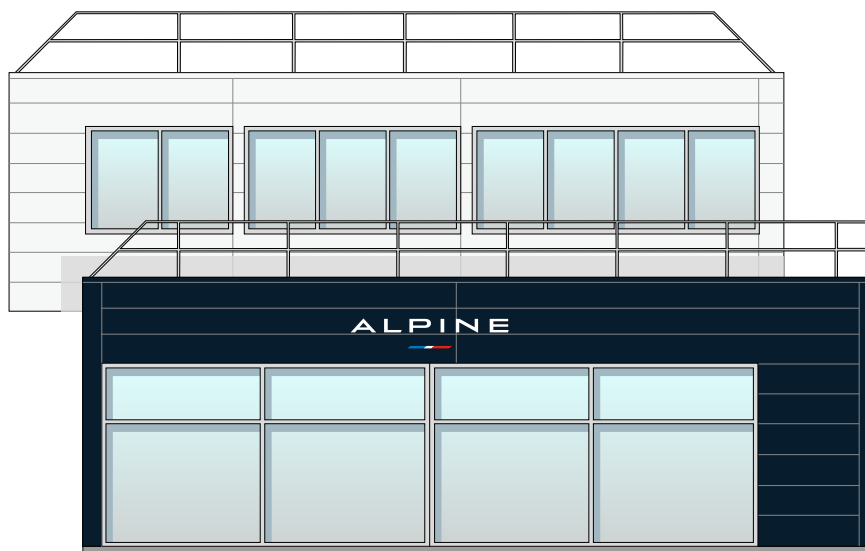
On the main facade, the height of the signature is constrained by the reduced space available on the frontage.

Chosen solution

- 1 The height of the signature of the facade lateral is identical to that of the main facade.
- 2 It is positioned close to the corner of the main facade, aligned with the edge of the window.
- 3 On the side facade, the signature is centered on the showroom window.



Main facade



Righthand side facade

the Alpine Centers facades into urban 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.



Façade principale



Façade latérale droite

10

other components of Alpine Centers

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the other components of Alpine Centers

This chapter presents the different components of Alpine Centers 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 Why?.

the parking areas and the Test drive zone drawings

Presentation

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

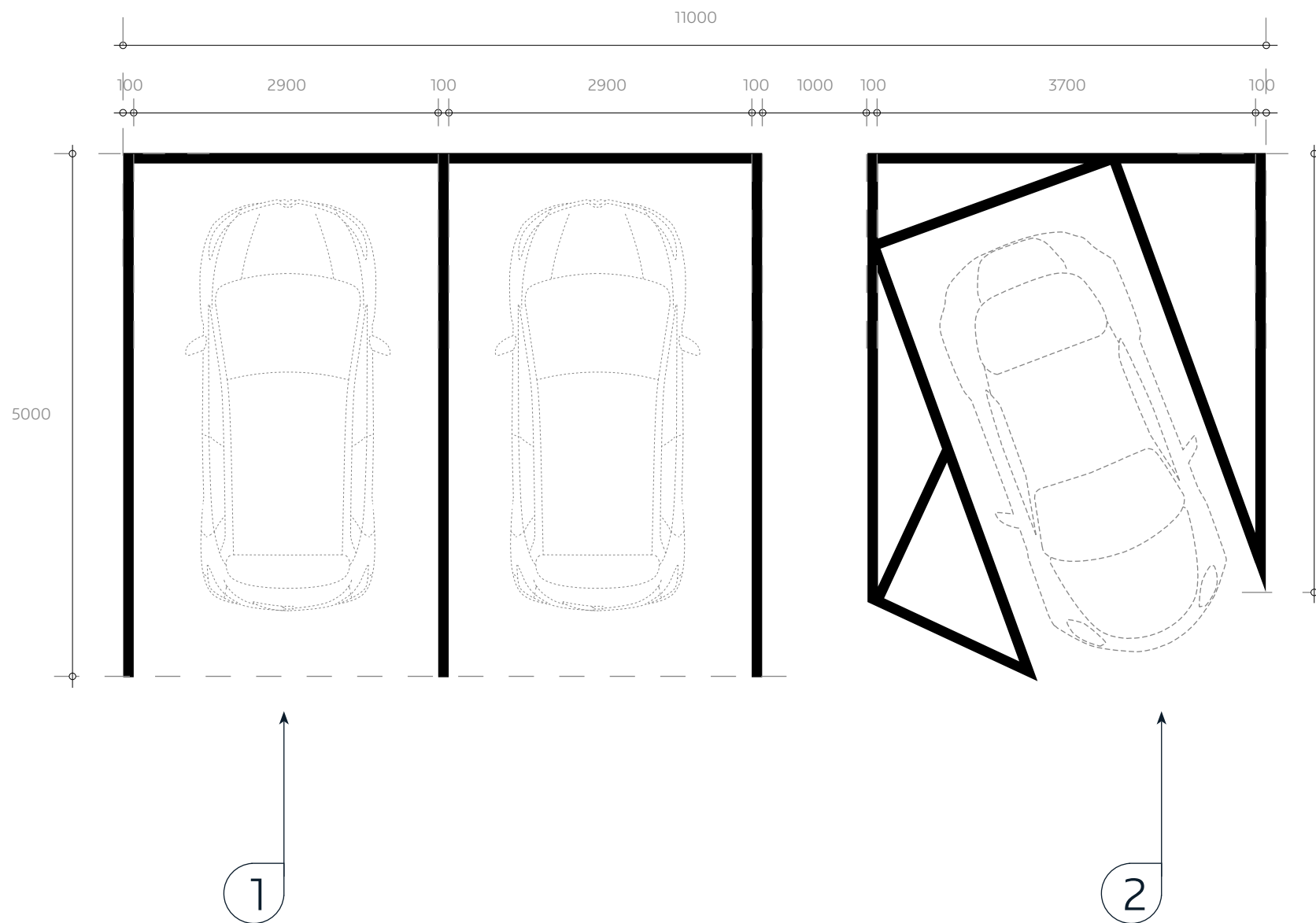
Parking spaces reserved for Alpine customers are grouped together with the Test drive zone.

