



PEUGEOT NEW CI 23 DEALERSHIP DESIGN

FEBRUARY 2025



WHAT'S NEW – FEBRUARY 2025

CHAPTER

ALL	Legal disclaimer regarding optional items
EXT 2	Additional facade totem size available
EXT 3	In case of multiple showroom façades, side facade totem no more mandatory
EXT 5	Dealer name rules added
EXT 9	For Service Only outlet alternative color of cladding accepted to align with SBH
INT 1	LEV Information area. Freestanding totem replaces panel on the wall
INT 1	Dichroic banners/kakemonos implementation rules added
INT 1	New sales desks and associated implementation rules added
INT 1	Partition between 2 sales desks is accepted
INT 2	New recommended minimum distance from floor added for visuals on walls
INT 2	Lounge TV and 2 sides Digital totem implementation rules added
INT 3	Alternative 3rd supplier for floor tiles added
INT 3	Standard wood platform offer amended: XS, S and L sizes now available
INT 8	Floor Service Area: now Grey RAL 7040 instead of RAL 7021
INT 10	Mandatory/Nice to Have table updated. Several items are now optional only.
INT 12	D@R rules reminder updated (LEV Tablet deleted, New Car screen/totem becomes optional on S format, etc.).





EXTERIOR SIGNAGE

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INTERIOR DESIGN

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PEUGEOT NEW CI 23 EXTERIOR & INTERIOR DESIGN

The goal of the new Peugeot Corporate Identity is to bring the brand to life in the retail space, and to deliver an alluring experience to our customer, by introducing of 3 key elements:

- 1) A new design, that embodies the new Peugeot Tone & Style of the Brand and reflects the Brand personality (Confident, Daring, Open-minded)
- 2) A new customer journey, that favors the discovery of the Brand, the products and the EV ecosystem;
- 3) New digital devices, that will reinforce the brand storytelling and ensure a frictionless experience, from online to the dealership



IMPORTANT NOTICE

This document focuses mostly on the specificities of a Peugeot Monobrand outlet for the exterior as well as the new interior concept.

It comes in addition to specific existing guidelines issued in SBH Multibrand context.

A specific Digital@Retail document is also available.

Do not hesitate to refer to these documents in case of doubts..

Visuals and furniture displayed in this document are illustrative and may vary in the future. They also display Mandatory or Optional furniture.

Please refer to the Mandatory/optional table



Multibrand SBH guidelines



LCV guidelines



Digital@Retail implementation guidelines



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. PEUGEOT 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 PEUGEOT’s expense, including for the part not yet amortized .”

The background of the image is a dark blue-grey color with a large, faint, light blue Peugeot logo. The logo is a shield-shaped emblem featuring a lion's head in the center, with the word "PEUGEOT" arched across the top. The lion's head is facing left and has a crown on its head. The shield is outlined by a thick, light blue border.

EXTERIOR SIGNAGE

Peugeot monobrand dealership

PEUGEOT EXTERIOR SIGNAGE

The Peugeot Monobrand site follows the rules defined for a Peugeot facade in a SBH Multibrand context. The main difference is an increased presence of the Corporate Blue RAL 5011 on the cladding. :

S1

In priority, the layout with facade totem associated with Peugeot lettering is the one to go for.



S1

EXTERIOR



SOLUTION 1 TOTEM & LOGOTYPE

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. PEUGEOT will enforce no contractual remedies if the Dealer decides not to select and/or implement any of the Optional Standard listed in the Annex.

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FACADE DESIGN WITH TOTEM & LOGOTYPE SIGNAGE : OVERVIEW

The design consists in a simple set of 3 units : totem, logotype and entrance.

Several totem widths and heights are available to cope with architecture constraints.

Peugeot logotype are available in flush or 3D lettering.

Except the color of cladding, all SBH rules apply to Peugeot Monobrand sites.

PLEASE
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TO SBH
MULTIBRAND
GUIDELINES

STELLANTIS

Totem

Logotype

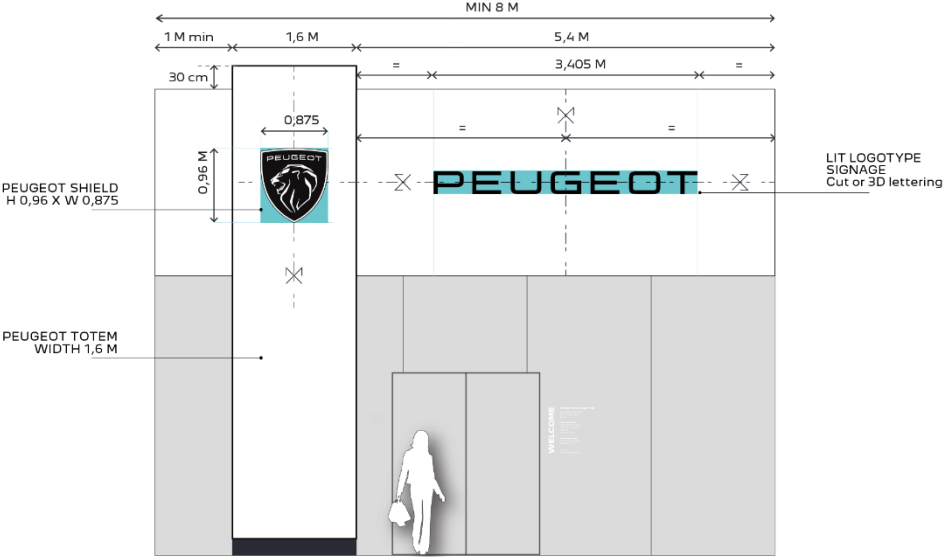


Entrance

8 M FACADE LAYOUT

The 1,6m totem & logotype layout does not change even if the facade width increases up to a maximum of 10m.

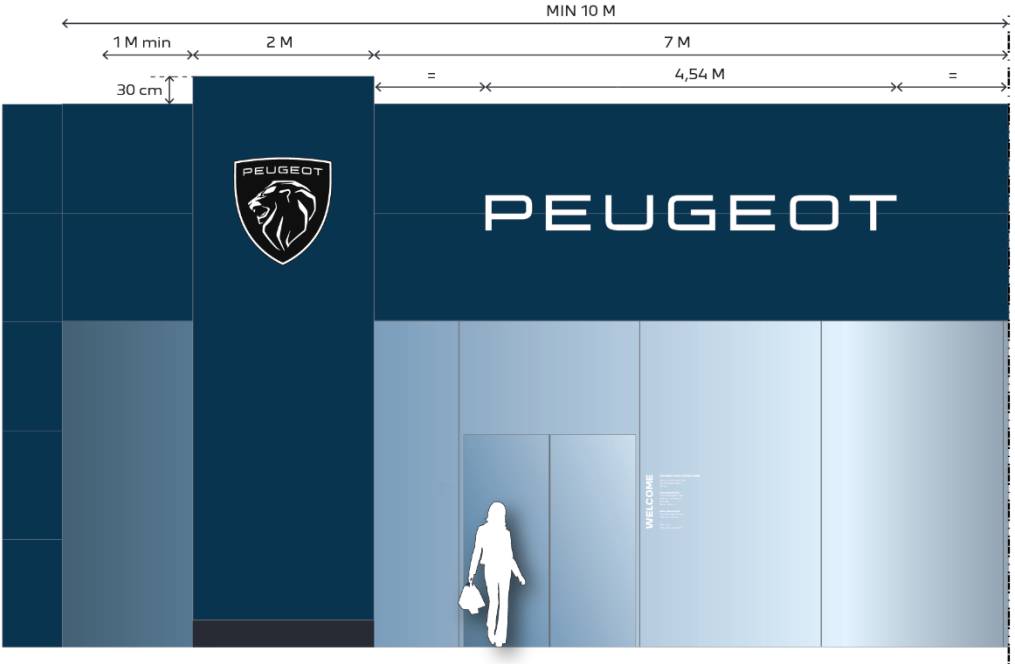
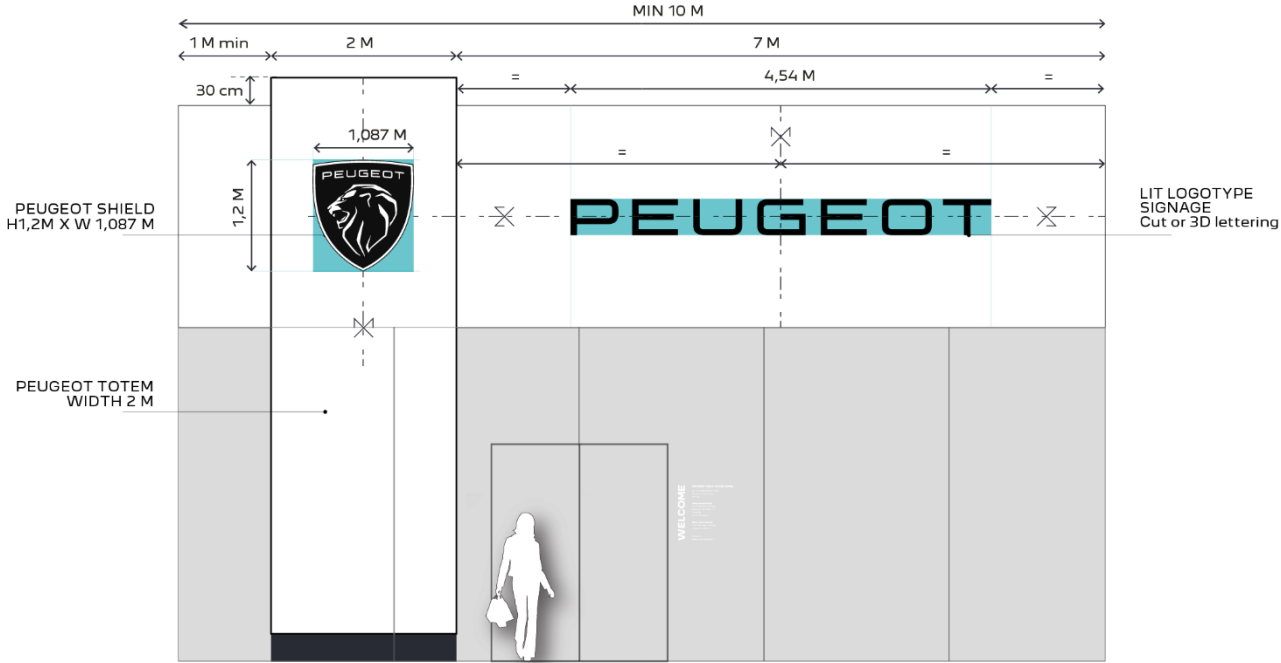
The additional length (shown here in grey) can be added to the left or right of the defined 8 metres. The logotype will always be centered in the 5,4m to the right of the totem.



10 M FACADE LAYOUT

The 2 m totem & logotype layout does not change even if each brand facade width increases above 10m.

The additional length (shown here in grey) can be added to the left or right of the defined 10 metres. The logotype will always be centered in the 7m to the right of the totem.



TOTEM AND DOOR LOCATION

Door and totem are linked.

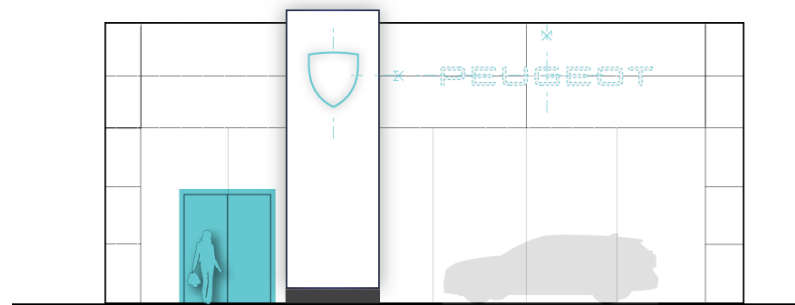
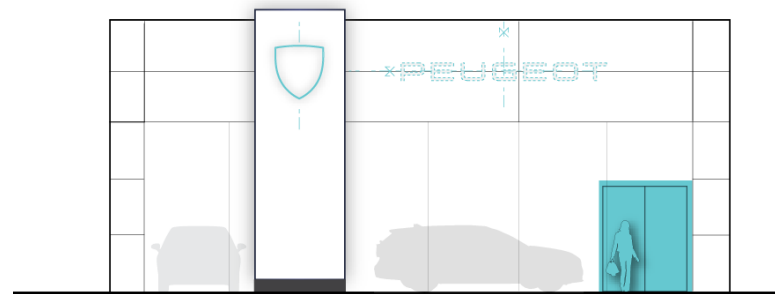
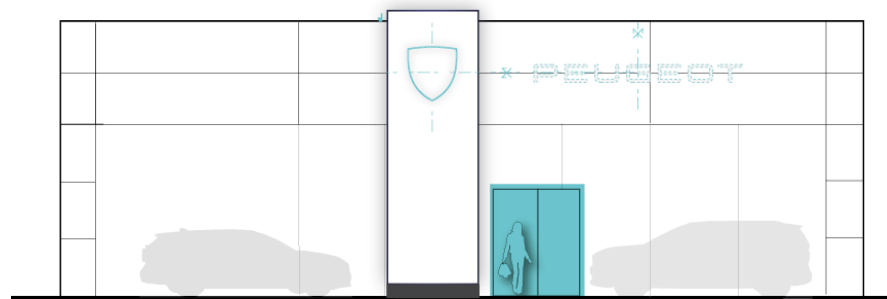
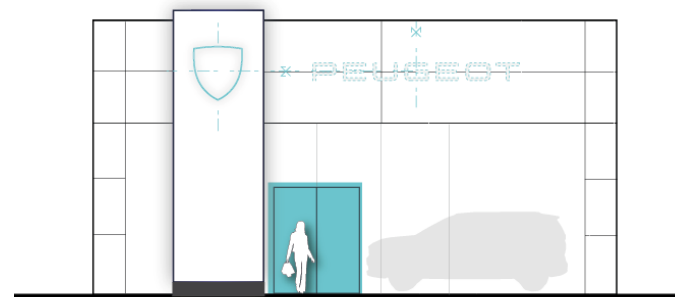
Door is located on the right side of the totem so as to :

- Have enough room to implement Peugeot lettering
- Keep the largest display window

When the door is centered on the facade the totem is placed on the left side of the door.

When the door is completely on the right side of the facade the totem is placed on the left to always respect shield + Peugeot lettering organization.

When the door is completely on the left side of the facade the totem is placed on the right to always respect shield + Peugeot lettering organization.



EXTERIOR



TOTE & LOGOTYPE TOOLBOX

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. PEUGEOT 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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Totem front :
Blue RAL 5011
Finish : fine texture
Back and sides :
Black RAL 9011
Finish : fine texture

Logotype / Peugeot lettering :
White RAL 9016
Back and sides :
Black RAL 9011
Finish : fine texture

Upper and jamb cladding
Blue RAL 5011
Finish : fine texture

FINISHES

Building and signage finishes



Dealership window
Clear glass

Window frames
Black RAL 9011
Finish : fine texture

Secondary facades finishing
Dark grey RAL 7021
Finish : fine texture



FINISHES

Building and signage finishes.

All metal finishes are fine texture finish

Blue façade & signage

*Corportate blue.
Blue
RAL5011*

*Pantone
2767C*

*Adhesive
8938-17
PRO/MACAL*

Lettering on façade

*White
RAL9016*

Frames and sectional doors

*Black
RAL 9011*

*Pantone
P 179 14-C*

*After-sales cladding
And secondary facade*

*Dark grey
RAL 7021*

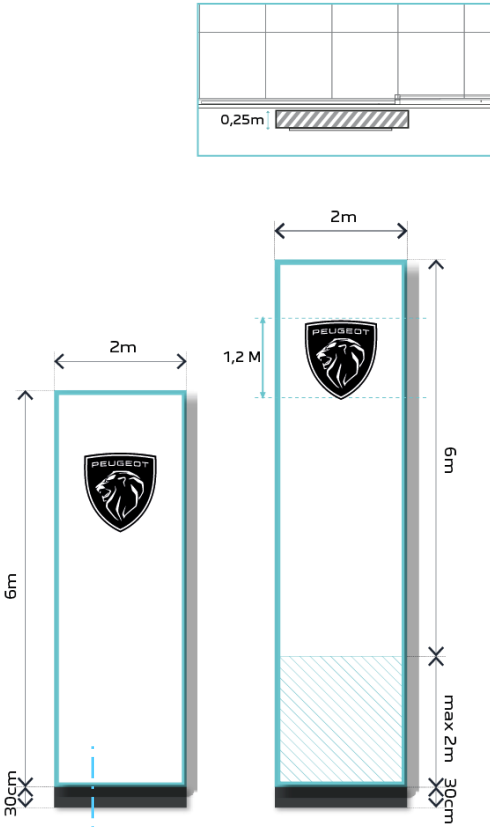
*Pantone
P 172 15-C*



3 TOTEM SIZES ARE AVAILABLE.
THEY ARE DETERMINED BY THE FACADE LENGTH OR HEIGHT.

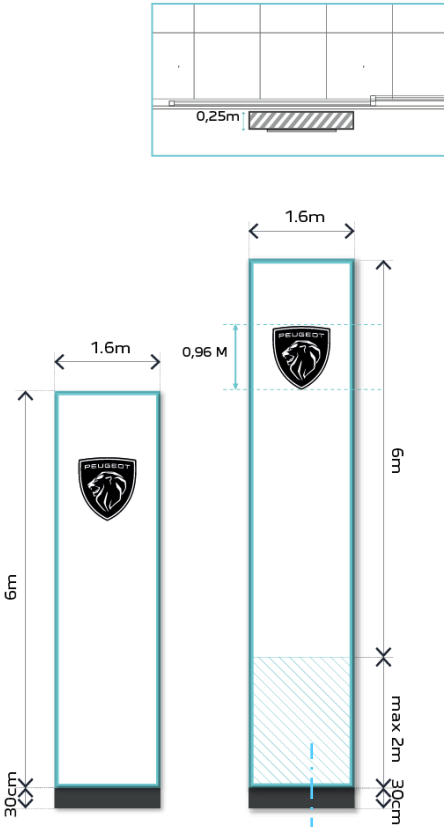
All available materials and rules applicable for Multibrand facades totems are valid for Peugeot Monobrand outlets.

Please refer to SBH Multibrand Guidelines for full details



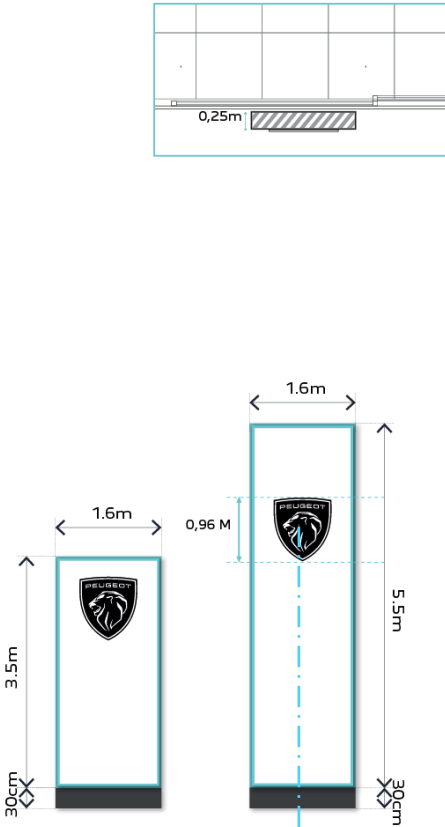
Totem facade
Blue RAL 5011
Finish : fine texture

FACADE HEIGHT ABOVE 6M FACADE WIDTH MIN 10M TOTEM 2M WIDE



Optional tailor made extended panel
to reach 8 m.
Blue RAL 5011
Finish : fine texture

FACADE HEIGHT ABOVE 6M FACADES WIDTH MIN 8M TOTEM 1.6M WIDE



Luminous shield
H 96 or 120 cm

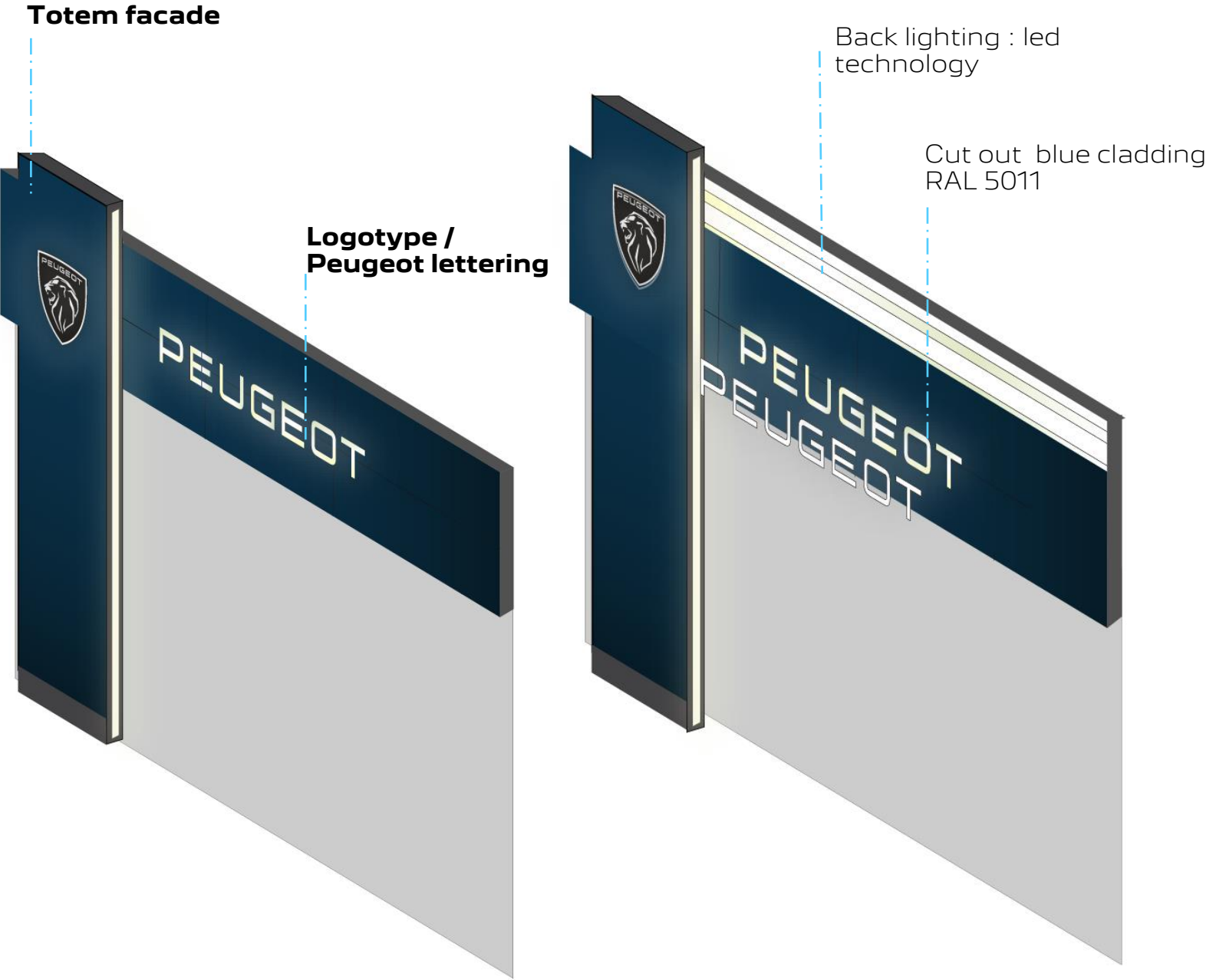
FACADE HEIGHT BELOW 5.5M FACADES WIDTH MIN 8M TOTEM 1.6M WIDE



**LOGOTYPE
PEUGEOT LETTERS
FLAT DESIGN SPECS**

The logotype or ‘Peugeot lettering’ is separated from the shield.

The design consists in cutting out the cladding panel + backlit white PMMA fits into the cut out cladding.



LOGOTYPE PEUGEOT LETTERS 3D DESIGN SPECS

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.

The design consists in 3D letters : diffusing white PMMA for the front face of the lettering and black RAL 9011 for sides.

Finishes : fine texture.

