

# **Jeep**

The world would simply look very different without Jeep in it.

Since driving that first mission in 1941 during WWII, to helping drive our everyday family moments and missions, the Jeep brand's core values of freedom, adventure, authenticity, and passion ring as true today as ever.

As the global community of nearly 20 million Jeep brand fans continues to grow, it is their shared spirit of freedom and adventure, steeped in tradition yet excited for what lies ahead, that we harness to drive this brand forward.

Please join me in our great shared privilege and responsibility for protecting and reflecting the legacy of this most iconic of brands and committing to building experiences to engage the next generation of Jeep customers.

Charge on.

Antonio Filosa Chief Executive Officer, Jeep Branc

DEALER - CORPORATE IDENTITY BOOK

\_\_\_\_

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

# Jeep

# Introduction

Jeep® brand invented the 4x4 in 1941. Its evolutionary process has allowed it to reach us with its unique appeal; a unique appeal that nobody can dispute. Today, Jeep® is an iconic brand, a status symbol representing a certain lifestyle that goes far beyond time and any geographical borders.

Off-road adventures and full control of the vehicle even in extreme conditions: these are the characteristic traits of Jeep® brand vehicles and their drivers. People who choose the Jeep® brand want substance, adventure, tradition and personality. But that's not all. They also know that every Jeep® vehicle was designed, modelled and produced as a piece of craftsmanship.

Every individual detail, every finish and every chosen material reflect the Jeep® brand's unconditional love for things done properly. This is why the distinctive features of the Jeep® Brand can be immediately recognised in the design of its showrooms.

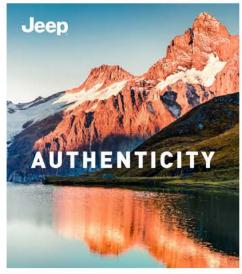
Thanks to its use of warm and natural materials such as wood, an accent is put on the values that make Jeep® a legendary brand. The dealership showrooms are functional, emotionally engaging and welcoming.

This helps customers feel part of the collective imagination that Jeep® brand is part of with its quality and its history. The new sales network looks to the future with a clear image of solidity and a more specific and efficient presence which allows the Jeep® brand to constantly remain in line with the highest customer expectations and to reach increasingly more ambitious objectives which are up there with its legendary status.









CONTENTS. Jeep

01.	EXTERIOR	
	Ideal Jeep dealership	p.6
	Brand image	p.7
	Site layout	p.8
	Exterior brand image	p.9
	Exterior finishes •	p.10
	Material detail	p.11
	ACM fabricators	p.13
	Jeep ACM panel details	p. 14
	Jeep site lighting	p.16
	Jeep totem	p.17
	Directional sign	p.18
	Facade logos	p.19
	Sticker opening hours	p.20
	Jeep aftersales sign	p.21
	Aftersales stand alone entrance	p.22
	Speciality fixtures	p.23
02.	EXTERIOR SURROUNDING	
	Surrounding & Parking lots	p.25
	Test drive area	p.26
	Test drive	p.27

BACK TO INDEX

GO TO PAGE

INTERACTIVE

SYMBOLS

03.	INTERIOR		
	Project Methology	0	p.31
	Ceiling principles	0	p.32
	Lighting layout principles	1	p.33
	General layout	0	p.34
	Showroom sizing	0	p.39
	Showroom 600 M <sup>2</sup>	0	p.40
	Showroom 400 M <sup>2</sup>	0	p.46
	Showroom 250 M <sup>2</sup>	0	p.52
	Showroom 205 M <sup>2</sup>	0	p.58
	Showroom 175 M <sup>2</sup>	0	p.64
	Showroom 125 M <sup>2</sup>	0	p.69
	Showroom lighting study		p.75
04.	FURNITURE		
04.	Index	0	p.80
05.	DELIVERY AREA		
	Project	0	p.147
06.	AFTERSALES		
	Standard project	0	p.154
07.	AFTERSALES FURNITURE		
07.	Mandatory elements		p.163

DEALER - CORPORATE IDENTITY BOOK



### IDEAL JEEP DEALERSHIP



### THE JEEP EXPERIENCE & WAY OF LIFE

The Jeep dealership facility is designed to provide customers with a chance to experience the Jeep brand. The unique environment upholds the brand promise to provide vehicles that support a lifestyle of boundless freedom, responsible adventure and vehicles that are reliable, safe, fun and environmentally friendly.

Key design elements of the Jeep facility include:

- Signature showroom facade
- Strong facility identity
- LED interior/exterior lighting
- Contemporary casework
- Brand merchandise retail environment
- 4xe



### **BRAND IMAGE**



Jeep brand is iconic, a status symbol representing a certain lifestyle that goes far beyond time and any geographical borders. Off-mad adventures and full control of the vehicle even in extreme conditions: these are the characteristic genetic traits of Jeep brand vehicles and their drivers.

People who choose the Jeep brand want substance, adventure, tradition and personality. But that's not all. They also know that every Jeep vehicle was designed, modeled and produced as a piece of craftsmanship.

Every individual detail, every finish and every chosen material reflect the Jeep brand's unconditional love for things done properly.



# SITE LAYOUT



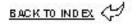
#### REQUIRED SITE ELEMENTS

- Jeep brandwign
- Enough inventory display close to the showroom (e.g. at the front of the site)
- Display/storage space to provide enough supply of new vehicle inventory (defined by the country)
- Convenient oustomer parking
- Prominent street front service drive entrance
- · Painted test drive area
- Entrance elements to show opening hours by law

#### Recommended Site Elements

- A single entry/exit for oustomers
- The pad under the facility-should be slightly elevated to allow better-show-room visibility





### **EXTERIOR BRAND IMAGE**



The initial customer impression is created by the exterior of the Jeep facility. The exterior design of the Jeep facility is a new global design. The ACM (Aluminium composite material) finishes are bamboo and anthracite gray, giving this facility a clean, modern look.

#### REQUIRED EXTERIOR ELEMENTS:

- 1. Brand logo
- 2. Expansive butt-jointed curtainwall for showroom glass
- 3. Street front service drive
- 4. ACM cladding (see Finish Schedule for details)
- 5. Dealer Name Letters, Service and Express Lane identity
- 6. Jeep Mountain vehicle display
- 7. LED exterior lighting





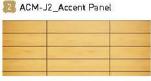
### **EXTERIOR FINISHES**



ACM-J1 Field Panel



Aluminum Composite Metal Color: Anthracite Grey Pattern: Stacked



Aluminum Composite Metal Color: Harvest Trail Bamboo Pattern: Stacked



High Polished Aluminum



Anthracite Integrated Light (Front Facade only) High Polished Aluminum Harvest Trail Bamboo Curtain Wall / Glass



Glass: 1" Insulated. butt-iginted Vitro Solarban Low E on Acuity Curtain Wall finish: Clear Anodized



Glass: 1" Insulated Vitro Solarban Low E on Acuity Store front finish: Clear Anodized



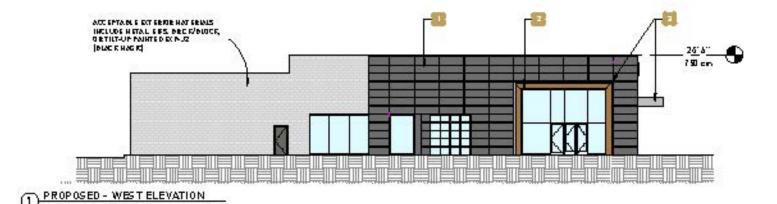
#### Notes

- Color view on computer screen and printed may differ from actual material samples. Refer to actual material samples for color reference.
- Exterior of service department, parts department, and areas behind showroom; acceptable materials include metal, EIFS, and brick/block painted EXP-J2 (SW Black Magic).
- Dealership name to be installed with standard identity program font and right justified to accent trim.
- In the necessary circumstance that capture mullions are required due to climate concerns, they should be black to reduce visual appearance.
- All glass on front facade, whether curtain wall or storefront, to be butt-jointed.
- · Vestibules are not required by STELLANTIS, but may be code required.
- In cold weather climates, 8" 20 cm wall base is acceptable (finish color to match adjacent metal).



### MATERIAL DETAIL





DEALE ESHIP HAVE TO BE

INSTALL SOW FHIST THE READ

CENT SEEDW FHINT HE RANGE

TO DEALE ESHIP HAVE TO BE

INSTALL SOW FHIST THE READ

CENT SEEDW FHINT HE RANGE

TO DEALE ESHIP HAVE TO BE

SLASS A HOA LUMHINUM OF SEMEAN

ENLINE 1900 ES

TO DEALE ESHIP HAVE TO BE

SLASS A HOA LUMHINUM OF SEMEAN

TO SLASS A HOA LUMHINUM OF SEMEAN

ADD on

ADD on

EXTERIOR FINISH TAG LEGEND

ACM-J1 Alum inum Composite Metal Apolic Anthracite Grey

ACM-J2 Alum inum Composite Metal - Apolic High Polished Aluminum

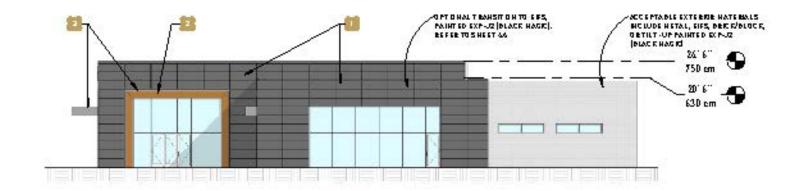
CW-1 Curta in Wall Fram ing - Kawrneer
Harvest Trail Bamboo

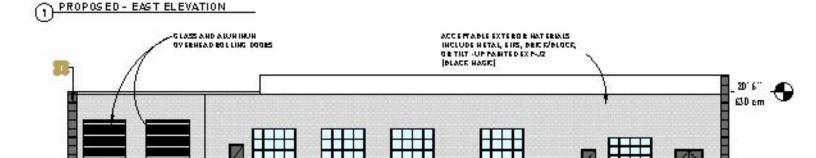
EXP-J2 Exterior Paint - Shervrin Williams 7067
Citys cape - RALF 022, Satin

(2) PROPOSED - SOUTH ELEVATION

## MATERIAL DETAIL







(2) PROPOSED - NORTH ELEVATION

EXI	ERIOR FINISH TAG LEGEND			
\$13	ACM-J1 Aluminum Composite Metal - Apolic Anthracite Grey	ACM-J3Aluminum Composite Metal - Alpolic High Polished Aluminum	GL-1 Gbss: I "Insulated, butt-jointed Vèro Sobrban Lowr E on Aculty	EXP-J2 Exterior Paint - Shervrin Williams 6991 Black Hagic RAL90M, Satin
8	ACM-J2 Aluminum Composite Metal - Apolic Harvest Trail Bamboo	CW-1 Curta in Wall Framing - Kaveneer Clear Anodized Butt Jointed	EXP-J 1 Exterior Paint - Shervrin Williams 7067 Citys cape - RALFOEE, Satin	1

# ACM FABRICATORS\_ Aluminum composite material



#### BUILDING DELIVERY TO ACM FABRICATOR

- Flat wall with 3/4" 2 cm plywood (preferred) or gypsum optional
- Curtain wall/mullions in place
- Primary building seal at windows
- Waterproofing
- Steel supports for entrance and service canopies
- Roof membrane wrapped over parapet wall into sheeting
- Electrical whips for lighting in canopies

DEALER - CORPORATE IDENTITY BOOK

installed

- Clear access to work area
- Area for material storage

# ACM INSTALLATION BY APPROVED FABRICATORS

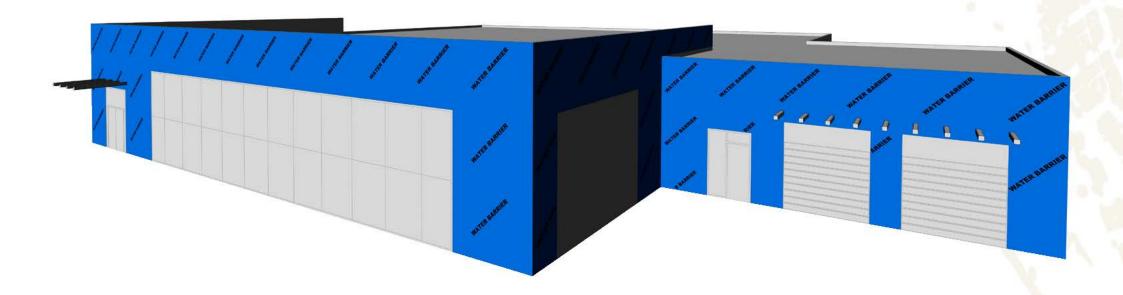
The Jeep Image program requires all ACM to be installed by one of the suppliers program approved ACM fabricators. Each vendor has been approved by Jeep, however, it will be up to the dealer to choose which vendor they will hire for the project. The ACM panel system shall have 3/16" - 5 mm. Wide panel joints and a color matched ACM spline filler in reveal.

The ACM fabricator shall provide stamped engineering calculations and system modifications required to comply with the calculations.

Please reach out to one of the suppliers vendors to the right for a proposal before

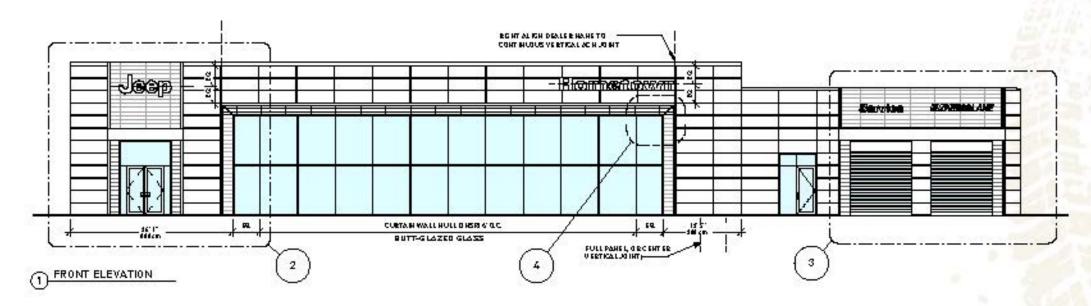
starting the building engineering drawings.

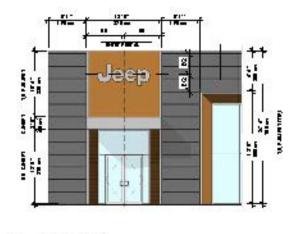
Dimension and technical specifications must be verified according to local regulations.



## JEEP ACM PANEL DETAILS







Harvest Took Barrioo ACM Carta a Wall Franc & Skoon SERVICE SERVICES MH43 CURTON WOLL STERT OF SCHOOL

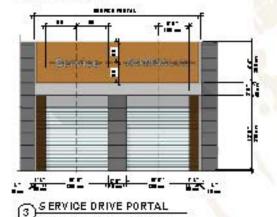
FRAME CORNER DETAIL

Materia l'Arrangement

2' - Som letegrated Light | Front Focade only| 2' - Som High Policiked Alemania

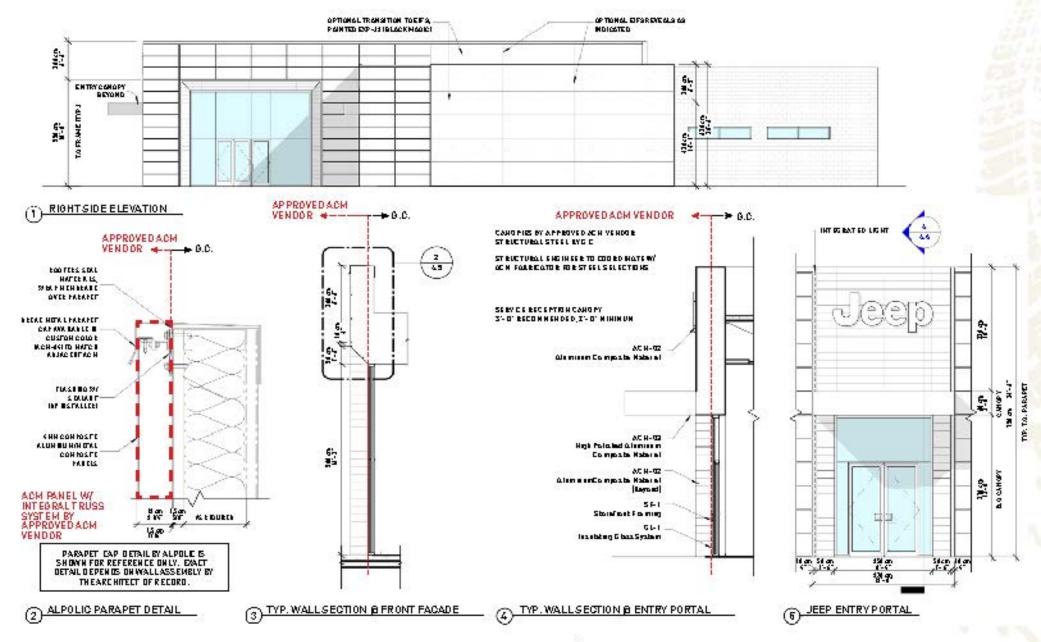
Authorite ACM

ACH-12 (HARVEST TRAIL BAH 800) TO E JEEP SITE OF A LOUIS OF BUILDING MIL CLE MELUMMU IMITE STREET, IIO-CASS SELUK MIGISE



### JEEP ACM PANEL DETAILS





### JEEP SITE LIGHTING



#### REQUIRED SITE LIGHTING

(Depending on municipality constraints)

- LED lighting throughout 5000K CCT
- Concentrated Frontline Display Lighting (25 30 Fc)
- Focused spot flood lighting on Jeep Mountain (20 25 Fc)
- Appealing General Display / Customer Parking lighting (15 20 Fc)
- Employee Parking / Inventory / Service Lighting (5 10 Fc)
- Minimum efficacy of 100 LPW on Pole Fixtures
- Minimum efficacy of 130 LPW on Floods
- Minimum efficacy of 100 LPW on Wallpacks

Optional - Lighting Controls Available



### **JEEP TOTEM**



- ACM wrapped sign structure
- Upper panel Woodgrain Alpolic 4 mm Harvest Trail Bamboo
- Lower panels Dark gray Alpolic 4 mm Anthracite Gray
- Reveal and top cap Chrome Alpolic 3 mm High Polished Aluminum (HPA)
- Jeep logo, ~ 8 cm deep, beveled and brushed stainless steel
- Jeep logo is LED halo Illuminated

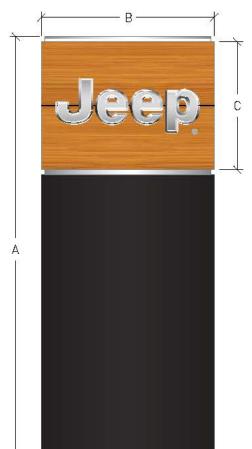
series	A	В	С
JT-9	100 cm	350 cm	270 cm
JT-7	800 cm	280 cm	215 cm
JT-5	650 cm	228 cm	175 cm
JT-4	500 cm	175 cm	135 cm
JM-4	400 cm	140 cm	110 cm

INTERNATIONAL SYSTEM UNITS

series	A	В	С
JT-9	35'-0''	12'-7 ¾''	9'-815/14''
JT-7	30'-0''	10'-5 %''	8'-1 3/6''
JT-5	20'-0''	8'-1 1/2''	6'-0 1/4''
JT-4	18'-0''	6'-61%''	4'-11 1/2''
JM-4	10-0''	6'-61%''	4'-11 1/2''

DEALER - CORPORATE IDENTITY BOOK

IMPERIAL SYSTEM UNITS



THICKNESS: 250 mm



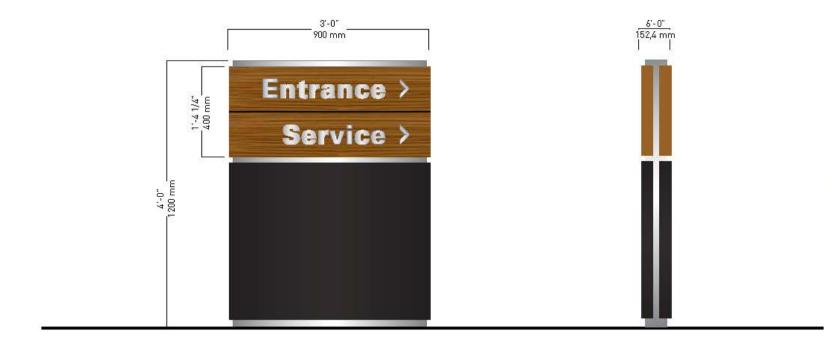
NIGHT ILLUMINATION

### **DIRECTIONAL SIGN**



#### **DIRECTIONAL TOTEM**

- 1. ACM wrapped sign structure
- 2. Upper panel Woodgrain Alpolic 4 mm Harvest Trail Bamboo
- 3. Lower panels Dark gray Alpolic 4 mm Anthracite Gray
- 4. Reveal and top cap Chrome Alpolic 3 mm High Polished Aluminum (HPA)
- 5. Text and arrows Chrome Alpolic 3 mm High Polished Aluminum (HPA)



### **FACADE LOGOS**



#### JEEP FACADE LOGOS

- 1. ~ 8 cm deep, beveled and brushed stainless steel
- 2. Logo is LED halo illuminated

#### Letter Faces & Bevels

18GA stainless steel 304 with brushed horizontal satin #4 finish

#### Letter Returns

22GA stainless steel 304 with brushed aluminum horizontal satin #4 finish

#### Standoffs

40 mm long black aluminum pipe spacer painted black

#### Registration Mark (Circle & R)

3M Dark Gray 180C-441 dark vinyl on 6 mm stainless steel alloy 304 with horizontal brushed satin #4 finish

#### DEALER NAME LETTERS

- 1. 40 mm deep, flat, horizontal brushed stainless steel
- 2. Letters are LED halo illuminated
- 3. Font to be used Univers Lt Std

#### Letters

- 1. 18GA stainless steel 304 with brushed horizontal satin #4 finish
- 2. Halo-Lit reverse channel letters

#### Electrical

- 1. Sloan Prism White 6500k 7012969-6WSJI-MB
- 2. Power supply (Qty varies per site name) 60C1 (Damp/Dry) or Modular 60 (Wat)
- 3. Total Connection Load: (Qty varies per site name) A @ 120 V
- 4. Circuits Required: (1) 20 Amp

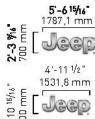


NIGHT ILLUMINATION















NIGHT ILLUMINATION

# \*55[Dealer Name

\* [Dealer Name

्रेड हैं है हि

25 [Dealer Name

## [Dealer Name

E Dealer Name

### STICKER OPENING HOURS



Cut out sticker applied to the side panel of the portal or on the glass door, or to the totem on which the Dealership or company name appears.

The sticker indicates the opening hours of the Dealership and the web site address.

MATERIALS AND COLOURS
The texter are written in the inertitutional font Dax Medium extended 120%; are reproduced in mat black colour on glass door background and matwhite on dark grey background.

FOLLOW LOCAL HABITS/FORMAT FOR OPENING HOUR LETTERING.