Key

- 1 Alpine customer parking
- 2 The Test drive zone

Supplier

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

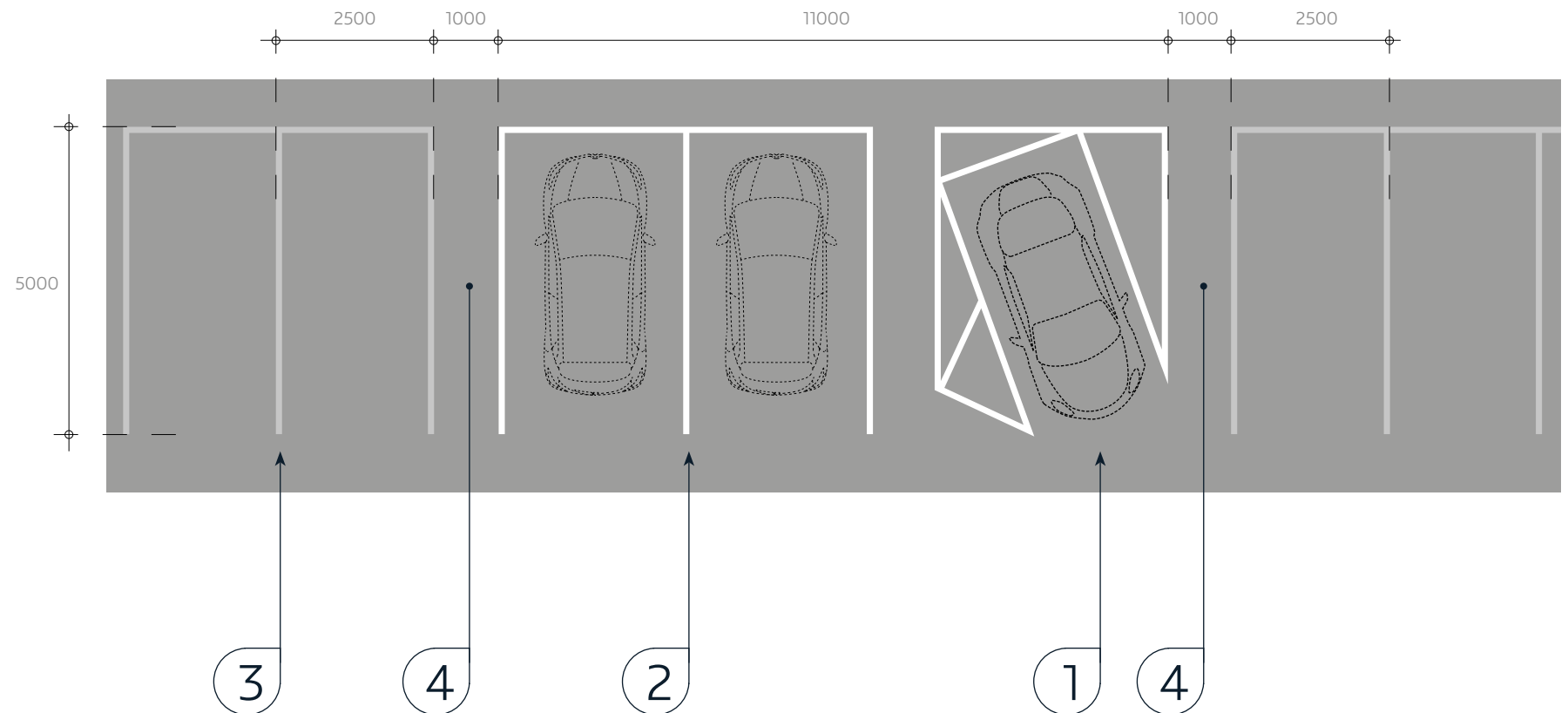


the parking areas and the Test drive zone

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 white 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.

