

BCB launch

rules of presentation in dealerships

edition v3d - february 2022

1

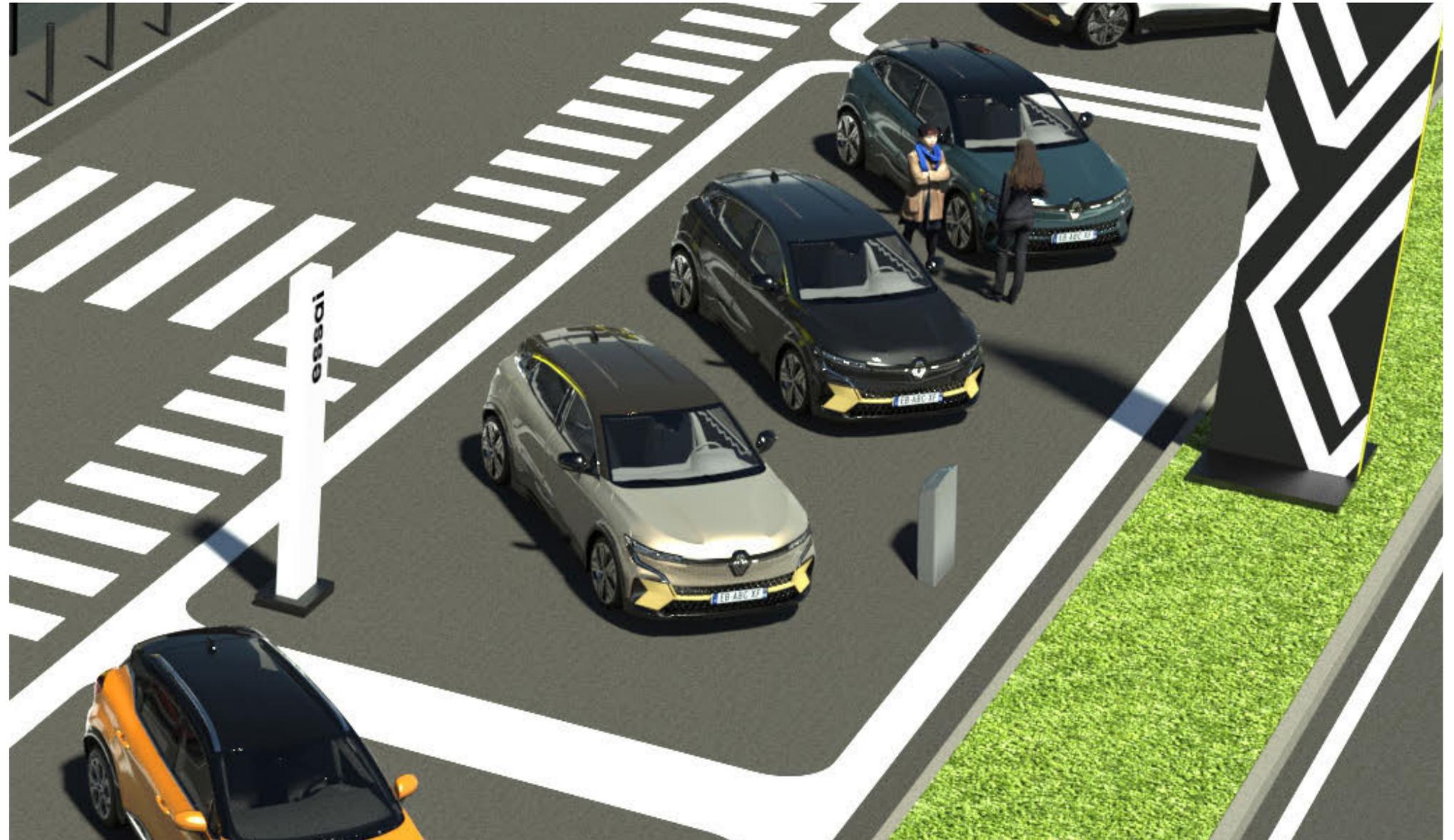
exterior areas

1.1 Actu zone



BCB is featured in the outdoor Actu area.
A specific visual implanted in the Mupi,
accompanies the presentation (visual in
progress).

1.2 test drive area



BCB is also presented in the test area.

2

presentation in the showroom

2.1 general view



BCB is presented in the nouvel'R area with different communication media implemented according to specific procedures.

- 1 the 3 totem-kakemonos
- 2 the nouvel'R fresco
- 3 the 2x2m POS

2.2 layout variant-1



Alternatively, if it is impossible to position the 2x2 POS in the area, the 3 totem-kakemonos may be present, associated with the nouvel'R fresco.

- 1 the 3 totem-kakemonos
- 2 the nouvel'R fresco

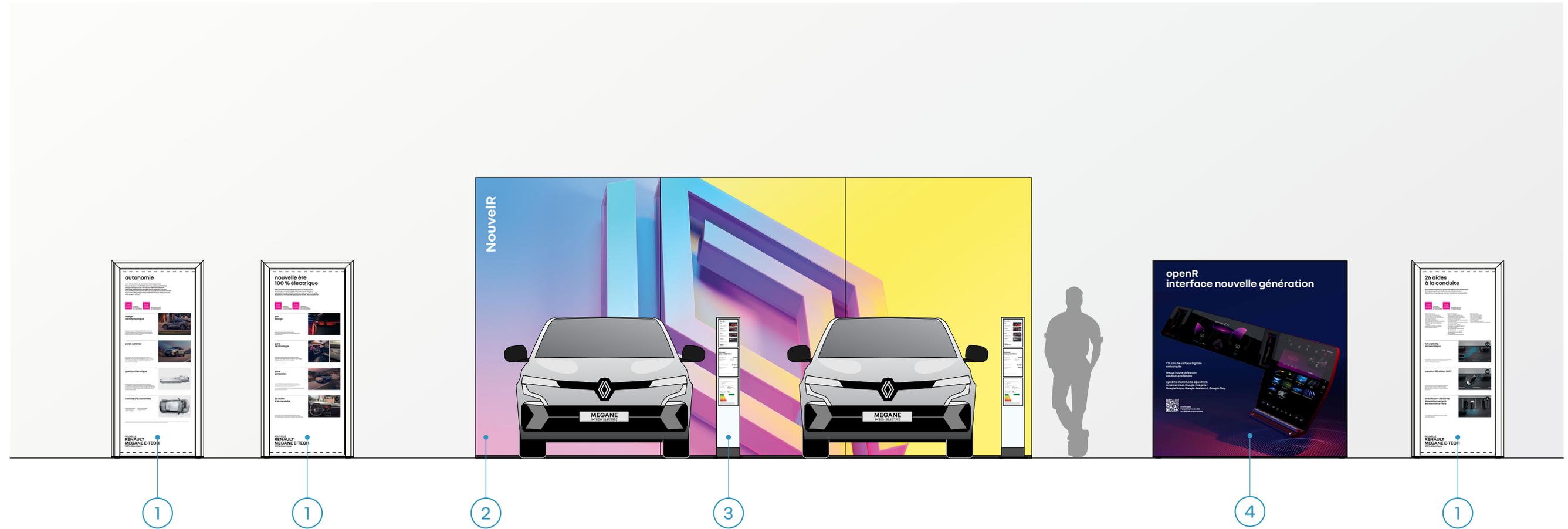
2.3 layout variant-2



In small showrooms, it will be possible to use the version of the nouvel'R fresco in the 4 x 3m format, allowing a unique vehicle to be presented in the area.

