



ALPINE

Transition guideline Renault Sport to an Alpine Corner

March 2022 - V1b

introduction

This document presents the principles for converting a Renault Sport area into an Alpine Corner area.

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what is this document for?

The stakes of the transition

This guide explains how to convert a Renault Sport area which should disappear from the network in 2023 into an Alpine Corner area and describes the conditions for setting up in Renault Store showrooms.

The differences between the brand universes

The guide illustrates the constraints linked to the conversion of the Renault Sport universe to that of Alpine Corner.

Transition rules

The guide describes the rules for transitioning the components of a Renault Sport area into an Alpine Corner area, both outside business premises and inside Renault Store showrooms.

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

It defines the rules of eligibility following the authorization of the Renault BU (determining the validation process), contractualization, distribution and compliance with implementation guidelines.

1

Renault Sport area recalls

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click on the button.



Renault Sport area recalls !

Outside

- On a Renault Store site, the presence of Renault Sport is indicated by a Renault Sport sign and by a dedicated presentation area.
- At a minimum, an RS vehicle is presented outside in a dedicated area with floor markings.

Inside

- The Renault Sport area is located in a Renault showroom with a minimum area of 500 m2.
- The Renault Sport area occupies a minimum space of 70 m2.
- The space has specific lighting, the power of which is similar to that of a thematic area of the Renault Store (Nouvel'R).
- The space has a fresco of 4 to 8 meters, a configurator cabinet equipped with a screen, reception furniture for customers and the seller (1 table, 2 chairs, 1 armchair) and 'carpet'.

the exterior of the dealership with an Renault Sport area

The Renault Sport area is present in the concession without any particular treatment of the façade. Renault Sport is visible thanks to the presence of 1 or 2 vehicles on display, specific markings on the ground and an air mast, visible from the road.



inside, the Renault Sport area

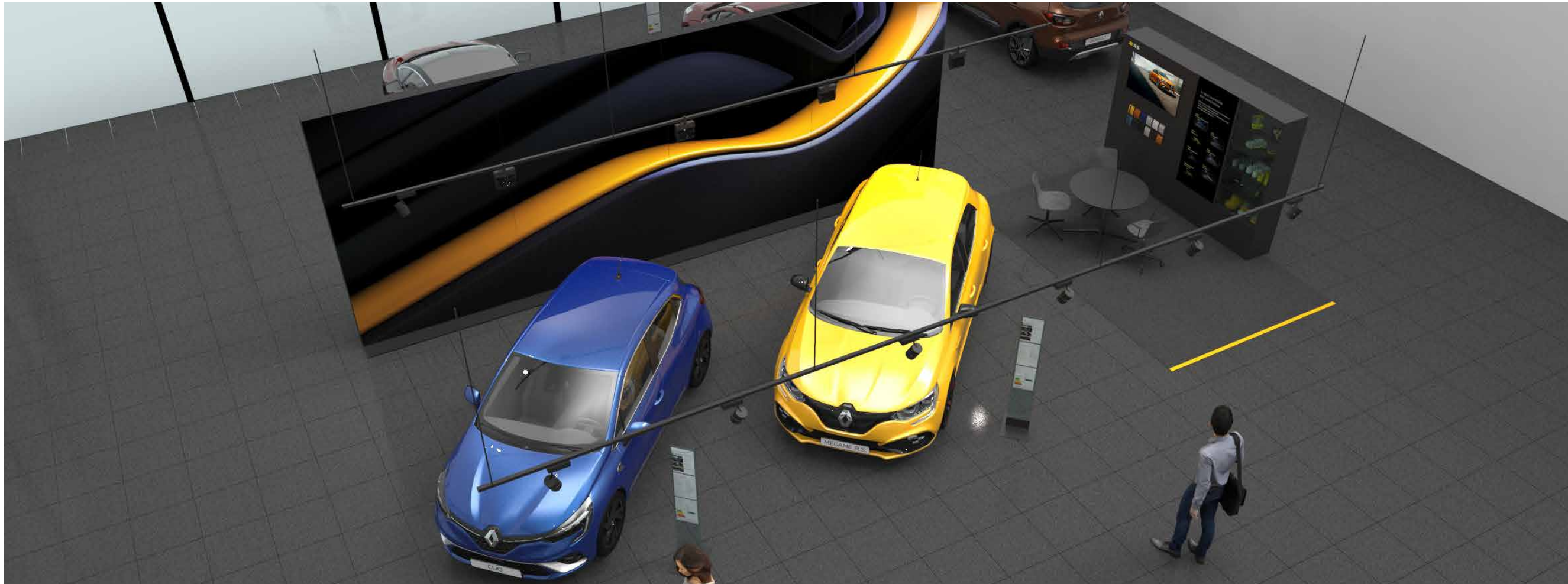
general view from the reception

The Renault Sport area is visible from the entrance, the customer quickly identifies the area thanks to the fresco and a specific configuration piece of furniture.



inside, discover the Renault Sport area integration into the showroom

Located in the Renault showroom, the Renault Sport area is a semi-open area. One or two vehicles are on display. A reception area allows specific treatment of the client.



2

Alpine Corner presentation

To return to the general summary,
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Alpine Corner, what you must remember!

Outside

- On a Renault Store site, the presence of the Alpine Brand is identified by a marker sign.
- At a minimum, an Alpine vehicle is displayed outside in a dedicated area with ground markings.
- The After-Sales activity of the Alpine brand is signposted by a wall sign located near a workshop bay.

Inside

- The Alpine Corner is located in a Renault showroom with a minimum surface of 500 m².
- The Alpine Corner occupies a minimum space of 70 m².
- The space requires specific lighting, the power of which is similar to that of a Renault Store thematic area. (The transformation of a thematic area into an Alpine Corner allows the reuse of lighting).
- The space is located at a distance from the Renault Road.
- Cohabitation near a Dacia corner must be avoided.
- Respect for the identities of each brand remains a priority objective.
- The Alpine Corner cannot coexist with a Renault Sport area on the same site.

the exterior of the dealership with an Alpine Corner

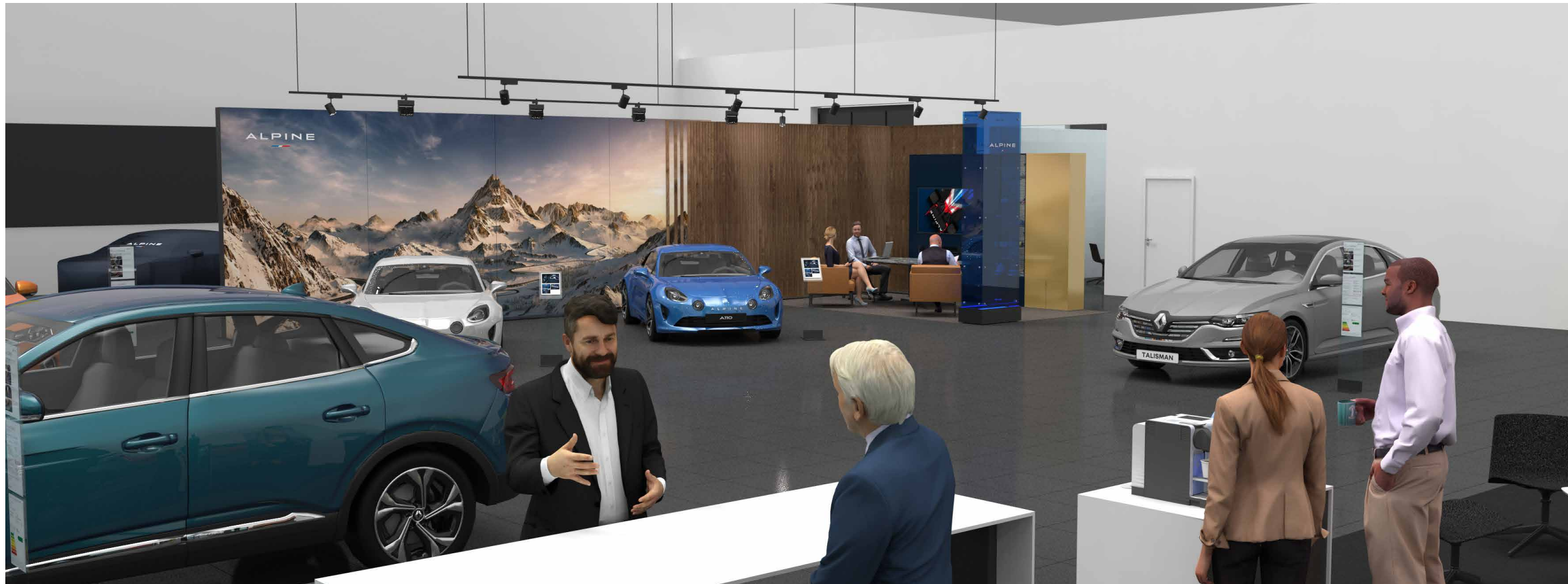
The Alpine Lighthouse is installed without special treatment of the facade. The Brand is visible thanks to a «Test» area with the presence of 2 vehicles, a specific marking on the ground as well as a backlit sign, visible from the road.



inside, discover the Alpine Corner

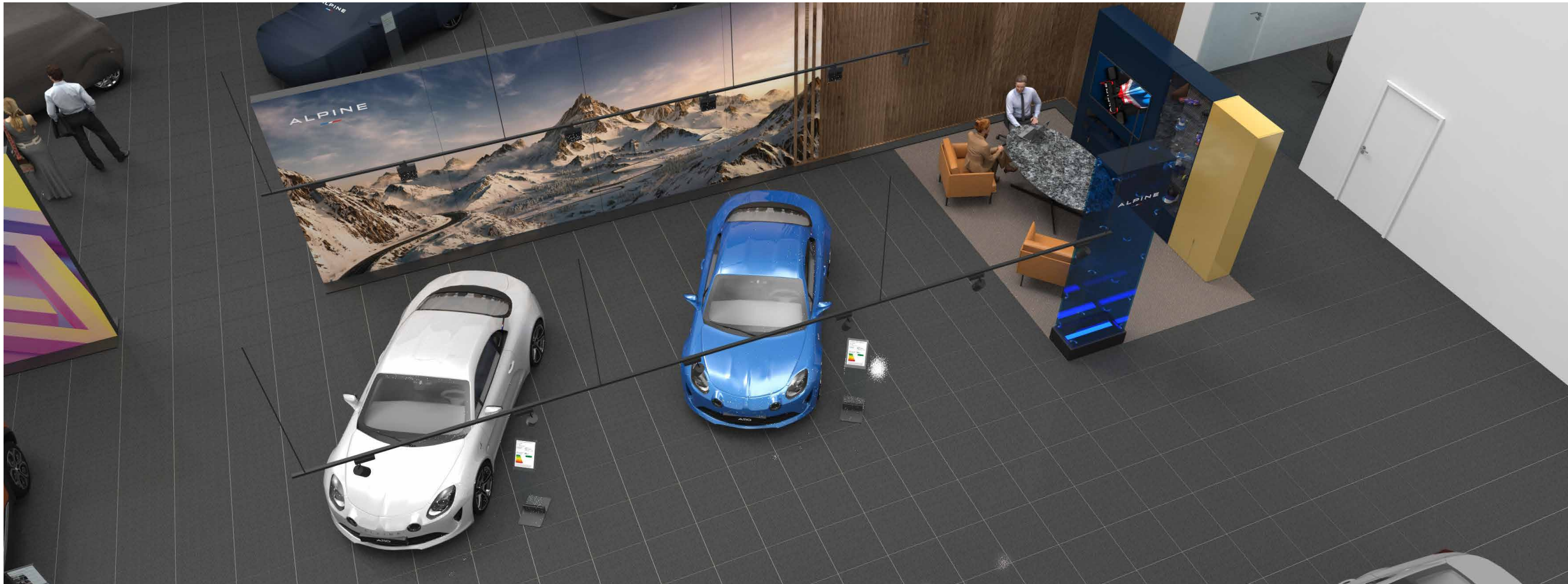
general view from the reception

The dedicated Alpine area recreates the Brand's universe: premium and sporty. Visible from the entrance, the Alpine customer quickly identifies the area thanks to a strong visual identity.



inside, discover the Alpine Corner integration into the showroom

Located in the Renault showroom, the Alpine Corner is a semi-open area, delimited by strong elements. Two vehicles are on display. An welcome area allows specific treatment of the customer.