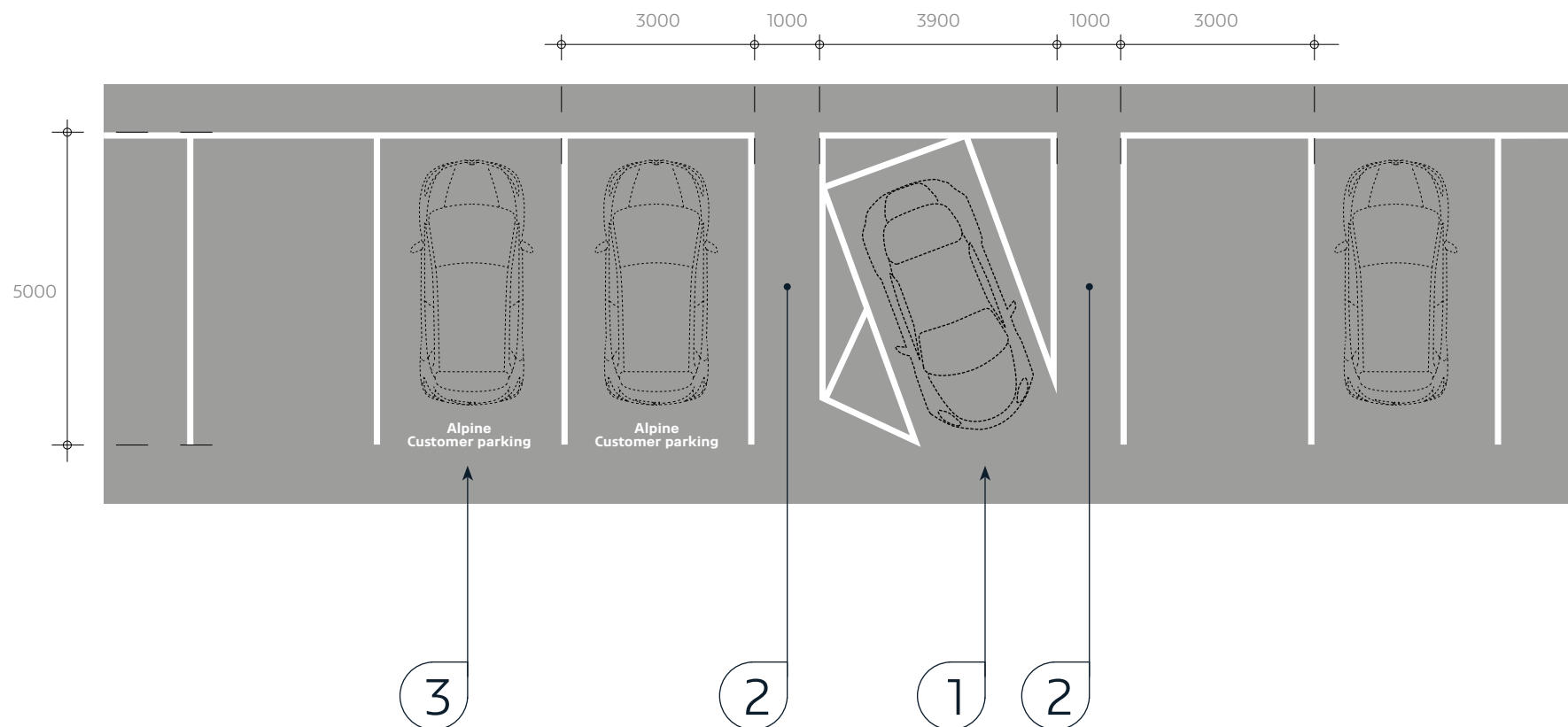


the parking areas and the Test drive zone

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 white lines. They are 3,000 mm wide.



the Test drive zone totem

special case

Presentation

