



RENAULT
Passion for life

Concept Book

Showroom lighting



Contents

1 Lighting for Renault Stores

- 1.1 Purpose of this document
- 1.2 Using lighting to showcase
- 1.3 The lighting concept
- 1.4 Lighting for the thematic zones
- 1.5 Equipment variant
- 1.6 Lighting project protagonists

2 Recommendations for the dealer

- 2.1 Tips for successful lighting

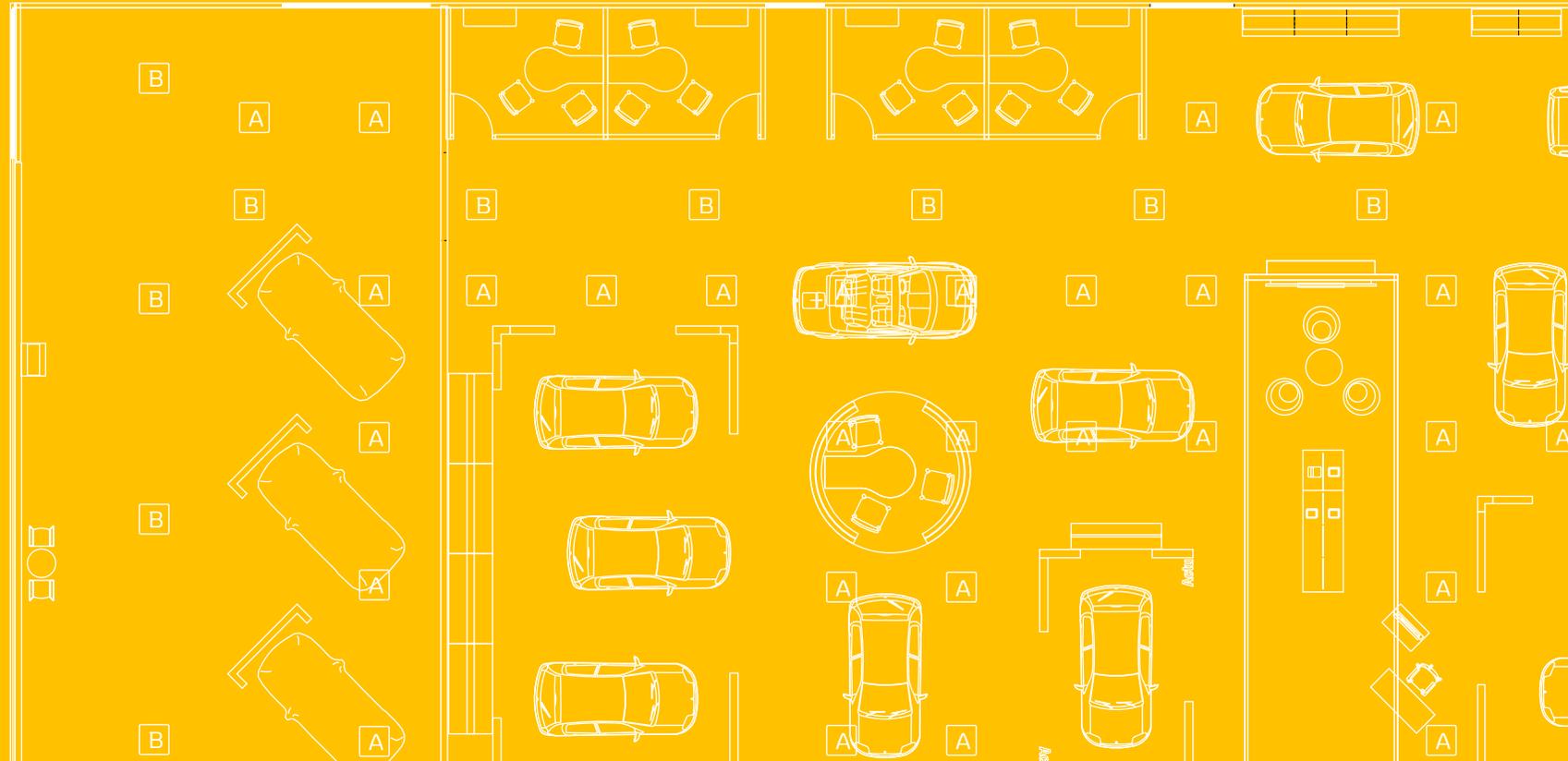
3 Recommendations for the lighting engineer

- 3.1 General installation principles
- 3.2 Display of vehicles
- 3.3 Access areas
- 3.4 Headline Zone
- 3.5 ZE Zone
- 3.6 PRO + Zone
- 3.7 Thematic zones
- 3.8 The Renault Road
- 3.9 Sales desks
- 3.10 Vehicle delivery
- 3.11 Service reception in the showroom

4 Recommendations for the lighting installer

- 4.1 Prerequisites to installation
- 4.2 Preparations for installation
- 4.3 General installation process
- 4.4 Main installation steps
- 4.5 What to do post-installation?

1 Lighting for Renault Store



1.1 . Purpose of this document

Over the past years, sales outlets have considerably improved the level of sophistication of their stores, striving to better promote their products and assert a brand image, based on a real assessment of the purchasing behaviour of customers.

The architecture of sales outlets has therefore been transformed. The concept of layout has been reviewed, and lighting has become a determining component: depending on the lighting choices, messages relating to Brand identity and positioning are sent out to customers.

These major changes have led to a parallel change in the customer, who is now more mature and more sensitive to sales environments, and therefore more demanding.

By deploying its Renault Store standards, Renault is committed to an approach to transform its showrooms into "stores" with the dual objectives of improving image and sales efficiency.

How best to showcase our products, accessories and services, how best to give the Brand the media it needs to express itself, at the same time devoting to Customers the necessary attention so that their time with the Brand is a high quality experience, these are the issues.

But mastering the sales environment is only possible if lighting is an integrated component of the renovation project for a showroom, taken into account right from the start of the project.

This means that the site director, the lighting engineer/manufacturer, and the installer, each have a critical role to play in the success of the showroom lighting.

This document presents the Renault Store approach to lighting, sets out the principles zone by zone, defines the key milestones and specifies the roles and responsibilities of everyone involved in the lighting project.

1.2. Using lighting to showcase

A carefully designed and executed lighting system is there to showcase the product:

- it gives the product its identity: it is unique and it is like that.
- it makes it stand out: you see the product and forget the rest
- it showcases the product: what I watch, is what captures my interest.

Quality lighting is necessary in order to be appealing and competitive: it strengthens the power to attract and to sell.

There can be no effective showcasing of an object without the special lighting work that makes the object stand out from its surroundings.



1.3. The Renault Store showroom lighting concept

The Renault Store showroom lighting concept
Renault Store is based on 3 main ideas:

Staging of vehicles in thematic zones

Careful treatment with more powerful directional lighting than in the rest of the showroom is used to set off the vehicle bodies to best effect. The illuminated display walls forming backdrops to the thematic zones contribute to the staging of the vehicles.

A play of contrasts between the display areas and the thematic zones

A lower intensity light than that used in thematic zones showcases all the vehicles on display (outside the thematic zones) in the showroom. The resulting contrasts offer breathing spaces for customers browsing the showroom.

Softer lighting in customer reception areas

The softer, warmer lighting treatment in the customer reception areas is conducive to the well-being of the customer and aims to foster the commercial relationship.



1.4. Lighting for the thematic zones

A play of contrasts

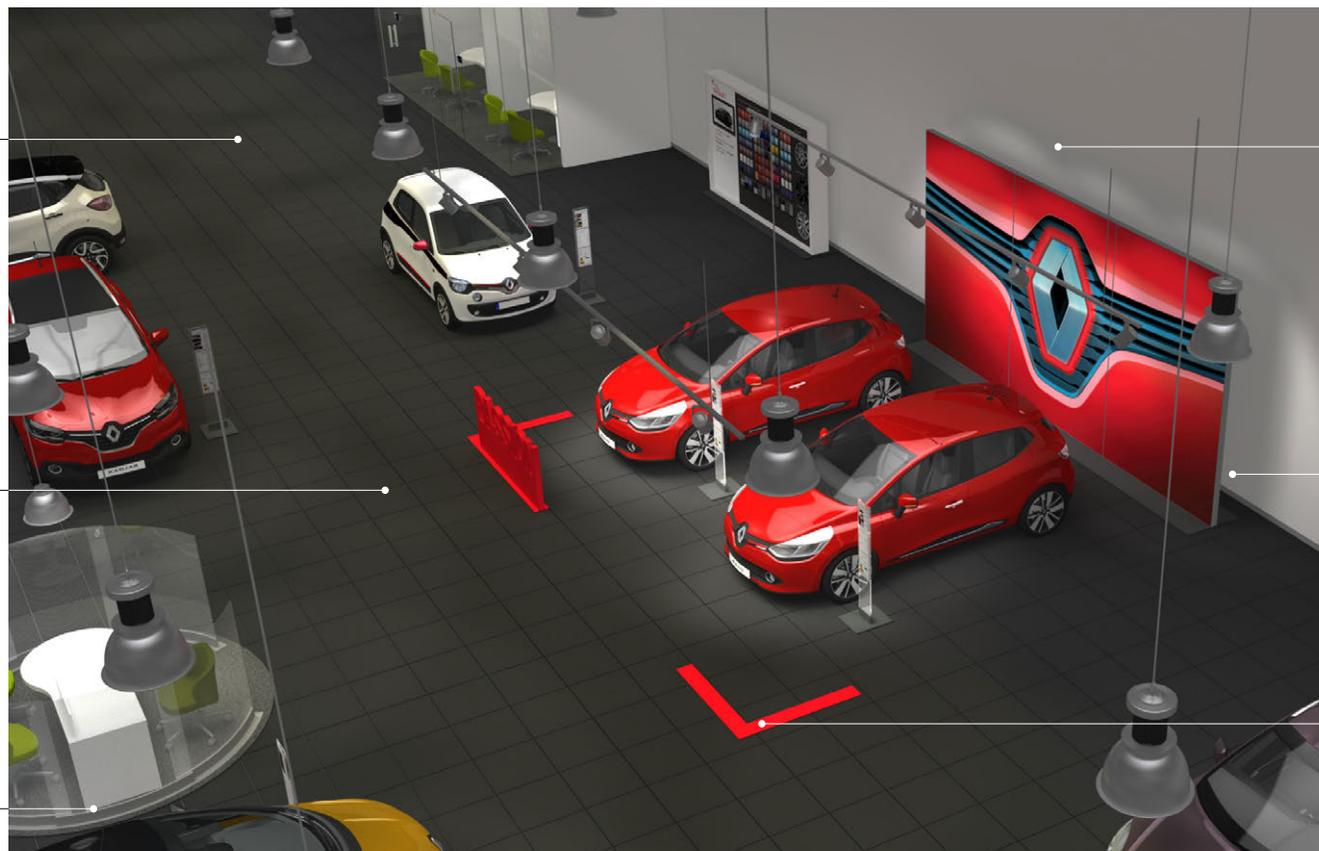
200 lux for the Access areas
contrast with the 1,200 lux for
staging the products.

Dark floor

The dark floor absorbs light,
accentuating the bodywork
highlighting: the vehicles appear to
be "illuminated" in the thematic
zones.

Zones for discussion with the customer

These areas (sales desks, after-
sales reception, etc.) are treated
using warmer lighting than in the
rest of the showroom, with a level
of intensity regulated at 700 lux.



Highlighted zones

Lighting is stronger on the
thematic zones to add to the
appeal and attractiveness of the
zones and to structure the space.

The display wall draws the eye

The highlighting of the display wall
creates a bright vertical which
attracts the customer's attention.

Staging

Floor marking defines the space
"where something is happening".
Symbolically, the vehicle is on a
stage.

1.5. Equipment variant

Sourcing

Different vendors are liable to propose lighting equipment having the characteristics described in this document, including, but not exclusively: Ansorg, Philips, Targetti, etc.

Illustrations in this document

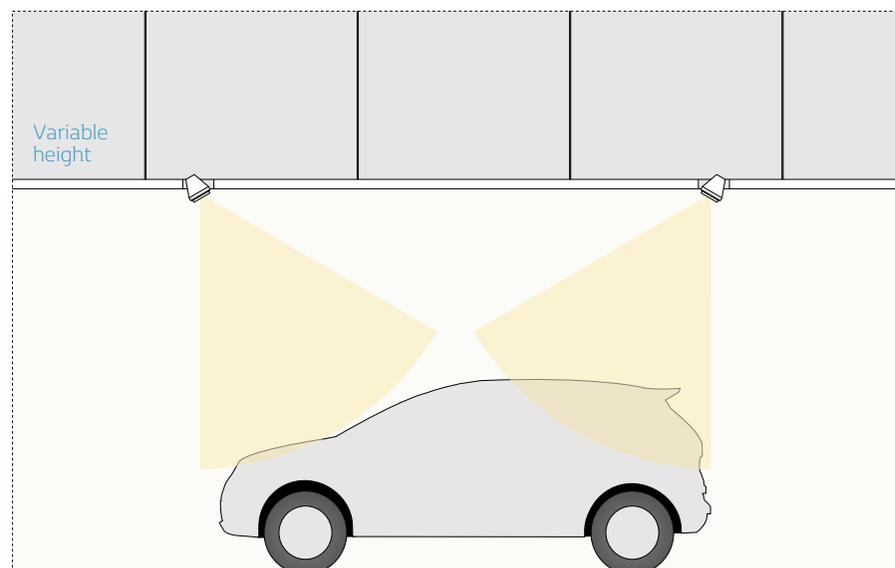
The illustrations in this document represent fictive equipment not belonging to any of the above-mentioned brands.

With or without suspended ceiling

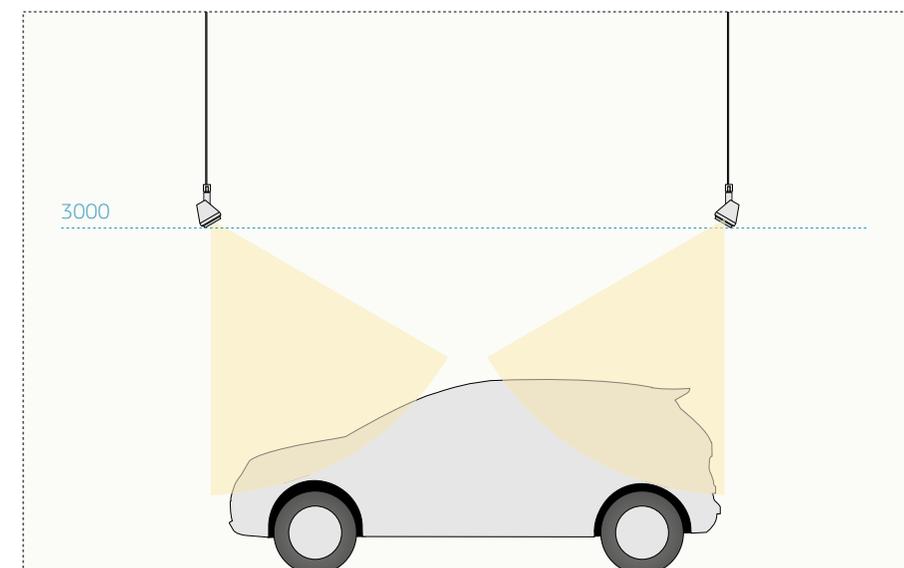
Choice of equipment depends on the present or not of a suspended ceiling.

- With a suspended ceiling, equipment to be incorporated shall be white in colour.
- Without a suspended ceiling, spotlights shall be suspended from rails installed so as to be 3 m off the ground. All equipment shall have a RAL 9006 grey finish.

* This height makes it possible to intervene for adjustments or maintenance under good safety conditions, without the need to implement heavy and costly equipment.



Spotlights incorporated in a suspended ceiling



Spotlights attached to the underside of the rails

1.6. Lighting project protagonists

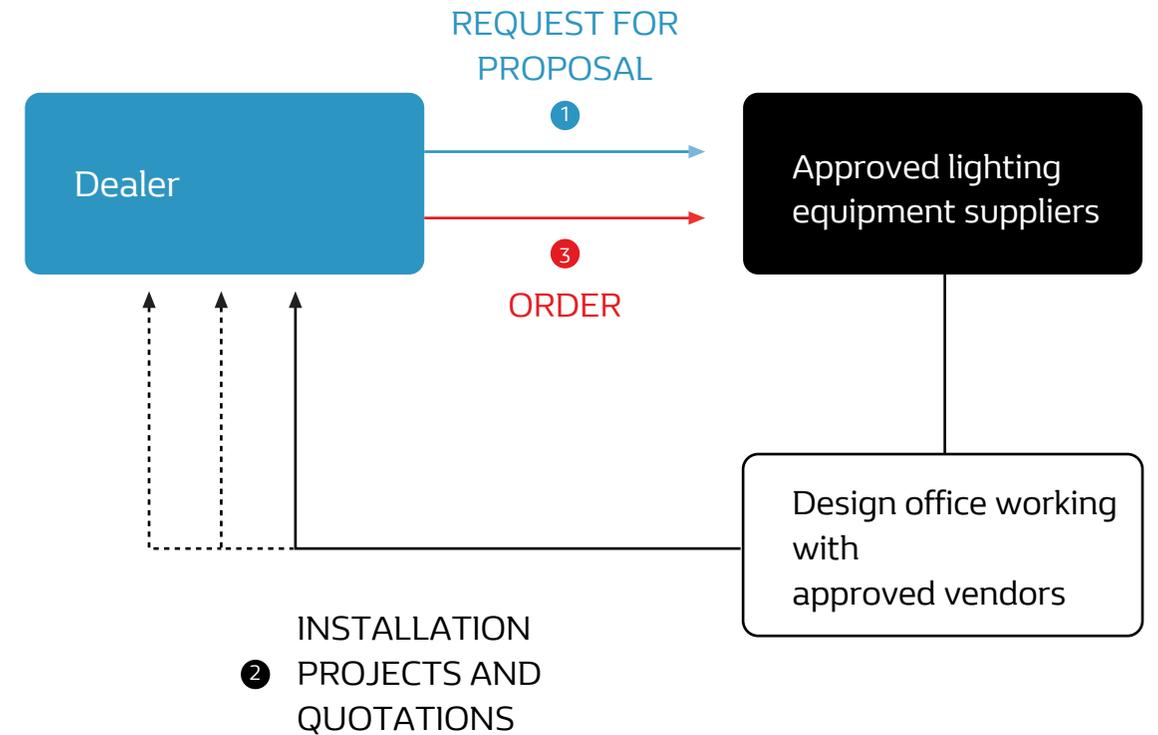
The dealer must seek the services of **approved suppliers of lighting equipment**.

