



Renault  
Group

renew  
Retrofit guide of integrated showrooms

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# 1

## RETROFIT OF RENEW SHOWROOMS

# 1.1. Components to update

RENEW SHOWROOMS			
Components	to retrofit	to remove	
facades	Renew identification box	-----  -----	
	Entrance adhesive markings	-----  -----	
	Customer promise panel	-----  -----	
interior components	Communication panels	-----  -----	
	Customer promise panels	-----  -----	
	Zone panels	-----  -----	
	Renew brand wall	-----  -----	
	Communication	-----	-----  -----
	Interior identification box	-----  -----	
	The 2x2 POS	-----  -----	

 compulsory

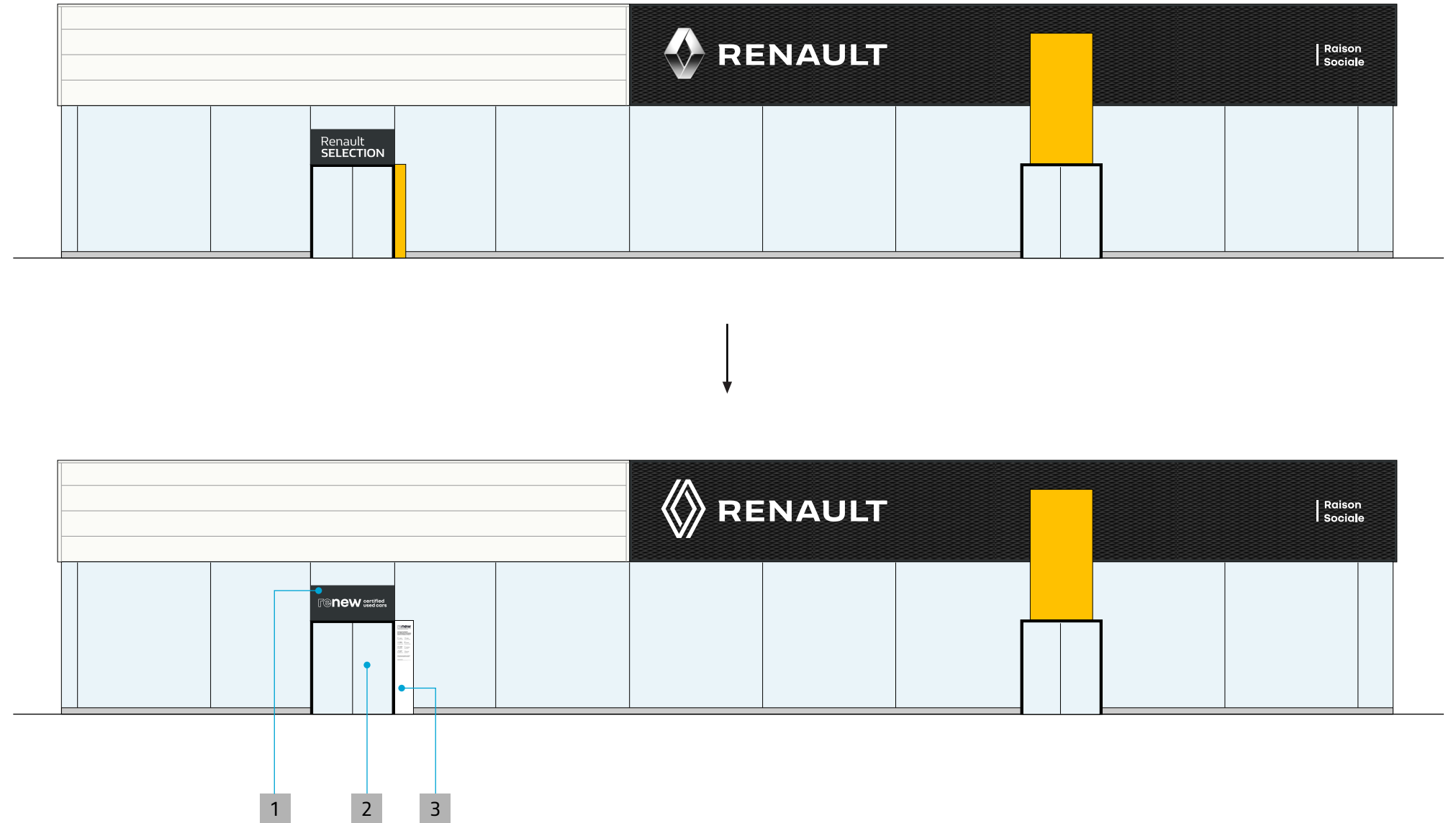
## GENERAL FACTS

- The components subject to a retrofit are listed in the table opposite.  
The details of retrofit operations are described in this document.
- For any technical details on the components, refer to the technical specifications for the renew signage available on the Brand Stores website.
- The visuals of the promotional materials evolve according to the renewal campaigns.  
Please contact Renault Global Marketing to obtain the latest versions.

# 2

## RENEW SHOWROOM FACADE

## 2.1 Typical facades

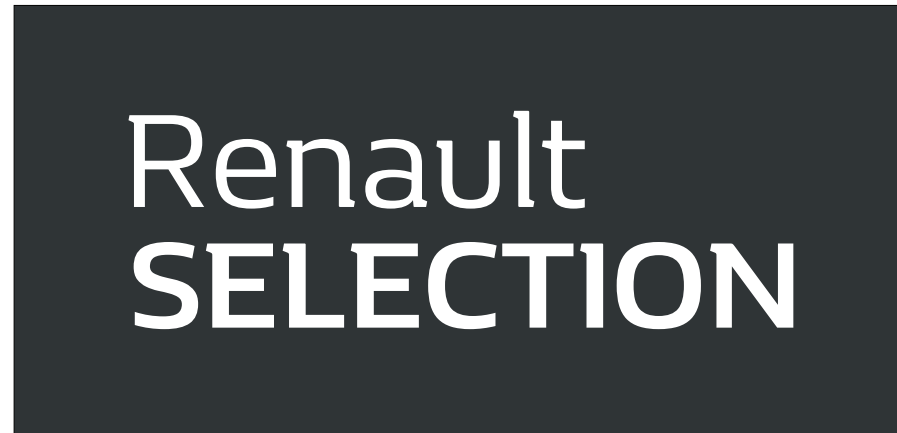


### COMPONENTS OF RETROFIT

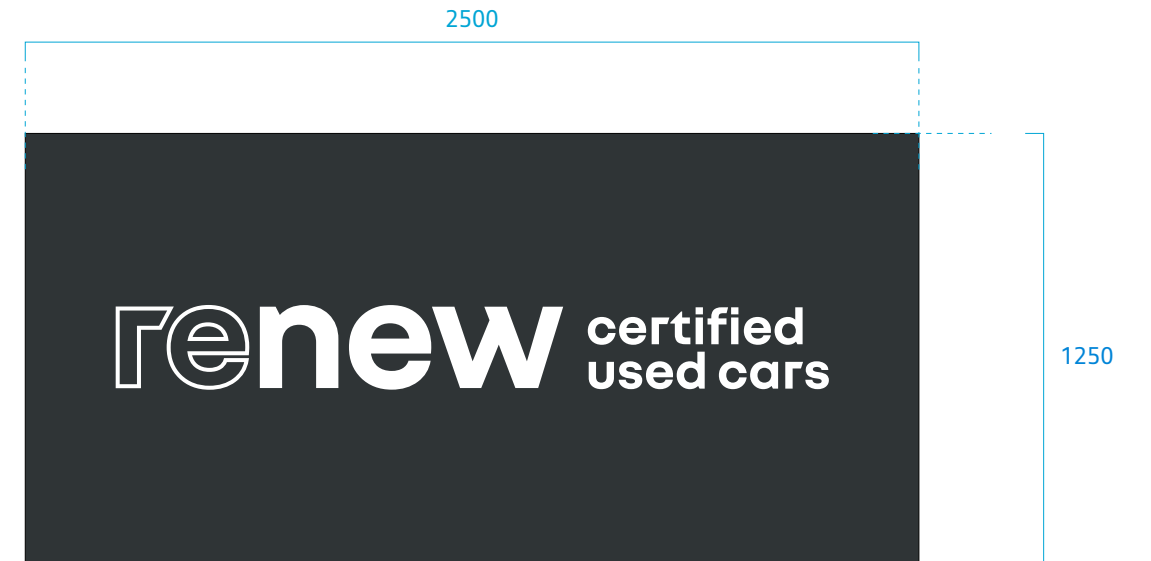
The facade of the renew showroom has the following elements to update:

- 1 The luminous identification box incorporating the Renault Selection signature is updated with the renew signature.
- 2 The adhesive markings on the entrance doors to the showroom have been updated (not shown in the illustration opposite).
- 3 The yellow vertical entrance marking is replaced by a renew customer promise sign.

