

New'R5 area - Renault Store

Renault retail architectural guidelines

May 2024 - v1



Renault Store technical specifications

Renault 5 launch in showroom - guidelines



- **New'R (Nouvel'R) area for other vehicles**
 - for vehicles in launch phase (Scenic, Rafale, Symbioz,...)

- **additional area: New'R5 area**
 - area dedicated for R5
 - near the shop window (if possible)
 - dedicated POSM

Renault Store technical specifications

Renault 5 launch in showroom – dedicated POSM

4 mandatory elements on R1 sites:

POSM a



stand alone (2 sides)
totem kakemonos

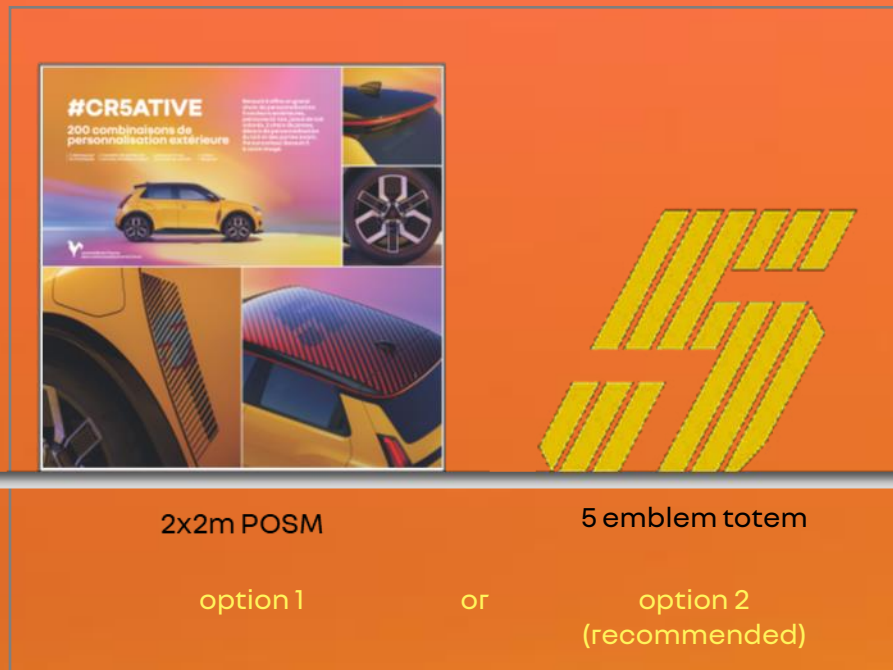
Large: must have 3
Medium: must have 1
Small: must have 1

POSM b



product/price
display

POSM c



2x2m POSM

option 1

or

5 emblem totem

option 2
(recommended)

POSM d



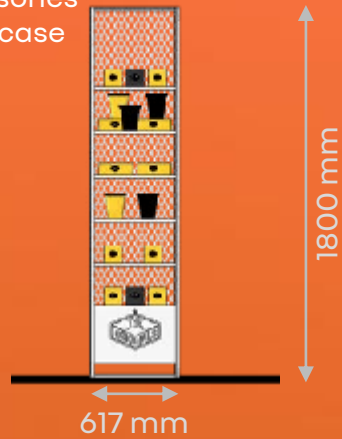
accessories
showcase

Large: mandatory
Medium: optional
Small: optional

Renault Store technical specifications

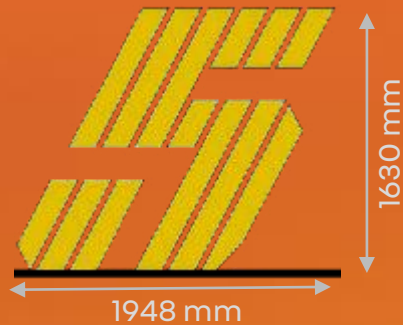
Renault 5 launch in showroom – dedicated POSM

