

Renault 5 launch area - Renault Store

Renault retail architectural guidelines

September 2024 - v1c



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: Renault 5 launch area**
 - area dedicated for Renault 5
 - 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:

config A

5 emblem totem



kakémono usp



mandatory

kakémono interactivity

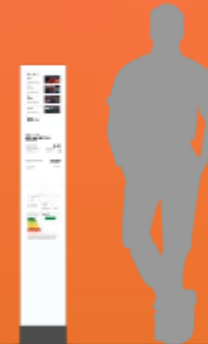


*Large: mandatory
Medium: optional
Small: optional*

kakémono perso



product/price display



mandatory

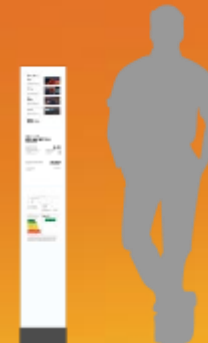
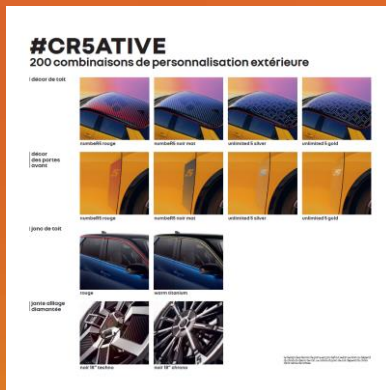
accessories showcase



*Large: mandatory
Medium: optional
Small: optional*

config B

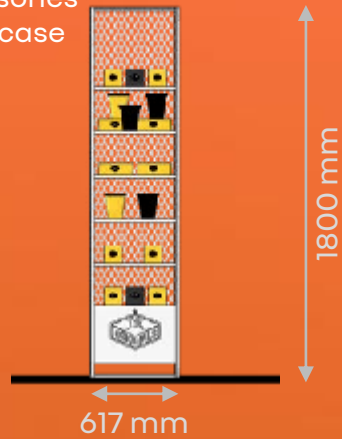
2x2 (2 sides)



Renault Store technical specifications

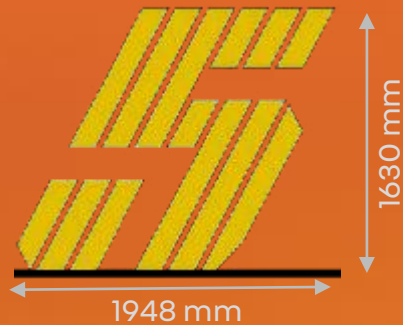
Renault 5 launch in showroom – dedicated POSM

accessories
showcase



showcase for Renault 5 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 – examples



