

# LEAPMOTOR GUIDELINES STELLANTIS MULTIBRAND

“just to be published & used in following markets: EU member states, UK, Iceland, Norway and Switzerland”

MAY 2024

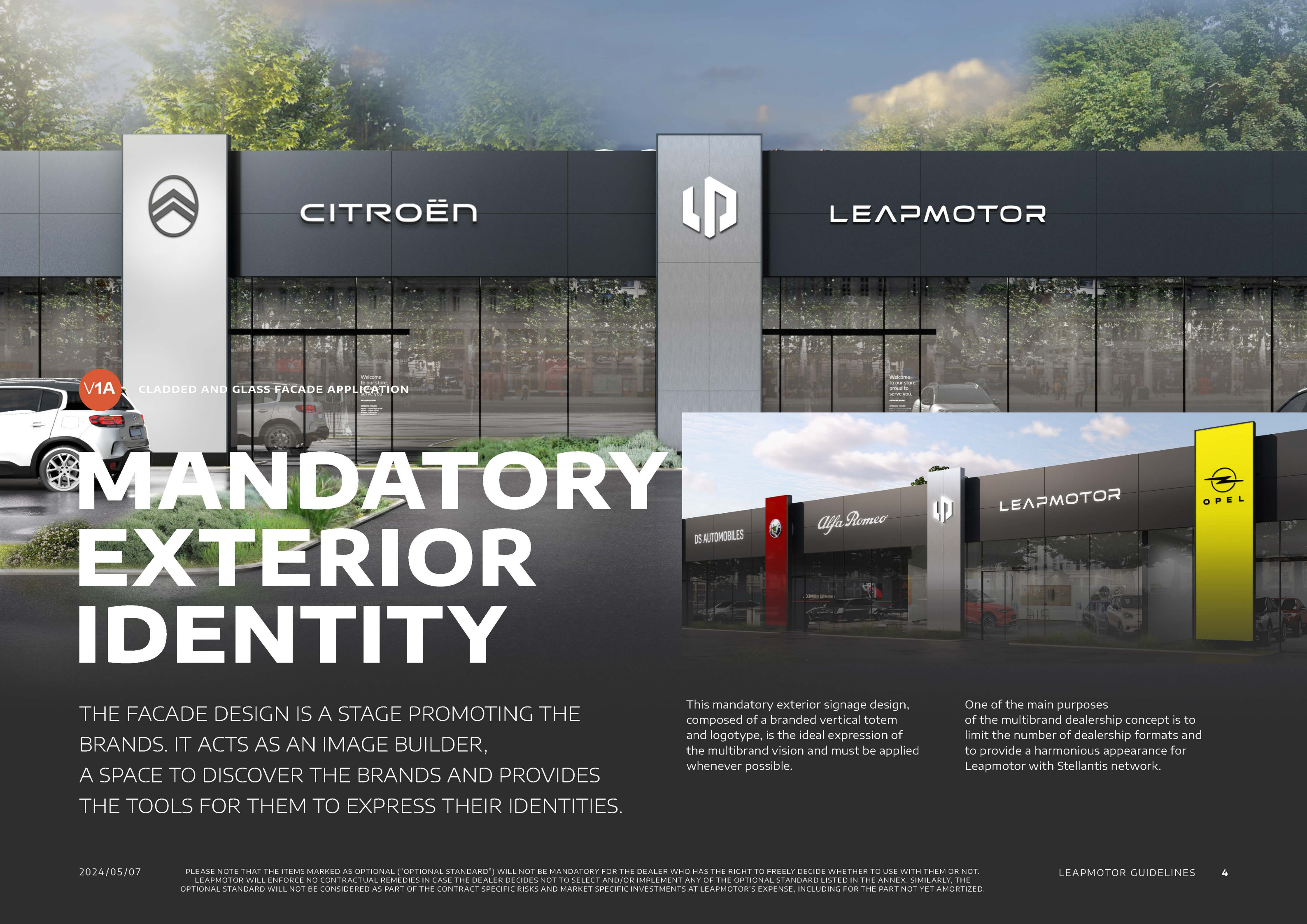
# 01 EXTERIOR FACADES & IDENTITY

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. LEAPMOTOR 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 LEAPMOTOR's expense, including for the part not yet amortized.

# V1 TOTEM & LOGOTYPE





CITROËN



LEAPMOTOR

V1A

CLADDED AND GLASS FACADE APPLICATION

# MANDATORY EXTERIOR IDENTITY

THE FACADE DESIGN IS A STAGE PROMOTING THE BRANDS. IT ACTS AS AN IMAGE BUILDER, A SPACE TO DISCOVER THE BRANDS AND PROVIDES THE TOOLS FOR THEM TO EXPRESS THEIR IDENTITIES.



This mandatory exterior signage design, composed of a branded vertical totem and logotype, is the ideal expression of the multibrand vision and must be applied whenever possible.

One of the main purposes of the multibrand dealership concept is to limit the number of dealership formats and to provide a harmonious appearance for Leapmotor with Stellantis network.





V1B

GLASS FACADE APPLICATION

# EXTERIOR IDENTITY MANDATORY

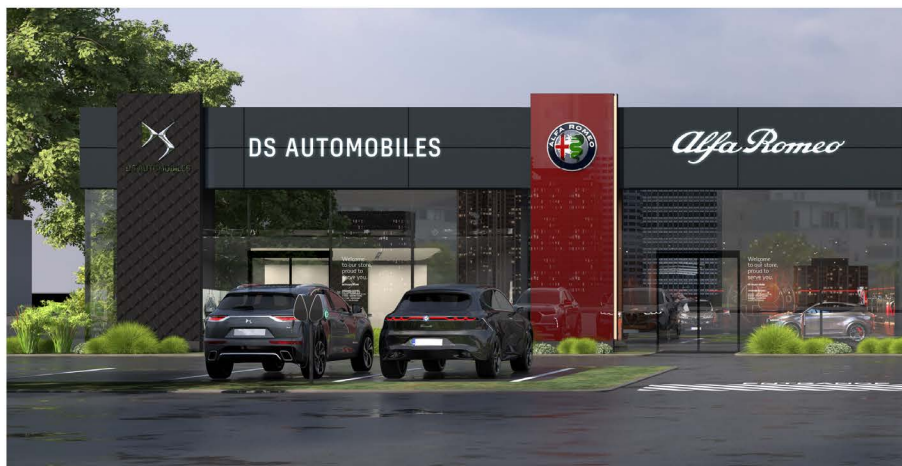




## EXTERIOR IDENTITY

# TOTEM STRUCTURE

JUST AS SEVERAL BRANDS SHARE THE SAME BASIC CAR CHASSIS, SO DO THEY SHARE THE SAME TOTEM STRUCTURE AND ASSEMBLY PRINCIPLES.



### SHARED STRUCTURE

Brands share the same totem size, structure and assembly while the finishes and materials are specific to each brand.





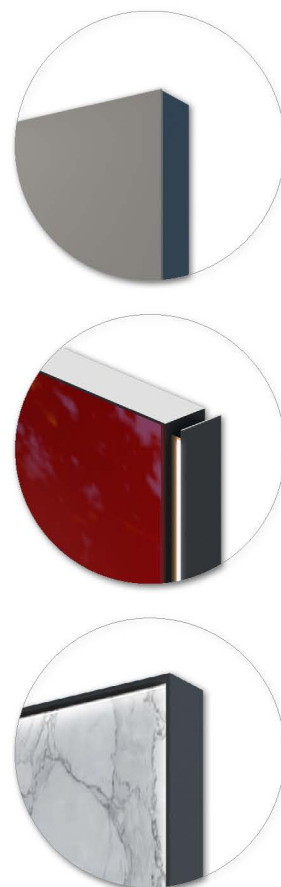
## EXTERIOR IDENTITY

# TOTEM STRUCTURE

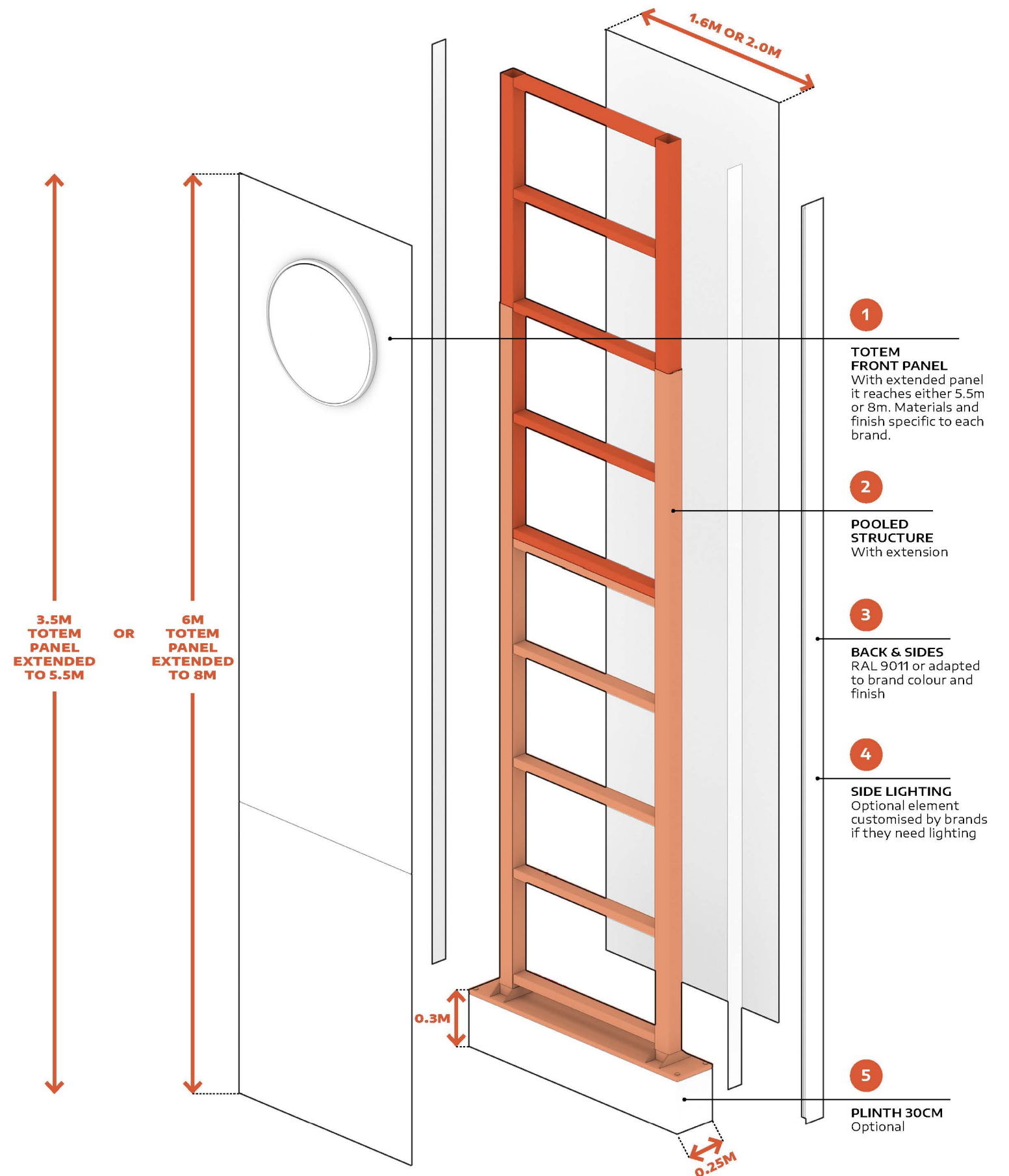
JUST AS SEVERAL BRANDS SHARE THE SAME BASIC CAR CHASSIS, SO DO THEY SHARE THE SAME TOTEM STRUCTURE AND ASSEMBLY PRINCIPLES.



BRAND TOTEMS

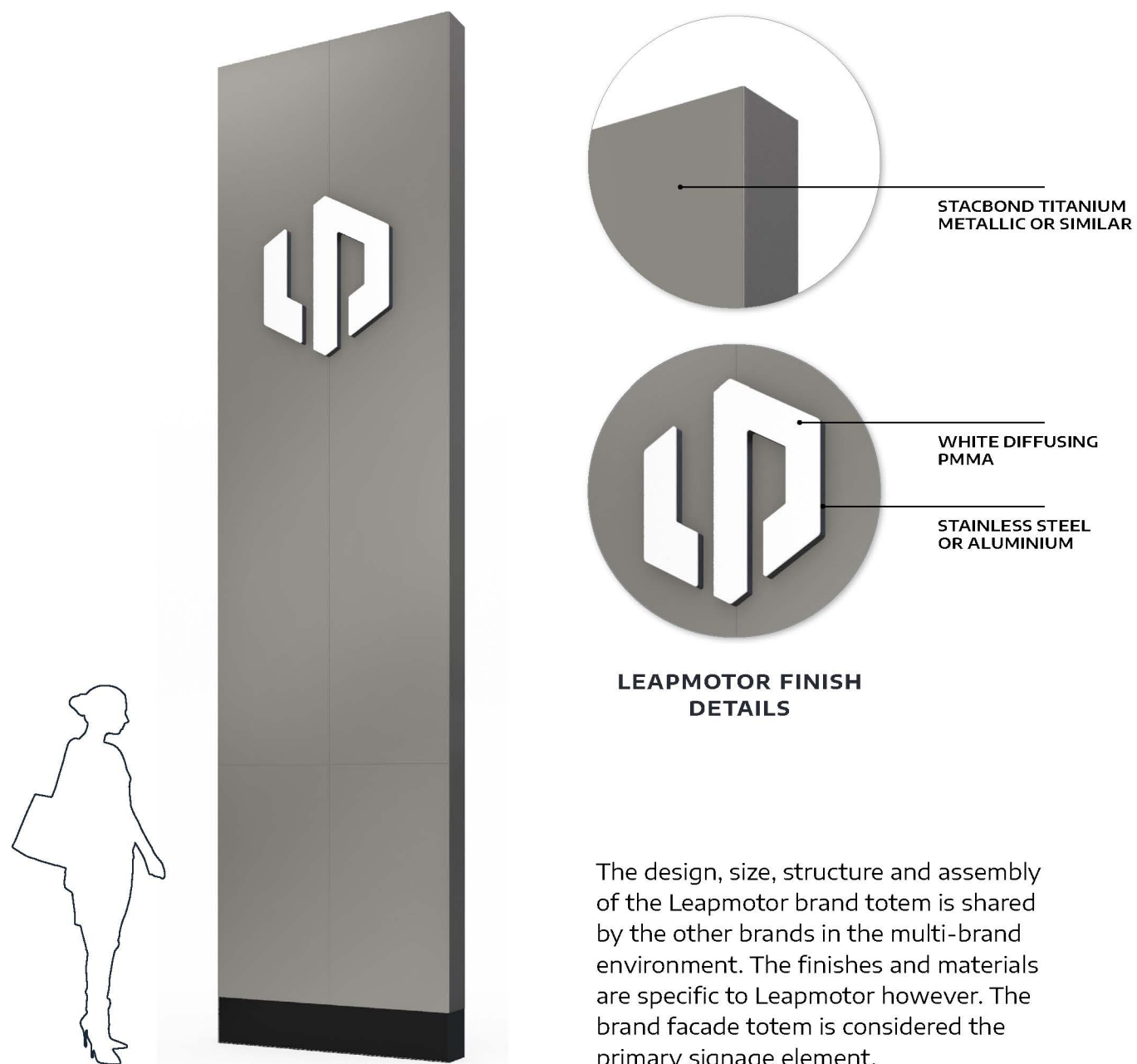


BRAND LIGHTING



## EXTERIOR IDENTITY

# FACADE TOTEM





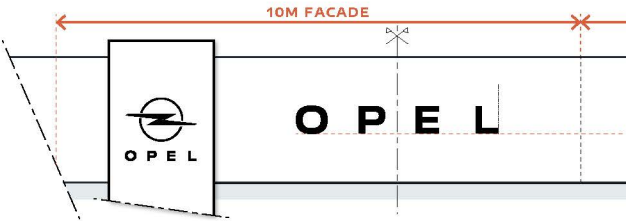
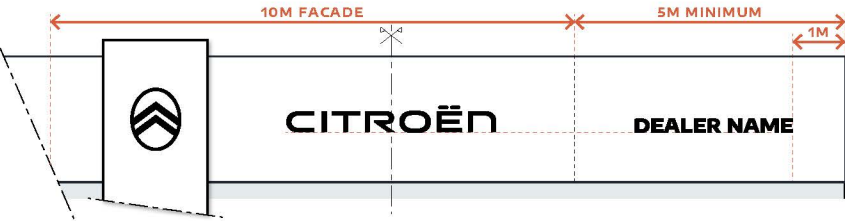
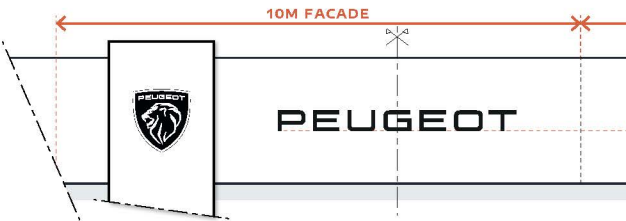
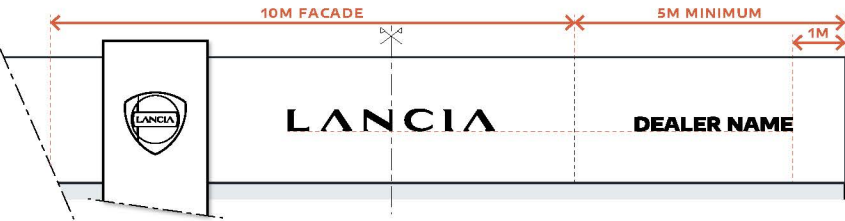
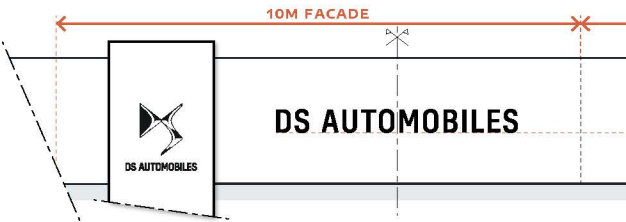
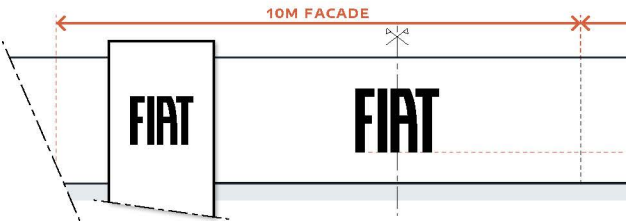
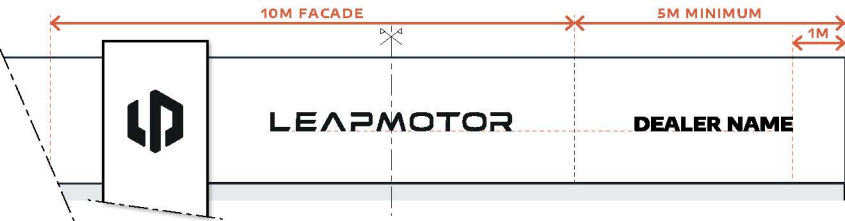
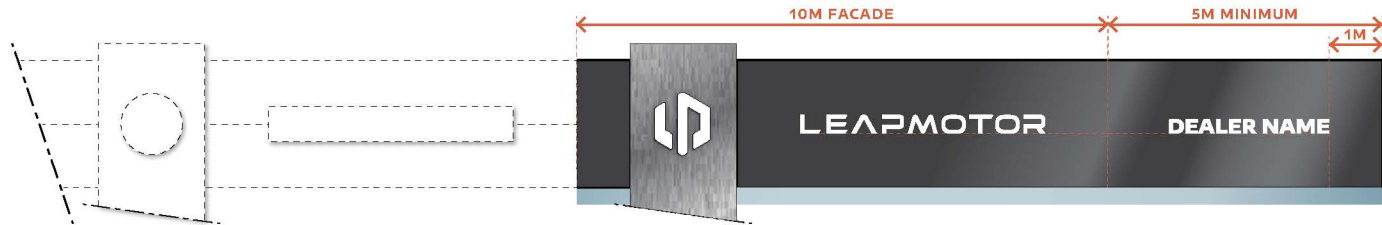
EXTERIOR IDENTITY - CLADDED AND GLASS FACADE

