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DIGITAL @ RETAIL STANDARDS

For Mono- and Multi-brand sites

October 2024

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.

Digital@Retail – Standard Pack & Devices

STANDARD PACK – mandatory

Sales Screen

Tablet Configurator
'Digital Sales Book'

- 75" screen
- Displays brand and promotional content as default content.
- Mirrors the 'Digital Sales Book' application from the tablet configurator, when enabled.

- 13" tablet
- Runs interactive 'Digital Sales Book' application.
- Offers Configurator and Brand & Educational videos.
- Tablet mirrors configurator to the Sales screen when enabled.

Any other screens/monitors/laptops/tablets used by sales staff not shown here, are outside the Digital@Retail scope and must be ordered separately.

Digital@Retail – Pricing

Standard Digital Pack | Showroom		**Year 1**	**Year 2**	**Year 3**	**Year 4**	**Year 5**
Set-Up Costs	Hardware* and Installation Services	€5.383,3				
Recurring Costs	Software, Maintenance & Support	€1.337,4	€1.337,4	€825,4	€825,4	€825,4
Yearly Payment		**€6.720,7**	**€1.337,4**	**€825,4**	**€825,4**	**€825,4**
Operational Leasing		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 Annual 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.

New ‘DIGITAL SALES BOOK’

CONFIGURATOR

NEW CARS STOCK

LEV CONTENTS

EDUCATIONAL VIDEOS

- An evolving and interactive app, presented on a touchscreen.
- Each module is linked to a specific “page” of the Digital Book.
- The User can easily access the content with the single movement of a finger.
- Depending on the market some new features can be enabled/disabled.

Dealer Technical Requirements

1 Sales Screen

2 Tablet Configurator (DSB)

Power socket

Internet RJ45 socket

Note: Sales Screen and Tablet Configurator Touchscreen must be connected on the same internet network

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THANK YOU