



FIAT CORPORATE IDENTITY BOOK

FIAT

[↶ BACK TO INDEX](#)

Be the **best** at what you **do**.

In a world that is worried about
“**global warming**”, FIAT will make
people feel **warm about change**.
Because FIAT knows, better than any
other car brand, that **having a smiling
and optimistic relationship with
people is priceless**.

That is why this journey is so exciting.
Welcome aboard!

Olivier Francois

FIAT





FIAT

The
new
Dolce
Vita



Electrifying

since
1949.



The Concept

Exporting the Italian Lifestyle has always been one of the main missions for the brand. Exploiting contemporary concepts like **inclusivity, diversity and a strong multicultural approach**, the message is **being italian is not a matter of geography** or of how you look like. **It is just a matter of attitude** and of life approach.



**SUNDAY
FUNDAY**



The **italian**
place where
life happens.

The Cafè.

FIAT

FIAT

The new
DOLCE
Italianness

VITA



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01 EXTERIOR BUILDING

The elements that characterise the exterior of the ideal dealership are as follows:

- **CLADDING FASCIA** - Mandatory
- **FACADE TOTEM** - Mandatory
- **LOGOTYPE** - Mandatory
- **SERVICE** and **ORIGINAL PARTS** - Mandatory
- **TEST DRIVE AREA** - Mandatory

Other elements that contribute to characterise the areas outside the showroom are:

- **Directional signs**
- **Customer parking**



EXTERNAL SKIN FINISHES

The modular panels are designed for the total or partial cladding of the dealership's buildings.

Where?

Facade & signage
Aftersales cladding
and secondary facade

What?

Sandwich panels 4mm thick
Maximum gap between panels 0,5cm

Dark grey
Finish fine texture gloss 5-10%

Ral 7021

Pantone P 172 15 - C

Where?

Lettering
on facade

What?

Diffused
white PMMA

White
Ral 9016

Where?

Frames and
sectional doors

Black
Ral 9011

Pantone
P 179 14 - C



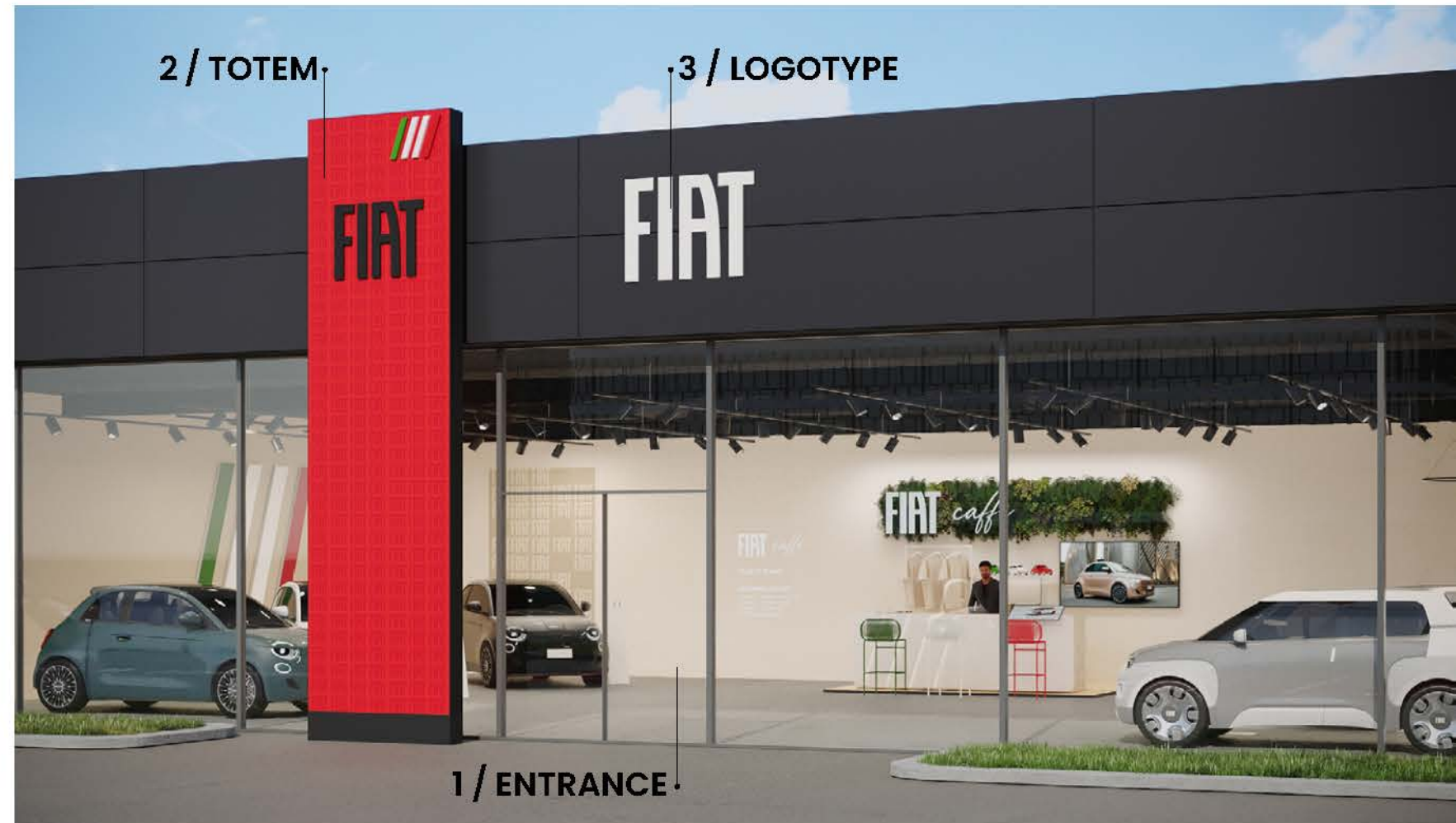
02 EXTERIOR FIAT SALES

FACADE DESIGN WITH TOTEM & LOGOTYPE SIGNAGE: OVERVIEW

The Fiat facade is defined by three elements:

- 1 / ENTRANCE
- 2 / TOTEM
- 3 / LOGOTYPE

The right position of these three elements makes the exterior of the dealership immediately recognizable and the entrance visible.



FIRST STEP: PLACE THE ENTRANCE AND TOTEM ACCORDINGLY

SECOND STEP: CHOOSE THE TOTEM ACCORDING TO THE WIDTH OF THE FACADE

THIRD STEP: DEFINE THE HEIGHT OF THE TOTEM ACCORDING TO THE POSITION OF THE LOGOTYPE

TOTEM AND DOOR LOCATION: EXAMPLES

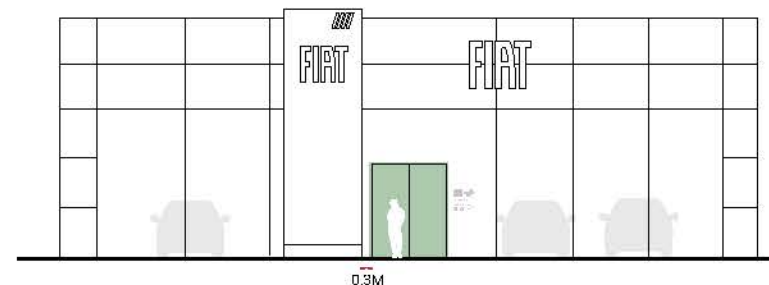
When the door is centred on the facade, the totem pole is positioned on the left side of the door.
When the door is not centred, the totem is positioned in order to:

- Have sufficient display space to make the Fiat signs.
- Maintain the largest shop window.

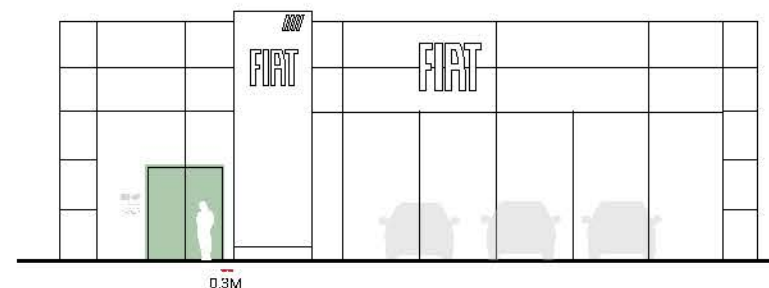
WELCOME MESSAGE & OPENING HOURS



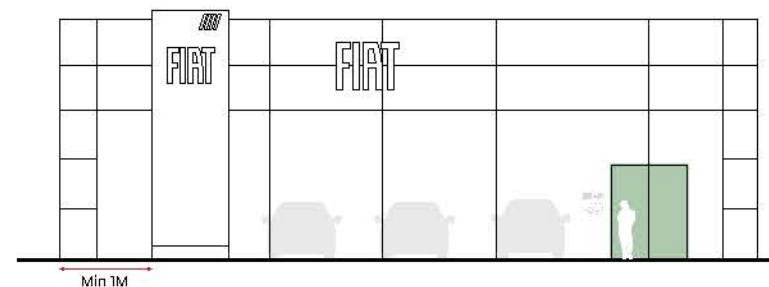
IN THE MIDDLE



ON THE LEFT



ON THE RIGHT



SECOND STEP: CHOOSE THE TOTEM ACCORDING TO THE WIDTH OF THE FACADE

TOTEM 1,6 OR 2M?

The brand facade totem is considered the main element of the signage.

The design, size, structure and assembly of the Fiat brand totem is shared with the other Stellantis brand names.

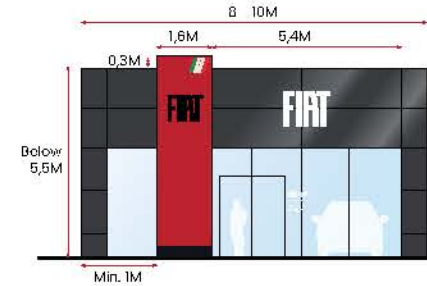
However, the finish and materials are specific to Fiat.

TOTEM WIDTH: 1,60M

FACADE: BELOW 5,5M

BADGE: H 757 x W 1000 mm

LOGOTYPE: H 1000 x W 1321mm

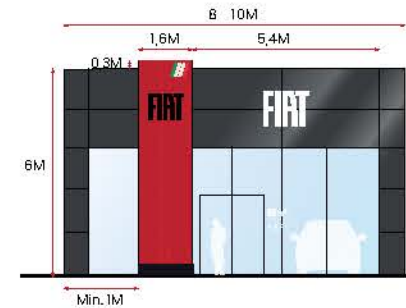


TOTEM WIDTH: 1,60M

SMALL FACADE: 8-10M

BADGE: H 757 x W 1000 mm

LOGOTYPE: H 1000 x W 1321mm

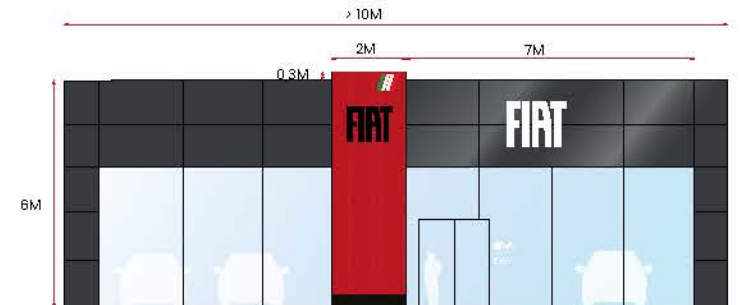


TOTEM WIDTH: 2M

LARGE FACADE: MORE THAN 10M

BADGE: H 909 x W 1200mm

LOGOTYPE: H 1200 x W 1584mm



/// TOTEM & LOGOTYPE RULES



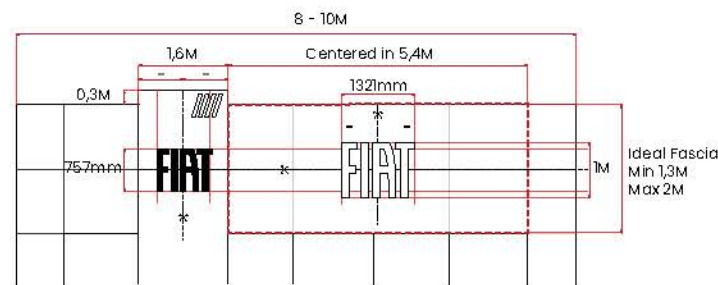
FIRST STEP: PLACE THE ENTRANCE AND TOTEM ACCORDINGLY

SECOND STEP: CHOOSE THE TOTEM ACCORDING TO THE WIDTH OF THE FACADE

THIRD STEP: DEFINE THE HEIGHT OF THE TOTEM ACCORDING TO THE POSITION OF THE LOGOTYPE

For structured details.

PLEASE REFER TO THE SBH MULTIBRAND GUIDELINES

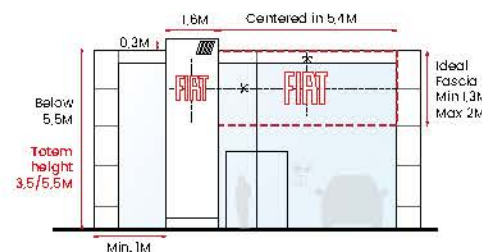
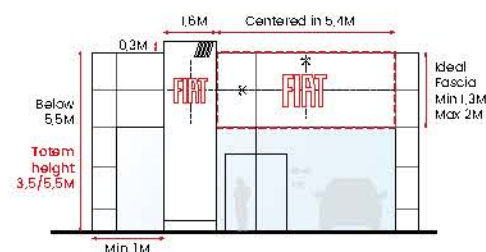
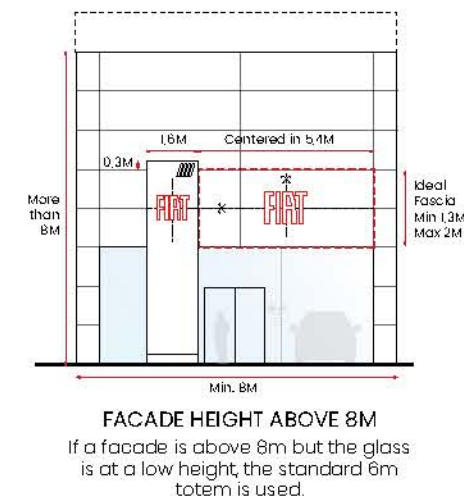
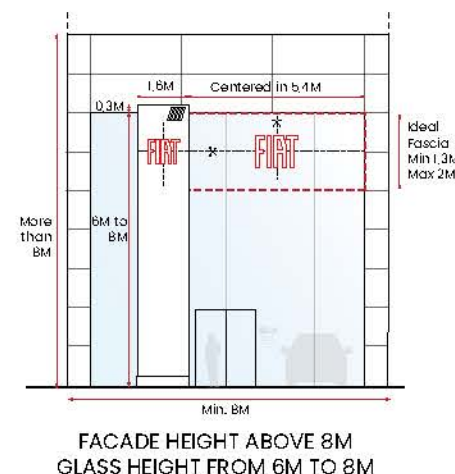
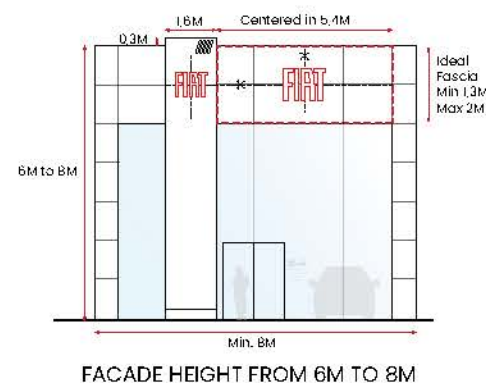


TOTEM 1,6M

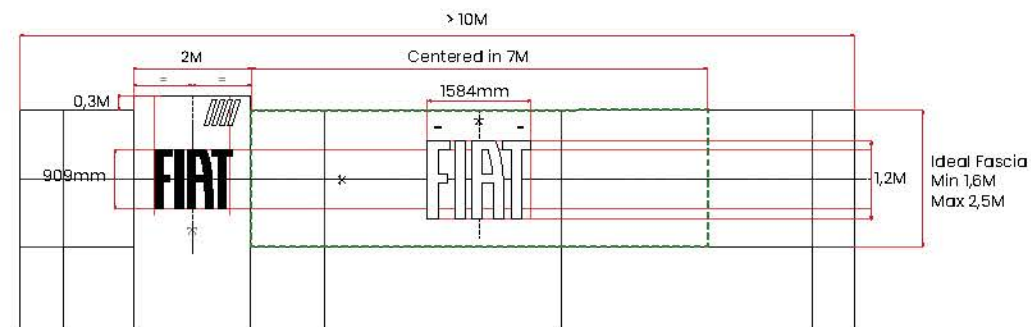
The Fiat logotype is centred in a virtual rectangle on the right-hand side of the totem.

For a totem pole 1.6 metres wide, the rectangle including the Fiat logotype is 5400 x min 1300/max 2000 mm.

Badge Fiat totem is aligned with the Fiat logotype.

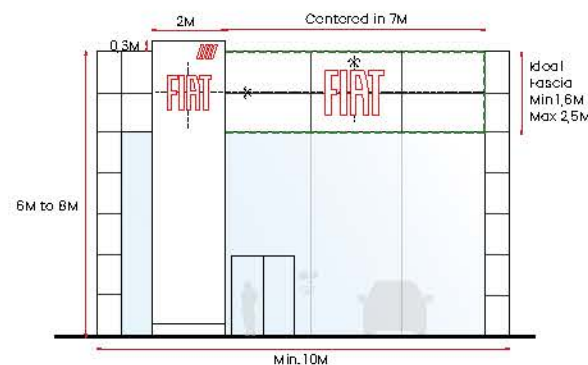


THIRD STEP: DEFINE THE HEIGHT OF THE TOTEM ACCORDING TO THE POSITION OF THE LOGOTYPE

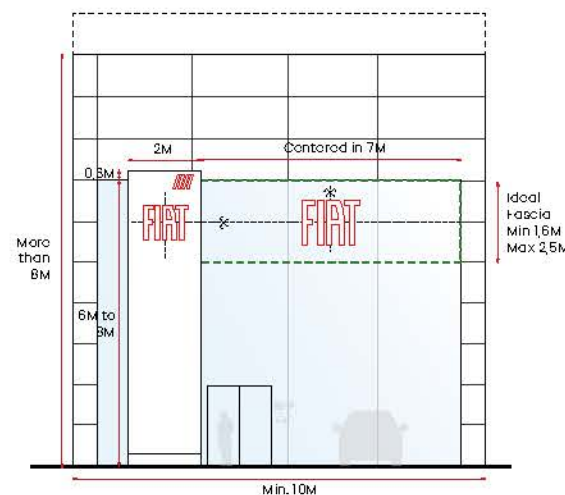


PLEASE REFER
TO THE SBH
MULTIBRAND
GUIDELINES

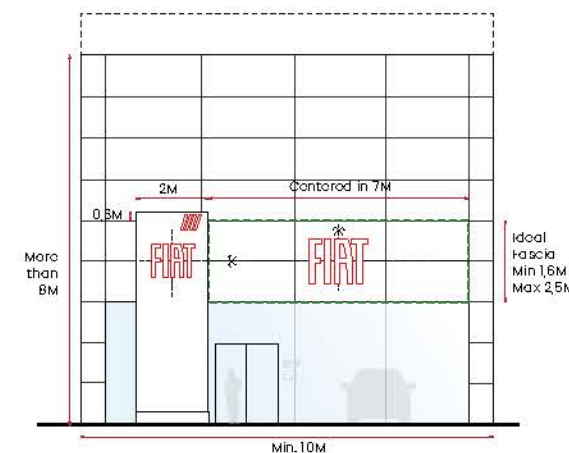
Badge Fiat totem is aligned with the Fiat logotype.



FACADE HEIGHT FROM 6M TO 8M



FACADE HEIGHT ABOVE 8M
GLASS HEIGHT FROM 6M TO 8M

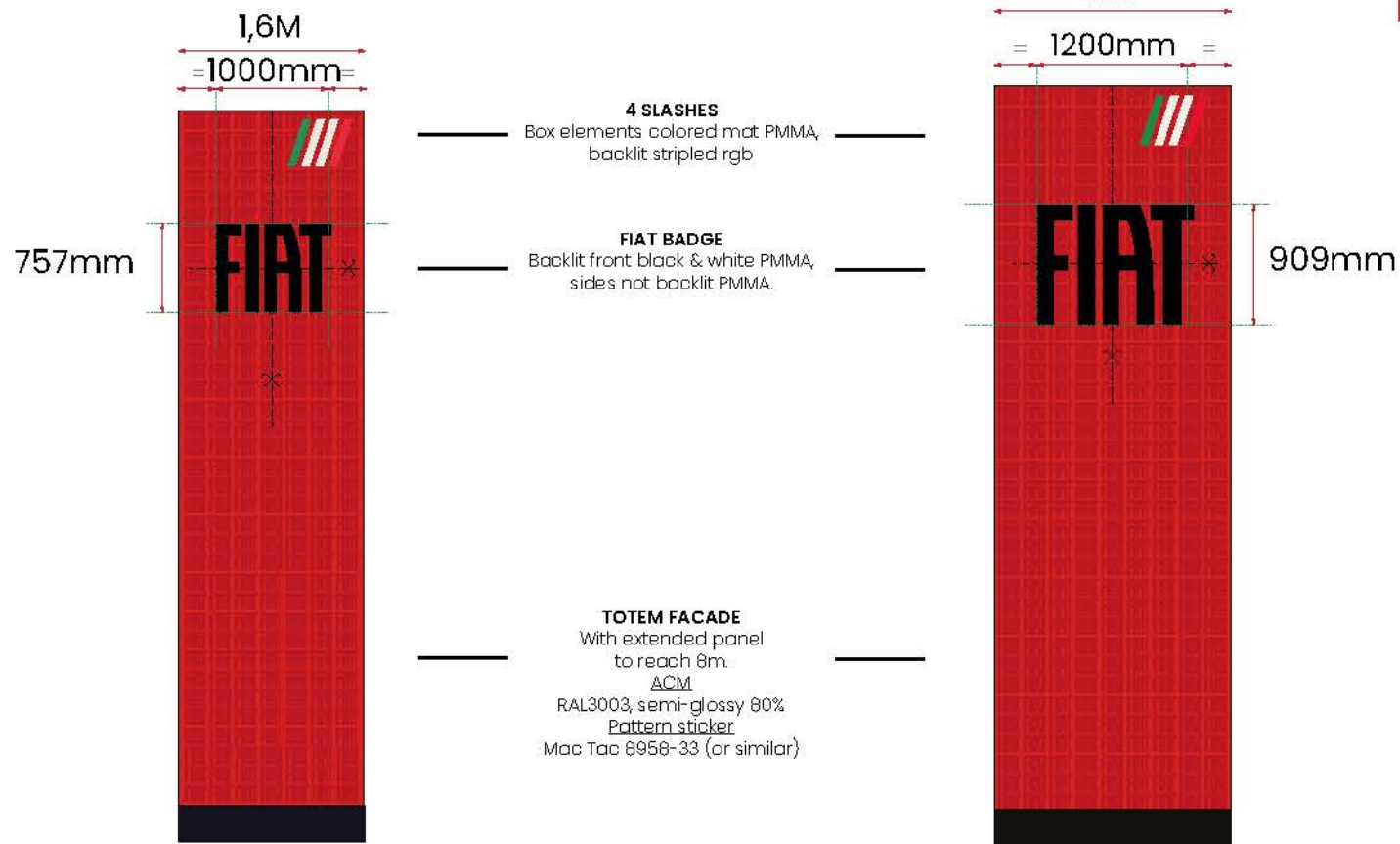
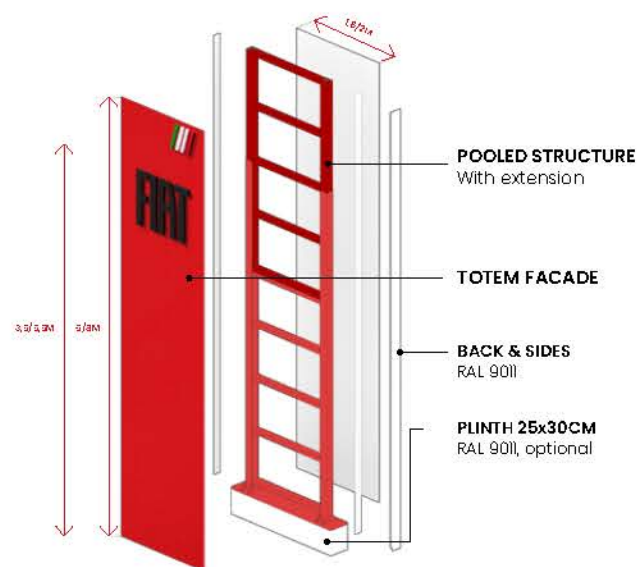


FACADE HEIGHT ABOVE 8M
If a facade is above 8m but the glass is at a low height, the standard 6m totem is used.

TOTEM 1,6M/2M

The totem pole is considered the main element of the signage. The Fiat badge is placed at the top of the totem pole. Due to its asymmetry, it is slightly offset to the right of the geometric centre, as shown in the drawings.

TOTEM HEIGHT EXTENDABLE FROM 6 TO 8M OR 3,5 to 5,5M



DEALERSHIP WITH MULTIPLE SHOWROOM FACADES

When a dealership has two or more visible showroom sides, only the logotype is applied on the secondary side.

Any deviation from this rule is subject to company validation.

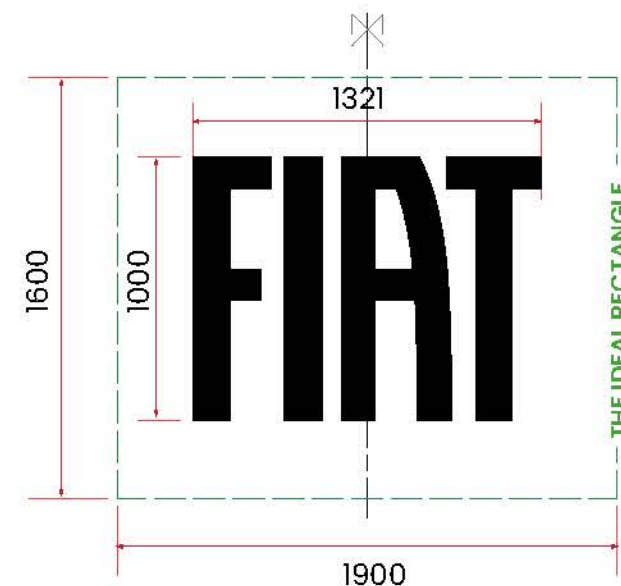
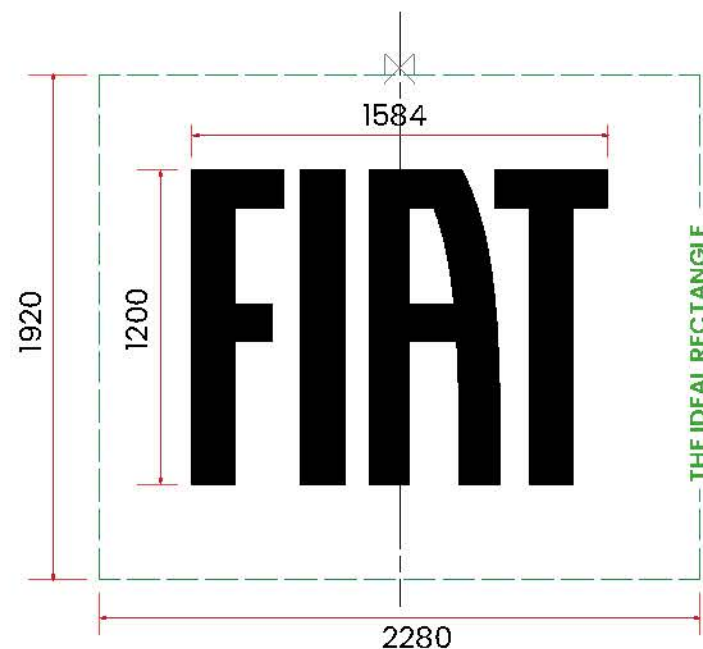


LOGOTYPE SIZES

The logotype is the element that is applied to the facade fascia.

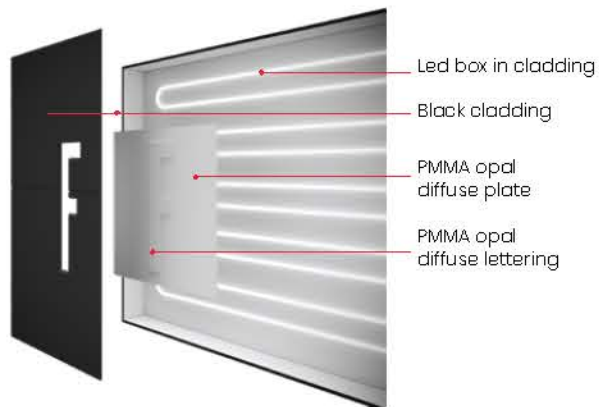
There are various sizes and various types of application.

The ideal rectangle drawn around the logo indicates the minimum buffer area that the logotype must have.



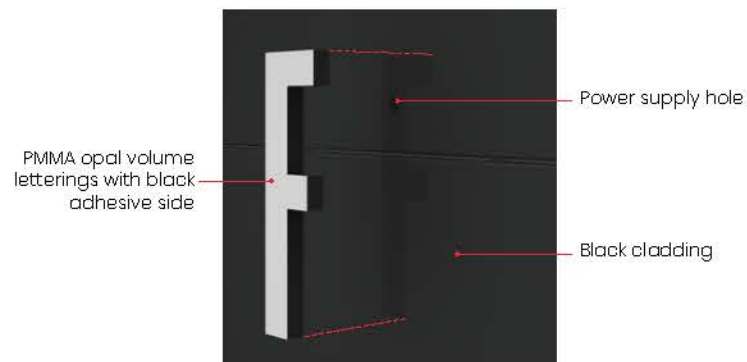
LOGOTYPE SIGNAGE. Sol. 1

The logotype is cut into the cladding panel, with diffuse white PMMA being inserted into the cut cladding and illuminated from behind.



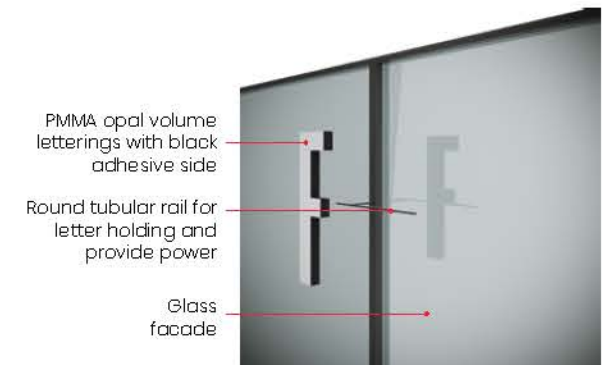
LOGOTYPE SIGNAGE. Sol. 2

The logotype consists of a luminous 3D lettering fixed on the cladding. Diffuse white PMMA is used for the front of the lettering, while the sides must be the same colour as the cladding.



LOGOTYPE SIGNAGE. Sol. 3

The logotype consists of a luminous 3D lettering fixed on the glass panel. Diffuse white PMMA is used for the front of the lettering, while the sides must be the same colour as the coating.





1. DEALER NAME DISPLAYED ON MAIN FACADE

The size of the dealer sign depends on the total length of the facade and the type of totem (1.6 m or 2 m).

The dealer's name sign should only be applied if the length of the facade allows it.

It should preferably be placed on the right side of the facade.

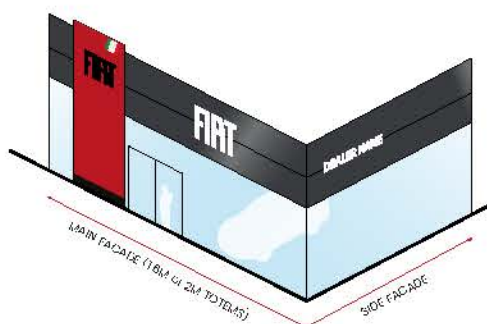
DEALER NAME SIGN PLACEMENT

THE SIGN WITH THE DEALER'S NAME IS ALWAYS ALIGNED TO THE BASE OF THE BRAND LOGO. THREE ARE THE ACCEPTABLE POSSIBILITIES:



2. DEALER NAME DISPLAYED ON MAIN FACADE

If the length of the facade is too short on the right-hand side, it is acceptable to place the dealer's name sign on the left-hand side.



3. DEALER NAME DISPLAYED ON SIDE FACADE

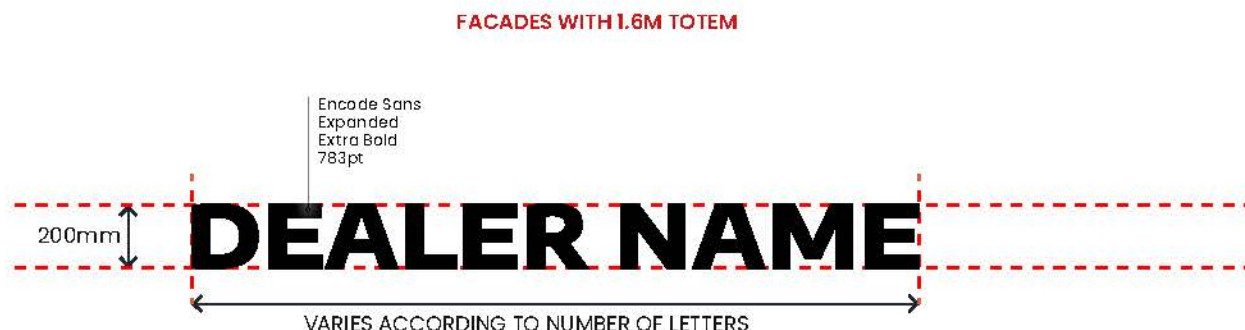
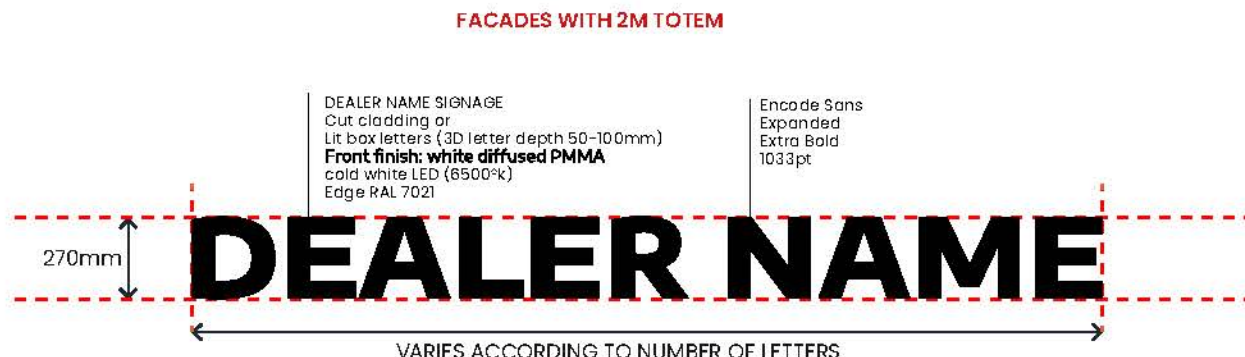
If the length of the main facade is too short, then it is acceptable to place it on a side facade. In this case the dealer's name is centred in the height of the cladding.

DEALER NAME SIGN

IT IS AVAILABLE IN 2 SIZES, ONE FOR 2M TOTEM FACADES, THE OTHER FOR THE 1.6M TOTEM FACADES.

FONT

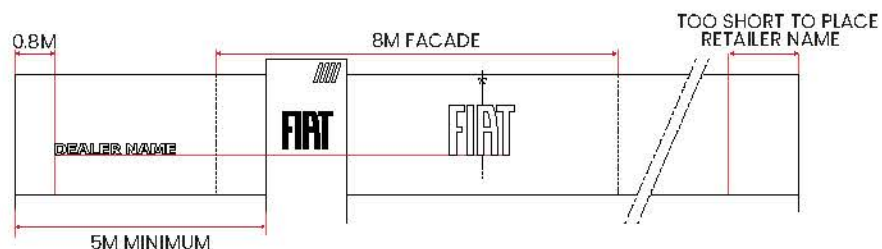
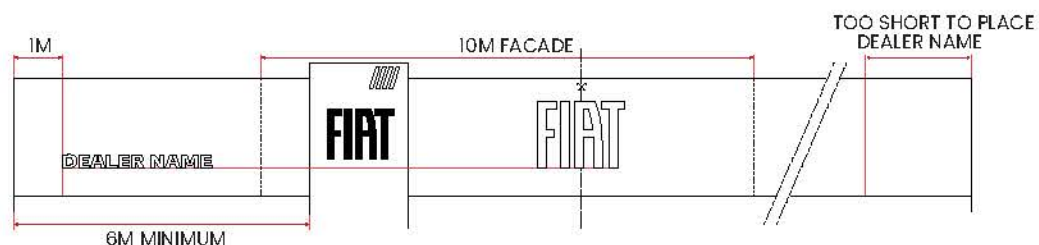
The dealer name sign should always be written in the same font, Encode sans expanded ExtraBold, to ensure that brand identities are emphasized.



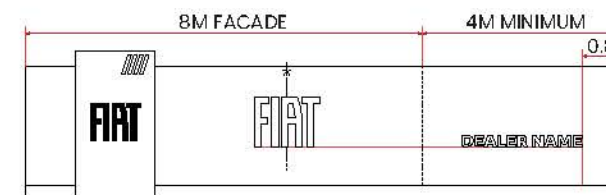
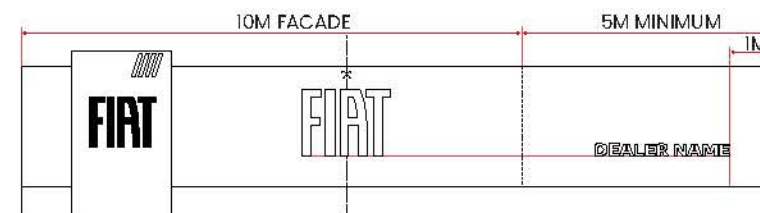
DEALER NAME SIGN

HERE ARE THE DIFFERENT ALIGNMENTS BETWEEN THE BRAND LOGOS AND THE DEALER'S NAME SIGN.
UNDER NO CIRCUMSTANCES MAY THE DEALER'S NAME BE POSITIONED WITHIN THE LENGTH OF THE LOGO AND TOTEM.

FOR TOTEMS LEFT SIDE



FOR TOTEMS RIGHT SIDE



/// DEALER NAME MAIN FACADE – RIGHT SIDE



DEALER NAME MAIN FACADE – LEFT SIDE

FIAT



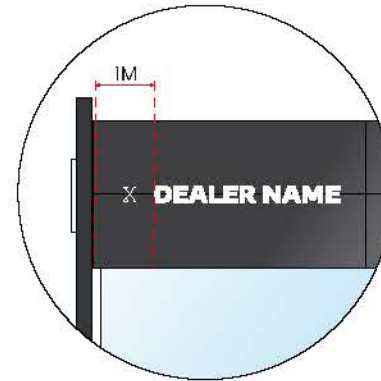
/// DEALER NAME SIDE FACADE



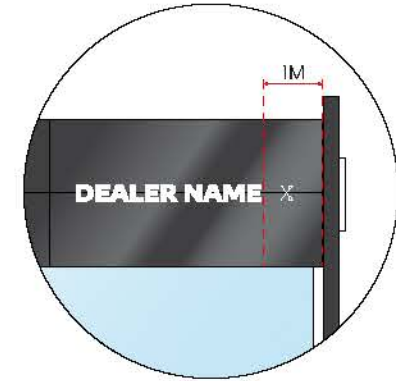
IF THERE ISN'T ENOUGH SPACE ON THE MAIN FACADE, THE DEALER NAME SIGN CAN BE PLACED ON A SIDE FACADE.

CENTERED IN LOGOTYPE HEIGHT

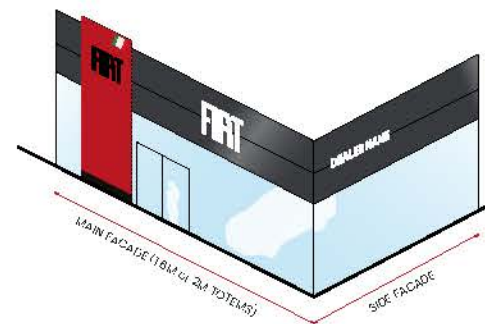
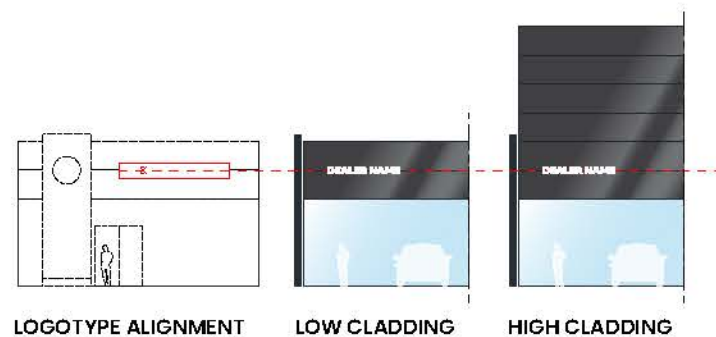
In this case, the dealer's name is centred in the height of the logo. This rule ensures good legibility of the retailer's name in the case of high facades.



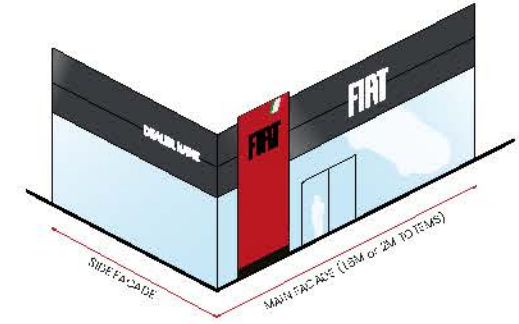
DEALER NAME ALIGNED LEFT



DEALER NAME ALIGNED RIGHT



SIDE FACADE ALIGNED LEFT



SIDE FACADE ALIGNED RIGHT



WHEN TO USE IT?

The minitotem is used when the totem cannot be mounted due to technical problems or building regulations.

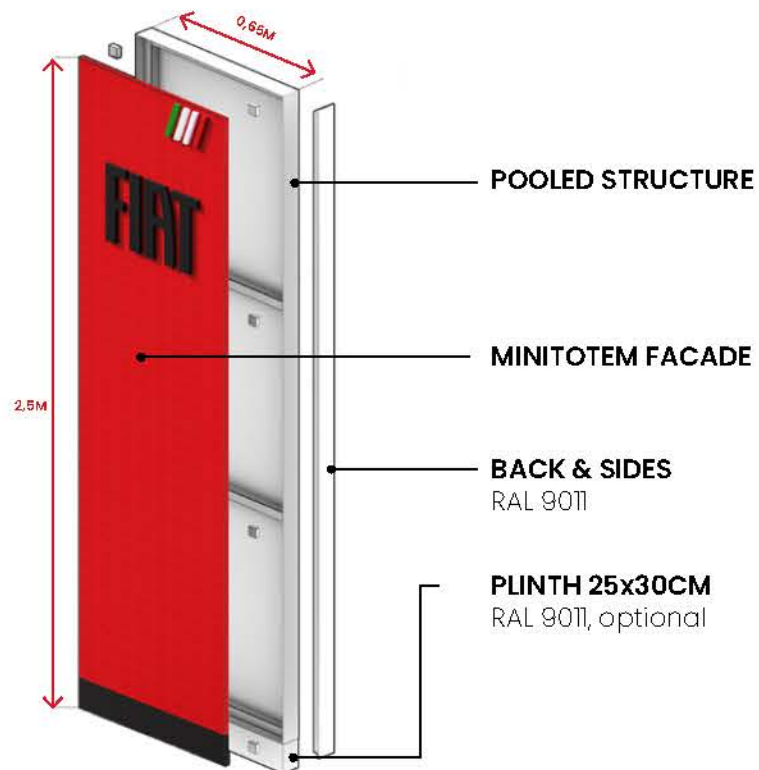
WHAT IS IT?

The minitotem is a smaller totem that marks the entrance to the showroom and reinforces the brand identity.

The minitotem is 2.5 meters high and 0.65 meters wide.

The Fiat badge and stripes are not backlit. At the base of the minitotem there is a light that illuminates it from the front.





4 SLASHES
Box elements colored
mat PMMA

FIAT BADGE
Black PMMA

MINITOTEM FACADE
ACM
RAL3003, semi-glossy 80%
Pattern sticker
Mac Tac 8958-33
(or similar)



MINITOTEM 0,65M

The Fiat logotype is centred in a virtual rectangle positioned on the facade to maximise visibility.

It is suggested to centre it on the facade whenever possible.

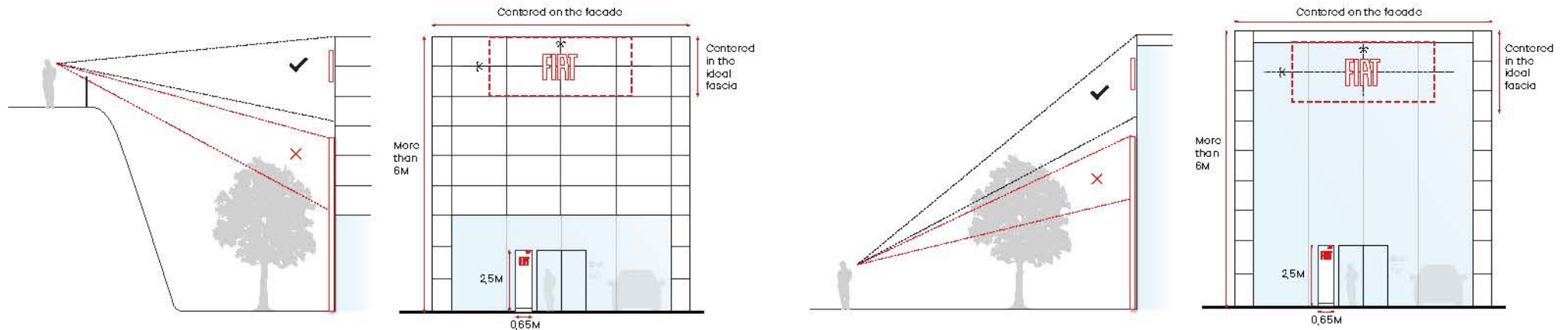
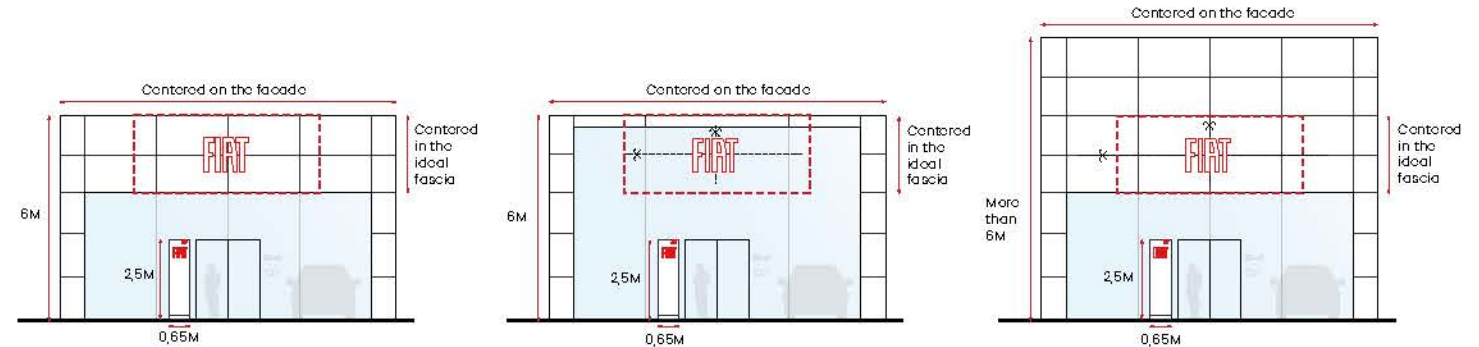
IDEAL RECTANGLE SIZE

Logotype: 1321 x 1000mm

Logotype: 1584 x 1200mm

 2280 x 1300mm

 1900 x 1600mm



DEALERSHIP WITH MULTIPLE SHOWROOM FACADES

When a dealership has two or more visible showroom sides, only the logotype is applied on the secondary side.

Any deviation from this rule is subject to company validation.





03 EXTERIOR FIAT ABARTH SALES

THE 3 ELEMENTS



FACADE DESIGN WITH TOTEM & LOGOTYPE SIGNAGE: OVERVIEW

The Fiat Abarth facade is defined by three elements:

- 1 / ENTRANCE
- 2 / TOTEM
- 3 / LOGOTYPE

The right of these three elements makes the exterior of the dealership immediately recognisable and the entrance visible.



FIRST STEP: PLACE THE ENTRANCE AND TOTEM ACCORDINGLY

SECOND STEP: CHOOSE THE TOTEM ACCORDING TO THE WIDTH OF THE FACADE

THIRD STEP: DEFINE THE HEIGHT OF THE TOTEM ACCORDING TO THE POSITION OF THE LOGOTYPE

TOTEM AND DOOR LOCATION: EXAMPLES

When the door is centred on the facade, the totem pole is positioned on the left side of the door.

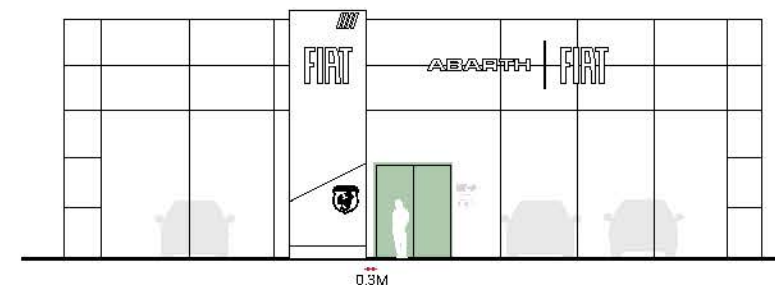
When the door is not centred, the totem is positioned in order to:

- Have sufficient display space to make the Fiat Abarth signs.
- Maintain the largest shop window.

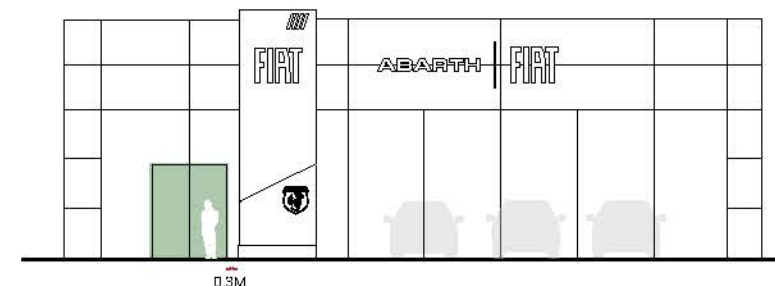
WELCOME MESSAGE & OPENING HOURS



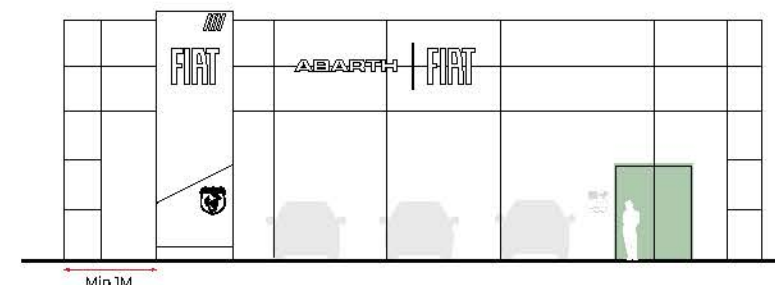
IN THE MIDDLE



ON THE LEFT



ON THE RIGHT



/// TOTEM & FACADE RULES



FIRST STEP: POSITION THE ENTRANCE
AND TOTEM ACCORDINGLY

**SECOND STEP: CHOOSE THE TOTEM
ACCORDING TO THE WIDTH OF THE FACADE**

THIRD STEP: DEFINE THE HEIGHT OF THE TOTEM
ACCORDING TO THE POSITION OF THE LOGOTYPE

TOTEM 1,6 OR 2M?

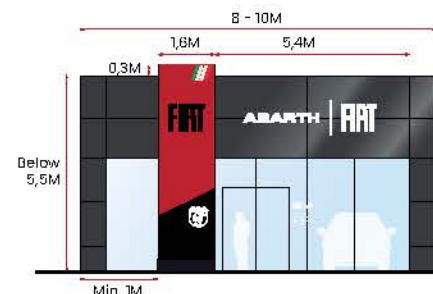
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The design, size, structure and assembly of the
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However, the finish and materials are specific to Fiat
Abarth.

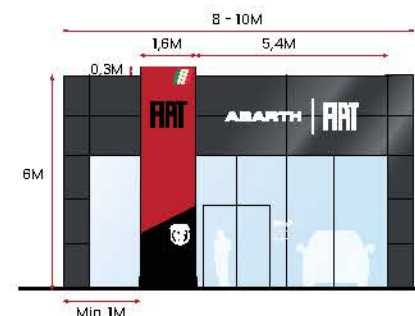
TOTEM WIDTH: 1,60M

FACADE BELOW 5,5M
BADGE: H 757 x W 1000mm
LOGOTYPE: H 1000 x W 1321mm



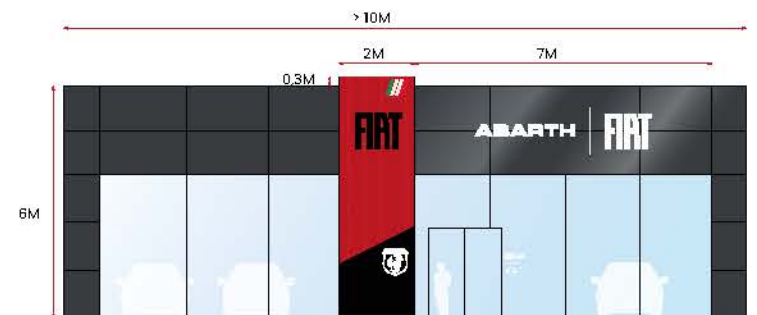
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LOGOTYPE: H 1000 x W 1321mm

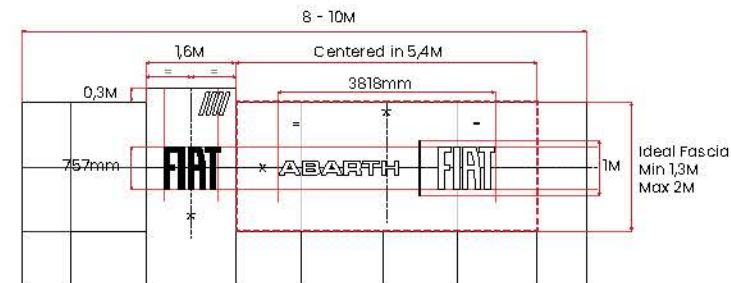


TOTEM WIDTH: 2M

LARGE FACADE: MORE THAN 10M
BADGE: H 909 x W 1200mm
LOGOTYPE: H 1200 x W 1584mm



THIRD STEP: DEFINE THE HEIGHT OF THE TOTEM ACCORDING TO THE POSITION OF THE LOGOTYPE

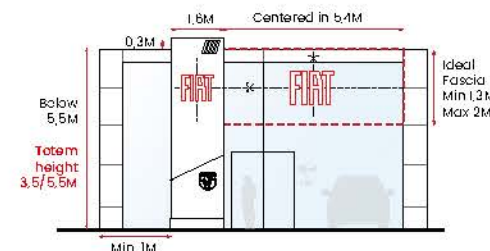
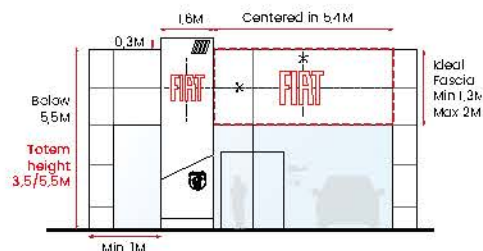
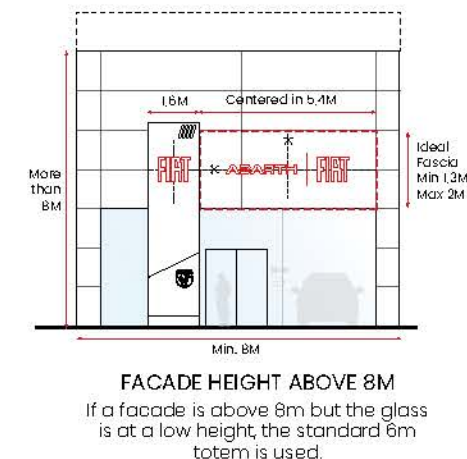
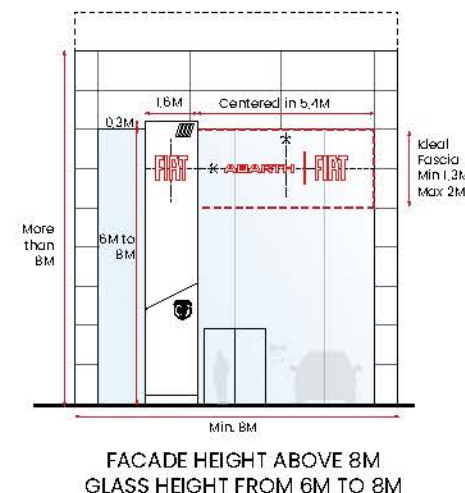
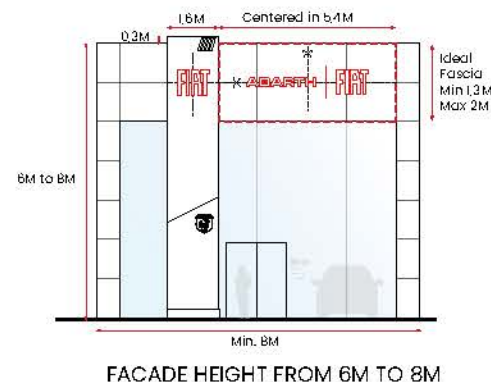


PLEASE REFER
TO THE SBH
MULTIBRAND
GUIDELINES

The Fiat Abarth logotype is centred in a virtual rectangle on the right-hand side of the totem.

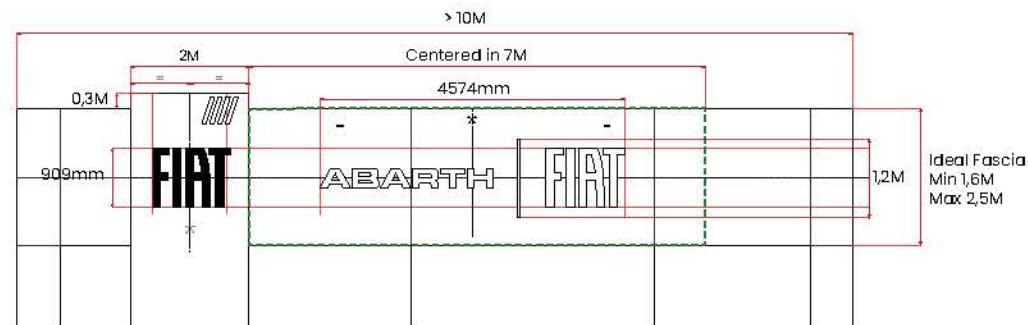
For a totem pole 1.6 metres wide, the rectangle including the Fiat logotype is 5400 x min 1300/max 2000 mm.

Badge Fiat totem is aligned with the Fiat Abarth logotype.

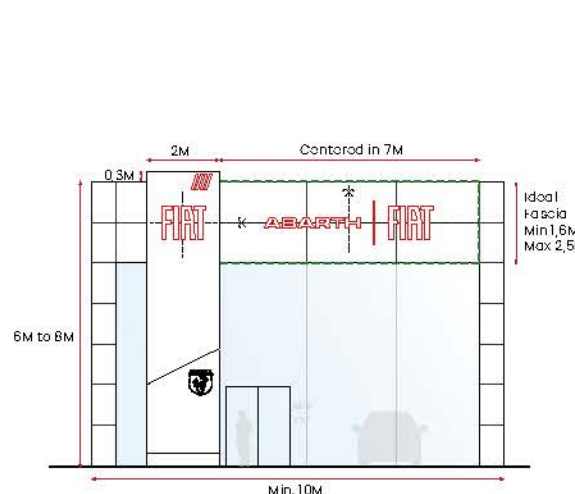


THIRD STEP: DEFINE THE HEIGHT OF THE TOTEM ACCORDING TO THE POSITION OF THE LOGOTYPE

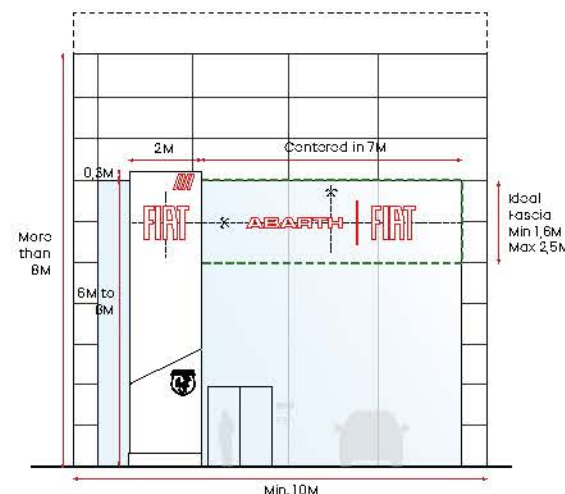
PLEASE REFER
TO THE SBH
MULTIBRAND
GUIDELINES



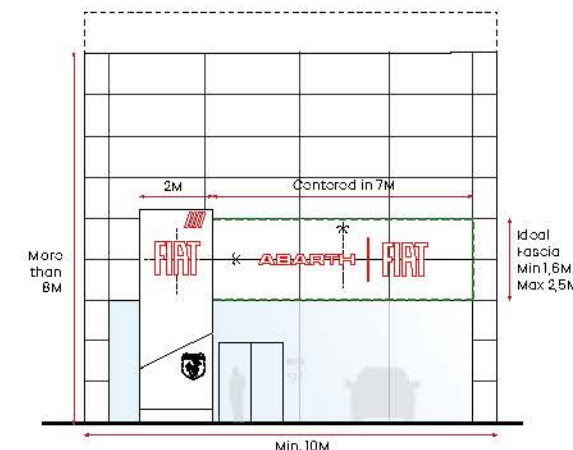
Badge Fiat totem is aligned with the Fiat Abarth logotype.



FACADE HEIGHT FROM 6M TO 8M



FACADE HEIGHT ABOVE 8M
GLASS HEIGHT FROM 6M TO 8M

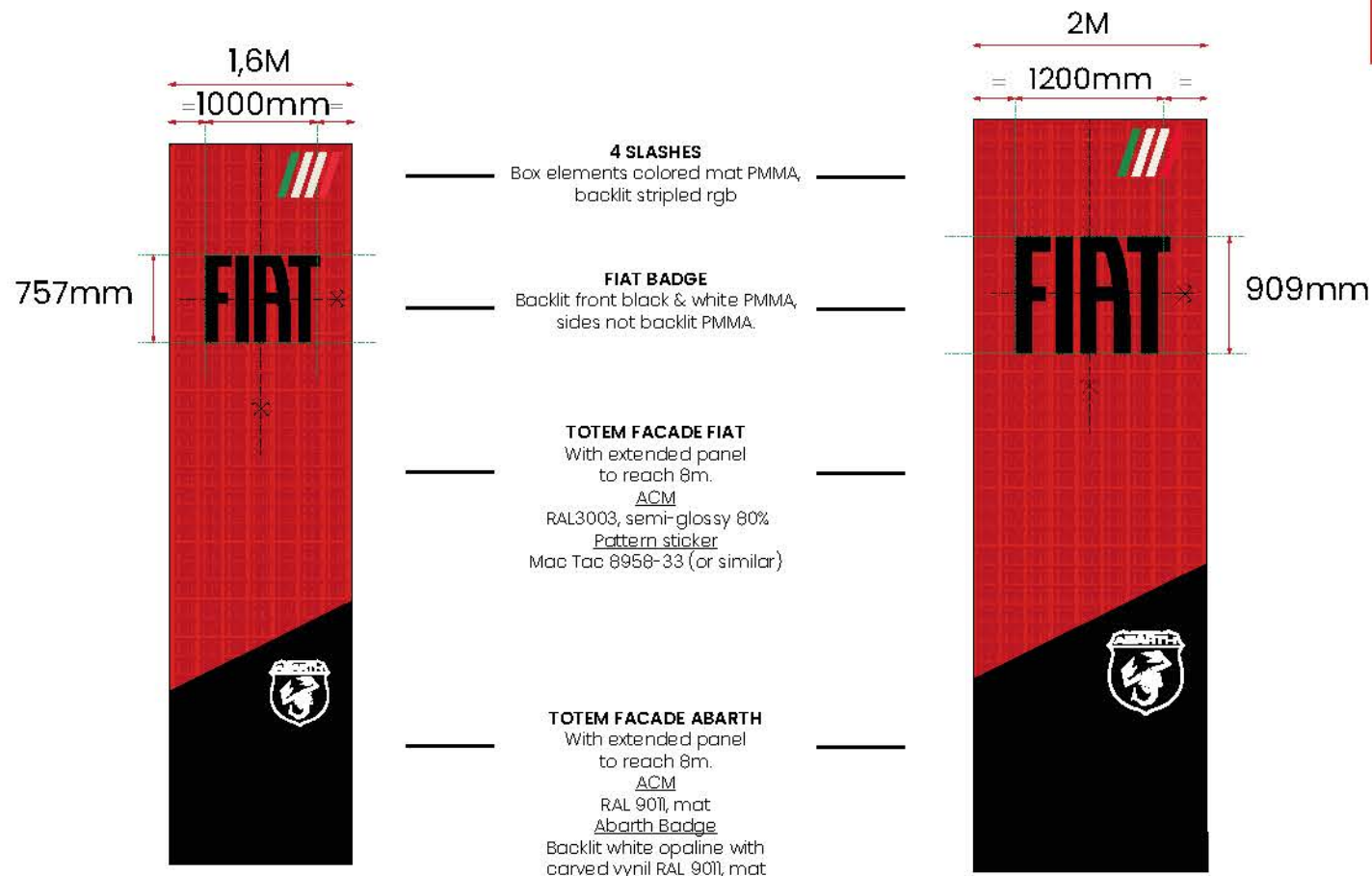
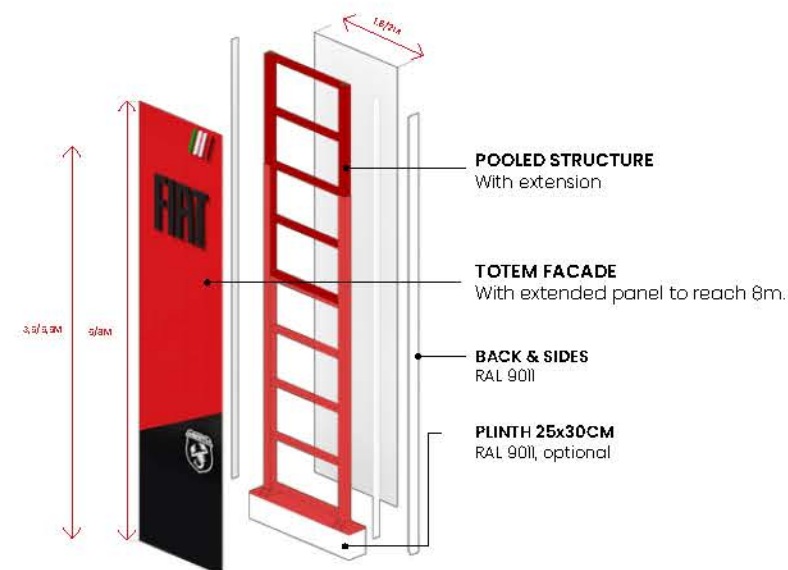


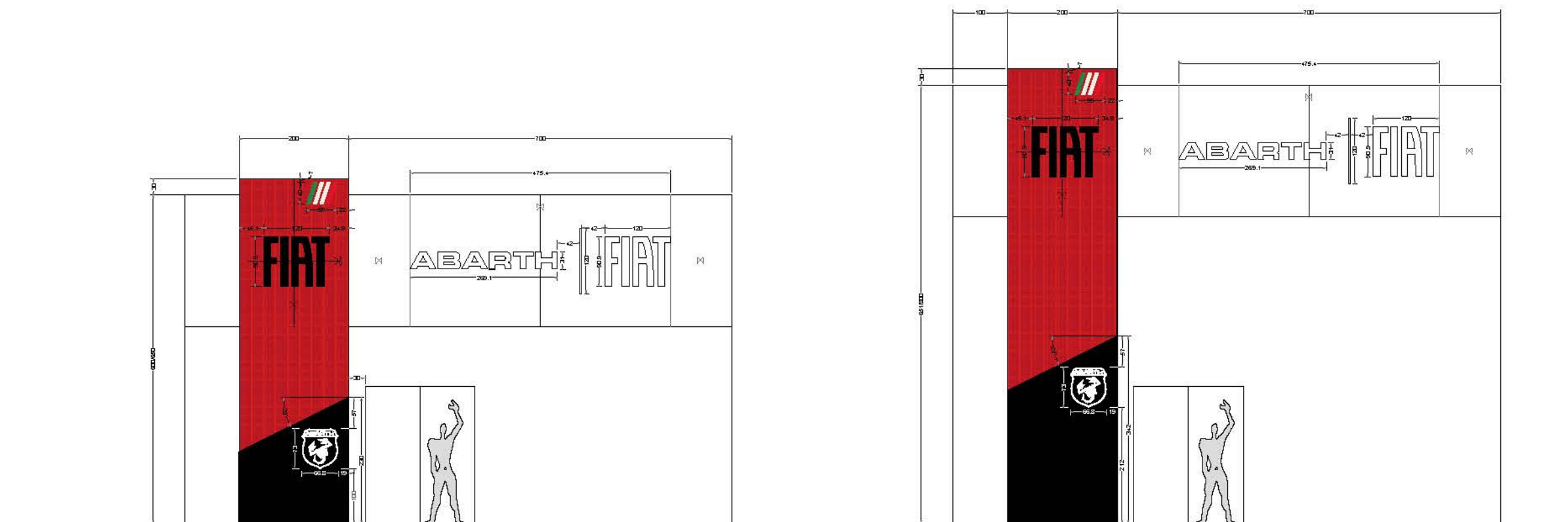
FACADE HEIGHT ABOVE 8M
If a facade is above 8m but the glass is at a low height, the standard 6m totem is used.

TOTEM 1,6M/2M

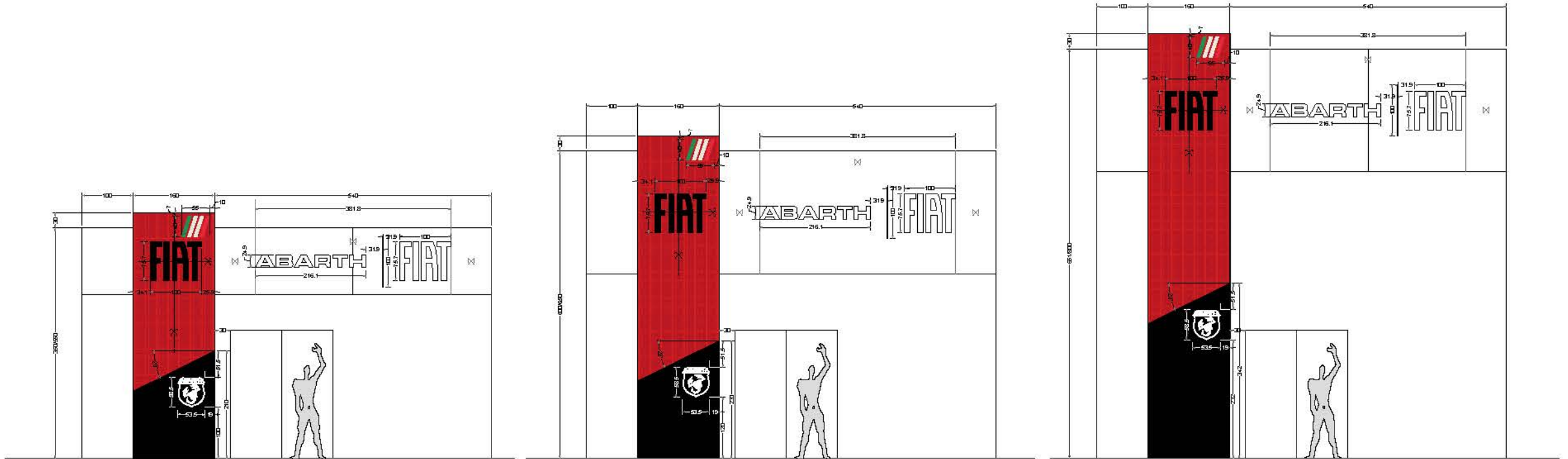
The totem pole is considered the main element of the signage. The Fiat badge is placed at the top of the totem pole. Due to its asymmetry, it is shifted slightly to the right of the geometric centre as shown in the drawings.

TOTEM HEIGHT EXTENDABLE FROM 6 TO 8M OR 3,5 TO 5,5M





/// TOTEM 1.6M

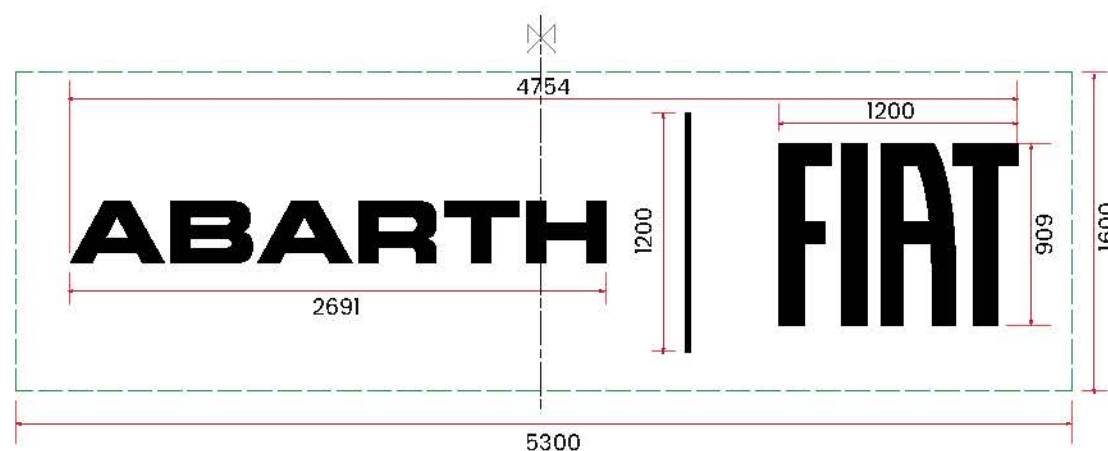


DEALERSHIP WITH MULTIPLE SHOWROOM FACADES

When a dealership has 2 or more visible showroom facades, only the logotype is applied on the secondary side.

Any deviation to this rule is subject to Corporate Validation.