- 1 the 3 totem-kakemonos.
- 2 the nouvel'R fresco.
- 3 the 2x2 m POS.

2.4 BCB launch media collection



- 1 the 3 totem-kakemonos
- 2 the nouvel'R fresco
- 3 the price display
- 4 the 2x2m POS

2.5 the totem-kakemono



The support is double-side printed.

Various visuals are available.

2.6 2x2m POS



openR
interface nouvelle génération

774 cm² de surface digitale embarquée
1250 x 1562 pixels de définition*
157 ppi de résolution
80 % de profondeur colorimétrique

système multimédia openR link
avec services Google intégrés : Google Maps,
Google Assistant, Google Play

GRAND
A L'AVANTURE
DU LANCÉ

prolongez l'expérience
sur le site internet

GRAND
A L'AVANTURE
DU LANCÉ

prolongez
l'expérience en 3D
et réalité augmentée

openR link
toute l'expertise Google
dans votre voiture



Renault s'associe au géant de la technologie Google
pour vous proposer la meilleure expérience de conduite connectée.
Découvrez openR link, un nouveau système de navigation
intelligent, aussi fluide qu'un smartphone.



Google Maps
cartographie à jour en temps réel
Retrouvez toutes les informations trafic en temps réel
et une cartographie toujours à jour.
Grâce à ses fonctions dédiées à l'électrique,
se déplacer n'a jamais été aussi simple :
les trajets sont optimisés en fonction des points
de charge et du niveau de batterie de votre véhicule.

Google Assistant
pilotez par la voix
Avec Google, l'assistant vocal est à votre écoute.
Planifiez un trajet, trouvez une borne de recharge,
jouez votre titre du moment, juste à la voix !
Profitez-en aussi pour interagir avec votre domicile,
ouvrir le portail, allumer le chauffage ou l'éclairage
à distance.

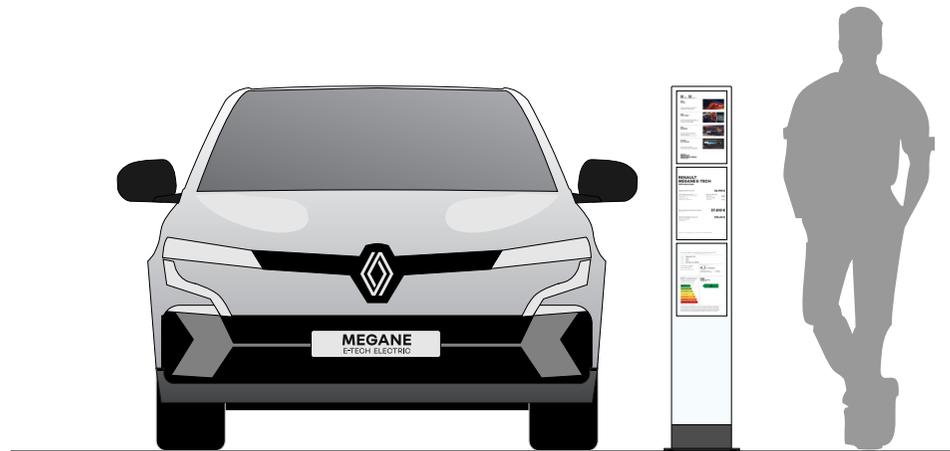
Google Play
embarquez vos applications
Retrouvez le meilleur de votre smartphone
dans votre voiture. Avec plus de 40 applications
disponibles : musique, podcasts, livres audio, Spotify.

prolongez l'expérience
sur le site internet

GRAND
A L'AVANTURE
DU LANCÉ

The support is double-side printed.

2.7 price display





consultez la brochure sur votre mobile



découvrez-en plus sur le site

pure design

Avec son bandeau 3D moiré à l'arrière, nouvelle Renault Megane E-Tech 100% électrique casse les codes.



pure technologie

Interface nouvelle génération openR de 774 cm², système multimédia openR link avec services Google intégrés, son premium Harman Kardon.



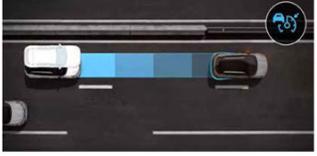
pure sensation

Jusqu'à 470 km d'autonomie, 220 ch, 7,4 sec pour passer de 0 à 100km/h, freinage régénératif. Conduire n'a jamais été aussi excitant.



26 aides à la conduite

Résolument sûre, nouvelle Renault Megane E-Tech 100% électrique vous promet un trajet en toute sécurité.

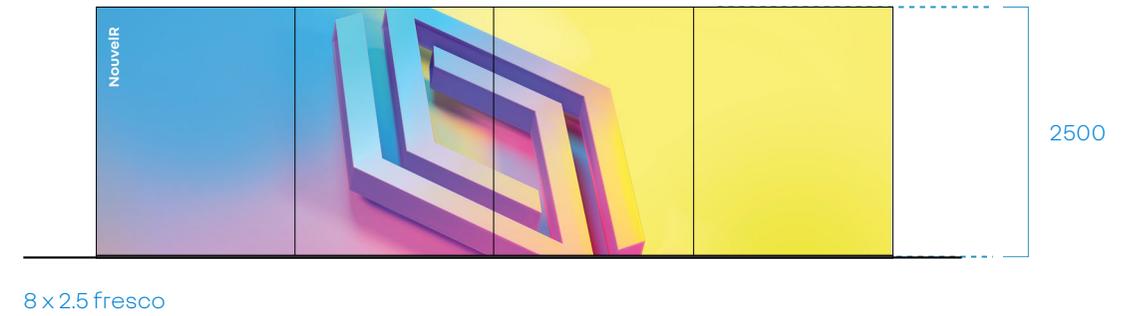


NOUVELLE
RENAULT
MEGANE E-TECH
100% électrique

The top sheet shows the USPs of the vehicle.

The other 2 leaflets, price and energy performance must also be updated.