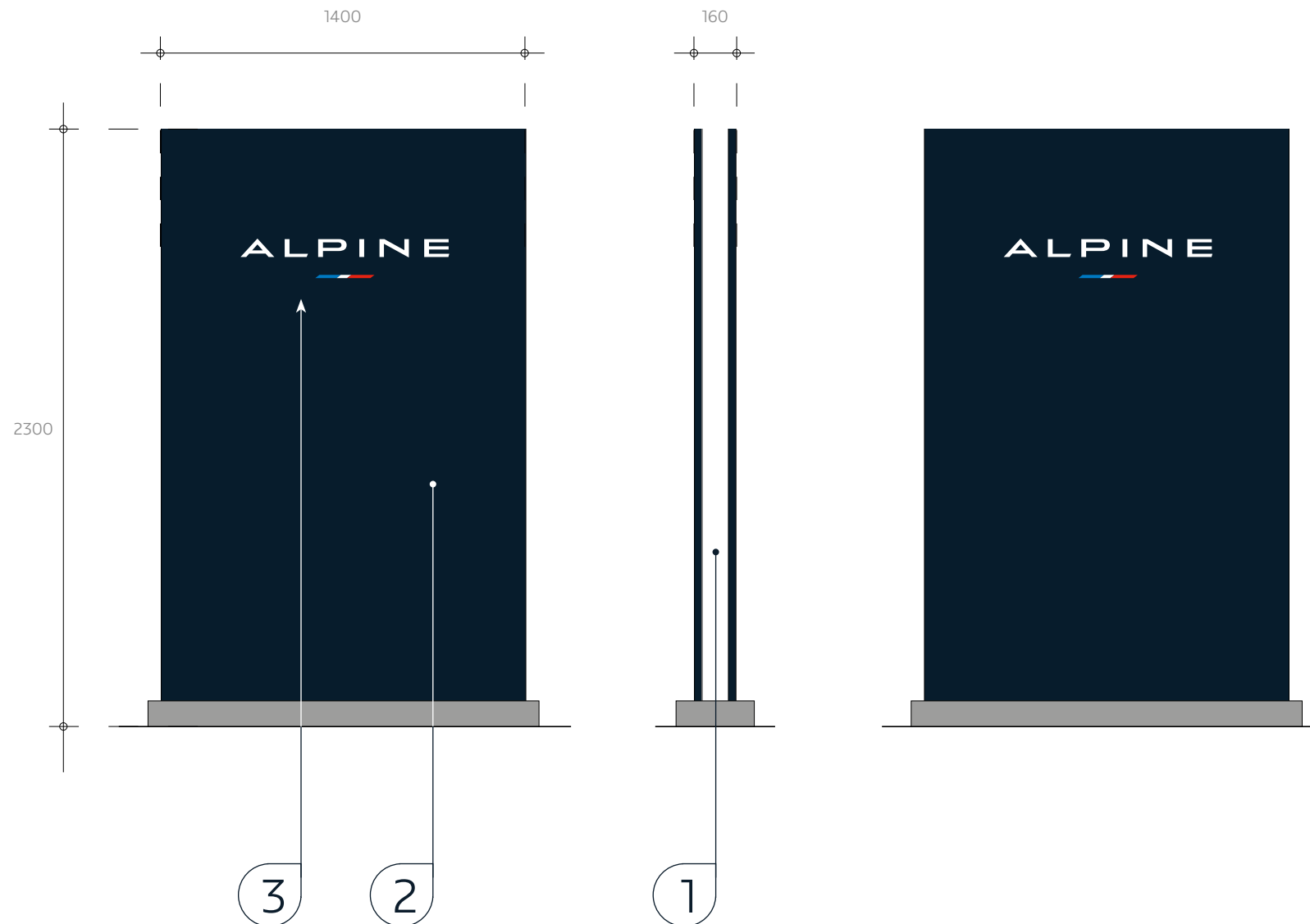
When the 6.5 m totem or the Alpine insignia cannot be installed, the site is identified as belonging to the Alpine brand by means of a 2.3 m totem positioned in front of the Test drive zone.

