



# DIGITAL@RETAIL STANDARDS





## DIGITAL@RETAIL

- Using digital technologies to animate the dealership, and inform customers
- Connecting customers' online journeys with the showroom sales process
- Enabling sales staff to better serve customers and improve sales & upsell.

## STANDARD DIGITAL@RETAIL PACK

### STANDARD PACK - Mandatory for main outlets



**Sales Screen**

- ❖ 75" screen, wall-mounted
- ❖ Displays brand and promotional content



**Office Screen**

- ❖ 43" screen
- ❖ Mounted on office wall
- ❖ Connects to Sales Advisor's laptop to mirror laptop content
- ❖ Displays brand and promotional content when not in use.



## STANDARD DIGITAL@RETAIL PACK PRICING

Standard Digital Pack   Showroom		Year 1	Year 2	Year 3	Year 4	Year 5
<b>Set-Up Costs</b>	Hardware* and Installation Services	€4.170,0				
<b>Recurring Costs</b>	Software, Maintenance & Support	€1.192,6	€1.192,6	€680,6	€680,6	€680,6
<b>Yearly Payment</b>		<b>€5.362,6</b>	<b>€1.192,6</b>	<b>€680,6</b>	<b>€680,6</b>	<b>€680,6</b>
<b>Operational Leasing</b>		An operational leasing option available for both 36-month or 60-month period.				

(\*) The D@R pricelist considers the standard pack of HW and Services as minimum requirement by Brands.

Tailored quotation will be defined per PoS/Brand based on Retail Validation Center approved project, Dealer specific requests and/or technical requirements (e.g. optional devices, furniture or optional Media Player/s, on top to the standard pack)

### Set-up Costs

- Downpayment (50%) at the quote confirmation; final payment (50%) at shipping confirmation

### Recurring Costs

- Direct debit for Recurring Costs payment; Invoiced annually in advance;

Please note that the items marked as optional ("Optional Standard") are not mandatory for the Retailer who has the right to freely decide whether to use with them or not.

The Brand will enforce no contractual remedies in case the Retailer decides not to select and/or implement any of the Optional Standard listed in the Annex. Similarly, the Optional Standard will not be considered as part of the CONTRACT SPECIFIC RISKS AND MARKET SPECIFIC INVESTMENTS at the Brand's expense.

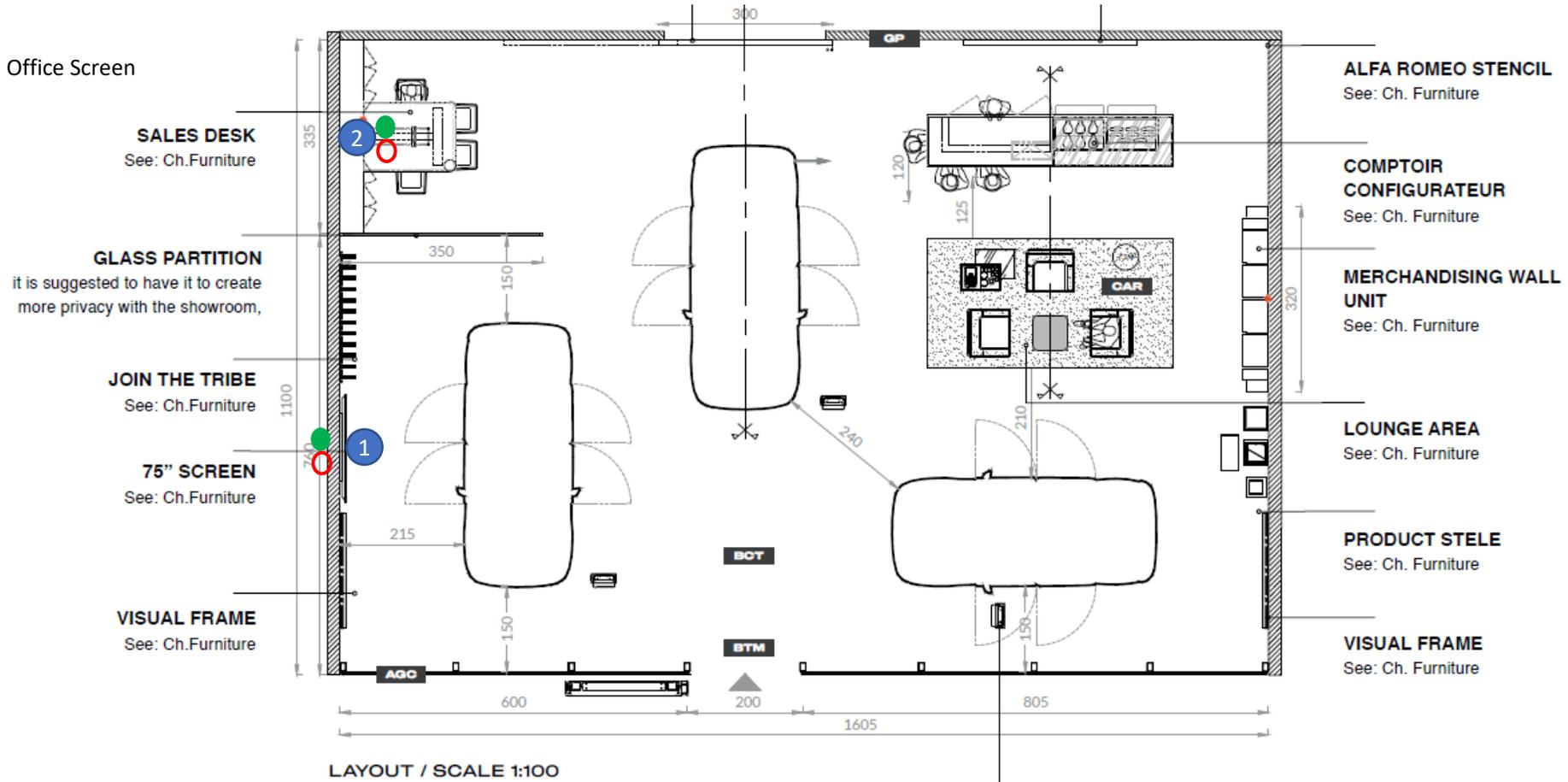
Layout is illustrative

## DEALER TECHNICAL REQUIREMENTS (SHOWROOM)

1 Sales Screen

2 Office Screen

● Power socket  
○ Internet RJ45 socket





THANK YOU

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