2.8 nouvel'R frescoes



4 x 2.5 fresco

6 x 2.5 fresco

8 x 2.5 fresco

2500



4 x 3 fresco

6 x 3 fresco

8 x 3 fresco

3000

The frescoes are modular with 2 to 4 modules of 2.0 m.

Versions of 2.5 m and 3 m in height are available to meet the different installation scenarios.

2.9 other showroom communication media

brand bar visuals

For countries still using brand bar, BCB visuals are available on ACT website. www.act.diadeis.com



for all countries

- **new brand wall video playlist.** Coming soon. Deployment in March.



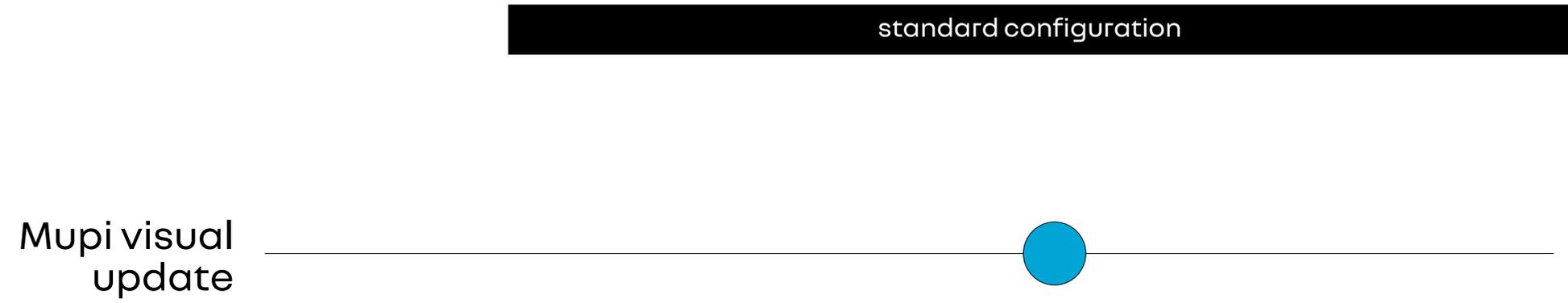
- **supports to delete:** kakemono with flexible support.



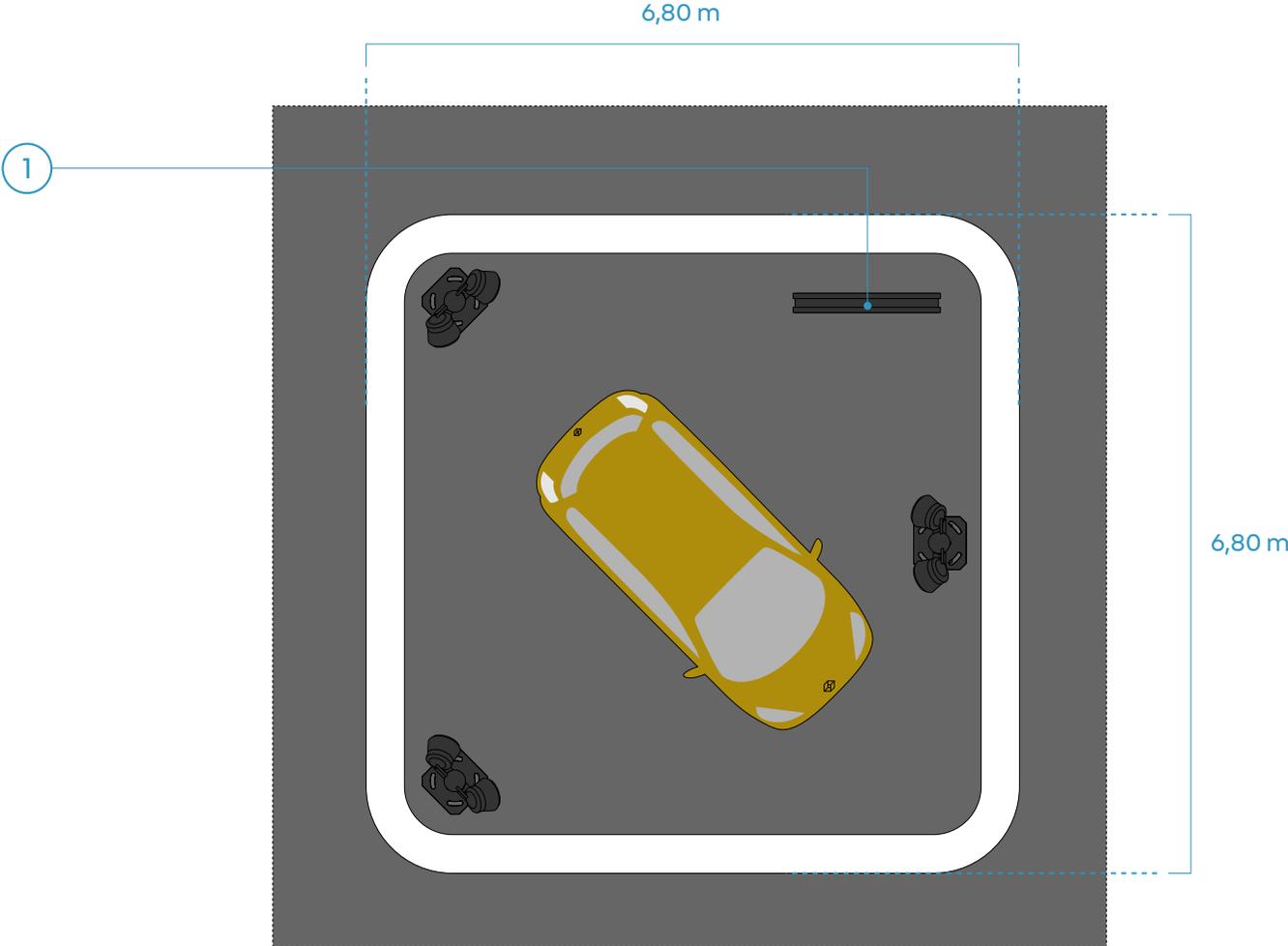
3

**the principles of implementation
of exterior areas**

3.1 BCB in the outdoor Actu area



3.2 the exterior Actu zone



1 Mupi

4

**the principles of implementation
of interior areas**

4.1 the roles assigned to the product areas

As part of the launch of new products, the new'R area becomes the flagship presentation area of the Renault Store showroom.