> Dax Medium extended 1509b o.áá

> Dax Medium 0 i.o det 1509 o iii

> Dax Medium extended 120% o.50

Opening hours

Monday - Friday

8:30 - 12:00 AM

2:30 - 7:00 PM

Saturday

9:00 - 12:00 AM

3:00 - 6:00 PM

II BI" 300 mm Opening hours Monday - Friday 8.30 - 12.00 14.30 - 19.00 Saturday 9.00 - 12.00 15.00 - 18.30

BACK TO INDEX

### JEEP AFTERSALES SIGN



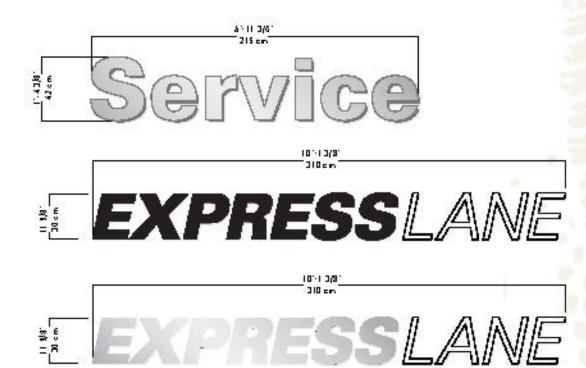
#### MANDATORY ELEMENTS FOR DEALER.

- 1. SERVICE Lettering
- 2. Express Lane sign according to availability of the service and specific CI in the region / markets
- 3. Font to be used Univers LtStd

#### **EXPRESSLANESION**

Expressible with metallic micro-perforated film must be used in case of application on ACM-J1 field panel aluminum composite metal color anthracite grey.

Express Lane with black micro-perforated film must be used in case of application on Alpolic A mm Harvest Trail Bamboo.



### AFTERSALES STAND ALONE ENTRANCE



The elements that form this document are divided into two categories:

- 1. Mandatory Elements to comply with After sales Contractual Standards.
- 2. Further available elements for characterising the After sales Area, non-mandatory.

#### MANDATORY ELEMENTS

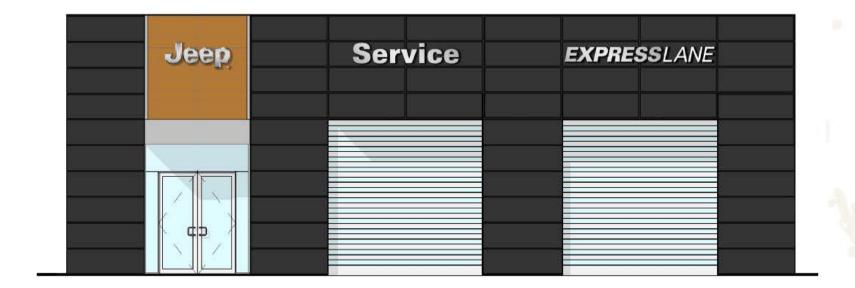
- Customer entrance with Jeep logo on Alpolic 4mm HB and High polished aluminium
- SERVICE sign
- Express Lane sign according to availability of the service and specific CI in the region / markets

#### SERVICE LETTERS

- ~ 3 5/32" 8 cm deep fabricated channel letters
- Letters are LED face illuminated
- Letters are decorated w/ silver film, illuminates white

#### EXPRESSLANE LETTERS

- ~ 3 5/32" 8 cm deep fabricated channel letters
- Letters are LED face illuminated
- Express is decorated w/ black dual color film, illuminates white
- Lane is white acrylic and illuminates
   bright white



### SPECIALTY FIXTURES

# **Jeep**

#### JEEP MOUNTAIN ROCKSCAPE

Sculpted rock ramp display for showcasing/displaying vehicles.

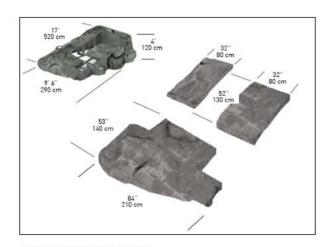
Integrated sculpted Jeep logo inlay sign. Size (approximate): 17' L (520 cm) x 9'-6" W (290 cm) x 4' H (120 cm).

#### ROCKSCAPE FILLER PANELS

Sculpted rock panels to fill in open space under & behind vehicle. Size (approximate): As shown

#### ROCKSCAPE LIGHTING KIT

Add-on light kit for dramatic uplighting of vehicle. 50w/5700 lumen/UL certified LED outdoor flood light or similar. Size - Varies on region. QTY - 4 for kit.



MOUNTAIN FILLER PANELS



LIGHTING KIT









## **SURROUNDING & PARKING LOTS**

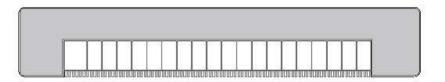


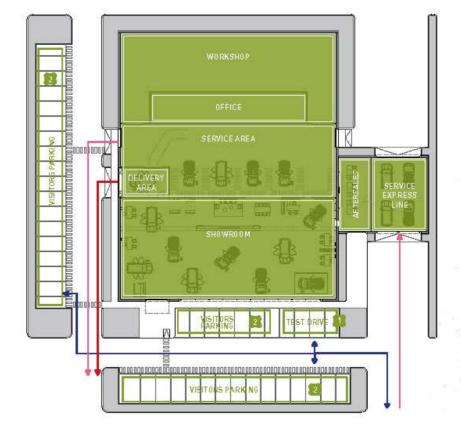
### CAR PARK ORGANIZATION

- TEST DRIVE
  - Is always located in front of the showroom entrance
- TISITOR CAR PARK
  - Is located everywhere else

### **CUSTOMER JOURNEYS**







### **TEST DRIVE AREA**



# TEST DRIVE REQUIREMENTS AND EQUIPMENTS

Painted Test Drive Area: charging station based on LEV roll out plan by country.



### **TEST DRIVE**



### CHARGING STATION BASED ON LEV ROLL OUT PLAN BY COUNTRY

### FLOOR SIGNAGE

FLOOR MARKING PAINT
"JEEP TEST DRIVE"
Pantone 400 CP
Font: DIN - Medium

DARK FLOOR MARKING PAINT Mud paint Pantone 404 CP

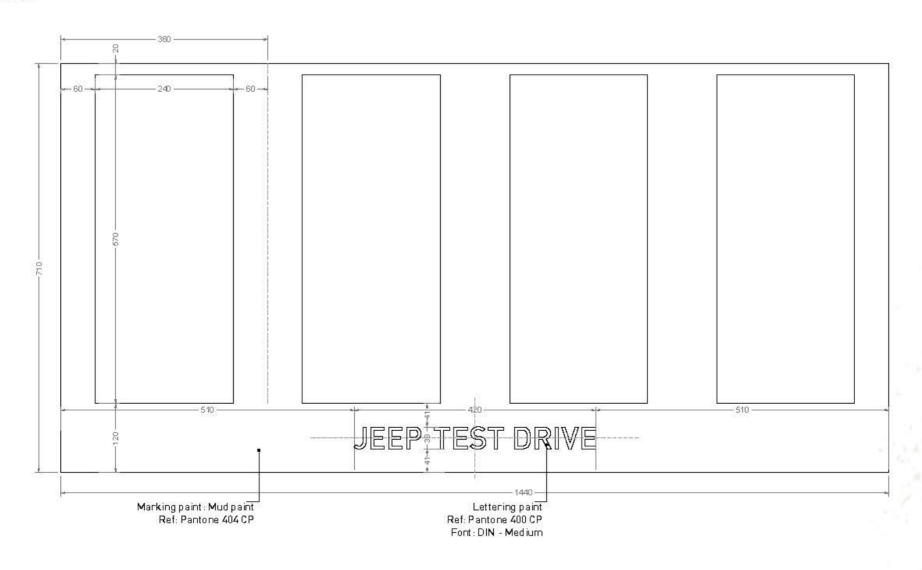
Pictures are illustrative but number of vehicles depends on local Dealer Standards.



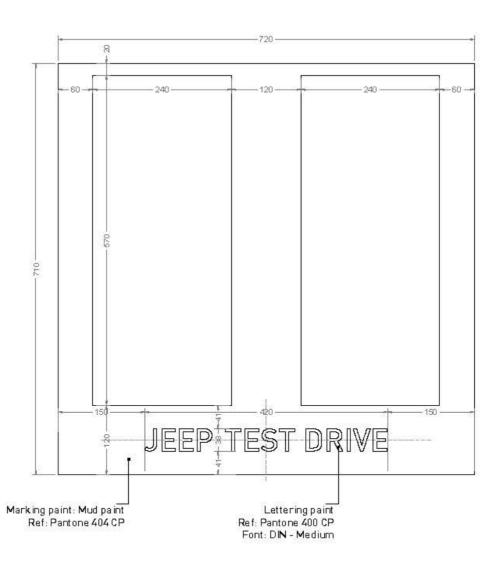


# Jeep

### 4 SLOTS



### 2 SLOTS





### PROJECT METHODOLOGY











#### STEP 1 FLOOR, WALLS, CEILING AND LIGHTING

-The entire floor showmom is covered with:

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

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

Sol.3 GRUPPO ROMANI 100x100 (ST Pearl)

- -The skirting boards are 5x1 (height, thickness), follow wall colour:
- The walls are painted in Pantone 404 CP and Pantone 7751 CP
- The ceiling is raw & exposed or gypsum. Color RAL grey 7047.
- The lighting rails are installed according to SBH rules.

Autumn Leaf Paint Pantone 7751 CP Mandatory Mud Paint Pantone 404 CP Mandatory

#### **STEP 2 GRAPHIC ELEMENTS**

- Brand Partition (allowed as optional for showrooms starting from 400sqm)
- Seven Slot Grille
- Salamander Easter Egg
- Big Visuals
- Mud Splash kit
- Jeep World Map kit
- Jeep Markers (optional)
- Heritage Line

#### **STEP 3 FURNITURE**

- Welcome desk (allowed as optional for showrooms > 250sqm)
- 4xe Panel
- Rocks Podium Kit
- Sales Station
- Merchandise Area
- Waiting Area
- · Accessories & Configurator
- Coworking Table (allowed as optional for showrooms starting from 400sqm)
- Aftersales Desk (allowed as optional for showrooms > 250sqm)
- Wagoneer corner (applicable for the Regions where Wagoneer is commercialized)
- Freestandig partition (optional)

# **CEILING PRINCIPLES**





Recommended SOLUTIONS EXPOSED CEILING OR GYPSUM CEILING Finish: RAL 7047

	CLOSED	EXPOSED
DELIVERY	3.2 - 3.7m (recomended 3.7m)	Lightrails at 3.2 - 3.5m (recomended 3.5m)
AFTERSALES	2.8 - 3.2 - 3.8m (recomended 3.2m)	2.8 - 3.2 - 3.8m [recomended 3.2m]
SH0WR00MS	3.2 - 3.7m (recomended 3.7m)	Lightrails at 3.2 - 3.5m (recomended 3.5m)





ALTERNATIVE SOLUTIONS
METAL MESH

RAL 7047.

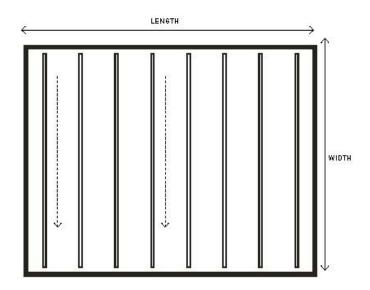
OR WOOD WOOL PANEL

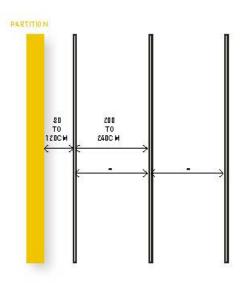
Ref: Knauf Organic D/VK-10 Fibre thickness: 1mm Min dimension: 60 x 120cm

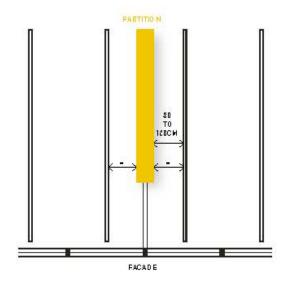
RAL 7047.

## LIGHTING LAYOUT PRINCIPLES









#### 1. THE SHORTES SIDE

Find the shortest rail trak layout to aide installations, finish and maintenance.



When the traks are longer make adjustements and managing connection is more demanding and maintenance is harder.



#### 2. DISTANCE FROM PARTITION

It is recommended to start the lighting rail from 80 to 120 cm from the partition.

The lighting rails are then spaced equally thereafter.

#### 3. PARTITIONS BETWEEN TRAKS

Partitions are built between two rail traks to insure lighting quality. If any modifications in the showroom partition layout occurs, the lighting layout will not be affected.

## **GENERAL LAYOUT**



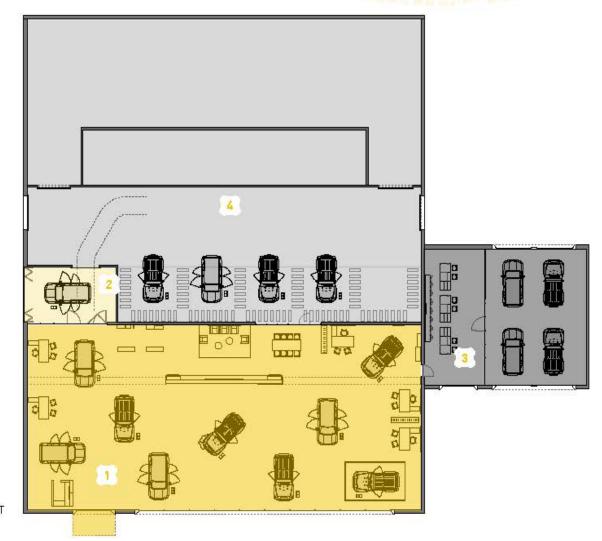
### **ZONING & CONNECTIONS**

- THE SHOWROOM
  Entrance on the main facade
- THE DELIVERY AREA
  When possible connected with showroom
- THE AFTERSALES AREA

   Is connected with the showroom

DEALER - CORPORATE IDENTITY BOOK

- DIAGNOSTICS AREA
  - Is always connected with the workshop area
  - The access is always located on a secondary facade



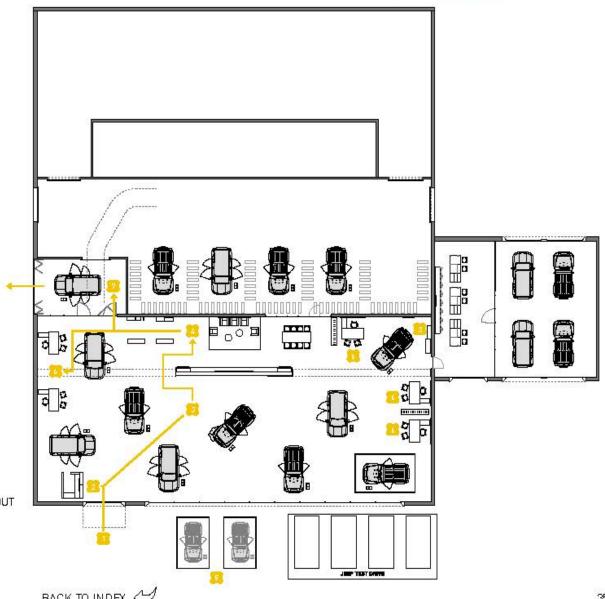
AN ILLUSTRATIVE LAYOUT

## **GENERAL LAYOUT**



### CUSTOMER JOURNEY SALES

- CUSTOMER ENTRANCE
- CUSTOMER CONSIDERATION / WELCOME
- CAR DISCOVERY, CONFIGURATION & ACCESSORIES
- WAITING & MERCHANDISE
- TEST DRIVE
- SALES STATION
- NEW VEHICLE DELIVERY / EXIT



AN ILLUSTRATIVE LAYOUT



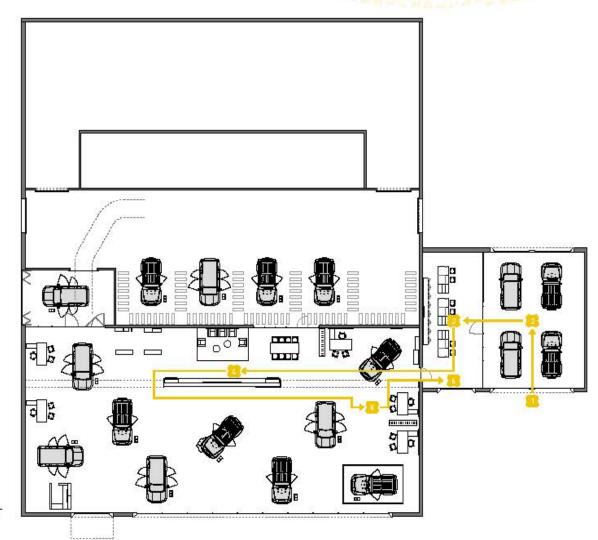
### CUSTOMER JOURNEY AFTERSALES BY CAR

#### AFTERSALES AREA NEXT TO THE SHOWROOM

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

- CUSTOMER ENTRANCE BY CAR
- VEHICLE RECEPTION Guided by directional signage
- SERVICE RECEPTION

  Welcomed and assisted by service advisor
- 23 WAITING AREA
- SHOWROOM VISIT
  - · Immersion with brand
  - New model discovery
- COURTESY CAR / LOANER / EXIT



AN ILLUSTRATIVE LAYOUT



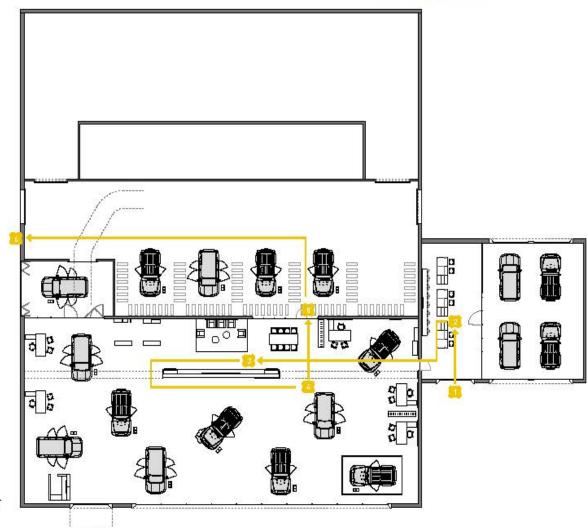
#### CUSTOMER JOURNEY AFTERSALES BY FOOT

#### AFTERSALES AREA NEXT TO THE SHOWROOM

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 parking lot

- CUSTOMER ENTRANCE BY FOOT
- SERVICE RECEPTION
  Welcomed and assisted by SERVICE advisor
- MAITING AREA
- SHOWROOM VISIT
  - Immersion with brand
  - New model discovery
- VEHICLE RECEPTION / HANDOVER
- CUSTOMER EXIT

  Guided by directional signage



AN ILLUSTRATIVE LAYOUT

# **GENERAL LAYOUT**



### CUSTOMER JOURNEY AFTERSALES BY FOOT

#### AFTERSALES DESK INSIDE THE SHOWROOM

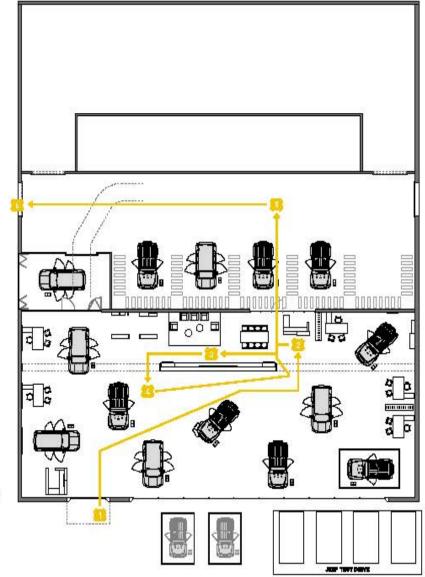
This diagram shows the different steps in the Aftersales customer journey, starting from when a customer arrives directly in the Sales Showroom by leaving car within Customer Parking.

- SHOWROOM ENTRANCE Guided by directional signage
- SERVICE RECEPTION

  Welcomed and assisted by service advisor
- WAITING AREA
- SHOWROOM VISIT
  - Immersion with brand
  - · New model discovery
- 📻 RENT VEHICLE / COURTESY CAR / VEHICLE PICK UP
- EXIT BY CAR

SERVICE ADVISOR DESK IN SHOWROOM WHEN FEASABILE / AFS IN ANOTHER BUILDING

AN ILLUSTRATIVE LAYOUT



### SHOWROOM SIZING





**SSMALL** 

Max 2 vehicles 125 sqm

Pictures are illustrative but **number of vehicles** depends on local Dealer Standards.

Pictures are illustrative and intended to provide a clear representation of where **sales person area** has to be included in the overall concept but number of sales person stations depend on local Dealer Standards.





M MEDIUM

Max 4 vehicles 205 sqm (175 sqm with 3 cars)



XL LARGE

Max 7 vehicles 400 sqm



**L** LARGE

Max 5 vehicles (+1 for domestic markets) 250 sqm



XXL LARGE

Max 9 vehicles 600 sqm

XL - XXL APPLICABLE FOR REGIONS WHERE PRESENT BIG FORMATS









### **GENERAL LAYOUT 600M<sup>2</sup>**



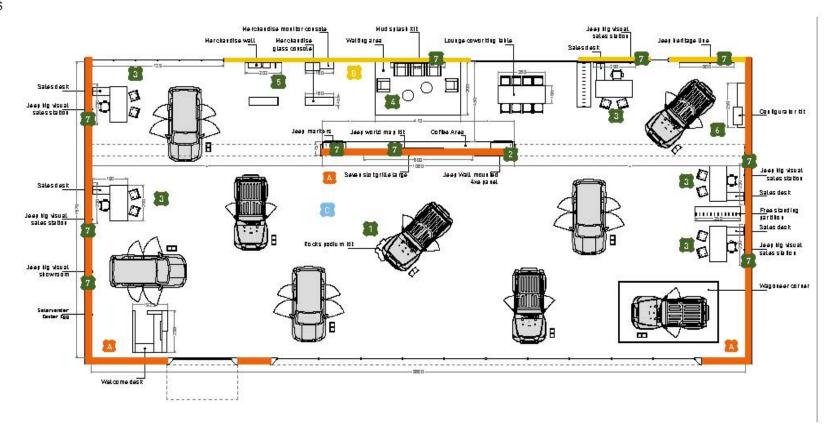
#### ARCHITECTURAL AMBIENT FINISHES

- MUD PAINT Pantone 404 CP
- AUTUMN LEAF PAINT
  Pantone 7751 CP
- GRAY CERAMIC TILES
  Ref 1: GRANITI FIANDRE
  Gray Fjord 100x100cm
  Ref 2: CASALGRANDE PADANA
  Pietre di Sardegna 90x90cm,
  STELLANTIS CAPRERA
  Ref 3: GRUPPO ROMANI 100x100 (ST



#### MANDATORY ZONES

- Mero Car Area
- 4xe Area
- Sales station
- Waiting Area
- Merchandise Area
- 📻 Accessories & Configurator
- 📻 Jeep visuals



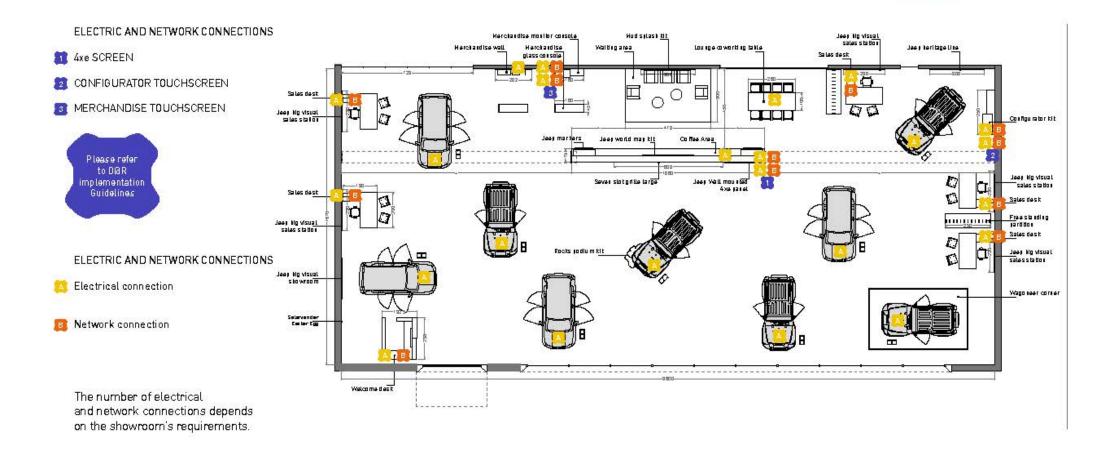


Pictures are illustrative but number of vehicles depends on local Dealer Standards.