accessories
showcase



showcase for R5 accessories
mainly 3D accessories

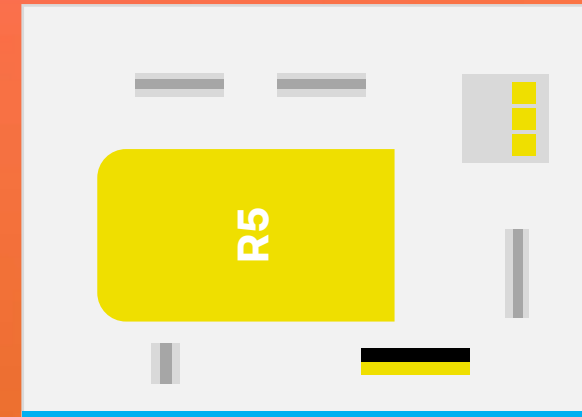
5 emblem totem



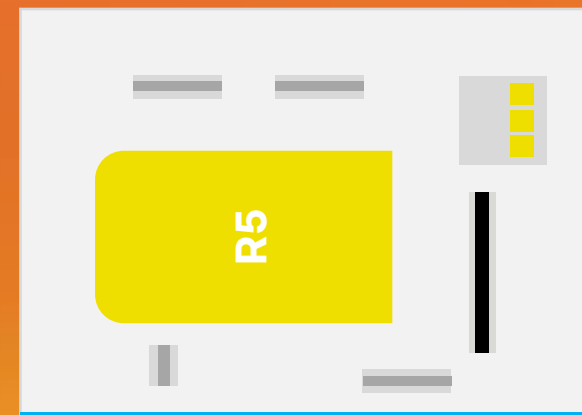
5 emblem totem
Discussion on going with purchase Dpt to have the final price
and illuminated version