currently



actu zone:
presentation of the model in launch

passion area:
presentation of the model being launched
or of a recent model

tomorrow



nouvel'R area :
presentation of the model in launch

actu zone :
presentation of the model being launched
or of a recent model

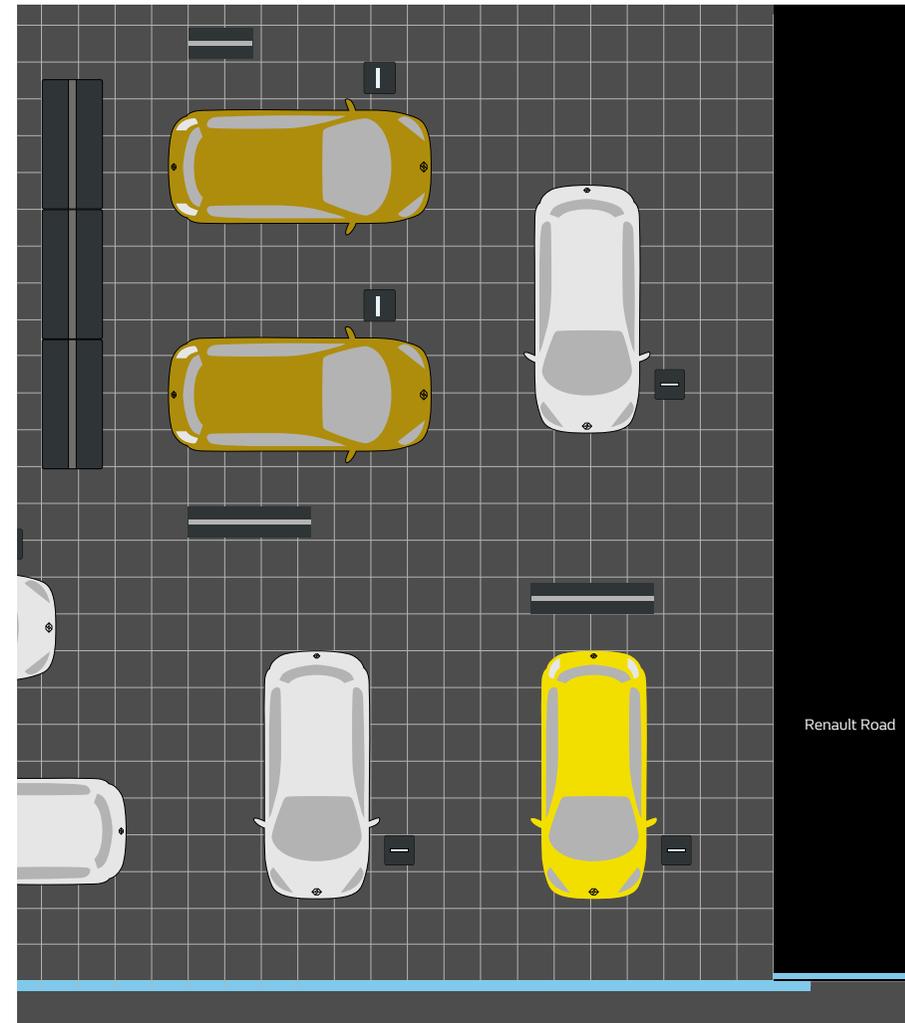
4.2 evolution of product areas

1 BCB launch

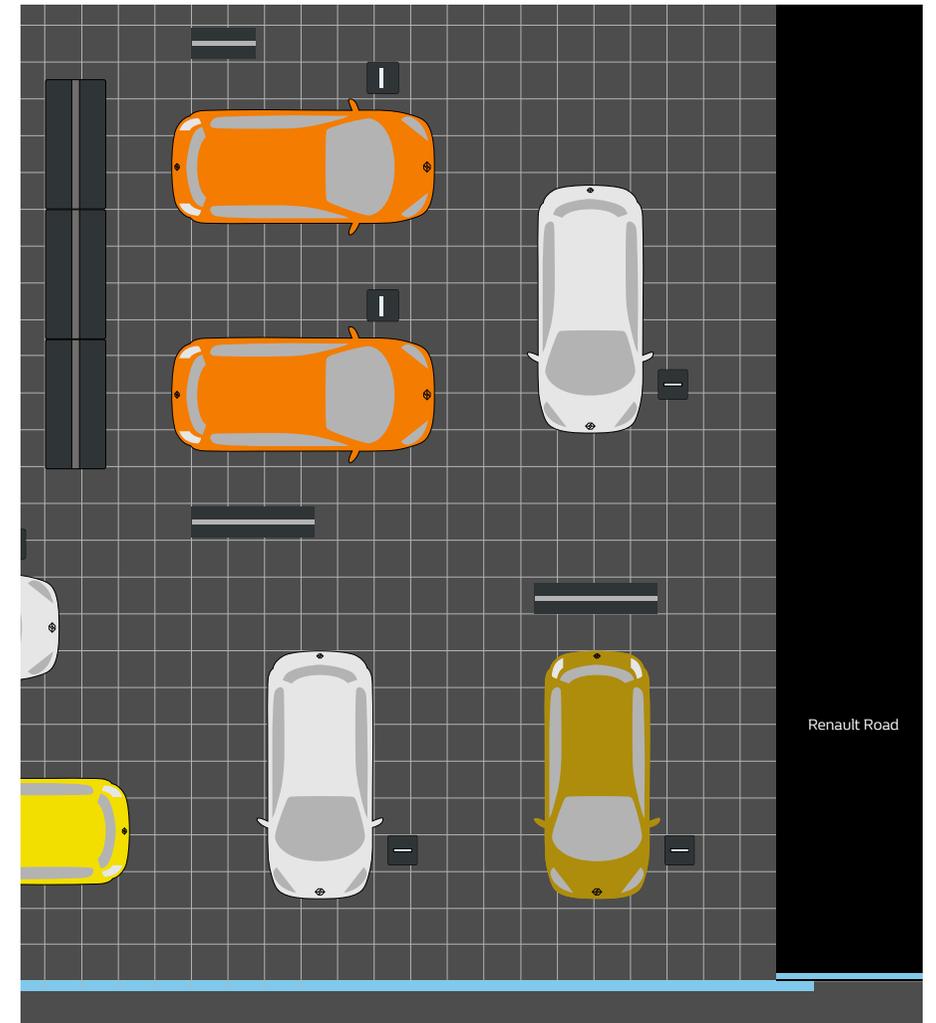
BCB is presented in the nouvel'R area. The actu zone in the foreground, to the left of the renault road, makes it possible to present a car produced in limited series or a car that was the subject of the previous BCB launch (yellow vehicle).

2 next launch (post BCB)

the novelty (orange vehicle) will replace BCB in the new'R zone. BCB will then be presented in the actu zone. The limited edition car (yellow vehicle) is presented outside specific areas in the showroom.



1



2

4.3 operating rules for totems-kakemonos

BCB launch



The 3 totems are exclusively dedicated to BCB.

The contents of the 6 sides of kakemono are essential to effectively promote BCB.

HHN launch



At this deadline, 4 totems must be available in the showroom.

- 3 totems for HHN.
- 1 totem for BCB.