Pictures are illustrative and intended to provide a clear representation of where sales person area has to be included in the overall concept but number of sales person stations depend on local Dealer Standards.

# **ELECTRICAL AND NETWORK 600M<sup>2</sup>**



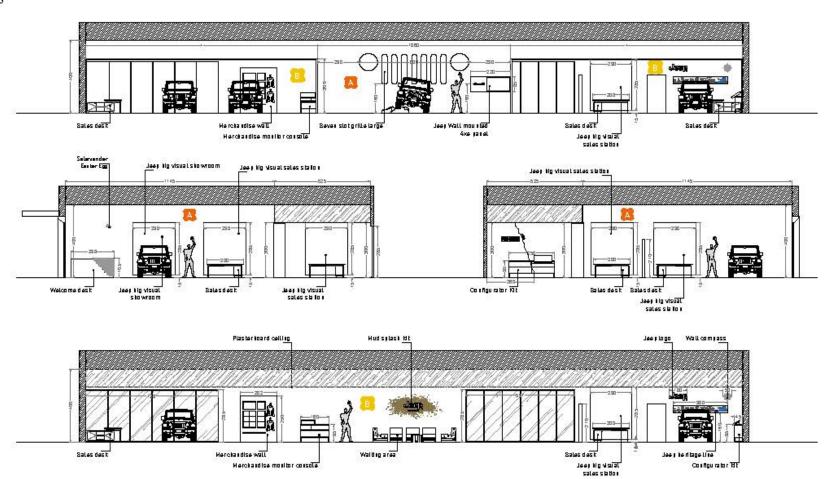


# **GENERAL ELEVATIONS 600M<sup>2</sup>**



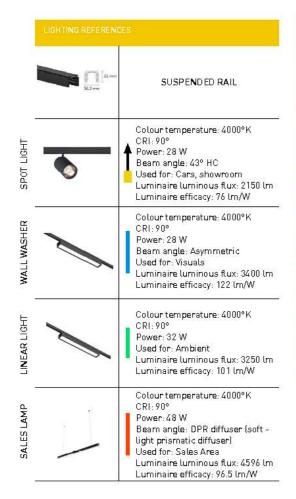
#### ARCHITECTURAL AMBIENT FINISHES

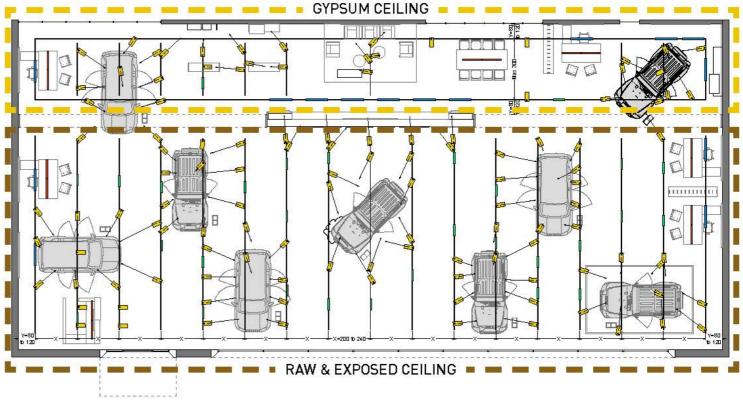
- MUD PAINT Pantone 404 CP
- AUTUMN LEAF PAINT Pantone 7751 CP



# CEILING & LIGHTING LAYOUT 600M2



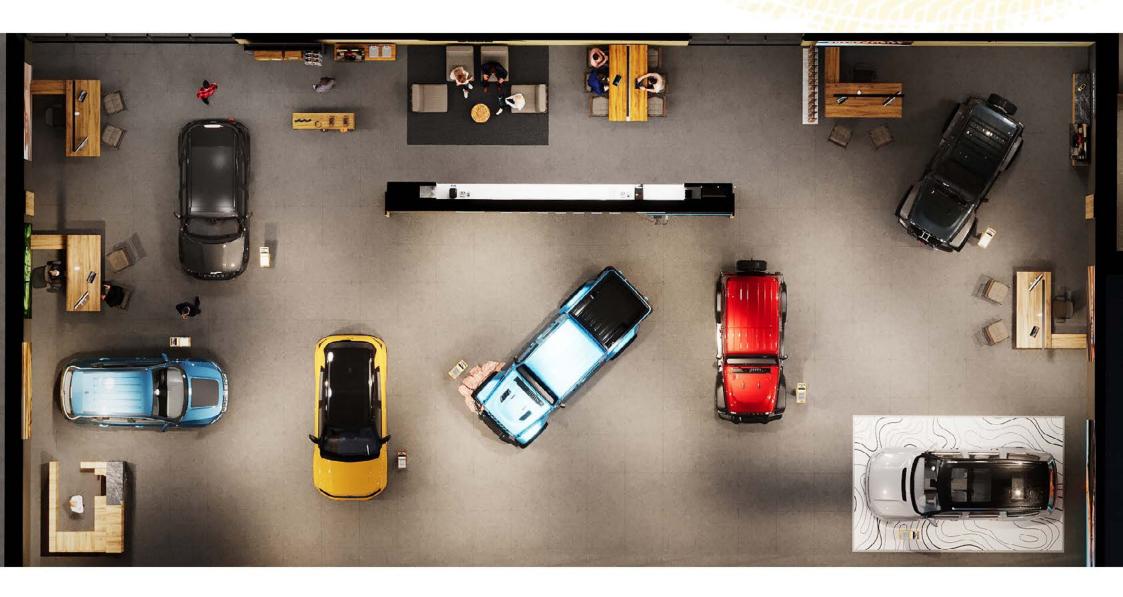




	SHOWROOM
Vehicles	1200 lux (+/- 10%)
Visuals	600 lux (+/- 10%)
Desk/configurator	700 lux (+/- 10%)
Corridor	According to local legacy
Merchandise wall	700 lux (+/- 10%)
Mud Splash kit & logos	300 lux (+/- 10%)

# SHOWROOM 400M<sup>2</sup>

# **Jeep**



# SHOWROOM 400M<sup>2</sup>

# **Jeep**







### **GENERAL LAYOUT 400M<sup>2</sup>**



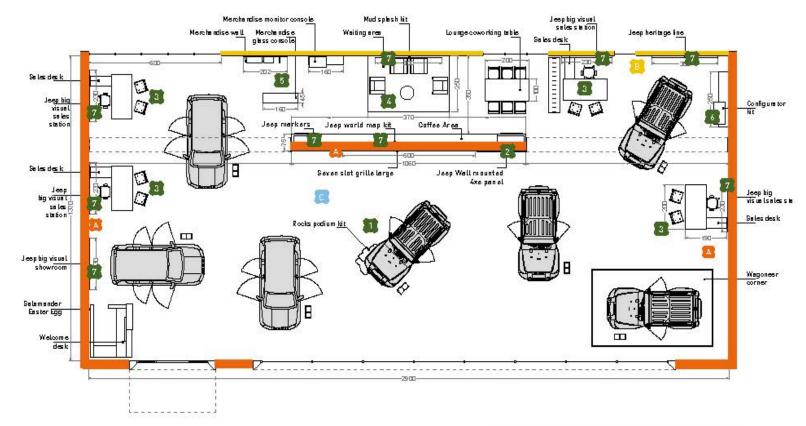
#### ARCHITECTURAL AMBIENT FINISHES

- MUD PAINT
  Pantone 404 CP
- AUTUMN LEAF PAINT Pantone 7751 CP.
- GRAY CERAMIC TILES
  Ref 1: GRANITI FIANDRE
  Gray Fjord 100x100cm
  Ref 2: CASALGRANDE PADANA
  Pietre di Sardegna 90x90cm,
  STELLANTIS CAPRERA
  Ref 3: GRUPPO ROMANI 100x100 (ST



#### MANDATORY ZONES

- Mero Car Area
- 4xe Area
- Sales station
- Maiting Area
- Merchandise Area
- 📆 Accessories & Configurator
- 🎢 Jeep visuals





Pictures are illustrative but number of vehicles depends on local Dealer Standards.

Pictures are illustrative and intended to provide a clear representation of where sales person area has to be included in the overall concept but number of sales person stations depend on local Dealer Standards.

# **ELECTRICAL AND NETWORK 400M<sup>2</sup>**



#### ELECTRIC AND NETWORK CONNECTIONS

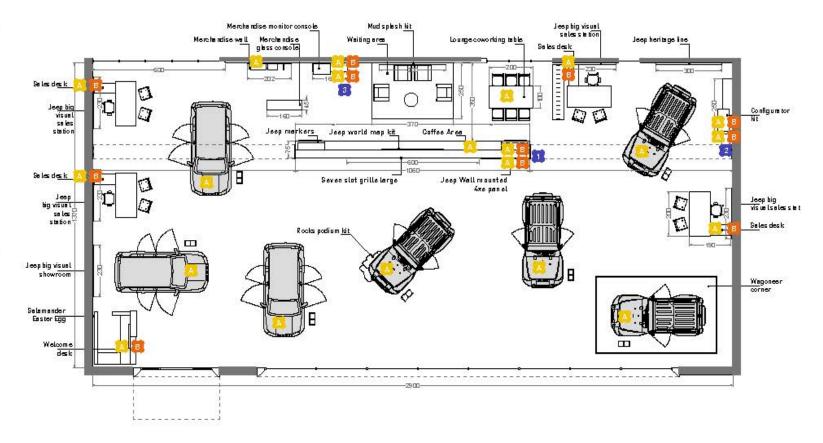
- 1 4xe SCREEN
- 2 CONFIGURATOR TOUCHSCREEN
- MERCHANDISE TOUCHSCREEN

Please refer to D@R implementation Guidelines

#### ELECTRIC AND NETWORK CONNECTIONS

- 🐹 Electrical connection
- 📧 Network connection

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

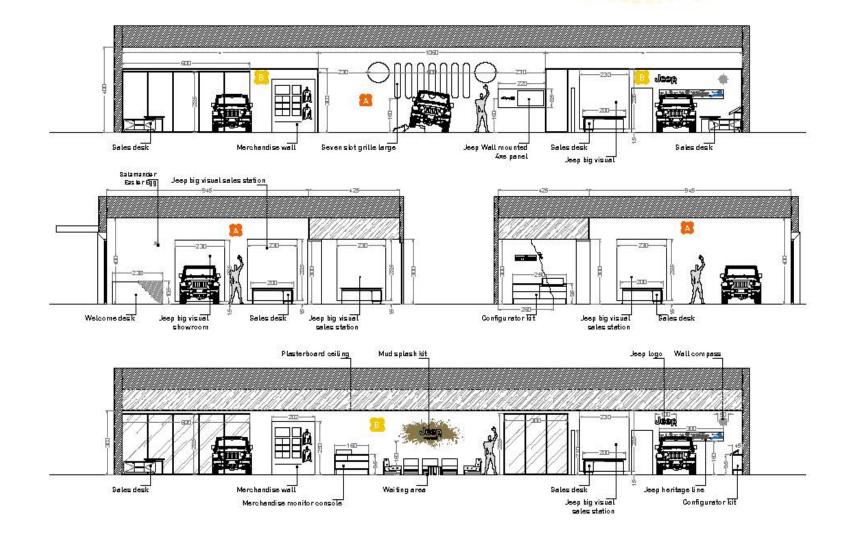


# **GENERAL ELEVATIONS 400M<sup>2</sup>**



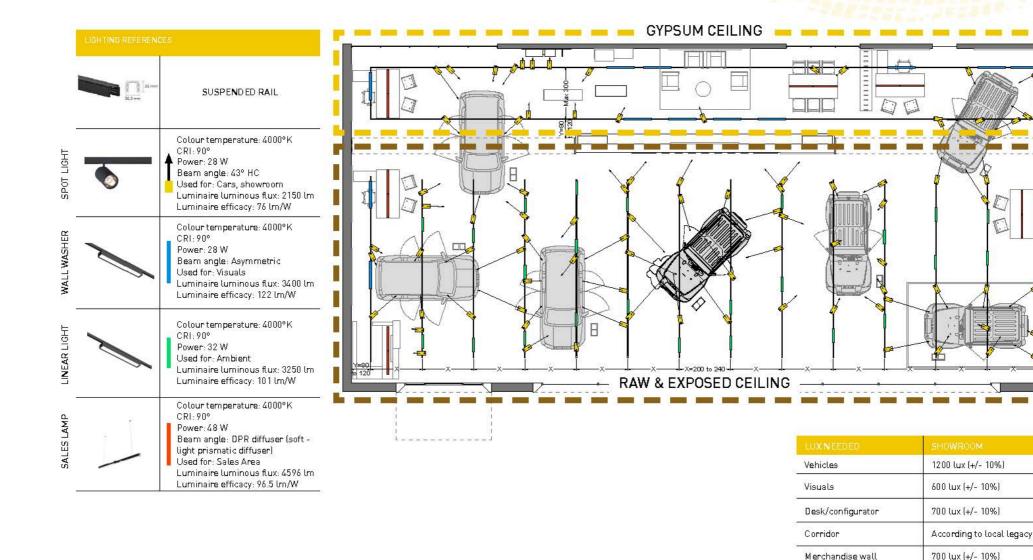
#### ARCHITECTURAL AMBIENT FINISHES

- MUD PAINT Pantone 404 CP
- AUTUMN LEAF PAINT Pantone 7751 CP



# CEILING & LIGHTING LAYOUT 400M<sup>2</sup>





300 lux (+/- 10%)

Mud Splash kit & logos

# SHOWROOM 250M<sup>2</sup>

# Jeep









### **GENERAL LAYOUT 250M<sup>2</sup>**



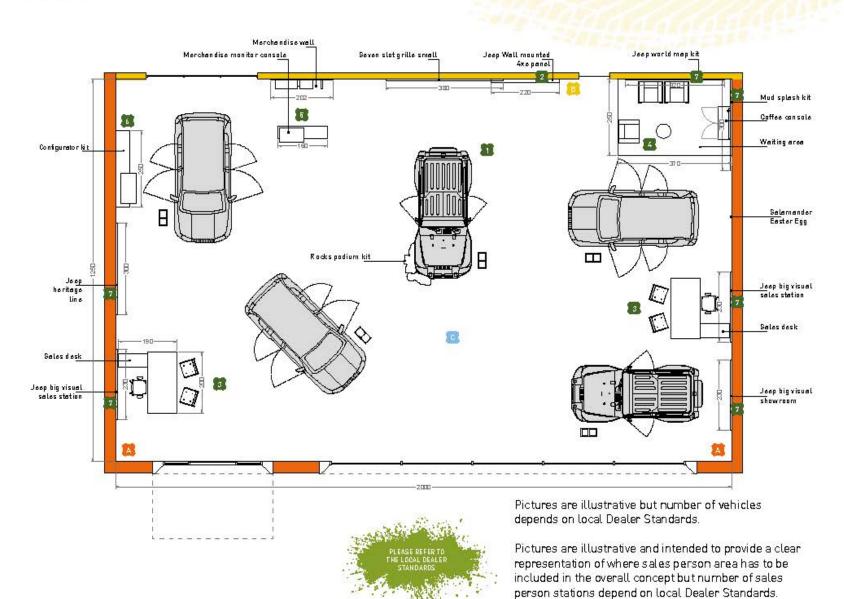
#### ARCHITECTURAL AMBIENT FINISHES

- MUD PAINT
  Pantone 404 CP
- AUTUMN LEAF PAINT
  Pantone 7751 CP
- GRAY CERAMIC TILES
  Ref 1: GRANITI FIANDRE
  Gray Fjord 100x100cm
  Ref 2: CASALGRANDE PADANA
  Pietre di Sardegna 90x90cm,
  STELLANTIS CAPRERA
  Ref 3: GRUPPO ROMANI 100x100 (ST



#### MANDATORY ZONES

- Mero Car Area
- 2 4xe Area
- Sales station
- Waiting Area
- Merchandise Area
- Accessories & Configurator
- 🏂 Jeep visuals





# **ELECTRICAL AND NETWORK 250M<sup>2</sup>**



#### ELECTRIC AND NETWORK CONNECTIONS

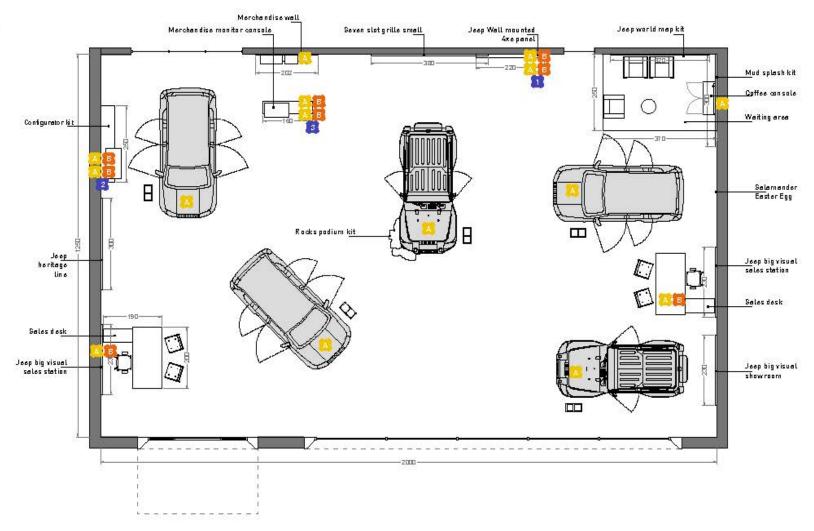
- 1 4xe SCREEN
- 2 CONFIGURATOR TOUCHSCREEN
- MERCHANDISE TOUCHSCREEN

Please refer to D@R implementation Guidelines

#### ELECTRIC AND NETWORK CONNECTIONS

- 🔼 Electrical connection
- Network connection

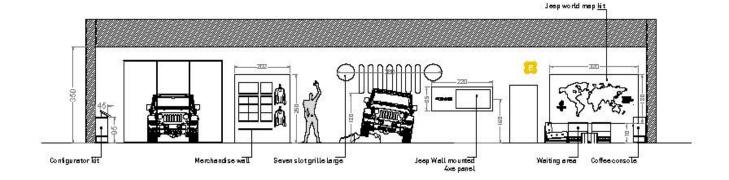
The number of electrical and network connections depends on the showroom's requirements.





#### ARCHITECTURAL AMBIENT FINISHES

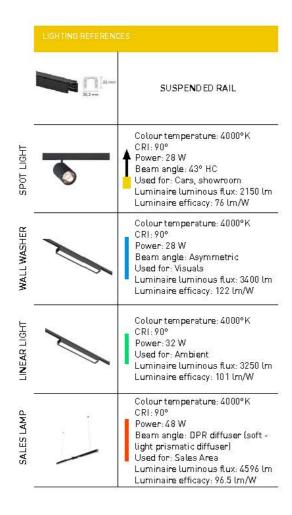
- MUD PAINT Pantone 404 CP
- 23 AUTUMN LEAF PAINT Pantone 7751 CP

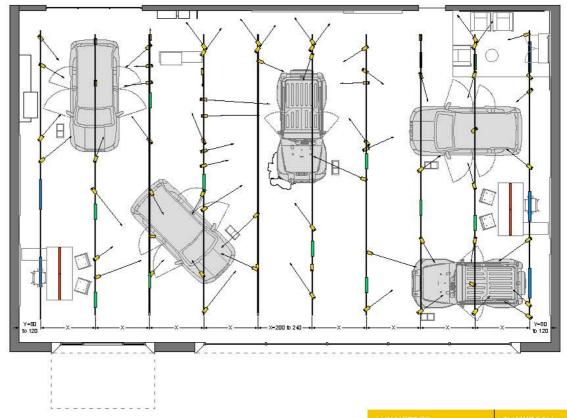




# CEILING & LIGHTING LAYOUT 250M<sup>2</sup>



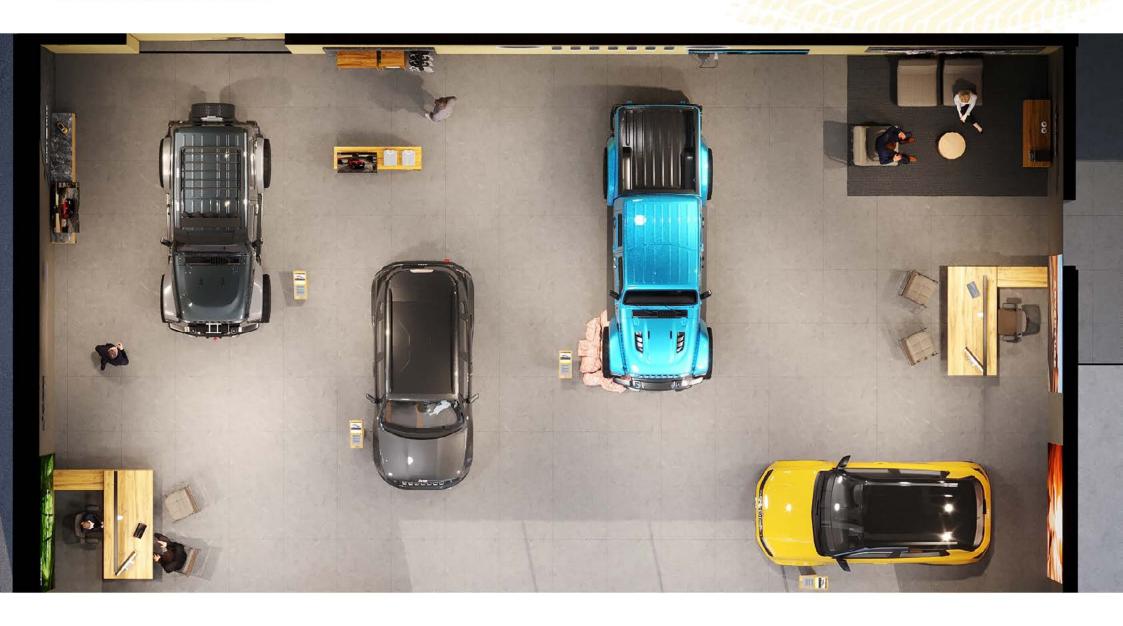




	SHOWROOM
Vehicles	1200 lux (+/- 10%)
Visuals	600 lux (+/- 10%)
Desk/configurator	700 lux (+/- 10%)
Corridor	According to local legacy
Merchandise wall	700 lux (+/- 10%)
Mud Splash kit & logos	300 lux (+/- 10%)