It is the role of the design offices of these vendors to produce an **installation project**, which shall include, for each area or zone of the dealership:

- the equipment recommendation,
- the layout drawing,
- a quotation,
- a provisional schedule.

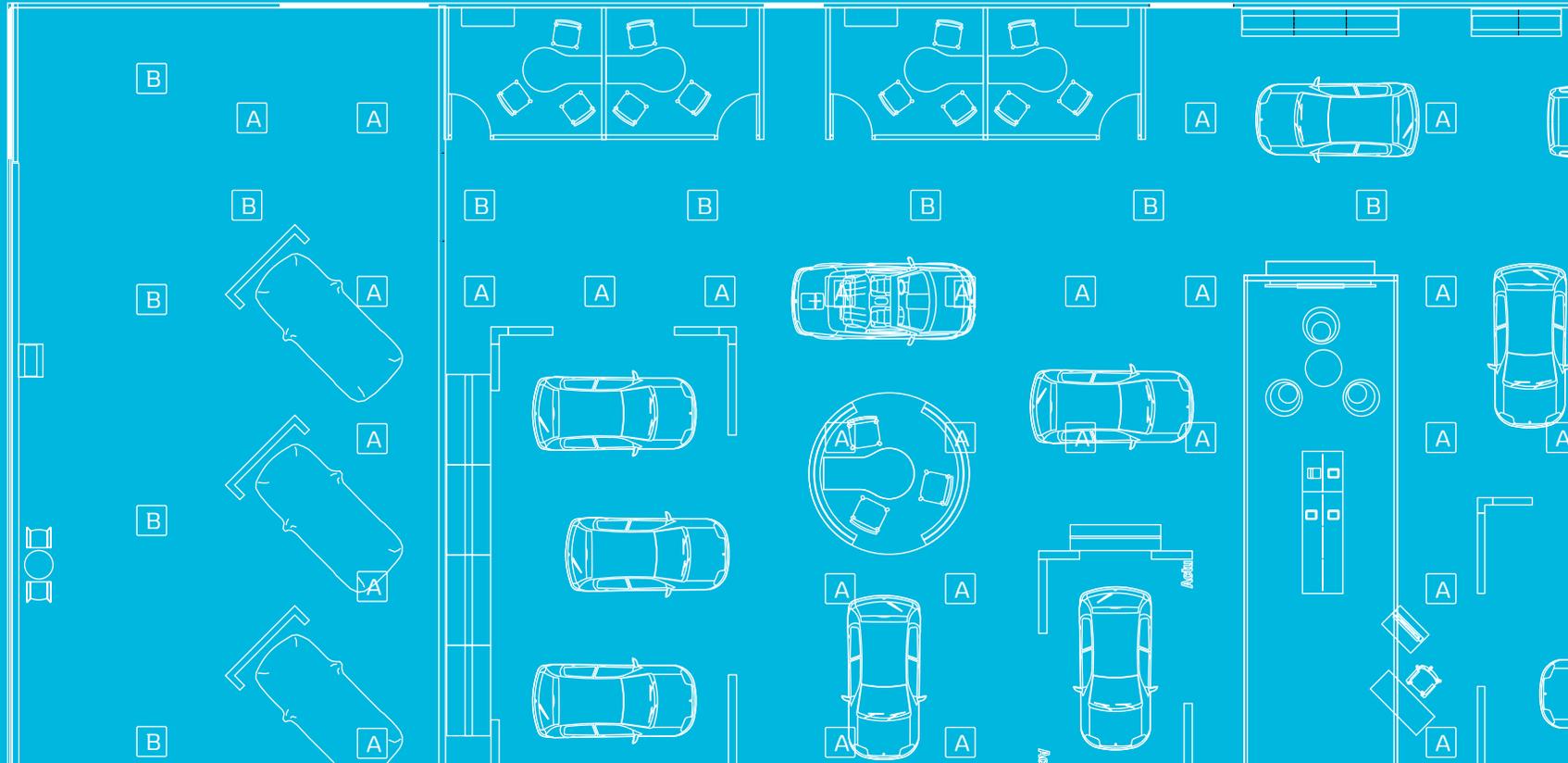
The dealer then **places an order with the vendor** of his choice after validating the installation project.

When dealers have **recourse to installers** directly, it is up to them to call on approved suppliers only.



2

Recommendations for the dealer



2.1. Tips for a successful lighting project

ROLE OF THE DEALER AND HIS PROJECT MANAGER

The dealer has a key role because it is up to him to relay and support the requirements of the manufacturer in terms of showroom enhancement.

It is also the dealer's responsibility to require of each these partners (architect, vendor, installer) their compliance with the Renault Store lighting principles.

Finally, it is up to the dealer to provision the necessary budget.

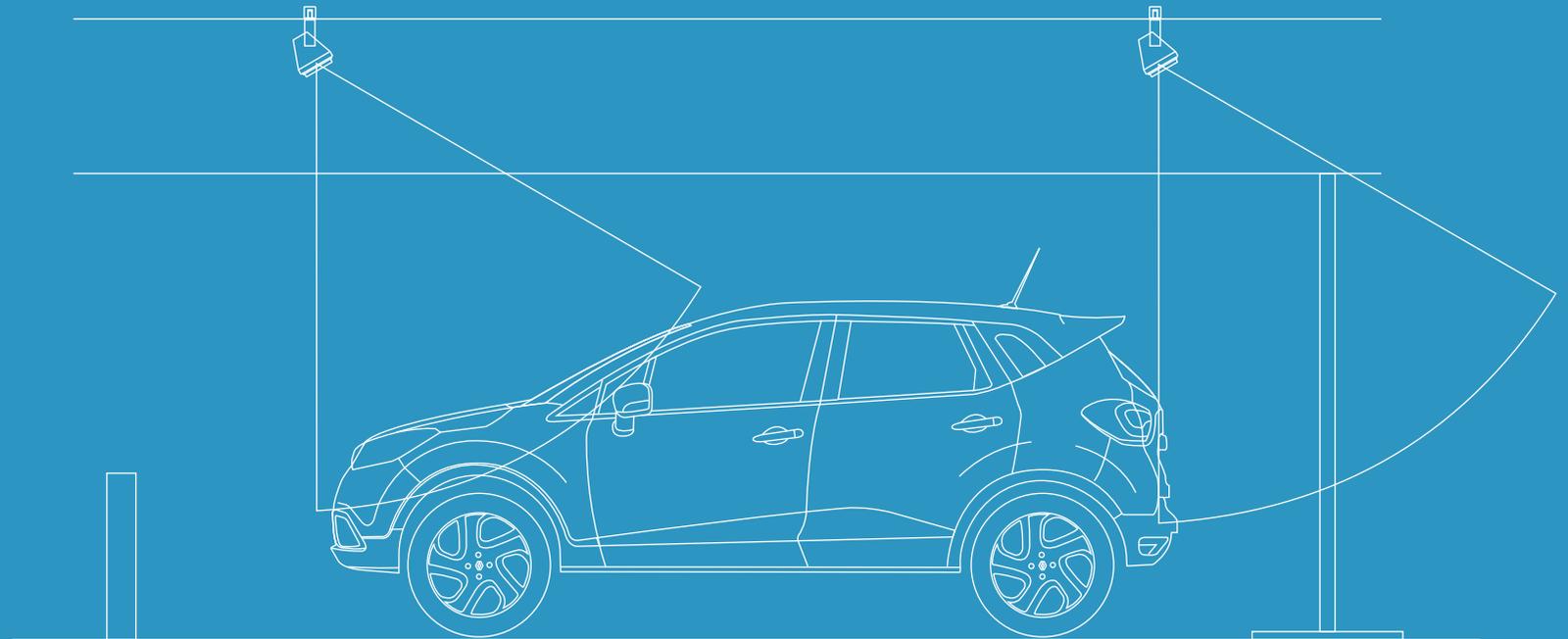
KEY MILESTONES

- **Send the finalized installation drawings** to the design office and inform of any changes.
 - **Check the concordance of the drawings:** make sure the lighting layout drawing matches the floor plan.
 - **Check that the order of equipment matches** the approved drawing.
 - **Check the installation and adjustments of the equipment** making sure that the necessary lighting is in place to:
 - highlight the vehicles positioned in the Headline / ZE zones and thematic zones.
 - uniformly illuminate the display walls in the thematic zones.
 - provide proper general lighting.
 - light the points of contact.
- **Check the lighting levels** using a lux meter.



3

Recommendations for the lighting engineer



3.1.1 General installation principles

GENERAL PRINCIPLE

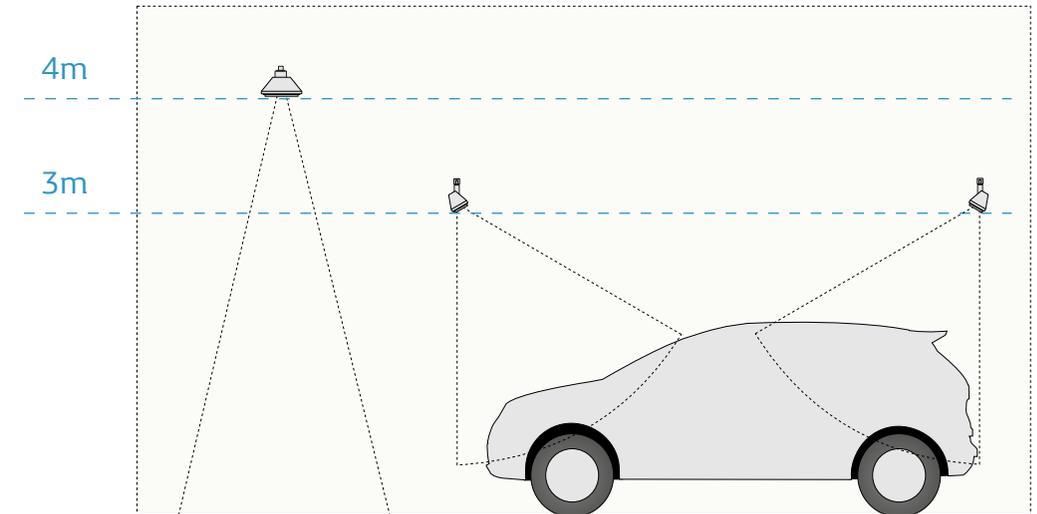
The lighting in showrooms is high-contrast. The distribution of light is “controlled”, with pronounced distinctions between the vehicles, and areas for discussion, waiting, reception or access. Lighting is set out to punctuate: it structures the space.

RESULT

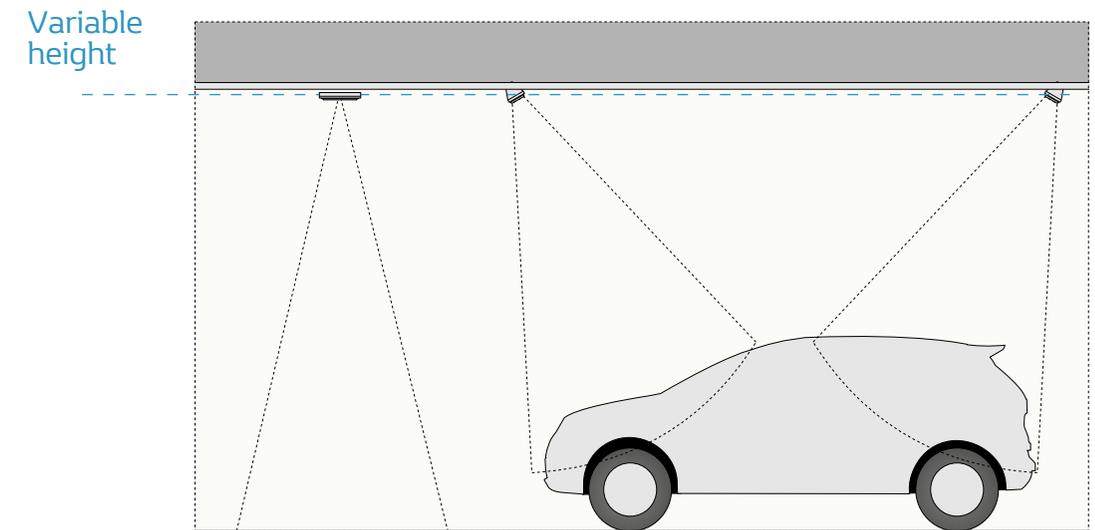
The customer immediately identifies the various areas making up the showroom. The vehicles naturally become the centre of interest.

CHARACTERISTICS

- The Renault Store concept aims to structure the showroom by the inclusion of a number of thematic zones to make it easier for the customer to find what they need (purchase, information, delivery or after-sales).
- Lighting should therefore not be general, but adapted to each area according to the specific objectives.
- Lighting principles are in place for each area: technical characteristics (variable level of lighting, power, etc.) and type of equipment to be used.
- The recommended lighting colour temperature is 4,000°K corresponding to a neutral atmosphere for vehicles, and 3,000°K (warm general atmosphere) for the general lighting of the welcome and Access areas and aisles.



Installation principle without suspended ceiling



Installation principle with suspended ceiling

3.1.2 Characteristics

Principle

The contrast between exhibition areas (including thematic zones) and the rest of the showroom is one of the important factors to be considered.

The average lighting levels must be respected in order to set off the vehicles on display and to create a comfortable feel in the zones devoted to discussion with the customer (Renault Road, Service reception, sales desks).

Required performance levels

① Access areas	200 lux	3000°K
② Service Reception	400 lux	3000°K
③ Sales desks	400 lux	3000°K
④ Renault Road	350 lux	3000°K
⑤ Vehicle display	700 lux	4000°K
⑥ Thematic zones	1200 lux	4000°K
⑦ Delivery	1200 lux	4000°K



3.2.1 Vehicle display areas - Recommendations

Lighting goals

The purpose is to create a sufficient lighting base enabling:

- to illuminate the vehicles on display with a sufficient level of lighting (700 lux on average), but still below that used for the thematic areas (1,200 lux on average), to help the customer perceive the two types of vehicle display.
- Lighting is “controlled”: effective for the vehicles, but enjoyable for the customer (not glaring and warm).

General data

- Average level of lighting: 700 lux
- Colour temperature: 4000 °K
- CRI: > 90



3.2.2 Vehicle display areas - Layout

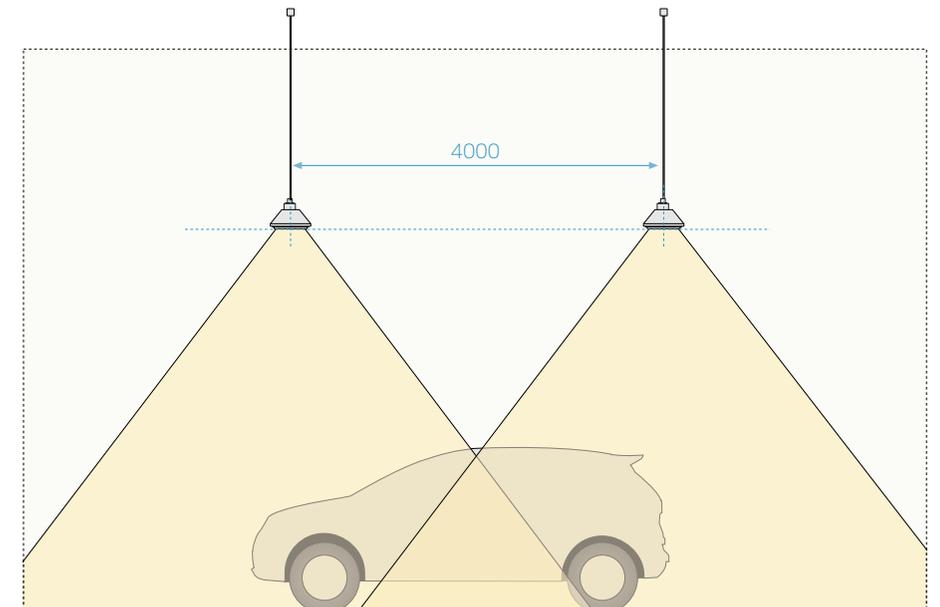
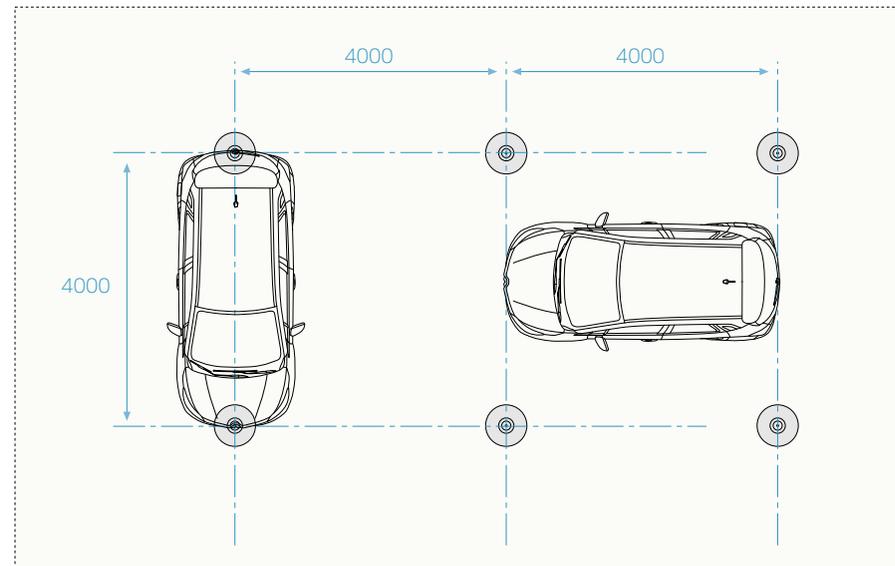
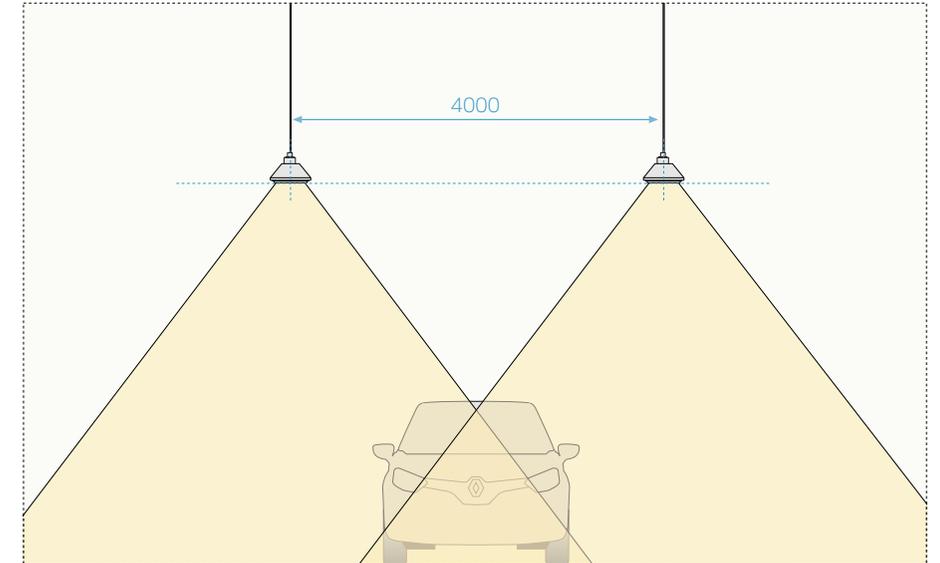
Principle

The light units are located above the display areas at a height adapted to each showroom, creating a superimposed grid pattern except for the thematic zones and access aisles.

