

RENAULT STORE

Concept book



From garage to store

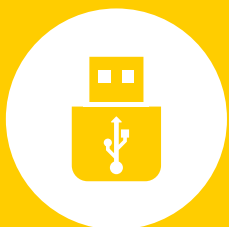


Share the main principles of the Renault Store

The Renault Store is one of the Brand's core goals that is fully consistent with Renault's values.

To make it easier for you to share the fundamentals of the Renault Store, we are publishing this document to help you to gain a better understanding of the meaning of each space within the dealership.

A strong Brand



Be connected with the new expectations of our customers

More human and innovative than before, the Brand is reasserting its personality to win and build the loyalty of increasingly demanding customers.



Be consistent with the new vehicle design

The Renault Store – like the range – has been designed in accordance with the «personality» and the «differentiating characteristics» of the Brand Platform.



“Sell more and better”

The Brand is a powerful means of leverage to generate business and enable employees to take more pride in the network.

MULTIPLE BENEFITS



A consistent Brand

The Renault Store is an essential link in the customer experience.

It is consistent across all the Brand's channels of expression to create a successful customer experience which embodies the brand promise.

A UNIFIED EXPERIENCE, ACROSS BOTH DIGITAL MEDIA AND ADVERTISING, AND THE NETWORK TOO

TV and radio



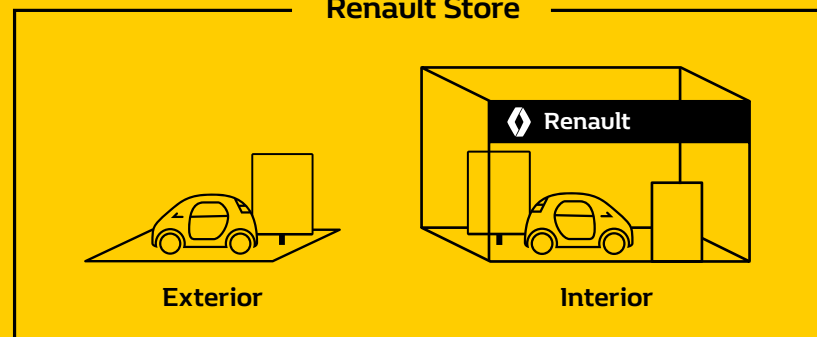
Internet



Billboard/OOH



Renault Store



Exterior

Interior



A living Brand

**The Renault Store evolves
over time.**

The setup is updated on a constant basis
to ensure that it serves to optimize efficiency
of the point of sale and customer service.

THE RENAULT STORE BECOMES



A MEDIA STORE

a showcase for Brand news
(campaigns, product launches,
services, sales offer, etc.)



AN INTERIOR AND EXTERIOR SHOWROOM

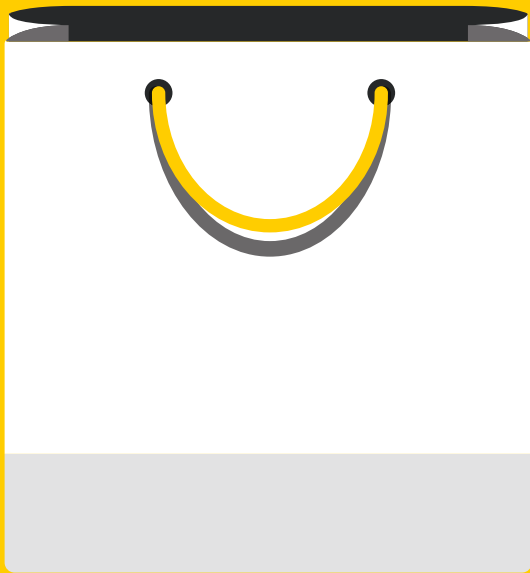
which highlights the Brand's
services and showcases its vehicles.



A PERSONALIZED AND WELCOMING SPACE

for each customer journey.
Whether they are looking for
a new or used vehicle, all customers
are taken into consideration.