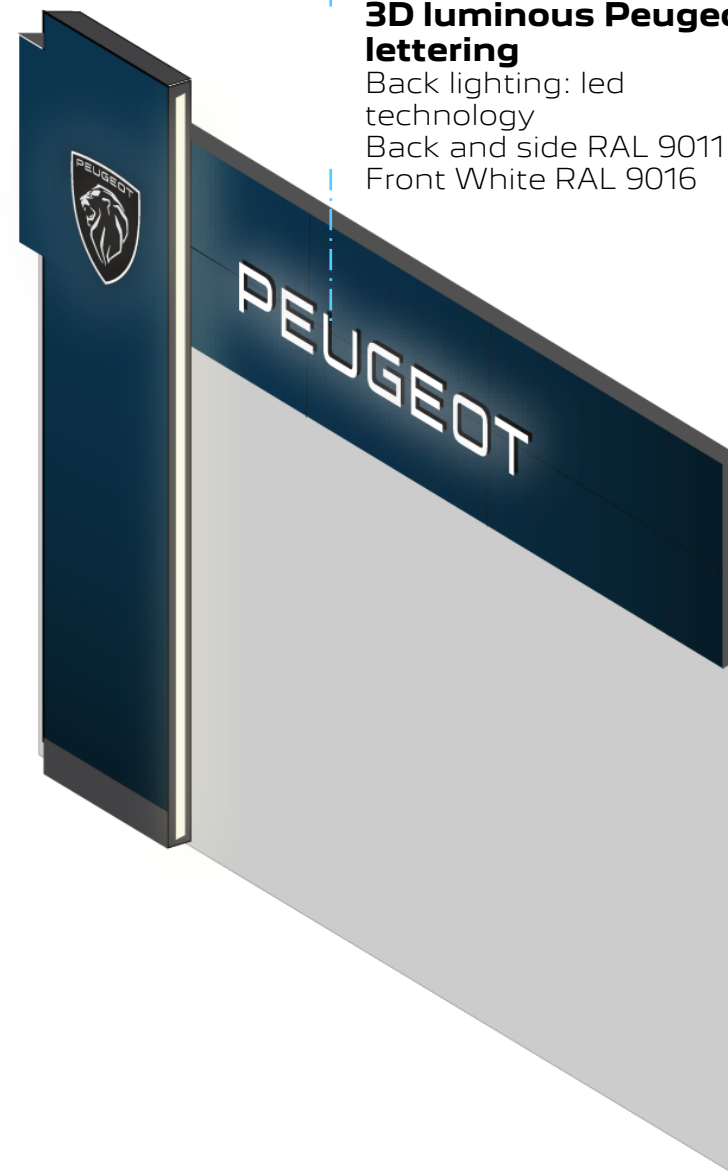
Totem + shield



3D luminous Peugeot lettering

Back lighting: led technology

Back and side RAL 9011
Front White RAL 9016

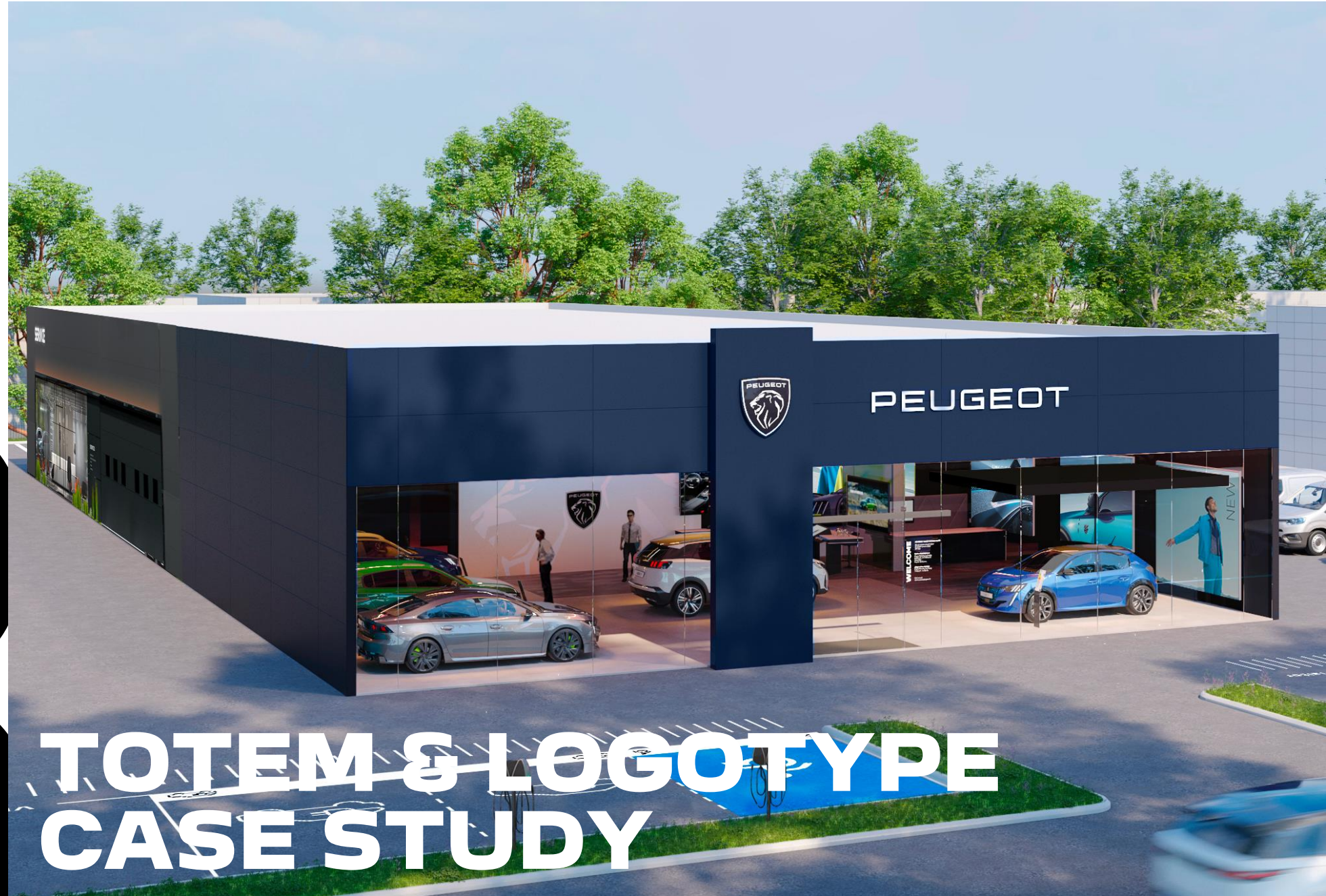


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EXTERIOR



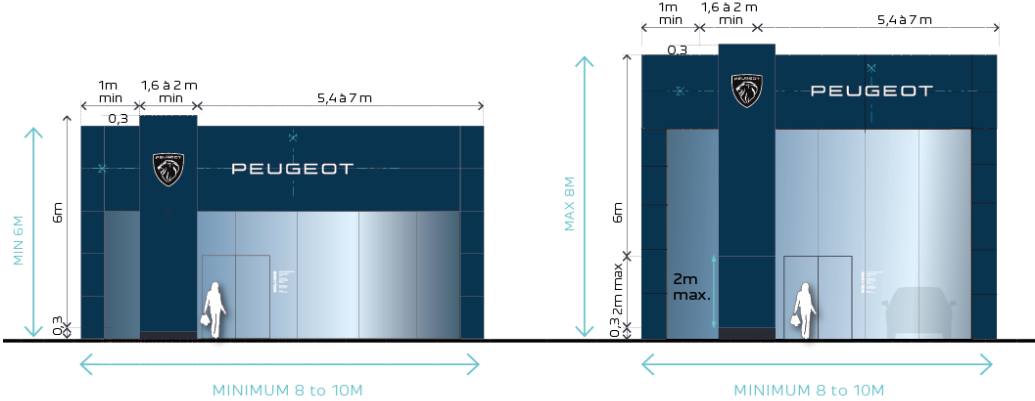
TOTEM & LOGO TYPE CASE STUDY

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FACADE HEIGHT
6 M TO 8 M

The 1,6m wide totem can extend from 6m to a maximum of 8m, in addition to the plinth, on facades or glass from 6m to 8m high.

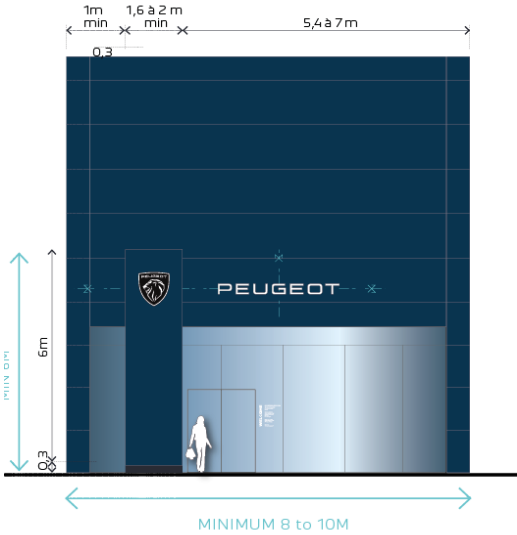


FACADE HEIGHT FROM 6M* TO 8M
FACADE WIDTH MIN 8M

The totem always extends 30cm above the top of the building, cladding or glass, starting from the standard totem height of 6m (in addition to the 30cm plinth).

To reach the 8m high facade, the adaptable 6m totem must be extended by a maximum of 2m extra, in order to have only one joint in the totem (a maximum of one additional panel).

* With a tolerance of 50cm



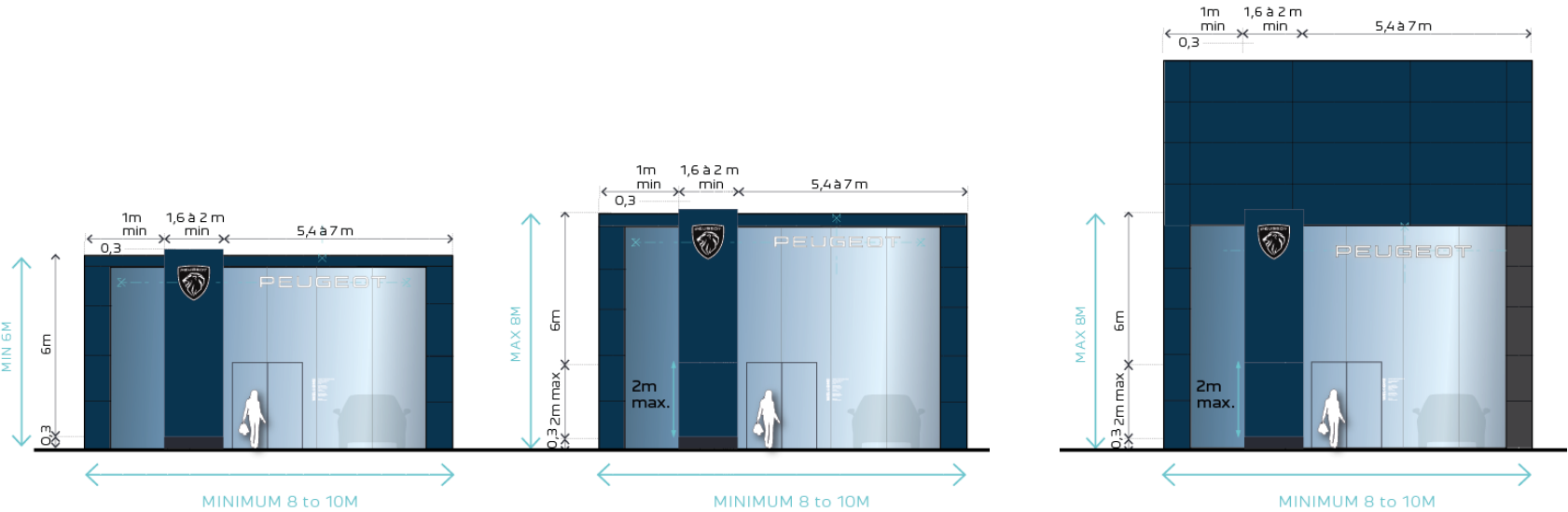
FACADE HEIGHT ABOVE 8M
FACADE WIDTH MIN 8M

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



FACADE HEIGHT
6 M TO 8 M

The 1,6m wide totem can extend from 6m to a maximum of 8m, in addition to the plinth, on facades or glass from 6m to 8m high.



FACADE HEIGHT ABOVE 8M
GLASS HEIGHT FROM 6M* TO 8M
FACADE WIDTH MIN 8M

In the case of a glass facade between 6m and 8m, the totem still extends 30cm above the glass.

To reach the 8m high glass, the adaptable 6m totem must be extended by a maximum of 2m extra, in order to have only one joint in the totem (a maximum of one additional panel).

* With a tolerance of 50cm

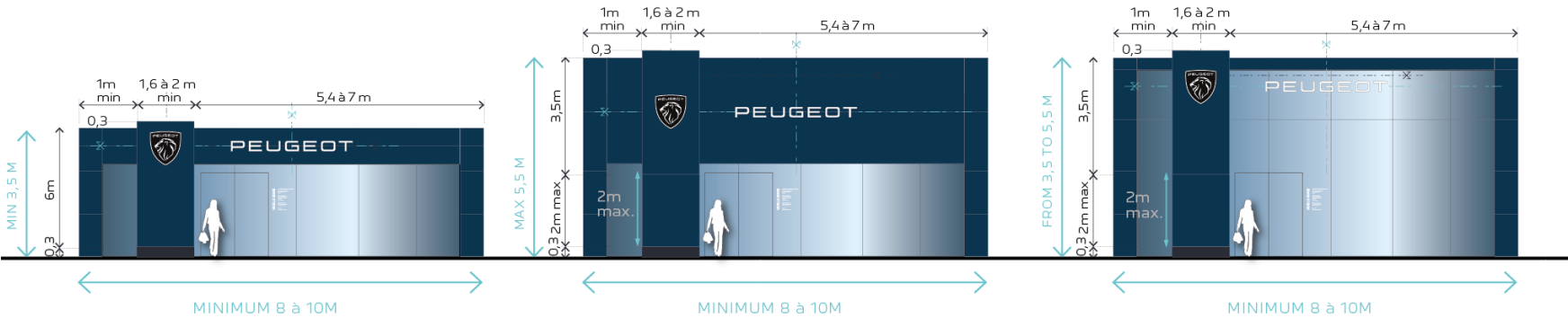
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DIFFERENT
FACADE HEIGHTS

This 1,6m wide totem can extend from 3.5m to a maximum of 5.5m, In addition to the plinth, on facades or glass from 3.5m to 5.5m high



FACADE HEIGHT FROM 3,5M* TO 5,5M
FACADE WIDTH MIN 8M

The totem always extends 30cm above the top of the building, cladding or glass, starting from the standard totem height of 3.5m (in addition to the 30cm plinth).

To reach the 5.5m high facade, the adaptable 3.5m totem must be extended by a maximum of 2m extra, in order to have only one joint in the totem (a maximum of one additional panel).

* With a tolerance of 50cm

GLASS FACADE HEIGHT FROM 3,5M* TO 5,5M
FACADE WIDTH MIN 8M

* With a tolerance of 50cm



DEALERSHIP WITH MULTIPLE SHOWROOM FACADES

When a dealership has 2 or more visible showroom facades, a totem + lettering signage is applied on the main facade.

It is possible (but not mandatory) to add another façade totem or only a shield and lettering on other facades if relevant to increase visibility.



EXTERIOR



SOLUTION 2 SHIELD & LOGOTYPE

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SHIELD & LOGOTYPE VARIANT IDENTITY

The facade 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.

When implementing a totem on facade is not possible, the alternative is to have the shield on the horizontal cladding associated with an entrance totem.

This variant is composed of approved shield and logotypes sizes.

A mini-entrance totem is implemented close to the entrance of the showroom.

This variant is subject to corporate validation.

Shield

Logotype / Peugeot lettering



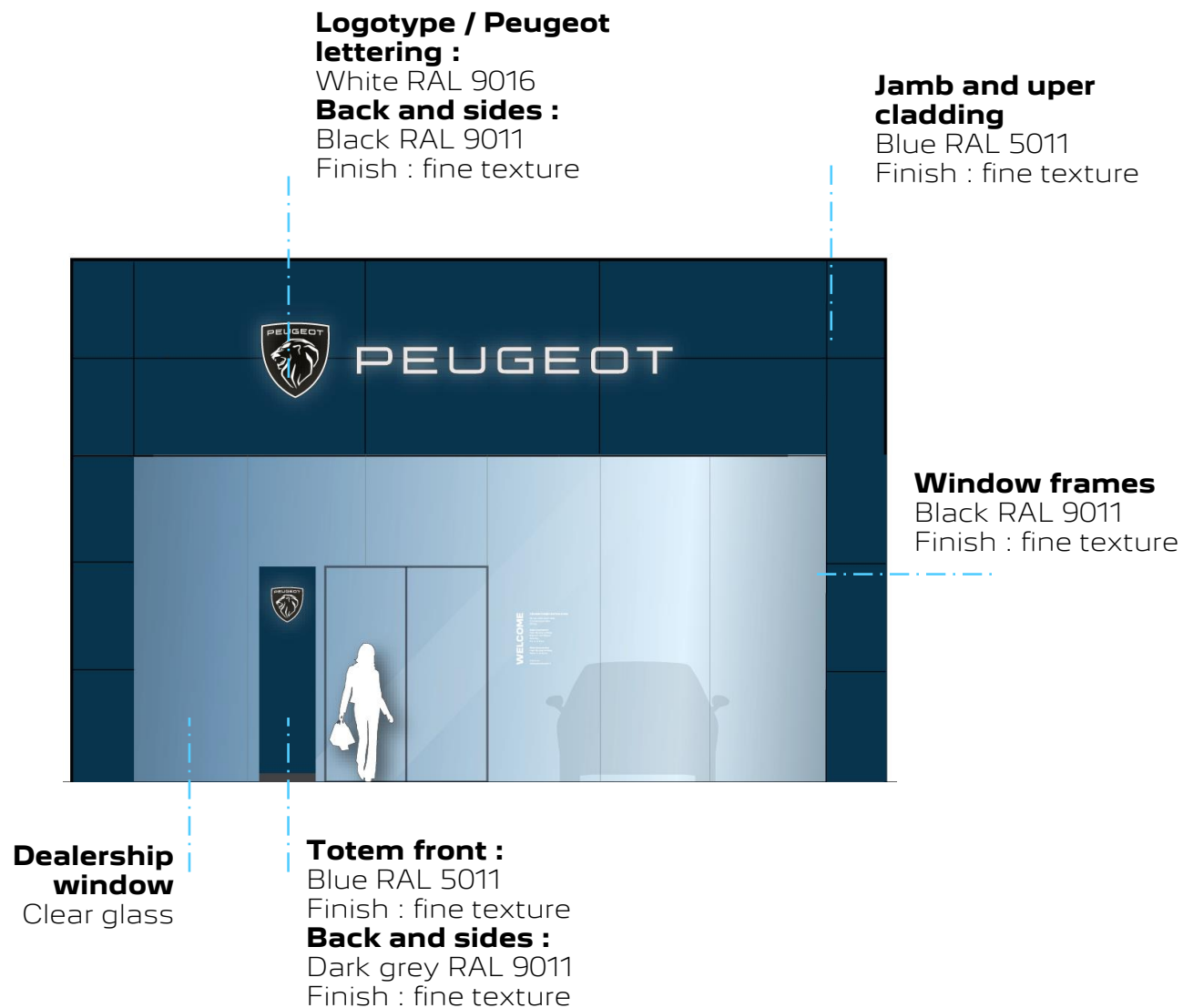
Mini entrance totem

Downtown :
Panel flag



FINISHES

Building and signage finishes



FINISHES

Building and signage finishes.

All metal finishes are fine texture.

Blue facade & signage

Corportate blue.
Blue
RAL 5011

Pantone
2767C

Adhesive
8938-17
PRO/MACAL

Lettering on facade

White
RAL9016

Frames and sectional doors

Black
RAL9011

Pantone
P 179 14-C

After-sales cladding
And secondary facade

Dark grey
RAL 7021

Pantone
P 172 15-C



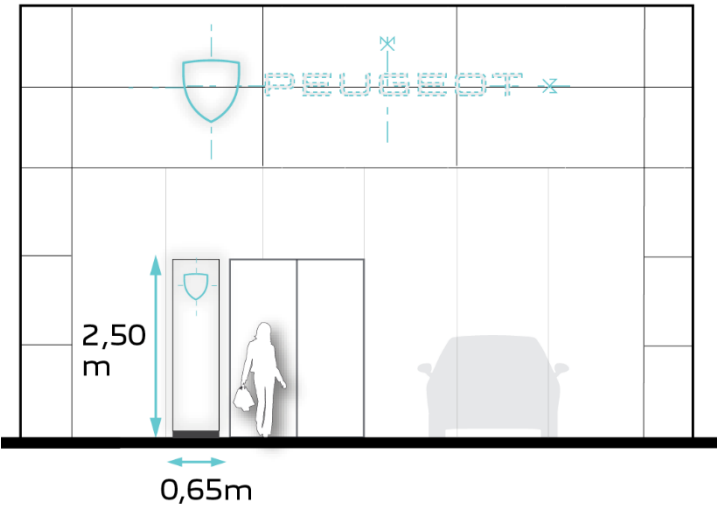
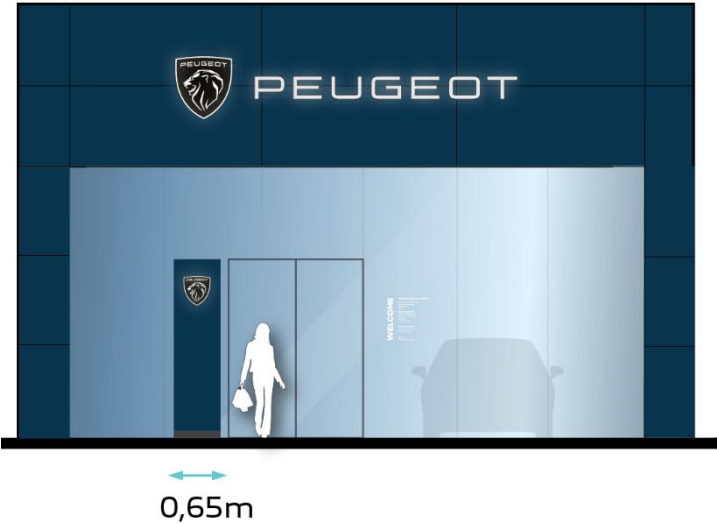
**SHIELD & LOGOTYPE
SIGNAGE**

The shield and logotype are centered in the façade.

A mini-totem stands on the left of the entrance.

The mini-totem enhances the brand visibility at the entrance.

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 façade.



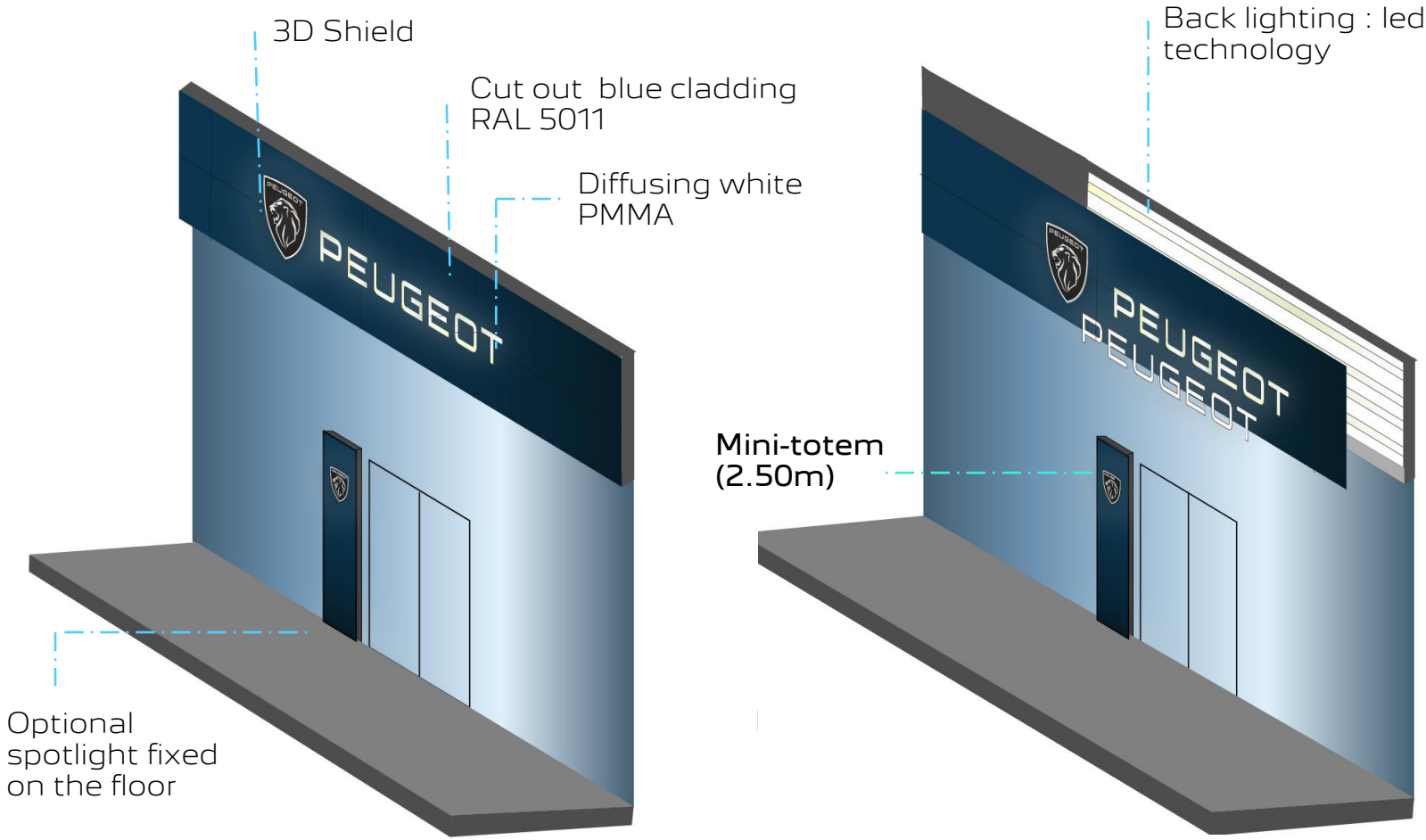
Dedicated entrance close to totem
The door allows cars to enter or exit if there is no other access



**LOGOTYPE PEUGEOT
LETTERING FLAT
DESIGN SPECS**

The logotype or 'Peugeot lettering' is always paired with the shield.