FOR 2M  
TOTEMS  
RIGHT SIDE



LEAPMOTOR BADGE  
LEAPMOTOR BADGE SIZE: H 1200 X W 1046MM

LEAPMOTOR LETTERS  
LEAPMOTOR LETTERS SIZE: H 352 X W 4597MM



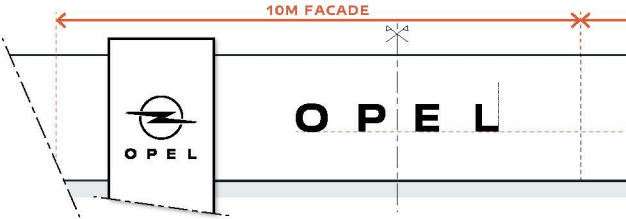
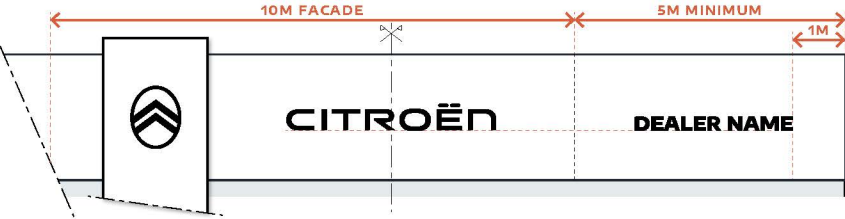
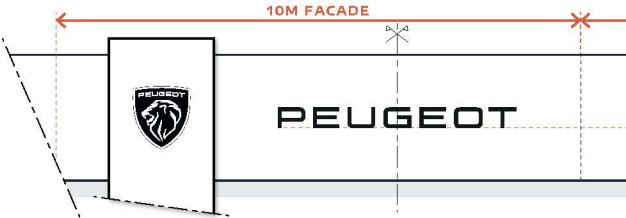
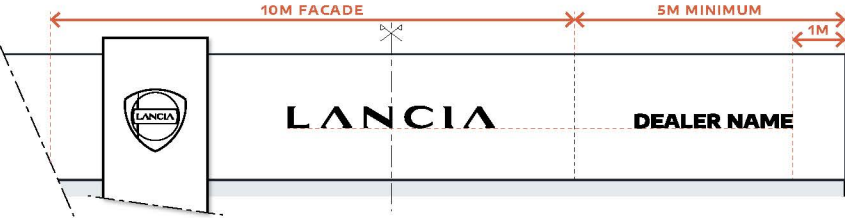
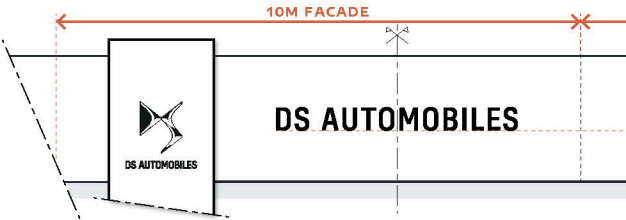
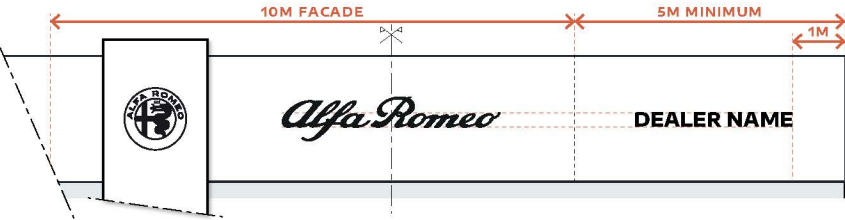
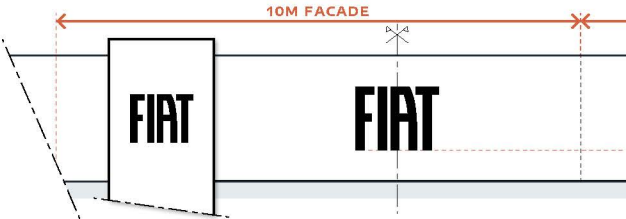
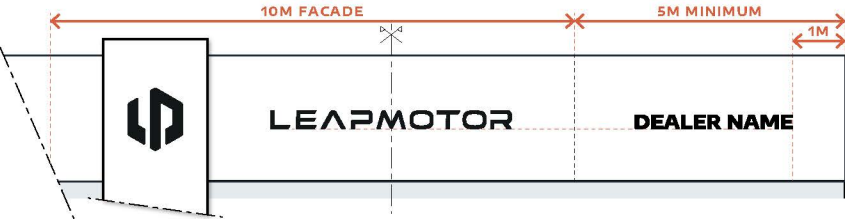
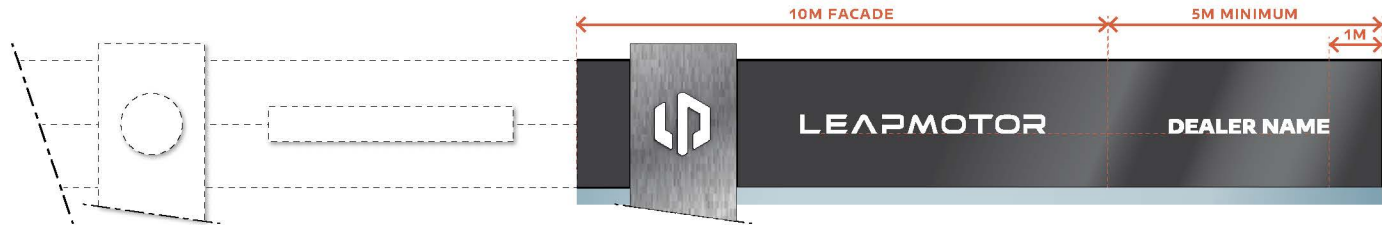
EXTERIOR IDENTITY - GLASS FACADE

FOR 2M  
TOTEMS  
RIGHT SIDE



LEAPMOTOR BADGE  
LEAPMOTOR BADGE SIZE: H 1200 X W 1046MM

LEAPMOTOR LETTERS  
LEAPMOTOR LETTERS SIZE: H 352 X W 4597MM






EXTERIOR IDENTITY


BADGE & LOGOTYPES  
EQUIVALENCE - TOTEM 2M




DS AUTOMOBILES




PEUGEOT




Jeep



Jeep



Alfa Romeo




CITROËN



LEAPMOTOR




FIAT




FIAT




LANCIA



OPEL




VAUXHALL



FIAT



ABARTH



FIAT

BRAND	TOTEM 2M BADGE H X W	LOGOTYPE H X W
DS AUTOMOBILES	H986.5 X W809MM	H449 X W4600MM
ALFA ROMEO	DIAMETER 1200MM	H848 X W4165MM
LANCIA	H1200 X W1188MM	H405 X W3950MM
PEUGEOT	H1200 X W1087MM	H388 X W4540MM
CITROËN	H1200 X W965MM	H407 X W4130MM
OPEL	H1265 X W1430MM	H527X W3855MM
JEEP	H700 X W1739MM	H853 X W2119MM
LEAPMOTOR	H1200 X W1046MM	H352 X W4597MM
FIAT	H906 X W1200MM	H1200 X W1584MM
FIAT ABARTH	H906 X W1200MM	H1200 X W4574MM (LINE HEIGHT)
VAUXHALL	H1315 X W1100MM	H420 X W3783MM

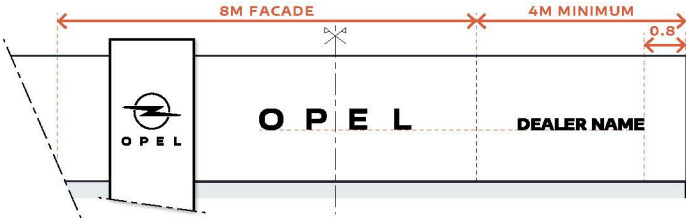
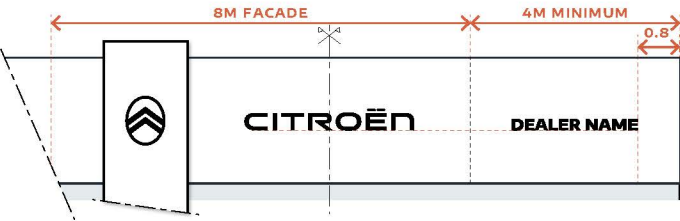
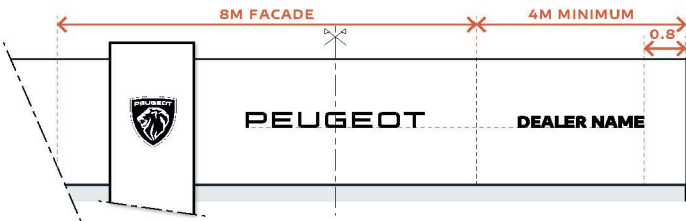
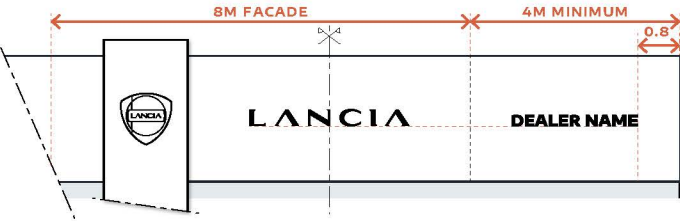
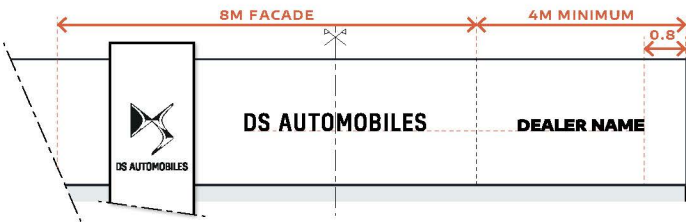
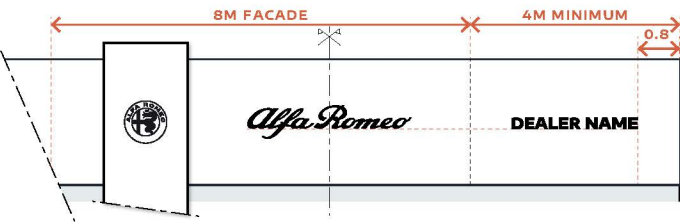
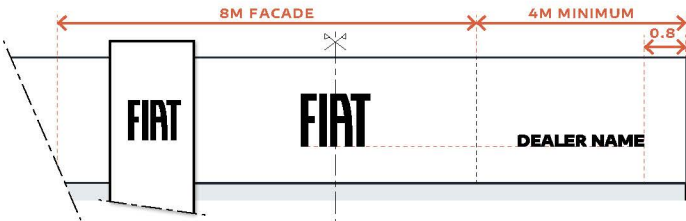
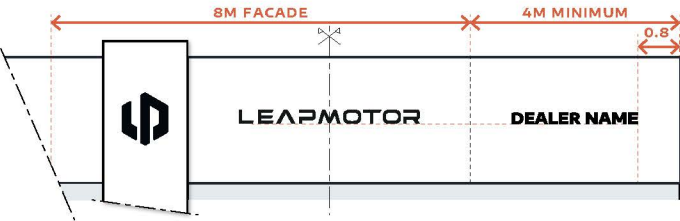
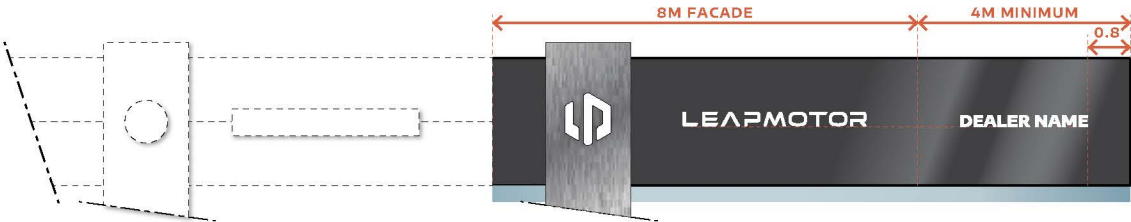
EXTERIOR IDENTITY - CLADDED AND GLASS FACADE

FOR 1.6M  
TOTEEMS  
RIGHT SIDE



LEAPMOTOR BADGE  
LEAPMOTOR BADGE SIZE: H 1000X W 872MM

LEAPMOTOR LETTERS  
LEAPMOTOR LETTERS SIZE: H 265X W 3449MM





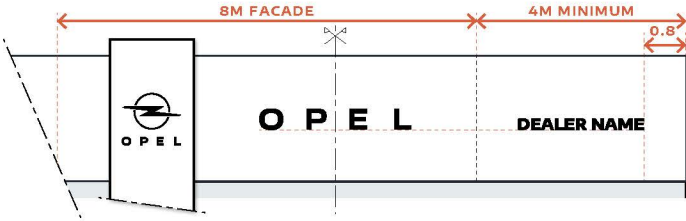
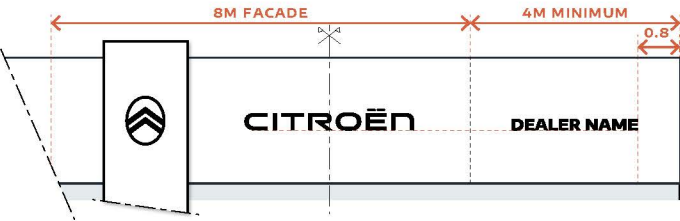
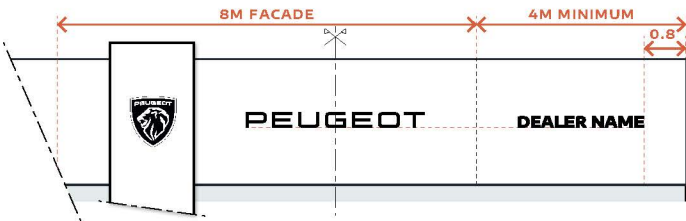
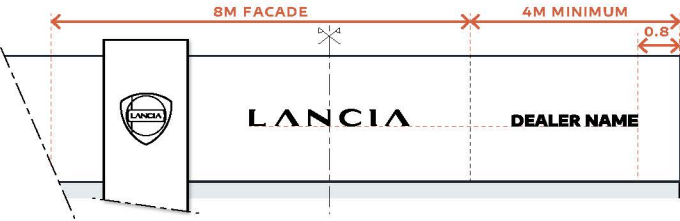
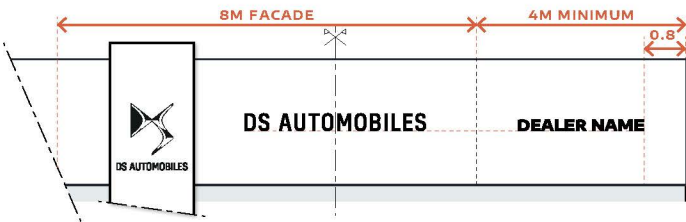
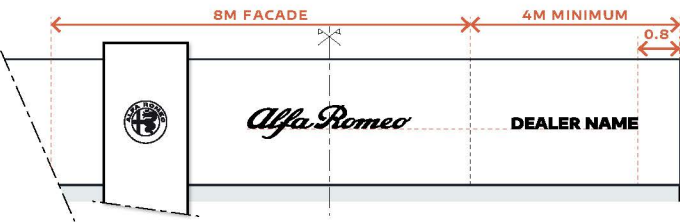
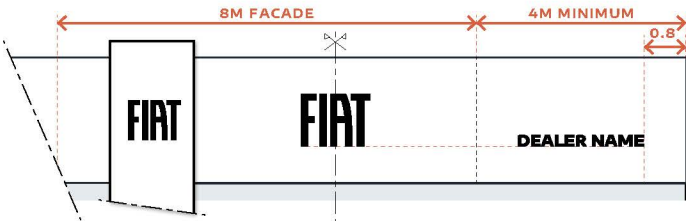
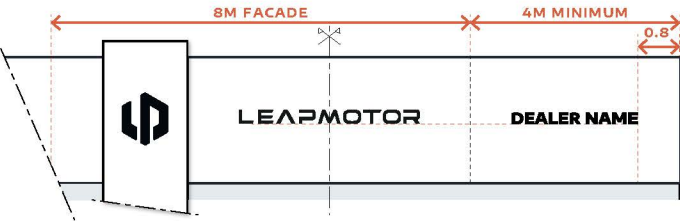
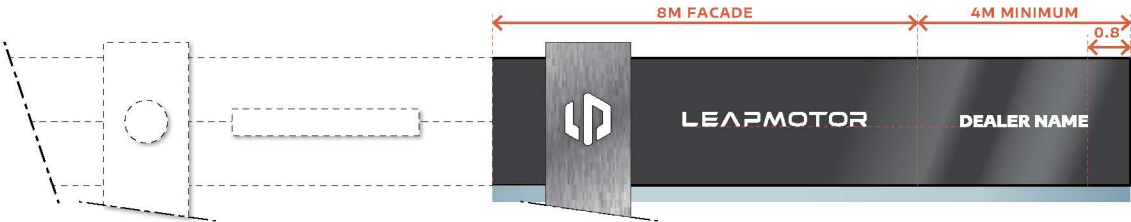
EXTERIOR IDENTITY - GLASS FACADE