## 2.2 The identification box



1



2

### RETROFIT PRINCIPLE

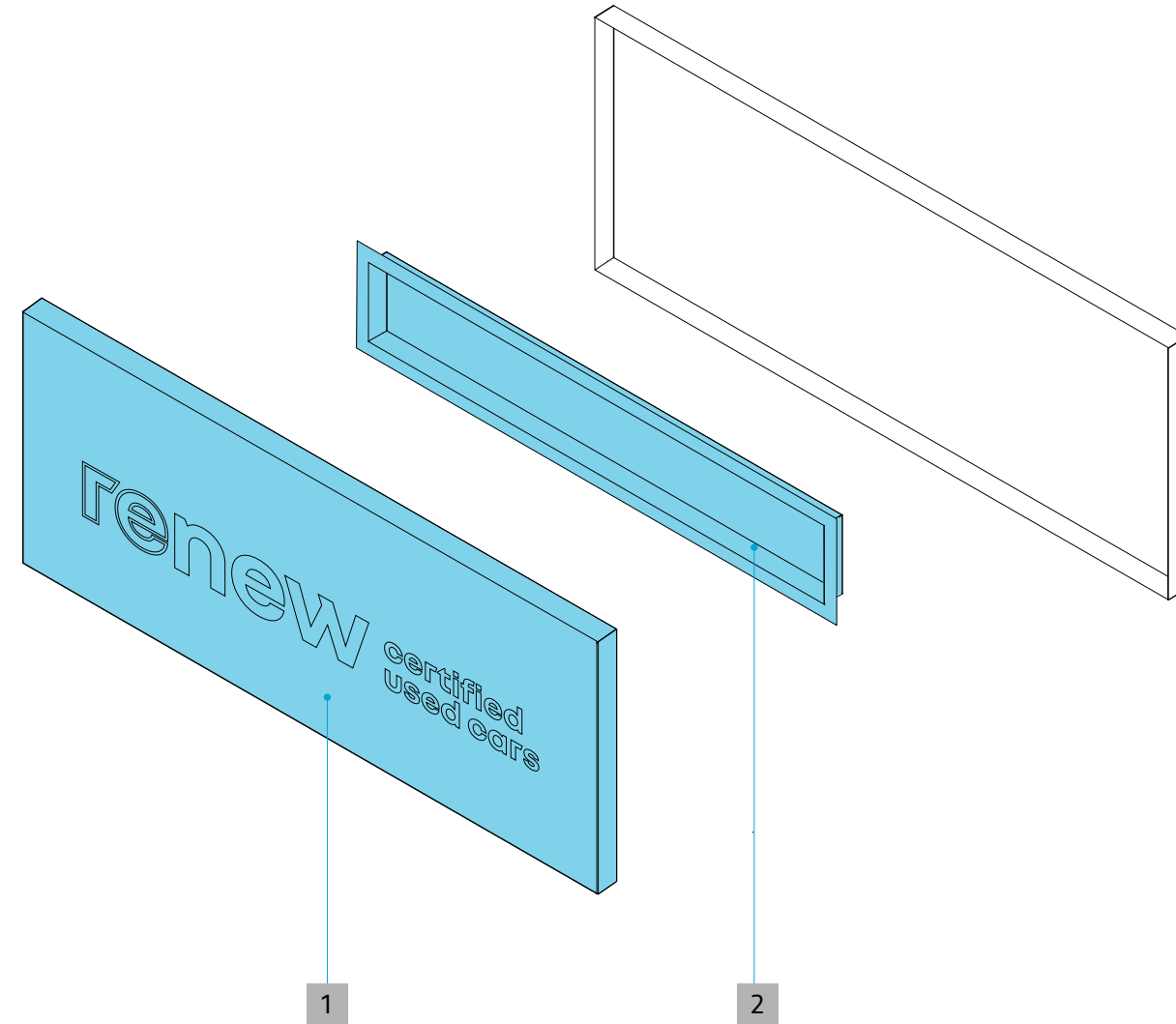
The front of the identification box located above the entrance door is updated.

- 1 Existing identification box
- 2 Identification box after retrofit

### Note.

The 2500 x 1250 mm standard format can sometimes be adapted according to the dimensions of doors.

## 2.3 The identification box • retrofit methods

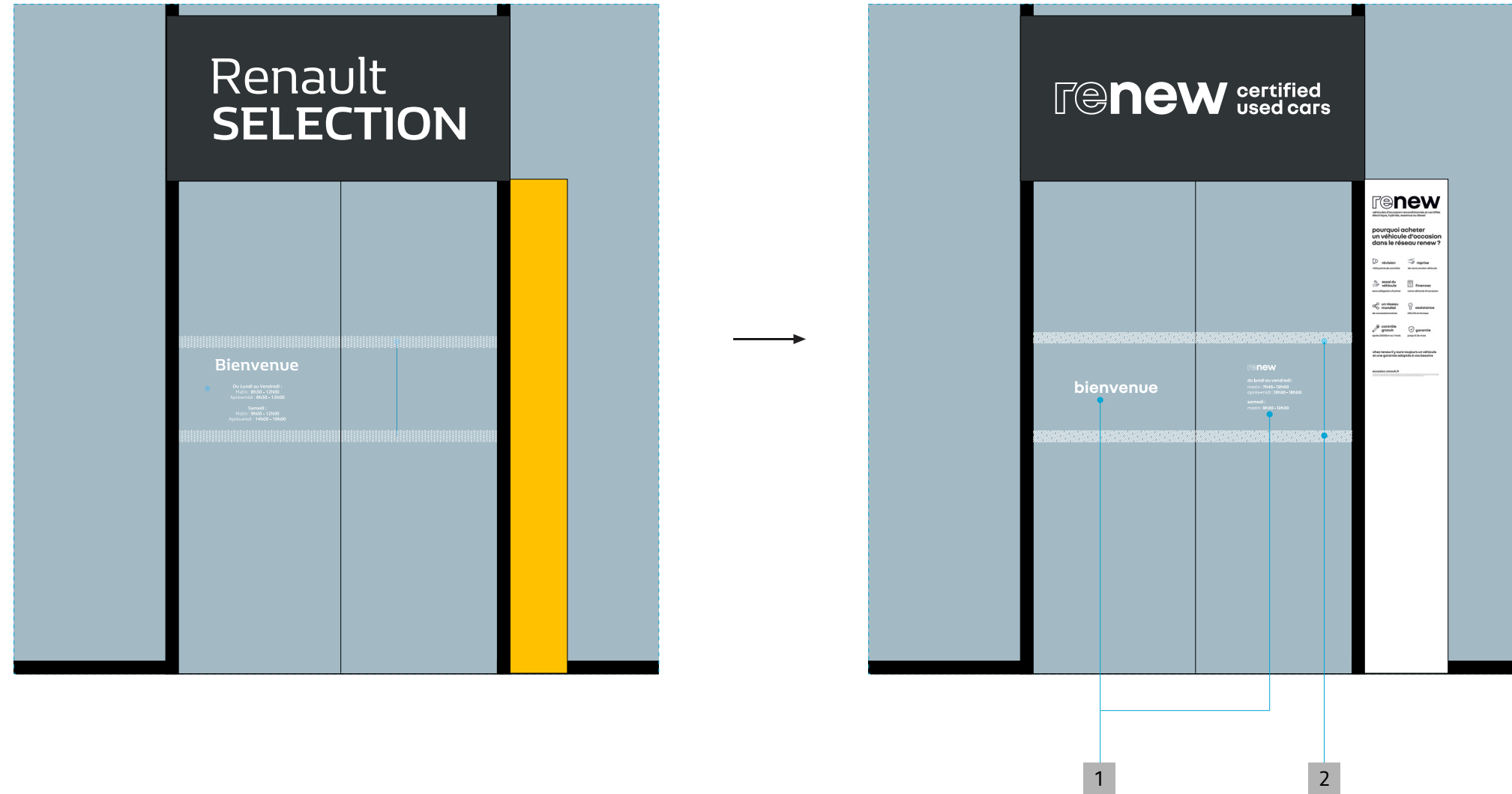


### RETROFIT METHODS

- 1 After removal of the existing face, installation of a new front face featuring the renew signature in PMMA on a dark grey aluminum face.
- 2 Change of the light box ensuring the lighting of the signature.