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.

Rules

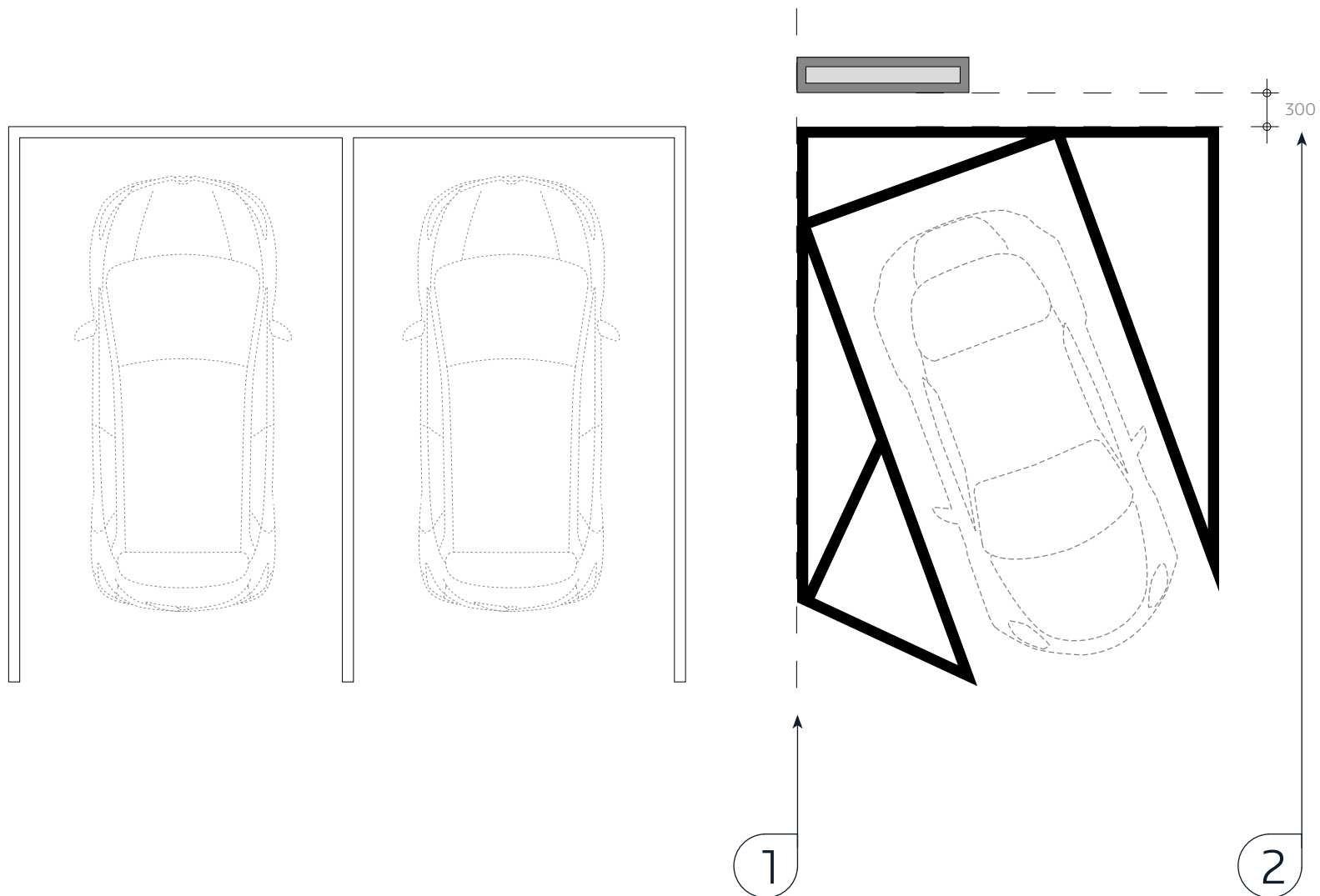
- 1 White non-diffusing edge
- 2 Face in blue lacquered aluminum Pantone 296 C
- 3 Alpine lettering in white backlit PMMA.