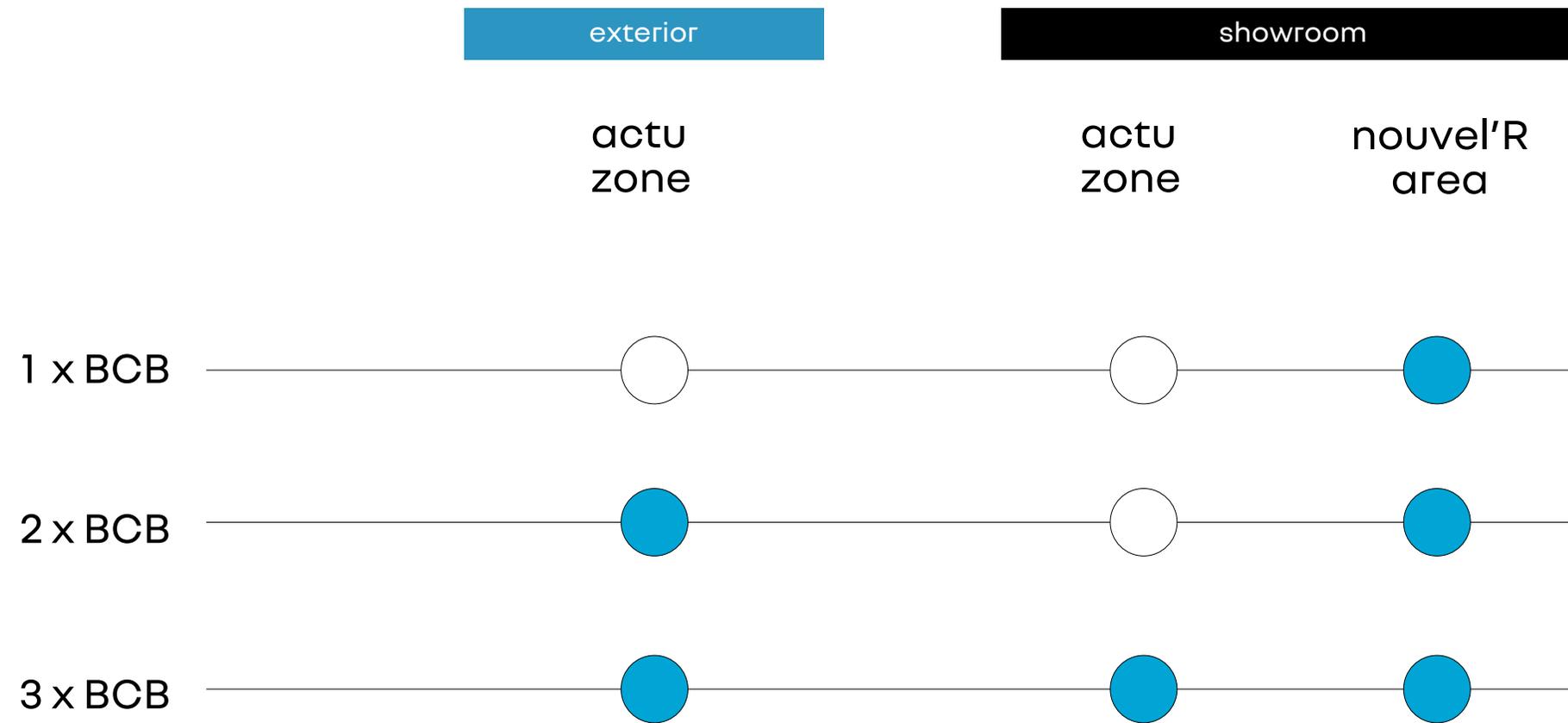
outside launch period



In periods outside the launch of new models, the 4 totems will be used in the showroom.

- 1 totem maximum per model.