# SHOWROOM 205M<sup>2</sup>

# **Jeep**









### **GENERAL LAYOUT 205M<sup>2</sup>**



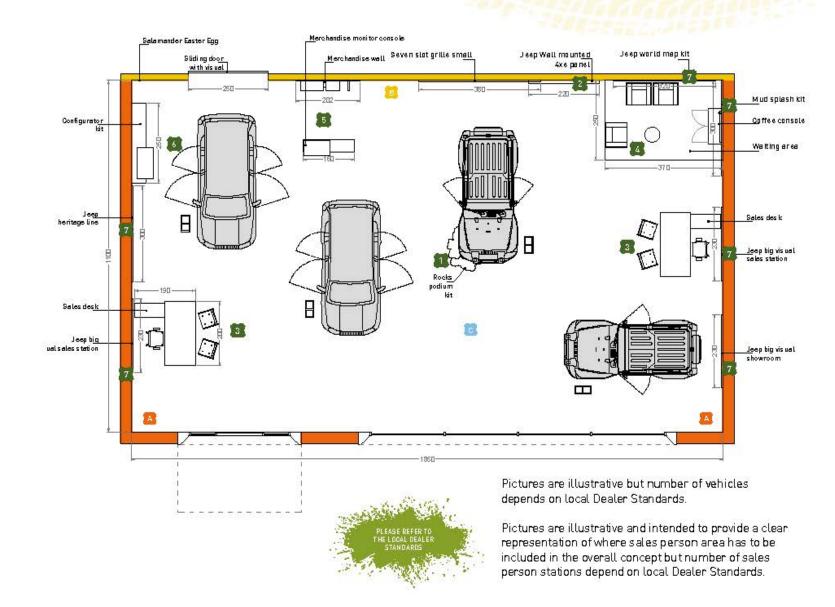
#### ARCHITECTURAL AMBIENT FINISHES

- MUD PAINT
  Pantone 404 CP
- AUTUMN LEAF PAINT
  Pantone 7751 CP
- GRAY CERAMIC TILES
  Ref 1: GRANITI FIANDRE
  Gray Fjord 100x100cm
  Ref 2: CASALGRANDE PADANA
  Pietre di Sardegna 90x90cm,
  STELLANTIS CAPRERA
  Ref 3: GRUPPO ROMANI 100x100 (ST



#### MANDATORY ZONES

- Mero Car Area
- 2 4xe Area
- Sales station
- Waiting Area
- m Merchandise Area
- 💏 Accessories & Configurator
- 🎢 Jeep visuals



# **ELECTRICAL AND NETWORK 205M<sup>2</sup>**



#### ELECTRIC AND NETWORK CONNECTIONS

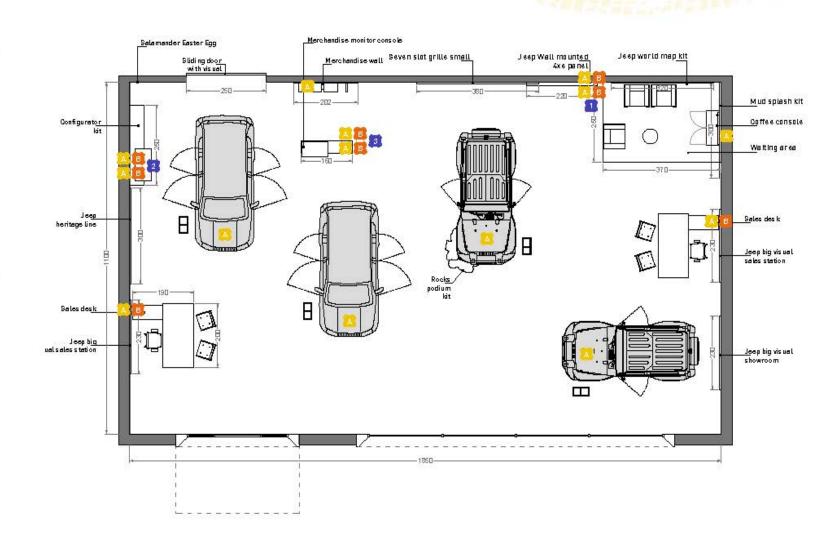
- 1 4xe SCREEN
- 2 CONFIGURATOR TOUCHSCREEN
- MERCHANDISE TOUCHSCREEN



#### ELECTRIC AND NETWORK CONNECTIONS

- 🔼 Electrical connection
- 📧 Network connection

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



Please note that the its me marked as optional (Optional Standard') will not be mandatory for the Dealer who has the right to freely decide whather to use with them or not. JEEP will enforce no contractual remedies in case the Dealer 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 JEEP's expense, including for the part not yet amortized.

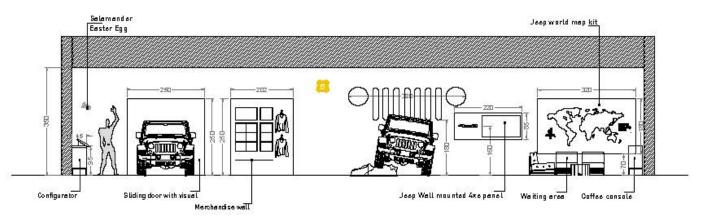
# **GENERAL ELEVATIONS 205M<sup>2</sup>**

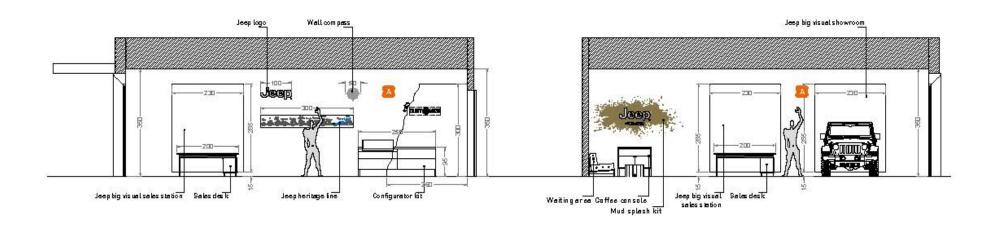


ARCHITECTURAL AMBIENT FINISHES

MUD PAINT
Pantone 404 CP

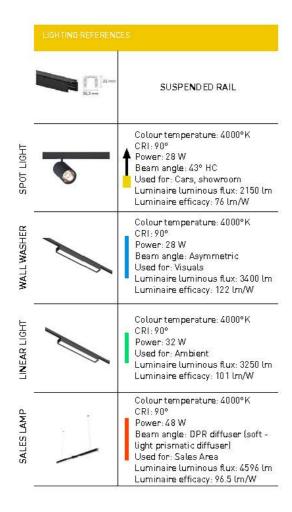
AUTUMN LEAF PAINT Pantone 7751 CP

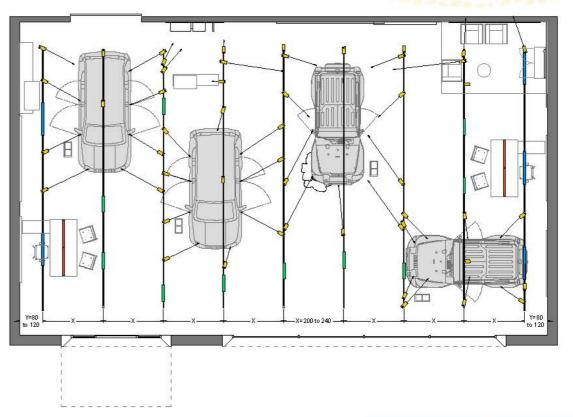




# **CEILING & LIGHTING LAYOUT 205M<sup>2</sup>**







	SHOWROOM
/ehicles	1200 lux (+/- 10%)
Visuals	600 lux (+/- 10%)
Desk/configurator	700 lux (+/- 10%)
Corridor	According to local legacy
Merchandise wall	700 lux (+/- 10%)
Mud Splash kit & logos	300 lux (+/- 10%)

# SHOWROOM 175M<sup>2</sup>

# Jeep



### **GENERAL LAYOUT 175M<sup>2</sup>**



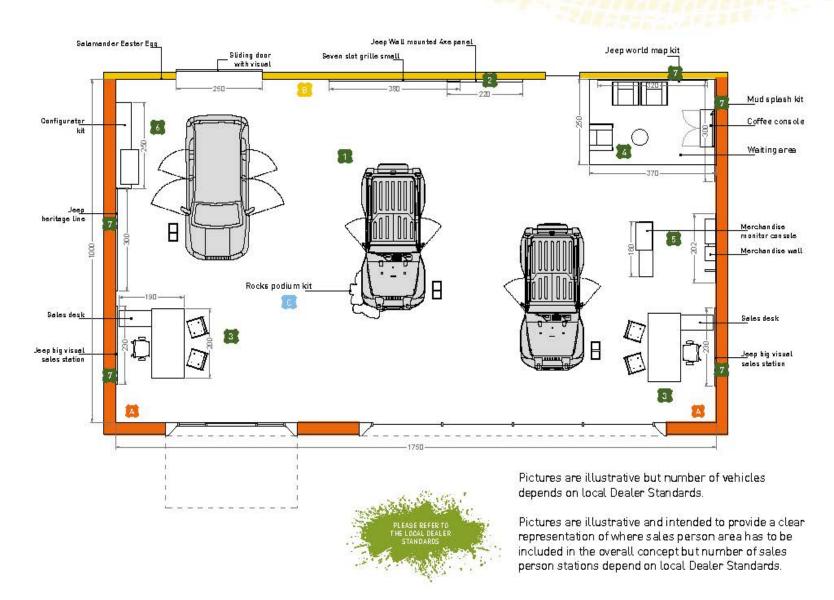
#### ARCHITECTURAL AMBIENT FINISHES

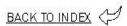
- MUD PAINT
  Pantone 404 CP
- AUTUMN LEAF PAINT
  Pantone 7751 CP
- GRAY CERAMIC TILES
  Ref 1: GRANITI FIANDRE
  Gray Fjord 100x100cm
  Ref 2: CASALGRANDE PADANA
  Pietre di Sardegna 90x90cm,
  STELLANTIS CAPRERA
  Ref 3: GRUPPO ROMANI 100x100 (ST



#### MANDATORY ZONES

- Mero Car Area
- 2 4xe Area
- Sales station
- Waiting Area
- Merchandise Area
- 👔 Accessories & Configurator
- 🏂 Jeep visuals





# **ELECTRICAL AND NETWORK 175M<sup>2</sup>**



#### ELECTRIC AND NETWORK CONNECTIONS

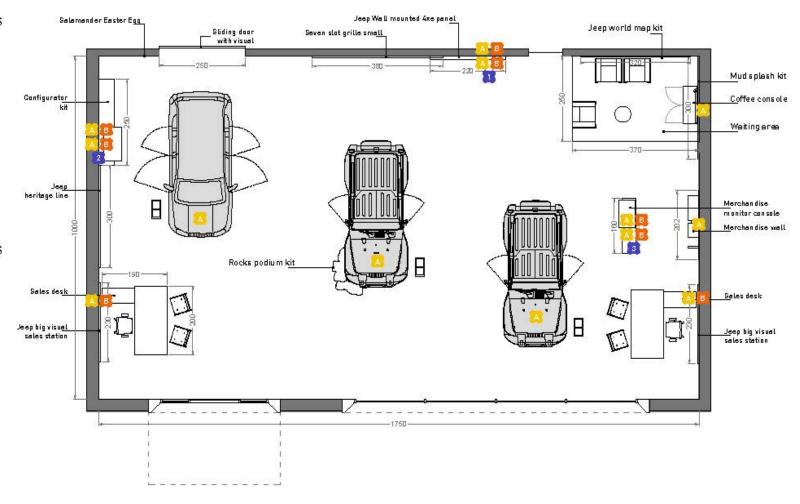
- 1 4xe SCREEN
- 2 CONFIGURATOR TOUCHSCREEN
- MERCHANDISE TOUCHSCREEN

Please refer to DGR implementation Guidelines

#### ELECTRIC AND NETWORK CONNECTIONS

- 🐹 Electrical connection
- Network connection

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

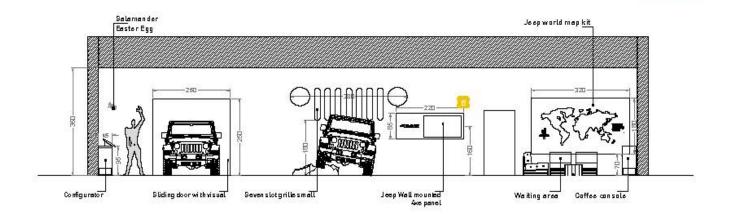


# **GENERAL ELEVATIONS 175M<sup>2</sup>**



#### ARCHITECTURAL AMBIENT FINISHES

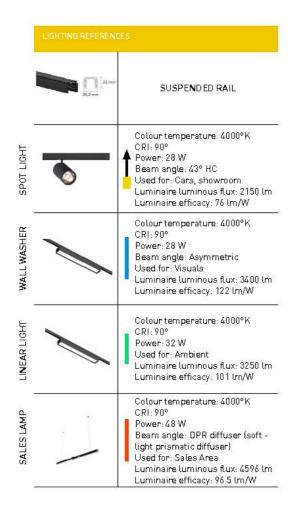
- MUD PAINT
  Pantone 404 CP
- AUTUMN LEAF PAINT Pantone 7751 CP

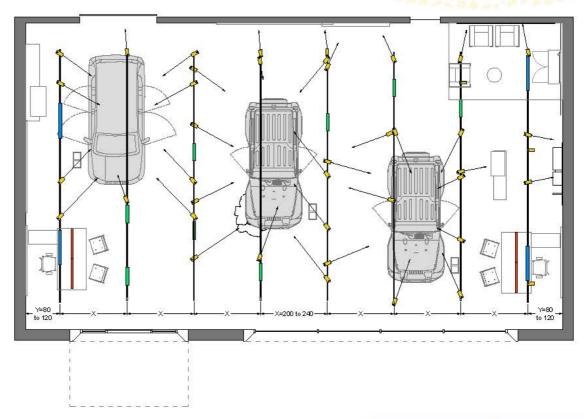




# **CEILING & LIGHTING LAYOUT 175M<sup>2</sup>**







	SHOWROOM
Vehicles	1200 lux (+/- 10%)
Visuals	600 lux (+/- 10%)
Desk/configurator	700 lux (+/- 10%)
Corridor	According to local legacy
M erchandise wall	700 lux (+/- 10%)
Mud Splash kit & logos	300 lux (+/- 10%)

# SHOWROOM 125M<sup>2</sup>

# **Jeep**











# **GENERAL LAYOUT 125M<sup>2</sup>**



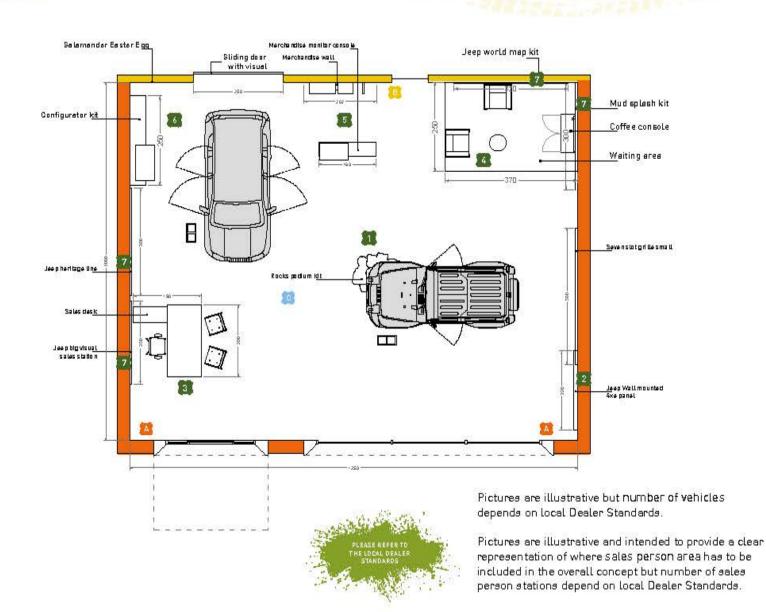
#### ARCHITECTURAL AMBIENT FINISHES

- MUD PAINT
  Pantone 404 CP
- AUTUMN LEAF PAINT Pantone 7751 CP
- GRAY CERAMIC TILES
  Ref 1: GRANITI FIANDRE
  Gray Fjord 100x100cm
  Ref 2: CASALGRANDE PADANA
  Pietre di Sardegna 90x90cm,
  STELLANTIS CAPRERA
  Ref 3: GRUPPO ROMANI 100x100 (ST



#### MANDATORY ZONES

- Mero Car Area
- 4хе Агеа
- Sales station
- Maiting Area
- ma Merchandise Area
- 🁔 Accessories & Configurator
- 🧰 Jeep visuals



# **ELECTRICAL AND NETWORK 125M<sup>2</sup>**



#### ELECTRIC AND NETWORK CONNECTIONS

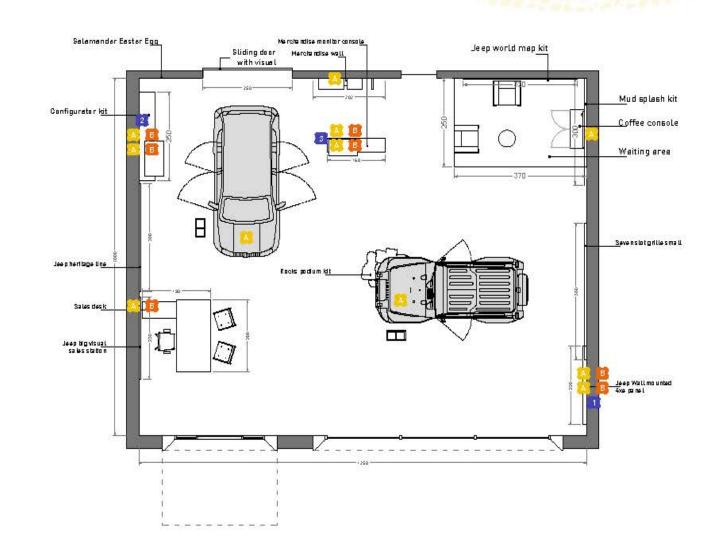
- 1 4xe SCREEN
- 2 CONFIGURATOR TOUCHSCREEN
- MERCHANDISE TOUCHSCREEN



#### **ELECTRIC AND NETWORK CONNECTIONS**

- 🔼 Electrical connection
- Network connection

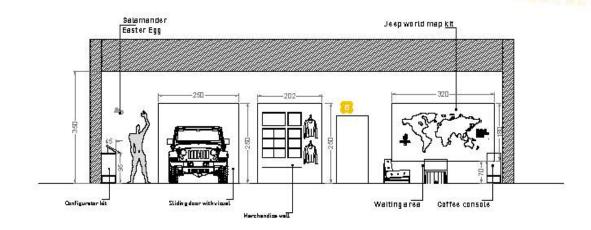
The number of electrical and network connections depends on the showroom's requirements.





#### ARCHITECTURAL AMBIENT FINISHES

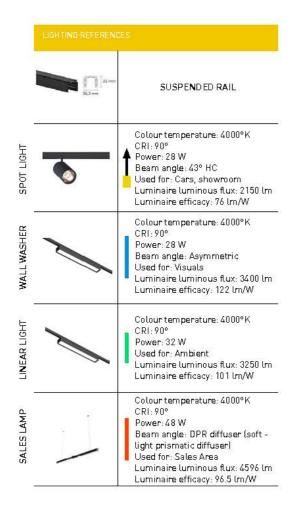
- MUD PAINT Pantone 404 CP
- AUTUMN LEAF PAINT Pantone 7751 CP

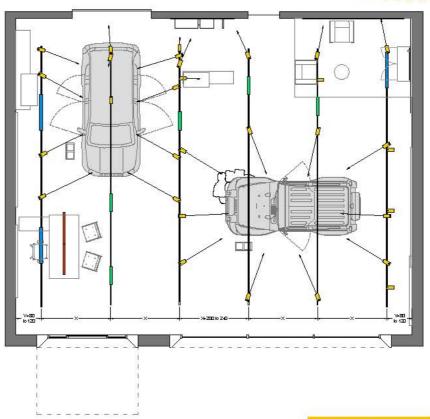




#### **CEILING & LIGHTING LAYOUT 125M<sup>2</sup>**







	SHOWROOM
Vehicles	1200 lux (+/- 10%)
Visuals	600 lux (+/- 10%)
Desk/configurator	700 lux (+/- 10%)
Corridor	According to local legacy
Merchandise wall	700 lux (+/- 10%)
Mud Splash kit & logos	300 lux (+/- 10%)



#### LIGHT SCENE - ALL LIT

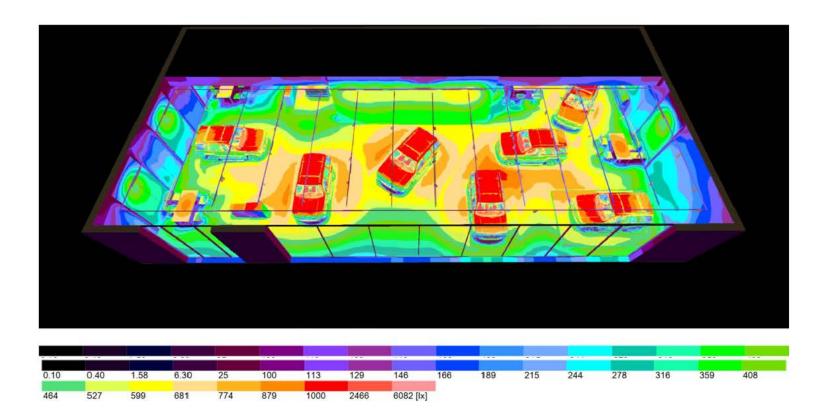
#### THE CONCEPT

The lighting concept for Jeep showrooms follows the desire to create contrasting lighting made of areas in light and areas in shadow, avoiding uniformity and giving character to the space.

The area can be divided in 3 zones:

#### 1. DISPLAY AREA

Each car lit by 10 **SPOT LIGHTS** 100 medium-beam (43°) floodlights with Honey Comb, from 10 angles different angles that provide accent lighting. **LINEAR LIGHT** lamp with 110° beam provides the basic light and illuminates the path between cars.





#### WORKPLANE [ROOM 1]

#### 2. SALES AREA

A KALIS S linear pendant lamp above each DPR screened workstation illuminates the sales area. Length 1965 mm.

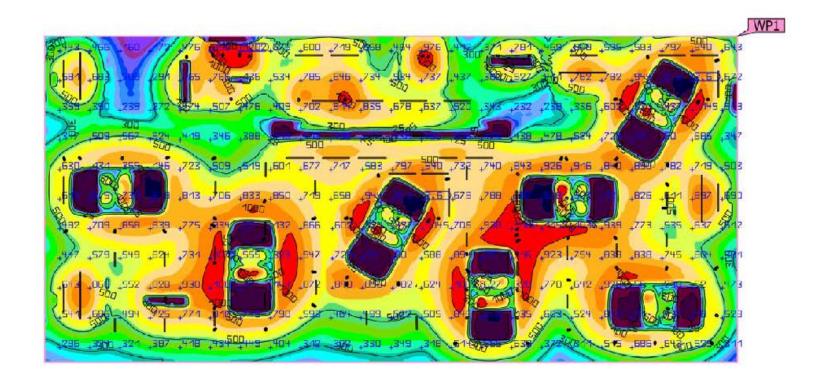
#### 3. PERIMETER ZONE/LOCATIONS

A rectangular track spaced 80 cm from the walls (see guidelines), runs around the entire perimeter of the display area, which is at a higher height than the area behind it.

On this track is the WALL WASHER linear product, which, thanks to the asymmetrical bearn, allows to properly illuminate the graphics and logos on the walls.