Renault Store technical specifications

Renault 5 launch in showroom – example near the showroom window



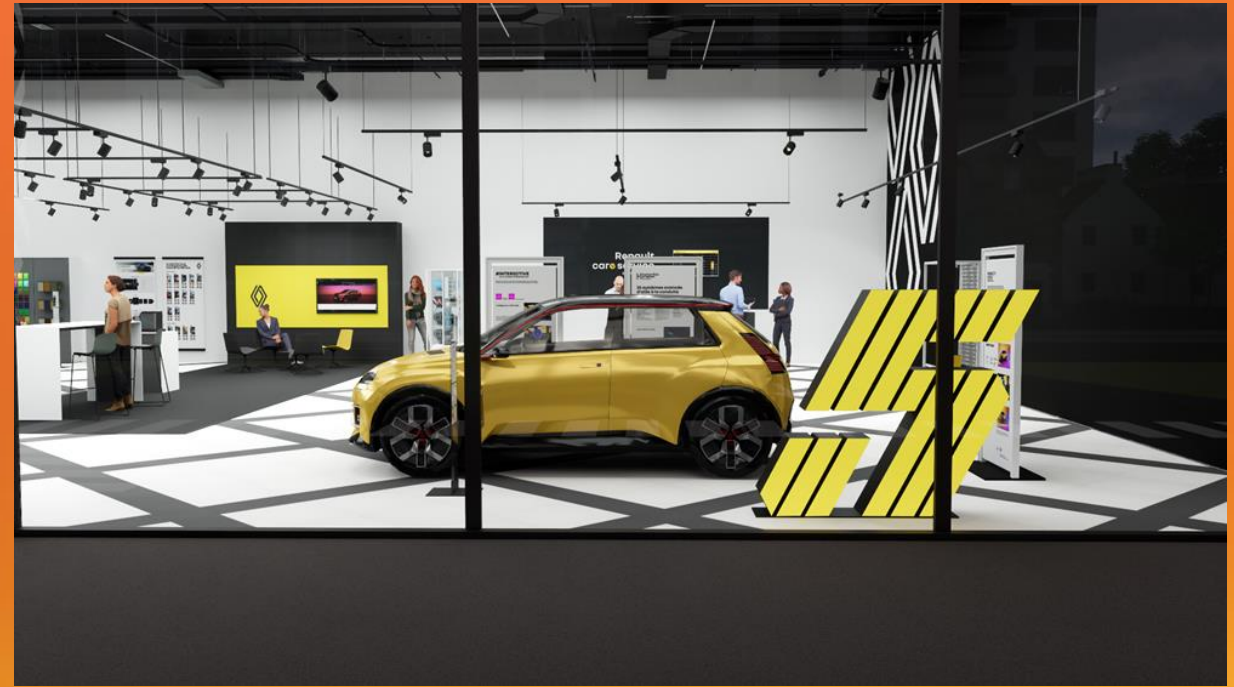
with 5 emblem totem



with 2x2 POSM

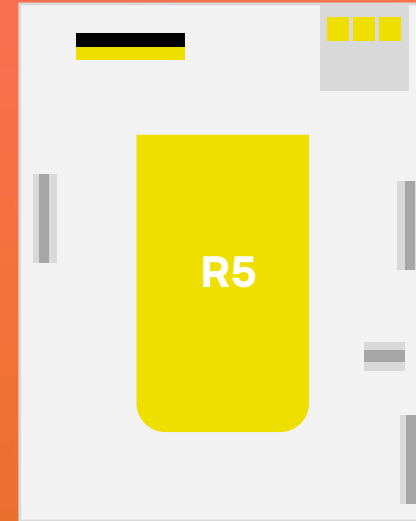
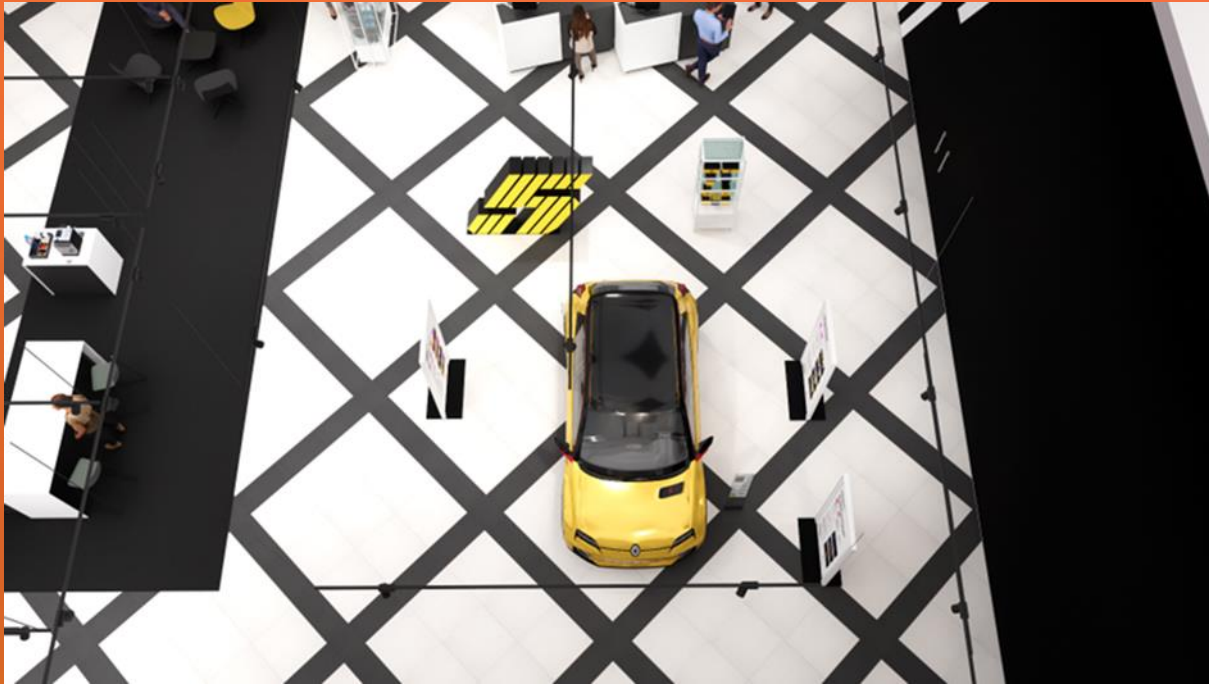


Renault Store technical specifications Renault 5 launch in showroom – example near the showroom window

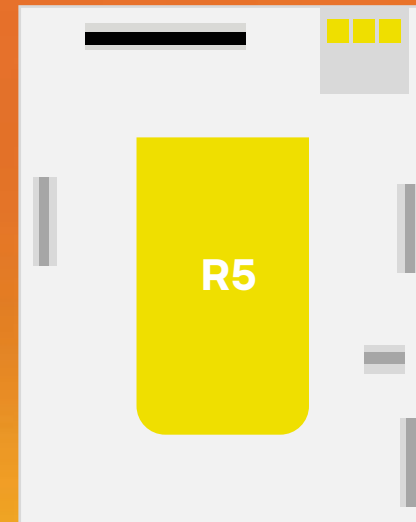


Renault Store technical specifications

Renault 5 launch in showroom – example in the showroom



with 5 emblem totem



with 2x2 POSM



Renault Store technical specifications Renault 5 launch in showroom – example in the showroom