The effect is to create a contrast which enhances the attractiveness of thematic zones.

Required performance levels

- | | | |
|---|--------------------------------|--------|
| ① | 700-800 lux
(display areas) | 4000°K |
| ② | 200-300 lux
(access aisles) | 3000°K |



3.3.1 Access areas - Recommendations

Lighting goals

The lighting of access routes should help the customer to easily find their way through the various parts of the showroom.

The use of a “visible” light and a different colour temperature set these areas apart (200 lux on average).

General data

- Average level of lighting: 200 lux
- Colour temperature: 3000 °K
- CRI: > 90



3.3.2 Access areas - Layout

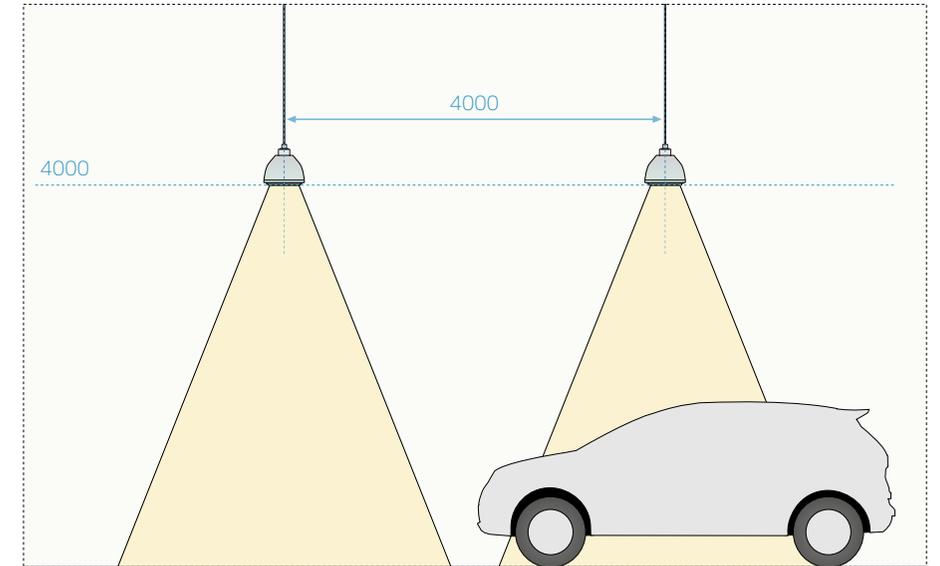
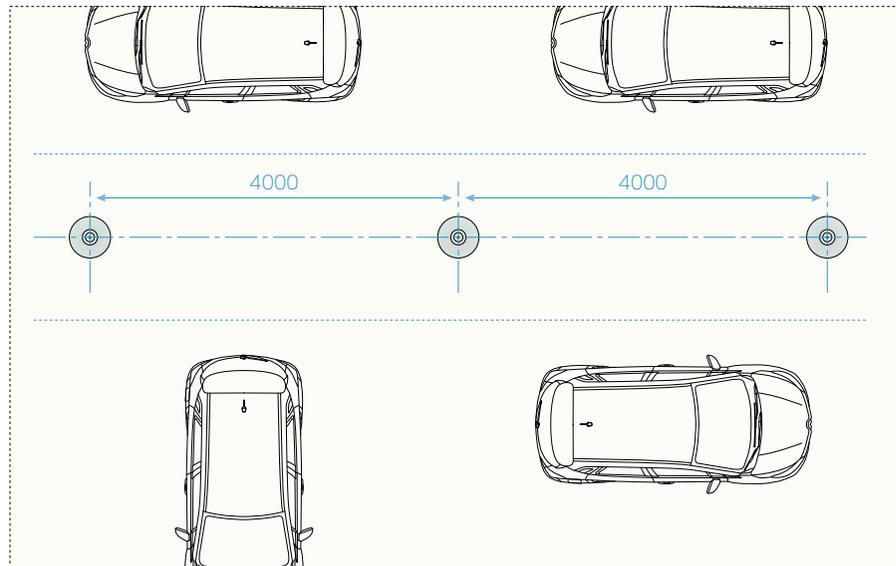
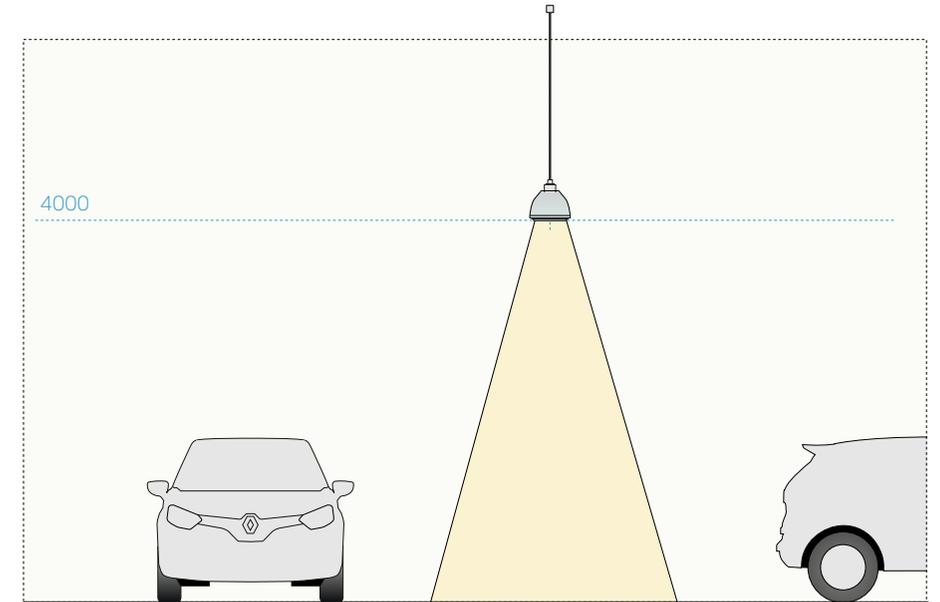
Principle

The light units are arranged along the centerline of the access aisles adjacent to display areas.

Required performance levels

① 200-300 lux

3000°K



3.4.1 Headline Zone - Recommendations

Lighting goals

The purpose is to promote the latest new product to attract the customer's attention as soon as they enter the showroom:

- Directional spotlights are pointed specifically at the vehicles to show off their styling, lustre and lines and to orient the customer's vision.
- For a site with a suspended ceiling, recessed light units are used in similar quantity and with the same characteristics.

General data

- Average level of lighting: 1200 lux
- Colour temperature: 4000 °K
- CRI: > 90



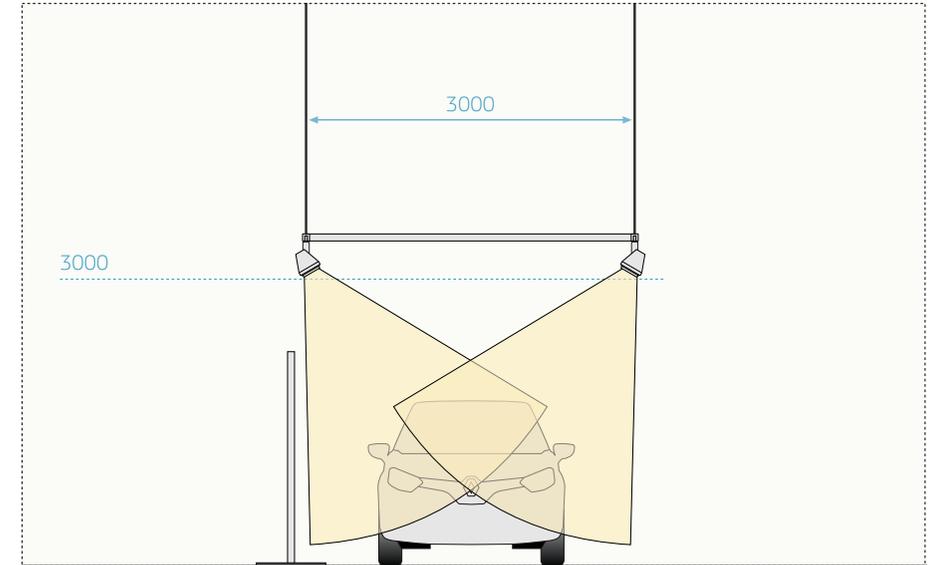
3.4.2 Headline Zone - Layout

Principle

The light units are installed on rails at the 4 corners of the zone. The spotlights are oriented toward the display vehicle.

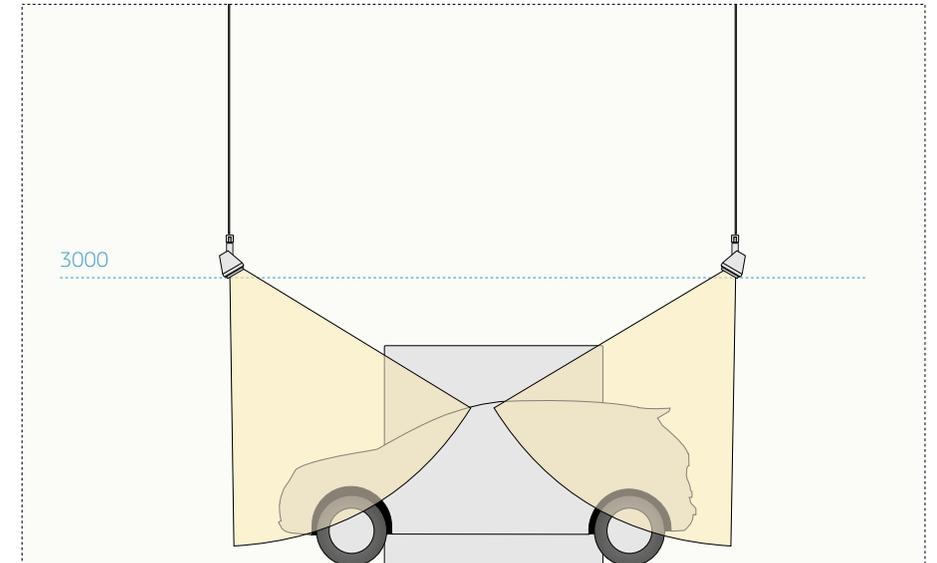
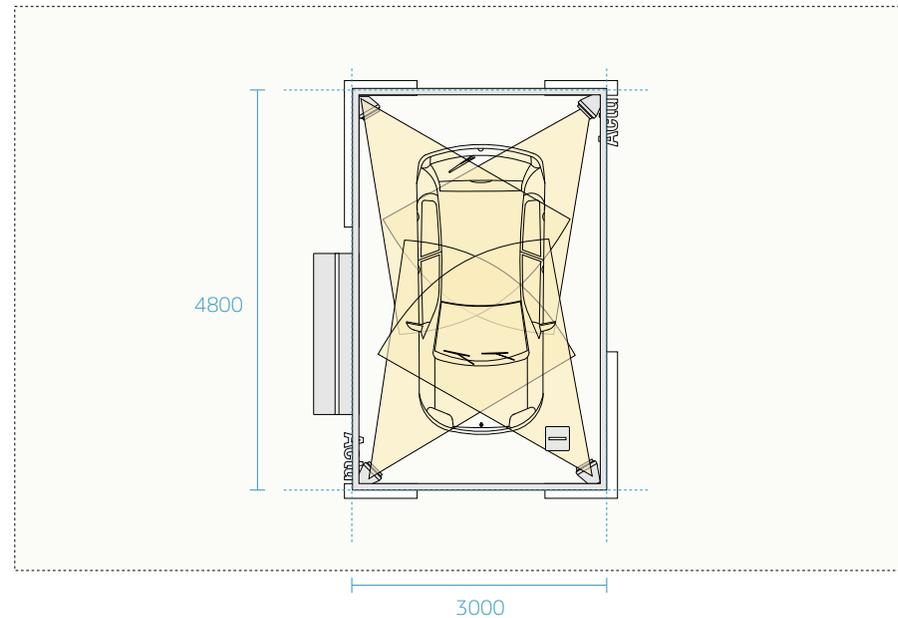
2 precautions to be observed during installation:

- Due to the proximity of the Renault Road, make sure that the spotlights do not dazzle customers near to the Brand bar or Lounge.
- The front spotlights should not be oriented too directly towards the windscreen so as not to dazzle customers installed in the front seats of the vehicle.



Required performance levels

- ① 200-300 lux
- ② 400-600 lux
- ③ 700-800 lux
- ④ 1000-1200 lux
- ⑤ 1200-1500 lux



3.5.1 ZE Zone - Recommendations

Lighting goals

The purpose is to highlight the vehicles present (1, 2 or 3 depending on the format of the area), to attract the customer's attention.

Renault wants to assert its electric vehicle expertise:

- Directional spotlights are pointed specifically at the vehicles to show off their styling, lustre and lines and to orient the customer's vision.
- For a site with a suspended ceiling, embedded lighting units, in similar quantity and with the same characteristics are required.