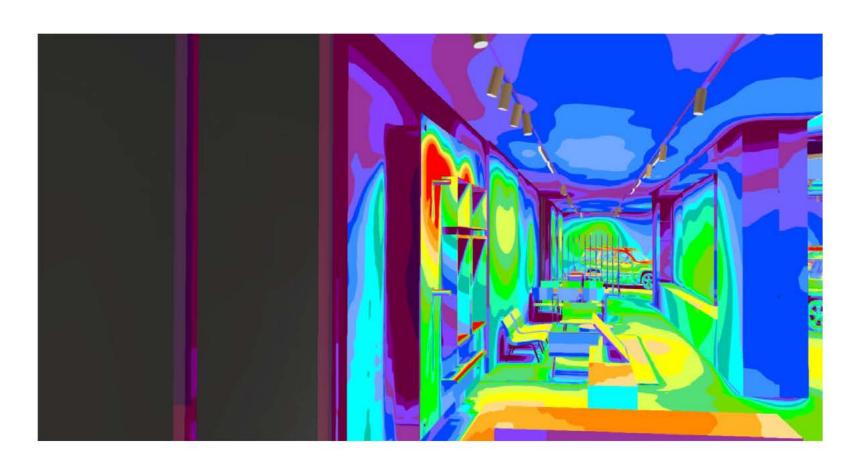
#### **BACK AREA**

Rectangular track spaced 80 cm from the walls (see guidelines), on which are the SPOT LIGHTS projectors with a medium beam (43°) with Honey Comb that illuminate the Merchandise displays, counters and lounge area, and WALL WASHER linear product with asymmetric beam to illuminate wall graphics.



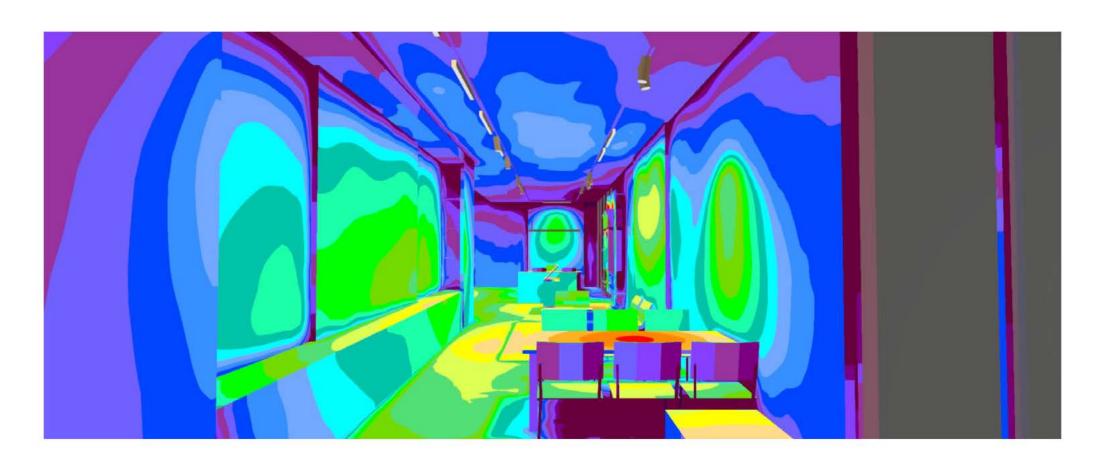


#### MERCHANDISE & WAITING AREA





#### MERCHANDISE & WAITING AREA





#### **FURNITURE PLACEMENT**



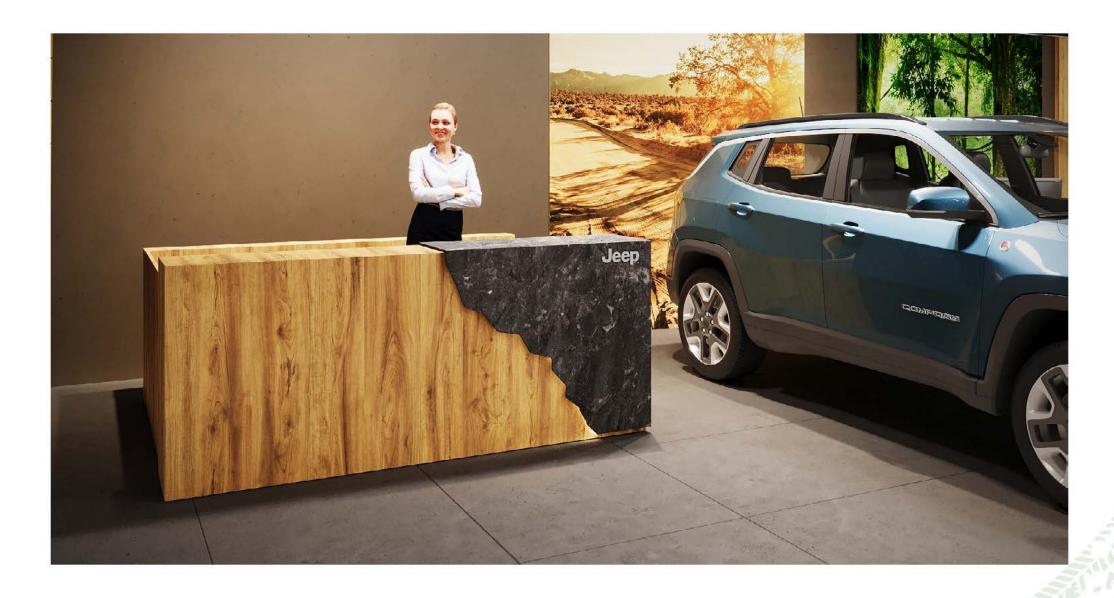
# **INDEX**

- MELCOME AREA
- 22 SALES STATION AREA
- FOCUS AREA
- WAITING AREA
- 😭 CONFIGURATOR & ACCESSORIES AREA
- MERCHANDISE AREA
- **22** COMMUNICATION AREA



#### **WELCOME AREA**





## WELCOME AREA\_ RECEPTION DESK





C005 Cricket Club SM'art



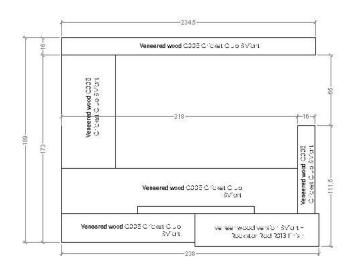
Veneered wood R013 Rockstar Rod SM'art



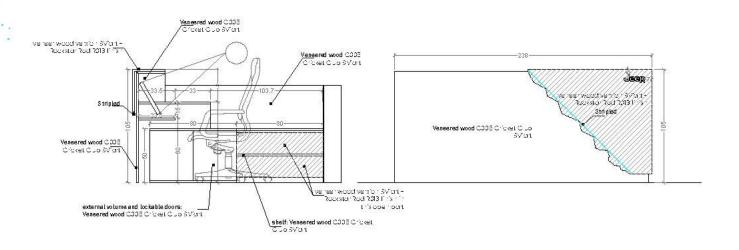
### WELCOME AREA\_ RECEPTION DESK











#### SALES STATION



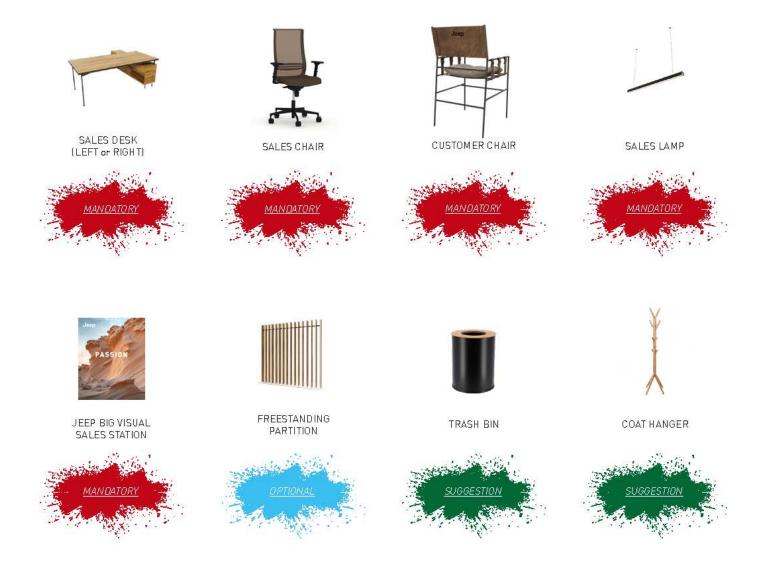






### SALES STATION\_ Elements





## SALES STATION\_ SALES DESK





C005 Cricket Club SM'art



Metal structure anthracite grey micaceous iron finish

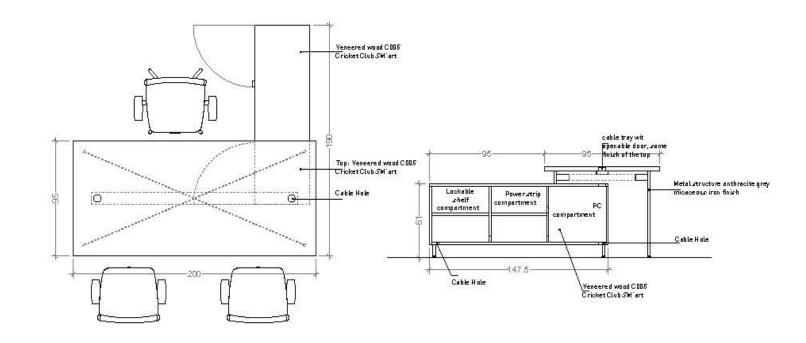


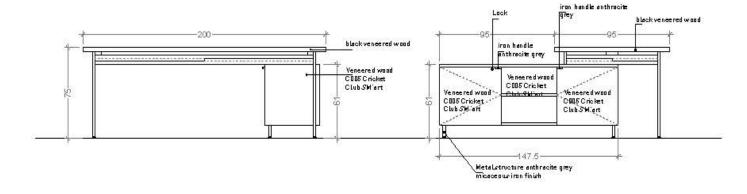
Black veneered wood



## SALES STATION\_ SALES DESK RIGHT COMPOSITION

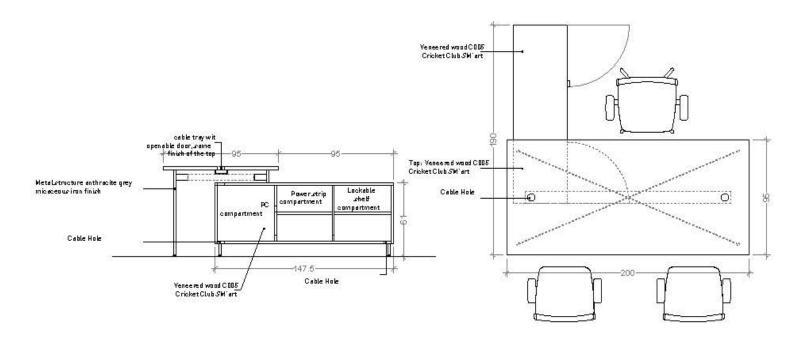


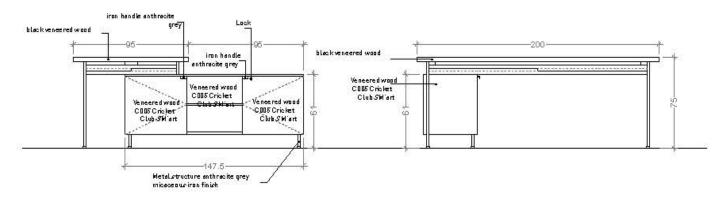




## SALES STATION\_ SALES DESK LEFT COMPOSITION







## SALES STATION\_ SALES CHAIR





Pantone 4245 C



## SALES STATION\_ CUSTOMER CHAIR





Lether effect faux Flukso Crazy 1003



Mat black finish



Gravity Almond CPC 10

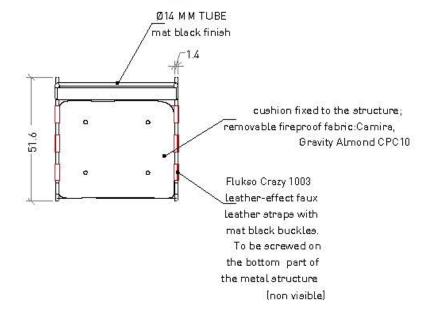


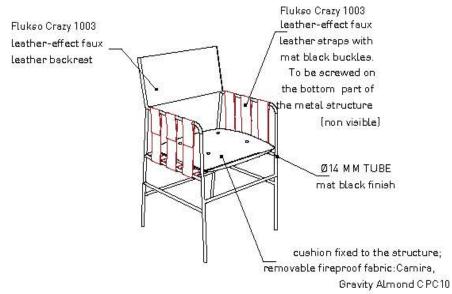


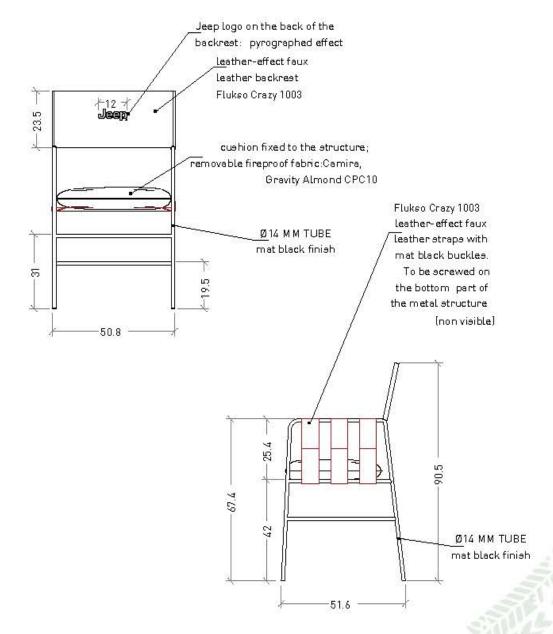


### SALES STATION\_ CUSTOMER CHAIR









## SALES STATION\_ SALES LAMP

Jeep

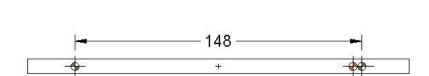
Intra-lighting, model Kalis C/S. Dim 65cmx36cmx1955 lenght



Extruded aluminum profile, powder coated - black



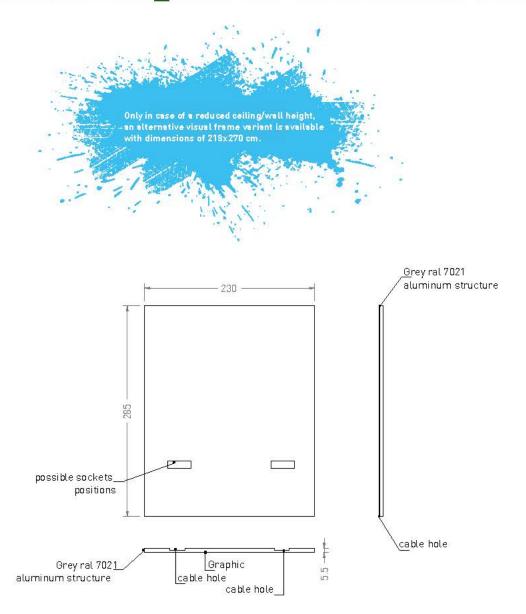
Satin opal polycarbonate diffuser

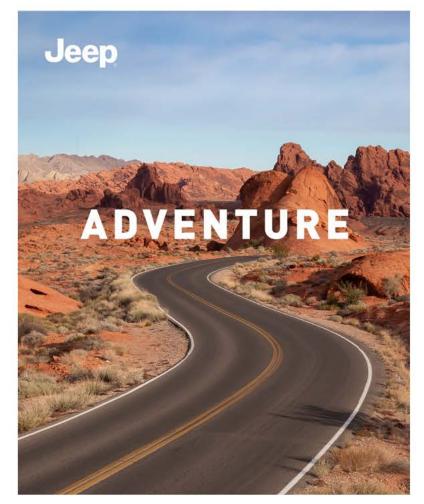




#### SALES STATION\_ JEEP BIG VISUAL SALES STATION







Visuals shown may be subject to future updates according to the Global Brand communication strategies.