3

formats and transition rules

To return to the general summary,
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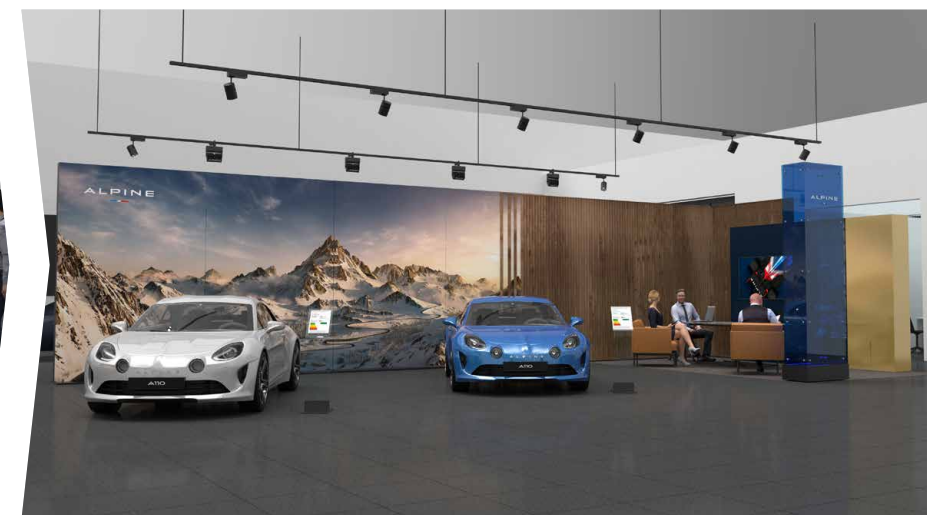
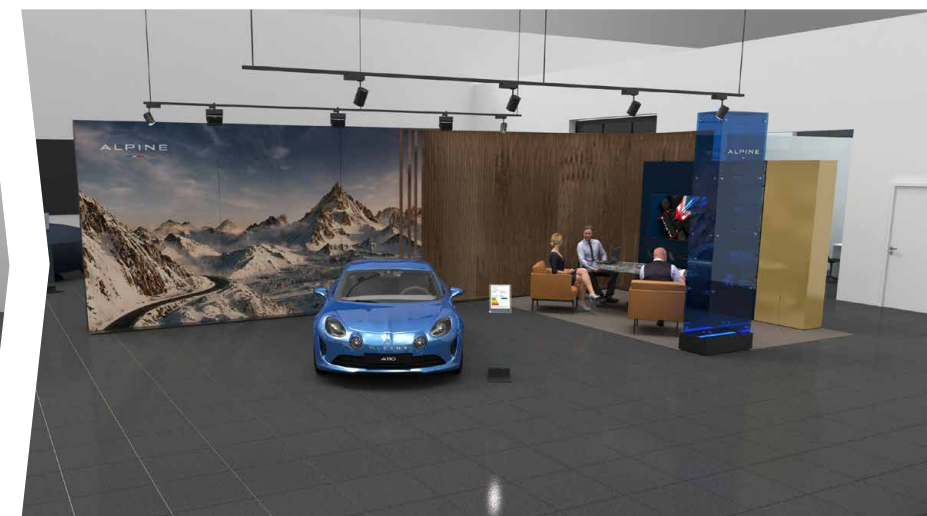
the different formats

- the 2-vehicle format is recommended in showrooms of more than 500 m2.
- the 1-vehicle format is an exception which will be managed on a case-by-case basis during the APS implementation phase on plans.

Following validation of the project by the Renault BU, the 1-vehicle format may be installed to allow a reduction in the area until the arrival of the second vehicle in the range. This solution can only be temporary until the arrival of a new model in the range and the installation prerequisites remain the same.

- 1 Renault Sport area with 1 vehicle
- 2 Alpine Corner with 1 vehicle
- 3 Renault Sport area with 2 vehicles
- 4 Alpine Corner with 2 vehicles

1	2
3	4

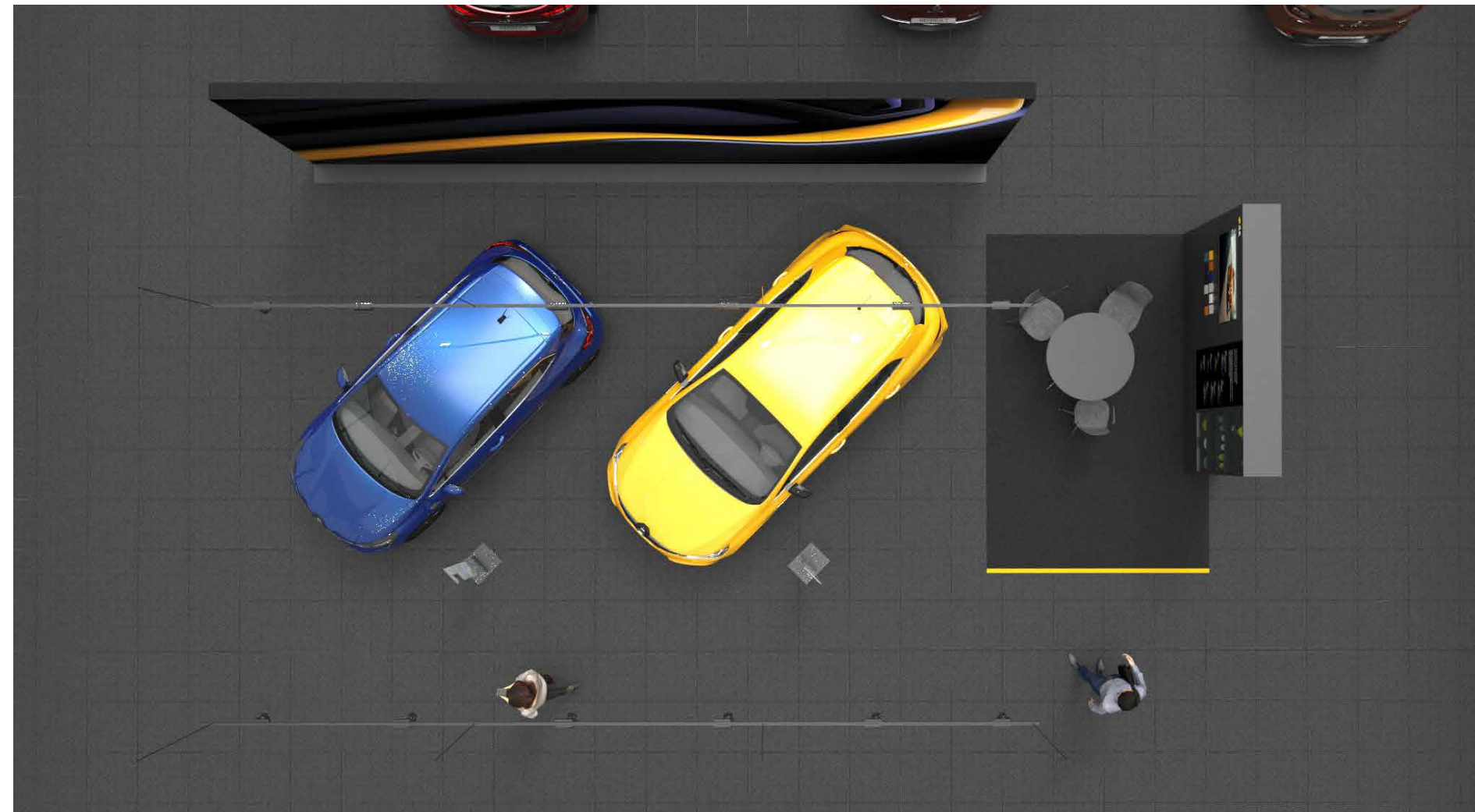


the Renault Sport area description

Principle

The surface of the Renault Sport area is generally 70 m².

It is located in a Renault Store showroom of at least 500 m².



the Alpine Corner

description

Principle

The 70 m2 Alpine Corner is the same for all venues, regardless of size.