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 Why? 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.

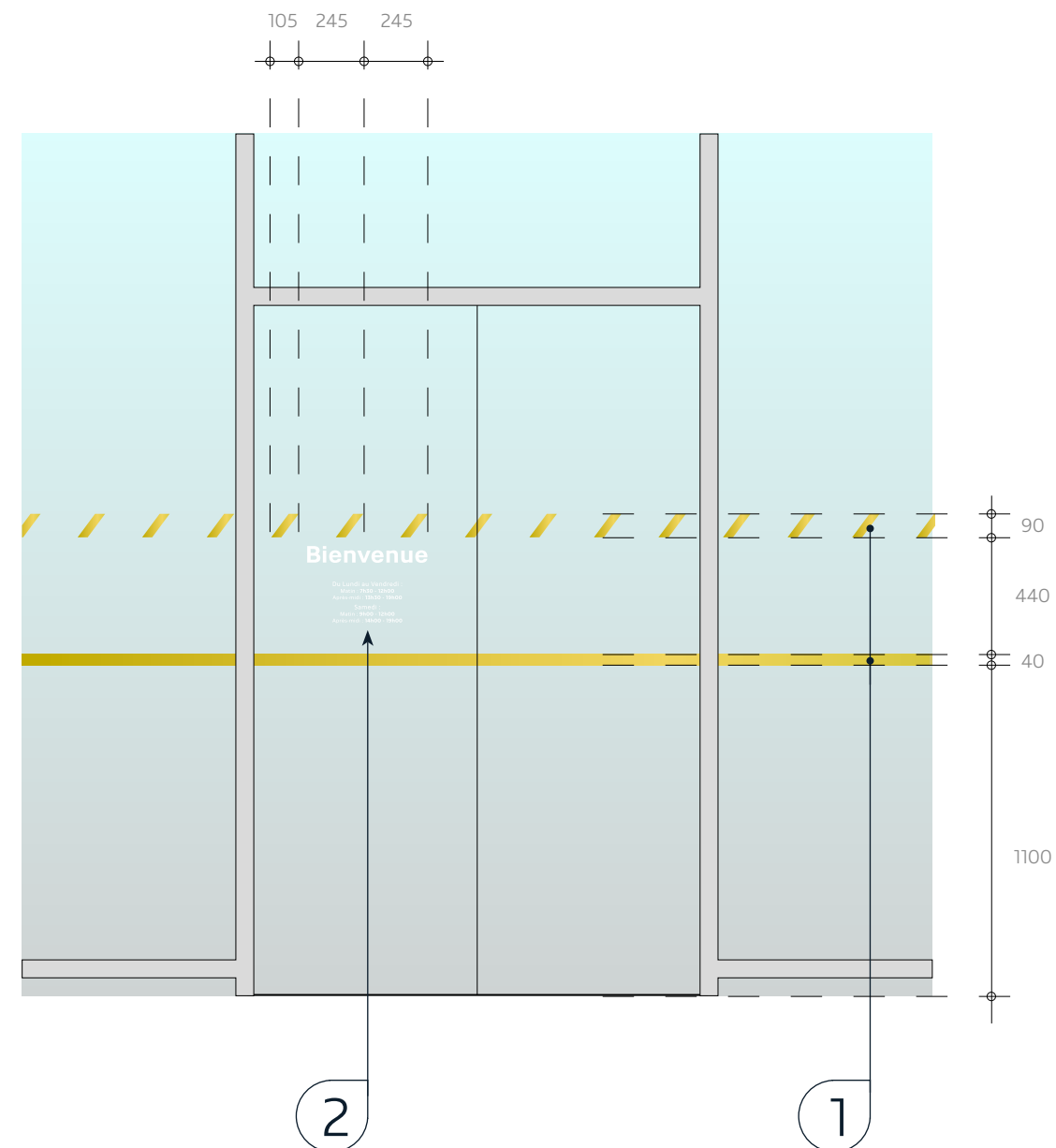
Le marquage adhésif “slash” doit toujours conserver l’orientation préconisée.