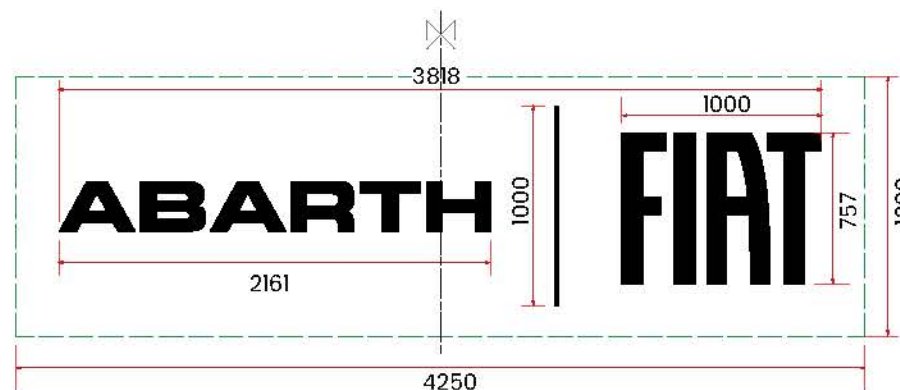


LOGOTYPE SIZES

Logotype is the element that is applied on the facade fascia.

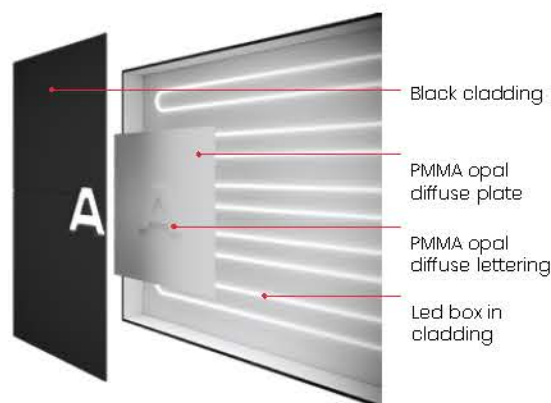
There are various sizes and various types of application of it.

The ideal rectangle drawn around the logotype indicates the minimum buffer area that the logotype must have.



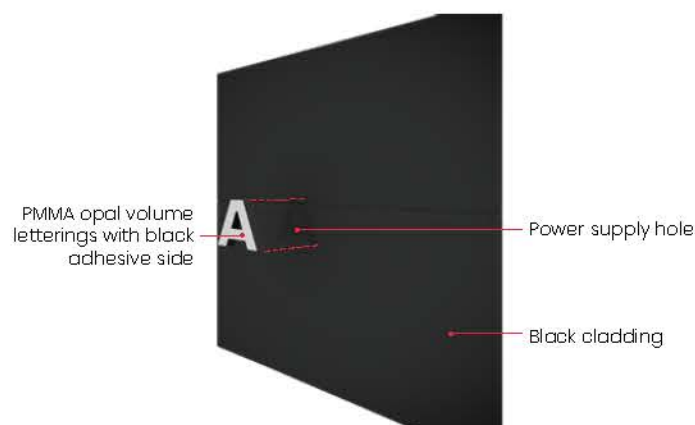
LOGOTYPE SIGNAGE. Sol. 1

The logotype is cut into the cladding panel, with diffuse white PMMA being inserted into the cut cladding and illuminated from behind.



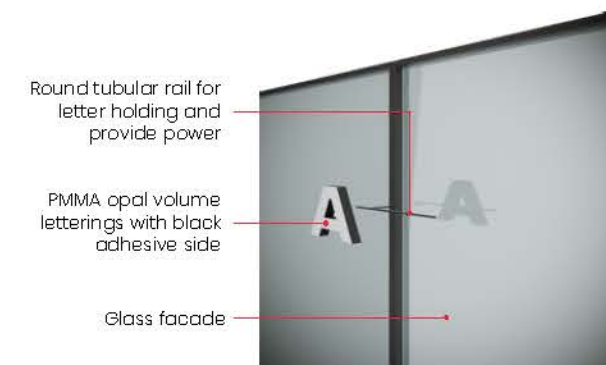
LOGOTYPE SIGNAGE. Sol. 2

The logotype consists of a luminous 3D lettering fixed on the cladding. Diffuse white PMMA is used for the front of the lettering, while the sides must be the same colour as the cladding.



LOGOTYPE SIGNAGE. Sol. 3

The logotype consists of a luminous 3D lettering fixed on the glass panel. Diffuse white PMMA is used for the front of the lettering, while the sides must be the same colour as the coating.





1. DEALER NAME DISPLAYED ON MAIN FACADE

The size of the dealer sign depends on the total length of the facade and the type of totem (1.8 m or 2 m).

The dealer's name sign should only be applied if the length of the facade allows it.

It should preferably be placed on the right side of the facade.

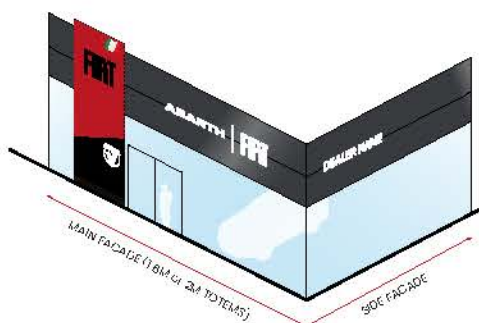
DEALER NAME SIGN PLACEMENT

THE SIGN WITH THE DEALER'S NAME IS ALWAYS ALIGNED TO THE BASE OF THE BRAND LOGO. THREE ARE THE ACCEPTABLE POSSIBILITIES:



2. DEALER NAME DISPLAYED ON MAIN FACADE

If the length of the facade is too short on the right-hand side, it is acceptable to place the dealer's name sign on the left-hand side.



3. DEALER NAME DISPLAYED ON SIDE FACADE

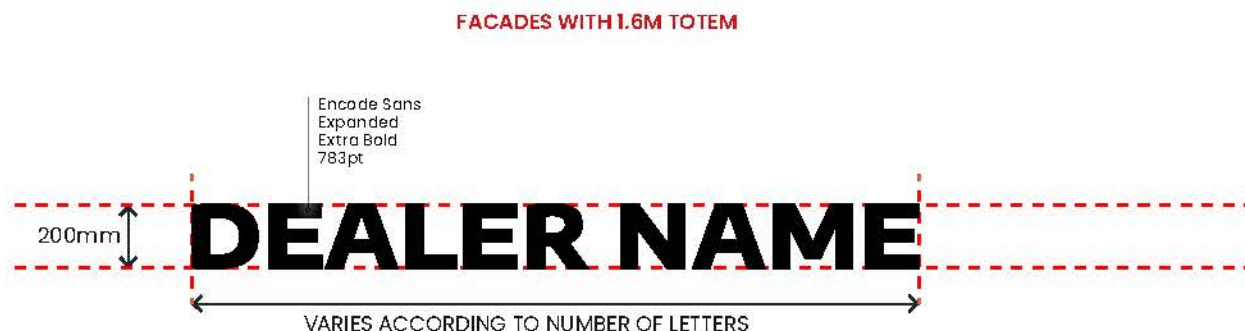
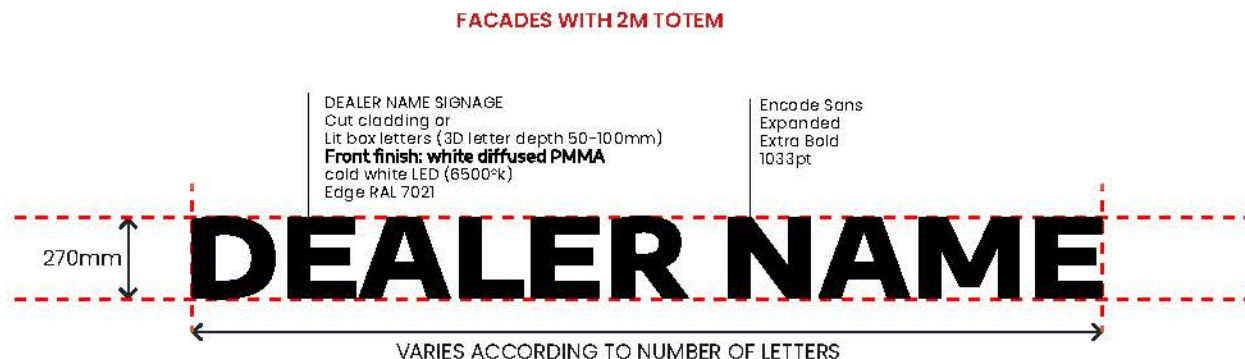
If the length of the main facade is too short, then it is acceptable to place it on a side facade. In this case the dealer's name is centred in the height of the cladding.

DEALER NAME SIGN

IT IS AVAILABLE IN 2 SIZES, ONE FOR 2M TOTEM FACADES, THE OTHER FOR THE 1.6M TOTEM FACADES.

FONT

The dealer name sign should always be written in the same font, Encode sans expanded ExtraBold, to ensure that brand identities are emphasized.



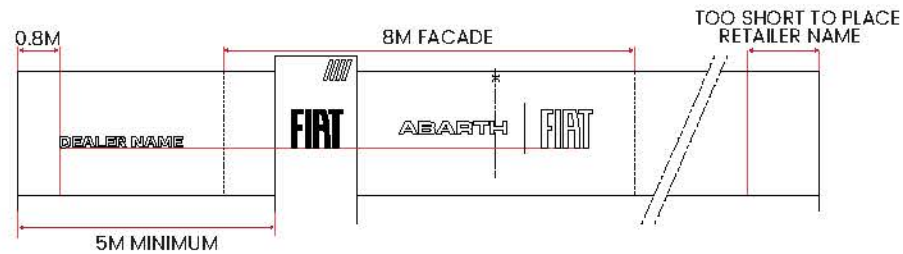
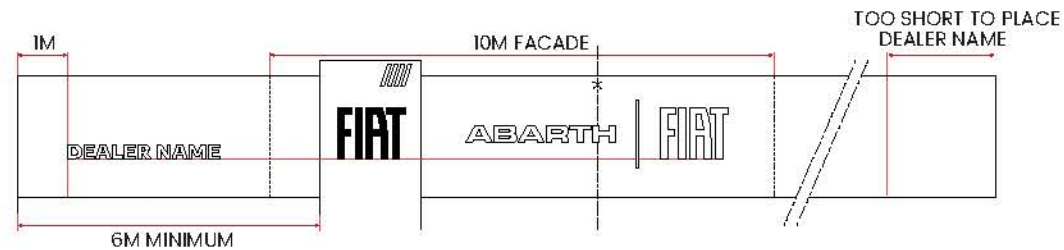
CUT CLADDING

LIT BOX LETTERS

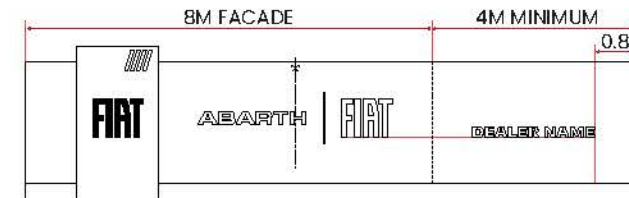
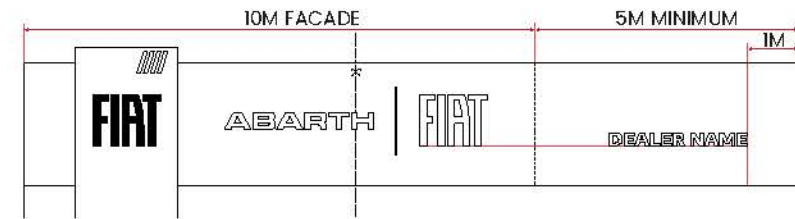
DEALER NAME SIGN

HERE ARE THE DIFFERENT ALIGNMENTS BETWEEN THE BRAND LOGOS AND THE DEALER'S NAME SIGN.
UNDER NO CIRCUMSTANCES MAY THE DEALER'S NAME BE POSITIONED WITHIN THE LENGTH OF THE LOGO AND TOTEM.

FOR TOTEMS LEFT SIDE



FOR TOTEMS RIGHT SIDE



/// DEALER NAME MAIN FACADE – RIGHT SIDE



/// DEALER NAME MAIN FACADE – LEFT SIDE



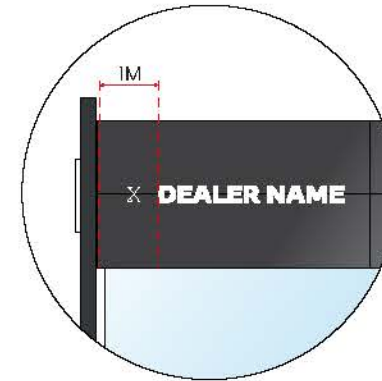
/// DEALER NAME SIDE FACADE



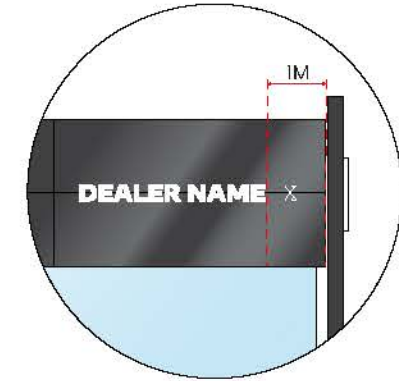
IF THERE ISN'T ENOUGH SPACE ON THE MAIN FACADE, THE DEALER NAME SIGN CAN BE PLACED ON A SIDE FACADE.

CENTERED IN LOGOTYPE HEIGHT

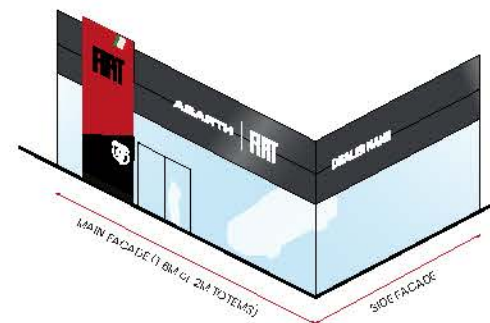
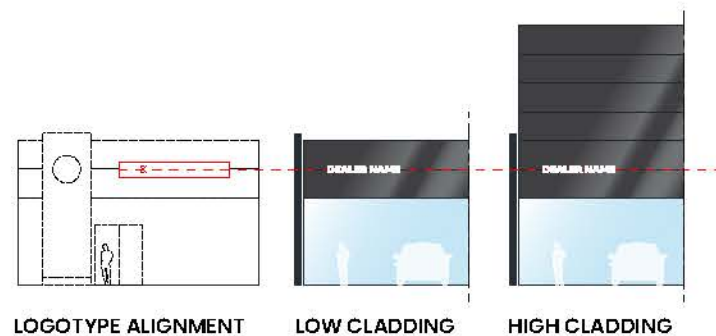
In this case, the dealer's name is centred in the height of the logo. This rule ensures good legibility of the retailer's name in the case of high facades.



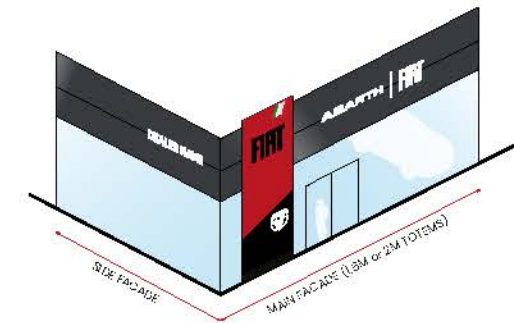
DEALER NAME ALIGNED LEFT



DEALER NAME ALIGNED RIGHT



SIDE FACADE ALIGNED LEFT



SIDE FACADE ALIGNED RIGHT

DEALER NAME SIDE FACADE



WHEN TO USE IT?

The minitotem is used when the totem cannot be mounted due to technical or building regulation problems.

WHAT IS IT?

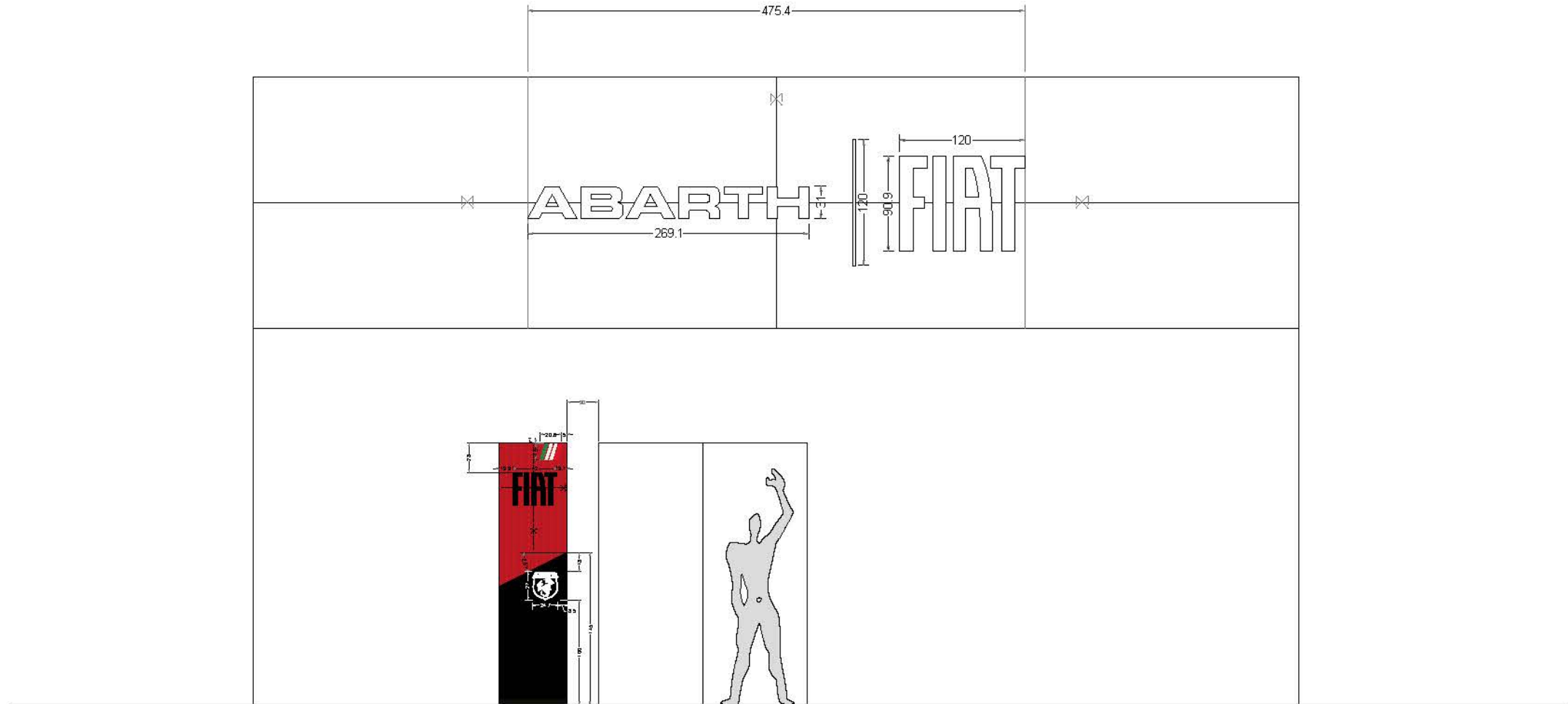
The minitotem is a smaller totem signaling the showroom entrance and reinforcing the brand identity.

The minitotem is 2,5M high and 0,65M wide.

The Fiat badge and stripes are not backlit. There is a light at the base of the minitotem that illuminates it frontally.







MINITOTEM 0,65M

The Fiat Abarth logotype is centred in a virtual rectangle positioned on the facade to maximise visibility.

It is suggested to centre it on the facade whenever possible.

IDEAL RECTANGLE SIZE

Logotype: 3818 x 1000mm

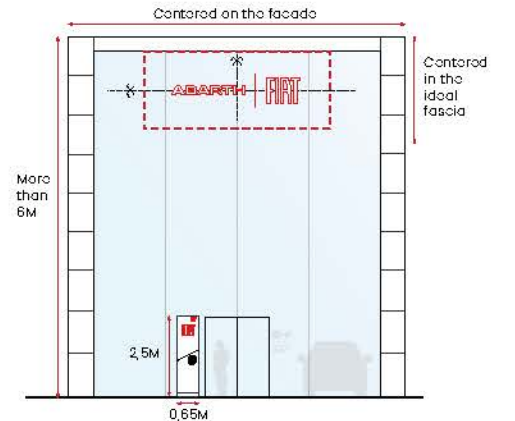
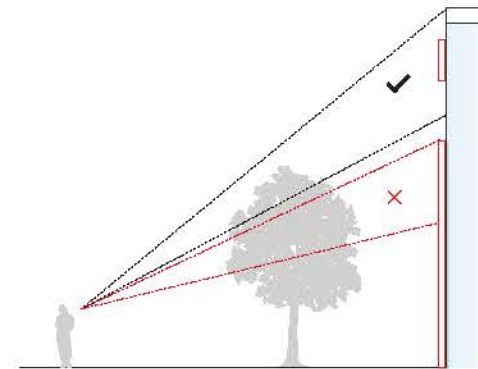
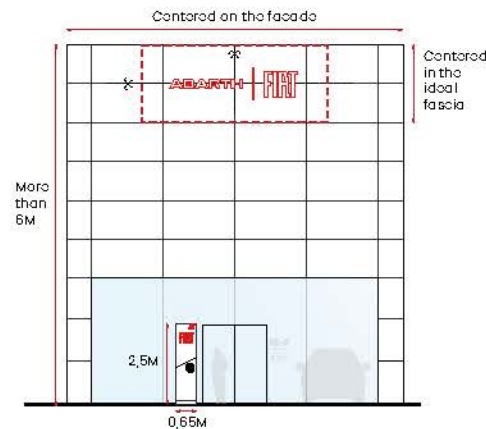
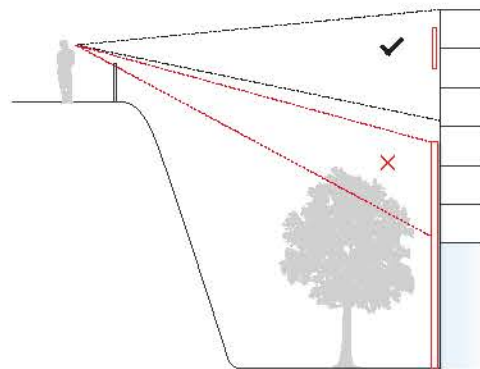
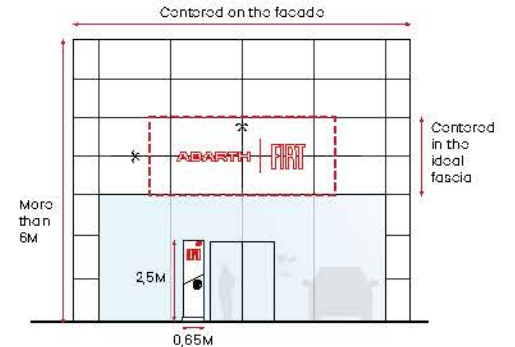
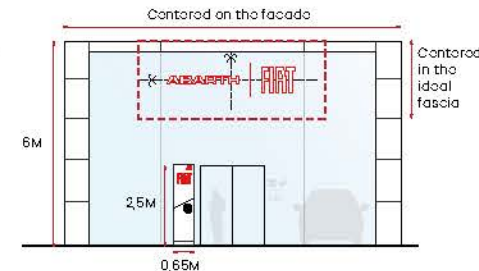
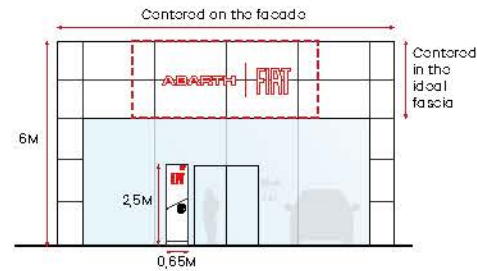
Logotype: 4754 x 1200mm



4250 x 1300mm



5300 x 1600mm



DEALERSHIP WITH MULTIPLE SHOWROOM FACADES

When a dealership has 2 or more visible showroom facades, only the logotype is applied on the secondary side.

Any deviation to this rule is subject to Corporate Validation.





04 EXTERIOR AFTERSALES

SERVICE SIGNAGE
Lit box letters
Front finish: White diffused PMMA
Black edge RAL 7021

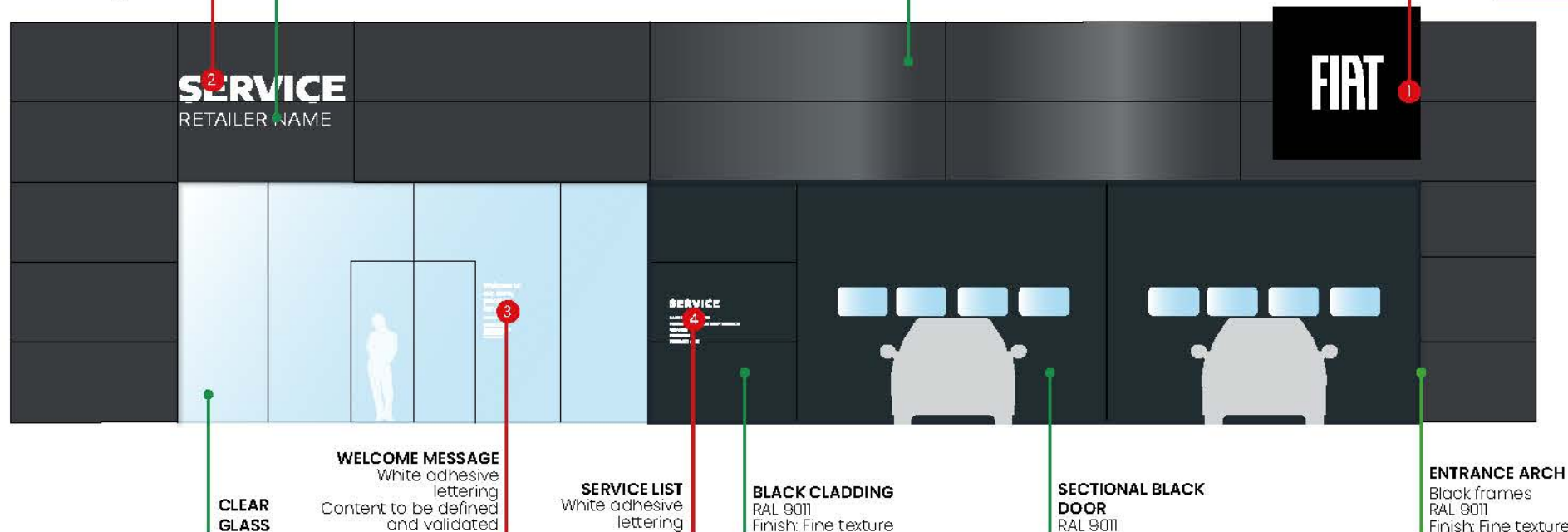
RETAILER NAME
Lit box letters
Front finish: white diffused PMMA
Edge RAL 7021

DARK GRAY CLADDING
Cladding RAL 7021
Finish: Fine texture
Gloss (5%-10%)

MULTIBRAND SIGN
Black cladding RAL 9011

MANDATORY

- 1 BRAND SIGN
Black cladding RAL 9011
- 2 SERVICE SIGNAGE
Lit box lettering
- 3 WELCOME MESSAGE & OPENING HOURS
White adhesive lettering
- 4 SERVICES LIST
White adhesive lettering



HOW TO CONFIGURE THE AFTERSALES FACADE?

The aftersales service facade employs the same identifying codes as the main facade. It reinforces synergy between brands and homogeneous service quality throughout the client experience.

1.



CREATE A DARK BOX
Dark gray cladding reference RAL 7021

2.



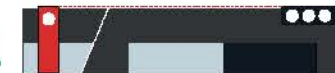
PLACE THE HORIZONTAL FRAME TO CREATE THE ARCH
Black paint reference RAL 9011

3.



INSERT GLASS WALL OR FULL BLACK WALL
Glass or Black paint reference RAL 9011

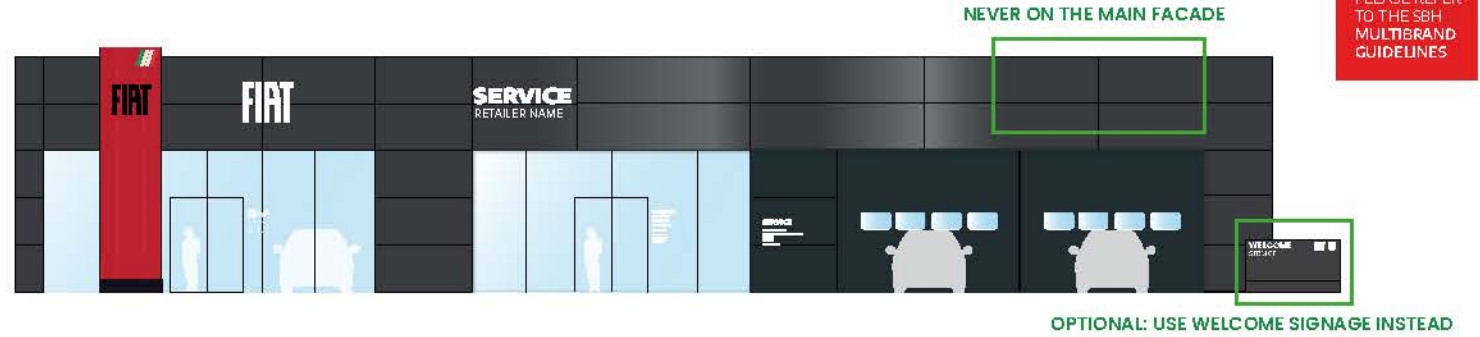
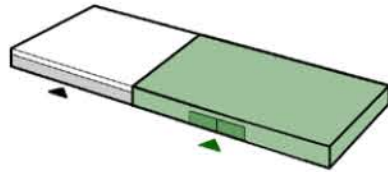
4.



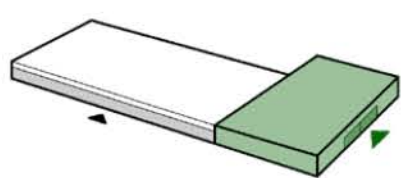
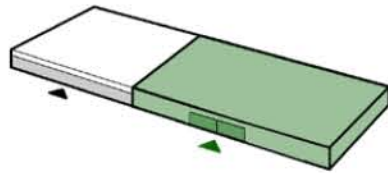
ALIGN SIGNAGE PANEL HEIGHT TO TOTEMS
Same height on the same site.

WHEN TO ADD MULTIBRAND SIGN?

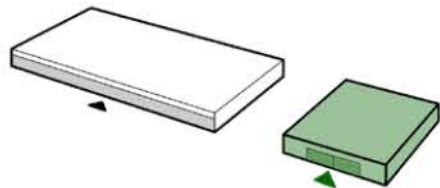
AFTERSALES and showroom on the same facade



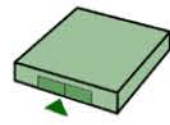
AFTERSALES and showroom on the same facade



AFTERSALES on the side behind the showroom facade



AFTERSALES facility separate from the showroom

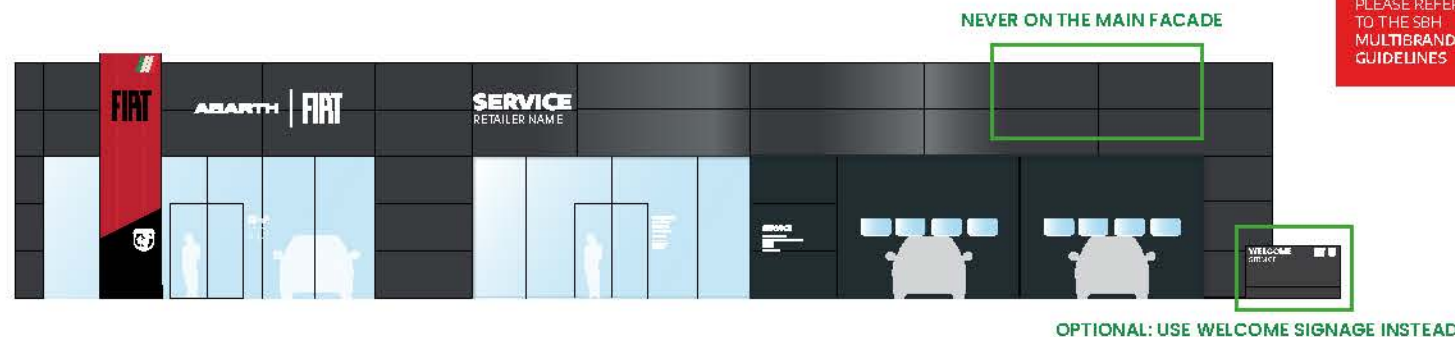
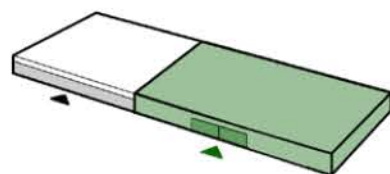


Stand alone AFTERSALES facility

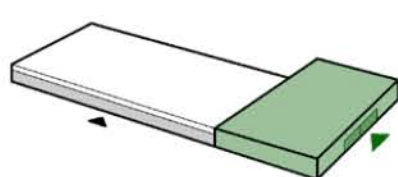
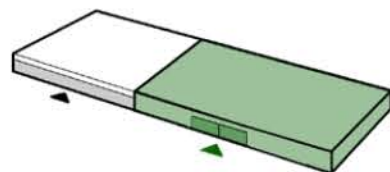


WHEN TO ADD MULTIBRAND SIGN?

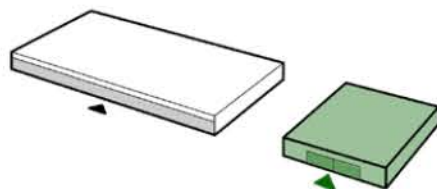
AFTERSALES and showroom on the same facade



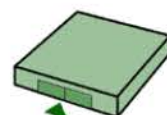
AFTERSALES and showroom on the same facade



AFTERSALES on the side behind the showroom facade



AFTERSALES facility separate from the showroom



Stand alone AFTERSALES facility



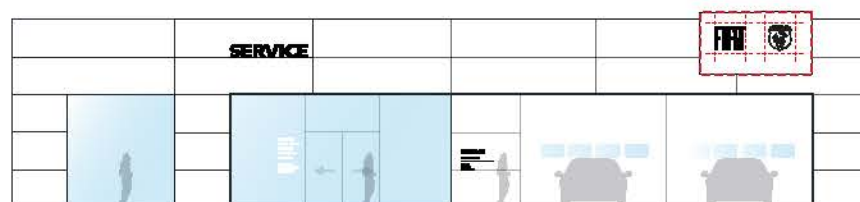


For structure details.

PLEASE REFER
TO THE SBH
MULTIBRAND
GUIDELINES

HOW TO ALIGN BADGES

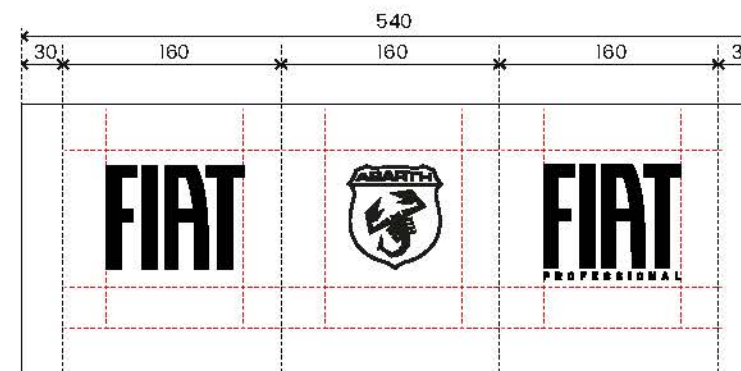
The size of the Fiat badge is the same as those used on the 1,6M totems. The Abarth badge is 70cm wide.



AFTERSALES SIGNAGE

BLACK CLADDING

RAL 9011

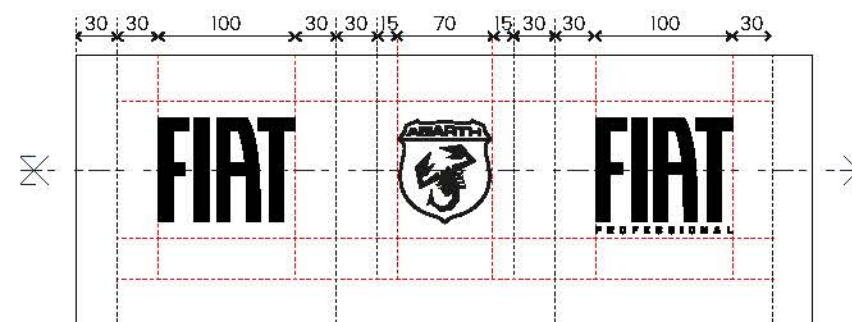


FACADE SIGN

Cut logo

Finish: White diffuse PMMA,
cold white LED (6500°K)

SIGNAGE LAYOUT



SIGNAGE LAYOUT DETAILS

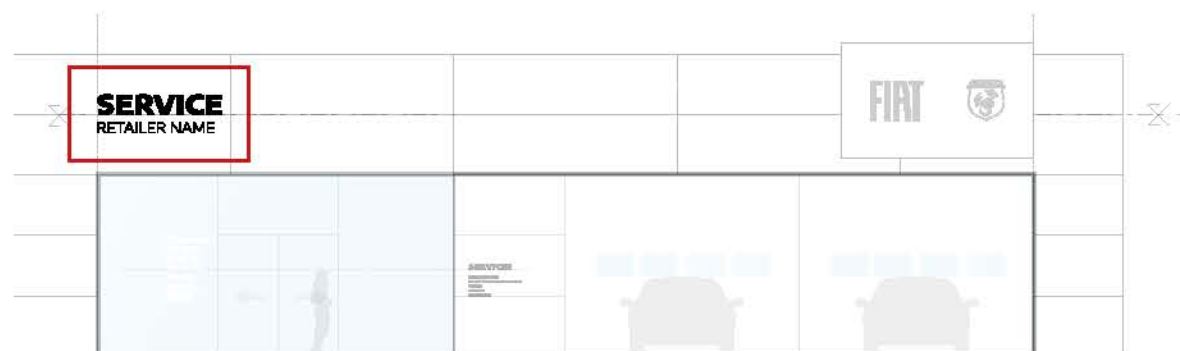
SERVICE SIGNAGE

Lit box letters
Front finish: white
diffused PMMA (6500°K)
Edge RAL 7021



SERVICE LETTERING

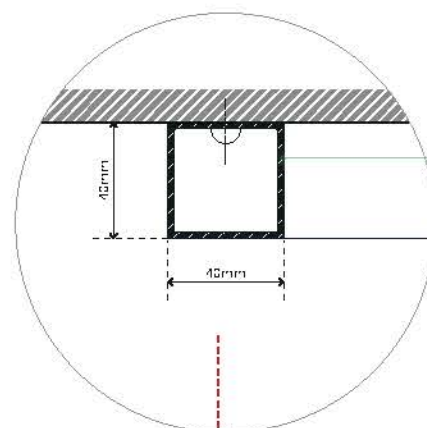
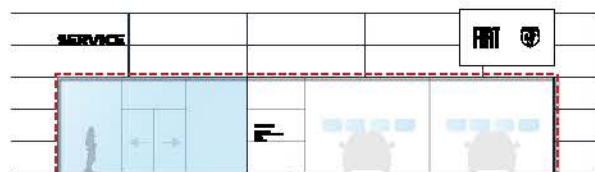
The service signage is centered horizontally on the cladding and is always located above the customer entrance, aligned to the left.



THE ARCH (SUGGESTED)

The arch highlights the customer and vehicle entrance.

Lighting is necessary to make the entrance more obvious and visible for a vehicle.

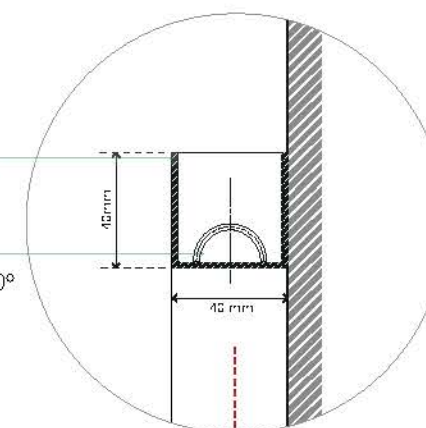


BLACK METAL STRUCTURE

RAL 9011
Finish: Fine texture, gloss (5-10%)
Supplier: Akzonobel or Axalta or equivalent

LIGHTING

Warm LED light: 3000°

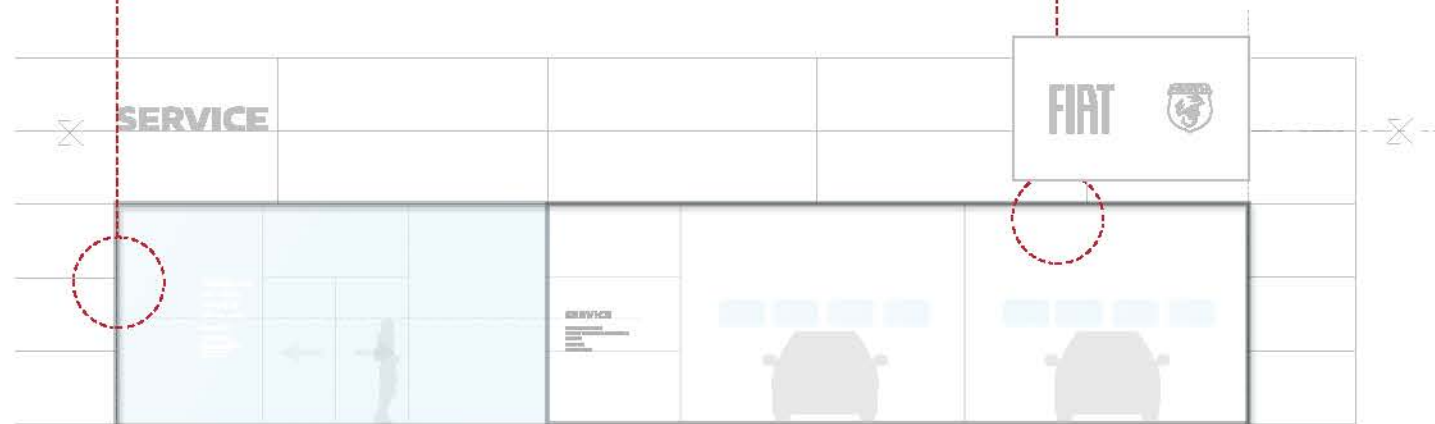


DETAIL 01 - COMPONENT I

Two verticals mounts of the arch
Black metal vertical structure
Tube: 40 x 40mm
Finish: RAL 9011

DETAIL 01 - COMPONENT I

Horizontal mount of the arch
Black lit horizontal structure
Tube: 40 x 40mm
Finish: RAL 9011





05 EXTERIOR SURROUNDING

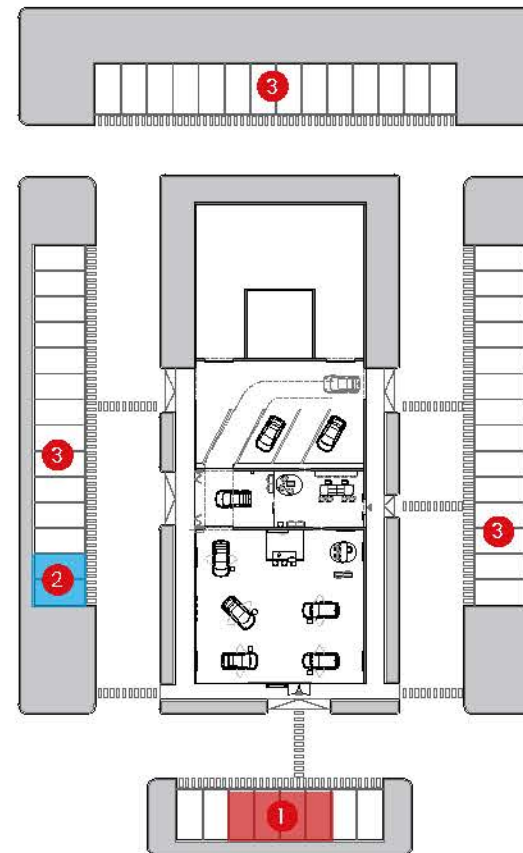
CAR PARK ORGANIZATION

- 1 DEMONSTRATION CAR PARK**
- Is always located in front of the showroom entrance
- 2 DISABLE CAR PARK**
- Is always located as close as possible to the showroom entrance
- 3 VISITOR CAR PARK**
- Is located everywhere else

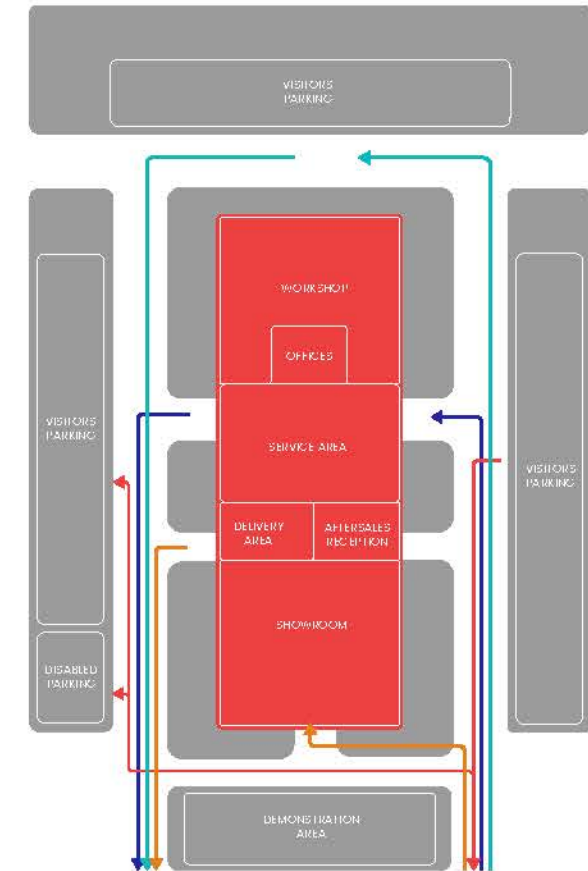
CUSTOMER JOURNEYS

- CUSTOMER JOURNEY
- CUSTOMER DELIVERY CAR JOURNEY
- CUSTOMER SERVICE AREA JOURNEY
- DELIVERY CAR

CAR PARK ORGANIZATION



CUSTOMER JOURNEYS



TEST DRIVE AREA

It is always located in front of the showroom entrance.

The number of test drives is defined by each region's operating standard.

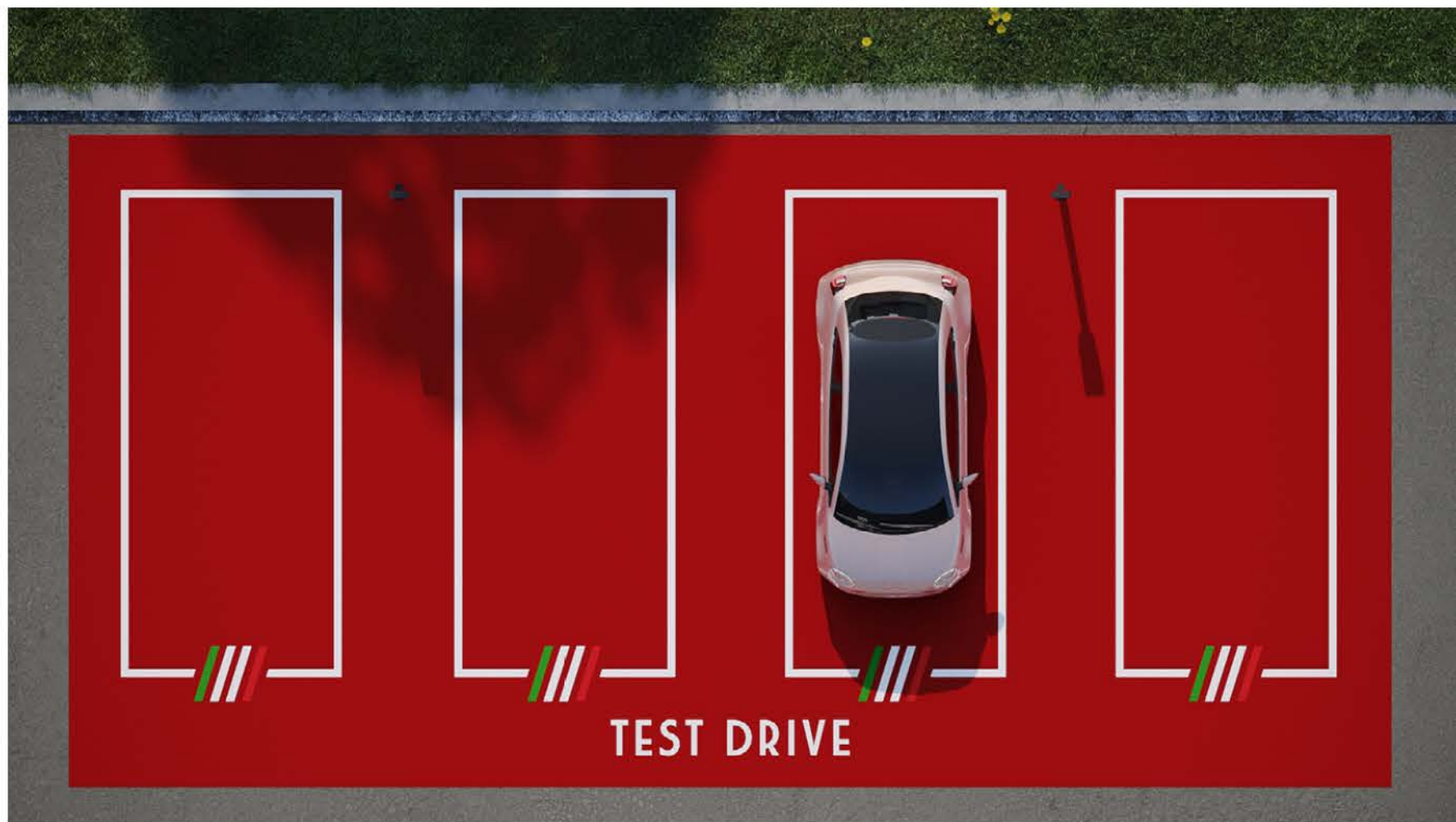
The single test drive area is a red RAL 3003 rectangle painted with suitable floor paint.

Measures 530x240cm separated 120cm from other parking areas.

Frontally positioned, centred on the car parks, there is the 33cm high test drive sign, Font Fiat Advert white Ral 9010, followed by the 4 slashes with the colours of the Italian flag.

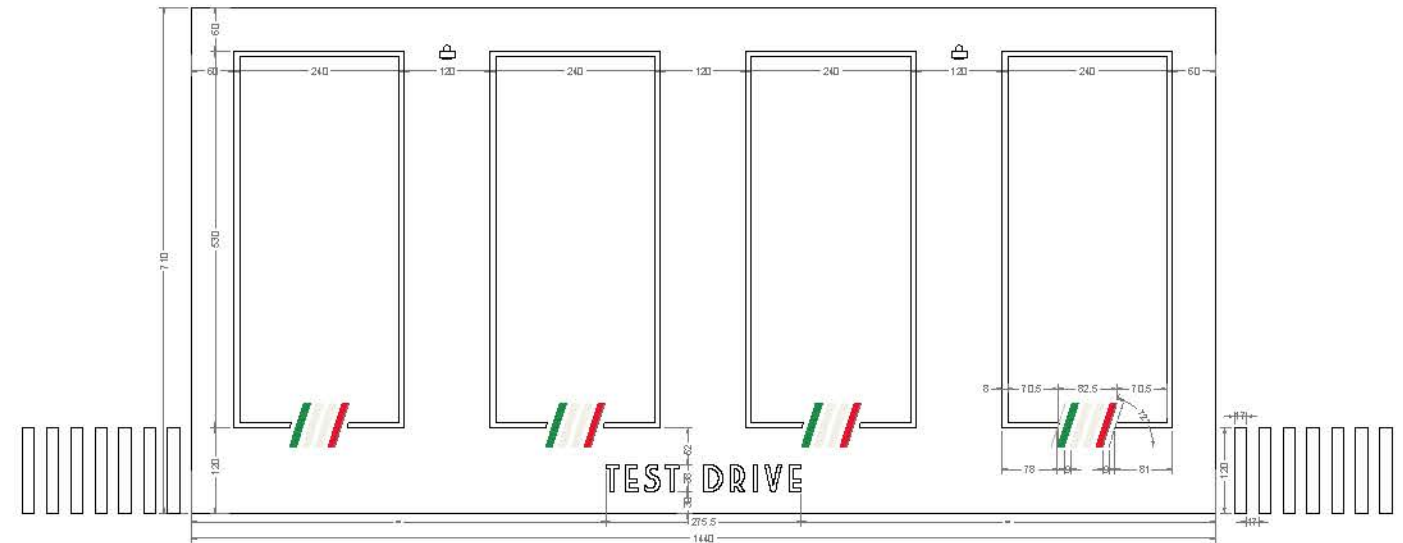
CHARGING STATION

The Test Drive car park needs to be equipped with charging station as per LEV standard implementation by Regions.









FIAT TEST DRIVE DETAIL



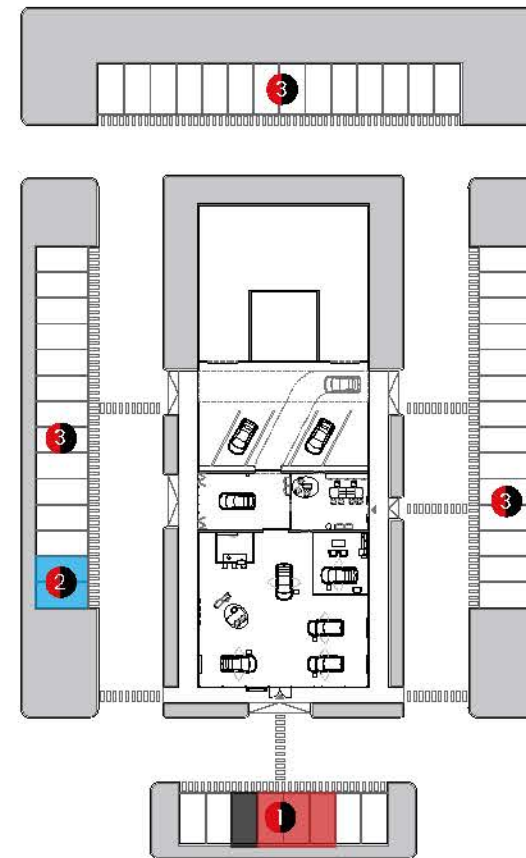
CAR PARK ORGANIZATION

- 1 DEMONSTRATION CAR PARK**
 - Is always located in front of the showroom entrance
- 2 DISABLE CAR PARK**
 - Is always located as close as possible to the showroom entrance
- 3 VISITOR CAR PARK**
 - Is located everywhere else

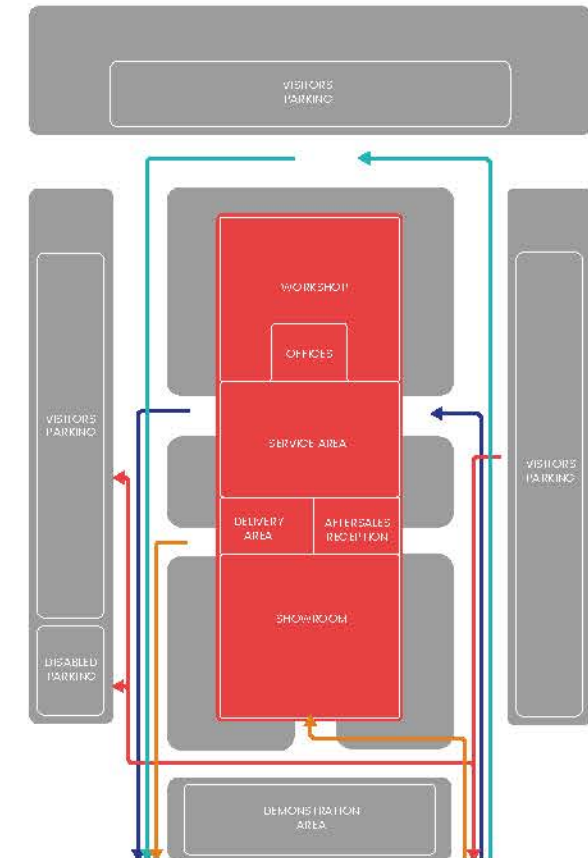
CUSTOMER JOURNEYS

-  CUSTOMER JOURNEY
-  CUSTOMER DELIVERY CAR JOURNEY
-  CUSTOMER SERVICE AREA JOURNEY
-  DELIVERY CAR

CAR PARK ORGANIZATION



CUSTOMER JOURNEYS

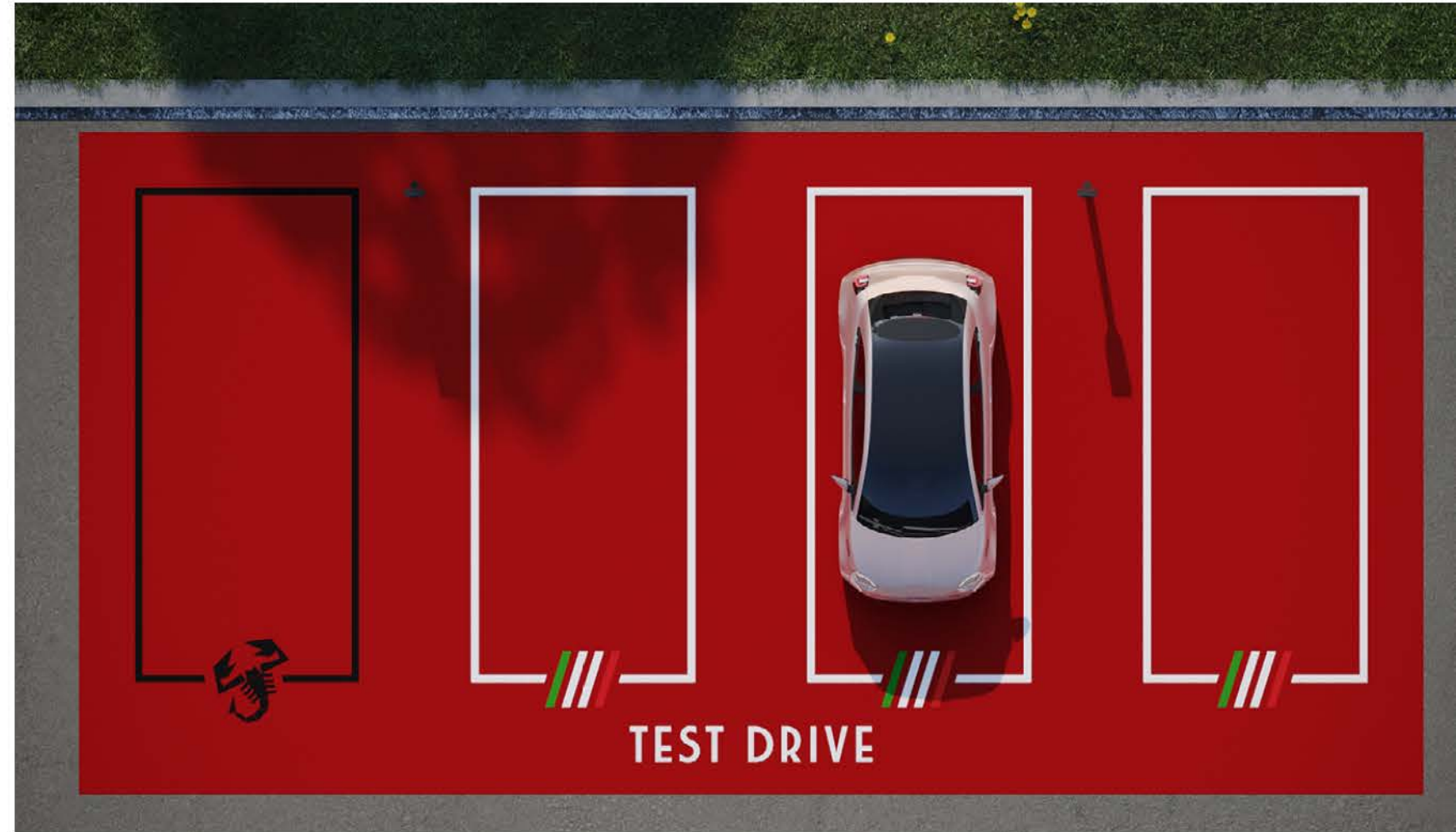


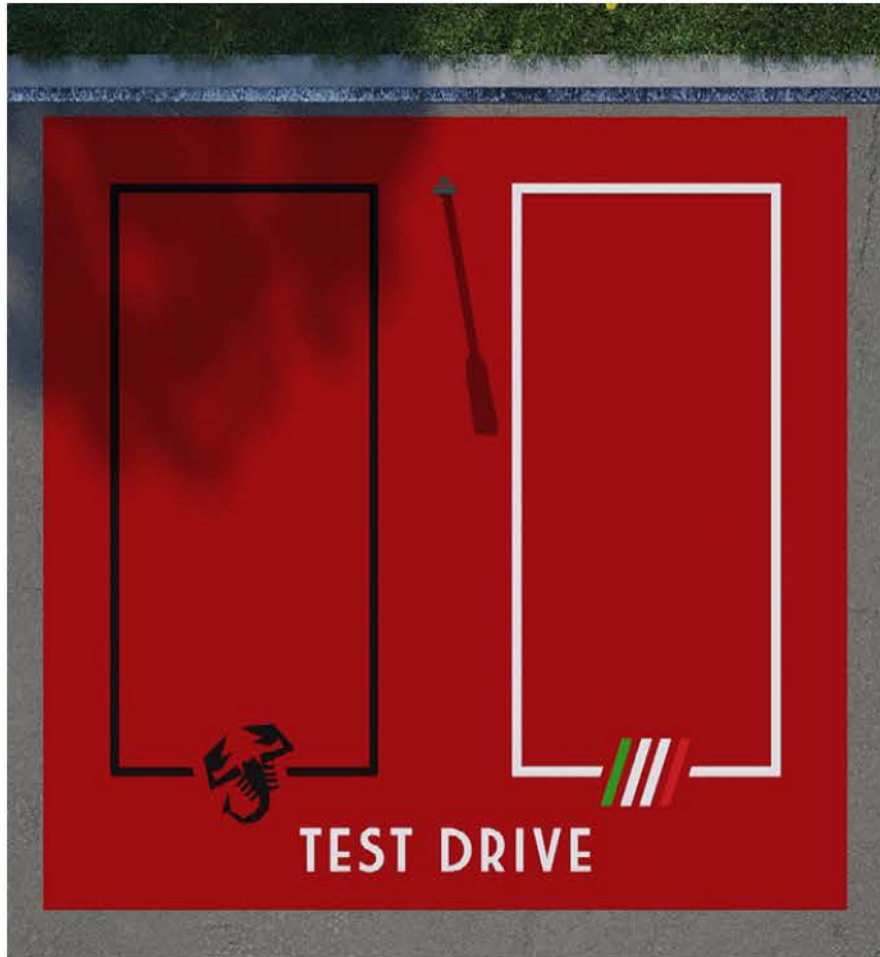
TEST DRIVE AREA

It is always located in front of the showroom entrance.
The number of test drives is defined by each region's operating standard.
The single test drive area is a black RAL 9011 rectangle painted with suitable floor paint. A white painted scorpion in the middle. Measures 530x240cm separated 120cm from other parking areas.
Frontally positioned, centred on the car parks, there is the 33cm high test drive sign, Font Fiat Advert white Ral 9010, followed by the Abarth scorpion.

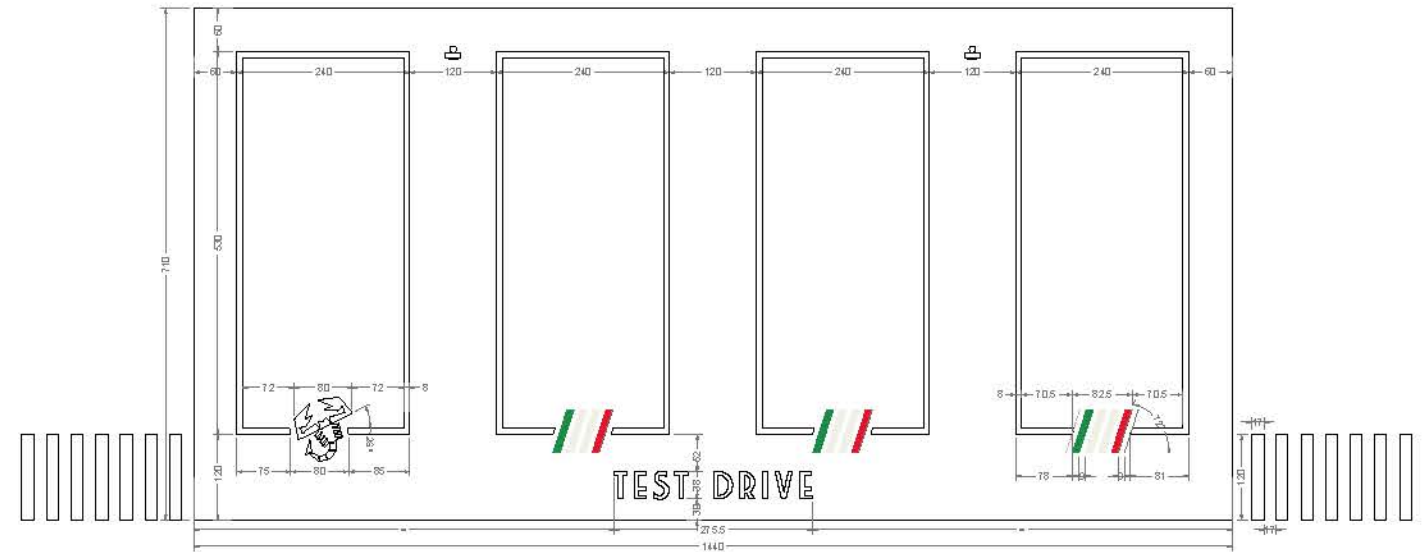
CHARGING STATION

The Test Drive car park needs to be equipped with a charging station as per LEV standard implementation by Regions.





FIAT ABARTH TEST DRIVE DETAIL



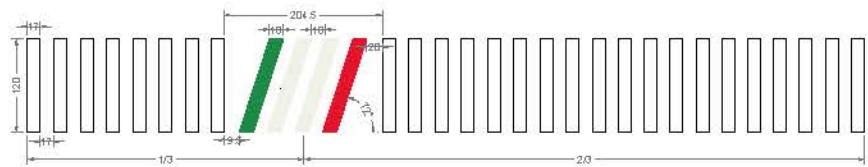
PARKING AREA



VISITORS

Outside the dealership are parking spaces reserved for customers.
The colour to be used for signage is RAL 9010.

PEDESTRIAN PATH DETAIL



DISABLE CAR PARK

It is always located as close as possible to the showroom entrance.

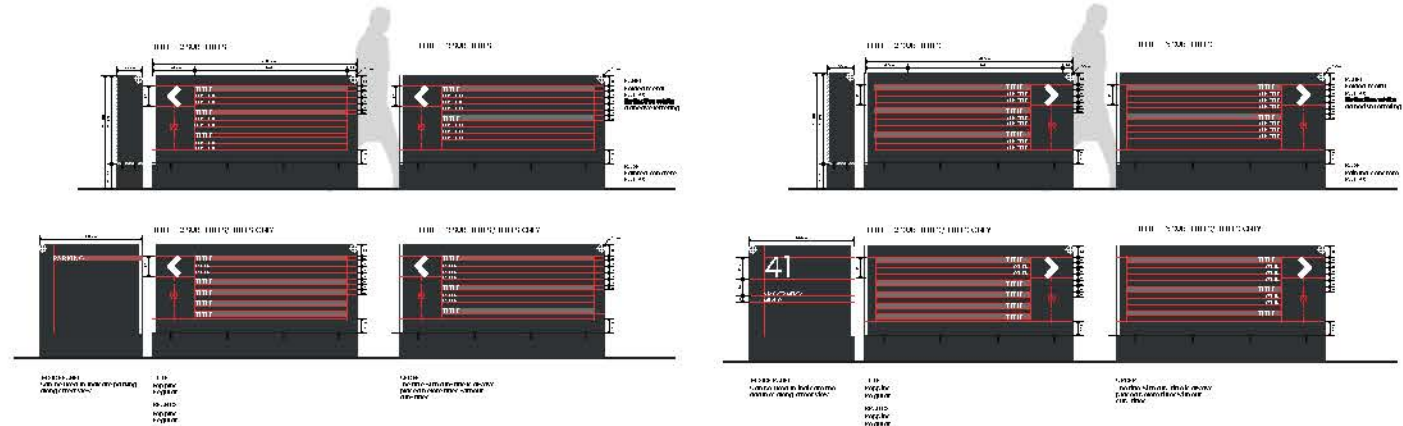
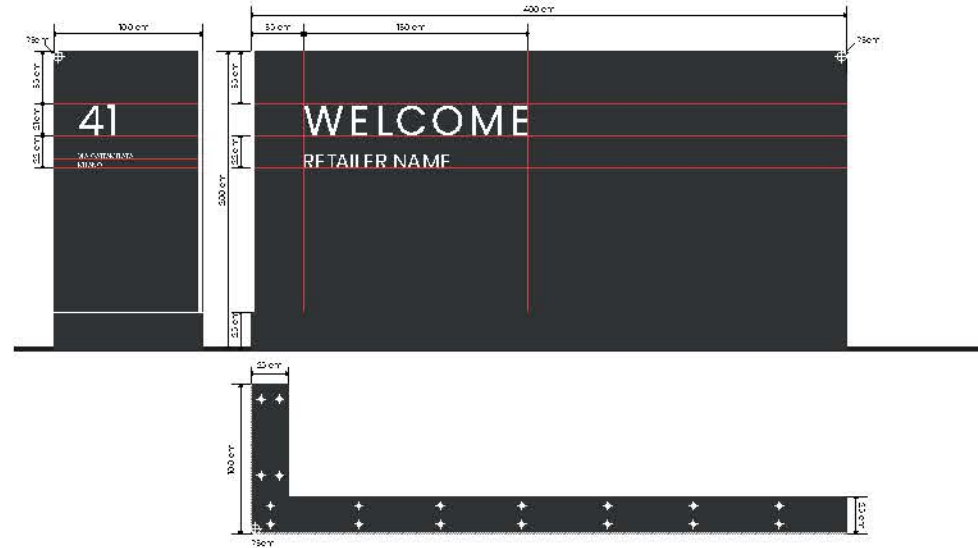
WHITE FLOOR MARKING PAINT RAL 9010
BLUE FLOOR PAINT PAINT RAL 5015



PLEASE REFER
TO THE SBH
MULTIBRAND
GUIDELINES

The lettering and arrow is made of white reflective adhesive and is fixed on the large vertical panel, and on the smaller panel if necessary.

The weight of the font Poppins Regular is used for the primary titles across the signage.
The Regular weight is used as the secondary subtitle, see details opposite.



/// DIRECTIONAL SIGNAGE (optional)

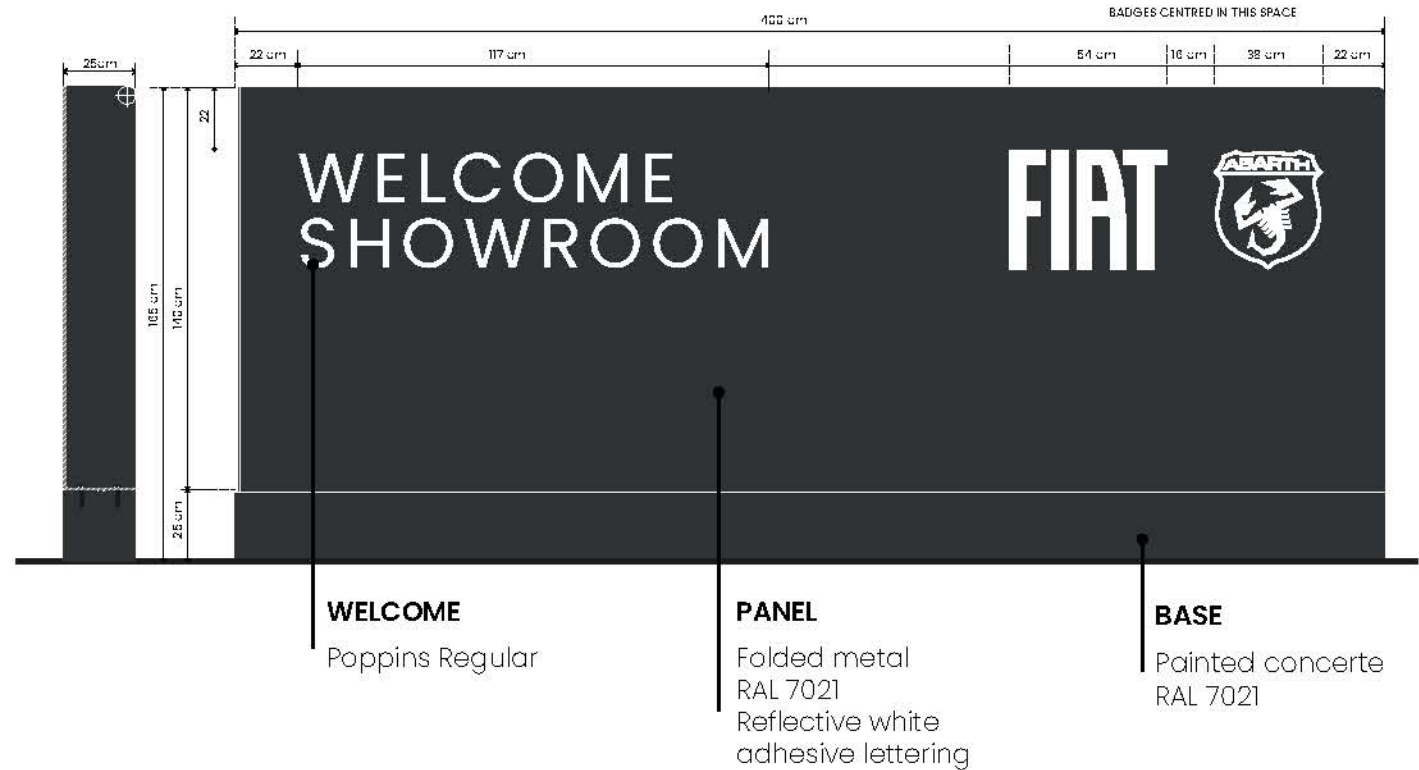


For structure details.

PLEASE REFER
TO THE SBH
MULTIBRAND
GUIDELINES

WELCOME SIGNAGE

A welcome sign for pedestrians displays the badges of Fiat and Abarth.
It is placed in front of the entrance door.