3.5.2 ZE Zone - Layout

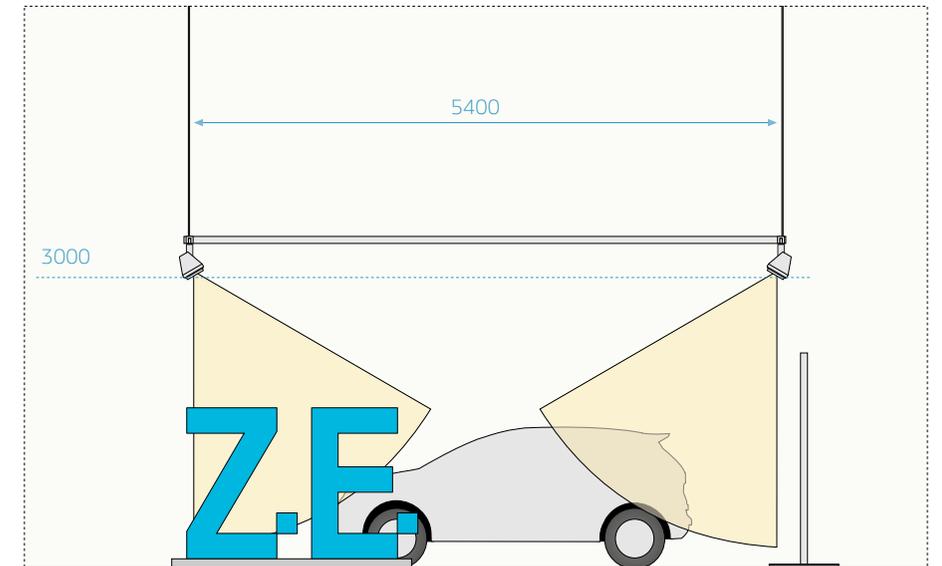
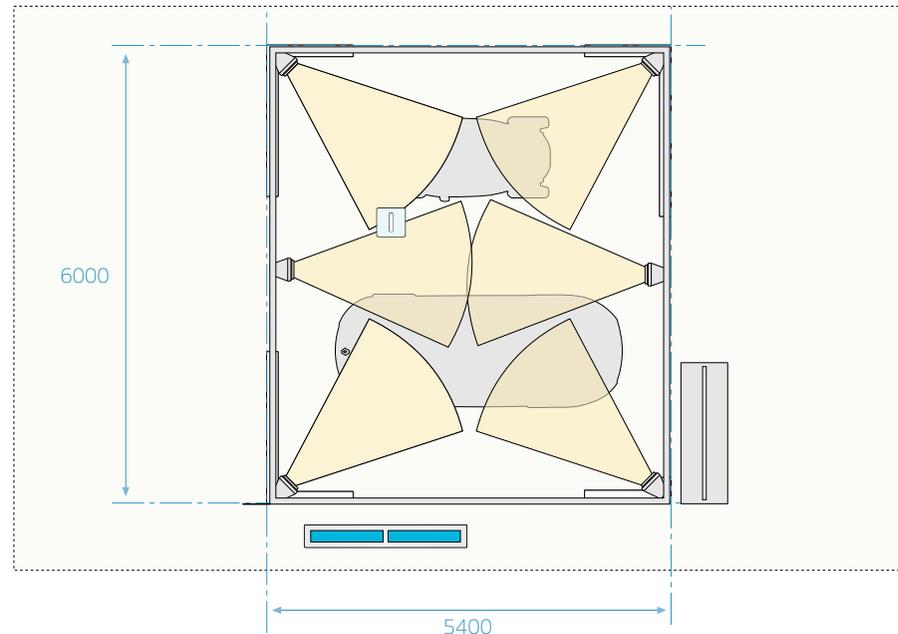
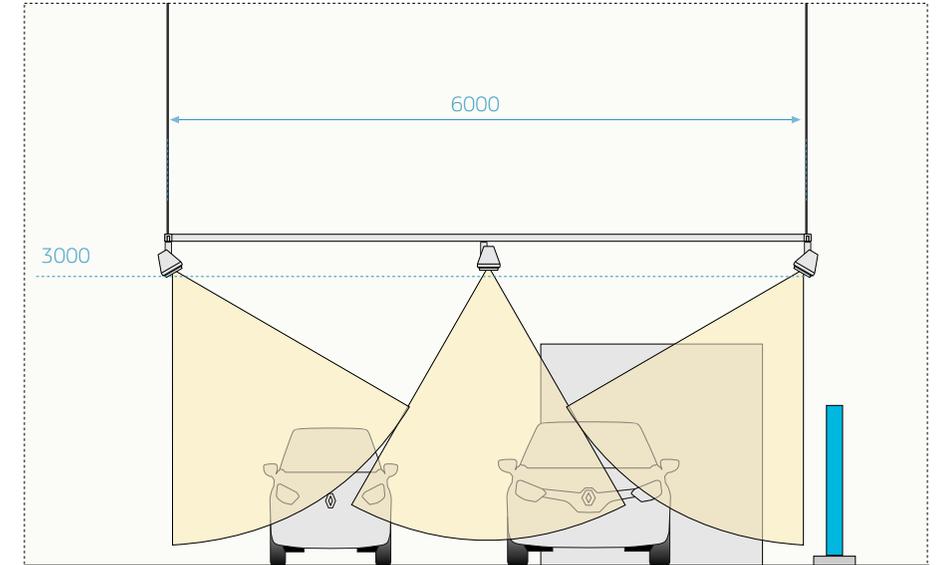
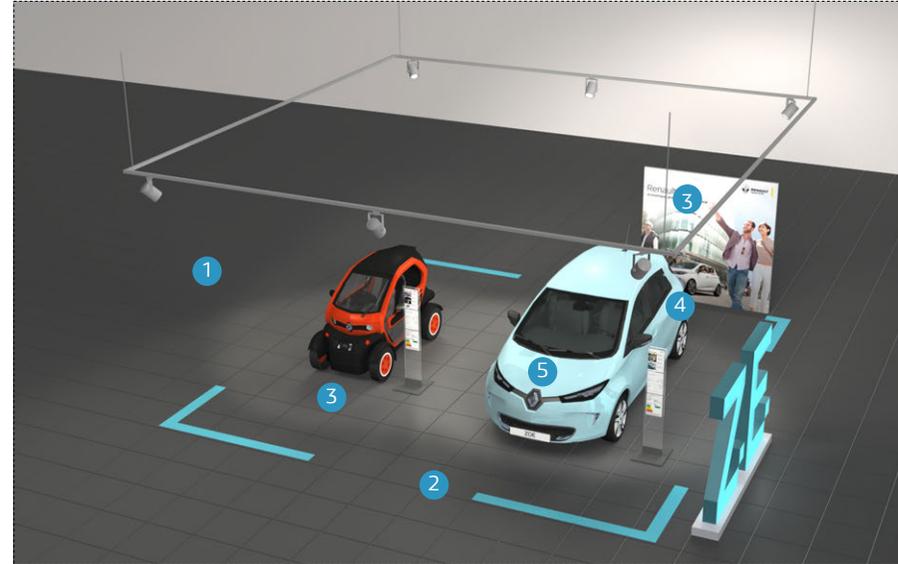
Principle

The spotlights can be mounted on a frame composed of four rails connected at the corners:

- in each of the corners, a spotlight is directed toward the front or the rear of the vehicles.
- in the centre of the front and rear rails, another spotlight is positioned to illuminate the side of the vehicles.

Required performance levels

- ① 200-300 lux
- ② 400-600 lux
- ③ 700-800 lux
- ④ 1000-1200 lux
- ⑤ 1200-1500 lux



3.6.1 Pro+ Zone - Recommendations

Lighting goals

The purpose is to highlight the vehicle present in order to direct the attention of the professional customer towards the Pro + Zone.

With the Pro+ Zone, Renault's aim is to promote Light Commercial Vehicles:

- Directional spotlights are pointed at the vehicle to show off its lines and the lustre of its bodywork.
- A spotlight accentuates the visibility of the 2x2 POS display wall located behind the vehicle displayed.
- For a site with a suspended ceiling, embedded lighting units, in similar quantity and with the same characteristics are required.



3.6.2 Pro+ Zone - Layout

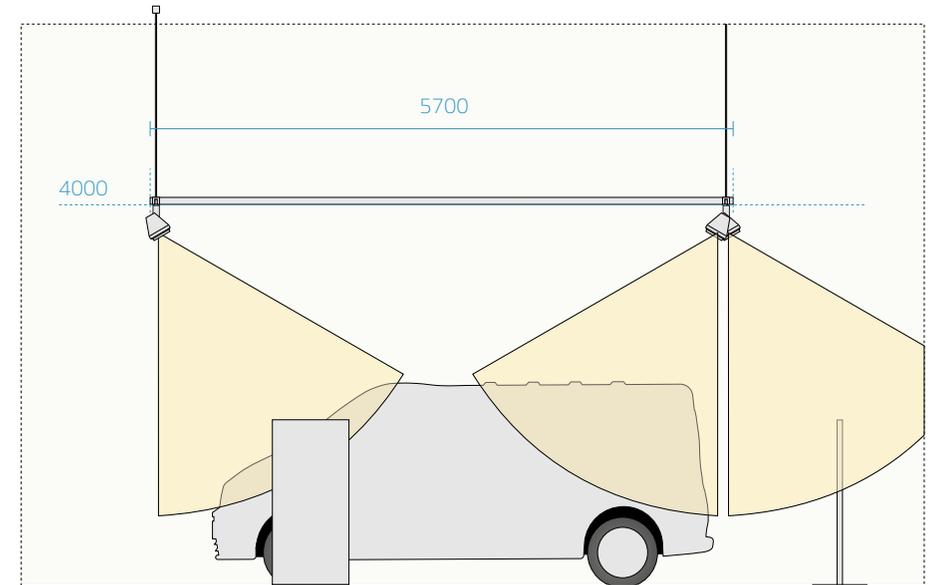
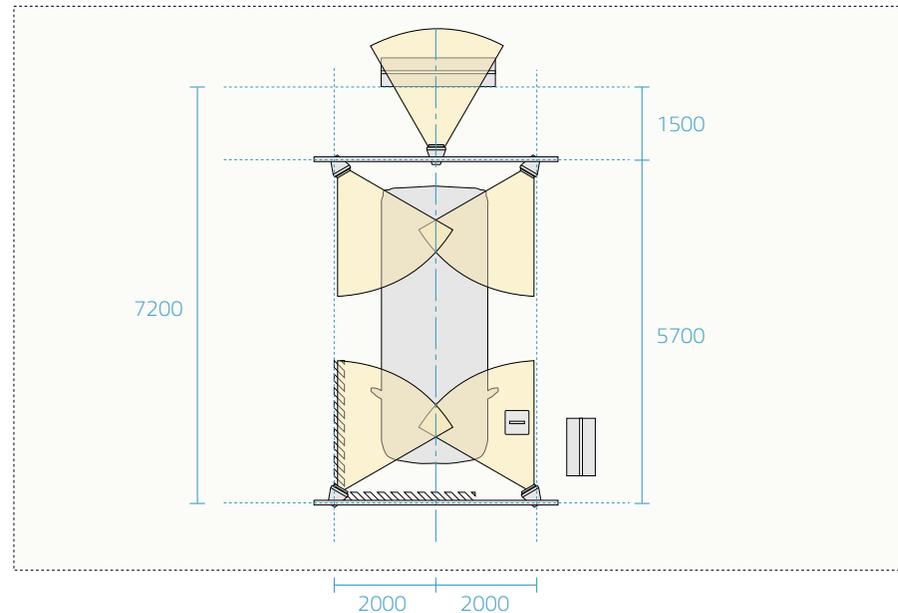
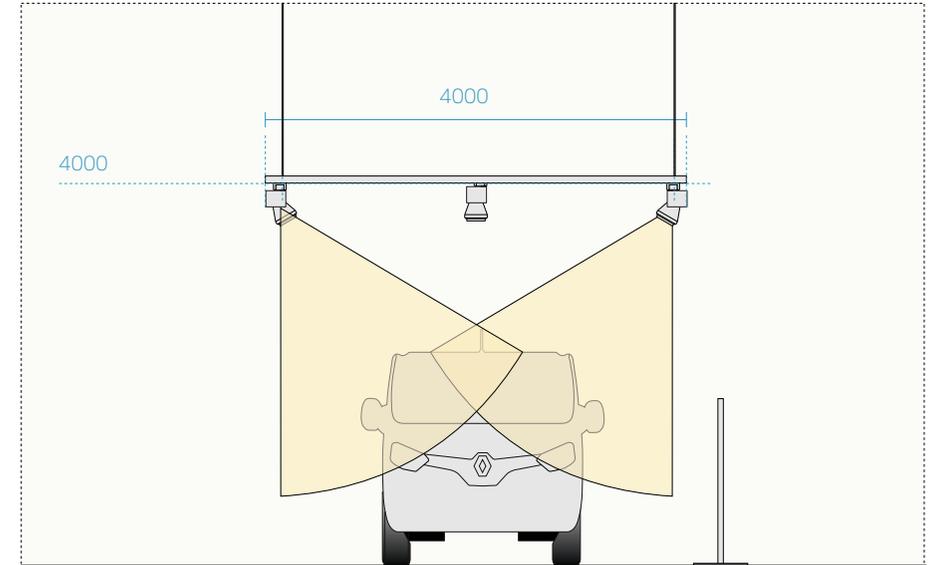
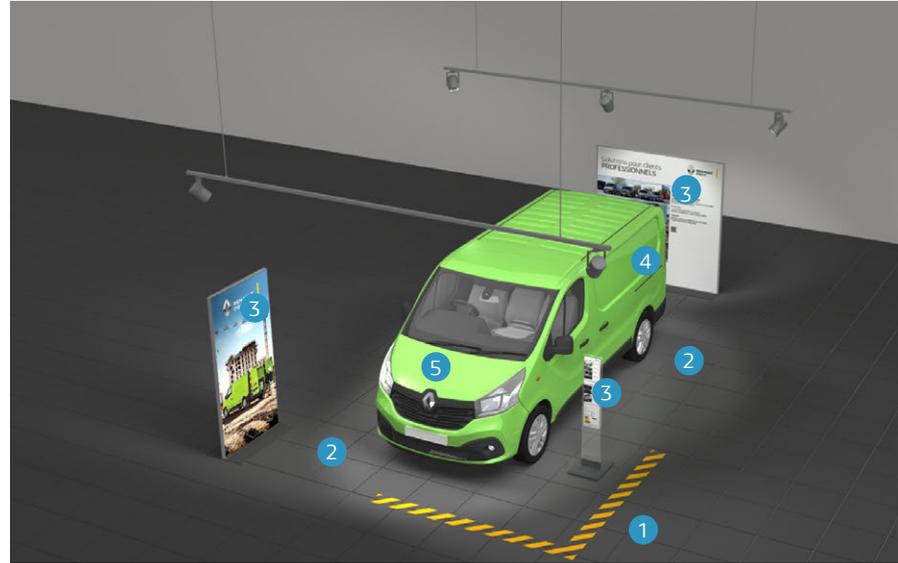
Principle

The spotlights are mounted on 2 rails:

- the spotlights that are located at the ends of the rails are directed towards one of the corners of the vehicle displayed.
- on the rear rail, a spotlight located at the centre of the vehicle is directed onto the display wall.

Required performance levels

- ① 200-300 lux
- ② 400-600 lux
- ③ 700-800 lux
- ④ 1000-1200 lux
- ⑤ 1200-1500 lux



3.7.1 Thematic zone with 1 vehicle - Recommendations

Vehicle lighting

The lighting is designed to highlight the vehicle:

- Directional spotlights are pointed onto the vehicle, ensuring that its lustre and lines are set off by the interplay of contrast and light.

Lighting of the display wall

The display wall is brightly lit in a uniform manner: it visually draws the attention of the customer as soon as they enter the showroom.

- Its lighting contributes to structuring the space.
- It must be lit front and back (except if positioned against a wall).
- The distance between lighting units, the vehicles and the display wall has been reduced, therefore providing performance and comfort for the customer without dazzling them, with controlled luminous intensity.

For a site with a suspended ceiling, embedded lighting units, in similar quantity and with the same characteristics are required.



3.7.2 Thematic zone with 1 vehicle - Layout

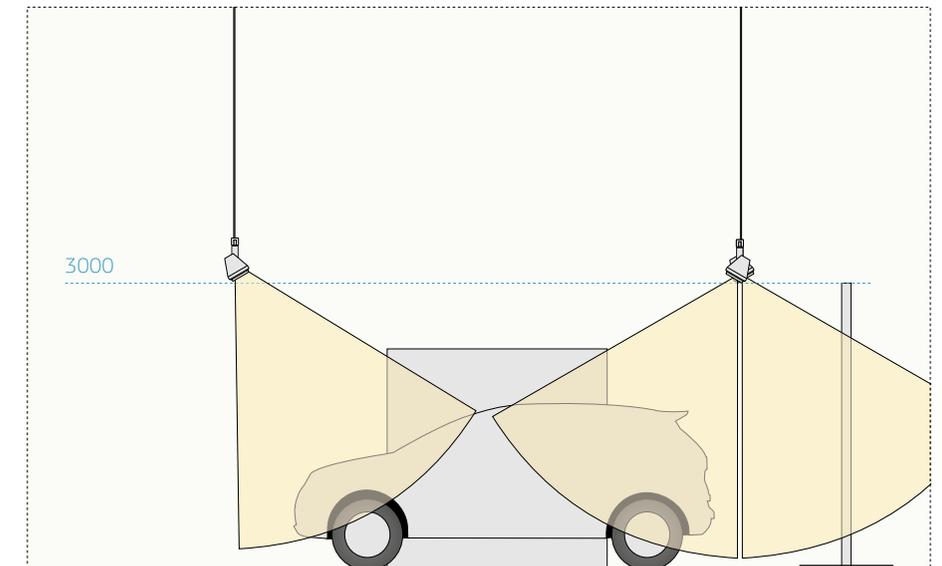
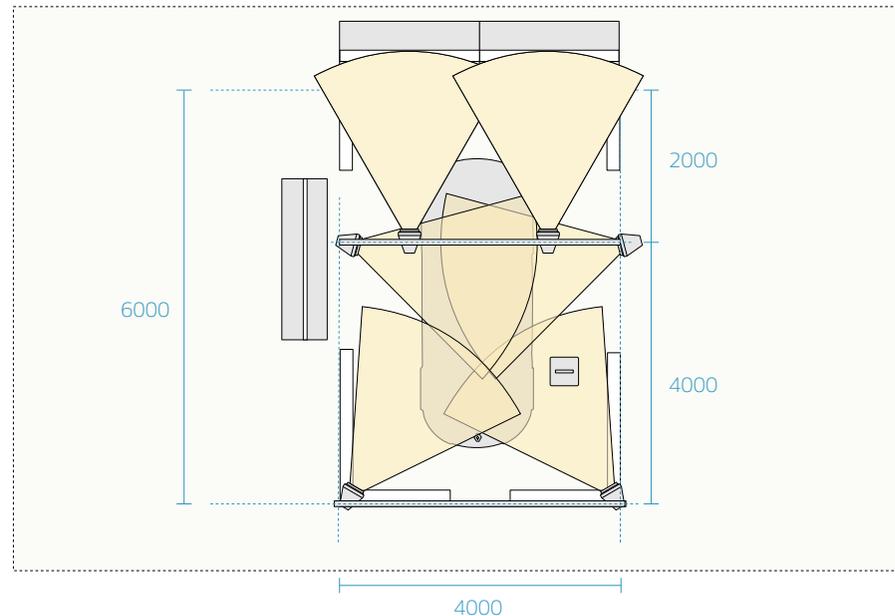
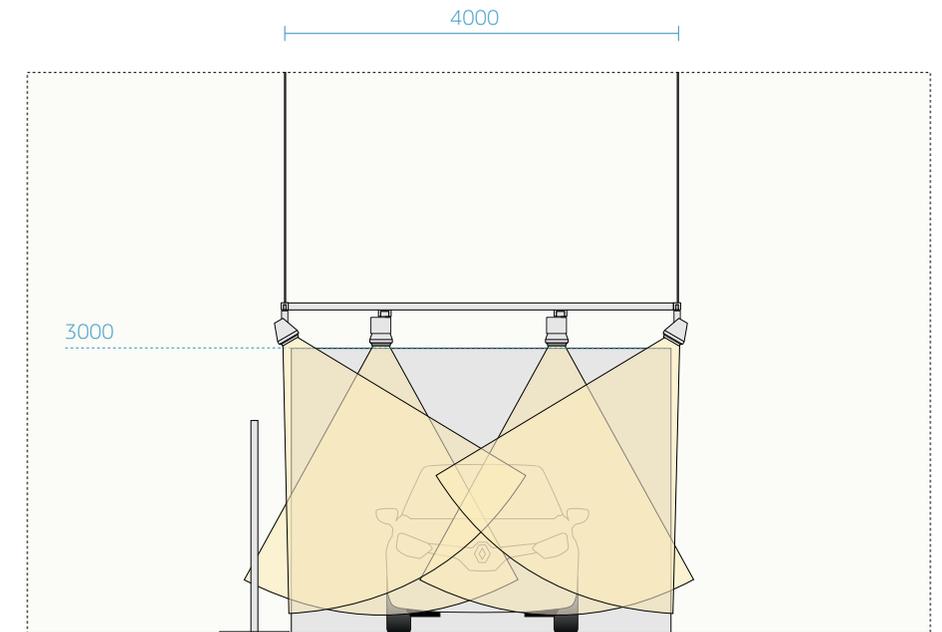
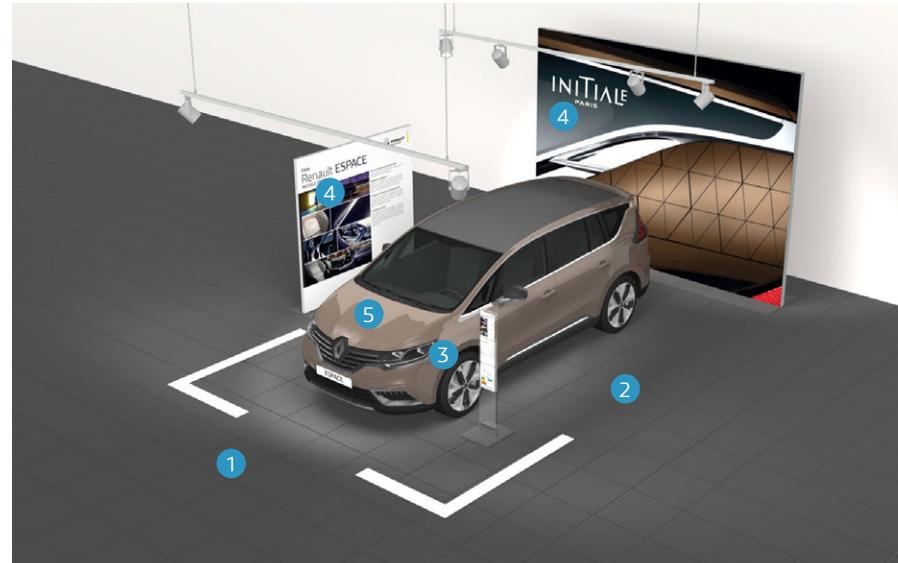
Principle