## 2.4 Adhesive entrance markings • retrofit methods



### RETROFIT METHODS

- 1 Removal of adhesive texts describing the opening hours with replacement by new adhesive elements incorporating the new graphic codes.
- 2 Removal and replacement of horizontal strips.

## 2.5 Adhesive entrance markings • outlines



### KEY

- 1 "Welcome" mention in new'R bold typography, centred, matt white adhesive
- 2 renew signature renew, left-aligned, matt white adhesive
- 3 Openings hours in new'R regular and new'R bold typography, left-aligned, matt white adhesive

## 2.6 Adhesive entrance markings • horizontal strips



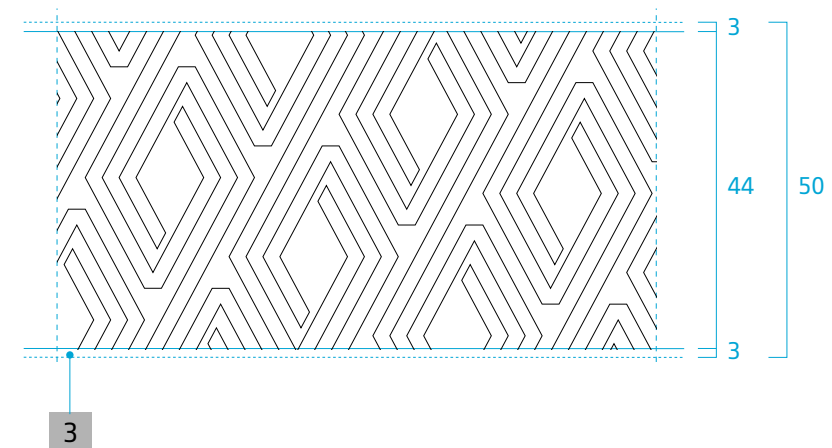
### DESCRIPTION

The 60mm high horizontal strips feature a pattern made using transparent adhesive tape printed in white.

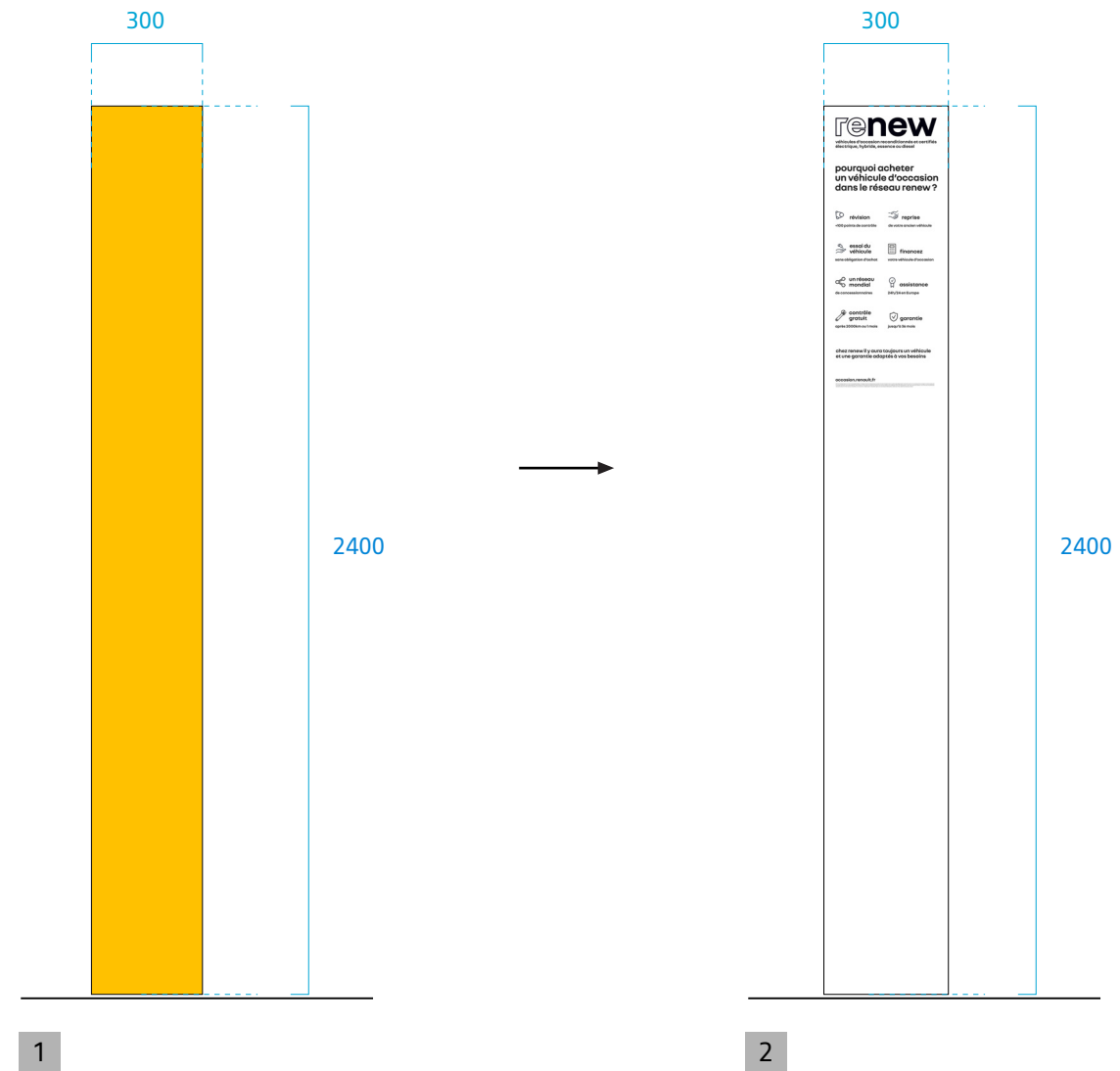
An EPS file, accessible on the Brand Stores website, allows reproduction.

### KEY

- 1 White pattern.
- 2 Glass.
- 3 Edge of transparent adhesive in glossy finish (positioned inside the customer reception area).



## 2.7 The customer promise panel



### RETROFIT PRINCIPLES

The front face of the yellow vertical entrance marking is replaced by a white face featuring a descriptive visual of the renew customer promise.

- 1 Existing vertical yellow entrance marking.
- 2 White customer promise panel with communication visual.



