



Renault
Group

RENAULT GROUP MULTIBRAND SITES WITH A BRAND OUTSIDE RENAULT GROUP

Fundamentals

Edition 1 • February 2025

Introduction

This document defines the fundamental rules of implementation to be respected within the network of Renault Group multi-brand sites including (at least) one other brand not belonging to Renault Group.

The architectural and signage identity standards of the Renault & Dacia brands must be applied in all situations.

The Renault and Dacia customer journeys remain specific to the customers of these brands.

These multi-brand sites are special cases of implementation of the commercial network which must be validated by the V.I.T team.

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1

FUNDAMENTALS

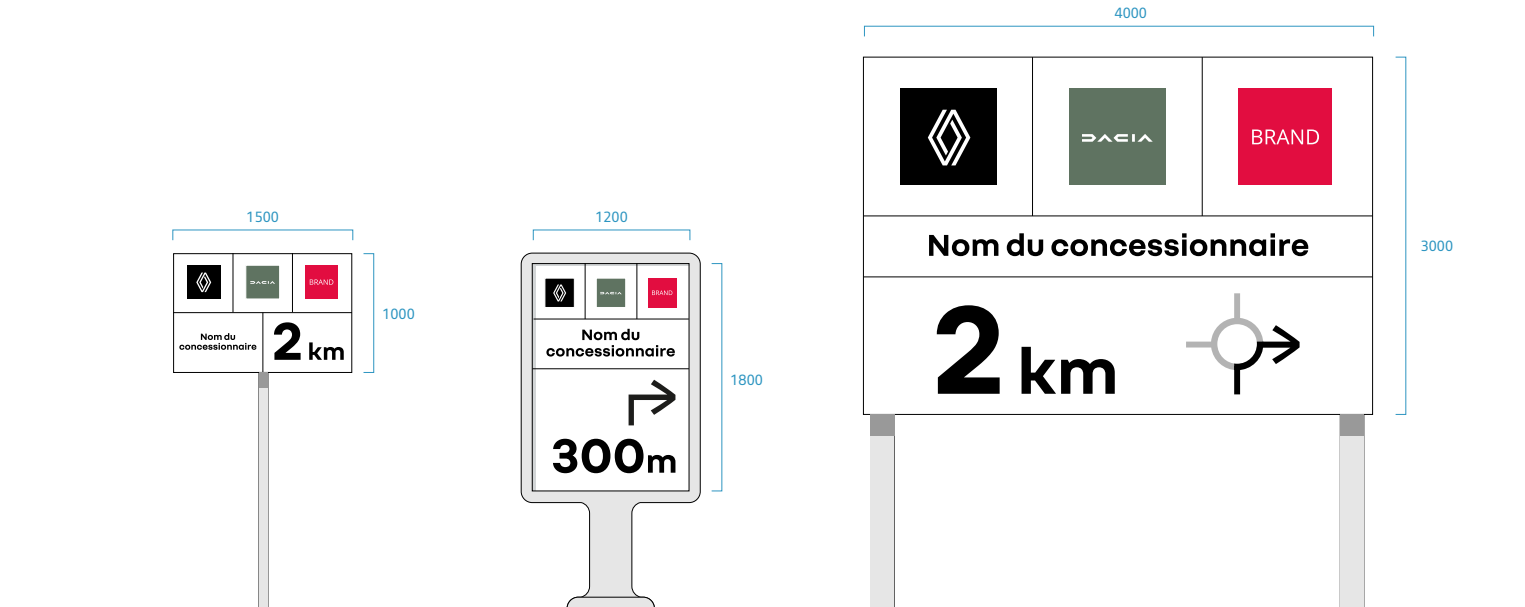
1.1 Main rules to observe

- 1 Site is identified by using the signage systems of the different brands** implemented with a view to impact and controlled cohabitation.
- 2 A customer parking lot is dedicated to each of the brands,** clearly separated from each other.
- 3 Facades of the showrooms are identified by the signage of each of the brands** carefully highlighted by a white vertical separation.
- 4 Showrooms have a dedicated entrance. The showroom of the brand outside Renault Group is always separated from the other showrooms** by a full-height solid wall covering the entire depth.
- 5 Delivery of new vehicles of Renault Group brands is done in a dedicated exclusive space.**
- 6 Waiting lounge is reserved for customers of Renault Group brands.**
- 7 Workshop bays of the after-sales facade of Renault Group brands are identified by the common signage of the brands.** The workshop bays dedicated to the brand outside Renault Group are strictly separated.
- 8 After-sales area and its 24/7 services are reserved for customers of Renault Group brands.**
- 9 The care service reception is identified with Renault Group brands.** The after-sales reception of the brand outside Renault Group is always separate from the care service reception.
- 10 Renew and Renault Pro+ outdoor exhibitions are integrated into the general plan** opposite the brand outside Renault Group.

2

SITES IDENTIFICATION

2.1 Presignage



PRINCIPLES

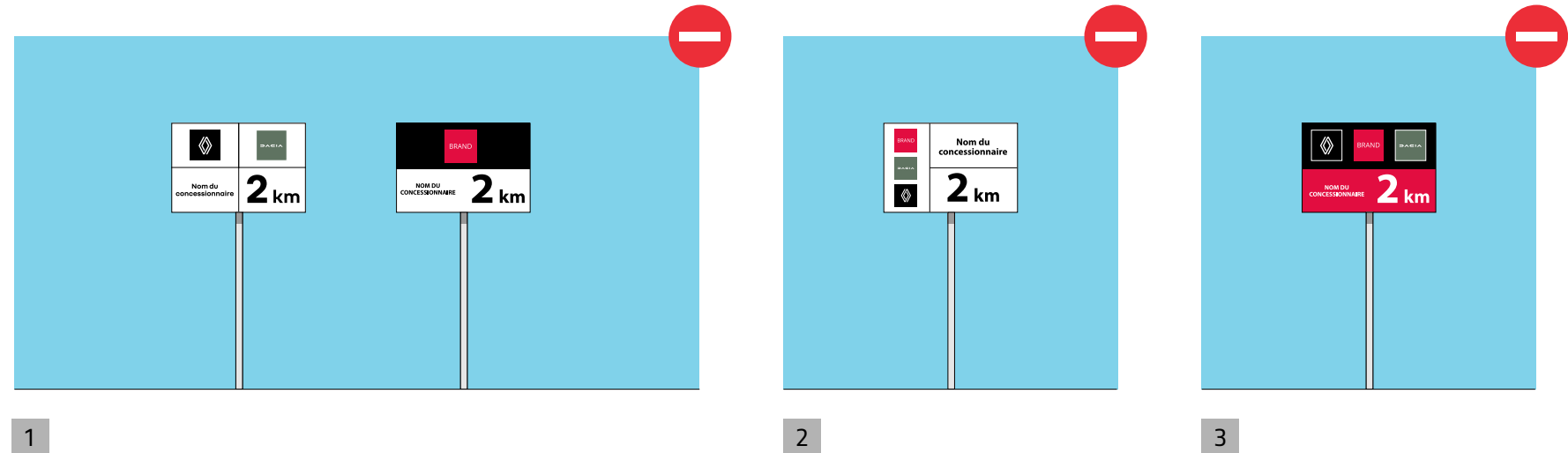
Multi-brand pre-signage panels feature the perfectly balanced brand signatures.

The information and graphic elements are customized to each situation.

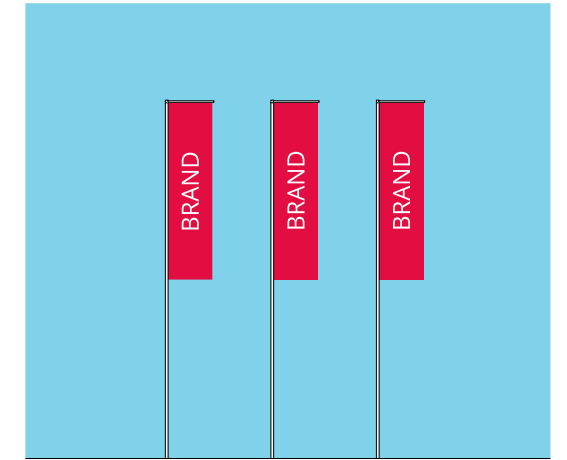
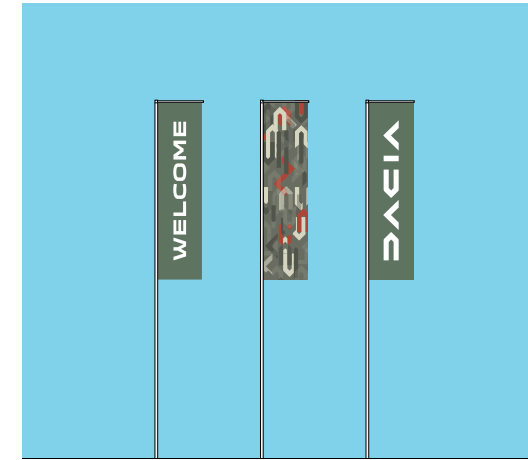
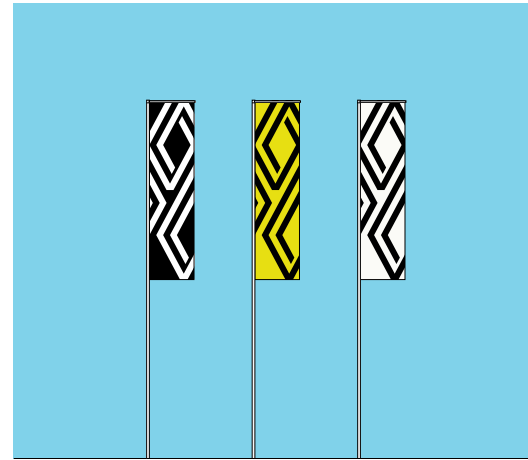
Different formats are available to meet the implementation cases covered by strict regulations

DON'T

- 1 Cohabitation of 2 pre-signage panels featuring the different brand identities.
- 2 Change in the proportions of the graphic elements.
- 3 Mixing of brand identity codes on the same panel.



2.2 Flags • groups of 3



PRINCIPLES

Flags of Renault Group brands are installed opposite the showroom of the non-Renault Group brand.

Flags of the non-Renault Group brand are installed next to the showroom dedicated to this brand.

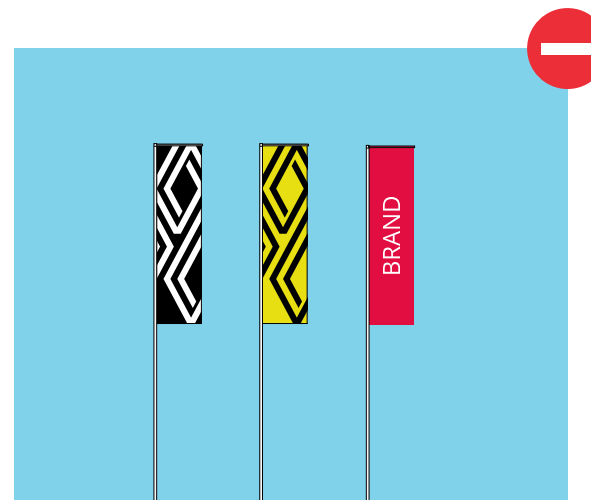
Installed in groups of 3 flags, their number is identical on either side of the building.

DON'T

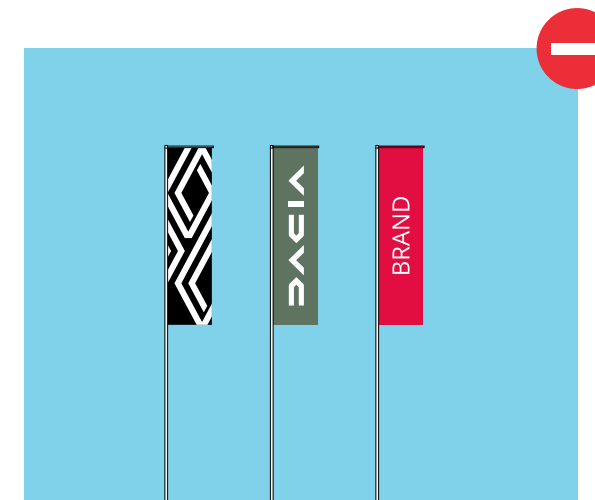
- 1 Mixing Renault flags with that of the non-Renault Group brand.
- 2 Mixing Renault Group brand flags with that of the non-Renault Group brand.

SPECIAL CASE

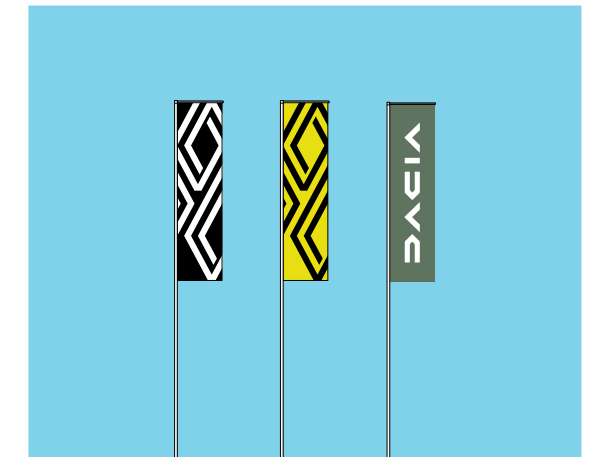
- 3 Mixing Renault Group brand flags is possible when installation in separate series is not feasible.



1

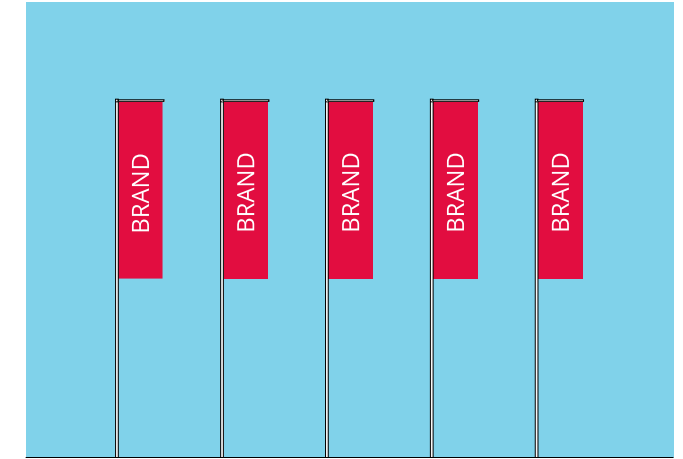
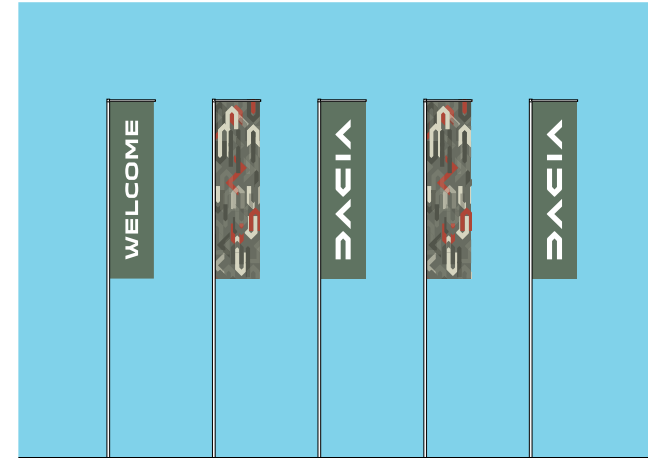
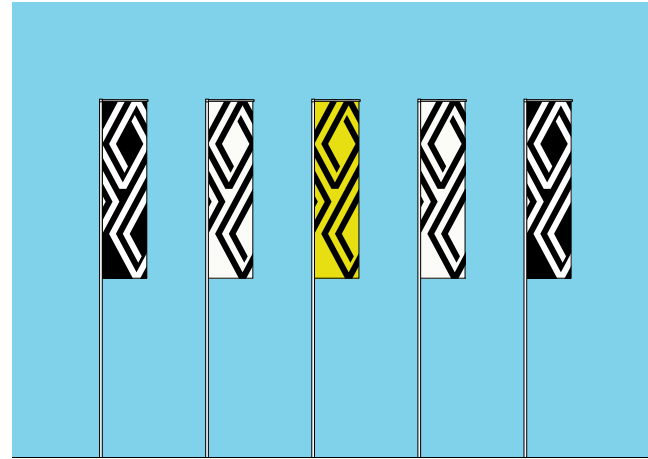


2



3

2.3 Flags • groups of 5



PRINCIPLES

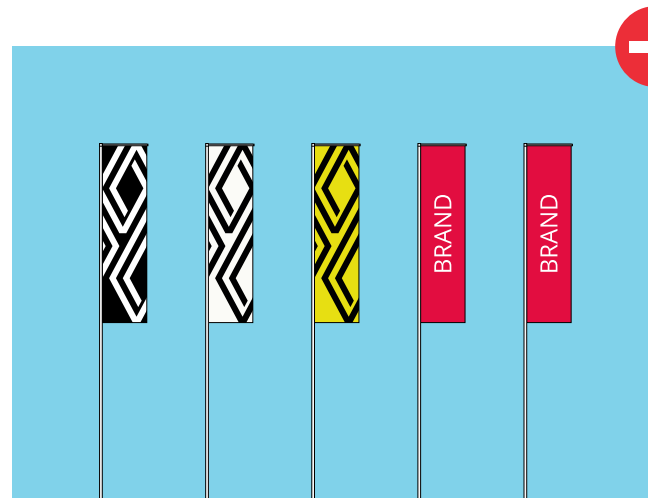
Flags of Renault Group brands are installed opposite the showroom of the non-Renault Group brand.