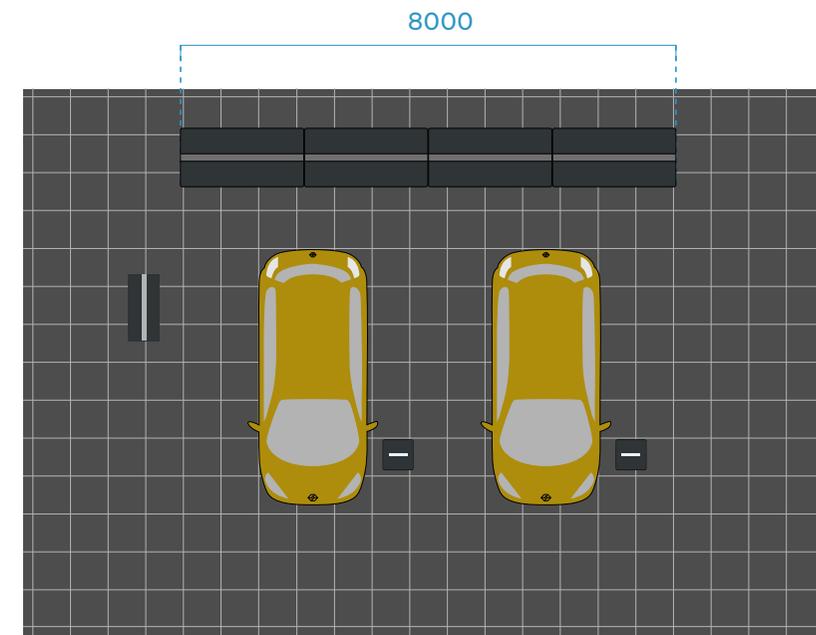
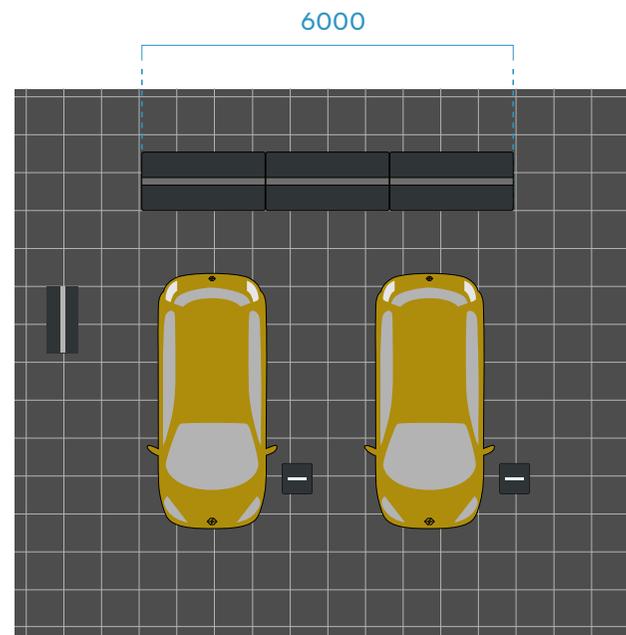
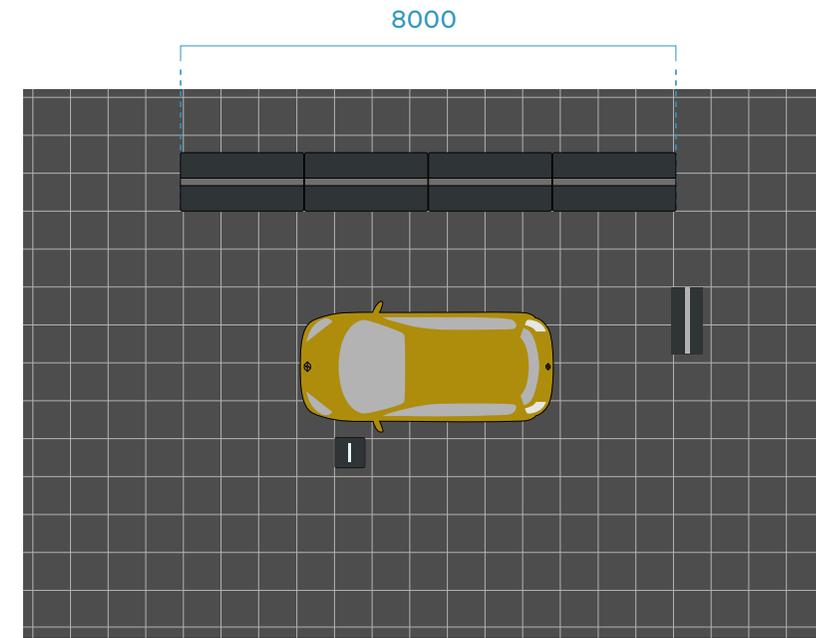
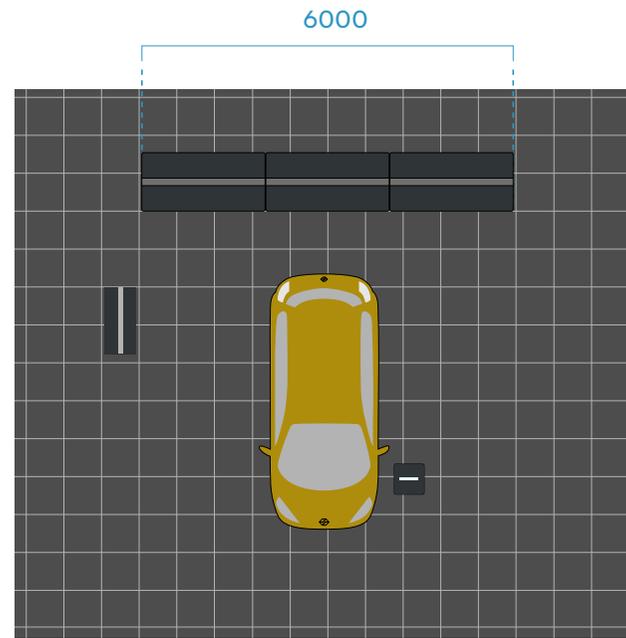
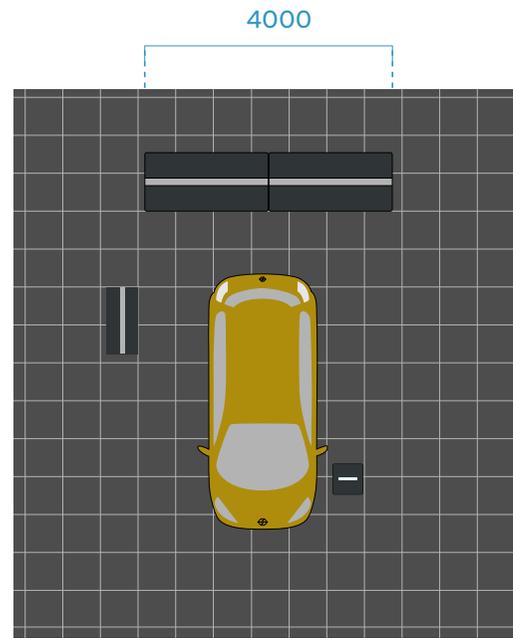
4.4 configurations according to the number of vehicles available in the showroom



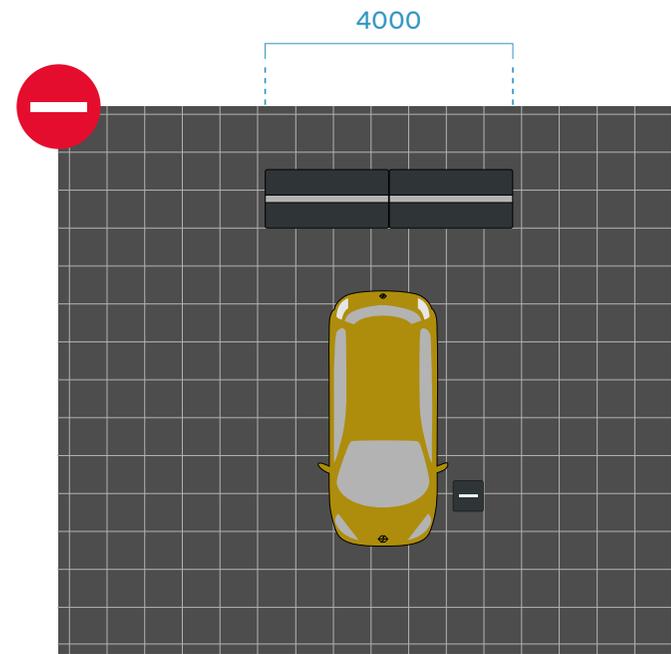
4.5 updating of a passion zone into a nouvel'R zone

	configurations		
	4m fresco	6m fresco	8m fresco
fresco update	●	●	●
totem kakemono	3	3	3
2x2 open'R POS	1	1	1
maximal number of BCB	1	2	2
other vehicle	○	○	○
price display visuals	●	●	●