The flat design consists in cutting out the cladding panel + backlit white PMMA fits into the cut out cladding.



LOGOTYPE PEUGEOT LETTERING 3D DESIGN SPECS

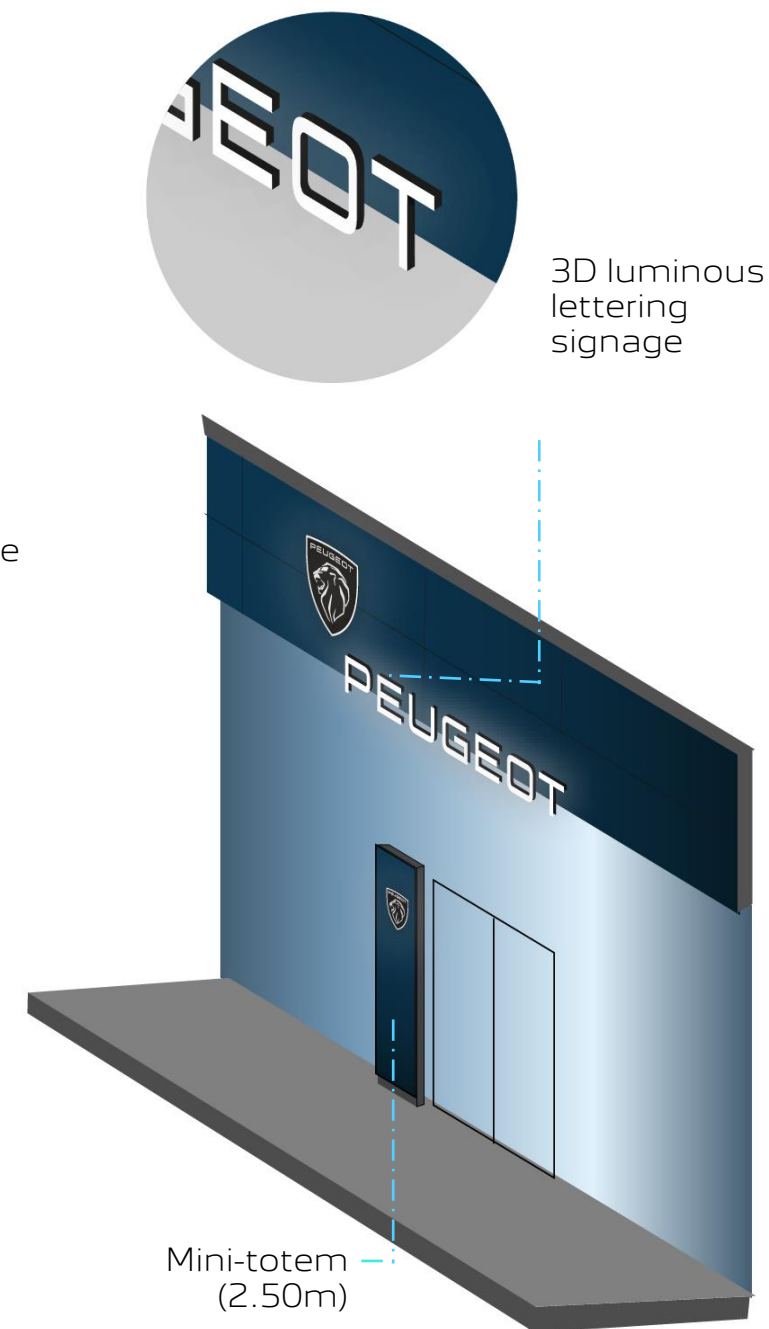
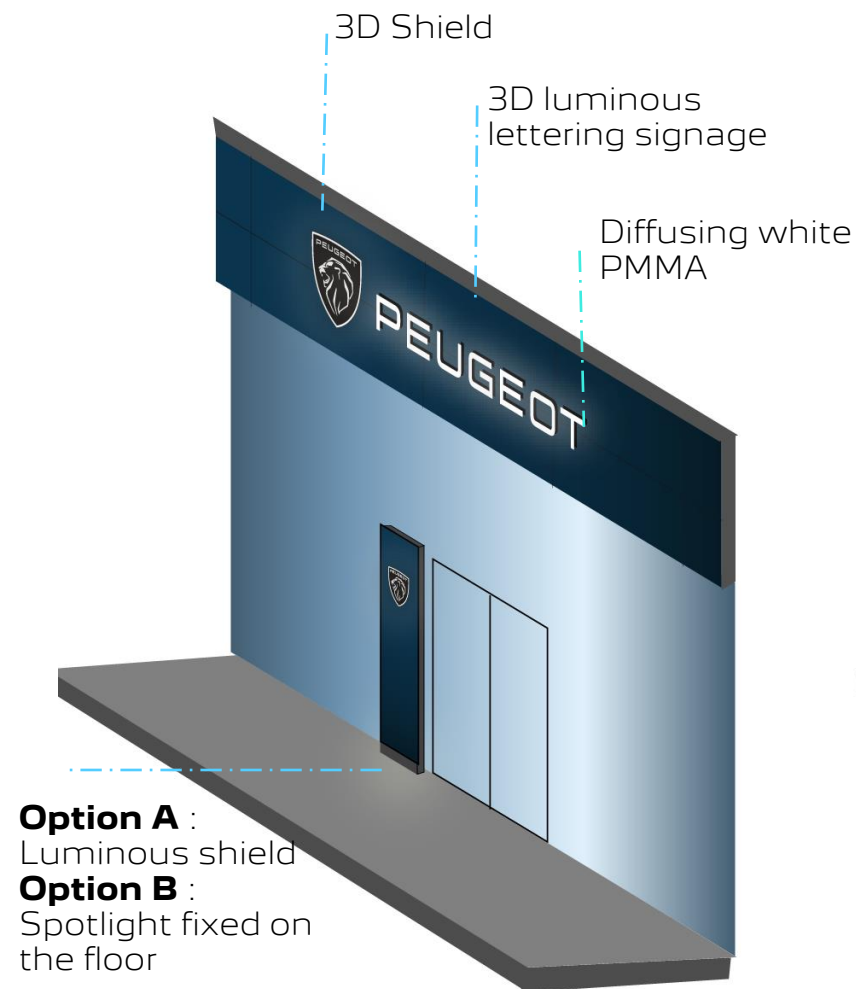
An alternative to the cut backlit cladding technique is 3D luminous lettering fixed onto the cladding.

The size and location of the logotype is similar to the flat design one.

The design consists in 3D letters diffusing white PMMA for the front face of the lettering and black RAL 9011 for sides. Finishes : fine texture.

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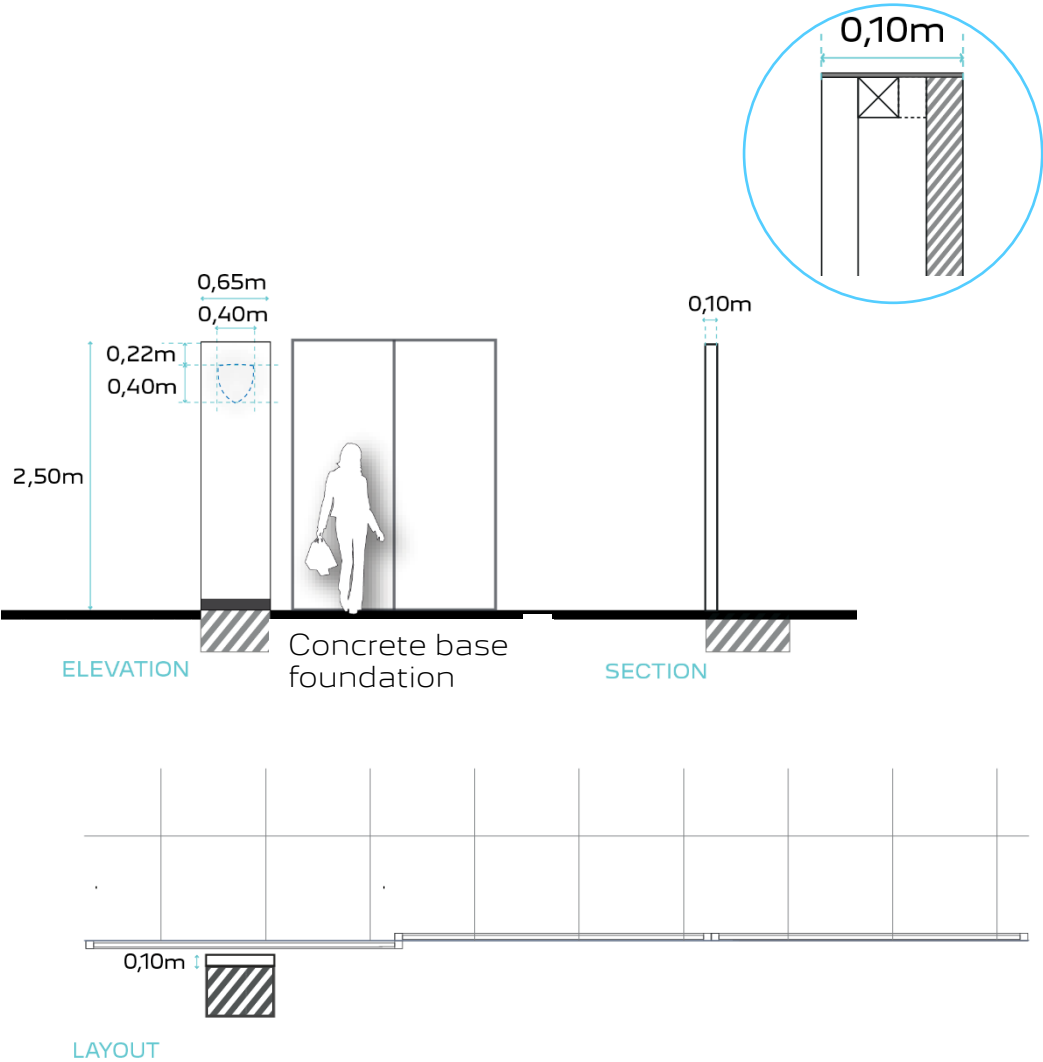
STELLANTIS



MINI-TOTEM SPECS

The totem is 2500mm high and 650mm wide.
The shield is 400 mm high and is produced in exactly the same way as the large totem one.

The shield can be lit (optional).



MINI-TOTEM H2500 SPECS

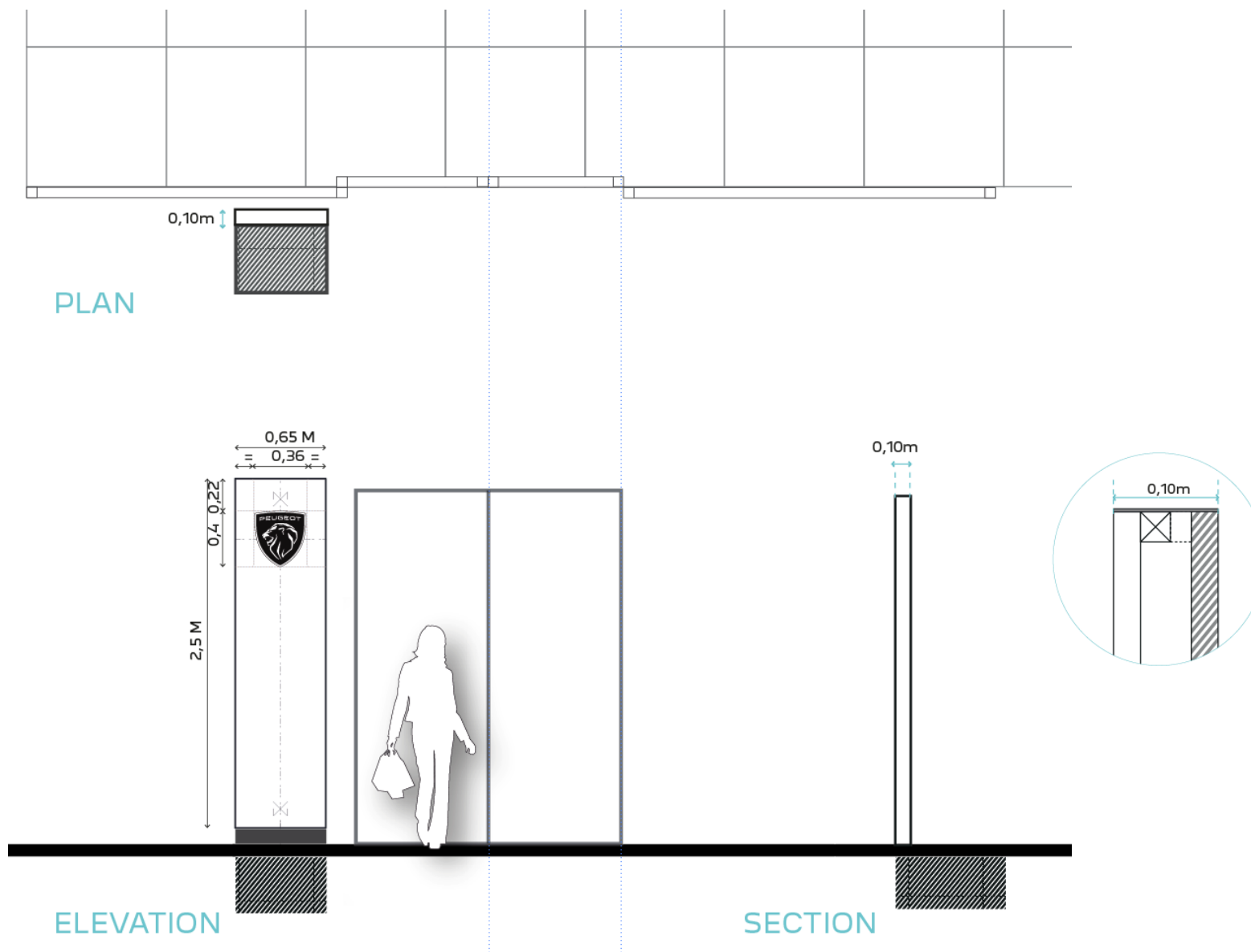
Assembly principle of the Peugeot mini-totem is similar to the larger ones

The mini-totem is placed as close as possible to the entrance as it signals the dealership entrance. The preferred placement is to the left of the door. If placement to the left is not possible for whatever reason, placement to the right is possible.

Option : the shield can be lit

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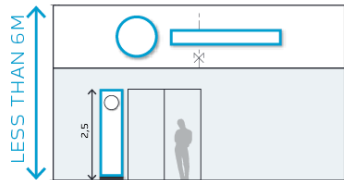
APPLICATION TYPE

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
- 4- the totem visibility is not guaranteed due to topographic constraints

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GUIDELINES

STELLANTIS



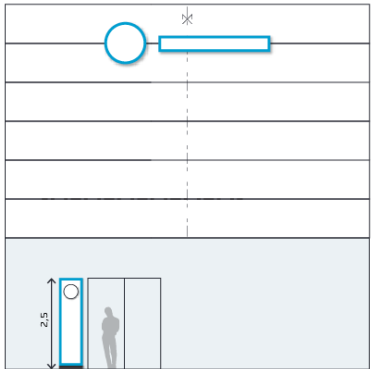
FACADE HEIGHT BELOW 6M

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.



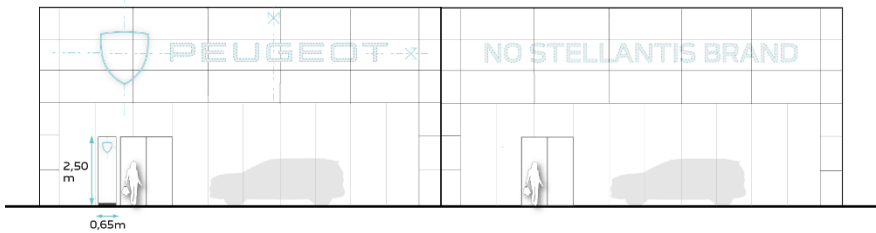
LANDLORD IMPOSED SIGNAGE LAYOUT

When the landlord 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.



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.

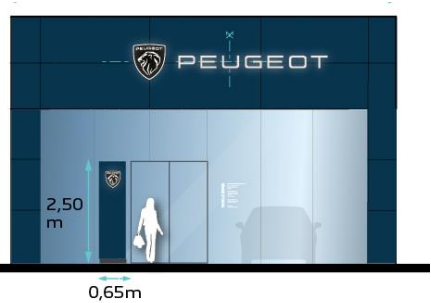


SIGNAGE LAYOUT WITH A NEIGHBOURING BRAND

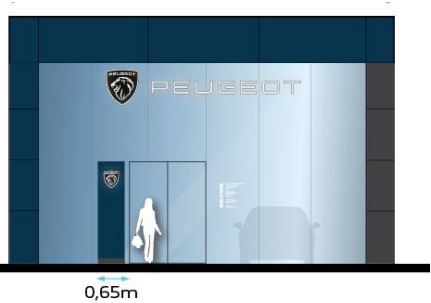
When neighbouring brand outside of the group imposes a horizontal badge & logotype arrangement. The Peugeot signage height must be aligned (same height) with te other brand. A mini-totem to the left of the entrance accompanies this signage.



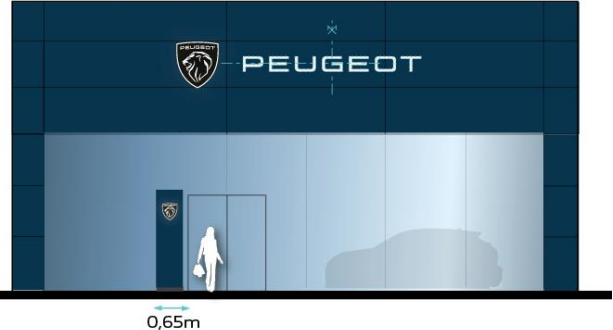
VARIOUS CASE
EXAMPLES



Low cladded & glass facade
Existing badge : 960/1200



High glass facade
Existing badge : 960/1200

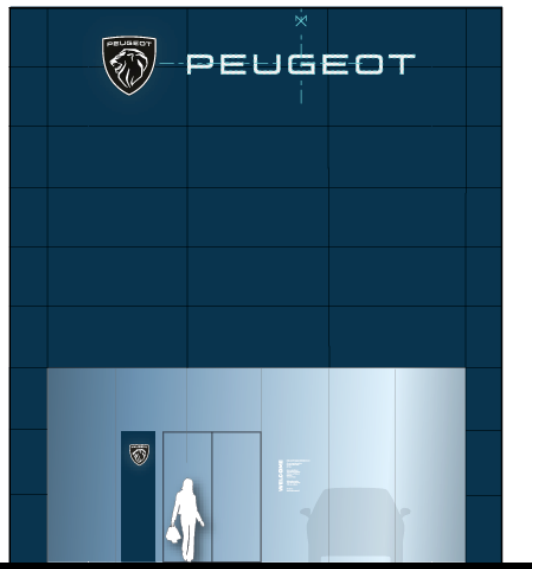
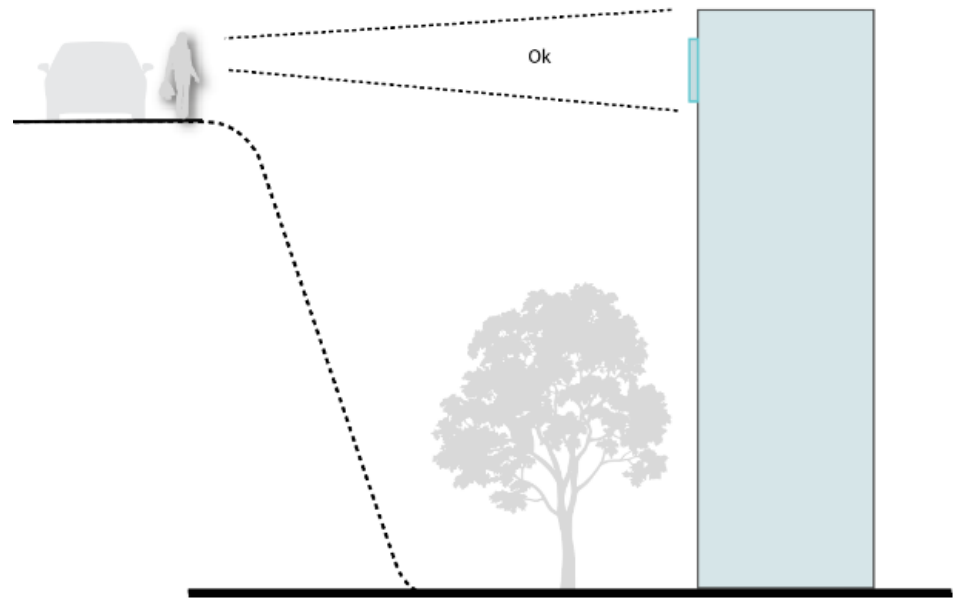
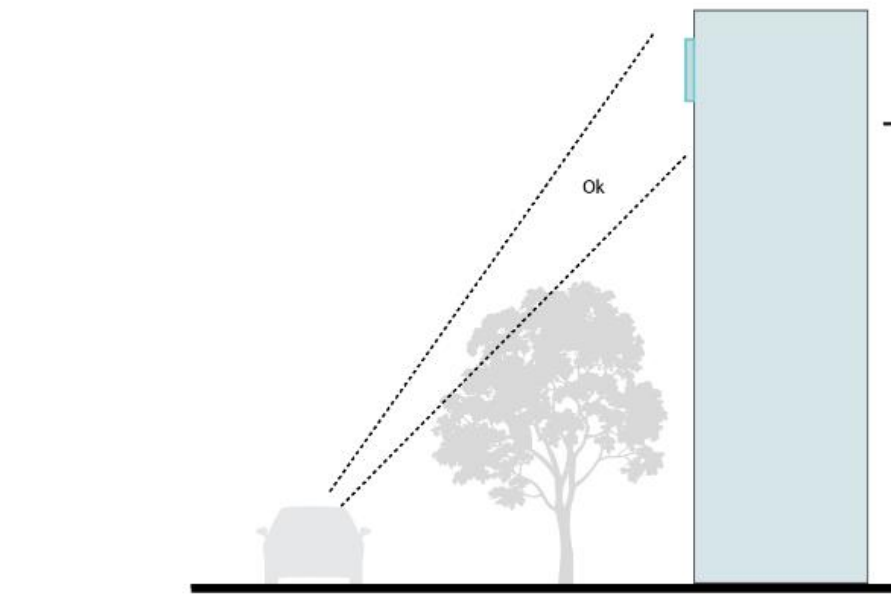


Facade more than
6m high



**VARIOUS CASE
EXAMPLES**

Alternative to apply when the large vertical totem would not be visible because of an atypical construction or an atypical context, for example a poor visibility from the road or from street level



DEALERSHIP WITH MULTIPLE SHOWROOM FACADES

When a dealership has 2 or more visible showroom façades, the same treatment must be applied to each façade.

Any deviation to this rule is subject to Corporate Validation.



EXTERIOR



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DEALERNAME DISPLAYED ON MAIN FACADE OR SIDE FACADE

The dealer name sign does not interfere with other brand signs. It is always aligned at the bottom of the logotype of the brand.