06 FIAT SHOWROOM

ZONING & CONNECTIONS

1 THE SHOWROOM

- The entrance is always on the main facade
- Is always connected to the delivery area

2 THE DELIVERY AREA

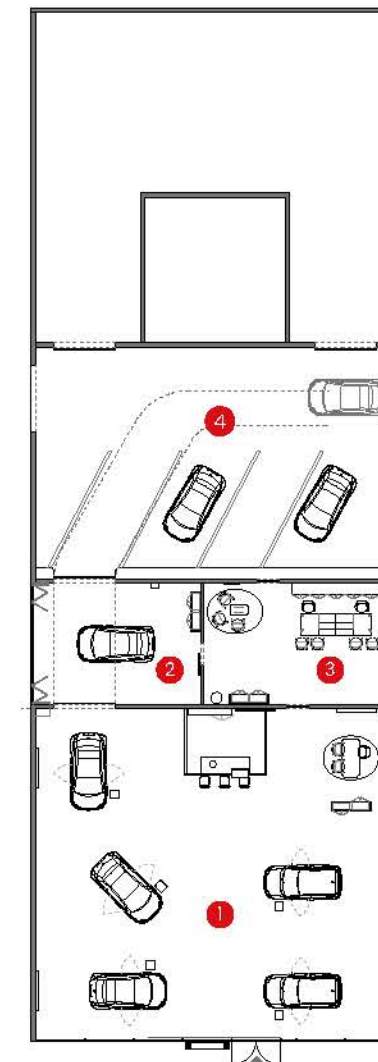
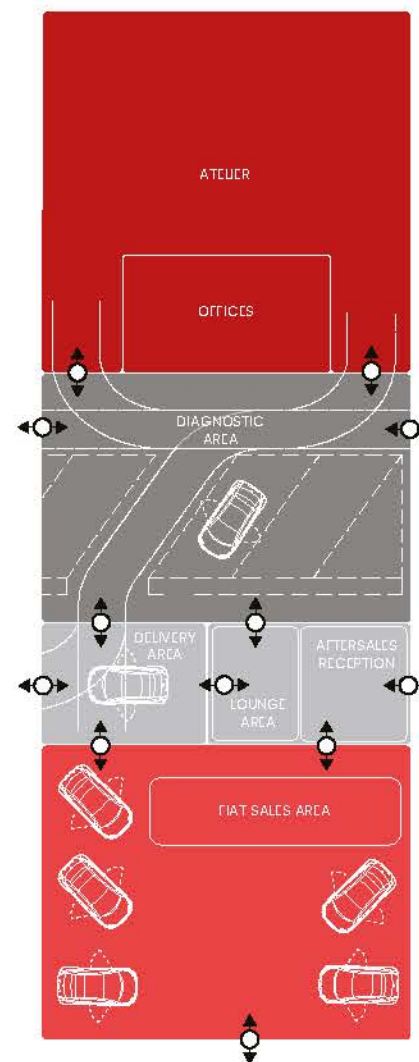
- Is always located on a secondary facade
- Needs to be connected to the workshop area

3 THE AFTERSALES AREA

- Is connected to the showroom
- Is always connected to the diagnostics area
- The access is always located on a secondary facade

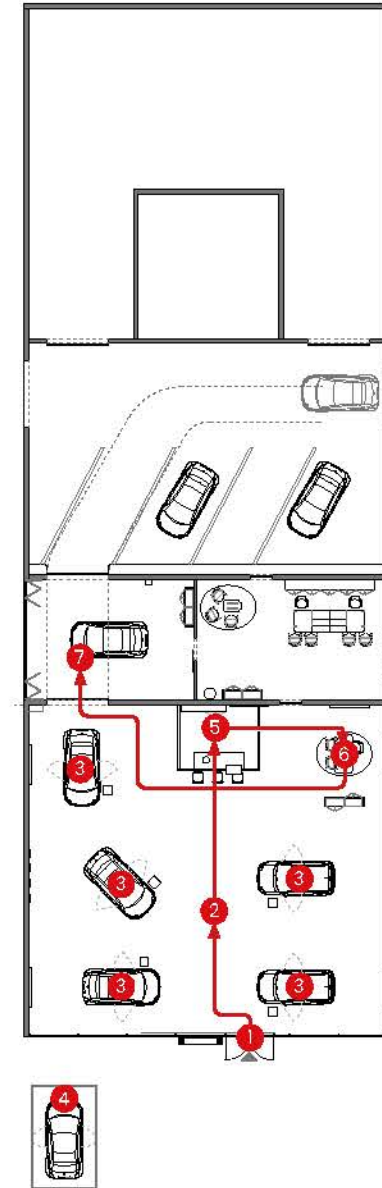
4 SERVICE AREA

- Is always connected to the aftersales reception
- Is always connected to the workshop area
- The access is always located on a secondary facade



FIAT CUSTOMER JOURNEY SALES

- 1 **CUSTOMER ENTRANCE**
- 2 **CUSTOMER CONSIDERATION / WELCOME**
 - Greeted/welcome by sales force
- 3 **CAR PRESENTATION**
 - Firstly alone, then guided by sales force
- 4 **TEST DRIVE**
 - With sales force
- 5 **DISCOVERY CONFIGURATION**
 - Guided by sales force by sitting at the bar table
 - From what is done at home or from scratch
 - First configuration
 - Mirroring screen for the definitive configuration
- 6 **SALES DESK**
- 7 **NEW VEHICLE DELIVERY**
 - With sales force
 - Charging station

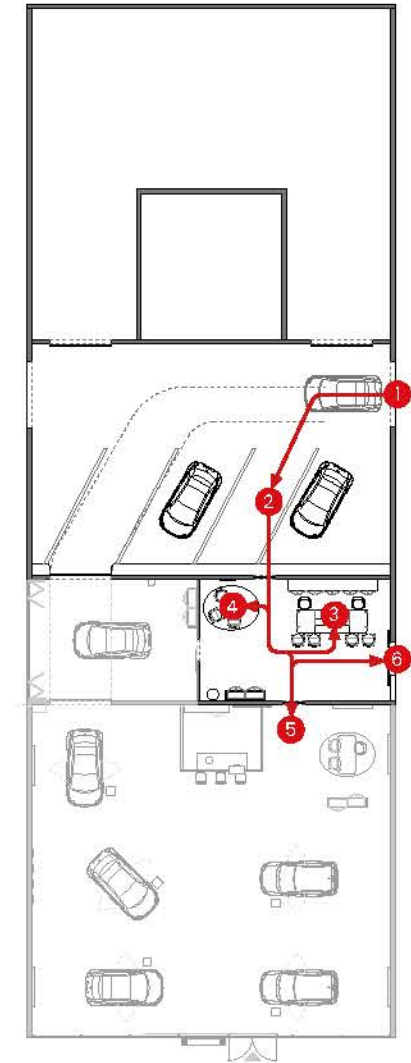


FIAT CUSTOMER JOURNEY AFTERSALES

SCHEMA 1

This diagram shows the different steps of the Aftersales customer journey, starting from when a customer arrives at the Aftersales reception from the diagnostic area, where he or she has dropped off their vehicle.

- 1 **CUSTOMER ENTRANCE BY CAR**
- 2 **SERVICE AREA**
Guided by directional signage
- 3 **AFTERSALES RECEPTION**
Welcomed and assisted by service advisor
- 4 **AFTERSALES WAITING AREA**
- 5 **SHOWROOM VISIT / WHEN SHOWROOM IS OPEN**
 - Immersion with brand
 - New model discovery
 - Assisted by sales force
- 6 **RENT VEHICLE / COURTESY CAR**

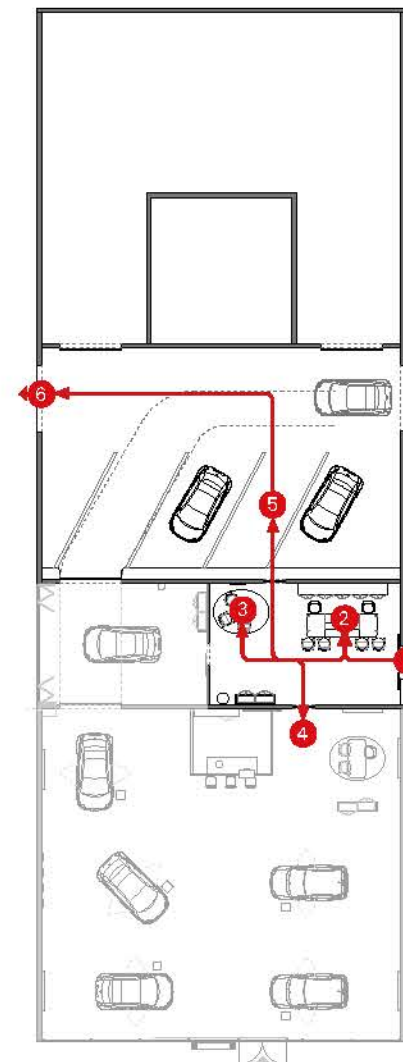


FIAT CUSTOMER JOURNEY AFTERSALES

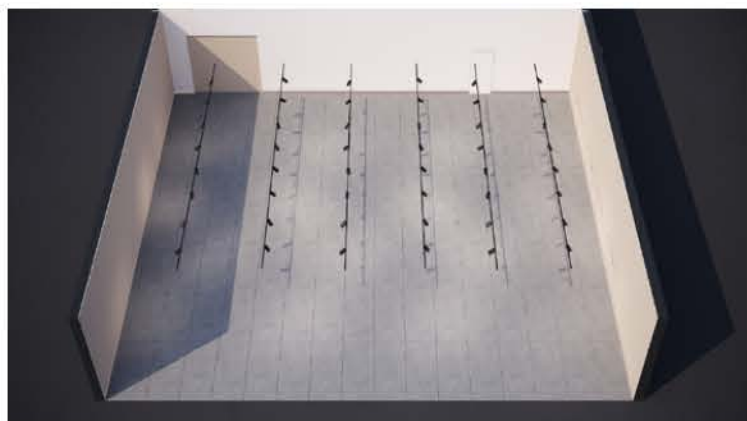
SCHEMA 2

This diagram shows the different steps in the Aftersales customer journey, starting from when a customer arrives at the Aftersales reception directly from the outdoor car park.

- 1 **CUSTOMER ENTRANCE BY FOOT**
- 2 **AFTERSALES RECEPTION**
Welcomed and assisted by service advisor
- 3 **AFTERSALES WAITING AREA**
- 4 **SHOWROOM VISIT / WHEN SHOWROOM IS OPEN**
 - Immersion with brand
 - New model discovery
 - Assisted by sales force
- 5 **SERVICE AREA**
- 6 **CUSTOMER EXIT**



SHOWROOM 250sqm



1 STEP 1 / FLOOR, WALLS, CEILING AND LIGHTING

-The entire floor showroom is covered with squares:

Ref.1 GRANITI FIANDRE 100x100cm (Grey fjord honed).

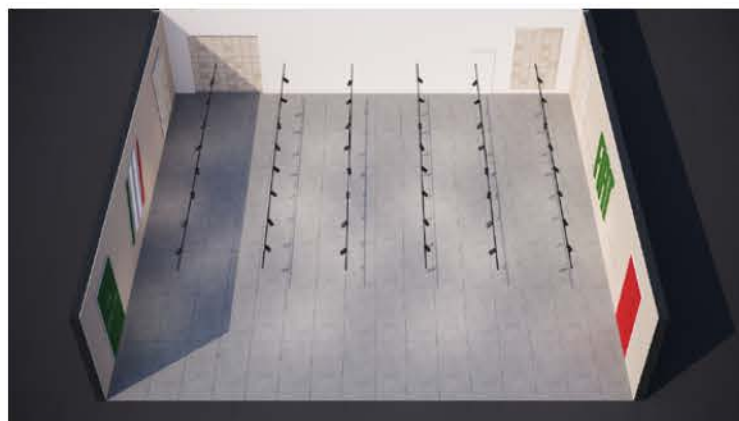
Ref.2 CASALGRANDE PADANA 90x90cm (Pietre di Sardegna, STELLANTIS CAPRERA).

Ref.3 GRUPPO ROMANI 100x100cm (ST Pearl).

-The walls are painted in RAL 1013 and Ral 9010.

-The wooden baseboards are RAL 1013.

-The lighting rails are installed according to SBH rules.

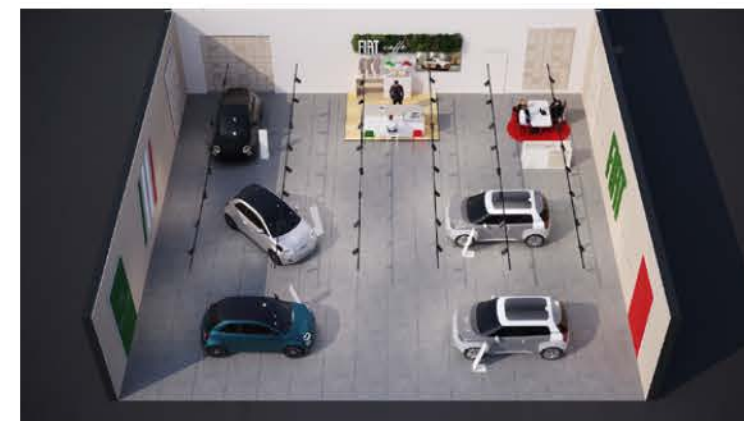


2 STEP 2 / GRAPHIC ELEMENTS

Green/white/red visual frame, graphic slashes and Fiat lettering.

VISUAL FRAMES

Like the Italian flag, the graphics must respect the order green, white and red; be aware that green and red must be placed in front of each other.



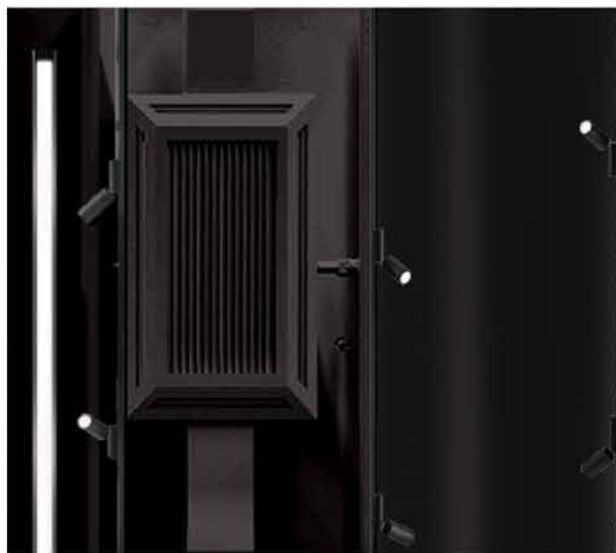
3 STEP 3 / FURNITURE

Configurator counter, Fiat backwall, sales desk, wooden floor.

SALES DESKS

Like in an Italian Caffé always place sales desks near the configurator counter area.

STAND ALONE FIAT



RECOMMENDATION 1 EXPOSED CEILING OR GYPSUM CEILING

RAL 9011



ALTERNATIVE SOLUTION METAL MESH OR WOOD WOOL PANEL

RAL 9011 with opening 80%

Ref: Knauf Organic
D/VK-10
Fibre thickness: 1mm
Min dimension:
60 x 120cm
RAL 9011

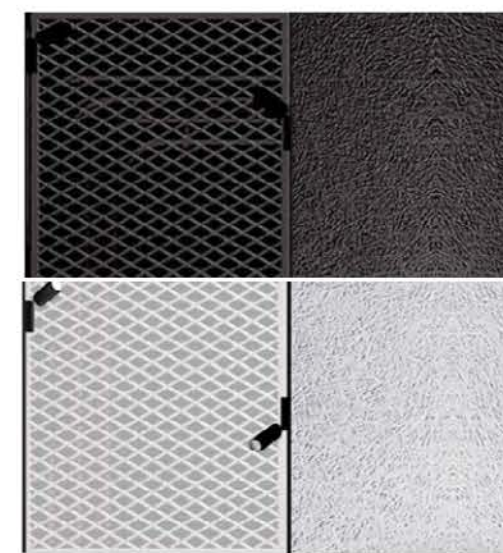
MULTIBRAND CASE



RECOMMENDATION 1 EXPOSED CEILING OR GYPSUM CEILING

RAL 9011
In case of full height separation

RAL 7047
In case of mid height partitions



ALTERNATIVE SOLUTION METAL MESH OR WOOD WOOL PANEL

RAL 9011 with opening 80%
In case of full height separation

RAL 7047 with opening 80%
In case of mid height partitions

Ref: Knauf Organic
D/VK-10
Fibre thickness: 1mm
Min dimension:
60 x 120cm

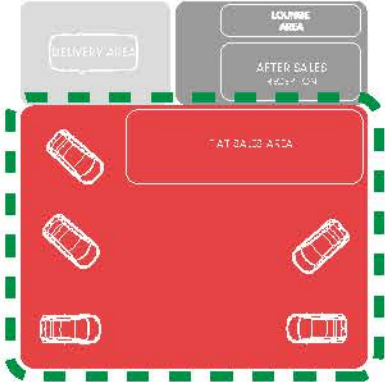
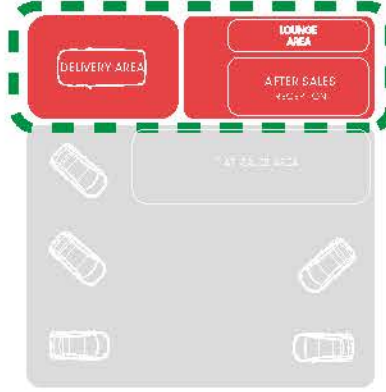














RAL 9011
In case of full height separation

RAL 7047
In case of mid height partitions

AIR CONDITIONING	 <p>Ceiling suspended cassette air conditioning</p>	 <p>Ceiling suspended pipe air conditioning</p>	 <p>Ceiling suspended cassette air conditioning</p>	 <p>Wall system air conditioning</p>
SOUND SYSTEM	 <p>Suspended sound system</p>			

RAIL SPOTS, WALL WASHER & LIGHT BULBS

RAIL SPOTS

AREA	RAIL SPOTS, WALL WASHER & LIGHT BULBS				RAIL SPOTS		
							
LIGHTING REFERENCE	RAIL SPOTS, WALL WASHER & LIGHT BULBS				RAIL SPOTS		
	SPOT LIGHT  Vehicles, furniture 	WALL WASHER  Visual 	RYNK LIGHT  Furniture 	LINEAR LIGHT  Showroom 	SPOT LIGHT  Vehicles, furniture 	WALL WASHER  Visual 	LINEAR LIGHT  Aftersales Delivery area 

FIAT SHOWROOM RECOMMENDED SIZES



ILLUSTRATIVE SHOWROOM LAYOUTS

Vehicles on display: pictures are illustrative but number of vehicles depends on local Dealer Standards (Please refer to local dealer sizing standards)

If you have more than one Sales desk, please follow the scheme below.

1 Sales desk

(1 Red)



2 Sales desk

(1 Red + 1 Green)



3 Sales desk

(1 Red + 1 Green + 1 White)



... and repeat

Like in an Italian Caffé always place sales desks near the configurator counter area.



S

Min 125 sqm

2 FIAT cars max

Min 1 sales force



M

Min 205 sqm

4 FIAT cars max

Min 1 sales force

(Min 175 sqm – 3 FIAT cars max)



L

Min 250 sqm

5 FIAT (+1*) cars max

Min 1 sales force

(+1*) vehicle / 30 sqm
(domestic market)

One sales force mandatory + 10 sqm for each additional sales force (according to Region Market rules)

FIAT 250sqm SHOWROOM

FIAT



FIAT 250sqm SHOWROOM

FIAT



FIAT 250sqm SHOWROOM



GENERAL LAYOUT

ARCHITECTURAL AMBIENT FINISHES

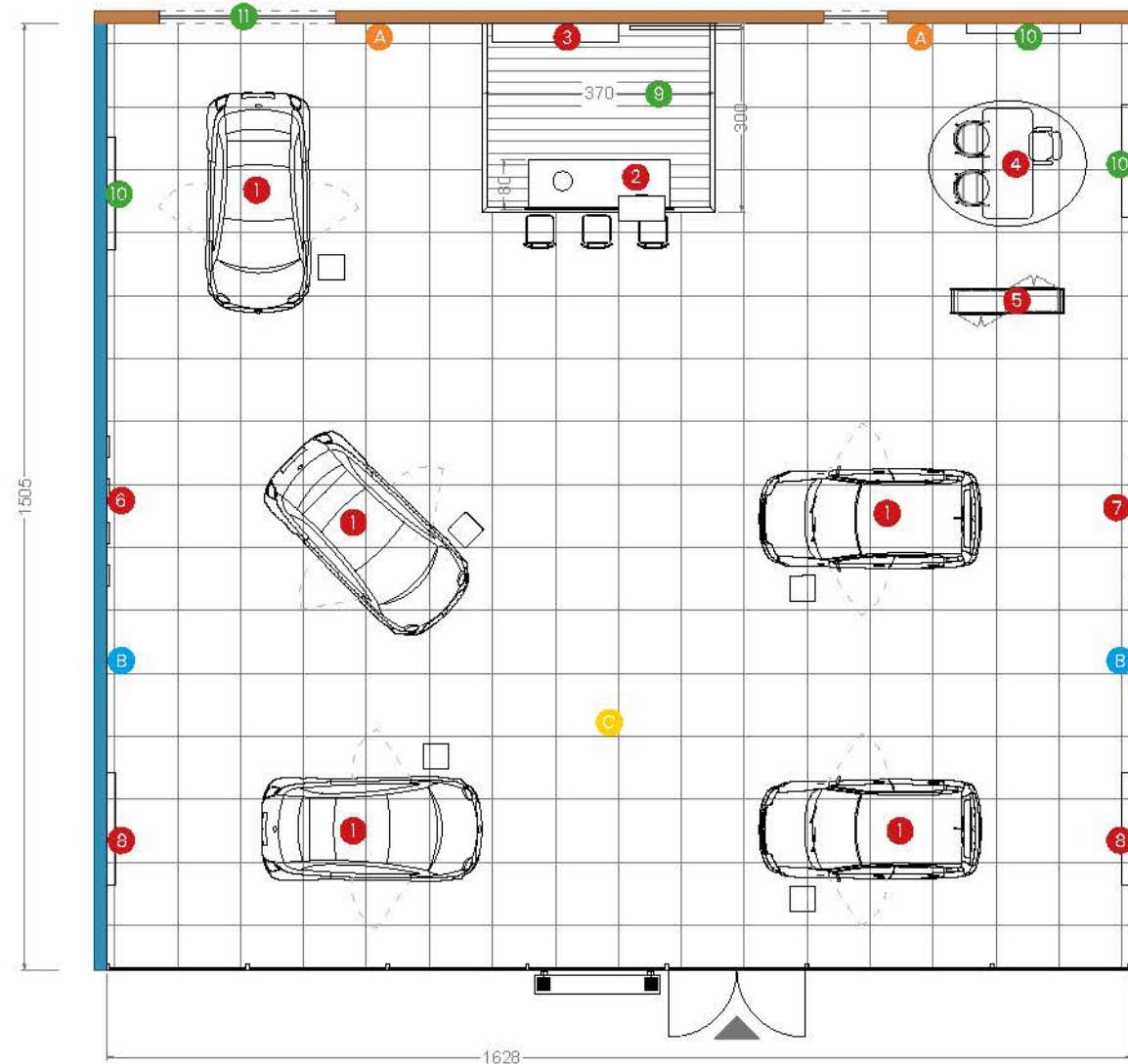
- A WHITE PAINT**
Ref: RAL 9010
- B SAND PAINT**
Ref: RAL 1013
- C GRAY CERAMIC TILES**
Ref.1: GRANITI FIANDRE - Gray Fjord 100x100cm
Ref.2: CASALGRANDE PADANA - Pietre di Sardegna 90x90cm
Ref.3: GRUPPO ROMANI 100x100cm (ST Pearl)

MANDATORY ELEMENTS

- 1 Vehicle displays**
with Car specification holder
- 2 1x Configurator counter**
with stools, 1x 32" touch
- 3 1x FIAT Backwall (Module 2+Greenwall module)**
with display shelves, closed furniture, synthetic green and 1x 75" screen
- 4 1x Sales desk**
with seats and carpets
- 5 1x Sales cabinet**
- 6 1x Graphic Slashes**
- 7 1x Wall FIAT logo**
- 8 1x FIAT Green/1x Red Visual frame**

SUGGESTED ELEMENTS

- 9 1x Wooden floor**
Ref: Sm'art C00 Polo Club
- 10 3 x FIAT Visual frame**
- 11 1x Sliding door** (this element can be used if necessary to ensure the flow of vehicles)



FIAT 250sqm SHOWROOM



GENERAL ELEVATIONS

ARCHITECTURAL AMBIENT FINISHES

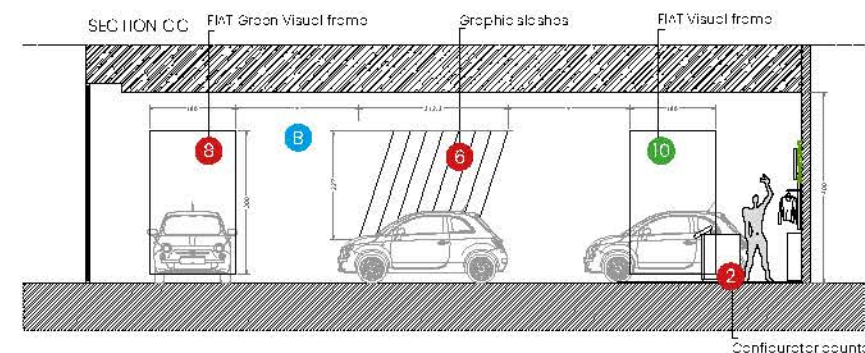
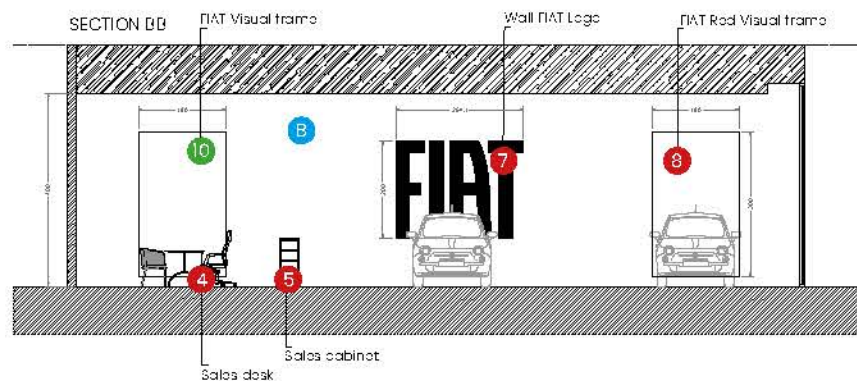
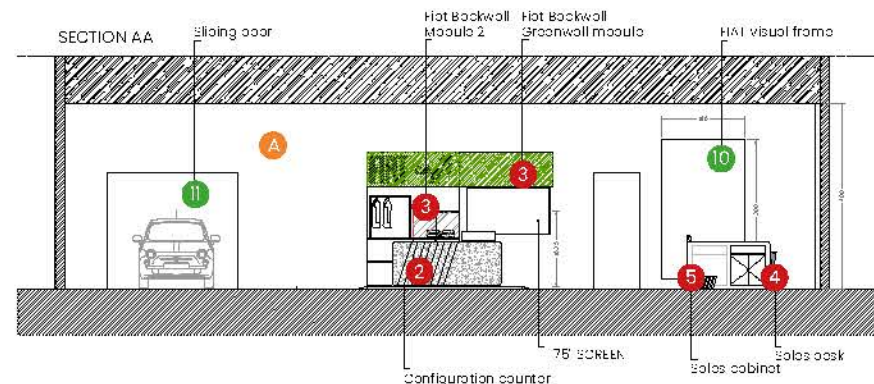
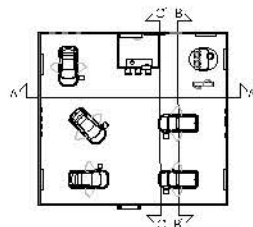
- A WHITE PAINT**
Ref: RAL 9010
- B SAND PAINT**
Ref: RAL 1013
- C GRAY CERAMIC TILES**
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Ref.2: CASALGRANDE PADANA - Pietre di Sardegna 90x90cm
Ref.3: GRUPPO ROMANI 100x100cm (ST Pearl)

MANDATORY ELEMENTS

- 1 Vehicle displays**
with Car specification holder
- 2 1x Configurator counter**
with stools, 1x 32" touch
- 3 1x FIAT Backwall (Module 2+Greenwall module)**
with display shelves, closed furniture, synthetic green and 1x 75" screen
- 4 1x Sales desk**
with seats and carpets
- 5 1x Sales cabinet**
- 6 1x Graphic Slashes**
- 7 1x Wall FIAT logo**
- 8 1x FIAT Green/1x Red Visual frame**

SUGGESTED ELEMENTS

- 9 1x Wooden floor**
Ref: Sm'art C00 Polo Club
- 10 3 x FIAT Visual frame**
- 11 1x Sliding door** (this element can be used if necessary to ensure the flow of vehicles)



FIAT 250sqm SHOWROOM



For screens and connections details.

PLEASE REFER TO THE DIGITAL@RETAIL IMPLEMENTATION GUIDELINES

ELECTRICAL AND DIGITAL LAYOUT

ELECTRICAL AND DIGITAL CONNECTIONS

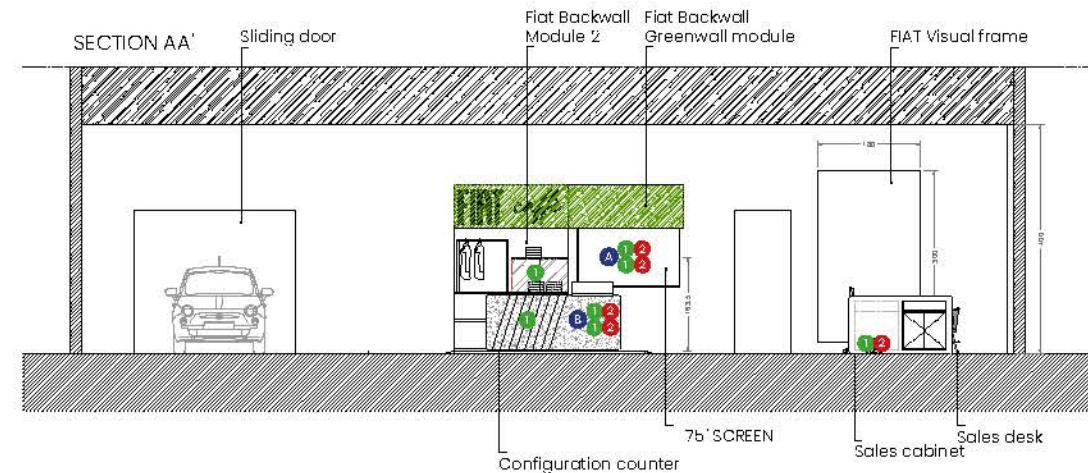
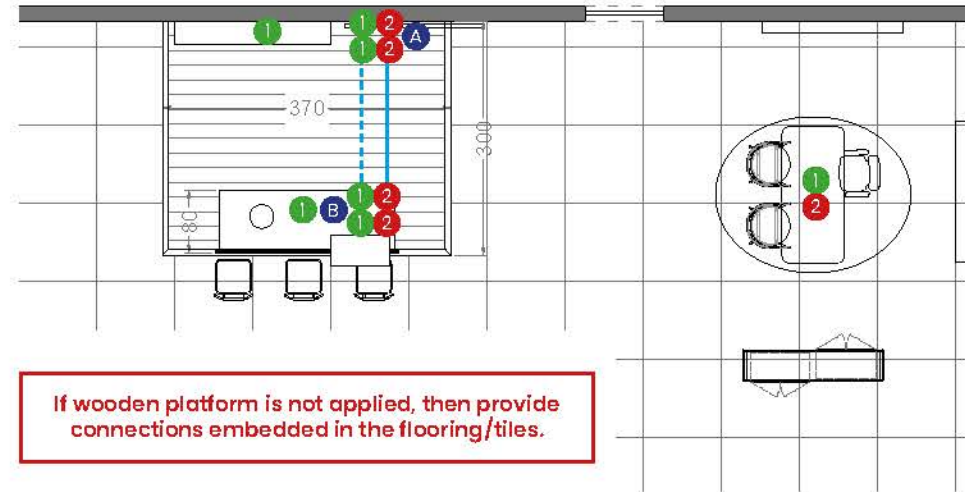
- 1 Electrical connection
- 2 Net connection
- HDMI (under floor)
- - - RS 232 (under floor)

FIAT SCREENS

- A SALES SCREEN: 75" screen
- B CONFIGURATOR SCREEN: 32" touchscreen
Always in front of the A screen

SALES DESK

The number of electrical and network connections depends on the dealer's requirements.



FIAT 250sqm SHOWROOM



CEILING & LIGHTING LAYOUT

LUX NEEDED	SHOWROOM
Vehicles	1250 lux (+/- 10%)
Common areas	550 lux (+/- 10%)
Salesman desk	650 lux (+/- 10%)
Merchandise FIAT	450 lux (+/- 10%)
Merchandise ABARTH	200 lux (+/- 10%)
Wall logos	300 lux (+/- 10%)
Sofa area ABARTH	350 lux (+/- 10%)

LIGHTING REFERENCES

	SUSPENDED RAIL
	SPOT LIGHT Lamp colour: 3000K, CRI>90 Power: 28W Beam angle: 45° HC Luminaire luminous flux: 2000 lm Luminaire efficacy: 72 lm/W
	WALL WASHER Lamp colour: 3000K, CRI>90 Power: 28W Beam angle: Asymmetric Luminaire luminous flux: 3200 lm Luminaire efficacy: 112 lm/W
	LINEAR LIGHT Lamp colour: 3000K, CRI>90 Power: 32W Beam angle: 110° Luminaire luminous flux: 3100 lm Luminaire efficacy: 97 lm/W

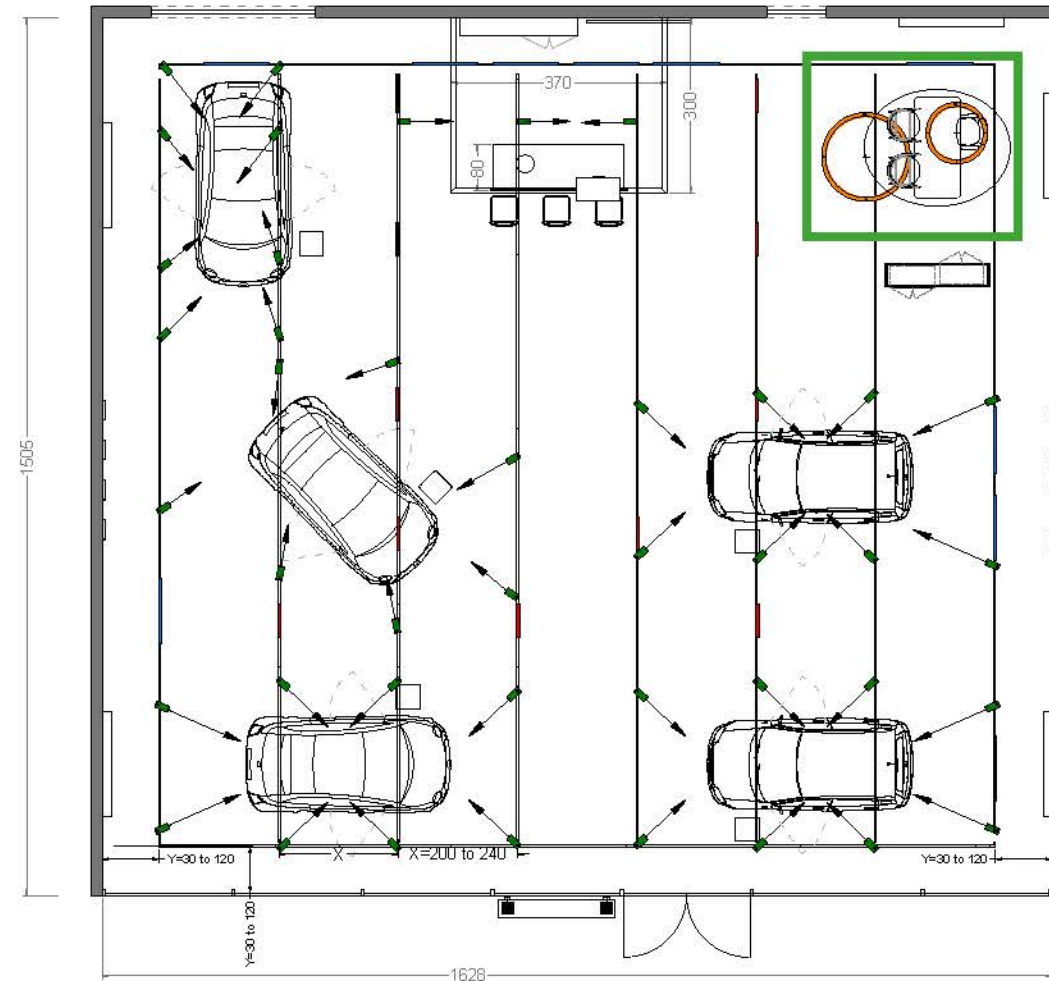
 Weight 1,90kg four pendants. The height from the ground is 2.5m.	RYNK LIGHT Ø1520mm Lamp colour: 3000K, CRI>90 Power: 49W Optics: Soft light prismatic optics (DPT) Luminaire luminous flux: 4700 lm Luminaire efficacy: 95 lm/W
 Weight 5,30kg four pendants. The height from the ground is 2.5m.	RYNK LIGHT Ø1350mm Lamp colour: 3000K, CRI>90 Power: 39W Optics: Soft light prismatic optics (DPT) Luminaire luminous flux: 3100 lm Luminaire efficacy: 84 lm/W

SUGGESTED

When there are fewer than 3 sales desks
1 Rynk Intralighting Kit is suggested

MANDATORY

When there are 3 or more sales desks
1 Rynk Intralighting Kit is mandatory for L size showroom



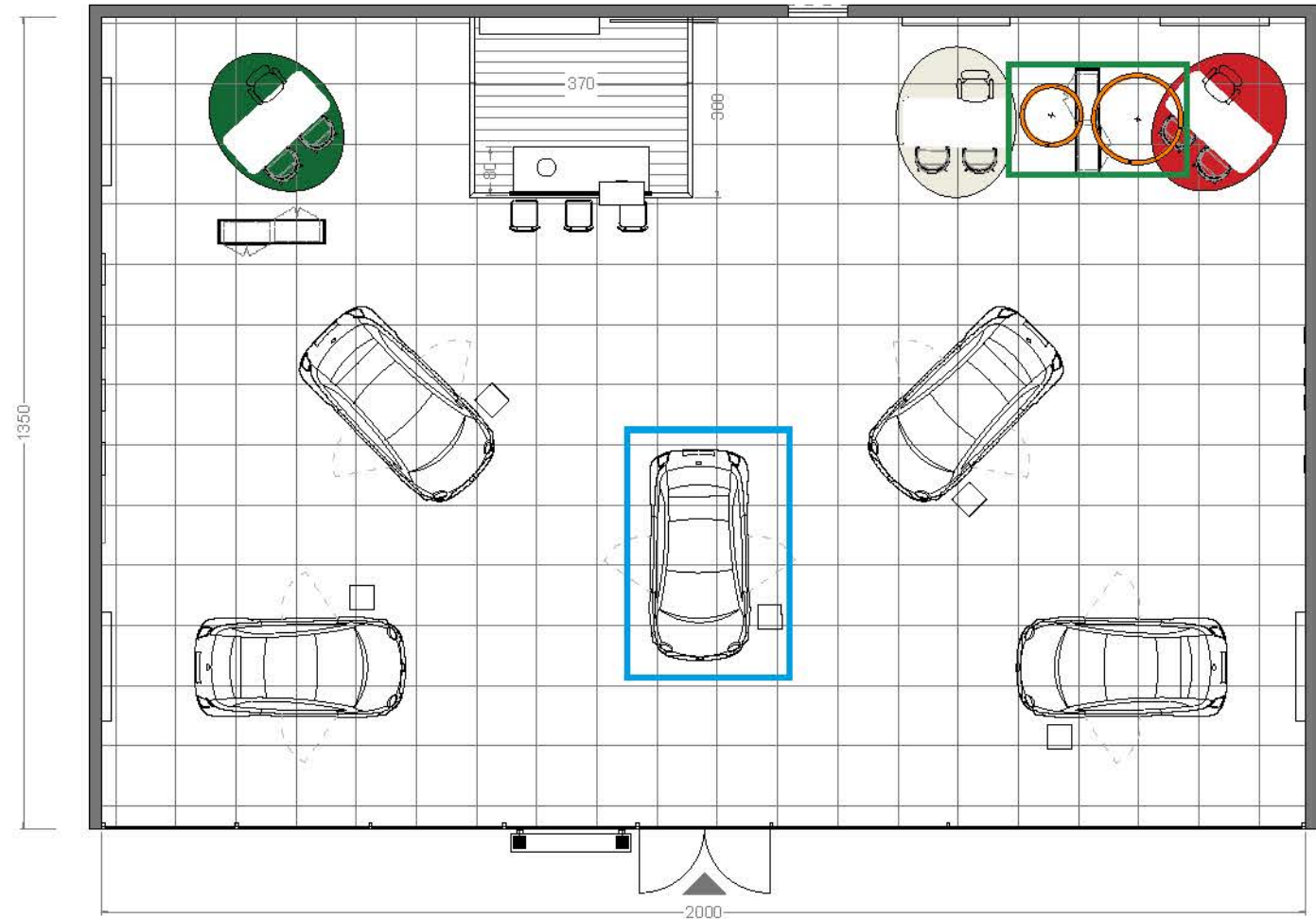
- Check the length of pendants and supply cables - All feeders must be prepared with connection and track - Check ceiling load-bearing capacity in accordance with luminaire weights

FIAT LARGE SHOWROOM: 3 SALES DESKS



SCHEMATIC LAYOUT

1. Sales desks should be positioned as close as possible to the FIAT cafe.
2. When there are 3 or more sales desks
1 Rynk Intralighting Kit each 3 desks **is mandatory** for L size showroom
3. The **hero car** must be positioned in the centre of the showroom.



FIAT 205sqm SHOWROOM (175sqm with 3 cars)

FIAT



FIAT 205sqm SHOWROOM



GENERAL LAYOUT

ARCHITECTURAL AMBIENT FINISHES

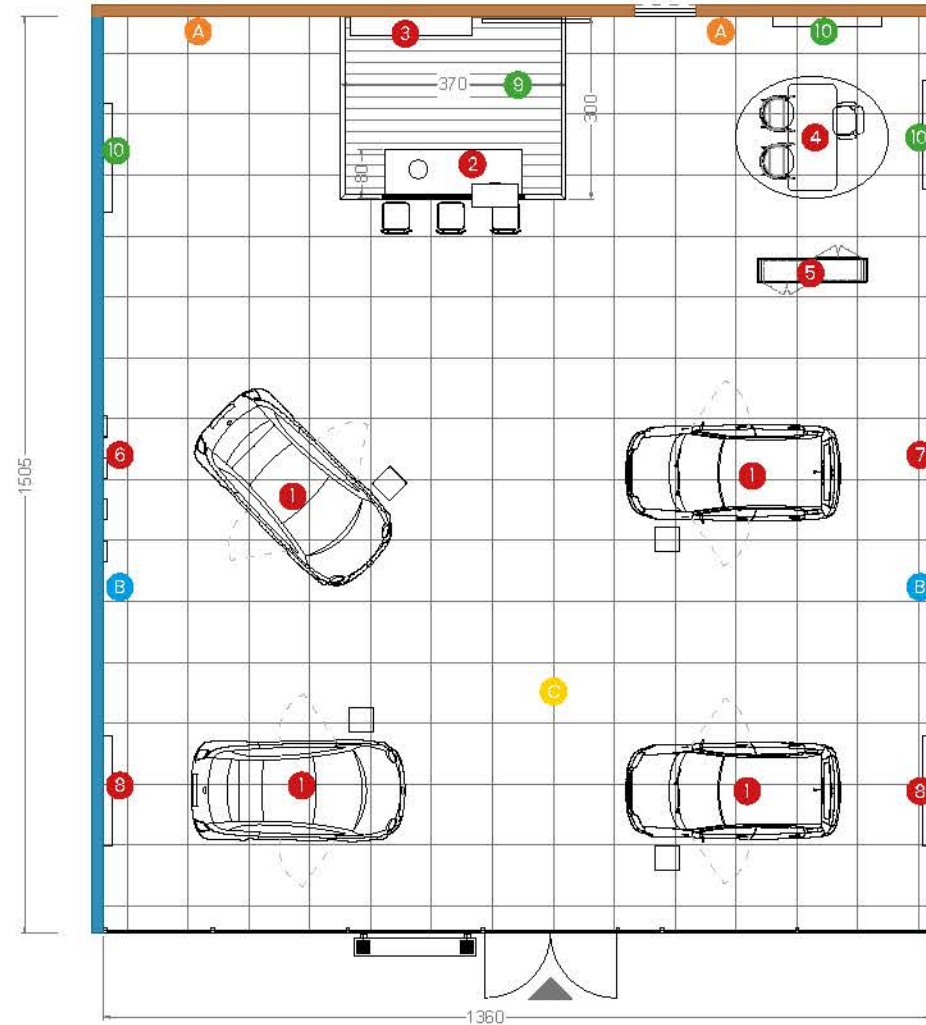
- A WHITE PAINT**
Ref: RAL 9010
- B SAND PAINT**
Ref: RAL 1013
- C GRAY CERAMIC TILES**
Ref.1: GRANITI FIANDRE - Gray Fjord 100x100cm
Ref.2: CASALGRANDE PADANA - Pietre di Sardegna 90x90cm
Ref.3: GRUPPO ROMANI 100x100cm (ST Pearl)

MANDATORY ELEMENTS

- 1 Vehicle displays**
with Car specification holder
- 2 1 x Configurator counter**
with stools, 1 x 32" touch
- 3 1 x FIAT Backwall (Module 2+Greenwall module)**
with display shelves, closed furniture, synthetic green and 1 x 75" screen
- 4 1 x Sales desk**
with seats and carpets
- 5 1 x Sales cabinet**
- 6 1 x Graphic Slashes**
- 7 1 x Wall FIAT logo**
- 8 1 x FIAT Green/1 x Red Visual frame**

SUGGESTED ELEMENTS

- 9 1 x Wooden floor**
Ref: Sm'art C00 Polo Club
- 10 3 x FIAT Visual frame**



GENERAL ELEVATIONS

ARCHITECTURAL AMBIENT FINISHES

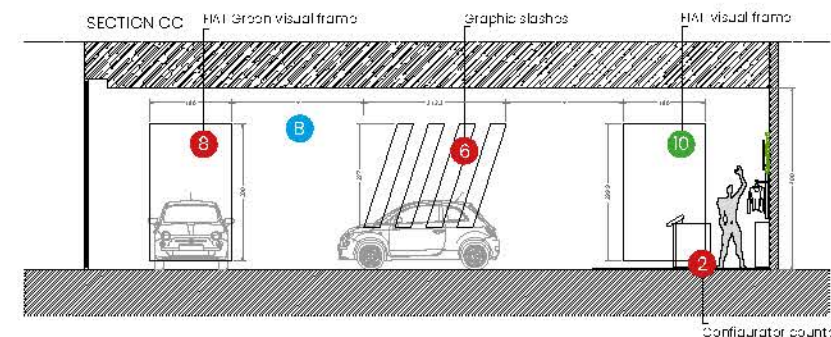
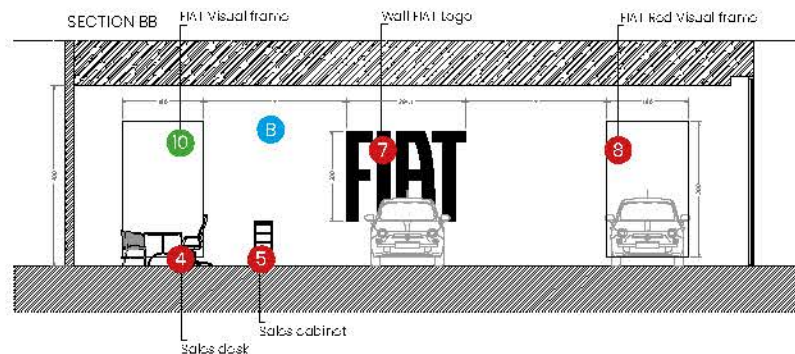
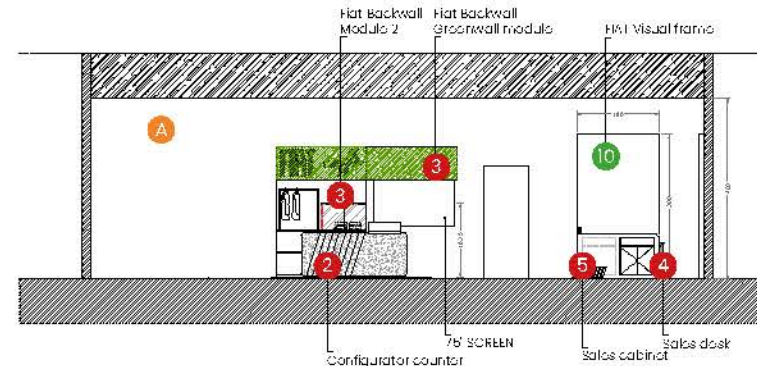
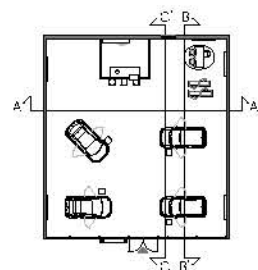
- A WHITE PAINT**
Ref: RAL 9010
- B SAND PAINT**
Ref: RAL 1013
- C GRAY CERAMIC TILES**
Ref.1: GRANITI FIANDRE - Gray Fjord 100x100cm
Ref.2: CASALGRANDE PADANA - Pietre di Sardegna 90x90cm
Ref.3: GRUPPO ROMANI 100x100cm (ST Pearl)

MANDATORY ELEMENTS

- 1 Vehicle displays**
with Car specification holder
- 2 1x Configurator counter**
with stools, 1x 32" touch
- 3 1x FIAT Backwall (Module 2+Greenwall module)**
with display shelves, closed furniture, synthetic green and 1x 75" screen
- 4 1x Sales desk**
with seats and carpets
- 5 1x Sales cabinet**
- 6 1x Graphic Slashes**
- 7 1x Wall FIAT logo**
- 8 1x FIAT Green/1x Red Visual frame**

SUGGESTED ELEMENTS

- 9 1x Wooden floor**
Ref: Sm'art C00 Polo Club
- 10 3x FIAT Visual frame**



FIAT 205sqm SHOWROOM



For screens and connections details.

PLEASE REFER TO THE DIGITAL@RETAIL IMPLEMENTATION GUIDELINES

ELECTRICAL AND DIGITAL LAYOUT

ELECTRICAL AND DIGITAL CONNECTIONS

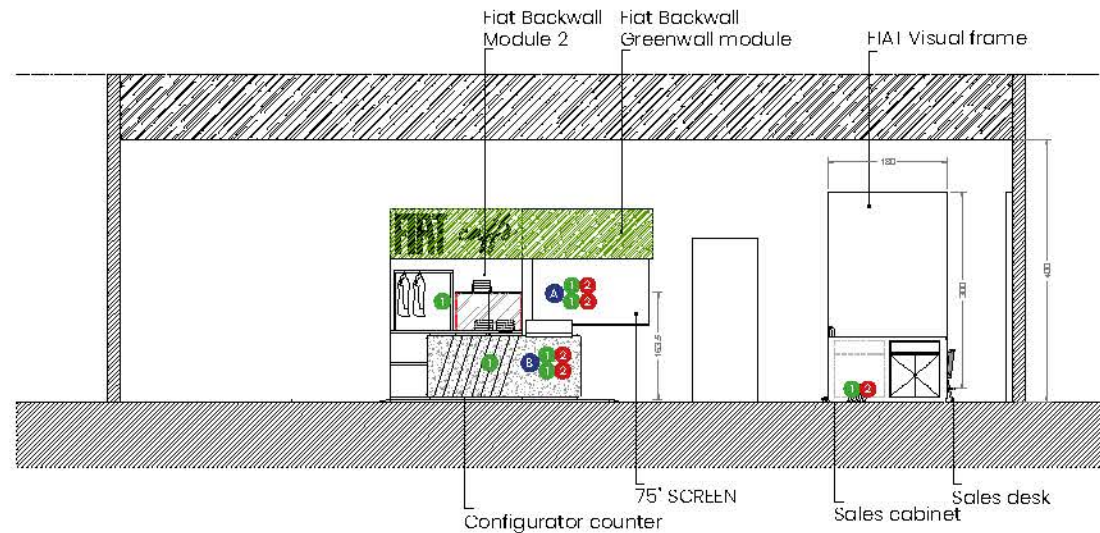
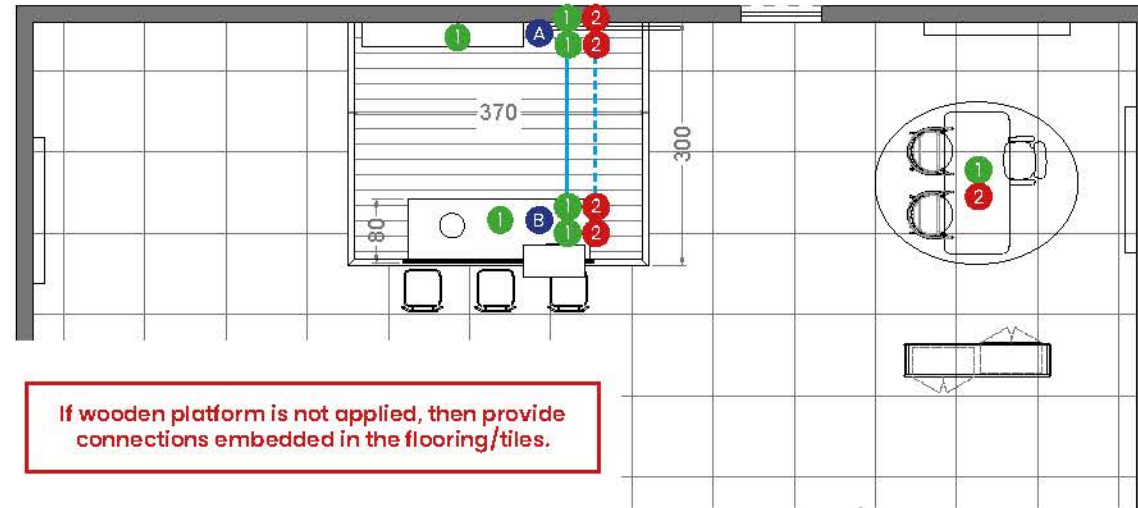
- 1 Electrical connection
- 2 Net connection
- HDMI (under floor)
- - - RS 232 (under floor)

FIAT SCREENS

- A SALES SCREEN: 75" screen
- B CONFIGURATOR SCREEN: 32" touchscreen
Always in front of the A screen

SALES DESK

The number of electrical and network connections depends on the dealer's requirements.



FIAT 205sqm SHOWROOM



CEILING & LIGHTING LAYOUT

LUX NEEDED	SHOWROOM
Vehicles	1250 lux (+/- 10%)
Common areas	550 lux (+/- 10%)
Salesman desk	650 lux (+/- 10%)
Merchandise FIAT	450 lux (+/- 10%)
Merchandise ABARTH	200 lux (+/- 10%)
Wall logos	300 lux (+/- 10%)
Sofa area ABARTH	350 lux (+/- 10%)

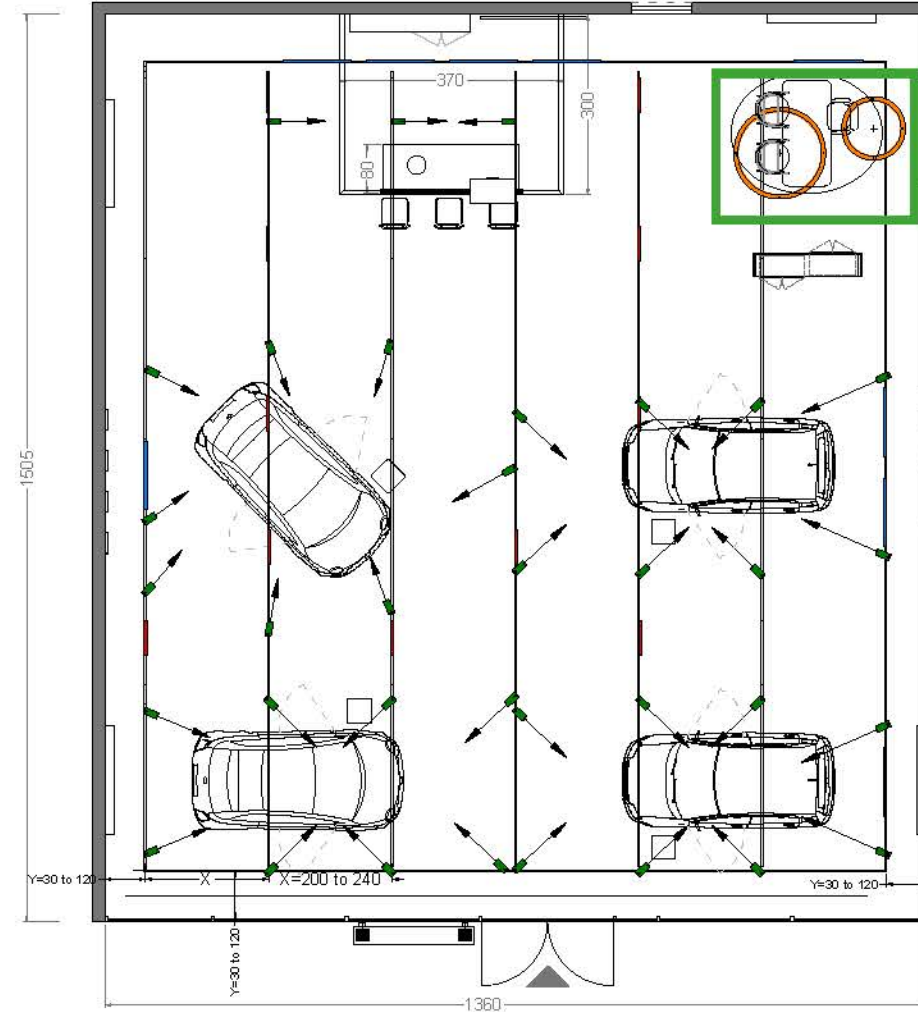
LIGHTING REFERENCES

	SUSPENDED RAIL
	SPOT LIGHT Lec os bulb: 3000K, CRI>90 Power: 28W Beam angle: 49° HC Luminaire luminous flux: 2000 lm Luminaire efficacy: 72 lm/W
	WALL WASHER Lec os bulb: 3000K, CRI>90 Power: 28W Beam angle: Asymmetric Luminaire luminous flux: 3200 lm Luminaire efficacy: 112 lm/W
	LINEAR LIGHT Lec os bulb: 3000K, CRI>90 Power: 32W Beam angle: 110° Luminaire luminous flux: 3100 lm Luminaire efficacy: 97 lm/W

 Weight 1,90kg four pendants. The height from the ground is 2.5m.	RYNK LIGHT Ø150mm Lec os bulb: 3000K, CRI>90 Power: 49W Optics: Soft light prismatic optics (DPR) Luminaire luminous flux: 4700 lm Luminaire efficacy: 95 lm/W
 Weight 5,30kg four pendants. The height from the ground is 2.5m.	RYNK LIGHT Ø150mm Lec os bulb: 3000K, CRI>90 Power: 39W Optics: Soft light prismatic optics (DPR) Luminaire luminous flux: 3100 lm Luminaire efficacy: 84 lm/W

SUGGESTED

When there are fewer than 3 sales desks
1 Rynk Intralighting Kit is suggested



- Check the length of pendants and supply cables - All feeders must be prepared with connection and track - Check ceiling load-bearing capacity in accordance with luminaire weights

FIAT 175sqm SHOWROOM



GENERAL LAYOUT

ARCHITECTURAL AMBIENT FINISHES

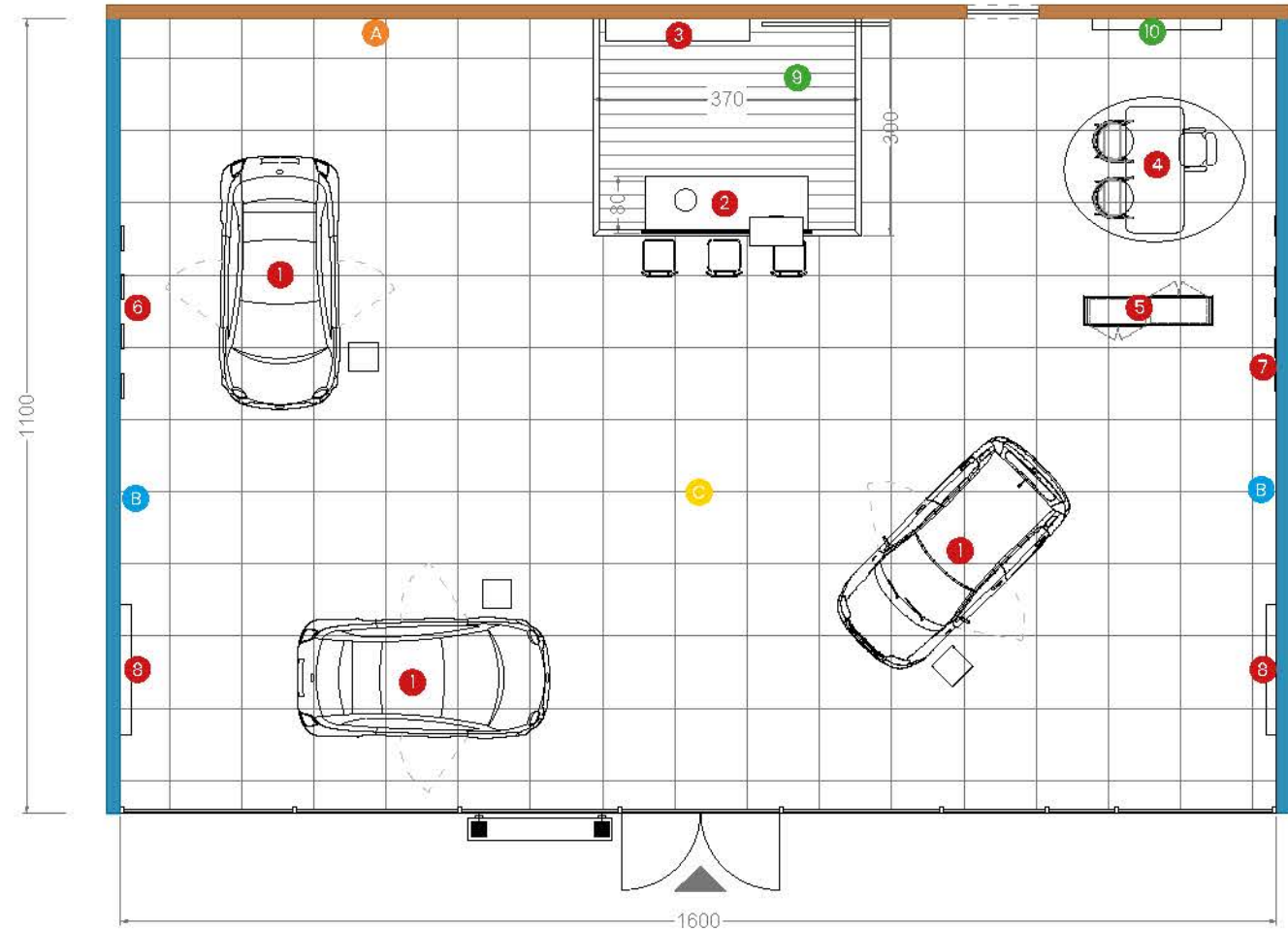
- A WHITE PAINT**
Ref: RAL 9010
- B SAND PAINT**
Ref: RAL 1013
- C GRAY CERAMIC TILES**
Ref.1: GRANITI FIANDRE - Gray Fjord 100x100cm
Ref.2: CASALGRANDE PADANA - Pietre di Sardegna 90x90cm
Ref.3: GRUPPO ROMANI 100x100cm (ST Pearl)

MANDATORY ELEMENTS

- 1 Vehicle displays**
with Car specification holder
- 2 1x Configurator counter**
with stools, 1x 32" touch
- 3 1x FIAT Backwall (Module 2+Greenwall module)**
with display shelves, closed furniture, synthetic green and 1x 75" screen
- 4 1x Sales desk**
with seats and carpets
- 5 1x Sales cabinet**
- 6 1x Graphic Slashes**
- 7 1x Wall FIAT logo**
- 8 1x FIAT Green/1x Red Visual frame**

SUGGESTED ELEMENTS

- 9 1x Wooden floor**
Ref: Sm'art C00 Polo Club
- 10 1x FIAT Visual frame**



GENERAL ELEVATIONS

ARCHITECTURAL AMBIENT FINISHES

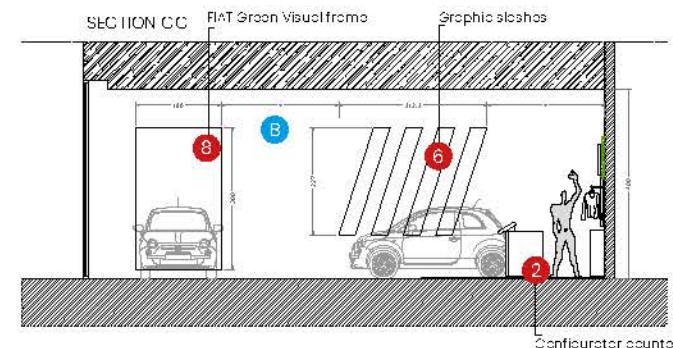
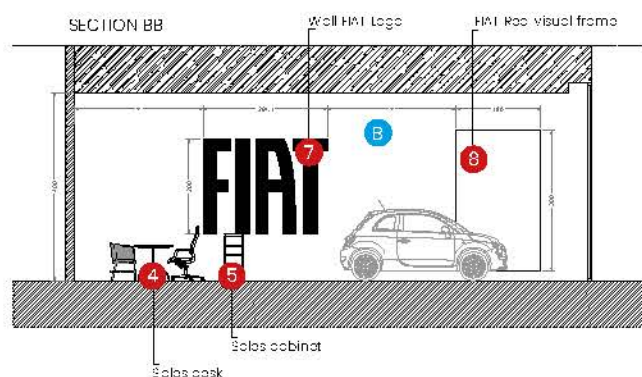
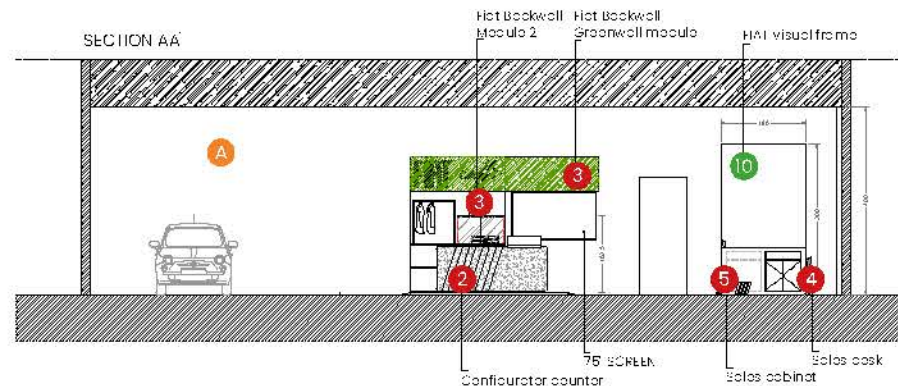
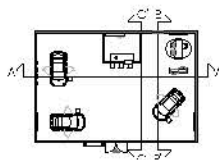
- A WHITE PAINT**
Ref: RAL 9010
- B SAND PAINT**
Ref: RAL 1013
- C GRAY CERAMIC TILES**
Ref.1: GRANITI FIANDRE - Gray Fjord 100x100cm
Ref.2: CASALGRANDE PADANA - Pietre di Sardegna 90x90cm
Ref.3: GRUPPO ROMANI 100x100cm (ST Pearl)

MANDATORY ELEMENTS

- 1 Vehicle displays**
with Car specification holder
- 2 1x Configurator counter**
with stools, 1x 32" touch
- 3 1x FIAT Backwall (Module 2+Greenwall module)**
with display shelves, closed furniture, synthetic green and 1x 75" screen
- 4 1x Sales desk**
with seats and carpets
- 5 1x Sales cabinet**
- 6 1x Graphic Slashes**
- 7 1x Wall FIAT logo**
- 8 1x FIAT Green/1x Red Visual frame**

SUGGESTED ELEMENTS

- 9 1x Wooden floor**
Ref: Sm'art C00 Polo Club
- 10 1x FIAT Visual frame**



FIAT 175sqm SHOWROOM



For screens and connections details.

PLEASE REFER TO THE DIGITAL@RETAIL IMPLEMENTATION GUIDELINES

ELECTRICAL AND DIGITAL LAYOUT

ELECTRICAL AND DIGITAL CONNECTIONS

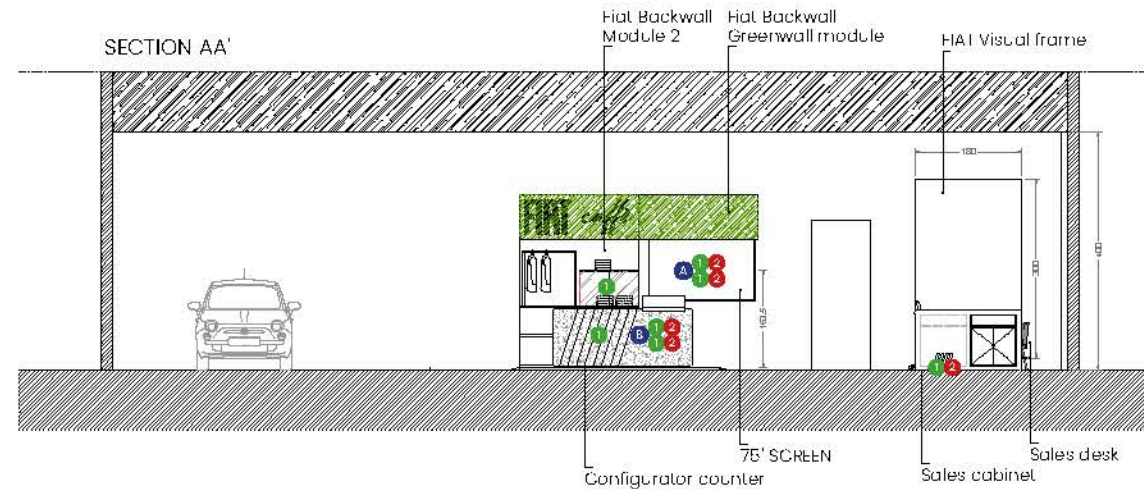
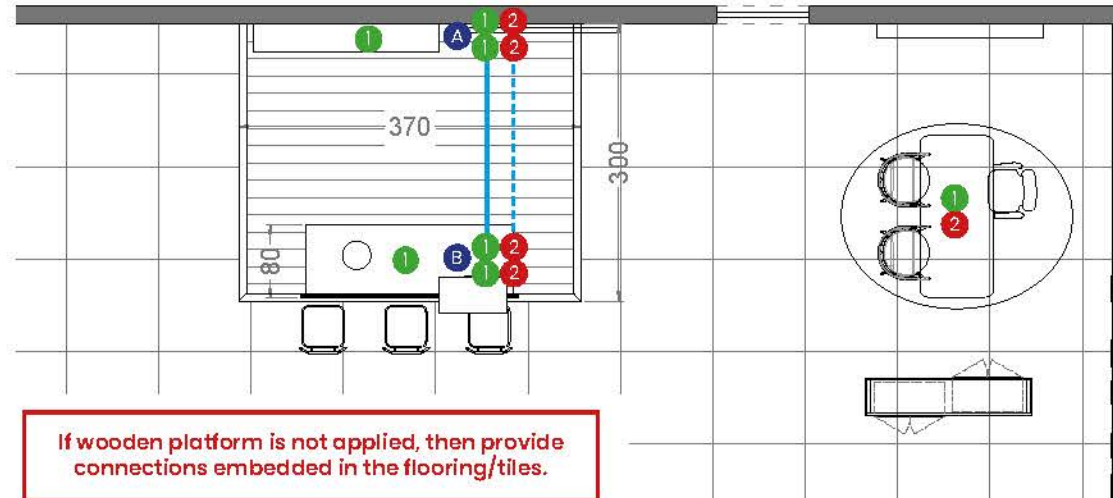
- 1 Electrical connection
- 2 Net connection
- HDMI (under floor)
- - - RS 232 (under floor)

FIAT SCREENS

- A SALES SCREEN: 75" screen
- B CONFIGURATOR SCREEN: 32" touchscreen
Always in front of the A screen

SALES DESK

The number of electrical and network connections depends on the dealer's requirements.