## SALES STATION\_ FREESTANDING PARTITION





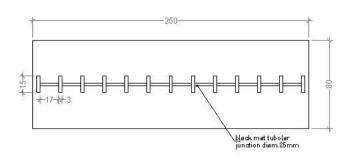
C005 Cricket Club SM'art

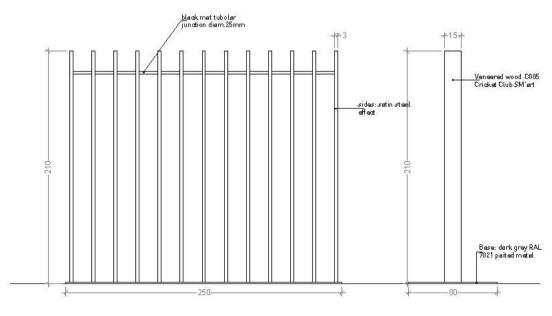


Satin steel finish



White painted metal







#### **FOCUS AREA**













### FOCUS AREA\_ SEVEN SLOT GRILLE

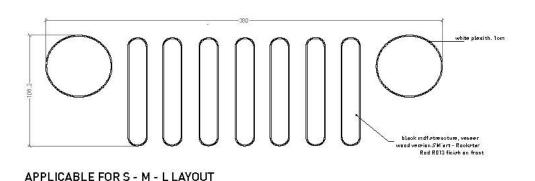


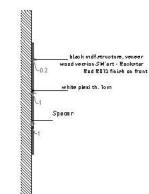


White plexiglass

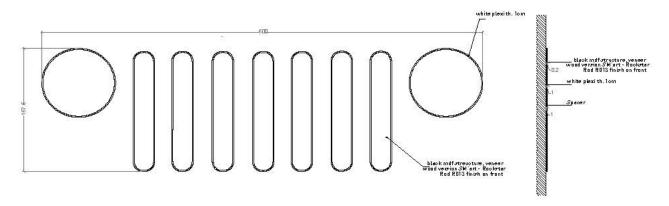


Veneered wood R013 Rockstar Rod SM'art









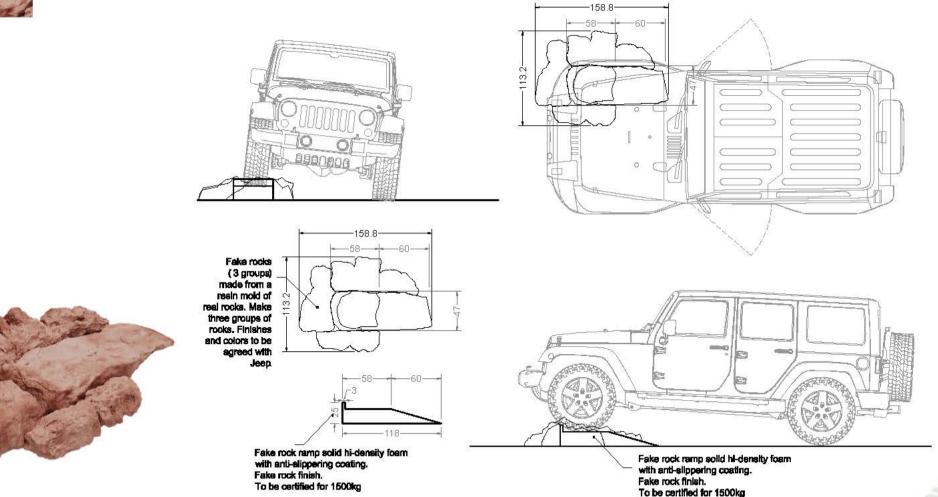
APPLICABLE FOR XL AND XXL LAYOUT

## FOCUS AREA\_ ROCKS PODIUM KIT





Fake rocks



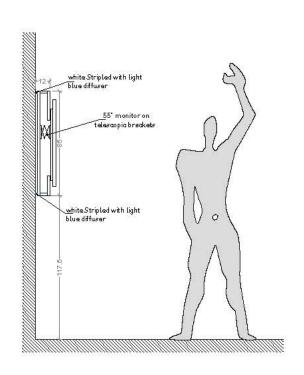
## FOCUS AREA\_ WALL MOUNTED 4XE PANEL



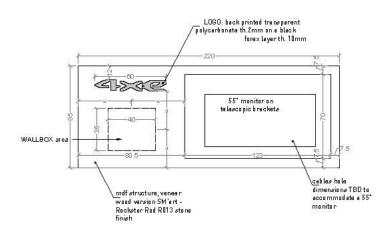
With charging station



Veneered wood R013 Rockstar Rod SM'art



DEALER - CORPORATE IDENTITY BOOK





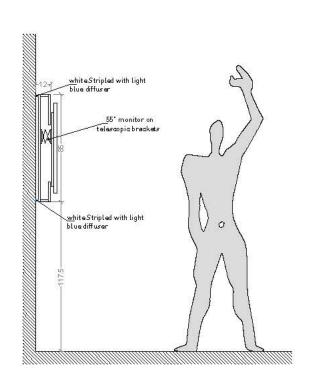
### FOCUS AREA\_ WALL MOUNTED 4XE PANEL



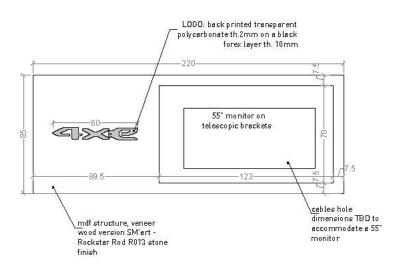
Without charging station



Veneered wood R013 Rockstar Rod SM'art





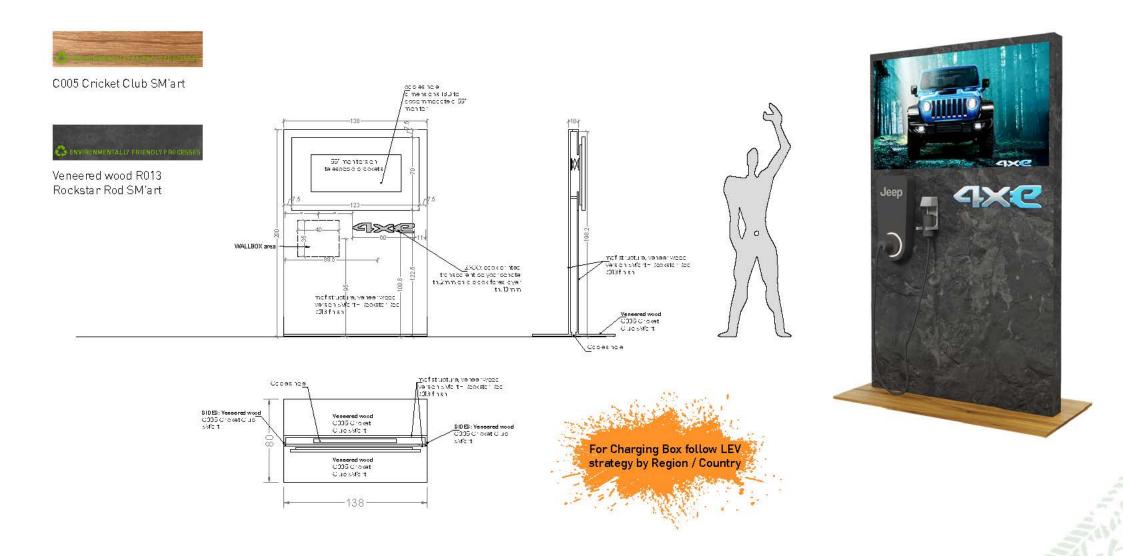




### FOCUS AREA\_ FREESTANDING 4XE PANEL



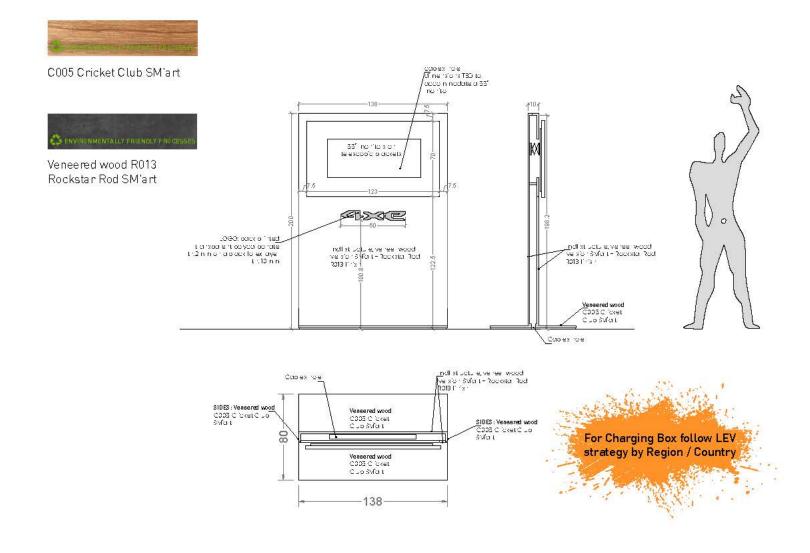
#### With charging station



## FOCUS AREA\_ FREESTANDING 4XE PANEL



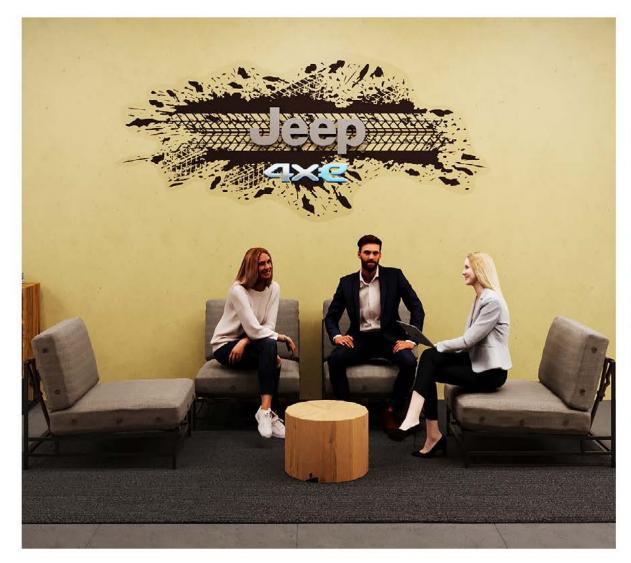
#### Without charging station





#### WAITING AREA





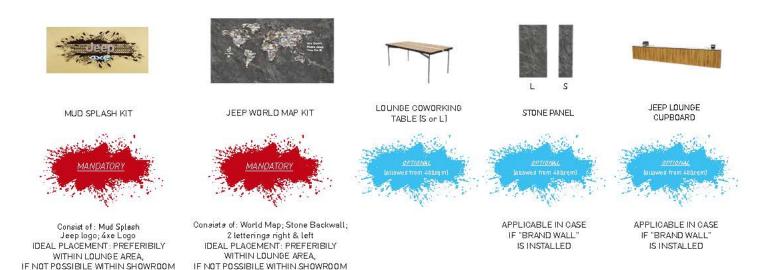




#### WAITING AREA\_ Elements







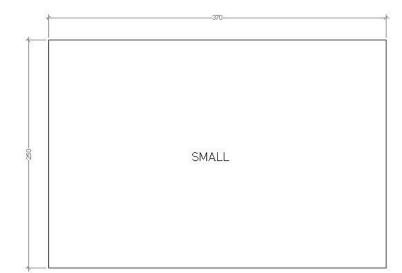
### WAITING AREA\_ CARPET



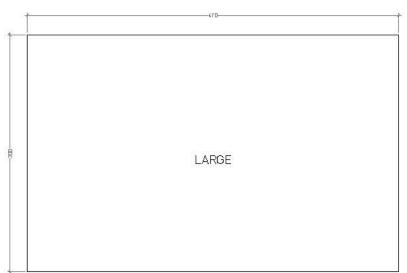


Coren Mod. Latitude SD\_COD 980 Carpet edge - thread BF1201





APPLICABLE FOR S - M - L LAYOUTS



APPLICABLE FOR XL AND XXL LAYOUTS

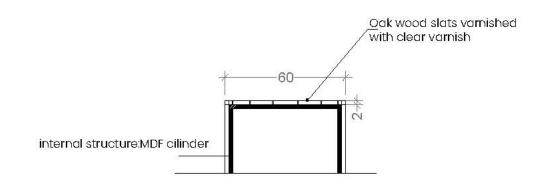
### WAITING AREA\_ LOUNGE LOW TABLE

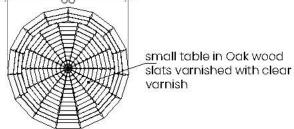


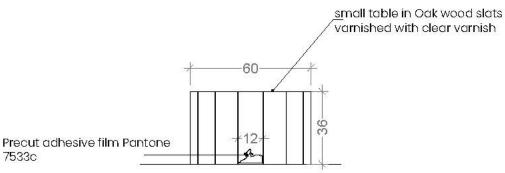


Oak wood









7533c

## WAITING AREA\_ LOUNGE SOFA SEAT









Lether effect faux

Mat black finish

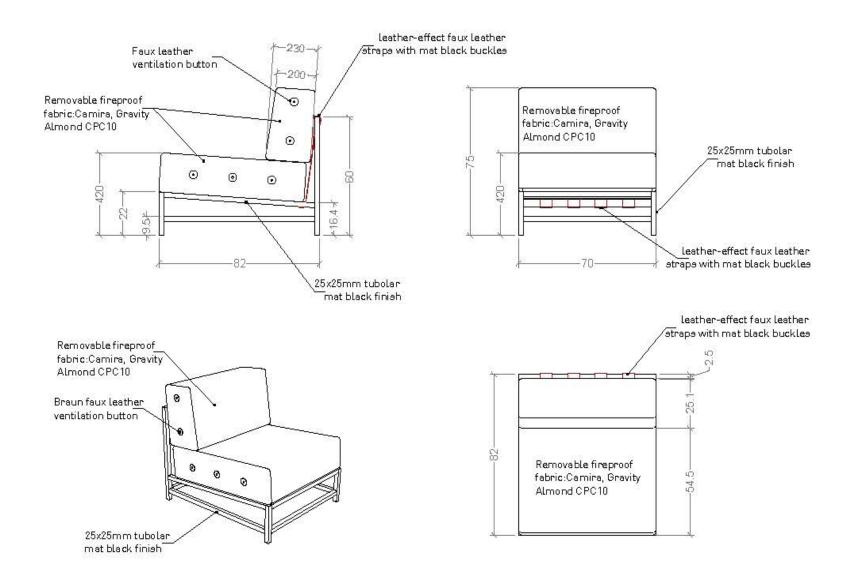
Camira Gravity Almond





## WAITING AREA\_ LOUNGE SOFA SEAT





#### WAITING AREA\_ COFFEE CONSOLE



Coffee machine provided by Dealer



C005 Cricket Club SM'art



Veneered wood R013 Rockstar Rod SM'art



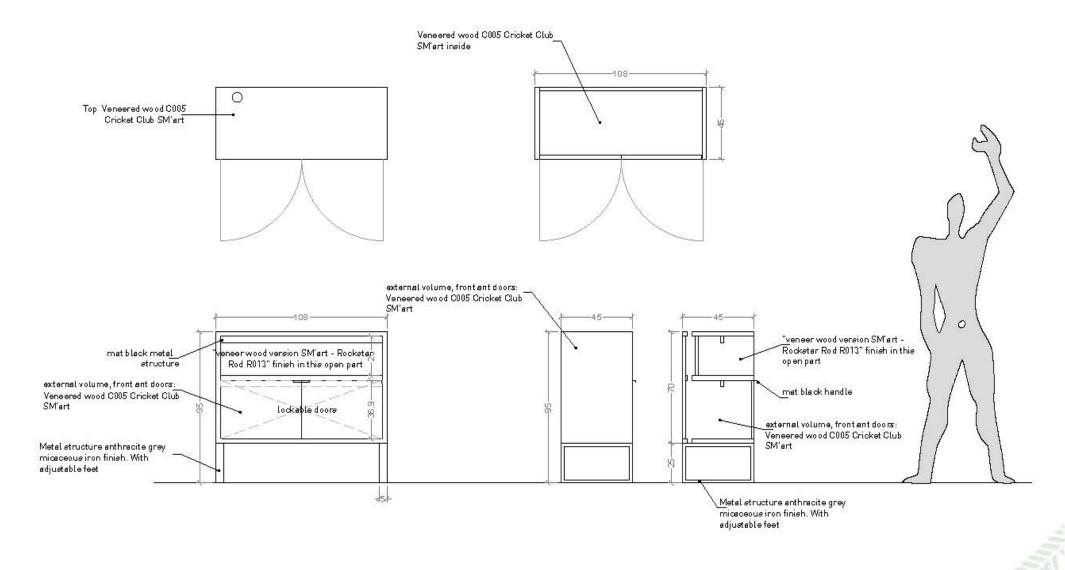
Mat black metal



# WAITING AREA\_ COFFEE CONSOLE

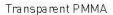


Coffee machine provided by Dealer



# WAITING AREA\_ LOUNGE MUD SPLASH LOUNGE JEEP LOGO LOUNGE 4Xe LOGO

Jeep



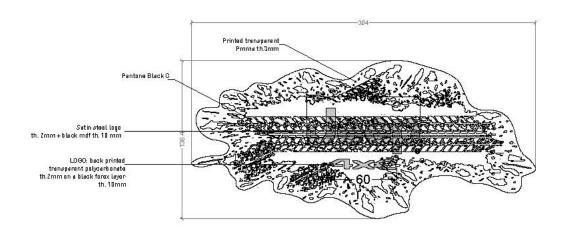


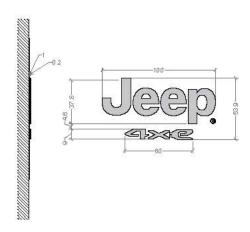
Polycarbonate 4xe



Satin steel Jeep logo











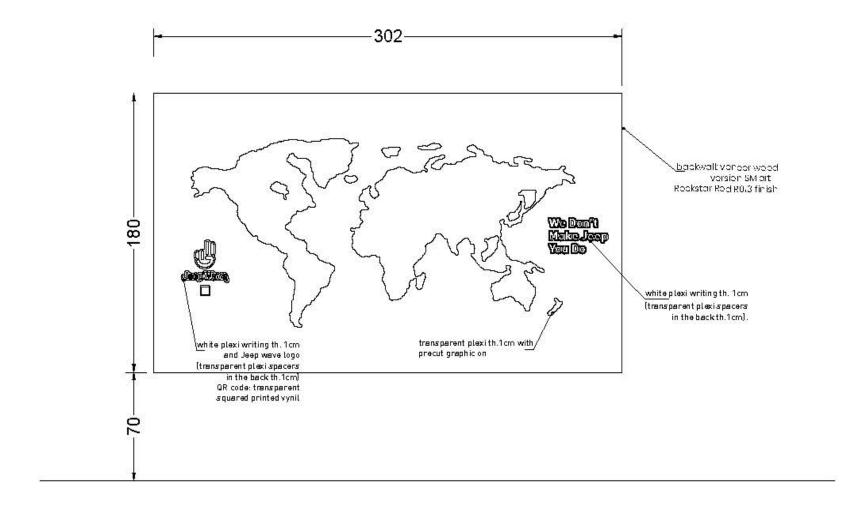
Plexiglass

Veneered wood R013 Rockstar Rod SM'art

ENVIRONMENTALLY FRIENDLY PROCESSI

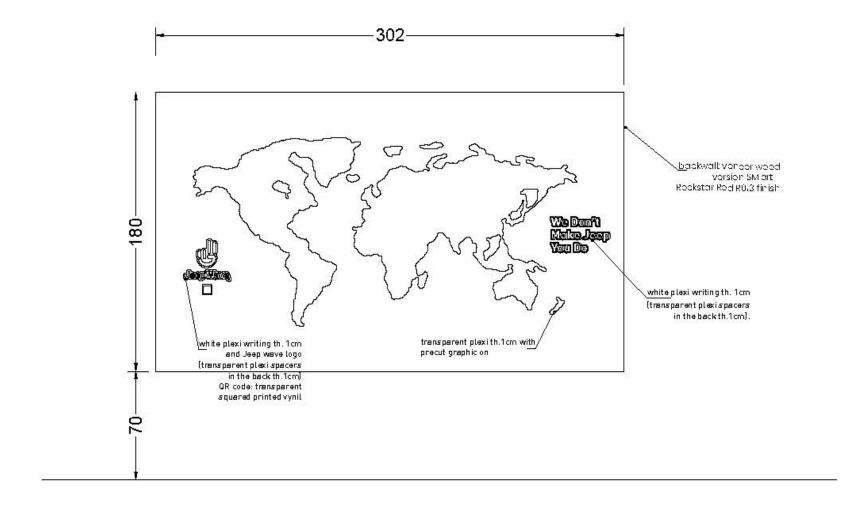
## WAITING AREA\_ JEEP WORLD MAP KIT





## WAITING AREA\_ JEEP WORLD MAP KIT LARGE





#### WAITING AREA\_ LOUNGE COWORKING TABLE SLIM





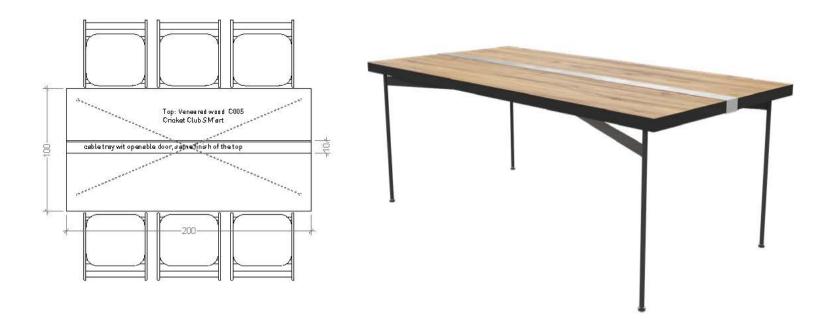
C005 Cricket Club SM'art

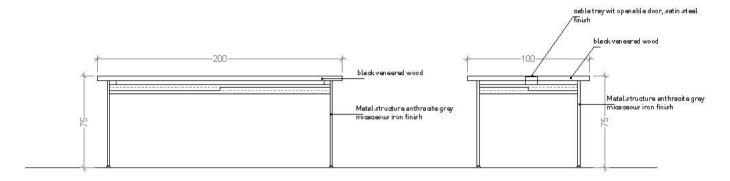


Metal structure anthracite grey micaceous iron finish



Black veneered wood





#### WAITING AREA\_ LOUNGE COWORKING TABLE LARGE





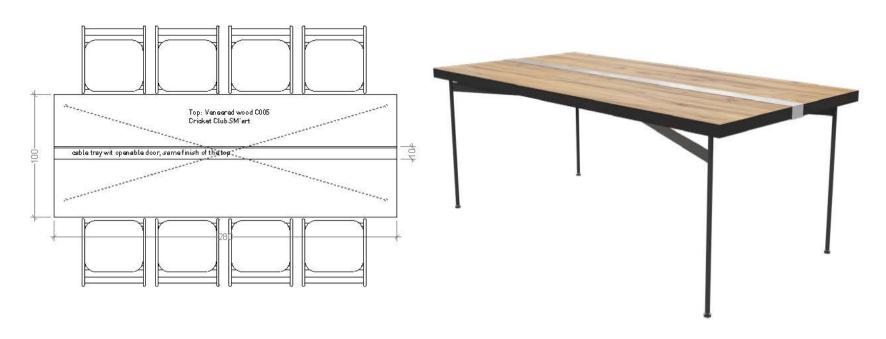
C005 Cricket Club SM'art

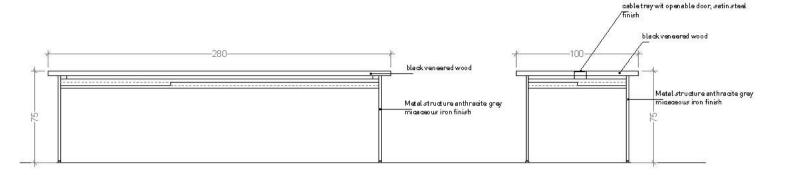


Metal structure anthracite grey micaceous iron finish



Black veneered wood





#### WAITING AREA\_ JEEP LOUNGE CUPBOARD



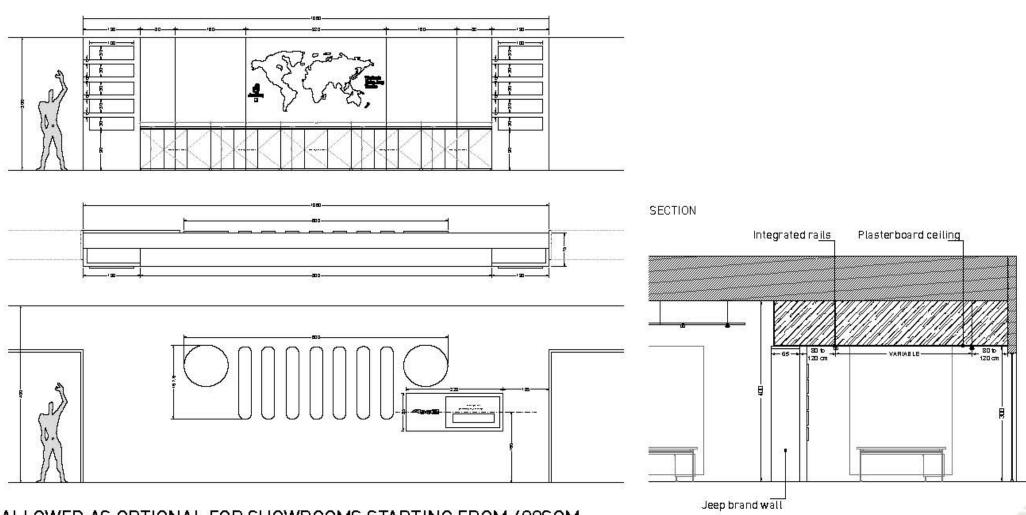
Coffee machine provided by Dealer



#### WAITING AREA\_ JEEP BRAND WALL TECHNICAL SPECIFICATIONS



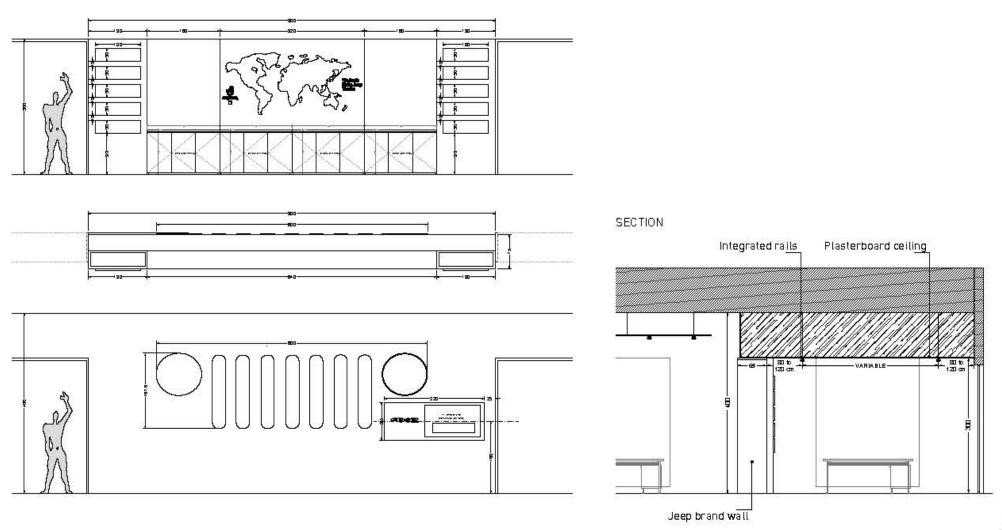
TO BE APPLIED DURING SHOWROOM PREPARATION PHASE [LARGE]



# WAITING AREA\_ JEEP BRAND WALL TECHNICAL SPECIFICATIONS

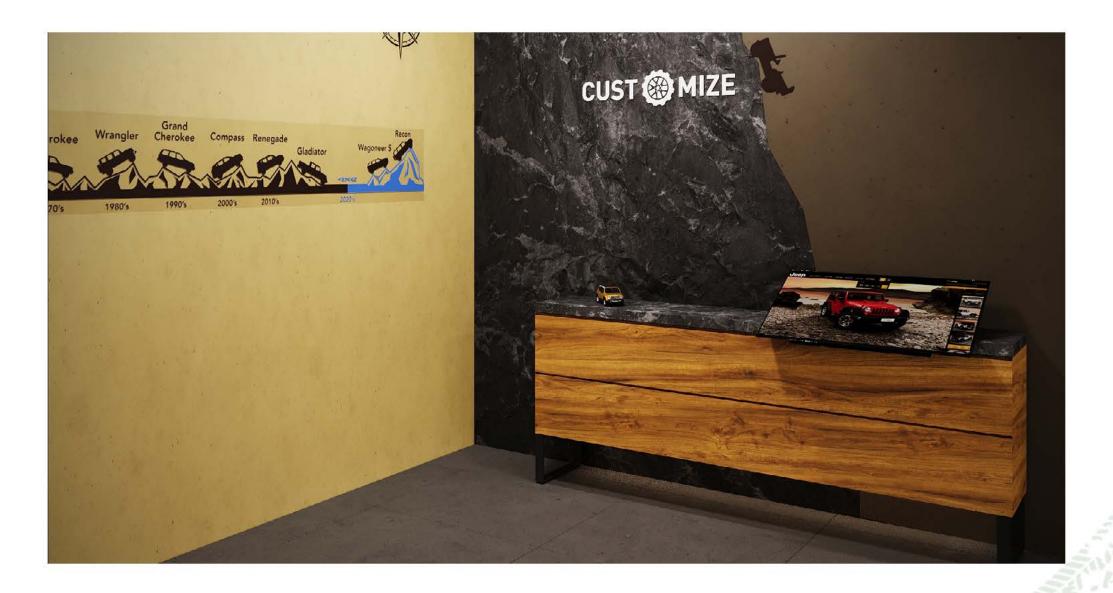


TO BE APPLIED DURING SHOWROOM PREPARATION PHASE [SLIM]



#### **CONFIGURATOR & ACCESSORIES AREA**





#### CONFIGURATOR & ACCESSORIES AREA\_ Elements





CONFIGURATOR KIT LEFT & RIGHT



Consists of: Monitor Furniture; Stone Backwall Angled; 1 lettering; 1 Willys Easter Egg PLACEMENT in the corner