## 2.8 The customer promise panel • retrofit methods

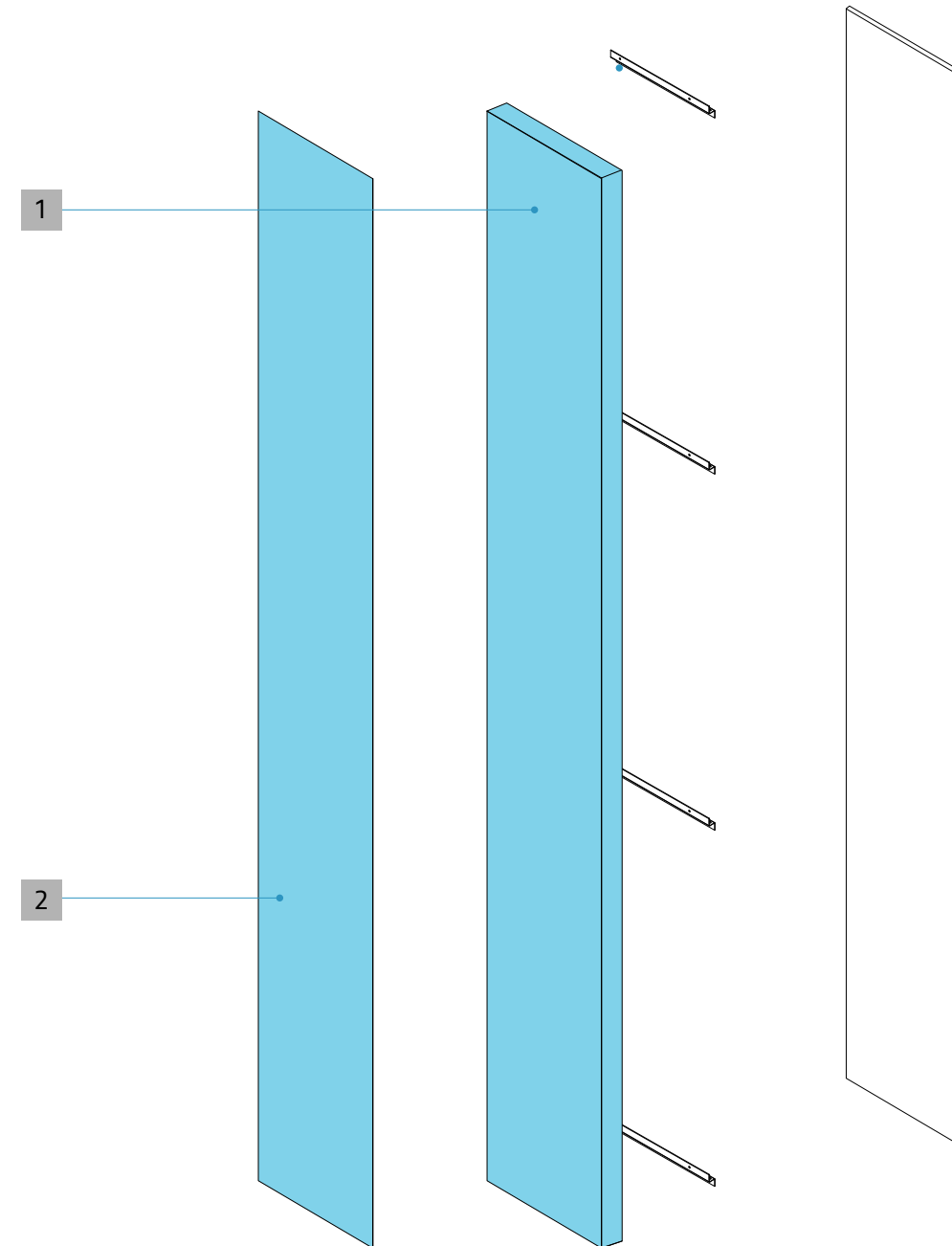
### RETROFIT METHODS

It is recommended that existing vertical entrance markings be retrofitted.

To do this, the front face will have to be removed and replaced on site with a new white element with an adhesive presenting the customer promise.

### KEY

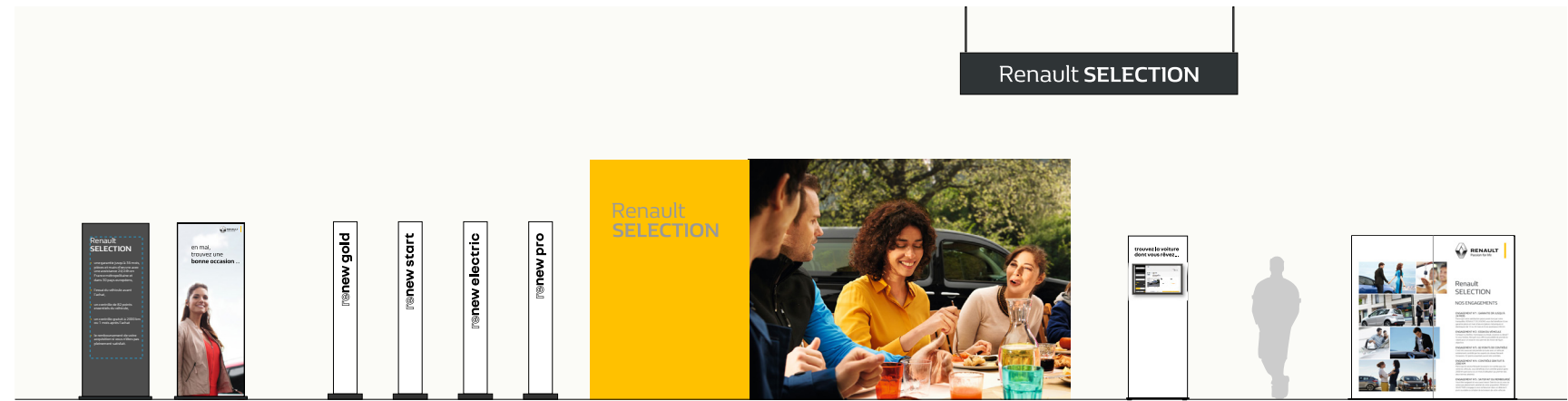
- 1 Front panel with raised edges (not welded) in RAL 9010 white pre-lacquered aluminium sheet.
- 2 Printed white adhesive covering the entire front face with visual of the customer promise.



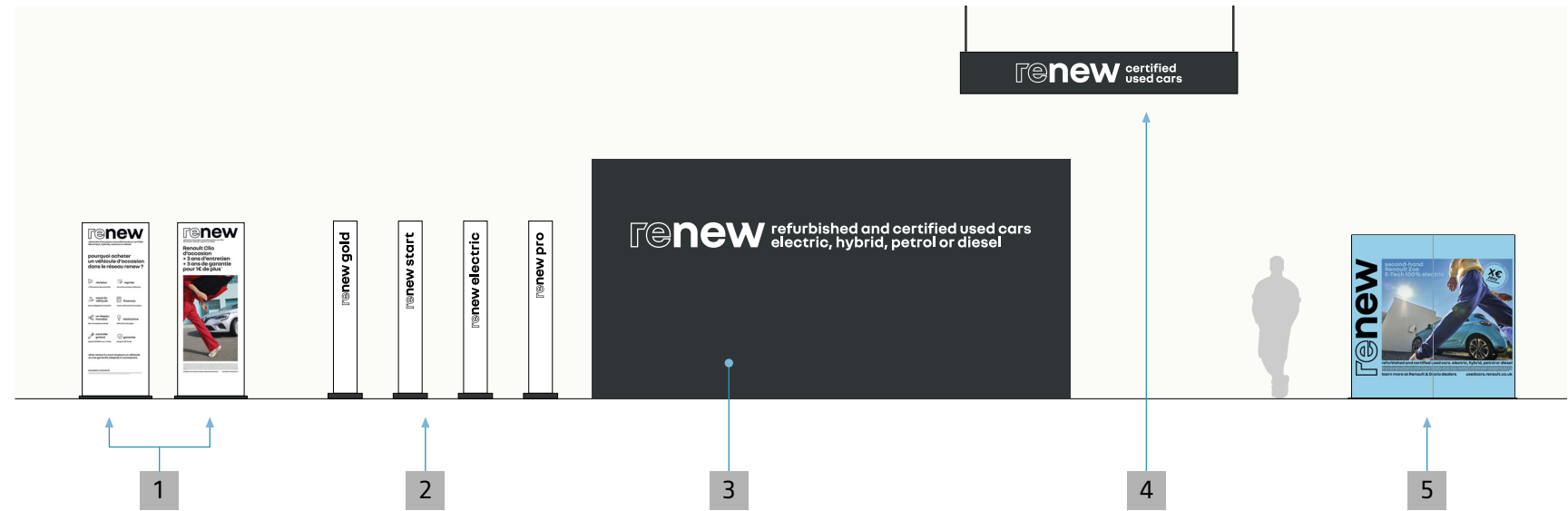
# 3

## INTERIOR COMPONENTS OF RENEW SHOWROOMS

### 3.1 Elements to be retrofitted



Visuals of the promotional materials evolve according to the renewal campaigns. Contact Renault Global Marketing to obtain the latest versions.



COMPOSANTES DU RETROFIT

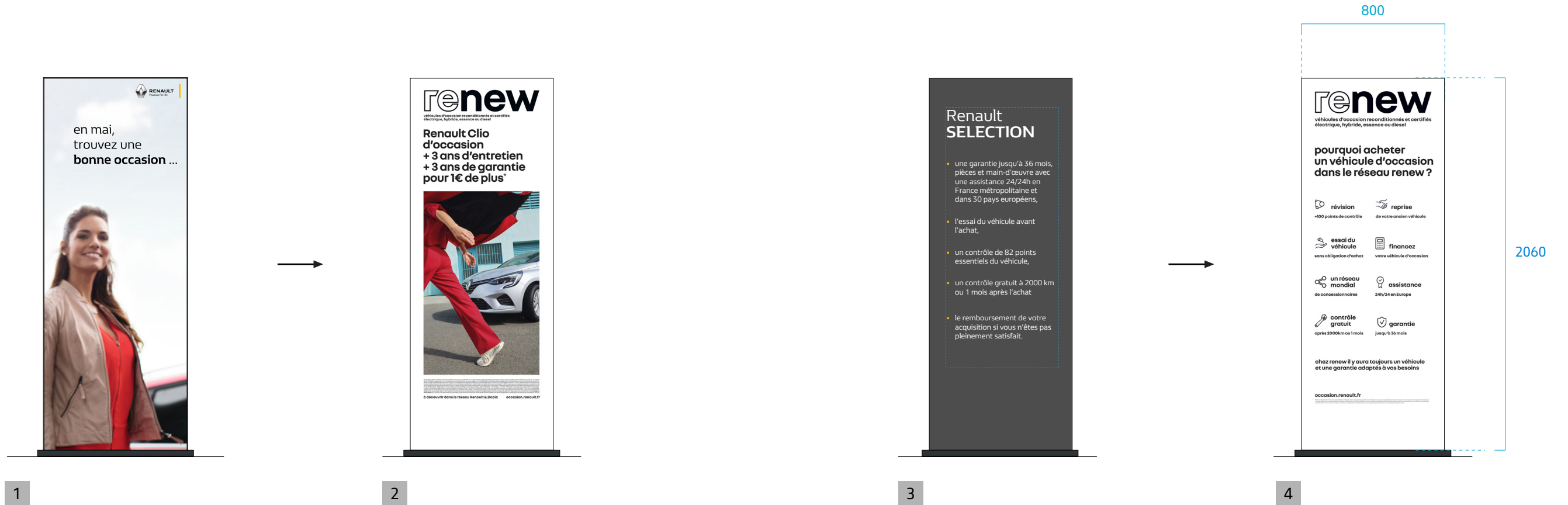
The furnishing elements of the showrooms undergoing a retrofit are as follows:

- 1 Visuals of promotional communication and customer promise panels
- 2 The adhesive markings of the area panels
- 3 Renew brand wall
- 4 Faces of the identification box
- 5 Faces of the promotional or brand visual renew 2x2 POS

An element is to be removed:

- 6 The Renault Selection totem.

## 3.2 Promotional communication and customer promise panels



### RETROFIT PRINCIPLE

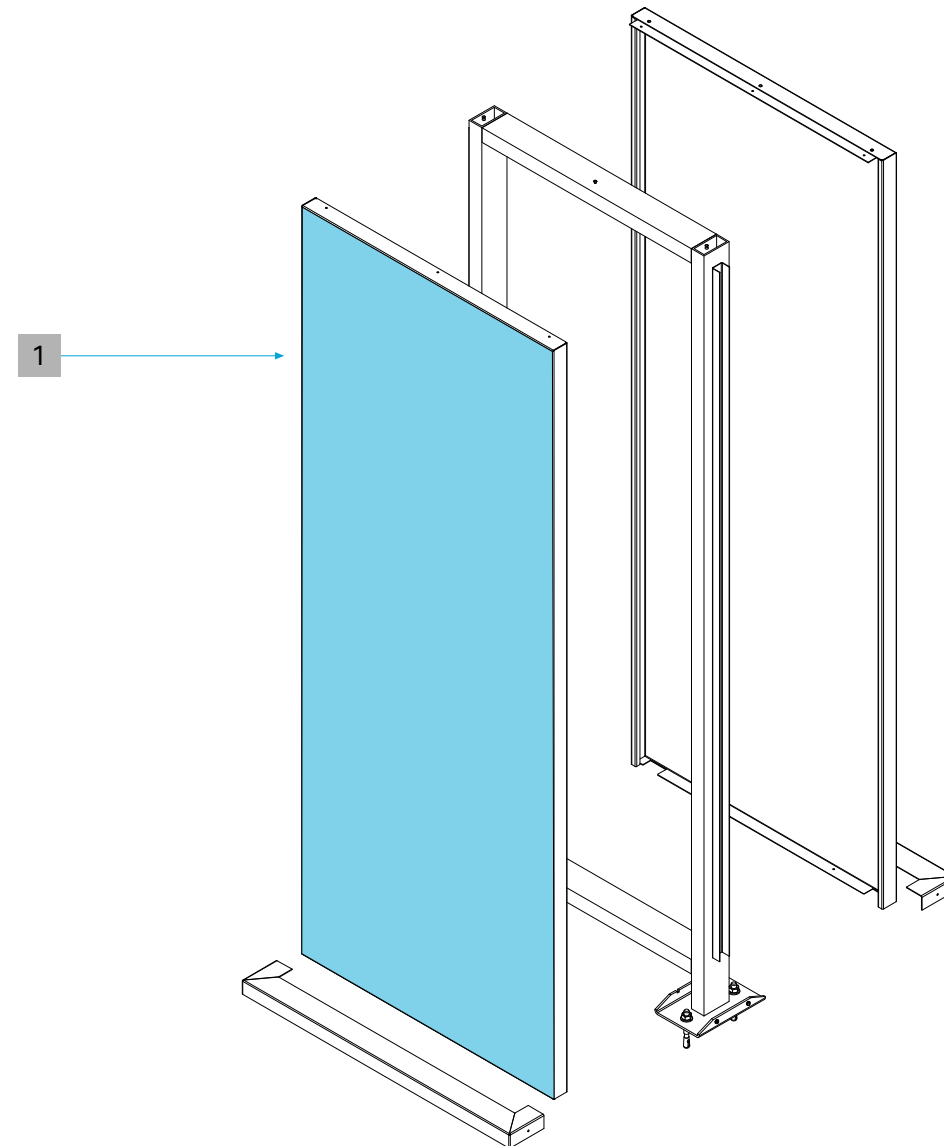
The visuals of the front faces of the communication and customer promise panels have to be updated.

- 1 Existing promotional communication panel.
- 2 Promotional communication panel after retrofit.
- 3 Existing customer promise panel.
- 4 Customer promise panel after retrofit.

Visuals of the promotional materials evolve according to the renewal campaigns. Contact Renault Global Marketing to obtain the latest versions.



### 3.3 Promotional communication and customer promise panels • retrofit methods



#### RETROFIT METHODS

After removal of the existing adhesive, installation of a new visual.

- 1 Visual printed on adhesive in matt finish protected by lamination.

## 3.4 Area panels

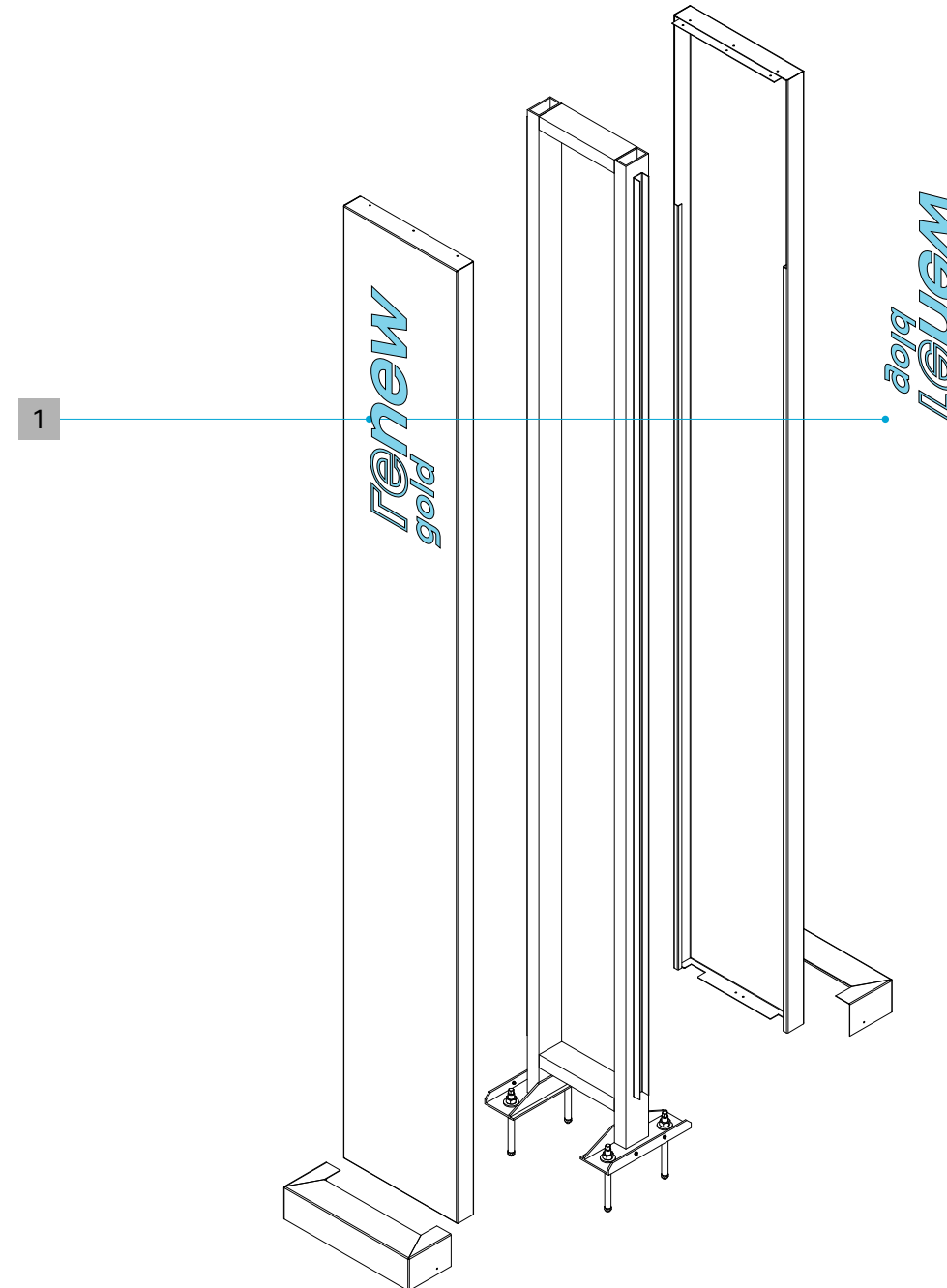


### RETROFIT PRINCIPLE

The front and back faces of the area panels are updated.