Different possibilities are acceptable:

Dealer name displayed on main facade

Dealer name displayed on side facade

Dealer name displayed on main facade

The dealer name sign size depends on the total facade length and the type of totem (1.6M or 2M). The dealer name sign should be applied only if there is additional length to the facade. It should be placed preferably on the right side of the facade.

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

Dealer name displayed on side facade

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



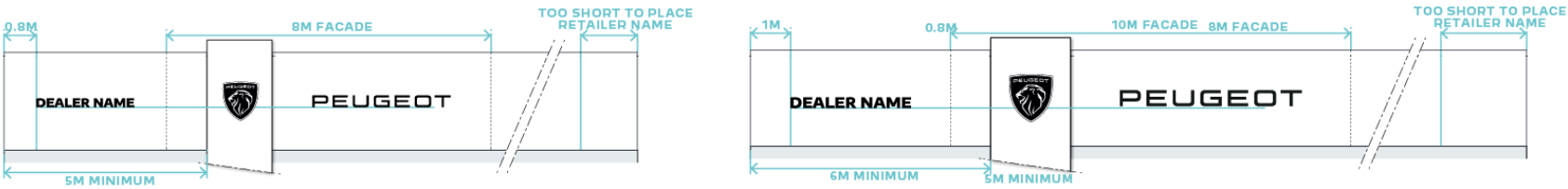
PLEASE
REFER
TO SBH
MULTIBRAND
GUIDELINES

STELLANTIS

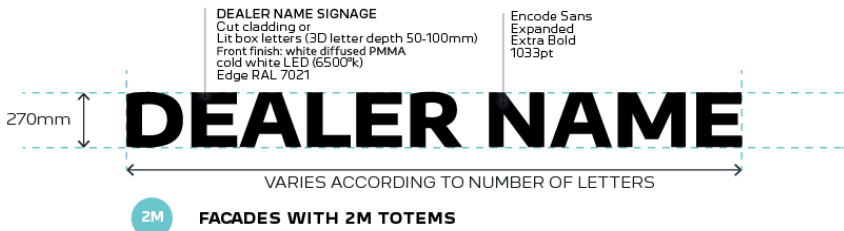
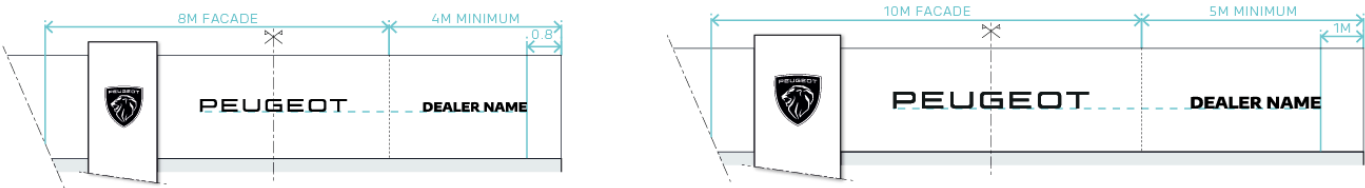


DEALERNAME SPECS

DEALERNAME SPECS FOR 2 METERS TOTEM



DEALERNAME SPECS FOR 1,6 METERS TOTEM



PLEASE REFER TO SBH MULTIBRAND GUIDELINES



EXTERIOR



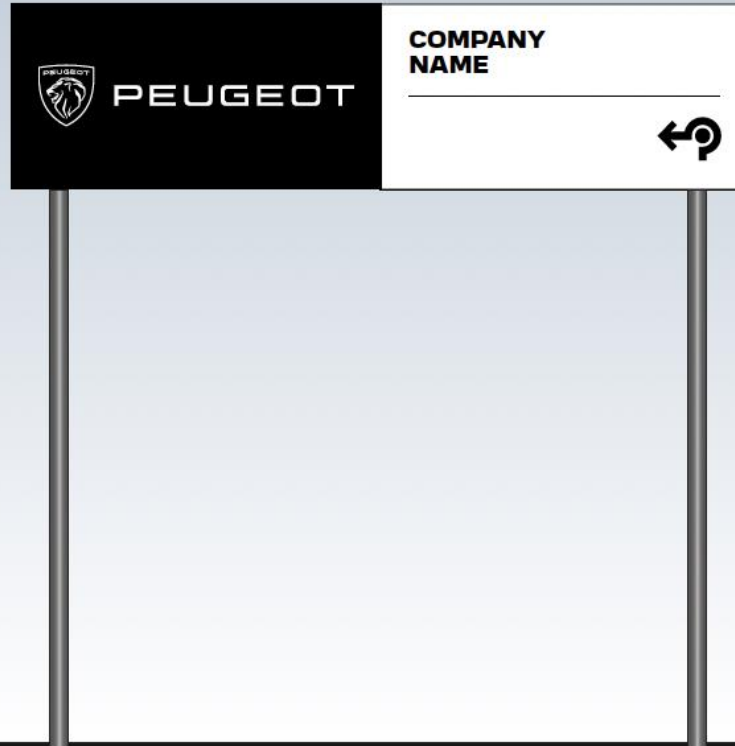
APPROACH SIGNAGE

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

DEALERSHIP PRE-SIGNING

Pre-signing must provide the best visibility from access routes, while following local regulations.



Horizontal Pre-signing



Vertical Pre-signing

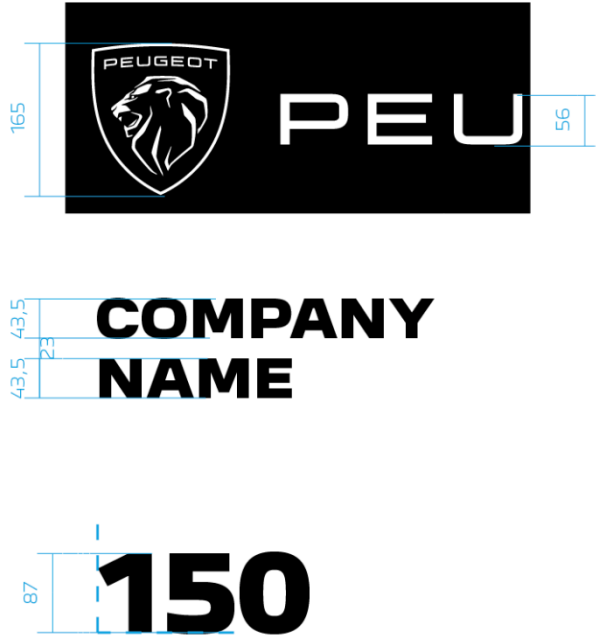
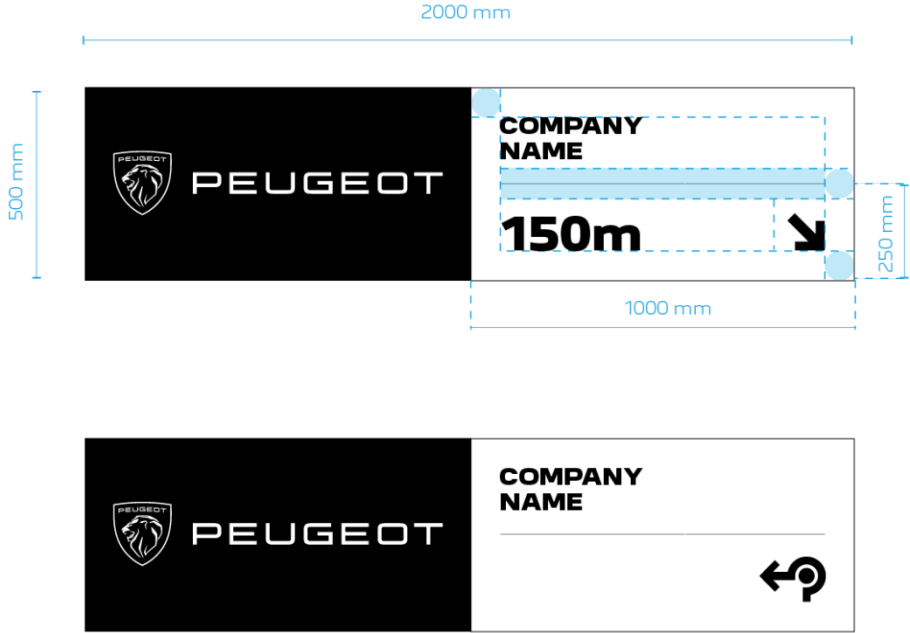


HORIZONTAL
PRE-SIGNING

The graphics make-up means we can prioritize information:

- 1. Peugeot Brand on black background,
- 2. company name,
- 3. directions to facilitate access to the dealership.

N.B. Use of blue RAL 5011 is not permitted.

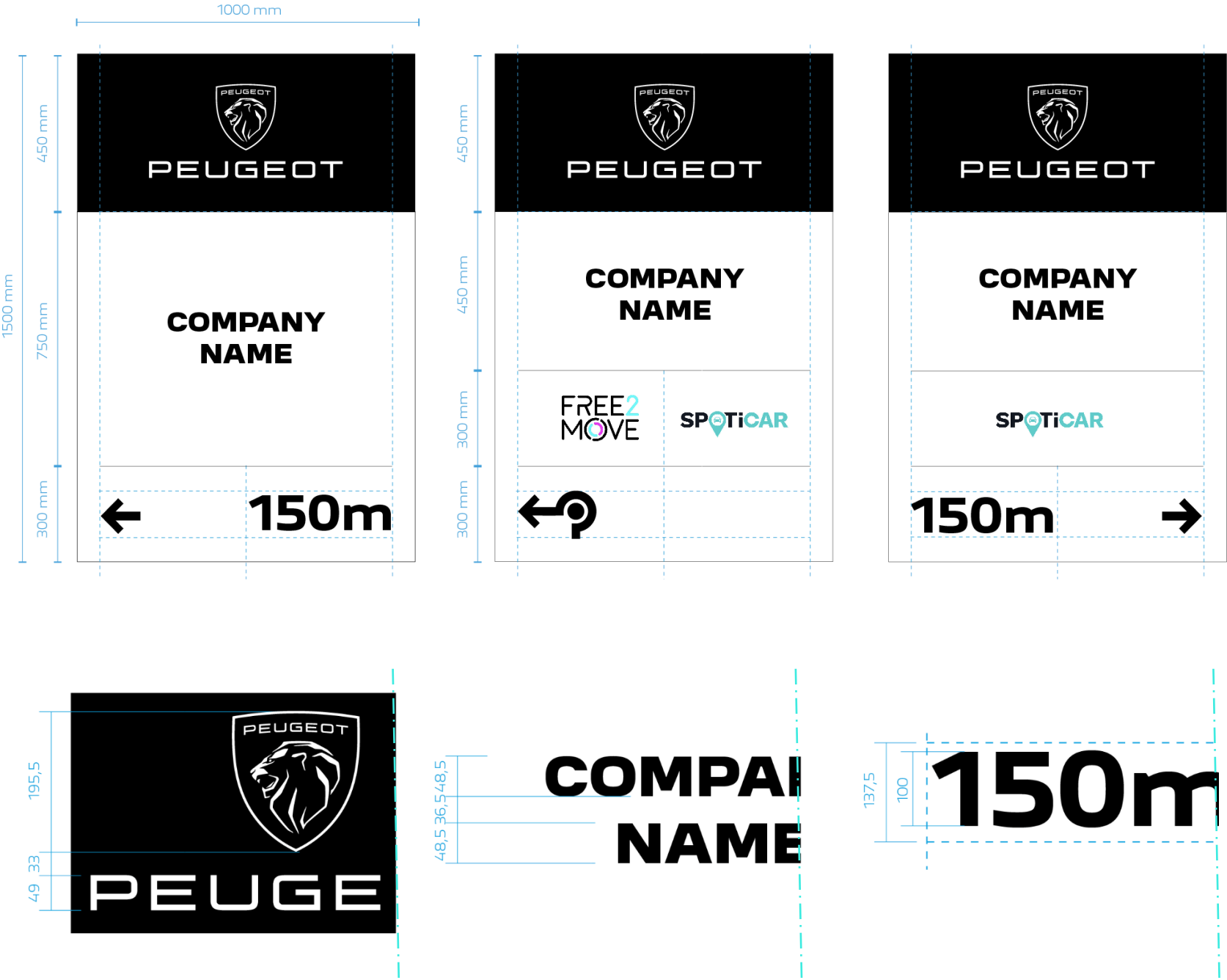


VERTICAL
PRE-SIGNING

It enables to prioritize information and set out certain services:

- 1. Peugeot Brand on black background,
- 2. company name,
- 3. space devoted to services logos,
- 4. directions to facilitate access to the dealership.

N.B. Use of blue RAL 5011 is not permitted.



PRACTICAL AND
LEGALLY REQUIRED
INFORMATION
PANELS

Panels in roughly 60 x 80 cm format containing practical (address + opening hours) and locally appropriate legally required information.

Opposite: example of content with opening hours and prices.

HORAIRES D'OUVERTURE

	Vente de voitures neuves	Vente de voitures d'occasion	Vente de Pièces de Rechange et Accessoires
LUNDI	10h00 - 12h00 13h30 - 19h00	10h00 - 12h00 13h30 - 19h00	Fermé Fermé
MARDI	10h00 - 12h00 13h30 - 19h00	10h00 - 12h00 13h30 - 19h00	Fermé Fermé
MERCREDI	10h00 - 12h00 13h30 - 19h00	10h00 - 12h00 13h30 - 19h00	Fermé Fermé
JEUDI	10h00 - 12h00 13h30 - 19h00	10h00 - 12h00 13h30 - 19h00	Fermé Fermé
VENDREDI	10h00 - 12h00 13h30 - 19h00	10h00 - 12h00 13h30 - 19h00	Fermé Fermé
SAMEDI	09h00 - 12h00 14h00 - 18h30	09h00 - 12h00 14h00 - 18h30	Fermé Fermé

	Service Après-vente	Peugeot Rapide
LUNDI	08h00 - 12h00 13h30 - 18h30	08h00 - 12h00 13h30 - 18h30
MARDI	08h00 - 12h00 13h30 - 18h30	08h00 - 12h00 13h30 - 18h30
MERCREDI	08h00 - 12h00 13h30 - 18h30	08h00 - 12h00 13h30 - 18h30
JEUDI	08h00 - 12h00 13h30 - 18h30	08h00 - 12h00 13h30 - 18h30
VENDREDI	08h00 - 12h00 13h30 - 18h30	08h00 - 12h00 13h30 - 18h30
SAMEDI	Fermé Fermé	Fermé Fermé

INFORMATIONS

NOM CONCESSION
00 00 00 00 00

00, rue Lorem ipsum dolor
ZI nom de la zone
ZIP CODE VILLE



N° VERT 0 800 44 24 24

Horaires d'ouverture
du Service Après-Vente

LUNDI	08h00 - 12h00 13h30 - 18h30
MARDI	08h00 - 12h00 13h30 - 18h30
MERCREDI	08h00 - 12h00 13h30 - 18h30
JEUDI	08h00 - 12h00 13h30 - 18h30
VENDREDI	08h00 - 12h00 13h30 - 18h30
SAMEDI	Fermé Fermé

FRAIS DE PARKING Au jour : 25,00€ Au mois : 600,00€

Tarif horaire main
d'œuvre mécanique

T1 - Travaux courants (réparation et entretien : échanges plaquettes de frein, pneumatiques...)	99,00 €
T2 - Technicité moyenne (électricité, échange joint de culasse...)	99,00 €
T3 - Haute Technicité (révision et réfection de systèmes électroniques, réglage de train avant...)	105,00 €

Tarif horaire main
d'œuvre carrosserie

T1 - Travaux courants (démontage, remontage...)	99,00 €
T2 - Technicité moyenne (redressage, peinture...)	99,00 €
T3 - Haute Technicité (mobilier, banc de mesure...)	105,00 €

Produits peinture

Opaque	99,00 €
Vernisée	99,00 €
Nacrée	105,00 €

Tout à votre disposition :
- La durée des temps de facturation,
- Le tarif des Pièces de Rechange,
- Le prix d'achat des opérations et des fournitures
éventuellement comprises dans les tarifs.

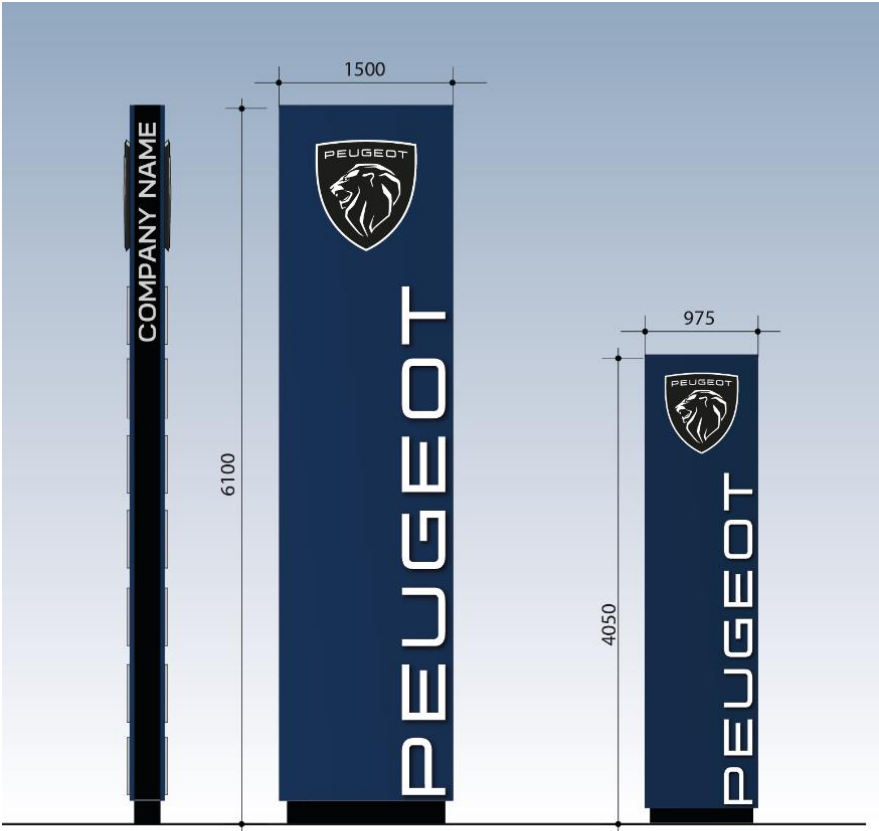


**OPTIONAL SIGNAGE
ELEMENTS : STREET
TOTEM**

The street totem provides additional visibility when the dealership is far from the street. Two heights are available depending on the area where the dealership is located.



Street totem



Street totem 6m
Shield high : 960

Street totem 4m
Shield high : 700



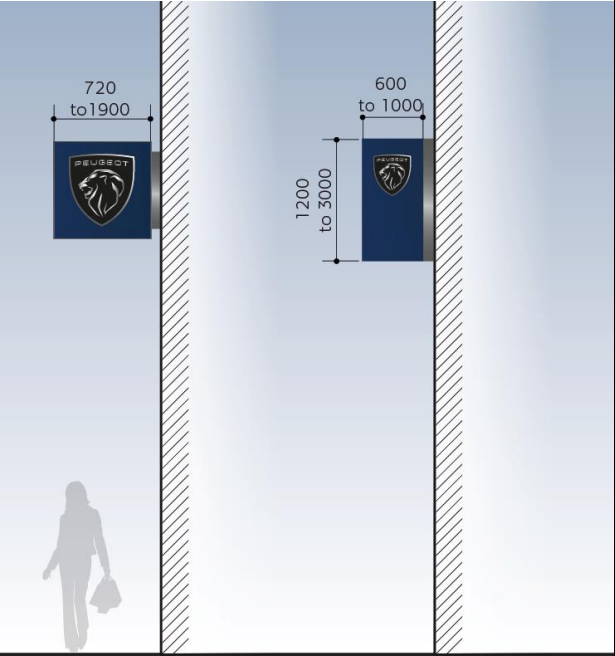
OPTIONAL SIGNAGE
ELEMENTS PANEL FLAG

When the dealership is located in an urban area a panel flag can be added to improve its visibility.

Panel flag is available in two different sizes depending on the local constraints and visibility needs.



Panel flag



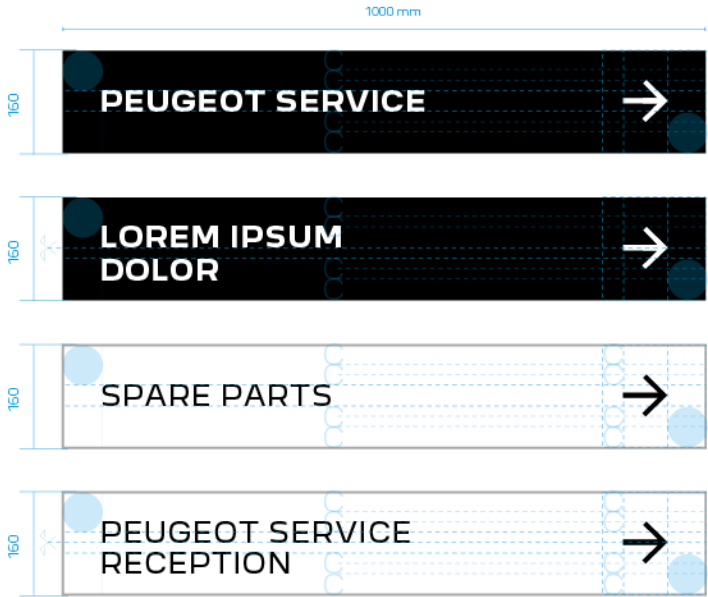
Panel flag
Shield 70 cm

Panel flag
Shield 40 cm



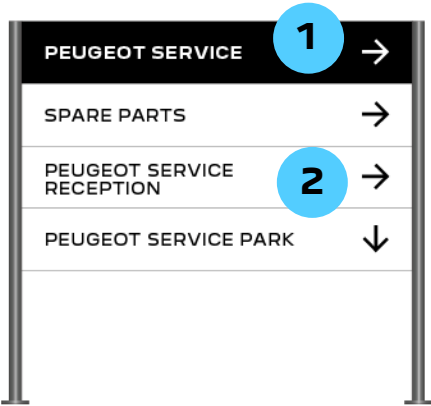
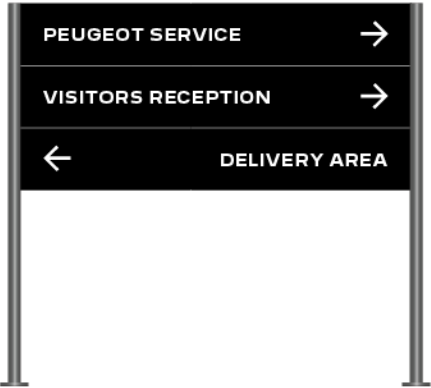
WAYFINDING

Placed at the site entrance, it shows where services are located, (black background) then, if required, adds other information to help direct to or recognize areas (white background). It is recommended that you use a black background for the main directions. It may be necessary to use two colors on sites with a complex layout.



SP/

SP/



- 1** On black background: main directions/services
Use Peugeot New Bold font on black background for most important information
- 2** On white background, more detailed directions
Use Peugeot New Regular font on black background for secondary information



EXTERIOR



FLOOR SIGNAGE

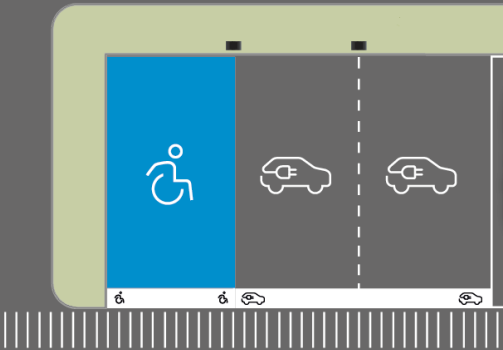
Please note that the items marked as optional ("Optional Standard") will not be mandatory for the Dealer who has the right to freely decide whether to use with them or not. PEUGEOT will enforce no contractual remedies in case the Dealer decides not to select and/or implement any of the Optional Standard listed in the Annex.

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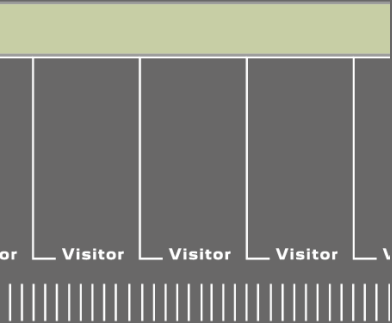
FLOOR SIGNAGE

The following layouts show the recommended floor markings for each parking type.