The spotlights are mounted on 2 rails:

- on the rear rail, 2 spotlights are directed onto the display wall while the two end spotlights are pointed toward the side of the car.
- on the front rail, the spotlights are pointed toward the front of the car.

Required performance levels

- ① 200-300 lux
- ② 200-300 lux
- ③ 400-600 lux
- ④ 700-800 lux
- ⑤ 1200-1500 lux



3.7.3 Pôle thématique 2 véhicules - Recommendations

Vehicle lighting

The lighting is designed to highlight both vehicles:

- Directional spotlights are pointed onto the vehicles, ensuring that their lustre and lines are set off by the interplay of contrast and light.

Lighting of the display wall

The display wall is brightly lit in a uniform manner: it visually draws the attention of the customer as soon as they enter the showroom.

- Its lighting contributes to structuring the space.
- It must be lit front and back (except if positioned against a wall).
- The distance between lighting units, the vehicles and the display wall has been reduced, therefore providing performance and comfort for the customer without dazzling them, with controlled luminous intensity.

For a site with a suspended ceiling, embedded lighting units, in similar quantity and with the same characteristics are required.

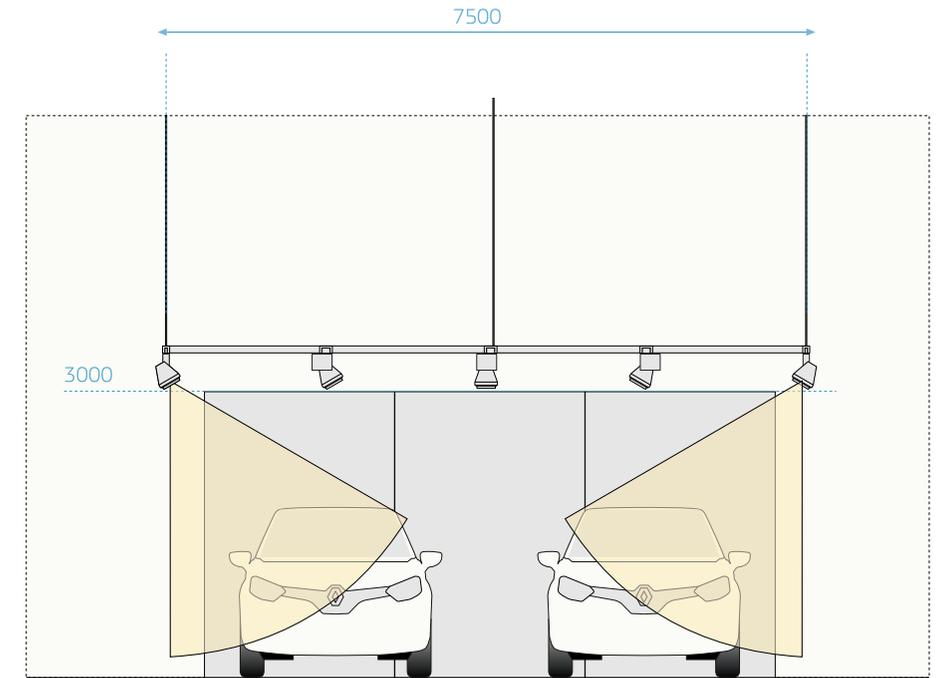


3.7.4 Thematic zone with 2 vehicles - Layout

Principle

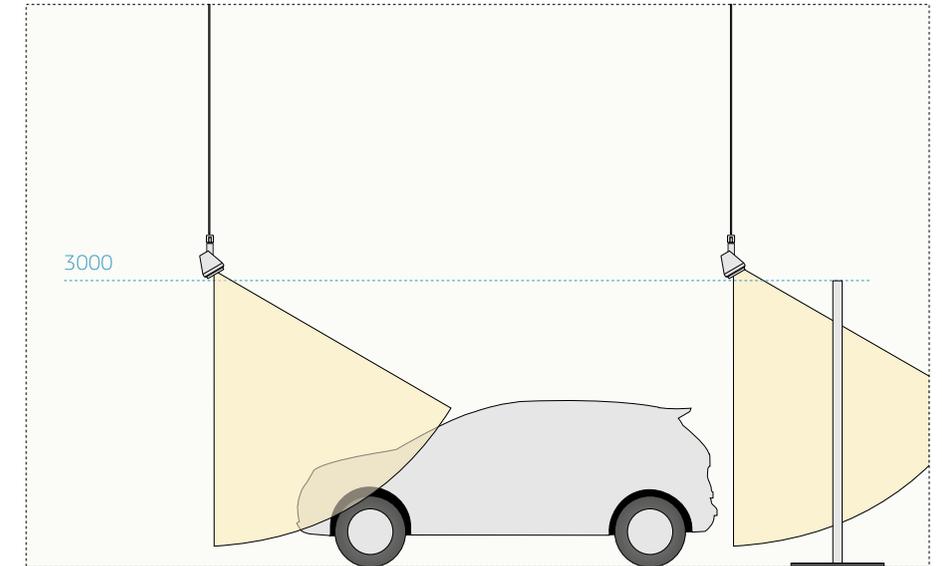
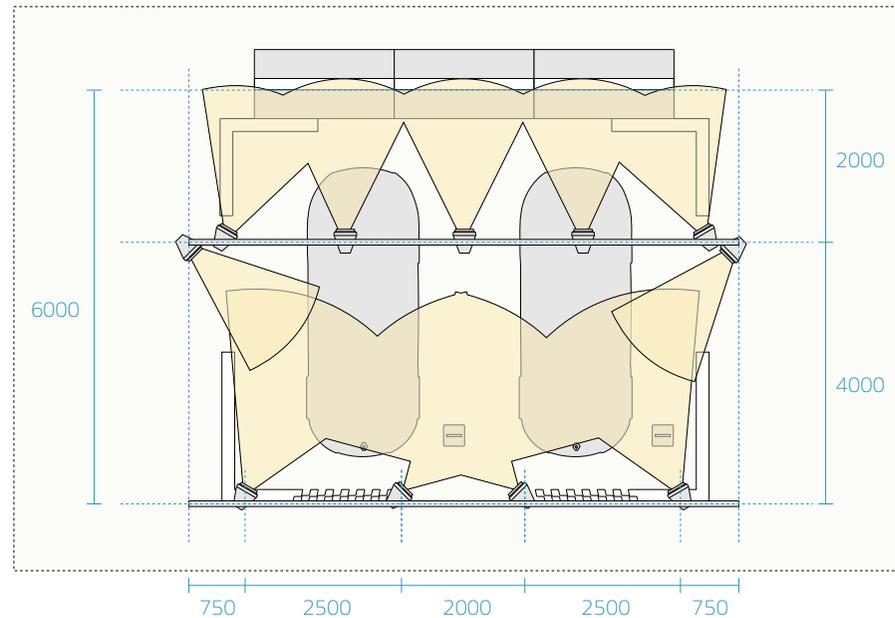
The spotlights are mounted on 2 rails:

- on the rear rail, the spotlights are directed onto the display wall, except for the two end spotlights which are pointed toward the sides of the cars.
- on the front rail, the end spotlights are pointed toward the front of the cars, while the middle spotlights have their beams intersecting to showcase the sides of the vehicle from a greater distance.



Required performance levels

- ① 200-300 lux
- ② 200-300 lux
- ③ 400-600 lux
- ④ 700-800 lux
- ⑤ 1200-1500 lux



3.7.5 Thematic zone with 3 vehicles - Recommendations

Vehicle lighting

The lighting is designed to highlight the three vehicles:

- Directional spotlights are pointed onto the vehicles, ensuring that their lustre and lines are set off by the interplay of contrast and light.

Lighting of the display wall

The display wall is brightly lit in a uniform manner: it visually draws the attention of the customer as soon as they enter the showroom.

- Its lighting contributes to structuring the space.
- It must be lit front and back (except if positioned against a wall).
- The distance between lighting units, the vehicles and the display wall has been reduced, therefore providing performance and comfort for the customer without dazzling them, with controlled luminous intensity.

For a site with a suspended ceiling, embedded lighting units, in similar quantity and with the same characteristics are required.

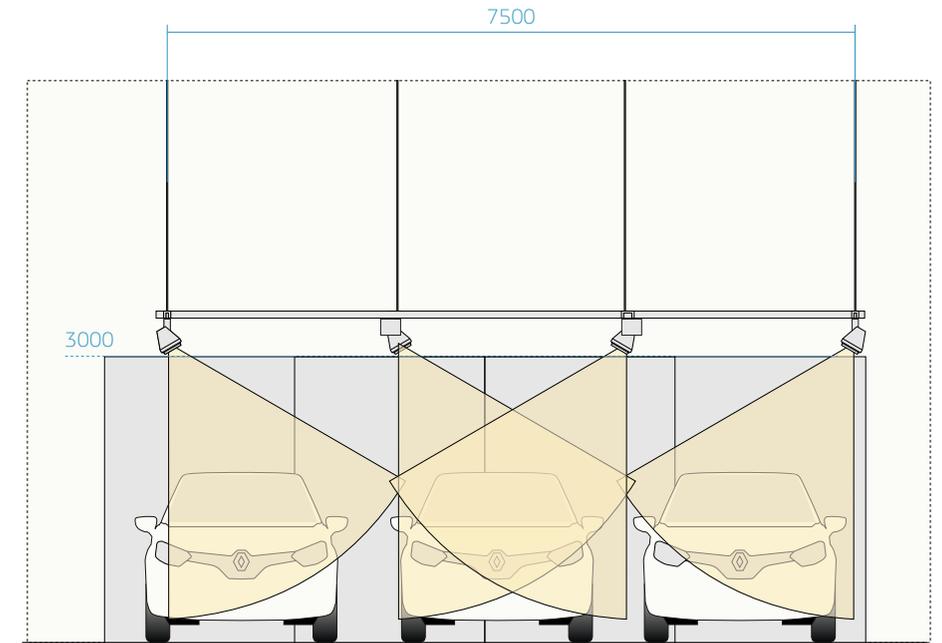


3.7.6 Thematic zone with 3 vehicles - Layout

Principle

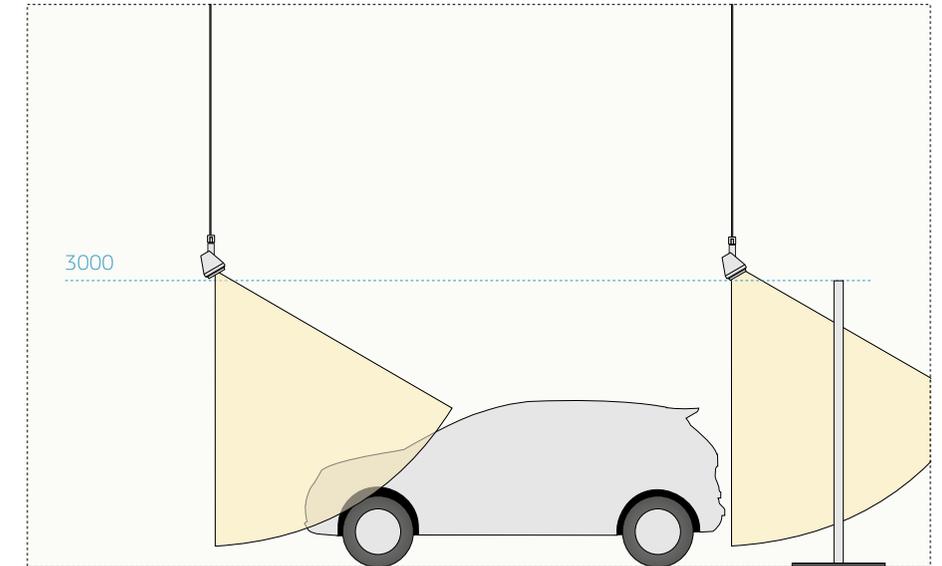
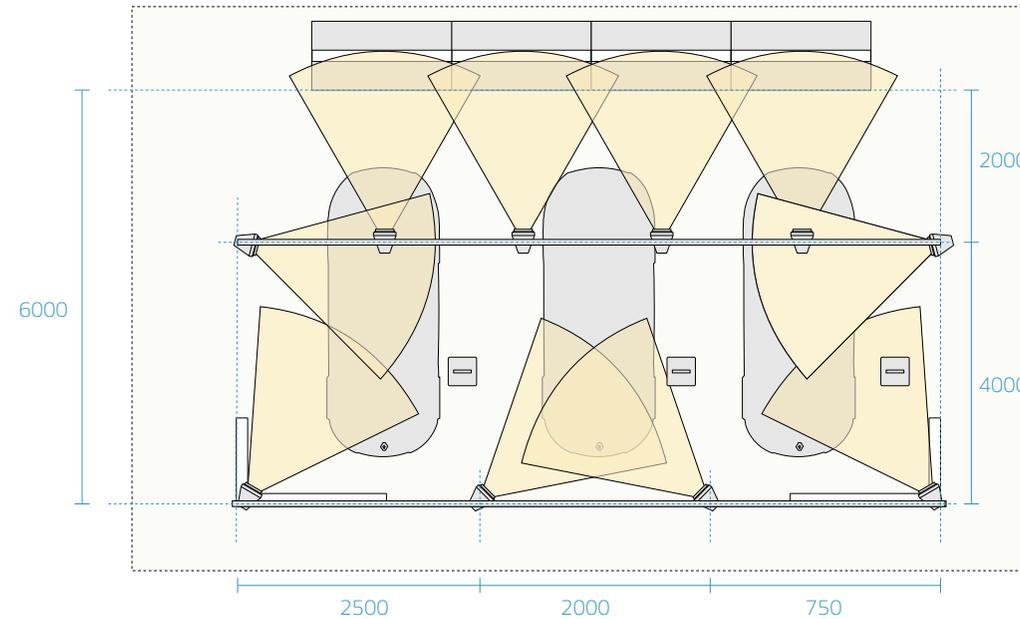
The spotlights are mounted on 2 rails:

- on the rear rail, the spotlights are directed onto the display wall, except for the two end spotlights which are pointed toward the sides of the cars.
- on the front rail, the end spotlights are pointed toward the front of the cars, while the middle spotlights have their beams intersecting to showcase the sides of the vehicle from a greater distance.



Required performance levels

- ① 200-300 lux
- ② 200-300 lux
- ③ 400-600 lux
- ④ 700-800 lux
- ⑤ 1200-1500 lux



3.8.1 Renault Road with canopy - Recommendations

This area is essential because it sends out the first message perceived by the customer when they arrive in the showroom: they must be naturally drawn towards the brand bar and brand wall.

Lighting plays an essential role in guiding the customer.

It must be:

- In a specific location: it sets out the precise limits of the Renault Road.
- Moderate: it emits a soft, diffuse light which is pleasant and welcoming (well spaced and not dazzling).