- 1 Existing area panels.
- 2 Area panels after retrofit.

### 3.5 Area panels • retrofit methods



#### RETROFIT METHODS

After removing the existing adhesive marking, apply a new adhesive marking on both sides of the element.

- 1 Black adhesive die-cut letters in matt finish.

### 3.6 The renew brand wall • retrofit methods



#### IDENTIFICATION PRINCIPLE

The renew brand wall features the renew signature with advertising customer promise in white reserve on a RAL 9005 matt black background.

This signature is centred in the width of the wall, which can be 4, 6 or 8m in standard length.

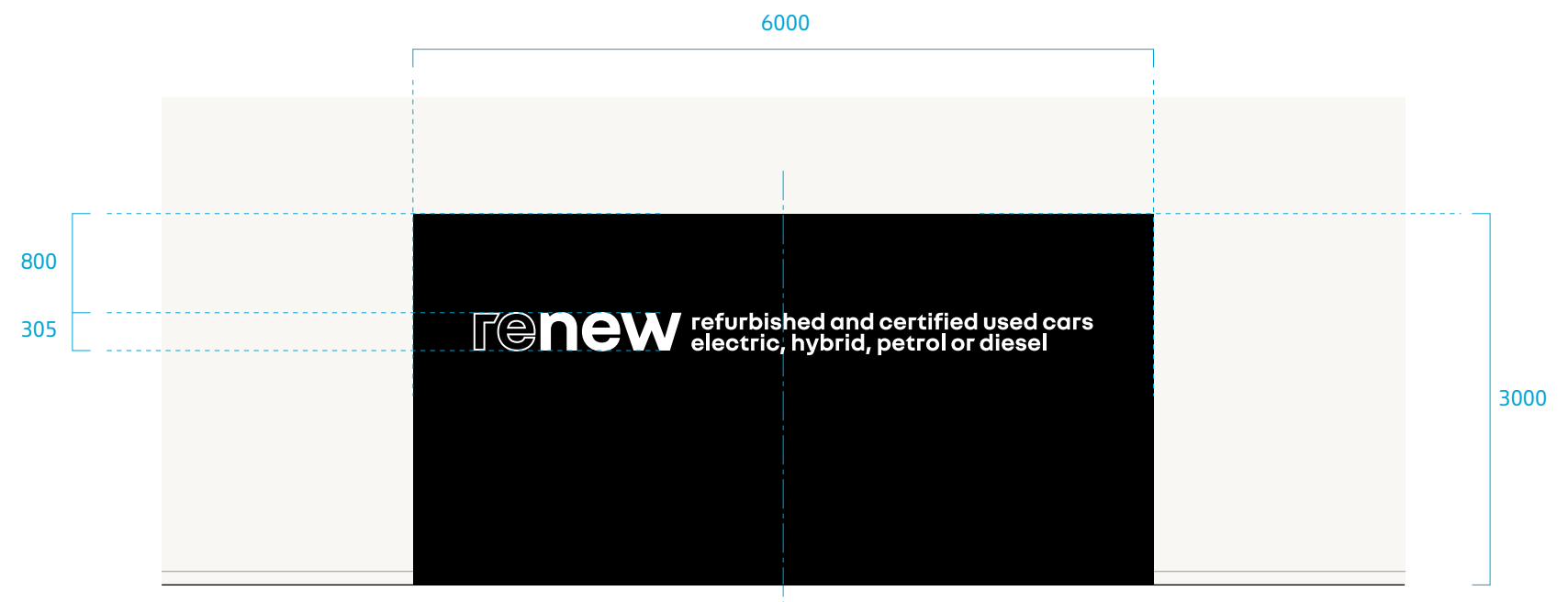
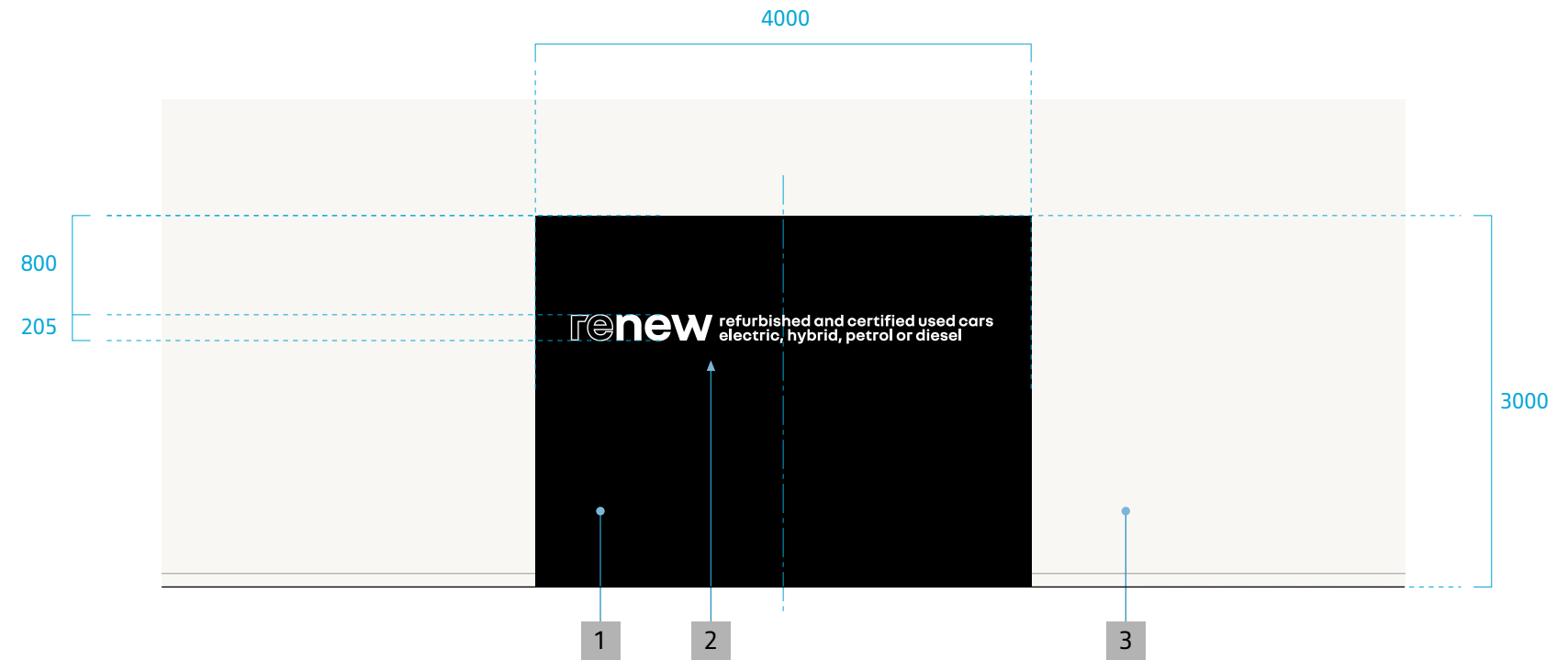
#### RETROFIT PRINCIPLE

The dimensions are identical to the existing Renault Selection wall, covering the wall to a 3m height from the ground.

- 1 Renault Selection wall.
- 2 Renew wall after retrofit.