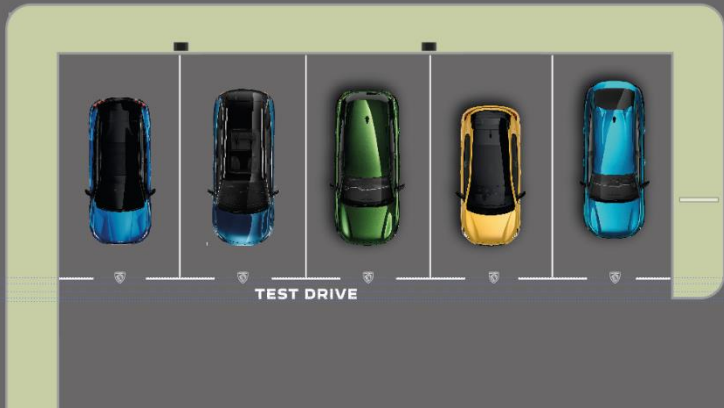
Disabled and LEV car park



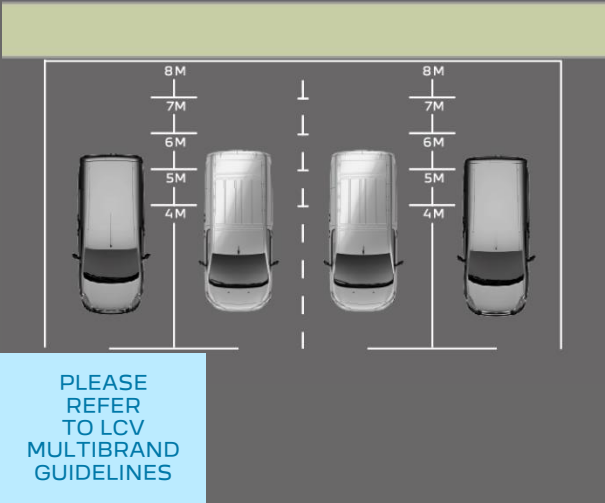
Standard visitor car park



Test drive car park



LCV car park



FLOOR SIGNAGE

Typic front car park design.

All car park sizes are aligned, a zebra signage is dedicated to pedestrians.

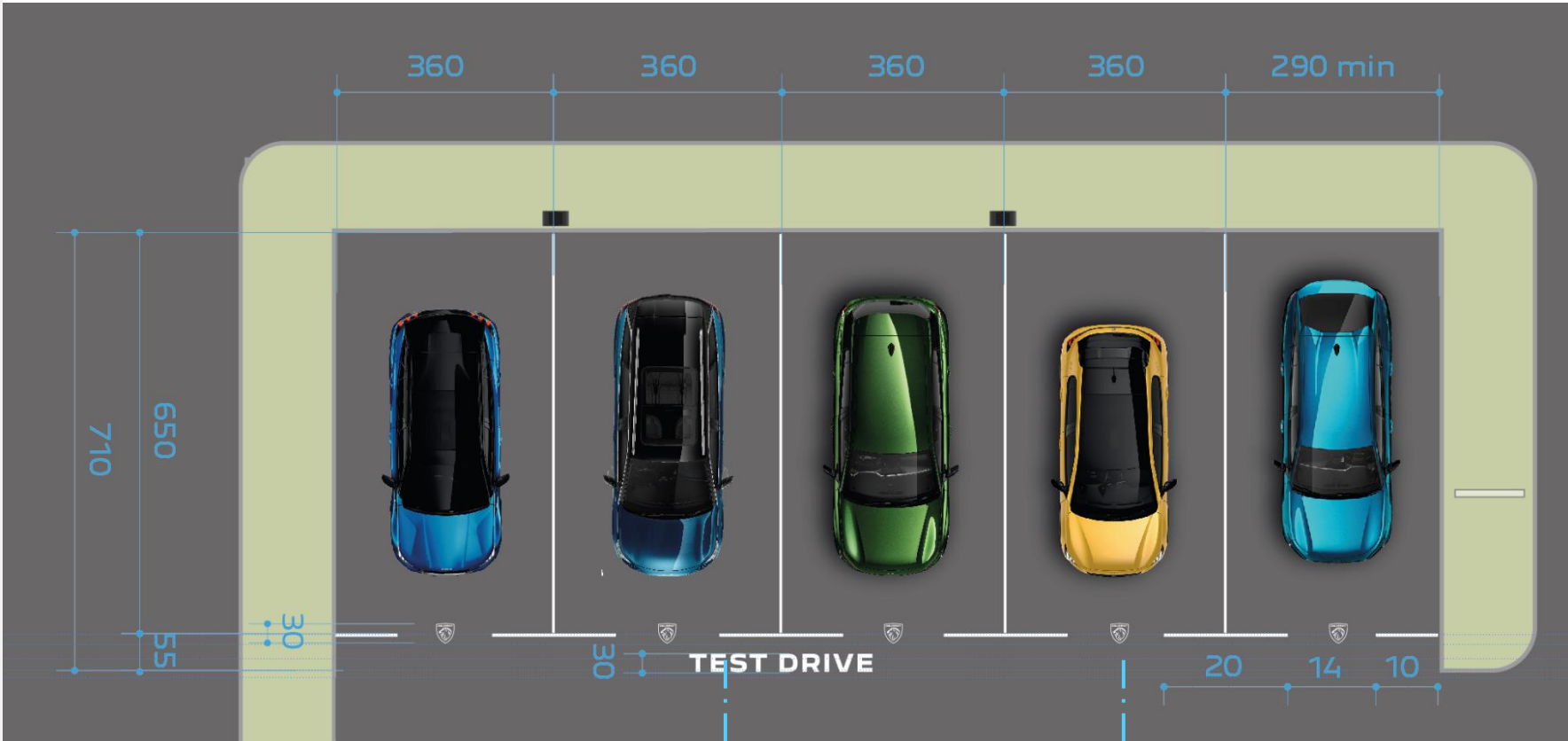


FLOOR SIGNAGE

Layout details.

Test drive car parks are larger to allow an easy circulation around cars.

Vehicles on test drive area: pictures are illustrative. Number of vehicles depends on local dealer standards. (Please refer to the local dealer standards)



Peugeot new Bold
100 pt
H 30 cm
Color: white

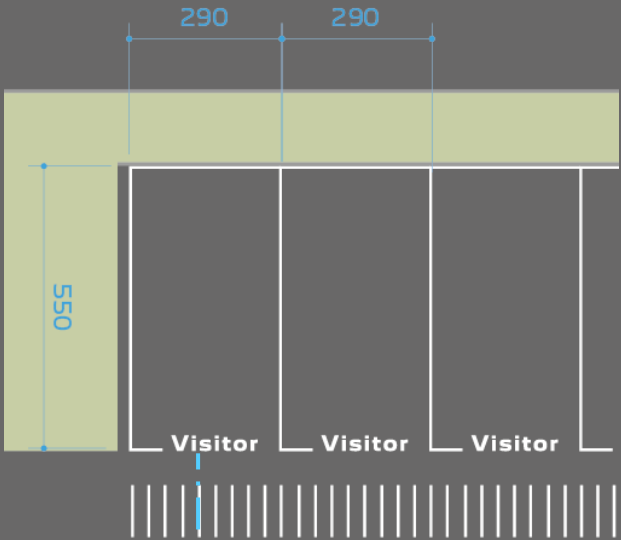
Shield
White painted or
cut out floor adhesive - white



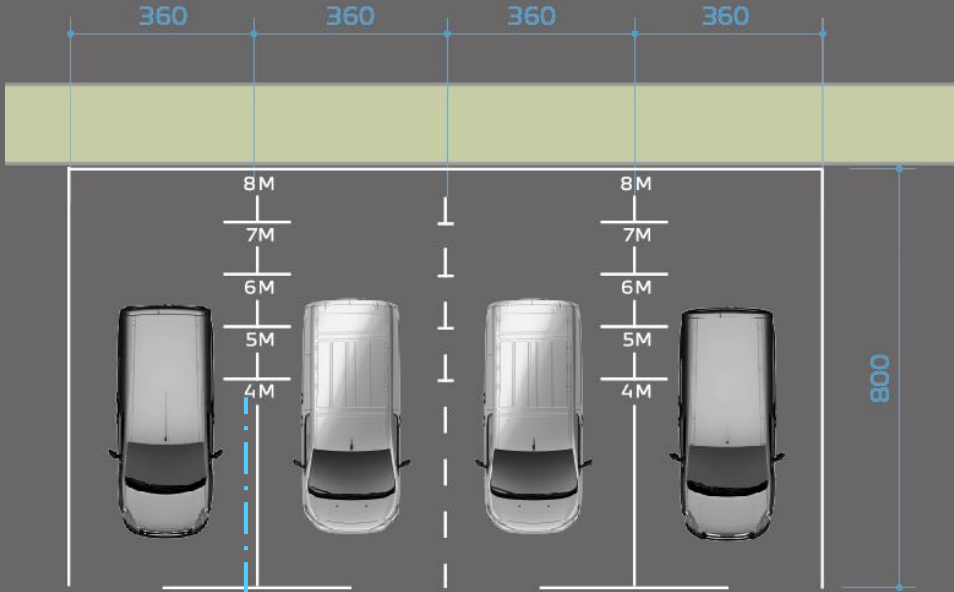
FLOOR SIGNAGE

When visitors car parks are not aligned with specif car parks (who are longer) they are 5.5 x 2.9 meters.

Use Peugeot New bold type for texts.



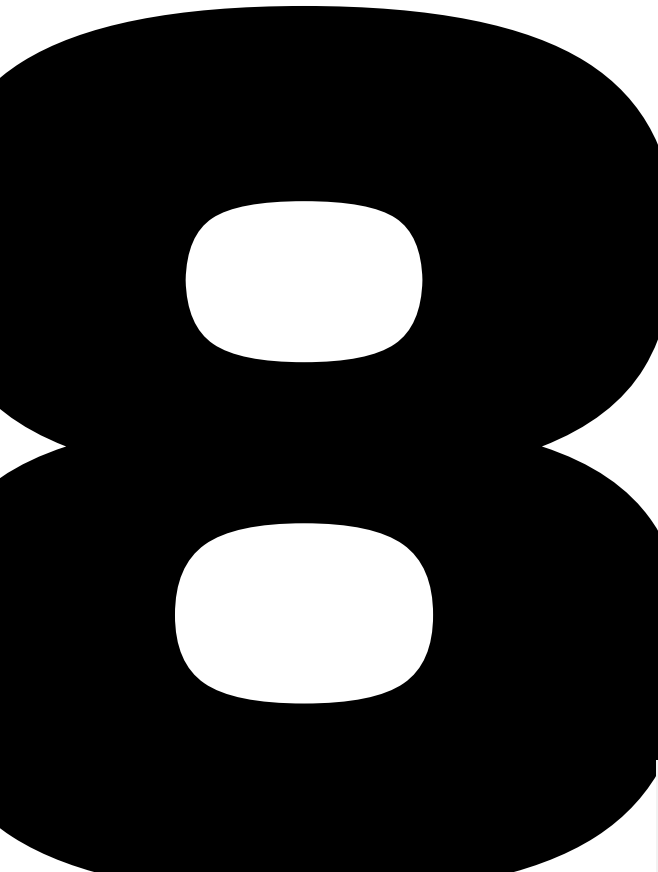
Peugeot new Bold
100 pt
H 30 cm
Color: white



Peugeot new Bold
100 pt
H 30 cm
Color: white



EXTERIOR



COURTESY CAR

Dealership's name
Dealership's adress line one
Dealership's adress line two

VEHICLE MARKING

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COURTESY CAR
MARKING

Vehicle markings are placed in the center of the door. A breathing space avoids the logo being too close to some styling components (door handles, side protections, etc.).

1

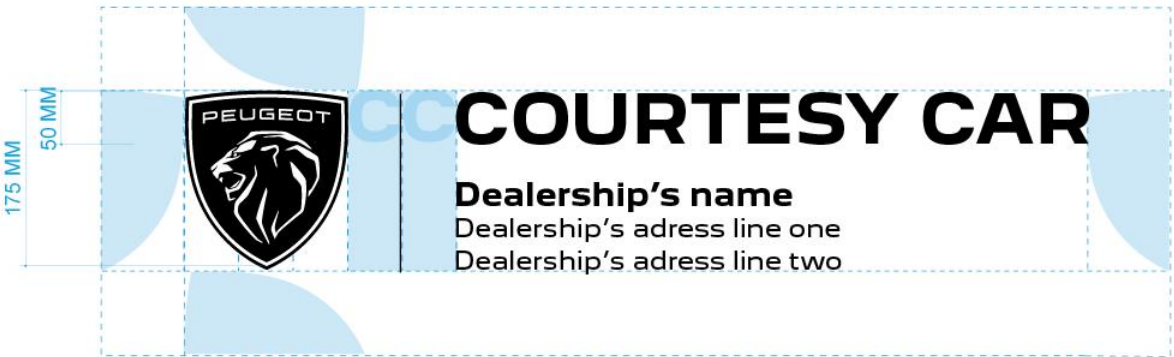
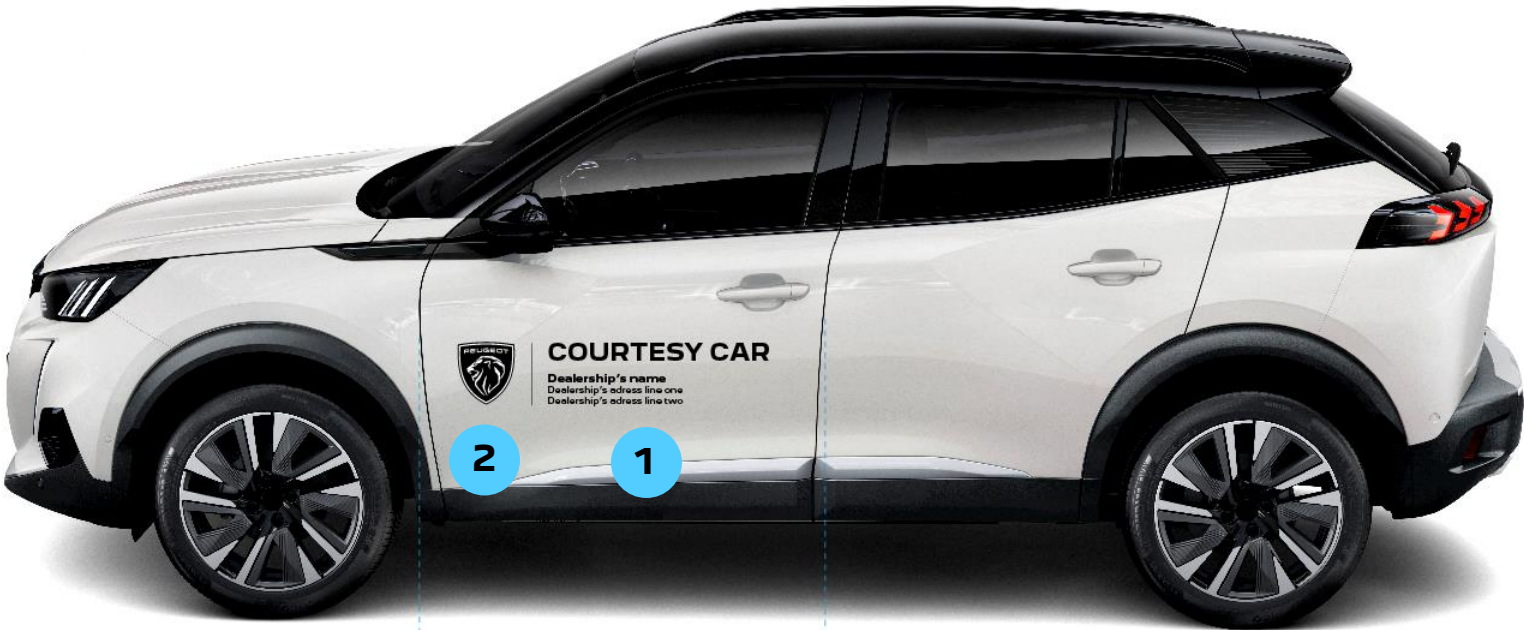
Black adhesive markings if bodywork is light colored, white adhesive if bodywork is dark

2

Width of shield = 1/6 of width of door

3

1/2 shield = breathing space



- Peugeot New Bold, Upper cases
- Peugeot New Bold, Lower cases
- Peugeot New Regular, Lower cases



TEST DRIVE CAR MARKING

Vehicle markings are placed in the center of the door. A breathing space avoids the logo being too close to some styling components (door handles, side protections, etc.).

1

Black adhesive markings if bodywork is light colored, white adhesive if bodywork is dark

2

Width of shield = 1/6 of width of door

3

1/2 shield = breathing space



- Peugeot New Bold, Upper cases
- Peugeot New Bold, Lower cases
- Peugeot New Regular, Lower cases



EXTERIOR



EXTERIOR AFTERSALES

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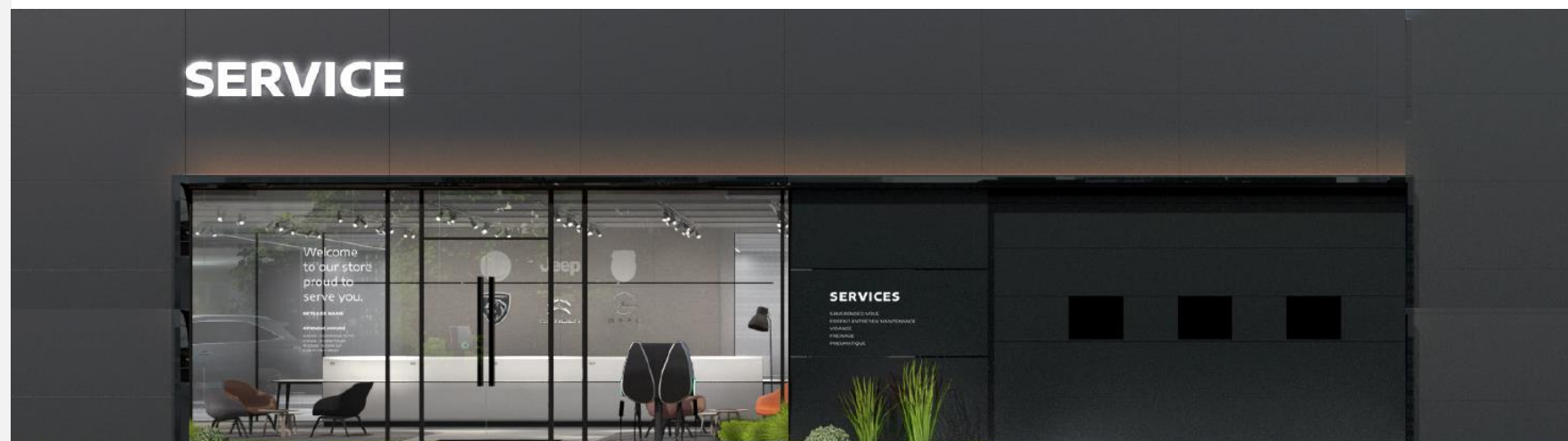
Similarly, the Optional Standard will not be considered as part of the CONTRACT SPECIFIC RISKS AND MARKET SPECIFIC INVESTMENTS at PEUGEOT's expense, including for the part not yet amortized ."

EXTERIOR AFTERSALES

For mono LCV Stellantis Brand "LCV & SMALL REPAIRER SHOP guideline" shall apply.
For multi-LCV Stellantis Brand "LCV & SMALL REPAIRER SHOP guideline" shall apply.
For SMALL REPAIRER SHOP* "LCV & SMALL REPAIRER SHOP guideline" shall apply.

In case of repairer Passenger Car and LCV, out of SMALL REPAIRER SHOP*, refer to the Brand Corporate Identity Book and Stellantis Multibrand Guidelines (SBH) in case of more than one Stellantis brand

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



PLEASE
REFER
TO SBH
MULTIBRAND
GUIDELINES

STELLANTIS



EXTERIOR
AFTERSALES

The aftersales /service facade employs the same identifying codes as the SBH multibrand service facade.

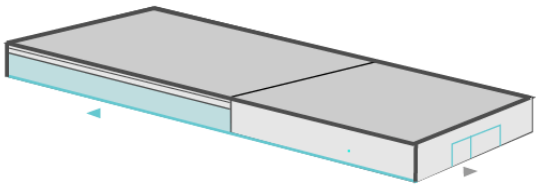
It reinforces a consistent service quality throughout the client experience.

PLEASE
REFER
TO SBH
MULTIBRAND
GUIDELINES

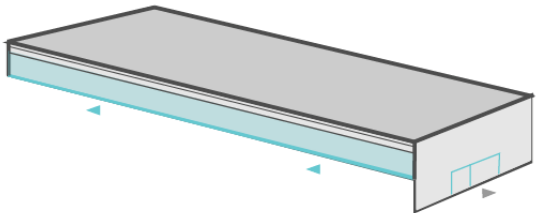
STELLANTIS



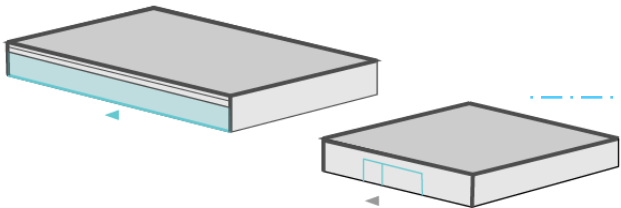
Possible configurations of
after salesfacility



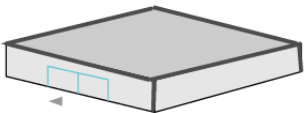
Aftersales on the
side or behind the
showroom façade.
Dark grey cladding



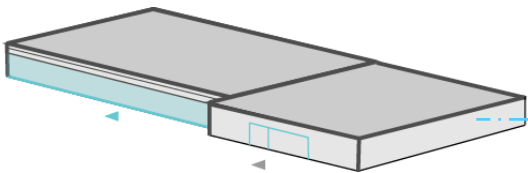
Aftersales below
the showroom
façade.
Dark grey cladding



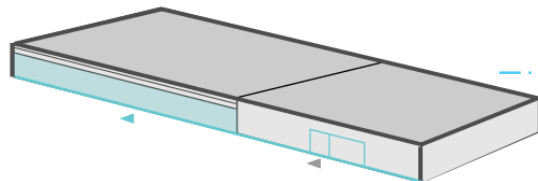
Aftersales facility
separated from the
showroom.
Dark grey cladding



Stand alone after
salesfacility.
**Dark grey or blue
cladding**

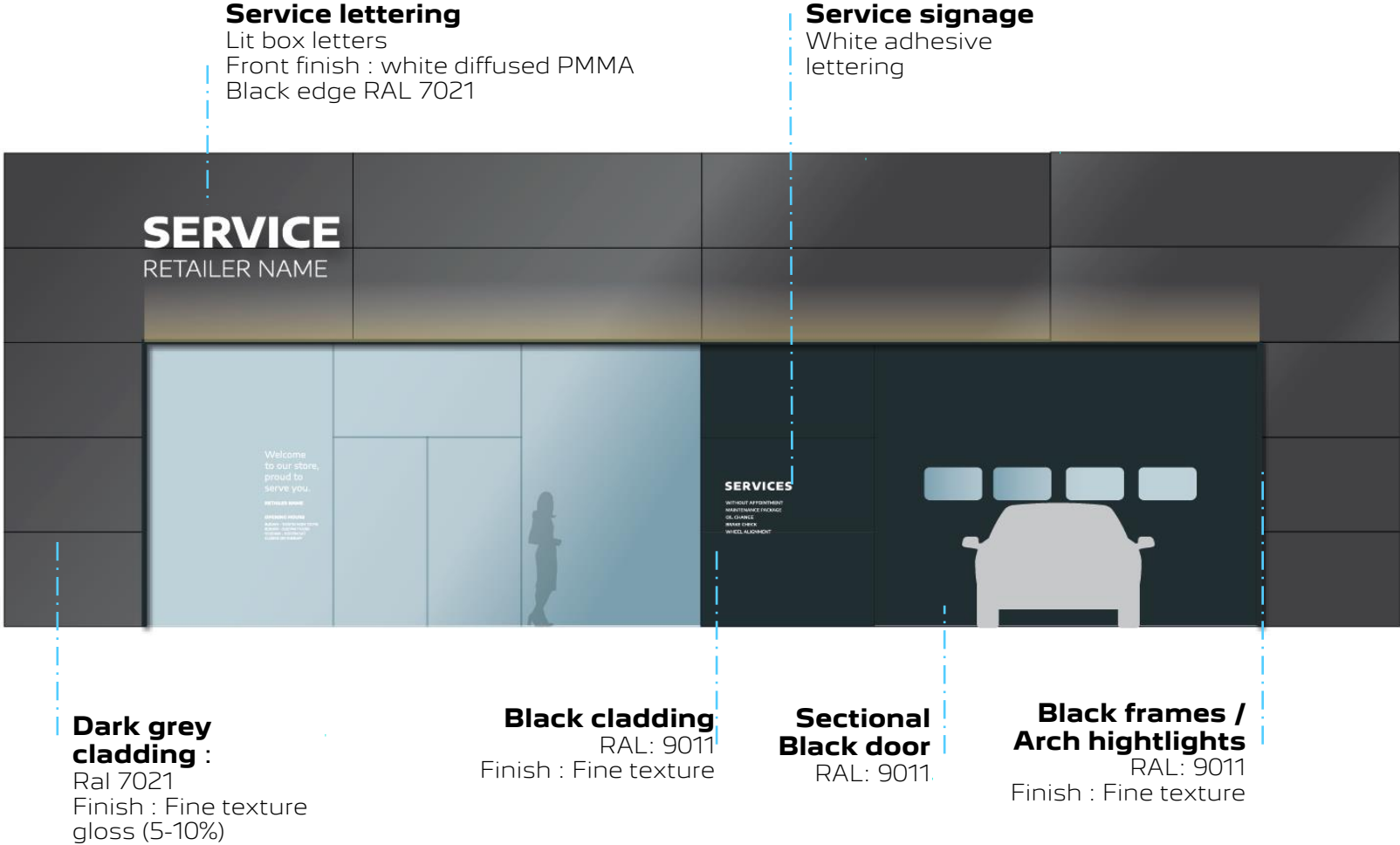


Aftersales and
showroom on the
same facade :
**blue cladding must
be applied**



FACADE FINISHES

For further details, please refer to SBH Multibrand guidelines.