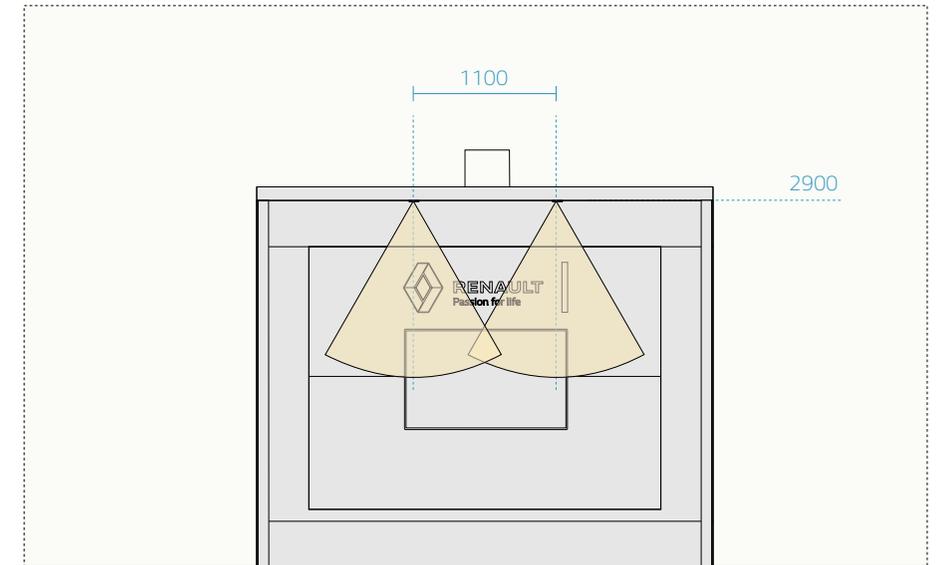
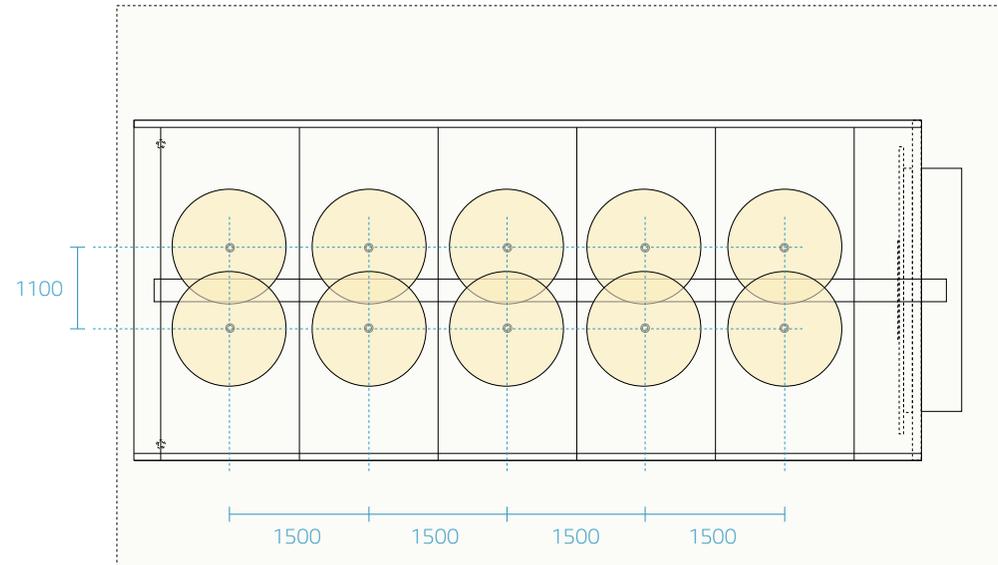
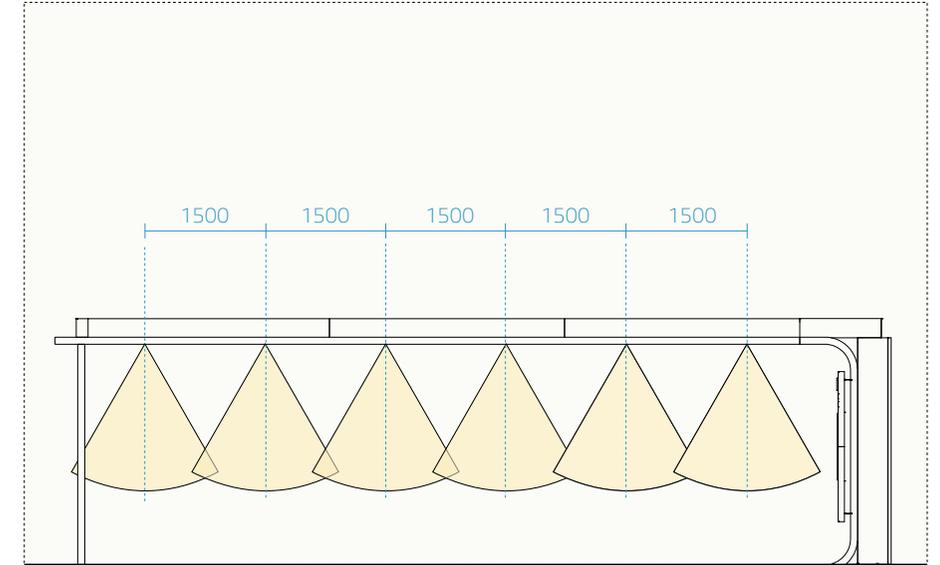
3.8.2 Renault Road with canopy - Layout

Principle

The use of directional LED lighting provides an atmosphere conducive to the use of tablets and communication sets when the customer is sitting at bar brand.

Required performance levels

- ① 200-300 lux
- ② 300-400 lux



3.8.3 Renault Road without canopy - Recommendations

This area is essential because it sends out the first message perceived by the customer when they arrive in the showroom: they must be naturally drawn towards the brand bar and brand wall.

Lighting plays an essential role in guiding the customer.

It must be:

- In a specific location: it sets out the precise limits of the Renault Road.
- Moderate: it emits a soft, diffuse light which is pleasant and welcoming (well spaced and not dazzling).



3.8.4 Renault Road without canopy - Layout

Principle

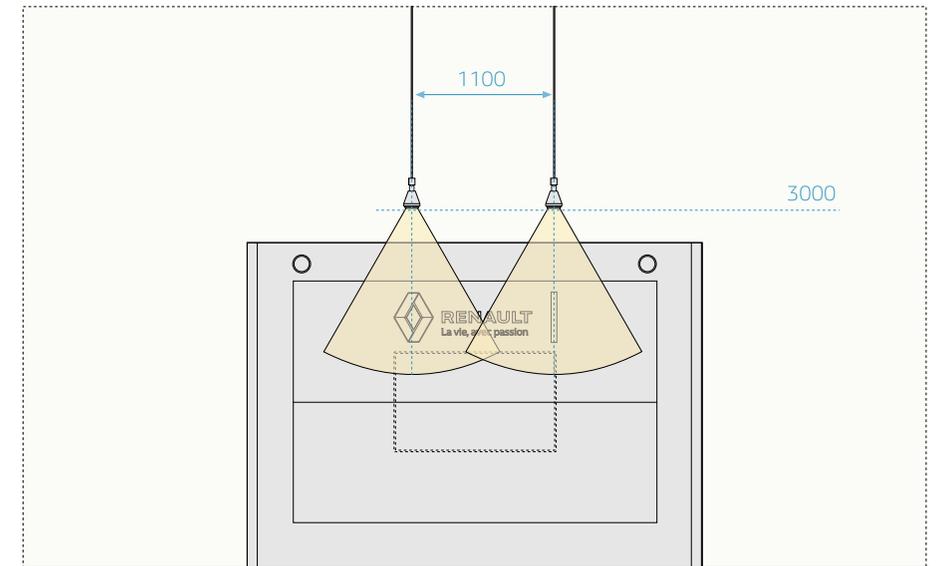
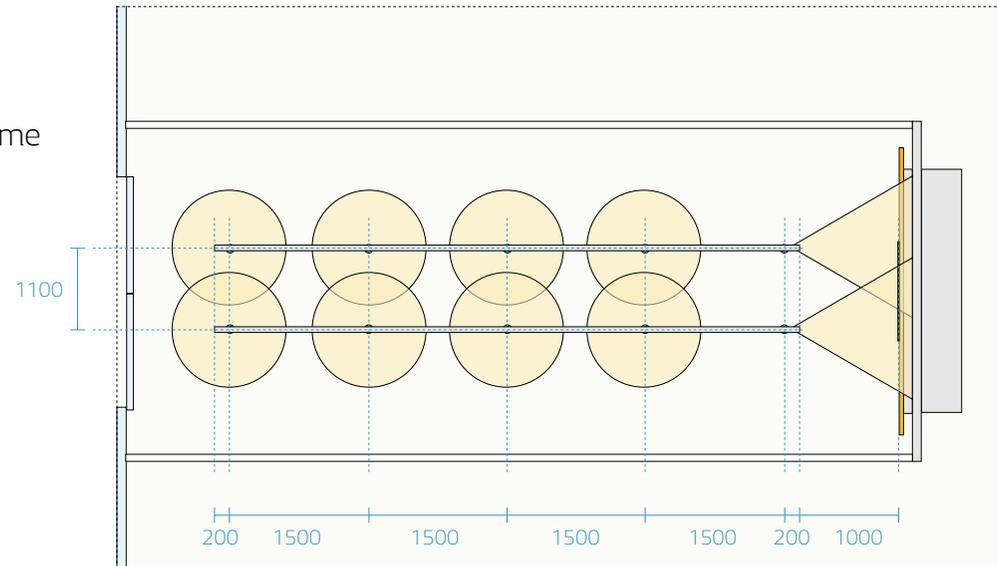
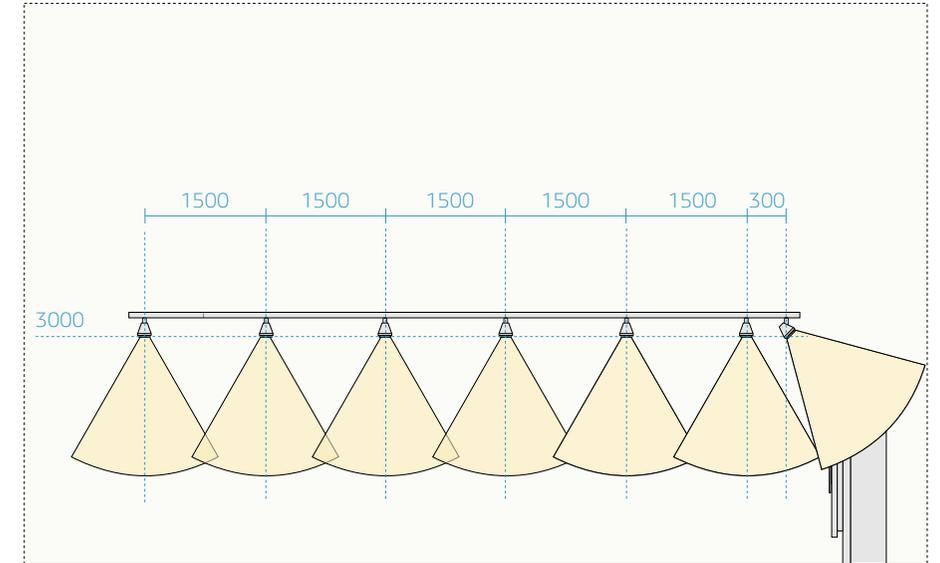
The use of directional LED light units provides a warm atmosphere in the vicinity of the brand wall.

- The 2 spotlights closest to the brand wall illuminate the communication signature and render it visible from the entrance.
- The other spotlights are directed towards the floor, creating a marker light effect between the entrance and the brand wall.

Required performance levels

- ① 200-300 lux
- ② 300-400 lux
- ③ 600-700 lux

For a site with a suspended ceiling, embedded lighting units, in similar quantity and with the same characteristics are required.



3.9.1 Delivery area - Recommendations

This area enables the customer to be welcomed into a dedicated space.

The aim is to imbue the delivery of a vehicle with a sense of occasion, and make it a special moment.

The atmosphere must be characterized by a good level of contrast:

- Accent lighting on the front of vehicles.
- A highlighting of the display wall, comprising the yellow wall displaying the signage for the area, the Delivery accessories unit, grey wall and communications.

A soft, uniform lighting layer is applied above the cars, attenuating any micro-scratches and providing visual comfort during this time devoted to vehicle hand-over.

For a site with a suspended ceiling, embedded lighting units, in similar quantity and with the same characteristics are required.



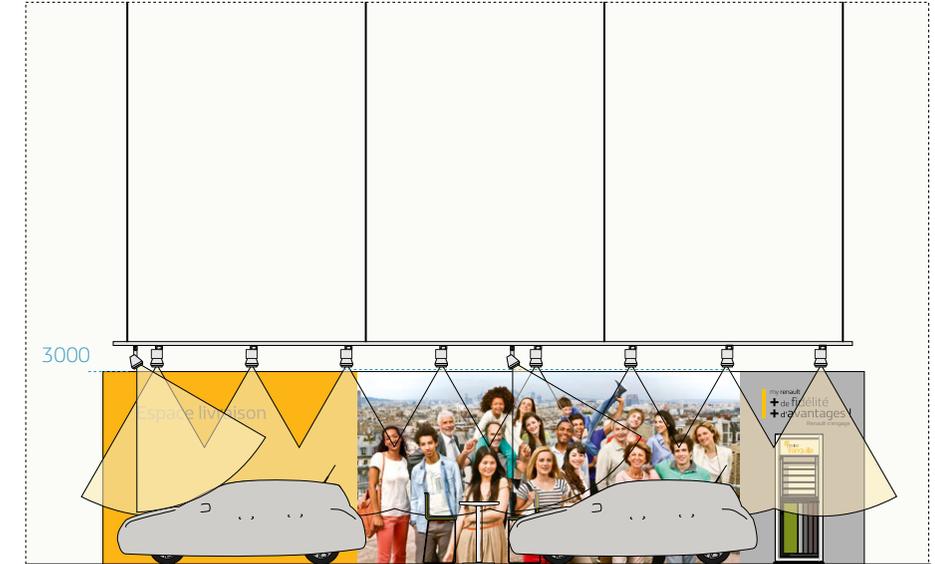
3.9.2 Delivery area - Layout

Principle

The spotlights are installed:

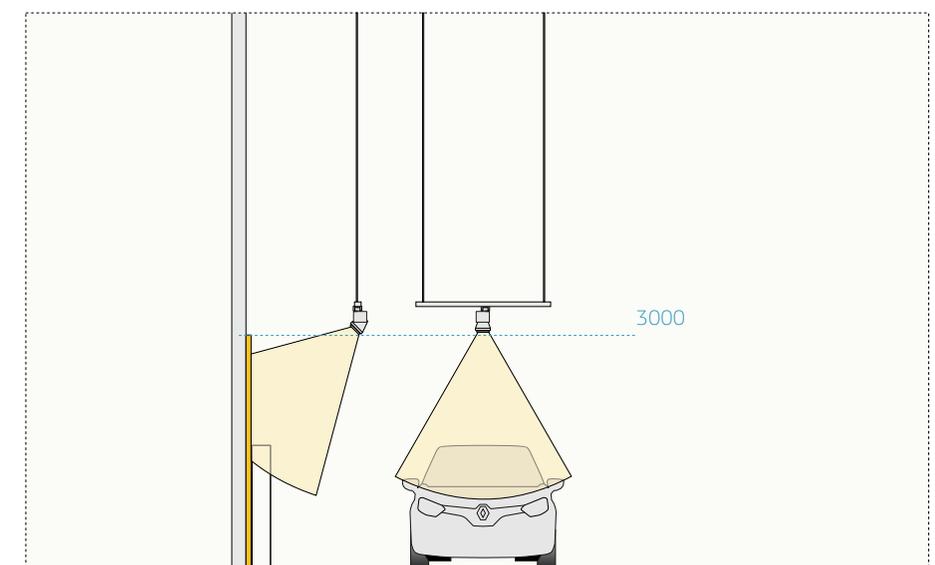
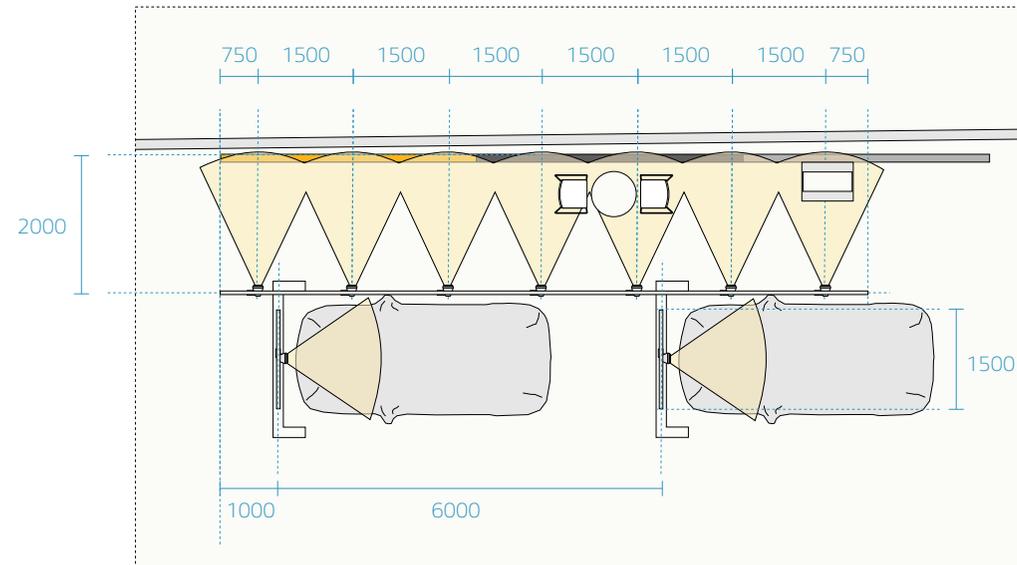
- On a rail perpendicular to the vehicle, with the spotlight directed towards the front of the car,
- On a rail parallel to the wall with spotlights regularly spaced and directed towards each component of the wall (branding, visual and message).

The spotlight to the front of the car will be positioned directly over the marking on the ground, so as to avoid glare.



Required performance levels

- ① 250-300 lux
- ② 300-400 lux
- ③ 1000-1200 lux
- ④ 1200-1500 lux
- ⑤ 1200-1500 lux



3.10.1 Sales desks - Recommendations

Sales desks must have a friendly atmosphere for the customer, conducive to negotiation and the act of purchase.

