

DIGITAL@RETAIL STANDARDS

For Mono and Multi-brand Sites



January 2025





FIAT

The
new
Dolce
Vita

Electrifying

since
1949.



DIGITAL@RETAIL

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

DIGITAL@RETAIL PACKS & DEVICES

FIAT

STANDARD PACK

mandatory for all dealer sizes



Sales Screen & Digital Sales Book

- 75" screen, wall-mounted.
- Displays brand and promotional content as default content.
- Mirrors the 'Digital Sales Book' application from the touchscreen when enabled.
- 32" touchscreen.
- Runs interactive 'Digital Sales Book' application, featuring Config, Educational Videos.
- Full-frame screen, mounted on to bracket (supplied) within furniture.



STANDARD PACK

Depending on dealer size



Sales Screen; Digital Sales Book

- 55" screen, wall-mounted.
- Displays brand and promotional content as default content.
- Mirrors the 'Digital Sales Book' application from the tablet when enabled.
- 13" Tablet (DSB).
- Runs interactive 'Digital Sales Book' application, featuring Config, Educational Videos.

For Large Showroom

- Sales Screen → Mandatory
- Tablet (DSB) → Mandatory

For Mid Showroom

- Sales Screen → Mandatory
- Tablet (DSB) → Optional

For Small Showroom

- Sales Screen → Not Required
- Tablet (DSB) → Not Required

DIGITAL@RETAIL PACK PRICING - FIAT

ANY OTHER SCREENS/MONITORS/LAPTOPS/TABLETS USED BY
SALES STAFF NOT SHOWN HERE, ARE OUTSIDE THE
DIGITAL@RETAIL SCOPE AND MUST BE ORDERED SEPARATELY.

Standard Pack Mandatory FIAT Showroom		Year 1	Year 2	Year 3	Year 4	Year 5
Set-Up Costs	Hardware* and Installation Services	€4.333,4				
Recurring Costs	Software, Maintenance & Support	€1.329,5	€1.329,5	€817,5	€817,5	€817,5
Yearly Payment		€5.662,9	€1.329,5	€817,5	€817,5	€817,5
Operational Leasing		An operational leasing option available for both 36-month or 60-month period.				

(*) The D@R pricelist considers the standard pack of HW and Services as minimum requirement by Brands. Tailored quotation will be defined per PoS/Brand based on Retail Validation Center approved project, Dealer specific requests and/or technical requirements (e.g. optional devices, furniture or optional Media Player/s, on top to the standard pack)

Set-up Costs

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

Recurring Costs

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

Please note that the items marked as optional ("Optional Standard") are not mandatory for the Retailer who has the right to freely decide whether to use with them or not. The Brand will enforce no contractual remedies in case the Retailer decides not to select and/or implement any of the Optional Standard listed in the Annex. Similarly, the Optional Standard will not be considered as part of the CONTRACT SPECIFIC RISKS AND MARKET SPECIFIC INVESTMENTS at the Brand's expense.

DIGITAL@RETAIL PACK PRICING - FIAT/ABARTH (1/2)

PRICING FOR FIAT & ABARTH (LARGE SHOWROOM)

ANY OTHER SCREENS/MONITORS/LAPTOPS/TABLETS USED BY
SALES STAFF NOT SHOWN HERE, ARE OUTSIDE THE
DIGITAL@RETAIL SCOPE AND MUST BE ORDERED SEPARATELY.

Standard Pack Mandatory FIAT & ABARTH (Large)		Year 1	Year 2	Year 3	Year 4	Year 5
Set-Up Costs	Hardware* and Installation Services	€7.790,6				
Recurring Costs	Software, Maintenance & Support	€ 1.867,2	€1.867,2	€1.325,5	€1.325,5	€1.325,5
Yearly Payment		€9.657,8	€1.867,2	€1.325,5	€1.325,5	€1.325,5
Operational Leasing		An operational leasing option available for both 36-month or 60-month period.				

(*) The D@R pricelist considers the standard pack of HW and Services as minimum requirement by Brands. Tailored quotation will be defined per PoS/Brand based on Retail Validation Center approved project, Dealer specific requests and/or technical requirements (e.g. optional devices, furniture or optional Media Player/s, on top to the standard pack)

Set-up Costs

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

Recurring Costs

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

Please note that the items marked as optional ("Optional Standard") are not mandatory for the Retailer who has the right to freely decide whether to use with them or not. The Brand will enforce no contractual remedies in case the Retailer decides not to select and/or implement any of the Optional Standard listed in the Annex. Similarly, the Optional Standard will not be considered as part of the CONTRACT SPECIFIC RISKS AND MARKET SPECIFIC INVESTMENTS at the Brand's expense.