FOR 1.6M  
TOTEMS  
RIGHT SIDE



LEAPMOTOR BADGE  
LEAPMOTOR BADGE SIZE: H 1000X W 872MM

LEAPMOTOR LETTERS  
LEAPMOTOR LETTERS SIZE: H 265X W 3449MM



EXTERIOR IDENTITY

BADGE & LOGOTYPES  
EQUIVALENCE - TOTEM 1.6M



DS AUTOMOBILES



PEUGEOT



Jeep



Alfa Romeo



CITROËN



LEAPMOTOR



FIAT



FIAT



LANCIA



O P E L



VAUXHALL



FIAT

ABARTH

FIAT

BRAND	TOTEM 1,6M BADGE H X W	LOGOTYPE H X W
DS AUTOMOBILES	H986.5 X W809MM	H337 X W3449MM
ALFA ROMEO	DIAMETER 820MM	H636 X W3123MM
LANCIA	H1000MM X W975MM	H330MM X W3050MM
PEUGEOT	H960MM X W875MM	H290MM X W3405MM
CITROËN	H939MM X W756MM	H320MM X W3232MM
OPEL	H996MM X W1130MM	H395MM X W2891MM
JEEP	H470 X W1168MM	H639 X W1589MM
LEAPMOTOR	H1000 X W872MM	H265 X W3449MM
FIAT	H757 X W1000MM	H1000 X W1321MM
FIAT ABARTH	H757 X W1000MM	H1000 X W3818MM (LINE HEIGHT)
VAUXHALL	H1088 X W918MM	H328 X W2954MM

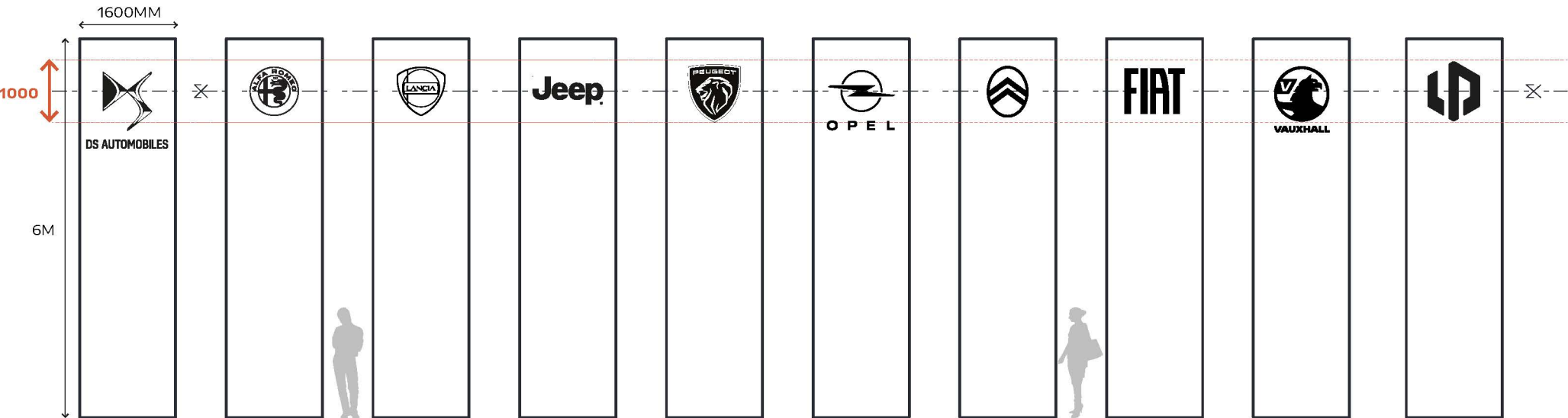


EXTERIOR IDENTITY

BRAND TOTEM  
ALIGNEMENT

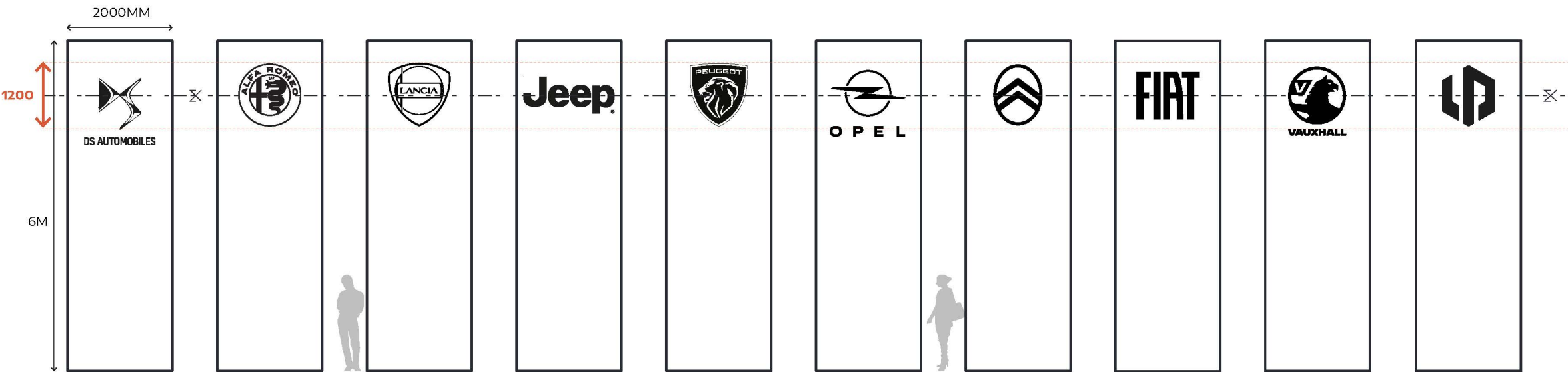
TOTEM WIDTH 1,6M

The standard size for this totem is W1600 x H6000 x D200mm. It is used for a facade width of a minimum of 8m to 10m maximum. All brand badges (excluding the logotypes below them) are horizontally aligned as shown. Badge dimensions and specifications are detailed in their specific brand guidelines. It is strictly prohibited to develop other brand badge sizes for this totem.



TOTEM WIDTH 2M

The standard size for this totem is W2000 x H6000 x D200mm. It is used for a facade width of 10 m minimum. All brand badges (excluding the logotypes below them) are horizontally aligned as shown. Badge dimensions and specifications are detailed in their specific brand guidelines. It is strictly prohibited to develop other brand badge sizes for this totem.



# V2 BADGE & LOGOTYPE





V2

BADGE & LOGOTYPE

# EXTERIOR IDENTITY VARIANT

THE 6M TOTEM & LOGOTYPE IS THE MANDATORY EXTERIOR SIGNAGE DESIGN. THE BADGE & LOGOTYPE VARIANT PROVIDES AN ALTERNATIVE FOR SPECIFIC CASES WHERE USING THE TOTEM IS NOT POSSIBLE.



This variant is composed of existing brand badge sizes and existing or proposed logotype sizes. There is no 6m high totem, but a 2.5m mini-totem can be placed at the entrance when more brand recognition is required at entry level.

This variant is used when:

- 1) the municipality doesn't allow the totem
- 2) the leaseline (property border) does not allow the totem
- 3) the width of the facade is less than 8m.



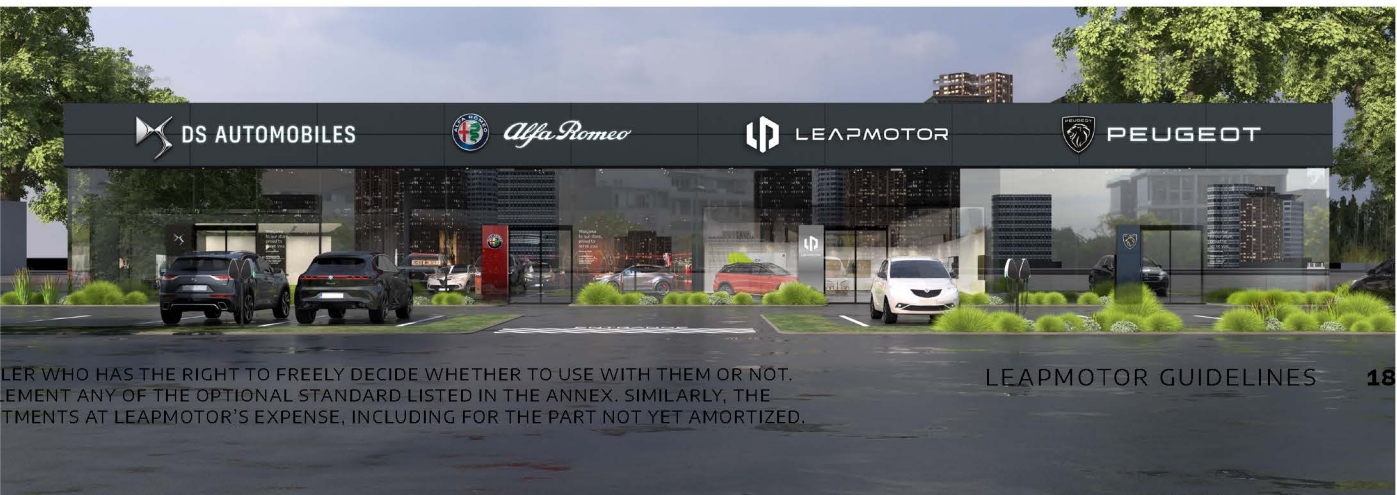
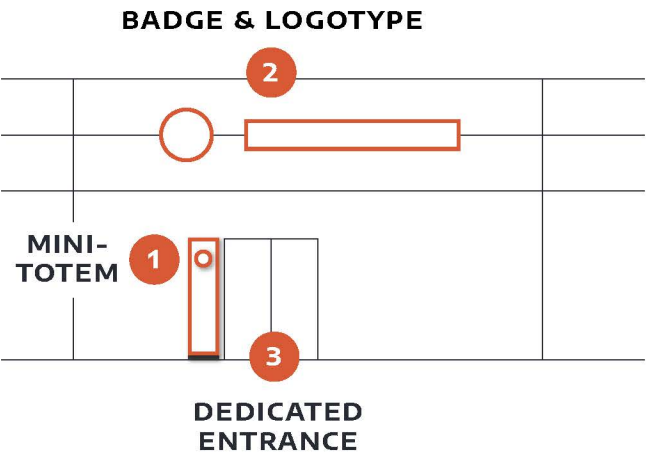
EXTERIOR FACADES & IDENTITY

MINI-TOTEM AT ENTRANCE

THE MINI-TOTEM IS A SMALLER TOTEM SIGNALING THE BRAND ENTRANCE AND REINFORCING THE BRAND IDENTITY.

Just as several brands share the same basic car chassis, so do they share the same mini-totem structure and assembly principles. Dedicated brand mini-totems signal the entrance and express the brand identity within a shared framework, where the layout and the totem dimensions for all brands are the same.

The totems are 2500mm high and 650mm wide. The badge is produced in exactly the same way as the large totem badge.

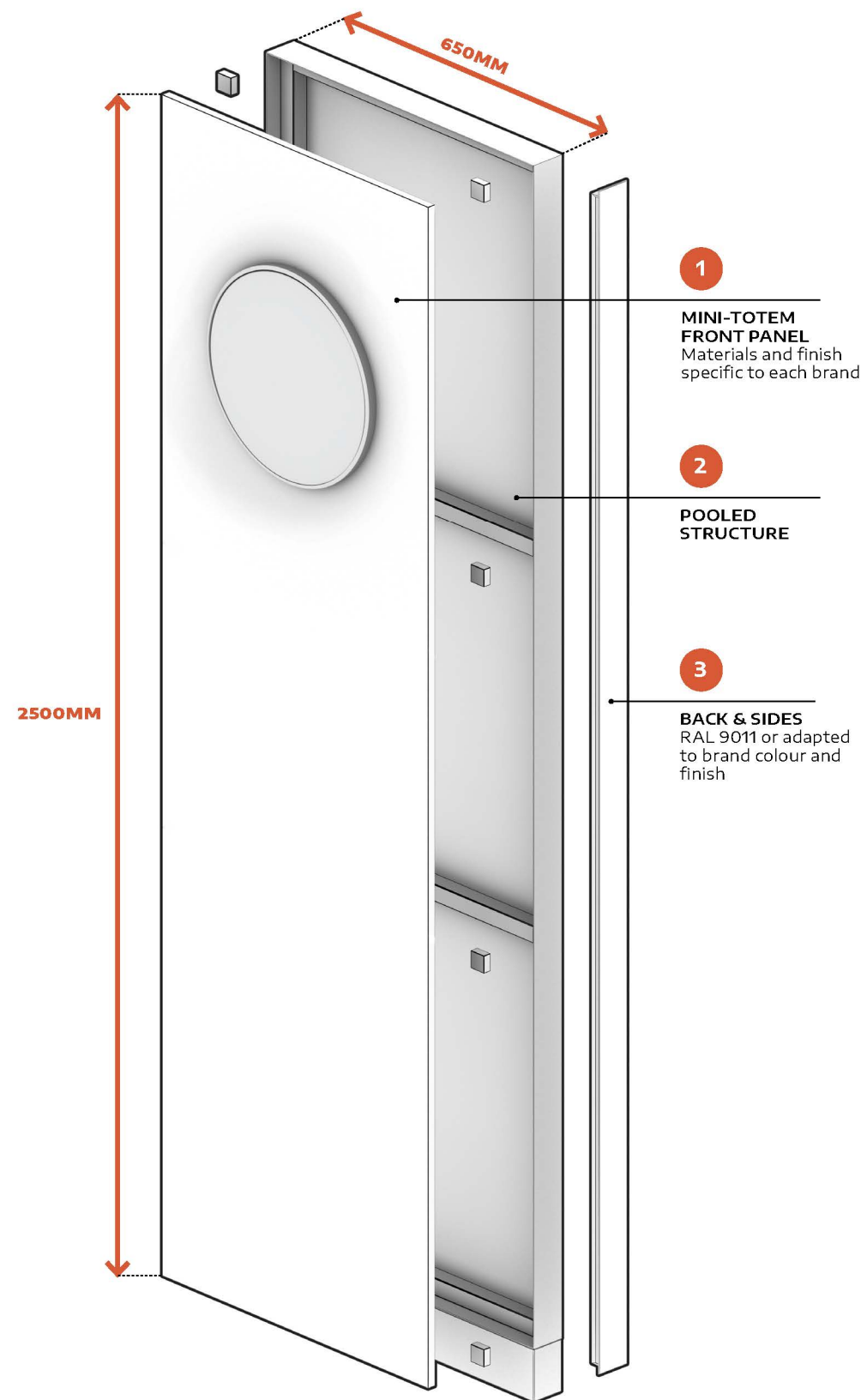




## EXTERIOR FACADES & IDENTITY

# MINI-TOTEM TOTEM STRUCTURE

JUST AS SEVERAL BRANDS SHARE THE SAME BASIC CAR CHASSIS, SO DO THEY SHARE THE SAME MINI-TOTEM STRUCTURE AND ASSEMBLY PRINCIPLES.

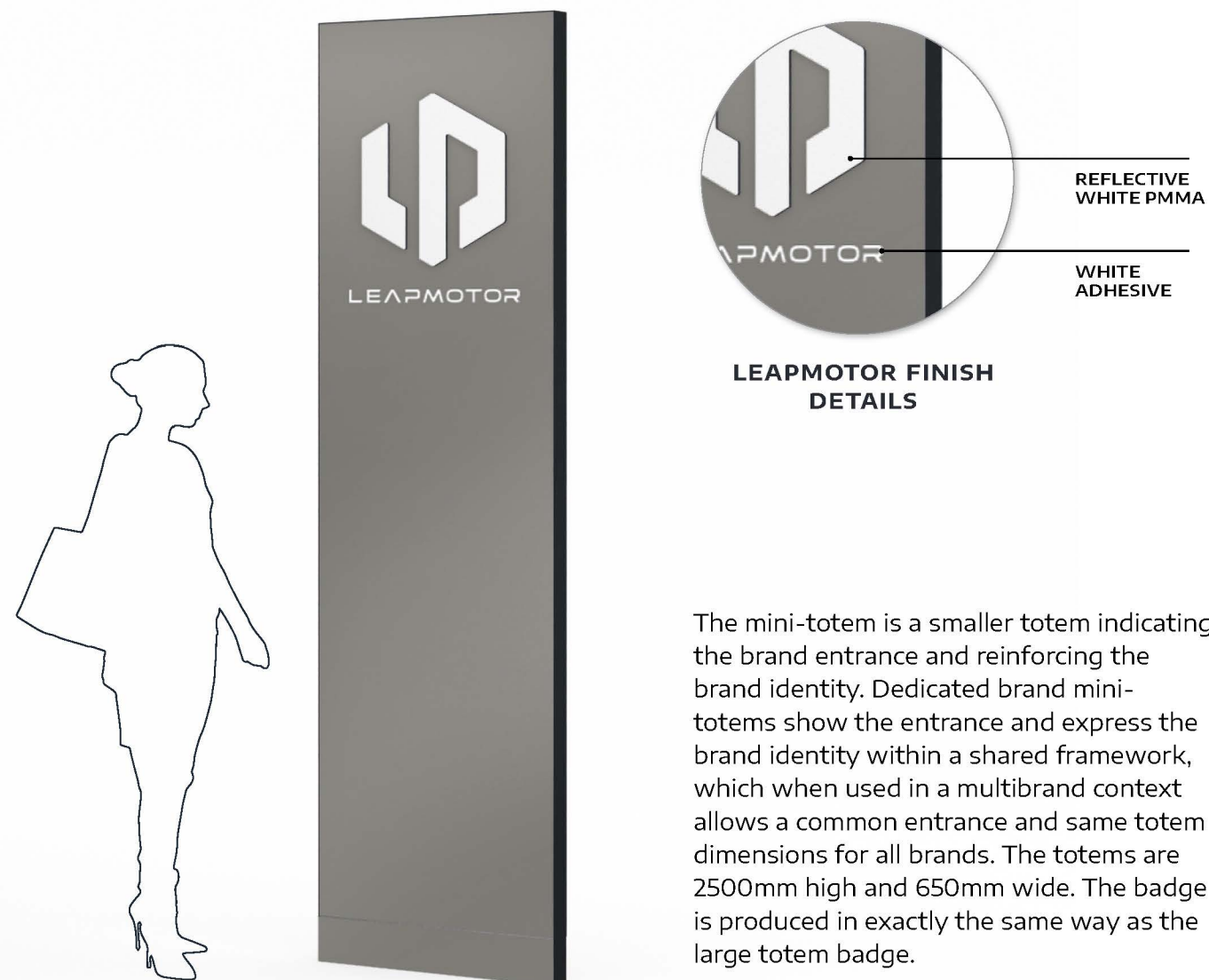


**SHARED STRUCTURE**  
Brands share the same totem size, structure and assembly while the finish and materials are specific to each brand.