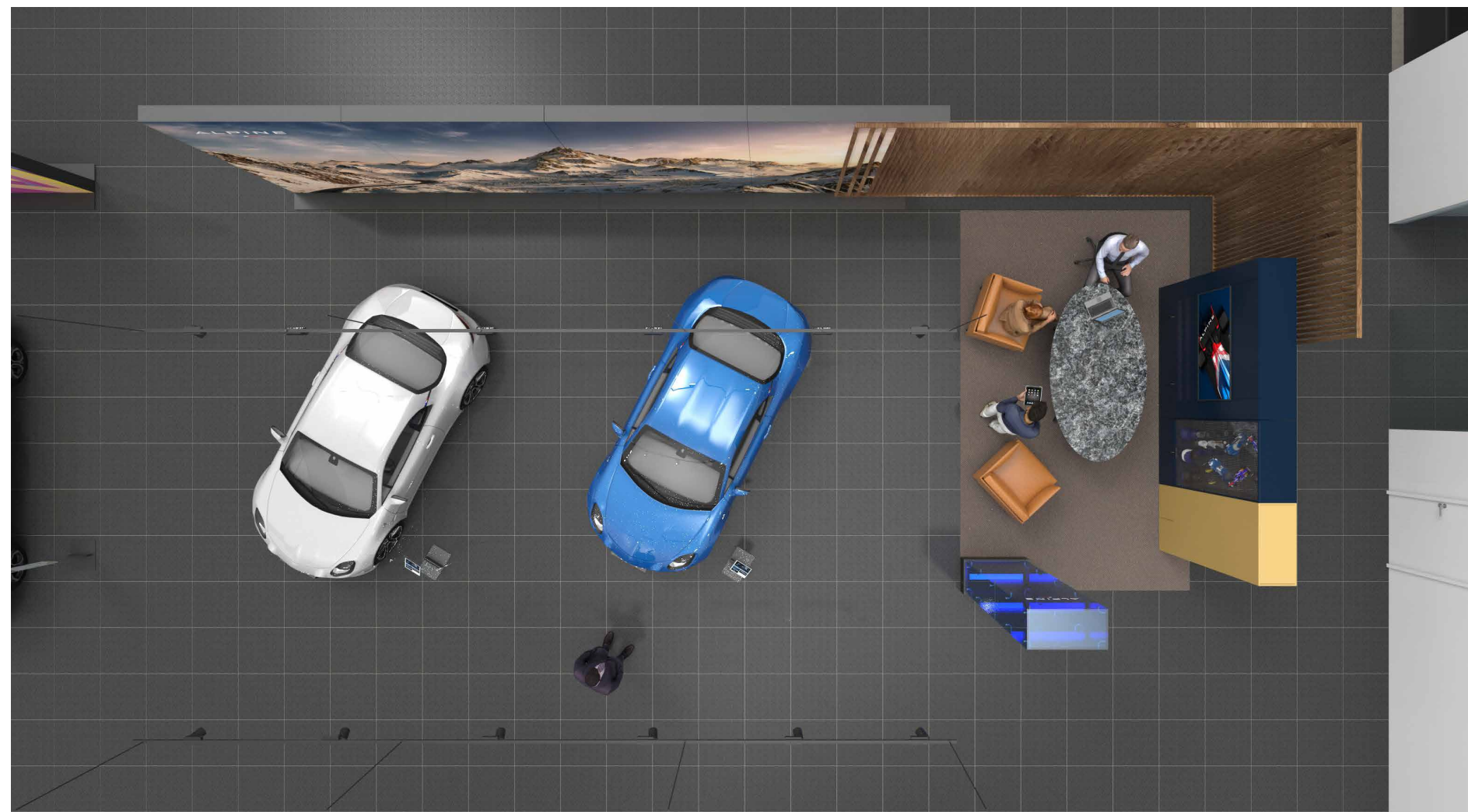
How and where to implement it?

This zone replaces the Renault Sport area preferably next to the Renault Road. The vehicles are oriented towards the entrance of the showroom.

The organization of the space is similar to the Renault Sport area.

noted

It is forbidden to combine the furniture or components of a Renault Sport area with the new Alpine Corner area.

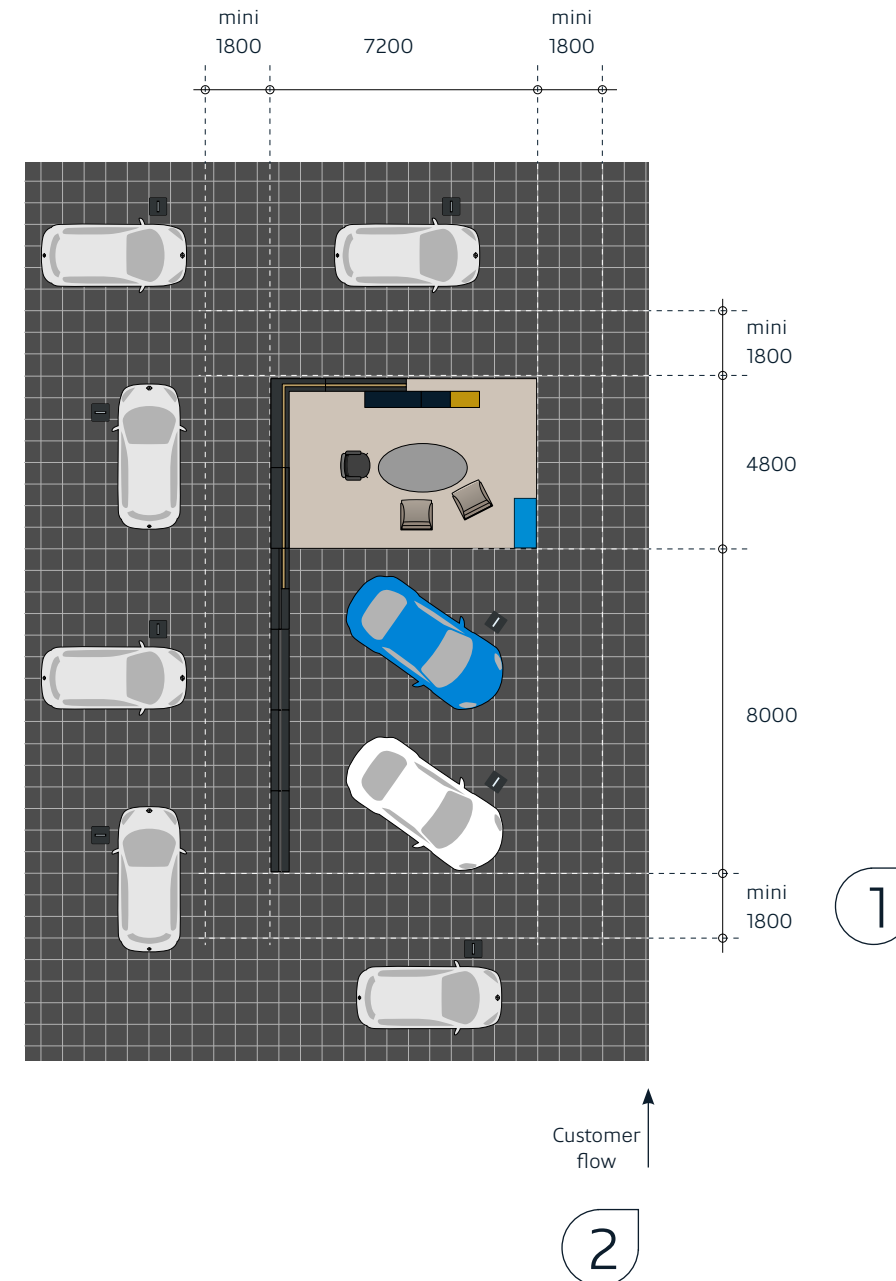


implementation rules

generic principle

Principles to observe

- 1 A minimum free distance of 1800 mm should be maintained between the edges of the Alpine Corner and the other elements of the showroom. This distance helps to showcase the Alpine Corner and to allow circulation around this space.
- 2 The cars are oriented towards the customer flow and arranged at an angle of 30°.

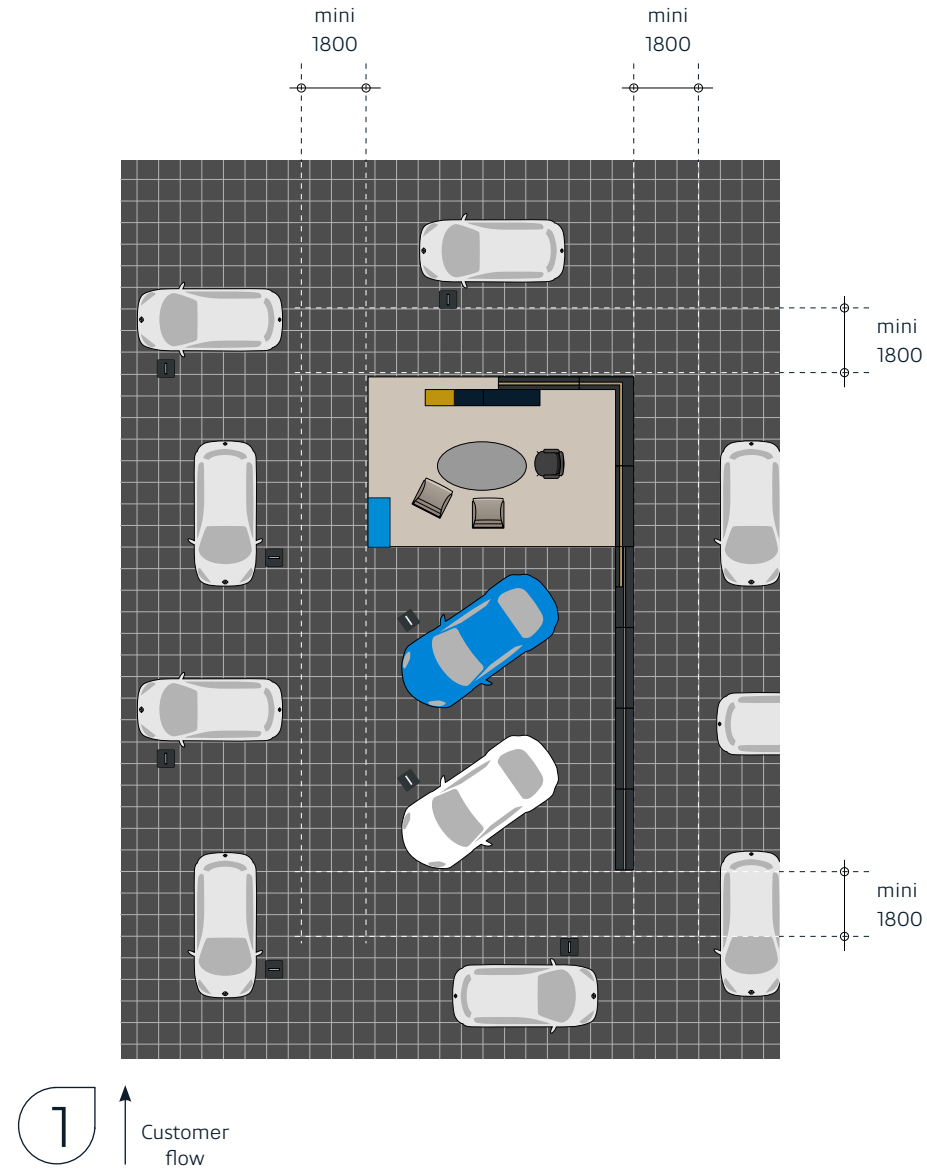


implementation rules

reverse configuration

Principle to observe

- 1 The general configuration can be reversed depending on the customer flow.
The major challenge is always to present the front of the vehicles to the customer flow and to provide good visibility of the fresco from the entrance to the showroom.