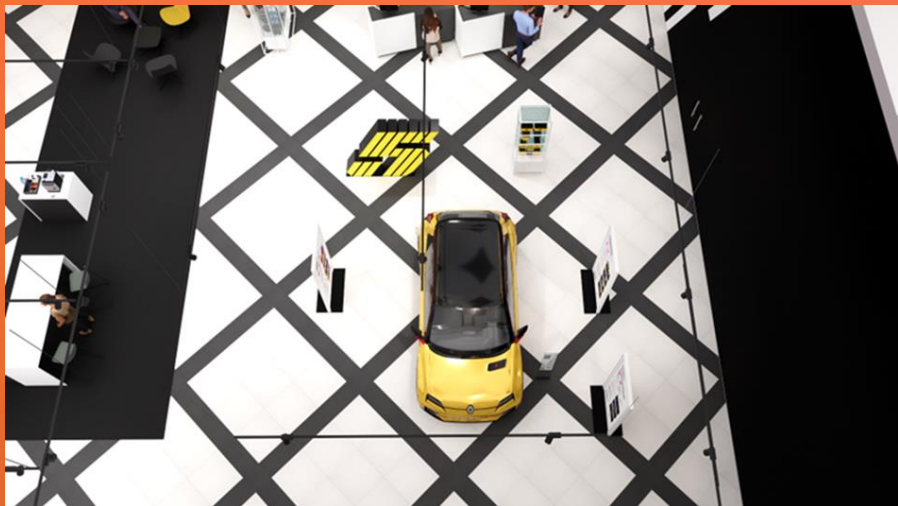
config A

with 5 emblem totem
close to the showroom window



Renault Store technical specifications

Renault 5 launch in showroom – examples



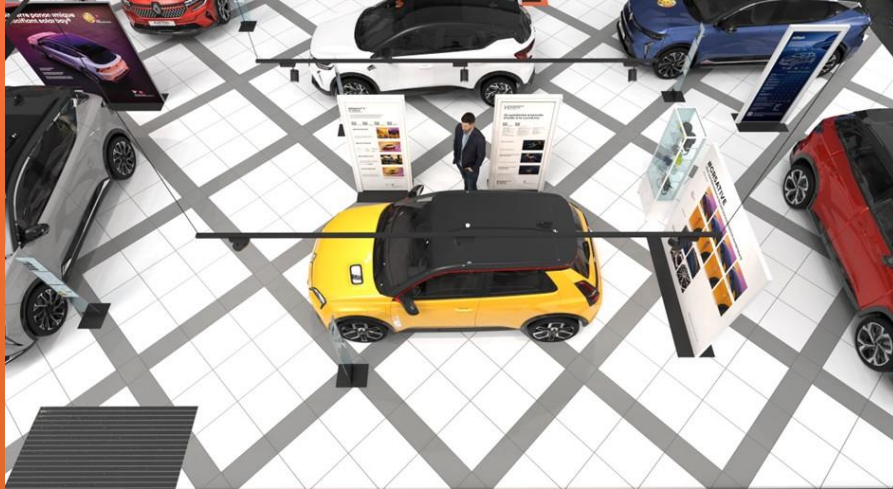
config A

with 5 emblem totem
in the showroom



Renault Store technical specifications

Renault 5 launch in showroom – examples



config B

with 2x2 POSM

close to the showroom window
or in the showroom



Renault Store technical specifications

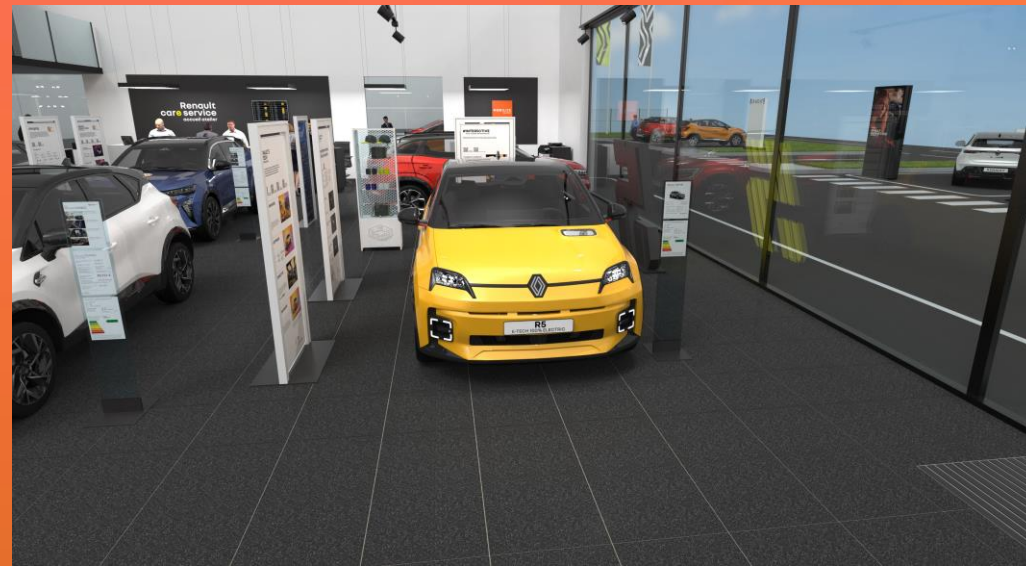
Renault 5 launch in showroom – examples with grey tiles



Renault Store technical specifications

Renault 5 launch in showroom – examples with grey tiles

config A



config B