“Look!
Is that a new
Renault
dealership!?”



Increased impact and brand visibility

The Brand is a powerful means of leveraging business.

By making the transformation from a garage to a store, Renault Store achieves greater impact.

It conveys the history, identity and values of the Renault Brand.

Easy identifiable from a distance, the dealership now attracts attention.

The Brand clearly asserts its authority. Welcome to Renault!

It is not enough to say it,
you have to show it too!

Pride of place to the range!

Space in front of the dealership is freed up to create a real outdoor showroom and put vehicles on display where everyone can see them.



Elegance and simplicity combined.

As the new face of the Brand, the façade of the Renault Store expresses its uniqueness thanks to a woven-metal finish which intensifies the impact of the dealership, the diamond and the name of the Brand in contrasting letters.



A dealership which makes no compromise.

The Renault Store asserts the codes of the Brand's identity to make it easily and immediately recognizable from a distance.



The Renault Store by night.

The lighting of the showroom and of the vehicles on display in the parking area increases the impact of the dealership and attracts the attention of any passers-by.

"A real,
little gem,
that new
dealership."



Express the step-up in quality

This is about more than just a refurbishment project. The network is also taking a step-up in quality and improving the customer experience. The objective: to strengthen our Brand image and optimize business performance.

That we are proud of
our network should now
be clear to see!



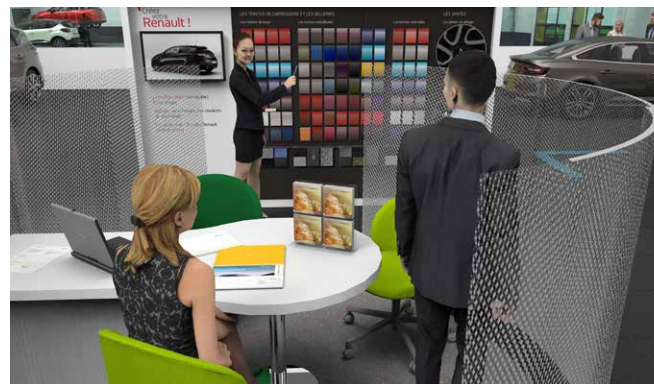
At the heart of the Brand experience.

Understated and with the emphasis on quality, the new design of the Renault Store exterior echoes that of the range and of Renault communications to ensure a unified experience.



Capture attention, guide and reassure!

A single entrance, a cleaner look for façades, more space on the forecourt... The general organization of the dealership and accessibility have been rethought out and optimized to meet the expectations our customers as effectively as possible.



A whole range of services.

It is now easier to find out more about our services thanks to messages which anticipate and engage with the customer's needs more closely.



“And I can even take the Kadjar for a test drive?”

Make the range easier to understand

The Renault Store is a showcase for the Brand and its new products. Vehicles are put on display in a structured area to make it easier to understand and find out more about the model of the range that it highlights to sell more and better.

The interior now extends to the exterior for a global experience.



Pride-of-place to new products.

As inside the showroom, New products are placed at the forefront of the Renault Store. The objective: to be seen by all visitors and passers-by.



A range that is more visible is one that is easier to understand.

The most recent models are put on display in front of the dealership in areas identified in a such a way as to make it easier to understand the diversity of the range.



Make people want to take a test drive.

Indicated by specific markings and clearly visible from the street, the Test drive zone encourages the customer to get behind the wheel to experience what it is like to drive the product.



An individual experience for every customer!

The Renault Store is designed to welcome and guide each customer towards the service that best meets their needs within a set of specific customer journeys.