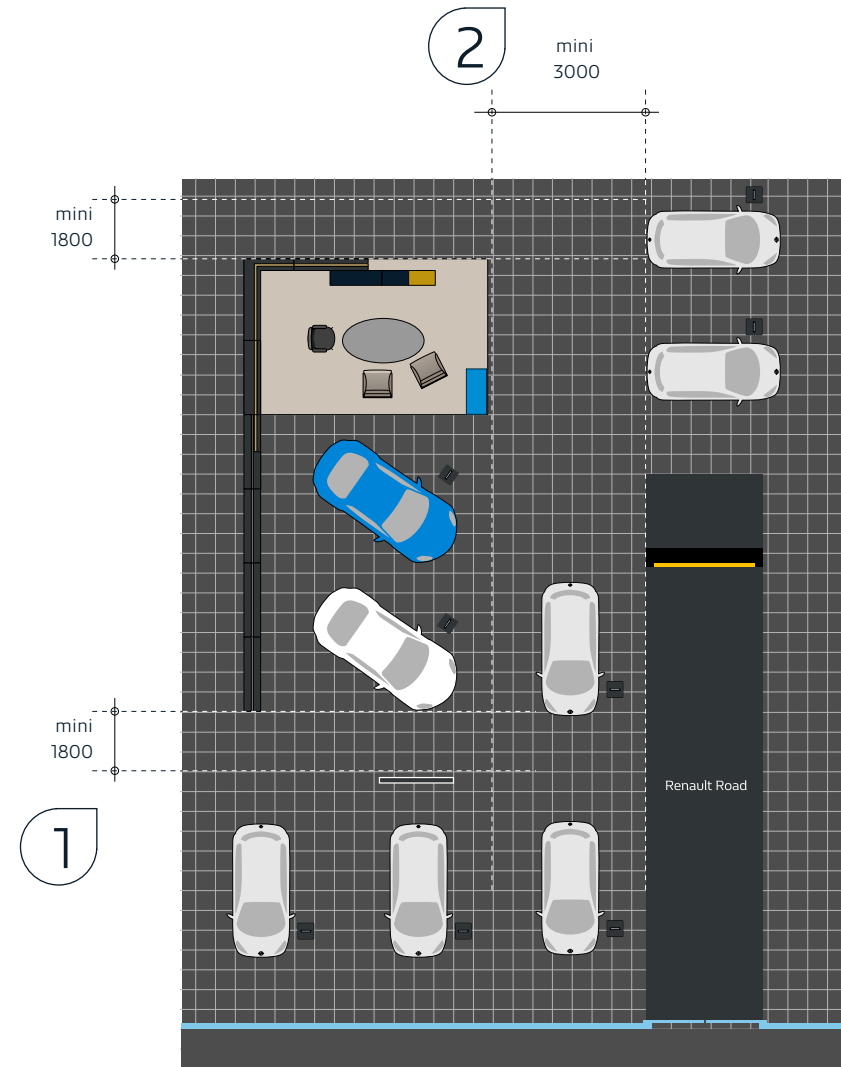


implementation rules

cohabitation with the Headline area

Principles to observe

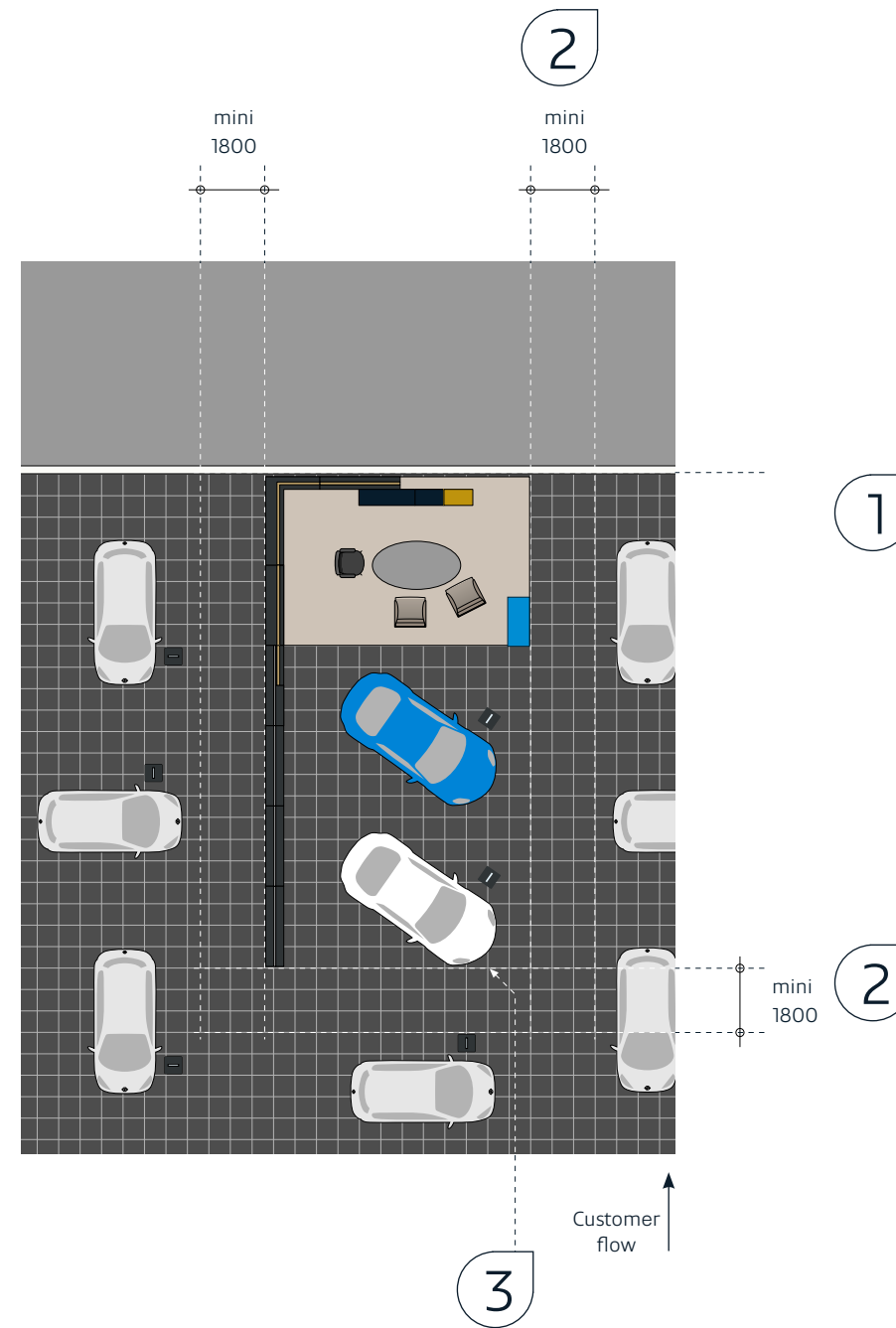
- 1 A distance of 1800 mm between the edges of the Alpine Corner and the components (totem or 2x2 POS) of the Headline area should be observed.
- 2 A distance of 3000 mm is maintained between the edge of the Renault Road and the Alpine Corner.



implementation rules against a showroom wall

Principles to observe

- 1 The Alpine Corner is set against the back wall of the showroom.
- 2 A clear distance of 1800 mm between the edges of the Alpine Corner and the other elements of the showroom should be maintained at least.
- 3 The cars are oriented towards the customer flow and arranged at an angle of 30°.

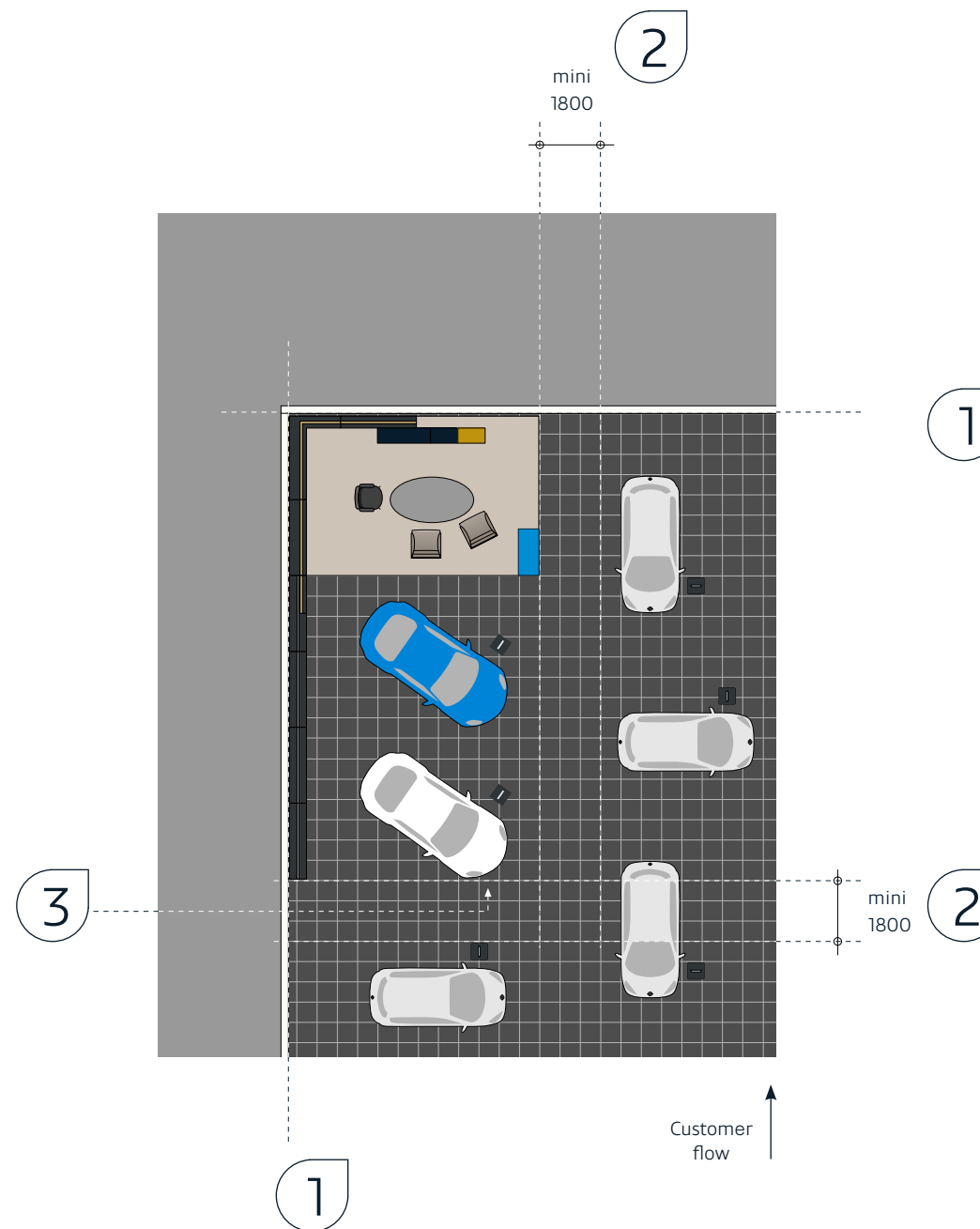


implementation rules

at an angle in the showroom

Principles to observe

- 1 The Alpine Corner is located in a corner of the showroom. The plates of the fresco and the trellises are positioned as close as possible to the walls.
- 2 A clear distance of 1800 mm between the edges of the Alpine Corner and the other elements of the showroom should be maintained at least.
- 3 The cars are oriented towards the customer flow and arranged at an angle of 30°.