Flags of the non-Renault Group brand are installed next to the showroom dedicated to this brand.

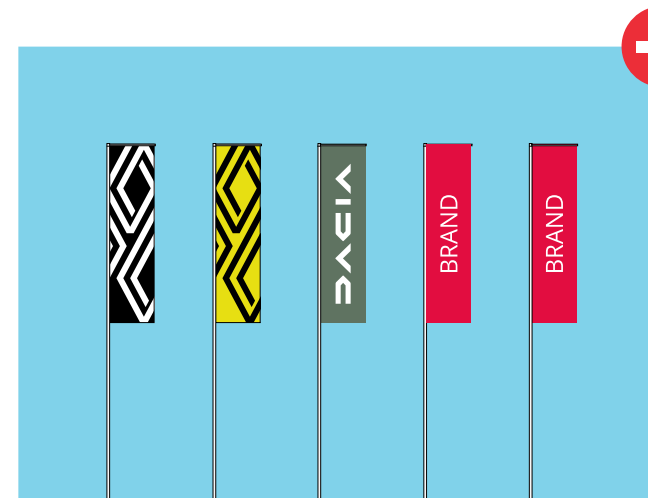
Installed in groups of 5 flags, their number is identical on either side of the building.

DON'T

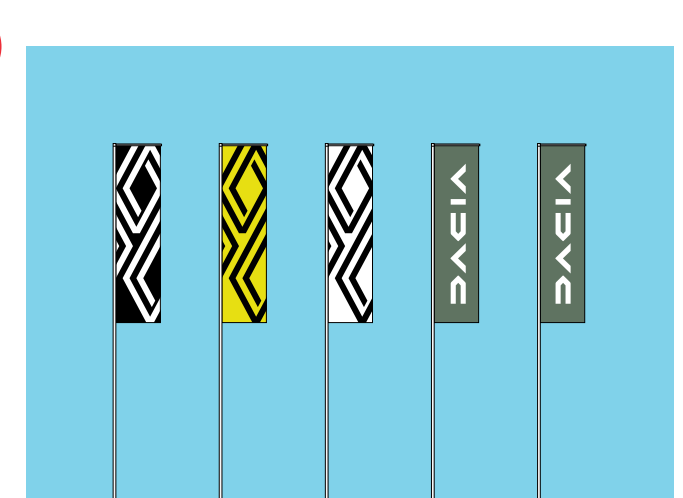
- 1 Mixing Renault flags with that of the non-Renault Group brand.
- 2 Mixing Renault Group brand flags with that of the non-Renault Group brand.



1



2

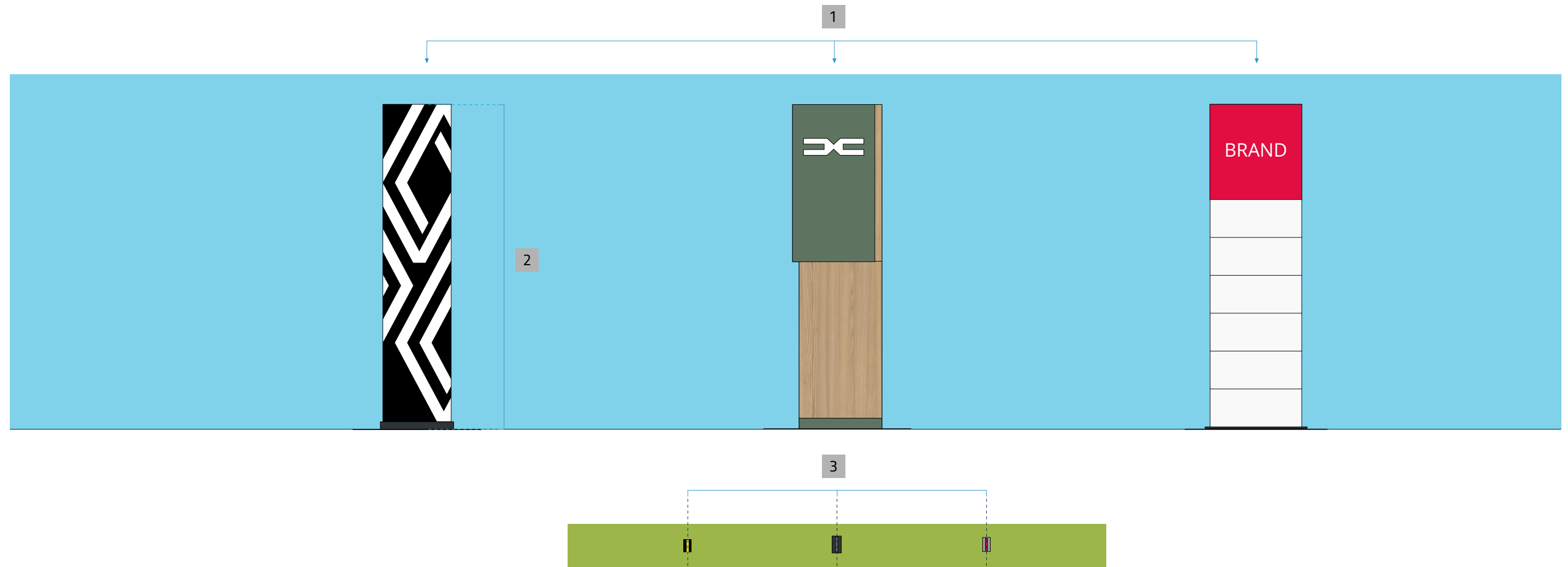


3

SPECIAL CASE

- 3 Mixing Renault Group brand flags is possible when installation in separate series is not feasible.

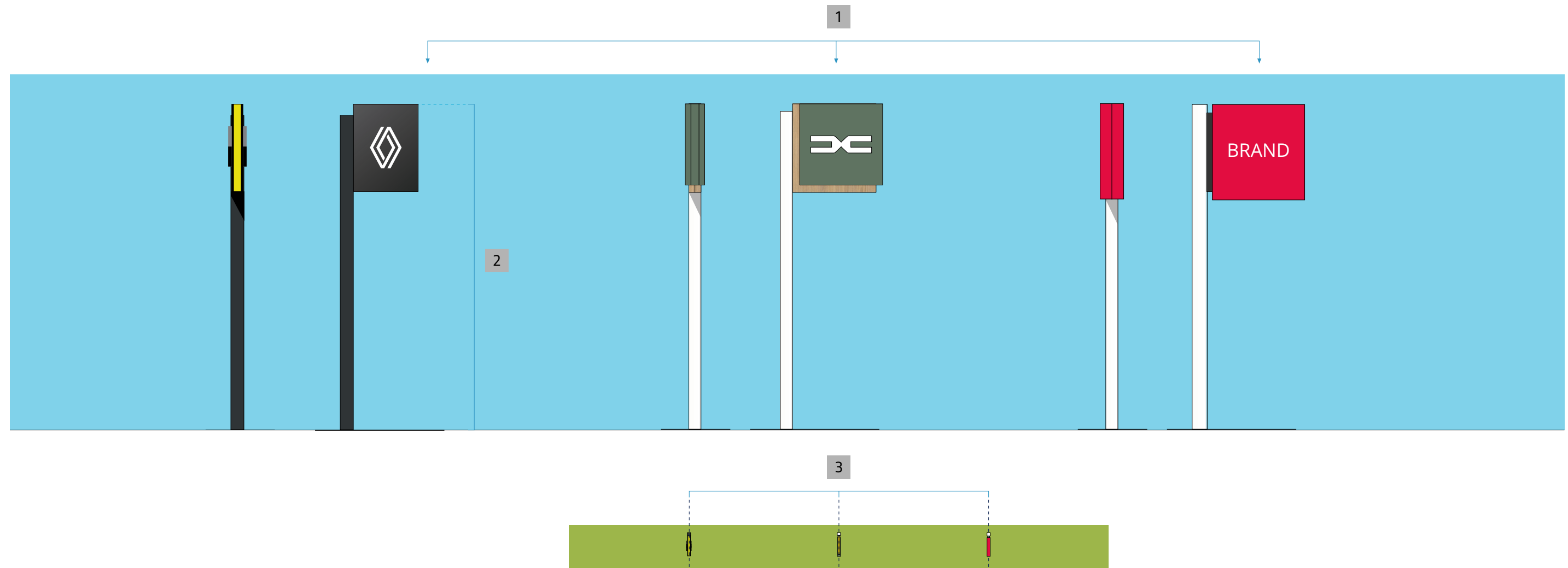
2.4 Totems



PRINCIPLES

- 1 Totem of each brand is installed in front of the dedicated showroom.
- 2 Totems have a similar size and impact.
- 3 Minimum distance between 2 totems is 12 m.

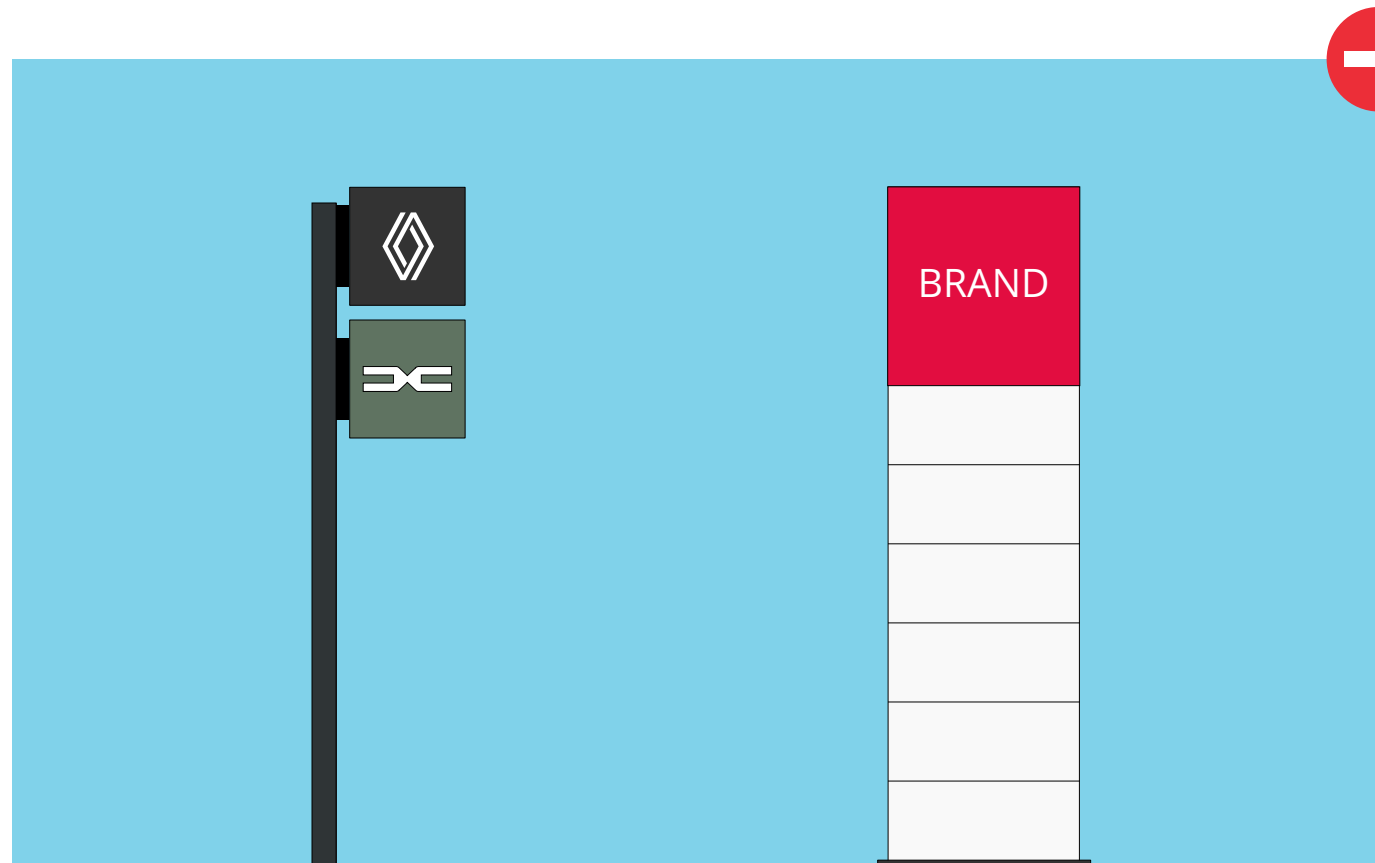
2.5 Flag insignias



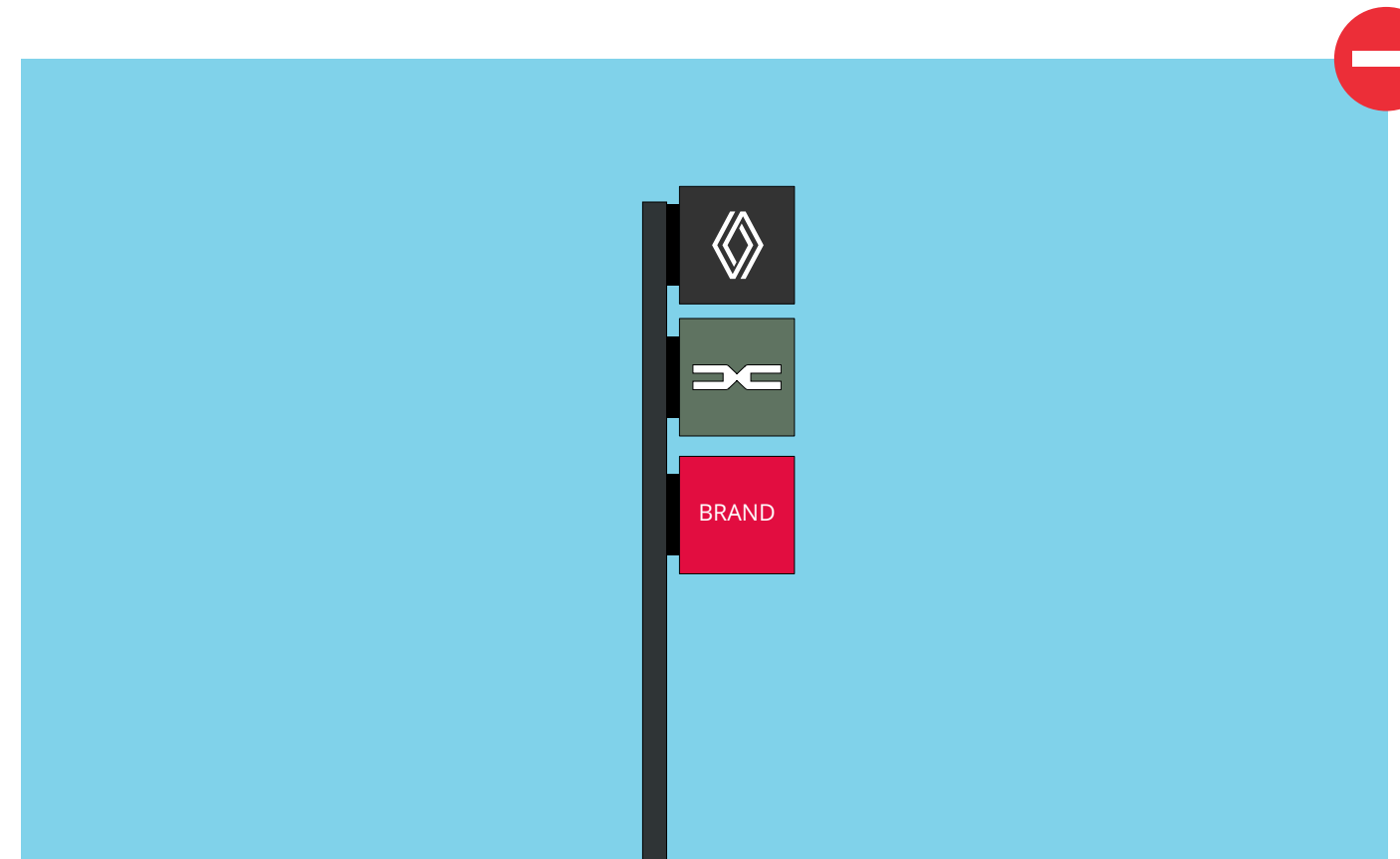
PRINCIPLES

- 1 Insignias are used in urban sites or when totems cannot be installed.
- 2 Insignias on masts must be the same size (4.5 or 6.5 m masts), signs must have a similar impact.
- 3 Minimum distance between 2 signs on a mast is 12 m.