This atmosphere will be created with a smart environment, reinforced by decorative lighting providing calm, diffuse light, making customers feel comfortable and putting them at ease.



3.10.2 Sales desks - Layout

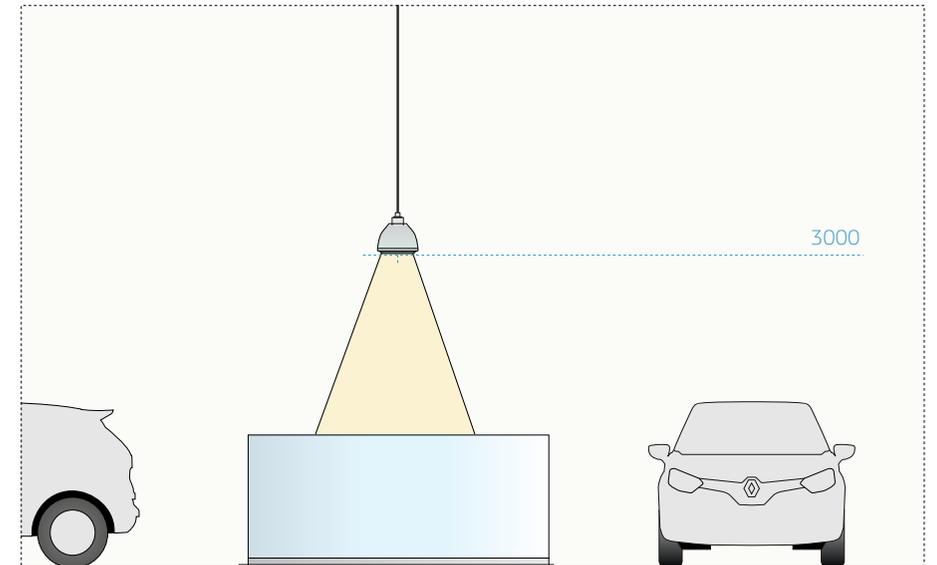
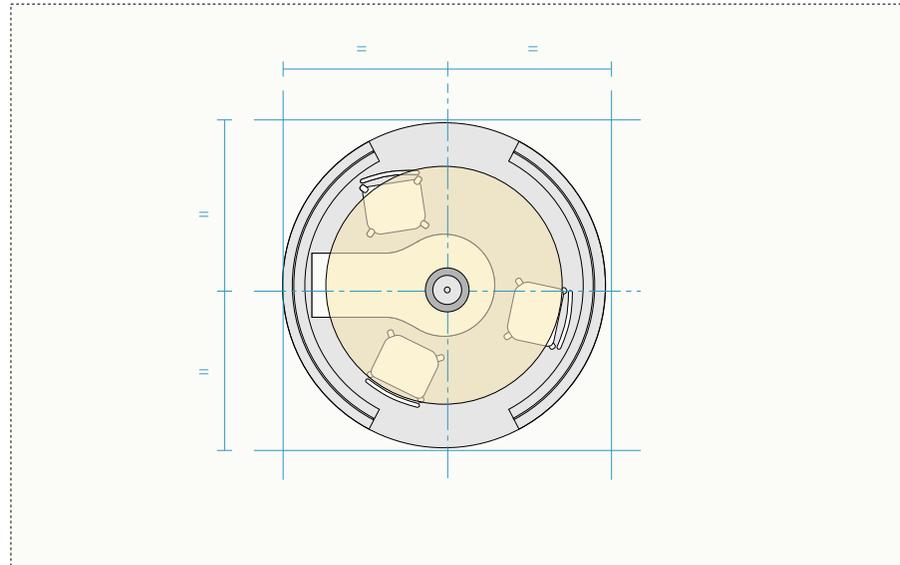
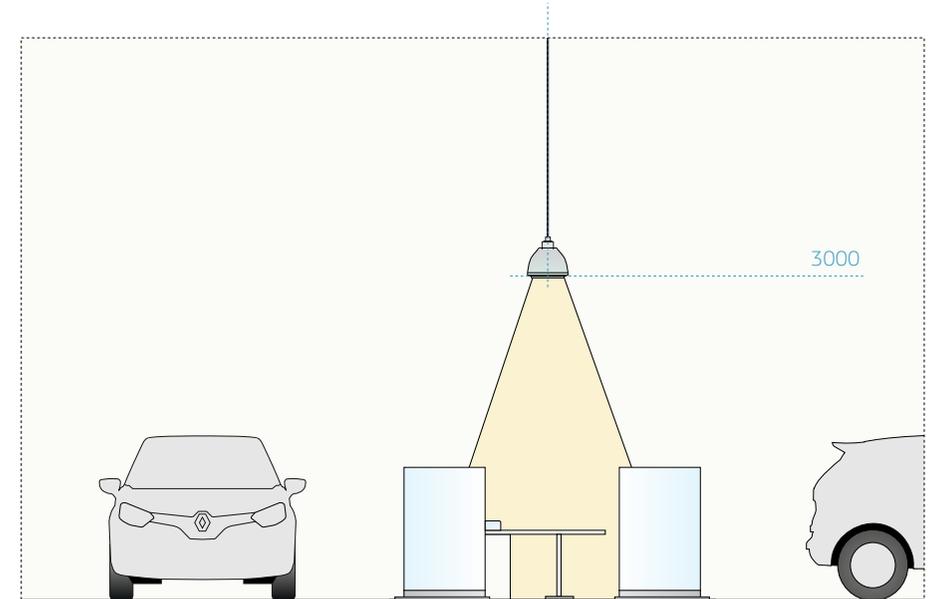
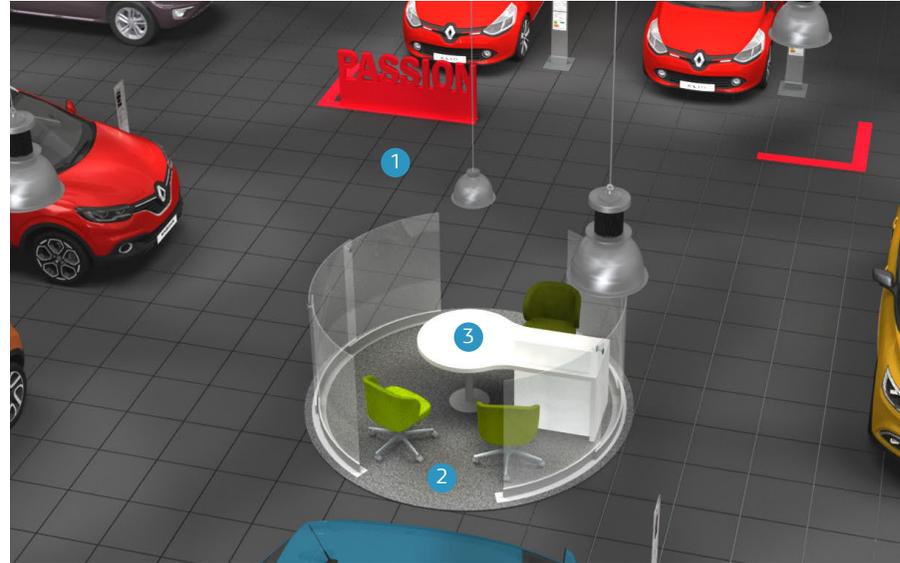
Principle

The sales desk lies at the heart of the showroom.

The lighting located above the unit is reflected on the curved walls with silk screen printing, thus forming an island of light contrasting with the access aisles.

Required performance levels

- ① 200-300 lux
- ② 300-400 lux
- ③ 400-500 lux



3.11.1 Service Reception - Recommendations

When the Service Reception is located in the showroom (Renault Store recommendations), it should be easy for the customer to locate.

- **The lighting of the Service counter** should enable the area to be marked out and provide a comfortable working environment for Service Advisors.
- **The lighting of the yellow wall** should highlight the wall and make the signage very visible: lighting which can be directed and adjusted, with a controlled intensity to prevent dazzling or glare for the lettering of the “customer promise”.



3.11.2 Service Reception - Layout

- **Service counters**

The lighting located above the counters consists of spotlights directed towards the reception unit tops.

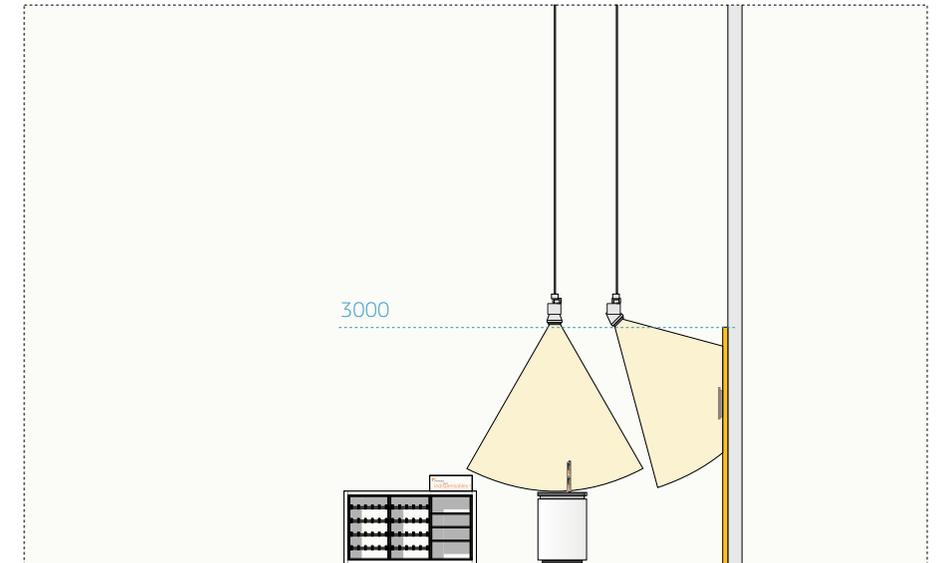
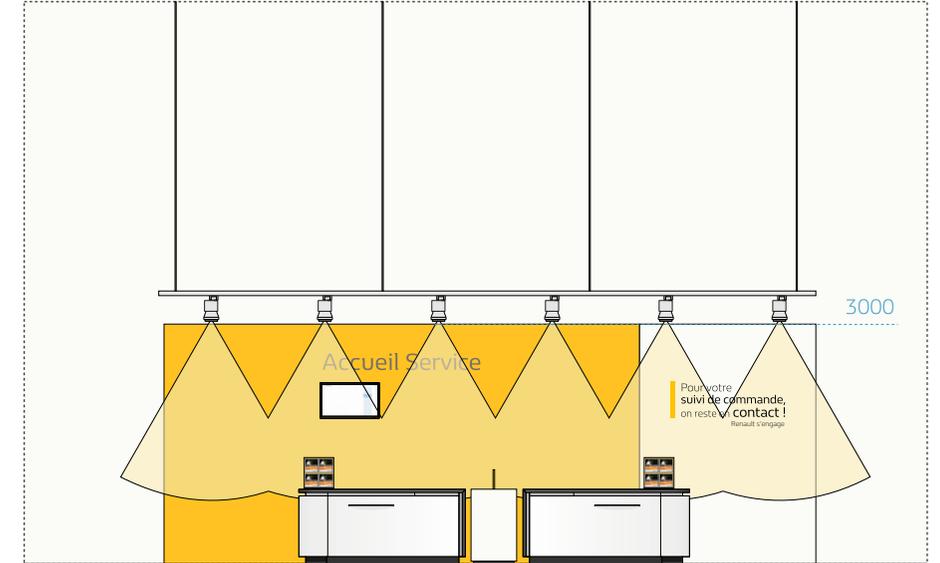
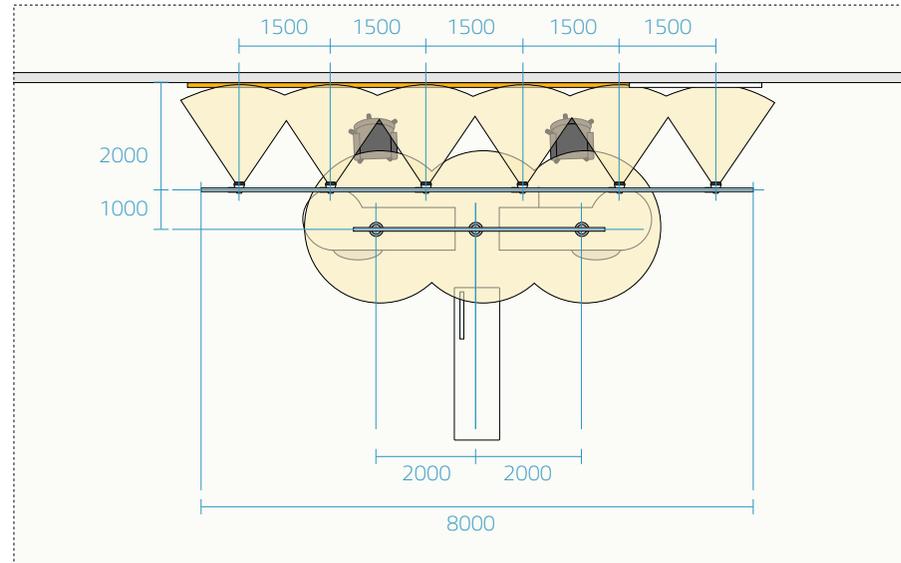
- **Background wall**

The spotlights are installed on a rail parallel to the background wall, covering the yellow wall and the promise (when combined with the yellow wall).



Required performance levels

- ① 200-300 lux
- ② 200-300 lux
- ③ 400-600 lux
- ④ 700-800 lux

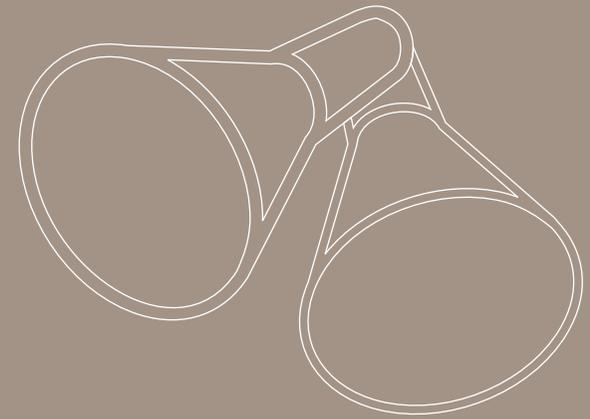


4

Recommendations for the lighting installer

2x

nombre



orientable

4.1 Prerequisites to installation

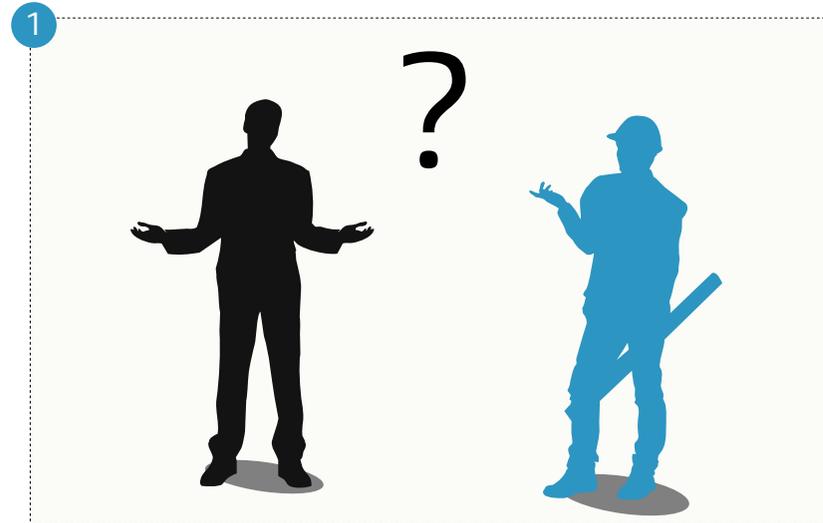
An **installation project** is a prerequisite to any installation.

The **dealer** must seek the services of approved suppliers of lighting equipment.

It is the role of the **design offices of these vendors** to produce an installation project, which shall include, for each area or zone of the dealership:

- an equipment recommendation,
- a layout drawing,
- a quotation.
- a schedule.

The **dealer** then places an order with the vendor of his choice after validating the installation project.



How do we get this going?