### 3.7 The renew brand wall • variations in length



#### PRINCIPLE OF ADAPTATION

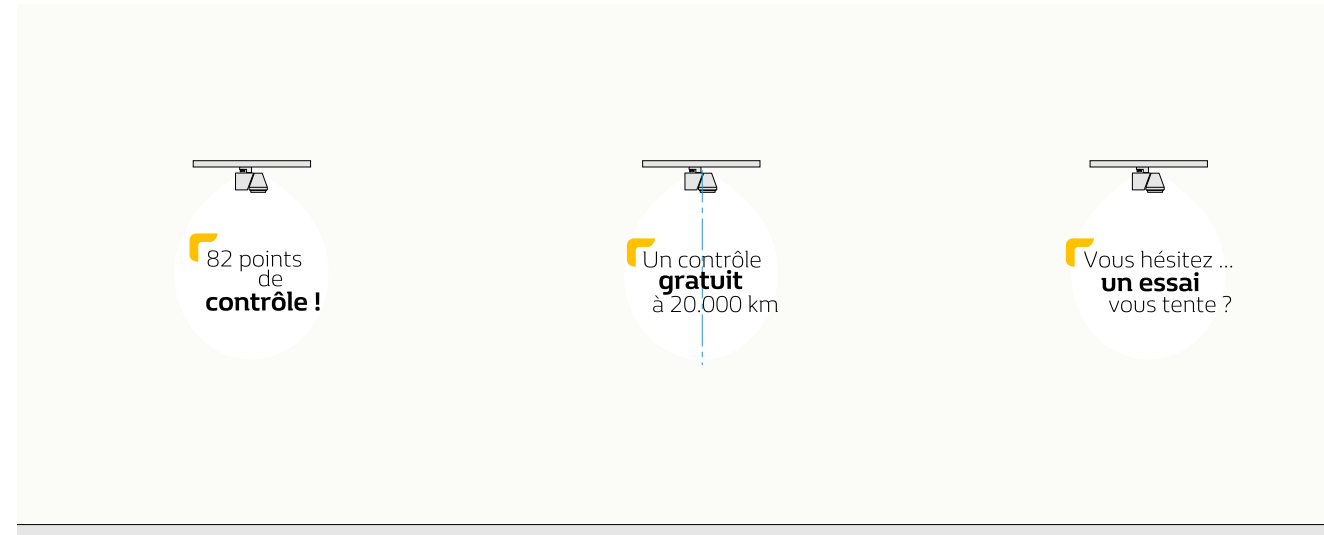
Between 4 and 6m in length, the complete signature renew has a height of 205mm.

Beyond 6m, the height of the signature is 305mm

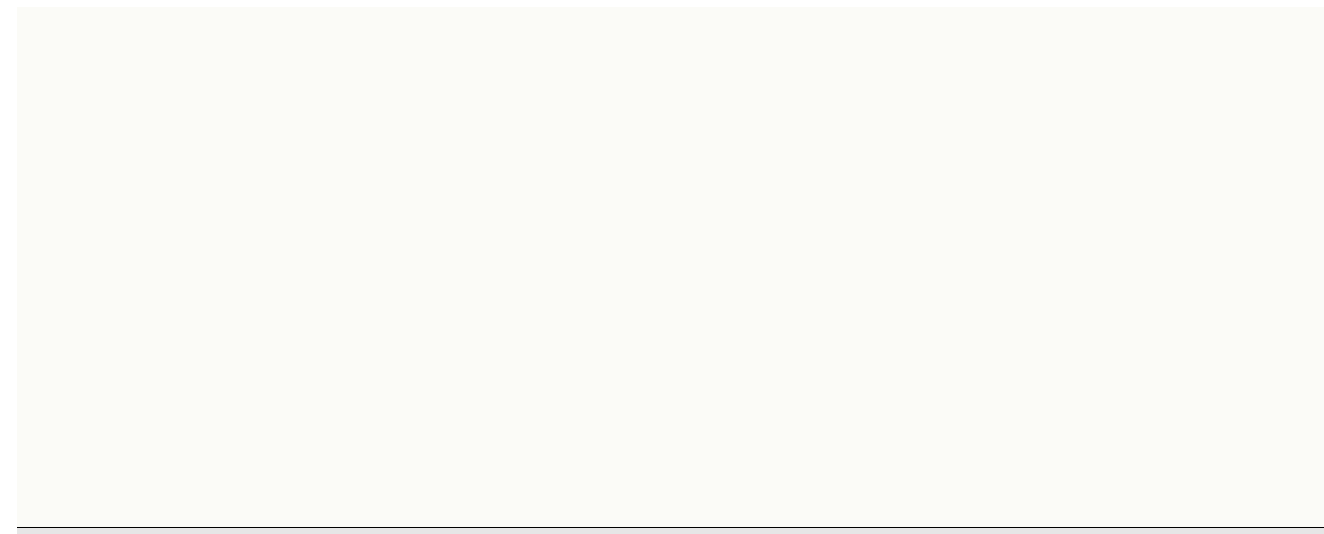
- 1 RAL 9005 black wall in matt finish, (fine textured canvas or paint for easy cleaning).
- 2 Renew signature with advertising customer promise, centred in the width of the wall, cut out of matt white PMMA thickness 3 mm, glued to the wall.
- 3 Back wall of the showroom painted in RAL 9010 matt white.

## 3.8 Communications • removal

1



2



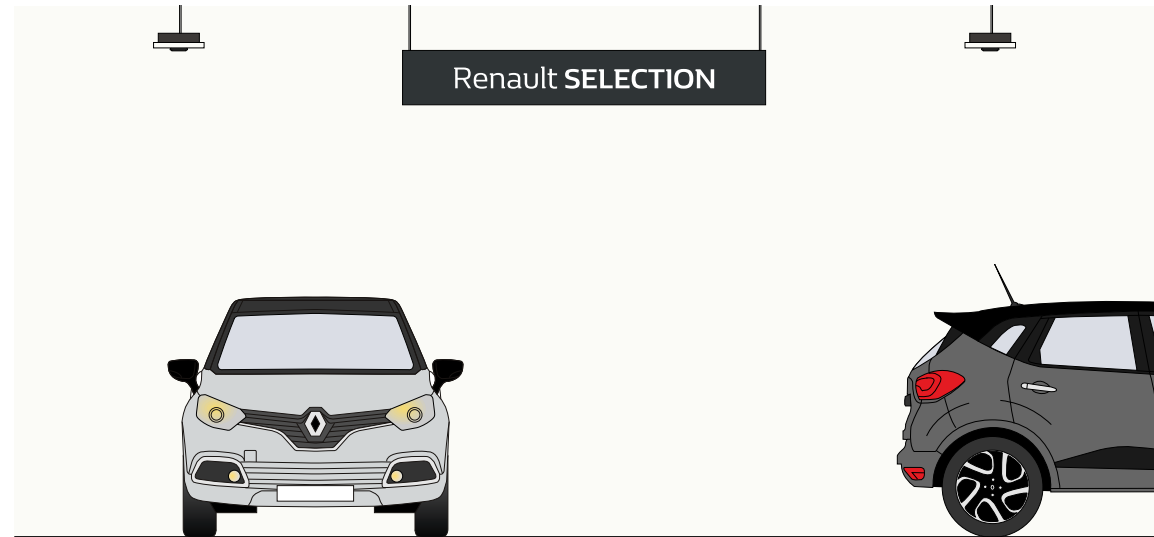
### RETROFIT PRINCIPLE

The communications present on the walls or on any furniture must be removed.

- 1 Examples of communications.
- 2 White wall after retrofit.

### 3.9 Interior identification box

1



2



#### RETROFIT PRINCIPLE

The front and back faces of the identification box are updated.

- 1 Existing identification box.
- 2 Identification box after retrofit.