2.6 Totems and flag insignias • don't



1



2

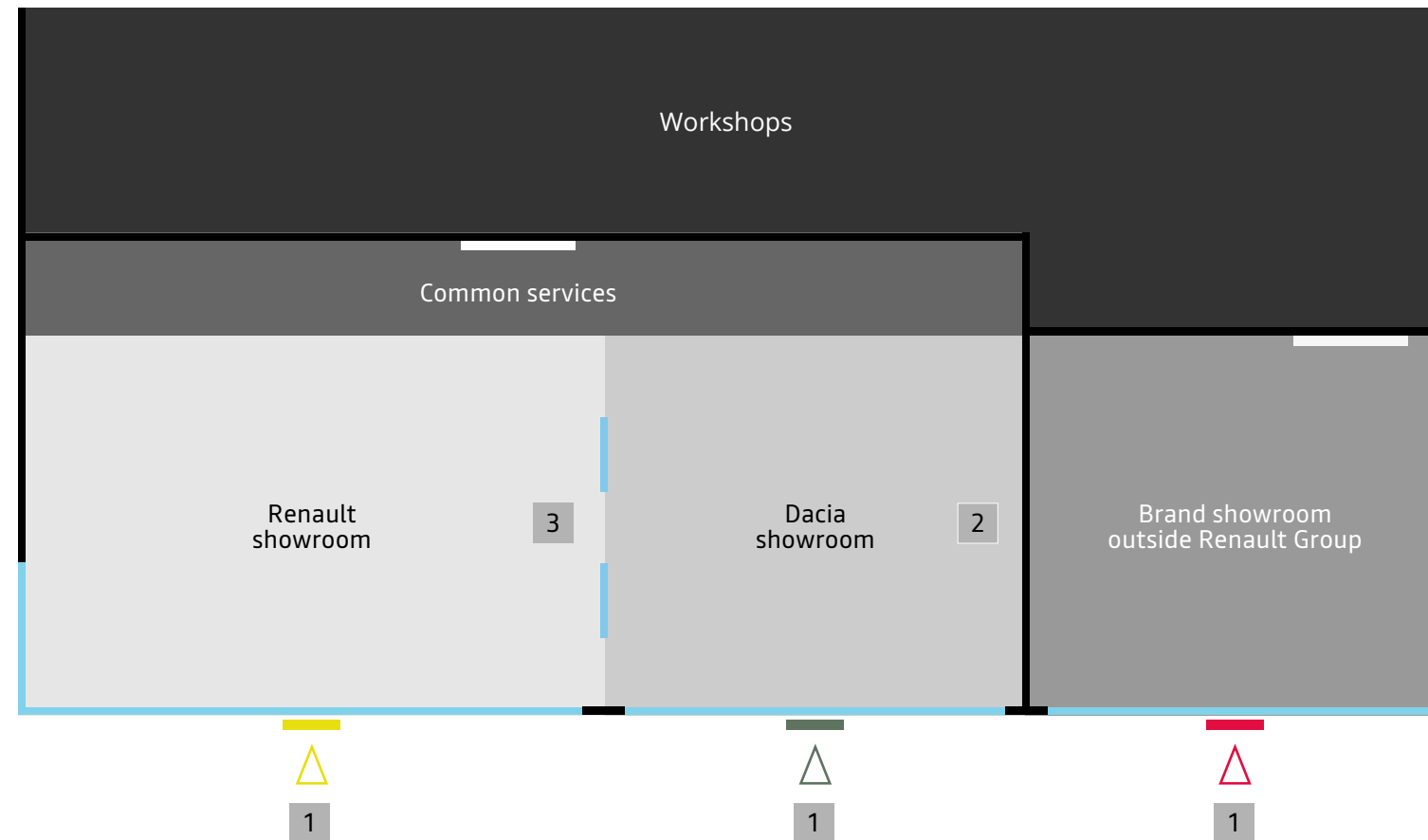
PRINCIPLES

- 1 Multi-brand insignias of Renault Group brands on masts must not be used in combination with the totem of the non-Renault Group brand.
- 2 The non-Renault Group brand must not be integrated on the mast of multi-brand signs of Renault Group brands.

3

GENERAL LAYOUT

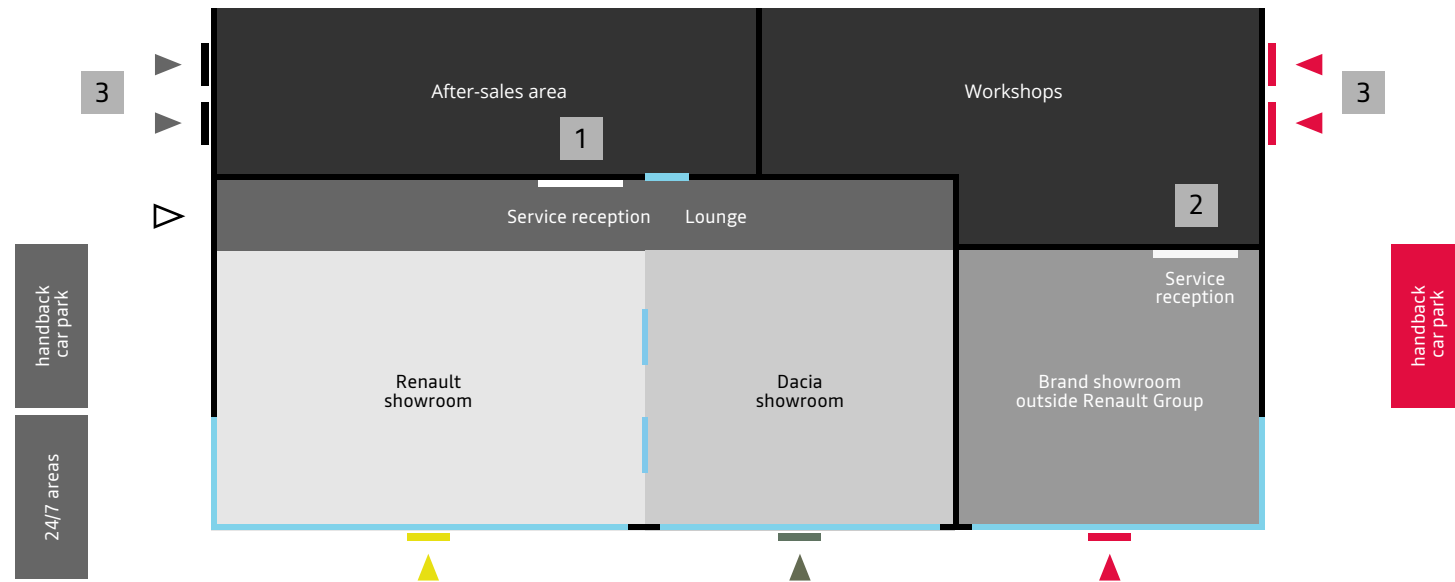
3.1 General layout of showrooms



PRINCIPLES

- 1 Each showroom has an entrance dedicated to its customers.
- 2 The showroom of the brand outside Renault Group is separated from the other showrooms by a full-height, full-length wall.
- 3 The showrooms of Renault Group brands are separated by transparent walls covering up to 40% of their depth.

3.2 After-sales service layout

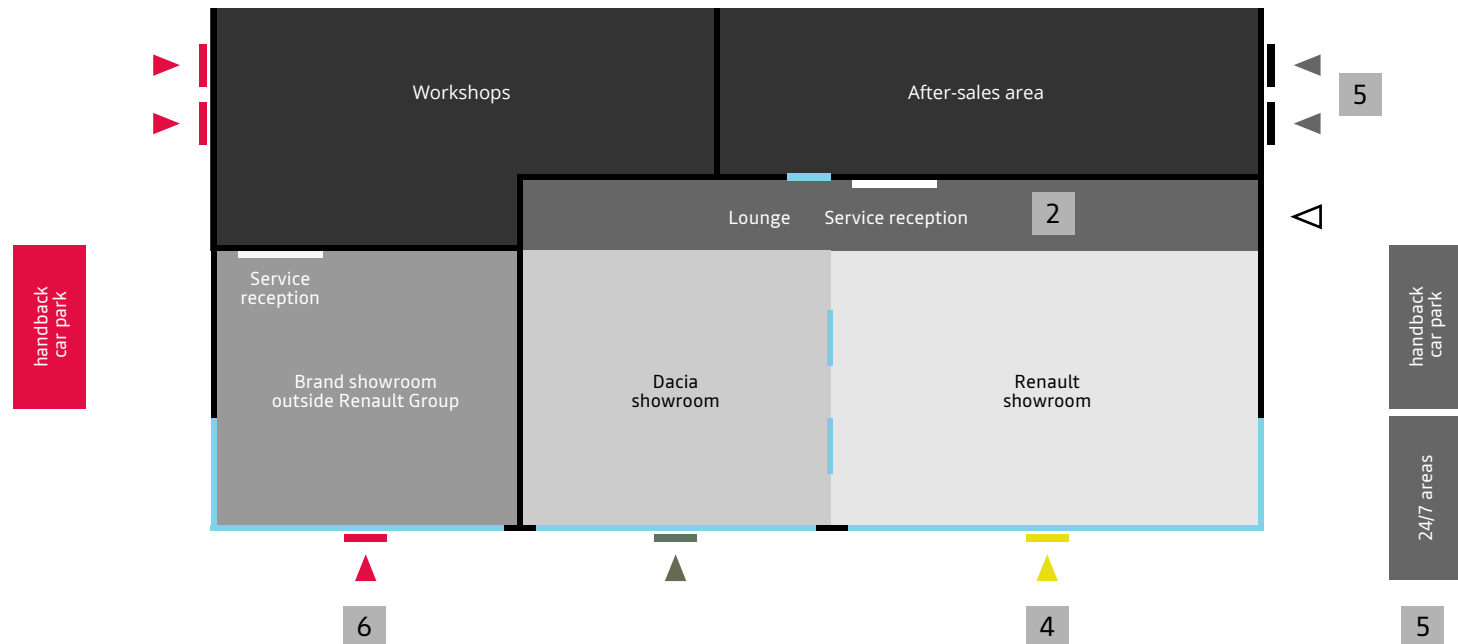


STANDARD CONFIGURATION

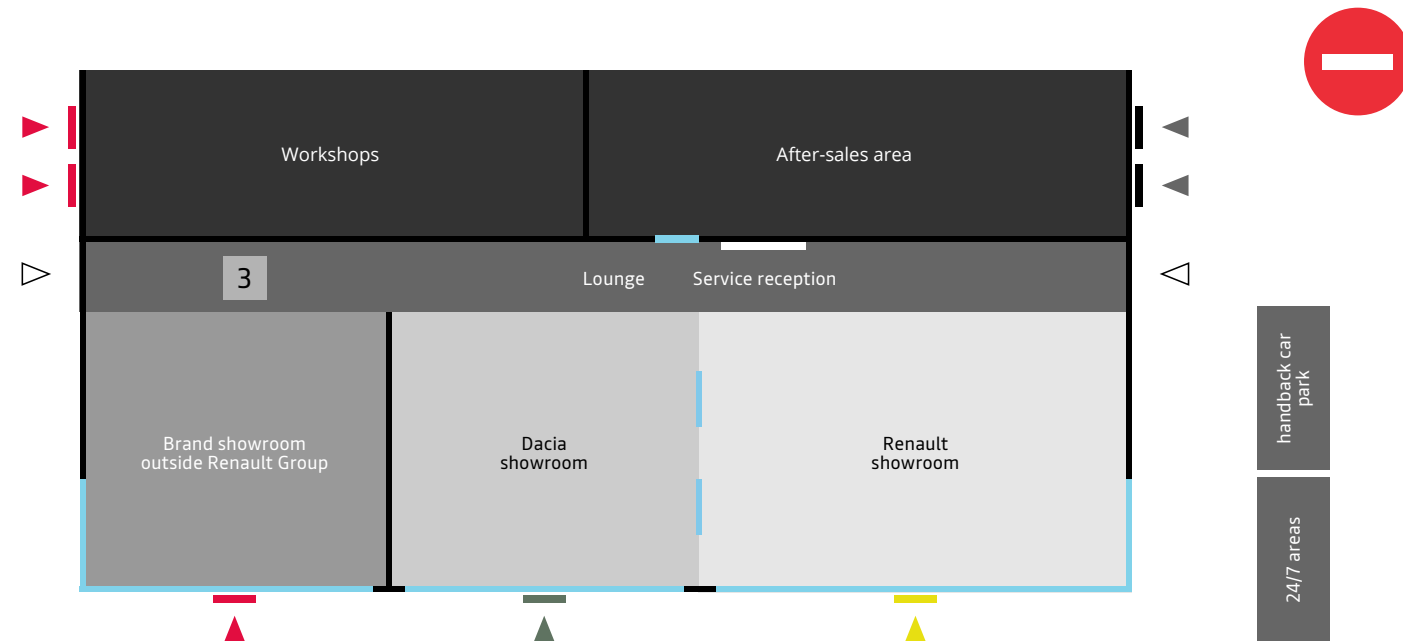
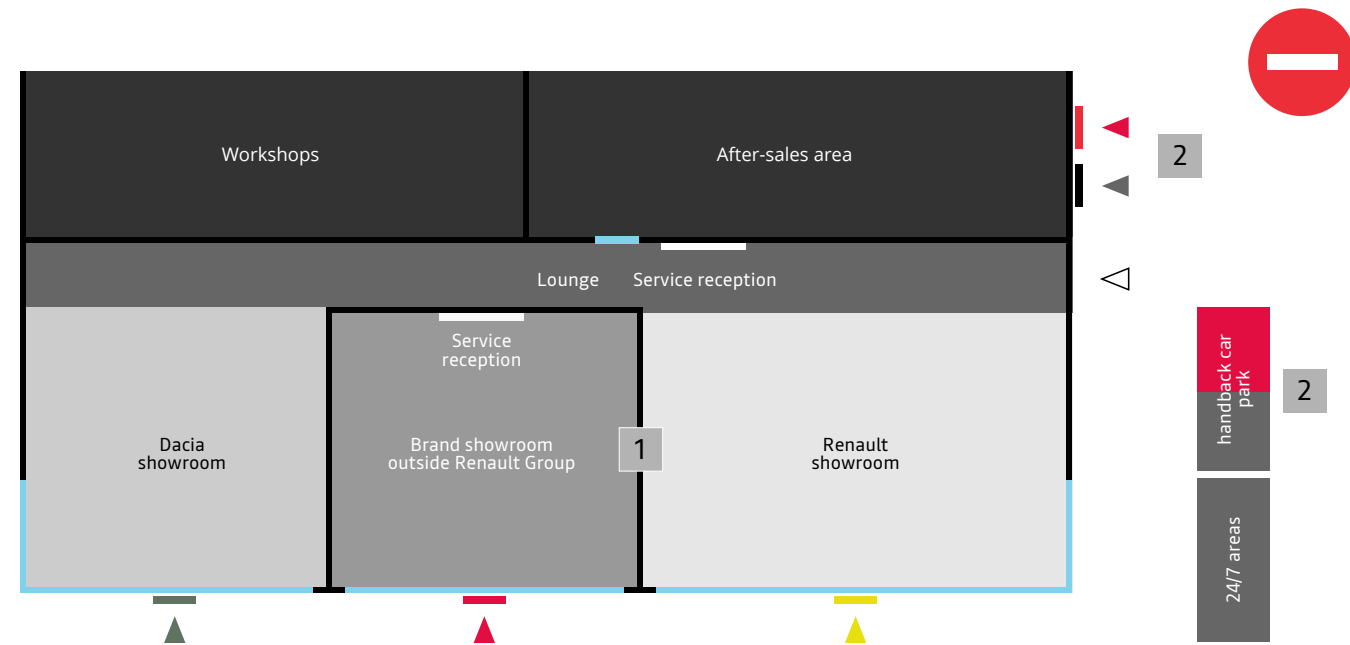
- 1 The service reception is common to Renault Group brands. Lounge is reserved for customers of Renault Group brands.
- 2 The after-sales reception of the non-Renault Group brand is separate from that dedicated to Renault Group brands.
- 3 Workshop bays (common to Renault Group brands) are located in the extension of the respective showrooms.