Facade construction



1.Create a dark box:
Dark grey cladding
ref. RAL 7021



2.Place the horizontal frame to create the arch
Black paint ref. RAL 9011



3.Insert glass wall or full black wall
Glass or Black paint ref. RAL 9011



AFTERSALES ON THE SIDE OR BEHIND OR BELOW THE SHOWROOM FACADE

When the aftersales is located on the side or behind the showroom facade, use the full SBH design.

Refer to the SBH guidelines for more details.

PLEASE
REFER
TO SBH
MULTIBRAND
GUIDELINES

STELLANTIS



PEUGEOT
MONOBRAND
SHOWROOM WITH A
MULTIBRAND
AFTERSALES FACADE

If a Peugeot monobrand site has an authorized repairer contract with another Stellantis brand, then use the SBH rules as described in SBH multibrand guidelines.

If the site is multibrand with a non –Stellantis brand, keep in mind that non-Stellantis brand logos must never be implemented on the black panel.

THE FACADE IS COMPOSED OF
5 MANDATORY ELEMENTS:

- 1

ENTRANCE ARCH
Black frame RAL 9011
- 2

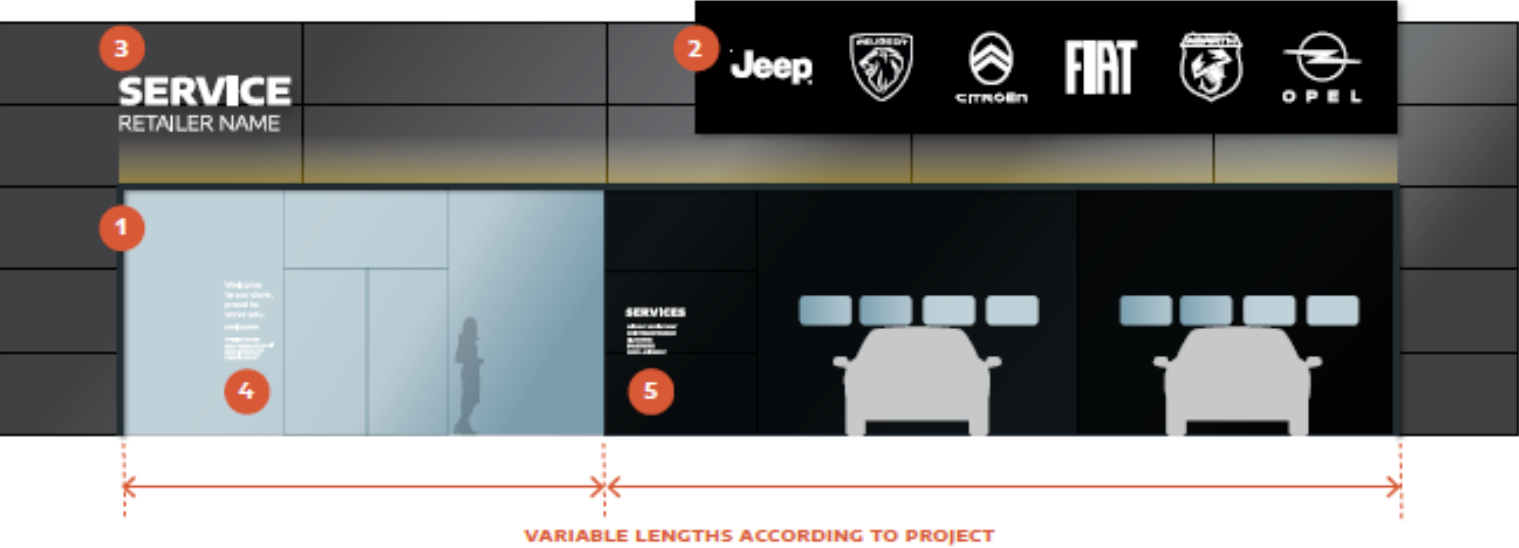
MULTIBRAND SIGN
Black cladding RAL 9011
- 3

SERVICE SIGNAGE
Lit box lettering
- 4

**WELCOME MESSAGE
& OPENING HOURS**
White adhesive lettering
- 5

SERVICES LIST
White adhesive lettering
- These components can be used across other Stellantis facades, from professional to boutiques.

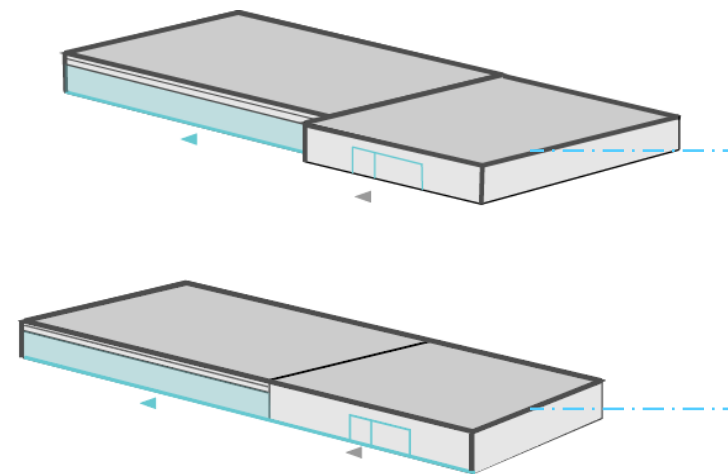
The cladding layout must be aligned with the openings. The cladding shape must be horizontal and as equal as possible.



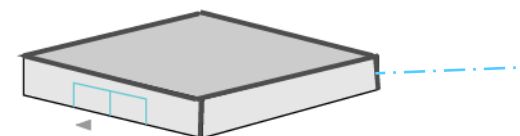
SPECIFIC CONFIGURATION OF AFTERSALES FACILITY : BLUE FACADE

There are 2 specific situations which induce a specific treatment:

- Aftersales and showroom on the same facade
- Standalone Service Point



Aftersales and showroom on the same facade : **blue cladding must be applied**

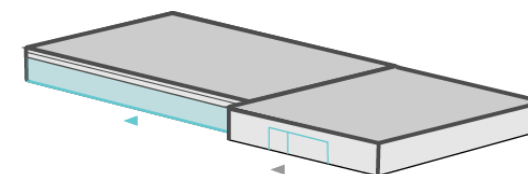
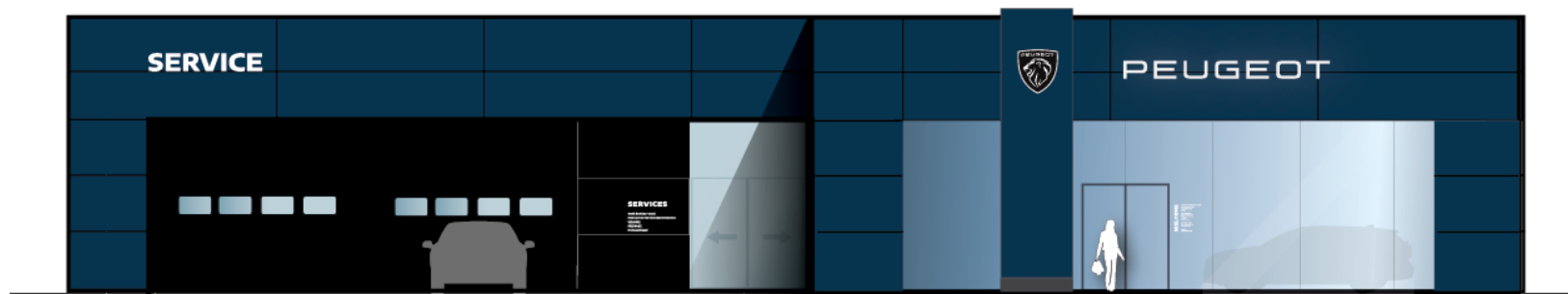


Stand alone aftersales facility



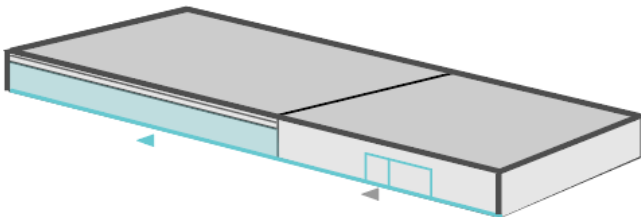
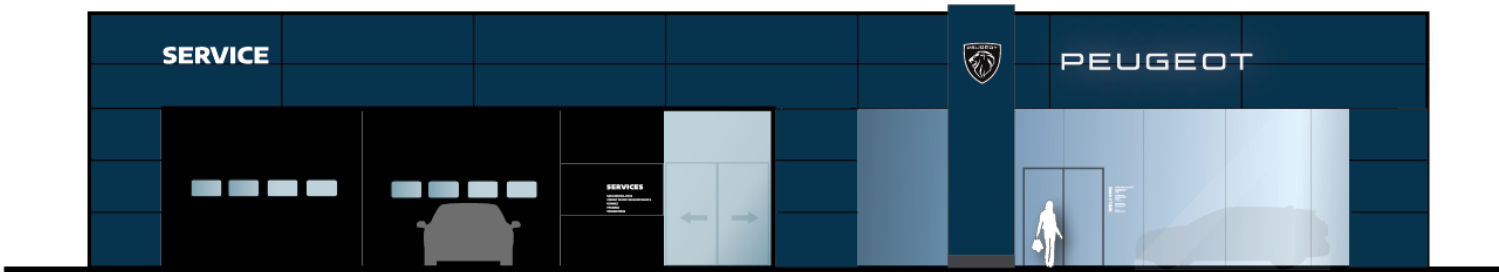
AFTERSALES AND SHOWROOM ON THE SAME FACADE BUT NOT ALIGNED

When the aftersales /service facade is on the same side as the showroom façade, the whole cladding turns into Peugeot Corporate blue.



AFTERSALES AND
SHOWROOM ON THE
SAME FACADE

When the aftersales /service
facade is aligned with the
Peugeot showroom facade,
the whole cladding turns
into Peugeot corporate blue

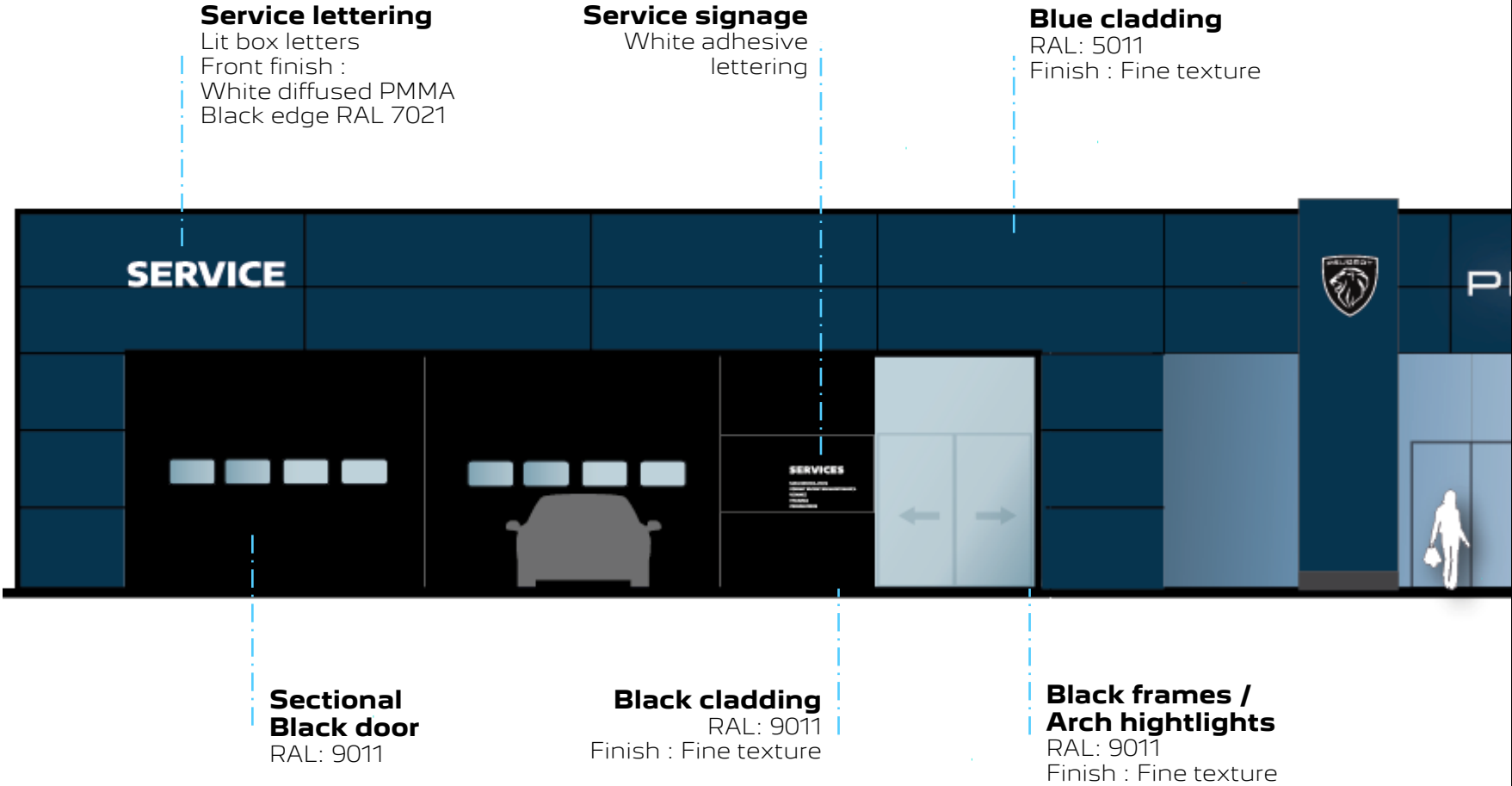


PEUGEOT
MONOBRAND
SHOWROOM WITH A
MONOBRAND
AFTERSALES FACADE

FACADE FINISHES

General cladding :
Peugeot blue corporate RAL 5011

Refer to multibrand
guidelines for the rest of the
design.



Facade construction



1.Create a blue box :
Peugeot corporate blue
cladding ref. RAL 7021



**2.Place the horizontal
frame to create the arch**
Black paint ref. ral 9011



**3.Insert glass wall or full
black wall**
Glass or Black paint ref. RAL
9011



PEUGEOT STAND ALONE AFTERSALES BLUE FAÇADE

A Peugeot stand alone aftersales outlet will adopt a Peugeot monobrand design (extended blue cladding on facade) only if the brand serviced is Peugeot.

If the outlet has an authorized repairer contract with another Stellantis brand, then use the SBH rules as described in SBH guidelines.

If the outlet is multibrand with a non –Stellantis brand, apply monobrand rules.

If in a near future, it is planed that aniother Stellantis brand will also be serviced on that site, SBH grey facade might be implemented in anticipation..

Peugeot signage with
shield + Peugeot lettering



**PEUGEOT STAND ALONE
AFTERSALES WITH
RETAILER NAME**

Please refer to SBH rules



EXTERIOR

10



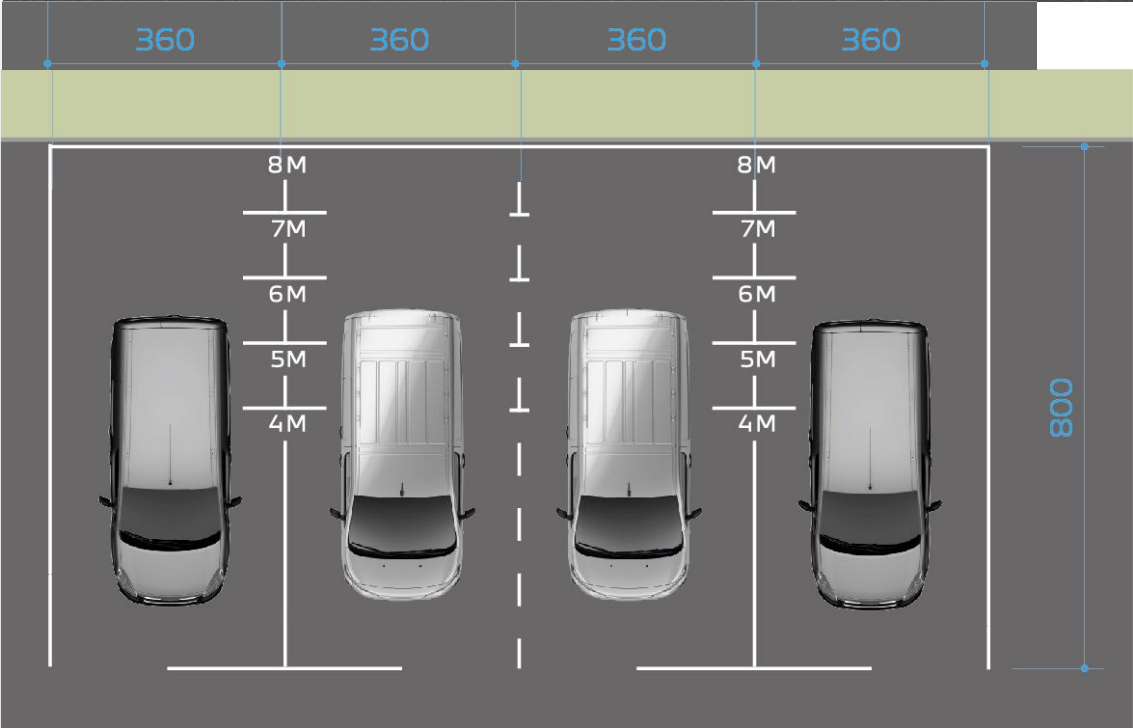
PROFESSIONAL

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Similarly, the Optional Standard will not be considered as part of the CONTRACT SPECIFIC RISKS AND MARKET SPECIFIC INVESTMENTS at PEUGEOT's expense, including for the part not yet amortized ."

PROFESSIONAL
MULTIBRAND GUIDELINES

For Professional/LCV display, even on a Monobrand site, please refer to the specific document Professional /LCV guidelines.



PLEASE
REFER
TO LCV
MULTIBRAND
GUIDELINES

STELLANTIS



INTERIOR DESIGN

PEUGEOT NEW CI 2023

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. PEUGEOT 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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INTERIOR



DESIGN OVERVIEW

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PEUGEOT NEW CI 23 AMBITION

The ambition of Peugeot is to deliver the most inspiring customer experience and bring the brand to life beyond product.

To deliver an alluring experience in the retail space, we have defined a new internal retail corporate identity, that introduces the new Brand personality (via our new tone & style) and optimizes the customer journey, from brand discovery to negotiation

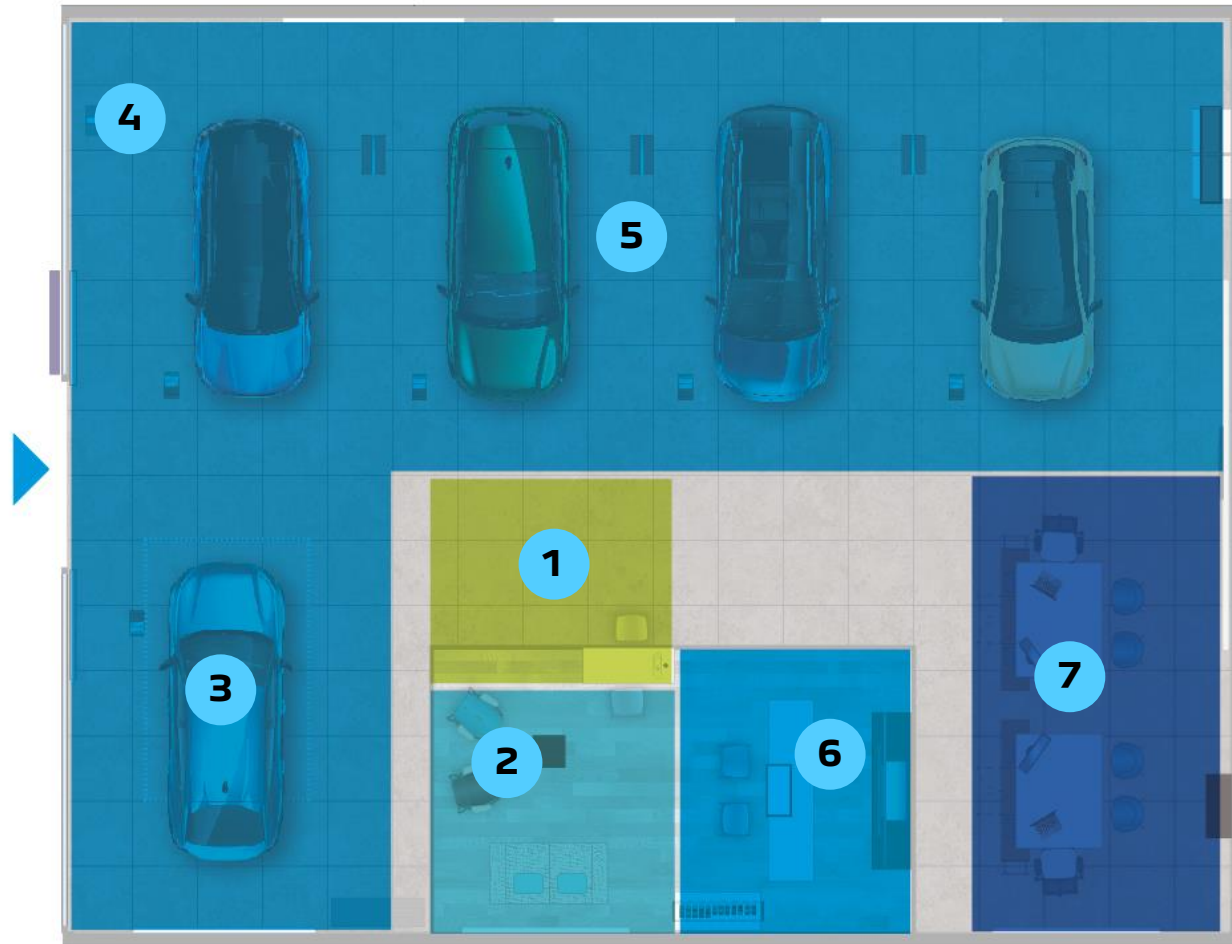


THE CUSTOMER JOURNEY

- 1** Welcome area
- 2** Waiting area
- 3** New car area
- 4** LEV information area
- 5** Car display
- 6** Configuration area
- 7** Negotiation area

Vehicles on display

All coming layouts are illustrative, but number of vehicles depends on local Dealer Standards (Please refer to local dealer standards)



THE CUSTOMER JOURNEY

- 7 Negotiation area
- 1 Welcome area
- 5 Car display
- 4 LEV information totem

- Configuration area 6
- Waiting area 2
- New car area 3



Illustrations may present optional furniture. Please refer to the Mandatory/Optional table for more information



WELCOME AREA

The Welcome Area is located close to the entrance or directly visible from it.

It is the area where visitors are greeted..

In the background, also visible from the entrance, the Peugeot Brand Wall ensure Brand Presence.



Brand wall

Welcome desk

Stools

WELCOME DESK

The optional welcome desk is available in two sizes depending on site.

