



# **car plates rules - Renault Store**

Renault retail architecture guidelines

December 2024 - v3a

all vehicles in the showroom must have clear identification

- front plate: contains the model's name + engine technology (for E-Tech)
- rear plate: must be read "RENAULT"

### specifications

- both the brand and model lettering must be in relief to present a 3D effect
- the plate is white expanded PVC, specially selected for its high quality
- the letter size of the names and vehicle versions, as well as the line spacing, are standardized

### references

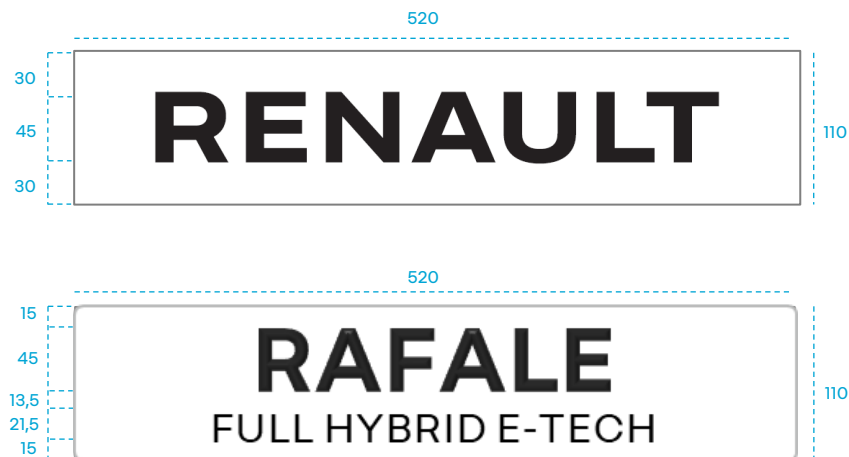
- platform/ Technical specifications:  
<https://brandstores.renault.com/fr/renault/cahiers-des-charges-techniques/plaques-vehicules-showroom-cdot>
- plates are available as Renault Group genuine parts

**SCENIC**  
E-TECH ELECTRIC



### dimensions & détails

- dimensions
  - h. 110 mm x l. 520 mm
  - with 4 angles (radius 10 mm)
- plate base: 3 mm white expanded PVC
- front plate: vehicle name in 3 mm black expanded PVC lettering, with motorization in black printing
- rear plate: the word "RENAULT" in 3 mm black expanded PVC lettering



① electric

**R4**  
E-TECH ELECTRIC

② full hybrid

**RAFALE**  
FULL HYBRID E-TECH

③ plug-in hybrid

**RAFALE**  
HYPER HYBRID E-TECH 4x4

④ mild hybrid

**CAPTUR**  
MILD HYBRID

⑤ thermic

**CLIO**

### evolution

- old naming > new naming
  - E-TECH 100 % ELECTRIC > E-TECH ELECTRIC
  - E-TECH FULL HYBRID > FULL HYBRID E-TECH
  - E-TECH PLUG-IN HYBRID > HYPER HYBRID E-TECH 4X4

### additionnal rules

- the commercial technology is invariable (no "ELÉCTRICO")
- no « NEW » for facelift