DIGITAL@RETAIL PACK PRICING - FIAT/ABARTH (2/2)

PRICING FOR FIAT & ABARTH (MID SHOWROOM)

ANY OTHER SCREENS/MONITORS/LAPTOPS/TABLETS USED BY
SALES STAFF NOT SHOWN HERE, ARE OUTSIDE THE
DIGITAL@RETAIL SCOPE AND MUST BE ORDERED SEPARATELY.

Standard Pack Mandatory FIAT & ABARTH (Mid)		Year 1	Year 2	Year 3	Year 4	Year 5
Set-Up Costs	Hardware* and Installation Services	€6.067,9				
Recurring Costs	Software, Maintenance & Support	€1.605,9	€1.605,9	€1.078,9	€1.078,9	€1.078,9
Yearly Payment		€7.673,8	€1.605,9	€1.078,9	€1.078,9	€1.078,9
Operational Leasing		An operational leasing option available for both 36-month or 60-month period.				

(*) The D@R pricelist considers the standard pack of HW and Services as minimum requirement by Brands. Tailored quotation will be defined per PoS/Brand based on Retail Validation Center approved project, Dealer specific requests and/or technical requirements (e.g. optional devices, furniture or optional Media Player/s, on top to the standard pack)

Set-up Costs

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

Recurring Costs

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

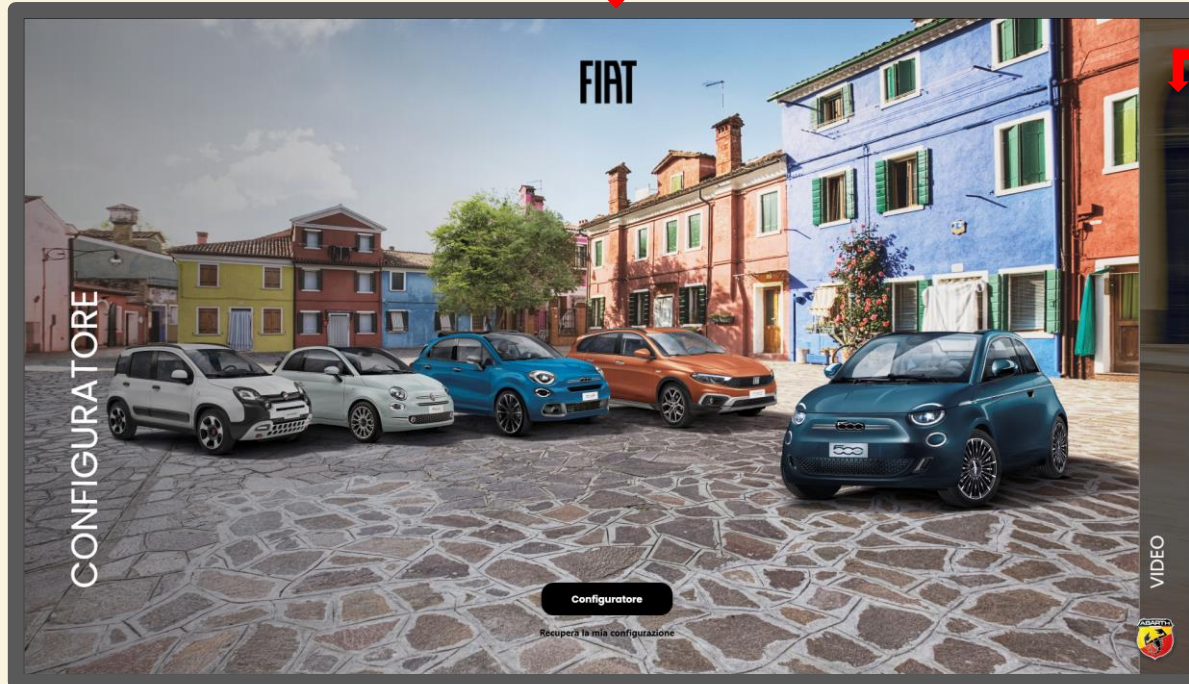
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'DIGITAL SALES BOOK'