### 3.10 The identification box • front and back faces



1



2



3



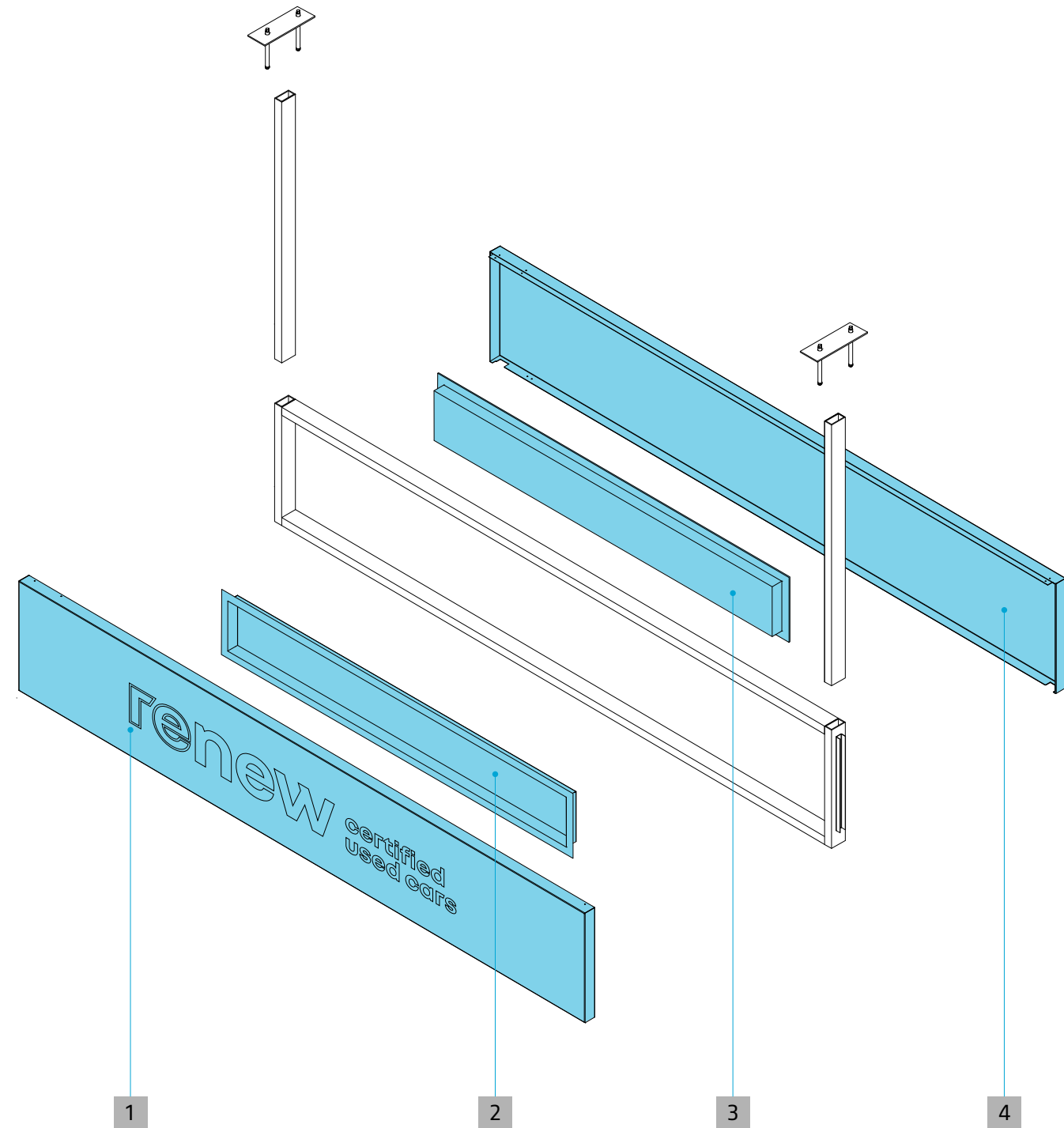
4

#### RETROFIT PRINCIPLE

- 1 Existing front side.
- 2 Front side after retrofit.
- 3 Existing reverse side.
- 4 Reverse side after retrofit.



### 3.11 The identification box • retrofit methods



**RETROFIT METHODS**

Retrofit of the identification box involves removing the 2 existing faces and replacing them with new faces, each with a light box including the LED chains.

- 1 Front side.
- 2 Front side light box.
- 3 Back side.
- 4 Back side light box.

Visuals of the promotional materials evolve according to the renewal campaigns. Contact Renault Global Marketing to obtain the latest versions.

RETROFIT PRINCIPLE

The front and back sides of the POS are updated with the latest visuals available.

- 1 Existing 2x2 POS display with old visual.
- 2 2x2 POS with promotional communication visual after retrofit.
- 3 2x2 POS with lifestyle brand visual after retrofit.



1

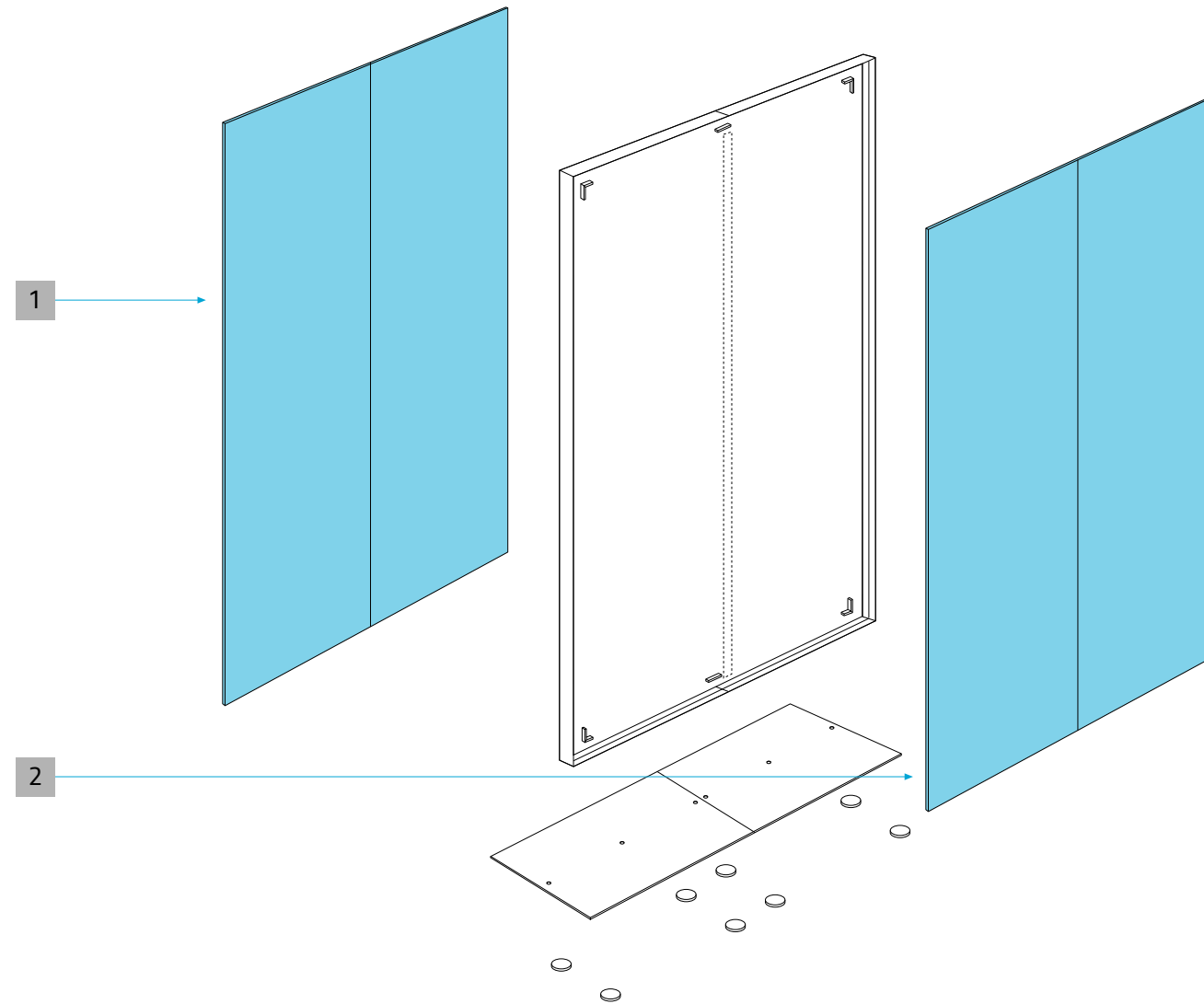


2



3

### 3.13 The 2x2 POS • retrofit methods



#### RETROFIT MODALITY

The front and back faces of the POS are removed to be replaced by new printed sides:

- either in dibond with direct printing and protection by matt lamination,
- either in printed fabric with a matt finish.

#### KEY

1 Reverse side.

2 Front side.

## You are looking for...

- radio and print assets, POSM/POS content, etc.  
consult the renew Toolbox produced by Renault Global marketing and the site [www.act.diadeis.com/](http://www.act.diadeis.com/)
- catalogs and technical specifications for the contents/media of the commercial network (POSM, interior and exterior signage, interior and exterior architecture)  
[www.brandstores.renault.com/](http://www.brandstores.renault.com/)

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