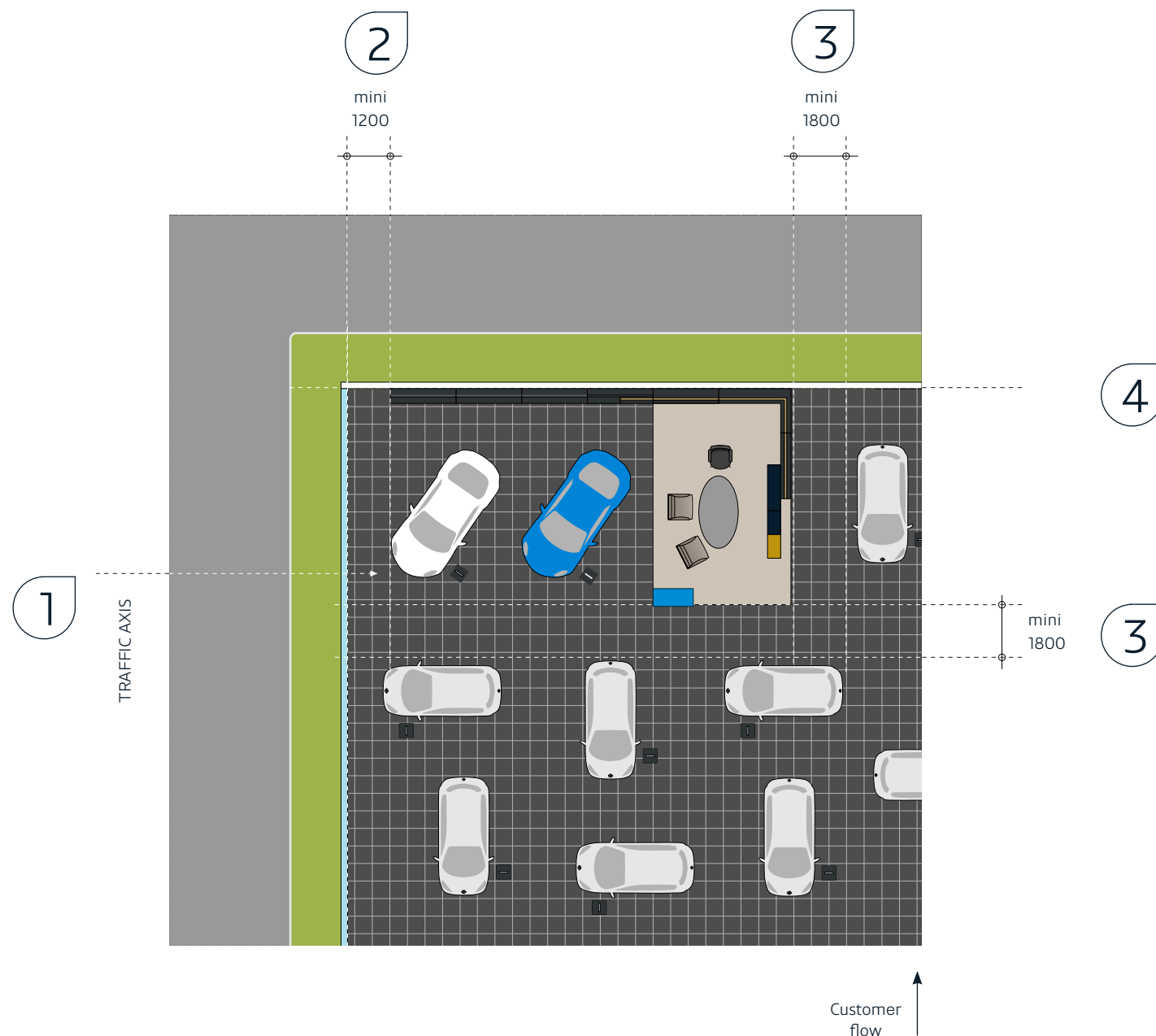


implementation rules

close to a glazed facade

Principles to observe

- 1 Where the facade provides visibility of the Alpine Corner from exterior, cars are oriented toward the storefront to create a strong visual appeal. They are arranged at an angle of 30°.
- 2 The Alpine Corner is positioned at a minimum distance of 1200 mm from the window to allow good circulation around the vehicles.
- 3 A clear distance of 1800 mm between the edges of the Alpine Corner and the other elements of the showroom should be maintained at least.
- 4 The plates of the fresco and the trellises are positioned as close as possible to the wall against which the Alpine Corner is leaned.

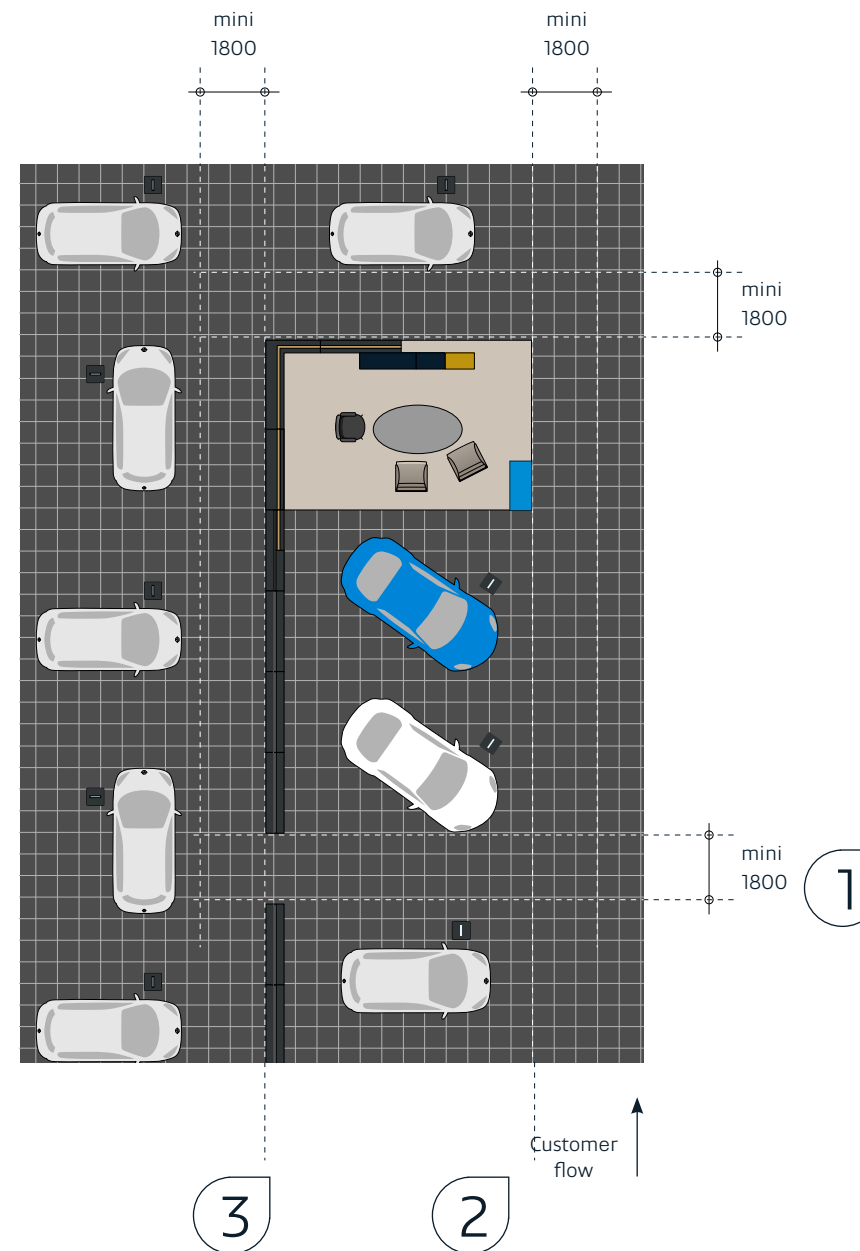


implementation rules

cohabitation with a product area

Principles to observe

- 1 At a minimum, a distance of 1800 mm between the Alpine Corner and the Products area will be maintained in order to allow free movement between these areas.
- 2 The floor marking of the Products area will be aligned with the front edge of the carpet in the sales area.
- 3 The frescoes and their plates will be aligned on the same plane.



implementation rules

adaptation limits - 1

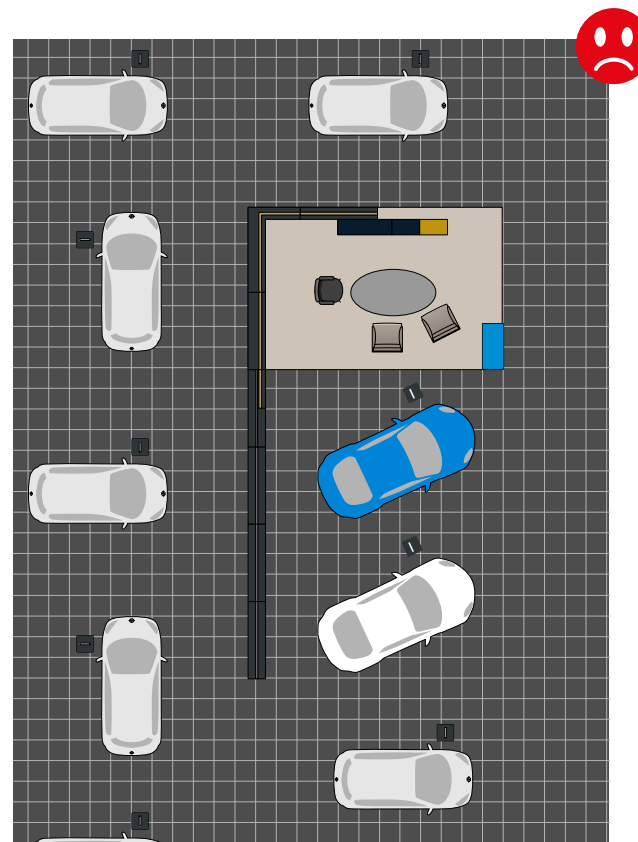
To avoid

1 Change of orientation of vehicles

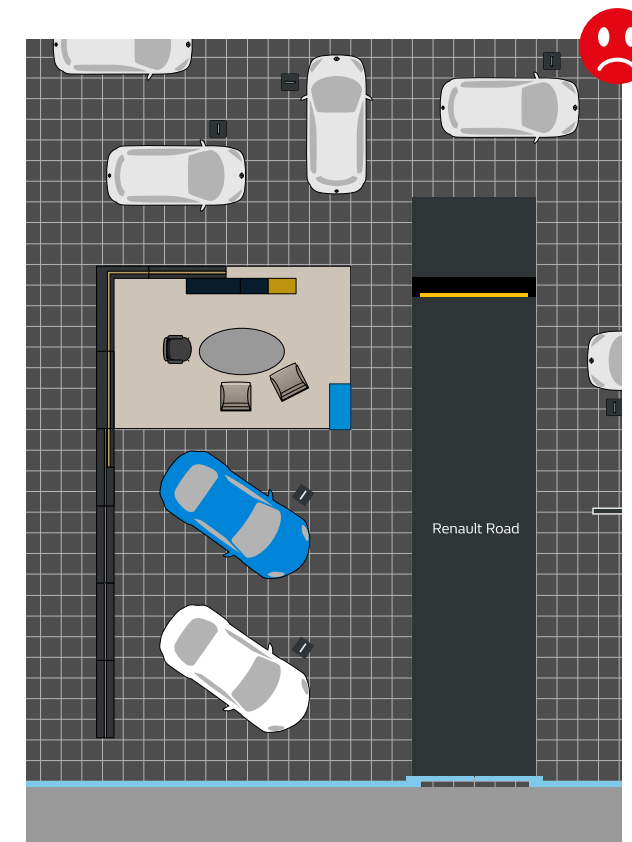
The vehicles must always be oriented towards the customer flow. Customers should discover the vehicles first and then the customer area

2 Installation of the Alpine Corner instead of the Headline areas

The Alpine Corner should not be used instead of the Headline and E-Tech areas.