ACCESSORIES VEHICLE



Accessories Vehicle area: Based on local Marketing Plan

# ACCESSORIES\_ CONFIGURATOR FURNITURE KIT





C005 Cricket Club SM'art



Veneered wood R013 Rockstar Rod SM'art



Mat black metal

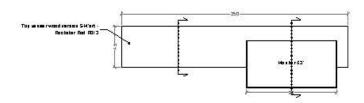


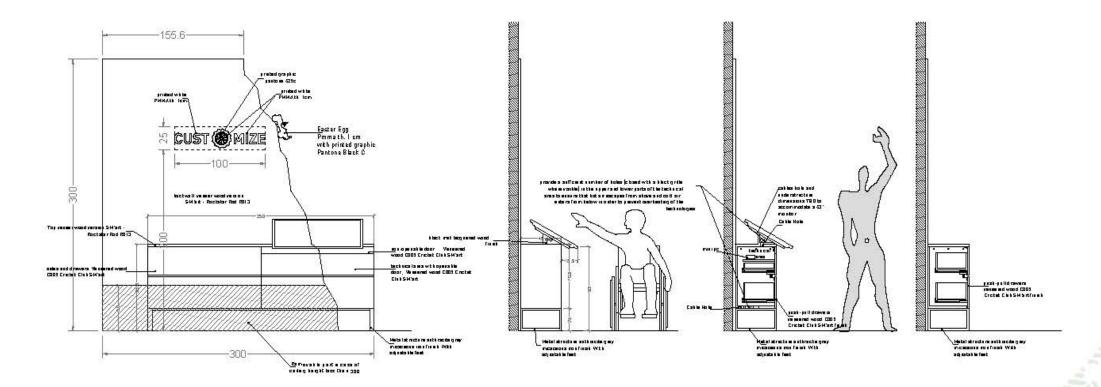
Application print Pantone Black C



# ACCESSORIES\_ CONFIGURATOR FURNITURE KIT (LEFT MODEL)

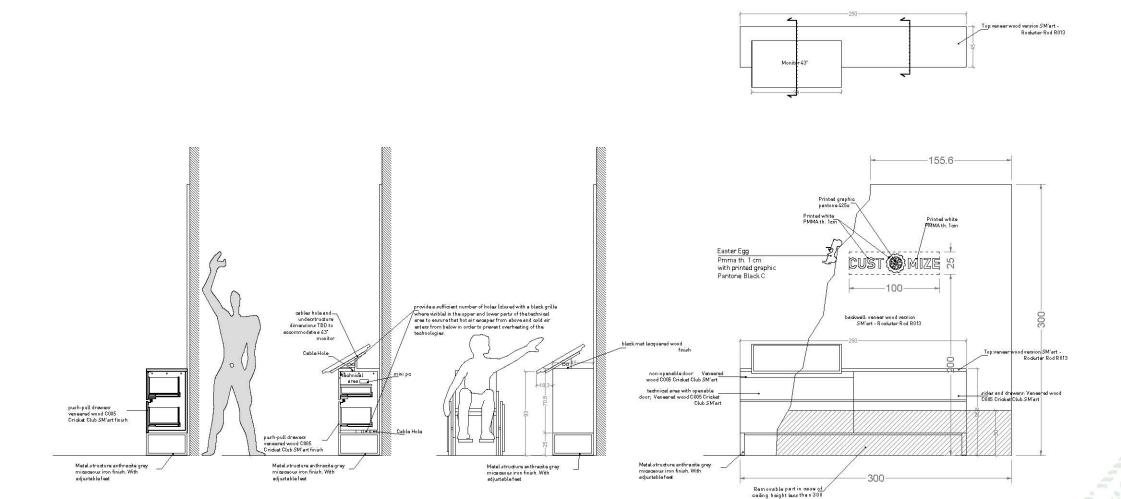






## ACCESSORIES\_ CONFIGURATOR FURNITURE KIT (RIGHT MODEL)





#### **MERCHANDISE AREA**





#### MERCHANDISE AREA\_ Elements





MERCHANDISE WALL





MERCHANDISE MONITOR CONSOLE





HANGERS





MERCHANDISE GLASS CONSOLE



## MERCHANDISE AREA\_ MERCHANDISE WALL





C005 Cricket Club SM'art



Veneered wood R013 Rockstar Rod SM'art



Metal structure Anthracite grey

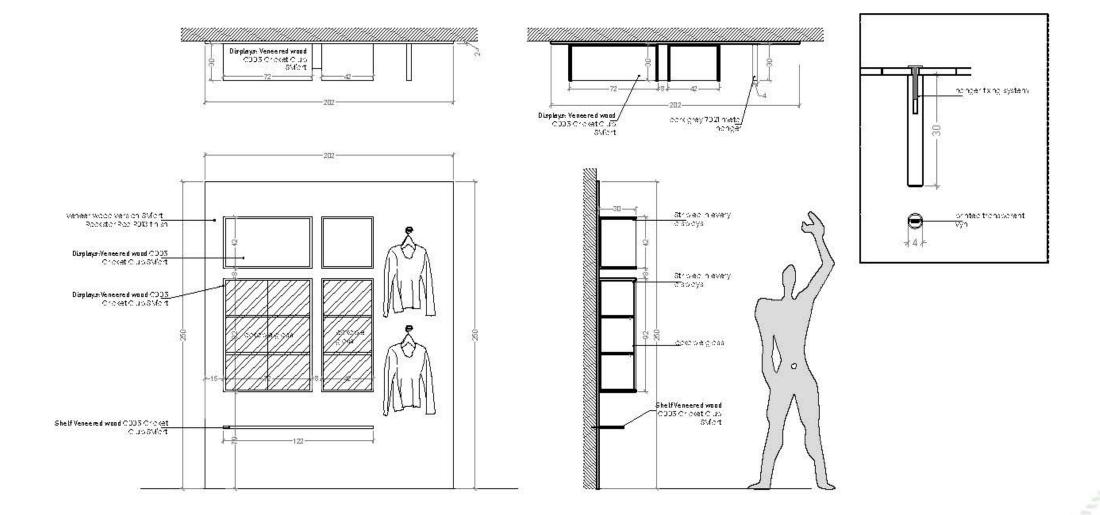


Glass



## MERCHANDISE AREA\_ MERCHANDISE WALL





#### MERCHANDISE AREA\_ MERCHANDISE MONITOR CONSOLE





C005 Cricket Club SM'art



Veneered wood R013 Rockstar Rod SM'art

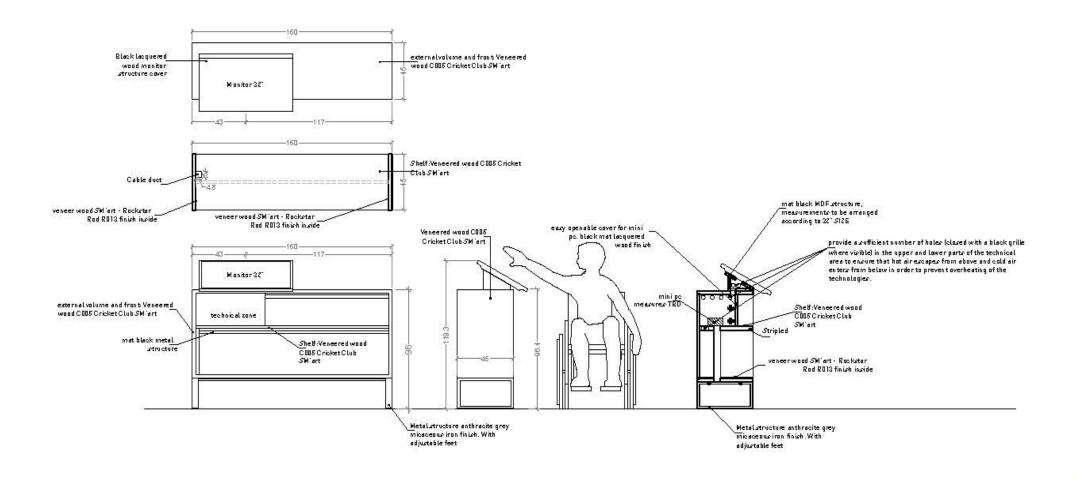


Metal structure Anthracite grey



## MERCHANDISE AREA\_ MERCHANDISE MONITOR CONSOLE





#### MERCHANDISE AREA\_ MERCHANDISE GLASS CONSOLE





C005 Cricket Club SM'art



Veneered wood R013 Rockstar Rod SM'art



Metal structure Anthracite grey

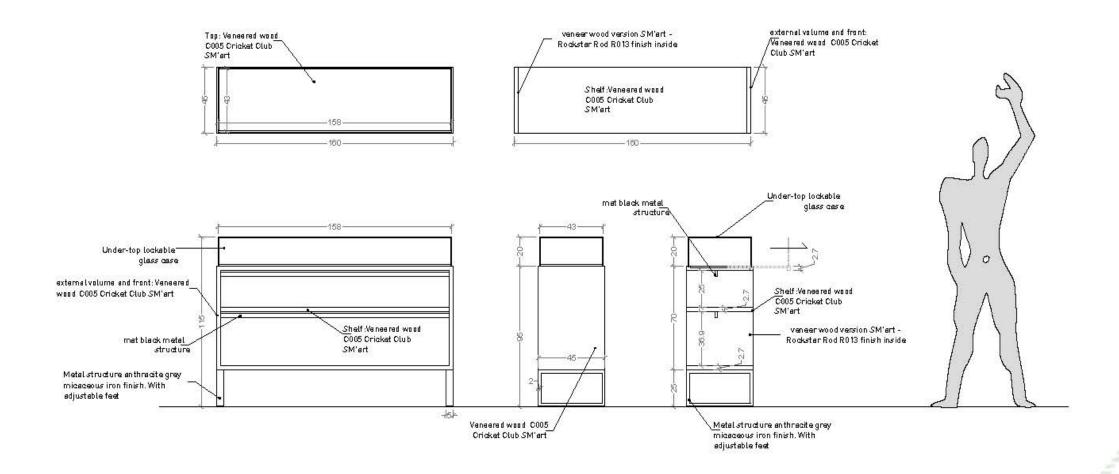


Glass



## MERCHANDISE AREA\_ MERCHANDISE GLASS CONSOLE





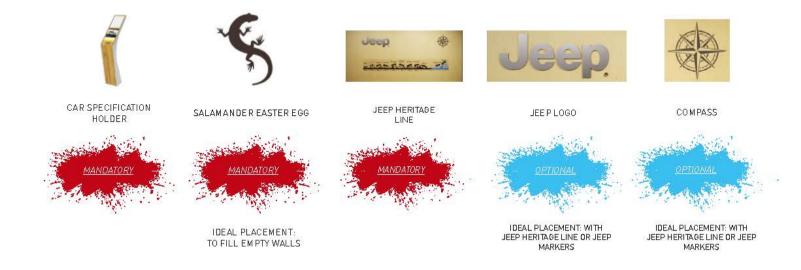
#### **COMMUNICATION AREA**





#### COMMUNICATION AREA\_ Elements

















PARTITIONS VISUALS

SLIDING DOORS







SERVICE LETTERS



only (mpe052

# COMMUNICATION AREA\_ CAR SPECIFICATION HOLDER





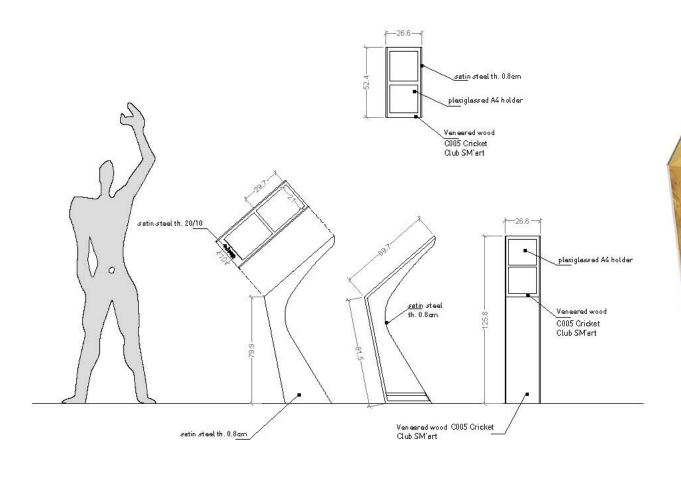
C005 Cricket Club SM'art



Satin steel



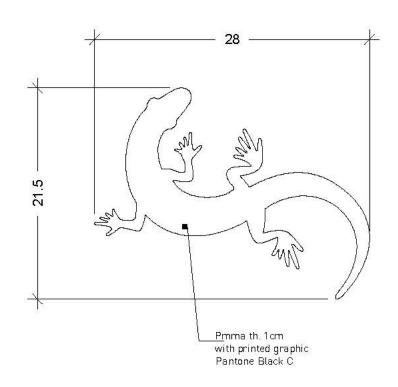
Plexiglass

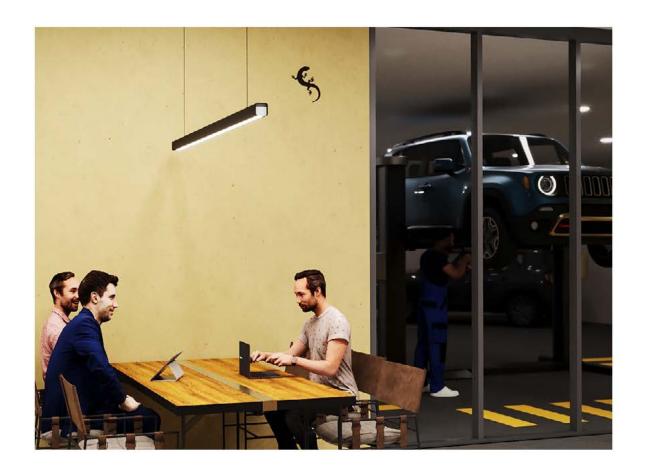




# COMMUNICATION AREA\_ SALAMANDER EASTER EGG

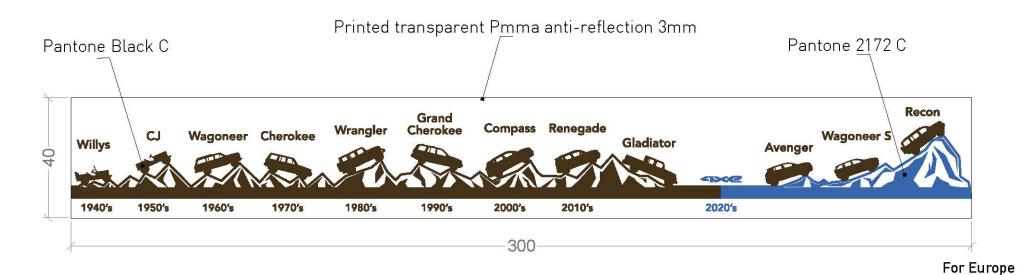


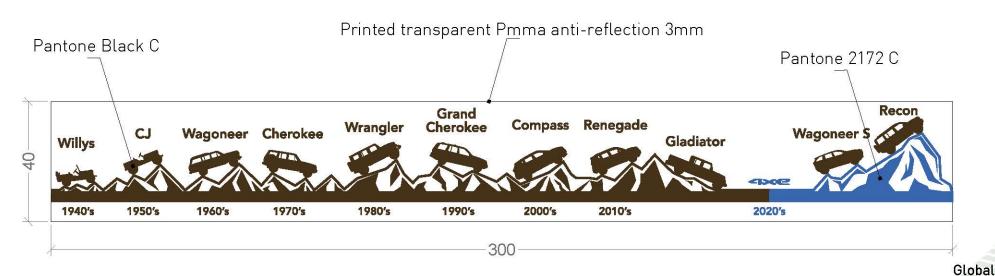




## COMMUNICATION AREA\_ JEEP HERITAGE LINE







200

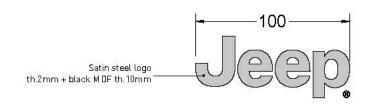
## COMMUNICATION AREA\_ JEEP LOGO





DEALER - CORPORATE IDENTITY BOOK

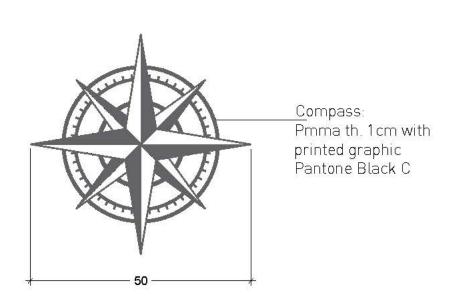
Satin steel



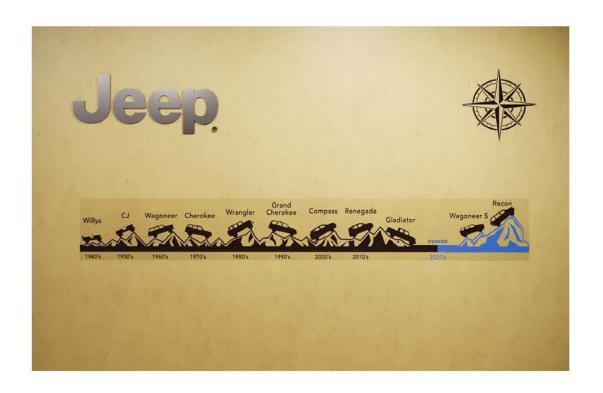


## COMMUNICATION AREA\_ COMPASS



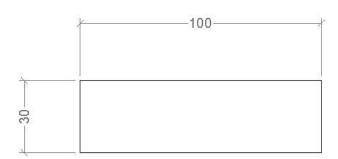


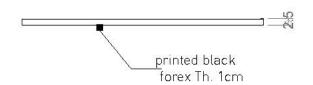
DEALER - CORPORATE IDENTITY BOOK



## COMMUNICATION AREA\_ JEEP MARKERS























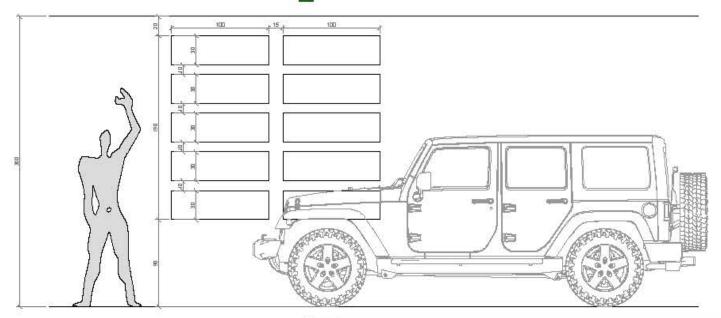


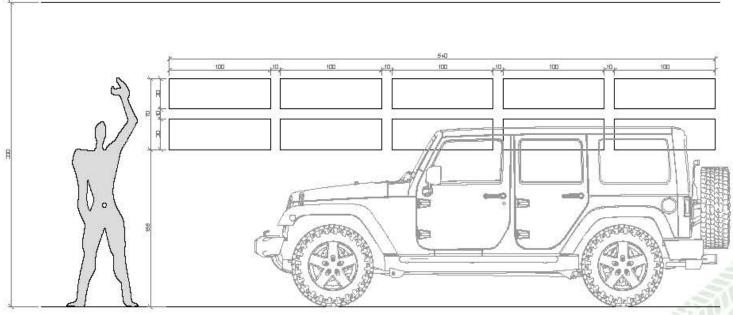


Visuals shown may be subject to future updates according to the Global Brand communication strategies.

# COMMUNICATION AREA\_ JEEP MARKERS OPTIONS

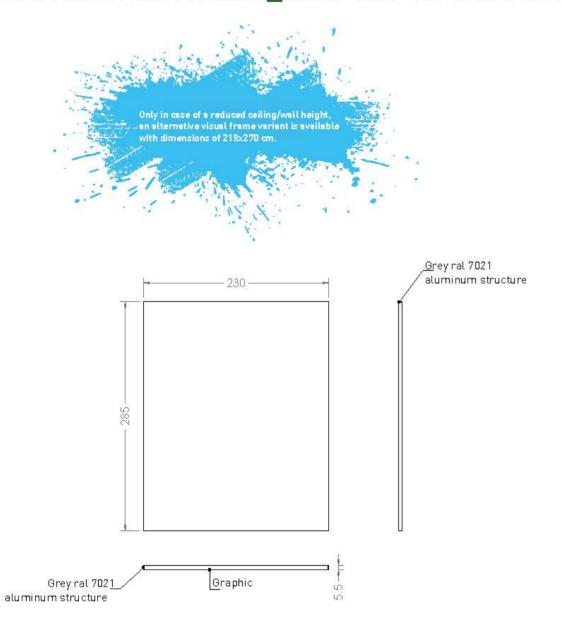






## COMMUNICATION AREA\_ JEEP BIG VISUAL SHOWROOM







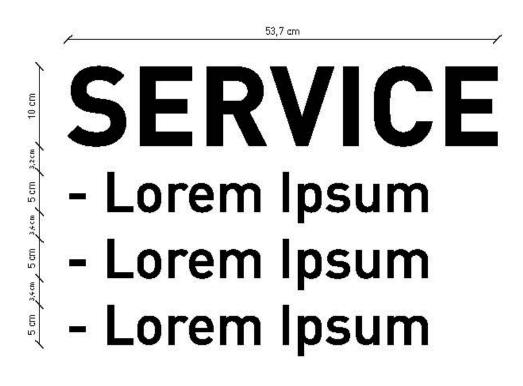
Visuals shown may be subject to future updates according to the Global Brand communication strategies.

#### COMMUNICATION AREA\_ SERVICE LETTERS



Font "Service": DIN BOLD Font "Lorem ipsum": DIN MEDIUM

Precut adhesive film Pantone Black C





#### **WAGONEER KIT**

# Jeep

#### APPLICABLE TO THE REGIONS WHERE WAGONEER IS COMMERCIALIZED





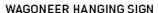




#### WAGONEER CLOUD CANOPY

23'-1""w x 10'd x 20"h

The distinct flowing lines of the Wagoneer Cloud Canopy adds a dramatic element to create a unique, one-of-akind showcase.



6'w x 6°d x 15.5°h

The clean lines and finishes of the Wagoneer Hanging Sign brings a touch of luxury and sophistication to the vehicle display.



24'w x 13'-1"d x .75"h

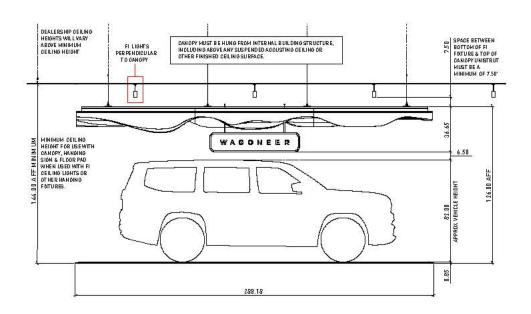
The topographic pattern on the Wagoneer Vehicle Pad adds a subtle nod to the adventurous legacy of the Wagoneer.



### **WAGONEER KIT**

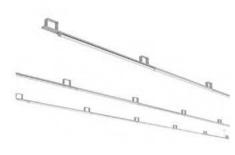


### APPLICABLE TO THE REGIONS WHERE WAGONEER IS COMMERCIALIZED





CANOPY LED LIGHT KIT 23'-4"w x 7'-4"d x 4"h [Optional. Not required]



DEALER - CORPORATE IDENTITY BOOK

Slim profile LED light kit easily attaches to canopy, providing accent light to both the canopy and Wagoneer vehicle.