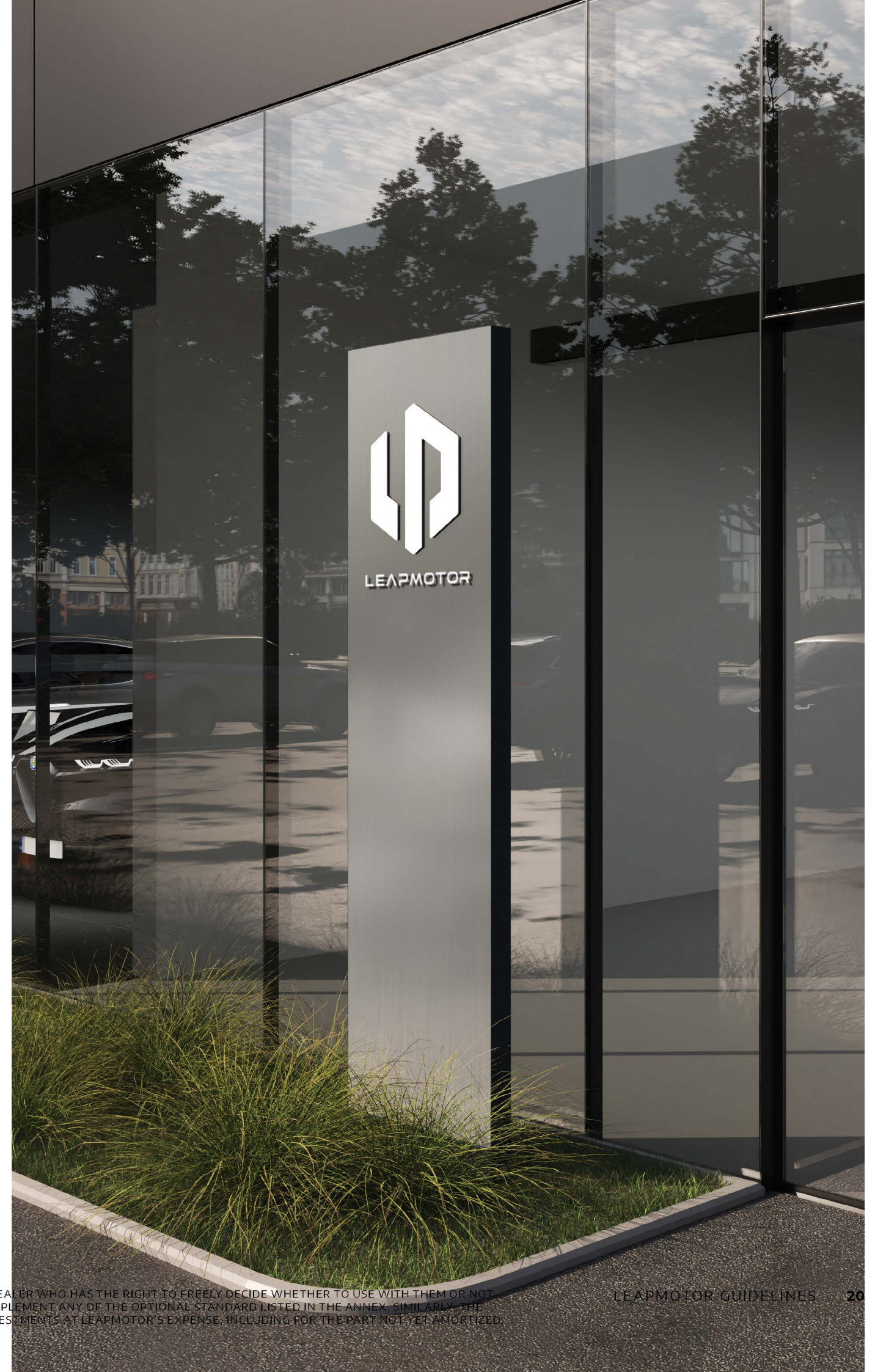


## EXTERIOR FACADES & IDENTITY

# MINI TOTEM



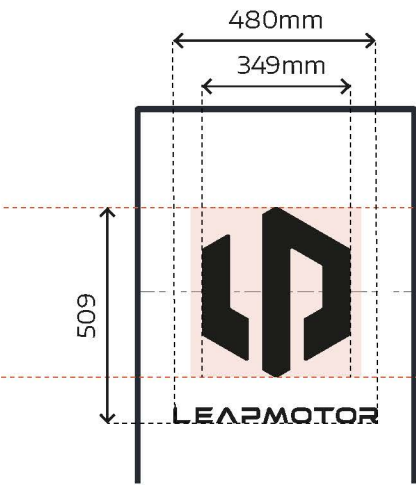
The mini-totem is a smaller totem indicating the brand entrance and reinforcing the brand identity. Dedicated brand mini-totems show the entrance and express the brand identity within a shared framework, which when used in a multibrand context allows a common entrance and same totem dimensions for all brands. The totems are 2500mm high and 650mm wide. The badge is produced in exactly the same way as the large totem badge.



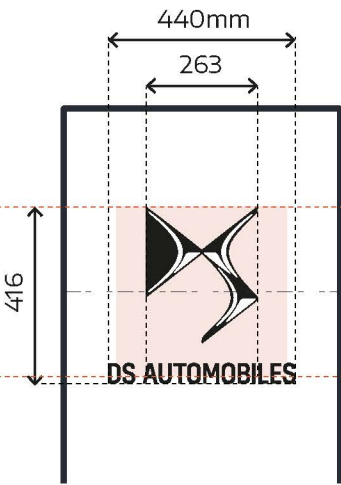


# MINI-TOTEM ALIGNEMENT

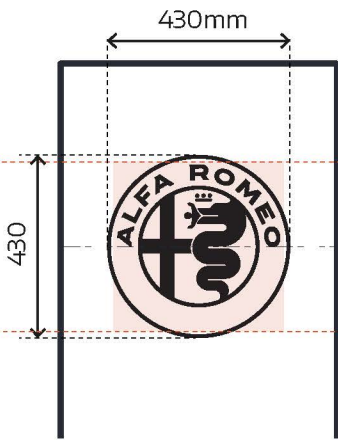
2,5M HEIGHT  
0,65M WIDTH



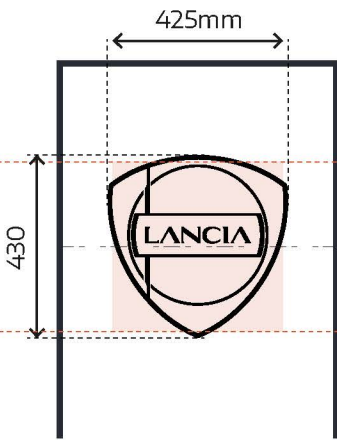
**LEAPMOTOR BADGE**  
H 509 X W 480MM



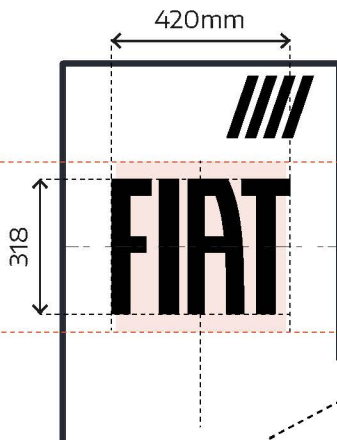
**DS AUTOMOBILES BADGE**  
H 416 X W 440MM



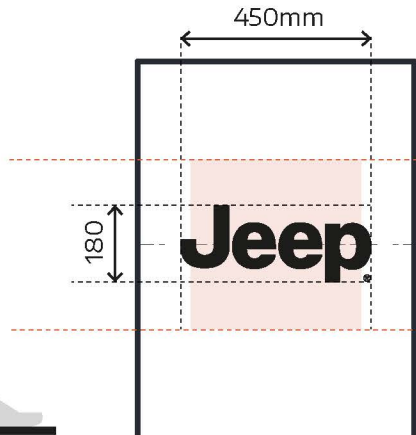
**ALFA ROMEO BADGE**  
H 430 X W 430MM



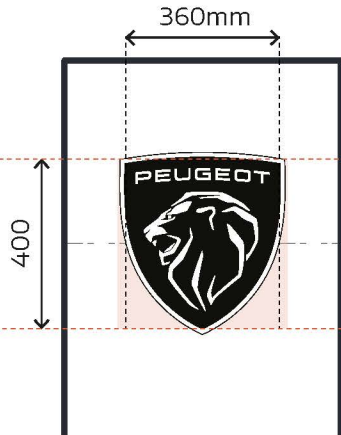
**LANCIA BADGE**  
H 430 X W 425MM



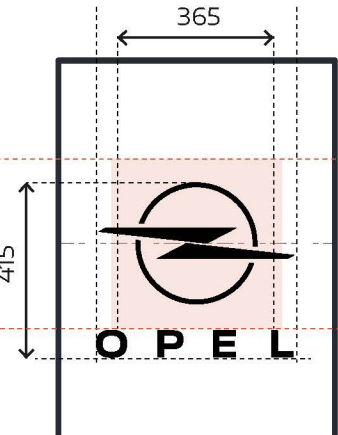
**FIAT BADGE**  
H 303 X W 400MM



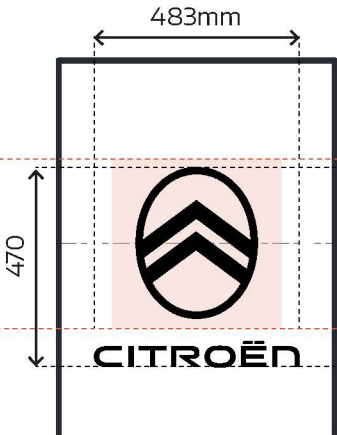
**JEEP BADGE**  
H 180 X W 450MM



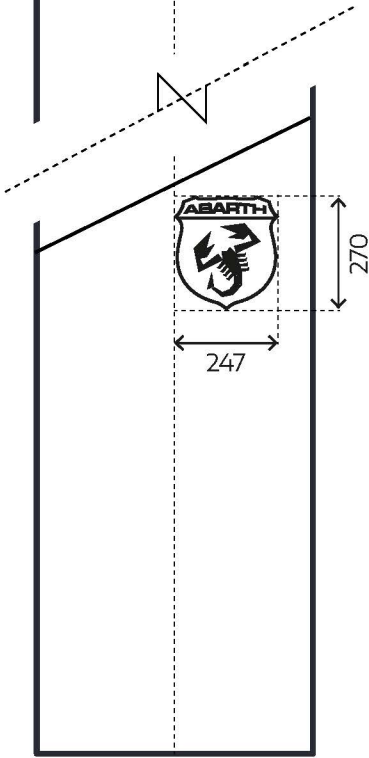
**PEUGEOT BADGE**  
H 400 X W 360MM



**OPEL BADGE**  
H 415 X W 472MM



**CITROEN BADGE**  
H 470 X W 483MM



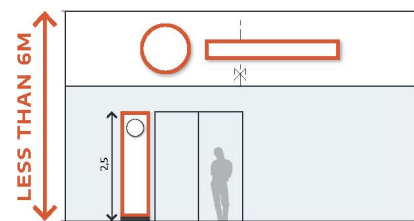
**ABARTH LOGO**  
H 270 X W 247MM TBC

## EXTERIOR FACADES & IDENTITY

# BRAND BADGE & LOGOTYPE

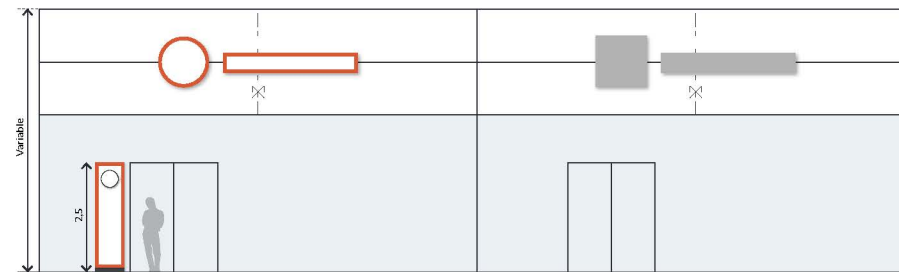
THE BADGE & LOGOTYPE VERSION IS USED WHEN:

- 1) THE MUNICIPALITY DOESN'T ALLOW THE TOTEM
- 2) THE LEASELINE DOES NOT ALLOW THE TOTEM
- 3) THE WIDTH OF THE FACADE IS LESS THAN 8M PER BRAND
- 4) THE TOTEM VISIBILITY IS NOT GUARANTEED DUE TO TOPOGRAPHIC CONSTRAINTS



### 2A FACADE HEIGHT BELOW 6M

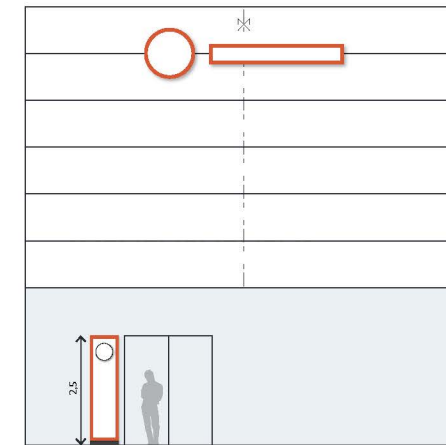
When the vertical totem is too high for a low facade, i.e. lower than 6m, the badge & logotype is used. Their sizes depend on the facade height. A mini-totem to the left of the entrance accompanies this signage.



NON STELLANTIS BRAND

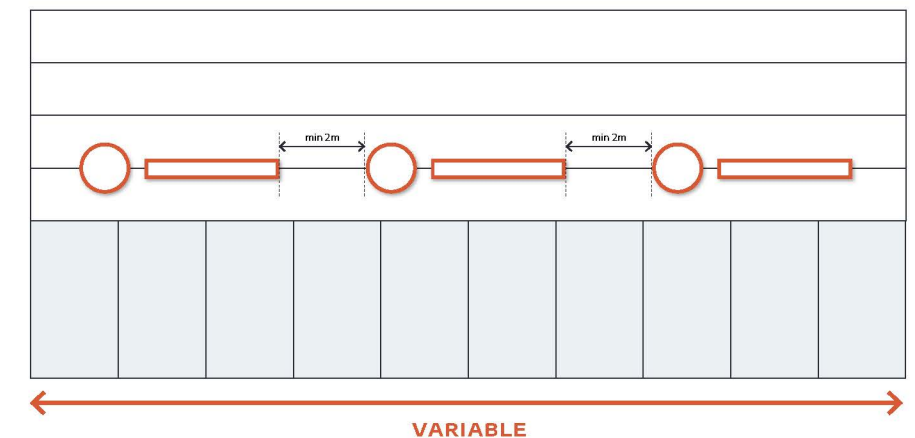
### 2B LANDLORD IMPOSED SIGNAGE LAYOUT

When the landlord or neighbouring brand outside of the group imposes a horizontal badge & logotype arrangement. Their sizes depend on the facade width. A mini-totem to the left of the entrance accompanies this signage.



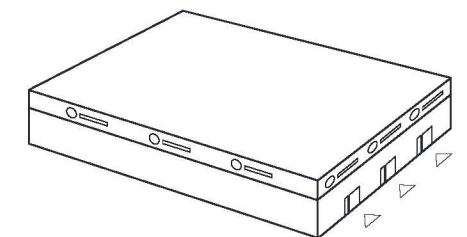
### 2C ATYPICAL CONSTRUCTION OR CONTEXT

When vertical totem would not be visible because of an atypical building construction or context, the badge & logotype is used. Their sizes depend on the facade width. A mini-totem to the left of the entrance accompanies this signage.



### 2D HIGH MULTIBRAND VISIBILITY OPPORTUNITY

When high multibrand visibility is necessary the badge & logotype is used. Their sizes depend on the facade width. The signage is not associated with the dedicated entrances (e.g. entrances are on another facade). In this case logos are spaced evenly with an equal distance between them.



THE ABOVE SOLUTIONS ARE SUBJECT TO CORPORATE VALIDATION



## EXTERIOR FACADES & IDENTITY

# BADGE & 3D LOGOTYPE

LUMINOUS 3D LETTERING FIXED ONTO THE CLADDING IS AN ALTERNATIVE TO THE CUT BACKLIT CLADDING LOGOTYPE SIGNAGE FOR ALL BRANDS ON THE FACADE.

### BADGES

The existing moulded brand badge catalogues are used for this version. The size of the badge depends on the height and length limitations of the facade.

### LOGO TYPE

An alternative to the cut backlit cladding is 3D luminous lettering fixed onto the cladding. The size and placement of the logotype remains the same. Each brand logotype is created using the same material and construction: diffused white PMMA for the front face of the lettering and the sides must be the same colour as the cladding.



**3D LUMINOUS LOGOTYPE SIGNAGE**  
Depth of letter  
50 - 100mm  
Cold white LED  
(6500°K)

**CLADDING**

**DIFFUSED WHITE PMMA ON FRONT / GREY SIDES MATCH CLADDING**



## EXTERIOR FACADES & IDENTITY

# BADGE & FLUSH LOGOTYPE

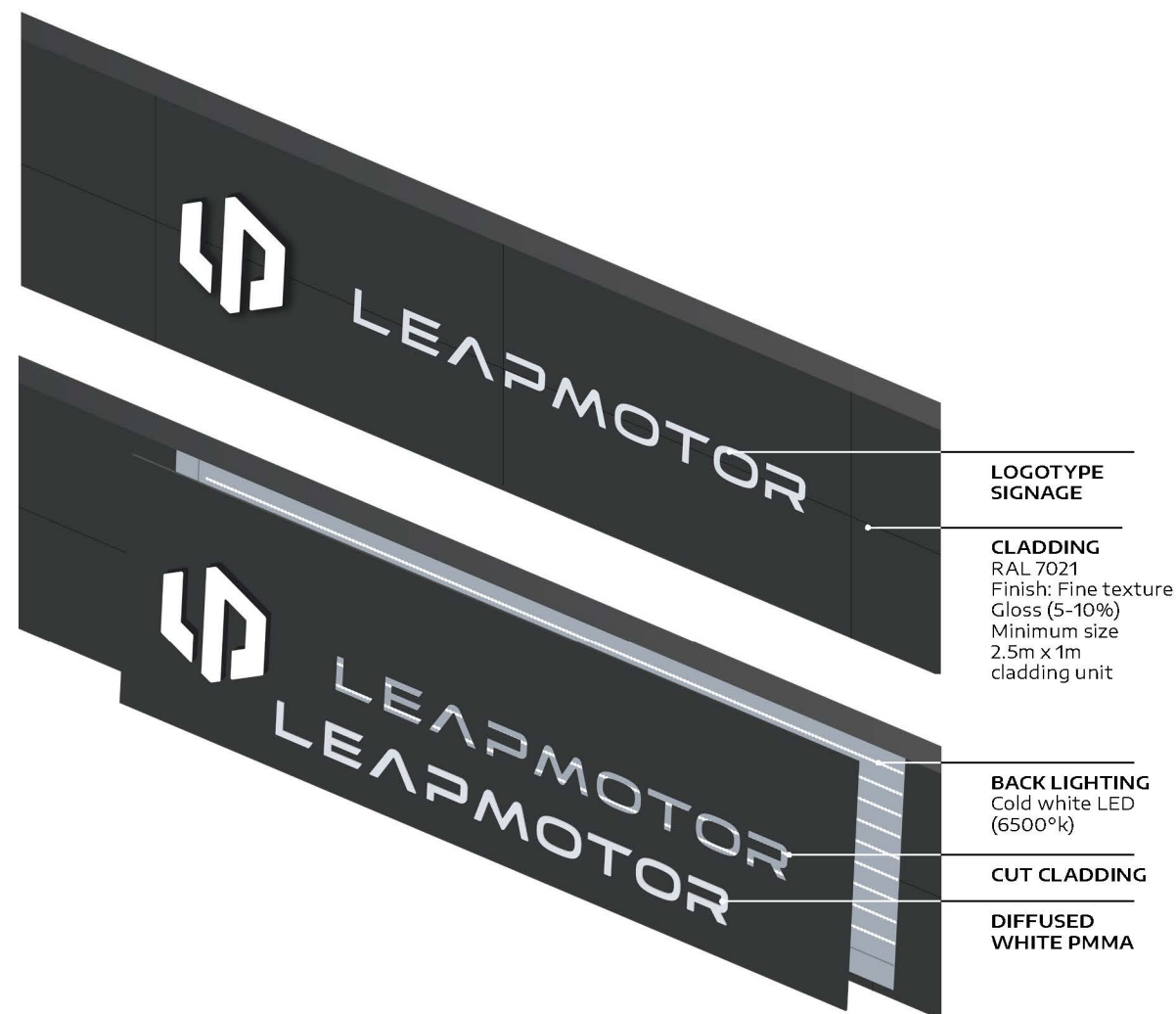
USING THE EXISTING CATALOGUE OF MOULDED BRAND BADGES WITH THE LOGOTYPE CUT INTO THE CLADDING PANEL, A UNIFIED BRAND HOUSE IS CREATED.