1



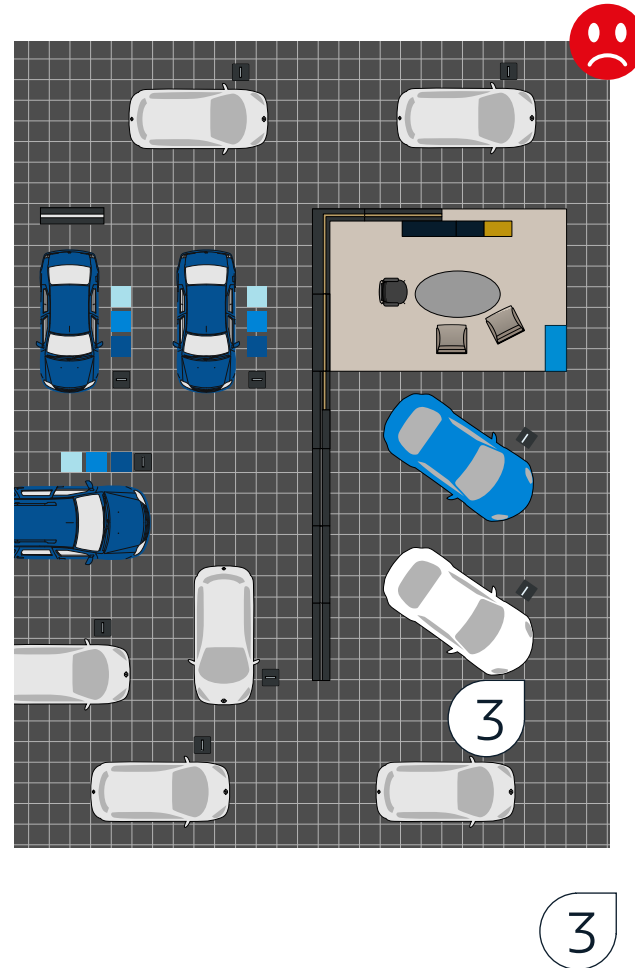
2

implementation rules

adaptation limits - 2

To avoid

- 3 Location near a Dacia corner**
These 2 spaces must be separated by a minimum distance of 4 m.
- 4 Removal of the customer area**
The components of the Alpine Corner cannot be separated or have their order changed.



4

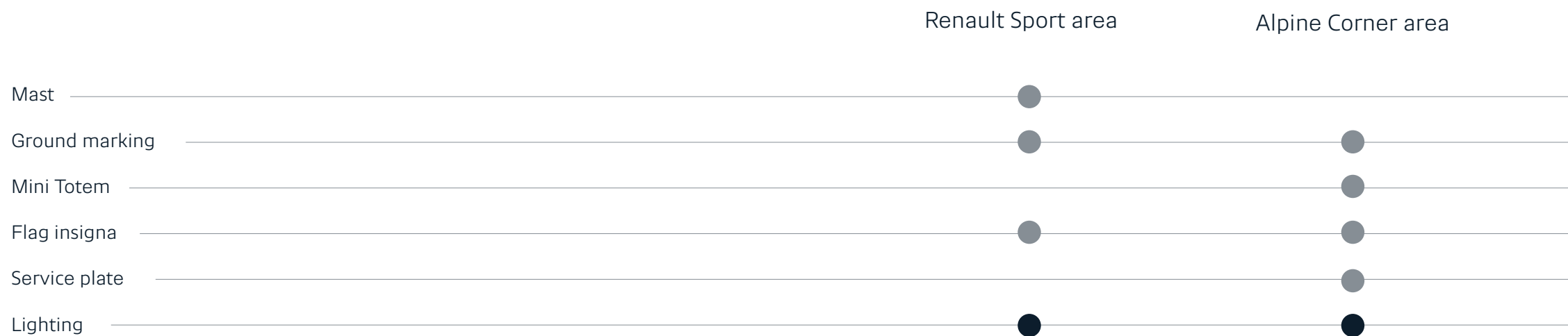
exterior components

To return to the general summary,
click on the button.



Exterior component

Comparative synthesis of evolution



- New component
- Unchanged component

the exterior components of the Alpine Corner

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

Identification elements

Brand visibility is essential. The systematic exposure of a vehicle in the test area responds to this issue.

The highlighting of this vehicle is based on controlled integration into customer parking.

After-Sales activity

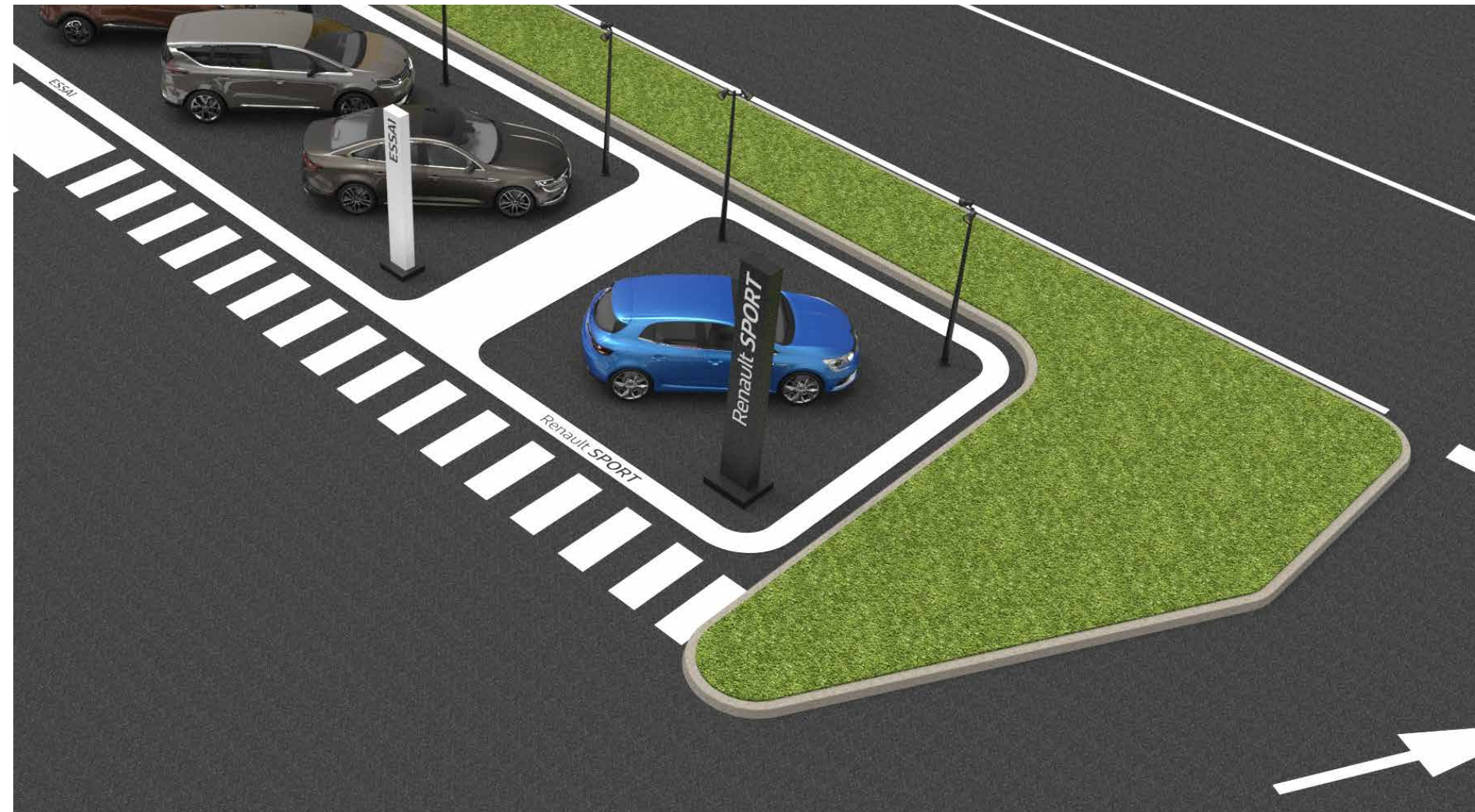
The Alpine After-Sales activity is handled in a Renault workshop or even common to several brands.

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

Exterior display area

Renault Sport

In front of the showroom, an area is dedicated to the presentation of a test vehicle. A 4m air mast identifies the presence of Renault Sport.