REVERSED CONFIGURATION

- 4 The Renault showroom is always located opposite the showroom of the non-Renault Group brand.
- 5 The after-sales areas of Renault Group brands are common. They are located separately from the areas of the non-Renault Group brand.
- 6 The areas dedicated to after-sales of the non-Renault Group brand are always separate from the areas dedicated to Renault Group brands.



3.3 Don't



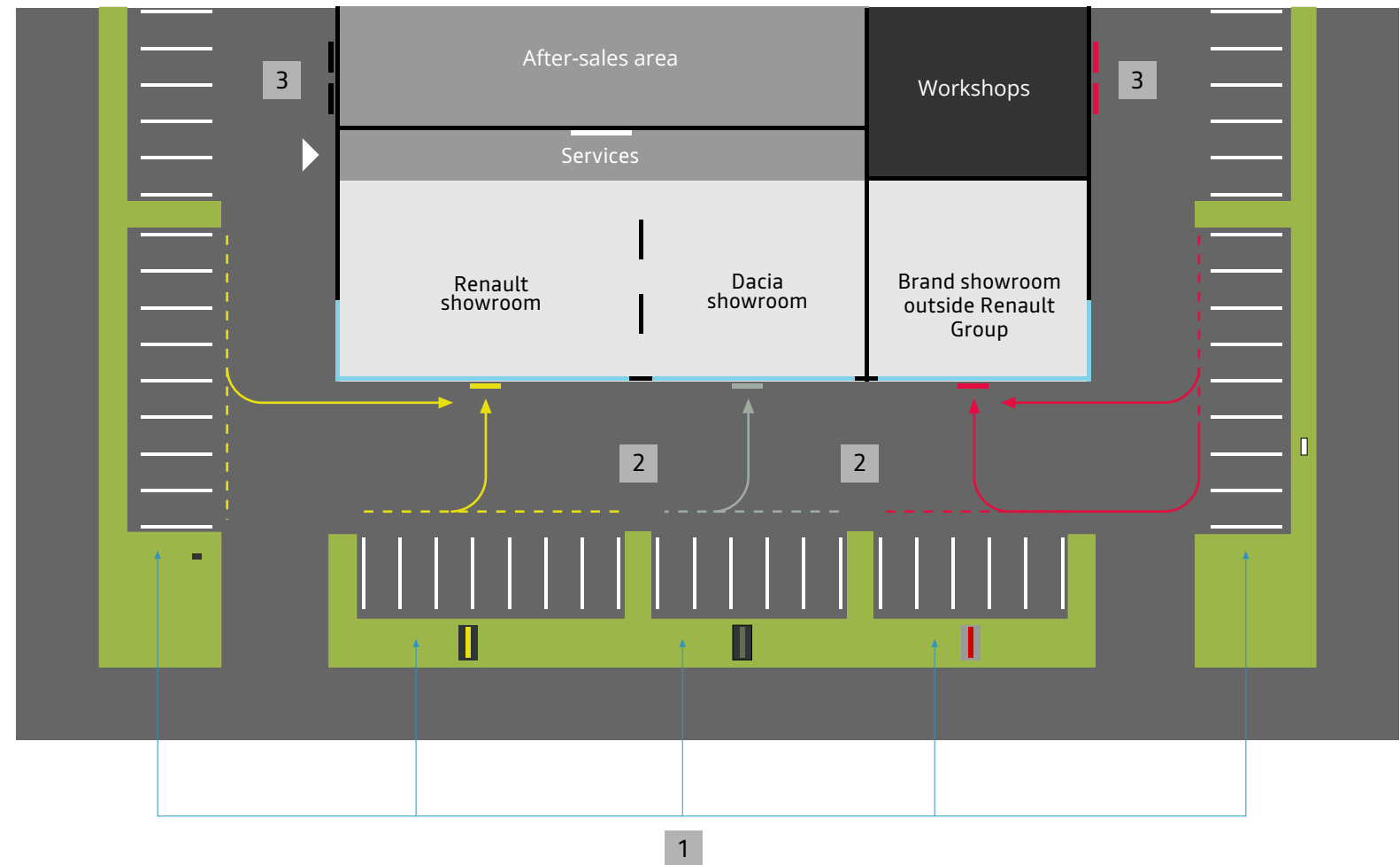
DON'T

- 1 Renault Group brand showrooms cannot be separated by the showroom of the non-Renault Group brand.
- 2 Spaces related to the after-sales service of Renault Group brands cannot be shared with the non-Renault Group brand.
- 3 The showroom of the non-Renault Group brand must always be separated from the common areas dedicated to Renault Group brands.

4

SURROUNDINGS

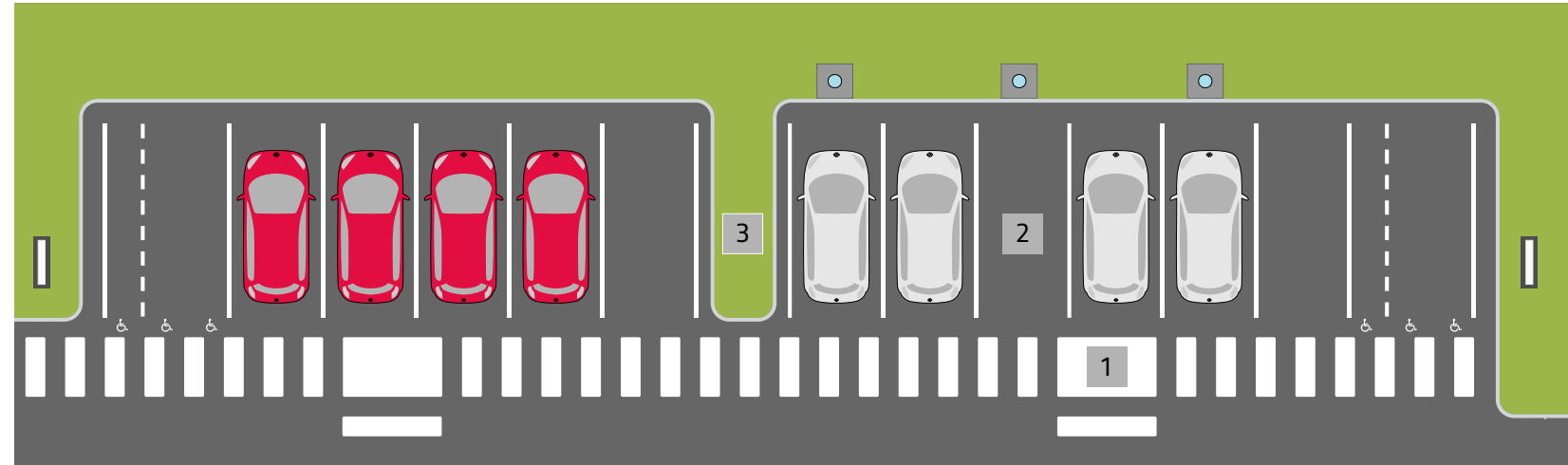
4.1 Customer car parks • implantation



PRINCIPLES

- 1 Customer parking lots are separate for each brand. They are located in front of the showrooms (additions are possible on the sides).
- 2 Where possible, a central reservation creates a separation between the different parking lots dedicated to each brand.
- 3 On the after-sales facade, the handback car parks are located near the workshop bays dedicated to each brand.

4.2 Customer car parks • description

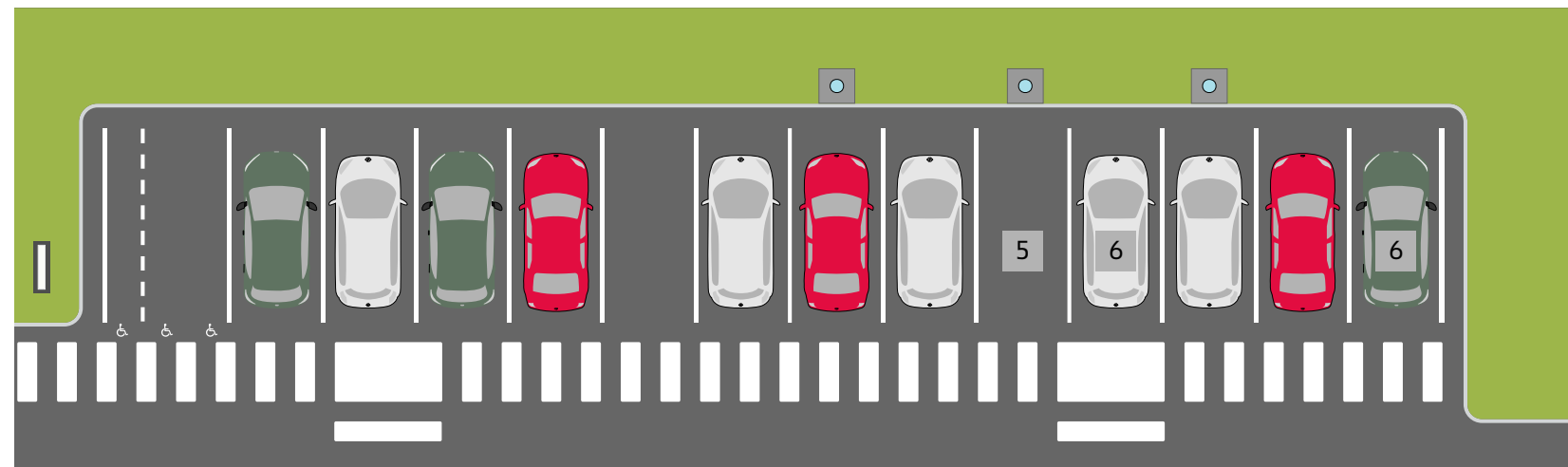


SEPARATE CUSTOMER CAR PARKS

- 1 The pedestrian paths, marked in white paint, comply with the Highway Code.
- 2 The spaces, in the standard European format of 2300 x 5000 mm, do not have any distinctive signs specific to the brands.
- 3 A separation zone (grassed central reservation or other) accentuates the separation of the parking areas dedicated to each brand

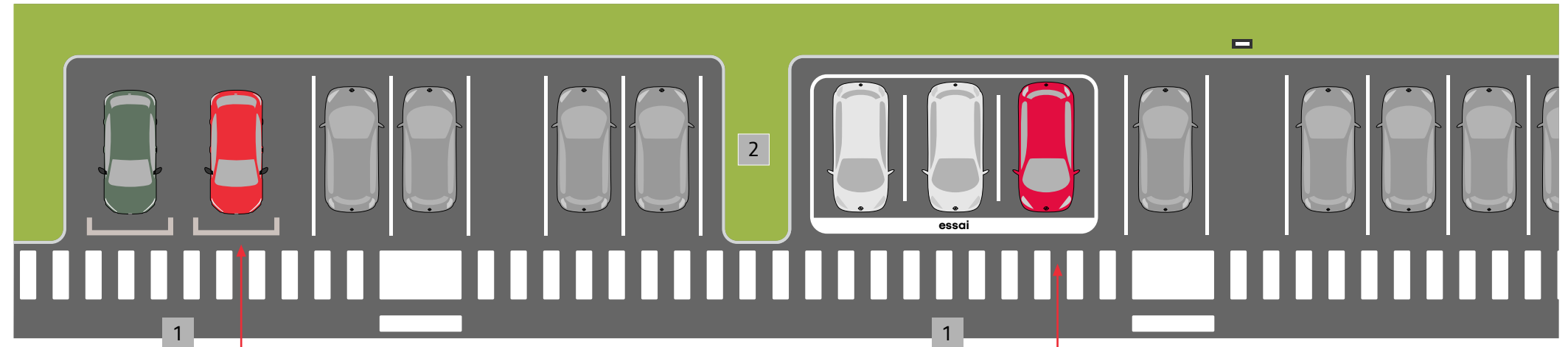
COMMON CUSTOMER PARKING

- 4 A common customer car park to Renault and Dacia customers can be set up when separate parking is not possible.
- 5 The spaces, in the standard European format of 2300 x 5000 mm, do not have any distinctive signs specific to the brands.
- 6 By default, customers of the brand outside the Renault Group can park in this common parking lot.