CEILING & LIGHTING LAYOUT

LUX NEEDED	SHOWROOM
Vehicles	1250 lux (+/- 10%)
Common areas	550 lux (+/- 10%)
Salesman desk	650 lux (+/- 10%)
Merchandise FIAT	450 lux (+/- 10%)
Merchandise ABARTH	200 lux (+/- 10%)
Wall logos	300 lux (+/- 10%)
Sofa area ABARTH	350 lux (+/- 10%)

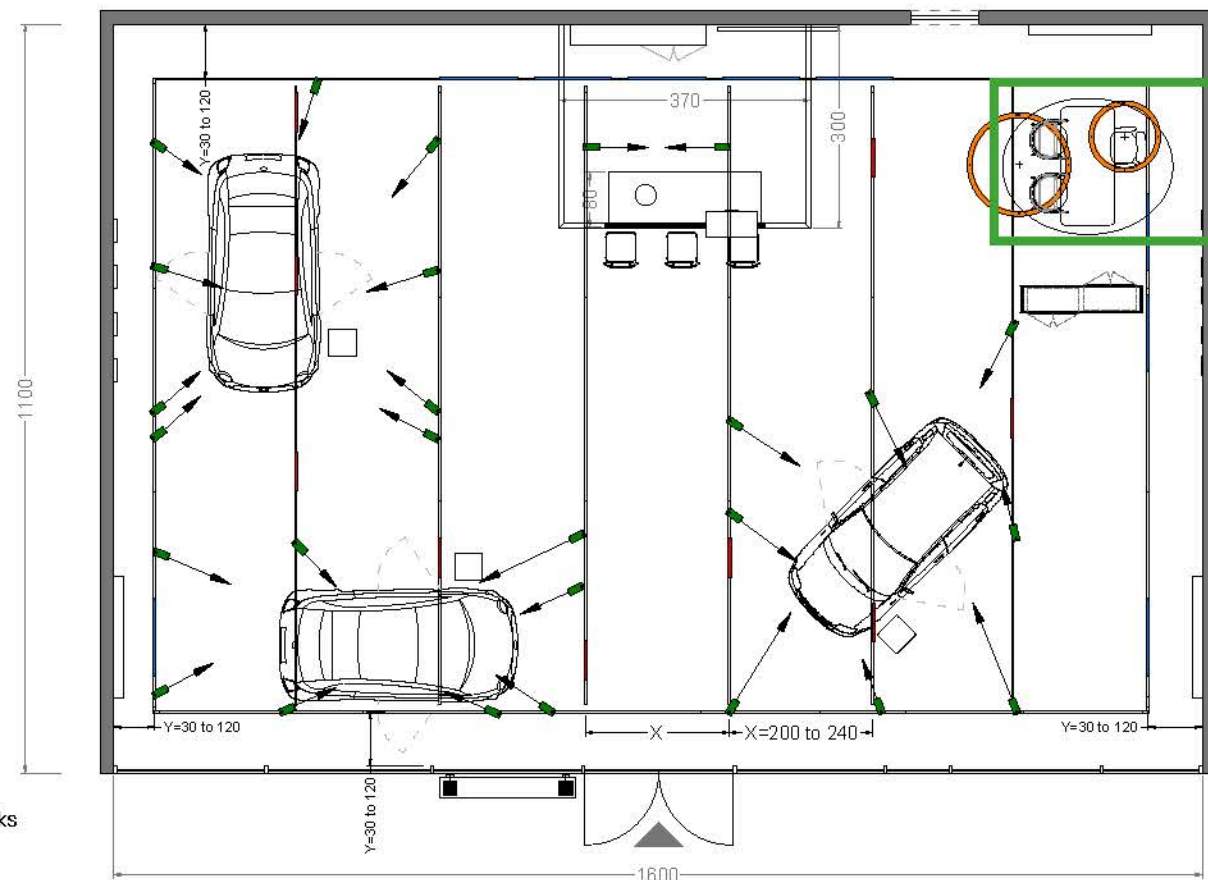
LIGHTING REFERENCES

	SUSPENDED RAIL
	SPOT LIGHT Lamp colour: 3000K, CRI>90 Power: 28W Beam angle: 45° HC Luminaire luminous flux: 2000 lm Luminaire efficacy: 72 lm/W
	WALL WASHER Lamp colour: 3000K, CRI>90 Power: 28W Beam angle: Asymmetric Luminaire luminous flux: 3200 lm Luminaire efficacy: 112 lm/W
	LINEAR LIGHT Lamp colour: 3000K, CRI>90 Power: 32W Beam angle: 110° Luminaire luminous flux: 3100 lm Luminaire efficacy: 97 lm/W

 Weight 1,90kg four pendants The height from the ground is 2.5m.	RYNK LIGHT Ø1520mm Lamp colour: 3000K, CRI>90 Power: 49W Optics: Soft light prismatic optics (DPR) Luminaire luminous flux: 4700 lm Luminaire efficacy: 95 lm/W
 Weight 5,30kg four pendants The height from the ground is 2.5m.	RYNK LIGHT Ø1520mm Lamp colour: 3000K, CRI>90 Power: 33W Optics: Soft light prismatic optics (DPR) Luminaire luminous flux: 3100 lm Luminaire efficacy: 94 lm/W

SUGGESTED

When there are fewer than 3 sales desks
1 Rynk Intralighting Kit is suggested



- Check the length of pendants and supply cables - All feeders must be prepared with connection and track - Check ceiling load-bearing capacity in accordance with luminaire weights

FIAT 125sqm SHOWROOM

FIAT



FIAT 125sqm SHOWROOM



GENERAL LAYOUT

ARCHITECTURAL AMBIENT FINISHES

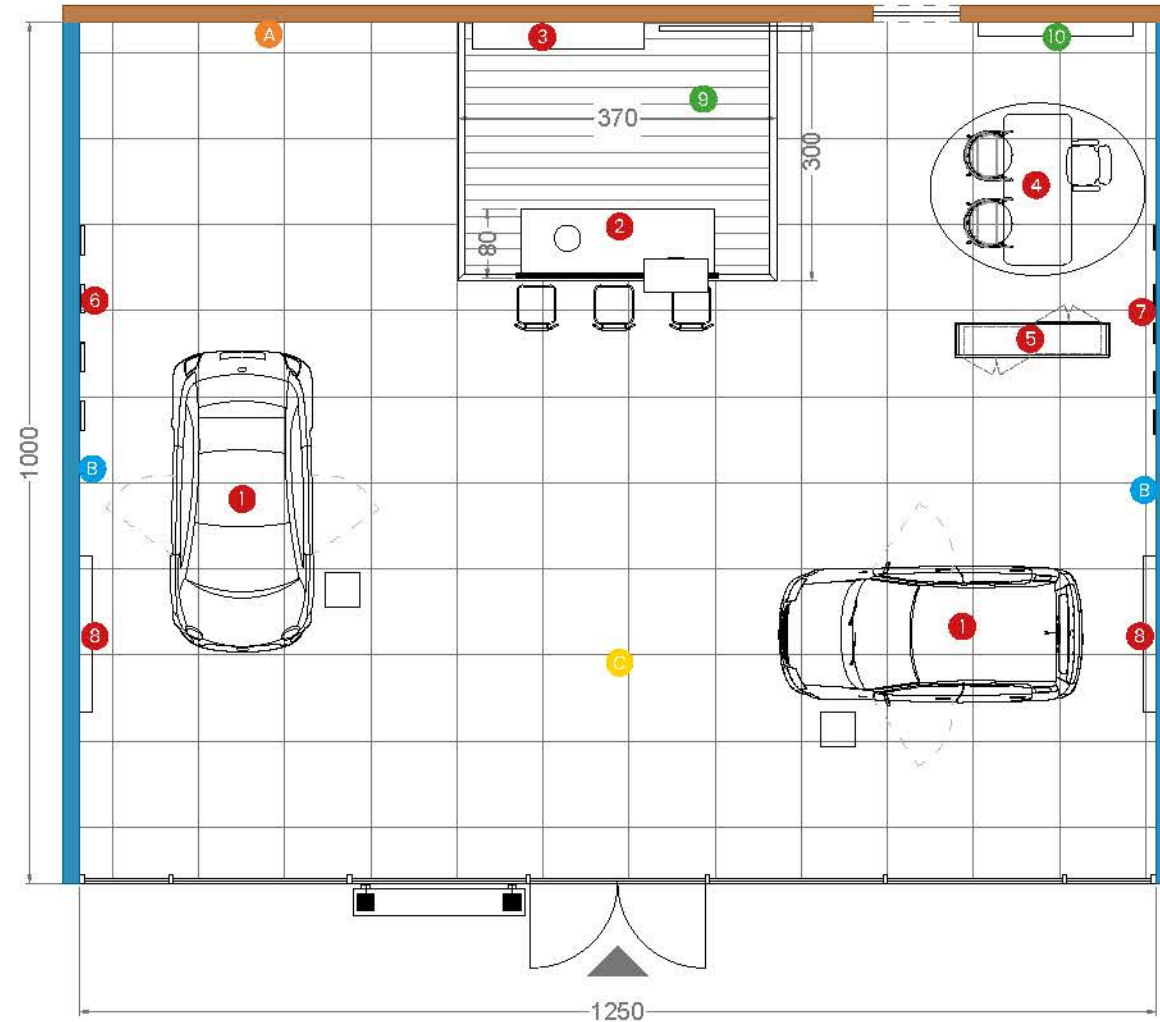
- A WHITE PAINT**
Ref: RAL 9010
- B SAND PAINT**
Ref: RAL 1013
- C GRAY CERAMIC TILES**
Ref.1: GRANITI FIANDRE - Gray Fjord 100x100cm
Ref.2: CASALGRANDE PADANA - Pietre di Sardegna 90x90cm
Ref.3: GRUPPO ROMANI 100x100cm (ST Pearl)

MANDATORY ELEMENTS

- 1 Vehicle displays**
with Car specification holder
- 2 1x Configurator counter**
with stools, 1x 32" touch
- 3 1x FIAT Backwall (Module 2+Greenwall module)**
with display shelves, closed furniture, synthetic green and 1x 75" screen
- 4 1x Sales desk**
with seats and carpets
- 5 1x Sales cabinet**
- 6 1x Graphic Slashes**
- 7 1x Wall FIAT Logo**
- 8 1x FIAT Green/1x Red Visual frame**

SUGGESTED ELEMENTS

- 9 1x Wooden floor**
Ref: Sm'art C00 Polo Club
- 10 1x FIAT Visual frame**



FIAT 125sqm SHOWROOM



GENERAL ELEVATIONS

ARCHITECTURAL AMBIENT FINISHES

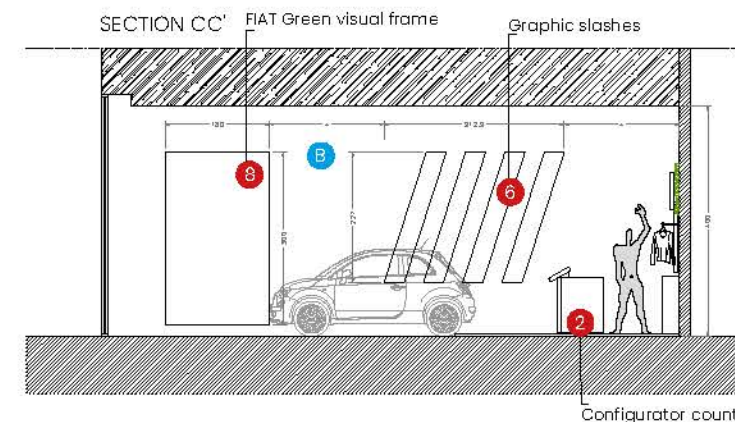
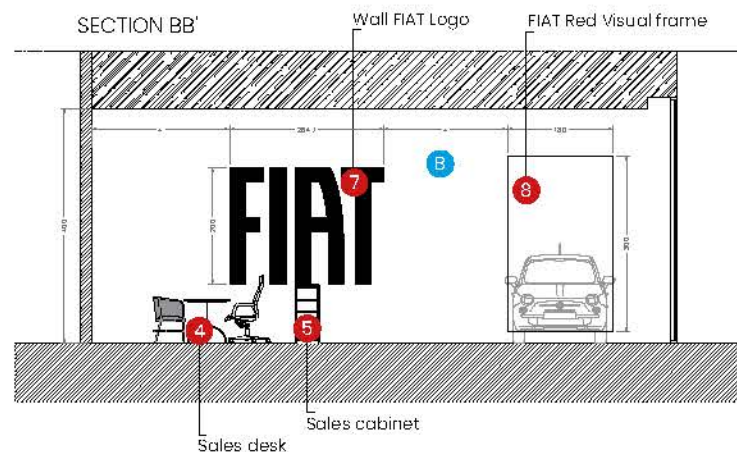
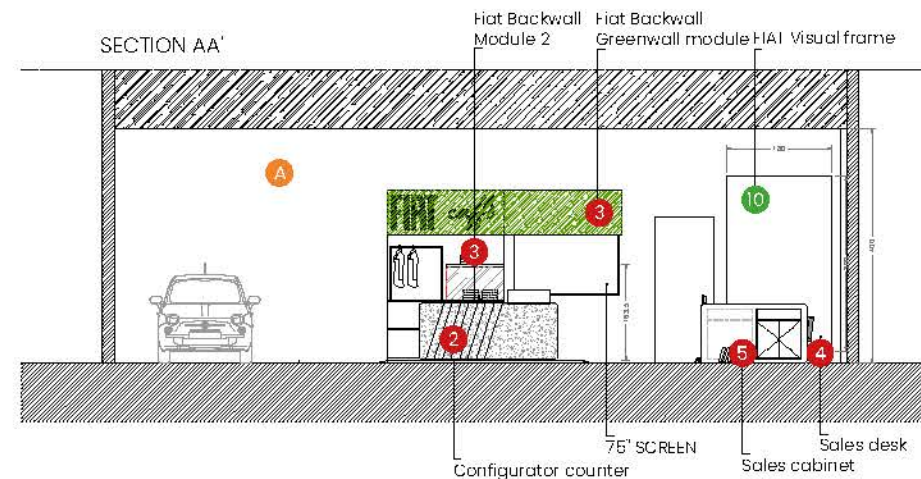
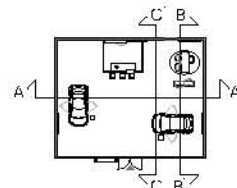
- A WHITE PAINT**
Ref: RAL 9010
- B SAND PAINT**
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- C GRAY CERAMIC TILES**
Ref.1: GRANITI FIANDRE - Gray Fjord 100x100cm
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- 5 1x Sales cabinet**
- 6 1x Graphic Slashes**
- 7 1x Wall FIAT Logo**
- 8 1x FIAT Green/1x Red Visual frame**

SUGGESTED ELEMENTS

- 9 1x Wooden floor**
Ref: Sm'art C00 Polo Club
- 10 1x FIAT Visual frame**



FIAT 125sqm SHOWROOM



For screens and connections details.

PLEASE REFER TO THE DIGITAL@RETAIL IMPLEMENTATION GUIDELINES

ELECTRICAL AND DIGITAL LAYOUT

ELECTRICAL AND DIGITAL CONNECTIONS

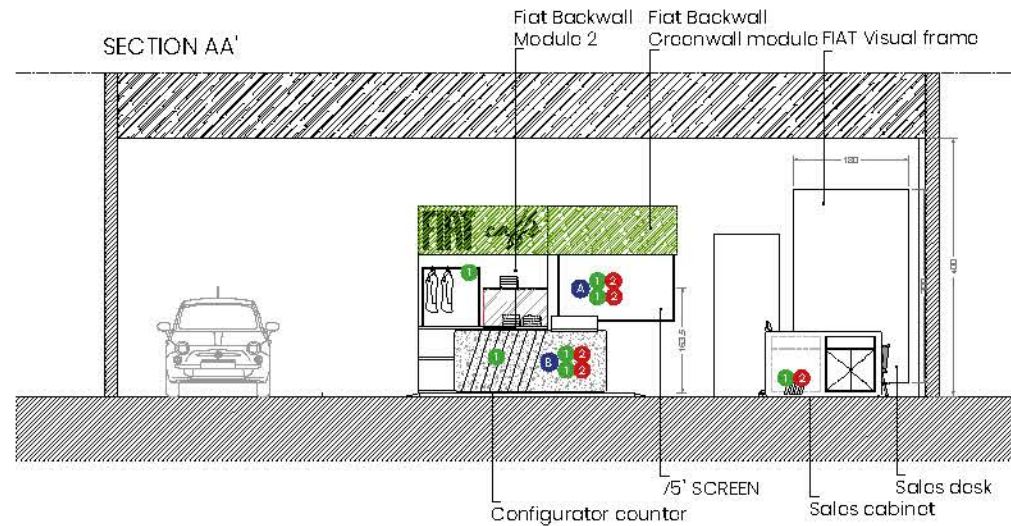
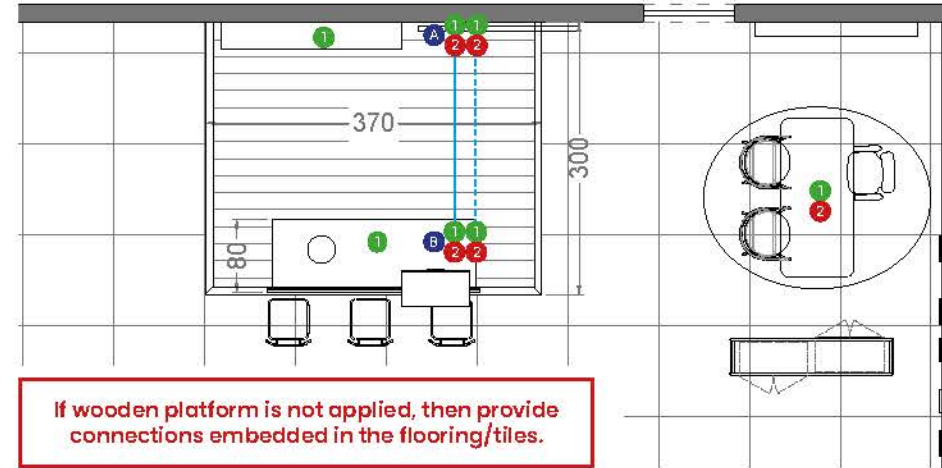
- 1 Electrical connection
- 2 Net connection
- HDMI (under floor)
- - - RS 232 (under floor)

FIAT SCREENS

- A SALES SCREEN: 75" screen
- B CONFIGURATOR SCREEN: 32" touchscreen
Always in front of the A screen

SALES DESK

The number of electrical and network connections depends on the dealer's requirements.



FIAT 125sqm SHOWROOM



CEILING & LIGHTING LAYOUT

LUX NEEDED	SHOWROOM
Vehicles	1250 lux (+/- 10%)
Common areas	550 lux (+/- 10%)
Salesman desk	650 lux (+/- 10%)
Merchandise FIAT	450 lux (+/- 10%)
Merchandise ABARTH	200 lux (+/- 10%)
Wall logos	300 lux (+/- 10%)
Sofa area ABARTH	350 lux (+/- 10%)

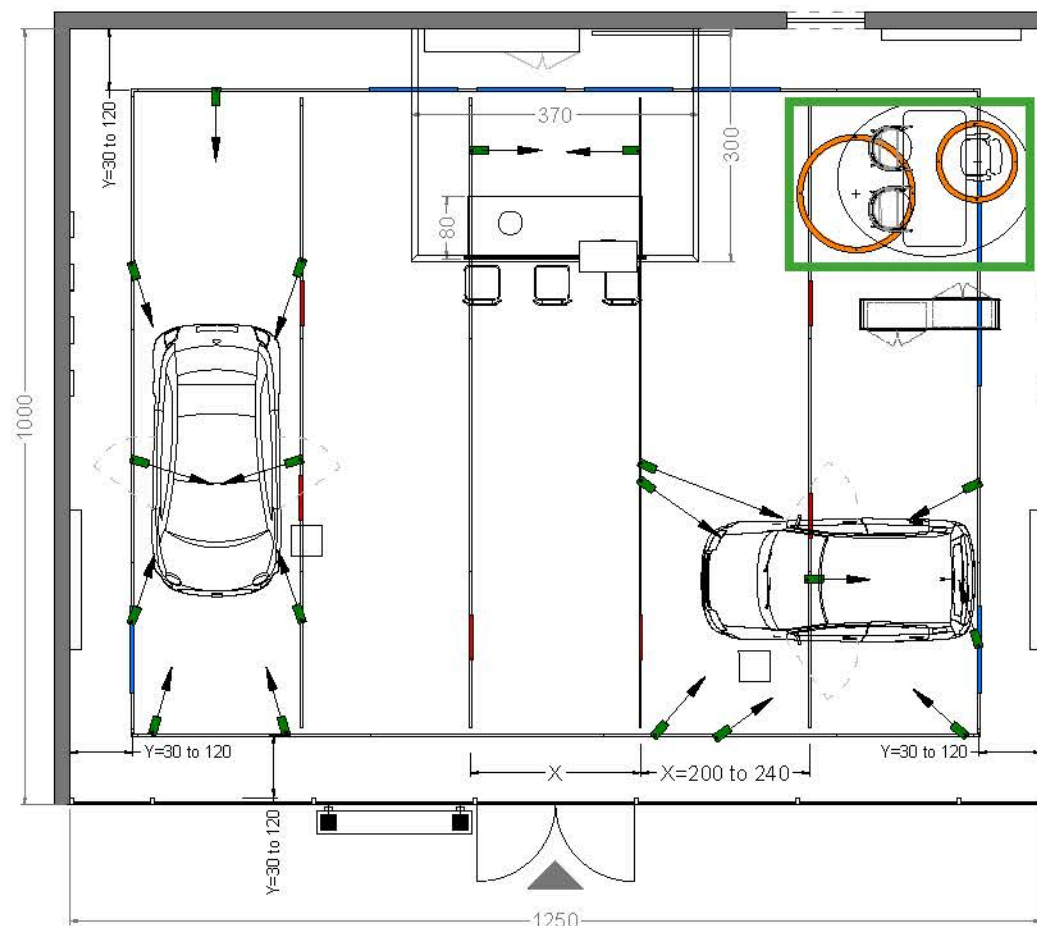
LIGHTING REFERENCES

	SUSPENDED RAIL
	SPOT LIGHT Lamp colour: 3000K, CRI>90 Power: 28W Beam angle: 45° HC Luminaire luminous flux: 2000 lm Luminaire efficacy: 72 lm/W
	WALL WASHER Lamp colour: 3000K, CRI>90 Power: 28W Beam angle: Asymmetric Luminaire luminous flux: 3200 lm Luminaire efficacy: 112 lm/W
	LINEAR LIGHT Lamp colour: 3000K, CRI>90 Power: 32W Beam angle: 110° Luminaire luminous flux: 3100 lm Luminaire efficacy: 97 lm/W

 Weight 1,90kg four pendants The height from the ground is 2.5m.	RYNK LIGHT Ø1520mm Lamp colour: 3000K, CRI>90 Power: 49W Optics: Soft light prismatic optics (DPR) Luminaire luminous flux: 4700 lm Luminaire efficacy: 96 lm/W
 Weight 5,30kg four pendants The height from the ground is 2.5m.	RYNK LIGHT Ø1520mm Lamp colour: 3000K, CRI>90 Power: 99W Optics: Soft light prismatic optics (DPR) Luminaire luminous flux: 9100 lm Luminaire efficacy: 92 lm/W

SUGGESTED

When there are fewer than 3 sales desks
1 Rynk Intralighting Kit is suggested



- Check the length of pendants and supply cables - All feeders must be prepared with connection and track - Check ceiling load-bearing capacity in accordance with luminaire weights



07 DELIVERY AREA

STAND ALONE FIAT



RECOMMENDATION 1
EXPOSED CEILING OR GYPSUM CEILING

RAL 9011



ALTERNATIVE SOLUTION
METAL MESH OR WOOD WOOL PANEL

RAL 9011 Opening 80%

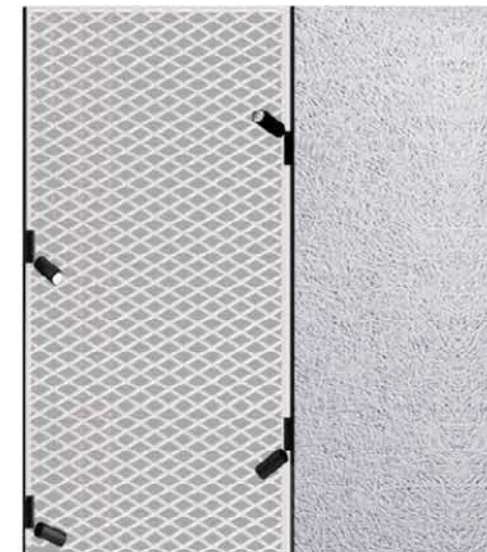
Ref: Knauf Organic
D/VK-10
Fibre thickness: 1mm
Min dimension:
60 x 120cm
RAL 9011

MULTIBRAND CASE



RECOMMENDATION 1
EXPOSED CEILING OR GYPSUM CEILING

RAL 7047



ALTERNATIVE SOLUTION
METAL MESH OR WOOD WOOL PANEL

RAL 7047 Opening 80%

Ref: Knauf Organic
D/VK-10
Fibre thickness: 1mm
Min dimension:
60 x 120cm
RAL 7047

GENERAL LAYOUT

ARCHITECTURAL AMBIENT FINISHES

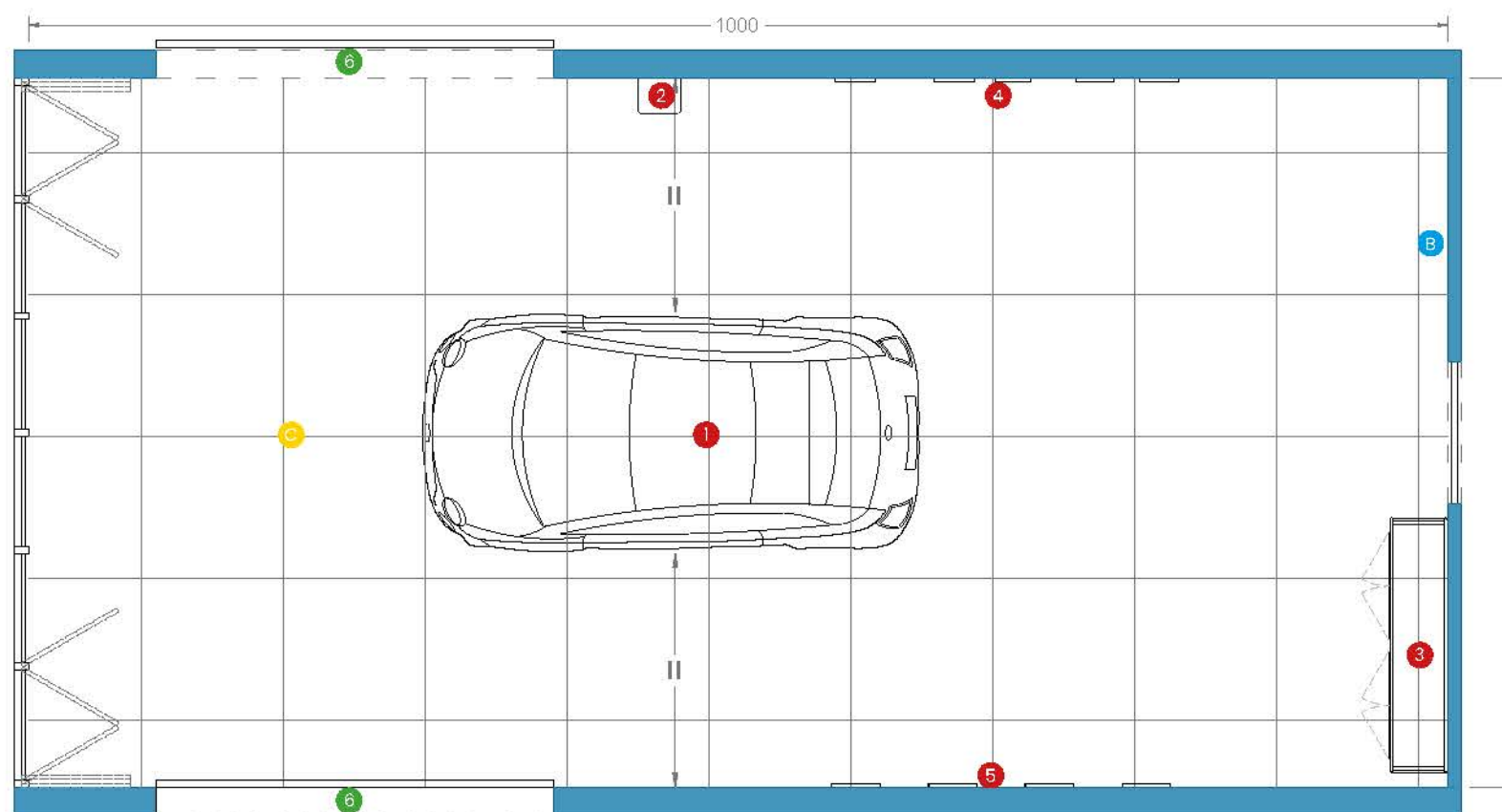
- B SAND PAINT**
Ref: RAL 1013
- C GRAY CERAMIC TILES**
Ref.1: GRANITI FIANDRE Gray Fjord 100x100cm
Ref.2: CASALGRANDE PADANA Pietre di Sardegna 90x90cm
Ref.3: GRUPPO ROMANI 100x100cm (ST Pearl)

MANDATORY ELEMENTS

- 1** 1 x Vehicle display
- 2** 1 x Charging station (based on LEV roll out plan)
- 3** 1 x Delivery cabinet
- 4** 1 x Delivery FIAT logo
- 5** 1 x Graphic slashes

SUGGESTED ELEMENTS

- 6** 1 x sliding door
(this element can be used if necessary to ensure the flow of vehicles)



GENERAL ELEVATIONS

ARCHITECTURAL AMBIENT FINISHES

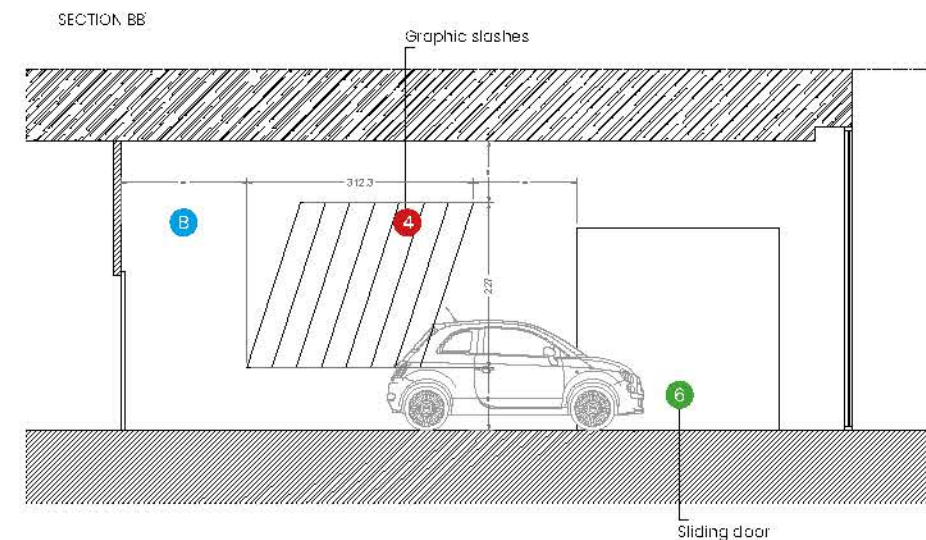
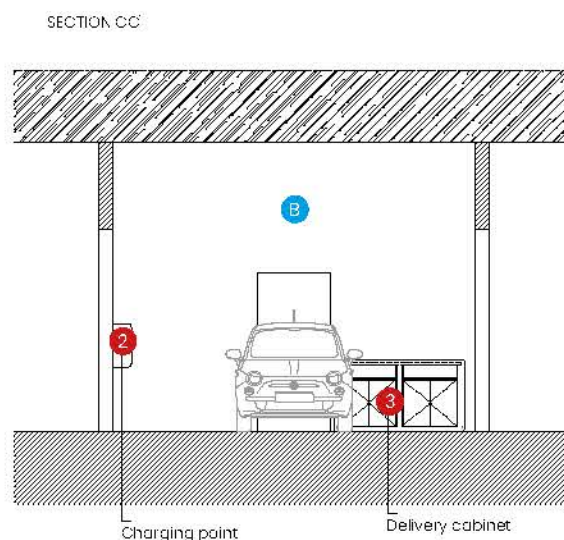
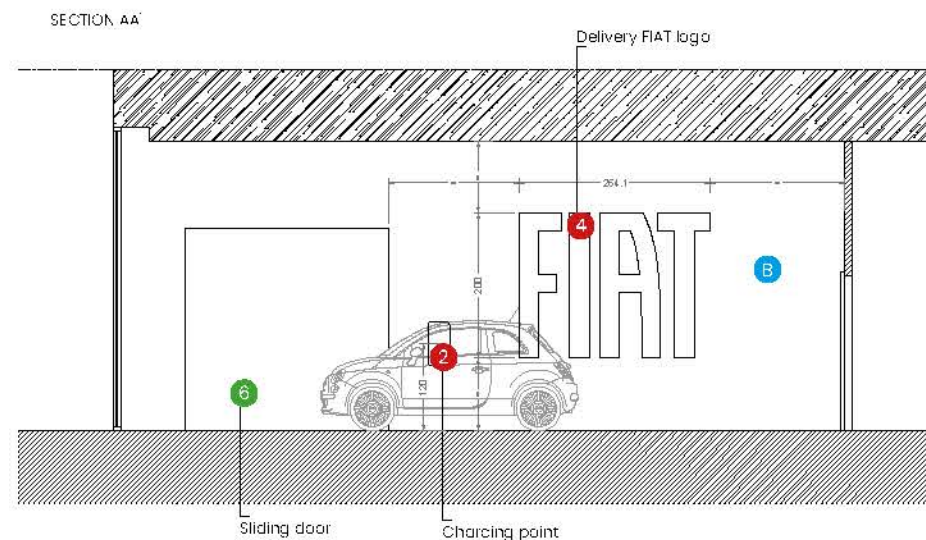
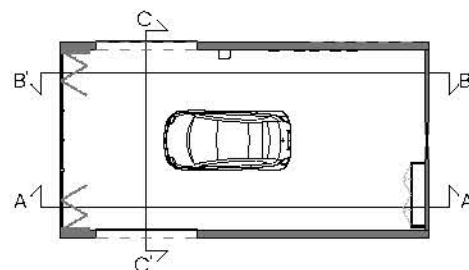
- B SAND PAINT**
Ref: RAL 1013
- C GRAY CERAMIC TILES**
Ref.1: GRANITI FIANDRE Gray Fjord 100x100cm
Ref.2: CASALGRANDE PADANA Pietre di Sardegna 90x90cm
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- 2 x Charging station (based on LEV roll out plan)
- 3 x Delivery cabinet
- 4 x Delivery FIAT logo
- 5 x Graphic slashes

SUGGESTED ELEMENTS

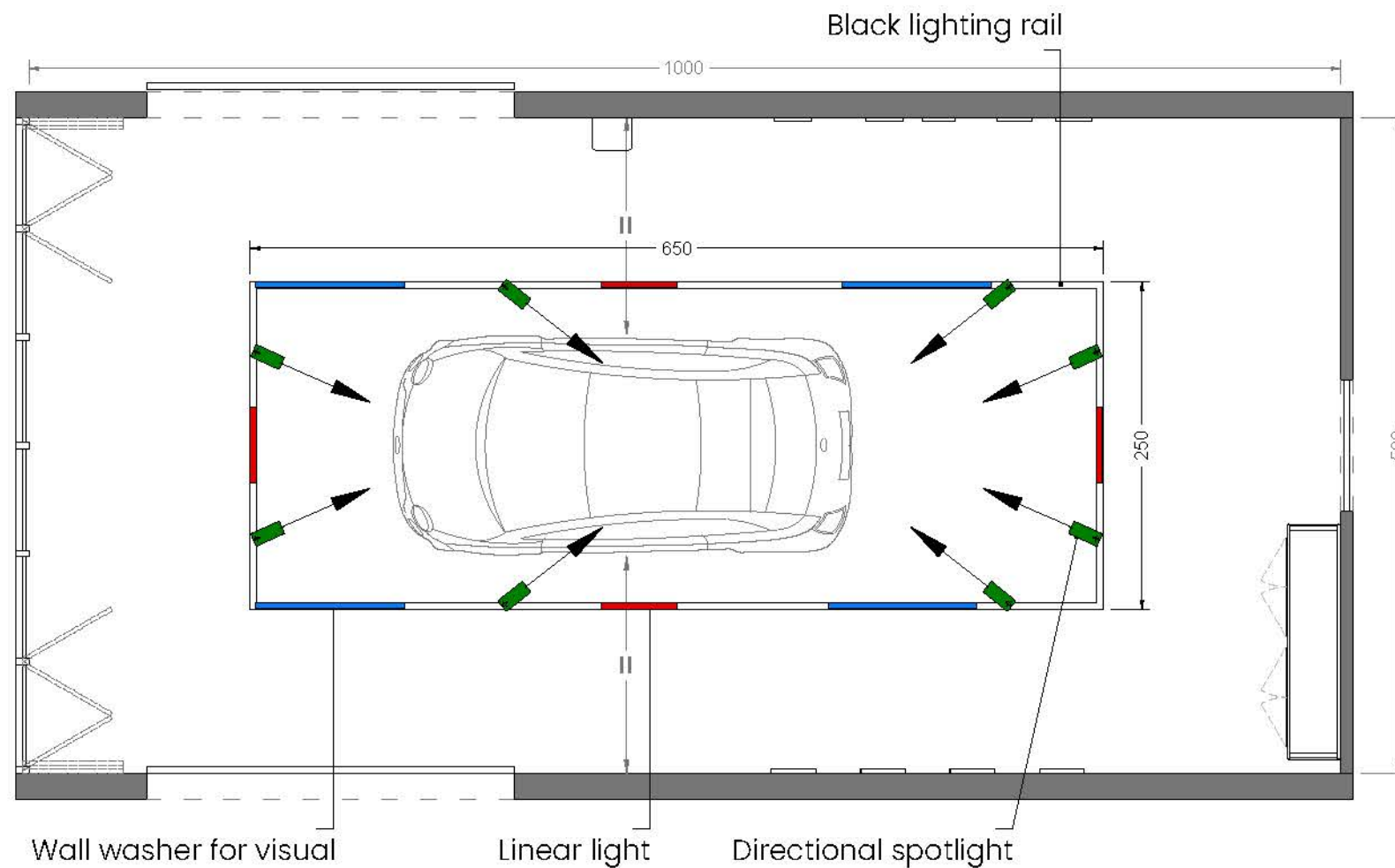
- 6 x sliding door
(this element can be used if necessary to ensure the flow of vehicles)



CEILING & LIGHTING LAYOUT

LUX NEEDED	SHOWROOM
Vehicles	1250 lux (+/- 10%)
Common areas	550 lux (+/- 10%)
Salesman desk	650 lux (+/- 10%)
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Merchandise ABARTH	200 lux (+/- 10%)
Wall logos	300 lux (+/- 10%)
Sofa area ABARTH	350 lux (+/- 10%)

LIGHTING REFERENCES	
	SUSPENDED RAIL
	SPOT LIGHT Led colour: 3000K, CRI>90 Power: 28W Beam angle: 45° HC Luminaire luminous flux: 2000 lm Luminaire efficacy: 72 lm/W
	WALL WASHER Led colour: 3000K, CRI>90 Power: 28W Beam angle: Asymmetric Luminaire luminous flux: 3600 lm Luminaire efficacy: 118 lm/W
	LINEAR LIGHT Led colour: 3000K, CRI>90 Power: 32W Beam angle: 110° Luminaire luminous flux: 3100 lm Luminaire efficacy: 97 lm/W



- Check the length of pendants and supply cables - All feeders must be prepared with connection and track - Check ceiling load-bearing capacity in accordance with luminaire weights



08 AFTERSALES

- For mono LCV Stellantis Brand "LCV & SMALL REPAIRER SHOP guideline" shall apply.
- For multi-LCV Stellantis Brand "LCV & SMALL REPAIRER SHOP guideline" shall apply.
- For SMALL REPAIRER SHOP "LCV & SMALL REPAIRER SHOP guideline" shall apply.
- In case of repairer Passenger Car and LCV, out of SMALL REPAIRER SHOP*, refer to the Brand Corporate Identity Book and Stellantis Multibrand Guidelines (SBH) in case of more than one Stellantis brand.

*SMALL REPAIRER SHOP is a repair shop less than 360m² in size, has a single workshop entrance and one or more Stellantis Light Commercial Vehicle agreements and one or more Stellantis Mainstream Passenger Car brand (Fiat/Citroen/ Peugeot/ Opel-Vauxhall).

STAND ALONE FIAT



RECOMMENDATION 1
EXPOSED CEILING OR GYPSUM CEILING

RAL 9011



ALTERNATIVE SOLUTION
METAL MESH OR WOOD WOOL PANEL

RAL 9011 Opening 80%

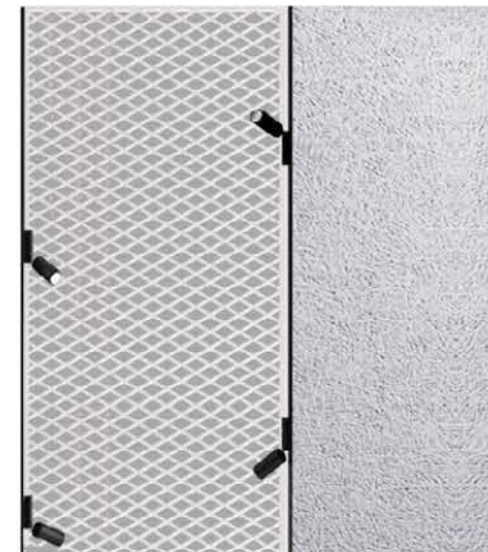
Ref: Knauf Organic
D/VK-10
Fibre thickness: 1mm
Min dimension:
60 x 120cm
RAL 9011

MULTIBRAND CASE



RECOMMENDATION 1
EXPOSED CEILING OR GYPSUM CEILING

RAL 7047



ALTERNATIVE SOLUTION
METAL MESH OR WOOD WOOL PANEL

RAL 7047 Opening 80%

Ref: Knauf Organic
D/VK-10
Fibre thickness: 1mm
Min dimension:
60 x 120cm
RAL 7047

GENERAL LAYOUT

ARCHITECTURAL AMBIENT FINISHES

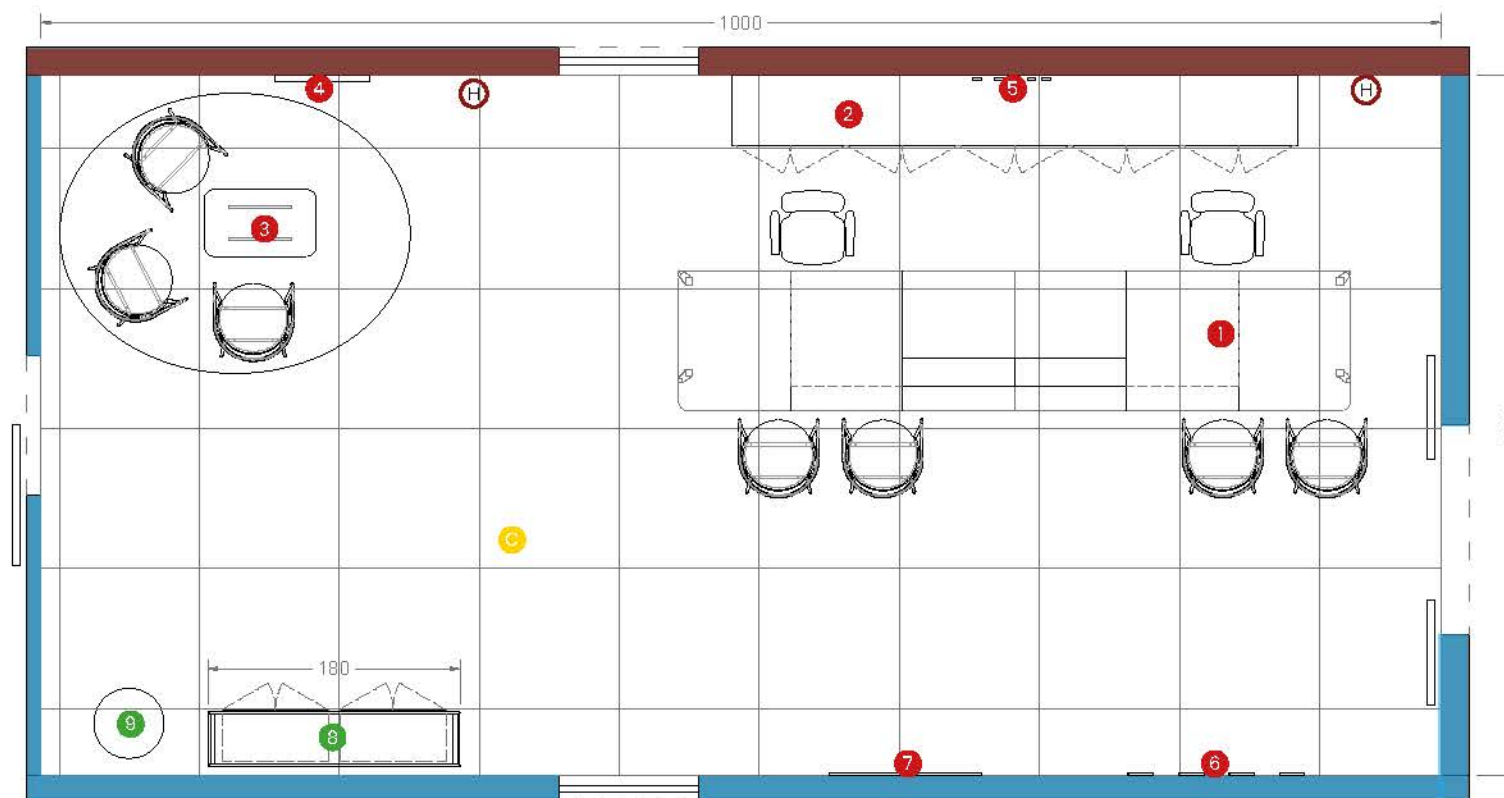
- B SAND PAINT**
Ref: RAL 1013
- C GRAY CERAMIC TILES**
Ref.1: GRANITI FIANDRE
Gray Fjord 100x100cm
Ref.2: CASALGRANDE PADANA
Pietre di Sardegna 90x90cm
Ref.3: GRUPPO ROMANI
100x100cm (ST Pearl)
- H SEMYGLOSSY 50% RED PAINT**
Ref: RAL 3020

MANDATORY ELEMENTS

- 1 Reception desk**
- 2 1 x Reception cabinet**
- 3 1 x Waiting area**
- 4 1 x Aftersales screen 55"**
- 5 1 x Backwall logo for each Brand**
- 6 1 x AFS 4 slashes**
- 7 1 x AFS FIAT logo**

SUGGESTED ELEMENTS

- 8 1 x Delivery cabinet**
- 9 1 x Water dispenser**



GENERAL ELEVATIONS

ARCHITECTURAL AMBIENT FINISHES

- B SAND PAINT**
Ref: RAL 1013
- H SEMYGLOSSY 50% RED PAINT**
Ref: RAL 3020

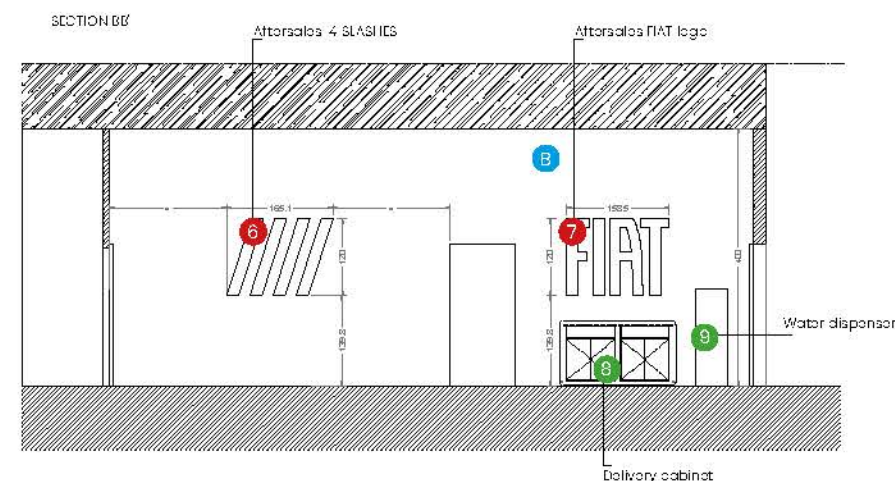
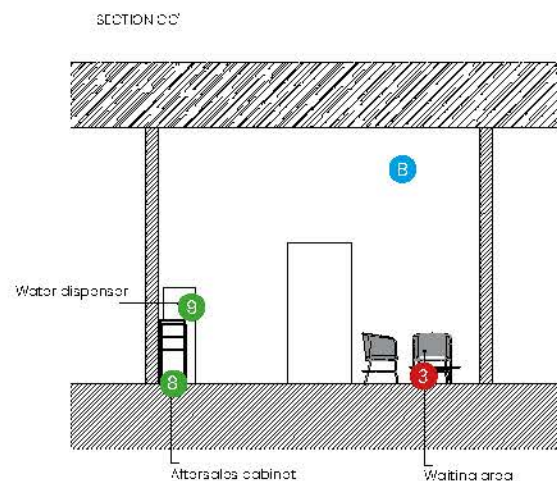
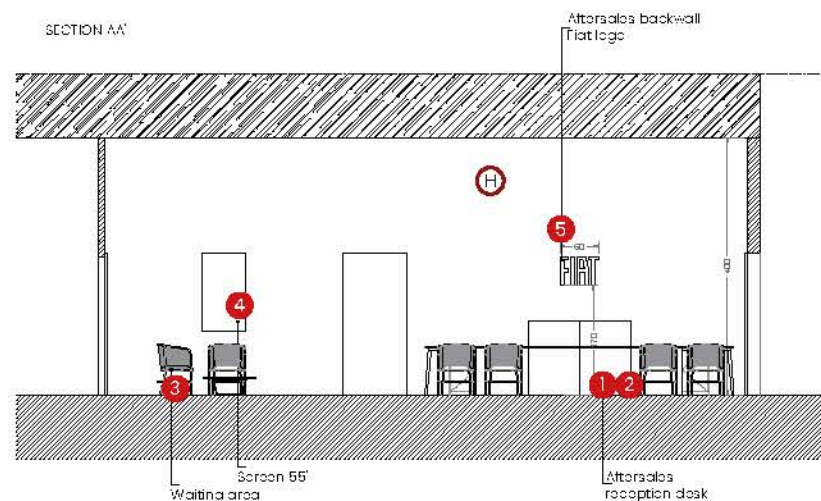
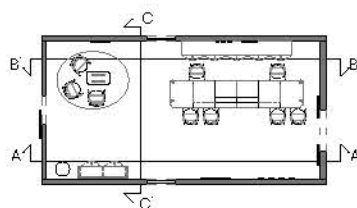
- C GRAY CERAMIC TILES**
Ref.1: GRANTI FIANDRE
Gray Fjord 100x100cm
Ref.2: CASALGRANDE PADANA
Pietre di Sardegna 90x90cm
Ref.3: GRUPPO ROMANI
100x100cm (ST Pearl)

MANDATORY ELEMENTS

- 1 Reception desk
- 2 1x Reception cabinet
- 3 1x Waiting area
- 4 1x Aftersales screen 55"
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- 6 1x AFS 4 slashes
- 7 1x AFS FIAT logo

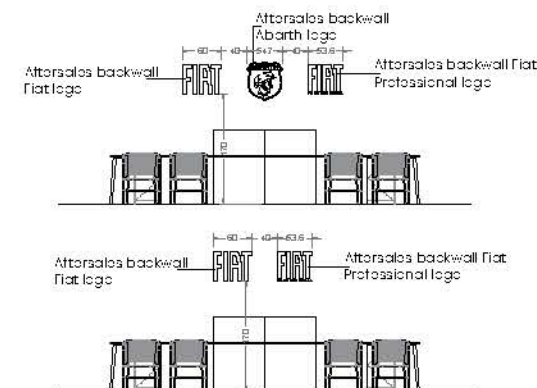
SUGGESTED ELEMENTS

- 8 1x Delivery cabinet
- 9 1x Water dispenser



ALTERNATIVE WITH ABARTH AND FIAT PROFESSIONAL

If you have Abarth and/or Fiat Professional in the aftersales each backwall logo is mandatory.



ELECTRICAL AND DIGITAL LAYOUT

ELECTRICAL AND DIGITAL CONNECTIONS

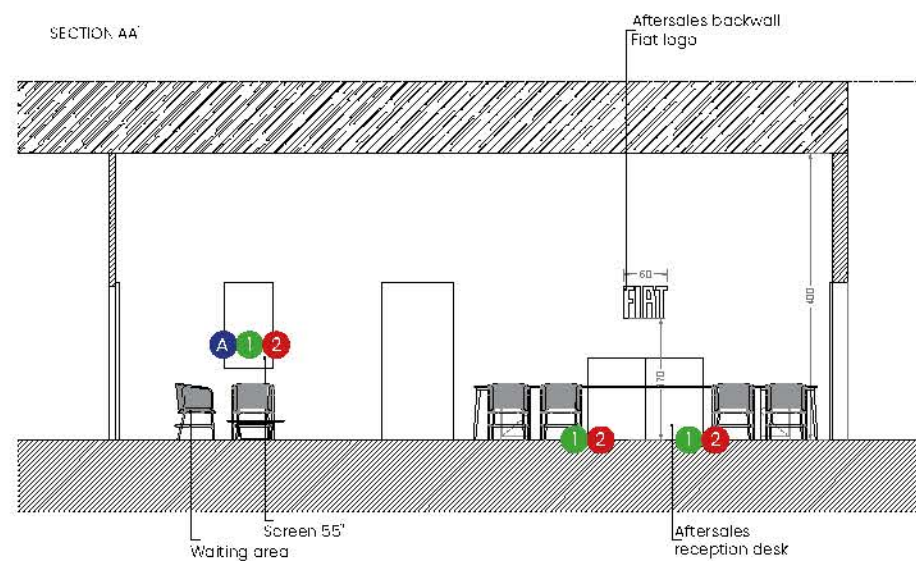
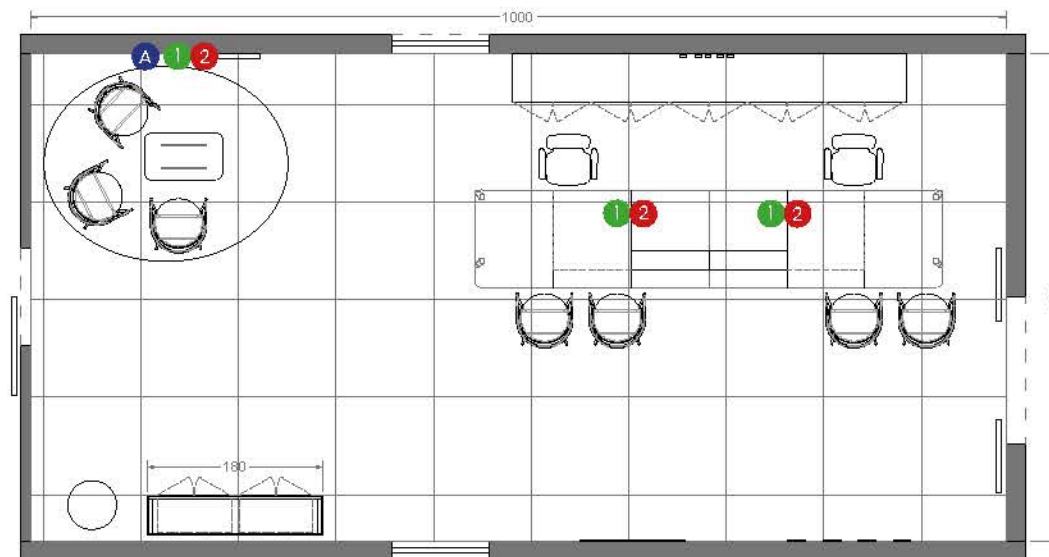
- 1 Electrical connection
- 2 Net connection

AFTERSALES SCREEN

- A AFTERSALES SCREEN: 55" screen

AFTERSALES RECEPTION DESK

The number of electrical and network connections depends on the dealer's requirements.



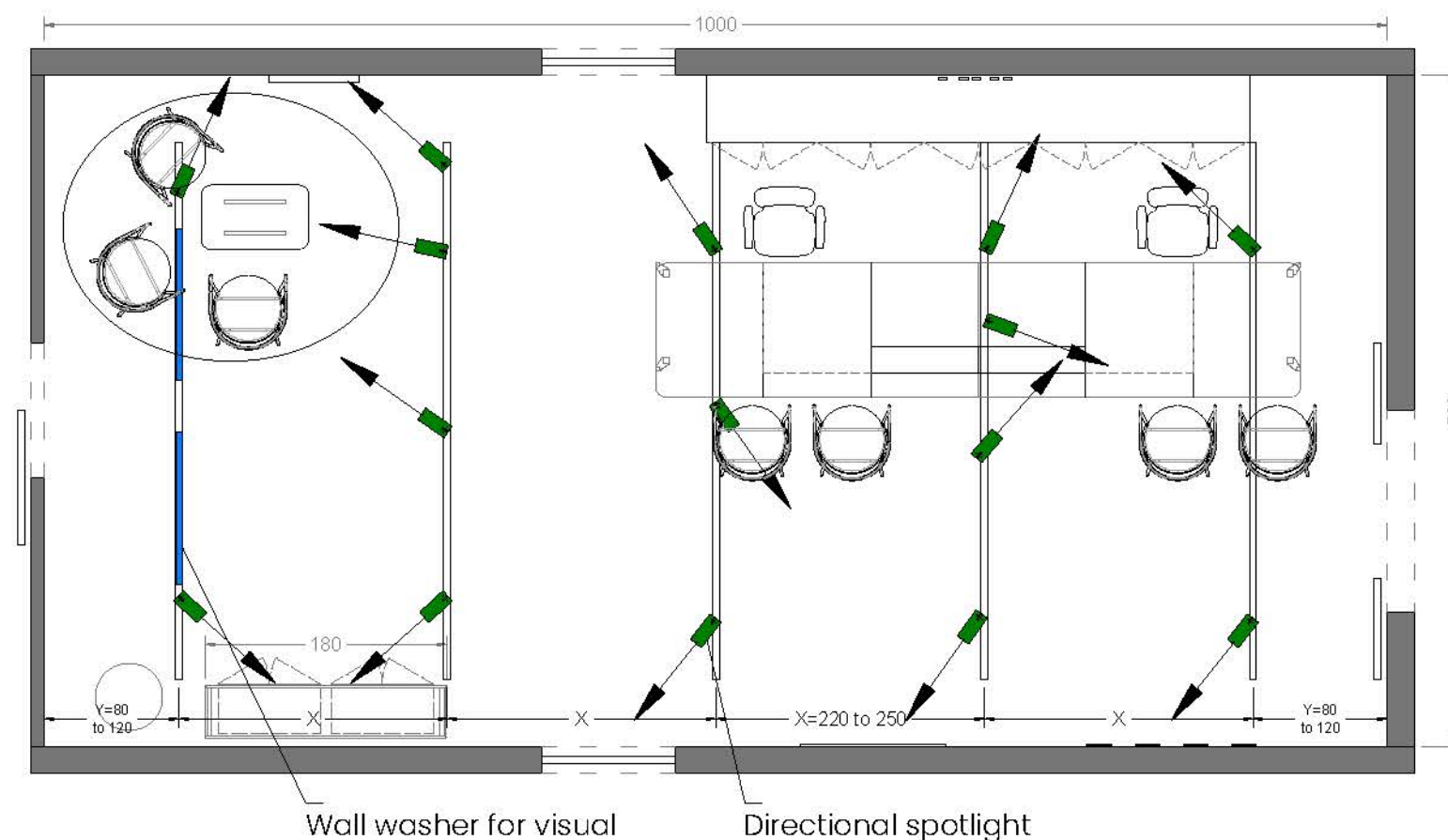
For screens and connections details.

PLEASE REFER TO THE DIGITAL@RETAIL IMPLEMENTATION GUIDELINES

CEILING & LIGHTING LAYOUT

LUX NEEDED		SHOWROOM
Vehicles		1250 lux (+/- 10%)
Common areas		550 lux (+/- 10%)
Salesman desk		550 lux (+/- 10%)
Merchandise FIAT		450 lux (+/- 10%)
Merchandise ABARTH		200 lux (+/- 10%)
Wall logos		300 lux (+/- 10%)
Sofa area ABARTH		350 lux (+/- 10%)

LIGHTING REFERENCES	
	SUSPENDED RAIL
	SPOT LIGHT Led colour: 3000K, CRI>90 Power: 28W Beam angle: 45° HC Luminaire luminous flux: 2000 lm Luminaire efficacy: 72 lm/W
	WALL WASHER Led colour: 3000K, CRI>90 Power: 28W Beam angle: Asymmetric Luminaire luminous flux: 3600 lm Luminaire efficacy: 118 lm/W

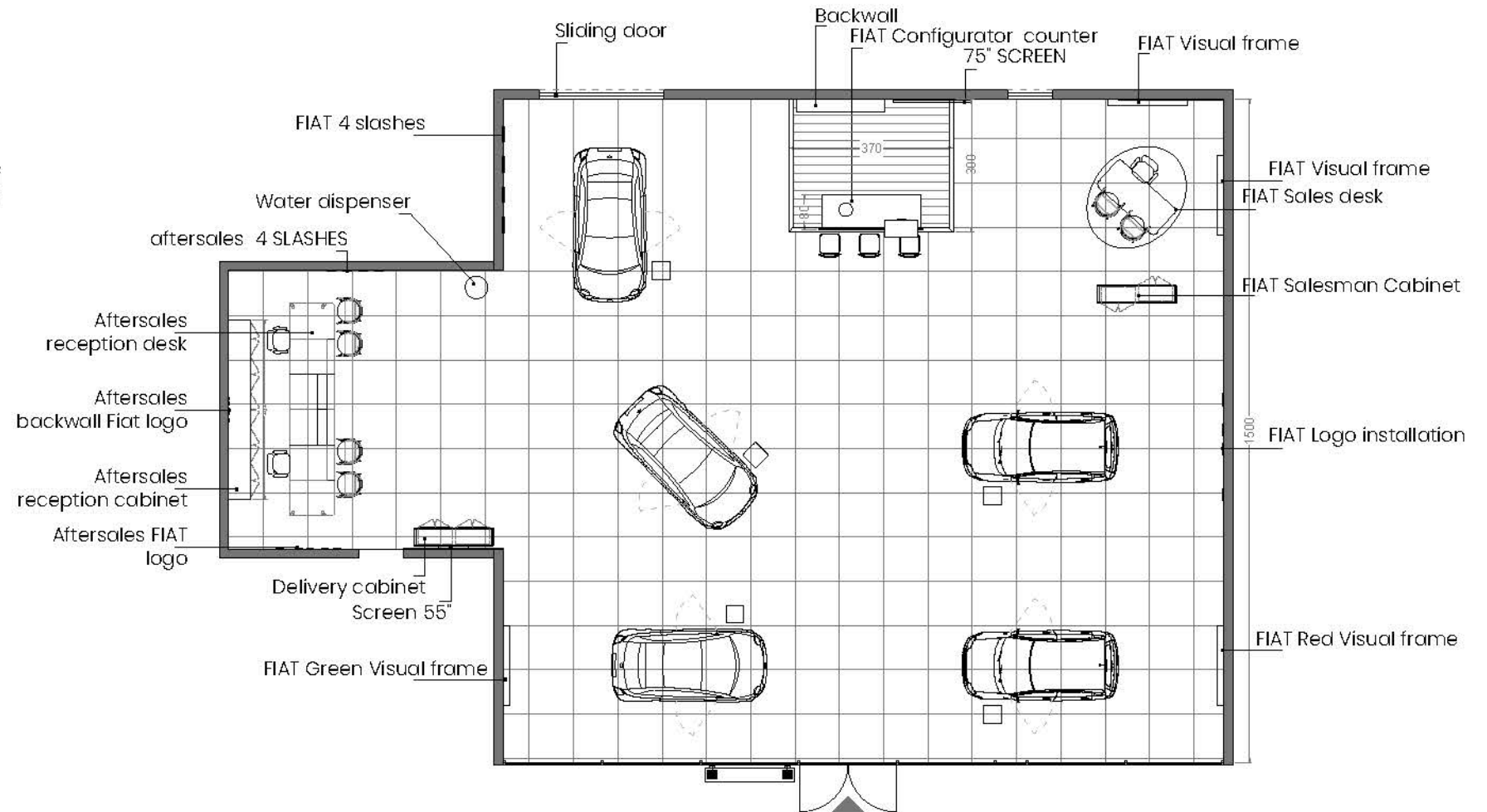


- Check the length of pendants and supply cables - All feeders must be prepared with connection and track - Check ceiling load-bearing capacity in accordance with luminaire weights

GENERAL LAYOUT

If the aftersales reception is integrated in the showroom, it is recommended to locate it at the back of the sales area.

It will adopt all the main characteristic of the showroom (tiles, lighting, ceiling, etc.)

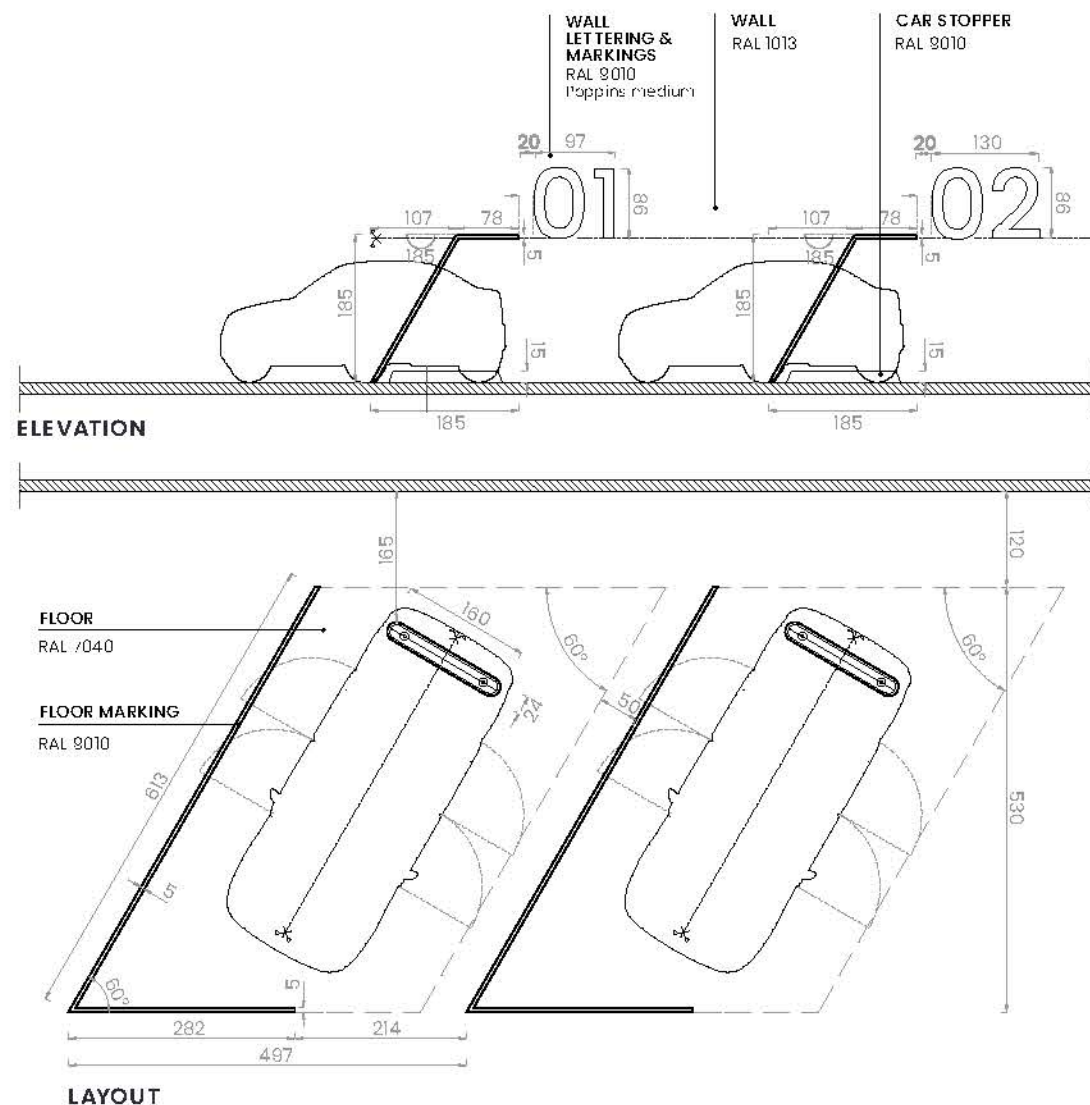
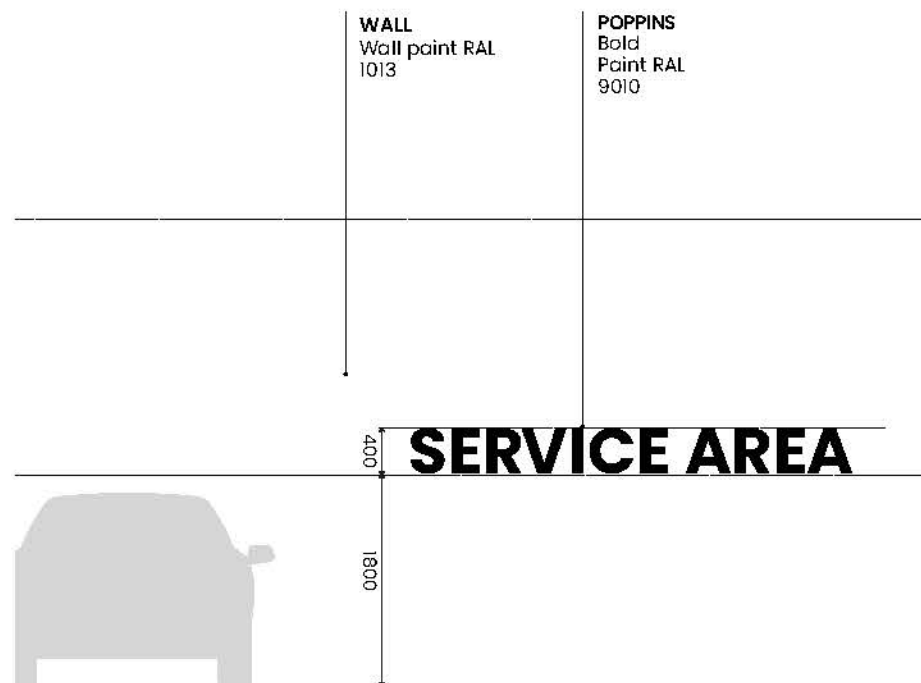




09 SERVICE AREA

DIAGONAL PARKING

By default, the vehicles should be presented aligned and angled at 30° to reduce the number of car manoeuvres.



SERVICE WALL SIGNAGE

The aftersales entrance wall is painted RAL 3020 red. The Fiat logo is positioned near the entrance door.

LOGO FINISHES
Printed Transparent
Pmma 1cm

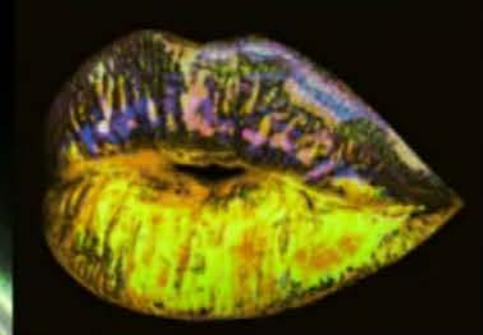
LOGO FINISHES
Printed transparent Pmma 1cm
Only in case there is an Abarth service

LOGO FINISHES
Printed Transparent
Pmma 1cm
Only in case there is a
Fiat Professional service





09 FIAT ABARTH SHOWROOM



ABARTH

new era



ZONING & CONNECTIONS

1 THE SHOWROOM

- The entrance is always on the main facade
- Is always connected to the delivery area

2 THE DELIVERY AREA

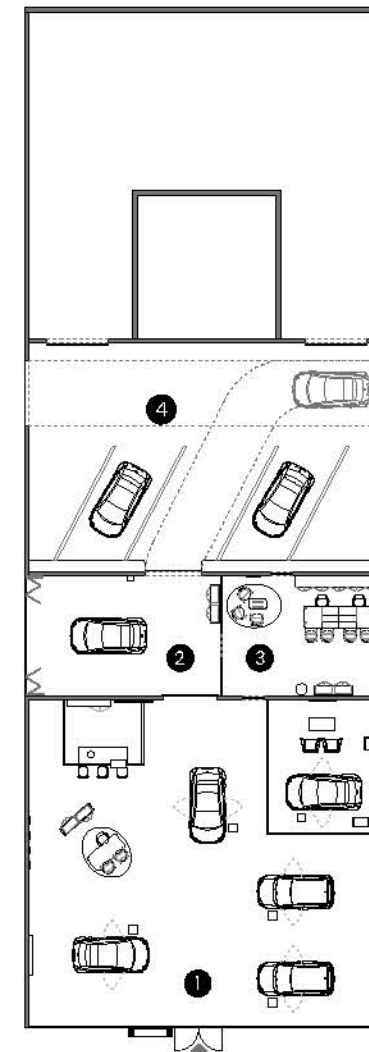
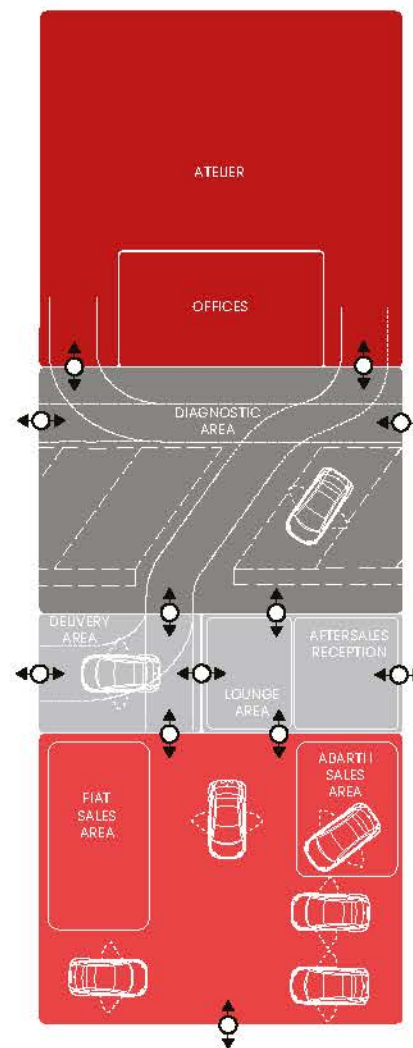
- Is always located on a secondary facade
- Needs to be connected to the workshop area

3 THE AFTERSALES AREA

- Is connected to the showroom
- Is always connected to the diagnostics area
- The access is always located on a secondary facade

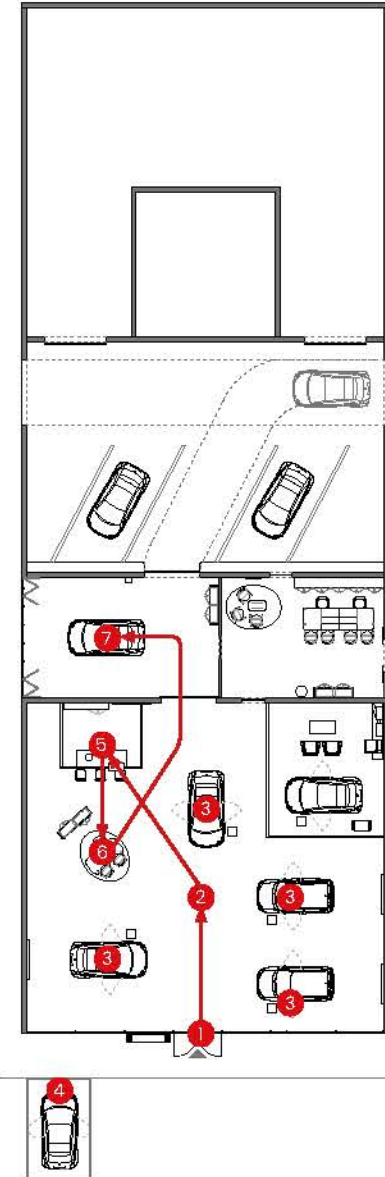
4 SERVICE AREA

- Is always connected to the aftersales reception
- Is always connected to the workshop area
- The access is always located on a secondary facade



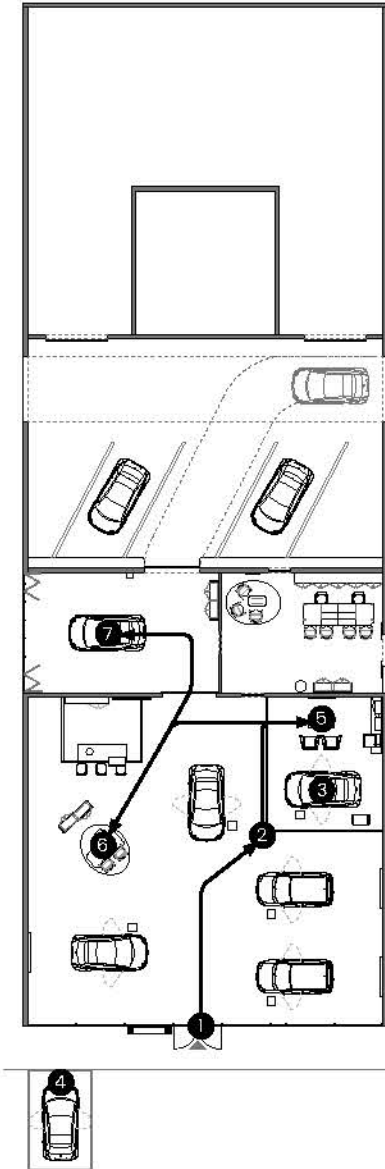
FIAT CUSTOMER JOURNEY SALES

- 1 **CUSTOMER ENTRANCE**
- 2 **CUSTOMER CONSIDERATION / WELCOME**
 - Greeted/welcome by sales force
- 3 **CAR PRESENTATION**
 - Firstly alone, then guided by sales force
- 4 **TEST DRIVE**
 - With a sales force
- 5 **DISCOVERY CONFIGURATION**
 - Guided by sales force by sitting at the bar table
 - From what is done at home or from scratch
 - First configuration with sales force tablet or customer smartphone
 - Mirroring screen for the definitive configuration
- 6 **SALES DESK**
- 7 **NEW VEHICLE DELIVERY**
 - With sales force
 - Charging station



ABARTH CUSTOMER JOURNEY SALES

- ❶ **CUSTOMER ENTRANCE**
- ❷ **CUSTOMER CONSIDERATION / WELCOME**
 - Greeted/welcome by sales force
- ❸ **CAR PRESENTATION**
 - Firstly alone, then guided by sales force
- ❹ **TEST DRIVE**
 - With sales force
- ❺ **DISCOVERY CONFIGURATION**
 - Guided by sales force while sitting in the lounge area
 - From what is done at home or from scratch
- LOUNGE**
 - Coffee
 - Magazines
 - Immersion with brand heritage & merchandising
 - First configuration
- ❻ **SALES DESK**
- ❼ **NEW VEHICLE DELIVERY**
 - With sales force
 - Charging station

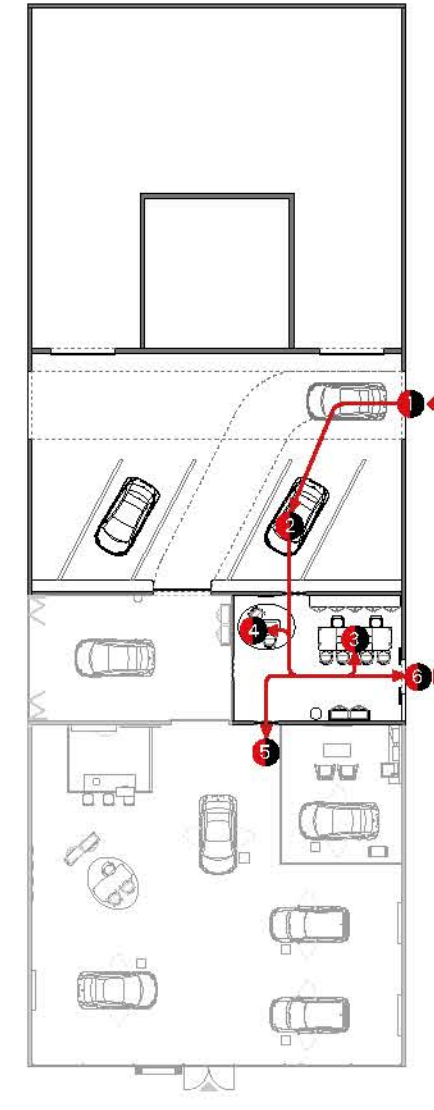


FIAT ABARTH CUSTOMER JOURNEY SALES AFTERSALES

SCHEME 1

This diagram shows the different steps of the Aftersales customer journey, starting from when a customer arrives at the Aftersales reception from the diagnostic area, where he or she has dropped off their vehicle.