Exterior display area

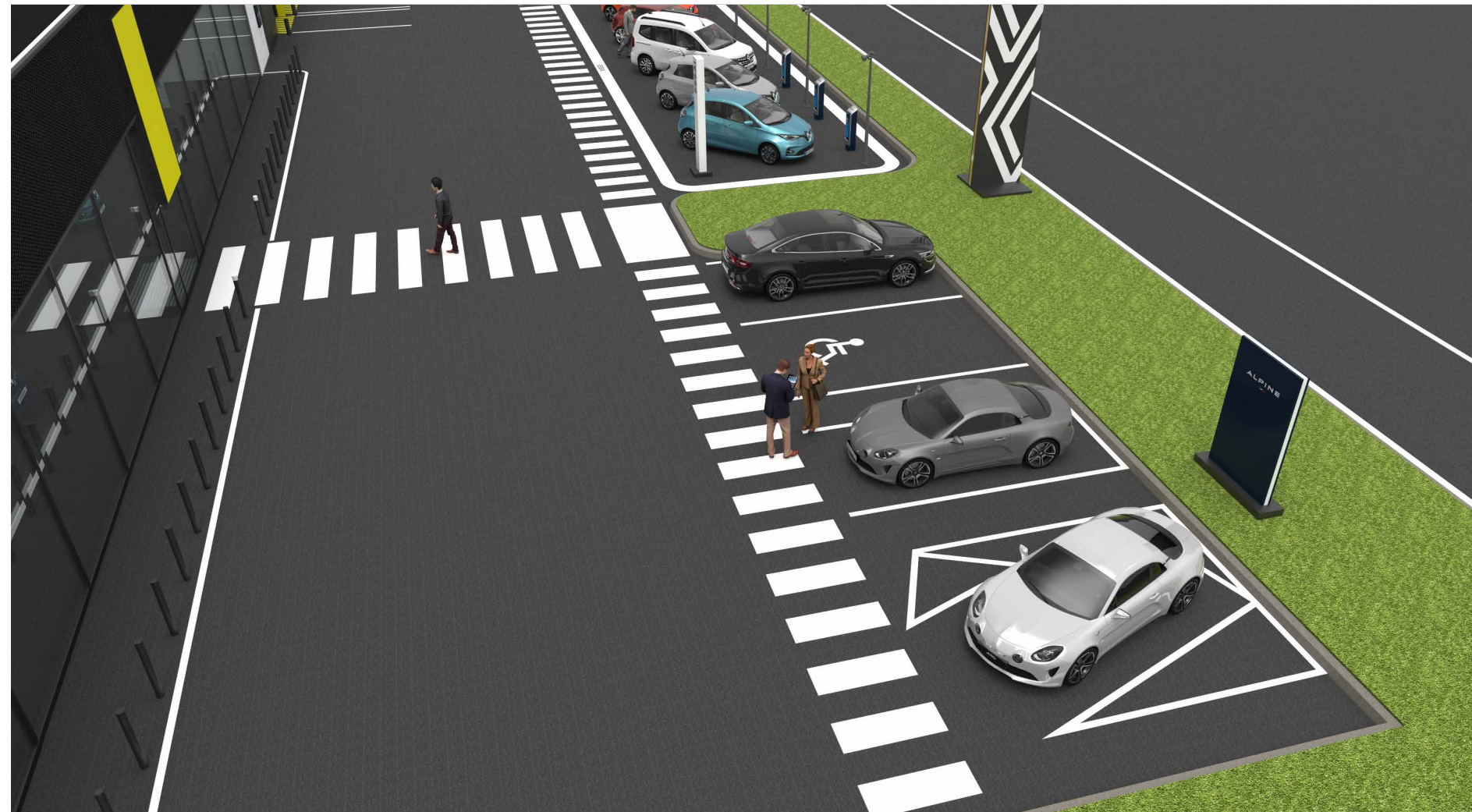
Alpine Corner

In front of the showroom, an area is dedicated to the presentation of a test vehicle. A mini totem identifies the presence of the Alpine brand.

How and where to implement it?

This area is preferably located in the axis of the front door.

This area is preferably located close to the entrance door.



the After-Sales activity

implantation of the wall plate

Rules to observe

- 1 The Alpine plate is positioned 300 mm from the edge of the workshop door casing.
- 2 The top of the Alpine plate is installed at 2200 mm from the ground.



5

interior components

To return to the general summary,
click on the button.



The interior components

The vehicles presentation

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

A mural highlights the vehicles creating a strong visual appeal.

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

The customer area

Next to the vehicles, furniture made up of armchairs and a table can accommodate Alpine customers in this dedicated area.

A piece of furniture allows the configuration of vehicles and the presentation of bodywork samples.

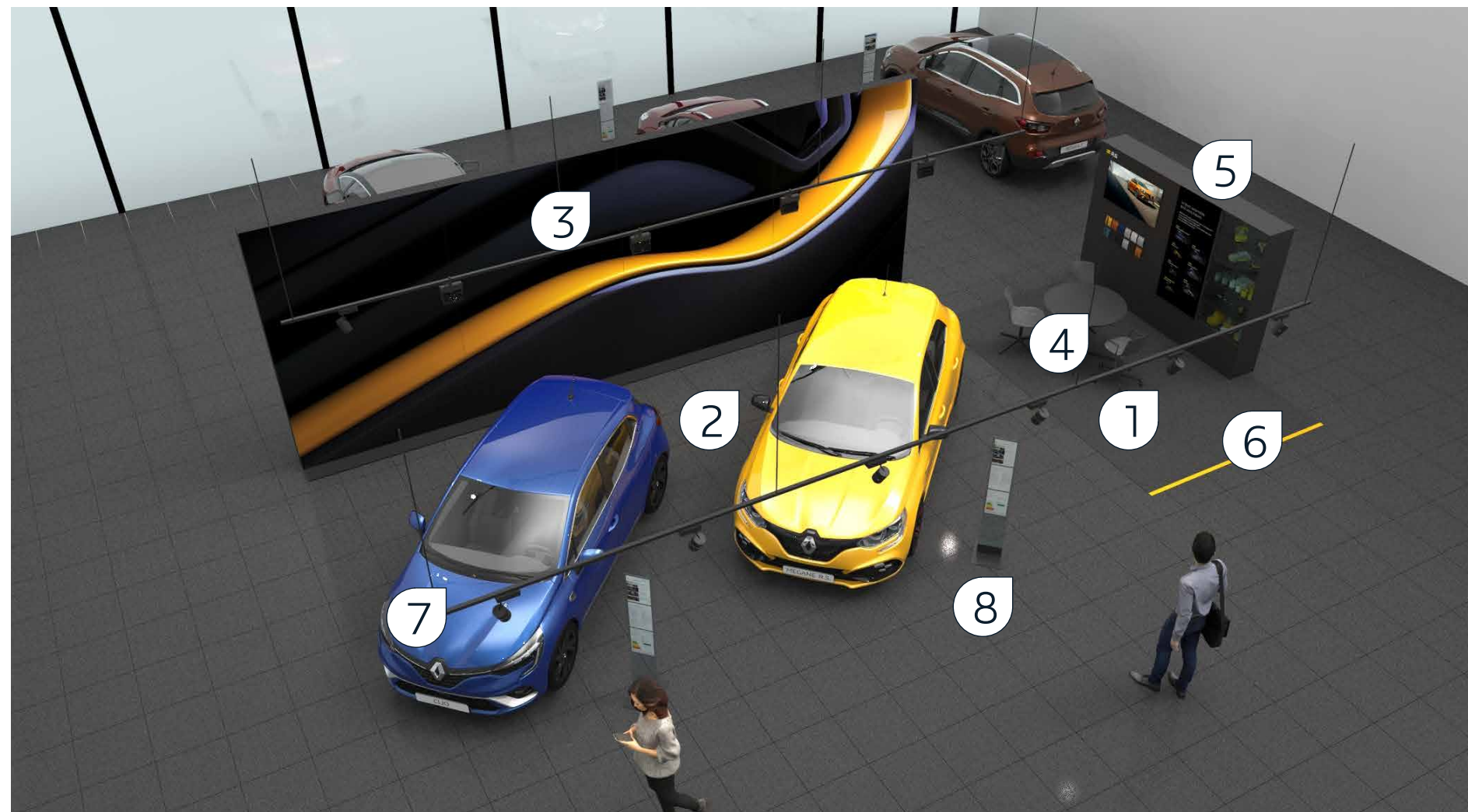
A showcase integrated into this piece of furniture highlights the objects derived from the Alpine brand.

the Renault Sport area

general organization

Components

- 1 Customer area
- 2 Products Area
- 3 Fresco
- 4 Reception area
- 5 Furniture configuration and presentation of derived objects
- 6 Customer area carpet
- 7 Lighting
- 8 Price and USP display



the Alpine Corner

general organization

Components

- 1 Customer area
- 2 Products area
- 3 Fresco
- 4 Clastra
- 5 Welcome area
- 6 Furniture for configuration and presentation of goodies
- 7 Carpeting in the customer area
- 8 Totem «Corner»
- 9 Lighting (existing, if in accordance with the recommendations)
- 10



Interior components

Comparative summary of configurations

Only the lighting remains unchanged (if it meets the standards)

	Renault Sport area	Alpine Corner area
Fresco (6 or 8m)	●	●
Claustra		●
Reception area (table + 1 sales chair + 2 customer chairs)	●	●
Configuration cabinet and presentation of derived objects	●	●
Customer area carpet	●	●
Indoor totem		●
Lighting (existing, if in accordance with the recommendations)	●	●
Price and USP display	●	●

- New component
- Unchanged component

the fresco

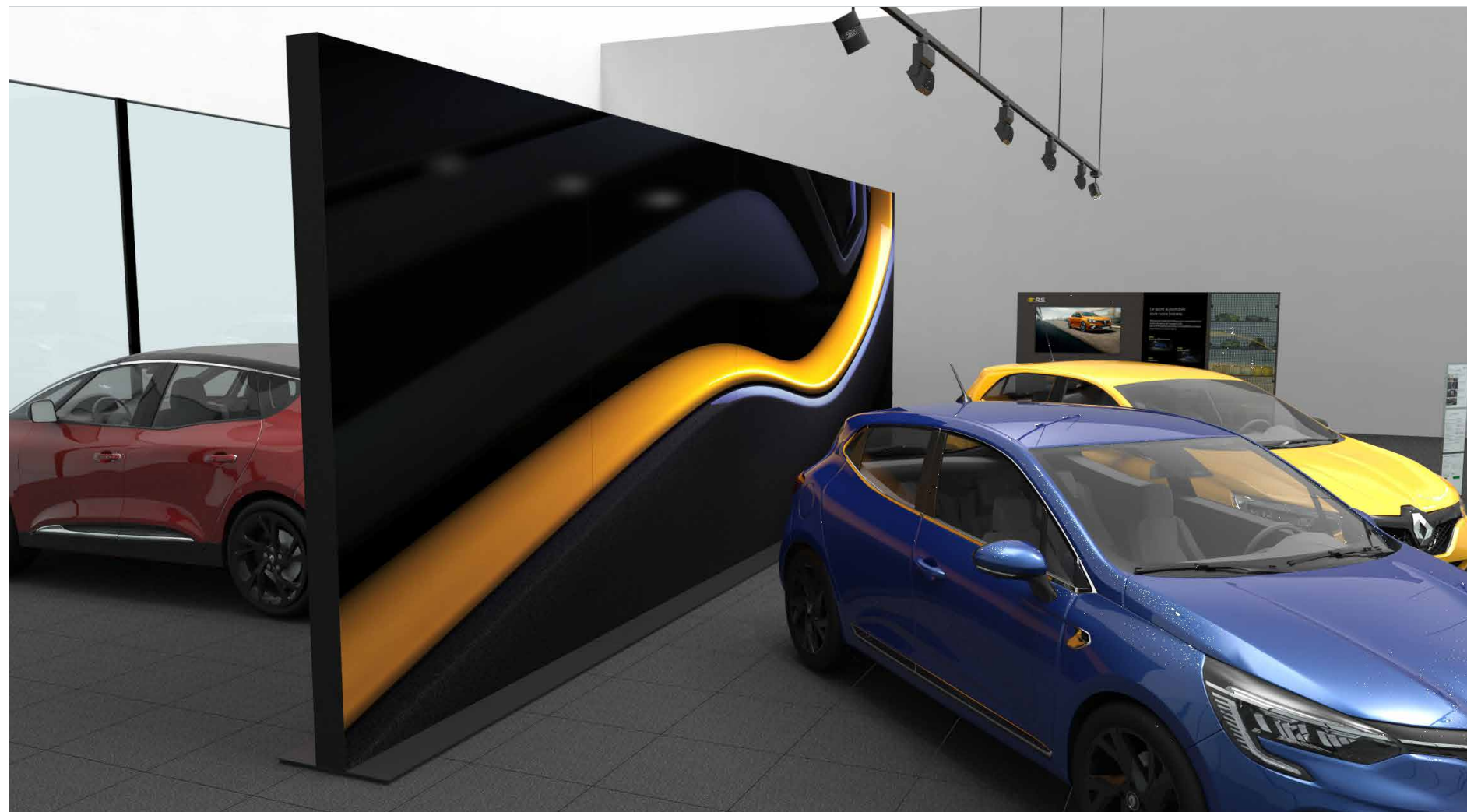
Renault Sport area

Mural with RS visual

Available in 6 or 8 m

Implant reminder

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



the fresco

Alpine Corner area

The fresco highlights the vehicles on display.