4

4.3 Renault and Dacia brand test drive areas

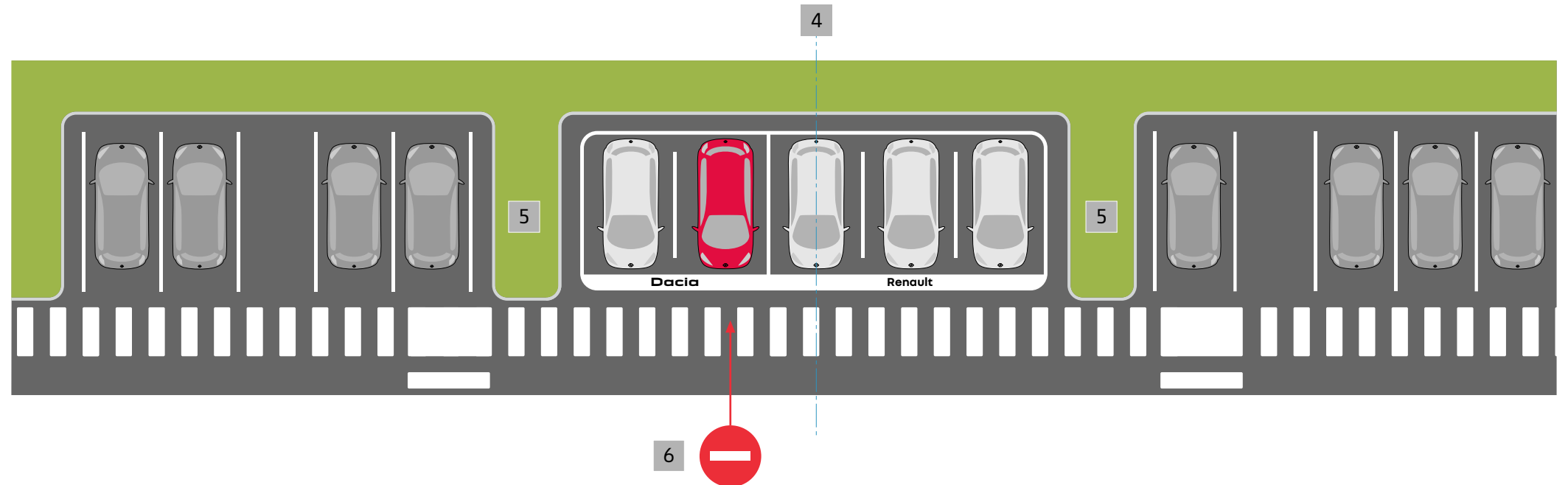


SEPARATE TEST DRIVE AREAS

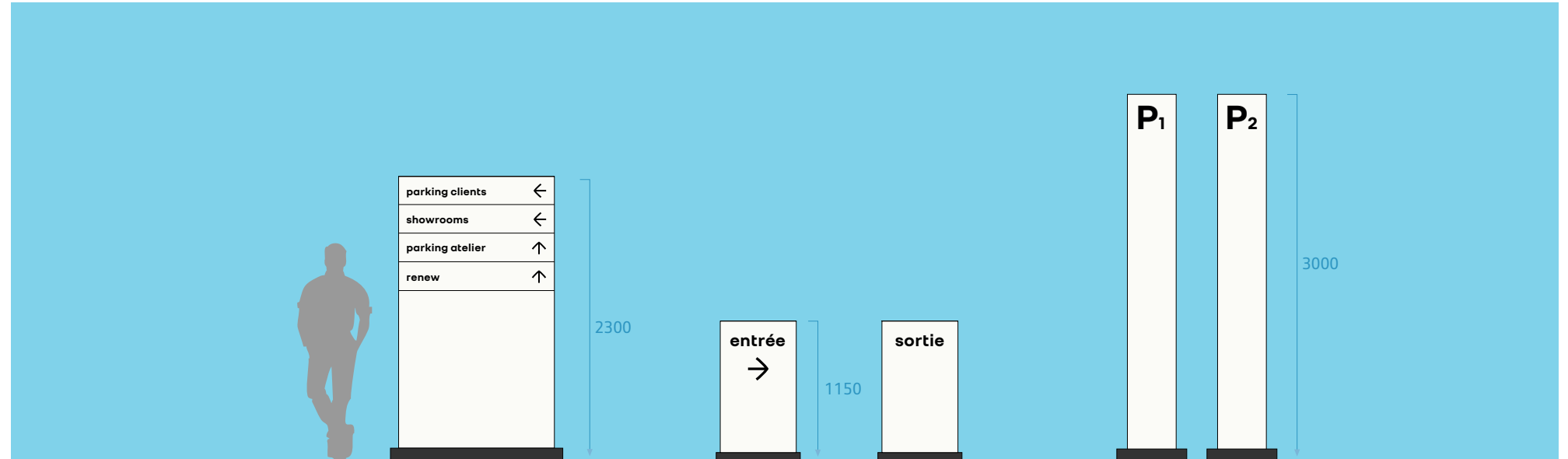
- 1 The Dacia Test Drive area can be integrated into the customer car park reserved for Renault Group brands.
- 2 The Test Drive areas are separated by a central reservation.
- 3 Under no circumstances may vehicles from brands other than Renault Group be present in the Test Drive areas of Renault Group brands.

COMMON TEST DRIVE AREA

- 4 The common Test Drive area must be located in line with the separation of the Renault Group brand showrooms
- 5 The common Test Drive area is separated from the Renault Group brand car parks by central reservations.
- 6 Under no circumstances may vehicles from brands other than Renault Group be present in the common Test Drive area to Renault Group brands.



4.4 Directional signage



PRINCIPLES

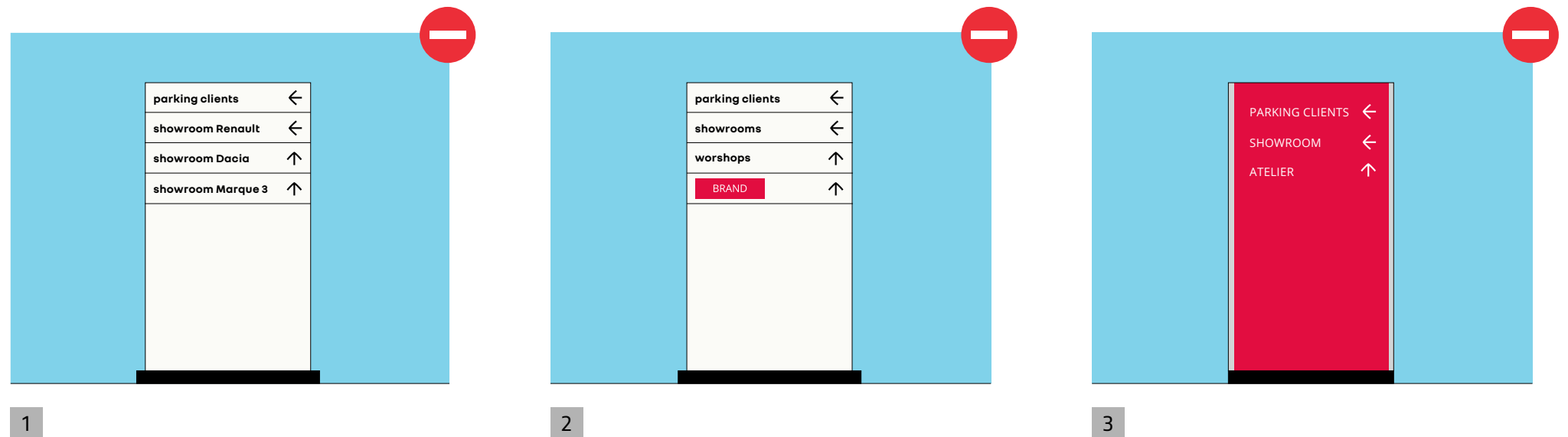
Renault Group multi-brand directional signage must be used.

Cohabitation between these elements and those of a brand outside Renault Group is prohibited.

No mention of the brands (brand name or logotype) must appear on the faces of these elements.

DON'T

- 1 Use of brand names in titles is prohibited.
- 2 Use of brand visual identities is prohibited on the faces of directional signs.
- 3 Cohabitation between Renault Group directional signs and those of the brand outside Renault Group is prohibited.



5

SHOWROOM FACADES

5.1 Typical facades



STANDARD CONFIGURATION

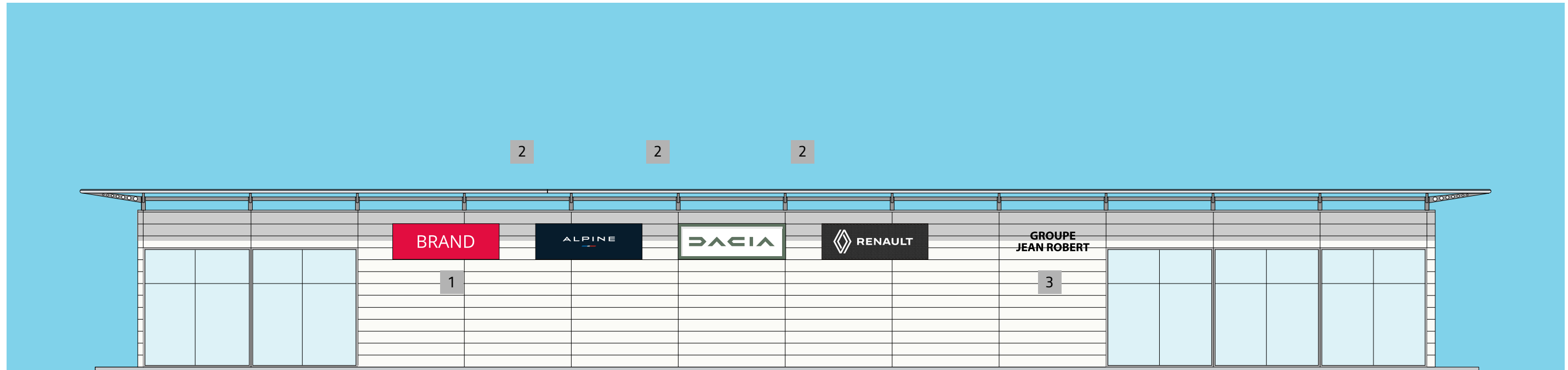
- 1 The visual identity systems of the different brands are applied to the pediments of each showroom, in a balanced manner.
- 2 A white vertical separation with a minimum width of 1 m (up to 3 m) accentuates the separation between the brands.
- 3 Access to each showroom is via a dedicated door clearly identified by the signage.

REVERSED CONFIGURATION

- 4 Renault facade is always opposite the facade of the brand outside Renault Group, the signature is then positioned to the right of the facade.
- 5 Dacia signature is positioned opposite that of Renault.
- 6 The brand outside Renault Group is located on the left side of the facade.



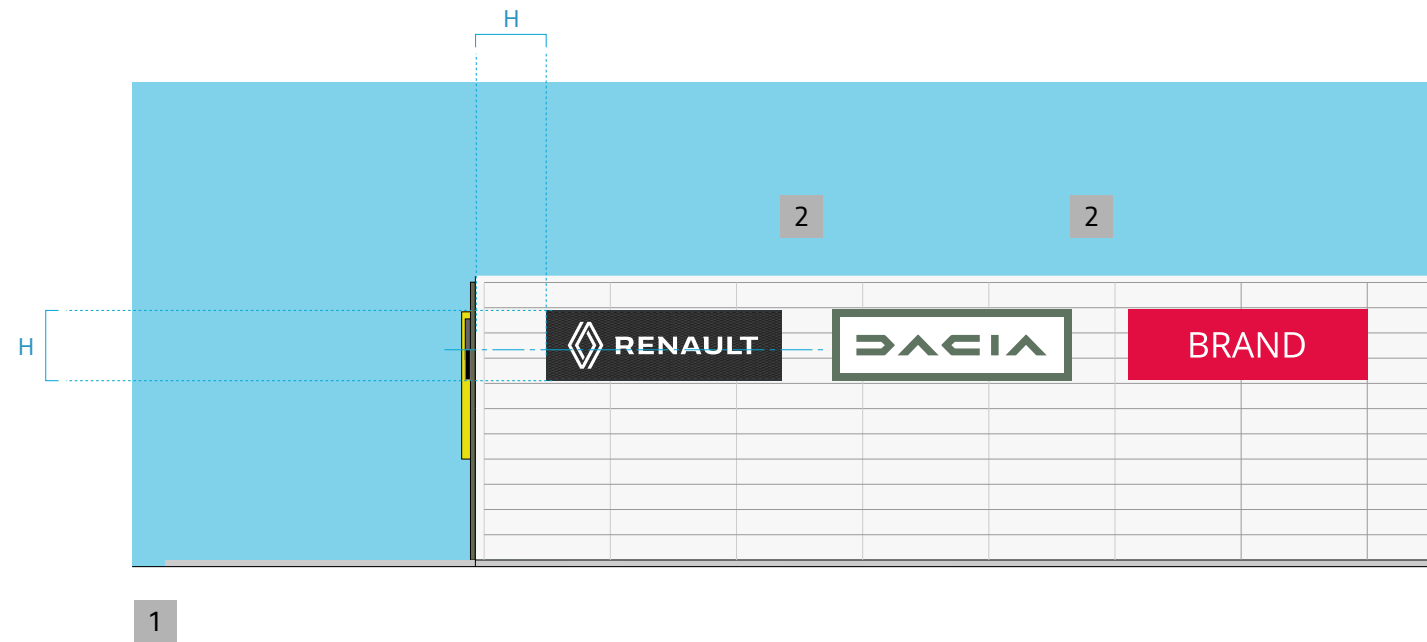
5.2 Special case • malls



PRINCIPLES

- 1 Signatures offer a similar impact creating a harmonious facade thanks to a common height.
- 2 The implantation distance between each signature is identical.
- 3 Corporate name is common, clearly separated from the signatures of the brands.

5.3 Blind facades



PRINCIPLES

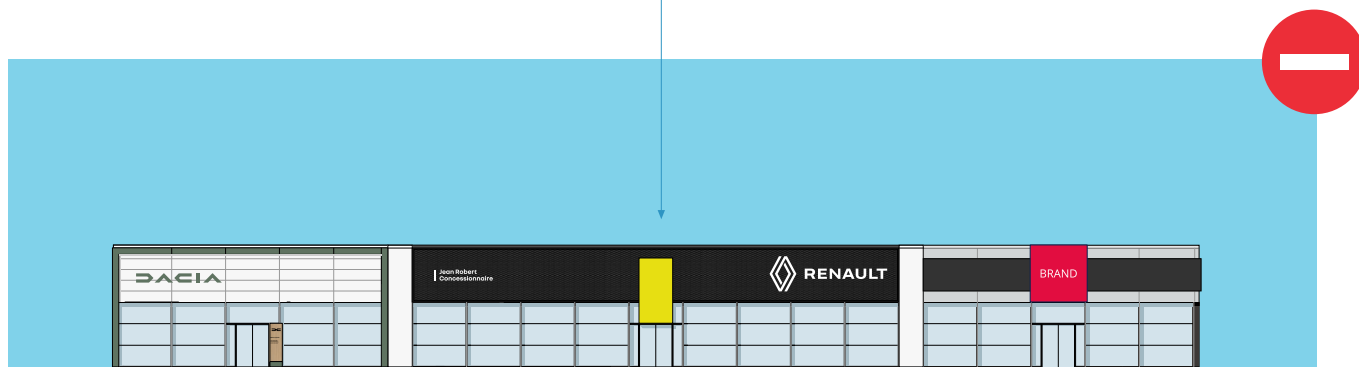
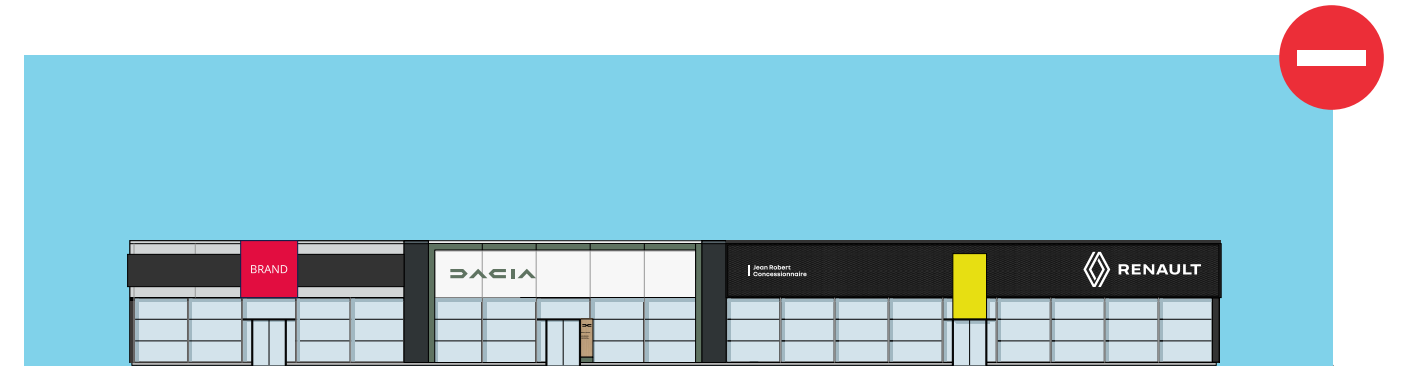
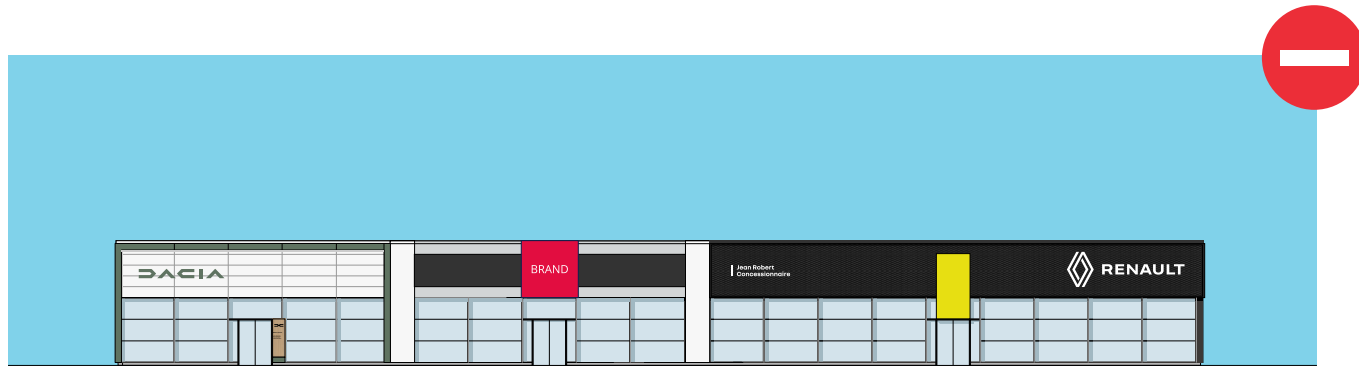
- 1 Signatures offer a similar impact creating a harmonious facade thanks to a common height.
- 2 Implantation distance between each signature is identical.