FIAT

CONFIGURATOR

EDUCATIONAL VIDEOS



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

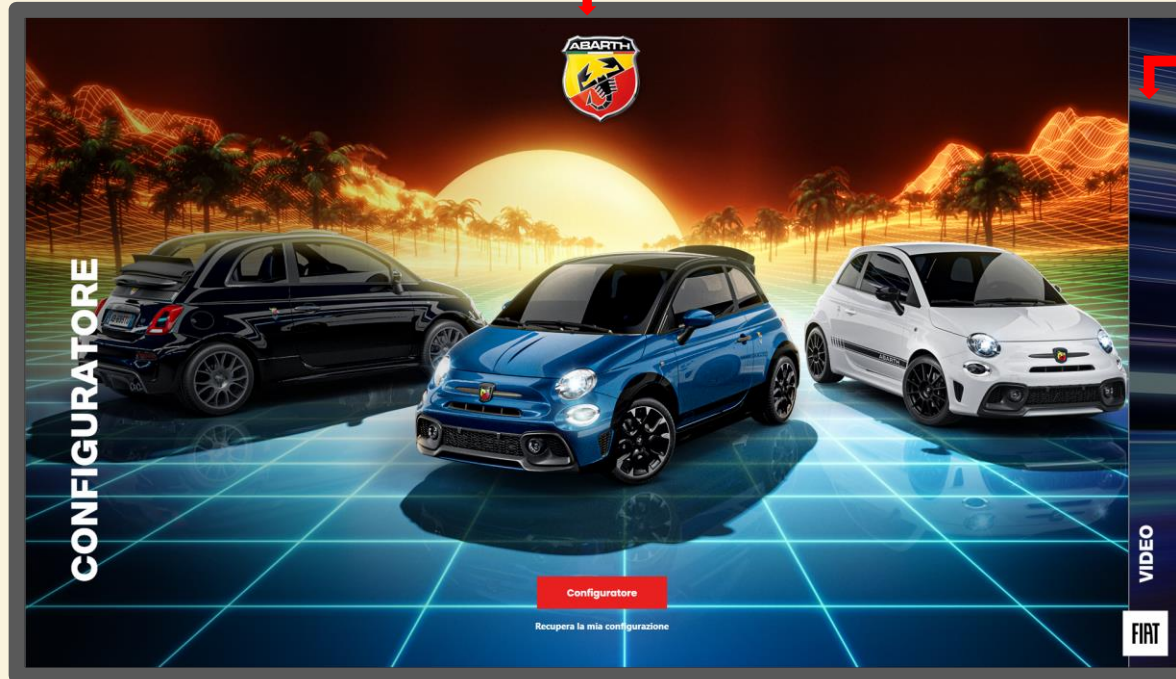
'DIGITAL SALES BOOK'



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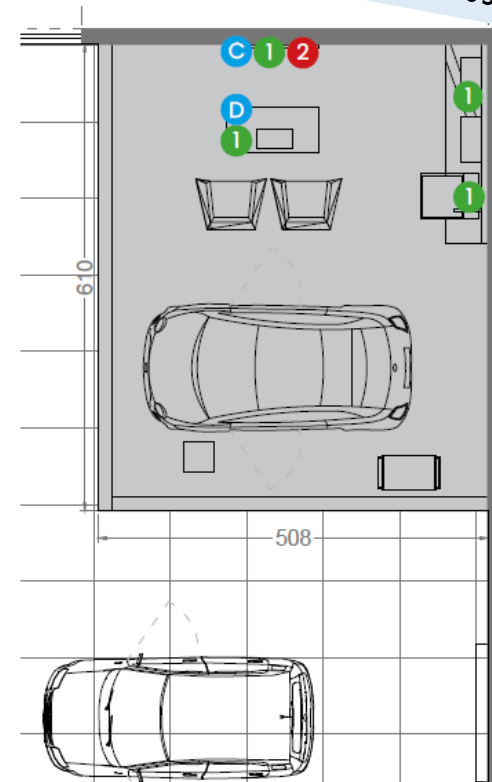
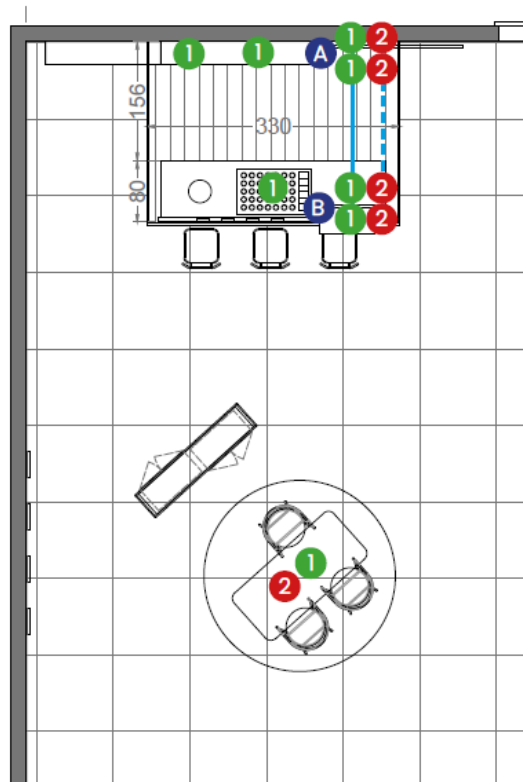
DEALER TECHNICAL REQUIREMENTS (SHOWROOM)

LAYOUT IS ILLUSTRATIVE

- A** FIAT SALES SCREEN
- B** FIAT CONFIGURATOR
- C** ABARTH SALES SCREEN
- D** ABARTH TABLET

ELECTRICAL AND DIGITAL CONNECTIONS

- 1** POWER SOCKET
- 2** INTERNET RJ45 SOCKET
- HDMI (under floor)
- - - RS 232 (under floor)



DIGITAL@RETAIL STANDARDS

Thank you.