How and where to implement it?

The mural is positioned behind the vehicles perpendicular to customer flows.

Technical details

Dark grey lacquered aluminum frame mounted on plates.

Format: H. 3000 x L. 8000 mm.

Stretched canvas printed on the front. Midnight blue stretched canvas on the back.



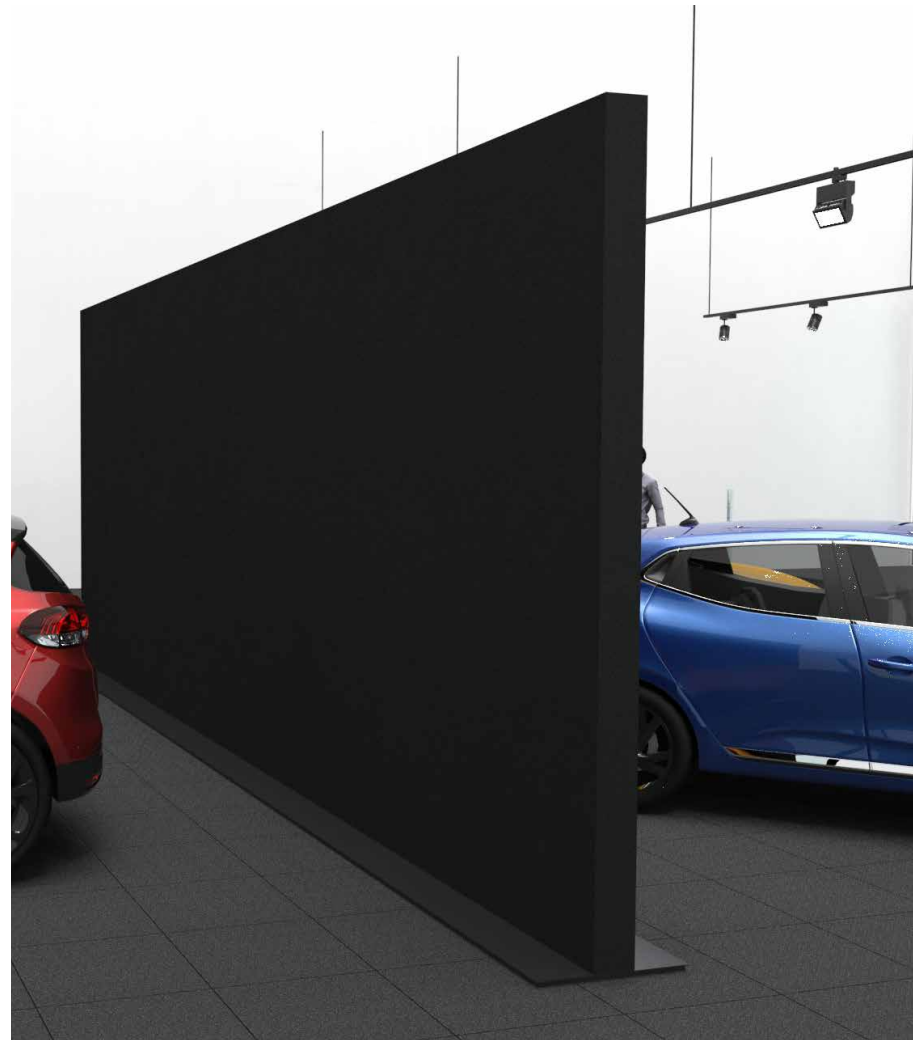
back of the fresco

When the Alpine Corner is installed as an island in the showroom, the fresco makes it possible to separate this area from the other spaces, including the Delivery Area for example.

The back of the fresco is an Alpine signature on a uniform night background.

To avoid :

Do not update the Mountain visual of the Alpine Corner on a «Renault Sport area» mural support which is black. This component will have to be completely replaced.



Renault Sport fresco



Alpine Corner fresco

the claustra

Alpine Corner area

The claustra is a new component of this zone. It connects the product presentation area to the customer area. It helps to create an intimate space while providing visual permeability.

Implant reminder

The claustra is located in the corner of the Alpine Corner. A part partially covers the fresco. This particularity makes it possible to reduce the length of the fresco when one of the two presentation vehicles is missing.



furniture in the customer area

Renault Sport

The furniture consists of a table, armchairs for guest use and a chair, all set on a beige carpet.

How and where to implement it?

The customers' seats are placed opposite the configuration furniture.

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

- 1 table
- 2 the client's chair
- 3 councilor's Chair
- 4 the configuration cabinet
- 5 carpet



furniture in the customer area

Alpine Corner

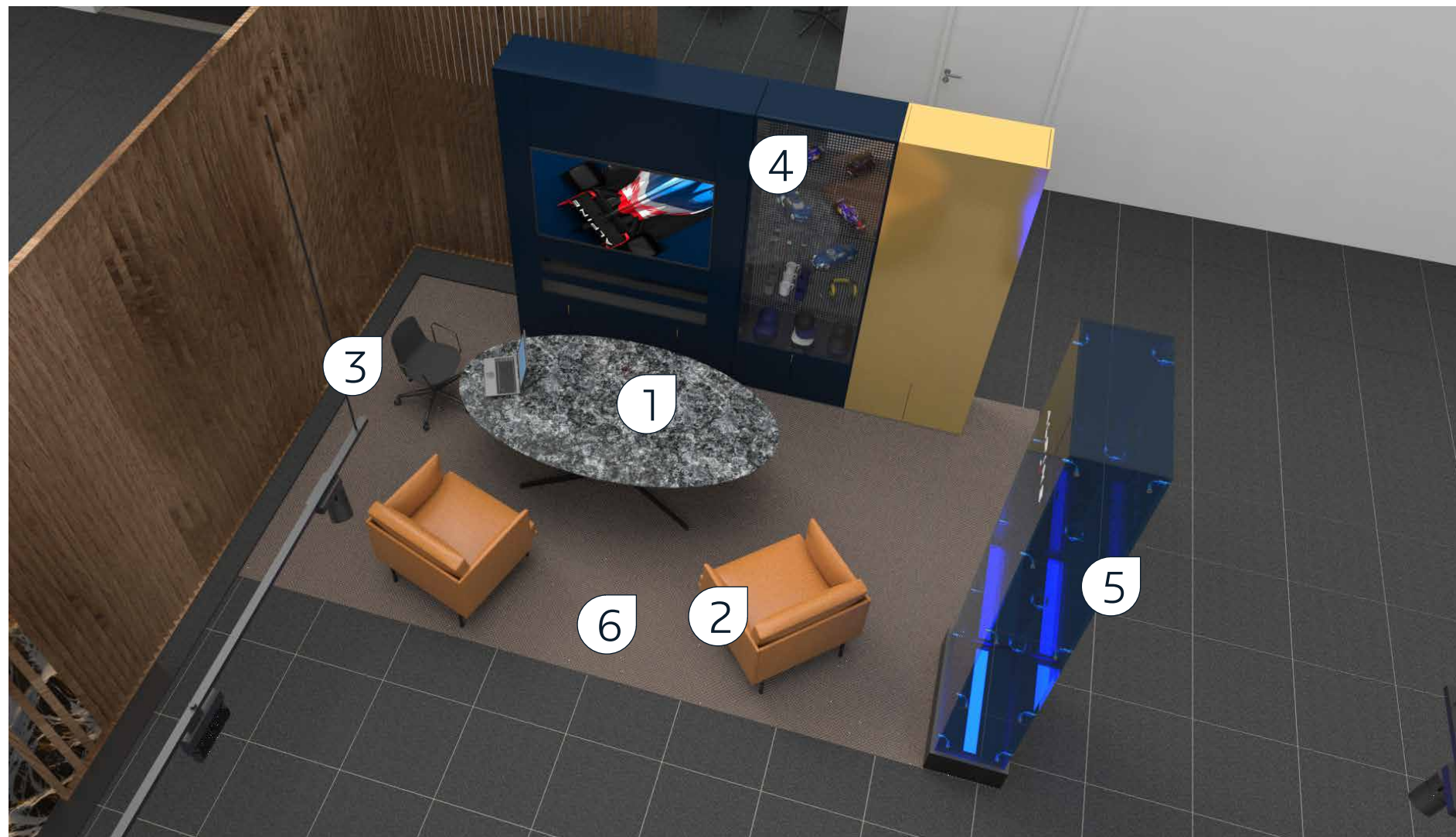
The furniture consists of a table, armchairs for guest use and a chair, all set on a beige carpet.

How and where to implement it?

The customers' seats are placed opposite the configuration furniture.

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

- 1 table
- 2 the client's chair
- 3 counselor's chair
- 4 configuration cabinet
- 5 the inner totem
- 6 the carpet



the totem

Alpine Corner area

The glass totem pole is an element of appeal. It attracts the customer to the Alpine space like a Corner.

Its transparent blue glass design makes it both visible and discreet without obscuring the area.

Lighting in its base makes it possible to liven up the space by enhancing it.

How and where to implement it?

It defines the Alpine Corner area. It is placed on the corner of the mat between the vehicles and the configuration cabinet.



lighting

Alpine Corner

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

Implant reminder

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

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



the price display

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

Implant reminder

The price display is always positioned close to the left front wheel of the vehicle (in the case of left-hand drive). It must not interfere with the opening of the door.



6

the deployment process

To return to the general summary,
click on the button.



the roles of stakeholders

The table opposite shows the distribution of the responsibilities of the stakeholders according to the different phases of an implementation project.

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

- Validation
- Responsibility

Who does what?

The table opposite shows the different components and the distribution of responsibilities of stakeholders in terms of supply and installation.

	The Dealer and his architect	Partners of the Alpine network
Preliminary activities		
- Passage of the external power supply	●	
- Production of the concrete block for the totem pole	●	
- Preparation and cleaning of asphalt surfaces	●	
- Freeing up the surface area dedicated to space	●	
- Update of existing lighting	●	
- Clearance of access for installation	●	
Exterior components		
- Installation of the signal terminal		●
- Neutralization of parking space markings		●
- Neutralization of markings in the Renault Sport area	●	
- Ground marking of the Alpine exhibition area	●	
- Installation of the Alpine Service plate		●
Interior components		
- Fresco		●
- Clastra		●
- Carpet in the customer area		●
- Totem «Corner»		●
- Alpine advisor furniture (table and armchairs)		●
- Configuration furniture and display case for goodies		●
- Lighting adjustment on the fresco and vehicles		●
- Price display		●
- IT equipment installation		●
- Order samples (via Carouge)		●
- Merchandising order (via Alpine)	●	

General process

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

Description of steps for installation

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

Thank you