DON'T

- 3 Emblems alone must not be used on secondary facades.



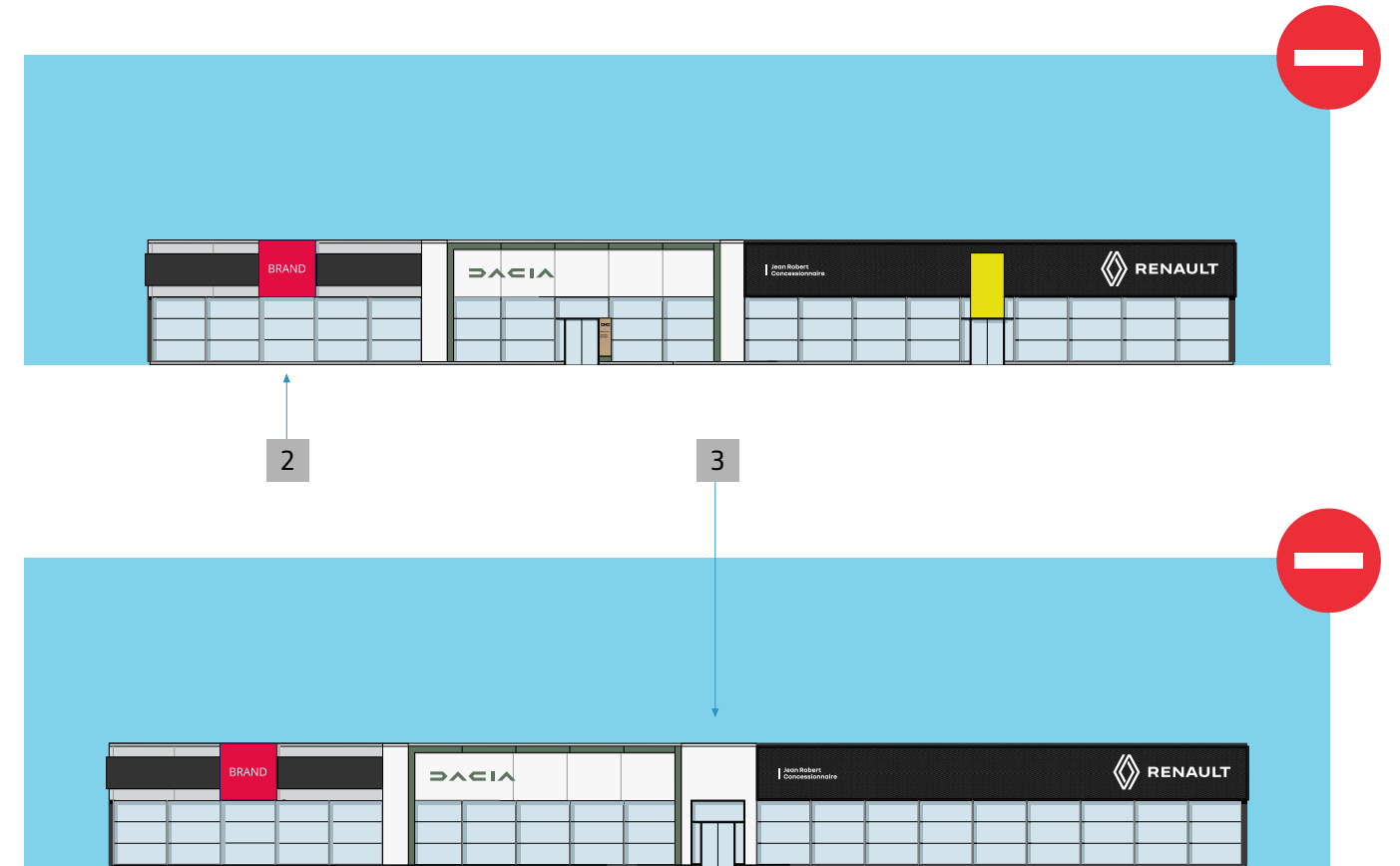
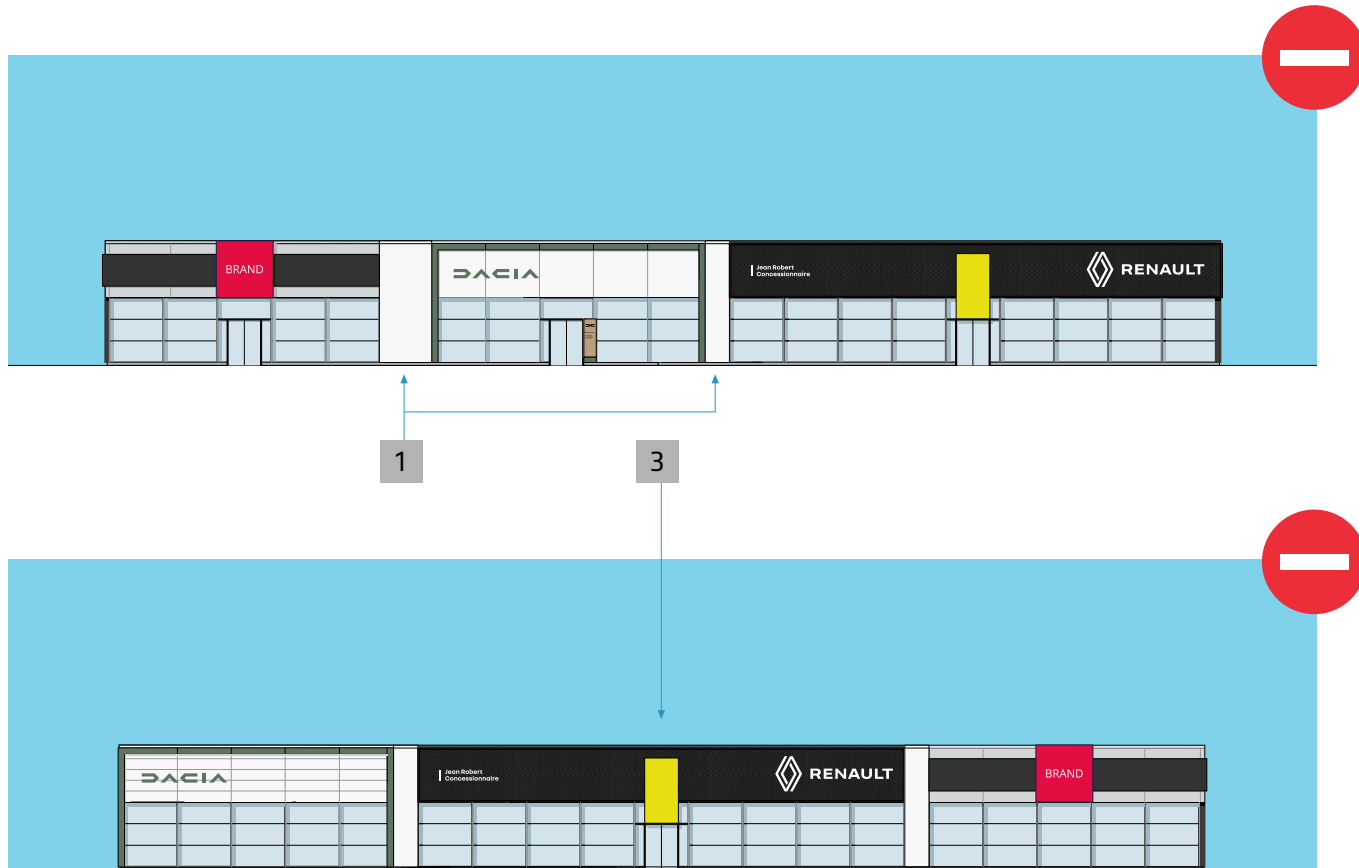
5.4 Don't 1



DON'T

- 1 Location of the non-Renault Group brand showroom between the showrooms of Renault Group brands.
- 2 Location of the Renault showroom in the center of the facade.
- 3 No separation or change of color.

5.5 Don't 2



DON'T

- 1 Separation of showrooms by spaces of different widths.
- 2 Absence of a dedicated entrance door for the brand outside Renault Group (requiring access via one of the showrooms of the Renault Group brands).
- 3 Access to the different showrooms via a door common to the brands (neutral or identified with one of the brands).

6

DELIVERY AREA

6.1 Principles



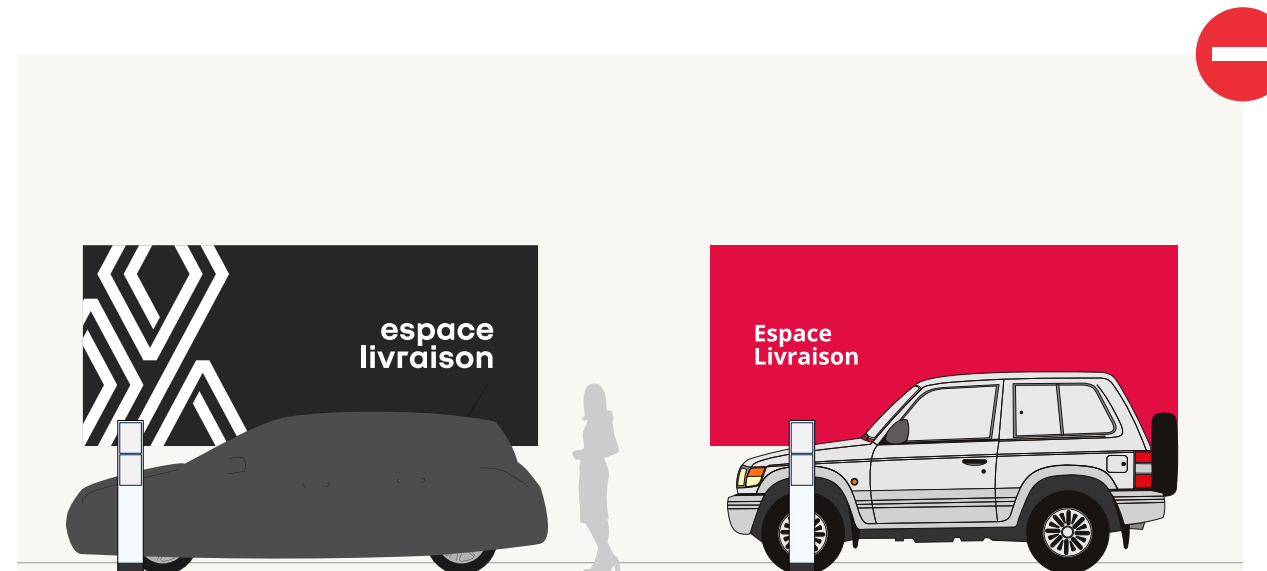
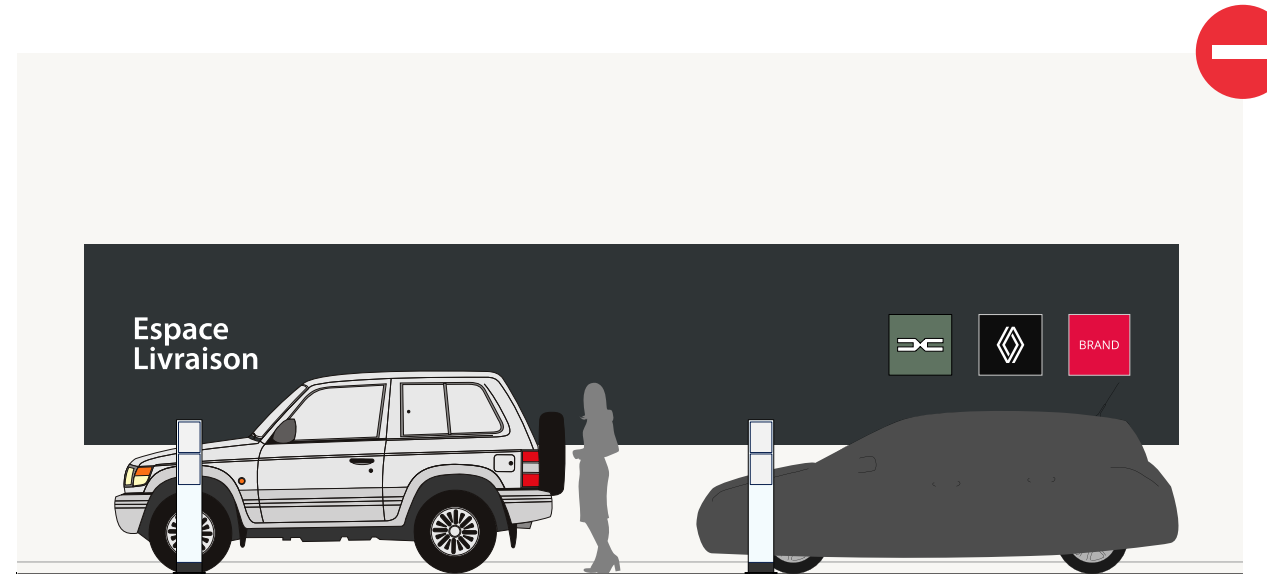
PRINCIPLES

A delivery area specific to Renault Group brand vehicles is located near the showrooms dedicated to the brands.

This area is identified by a visual with the words “delivery area”.

The vehicles are protected by covers (currently being renewed) bearing the colors and signature of the brands.

6.2 Don't



DON'T

No new vehicles other than those of the Renault or Dacia brand may be delivered in this area.

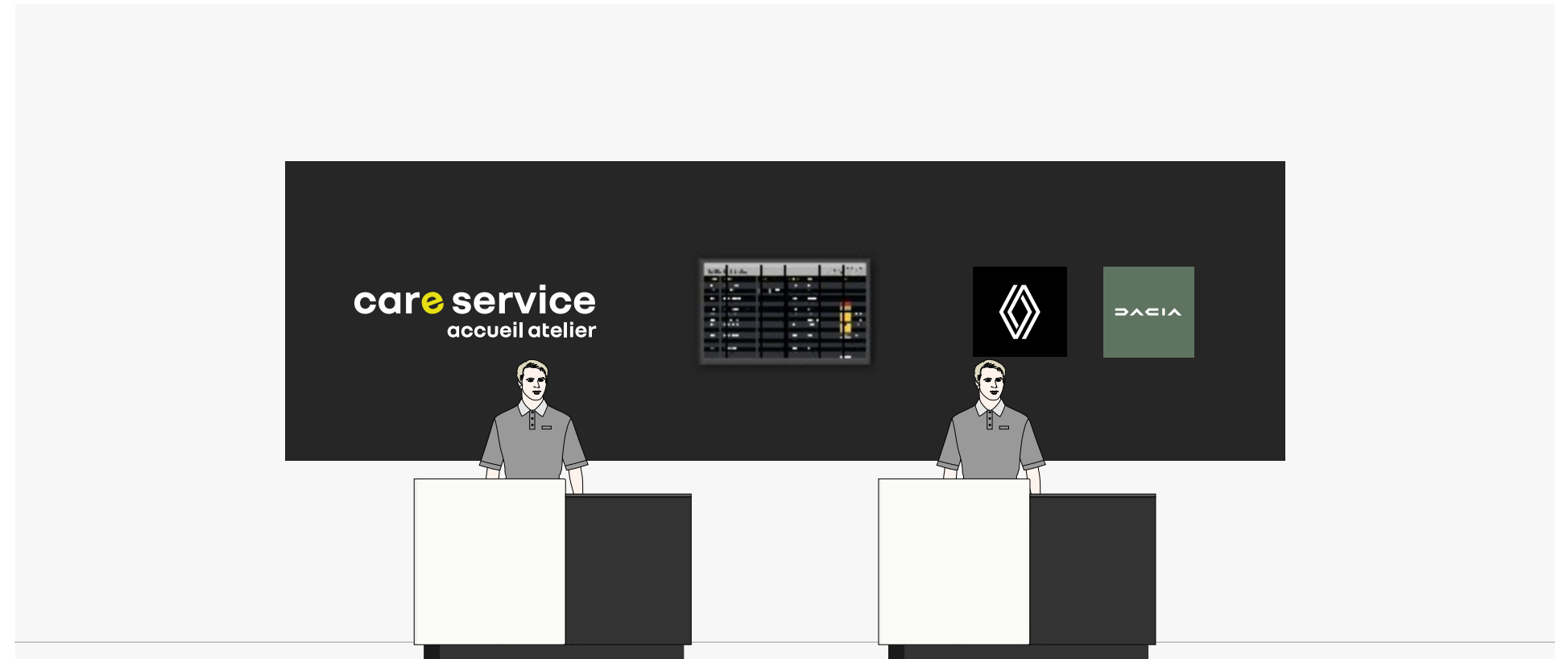
The visual must be used.