Contact an approved supplier or installer



Ask for a lighting layout design study and a costing on the basis of the finalized installation drawings for the showroom

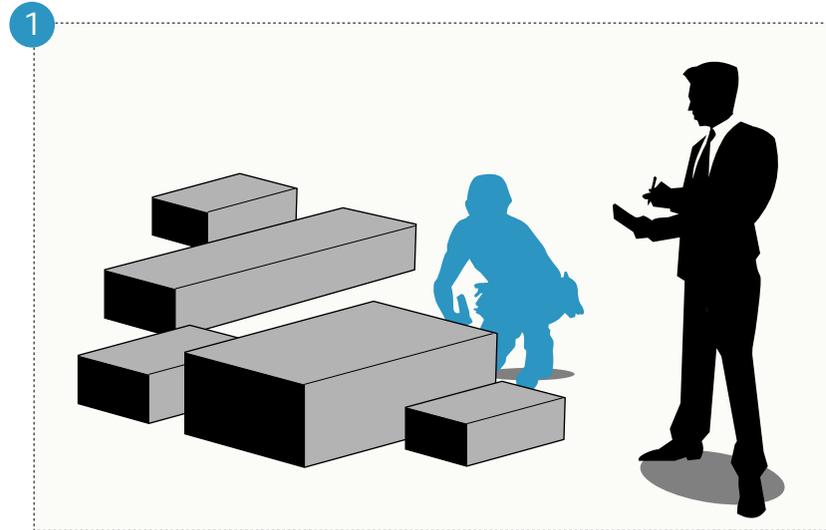


Receive the project with the vendor's installation layout recommendations

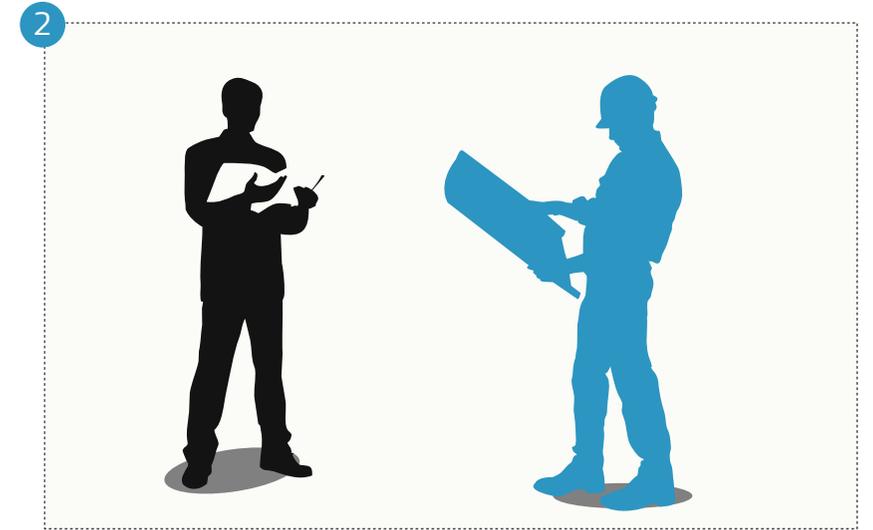
4.2 Preparations for installation

Before starting the installation, the **dealer** (or his architect) and **installer** must carry out the following steps:

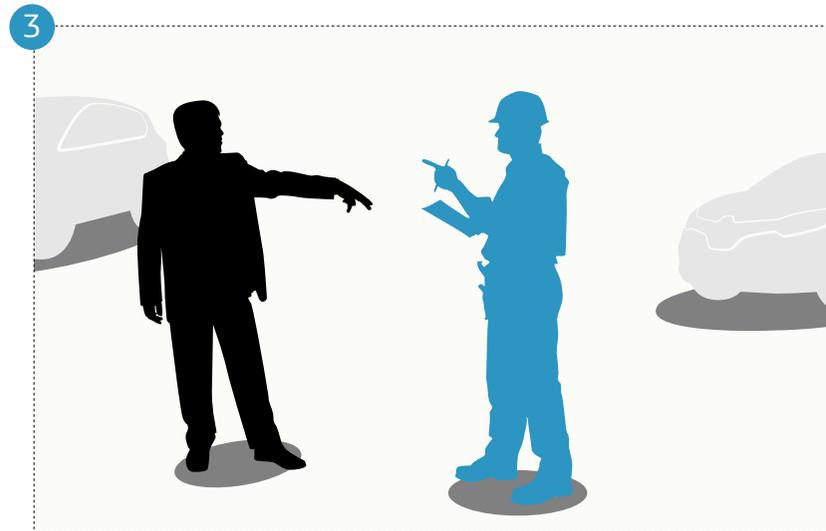
- Reception the packages containing the equipment and the overall layout plan and make sure these match the order.
- Study together the overall layout plan describing the installation requirements for each of the areas involved.
- Identify the work areas.
- Divide up the various equipment into the corresponding areas.



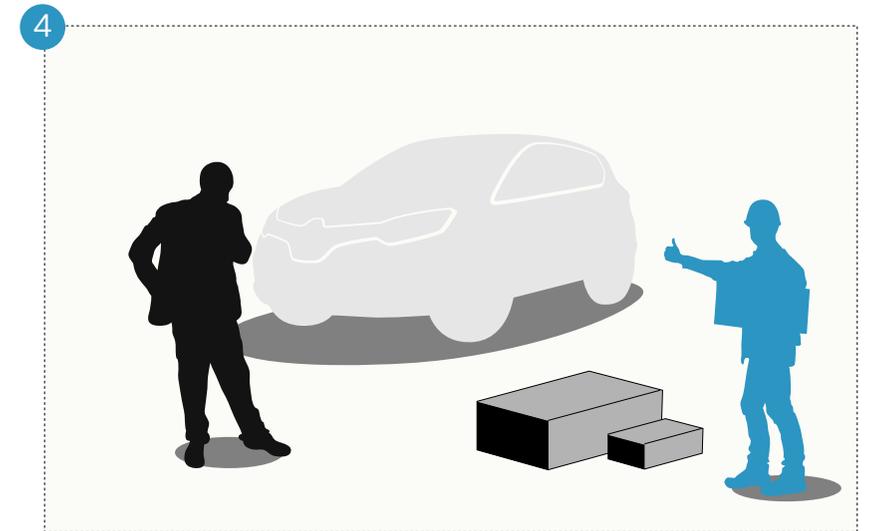
1 Receive and open the packages



2 Study the overall layout drawing

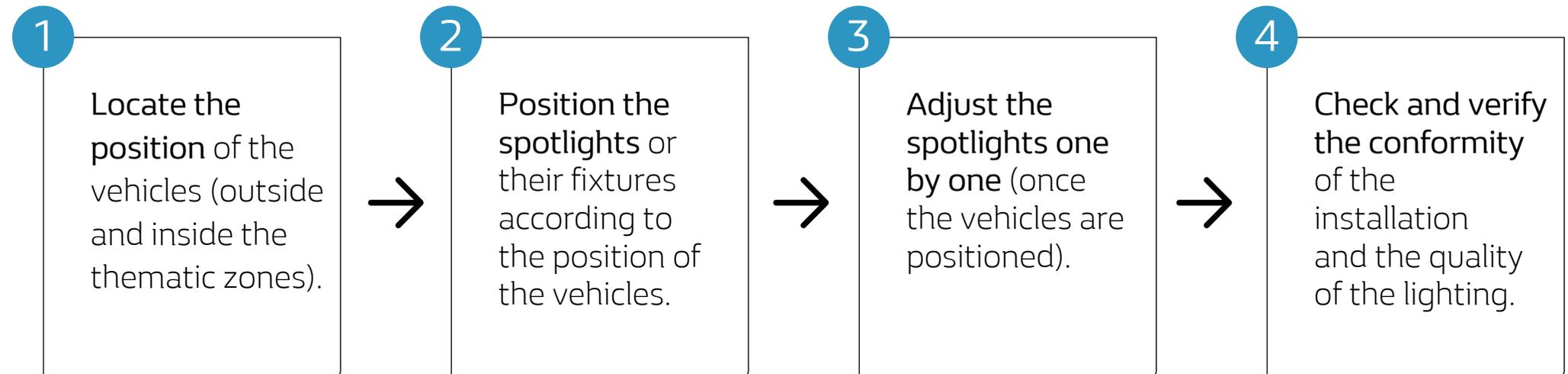


3 Identify the different work areas



4 Divide up the parcels into each zone or area

4.3 General installation process



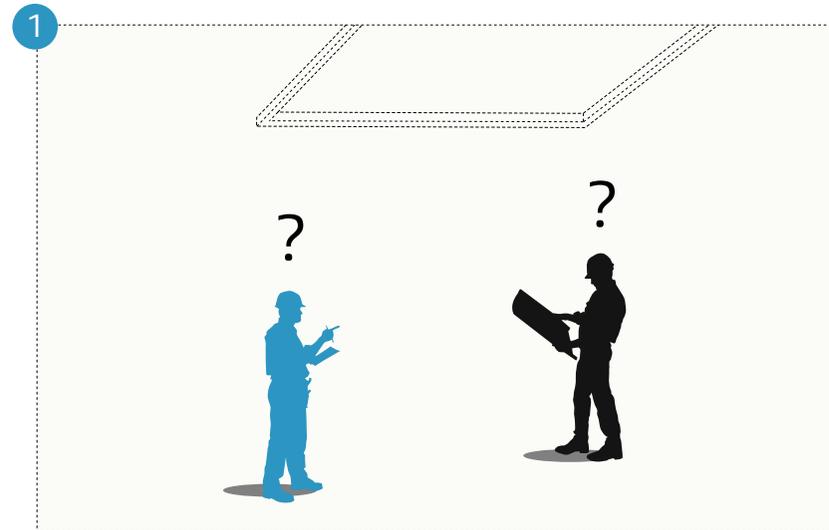
4.4 Main installation steps

At the time of the installation, the **dealer** (or his architect) and installer must together carry out the following:

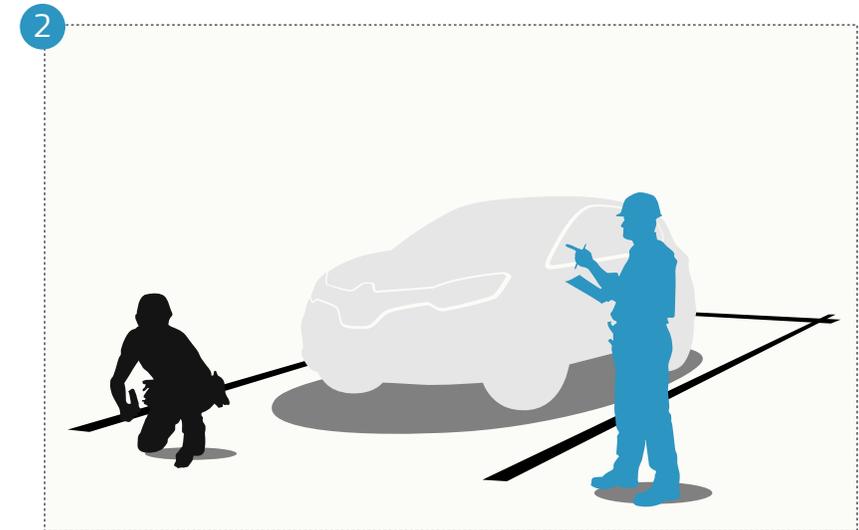
- Identify the different zones within the showroom and - if necessary - position the vehicles in accordance with the layout drawing.

When performing the installation, the **installer's** tasks will include:

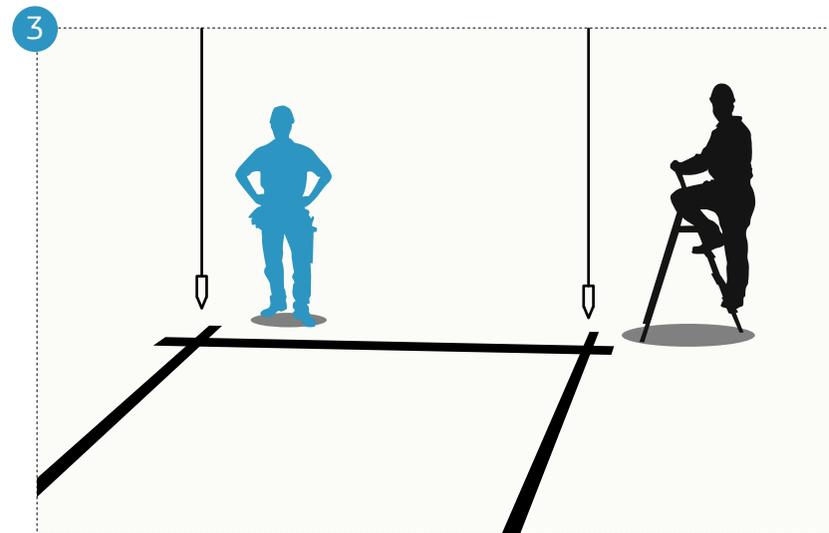
- Marking out the zones and areas with adhesive tape,
- Installing the lighting rails on the ceiling in accordance with the markings made on the ground, for the different areas,
- Mounting the spotlights on the rails and carrying out the adjustments with respect to the vehicles or items to be highlighted.



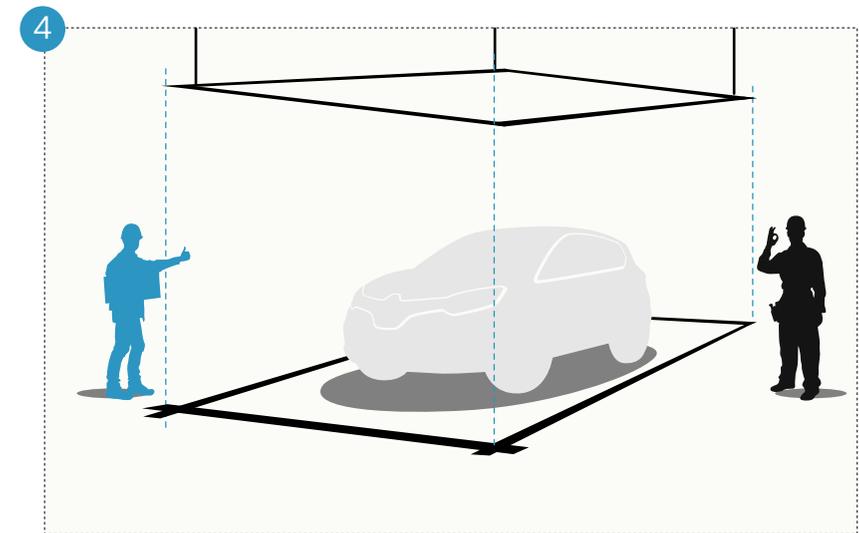
Identifying the relevant zones or areas in the dealership



Mark out the zones with adhesive tape



Install the lighting rails on the ceiling

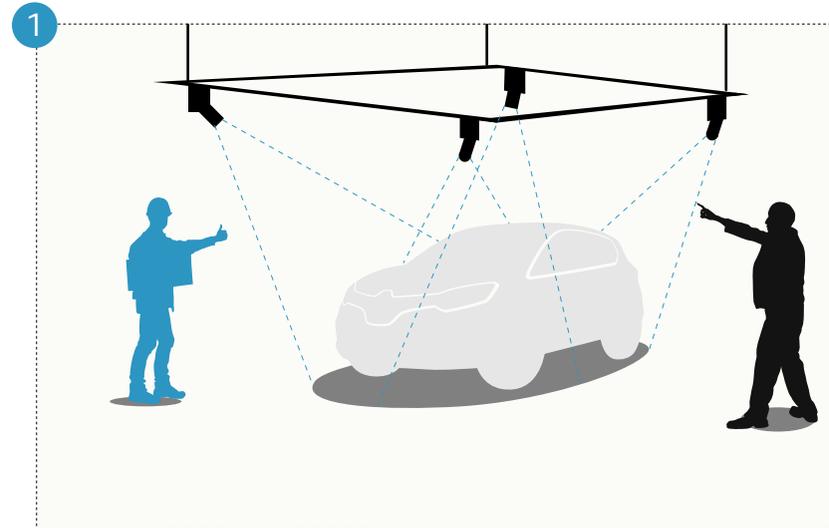


Mount the spotlights on the rails

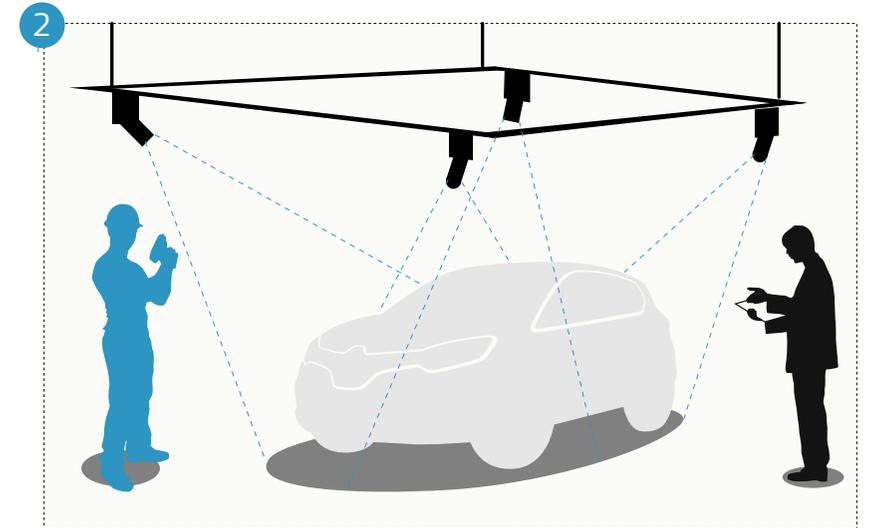
4.5 What to do post-installation?

After the installation, **the dealer** (or his architect) and **installer** must together carry out the following:

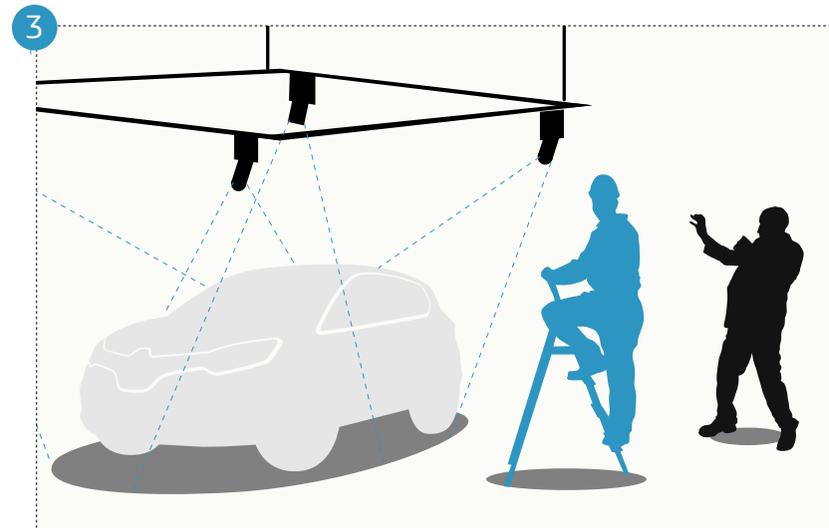
- Make sure the spotlights are properly oriented with respect to the vehicles or items to be highlighted.
- Perform light intensity measurements at different points on the vehicles or items to be highlighted, using the installer's light meter.
- Establish any deviations from the requirements and, if necessary, make corrections to the orientation of the spotlights.



Check the correct orientation of the spotlights



Take readings using the light meter



Make final adjustments