### BADGES

The existing moulded brand badge catalogues are used for this version. The size of the badge depends on the height and length limitations of the facade.

### LOGO TYPE

Each brand logotype is created using the same material and construction. This creates equal brand presentation for this signage element and consistency across the facade. The logotype is cut out of the cladding panel. Diffused white PMMA fits into the cut cladding and is lit from behind.





EXTERIOR FACADES & IDENTITY

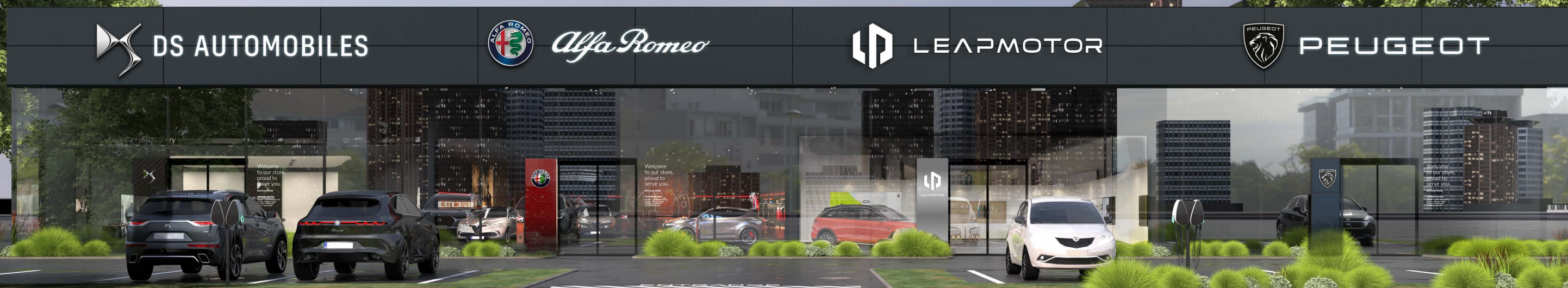
BADGE & LOGOTYPE  
EXISTING SIZES

TWO GROUPS OF SIZES ARE  
AVAILABLE, THE CHOICE DEPENDS  
ON THE FACADE DIMENSIONS.



BRAND	SIZE 1 BADGE H X W	SIZE 1 LOGOTYPE H X W	SIZE 2 BADGE H X W	SIZE 2 LOGOTYPE H X W
DS AUTOMOBILES	H1440 X W1183MM	H449 X W4600MM	H960 X W788MM	H337 X W3449MM
ALFA ROMEO	DIAMETER 1200MM	H848 X W4165MM	DIAMETER 820MM	H636 X W3123MM
LANCIA	H1200 X W1188MM	H405 X W3950MM	H1000MM X W975MM	H330MM X W3050MM
PEUGEOT	H1200 X W1087MM	H388 X W4540MM	H960MM X W875MM	H290MM X W3405MM
CITROËN	H1200 X W965MM	H407 X W4130MM	H939MM X W756MM	H320MM X W3232MM
OPEL	H1200 X W1930MM	H527X W3855MM	H900MM X W1450MM	H395MM X W2891MM
JEEP	H940 X W2336MM		H750 X W1880MM	
LEAPMOTOR	H1200 X W1046MM	H352 X W4597MM	H1000 X W872MM	H265 X W3449MM
FIAT		H1200 X W1584MM		H1000 X W1321MM
FIAT ABARTH		H1200 X W4573MM(LINE HEIGHT)		H1000 X W3817MM(LINE HEIGHT)
VAUXHALL	DIAMETER 1200MM	H420 X W3783MM	DIAMETER 900MM	H328 X W2954MM





V2A

FACADE HEIGHT BELOW 6M

# EXTERIOR IDENTITY VARIANT







V2B ATYPICAL CONSTRUCTION OR CONTEXT

# EXTERIOR IDENTITY VARIANT

2024/05/07

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.  
LEAPMOTOR 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 LEAPMOTOR'S EXPENSE, INCLUDING FOR THE PART NOT YET AMORTIZED.



LEAPMOTOR GUIDELINES 27



# 02 COMMON ENTRANCE

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. LEAPMOTOR 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 LEAPMOTOR's expense, including for the part not yet amortized.



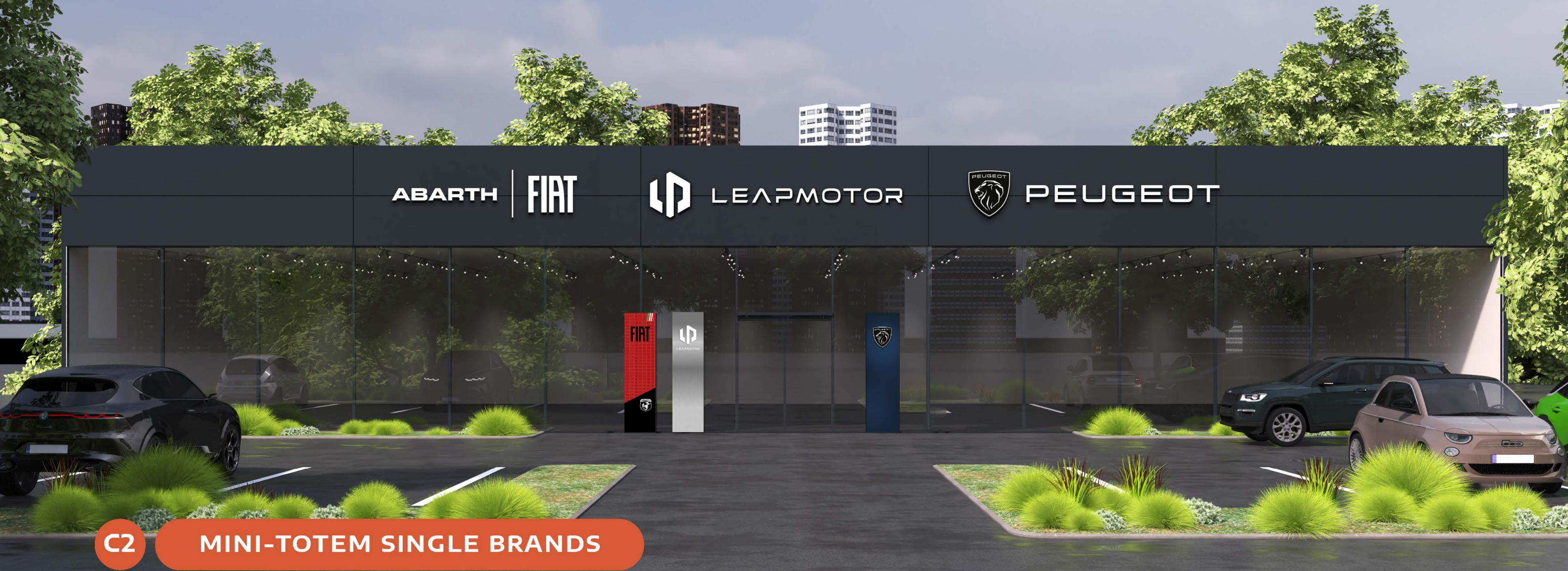


C1 TOTEM & LOGOTYPE

# COMMON ENTRANCE

THIS SOLUTION IS USED WHEN CONTEXTUAL, ARCHITECTURAL, INVESTMENT OR PHYSICAL CONSTRAINTS ARISE. ALWAYS TRY TO INSTALL A 2M WIDE TOTEM FIRST.





**C2** MINI-TOTEM SINGLE BRANDS

# COMMON ENTRANCE

THIS SOLUTION IS USED WHEN THE MUNICIPALITY OR THE LEASELINE (PROPERTY BORDER) DOES NOT ALLOW THE TALL FACADE TOTEM. PREMIUM AND MAINSTREAM BRANDS WILL HAVE SEPARATE ENTRANCES.





# 03 EXTERIOR AFTERSALES

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. LEAPMOTOR 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.

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# EXTERIOR AFTERSALES

THE AFTERSALES SERVICE FACADE EMPLOYS THE SAME IDENTIFYING CODES AS THE MAIN FACADE. IT REINFORCES SYNERGY BETWEEN BRANDS AND A HOMOGENEOUS SERVICE QUALITY THROUGHOUT THE CLIENT EXPERIENCE.

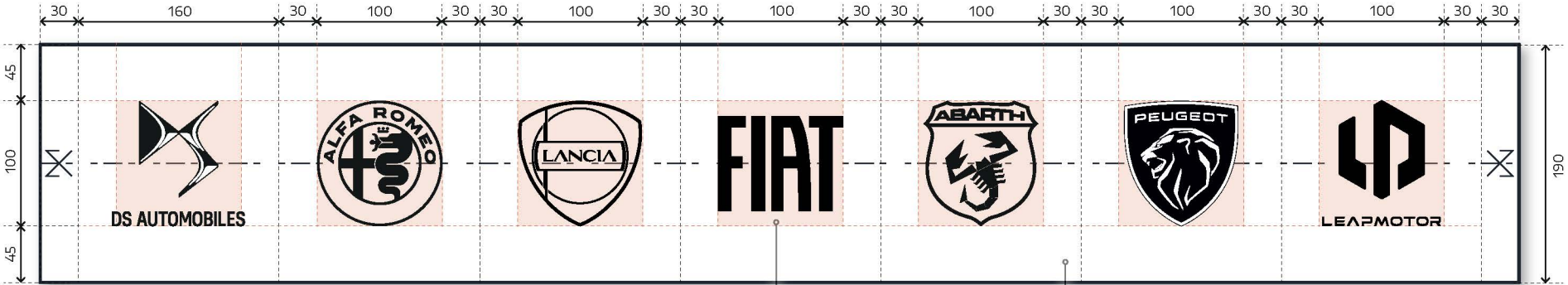
## POSSIBLE CONFIGURATION OF AFTERSALES FACILITY

- 1 Aftersales and showroom on the same facade
  - 2 Aftersales on the side or behind the showroom facade
  - 3 Aftersales below the showroom facade
  - 4 Aftersales facility separate from the showroom
  - 5 Stand alone Aftersales facility
-



EXTERIOR AFTERSALES

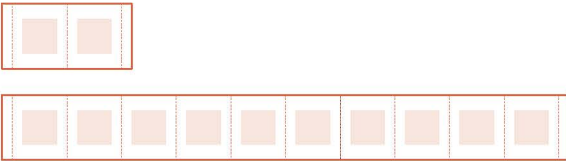
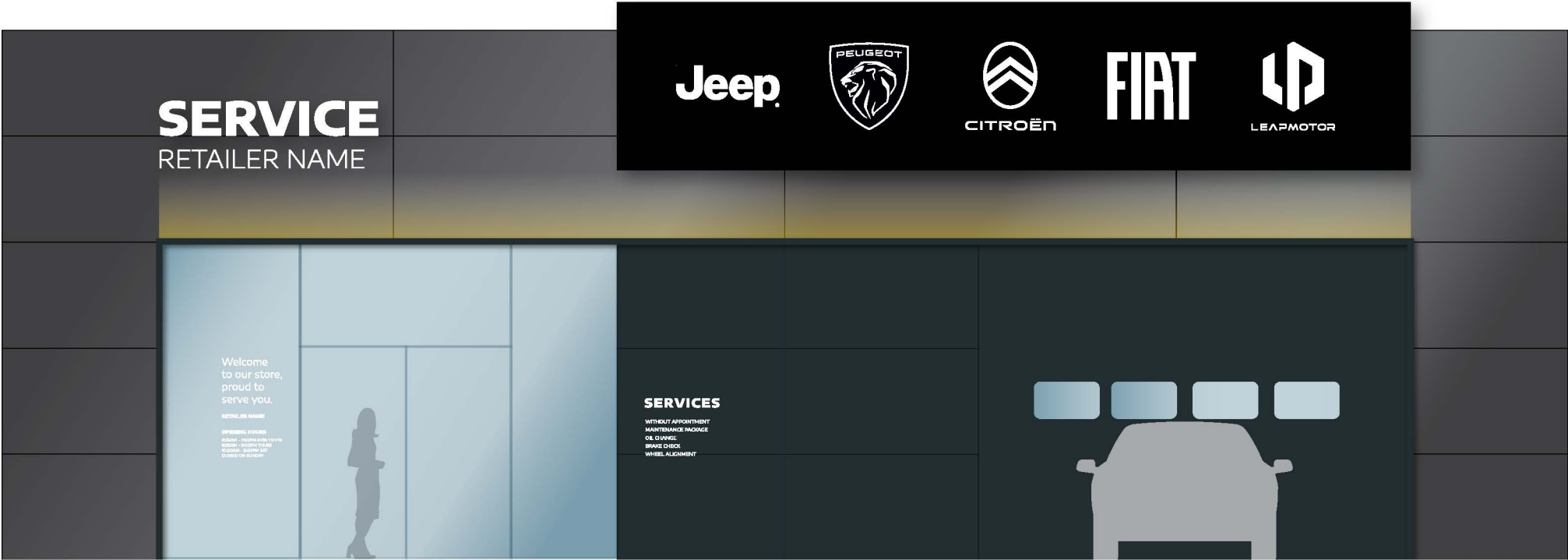
MULTIBRAND  
SIGN