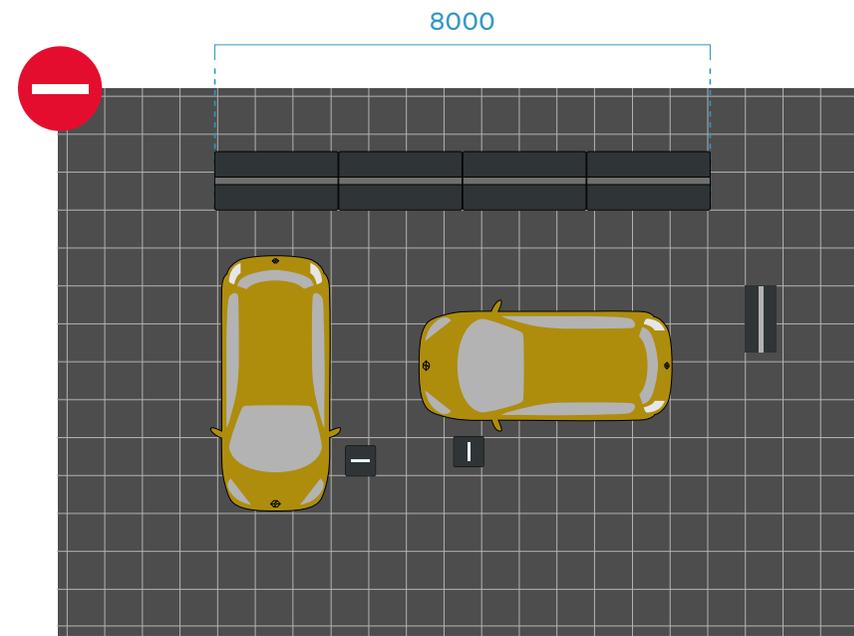
4.6 possible configurations



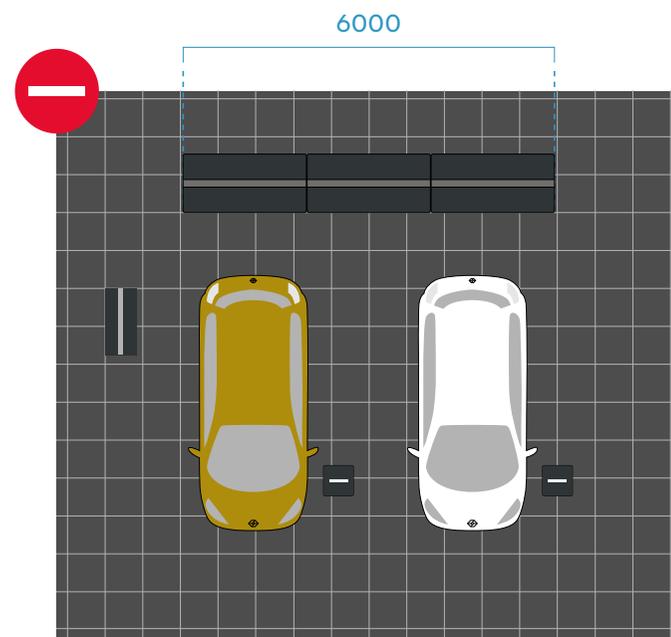
4.7 don't



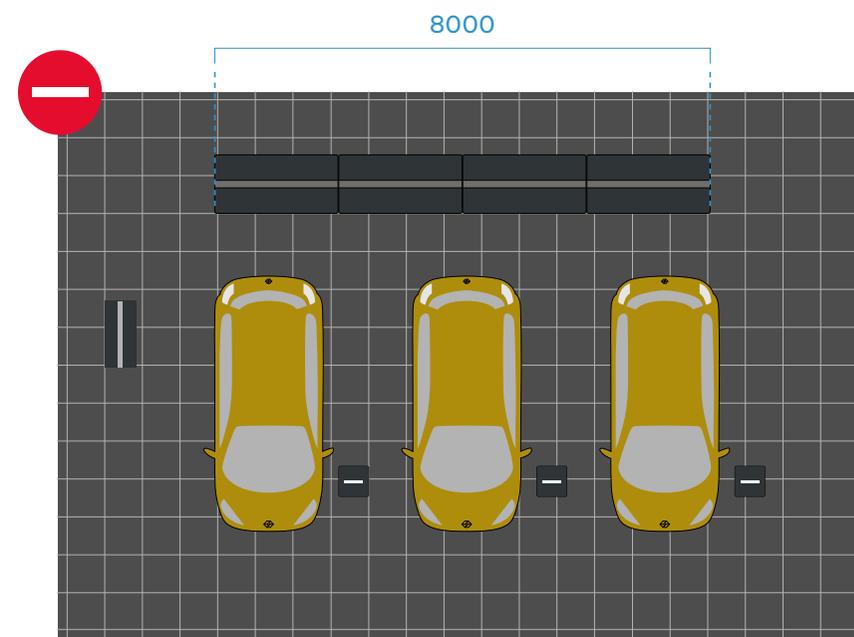
1



2



3

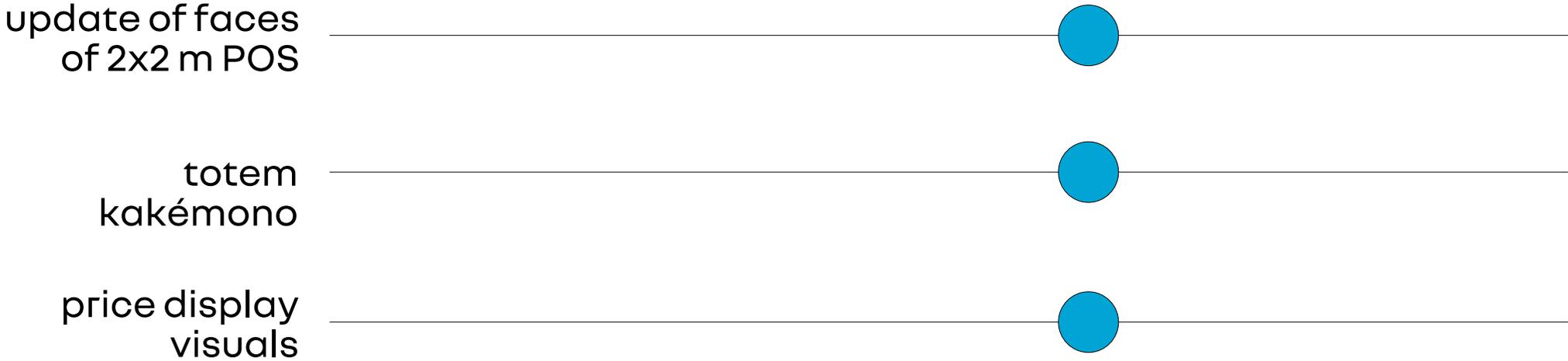


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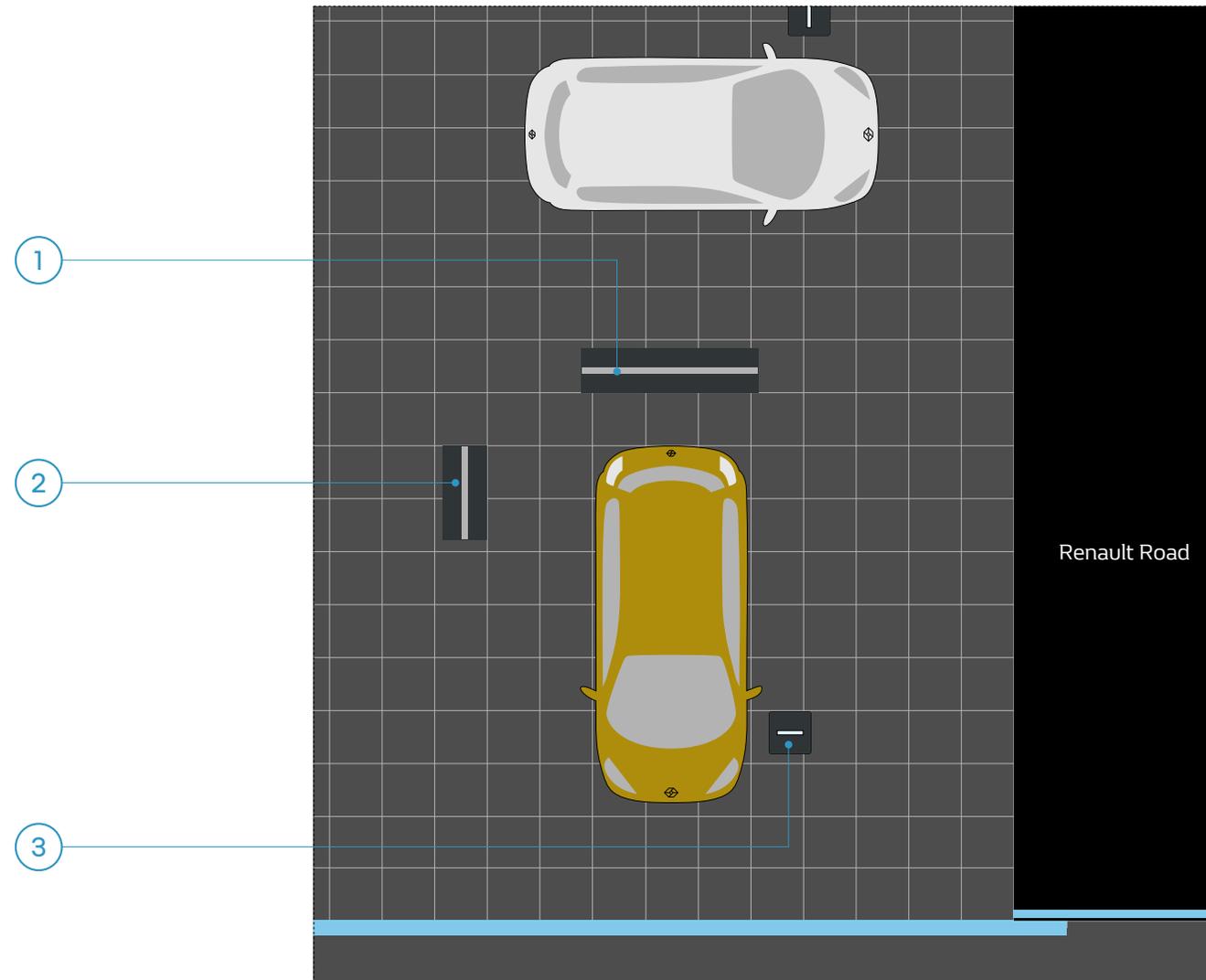
- 1 absence of totem-kakemono
- 2 different orientation of cars in the same area
- 3 other cars than BCB in the nouvel'R area
- 4 3 BCB in the same area

4.8 BCB in the actu zone

standard configuration



4.9 possible configurations



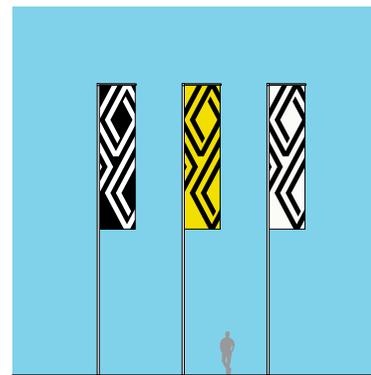
- 1 the 2x2m POS
- 2 the totem-kakemono
- 3 the price display

5

**mandatory elements of
the new visual identity of the Renault brand,
from the launch of BCB**

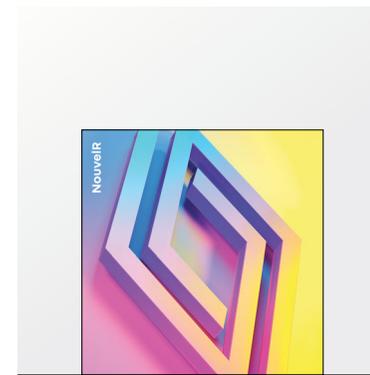
5.1 summary

exterior



flags

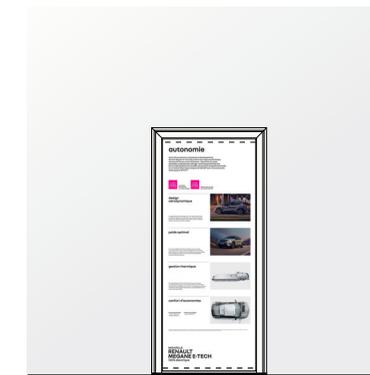
showroom



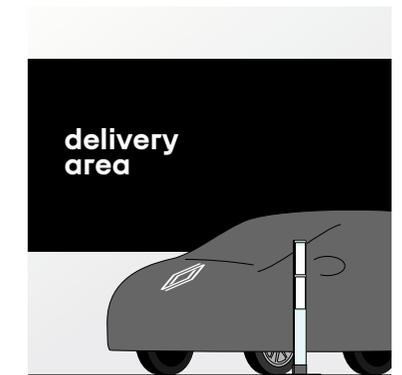
nouvel'R
fresco



2x 2 open'R
POS



totems
kakemonos (3x)



the delivery
cover *

* ordering covers:
- use the usual "Parts & Accessories" procedure.
- the reference of the BCB protective cover is: 77 11 948 830

5.2 bans POSM

- **no brand communications mix** : no Alpine F1 Team or Dacia POSM in a Renault showroom.
- **no aftersales POSM** in the showroom.
- **no promotional stickers** on cars.
- **no stickers on facades** except national operations with an end and removal date.
- **no balloons, no added flags, no cardboard boxes, no decorative plants, ...**
- **no decorative or promotional éléments** except Renault POSM.

you are looking for

- **images, photos or videos:**
www.mediatheque.renault.com/
Q/A on the website.
- **advertisements, POSM/POS content, brandwall screen content, brand bar content, etc.**
www.act.diadeis.com/
Q&A on the website and for any question, contact your advertising department Publicis
- **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/

Note. All PDF files are vectorized: images and plans can be extracted by software mastered by agencies or suppliers (illustrator, inkscape, etc.)

Q&A for Renault & Mobilize Brands
patrice.baheux@renault.com
olivier.tonus@renault.com