- ➊ **CUSTOMER ENTRANCE BY CAR**
- ➋ **SERVICE AREA**
Guided by directional signage
- ➌ **AFTERSALES RECEPTION**
Welcomed and assisted by service advisor
- ➍ **AFTERSALES WAITING AREA**
- ➎ **SHOWROOM VISIT / WHEN SHOWROOM IS OPEN**
 - Immersion with brand
 - New model discovery
 - Assisted by sales force
- ➏ **RENT VEHICLE / COURTESY CAR**

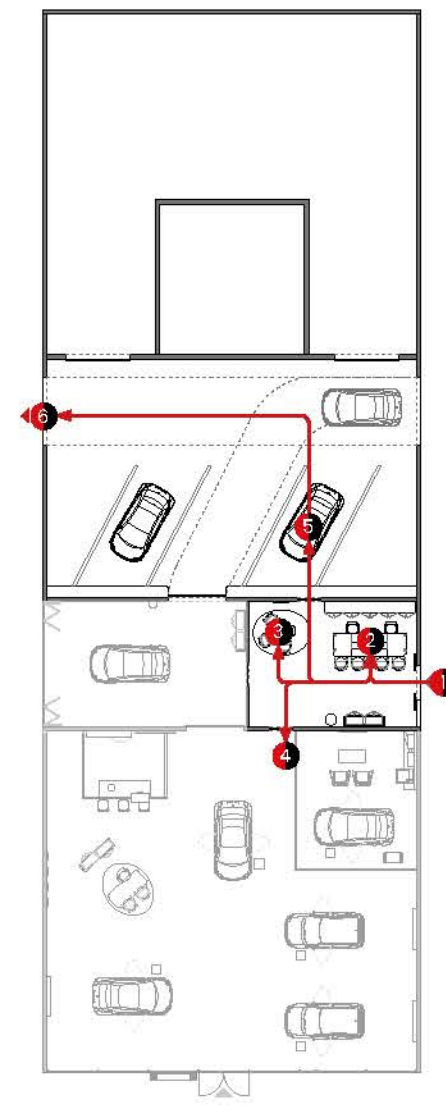


FIAT ABARTH CUSTOMER JOURNEY SALES AFTERSALES

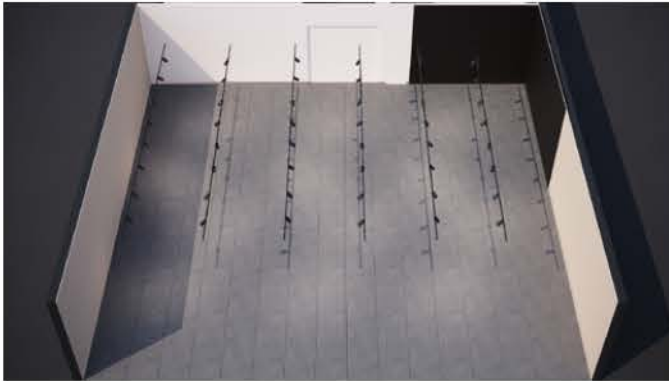
SCHEME 2

This diagram shows the different steps of the Aftersales customer journey, starting from when a customer arrives at the Aftersales reception directly from the outdoor car park.

- ➊ **CUSTOMER ENTRANCE BY FOOT**
- ➋ **AFTERSALES RECEPTION**
Welcomed and assisted by SERVICE advisor
- ➌ **AFTERSALES WAITING AREA**
- ➍ **SHOWROOM VISIT / WHEN SHOWROOM IS OPEN**
 - Immersion with brand
 - New model discovery
 - Assisted by sales force
- ➎ **SERVICE AREA**
- ➏ **CUSTOMER EXIT**
Guided by directional signage



SHOWROOM 250sqm



1 STEP 1 / FLOOR, WALLS, CEILING AND LIGHTING

-The entire floor showroom is covered with squares:

Ref.1 GRANITI FIANDRE 100x100 (Grey fjord honed)

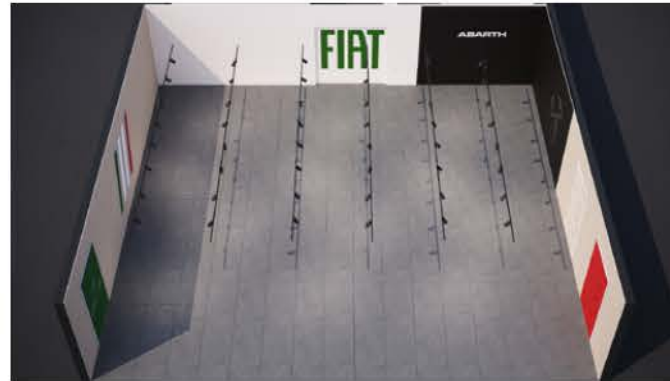
Ref.2 CASALGRANDE PADANA 90x90 (Pietre di Sardegna, STELLANTIS CAPRERA)

Ref.3 GRUPPO ROMANI 100x100 (ST Pearl).

-The walls are painted in RAL 1013, Ral 9010 and semiglossy (50%) black 9011.

-The wooden baseboards are RAL 1013 for Fiat and RAL 9011 for ABARTH

-The lighting rails are installed according to SBH rules.



2 STEP 2 / GRAPHIC ELEMENTS

Green/red/white visual frame, graphic slashes, Fiat lettering, Abarth scorpion, Abarth lettering and sliding door.

VISUAL FRAMES

Like the Italian flag, the graphics must respect the order green, white and red; be aware that green and red must be placed in front of each other.



3 STEP 3 / FURNITURE

Configurator counter, Fiat backwall, sales desk and wooden floor.
Lounge area, Abarth backwall, and black floor.

SALES DESKS

Like in an Italian Caffé always place sales desks near the configurator counter area.

STAND ALONE FIAT ABARTH



RECOMMENDATION 1 EXPOSED CEILING OR GYPSUM CEILING

RAL 9011



ALTERNATIVE SOLUTION METAL MESH OR WOOD WOOL PANEL

RAL 9011 Opening 80%

Ref: Knauf Organic
D/VK-10
Fibre thickness: 1mm
Min dimension:
60 x 120cm

RAL 9011

MULTIBRAND FIAT ABARTH



RECOMMENDATION 1 EXPOSED CEILING OR GYPSUM CEILING

RAL 9011
In case of full height separation

RAL 7047
In case of mid height partitions



ALTERNATIVE SOLUTION METAL MESH OR WOOD WOOL PANEL

RAL 9011
In case of full height separation

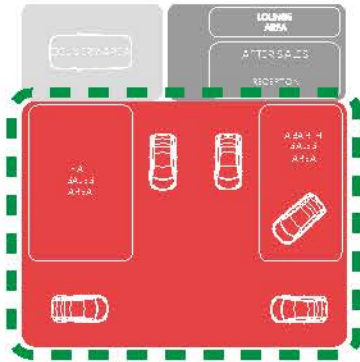
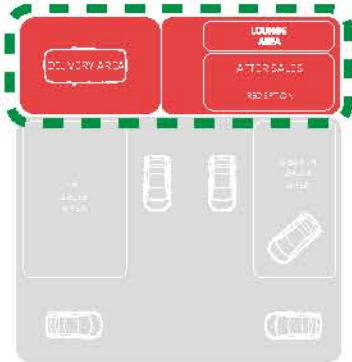














RAL 7047
In case of mid height partitions

Ref: Knauf Organic
D/VK-10
Fibre thickness: 1mm
Min dimension:
60 x 120cm

RAL 9011
In case of full height separation

RAL 7047
In case of mid height partitions

AIR CONDITIONING	 <p>Ceiling suspended cassette air conditioning</p>	 <p>Ceiling suspended pipe air conditioning</p>	 <p>Ceiling suspended cassette air conditioning</p>	 <p>Wall system air conditioning</p>
SOUND SYSTEM	 <p>Suspended sound system</p>			

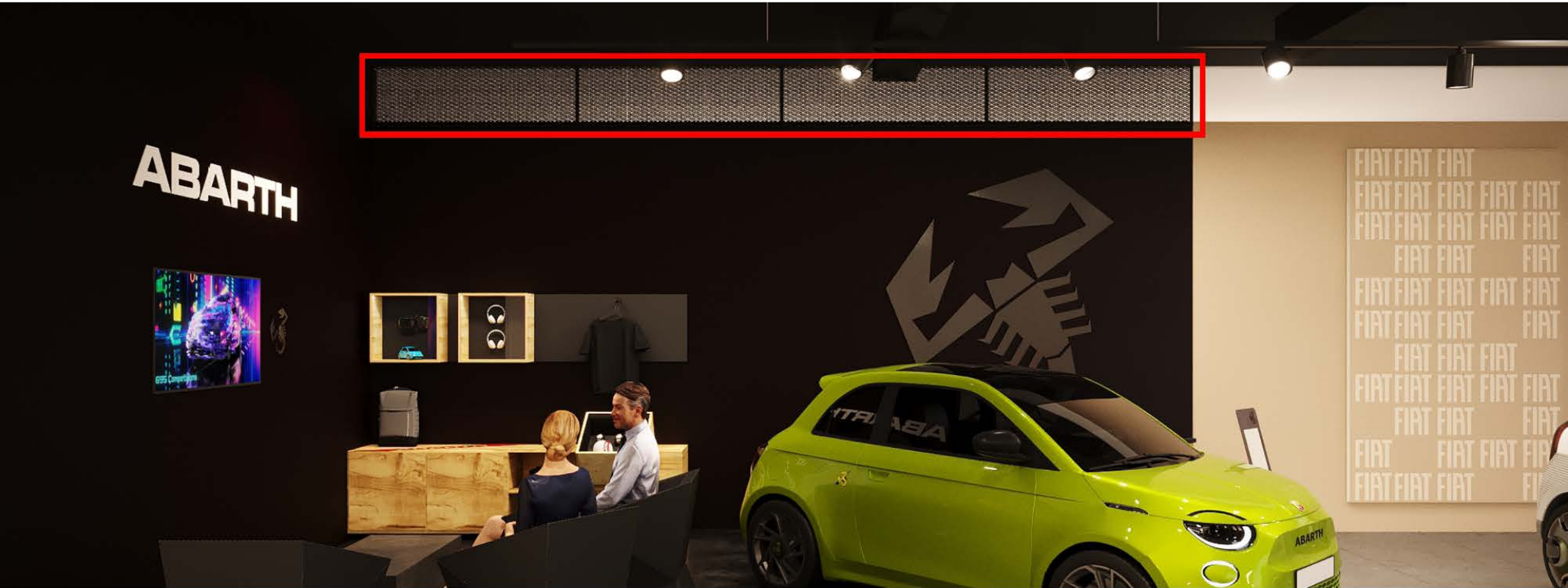
		RAIL SPOTS, WALL WASHER & LIGHT BULBS				RAIL SPOTS		
LIGHTING REFERENCE	AREA							
		SPOT LIGHT	WALL WASHER	RYNK LIGHT	LINEAR LIGHT	SPOT LIGHT	WALL WASHER	LINEAR LIGHT
		 Vehicles, furniture 	 Visual 	 Furniture 	 Showroom 	 Vehicles, furniture 	 Visual 	 Aftersales Delivery area 

SEPARATION WALL SOLUTION



BLACK GRILLE FOR ABARTH

In an SBH scenario with non-full height partition walls, a black Ral 9011 grid is recommended.



FIAT ABARTH SHOWROOM RECOMMENDED SIZES



ILLUSTRATIVE SHOWROOM LAYOUTS

Vehicles on display: pictures are illustrative but number of vehicles depends on local Dealer Standards (Please refer to local dealer sizing standards)

If you have more than one Sales desk, please follow the scheme below.

1 Sales desk

(1 Red)



2 Sales desk

(1 Red + 1 Green)



3 Sales desk

(1 Red + 1 Green + 1 White)



... and repeat

Like in an Italian Caffé always place sales desks near the configurator counter area.

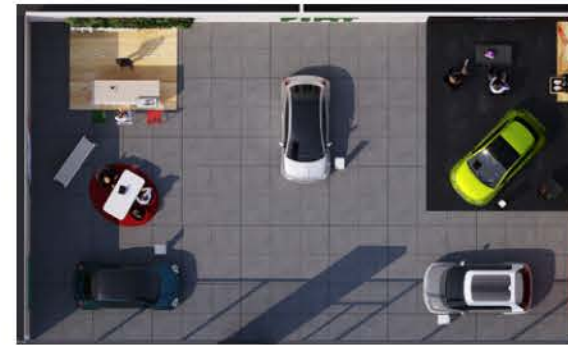


S

Min 125 sqm

1 FIAT + 1 ABARTH cars max

Min 1 sales force



M

Min 205 sqm

3 FIAT + 1 ABARTH cars max

Min 1 sales force

(Min 175 sqm – 2 FIAT + 1 ABARTH cars max)



L

Min 250 sqm

4 FIAT (+1*) + 1 ABARTH cars max

Min 1 sales force

(+1*) vehicle / 30 sqm
(domestic market)

One sales force mandatory + 10 sqm for each additional sales force (according to Region Market rules)

/// FIAT ABARTH 250sqm SHOWROOM



FIAT ABARTH 250sqm SHOWROOM



FIAT ABARTH 250sqm SHOWROOM



GENERAL LAYOUT

ARCHITECTURAL AMBIENT FINISHES

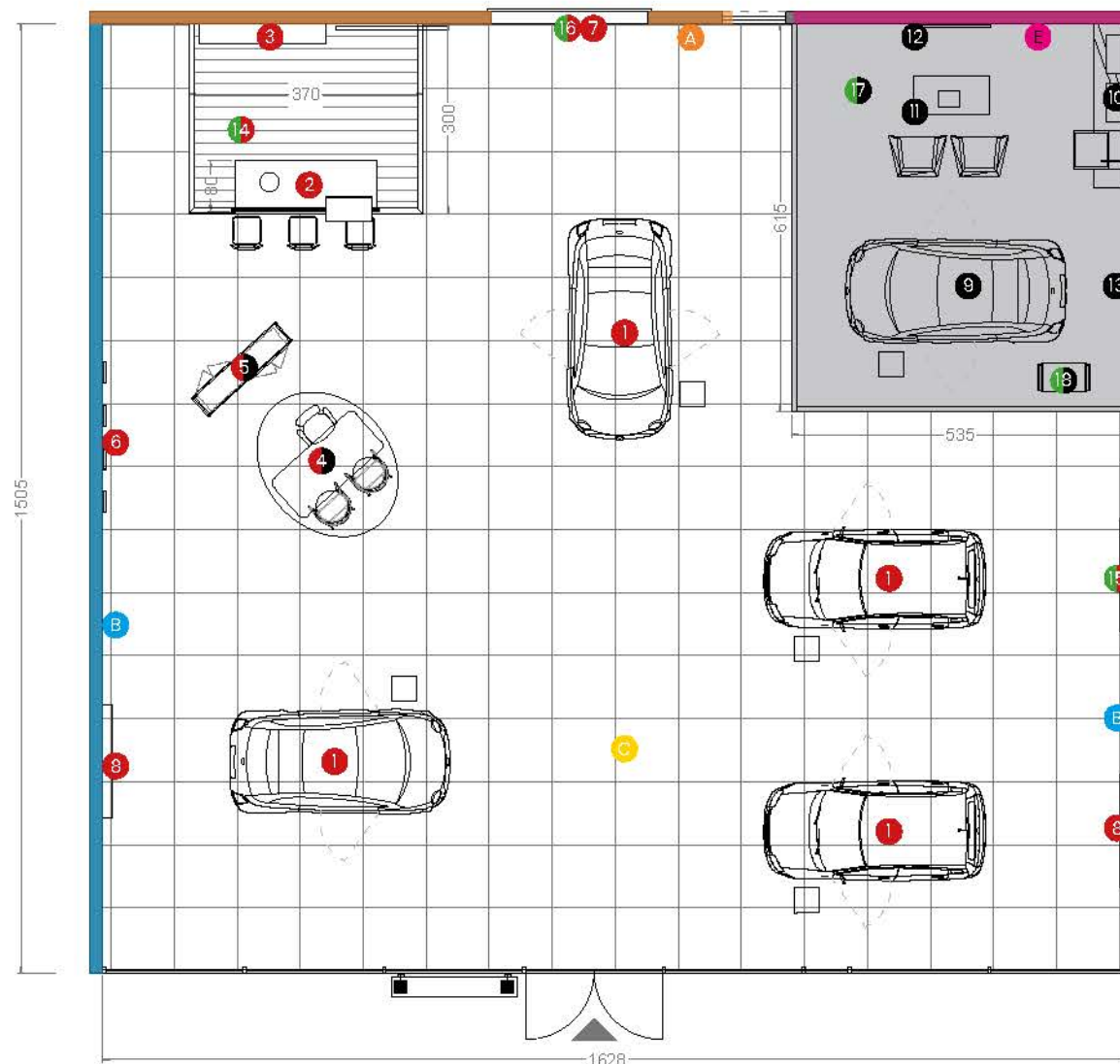
- A WHITE PAINT**
Ref: RAL 9010
- B SAND PAINT**
Ref: RAL 1013
- C GRAY CERAMIC TILES**
Ref.1: GRANITI FIANDRE - Gray Fjord 100x100cm
Ref.2: CASALGRANDE PADANA - Pietre di Sardegna 90x90cm
Ref.3: GRUPPO ROMANI 100x100cm (ST Pearl)
- E SEMYGLOSSY (50%) BLACK PAINT**
Ref: RAL 9011

MANDATORY ELEMENTS

- 1 Vehicle displays**
with Car specification holder
- 2 1x Configurator counter**
with stools, 1x 32" touch
- 3 1x FIAT Backwall:**
(Module 2+Greenwall module)
with display shelves, closed furniture,
synthetic green and 1x 75" screen
- 4 1x Sales desk**
with seats and carpets
- 5 1x Sales cabinet**
- 6 1x Graphic Slashes**
- 7 1x Wall FIAT logo**
- 8 1x FIAT Green/1x Red Visual frame**
- 9 Vehicle display**
with Car specification holder
- 10 1x ABARTH Backwall**
with showcase and shelves
- 11 1x ABARTH Lounge**
2x abarth seats and 1x
lounge table, with 1x 55" screen, 1x tablet
- 12 1x ABARTH Lettering**
- 13 1x ABARTH Scorpion**

SUGGESTED ELEMENTS

- 14 1x Wooden floor**
Ref: Sm'art C00 Polo Club
- 15 1x FIAT Visual frame**
- 16 1x Sliding door**
(this element can be used if necessary
to ensure the flow of vehicles)
- 17 1x Black floor**
Ref: Sm'art 3190
Canyon Nero
- 18 1x Workshop Trolley**
with colors chips and trims



FIAT ABARTH 250sqm SHOWROOM



GENERAL ELEVATIONS

ARCHITECTURAL AMBIENT FINISHES

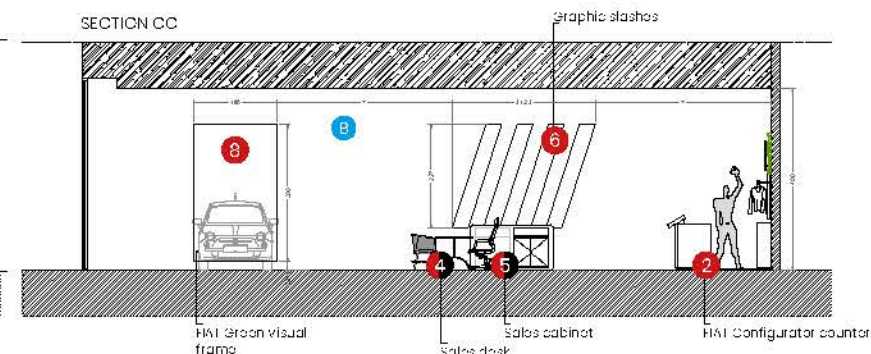
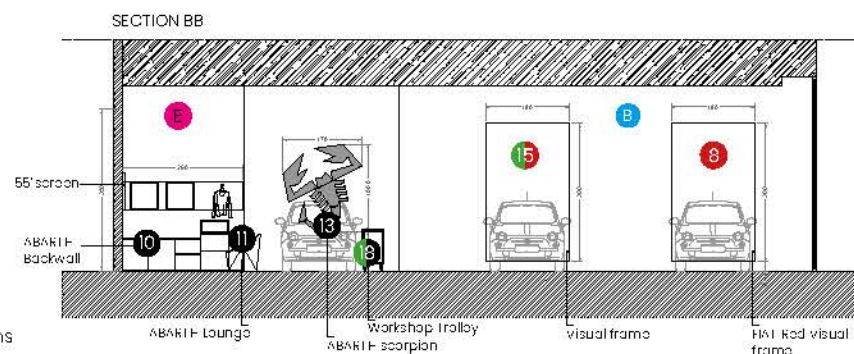
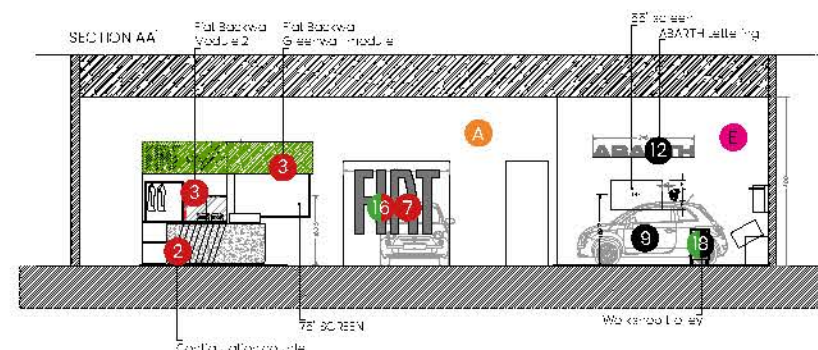
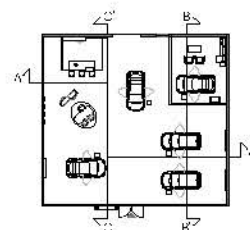
- A WHITE PAINT**
Ref: RAL 9010
- B SAND PAINT**
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- C GRAY CERAMIC TILES**
Ref.1: GRANITI FIANDRE - Gray Fjord 100x100cm
Ref.2: CASALGRANDE PADANA - Pietre di Sardegna 90x90cm
Ref.3: GRUPPO ROMANI 100x100cm (ST Pearl)
- E SEMYGLOSSY (50%) BLACK PAINT**
Ref: RAL 9011

MANDATORY ELEMENTS

- 1 Vehicle displays**
with Car specification holder
- 2 1x Configurator counter**
with stools, 1x 32" touch
- 3 1x FIAT Backwall:**
(Module 2+Greenwall module)
with display shelves, closed furniture,
synthetic green and 1x 75" screen
- 4 1x Sales desk**
with seats and carpets
- 5 1x Sales cabinet**
- 6 1x Graphic Slashes**
- 7 1x Wall FIAT logo**
- 8 1x FIAT Green/1x Red Visual frame**
- 9 Vehicle display**
with Car specification holder
- 10 1x ABARTH Backwall**
with showcase and shelves
- 11 1x ABARTH Lounge**
2x abarth seats and 1x
lounge table, with 1x 55" screen, 1x tablet
- 12 1x ABARTH Lettering**
- 13 1x ABARTH Scorpion**

SUGGESTED ELEMENTS

- 14 1x Wooden floor**
Ref: Sm'art C00 Polo Club
- 15 1x FIAT Visual frame**
- 16 1x Sliding door**
(this element can be used if necessary
to ensure the flow of vehicles)
- 17 1x Black floor**
Ref: Sm'art 3190
Canyon Nero
- 18 1x Workshop Trolley**
with colors chips and trims



FIAT ABARTH 250sqm SHOWROOM



FIAT

For screens and connections details.

PLEASE REFER TO THE DIGITAL@RETAIL IMPLEMENTATION GUIDELINES

ELECTRICAL AND DIGITAL LAYOUT

ELECTRICAL AND DIGITAL CONNECTIONS

- 1 Electrical connection
- 2 Net connection
- HDMI (under floor)
- RS 232 (under floor)

FIAT SCREENS

- A SALES SCREEN: 75" screen
- B CONFIGURATOR SCREEN: 32" touchscreen
Always in front of the A screen

ABARTH SCREENS

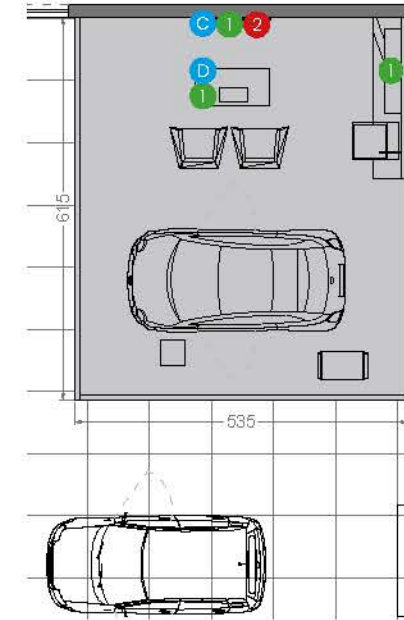
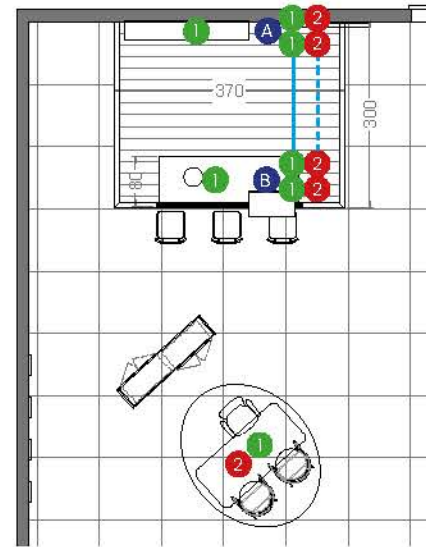
- C SALES SCREEN: 55" screen
- D Tablet 13"
Always in front of the C screen

ABARTH MONITOR HOLDER ALTERNATIVE SOLUTION

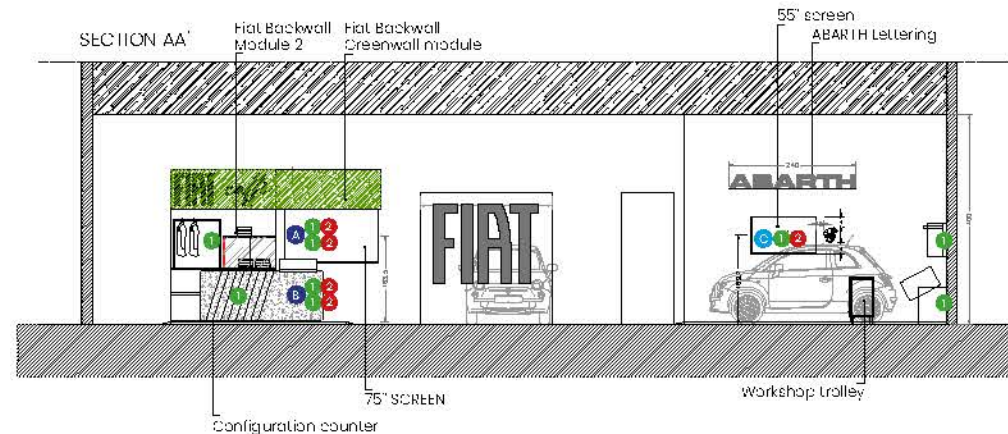
If the screen cannot be wall-mounted please use free-standing mount (monitor holder element).
For electrical and digital connections please refer to **FURNITURE CHAPTER**.

SALES DESK

The number of electrical and network connections depends on the dealer's requirements.



If wooden platform is not applied, then provide connections embedded in the flooring/tiles.



FIAT ABARTH 250sqm SHOWROOM



CEILING & LIGHTING LAYOUT

LUX NEEDED	SHOWROOM
Vehicles	1250 lux (+/- 10%)
Common areas	550 lux (+/- 10%)
Salesman desk	650 lux (+/- 10%)
Merchandise FIAT	450 lux (+/- 10%)
Merchandise ABARTH	200 lux (+/- 10%)
Wall logos	300 lux (+/- 10%)
Sofa area ABARTH	350 lux (+/- 10%)

LIGHTING REFERENCES

	SUSPENDED RAIL
	SPOT LIGHT Lamp colour: 3000K, CRI>90 Power: 28W Beam angle: 43° HC Luminaire luminous flux: 2000 lm Luminaire efficacy: 72 lm/W
	WALL WASHER Lamp colour: 3000K, CRI>90 Power: 28W Beam angle: Asymmetric Luminaire luminous flux: 3200 lm Luminaire efficacy: 112 lm/W
	LINEAR LIGHT Lamp colour: 3000K, CRI>90 Power: 32W Beam angle: 110° Luminaire luminous flux: 3100 lm Luminaire efficacy: 97 lm/W

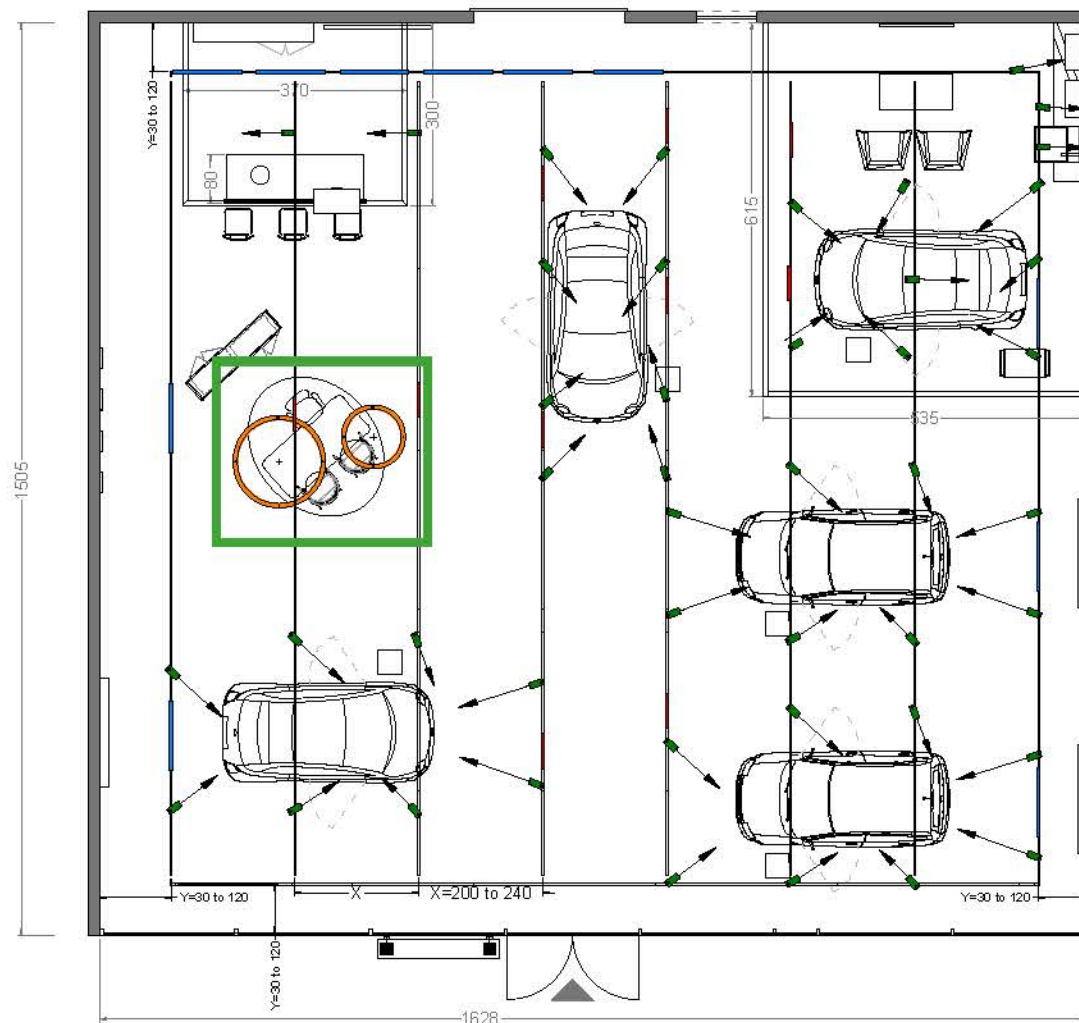
 Weight 1,90kg four pendants The height from the ground is 2.5m.	RYNK LIGHT Ø1520mm Lamp colour: 3000K, CRI>90 Power: 49W Optics: Soft light prismatic optics (DPT) Luminaire luminous flux: 4700 lm Luminaire efficacy: 96 lm/W
 Weight 5,30kg four pendants The height from the ground is 2.5m.	RYNK LIGHT Ø1520mm Lamp colour: 3000K, CRI>90 Power: 33W Optics: Soft light prismatic optics (DPT) Luminaire luminous flux: 3100 lm Luminaire efficacy: 94 lm/W

SUGGESTED

When there are fewer than 3 sales desks
1 Rynk Intralighting Kit is suggested

MANDATORY

When there are 3 or more sales desks
1 Rynk Intralighting Kit is mandatory for L size showroom



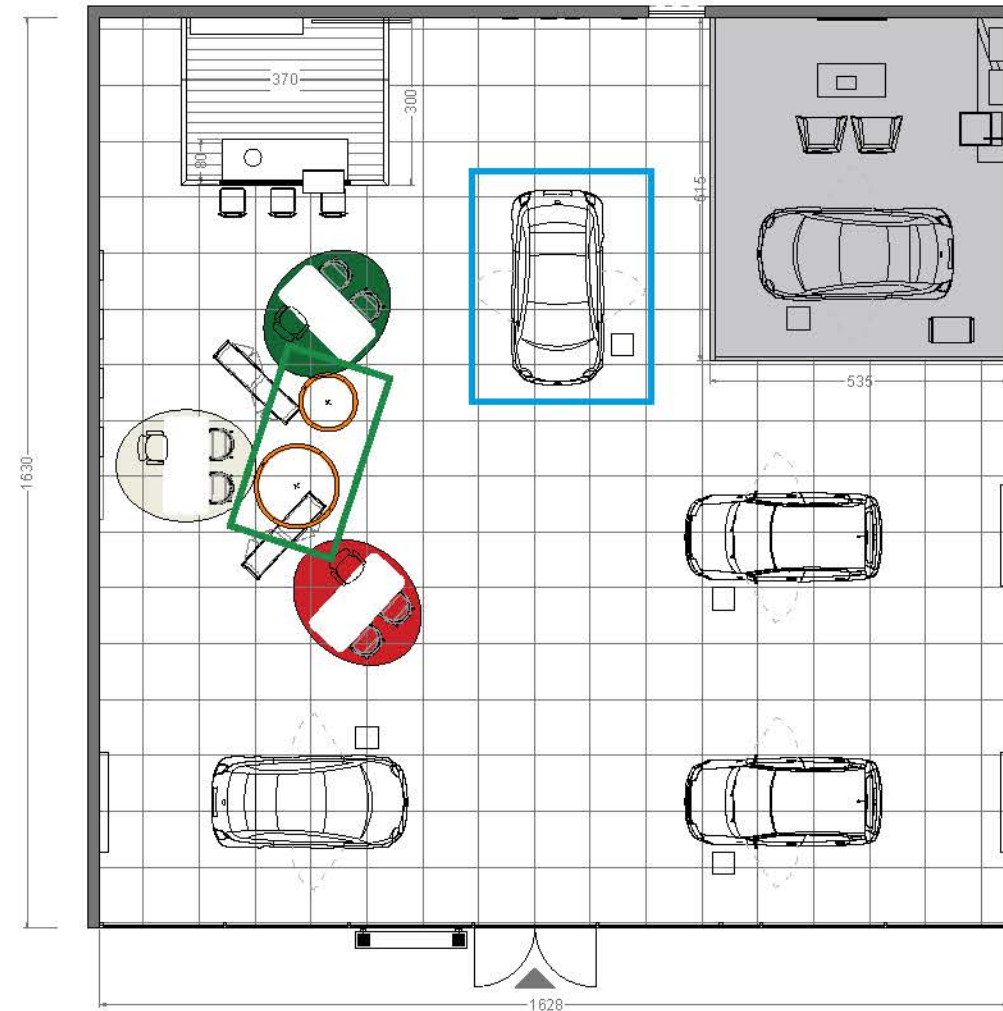
- Check the length of pendants and supply cables - All feeders must be prepared with connection and track - Check ceiling load-bearing capacity in accordance with luminaire weights

FIAT ABARTH LARGE SHOWROOM: 3 SALES DESKS



SCHEMATIC LAYOUT

1. Sales desks should be positioned as close as possible to the FIAT cafe.
2. When there are 3 or more sales desks
1 Rynk Intralighting Kit each 3 desks **is mandatory** for L size showroom
3. The **hero car** must be positioned in the centre of the showroom.



FIAT ABARTH 205sqm SHOWROOM (175sqm with 3 cars)



FIAT ABARTH 205sqm SHOWROOM



GENERAL LAYOUT

ARCHITECTURAL AMBIENT FINISHES

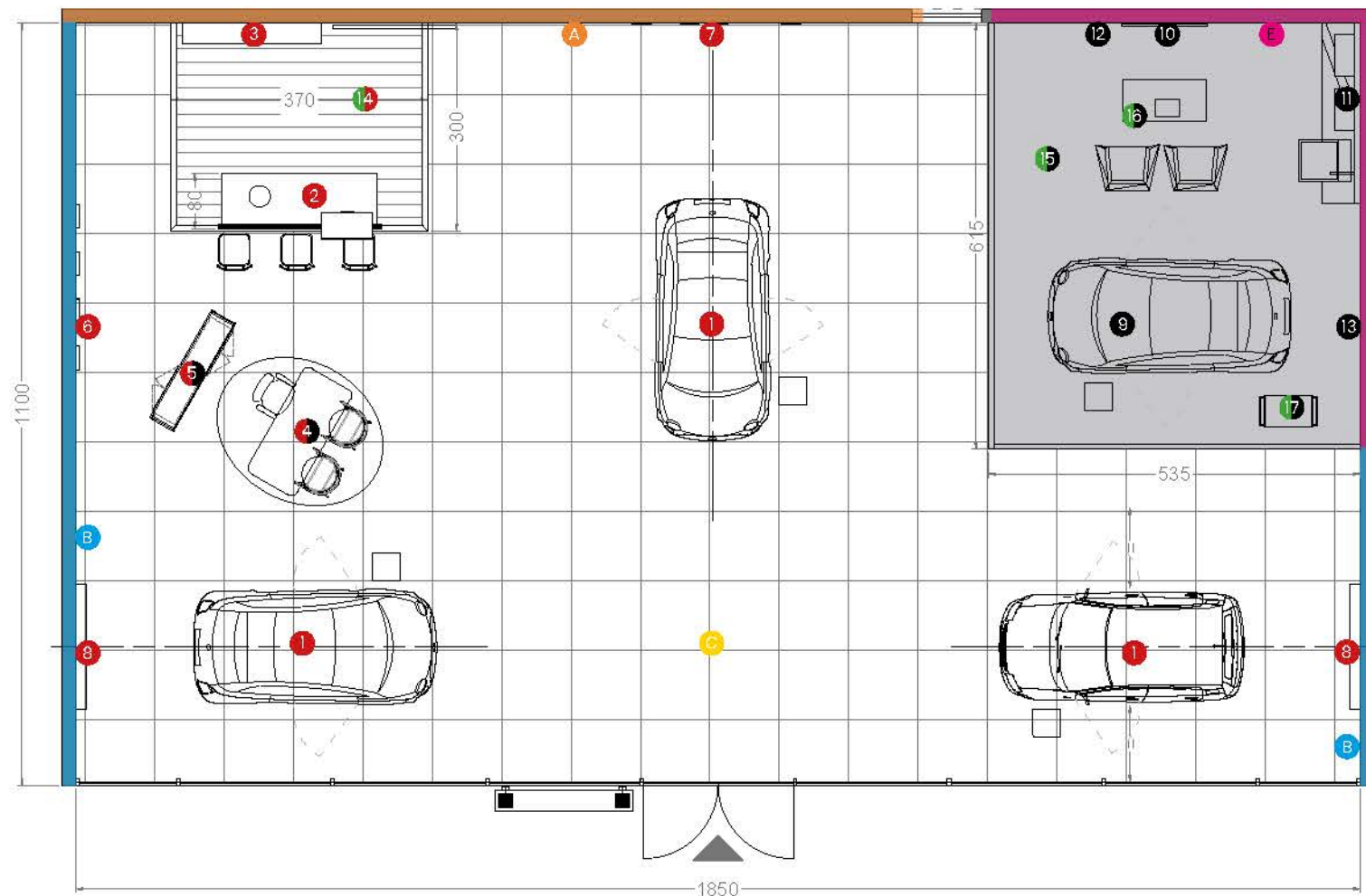
- A WHITE PAINT**
Ref: RAL 9010
- B SAND PAINT**
Ref: RAL 1013
- C GRAY CERAMIC TILES**
Ref.1: GRANITI FIANDRE - Gray Fjord 100x100cm
Ref.2: CASALGRANDE PADANA - Pietre di Sardegna 90x90cm
Ref.3: GRUPPO ROMANI 100x100cm (ST Pearl)
- E SEMYGLOSSY (50%) BLACK PAINT**
Ref: RAL 9011

MANDATORY ELEMENTS

- 1 Vehicle displays**
with Car specification holder
- 2 1x Configurator counter**
with stools, 1x 32" touch
- 3 1x FIAT Backwall**
(Module 2+Greenwall module)
with display shelves, closed furniture, synthetic green and 1x 75" screen
- 4 1x Sales desk**
with seats and carpets
- 5 1x Sales cabinet**
- 6 1x Graphic Slashes**
- 7 1x Wall FIAT logo**
- 8 1x FIAT Green/1x Red Visual frame**
- 9 Vehicle display**
with Car specification holder
- 10 1x 55" screen**
- 11 1x ABARTH Backwall**
with showcase and shelves
- 12 1x ABARTH Lettering**
- 13 1x ABARTH Scorpion**

SUGGESTED ELEMENTS

- 14 1x Wooden floor**
Ref: Sm'art C00 Polo Club
- 15 1x Black floor**
Ref: Sm'art 3190 Canyon Nero
- 16 1x ABARTH Lounge**
2 x Abarth seats and 1x lounge table, 1x tablet
- 17 1x Workshop Trolley**
with colors chips and trims



FIAT ABARTH 205sqm SHOWROOM



GENERAL ELEVATIONS

ARCHITECTURAL AMBIENT FINISHES

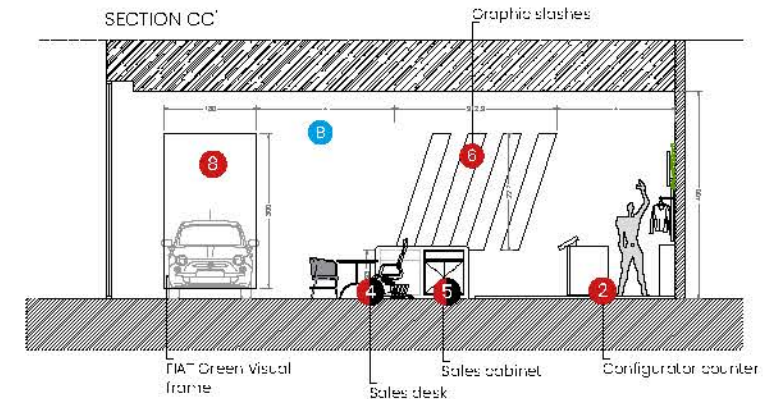
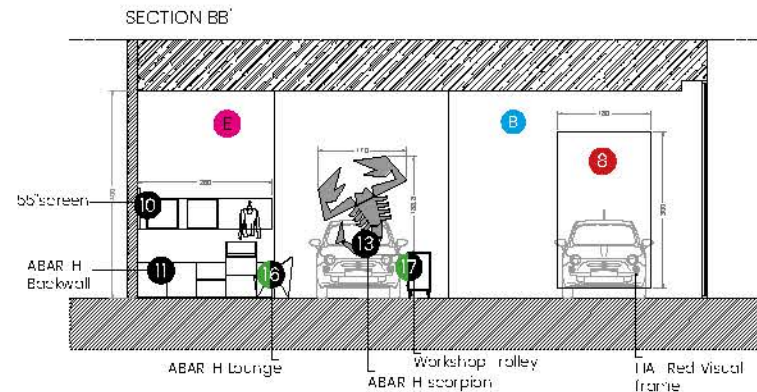
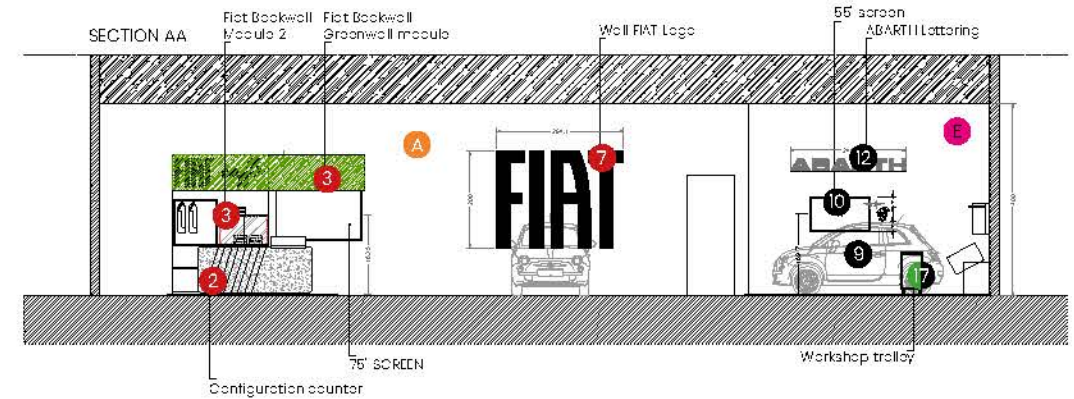
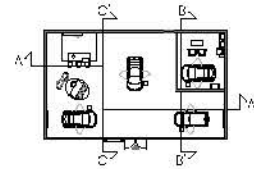
- A WHITE PAINT**
Ref: RAL 9010
- B SAND PAINT**
Ref: RAL 1013
- C GRAY CERAMIC TILES**
Ref.1: GRANITI FIANDRE - Gray Fjord 100x100cm
Ref.2: CASALGRANDE PADANA - Pietre di Sardegna 90x90cm
Ref.3: GRUPPO ROMANI 100x100cm (ST Pearl)
- E SEMYGLOSSY (50%) BLACK PAINT**
Ref: RAL 9011

MANDATORY ELEMENTS

- 1 Vehicle displays**
with Car specification holder
- 2 1x Configurator counter**
with stools, 1x 32" touch
- 3 1x FIAT Backwall**
(Module 2+Greenwall module)
with display shelves, closed furniture, synthetic green and 1x 75" screen
- 4 1x Sales desk**
with seats and carpets
- 5 1x Sales cabinet**
- 6 1x Graphic Slashes**
- 7 1x Wall FIAT logo**
- 8 1x FIAT Green/1x Red Visual frame**
- 9 Vehicle display**
with Car specification holder
- 10 1x 55" screen**
- 11 1x ABARTH Backwall**
with showcase and shelves
- 12 1x ABARTH Lettering**
- 13 1x ABARTH Scorpion**

SUGGESTED ELEMENTS

- 14 1x Wooden floor**
Ref: Sm'art C00 Polo Club
- 15 1x Black floor**
Ref: Sm'art 3190 Canyon Nero
- 16 1x ABARTH Lounge**
2 x Abarth seats and 1x lounge table, 1x tablet
- 17 1x Workshop Trolley**
with colors chips and trims



FIAT ABARTH 205sqm SHOWROOM



FIAT

ELECTRICAL AND DIGITAL LAYOUT

ELECTRICAL AND DIGITAL CONNECTIONS

- 1 Electrical connection
- 2 Net connection
- HDMI (under floor)
- - - RS 232 (under floor)

FIAT SCREENS

- A SALES SCREEN: 75" screen
- B CONFIGURATOR SCREEN: 32" touchscreen
Always in front of the A screen

ABARTH SCREENS

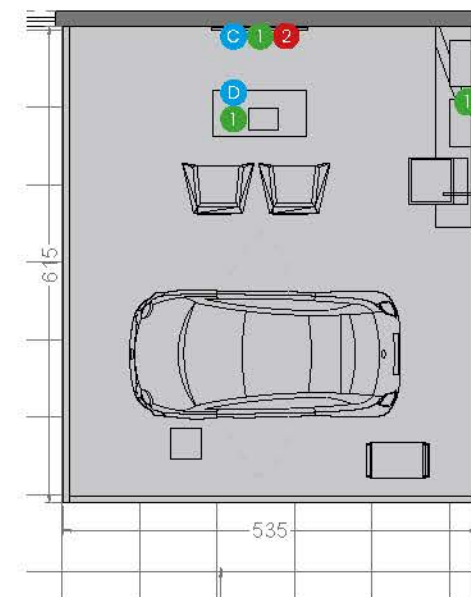
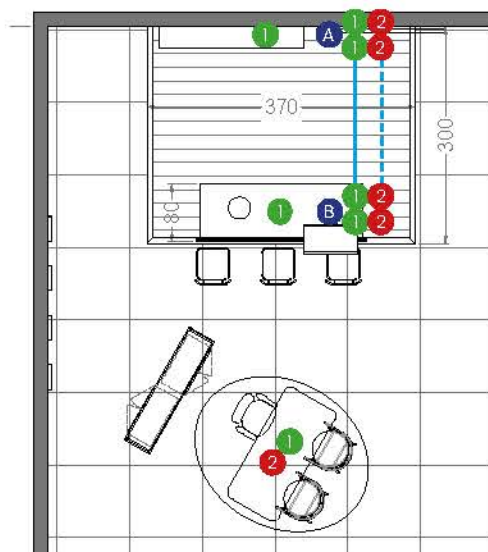
- C SALES SCREEN: 55" screen
- D Tablet 13"
Always in front of the C screen

ABARTH MONITOR HOLDER ALTERNATIVE SOLUTION

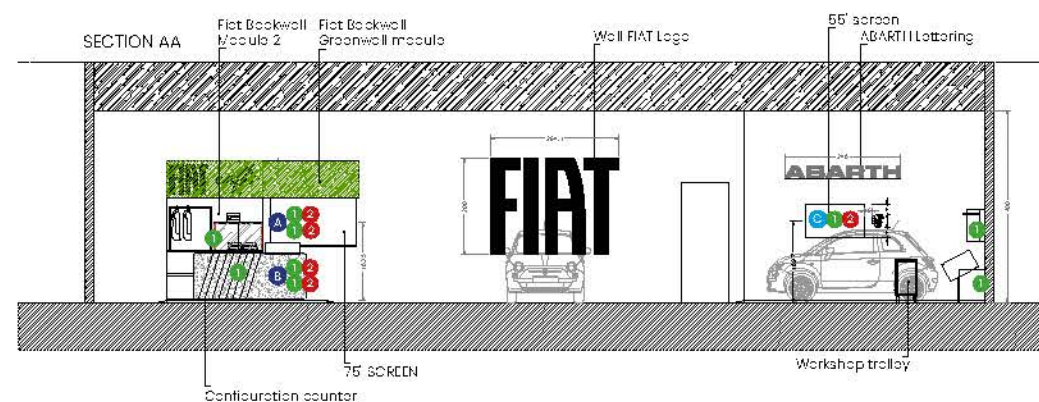
If the screen cannot be wall-mounted please use free-standing mount (monitor holder element).
For electrical and digital connections please refer to **FURNITURE CHAPTER**.

SALES DESK

The number of electrical and network connections depends on the dealer's requirements.



If wooden platform is not applied, then provide connections embedded in the flooring/tiles.



For screens and connections details.

PLEASE REFER TO THE DIGITAL@RETAIL IMPLEMENTATION GUIDELINES

FIAT ABARTH 205sqm SHOWROOM



CEILING & LIGHTING LAYOUT

LUX NEEDED	SHOWROOM
Vehicles	1250 lux (+/- 10%)
Common areas	550 lux (+/- 10%)
Salesman desk	650 lux (+/- 10%)
Merchandise FIAT	450 lux (+/- 10%)
Merchandise ABARTH	200 lux (+/- 10%)
Wall logos	300 lux (+/- 10%)
Sofa area ABARTH	350 lux (+/- 10%)

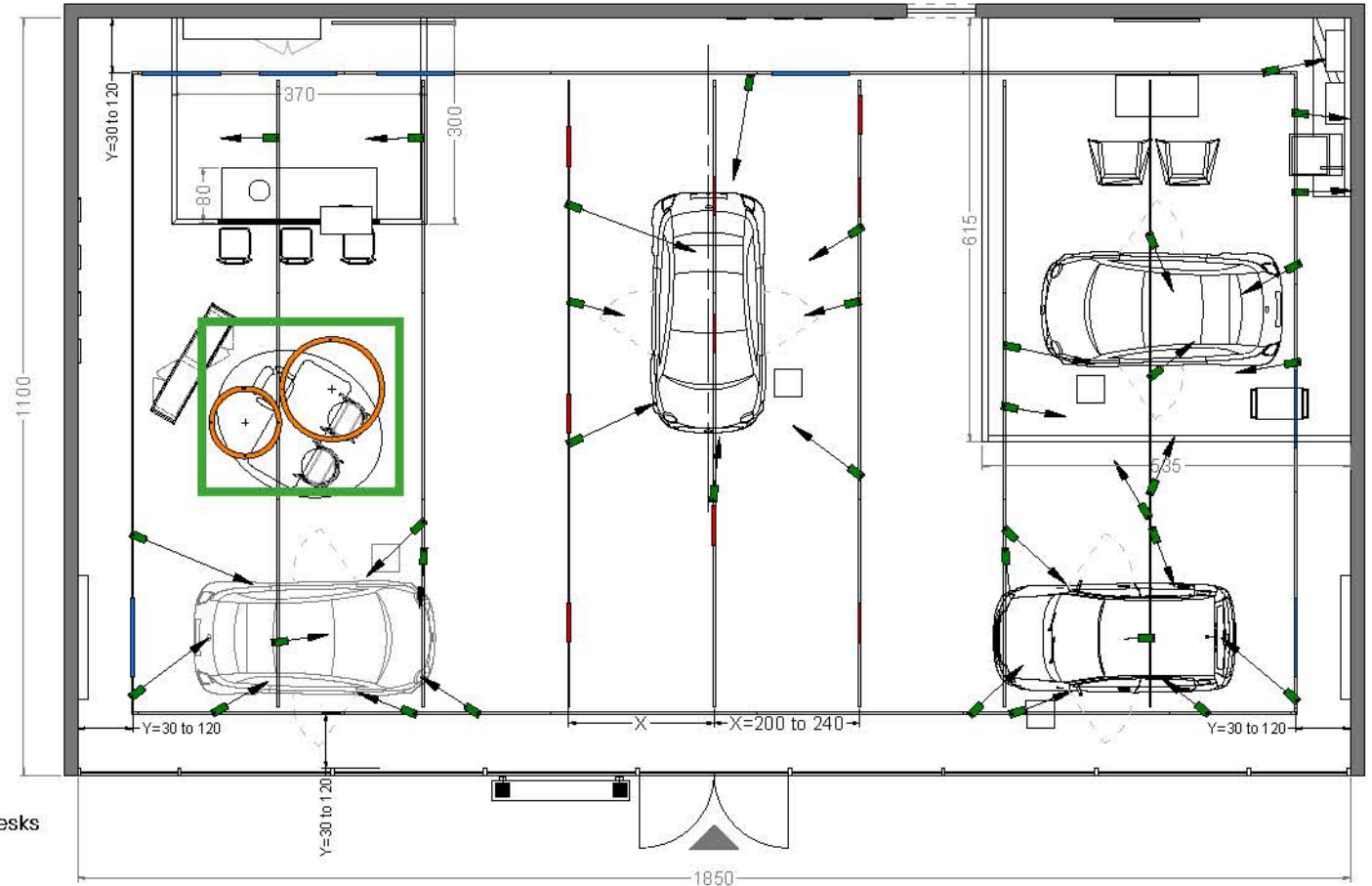
LIGHTING REFERENCES

	SUSPENDED RAIL
	SPOT LIGHT Lao oslabur: 3000K, CRI>90 Power: 28W Beam angle: 45° HC Luminaires luminous flux: 2000 lm Luminaires efficacy: 72 lm/W
	WALL WASHER Lao oslabur: 3000K, CRI>90 Power: 28W Beam angle: Asymmetric Luminaires luminous flux: 3200 lm Luminaires efficacy: 112 lm/W
	LINEAR LIGHT Lao oslabur: 3000K, CRI>90 Power: 30W Beam angle: 110° Luminaires luminous flux: 3100 lm Luminaires efficacy: 97 lm/W

	RYNK LIGHT Ø1520mm Lao oslabur: 3000K, CRI>90 Power: 49W Optics: Soft light prismatic optics (DPT) Luminaires luminous flux: 4700 lm Luminaires efficacy: 96 lm/W
	RYNK LIGHT Ø1520mm Lao oslabur: 3000K, CRI>90 Power: 90W Optics: Soft light prismatic optics (DPT) Luminaires luminous flux: 9100 lm Luminaires efficacy: 94 lm/W

SUGGESTED

When there are fewer than 3 sales desks
1 Rynk Intralighting Kit is suggested



- Check the length of pendants and supply cables - All feeders must be prepared with connection and track - Check ceiling load-bearing capacity in accordance with luminaire weights

FIAT ABARTH 175sqm SHOWROOM



GENERAL LAYOUT

ARCHITECTURAL AMBIENT FINISHES

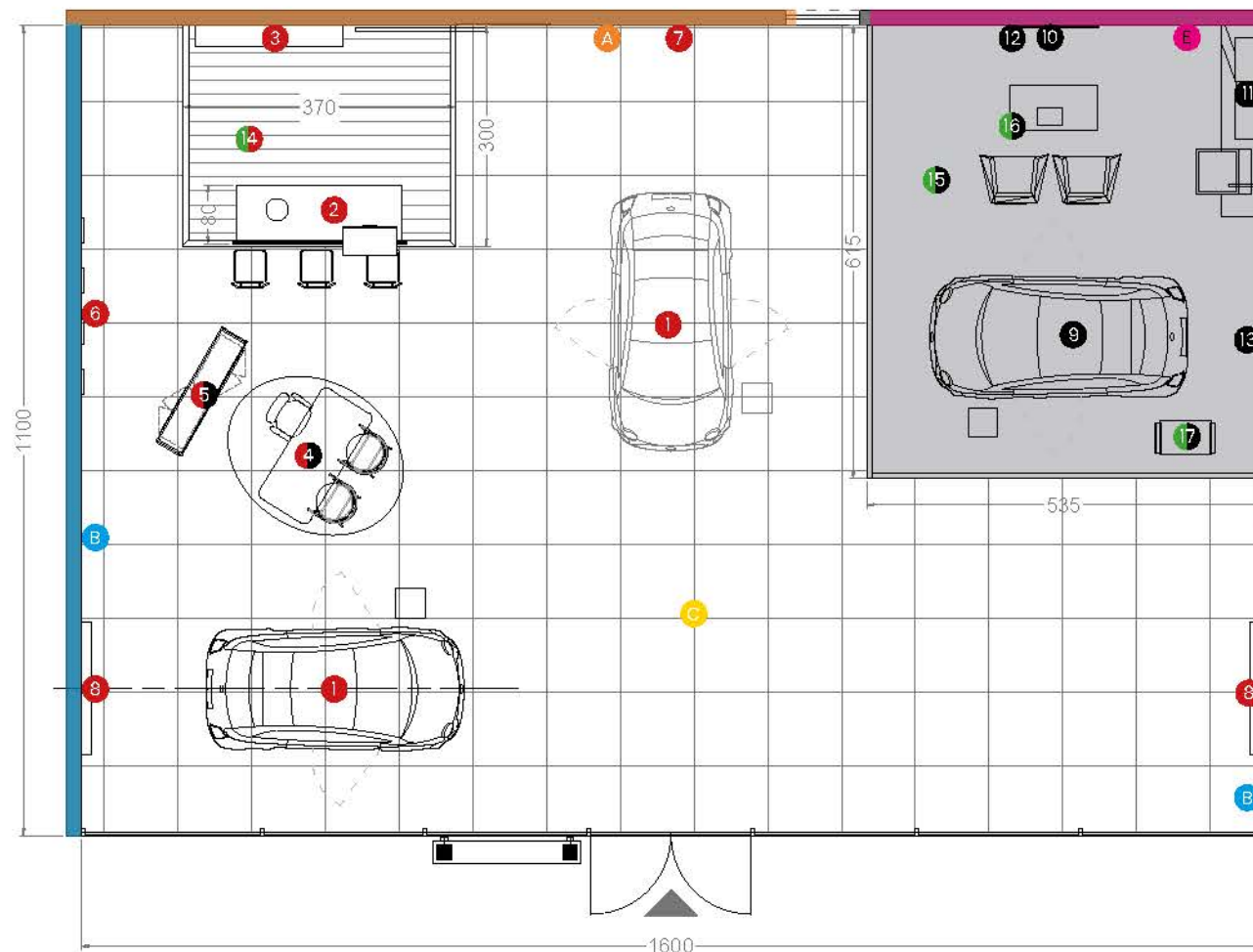
- A WHITE PAINT**
Ref: RAL 9010
- B SAND PAINT**
Ref: RAL 1013
- C GRAY CERAMIC TILES**
Ref.1: GRANITI FIANDRE - Gray Fjord 100x100cm
Ref.2: CASALGRANDE PADANA - Pietre di Sardegna 90x90cm
Ref.3: GRUPPO ROMANI 100x100cm (ST Pearl)
- E SEMYGLOSSY (50%) BLACK PAINT**
Ref: RAL 9011

MANDATORY ELEMENTS

- 1 Vehicle displays**
with Car specification holder
- 2 1x Configurator counter**
with stools, 1x 32" touch
- 3 1x FIAT Backwall**
(Module 2+ Greenwall module)
with display shelves, closed furniture, synthetic green and 1x 75" screen
- 4 1x Sales desk**
with seats and carpets
- 5 1x Sales cabinet**
- 6 1x Graphic Slashes**
- 7 1x Wall FIAT logo**
- 8 1x FIAT Green/1x Red Visual frame**
- 9 Vehicle display**
with Car specification holder
- 10 1x 55" screen**
- 11 1x ABARTH Backwall**
with showcase and shelves
- 12 1x ABARTH Lettering**
- 13 1x ABARTH Scorpion**

SUGGESTED ELEMENTS

- 14 1x Wooden floor**
Ref: Sm'art C00 Polo Club
- 15 1x Black floor**
Ref: Sm'art 3190 Canyon Nero
- 16 1x ABARTH Lounge**
2 x Abarth seats and 1x lounge table, 1x tablet
- 17 1x Workshop Trolley**
with colors chips and trims



GENERAL ELEVATIONS

ARCHITECTURAL AMBIENT FINISHES

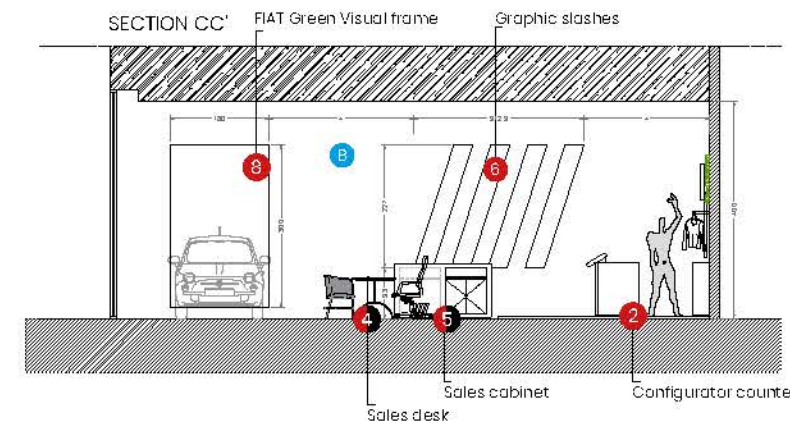
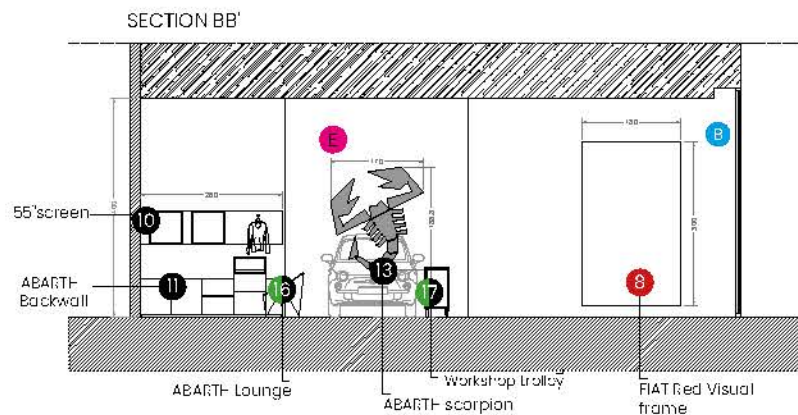
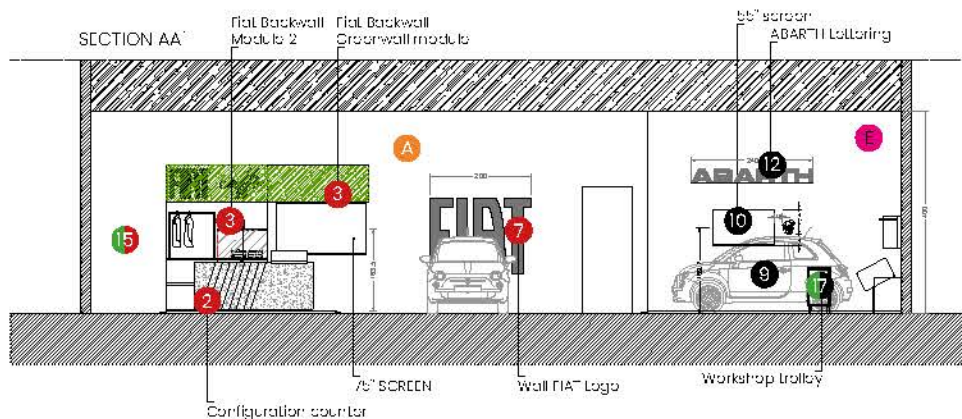
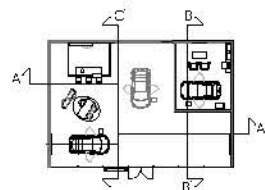
- A WHITE PAINT**
Ref: RAL 9010
- B SAND PAINT**
Ref: RAL 1013
- C GRAY CERAMIC TILES**
Ref.1: GRANITI FIANDRE - Gray Fjord 100x100cm
Ref.2: CASALGRANDE PADANA - Pietre di Sardegna 90x90cm
Ref.3: GRUPPO ROMANI 100x100cm (ST Pearl)
- E SEMYGLOSSY (50%) BLACK PAINT**
Ref: RAL 9011

MANDATORY ELEMENTS

- 1 Vehicle displays**
with Car specification holder
- 2 1x Configurator counter**
with stools, 1x 32" touch
- 3 1x FIAT Backwall**
(Module 2+Greenwall module)
with display shelves, closed furniture,
synthetic green and 1x 75" screen
- 4 1x Sales desk**
with seats and carpets
- 5 1x Sales cabinet**
- 6 1x Graphic Slashes**
- 7 1x Wall FIAT logo**
- 8 1x FIAT Green/1x Red Visual frame**
- 9 Vehicle display**
with Car specification holder
- 10 1x 55" screen**
- 11 1x ABARTH Backwall**
with showcase and shelves
- 12 1x ABARTH Lettering**
- 13 1x ABARTH Scorpion**

SUGGESTED ELEMENTS

- 14 1x Wooden floor**
Ref: Sm'art C00 Polo Club
- 15 1x Black floor**
Ref: Sm'art 3190 Canyon Nero
- 16 1x ABARTH Lounge**
2x Abarth seats and 1x
lounge table, 1x tablet
- 17 1x Workshop Trolley**
with colors chips and trims



FIAT ABARTH 175sqm SHOWROOM



FIAT

For screens and connections details.

PLEASE REFER TO THE DIGITAL@RETAIL IMPLEMENTATION GUIDELINES

ELECTRICAL AND DIGITAL LAYOUT

ELECTRICAL AND DIGITAL CONNECTIONS

- 1 Electrical connection
- 2 Net connection
- HDMI (under floor)
- - - RS 232 (under floor)

FIAT SCREENS

- A SALES SCREEN: 75" screen
- B CONFIGURATOR SCREEN: 32" touchscreen
Always in front of the A screen

ABARTH SCREENS

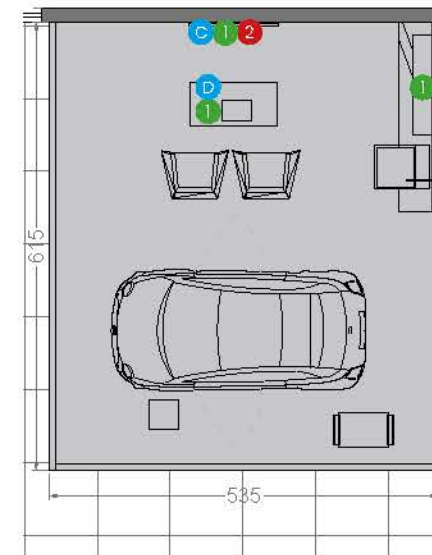
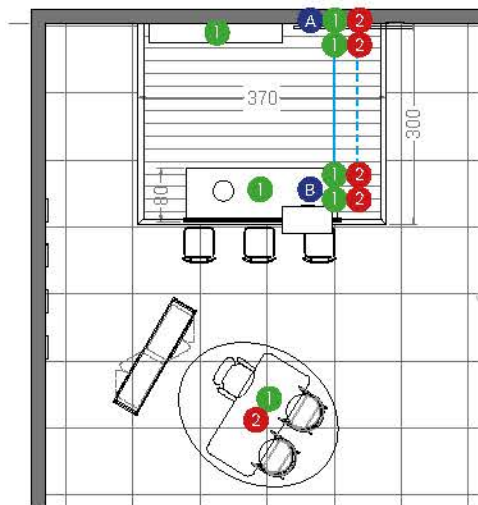
- C SALES SCREEN: 55" screen
- D Tablet 13"
Always in front of the C screen

ABARTH MONITOR HOLDER ALTERNATIVE SOLUTION

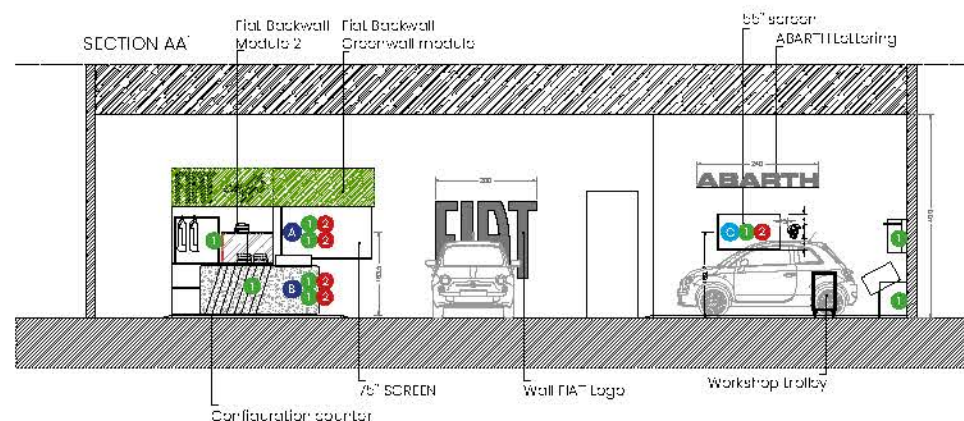
If the screen cannot be wall-mounted please use free-standing mount (monitor holder element).
For electrical and digital connections please refer to **FURNITURE CHAPTER**.