It is designed to welcome a coffee machine

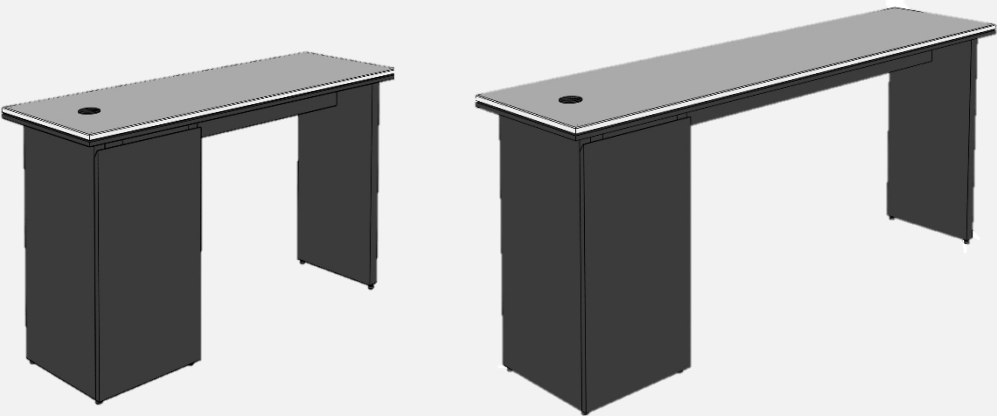
Barstools are nice to have to optimize comfort.



SMALL AND LARGE WELCOME DESK

BAR STOOL

! EXACT FURNITURE SPECS MAY CHANGE PLEASE REFER TO SUPPLIER PRICE LIST



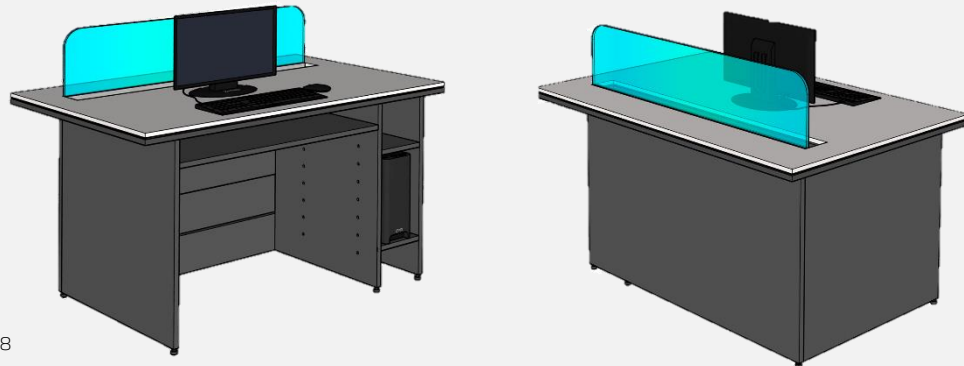
WELCOME DESK OUT OF EUROPE

In some countries, mostly out of Europe, the visitor needs to be welcomed in a more formal way. A specific welcome counter has been designed for such situations.

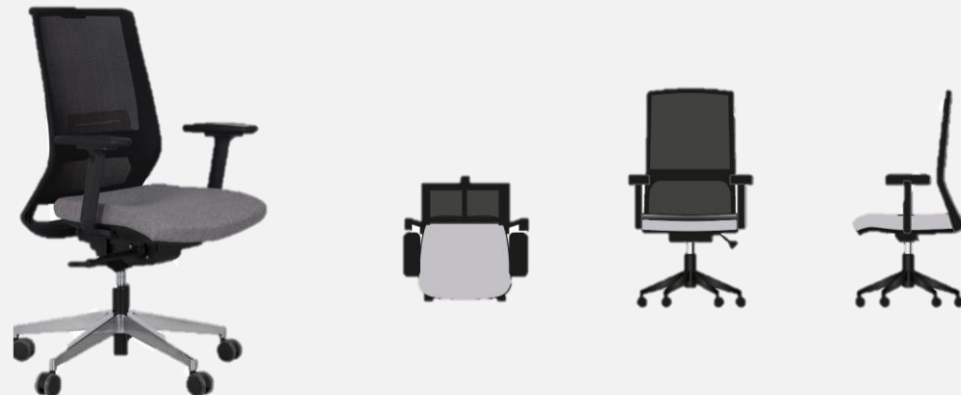
Its design is aligned with the other furniture of the showroom.

This counter has to be used only in such situations, otherwise, select the Welcome Table.

WELCOME DESK :
OUT OF EUROPE



OFFICE CHAIR



EXACT FURNITURE SPECS MAY
CHANGE PLEASE REFER TO SUPPLIER
PRICE LIST



WAITING AREA

The waiting area is conceived as a place where to seat peacefully to discover the cars in the showroom or to wait when the customer's car is serviced.

Several seating options offer a comfortable and warm atmosphere.

Wood looking floor provides a contemporary touch easy to maintain.

An optional Lounge TV may animate the area.



Wood looking floor

New design furniture



WAITING AREA



Lounge TV



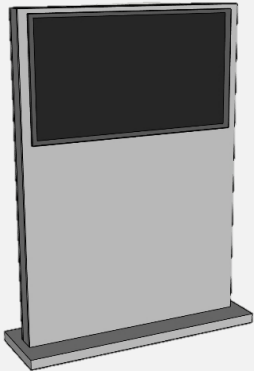
SOFA

! EXACT FURNITURE SPECS MAY CHANGE PLEASE REFER TO SUPPLIER PRICE LIST

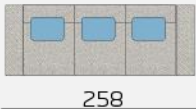
ARMCHAIR

SIZE TABLE

TV in Lounge (optional)
See chapter 6 and D@R guidelines



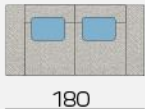
80



258



70



180



93



WAITING AREA WITH WORKSTATION

If space permits and to provide an additional service in the waiting area, a workstation may be implemented.

This high table is conceived for customer willing to work while waiting.

If this furniture is selected, think to electrics implementation when designing the area.

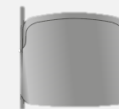
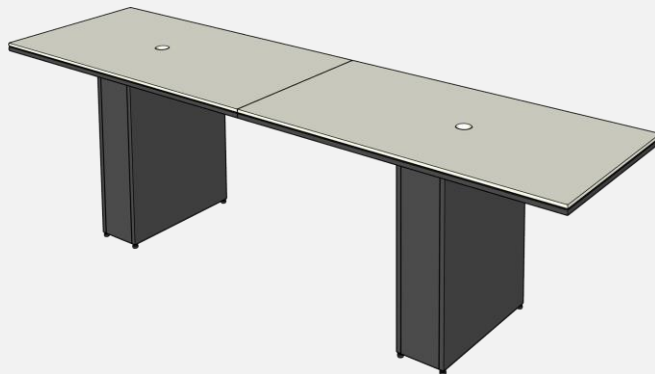


WORK STATION
2760x700 H 930 mm

BAR STOOL



EXACT FURNITURE SPECS MAY
CHANGE PLEASE REFER TO SUPPLIER
PRICE LIST



NEW CAR AREA

New Car Area is located close to the entrance of the showroom and promotes the novelty of the Brand.

It is composed of a light box above the vehicle, a dedicated visual and a dedicated News screen.

Color of the light may vary depending on the car below.

The News screen is part of the D@R program.

Light box with evolving RVB light

New car dedicated visual

New car screen.



NEW CAR
EXHIBITION AREA

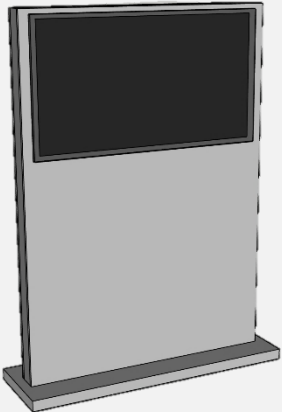
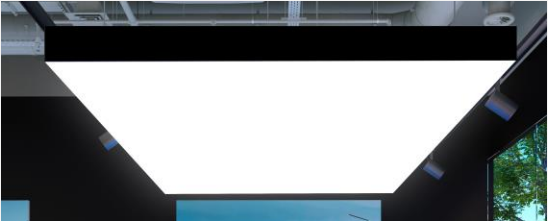
! EXACT VISUALS MAY CHANGE PLEASE
REFER TO VISUALS TOOLKIT CHAPTER



Light box on new car area :
with RVB light



New Product dedicated visual
Several sizes available



LIGHT BOX HANGING RULES

The aim of the RVB light box is to « highlight » new car by distinguishing it from the others.

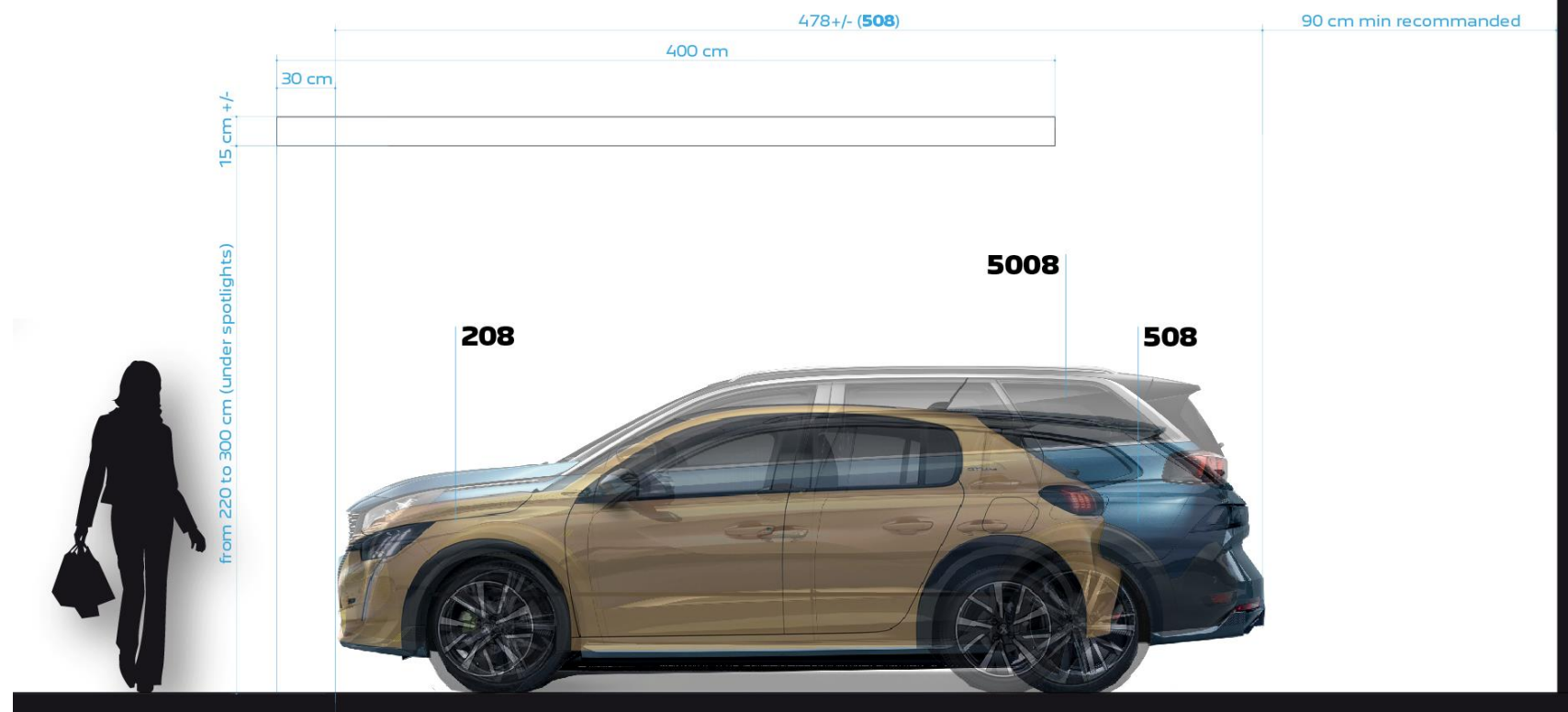
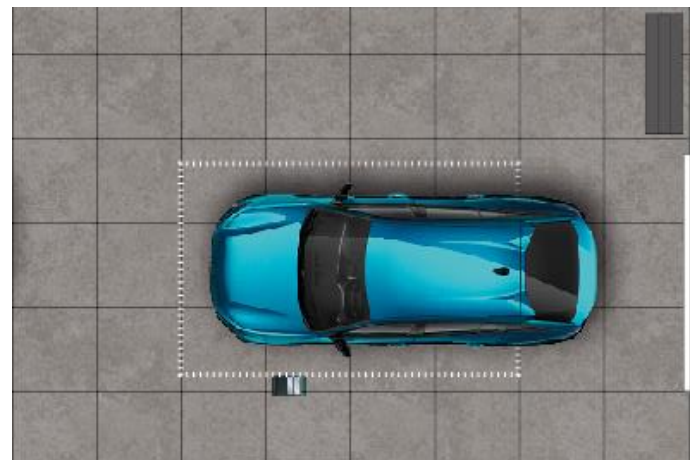
Color of the light may vary depending on the car in launch.

Light box must be hung at 30 cm from the vehicle front.
Notice different cars length (from mini 405 to max 478 more or less).

Hanging height depends on showroom ceiling height and light rails and spotlights positions.

Take care of the height of the visuals.
Avoid having visuals higher than the distance between floor and light box.

RVB light box is 250cm x400 cm.



LEV ECOSYSTEM INFORMATION AREA

To promote LEV offer, a dedicated totem hosting a charging station is proposed.

LEV totem has to be located beside a LEV..



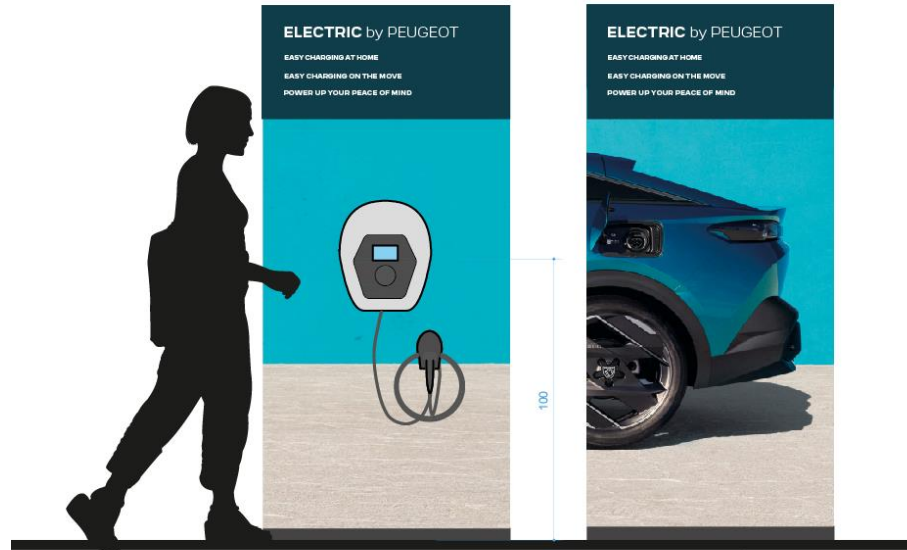
LEV information totem
POS wall box

LEV car on display



LEV EXHIBITION AREA

LEV totem is a standalone furniture displaying a charging station (fake or real) which enable the sales forces to show to the customer how easy it is to charge a LEV.



LEV totem



EXACT VISUALS MAY CHANGE PLEASE REFER TO VISUALS TOOLKIT CHAPTER



Charging station
(may vary from one country to another)



CARS DISPLAY

If layout permits it is suggested to display the cars in a row.

Optional suspended dichroic kakemonos punctuate the car exhibition with rythm.

The dichroic effect is also proposed on new designed price totems.

New Tone and Style visuals animate the walls.

A merchandising display promotes the Brand image products.



Dichroic price totem

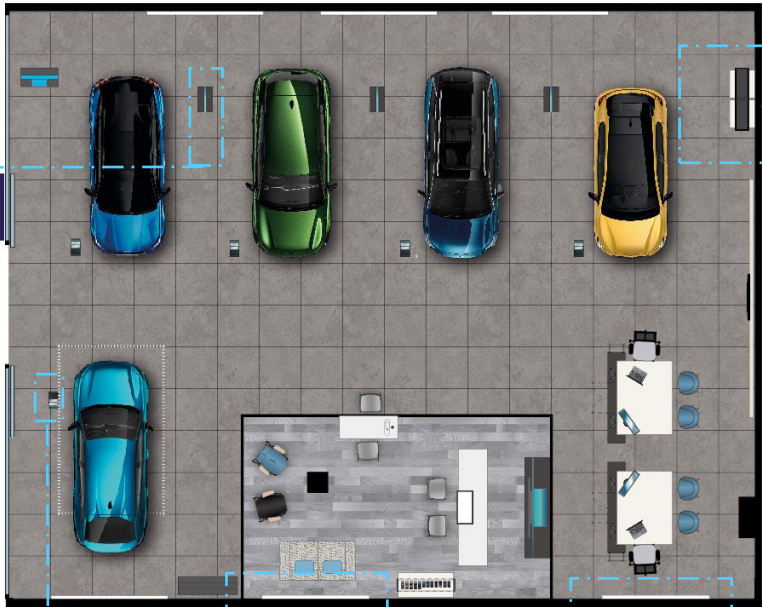
Dichroic kakemono or banner

Brand values visuals on communication panels



CAR EXHIBITION AREA

Cars must be displayed parallel or perpendicular to walls.



3



Dichroic kakemonos /banners

1

2

Price totem
With dichroic film

4

3

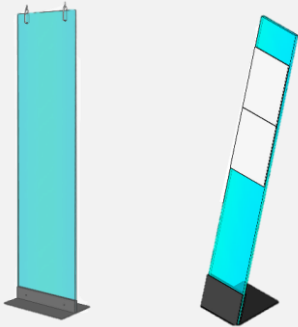
Merchandising
display

4

Immersive visual

5

Immersive visual



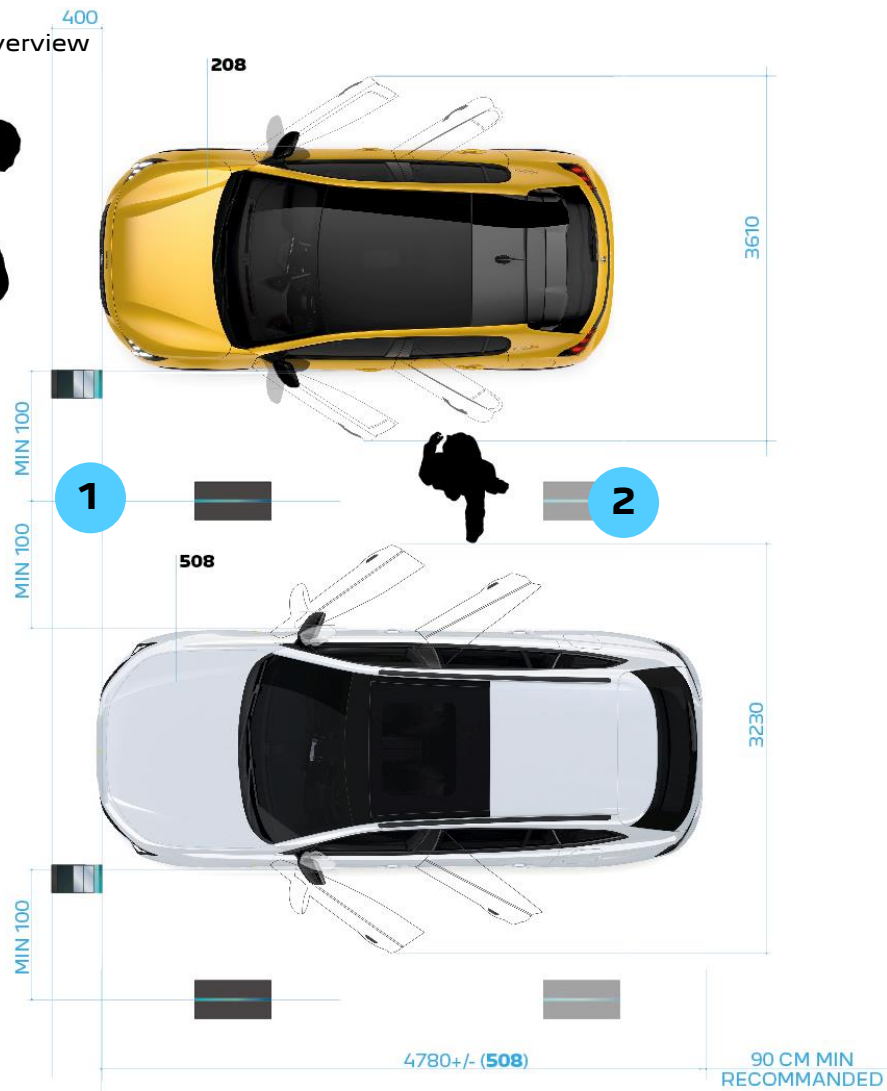
EXACT FURNITURE SPECS MAY
CHANGE PLEASE REFER TO SUPPLIER
PRICE LIST



EXACT VISUALS MAY CHANGE PLEASE
REFER TO VISUALS TOOLKIT CHAPTER



Design overview

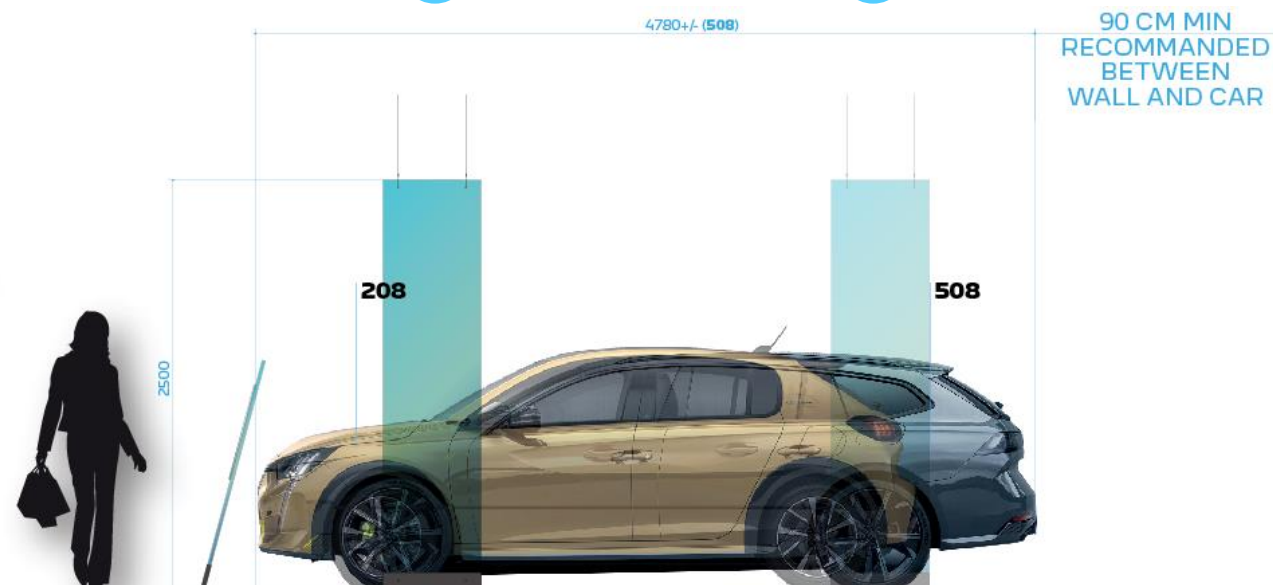


Do not position kakemonos at door level



1

2



PRICE TOTEM IMPLEMENTATION PRINCIPLE

Price totems have to be positionned in front of the car

DICHROIC BANER HANGING RULES

The dichroic baners must ensure :

- An easy acces to vehicles
- An easy opening of vehicles doors
- An easy car manoeuver.

1

Front wing

2

Rear wing

Dichroic kakemonos implementation depends on car flow in the showroom. :



CONFIGURATION AREA

The configuration area is at the heart of the showroom.

It enables the visitor to configure its car, alone or assisted with a genius or a salesman.

A large table hosts a touchscreen that controls a split screen on which configurations or videos are displayed .

A physical color display is also part of the area.

Configuration touchscreen and split screen are part of the D@R program.

PLEASE
REFER
TO PEUGEOT
DIGITAL@RETAIL
GUIDELINES



Split screen

Configuration table with DSB
(Digital Sales Book)
touchscreen embarks
configurator, LEV content,
techno videos,
merchandising products, etc.