The delivery of vehicles of the Renault Group brands may not be done in an area containing the identity signs of a brand other than Renault Group.

7

AFTER-SALES RECEPTION

7.1 Principles



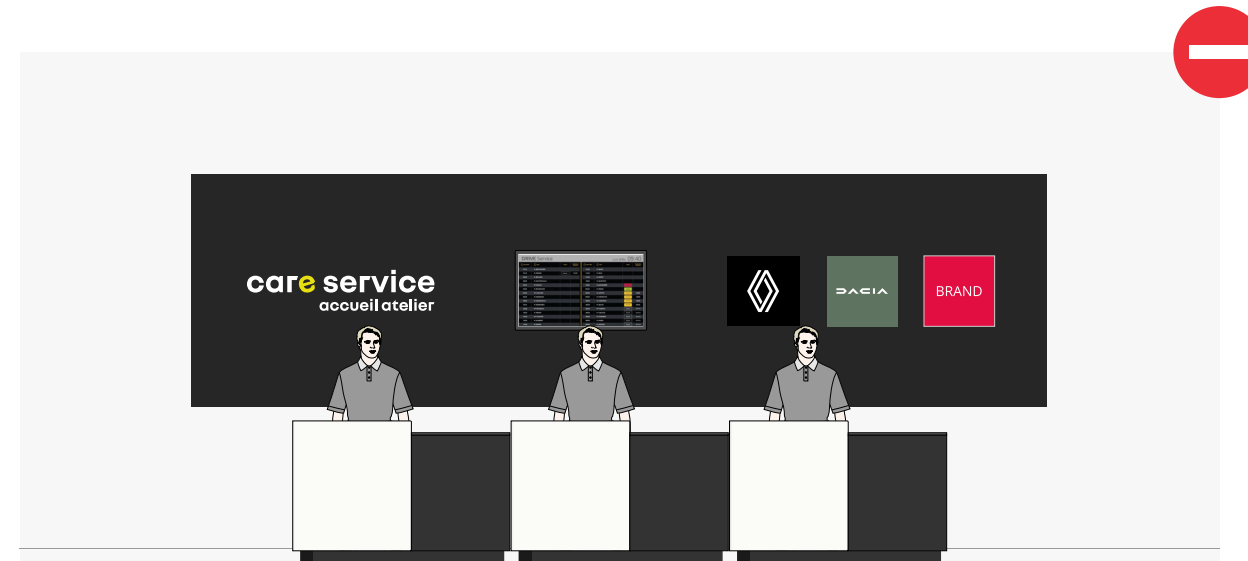
PRINCIPLES

The service reception is common to Renault Group brands. It is reserved for customers of these 2 brands only.

Preferably, it is located in the axis of the 2 showrooms in order to offer visibility to customers of both brands.

The service reception of Renault Group brands must not coexist with the after-sales reception of the brand outside Renault Group.

7.2 Don't

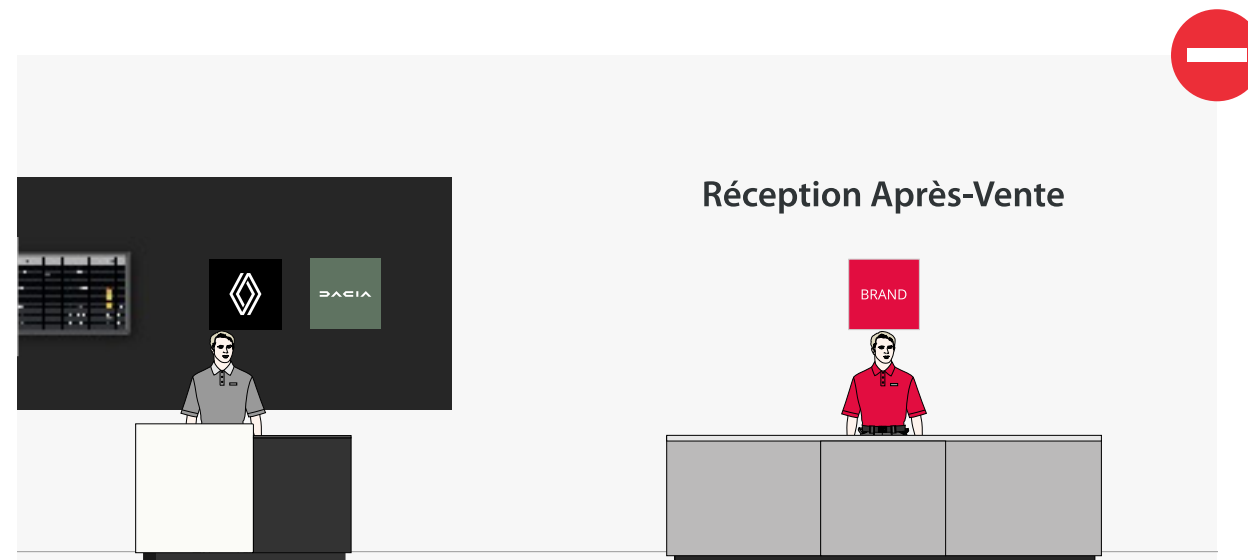


DON'T

The care service reception must not be common to the 3 brands and under no circumstances may it appear in the same physical space.

The identity signs of the Renault Group brands cannot be mixed with those of the brand outside Renault Group.

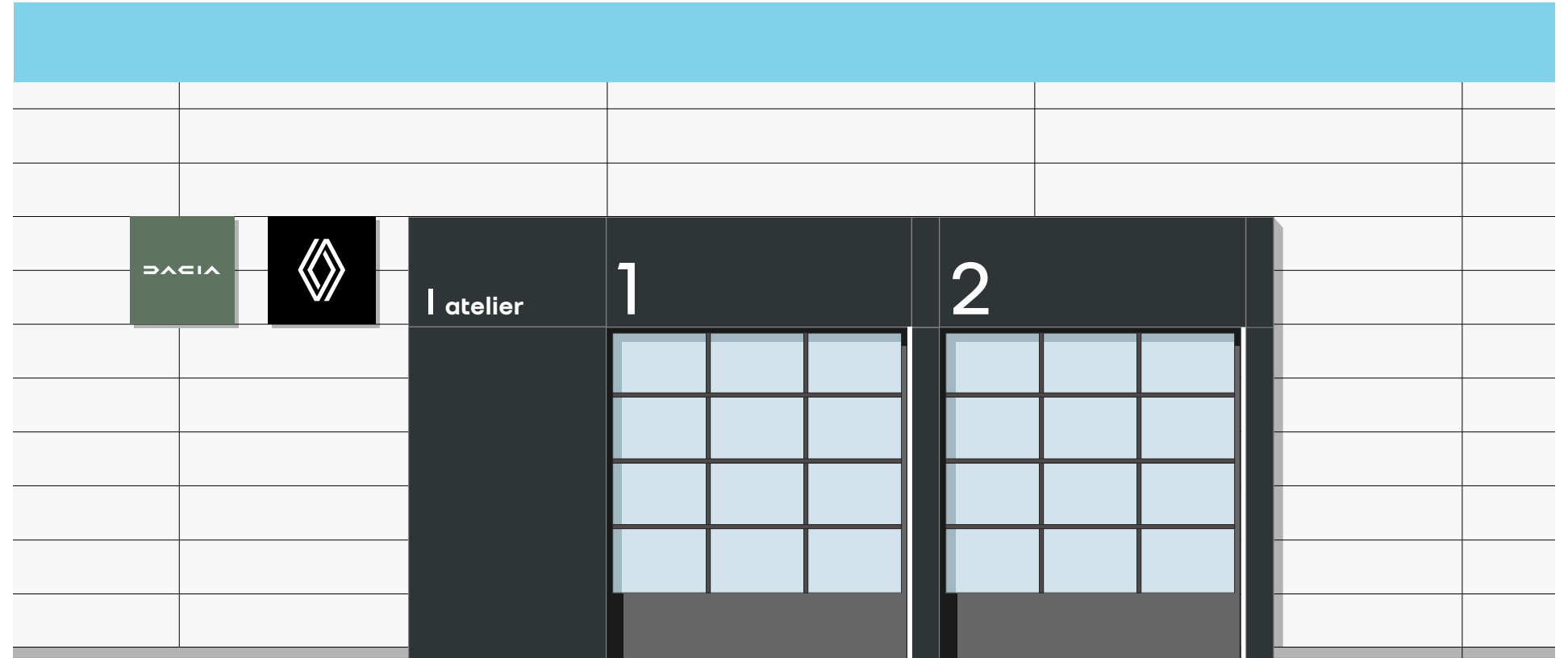
A specific circuit for customers of the brand outside Renault Group must be created separate from the customer journeys of the Renault Group brands.



8

AFTER-SALES FACADE

8.1 Principles



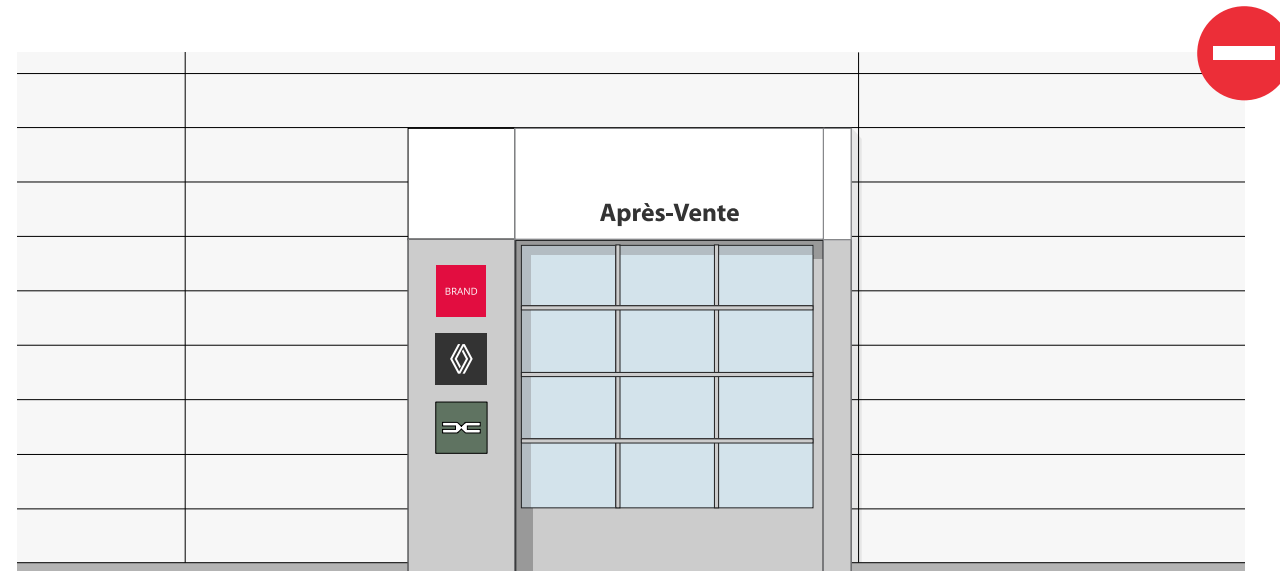
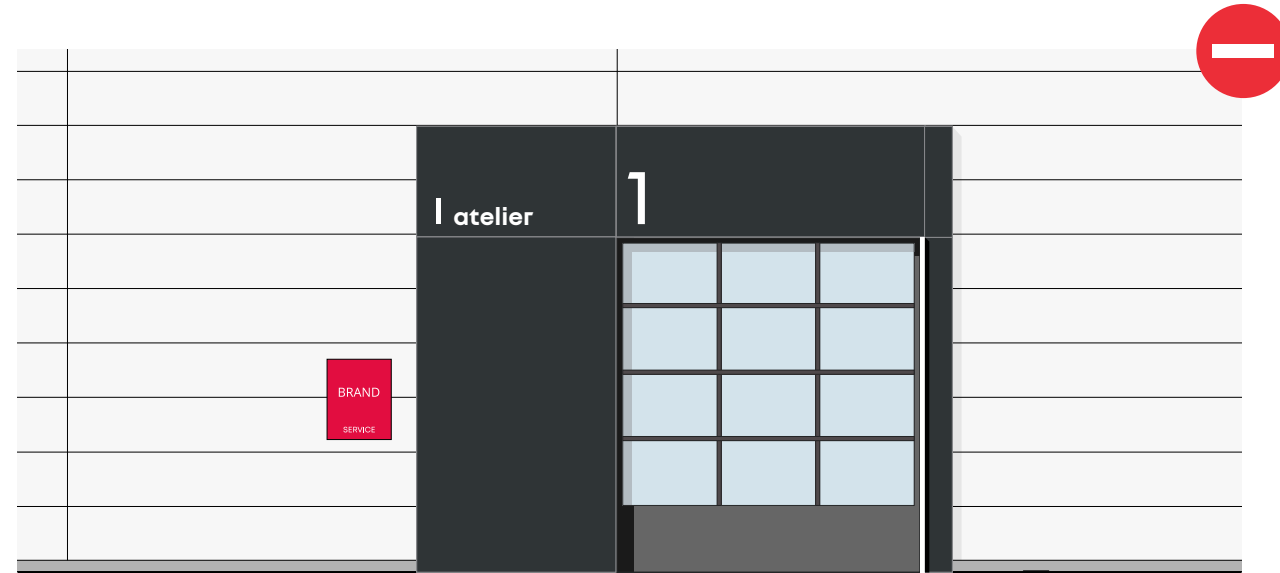
PRINCIPLES

The workshop bays dedicated to after-sales service for the 2 brands are clearly identified by a covering associated with the brand plates.

As far as possible, any cohabitation on the same facade with the workshop bays dedicated to the brand outside Renault Group should be avoided.

There cannot be any common neutral workshop bays shared by the 3 brands.

8.2 Don't



PRINCIPLES

The presence of a Service plate of a non-Renault Group brand associated with a workshop bay of Renault Group brands is prohibited.

The brand plates of Renault Group brands must not be present on a workshop bay dedicated to the non-Renault Group brand.

Workshop bays dedicated to Renault Group brands must always be identified by their dark grey cladding (and never neutral).