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

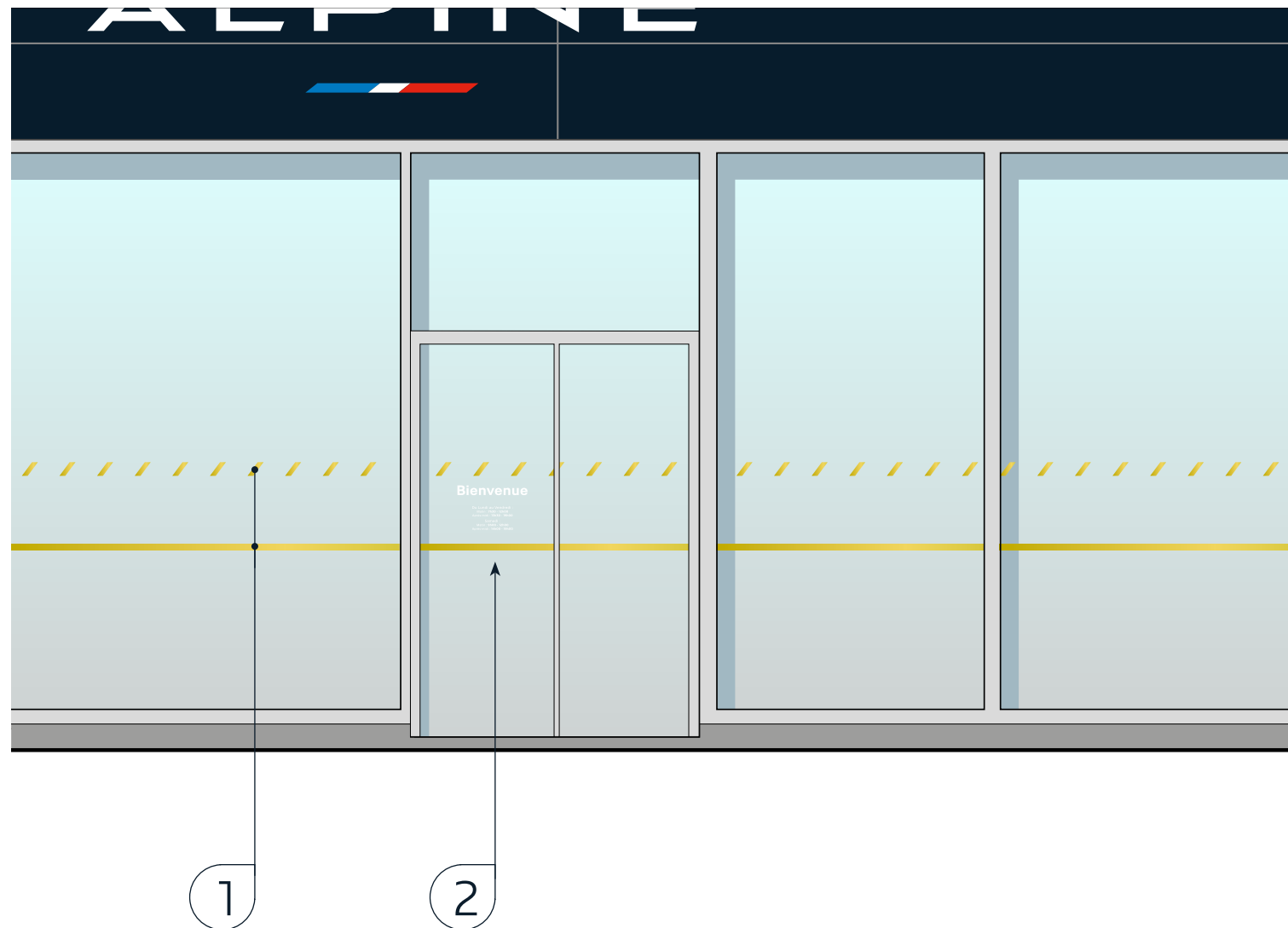
Rules

- 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 Center 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