MIXED POLES EXAMPLE

**BRAND LOGOS**  
Cut cladding  
Finish: White diffuse PMMA,  
Cold white LED (6500°K)

**BLACK CLADDING**  
RAL: 9011



MIN 2 TO MAX 10 BRAND LOGOS



# 04 EXTERIOR SIGNAGE

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# STREET TOTEM

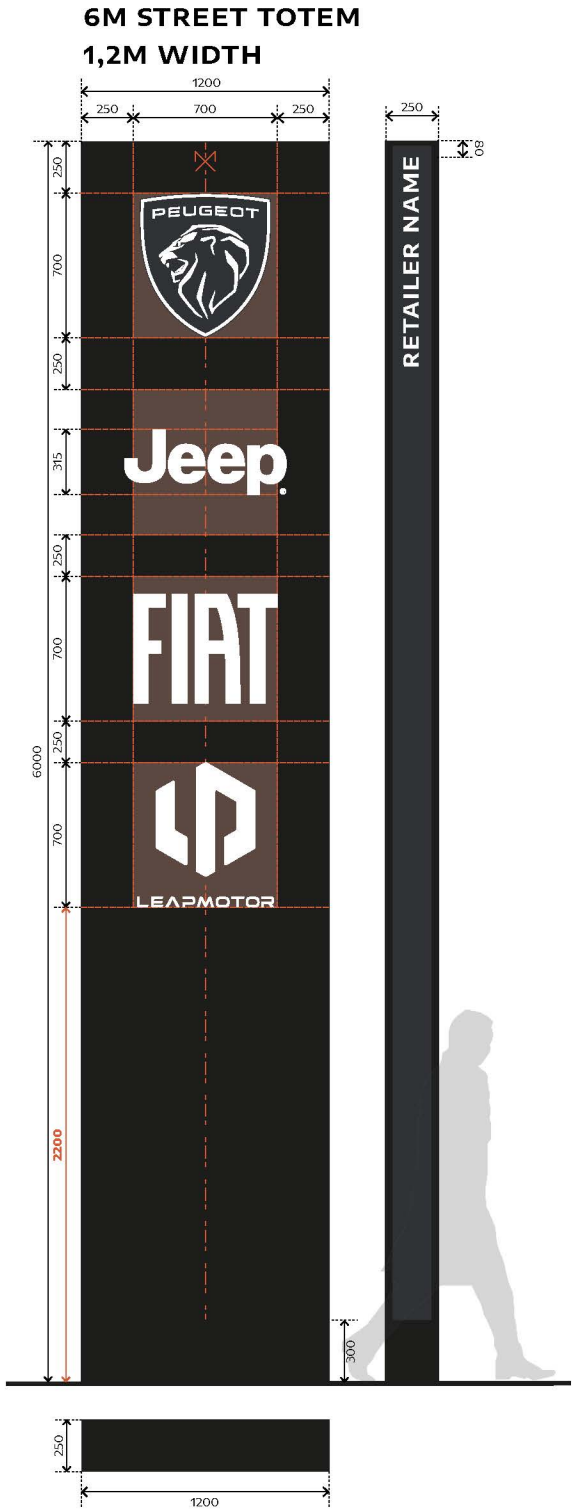
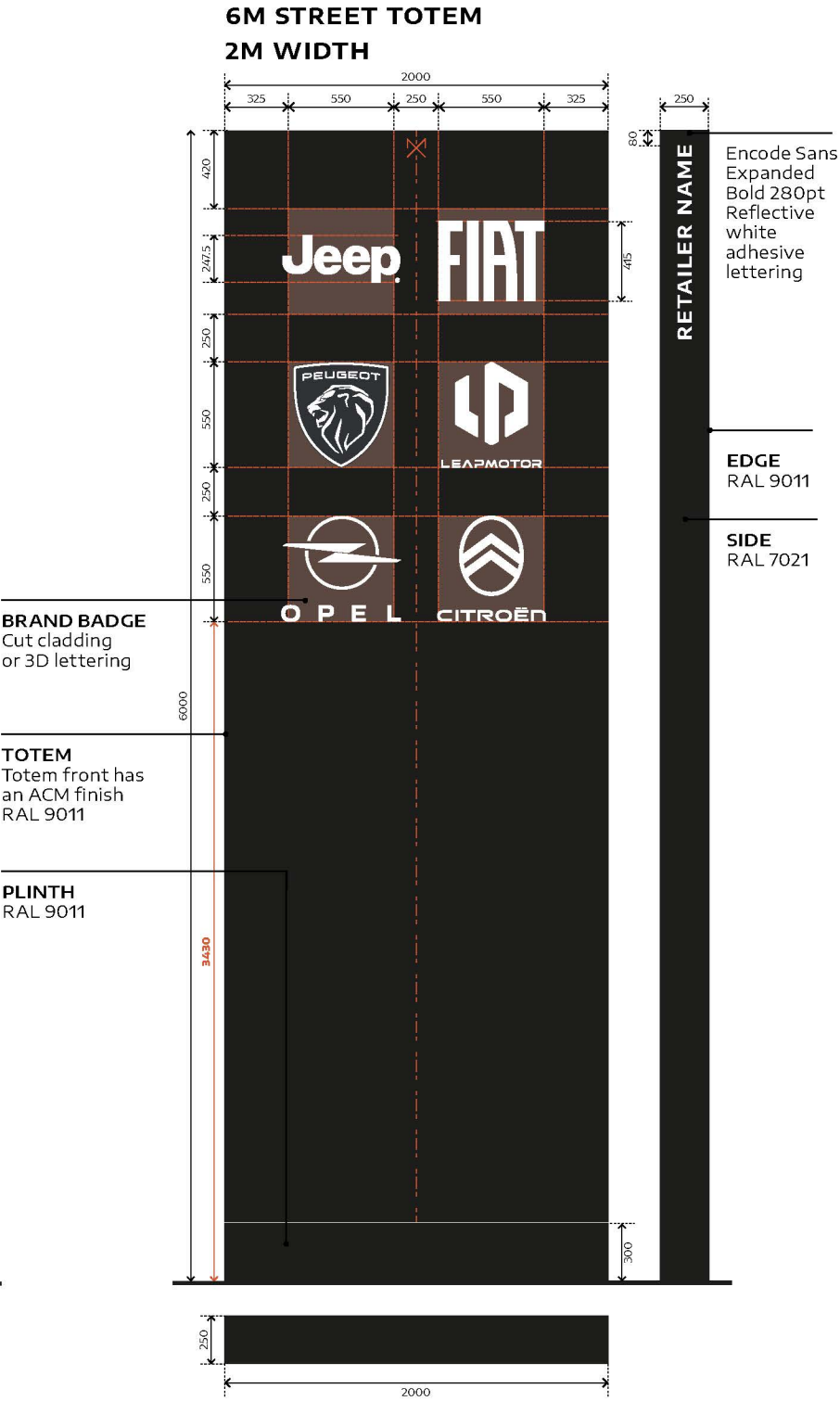
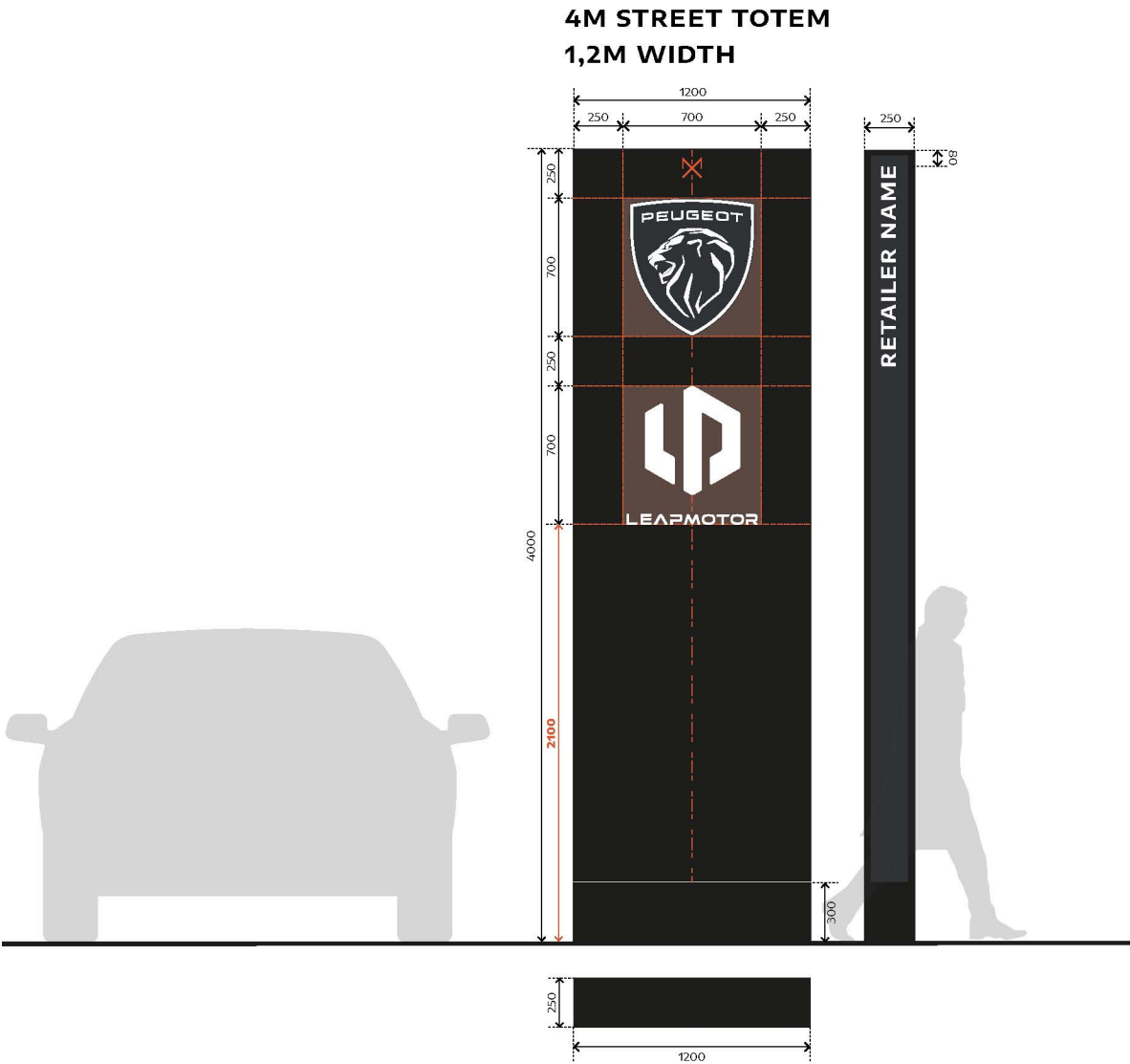
THIS IS AN OPTIONAL SIGNAGE ELEMENT USED TO MARK AND WELCOME CUSTOMERS AT THE MAIN ENTRANCE TO THE SITE.





EXTERIOR SIGNAGE

STREET  
TOTEMS

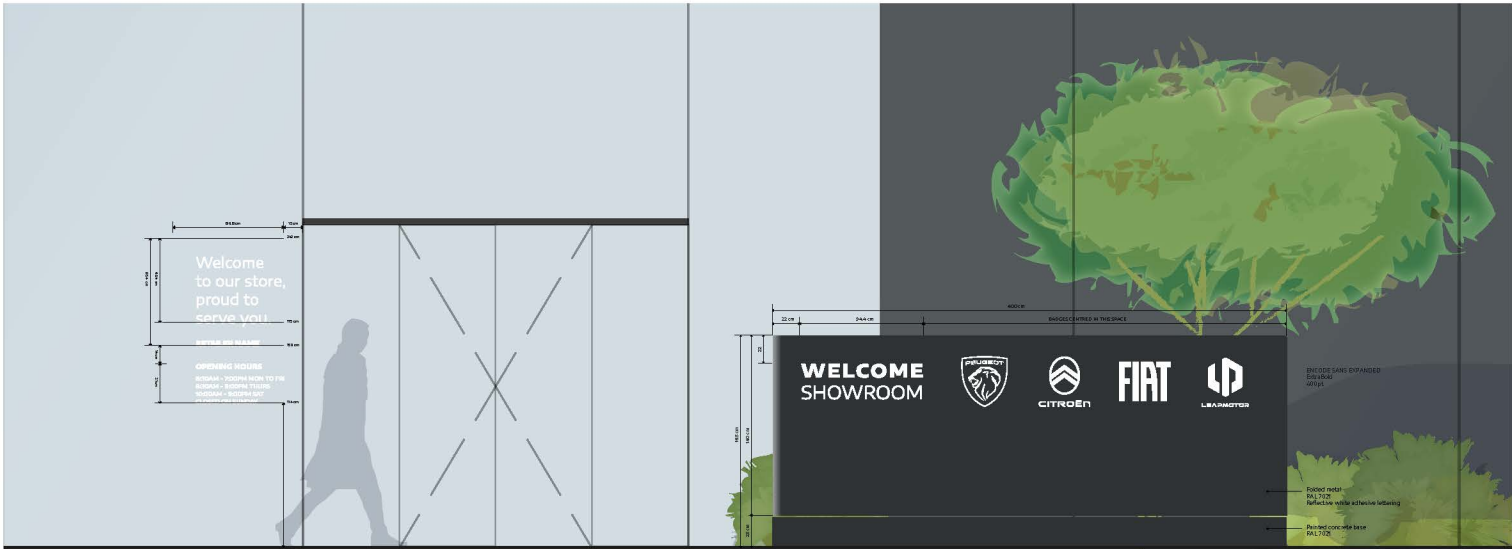




EXTERIOR SIGNAGE

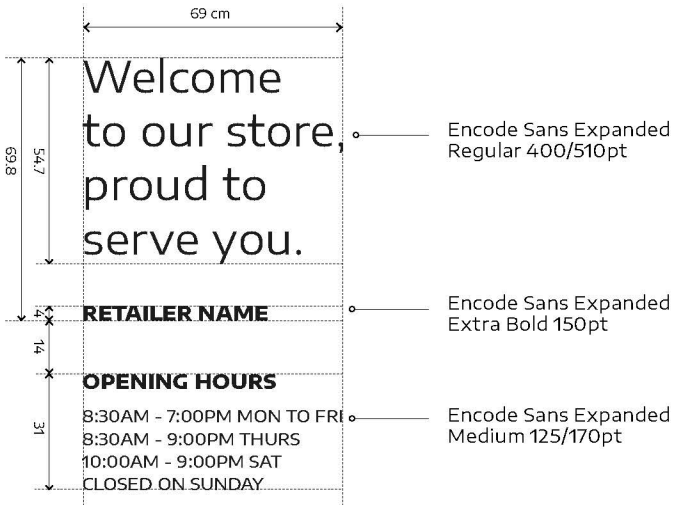
ENTRANCE  
SIGNAGE

WELCOME SIGNS AT THE ENTRANCE  
TO EACH POLE USE THE SAME  
TYPOGRAPHIC PRINCIPLES.



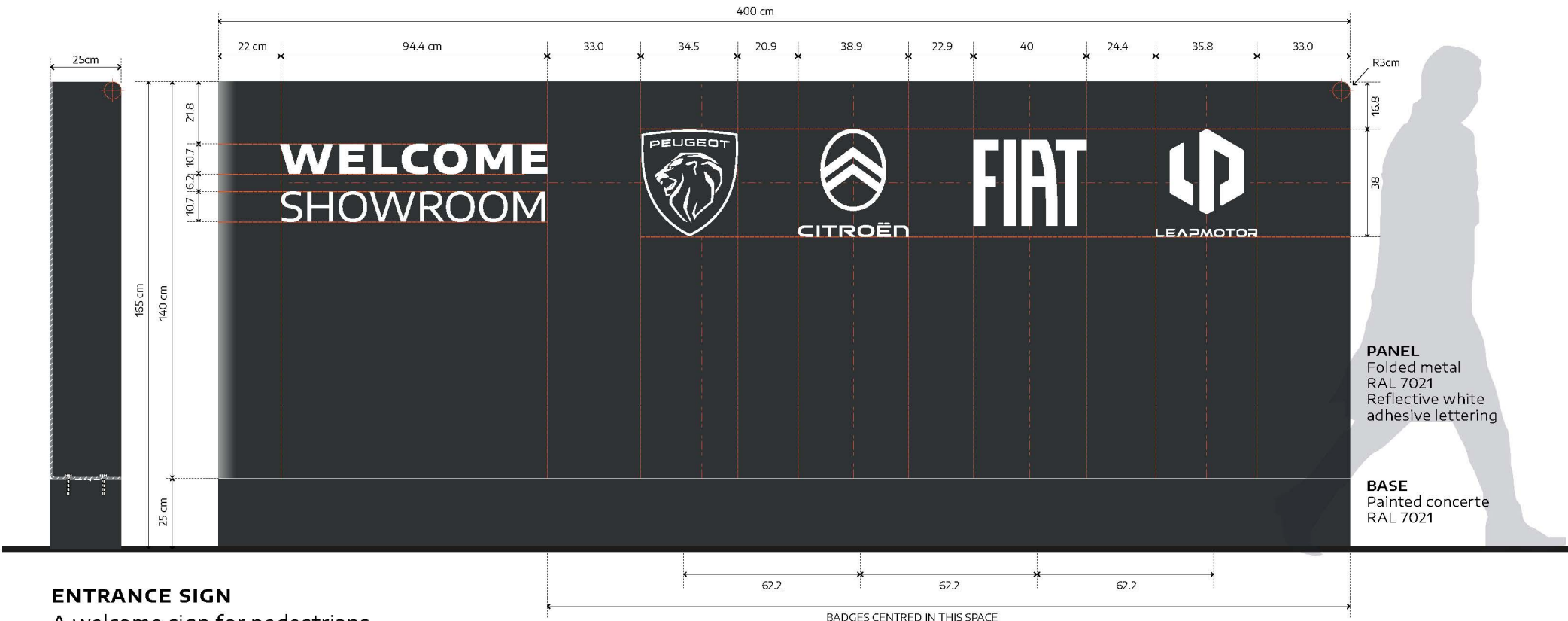
WELCOME MESSAGE

ENTRANCE SIGN



WELCOME MESSAGE

The message must be translated according to the local language.



ENTRANCE SIGN

A welcome sign for pedestrians displays either the mainstream or premium badges. It is placed leading up to the entrance door.

**WELCOME**  
Encode Sans Expanded  
Extra Bold 400pt  
Capital height 'O' 10.7cm

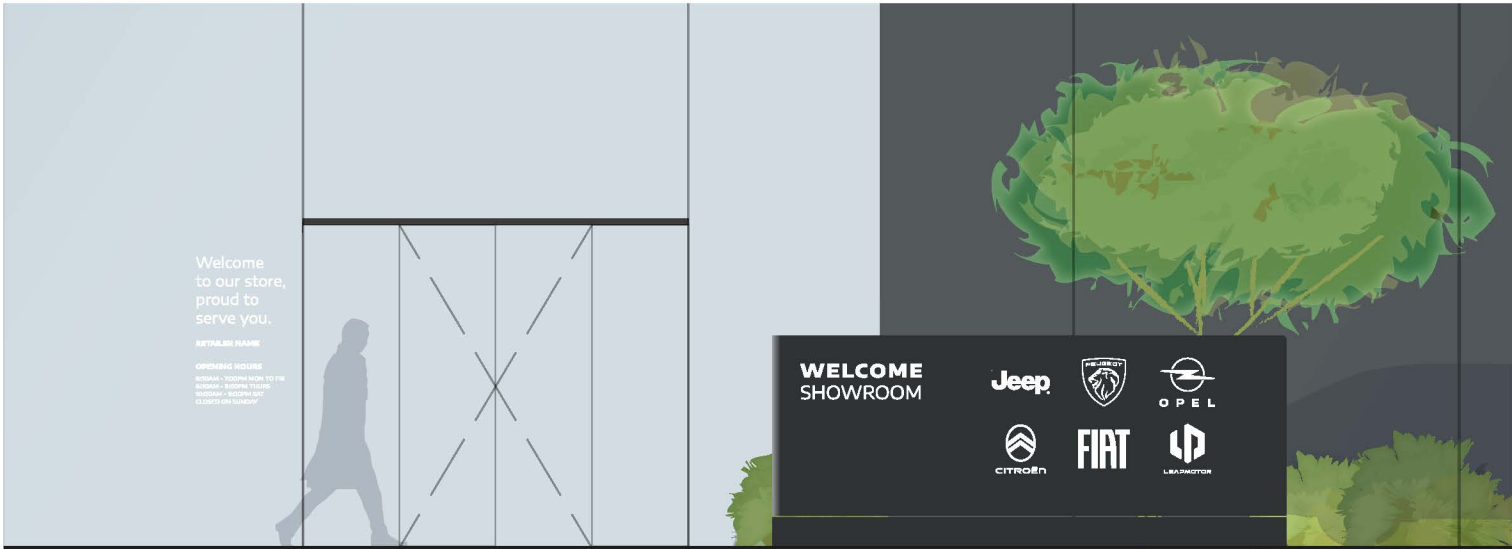
**SHOWROOM**  
Encode Sans Expanded  
Regular 400pt  
Capital height 'O' 10.7cm



EXTERIOR SIGNAGE

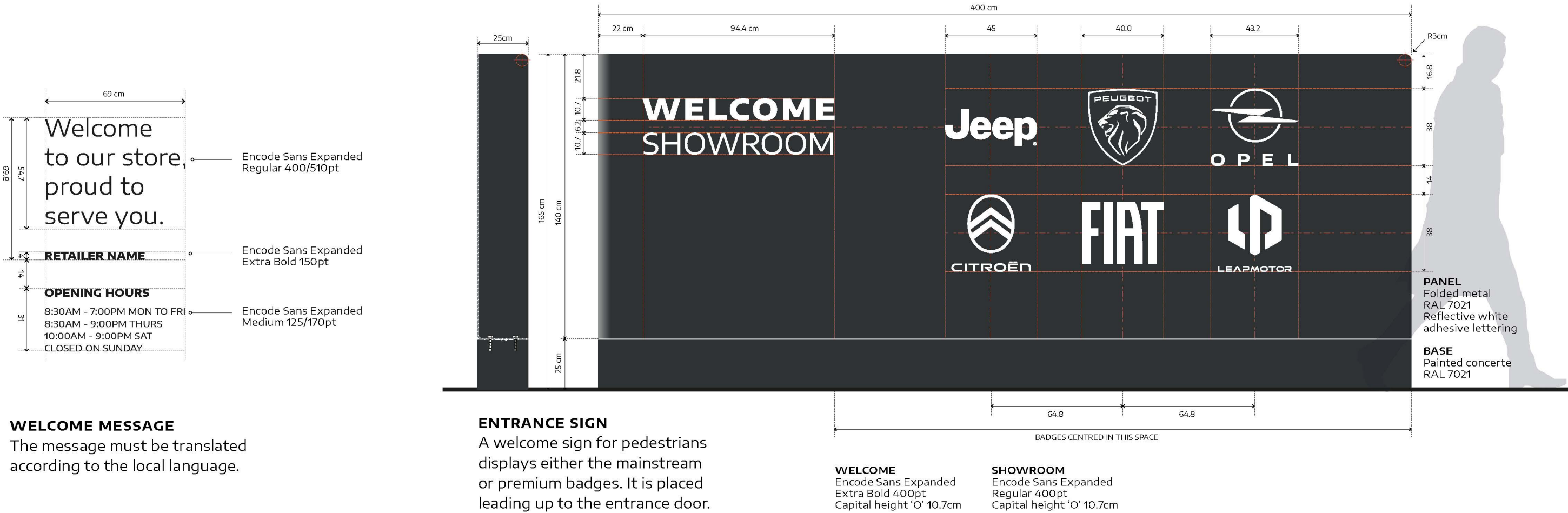
ENTRANCE  
SIGNAGE

WELCOME SIGNS AT THE ENTRANCE  
TO EACH POLE USE THE SAME  
TYPOGRAPHIC PRINCIPLES.