SALES DESK

The number of electrical and network connections depends on the dealer's requirements.



If wooden platform is not applied, then provide connections embedded in the flooring/tiles.



FIAT ABARTH 175sqm SHOWROOM



CEILING & LIGHTING LAYOUT

LUX NEEDED	SHOWROOM
Vehicles	1250 lux (+/- 10%)
Common areas	550 lux (+/- 10%)
Salesman desk	650 lux (+/- 10%)
Merchandise FIAT	450 lux (+/- 10%)
Merchandise ABARTH	200 lux (+/- 10%)
Wall logos	300 lux (+/- 10%)
Sofa area ABARTH	350 lux (+/- 10%)

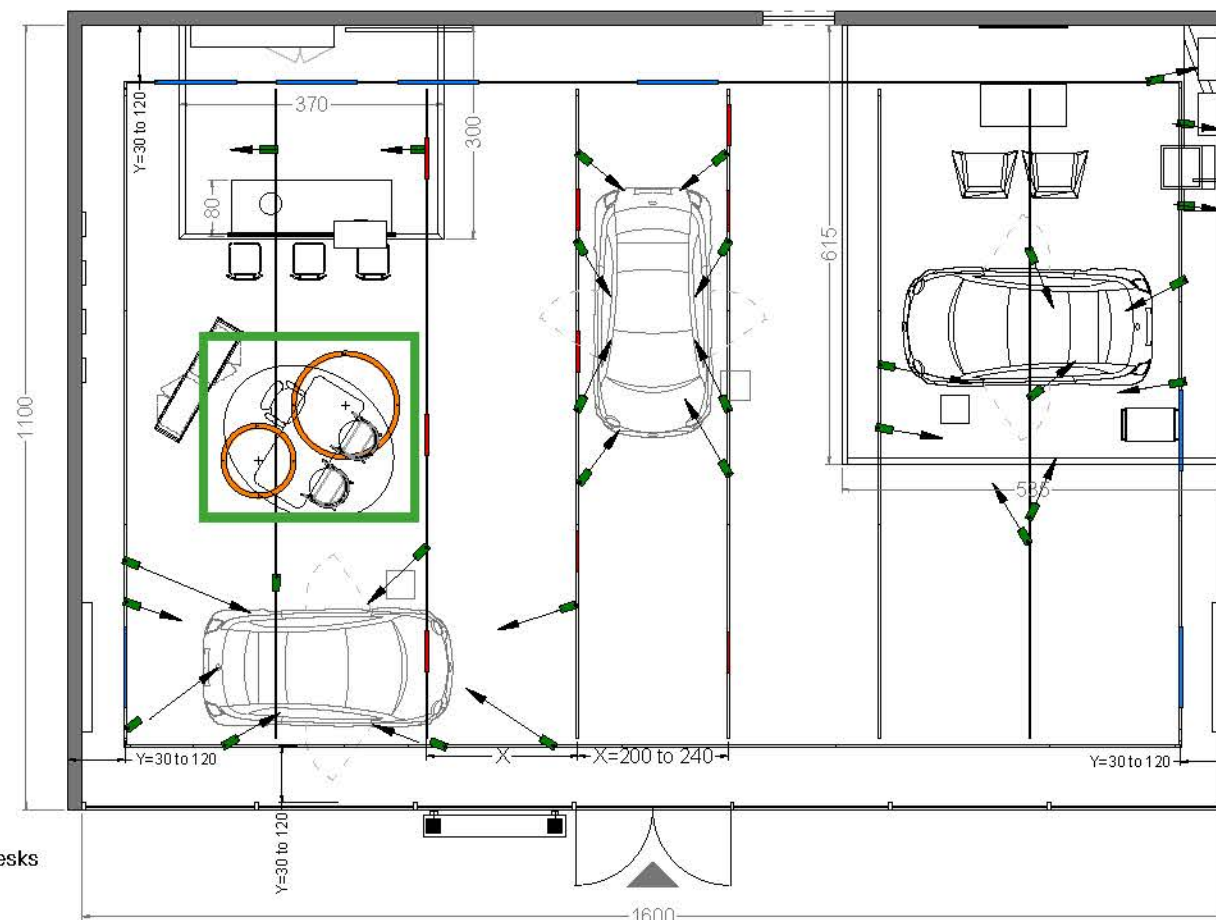
LIGHTING REFERENCES

	SUSPENDED RAIL
	SPOT LIGHT Lamp colour: 3000K, CRI>90 Power: 28W Beam angle: 43° HC Luminaire luminous flux: 2000 lm Luminaire efficacy: 72 lm/W
	WALL WASHER Lamp colour: 3000K, CRI>90 Power: 28W Beam angle: Asymmetric Luminaire luminous flux: 3200 lm Luminaire efficacy: 112 lm/W
	LINEAR LIGHT Lamp colour: 3000K, CRI>90 Power: 32W Beam angle: 110° Luminaire luminous flux: 3100 lm Luminaire efficacy: 97 lm/W

 Weight 1,90kg four pendants. The height from the ground is 2.5m.	RYNK LIGHT Ø1520mm Lamp colour: 3000K, CRI>90 Power: 49W Optics: Soft light prismatic optics (DPT) Luminaire luminous flux: 4700 lm Luminaire efficacy: 95 lm/W
 Weight 5,30kg four pendants. The height from the ground is 2.5m.	RYNK LIGHT Ø1520mm Lamp colour: 3000K, CRI>90 Power: 33W Optics: Soft light prismatic optics (DPT) Luminaire luminous flux: 3100 lm Luminaire efficacy: 94 lm/W

SUGGESTED

When there are fewer than 3 sales desks
1 Rynk Intralighting Kit is suggested



- Check the length of pendants and supply cables - All feeders must be prepared with connection and track - Check ceiling load-bearing capacity in accordance with luminaire weights

FIAT ABARTH 125sqm SHOWROOM



FIAT ABARTH 125sqm SHOWROOM



GENERAL LAYOUT

ARCHITECTURAL AMBIENT FINISHES

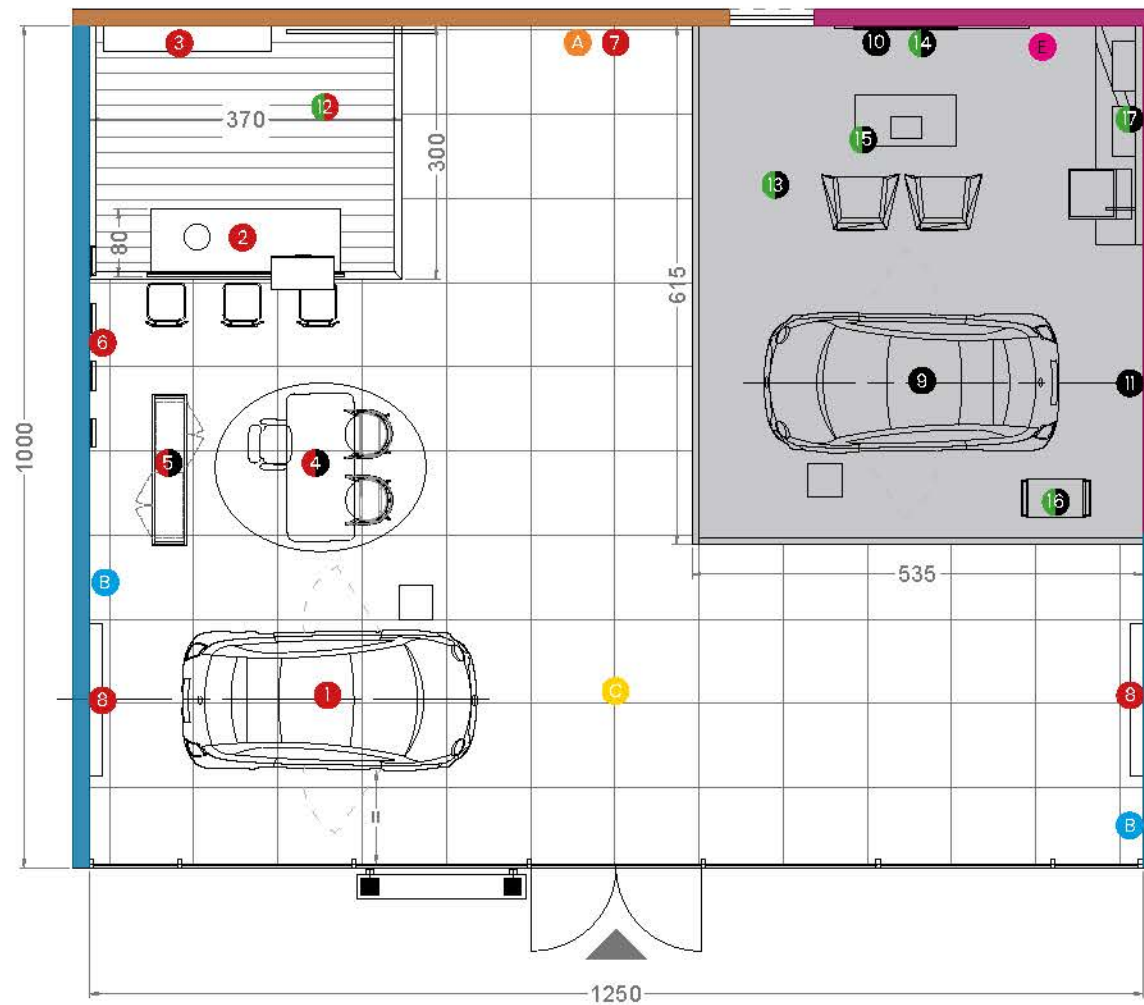
- A WHITE PAINT**
Ref: RAL 9010
- B SAND PAINT**
Ref: RAL 1013
- C GRAY CERAMIC TILES**
Ref.1: GRANITI FIANDRE - Gray Fjord 100x100cm
Ref.2: CASALGRANDE PADANA - Pietre di Sardegna 90x90cm
Ref.3: GRUPPO ROMANI 100x100cm (ST Pearl)
- E SEMYGLOSSY (50%) BLACK PAINT**
Ref: RAL 9011

MANDATORY ELEMENTS

- 1 Vehicle displays**
with Car specification holder
- 2 1x Configurator counter**
with stools, 1x 32" touch
- 3 1x FIAT Backwall**
(Module 2+ Greenwall module)
with display shelves, closed furniture,
synthetic green and 1x 75" screen
- 4 1x Sales desk**
with seats and carpets
- 5 1x Sales cabinet**
- 6 1x Graphic Slashes**
- 7 1x Wall FIAT logo**
- 8 1x FIAT Green/1x Red Visual frame**
- 9 Vehicle display**
with Car specification holder
- 10 1x ABARTH Lettering**
- 11 1x ABARTH Scorpion**

SUGGESTED ELEMENTS

- 12 1x Wooden floor**
Ref: Sm'art C00 Polo Club
- 13 1x Black floor**
Ref: Sm'art 3190 Canyon Nero
- 14 1x 55" screen**
- 15 1x ABARTH Lounge**
2x Abarth seats and 1x lounge
table, 1x tablet
- 16 1x Workshop Trolley**
with colors chips and trims
- 17 1x ABARTH Backwall**
with showcase and shelves



GENERAL ELEVATIONS

ARCHITECTURAL AMBIENT FINISHES

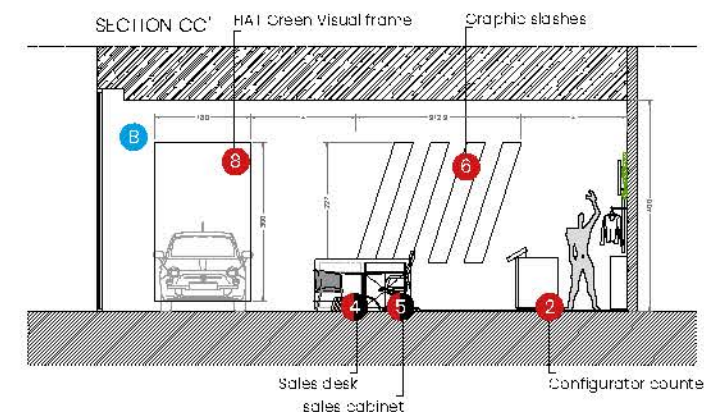
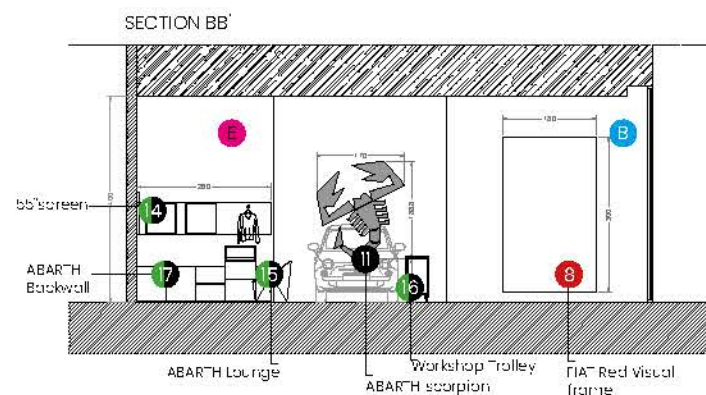
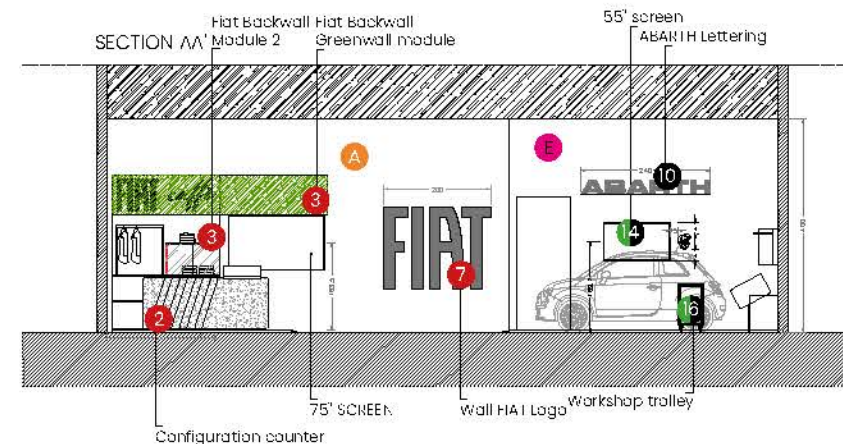
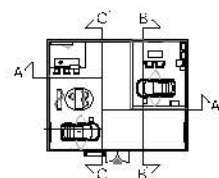
- A WHITE PAINT**
Ref: RAL 9010
- B SAND PAINT**
Ref: RAL 1013
- C GRAY CERAMIC TILES**
Ref.1: GRANITI FIANDRE - Gray Fjord 100x100cm
Ref.2: CASALGRANDE PADANA - Pietre di Sardegna 90x90cm
Ref.3: GRUPPO ROMANI 100x100cm (ST Pearl)
- E SEMYGLOSSY (50%) BLACK PAINT**
Ref: RAL 9011

MANDATORY ELEMENTS

- 1 Vehicle displays**
with Car specification holder
- 2 1x Configurator counter**
with stools, 1x 32" touch
- 3 1x FIAT Backwall**
(Module 2+Greenwall module)
with display shelves, closed furniture,
synthetic green and 1x 75" screen
- 4 1x Sales desk**
with seats and carpets
- 5 1x Sales cabinet**
- 6 1x Graphic Slashes**
- 7 1x Wall FIAT logo**
- 8 1x FIAT Green/1x Red Visual frame**
- 9 Vehicle display**
with Car specification holder
- 10 1x ABARTH Lettering**
- 11 1x ABARTH Scorpion**

SUGGESTED ELEMENTS

- 12 1x Wooden floor**
Ref: Sm'art C00 Polo Club
- 13 1x Black floor**
Ref: Sm'art 3190 Canyon Nero
- 14 1x 55" screen**
- 15 1x ABARTH Lounge**
2x Abarth seats and 1x lounge
table, 1x tablet
- 16 1x Workshop Trolley**
with colors chips and trims
- 17 1x ABARTH Backwall**
with showcase and shelves



FIAT ABARTH 125sqm SHOWROOM



FIAT

For screens and connections details.

PLEASE REFER TO THE DIGITAL@RETAIL IMPLEMENTATION GUIDELINES

ELECTRICAL AND DIGITAL LAYOUT

ELECTRICAL AND DIGITAL CONNECTIONS

- 1 Electrical connection
- 2 Net connection
- HDMI (under floor)
- - - RS 232 (under floor)

FIAT SCREENS

- A SALES SCREEN: 75" screen
- B CONFIGURATOR SCREEN: 32" touchscreen
Always in front of the A screen

ABARTH SCREENS

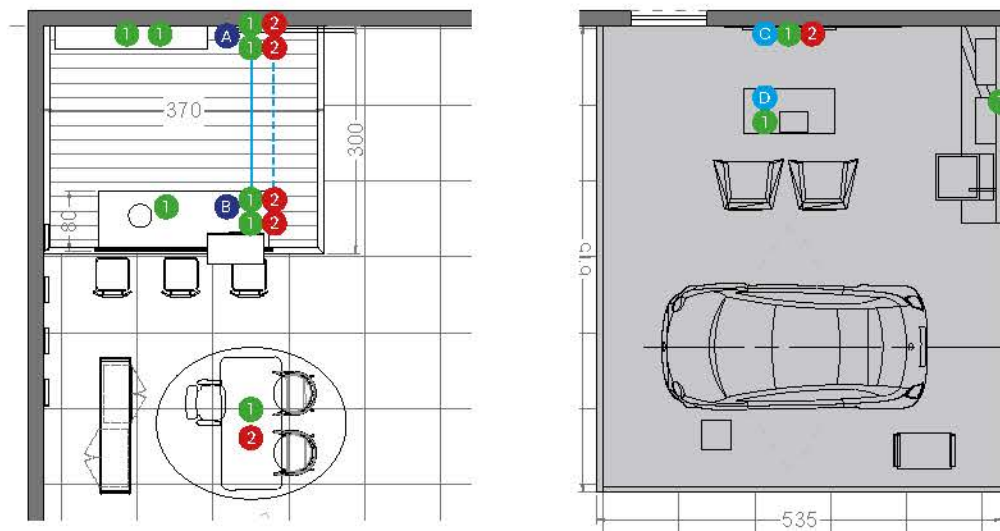
- C SALES SCREEN: 55" screen
- D Tablet 13"
Always in front of the C screen

ABARTH MONITOR HOLDER ALTERNATIVE SOLUTION

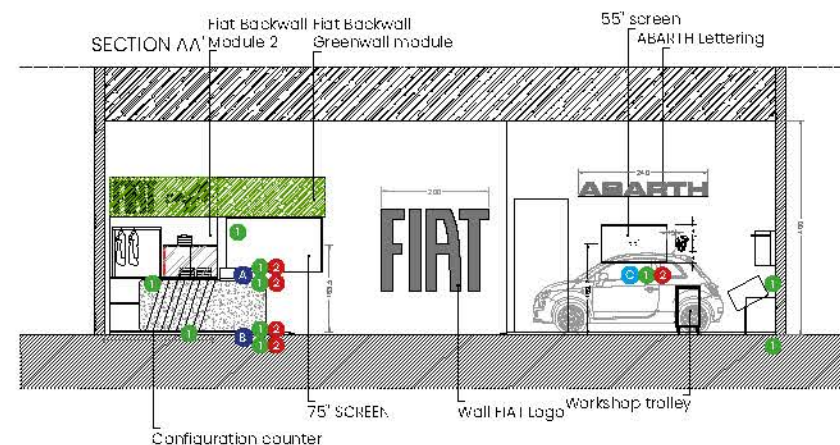
If the screen cannot be wall-mounted please use free-standing mount (monitor holder element).
For electrical and digital connections please refer to **FURNITURE CHAPTER**.

SALES DESK

The number of electrical and network connections depends on the dealer's requirements.



If wooden platform is not applied, then provide connections embedded in the flooring/tiles.



FIAT ABARTH 125sqm SHOWROOM



CEILING & LIGHTING LAYOUT

LUX NEEDED	SHOWROOM
Vehicles	1250 lux (+/- 10%)
Common areas	550 lux (+/- 10%)
Salesman desk	650 lux (+/- 10%)
Merchandise FIAT	450 lux (+/- 10%)
Merchandise ABARTH	200 lux (+/- 10%)
Wall logos	300 lux (+/- 10%)
Sofa area ABARTH	350 lux (+/- 10%)

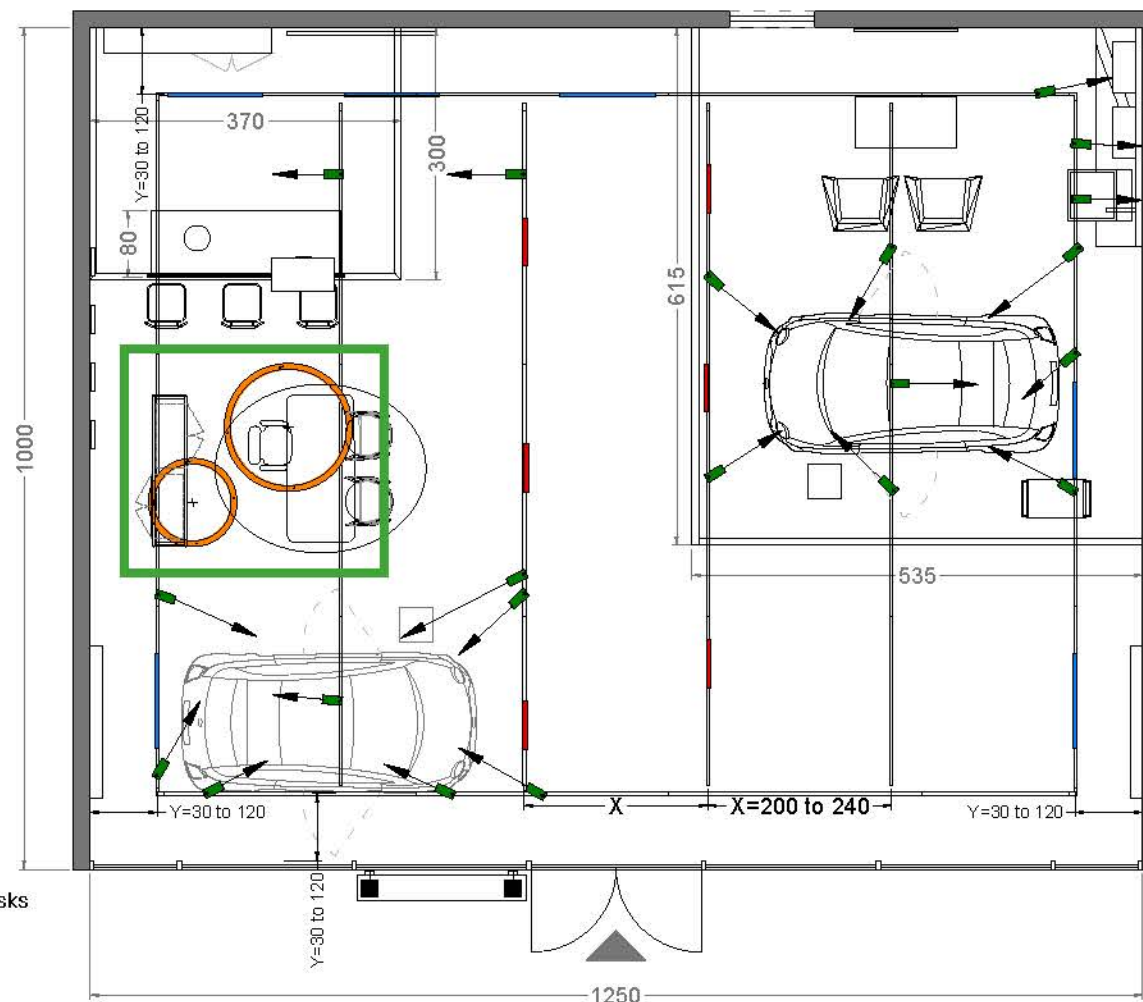
LIGHTING REFERENCES

	SUSPENDED RAIL
	SPOT LIGHT Lamp colour: 3000K, CRI>90 Power: 28W Beam angle: 45° HC Luminaire luminous flux: 2000 lm Luminaire efficacy: 72 lm/W
	WALL WASHER Lamp colour: 3000K, CRI>90 Power: 28W Beam angle: Asymmetric Luminaire luminous flux: 3200 lm Luminaire efficacy: 112 lm/W
	LINEAR LIGHT Lamp colour: 3000K, CRI>90 Power: 32W Beam angle: 110° Luminaire luminous flux: 3100 lm Luminaire efficacy: 97 lm/W

 Weight 1,90kg four pendants. The height from the ground is 2.5m.	RYNK LIGHT Ø1520mm Lamp colour: 3000K, CRI>90 Power: 49W Optics: Soft light prismatic optics (DPT) Luminaire luminous flux: 4700 lm Luminaire efficacy: 95 lm/W
 Weight 5,30kg four pendants. The height from the ground is 2.5m.	RYNK LIGHT Ø1520mm Lamp colour: 3000K, CRI>90 Power: 39W Optics: Soft light prismatic optics (DPT) Luminaire luminous flux: 3100 lm Luminaire efficacy: 84 lm/W

SUGGESTED

When there are fewer than 3 sales desks
1 Rynk Intralighting Kit is suggested



- Check the length of pendants and supply cables - All feeders must be prepared with connection and track - Check ceiling load-bearing capacity in accordance with luminaire weights



10 DELIVERY AREA

STAND ALONE FIAT ABARTH



RECOMMENDATION 1
EXPOSED CEILING OR GYPSUM CEILING

RAL 9011



ALTERNATIVE SOLUTION
METAL MESH OR WOOD WOOL PANEL

RAL 9011 Opening 80%

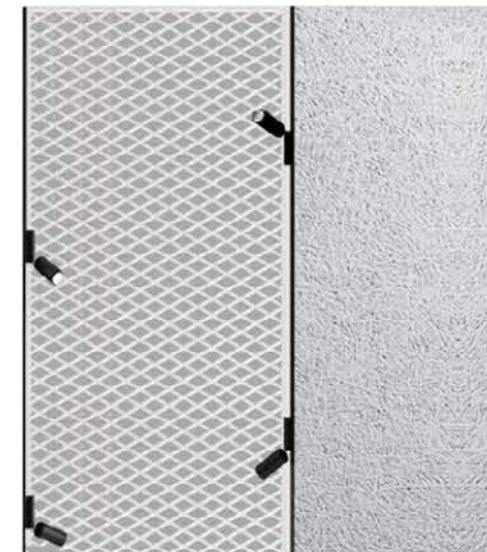
Ref: Knauf Organic
D/VK-10
Fibre thickness: 1mm
Min dimension:
60 x 120cm
RAL 9011

MULTIBRAND FIAT ABARTH



RECOMMENDATION 1
EXPOSED CEILING OR GYPSUM CEILING

RAL 7047



ALTERNATIVE SOLUTION
METAL MESH OR WOOD WOOL PANEL

RAL 7047 Opening 80%

Ref: Knauf Organic
D/VK-10
Fibre thickness: 1mm
Min dimension:
60 x 120cm
RAL 7047

GENERAL LAYOUT

ARCHITECTURAL AMBIENT FINISHES

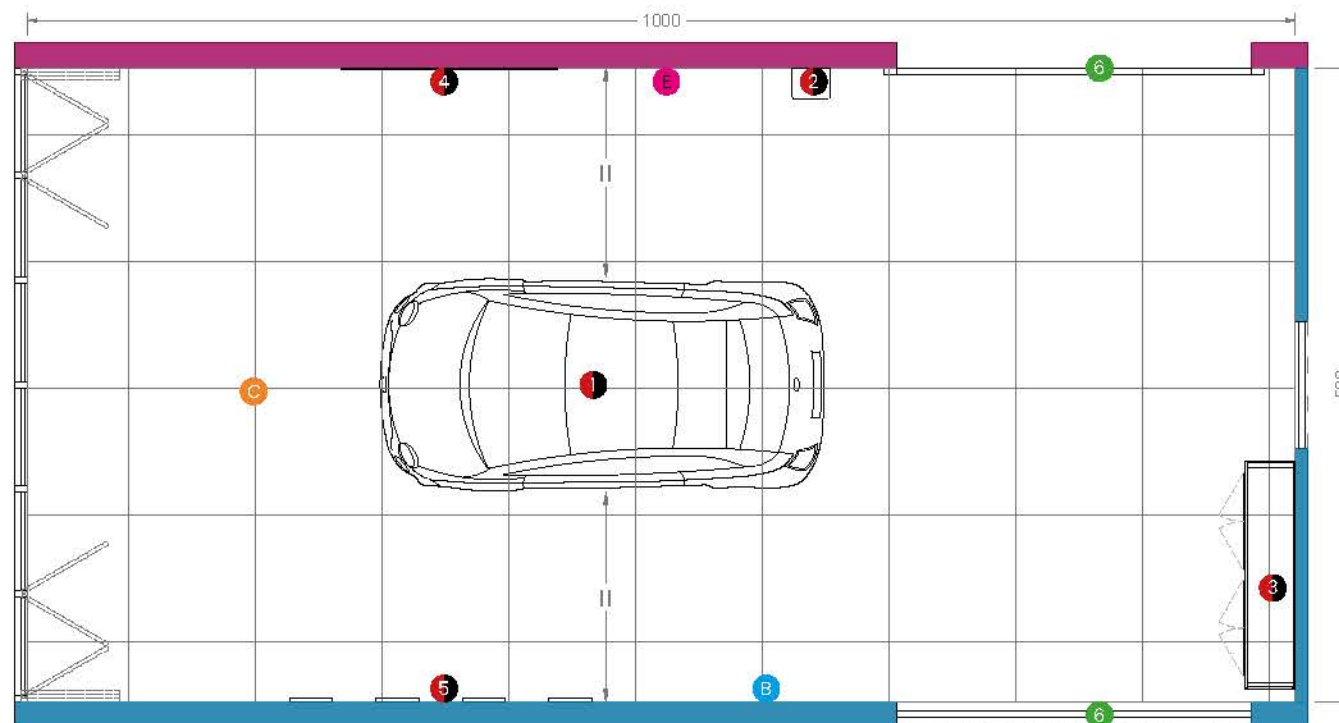
- B SAND PAINT**
Ref: RAL 1013
- C GRAY CERAMIC TILES**
Ref.1: GRANITI FIANDRE
Gray Fjord 100x100cm
Ref.2: CASALGRANDE PADANA
Pietre di Sardegna 90x90cm
Ref.3: GRUPPO ROMANI
100x100cm (ST Pearl)
- E SEMYGLOSSY (50%) BLACK PAINT**
Ref: RAL 9011

MANDATORY ELEMENTS

- 1** 1x Vehicle display
- 2** 1x Charging station (based on LEV roll out plan)
- 3** 1x Delivery cabinet
- 4** 1x Delivery scorpion logo
- 5** 1x Graphic slashes

SUGGESTED ELEMENTS

- 6** 1x sliding door
(this element can be used if necessary to ensure the flow of vehicles)



GENERAL ELEVATIONS

ARCHITECTURAL AMBIENT FINISHES

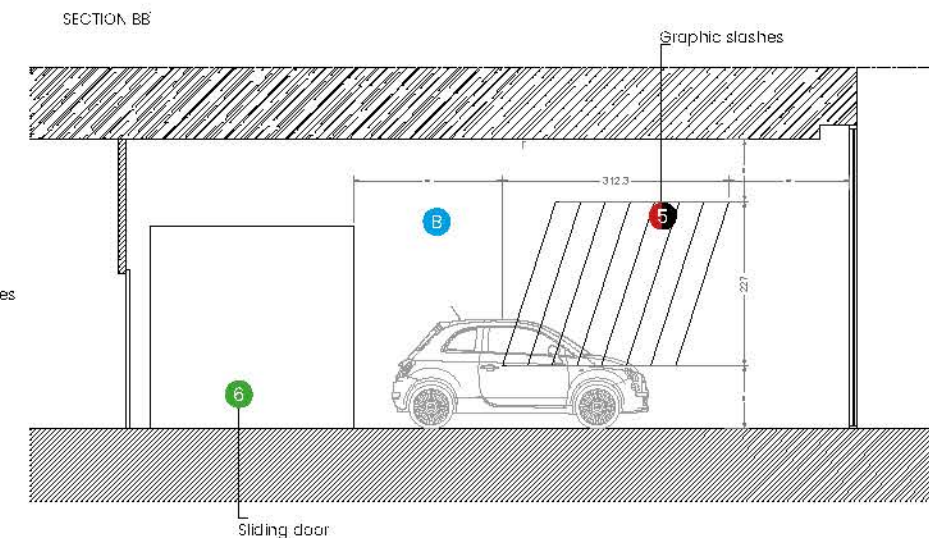
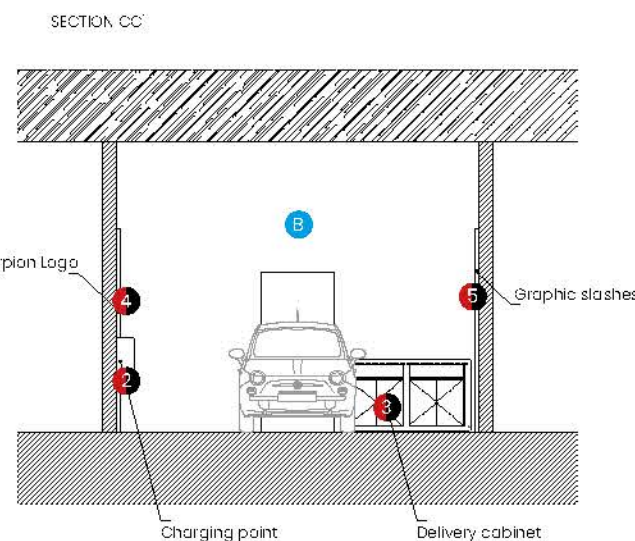
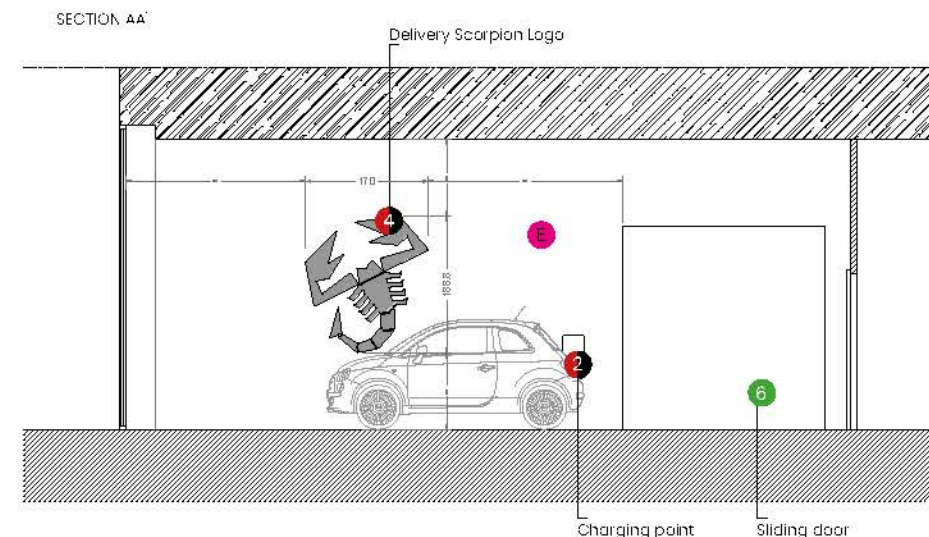
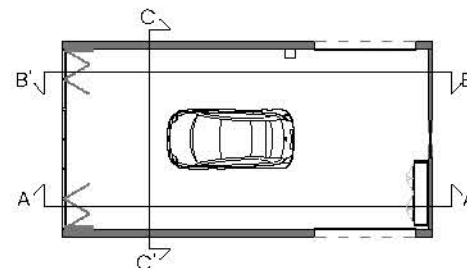
- B SAND PAINT**
Ref: RAL 1013
- E SEMYGLOSSY (50%) BLACK PAINT**
Ref: RAL 9011
- C GRAY CERAMIC TILES**
Ref.1: GRANITI FIANDRE
Gray Fjord 100x100cm
Ref.2: CASALGRANDE PADANA
Pietre di Sardegna 90x90cm
Ref.3: GRUPPO ROMANI
100x100cm (ST Pearl)

MANDATORY ELEMENTS

- 1 x Vehicle displays
- 2 x Charging station (based on LEV roll out plan)
- 3 x Delivery cabinet
- 4 x Delivery scorpion logo
- 5 x Graphic slashes

SUGGESTED ELEMENTS

- 6 1x sliding door
(this element can be used if necessary to ensure the flow of vehicles)

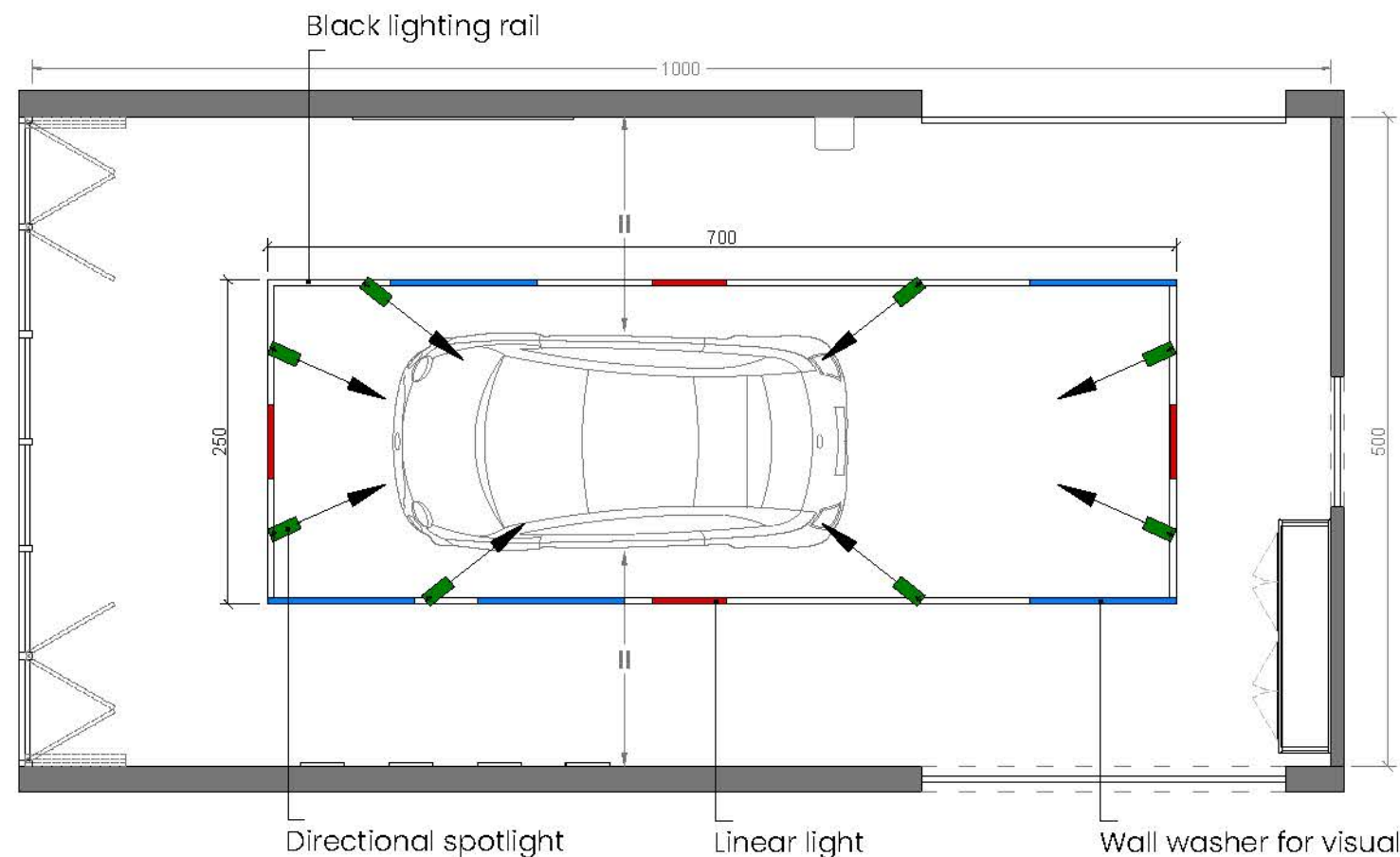


CEILING & LIGHTING LAYOUT

LUX NEEDED	SHOWROOM
Vehicles	1250 lux (+/- 10%)
Common areas	550 lux (+/- 10%)
Salesman desk	550 lux (+/- 10%)
Merchandise FIAT	450 lux (+/- 10%)
Merchandise ABARTH	200 lux (+/- 10%)
Wall logos	300 lux (+/- 10%)
Sofa area ABARTH	350 lux (+/- 10%)

LIGHTING REFERENCES

	SUSPENDED RAIL
	SPOT LIGHT Led colour: 3000K, CRI>90 Power: 28W Beam angle: 45° HC Luminaire luminous flux: 2000 lm Luminaire efficacy: 72 lm/W
	WALL WASHER Led colour: 3000K, CRI>90 Power: 28W Beam angle: Asymmetric Luminaire luminous flux: 3600 lm Luminaire efficacy: 118 lm/W
	LINEAR LIGHT Led colour: 3000K, CRI>90 Power: 32W Beam angle: 110° Luminaire luminous flux: 3100 lm Luminaire efficacy: 97 lm/W

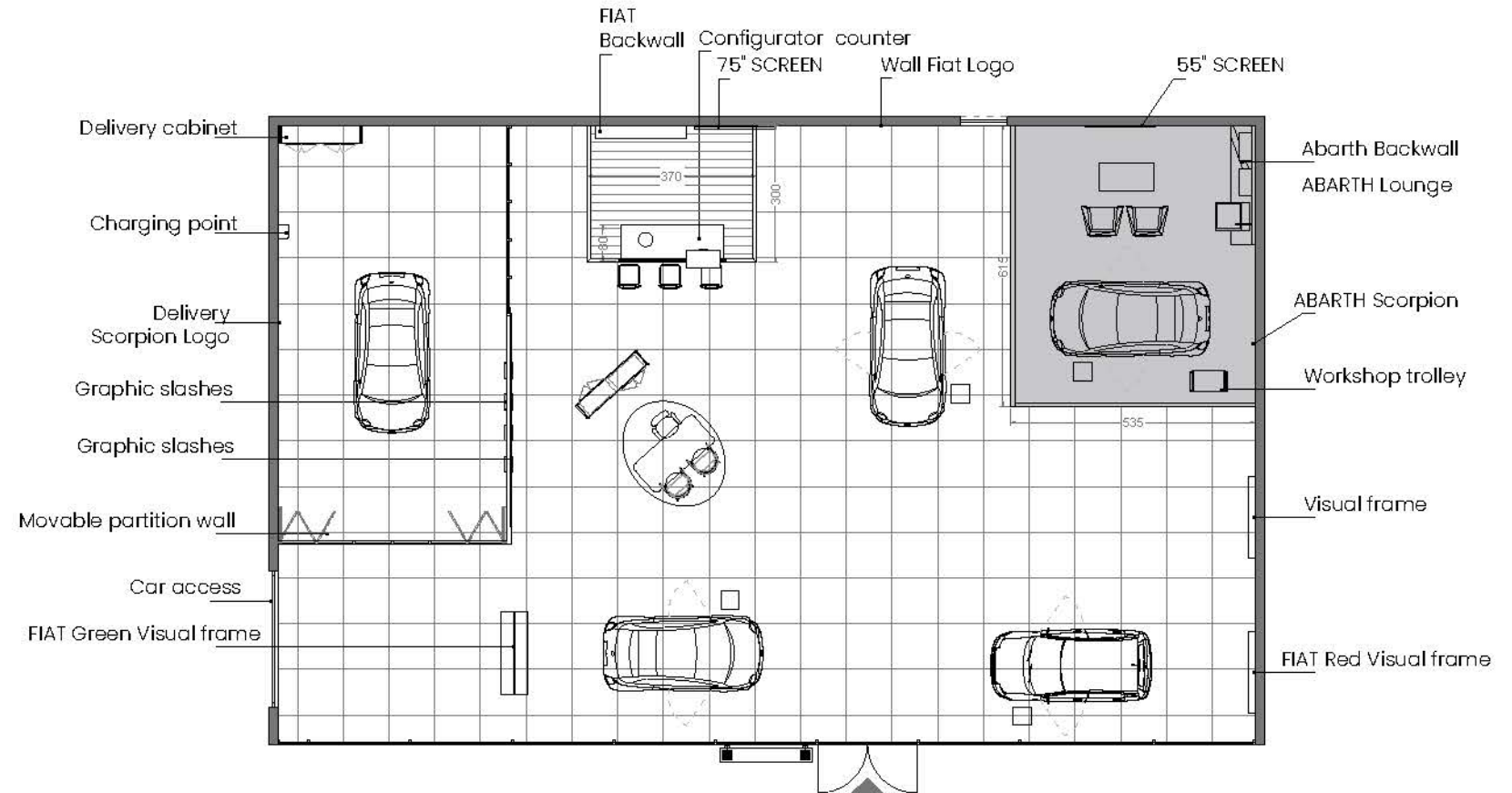


- Check the length of pendants and supply cables - All feeders must be prepared with connection and track - Check ceiling load-bearing capacity in accordance with luminaire weights

GENERAL LAYOUT

When there is no dedicated space, the vehicle delivery area is placed inside the showroom.

The location must be immediately next to the vehicle access/exit.





11 AFTERSALES

- For mono LCV Stellantis Brand "LCV & SMALL REPAIRER SHOP guideline" shall apply.
- For multi-LCV Stellantis Brand "LCV & SMALL REPAIRER SHOP guideline" shall apply.
- For SMALL REPAIRER SHOP "LCV & SMALL REPAIRER SHOP guideline" shall apply.
- In case of repairer Passenger Car and LCV, out of SMALL REPAIRER SHOP*, refer to the Brand Corporate Identity Book and Stellantis Multibrand Guidelines (SBH) in case of more than one Stellantis brand.

*SMALL REPAIRER SHOP is a repair shop less than 360m² in size, has a single workshop entrance and one or more Stellantis Light Commercial Vehicle agreements and one or more Stellantis Mainstream Passenger Car brand (Fiat/Citroen/ Peugeot/ Opel-Vauxhall).

STAND ALONE FIAT ABARTH



RECOMMENDATION 1
EXPOSED CEILING OR GYPSUM CEILING

RAL 9011



ALTERNATIVE SOLUTION
METAL MESH OR WOOD WOOL PANEL

RAL 9011 Opening 80%

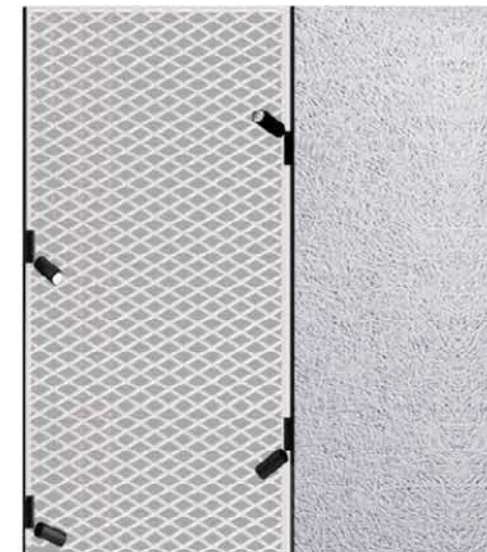
Ref: Knauf Organic
D/VK-10
Fibre thickness: 1mm
Min dimension:
60 x 120cm
RAL 9011

MULTIBRAND FIAT ABARTH



RECOMMENDATION 1
EXPOSED CEILING OR GYPSUM CEILING

RAL 7047



ALTERNATIVE SOLUTION
METAL MESH OR WOOD WOOL PANEL

RAL 7047 Opening 80%

Ref: Knauf Organic
D/VK-10
Fibre thickness: 1mm
Min dimension:
60 x 120cm
RAL 7047

GENERAL LAYOUT

ARCHITECTURAL AMBIENT FINISHES

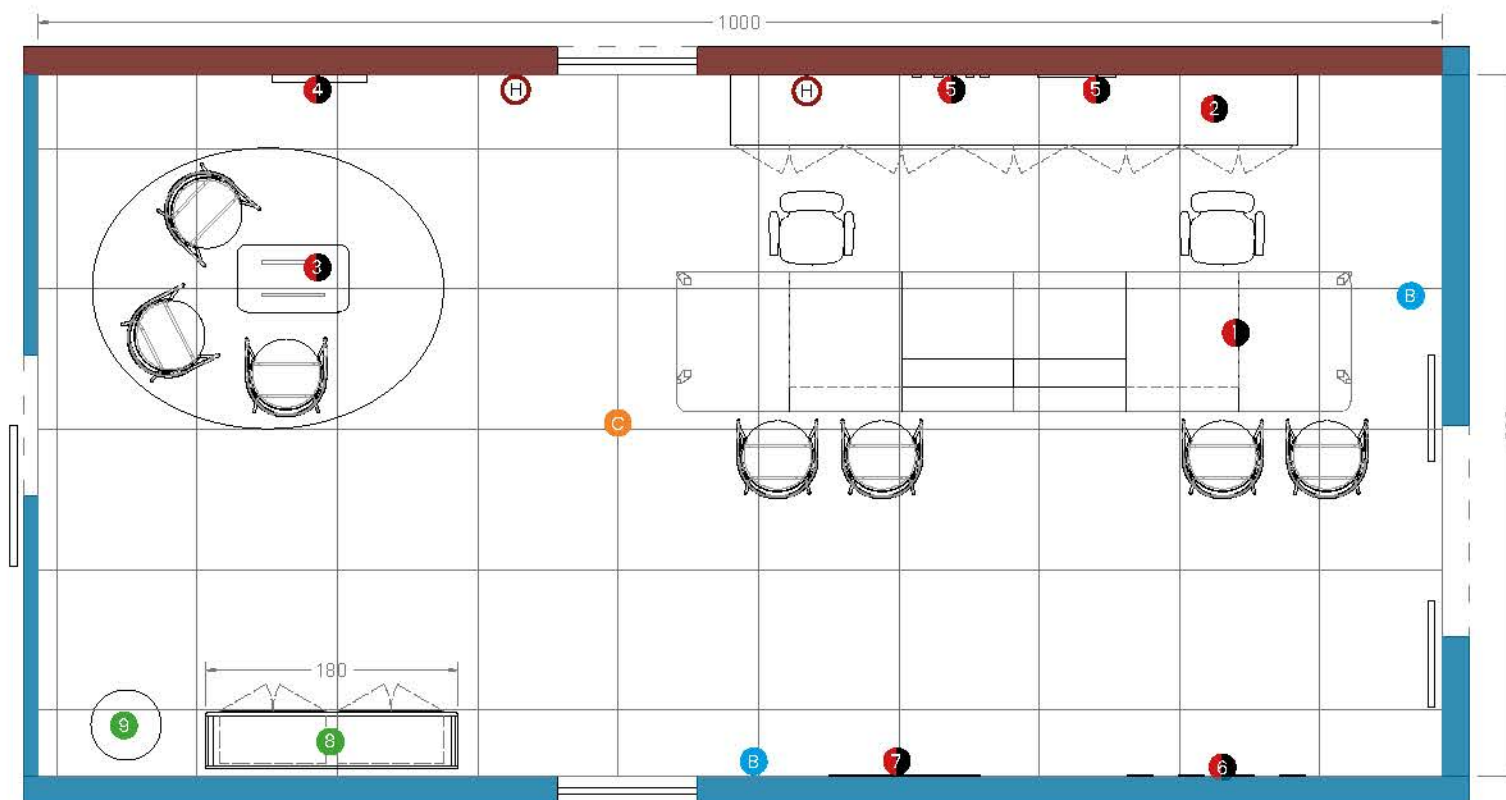
- B SAND PAINT**
Ref: RAL 1013
- C GRAY CERAMIC TILES**
Ref.1: GRANITI FIANDRE
Gray Fjord 100x100cm
Ref.2: CASALGRANDE PADANA
Pietre di Sardegna 90x90cm
Ref.3: GRUPPO ROMANI 100x100cm
(ST Pearl)
- H SEMYGLOSSY (50%) RED PAINT**
Ref: RAL 3020

MANDATORY ELEMENTS

- 1 Reception desk**
- 3 1 x Reception cabinet**
- 3 1 x Waiting area**
- 4 1 x Aftersales screen 55"**
- 5 1 x Backwall logo for each Brand**
- 6 1 x AFS 4 slashes**
- 7 1 x AFS Scorpion logo**

SUGGESTED ELEMENTS

- 8 1 x Delivery cabinet**
- 9 1 x Water dispenser**



GENERAL ELEVATIONS

ARCHITECTURAL AMBIENT FINISHES

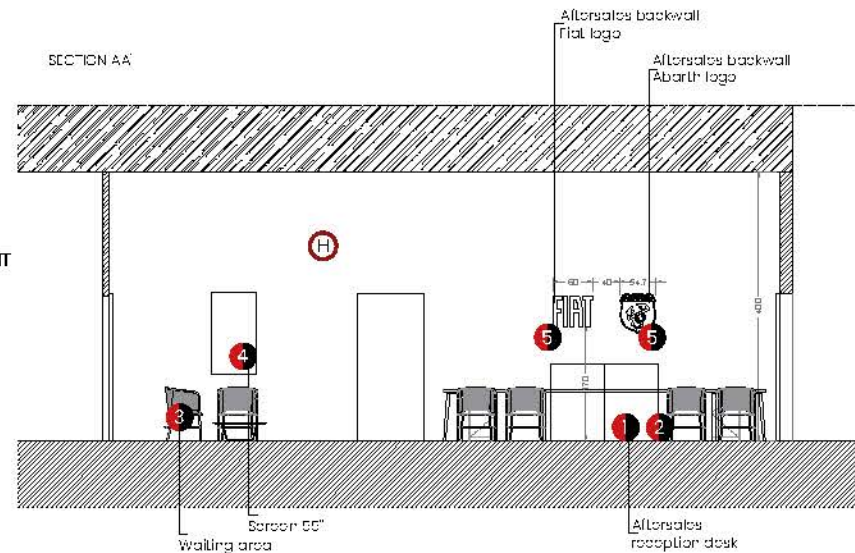
- B SAND PAINT**
Ref: RAL 1013
- C GRAY CERAMIC TILES**
Ref.1: GRANITI FIANDRE
Gray Fjord 100x100cm
Ref.2: CASALGRANDE PADANA
Pietre di Sardegna 90x90cm
Ref.3: GRUPPO ROMANI 100x100cm
(ST Pearl)
- H SEMYGLOSSY (50%) RED PAINT**
Ref: RAL 3020

MANDATORY ELEMENTS

- 1 Reception desk
- 3 1x Reception cabinet
- 3 1x Waiting area
- 4 1x Aftersales screen 55"
- 5 1x Backwall logo for each Brand
- 6 1x AFS 4 slashes
- 7 1x AFS Scorpion logo

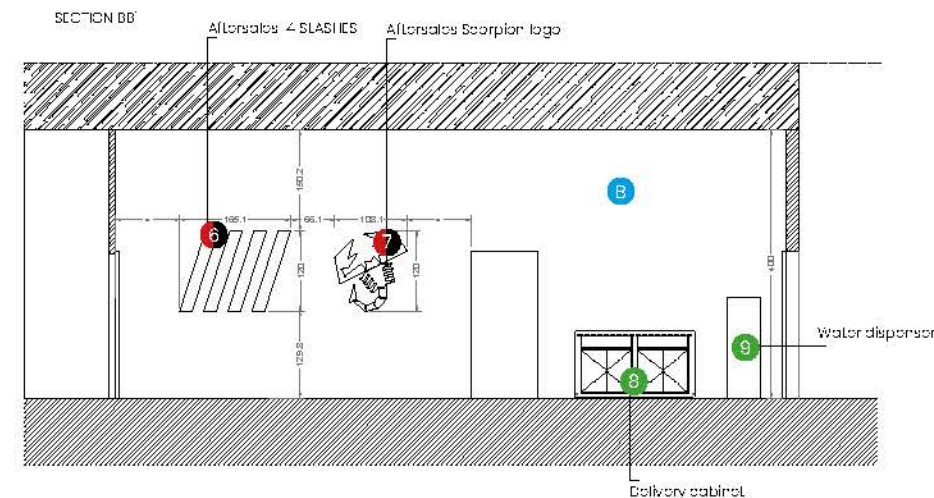
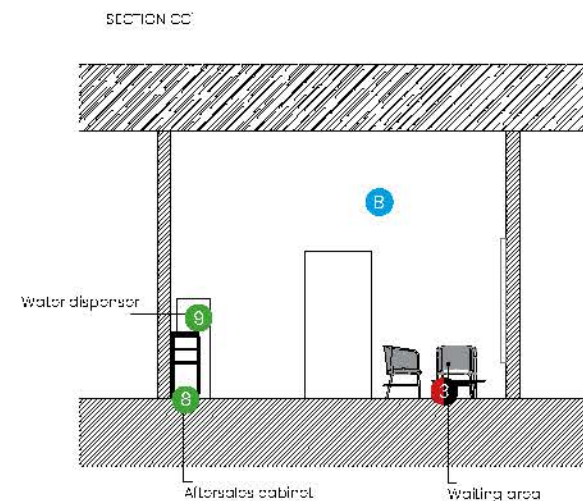
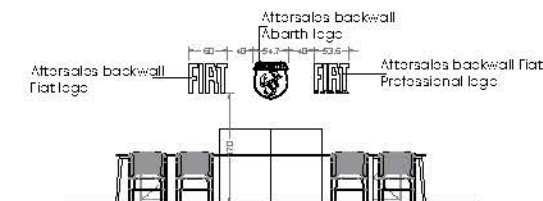
SUGGESTED ELEMENTS

- 8 1x Delivery cabinet
- 9 1x Water dispenser



ALTERNATIVE WITH FIAT PROFESSIONAL

If you have Fiat Professional in the aftersales each backwall logo is mandatory.



ELECTRICAL AND DIGITAL LAYOUT

ELECTRICAL AND DIGITAL CONNECTIONS

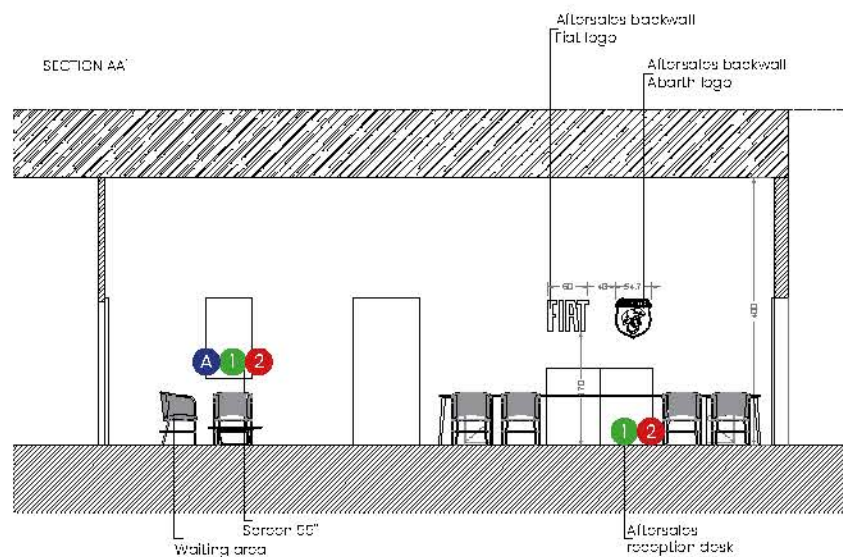
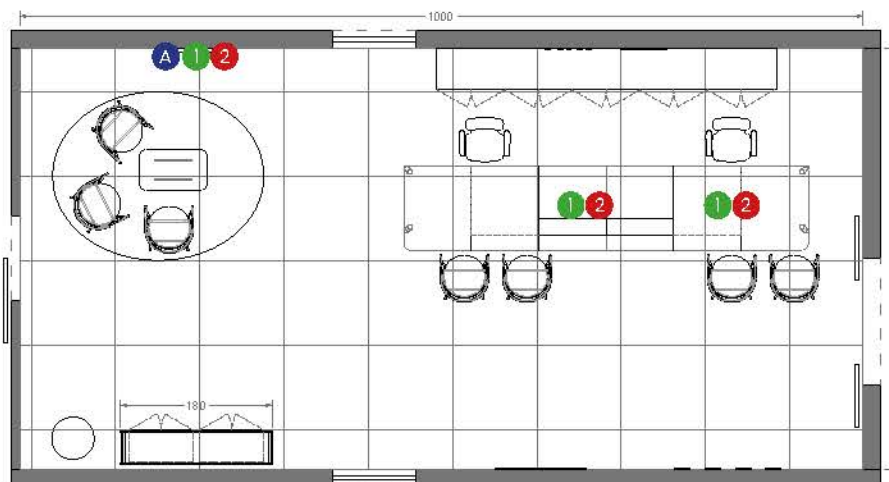
- 1 Electrical connection
- 2 Net connection
- HDMI (under floor)
- - - RS 232 (under floor)

AFTERSALES SCREEN

- A AFTERSALES SCREEN: 55" screen

SALESMAN DESK

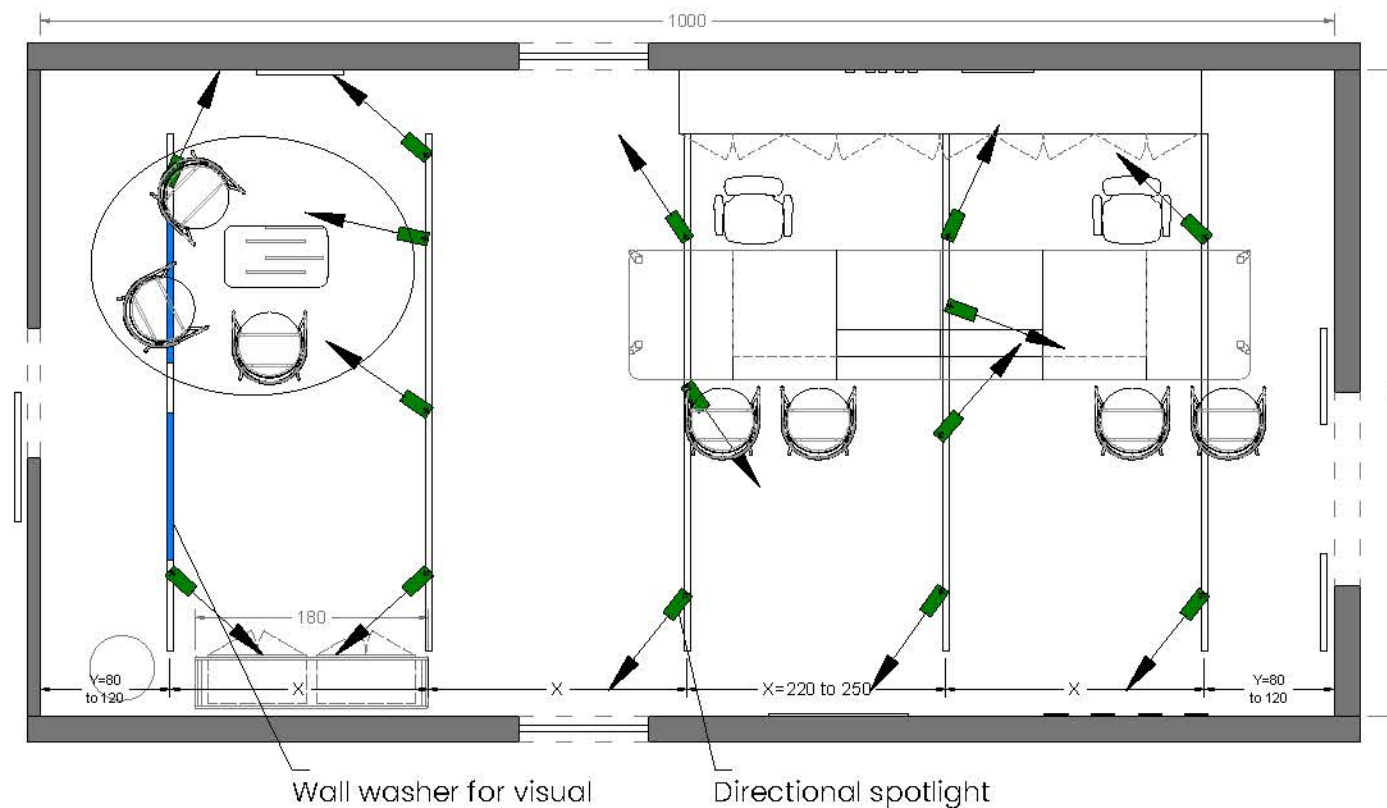
The number of electrical and network connections depends on the dealer's requirements.



CEILING & LIGHTING LAYOUT

LUX NEEDED		SHOWROOM
Vehicles		1250 lux (+/- 10%)
Common areas		550 lux (+/- 10%)
Salesman desk		550 lux (+/- 10%)
Merchandise FIAT		450 lux (+/- 10%)
Merchandise ABARTH		200 lux (+/- 10%)
Wall logos		300 lux (+/- 10%)
Sofa area ABARTH		350 lux (+/- 10%)

LIGHTING REFERENCES	
	SUSPENDED RAIL
	SPOT LIGHT Led colour: 3000K, CRI>90 Power: 28W Beam angle: 45° HC Luminaire luminous flux: 2000 lm Luminaire efficacy: 72 lm/W
	WALL WASHER Led colour: 3000K, CRI>90 Power: 28W Beam angle: Asymmetric Luminaire luminous flux: 3600 lm Luminaire efficacy: 118 lm/W

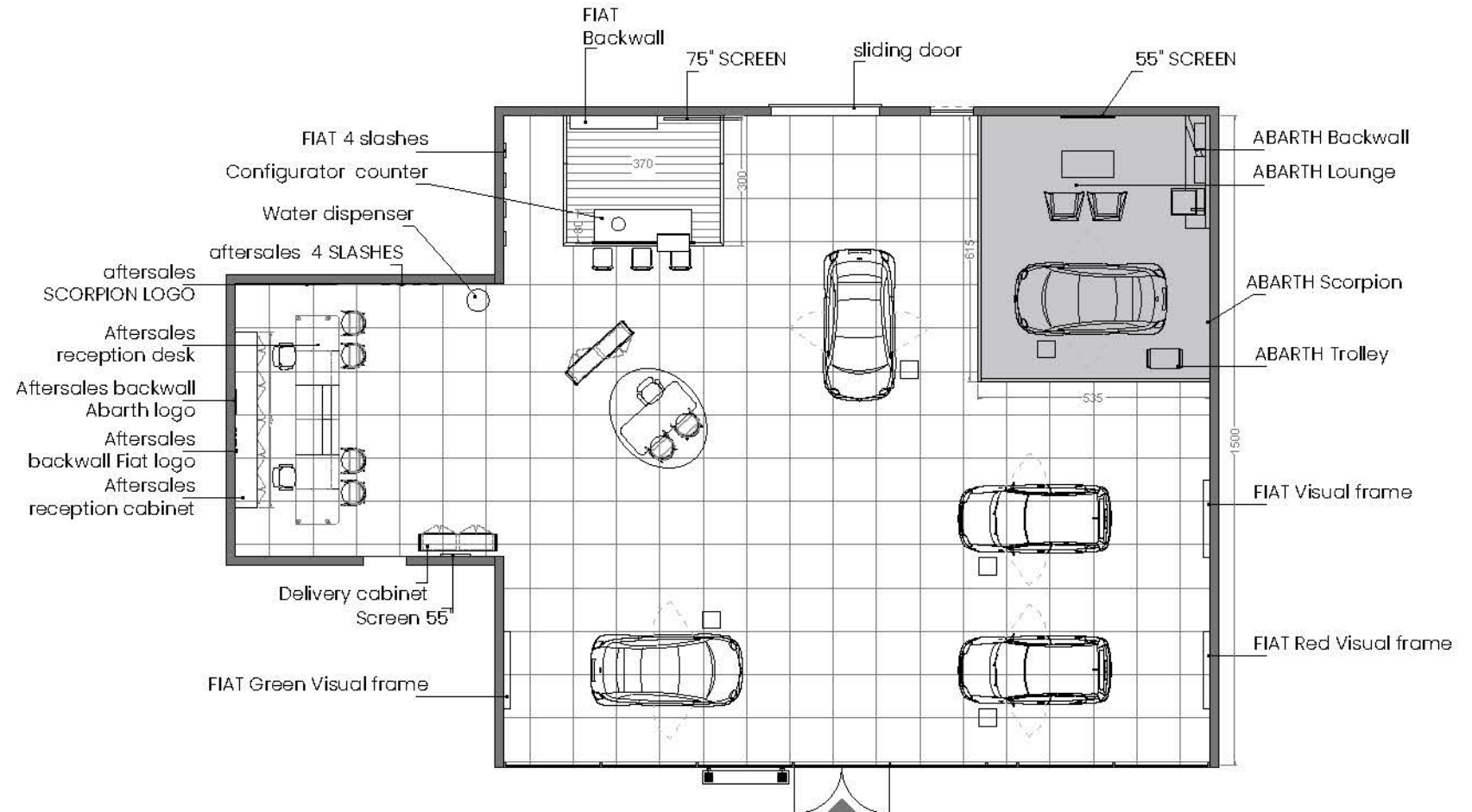


- Check the length of pendants and supply cables - All feeders must be prepared with connection and track - Check ceiling load-bearing capacity in accordance with luminaire weights

GENERAL LAYOUT

If the aftersales reception is integrated in the showroom, it is recommended to locate it at the back of the sales area.

It will adopt all the main characteristic of the showroom (tiles, lighting, ceiling, etc.)

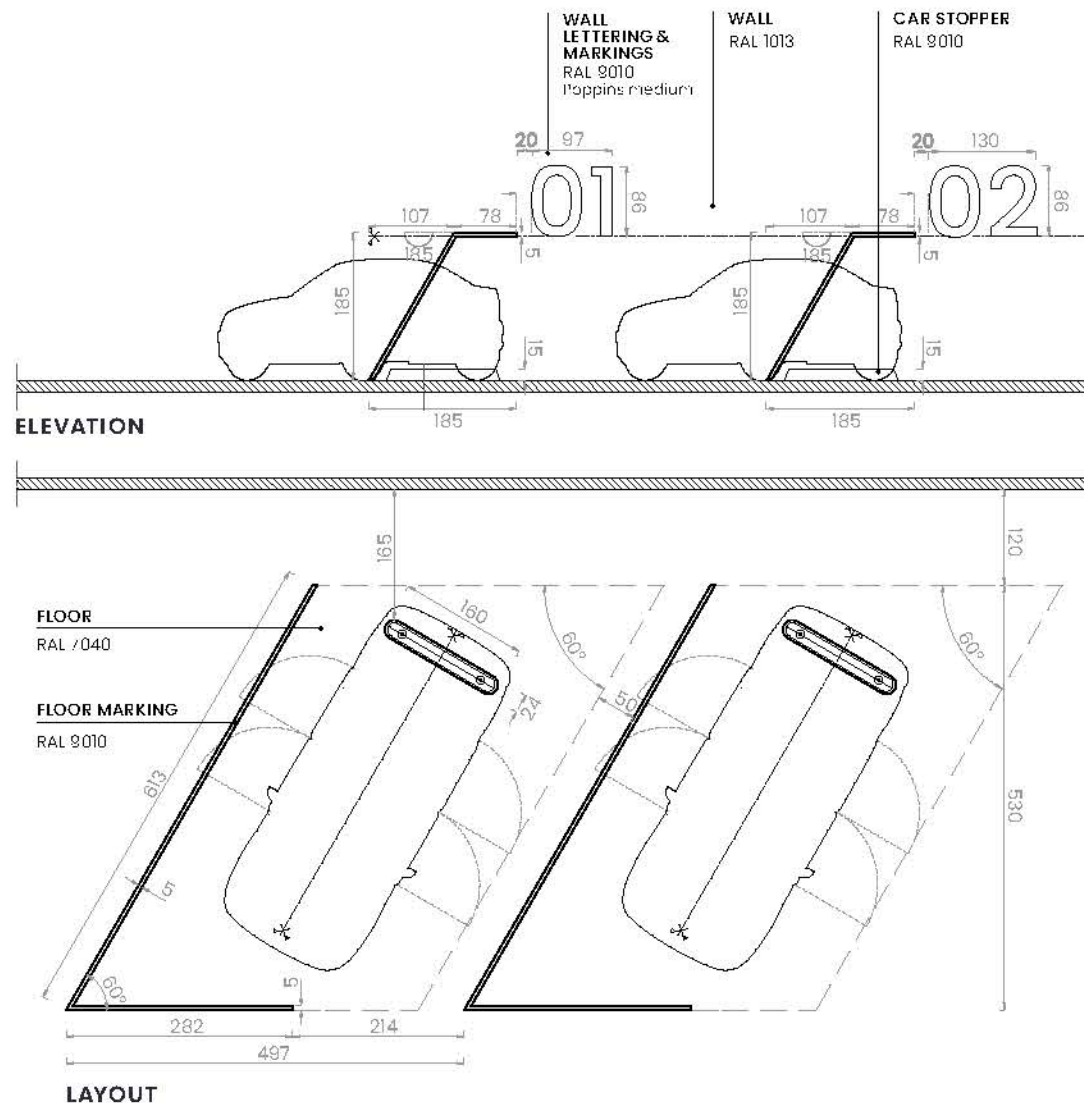
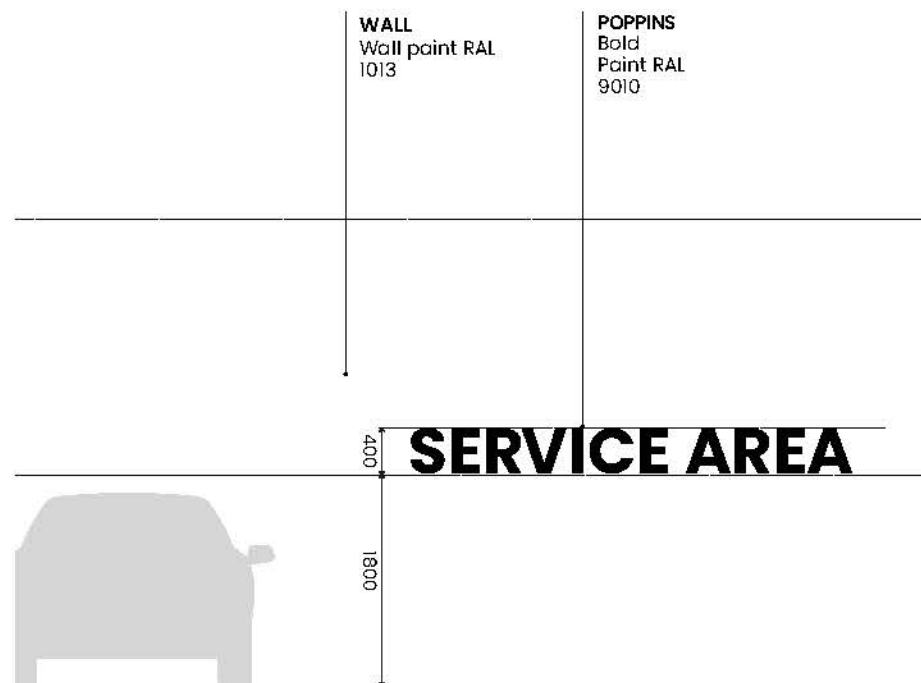




12 SERVICE AREA

DIAGONAL PARKING

By default the vehicles should be presented aligned and angled at 30° in order to reduce the number of manoeuvres.