8.3 Special case



PRINCIPLES

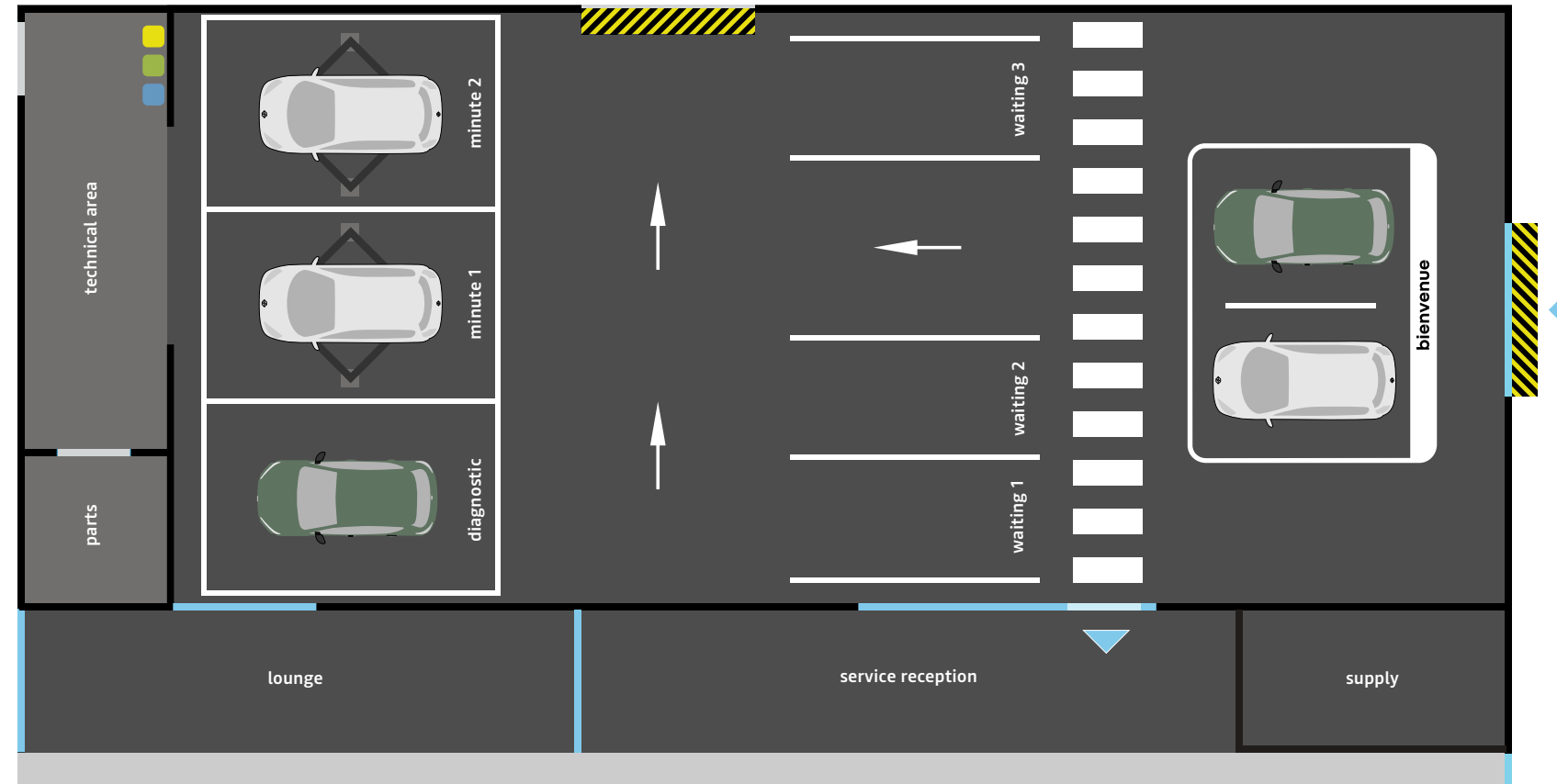
When the workshop bays are not very visible from the main access road, the after-sales facade dedicated to Renault Group brands is identified by Service plates offset from the workshop bays.

Cohabitation with a plate mentioning the presence of the brand outside Renault Group is not possible.

9

AFTER-SALES ACTIVITIES

9.1 Principles



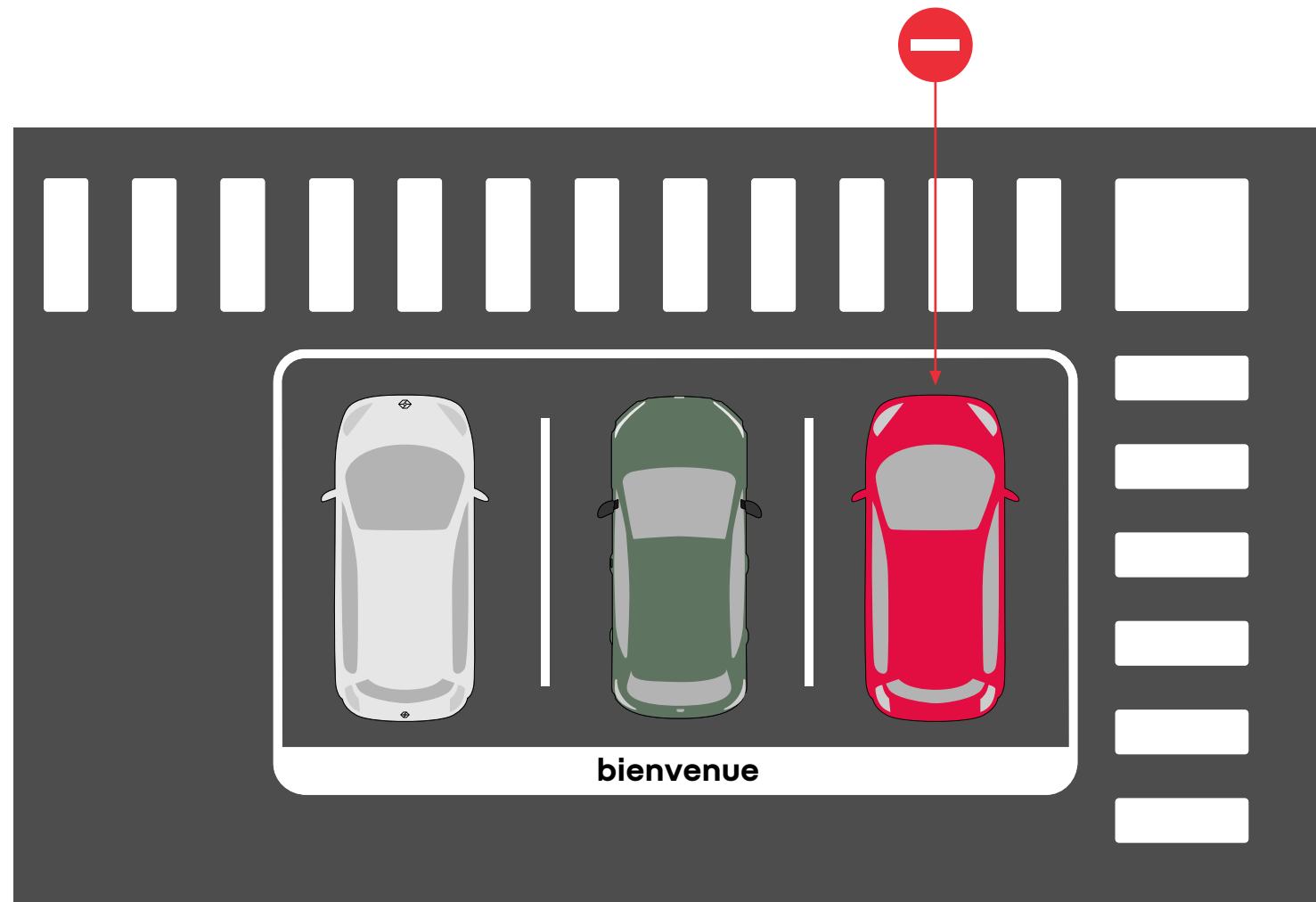
PRINCIPLES

The after-sales customer journey specific to Renault Group brands passes through this space where they are greeted by a service advisor.

As soon as they are taken care of, customers have the possibility of accessing the waiting lounge reserved for them.

The identity signs of the brand outside Renault Group (colors and formal codes) cannot be mixed with those of Renault Group brands.

9.2 Tour of vehicle zone



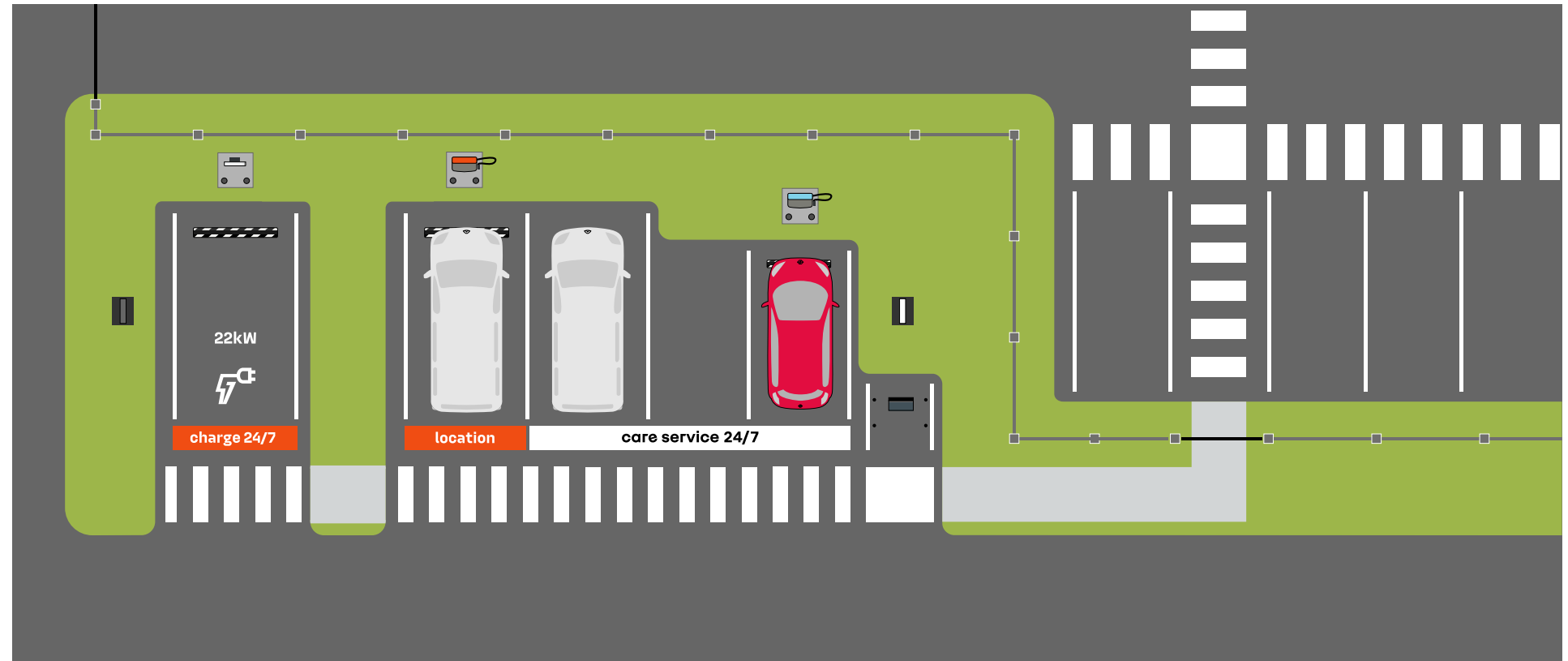
PRINCIPLES

The Tour of vehicle zone is an essential part of the after-sales customer journey for the Renault and Dacia brands.

Renault and Dacia customers arrive in their vehicle in this area to be greeted by a Service advisor.

Customers of the brand outside the Renault Group who have an after-sales reception and a specific workshop do not use the Vehicle Tour area.

9.3 24/7 services



PRINCIPLES

The Care service 24/7 identity elements specific to Renault Group brands cannot be mixed with those of a brand outside Renault Group.

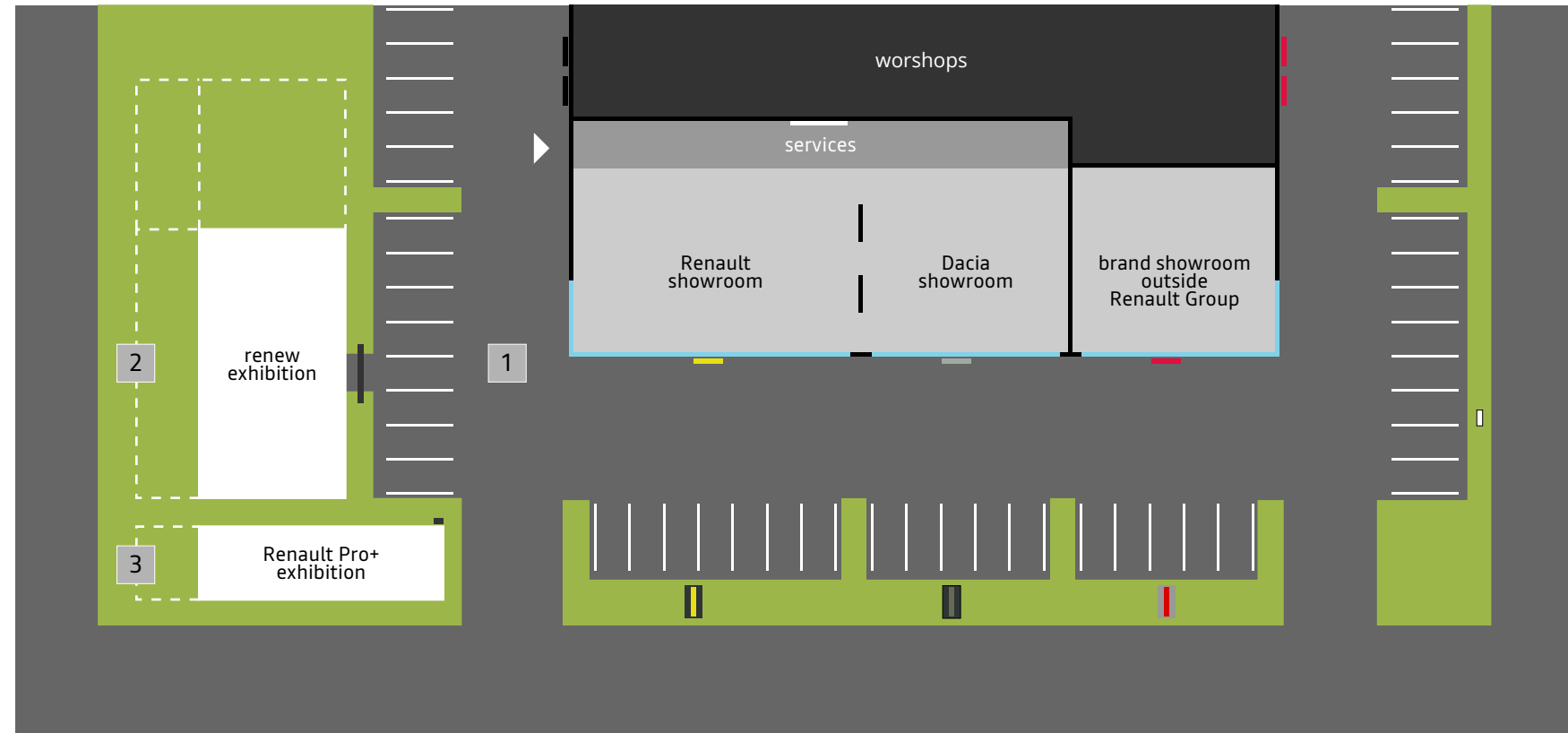
Care service 24/7 is accessible to all customers (all brands) provided that the entire after-sales customer journey is respected.

Rental and Charging activities are accessible to all customers, regardless of the brand of their vehicles.

10

RENEW & RENAULT PRO+ ACTIVITIES

10.1 General layout



PRINCIPLES

- 1 The renew and Renault Pro+ exhibitions are located near the Renault showroom.
- 2 The extension of the renew exhibition must be done without splitting the exhibition areas.
- 3 The Renault Pro+ exhibition is positioned as close as possible to the main traffic axis in order to offer visibility from the surroundings.

DON T

The identity signs of other used car or U.V. labels (colours and formal codes) cannot coexist with those of the renew and/or the Renault Pro+ labels.