WELCOME MESSAGE

ENTRANCE SIGN





EXTERIOR SIGNAGE

BADGE  
RULES

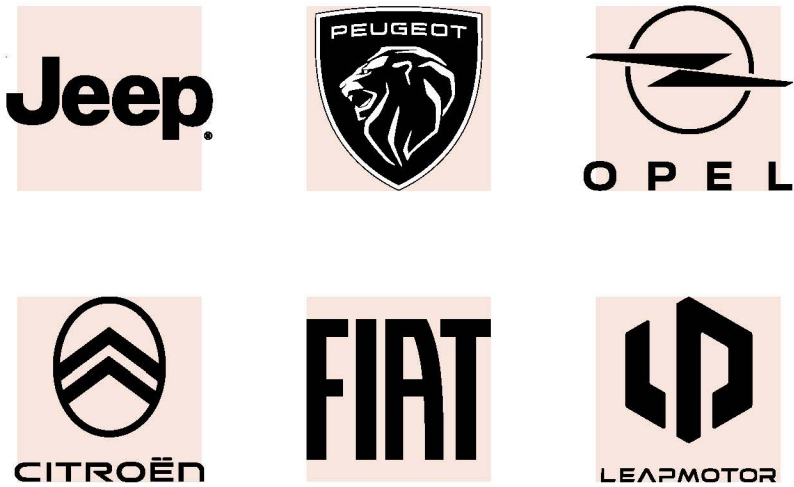
THESE RULES ALSO  
APPLY TO THE REST OF  
STELLANTIS MULTIBRANDS  
AREAS AND NOT ONLY TO  
THE EXTERIOR SIGNAGE.

ARRANGEMENTS

These arrangements  
cover most situations  
for Stellantis brand  
badges, from exterior  
signages to interior  
brand walls.

BADGE SIZE AND  
ALIGNMENT ON GRID

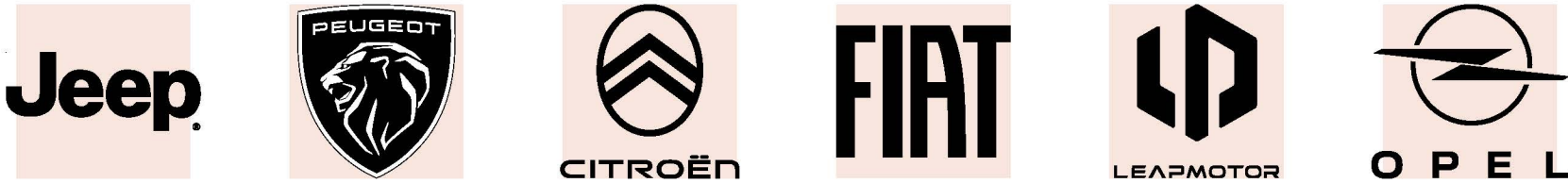
Most badges are  
centered and limited  
either by height or by  
width on the template  
squares except for Jeep,  
which is slightly larger  
in width.



BADGE ARRANGEMENT 1



BADGE ARRANGEMENT 2



BADGE ARRANGEMENT 3



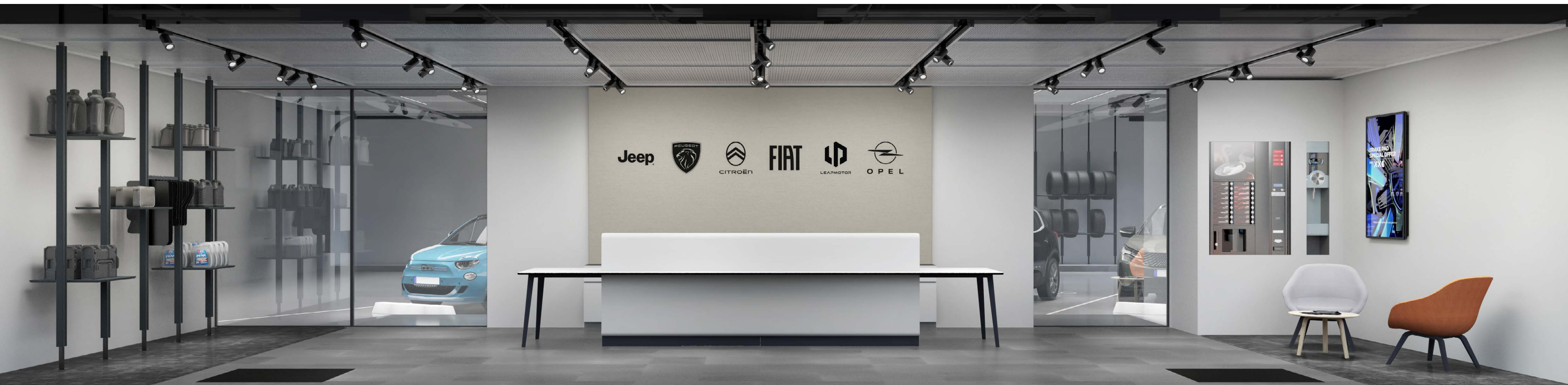
# 05 INTERIOR AFTERSALES

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## INTERIOR AFTERSALES MAINSTREAM



# MAINSTREAM RECEPTION

THE RECEPTION IS COMPOSED OF THREE  
COMPLEMENTARY SPACES: THE RECEPTION,  
WAITING AND MERCHANDISING AREA.



**VISUALS ARE ILLUSTRATIVE ONLY.**

2024/05/07

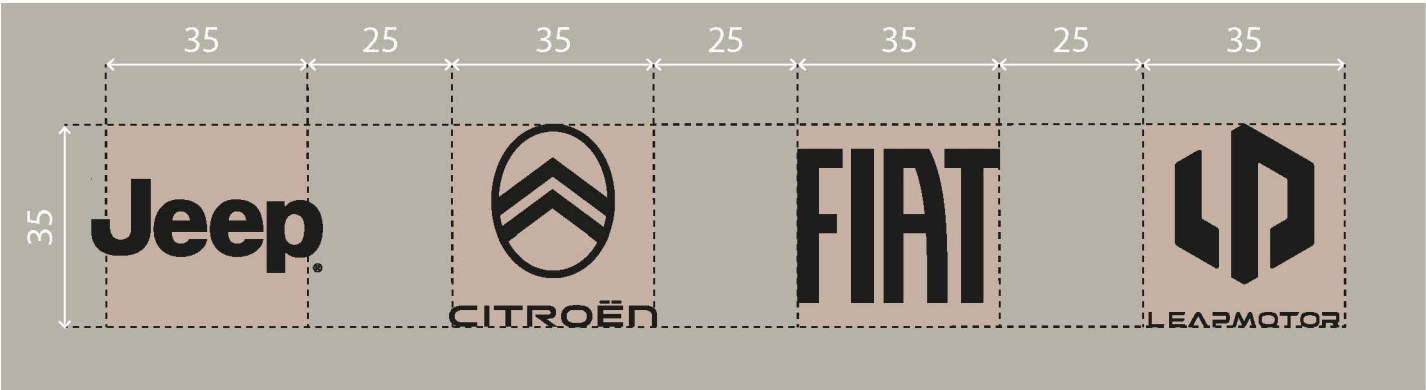
PLEASE NOTE THAT THE ITEMS MARKED AS OPTIONAL ("OPTIONAL STANDARD") WILL NOT BE MANDATORY FOR THE DEALER WHO HAS THE RIGHT TO FREELY DECIDE WHETHER TO USE WITH THEM OR NOT. LEAPMOTOR WILL ENFORCE NO CONTRACTUAL REMEDIES IN CASE THE DEALER DECIDES NOT TO SELECT AND/OR IMPLEMENT ANY OF THE OPTIONAL STANDARD LISTED IN THE ANNEX. SIMILARLY, THE OPTIONAL STANDARD WILL NOT BE CONSIDERED AS PART OF THE CONTRACT SPECIFIC RISKS AND MARKET SPECIFIC INVESTMENTS AT LEAPMOTOR'S EXPENSE, INCLUDING FOR THE PART NOT YET AMORTIZED.

LEAPMOTOR GUIDELINES **41**

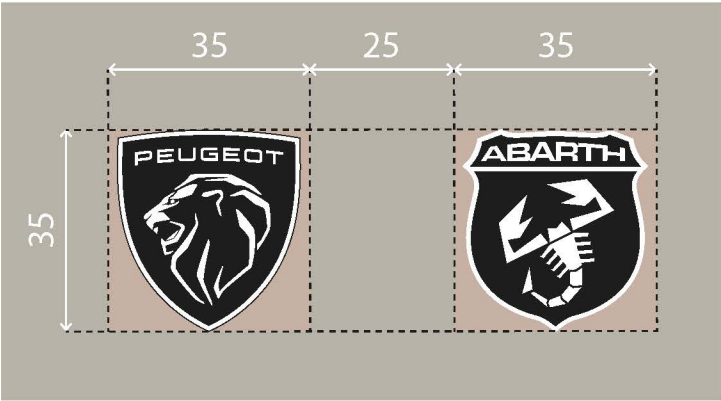


# BRAND WALL BADGES

**BADGE FINISH**  
Depending on its complexity, the badge can either be made of white laser cut PMMA (finish 1) or white adhesive stuck onto a black laser cut base (finish2).



BADGES WITH FINISH 1

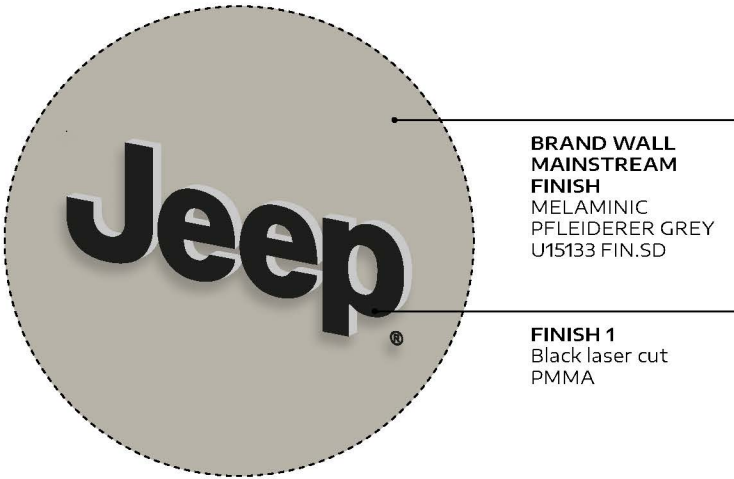


BADGES WITH FINISH 2

**BADGE SIZES**

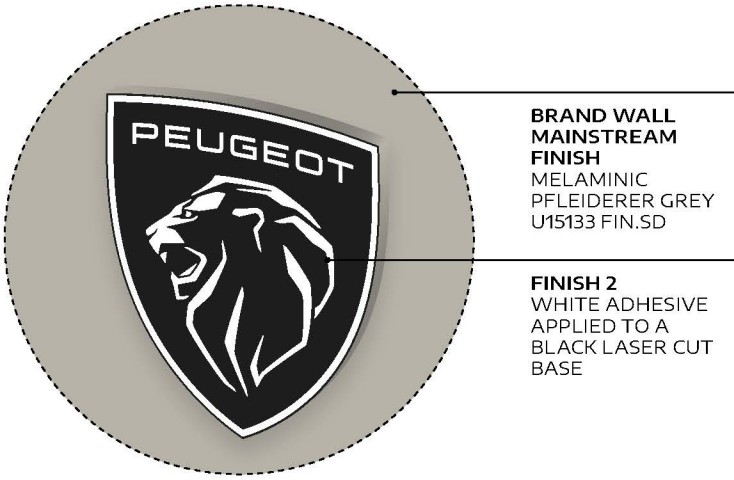
<b>PEUGEOT</b> H 350 X W 310MM	<b>ABARTH</b> H 350 X W 324MM
<b>JEEP</b> H 161 X W 400MM	<b>CITROEN</b> H 350 X W 358MM
<b>FIAT</b> H 265 X W 350MM	<b>OPEL</b> H 350 X W 398MM

**BADGE OPTIONS**



**BRAND WALL  
MAINSTREAM  
FINISH**  
MELAMINIC  
PFLEIDERER GREY  
U15133 FIN.SD

**FINISH 1**  
Black laser cut  
PMMA



**BRAND WALL  
MAINSTREAM  
FINISH**  
MELAMINIC  
PFLEIDERER GREY  
U15133 FIN.SD

**FINISH 2**  
WHITE ADHESIVE  
APPLIED TO A  
BLACK LASER CUT  
BASE



# 06 SERVICE AREA

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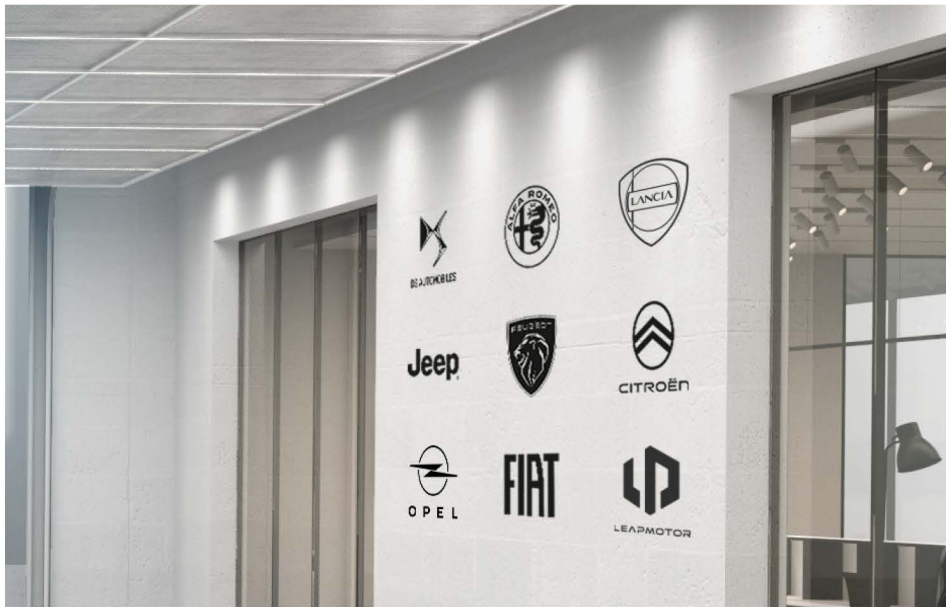
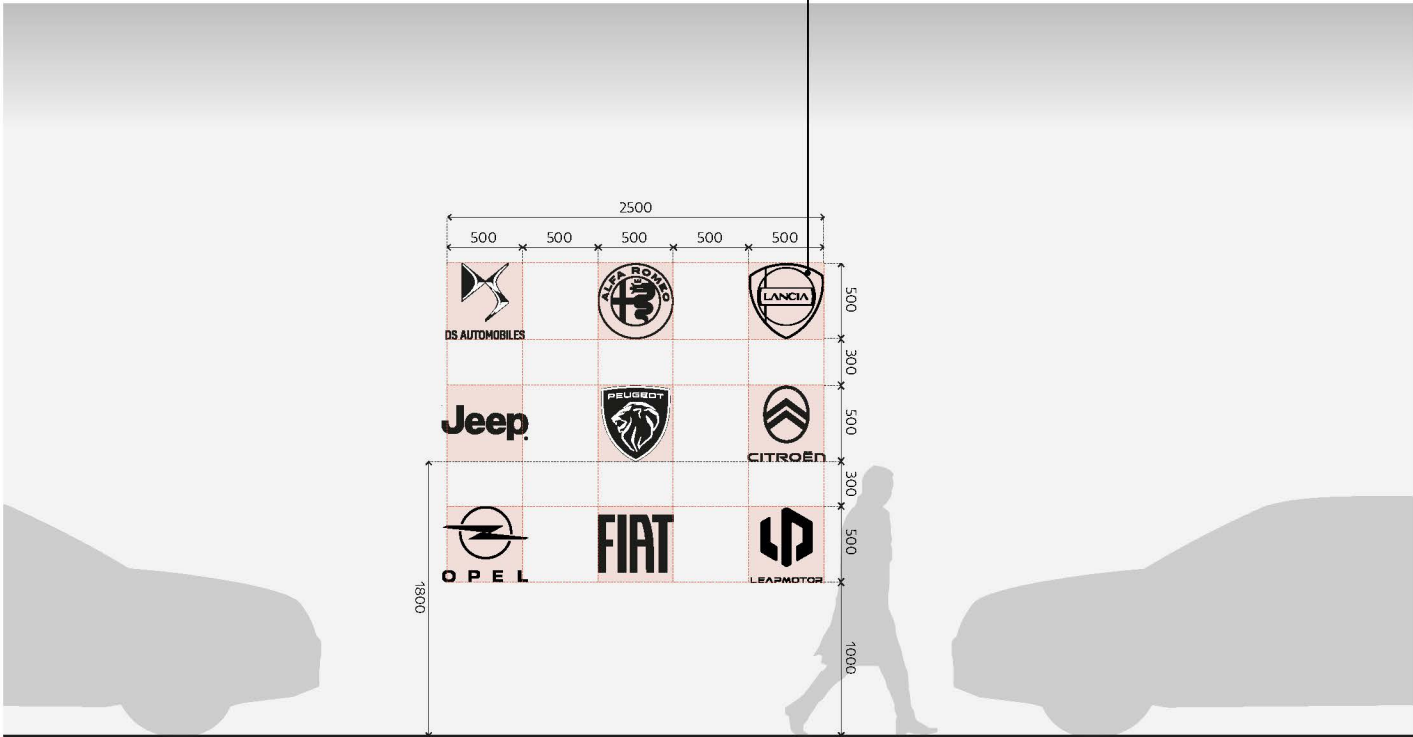


SERVICE AREA

AFTERSALES  
WALL SIGNAGE

THE BLACK AND WHITE VERSIONS OF THE BADGES ARE PLACED ACCORDING TO THE DEALER'S BRANDS. IF POSSIBLE THEY MUST BE PLACED ON THE SAME WALL AS THE RECEPTION DOORS.