For structure details.

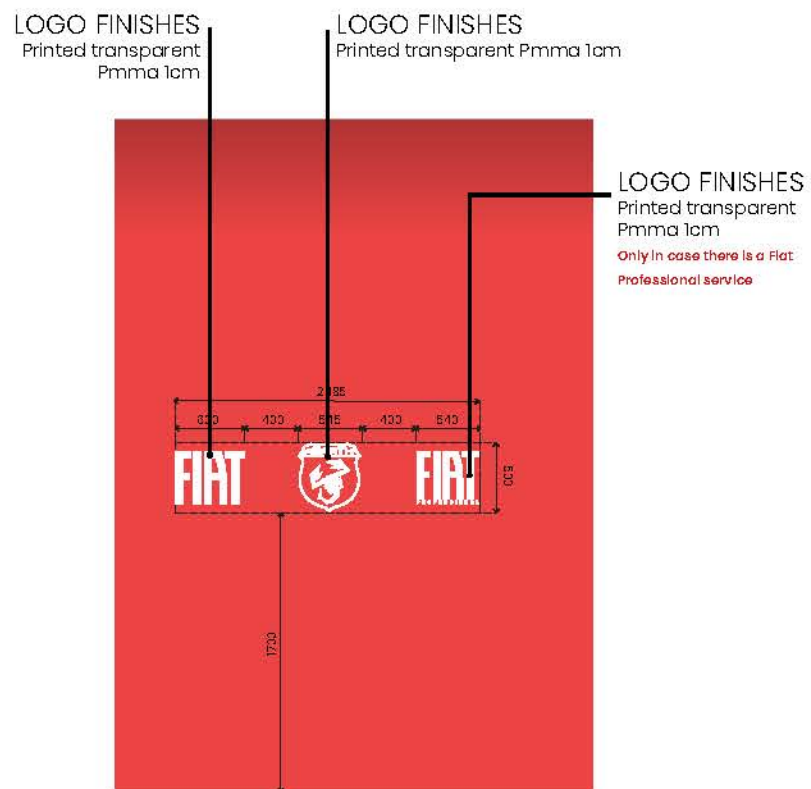
PLEASE REFER TO THE SBH MULTIBRAND GUIDELINES

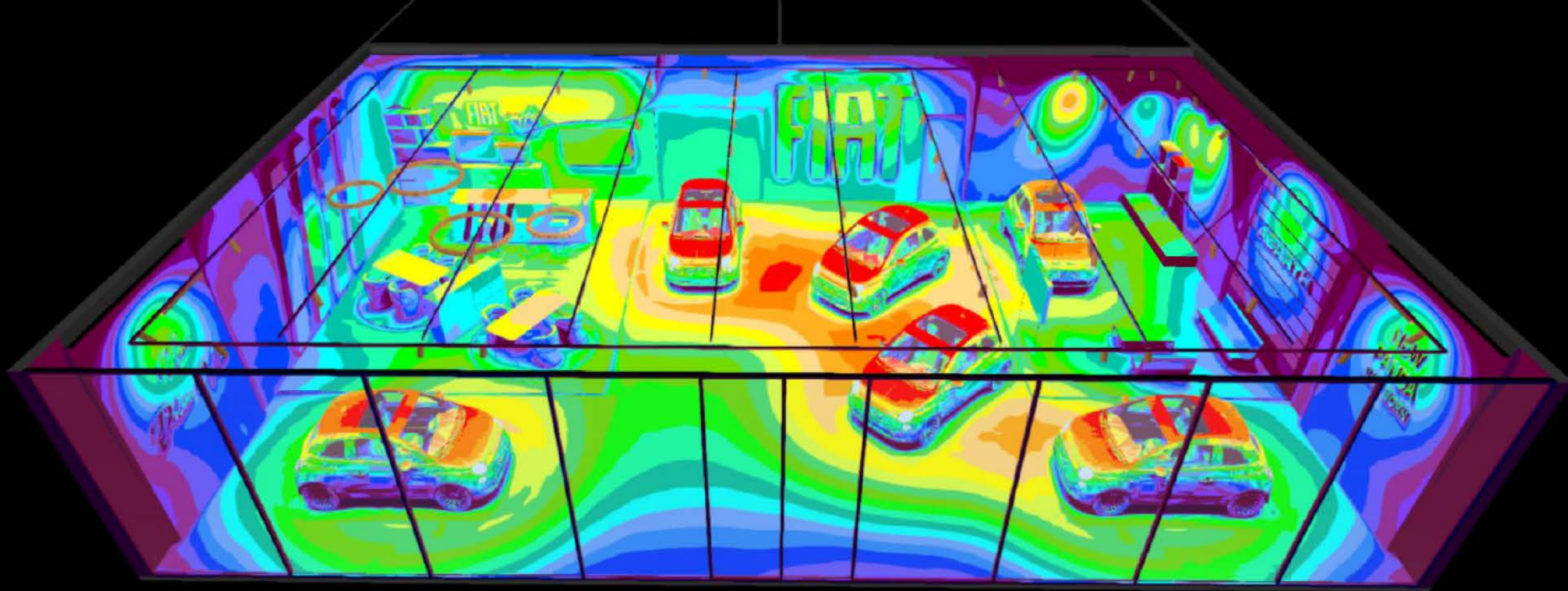
For structure details.

PLEASE REFER
TO THE SBH
MULTIBRAND
GUIDELINES

SERVICE WALL SIGNAGE

The aftersales entrance wall is painted RAL 3020 red. The Fiat and Abarth logos are positioned near the entrance door.





13 LIGHTING CONCEPT

/// SHOWROOM LIGHTING CONCEPT



SMART ENERGY SAVING MANAGEMENT SYSTEM

DALI SYSTEM NEEDED (LIGHTS AND RAILS)

CONCEPT

The lighting concept for the Fiat and Fiat+Abarth showrooms follows the desire to create contrasting lighting made up of light and dark zones, avoiding uniformity and giving character to the space.

In particular, we designed the space in 4 zones:

EXHIBITION AREA:

Each car illuminated by 8 medium-beam (43°) **SPOT LIGHT** T100 spotlights with Honey Comb, from 8 different angles providing accent lighting.

LINEAR LIGHT lamp with 110° beam provides basic light and illuminates the path between the cars.

FIAT SALES DESKS AREA:

Two **RINK** pendant lamps above each 3 workstations with DPR screen illuminate the sales tables. Diameter 1050 and 1520 mm.

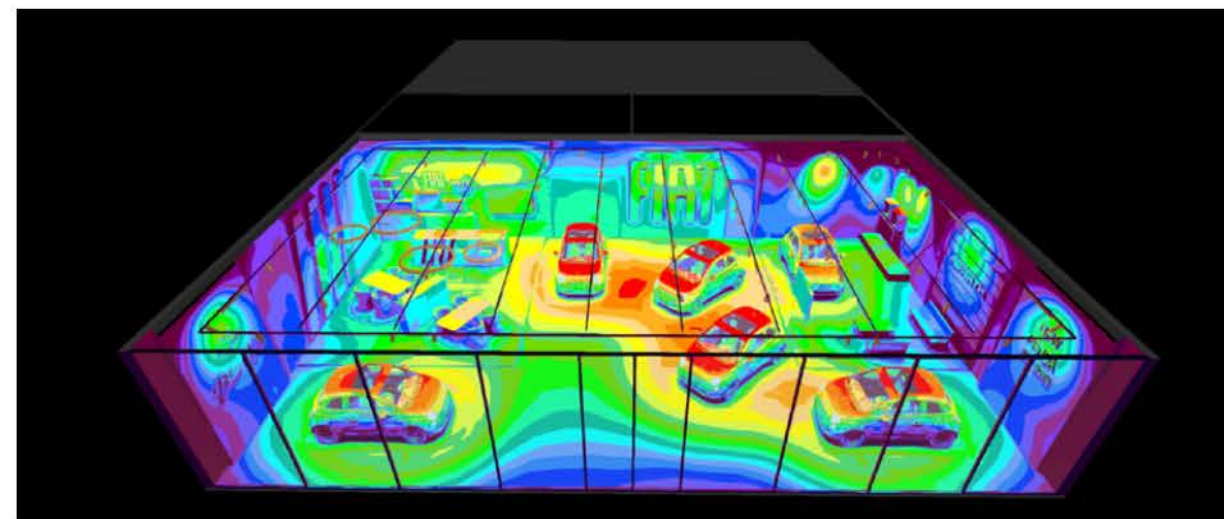
The ground height of the large round light (1520) is 2.5m.

The ground height of the small round light (1050) is 2.3m.

PERIMETER AREA/LOCATIONS:

LINEAR LIGHT product with asymmetrical beam allows proper illumination of graphics, merchandise/café's on the walls.

LIGHT SCENE - All lit



SYSTEM FUNCTIONING

The lighting control system allows you to manage luminaires in a smart way to achieve energy and economic saving.

You can create different light scenes by using presence and lighting sensors, that modulate general lighting based on the users experience in the showroom. Furthermore, the lighting sensor allows you to reduce luminaire energy consumption by dimming lamps according to natural light.

MANDATORY LUX

LUX NEEDED	SHOWROOM
Vehicles	1250 lux (+/- 10%)
Common areas	550 lux (+/- 10%)
Salesman desk	650 lux (+/- 10%)
Merchandise FIAT	450 lux (+/- 10%)
Merchandise ABARTH	200 lux (+/- 10%)
Wall logos	300 lux (+/- 10%)
Sofa area ABARTH	350 lux (+/- 10%)

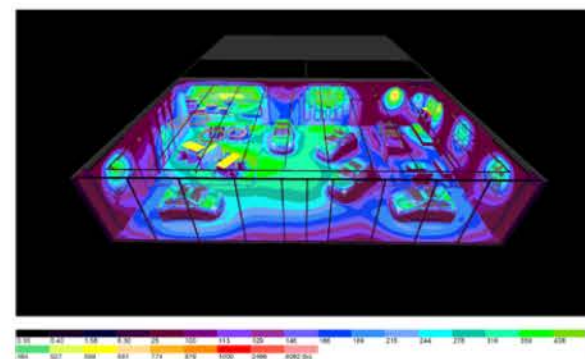
The suspended rails must be installed at 3.5M height.

SUGGESTED SMART ENERGY SAVING MANAGEMENT SYSTEM

The proposed system allows intelligent control and management of light in order to save energy on the electricity bill. Thanks to presence and brightness sensors, different scenarios can be programmed to ensure optimal lighting depending on consumption and number of people in the space. They also balance the amount of light emitted by the lamps depending on the amount of daylight in the space.

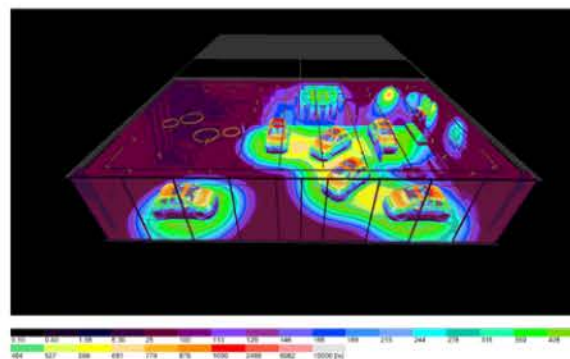
Three different scenarios have been envisaged:

LIGHT SCENE 1 - Energy saving day mode



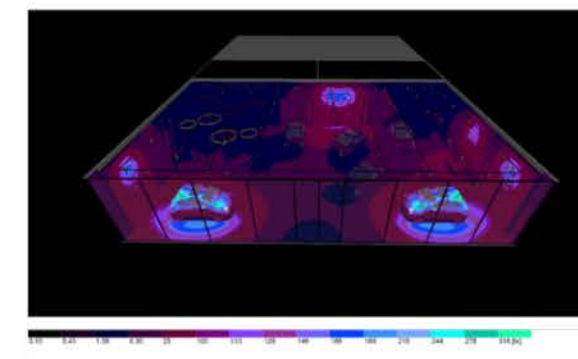
DAY MODE	OFF (resting sensor)
Display zone	0%
Sales area	100%*
Abarth zone	0%
Perimeter lights	100%*
Logos	100%
Shop window	50%

LIGHT SCENE 2 - Closed during the day



SUNDAY OR CLOSING DAY	OFF (resting sensor)
Display zone - SPOT LIGHT	100%*
Exhibition area - LINEAR LIGHT	0%
Sales area	0%
Abarth zone	0%
Perimeter lights	0%
Logos	100%
Shop window	0%

LIGHT SCENE 3 - Night mode 2



NIGHT MODE	OFF (resting sensor)
Display zone	0%
Sales area	0%
Abarth zone	0%
Perimeter lights	0%
Logos	50%
Shop window	50%

COMPARATIVE COST ANALYSIS OF MANAGEMENT SYSTEMS



SHOWROOM 250sqm

COST ANALYSIS

DAY	System ON/OFF - Lighting 10h/gg				
	Installed power	Electricity cost	h/gg	Daily consumption	Annual consumption
	2,371 Kw	0,361 €/kWh	10	8,56 €	3.124,15 €
	System ENERGY SAVING - Lighting 2h/gg FULL + 8h saving				
	Installed power	Electricity cost	h/gg	Daily consumption	Annual consumption
	2,371 Kw	0,361 €/kWh	2	1,71 €	
	1,083 Kw	0,361 €/kWh	8	3,13 €	
ANNUAL SAVINGS 43%			total	4,84 €	1.766,44 €

Lumen Maintenance - h
50000h L80 B10 at 25°C(pipes)
50000h L90 B10 at 25°C(wave round+linear light+black H)

System cost

SYSTEM	ON/OFF	ENERGY SAVING	Difference
PRICE	14.576,97 €	17.477,24 €	2.900,27 €

Consumption	2023	2024	2025	2026	2027	TOT.
System ON/OFF	3.124,15 €	3.124,15 €	3.124,15 €	3.124,15 €	3.124,15 €	15.620,75 €
System ENERGY SAVING	1.766,44 €	1.766,44 €	1.766,44 €	1.766,44 €	1.766,44 €	8.832,20 €
Difference	1.357,71 €	1.357,71 €	1.357,71 €	1.357,71 €	1.357,71 €	
Amortisation schedule	-1.542,56 €	-184,85 €	1.172,86 €	1.357,71 €	1.357,71 €	3.888,28 €

CONSUMPTION ANALYSIS

Graph assumed consumption with system

Timetable	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
ON/OFF	0	0	0	0	0	0	0	0	100	100	100	100	100	100	100	100	100	100	100	0	0	0	0	0
ENERGY SAVING	0	0	0	0	0	0	0	0	46	46	46	46	46	46	46	46	100	100	46	0	0	0	0	0





14 FURNITURE

/// SHOWROOM FURNITURE



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- 1 WOODEN FLOOR
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- 3 CONFIGURATOR COUNTER
- 4 COSTUMER STOOL
- 5 SALES DESK + CARPET
- 6 COSTUMER CHAIRS
- 7 SALES CHAIRS
- 8 SALES CABINET
- 9 GRAPHIC SLASHES
- 10 WALL FIAT LOGO
- 11 VISUAL FRAME/FREE STANDING V.F.
- 12 CAR SPECIFICATION HOLDER
- 13 INTRALIGHTING WAVE ROUND

- 14 BLACK FLOOR
- 15 ABARTH BACKWALL
- 16 WORKSHOP TROLLEY
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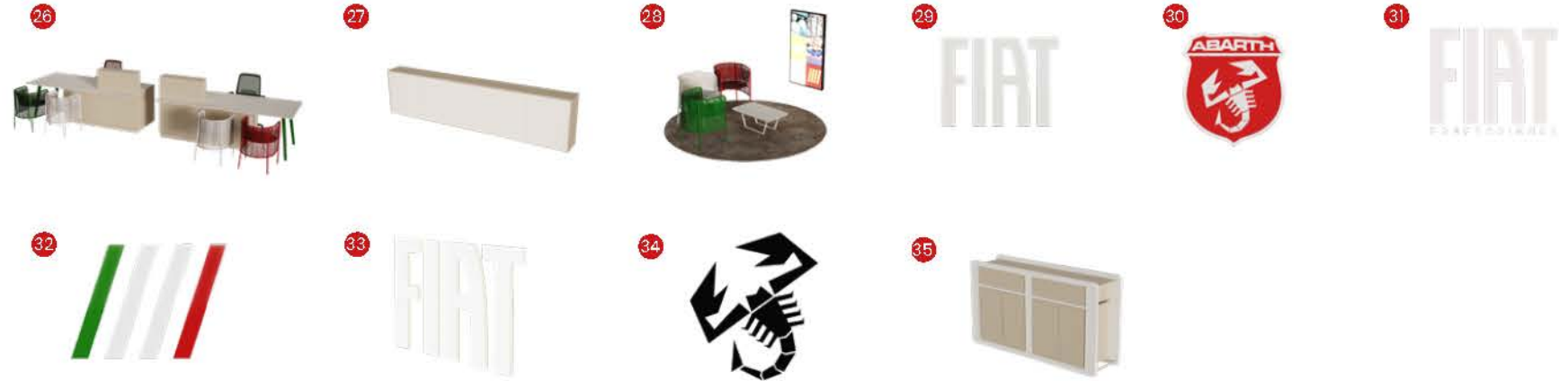
DELIVERY

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- 23 GRAPHIC SLASHES
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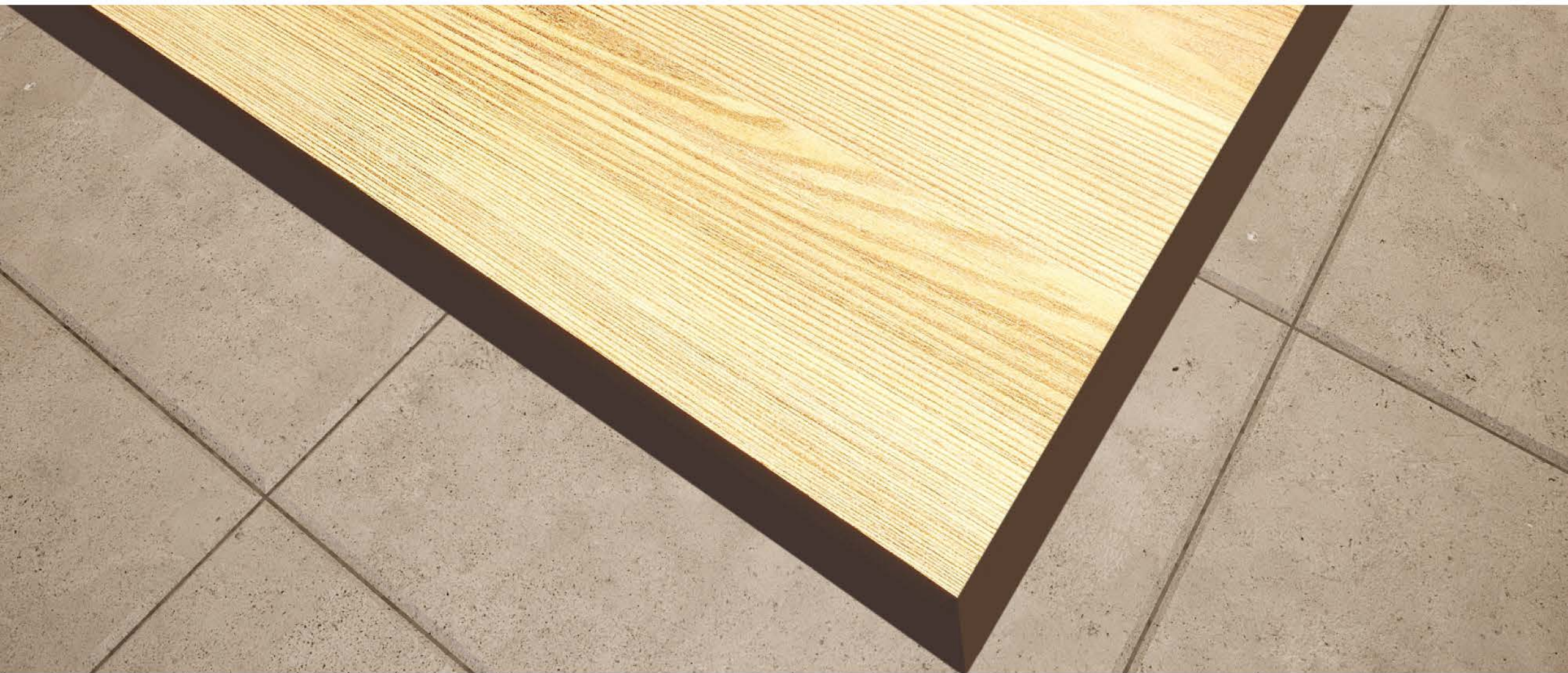
- 26 AFS RECEPTION DESKS
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- 30 AFS BACKWALL ABARTH LOGO
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- 33 AFS FIAT LOGO
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SHOWROOM/AFTERSALES/DELIVERY

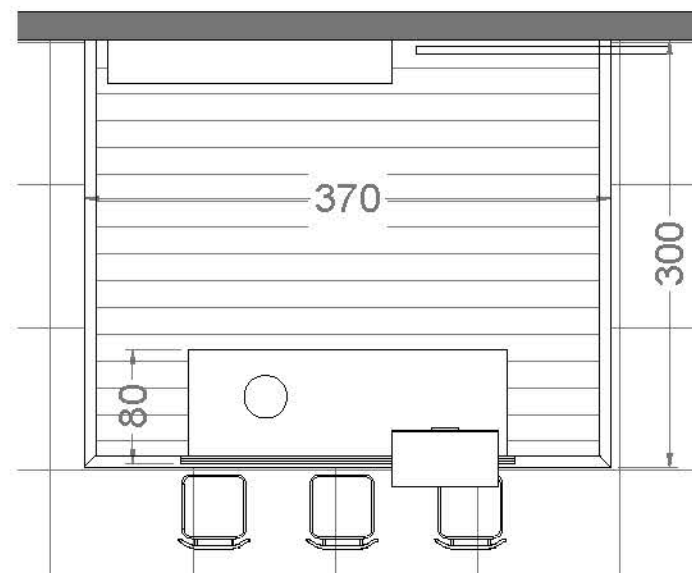
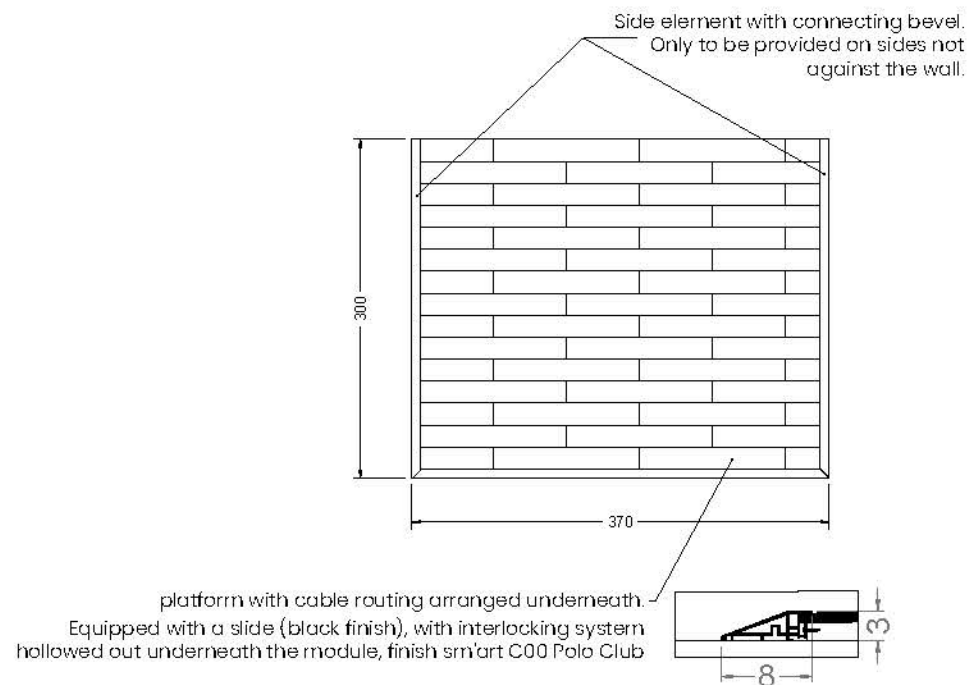
- 36 SLIDING DOOR
- 37 INTERNAL DIRECTIONAL SIGNAGE





WOODEN FLOOR PODIUM DIGITAL (SUGGESTED)

THE NOMINAL DIMENSIONS ARE INDICATIVE, PLEASE CHECK THE EXACT DIMENSION PROVIDED IN YOUR COUNTRY BY THE STELLANTIS SUPPLIER

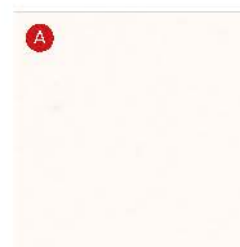




FIAT BACKWALL (MANDATORY)



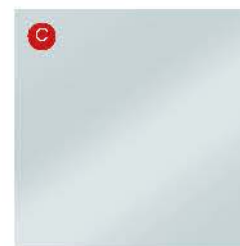
Materials



Fenix NTM
Bianco Malè
0029



Fenix soft touch
Beige luxor
0719



Crystal
Glass



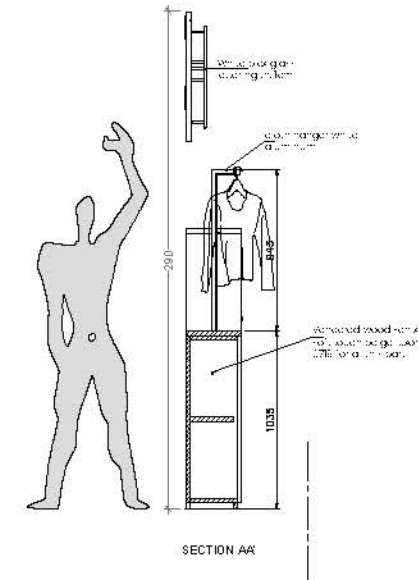
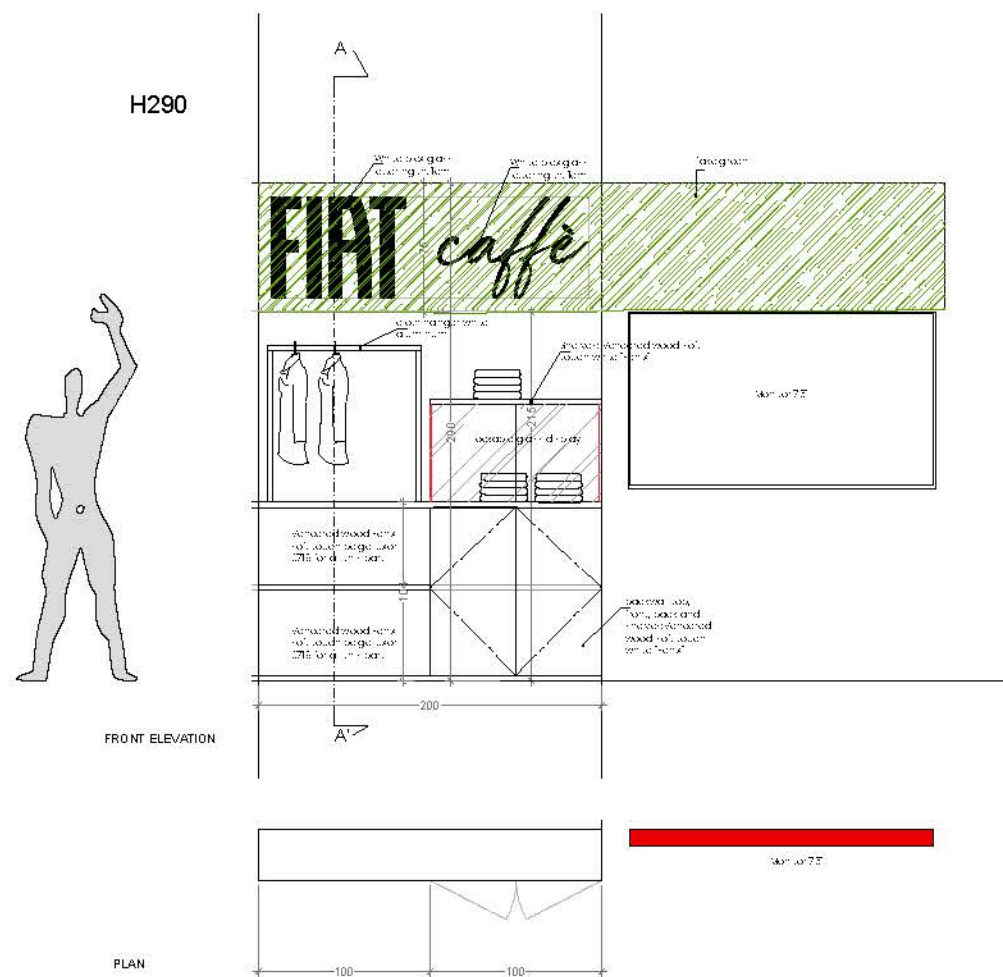
Fake
Greenery

Hanger

Traffic
White
RAL 9016



FIAT BACKWALL: Module 2 + Greenwall Module (MANDATORY)





CONFIGURATOR COUNTER - WITHOUT COLOR SAMPLES (MANDATORY)



CONFIGURATOR COUNTER - WITH COLOR SAMPLES (ORIGINAL DESIGN)

**APPLICABLE AS SUGGESTED FOR REGIONS OUT OF EE
WHERE COLOR SAMPLES ARE MAINTAINED**



Materials



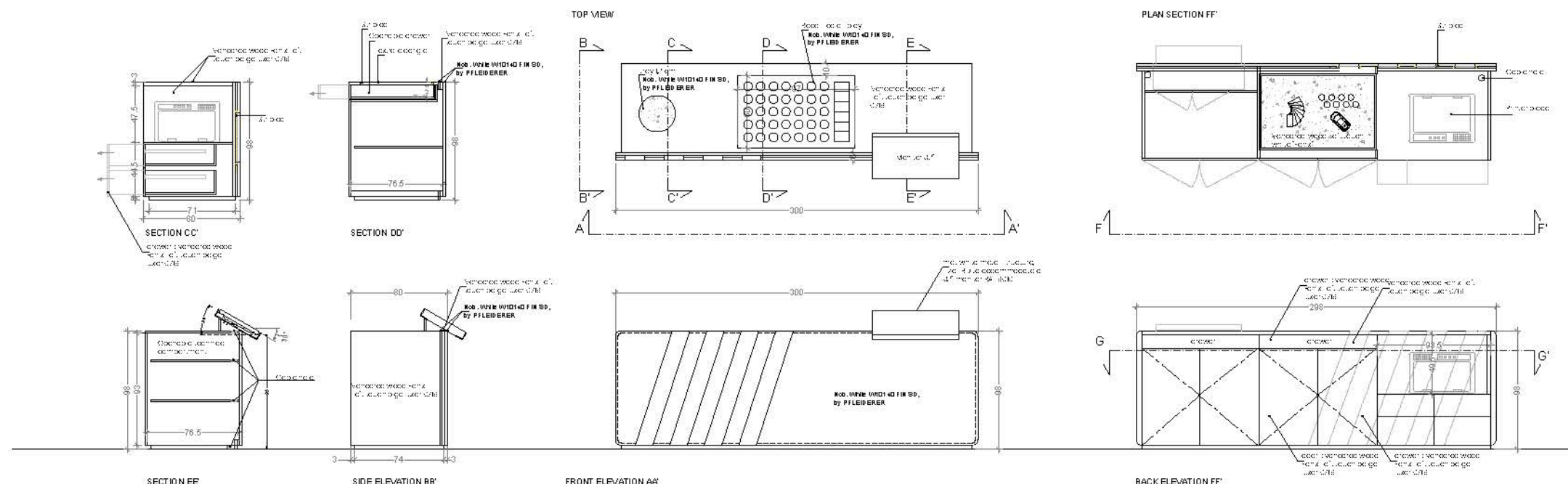
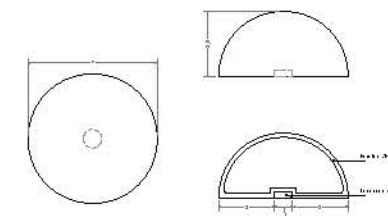
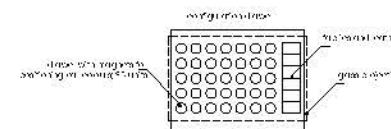
Nob. White W10140 FIN SD,
by PFLEIDERER,
or similar

Fenix NTM
Beige Luxor
0719

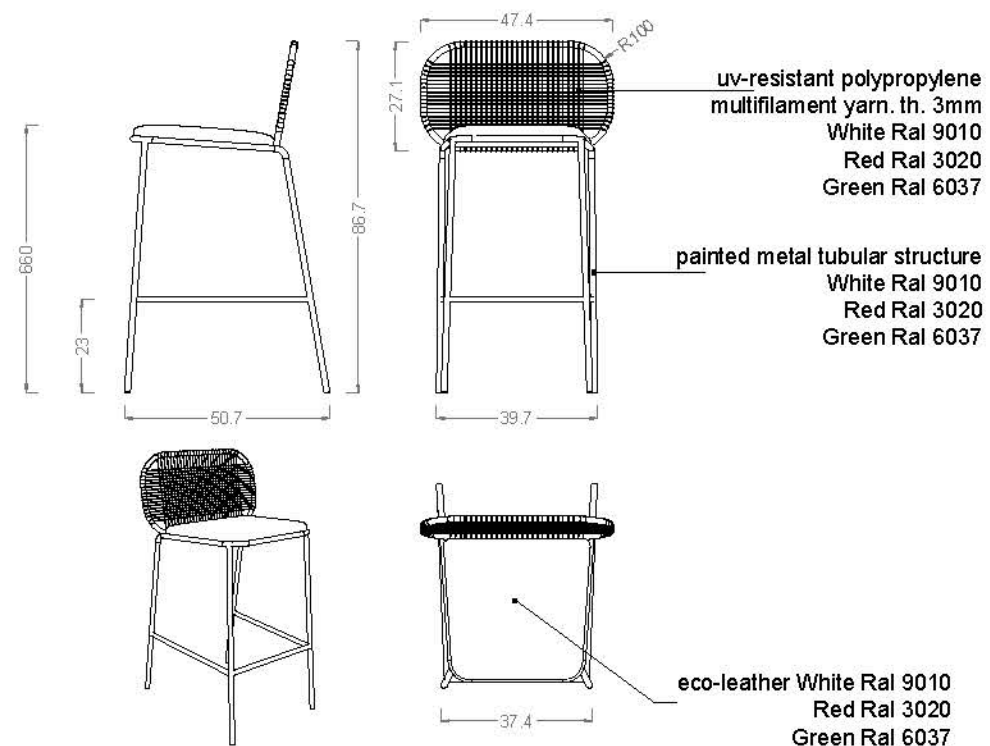
CONFIGURATOR COUNTER - WITH COLOR SAMPLES (ORIGINAL DESIGN) (MANDATORY)

APPLICABLE AS SUGGESTED FOR REGIONS OUT OF EE WHERE COLOR SAMPLES ARE MAINTAINED

7x7cm colour frogs with built-in magnet



CUSTOMER STOOLS (MANDATORY)





SALES DESK + CARPET (MANDATORY)



Materials



Fenix NTM
Bianco Malè
0029



RAL
6037

RAL
9010

RAL
3020



Verde
prato
212

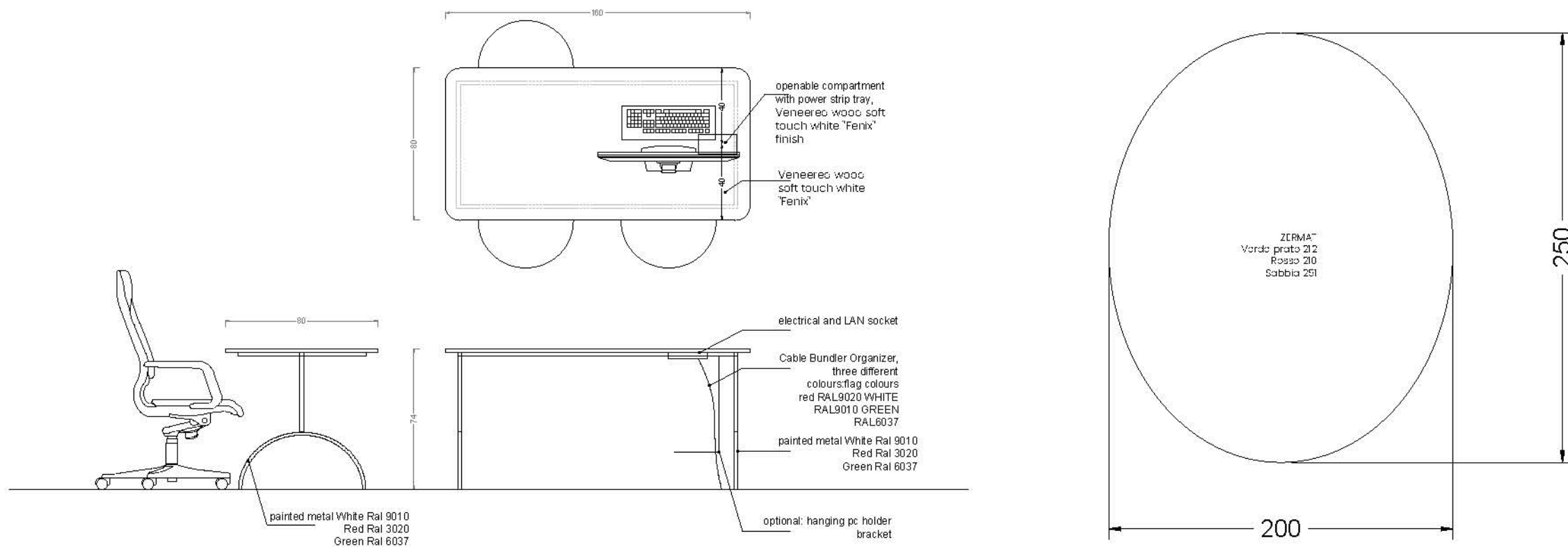
ZERMAT
Sabbia
251

Rosso
210

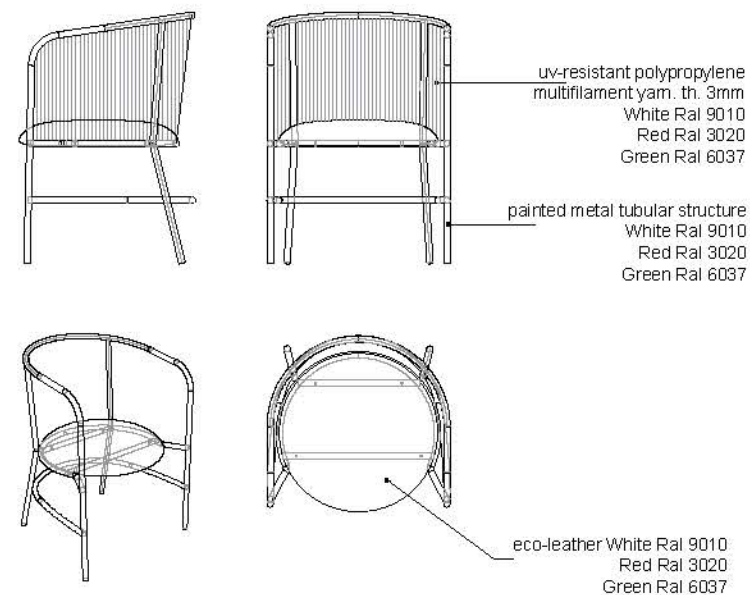
Carpet round shape (original design diameter 250cm) is admitted in case if one single piece can be obtained

SALES DESK + CARPET (MANDATORY)

Carpet round shape (original design diameter 250cm) is admitted in case if one single piece can be obtained



COSTUMER CHAIRS (MANDATORY)



SALES CHAIRS (MANDATORY)



RAL
6037



RAL
9010



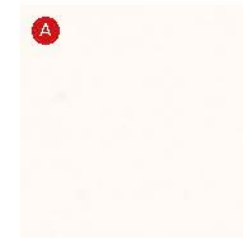
RAL
3020



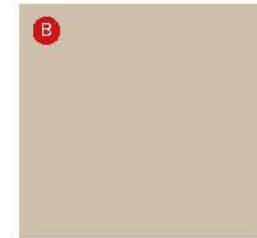
SALES CABINET (MANDATORY)



Materials

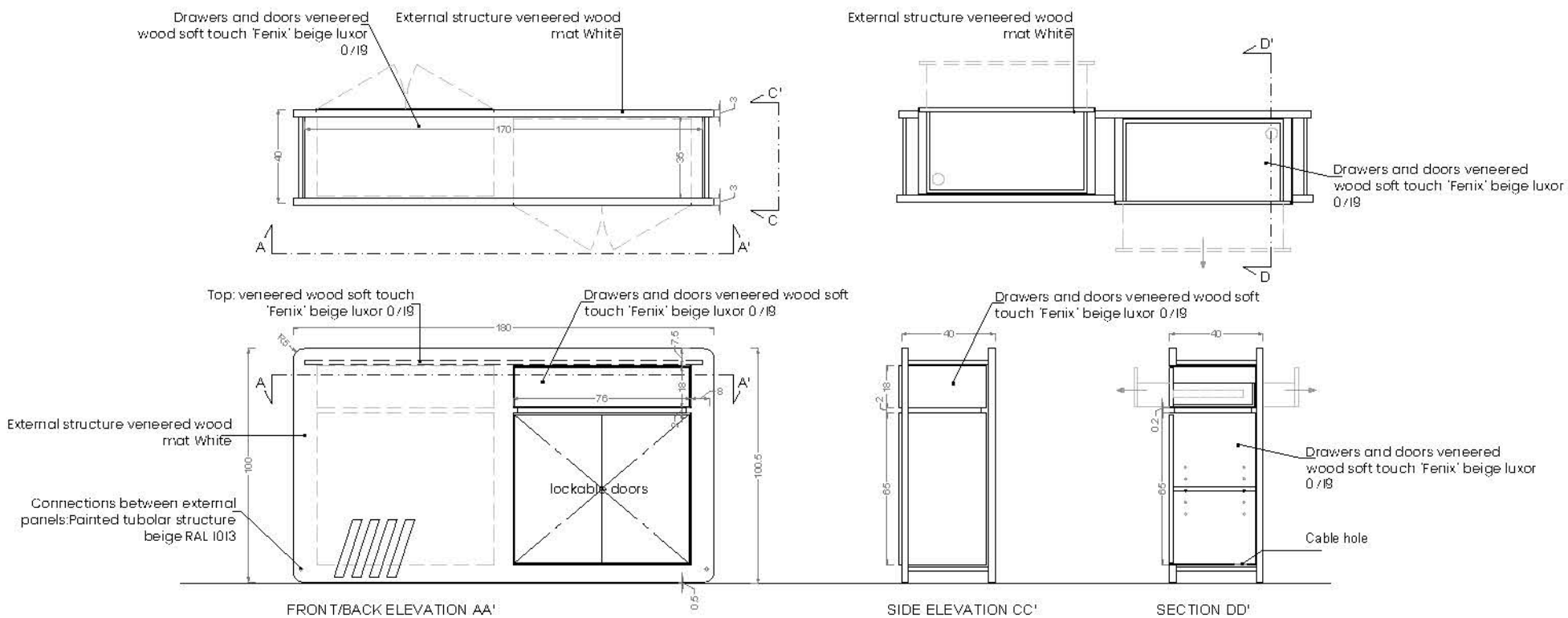


Veneered wood
Mat Bianco
9010



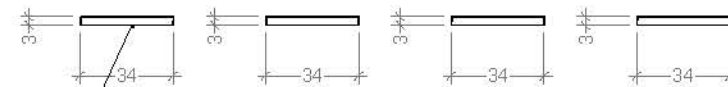
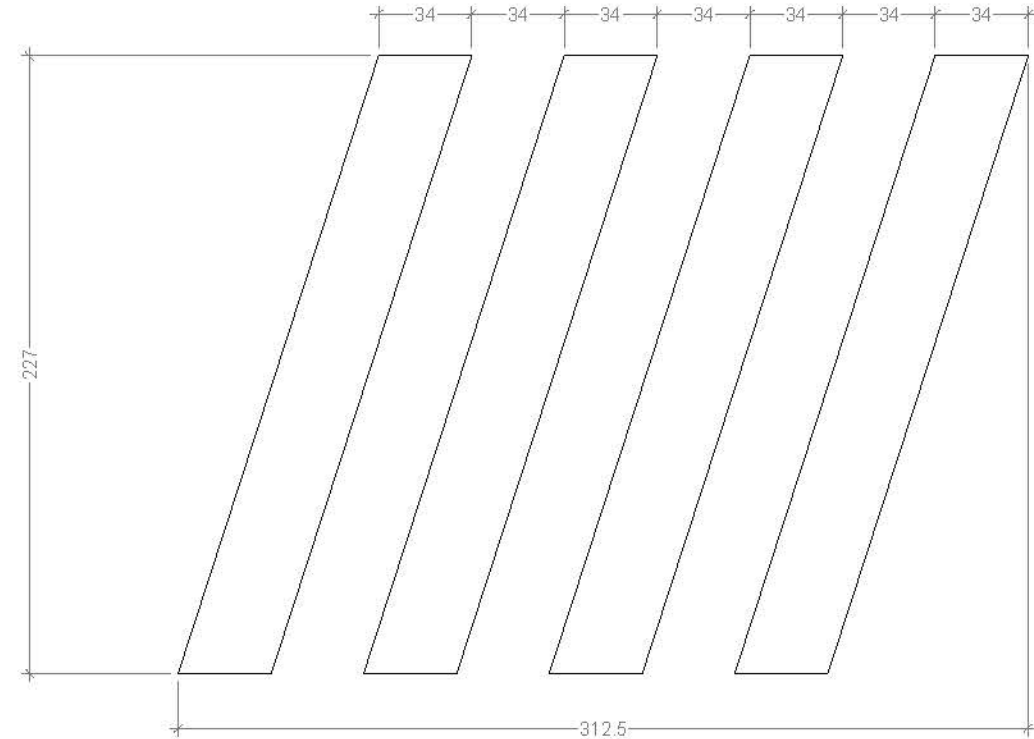
Fenix NTM
Beige Luxor
0719

SALES CABINET (MANDATORY)





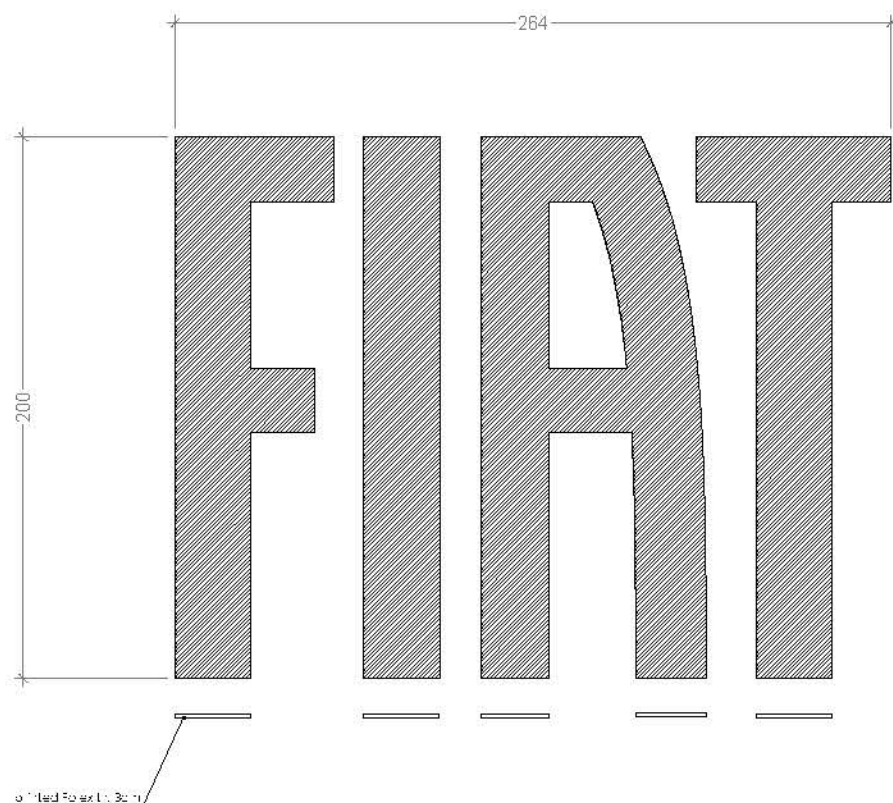
GRAPHIC SLASHES (MANDATORY)



graphics mounted with rubber
profile on aluminium frame.
Colour aluminium structure white
RAL 9010



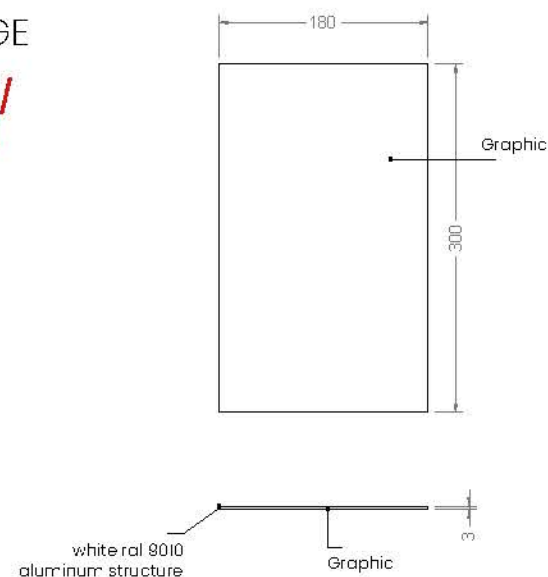
WALL FIAT LOGO (MANDATORY)





VISUAL FRAME: GREEN, RED, BEIGE

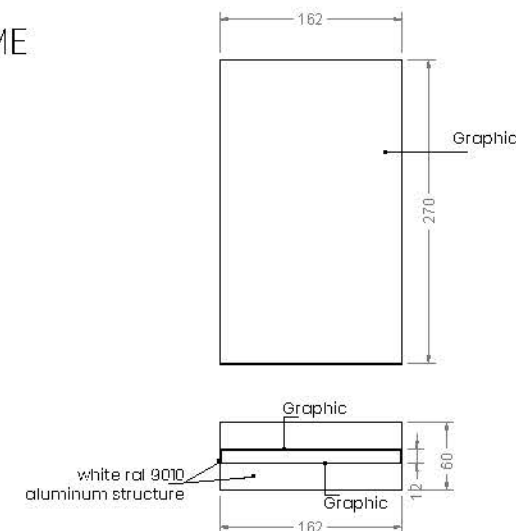
**Only in case of a reduced ceiling/
wall height, an alternative visual
frame variant is available with
dimensions of 162x270cm**



MANDATORY **SUGGESTED** **MANDATORY**



FREE STANDING VISUAL FRAME

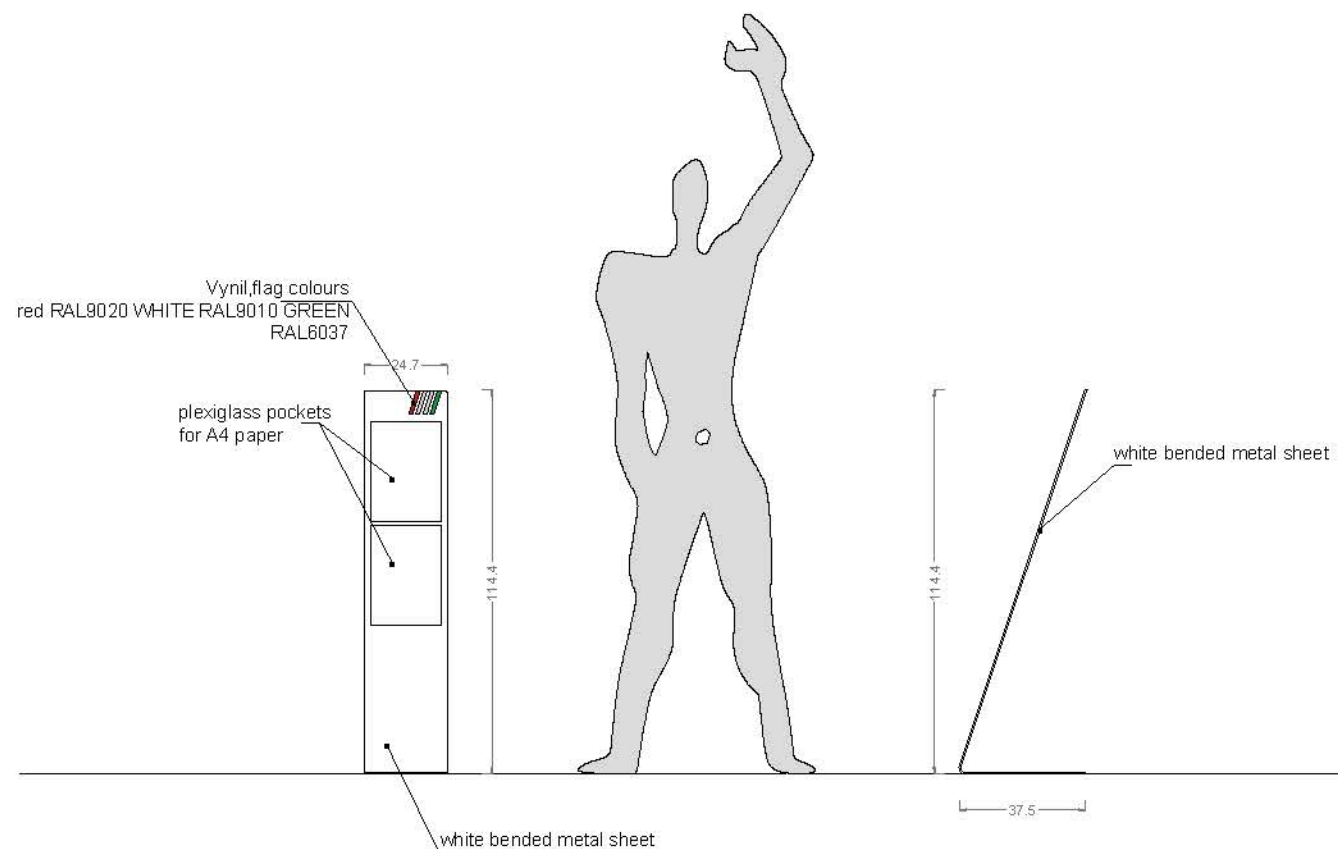


MANDATORY **SUGGESTED** **MANDATORY**





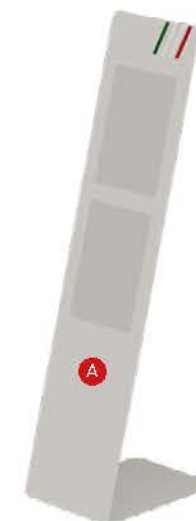
CAR SPECIFICATION HOLDER (MANDATORY)



Materials

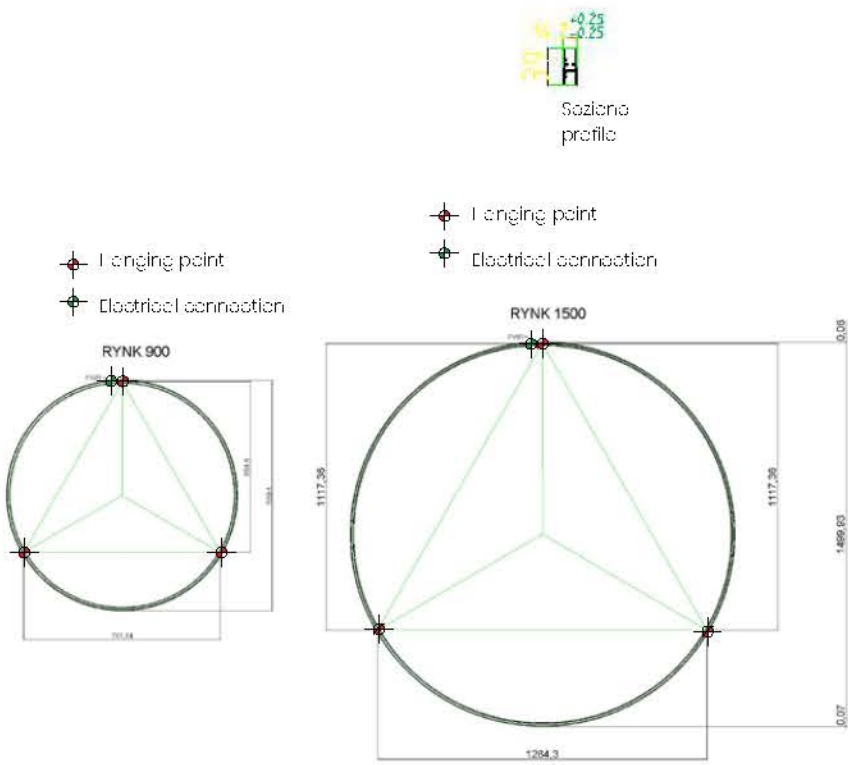


White bended metal sheet
RAL 9010





INTRALIGHTING RYNK



Features

Luminaire luminous flux	1690 - 65743 lm
Power	104 W

Light source/ power supply

Chromaticity tolerance	2
Led colour	3500K, CRI >80 2700K, CRI >80 Tunable white 2700- 6500K 3000K, CRI >90 4000K, CRI >90
Power supply	Output fixed on/off (FO), DALI, No driver

Dimension

Size & Weight	Diameter: 615-8000mm Height: 88 mm
---------------	---------------------------------------

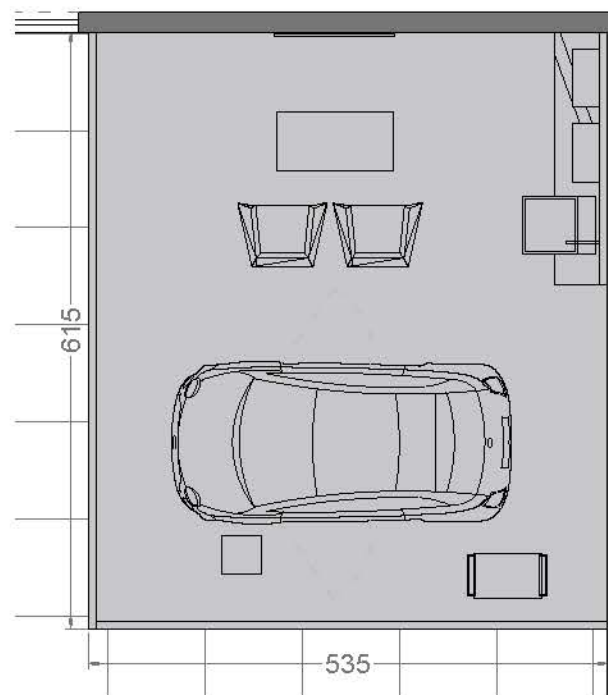
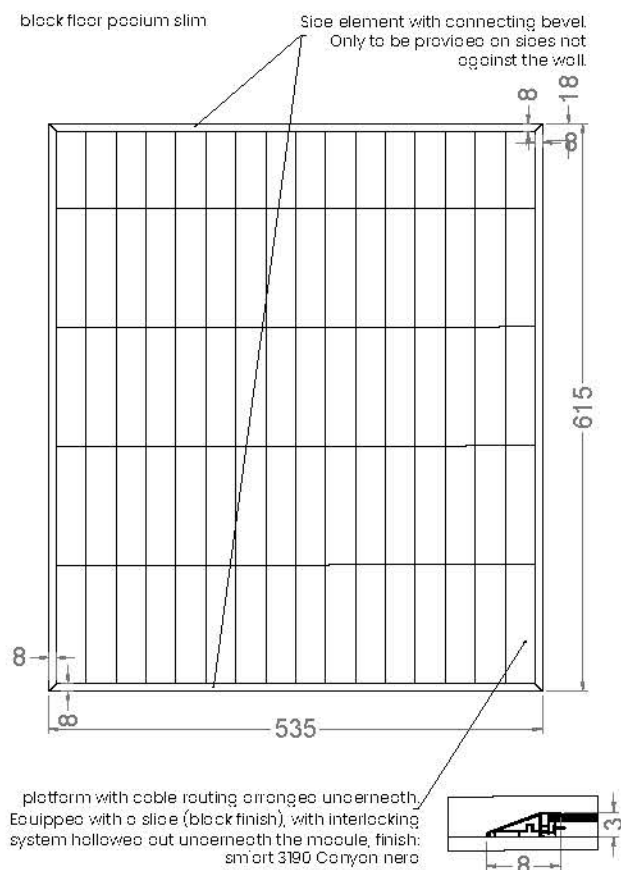
Other

Color	Extruded aluminum profile, powder coated
-------	---



DIGITAL PODIUM BLACK FLOOR (SUGGESTED)

THE NOMINAL DIMENSIONS ARE INDICATIVE, PLEASE CHECK THE EXACT DIMENSION PROVIDED IN YOUR COUNTRY BY THE STELLANTIS SUPPLIER



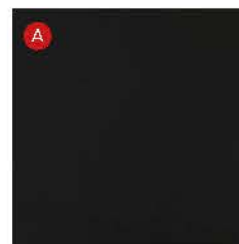


ABARTH BACKWALL SLIM

APPLICABLE ONLY FOR L & M SIZE SHOWROOMS



Materials



Fenix NTM
Nero Ingo
0720



Fundemax
4058
Norfolk Pine



Crystal
Glass

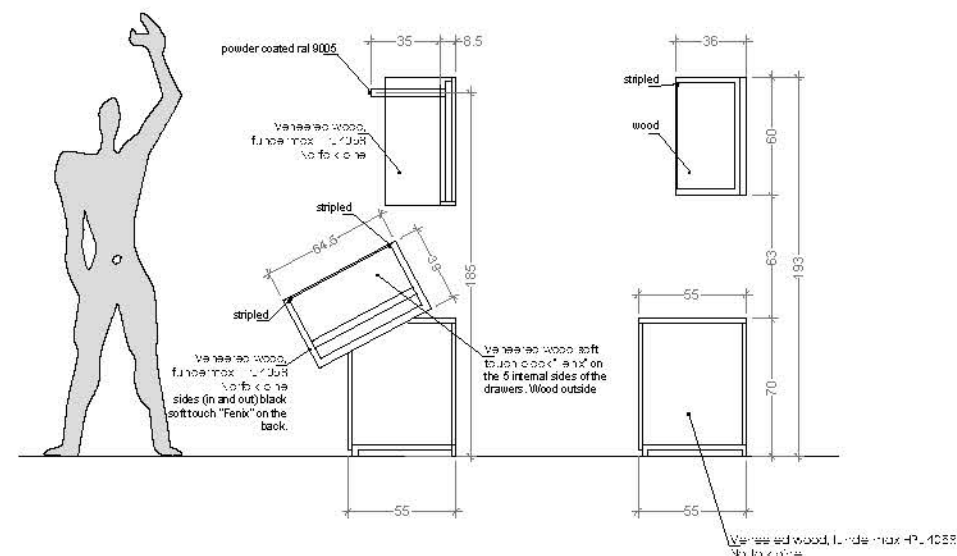
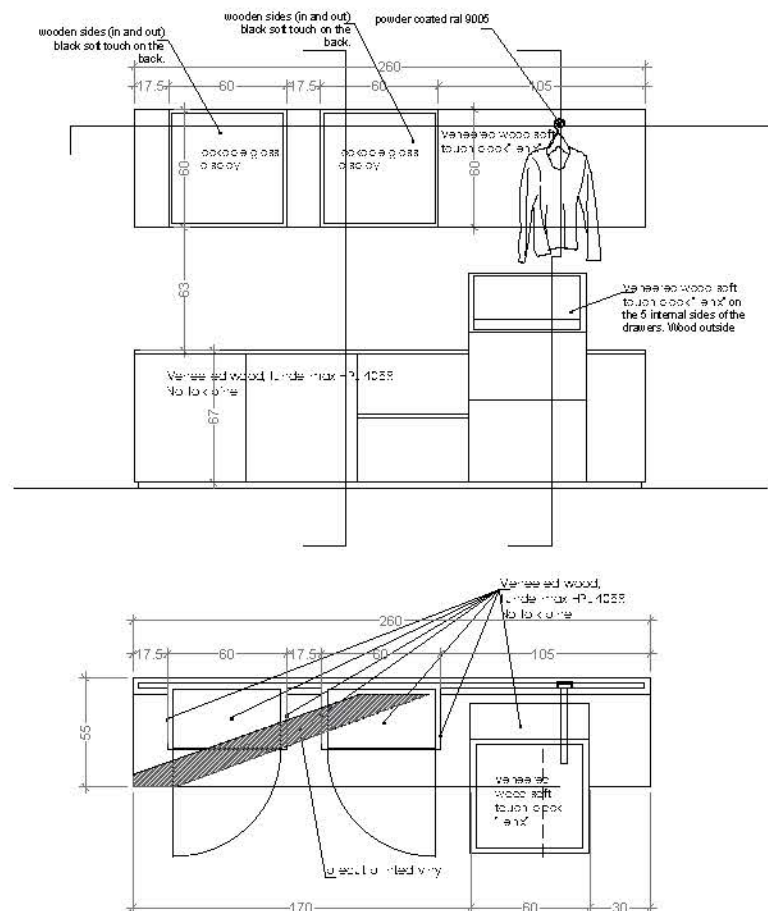
Hanger

Night
Black
RAL 9005



ABARTH BACKWALL SLIM

APPLICABLE ONLY FOR L & M SIZE SHOWROOMS



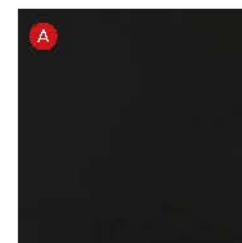


WORKSHOP TROLLEY

APPLICABLE AS SUGGESTED FOR REGIONS OUT OF EE WHERE COLOR SAMPLES ARE MAINTAINED



Materials



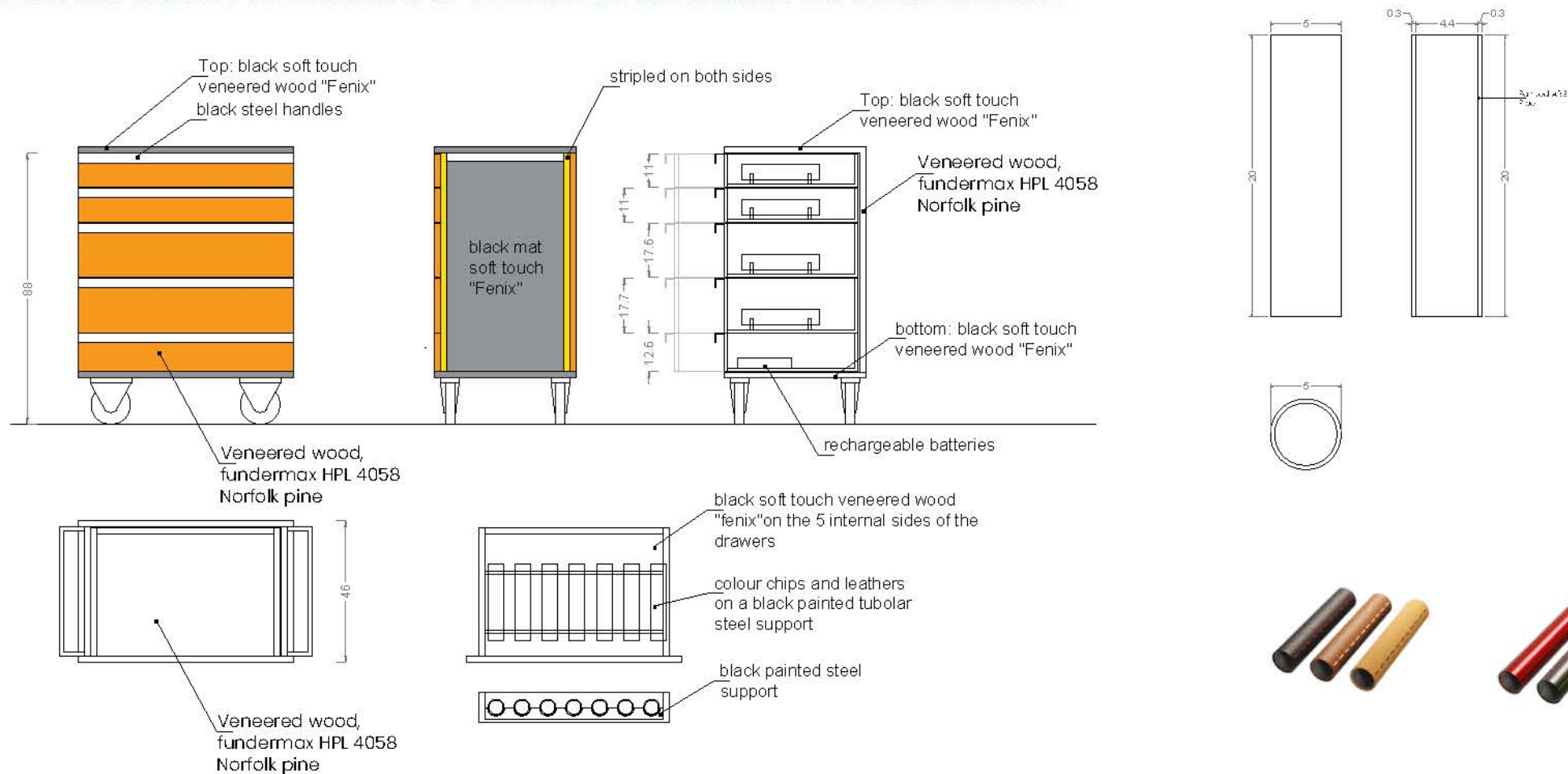
Fenix NTM
Nero Ingo
0720



Fundermax
4058
Norfolk Pine

WORKSHOP TROLLEY

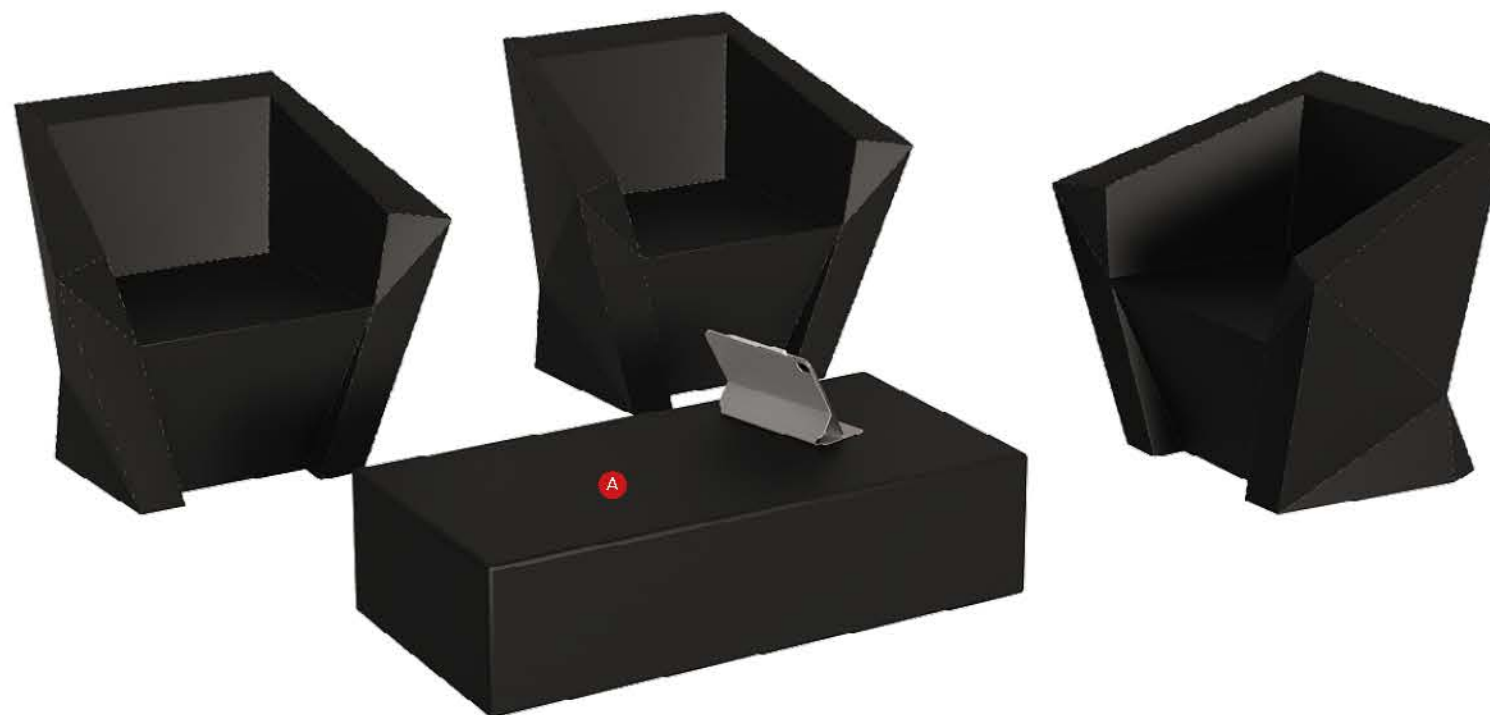
APPLICABLE AS SUGGESTED FOR REGIONS OUT OF EE WHERE COLOR SAMPLES ARE MAINTAINED



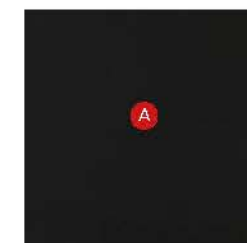


FOR L SIZE: ABARTH SEATS (2 MANDATORY) + LOUNGE TABLE WITH TABLET (MANDATORY)