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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

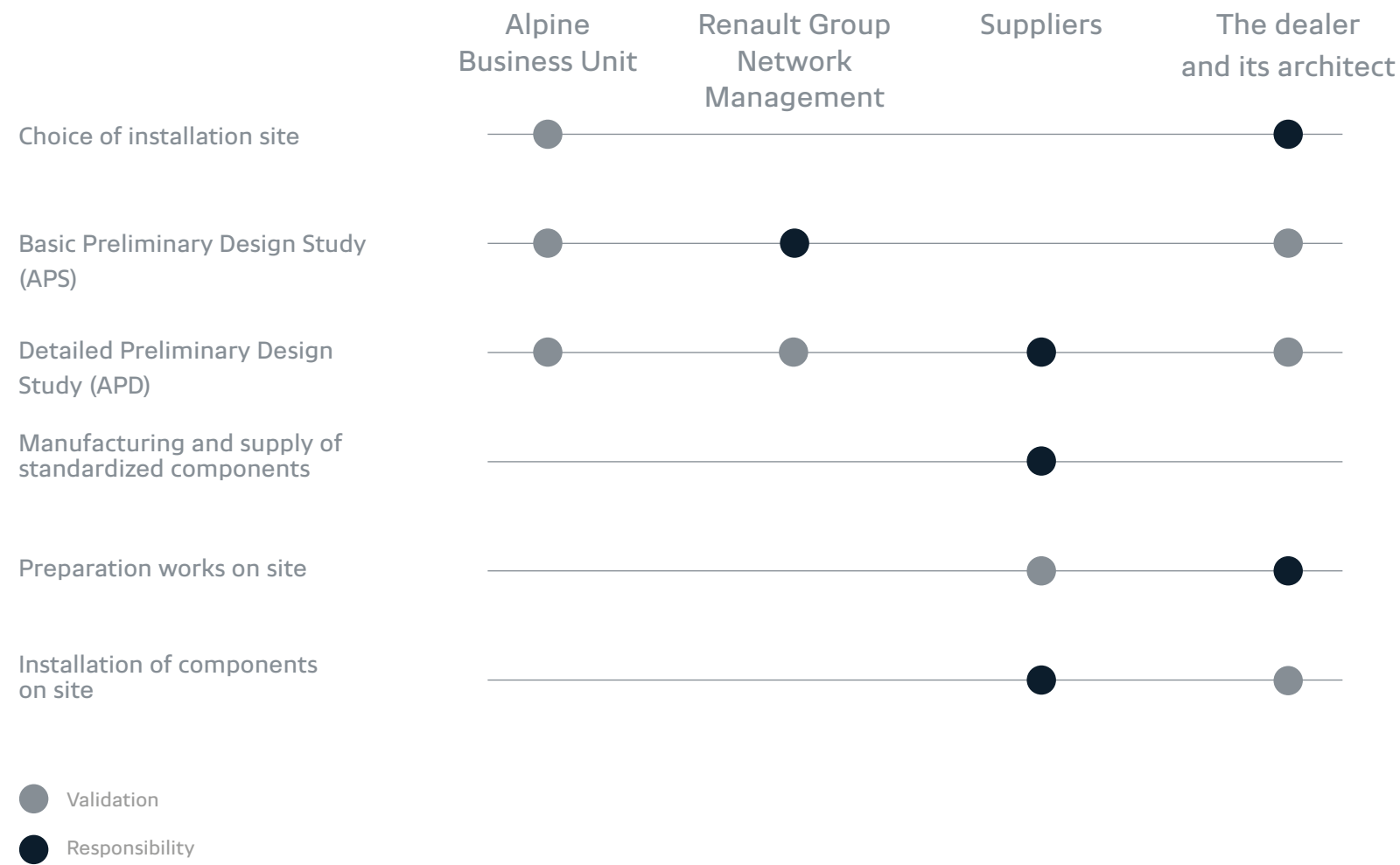
- > Follows on from the Basic Preliminary Design Study (APS) and goes into greater depth, taking the technical specifics of the point of sale into account.
- > Drawing up of the budget for the Rousseau Work Package (excluding pre-requisites and preparatory works) and of the schedule for the installation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

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

- 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.

- 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 Suppliers Work Package within 10 days.