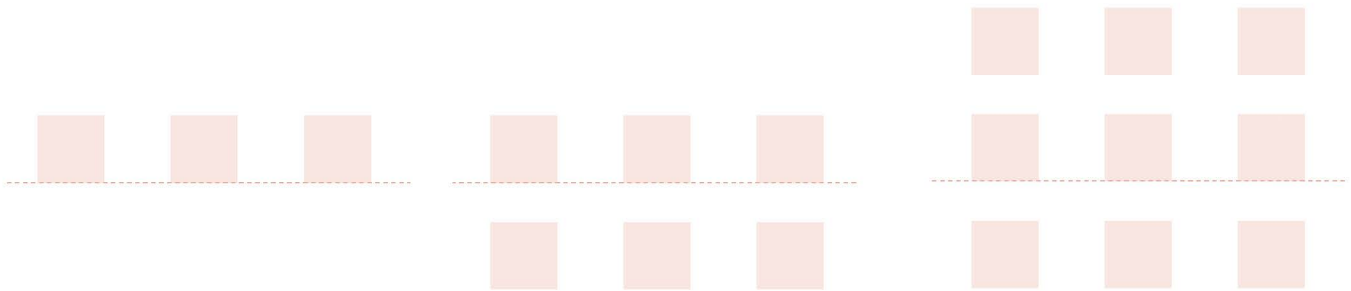
LOGO FINISHES  
1 - Laser cut Forex or PMMA for rough wall surfaces  
2 - Fully adhesive for smooth wall surfaces  
Appropriated technique to be chosen depending on wall quality/ surface type.



**PREMIUM**  
Here is an exemple of how badges should be placed if only premium brands use the service area. The number of badges can varies according to the dealers' brands.

**MAINSTREAM**  
Here is an exemple of how badges should be placed if only mainstream brands use the service area. The number of badges varies according to the dealers' brands.

**MAINSTREAM & PREMIUM**  
Here is an exemple of how badges should be placed if mainstream brands and premium brands share the service area. The number of badges varies according to the dealers' brands.





## DELIVERY AREA



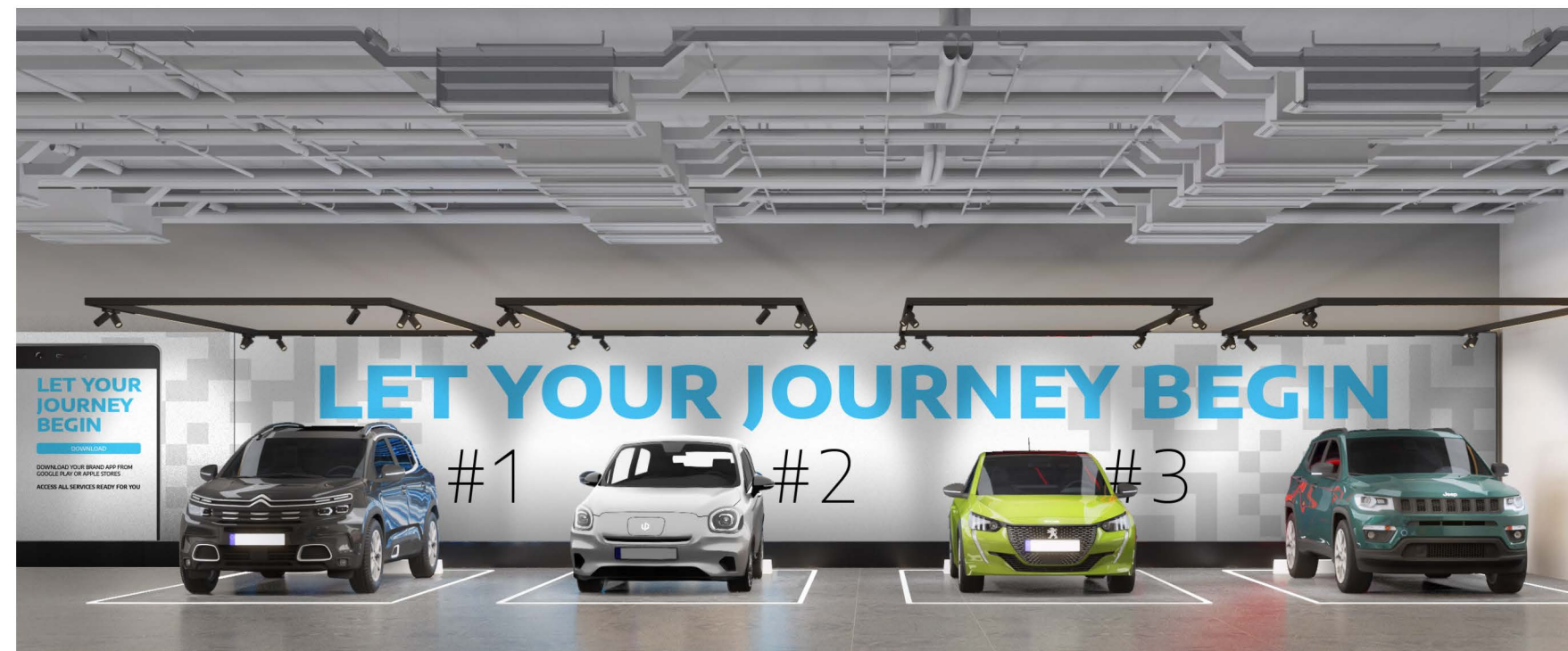
# MAINSTREAM

The delivery area is shared by all the brands. However a mainstream group and a premium group are defined within this space.

The surrounding environment is neutral in colour with high contrast between finishes

and signage, which helps to highlight the vehicles.

The Mainstream style is light and neutral with a large graphic visual behind the vehicles.

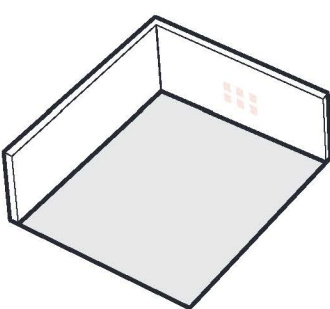




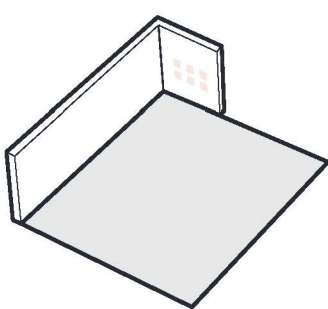
**DELIVERY AREA**

# MAINSTREAM BRAND LOGOS

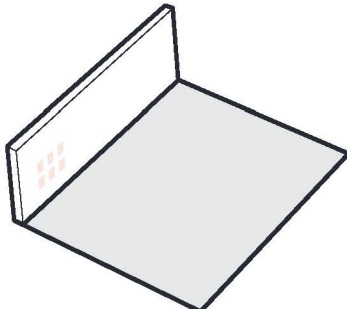
THE BRAND LOGOS ARE DISPLAYED IN BLACK  
ON A WALL VISIBLE TO THE CUSTOMER.



**LOCATION 1**



**LOCATION 2**



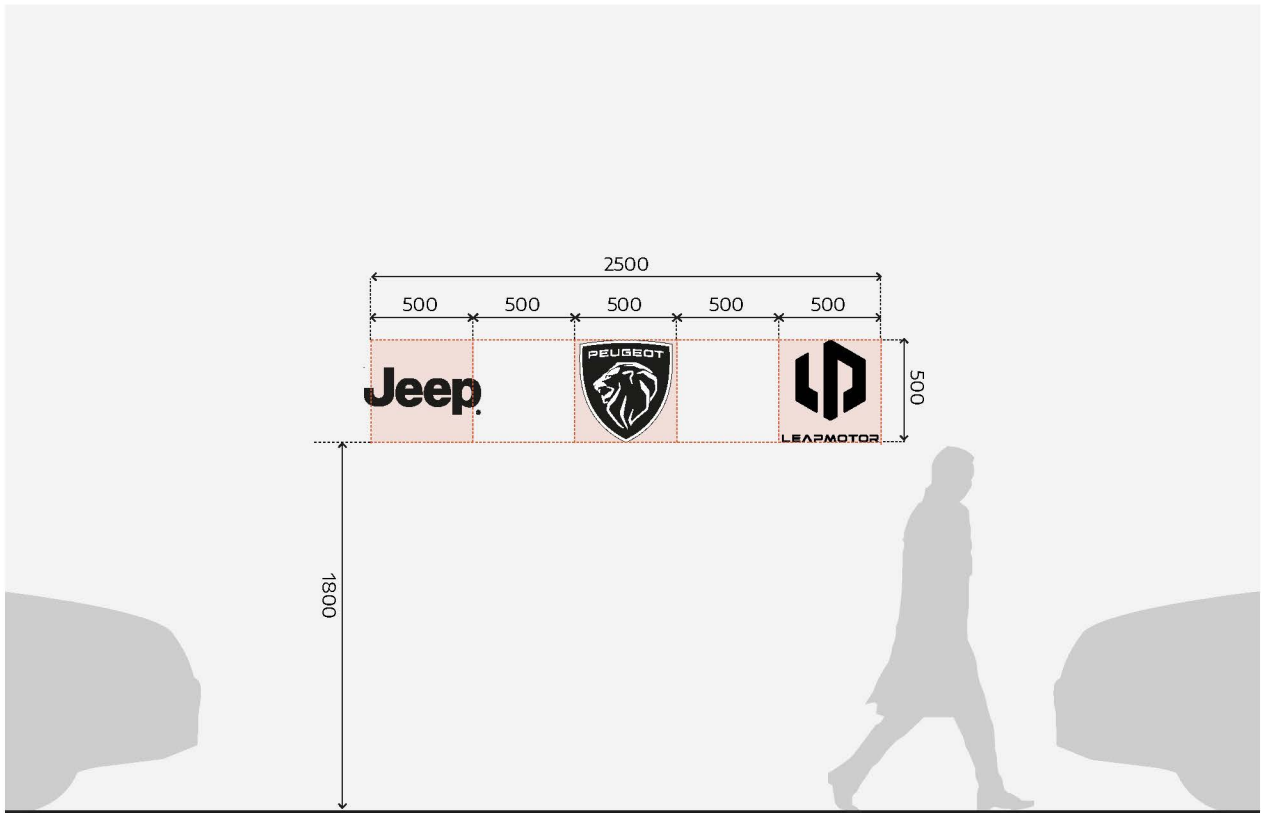
**LOCATION 3**

**BRAND PLACEMENT**

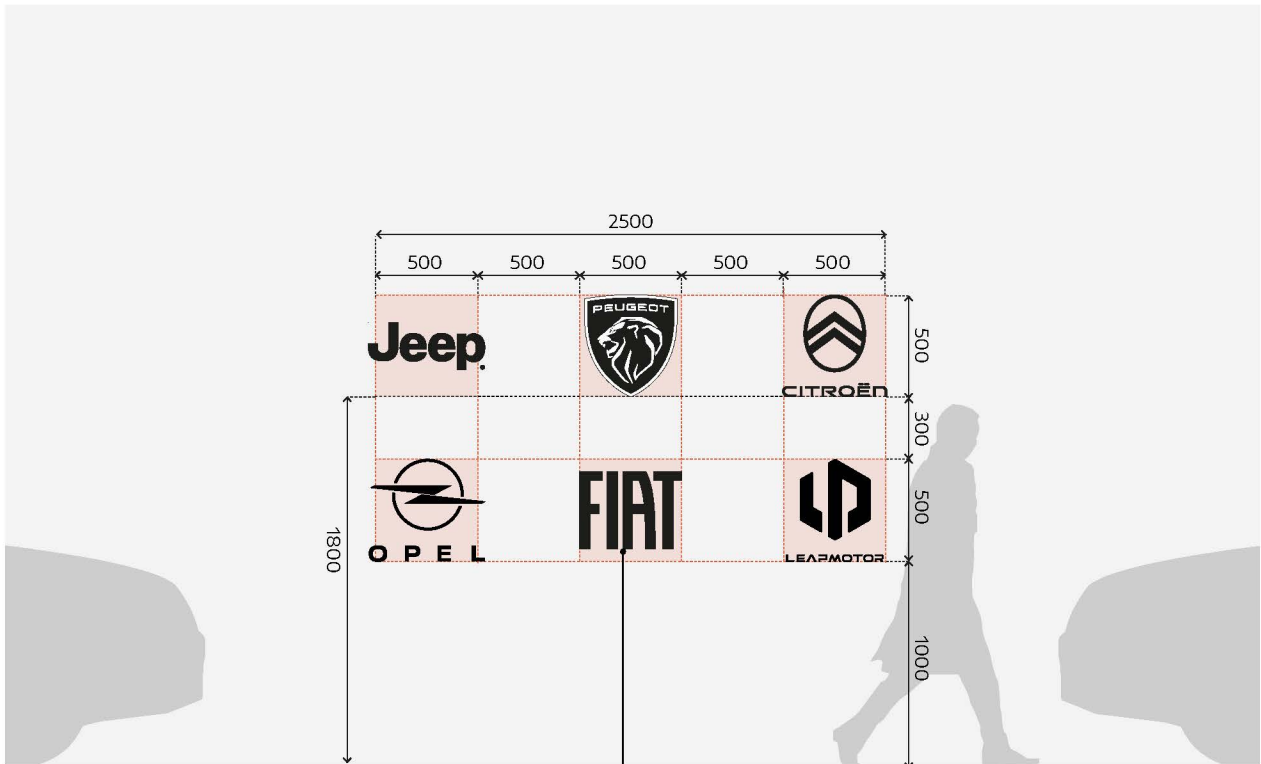
Even If 9 brands are represented by the dealer, premium & mainstream brands must always be separated. Eventhough if number of brands decreases, the layout continues to align along the 1800mm height.

**LOCATION**

The location of the brand logos must be well considered as it is a feature in this space. Their location alongside the other signage (the zone name and the dealer text) needs to be planned according to the space available. Customer views as they circulate through the space need to be taken into consideration.



**3 BRANDS**



**6 BRANDS**

**FINISHES OPTIONS**  
1 - Laser cut Forex or PMMA for rough wall surfaces  
2 - Fully adhesive for smooth wall surfaces

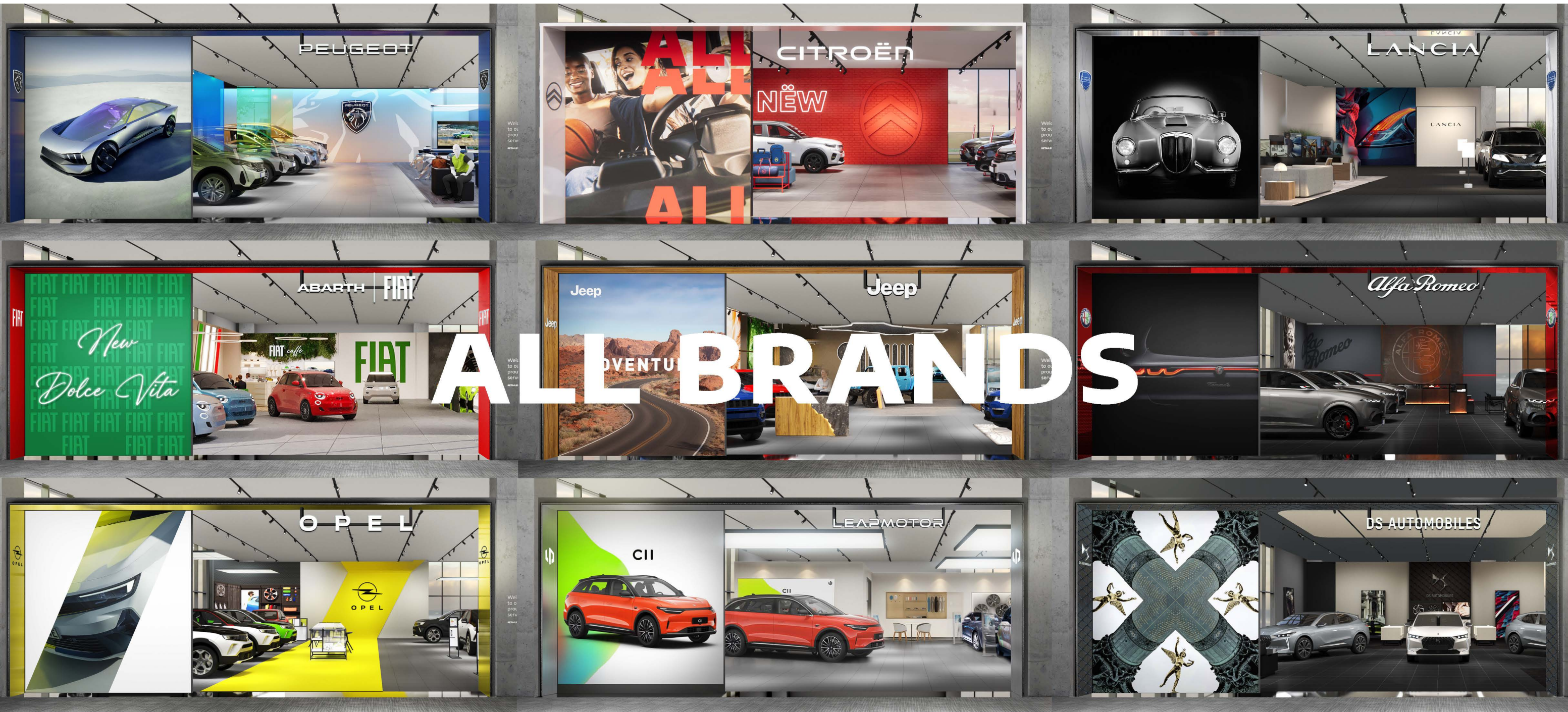


# 07 SHOP IN SHOP ARCHES

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EACH BRAND USES THE SAME DISPLAY PRINCIPLES AND BRANDS CAN PERSONALISE ELEMENTS WITH THEIR OWN C.I.





VISUAL ARE ILLUSTRATIVE AND MAY UPDATED ACCORDING TO THE BRAND DIRECTIONS IN SUPPLIERS CI CATALOGUE, BY REGION.

2024/05/07

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. LEAPMOTOR 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 LEAPMOTOR'S EXPENSE, INCLUDING FOR THE PART NOT YET AMORTIZED.

LEAPMOTOR GUIDELINES 49



**THANK YOU**