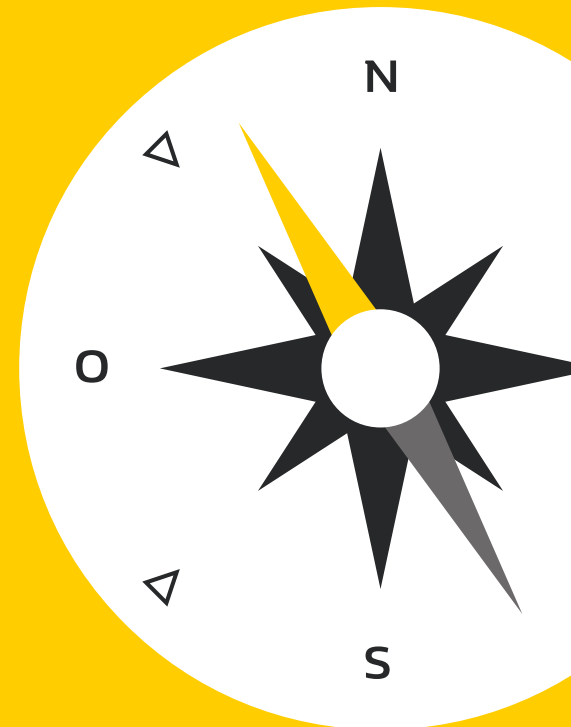
Make the customer journey more fluid and intuitive

A customer who knows where they are going is a confident customer who is open to discover new things!

The Renault Store is designed to make the customer experience easier, whether they are visiting the dealership to seek advice, make a purchase or after-sales service appointment.



“For once, I can find my way around a dealership easily.”





The colour yellow, a distinctive sign of the Brand.

A visual identifier of the Brand, the colour yellow is used to immediately identify the various points of contact with the customer: the totem, the overhead panel, the Brand wall, the service reception desk and the delivery area.



No longer any need to look for a place to park.

As soon as they arrive at the site, customers can easily locate the visitors' parking area.



Making things easier for the customer.

Signage and information on the façade are easier to read. The result: the customer can find their way around the site more easily, resulting in a more fluid customer journey.



1, 2, 3... follow the guide!

Whether the customer has an appointment or not, the numbered bays and reception signage enable the customer to find their way around the Renault Store easily.

“How about
a cup of coffee
while you wait?”



Bringing the dealership to life

The Renault Store is more than just a simple display area. It evolves in line with the latest Brand developments. In the showroom, teams welcome and guide each visitor to establish a personalized relationship.

Modern, lively and welcoming,
the Renault Store is conducive
to exchange.

Welcome to Renault!

The central axis around which the Renault Store is organized, the Brand road also serves as a link connecting the interior and the exterior which encourages the customer to step through the door.



First contact, the right impression.

At an essential moment in the in-store experience, the receptionist welcomes each customer and then provides them with guidance according to their needs.



The Brand welcomes the customer...

As an extension of the reception, the Brand wall and Brand bar are places which express the Brand and where the customer can wait in a pleasant and interactive setting.



A taster of after-sales.

Within the same showroom, the After-sales reception area gives each customer the chance to find out more about the new products on display.

Offer a unique and memorable experience

Now more dynamic, innovative and human, the showroom is taking on a more modern feel. The Renault Store is no longer just a garage. It is becoming a real store.

The objective: to offer the customer a unique experience, characterized by a unique presentation of the Brand, and its products and services.

And what if visiting a dealership were to become something really special?



“It’s the big day for my Kadjar!”



Spotlight on the range!

Outside, the different models are put on display, just as they are inside the showroom, to encourage the customer to find out more about the products.



A place for each vehicle.

Inside, each area is indicated by ground markings, a specific colour, and a specific name. This clear and effective layout makes it easier for the customer to quickly understand the range.



The handover as a truly emotional moment.

As the most memorable moment during the purchase of a vehicle, the customer handover is treated with all the trappings of ceremony necessary to build customer loyalty to the Brand.

Find out more about the Renault Store...

FOUR TYPES
OF MEDIA
ARE AVAILABLE



Le film

is an invitation to discover the new Renault Store universe.



The application guides

present the principles governing how elements are to be laid out and used as part of an installation project.



The set of specifications

describes the technical aspects of the Renault Store components.



The DPIR website

provides access to all documents and information available on the Renault Store.

www.dpir.renault.com