FOR M & S SIZES: ABARTH SEATS & LOUNGE TABLE WITH TABLET ARE SUGGESTED

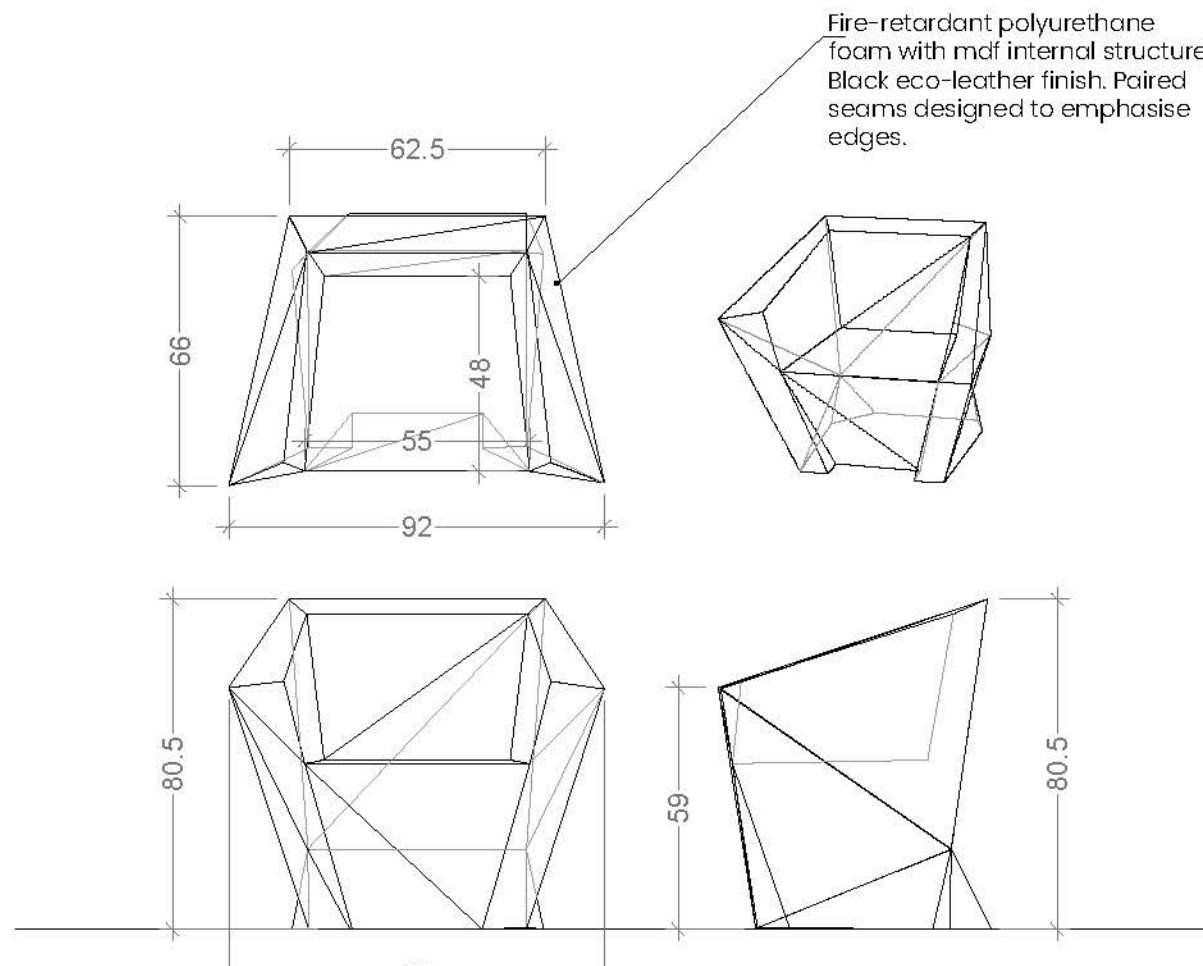
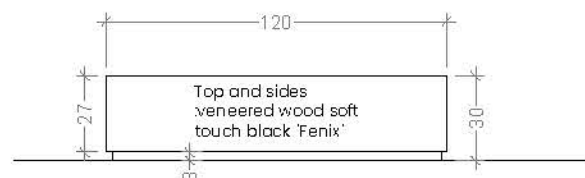
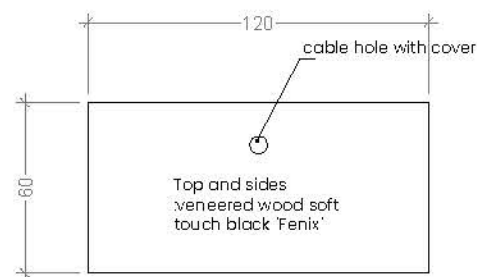
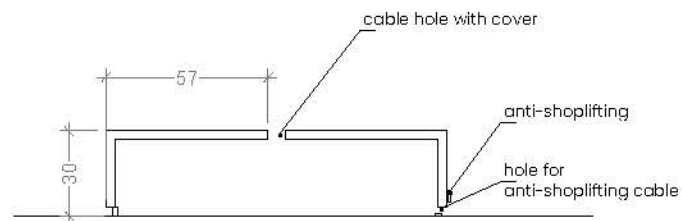


Materials



Fenix NTM
Nero Ingo
0720

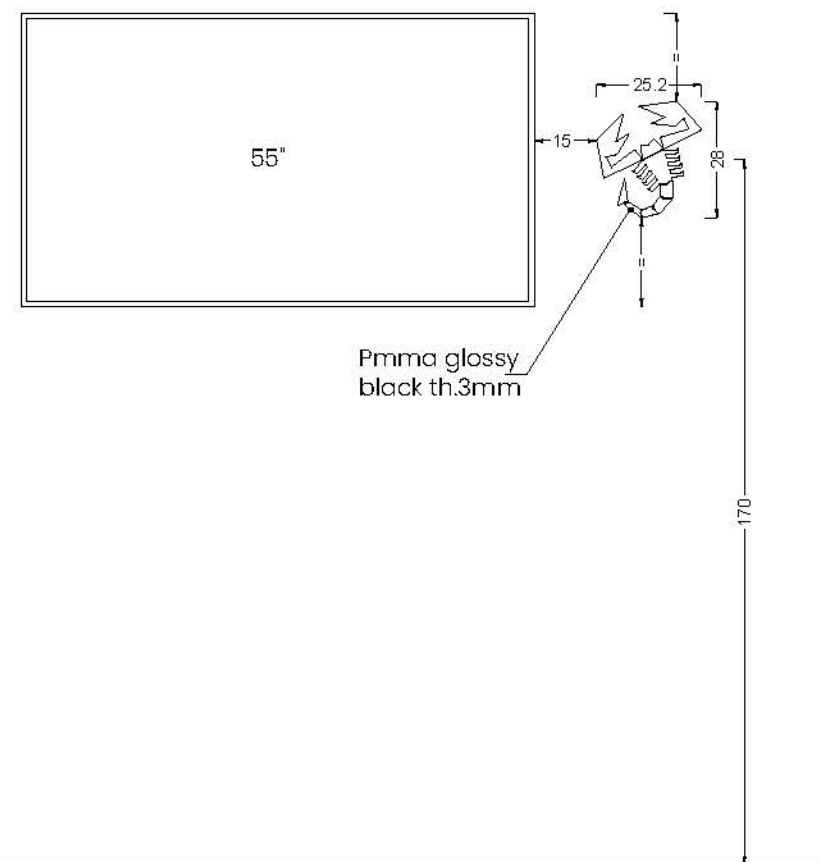
ABARTH SEATS + LOUNGE TABLE





ABARTH SCORPION (FOR WALL MOUNTED SCREEN)

APPLICABLE ONLY FOR L & M SIZE SHOWROOMS



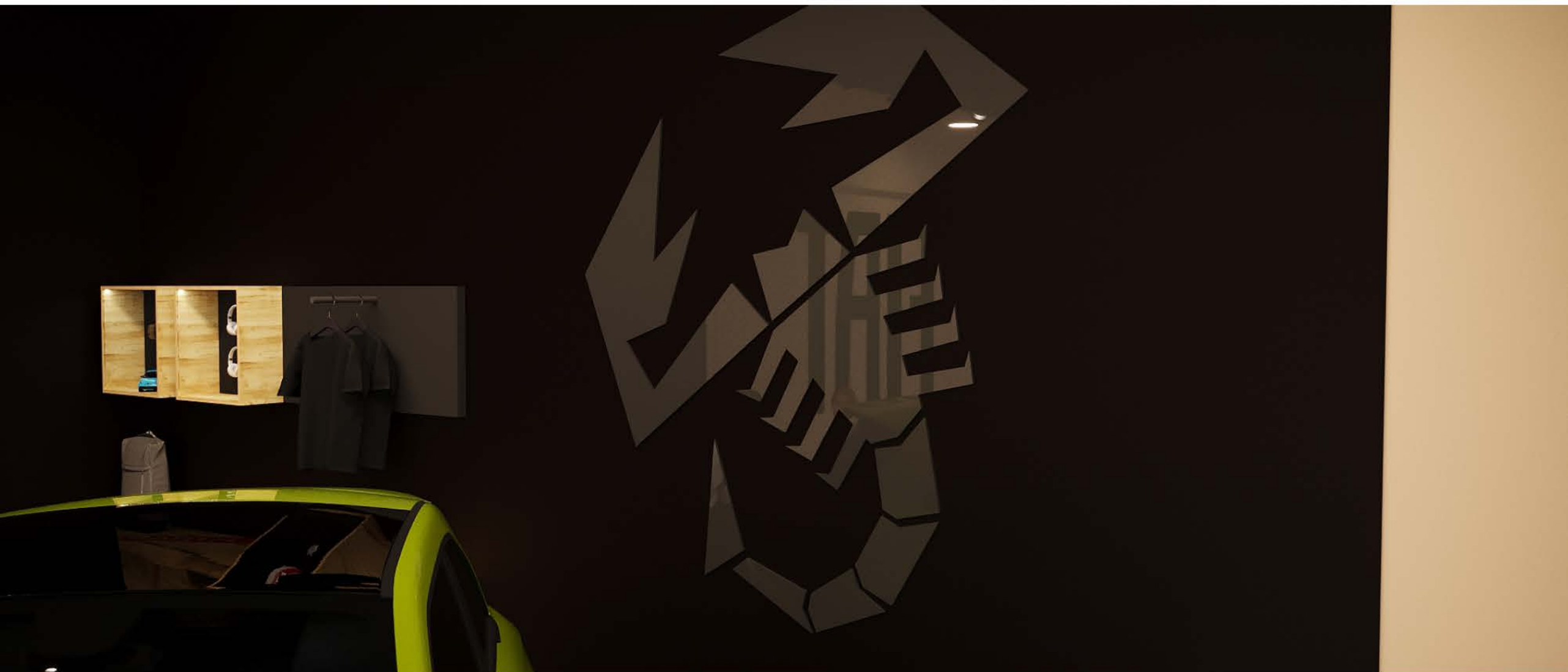
ABARTH



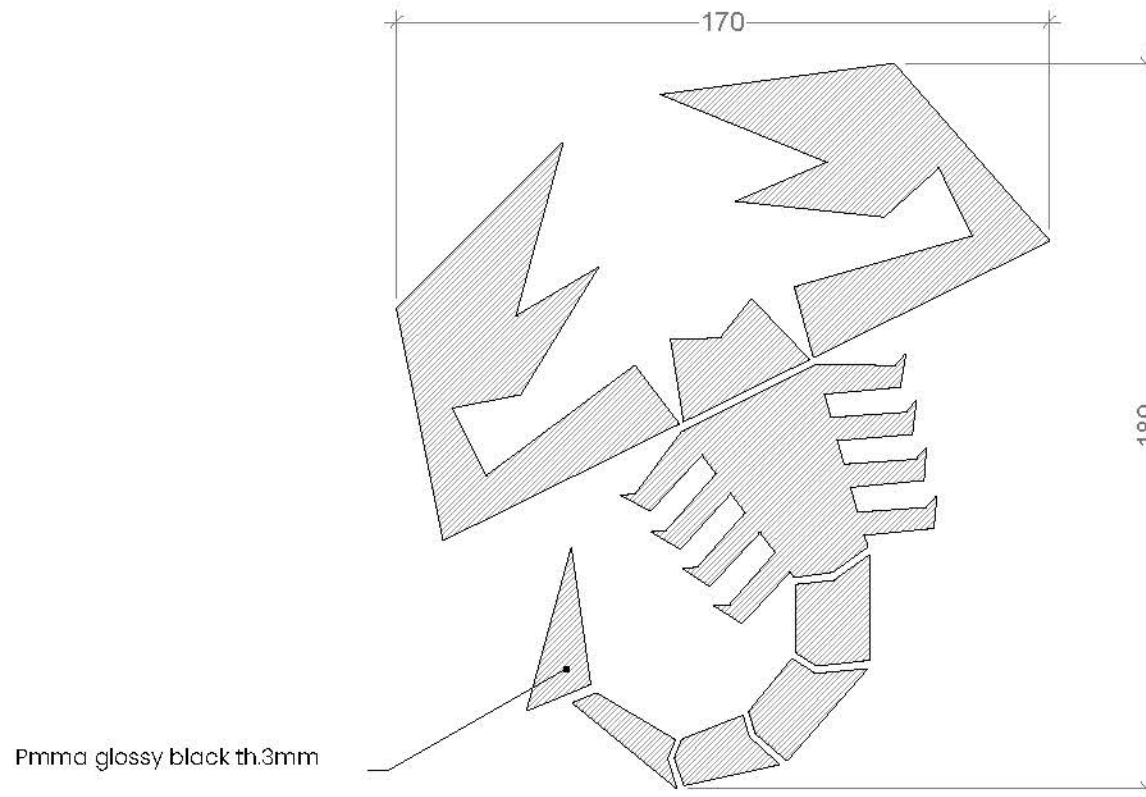
ABARTH LETTERING (MANDATORY)



ABARTH



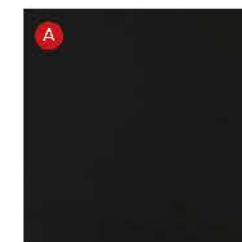
ABARTH SCORPION (MANDATORY)



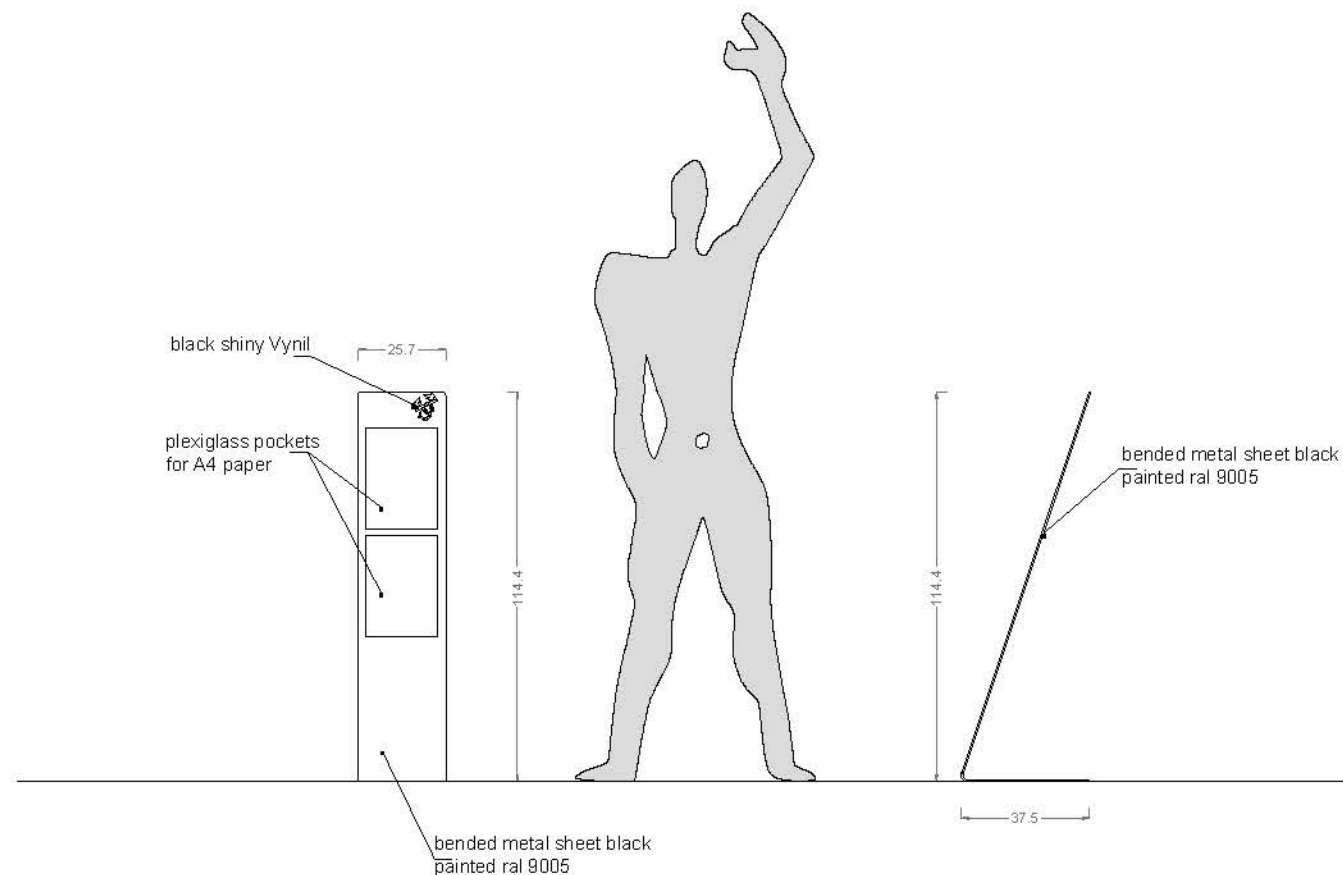


CAR SPECIFICATION HOLDER (MANDATORY)

Materials



RAL 9005

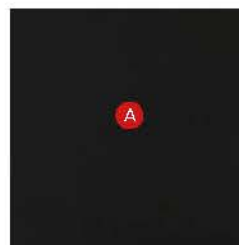


APPLICABLE AS SUGGESTED ONLY FOR L & M SIZE SHOWROOMS

MONITOR HOLDER FREESTANDING



Materials



Fenix NTM
Nero Ingo
0720

Brackets from digital supplier

MONITOR HOLDER



For screens and
connections
details.

PLEASE REFER TO THE
DIGITAL@RETAIL
IMPLEMENTATION
GUIDELINES

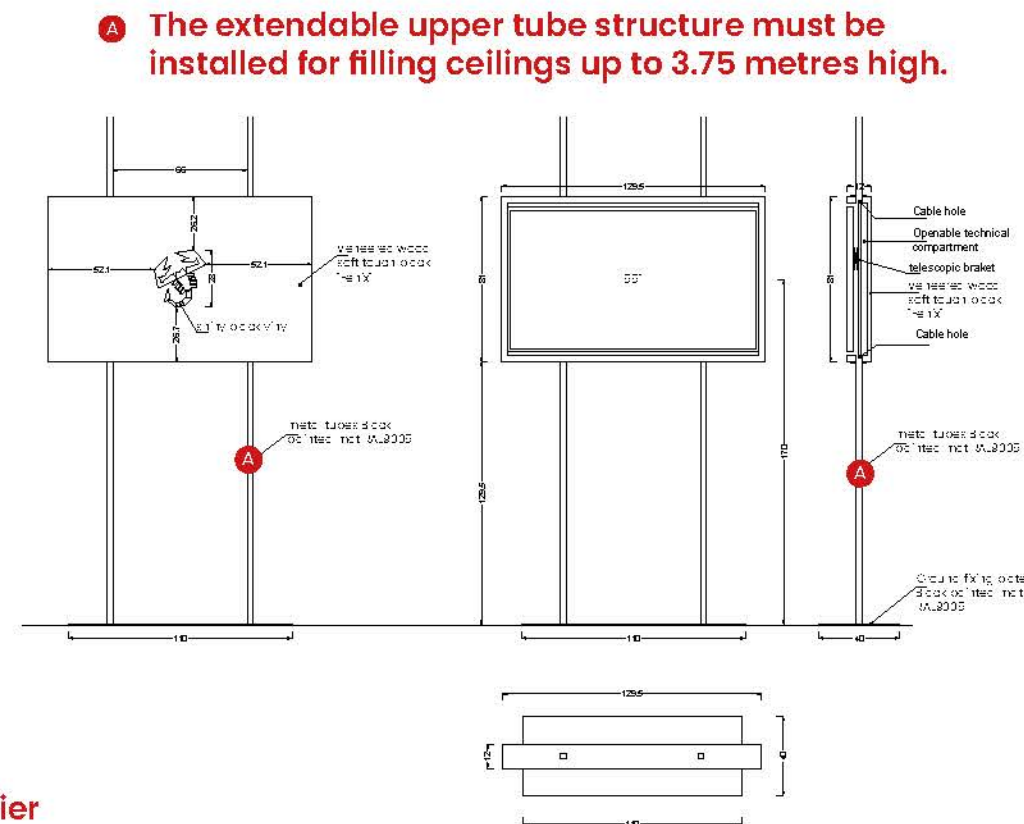
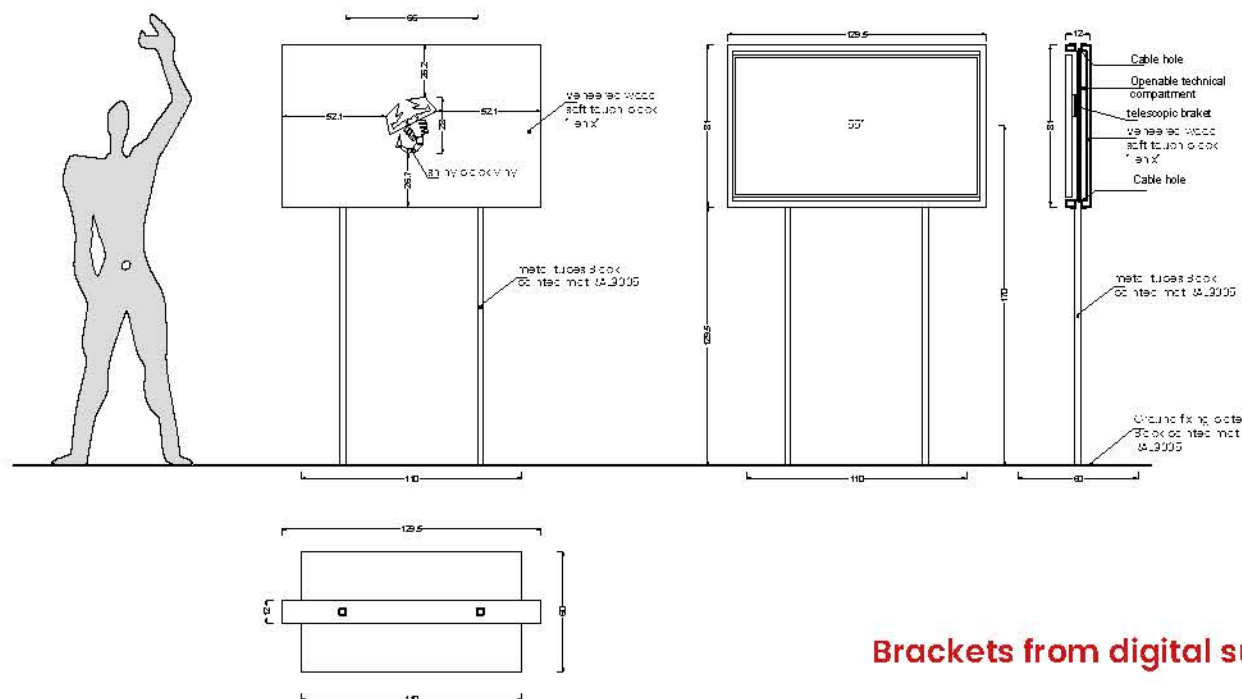
APPLICABLE AS SUGGESTED ONLY FOR L & M SIZE SHOWROOMS

For screens and connections details.

PLEASE REFER TO THE DIGITAL@RETAIL IMPLEMENTATION GUIDELINES

MONITOR HOLDER FREESTANDING

MONITOR HOLDER



Brackets from digital supplier

ABARTH SCREEN HOLDER – CONNECTIONS SCHEME



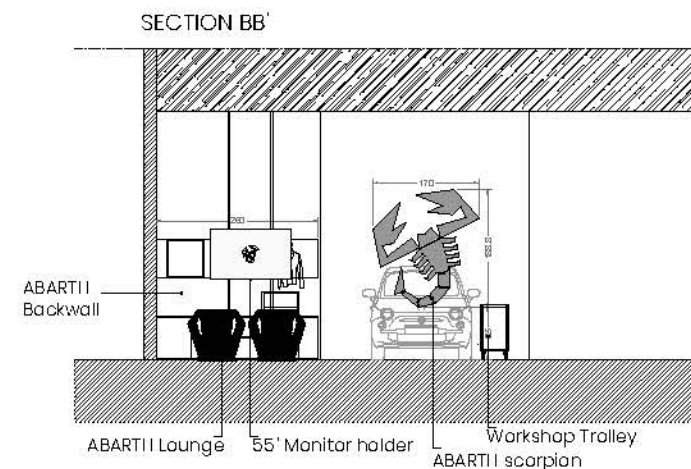
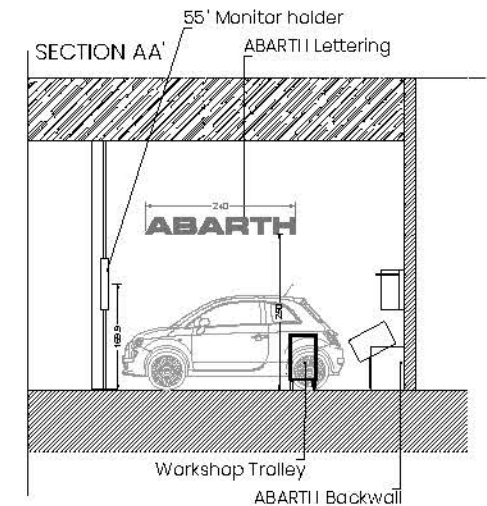
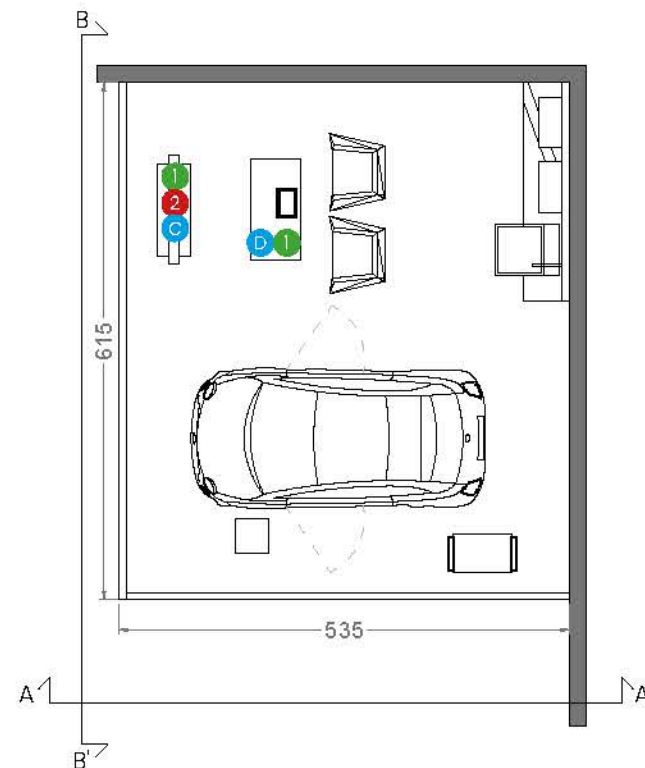
ELECTRICAL AND DIGITAL LAYOUT

ELECTRIC AND DIGITAL CONNECTIONS

- 1 Electrical connection
- 2 Net connection

ABARTH SCREENS

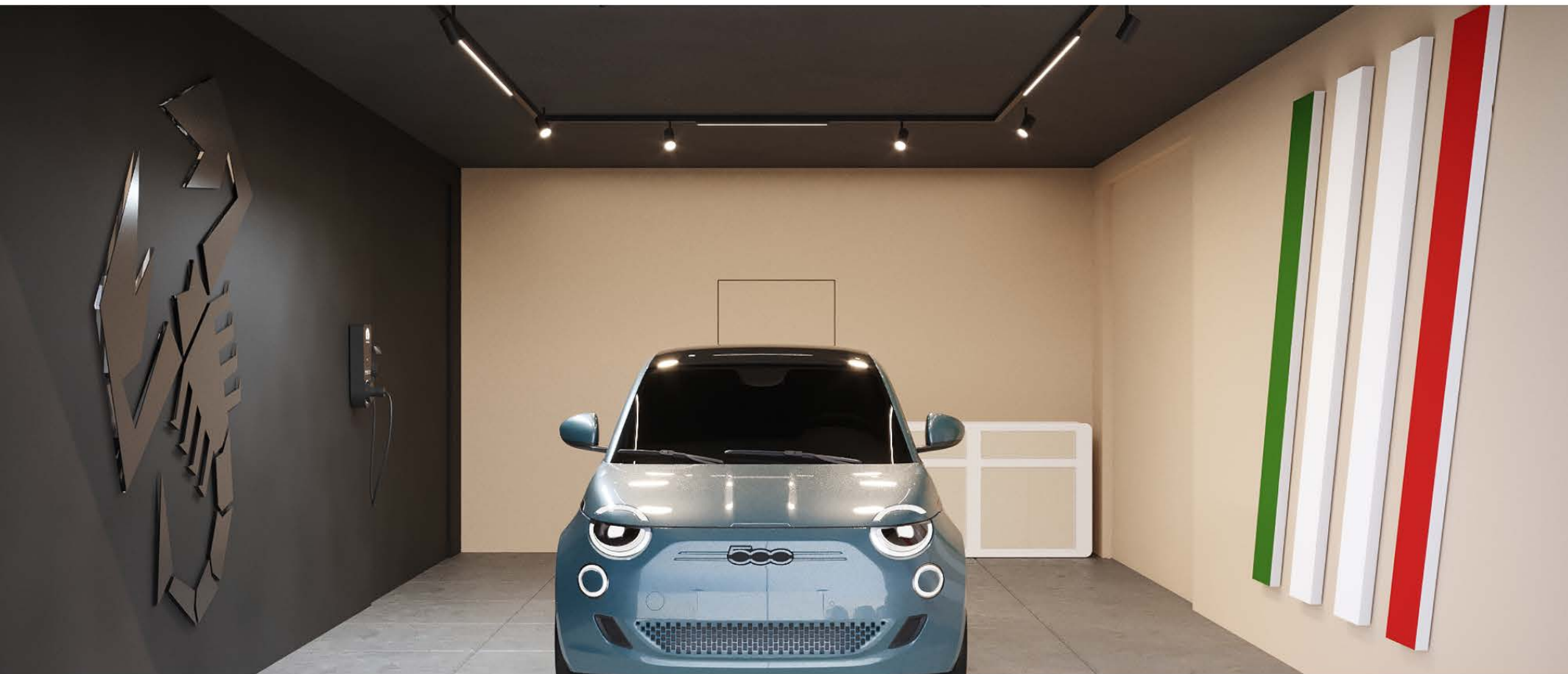
- C SALES SCREEN: 55" screen
 - D Tablet 13"
- Always in front of the C screen



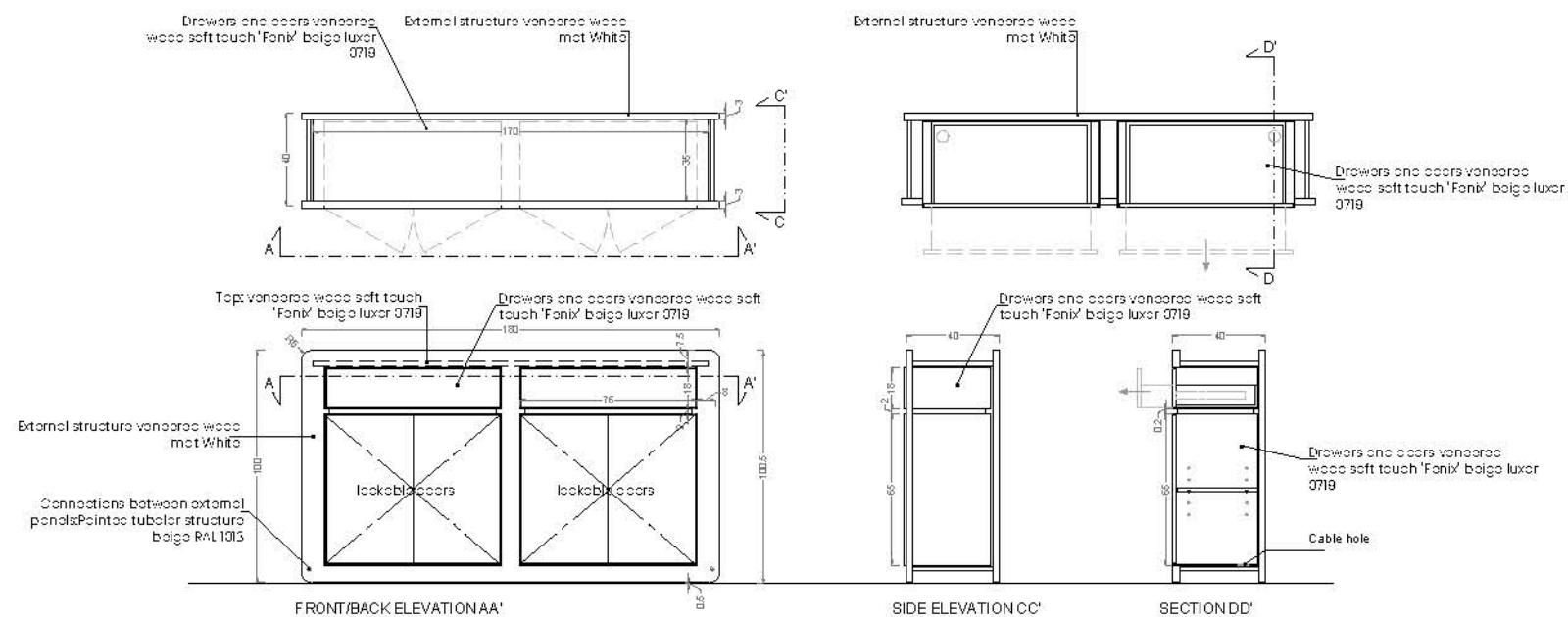
For screens and connections details.

PLEASE REFER TO THE DIGITAL@RETAIL IMPLEMENTATION GUIDELINES

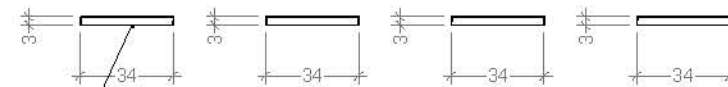
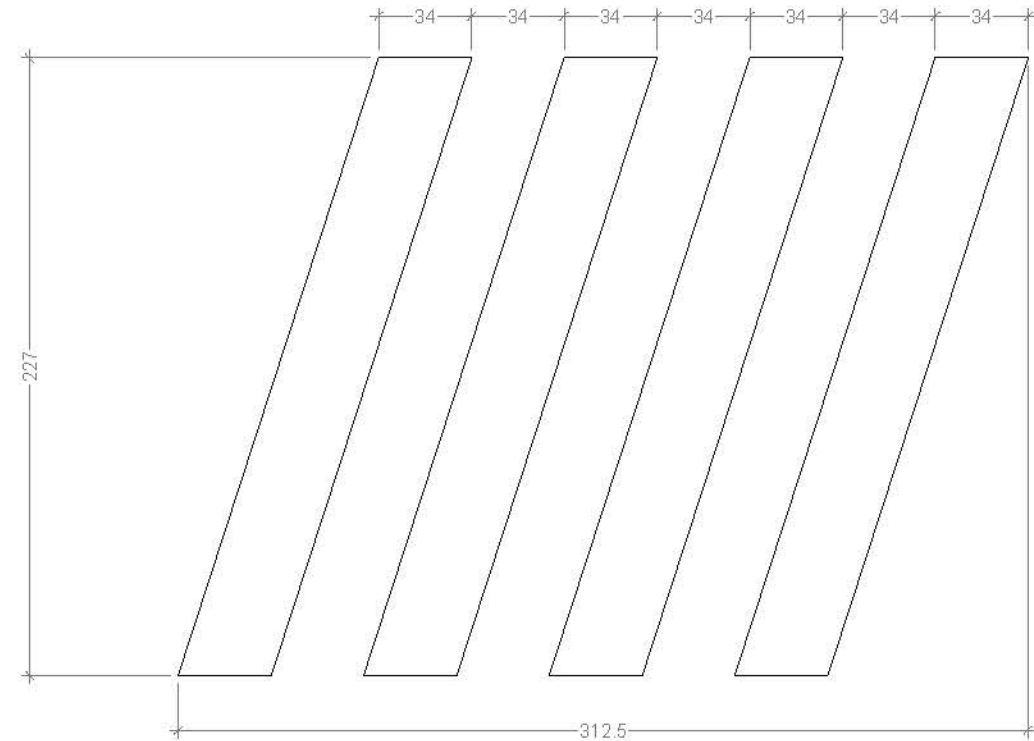




A 3D perspective view of a white cabinet with four tan-colored doors and drawers. The cabinet has a white frame and a tan-colored interior. The top section consists of two drawers, and the bottom section consists of two doors. The cabinet is shown from a side-on perspective, highlighting its depth and the internal structure, including a pull-out shelf.

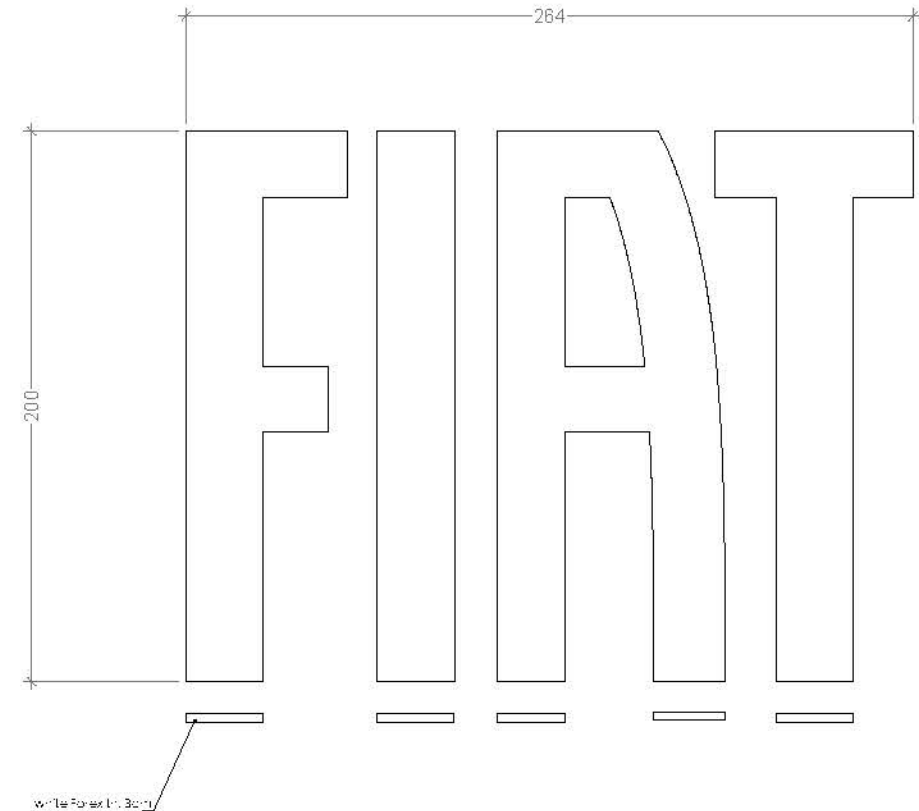


GRAPHIC SLASHES (MANDATORY)

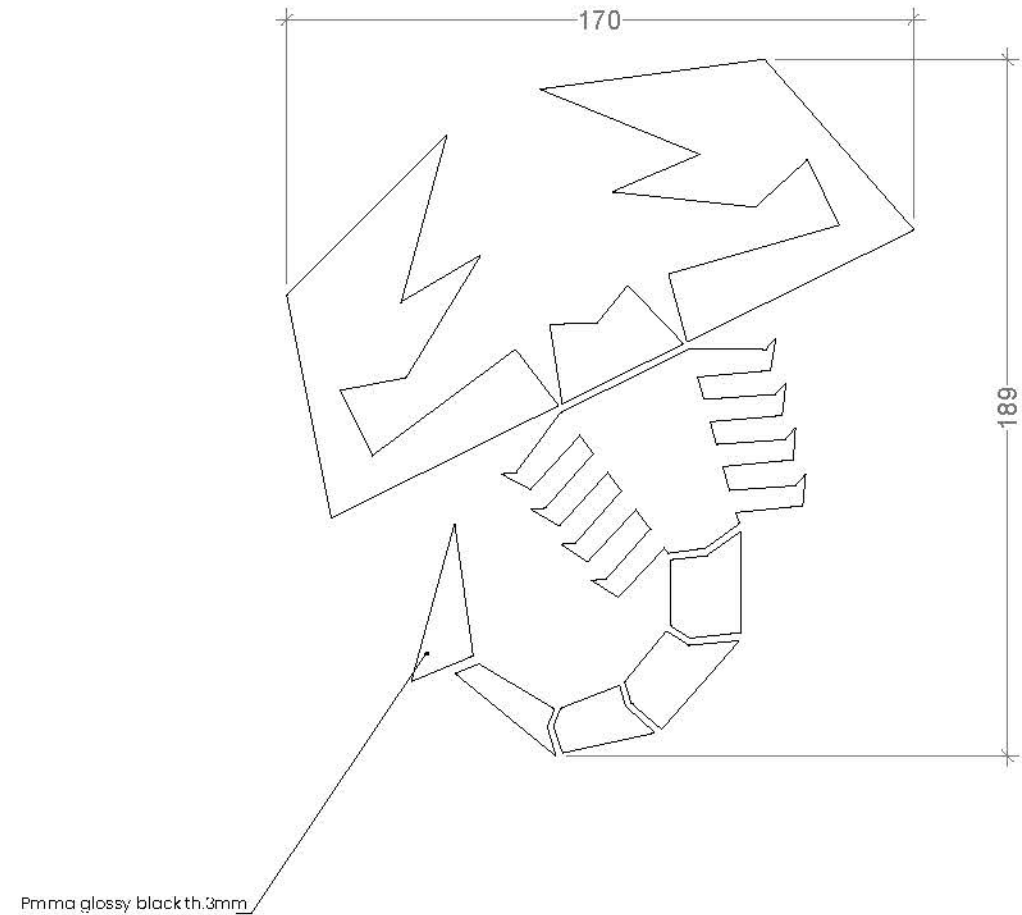


graphics mounted with rubber profile on aluminium frame.
Colour aluminium structure white
RAL 9010

DELIVERY FIAT LOGO (MANDATORY)



DELIVERY SCORPION LOGO (MANDATORY)





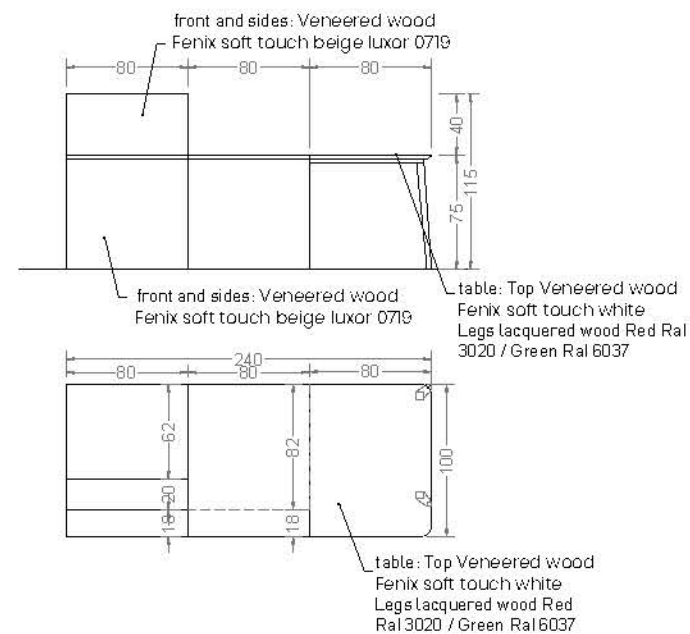
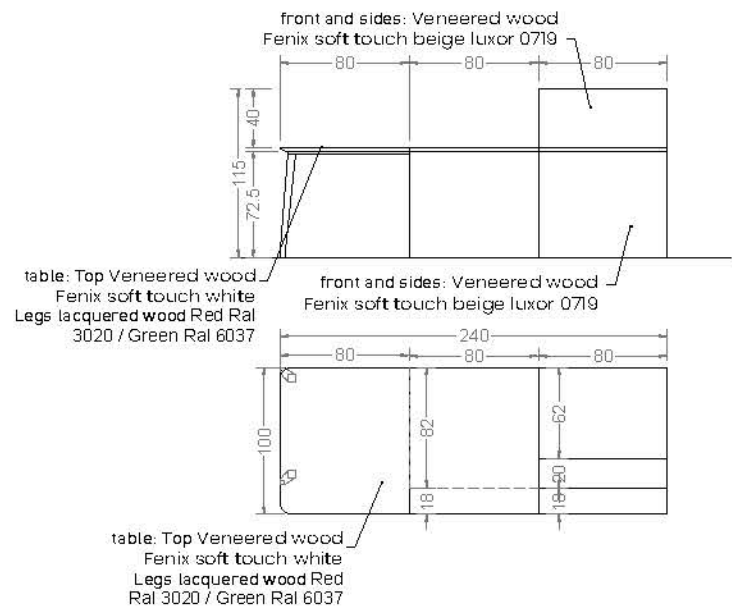
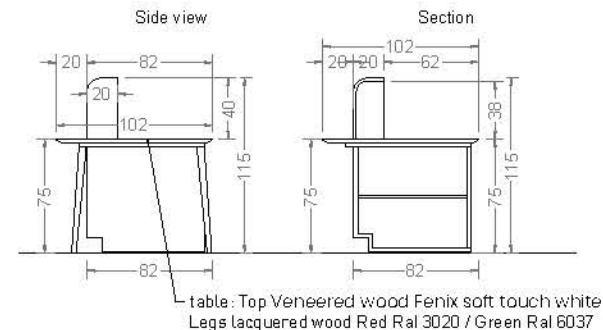
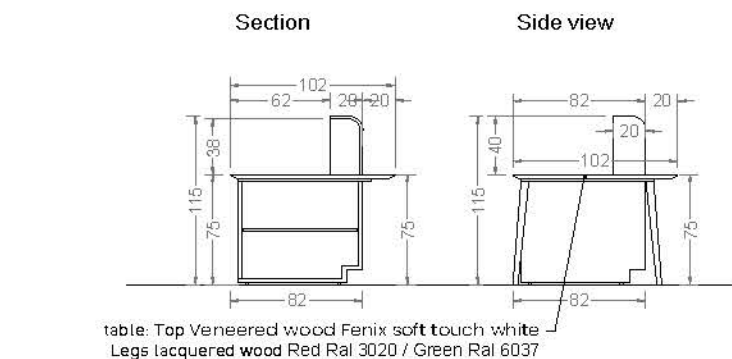




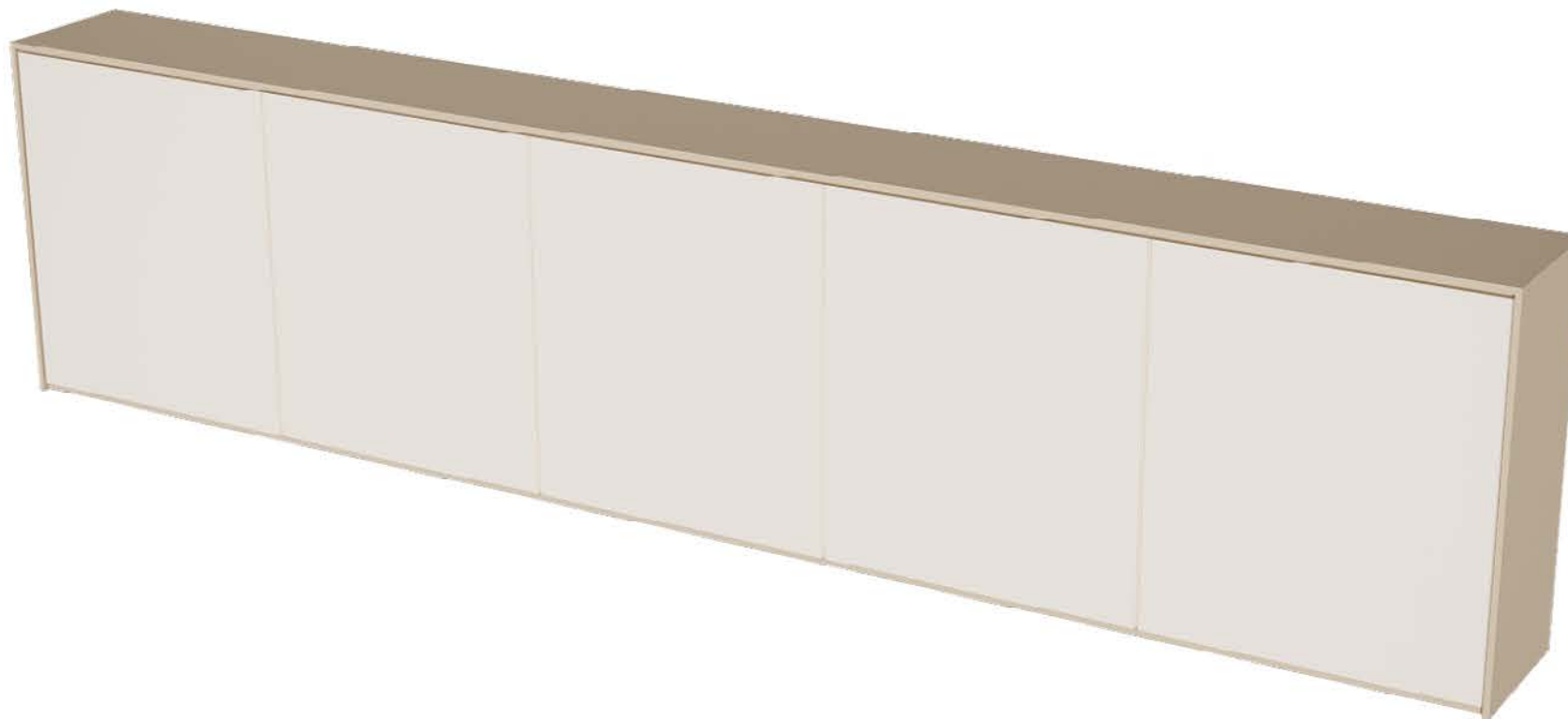
AFS RECEPTION DESK (MANDATORY)



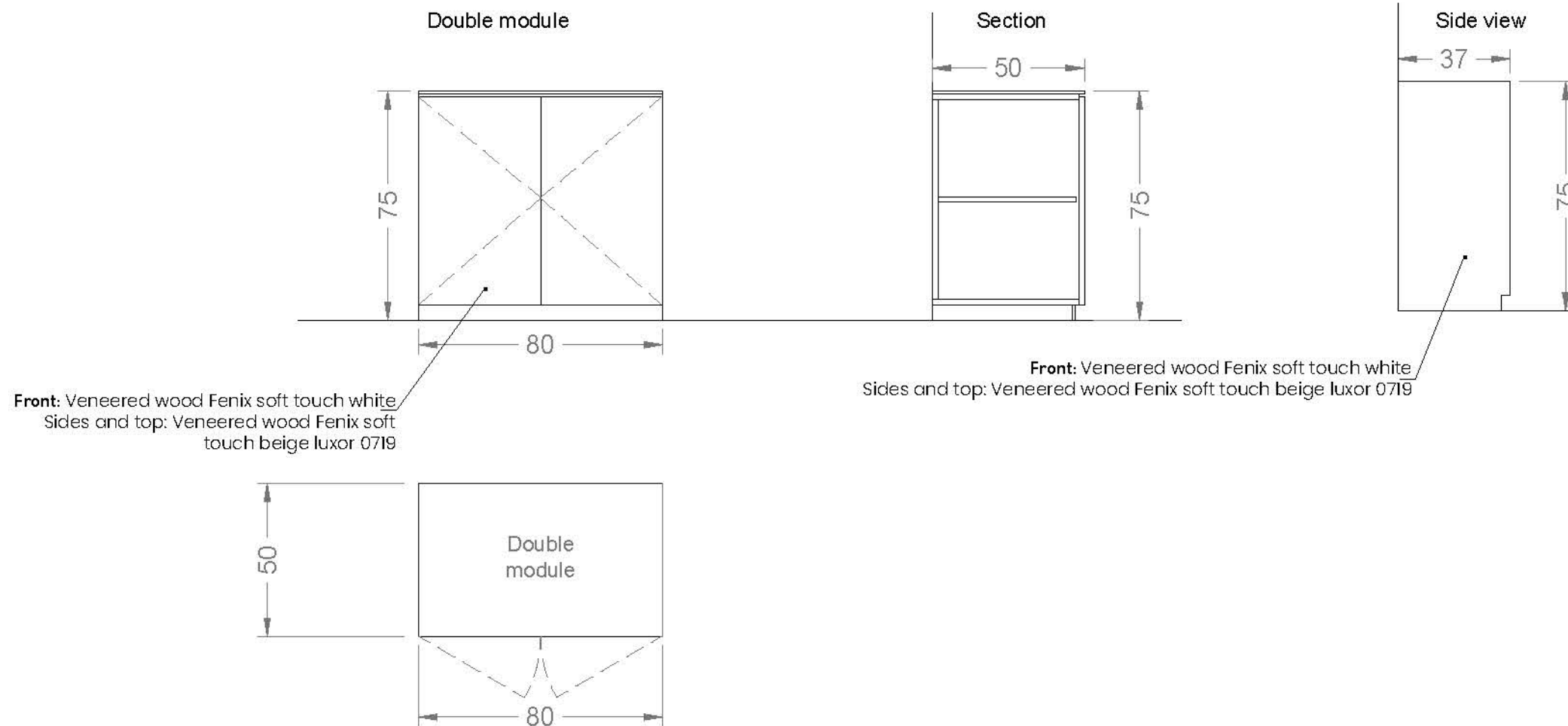
AFS RECEPTION DESK (MANDATORY)



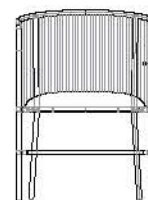
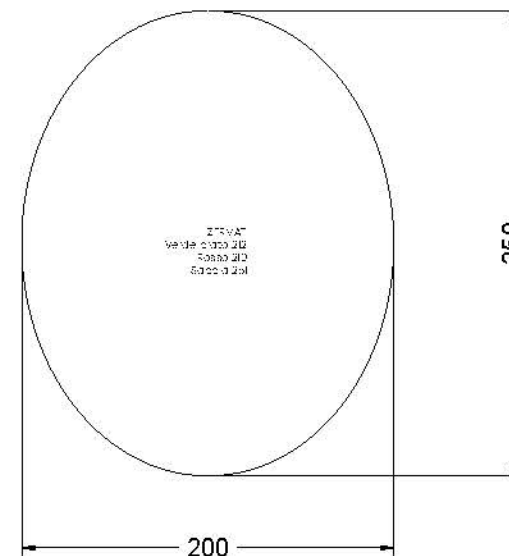
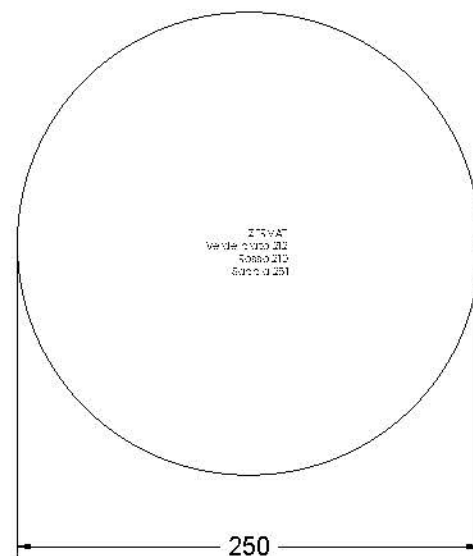
AFS RECEPTION CABINET (MANDATORY)



AFS RECEPTION CABINET (MANDATORY)

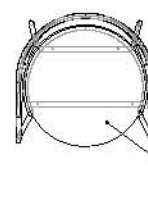


AFS WAITING AREA (MANDATORY)

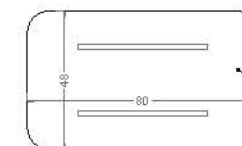


uv-resistant polypropylene
multifilament yarn, th. 3mm
White Ral 9010
Red Ral 3020
Green Ral 6037

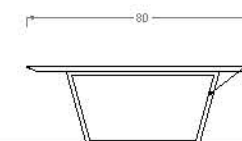
painted metal tubular structure
White Ral 9010
Red Ral 3020
Green Ral 6037



eco-leather White Ral 9010
Red Ral 3020
Green Ral 6037



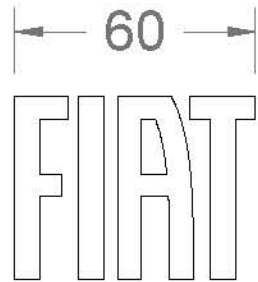
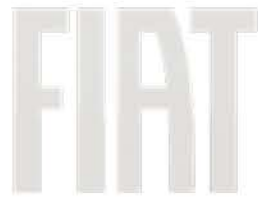
Top white RAL 9010
lacquered wood



white RAL 9010 steel
structure

AFS BACKWALL FIAT LOGO

(MANDATORY)



Printed transparent Pmma th.1cm

AFS BACKWALL ABARTH LOGO

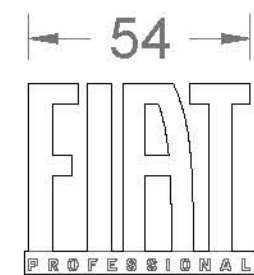
(MANDATORY)



Printed transparent Pmma th.1cm

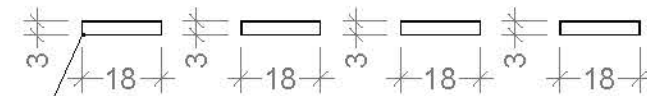
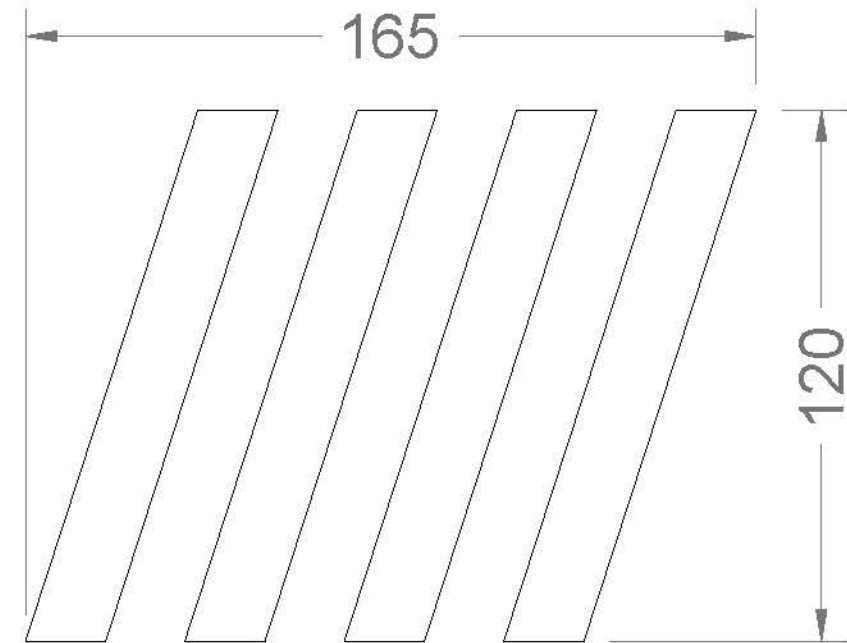
AFS BACKWALL FIAT PROFESSIONAL LOGO

(MANDATORY)



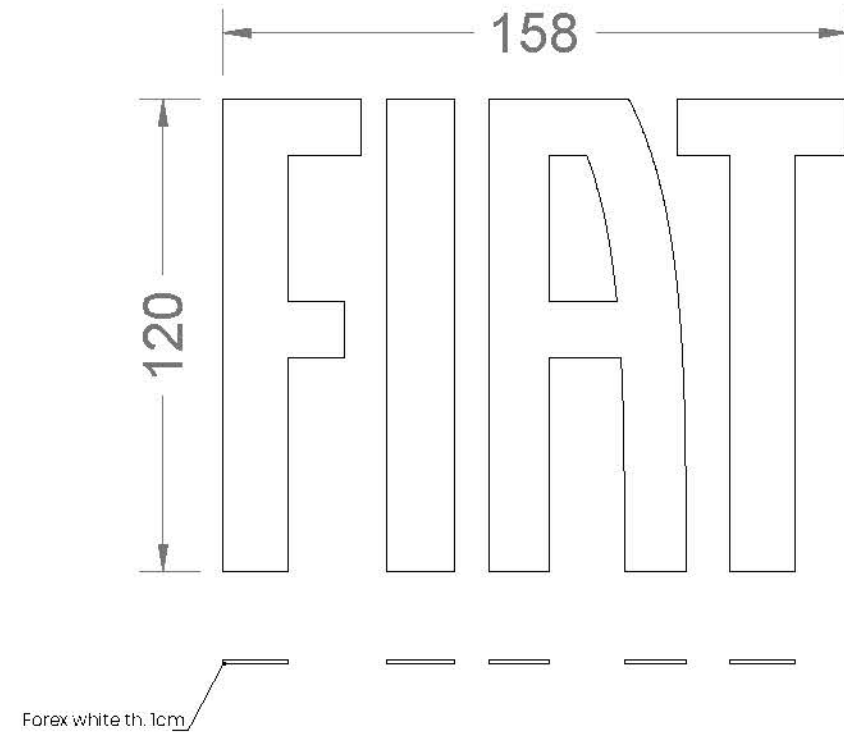
Printed transparent Pmma th.1cm

AFS 4 SLASHES (MANDATORY)

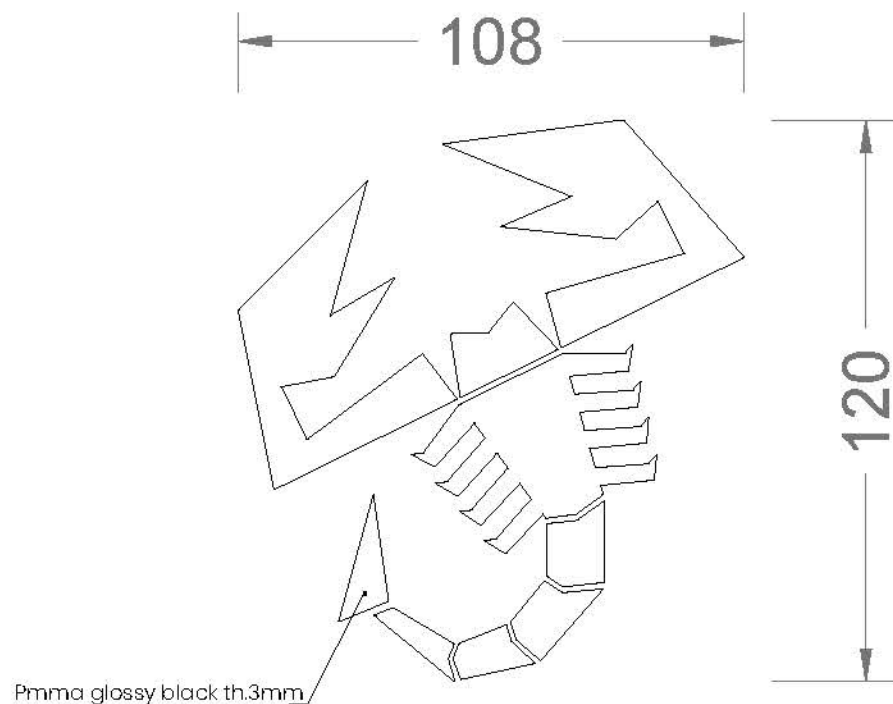


graphics mounted with
rubber profile on
aluminium frame. Colour
aluminium structure
white RAL 9010

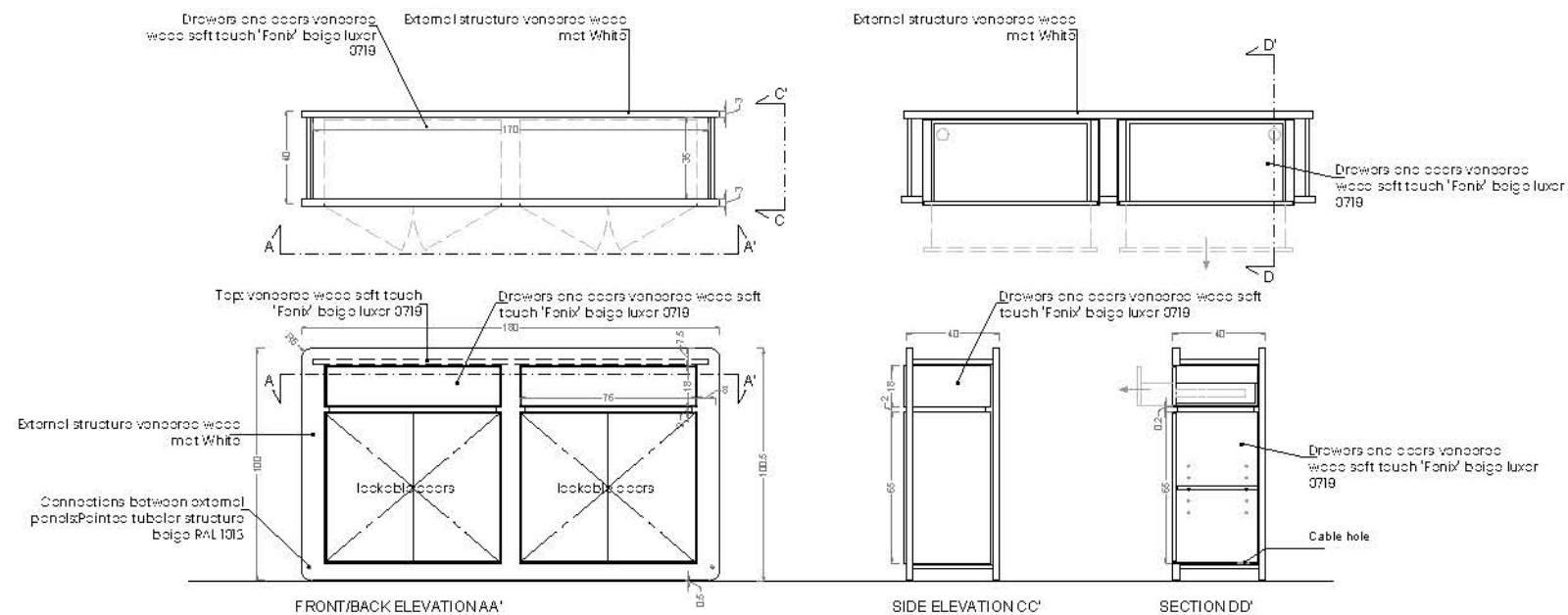
AFS FIAT LOGO (MANDATORY)



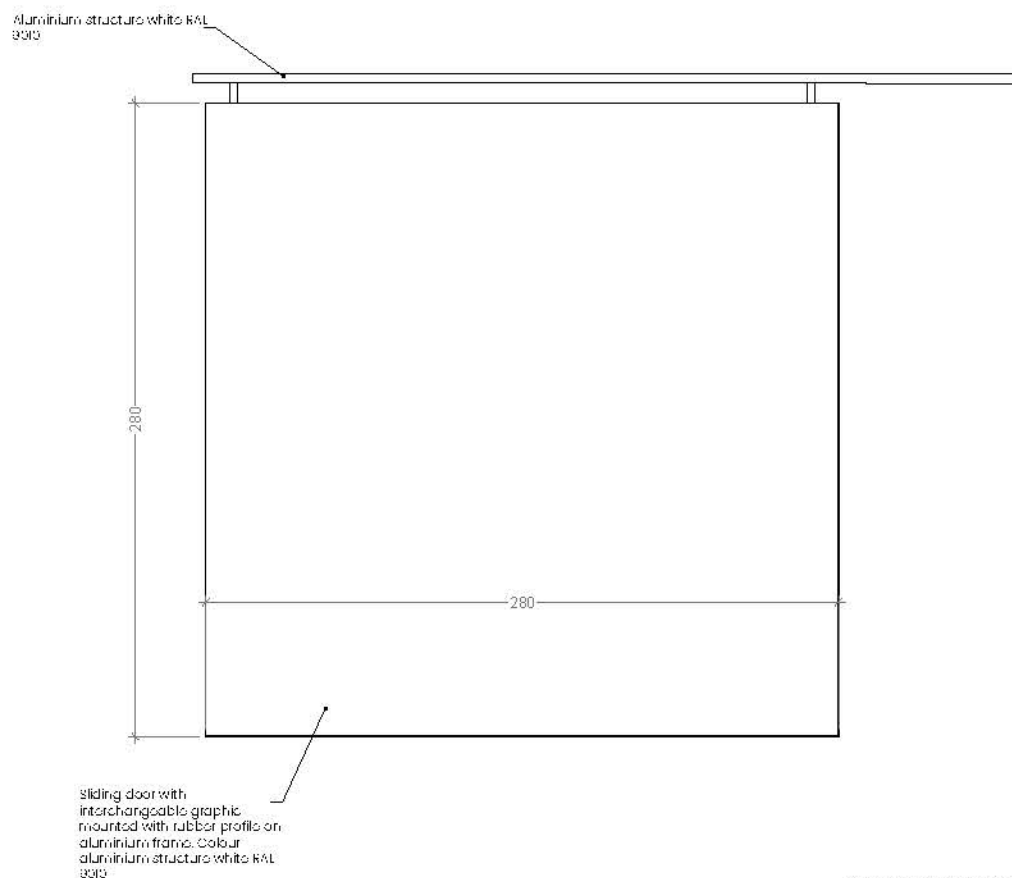
AFS SCORPION LOGO (MANDATORY)



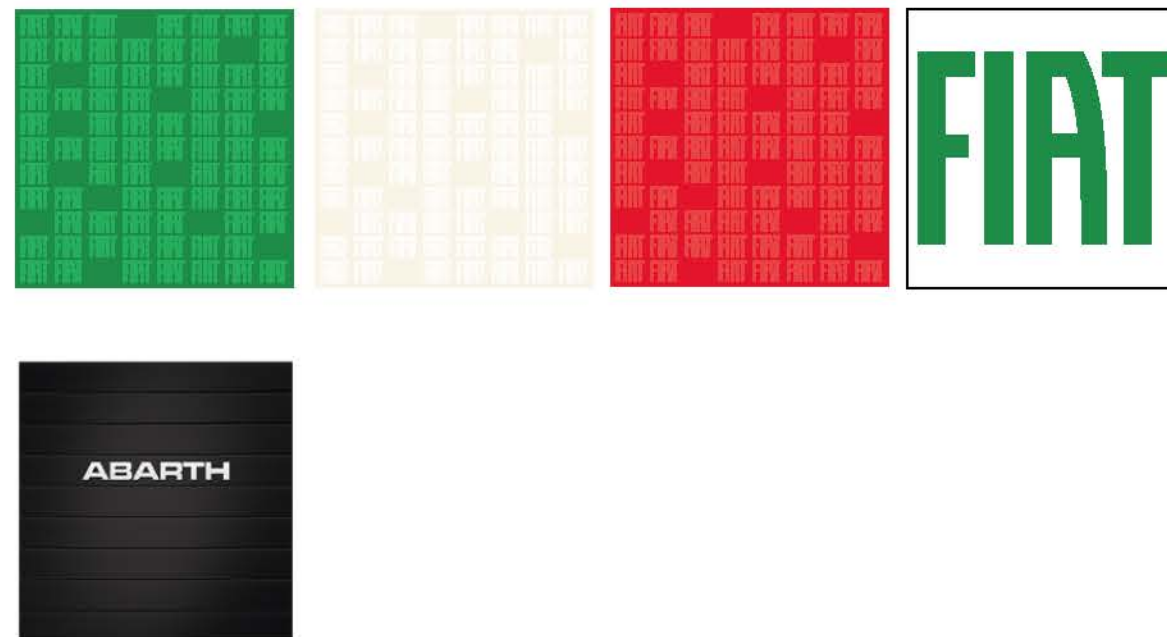
A 3D perspective view of a white cabinet with four tan doors and two drawers. The cabinet is shown from a side-on perspective, highlighting its depth and the arrangement of its compartments. The doors and drawers have a simple, rectangular design with a thin gold-colored border. The cabinet is set against a plain white background.



SLIDING DOORS (SUGGESTED)



POSSIBLE ARTWORKS



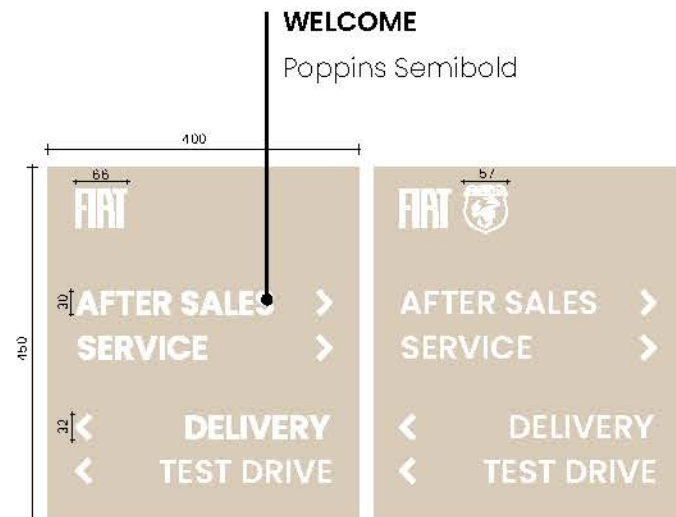
Images shown here may be subject to future updates according to the Brand communication strategies.

INTERNAL DIRECTIONAL SIGNAGE

(If internal directional signage is needed, these elements are subjected to local production)

DIRECTIONAL SIGNAGNE

These directional signs, placed inside the showroom, indicate the costumers how to reach the various areas.



INTERNAL DIRECTIONAL SIGNAGE

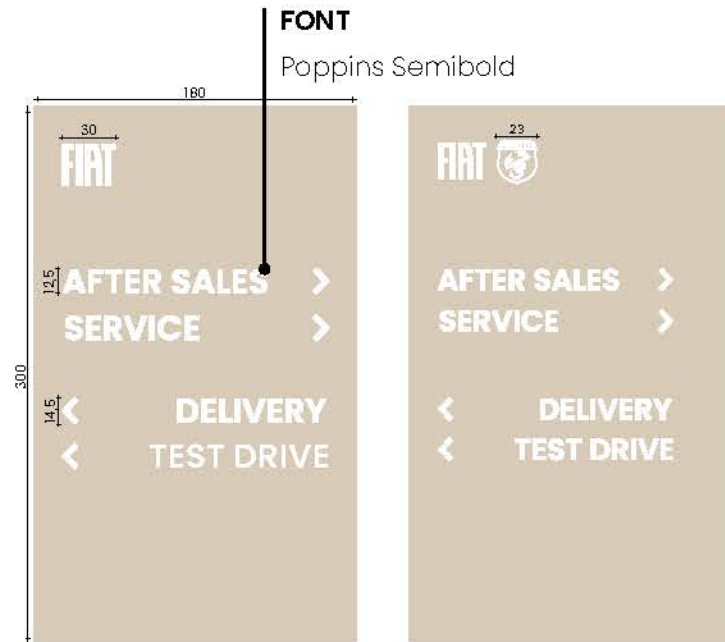
(If internal directional signage is needed, these elements are subjected to local production)

DIRECTIONAL SIGNAGNE

These directional signs, placed inside the showroom, indicate the costumers how to reach the various areas.

For structure details.

PLEASE REFER
TO THE SBH
MULTIBRAND
GUIDELINES





THANKS!

[BACK TO INDEX](#)

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. FIAT ABARTH 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 of FIAT's ABARTH's expense.