



DS AUTOMOBILES
Spirit of Avant-Garde

DIGITAL @ RETAIL STANDARDS

(FOR MONO AND MULTI-BRAND SITES)

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 EQUIPMENT – SHOWROOM

STANDARD SHOWROOM PACK – ‘LARGE’ DS Stores



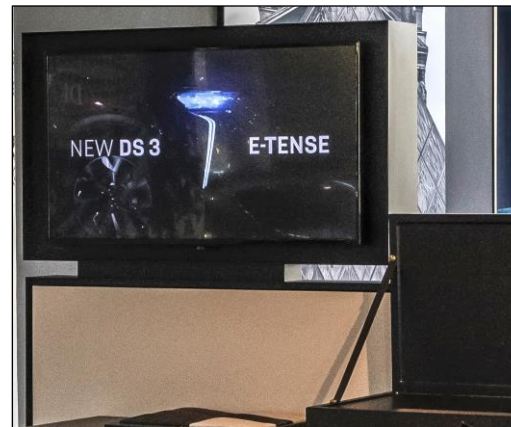
DS Design Studio

85" screen

- Loop of promotional and Brand content.
- Mirrors content from the 'DS Design Studio' application from touchscreen.

43" Touchscreen

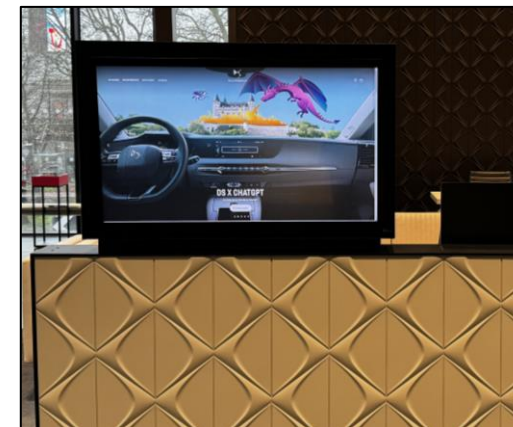
- Runs 'DS Design Studio' application.
- Includes Configurator, Stock, LEV Content and Brand website.
- Mirrors configurator to the 85" screen.



Welcome Screen

43" screen

- Display Brand content carline promotional content.
- Content is pre-packaged into curated loop of videos.



Lounge Screen

43" screen

- Display Brand content, carline promotional and entertainment content.
- Content is pre-packaged into curated loop of videos.

D@R BRAND PACK PRICING – “LARGE” DS STORE

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

Standard Showroom Pack “Large” DS Store		Year 1	Year 2	Year 3	Year 4	Year 5
Set-Up Costs	Hardware* and Installation Services	€8.863,3				
Recurring Costs	Software, Maintenance & Support	€2.829,5	€2.829,5	€2.287,8	€2.287,8	€2.287,8
Yearly Payment		€11.692,8	€2.829,5	€2.287,8	€2.287,8	€2.287,8
Operating 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

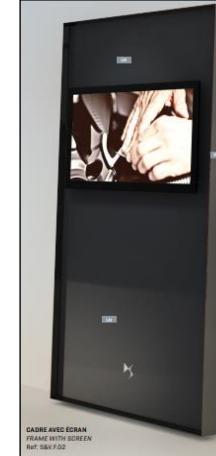
Please note that the items marked as optional (“Optional Standard”) are not mandatory for the Retailer who has the right to freely decide whether to use with them or not. The Brand will enforce no contractual remedies in case the Retailer decides not to select and/or implement any of the Optional Standard 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.

DIGITAL@RETAIL EQUIPMENT – SHOWROOM

STANDARD SHOWROOM PACK – ‘MEDIUM’ DS Stores



DS Design Studio



Welcome Screen

43" Touchscreen

- Runs 'DS Design Studio' application.
- Includes Configurator, Stock, LEV Content and Brand website.
- Mirrors configurator to the 85" screen when enabled.

85" Screen (not mandatory)

43" screen

- Display Brand content, carline promotional and entertainment content.
- Content is pre-packaged into curated loop of videos.

D@R BRAND PACK PRICING – “MEDIUM” DS STORE

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

Standard Showroom Pack “Medium” DS Store		Year 1	Year 2	Year 3	Year 4	Year 5
Set-Up Costs	Hardware* and Installation Services	€5.445,3				
Recurring Costs	Software, Maintenance & Support	€2.291,8	€2.291,8	€1.779,8	€1.779,8	€1.779,8
Yearly Payment		€7.737,1	€2.291,8	€1.779,8	€1.779,8	€1.779,8
Operating 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.

'DS DESIGN STUDIO'



- Interactive app, presented on a touchscreen + Mirror Big Screen.
- Each module is linked to a specific "page" as a Digital Book.
- The User can easily access the content with the single movement of a finger.
- Some features may not be available in all markets

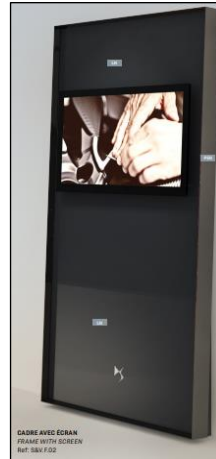
Layout is illustrative

- Power socket
- Internet RJ45 socket
- Cables ducting between Configurator counter and 83" screen (if not recessed, use an external ducting)



DIGITAL@RETAIL EQUIPMENT – AFTERSALES

STANDARD AFTERSALES PACK – MONO-BRAND DS Stores



Welcome Screen

- 43" screen, wall-mounted.
 - Displays promotional content for DS Brands present.
- Alternative to screen:
- Totem furniture with 43" screen.

Totem furniture – if required – quoted and provided by CI Supplier

D@R AFTERSALES PACK PRICING – MONO-BRAND DS STORE

PART OF SHOWROOM* (1/2)

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

Standard Aftersales Pack* Mono-Brand DS Store		Year 1	Year 2	Year 3	Year 4	Year 5
Set-Up Costs	Hardware** and Installation Services	€1.852,7				
Recurring Costs	Software, Maintenance & Support	€432,1	€432,1	€393,4	€393,4	€393,4
Yearly Payment		€2.284,8	€432,1	€393,4	€393,4	€393,4
Operating Leasing		An operational leasing option available for both 36-month or 60-month period.				

(*) **Pricing applicable only if Aftersales pack is ordered and installed together with DS Showroom pack – at same time.**

(**) 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

The Digital @ Retail pricing detailed above does not include the Totem furniture – provided by CI Supplier

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.

D@R AFTERSALES PACK PRICING – MONO-BRAND DS STORE

AFTERSALES ONLY* (2/2)

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

Standard Aftersales Pack* Mono-Brand DS Store		Year 1	Year 2	Year 3	Year 4	Year 5
Set-Up Costs	Hardware** and Installation Services	€2.413,6				
Recurring Costs	Software, Maintenance & Support	€930,1	€930,1	€432,1	€432,1	€432,1
Yearly Payment		€3.343,7	€930,1	€432,1	€432,1	€432,1
Operating Leasing		An operational leasing option available for both 36-month or 60-month period.				

(*) **Pricing applicable if D@R Aftersales pack is ordered and installed at a different time than DS Showroom pack.**

(**) 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

The Digital @ Retail pricing detailed above does not include the Totem furniture – provided by CI Supplier

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