Light Kit includes:

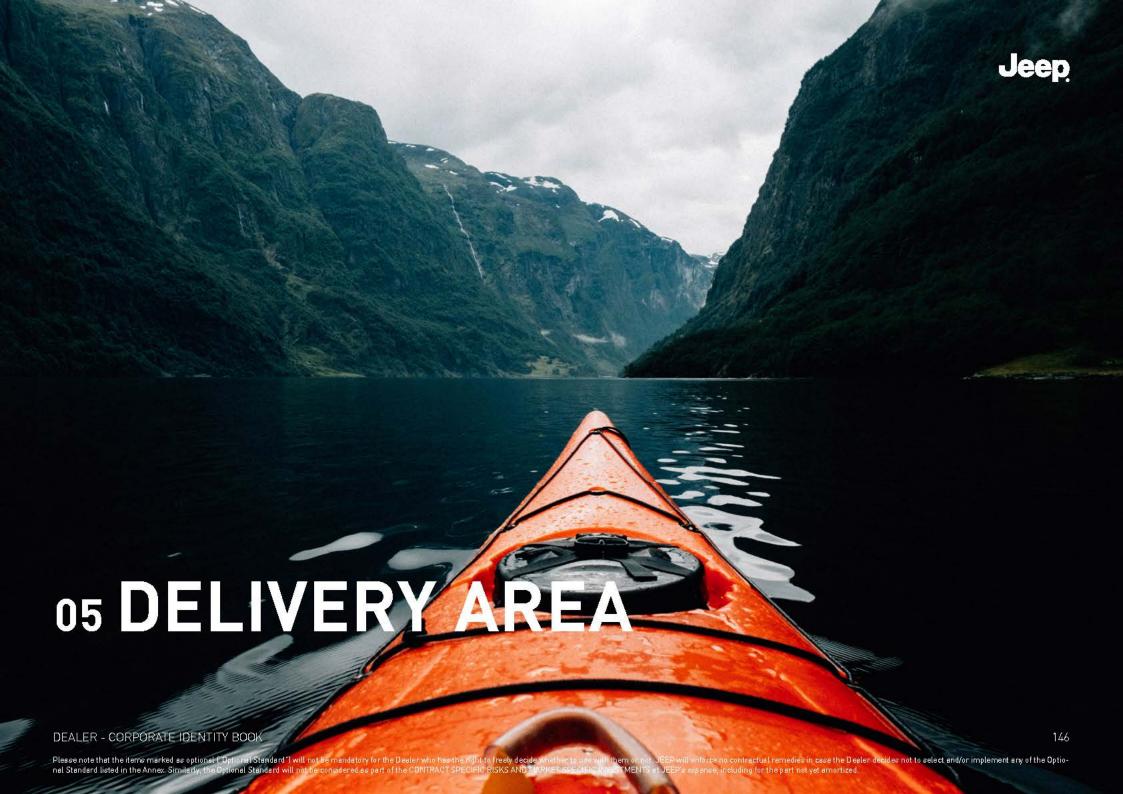
- 3 rows of 6 LED lamps [total 18 LED lamps]
- LED lamp housing mounts
- Hanging brackets
- Hardware

\*Dealer is responsible for any and all electrical work to each row of LED lamps

OUTPUT WATTAGE [w]	60
OUTPUT LUMENS [lm	8,000
LED BEAM ANGLE	120°
MODULE INPUT VOLTAGE	120 VAC/60 Hz
CERTIFICATION	UL

1,080 total watts	
Each row is 360 watts	
Each row has one 110V cord.	

SINGLE ISHO LINEAR LED LAMP



### **DELIVERY AREA**



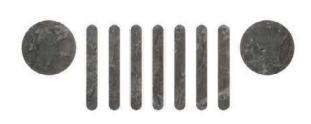


Visuals shown may be subject to future updates according to the Global Brand communication strategies.

## **DELIVERY AREA\_** Mandatory Elements







If present the sliding door the visual will be 3x3 m; otherwise if the sliding door is not present the visual will be at full height with a limit of 4 m.



Visuals shown may be subject to future updates according to the Global Brand communication strategies.

JEEP BIG VISUAL DELIVERY





DEALER - CORPORATE IDENTITY BOOK







### **GENERAL LAYOUT**



#### ARCHITECTURAL AMBIENT FINISHES

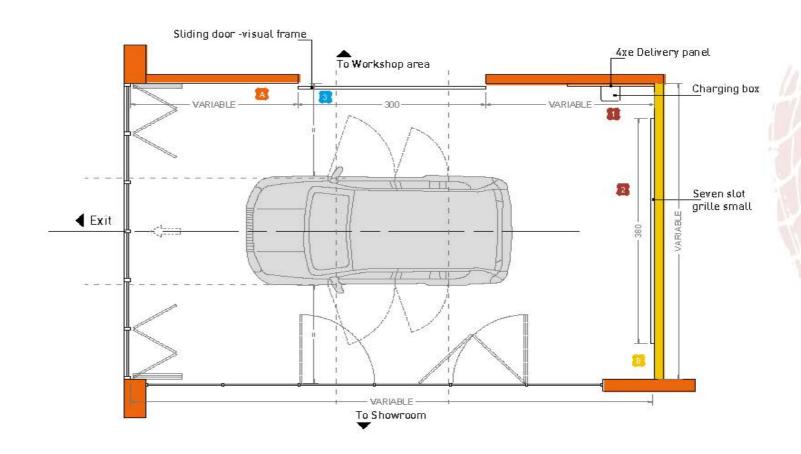
- MUD PAINT Pantone 404 CP
- AUTUMN LEAF PAINT Pantone 7751 CP

#### **MANDATORY ELEMENTS**

- **11** 4Xe DELIVERY PANEL
- SEVEN SLOT GRILLE

#### OPTIONAL ELEMENTS

BIG VISUAL



### FLOOR LAYOUT



#### **ELEMENTS**

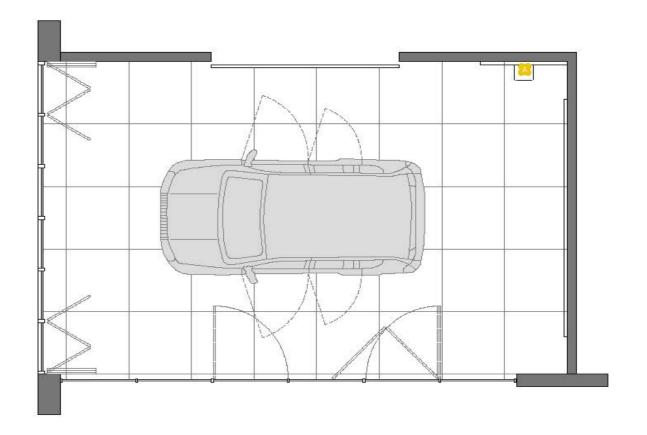
GRAY CERAMIC TILES
Ref 1: GRANITI FIANDRE
Gray Fjord 100x100cm
Ref 2: CASALGRANDE PADANA
Pietre di Sardegna 90x90cm,
STELLANTIS CAPRERA
Ref 3: GRUPPO ROMANI 100x100 (ST



#### ELECTRIC AND NETWORK CONNECTIONS

Z Electrical connection





### **GENERAL ELEVATIONS**



#### ARCHITECTURAL AMBIENT FINISHES

MUD PAINT
Pantone 404 CP

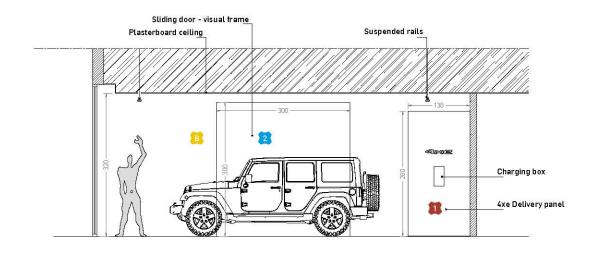
Bantone 7751 CP

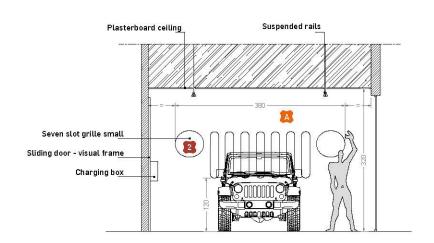
#### MANDATORY ELEMENTS

- 4Xe DELIVERY PANEL
- SEVEN SLOT GRILLE

#### **OPTIONAL ELEMENTS**

BIG VISUAL

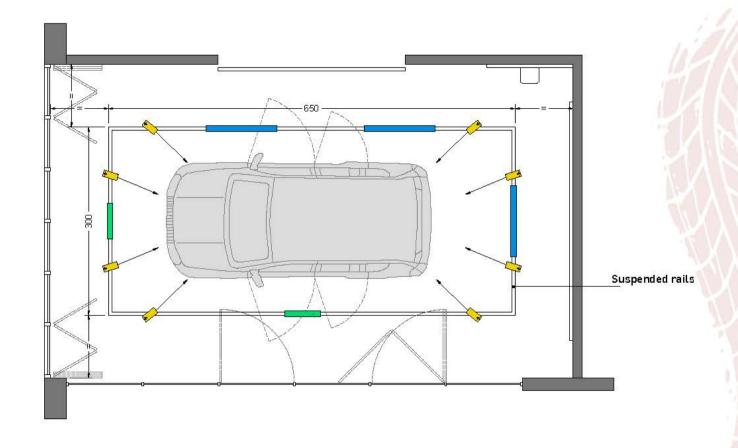




## **CEILING & LIGHTING LAYOUT**









### **JEEP AFTERSALES**

DEALER - CORPORATE IDENTITY BOOK





The **Aftersales area** is composed of the reception enhancing and representing sales showroom look & feel to ensure the best aftersales customer experience.

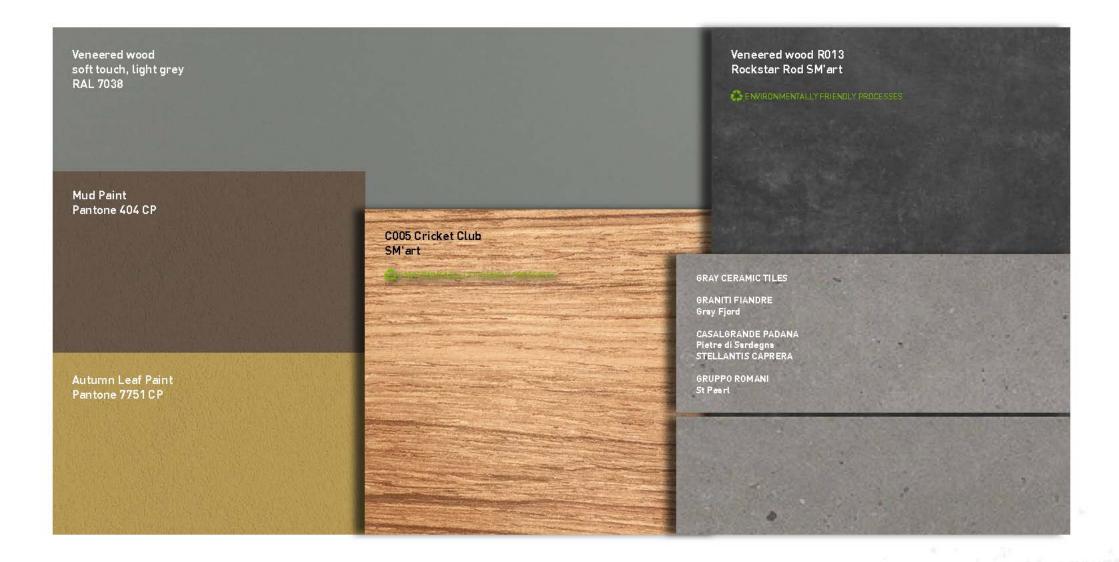
### **JEEP AFTERSALES**





## JEEP AFTERSALES\_ Interior finishes





## JEEP PROJECT LAYOUT



#### ARCHITECTURAL AMBIENT FINISHES

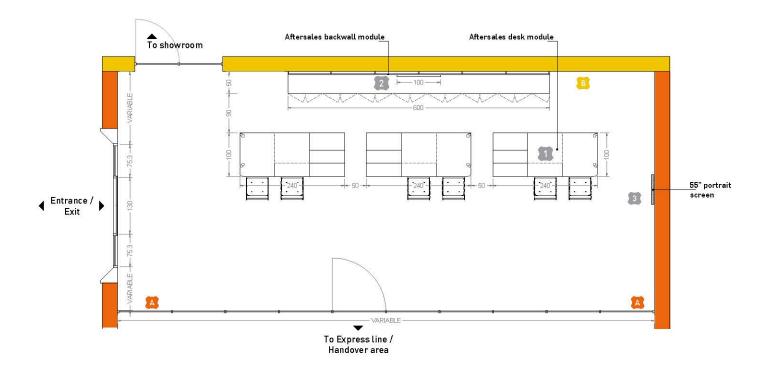
MUD PAINT
Pantone 404 CP

AUTUMN LEAF PAINT Pantone 7751 CP

#### **ELEMENTS**

- AFS RECEPTION DESK
- AFS RECEPTION BACKWALL & CABINET
- **55" PORTRAIT SCREEN**





### FLOOR LAYOUT

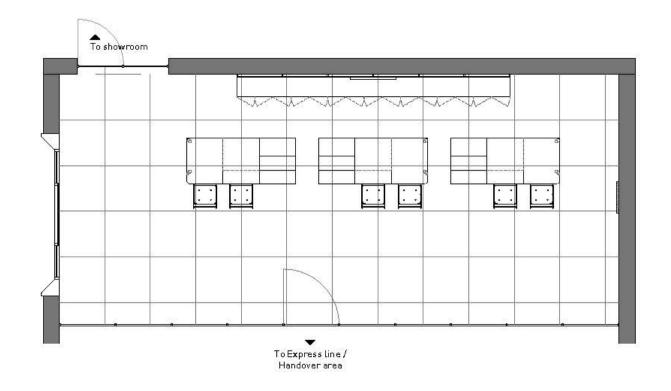


#### FLEMENTS

GRAY CERAMIC TILES
Ref 1: GRANITI FIANDRE
Gray Fjord 100x100cm
Ref 2: CASALGRANDE PADANA
Pietre di Sardegna 90x90cm,
STELLANTIS CAPRERA
Ref 3: GRUPPO ROMANI 100x100 (ST
Pearl)







### JEEP GENERAL ELEVATION



#### ARCHITECTURAL AMBIENT FINISHES

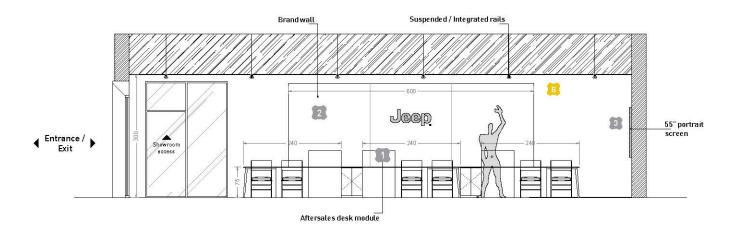
MUD PAINT
Pantone 404 CP

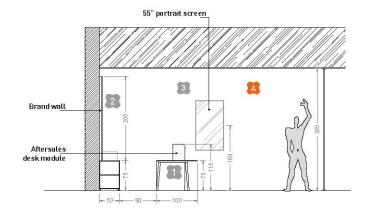
AUTUMN LEAF PAINT Pantone 7751 CP

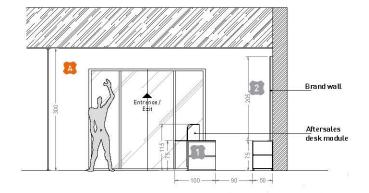
#### **ELEMENTS**

- AFS RECEPTION DESK
- AFS RECEPTION BACKWALL & CABINET
- **55" PORTRAIT SCREEN**









### JEEP CEILING FINISHES



The recommended ceiling solution must be the easiest and most obvious to implement.

This solution must correspond to a fashionable, contemporary and technical vision of the Stellantis brand.

The possible solutions are as follows:

#### **RECOMMANDATION 1 - EXPOSED CEILING**

This solution is easy to implement and reduces costs. However, this is only possible if all the technical networks are well laid out, clean and in good condition.

#### **RECOMMANDATION 2 - GYPSUM CEILING**

A false ceiling in offices allows reduction of the ceiling height and therefore reduces spot lighting costs. Consequently, it reduces the height of the walls and glass partitions therefore reducing investment.

### ALTERNATIVE SOLUTIONS: WOOD WOOL

This alternative only applies to cases with specific technical constraints like high humidity, poor sound insulation or sustainability issues.

#### METAL MESH

RAL 7047 with an opening of 80%.





### JEEP CEILING & LIGHTING LAYOUT



Suspended / Integrated rails

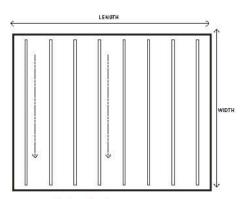
THE FOLLOWING SIMPLE RULES APPLY TO THE LIGHTING LAYOUT:

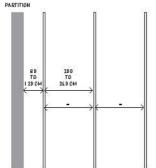
#### SHORTEST SIDE

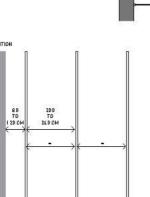
Find the shortest rail track layout to aide installation, finishes and maintenance. When the tracks are longer in length, making adjustments and managing connections is more dedemanding and maintenance is harder

#### DISTANCE FROM WALL

It is recommended to start the lighting rail 80 to 120cm from the partition. The lighting rails are then spaced equally thereafter.







80 to

ZONE	LUX NE EDED
Desk/reception	600 lux
Corridor	According to local legacy
Lounge areas	400 lux
Work Station	600 lux

20	INTEGRATED RAIL		SUSPENDED RAIL		SPOT LIGHT	
y				ZI mm		<b>≜</b> Liabt
		31.5 nm	Lights rail 48V	26,2 mm		Light temperature 4000°K





### AFTERSALES FURNITURE





RECEPTION BACKWALL MODULE (CABINET-JEEP LOGO)





DESK MODULE





AFTERSALES SCREEN





SALES CHAIR







CUSTOMER CHAIR





COMPASS



### AFTERSALES FURNITURE

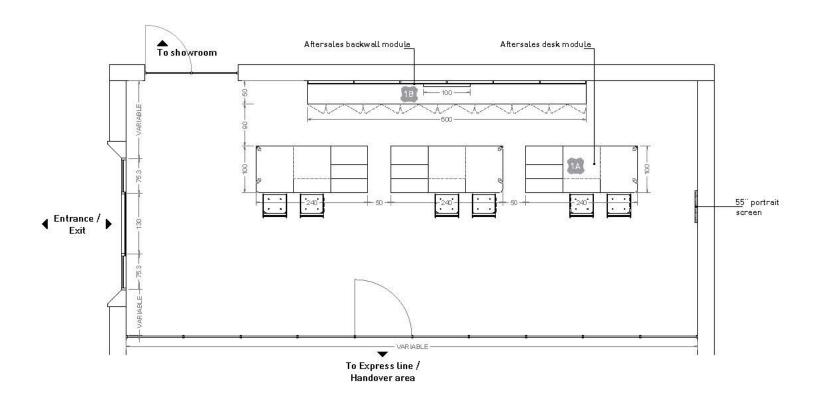






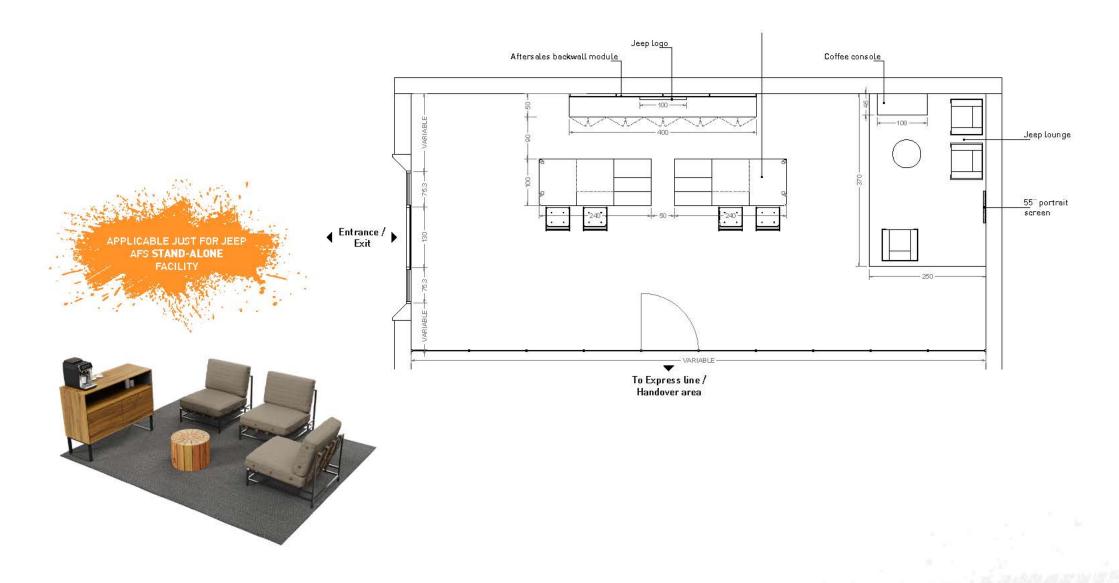


AFS RECEPTION BACKWALL MODULE & CABINET



## AFTERSALES FURNITURE\_ Stand-alone

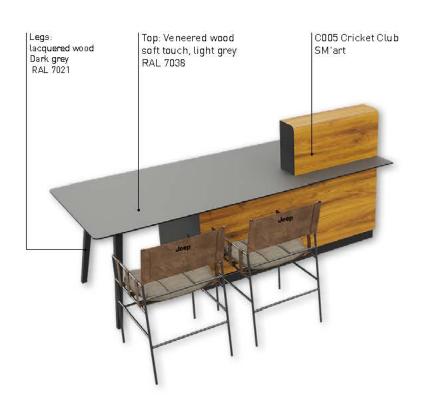




## AFTERSALES FURNITURE\_Desk module



The reception desk is composed of two modules: a 75CM height desk unit and a 115CM height counter unit, with widths in multiples of 80CM.









## AFTERSALES FURNITURE\_Desk module



The reception desk is composed of two modules: a 75CM height desk unit and a 115CM height counter unit, with widths in multiples of 80CM.



#### **DESK VERSION:**

Height 75cm/3 units

#### **DESK VERSION:**

Height 75cm / 2 units

#### COUNTER VERSION:

Height 115cm / 1 counter unit

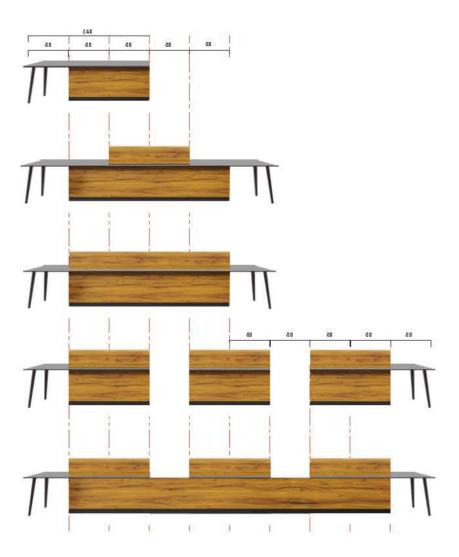
#### **DESK VERSION:**

Height 75cm / 1 unit

#### COUNTER VERSION:

Height 115cm / 2 counter units





# AFTERSALES FURNITURE\_Reception backwall module



The brand wall has three possible widths: small, medium or large, depending on the desk size and the architectural constraints

#### **BRAND WALL**

The brand wall has three possible widths: small (240cm), medium (360cm) and large (480cm). The width of the brand wall corre

sponds to the size of the counter and desk. The brand wall is placed on top of the cabinet and is cut according to the ceiling height.

The brand wall has a maximum possible height of 280cm.



## AFTERSALES FURNITURE Backwall rules



The following panel sizes and combinations are used to compose the three brand wall sizes.

BACKWALL PANEL L1.2 x H2.05m

CUPBOARD MODULE L0.8 x 0.75m

CUPBOARD MODULE L0.4 x0.75 m