Color samples display

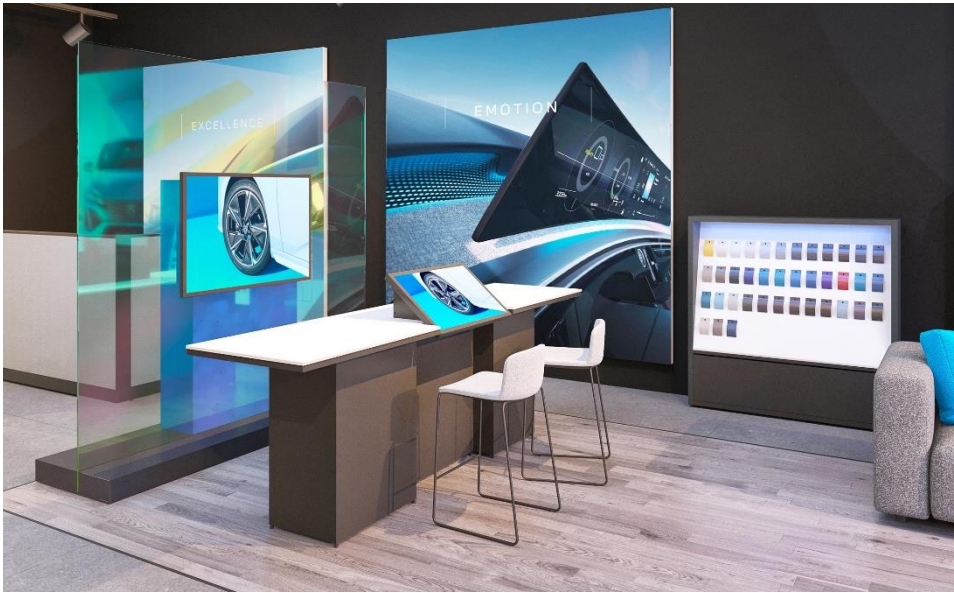
Illustrations may present optional furniture. Please refer to the Mandatory/Optional table for more information



CONFIGURATION AREA

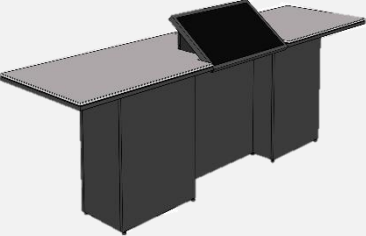
The configuration table is available in two sizes depending on the space available.
The split screen wall can be implemented along a wall or freestanding at the end of the wood platform.

For countries where Peugeot DSB is not available, the Config Table may be deleted but the split screen panel remains mandatory. It can be implemented closer to the waiting area.



! EXACT FURNITURE SPECS MAY CHANGE PLEASE REFER TO SUPPLIER PRICE LIST

CONFIGURATION TABLE
LARGE



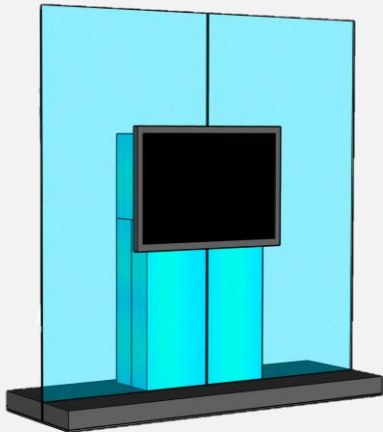
CONFIGURATION TABLE
SMALL



BAR STOOL



SPLIT SCREEN WALL



SAMPLE FURNITURE
STAND ALONE



SALESMAN AREA

The salesman area is open to the showroom.

It introduces a side-by-side approach. Visitors and salemen seat side by side in a collaborative way. Salesmen can display commercial offers on an dedicated screen.

Pictures are illustrative and intended to provide a clear representation of where salesman area has to be located. Number of salesman stations depend on local Dealer Standards (Please refer to local dealer standards)

Please note that the dedicated 32' screen is not included in D@R offer. Dealers must purchase it by themselves.



Storage bench
Included in desk

Ergnomic chair for
salesman

Additional 32 'screen
to present offers
to customers

Visitor chair



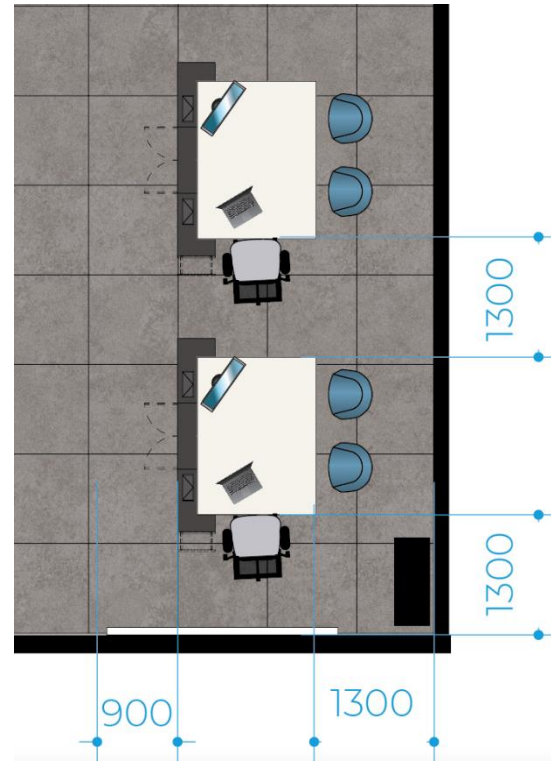
SALESMAN AREA

The salesman can sit on either side of the table.

Minimum space between piece of furniture and walls is necessary:

- For the salesman to welcome the customers in a comfortable way
- to respect accessibility rules.

A partition can be set up between 2 desks.



SALES DESK

CABINET (optional)

OFFICE CHAIR

VISTIOR CHAIR



EXACT FURNITURE SPECS MAY
CHANGE PLEASE REFER TO SUPPLIER
PRICE LIST

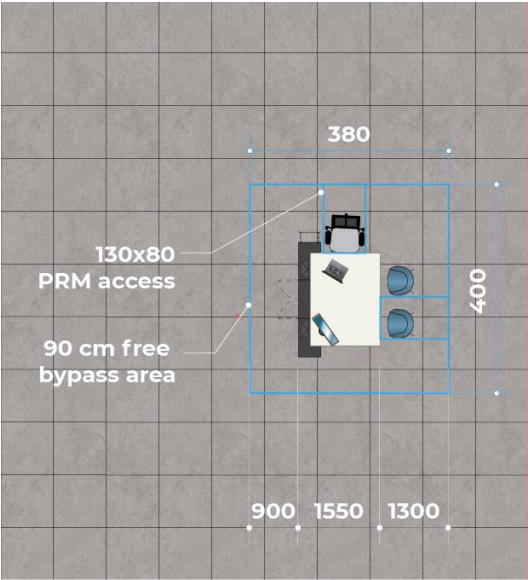


SALESMAN DESK

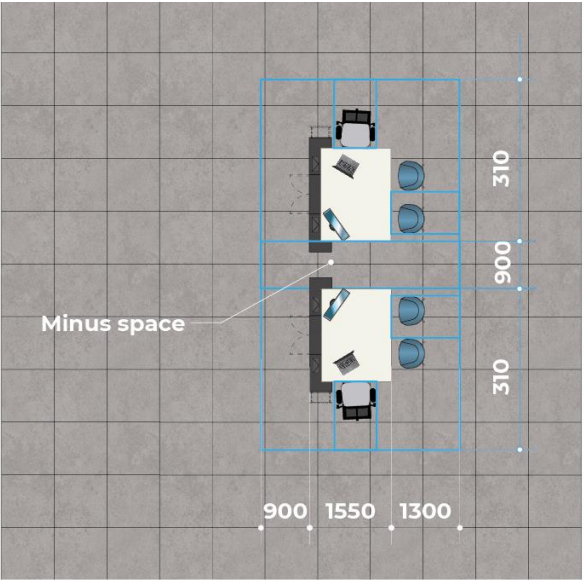
The sales desk can be implemented in different ways.

It is recommended to leave space around as well a certain distance between 2 desks to enable human flows and provide intimacy.

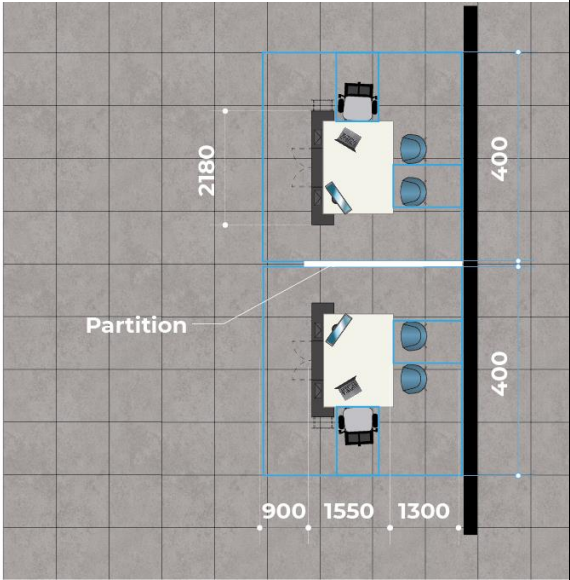
A partition (existing or new) can be implemented between 2 desks to provide additional intimacy.



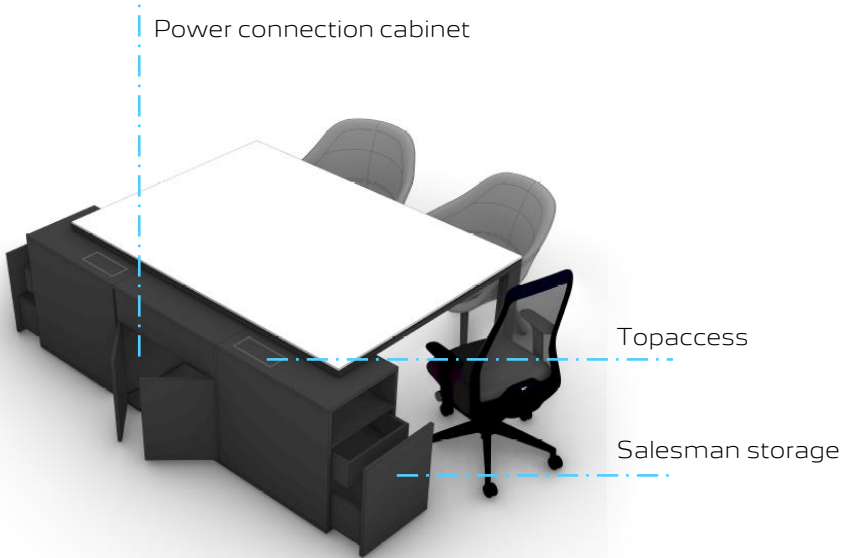
SINGLE SALES DESK
Blue line : circulation area.



DOUBLE SALES DESKS
Blue line : circulation area.



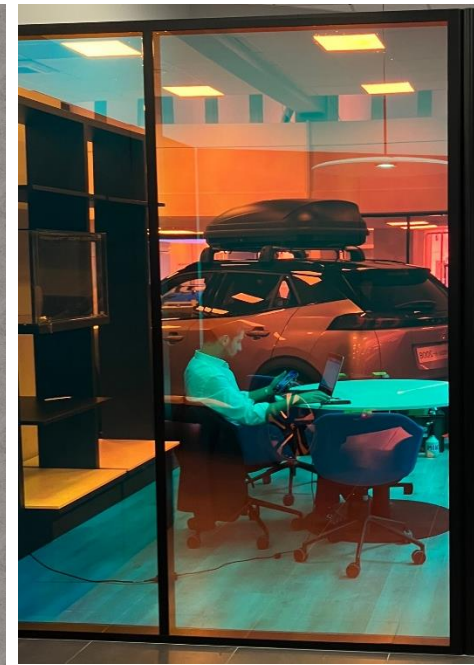
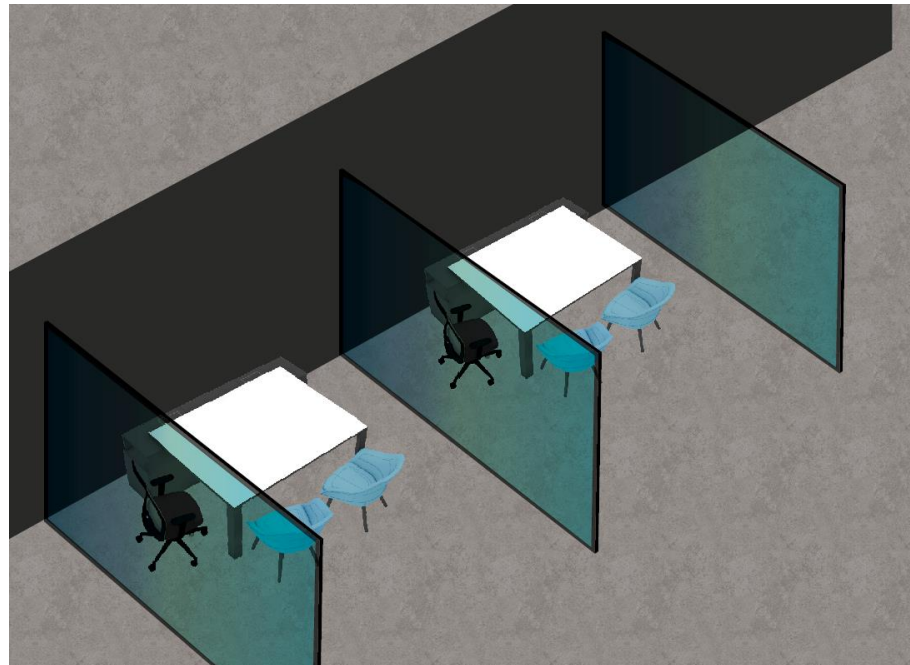
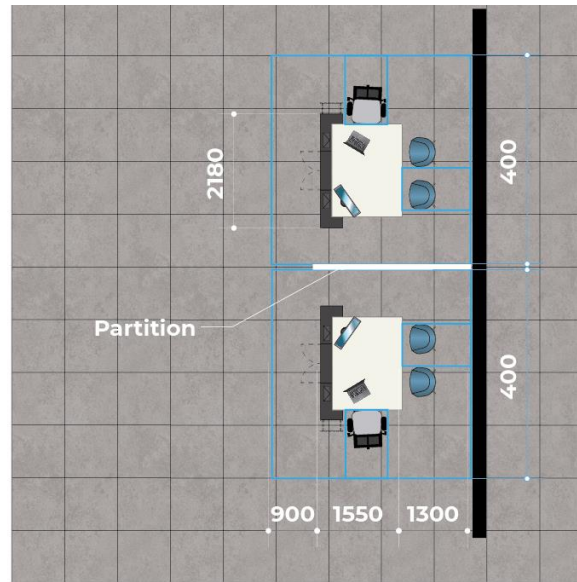
SALES DESKS
WITH PARTITION Blue line :
circulation area.



SALESMAN AREA WITH PARTITION

If needed, a partition between sales desks is accepted in order to provide additional intimacy.

If partition is in glass, it can be transparent or customized with a dichroic film.



INTERIOR

COMMUNICATION ELEMENTS

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

COMMUNICATION
OVERVIEW

Several visuals are part of the CI 23.

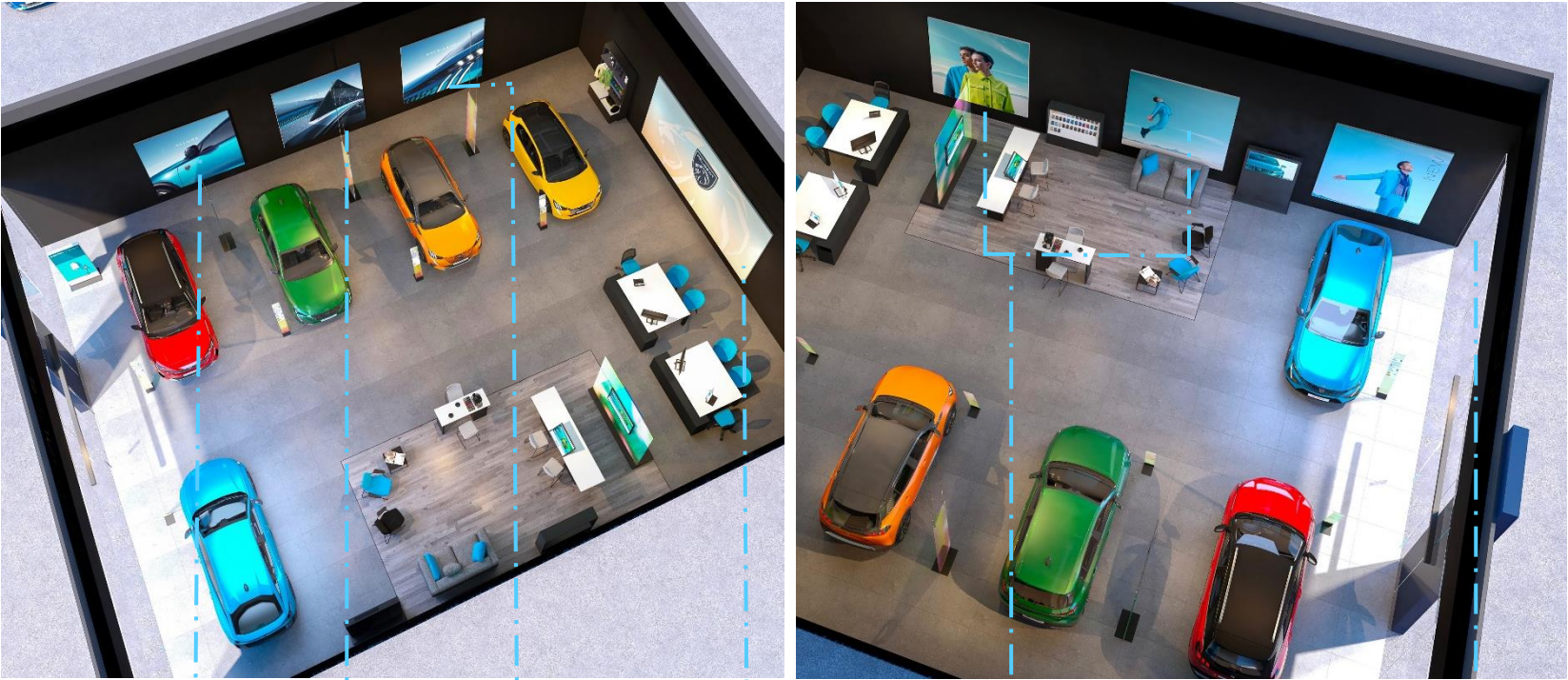
A new brand wall highlights the brand logo.

Each brand value is expressed on a dedicated visual.

New car area is promoted with a visual.

Additional immersive visuals can warm the showroom.

Visuals displayed are just to illustrate the concept. Please refer to official communication from the Brand or Toolkit at the end of the document to check the visuals to use



ALLURE EMOTION EXCELLENCE

IMMERSIVE NEW CAR

BRANDWALL,
facing the entrance



EXACT VISUALS MAY CHANGE PLEASE
REFER TO VISUALS TOOLKIT CHAPTER



IMPLEMENTATION PRINCIPLES

The panels must be positioned between 300 and 700 mm from the floor. All the panels must have the same height.

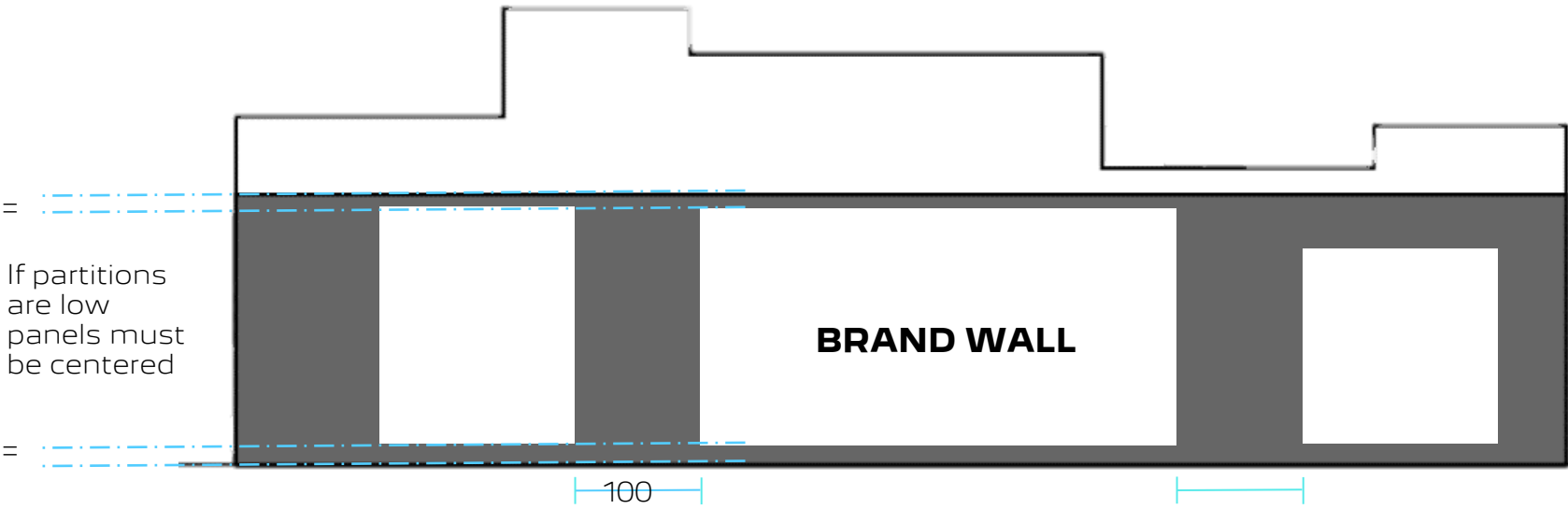


MULTI-HEIGHT SHOWROOM

In case of different ceiling heights, the black paint RAL 9011 will be aligned with the lowest partition height.

A consistent « black height » will therefore run all around the showroom in case of variable walls height.

Then a uniform panel size is chosen.



A minimum distance of 1 meter must be allowed between the brand wall and the other panels

In case of visuals with different heights, alignment on bottom or on the top must be applied



COMMUNICATION
PANELS SIZES

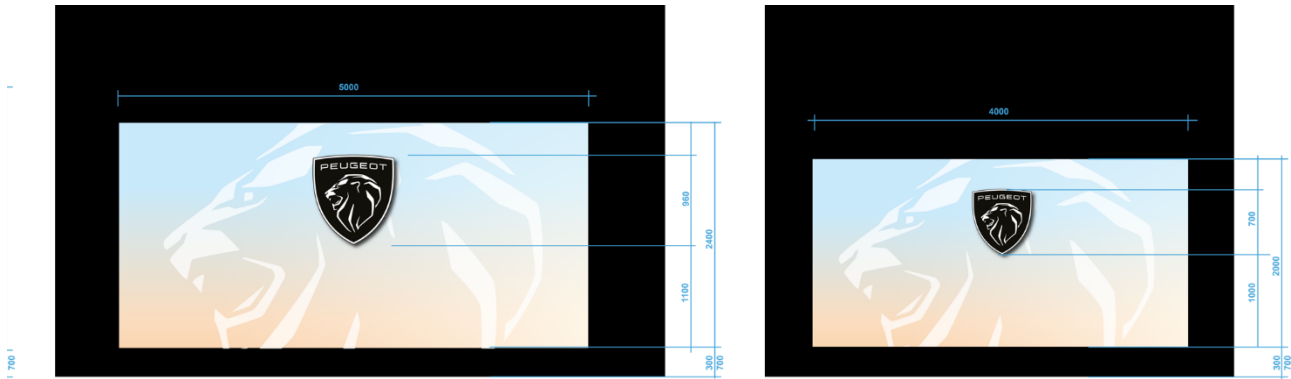
The panels are available in different sizes to fit with areas walls.

3 heights (and different widths associated) are proposed. They must not be mixed in the same showroom.

For Brand Values, New Car visual and Immersive visuals, the standard sizes to use in priority are highlighted in the pictures on the right.

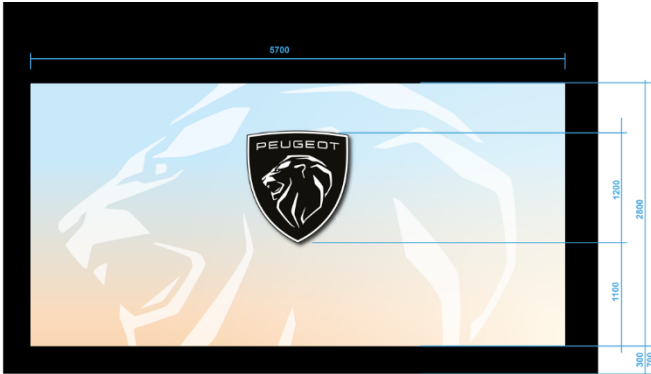


In case of need, tailor made visuals are possible based on an extrapolation of the standard dimensions to preserve the quality of the visual.

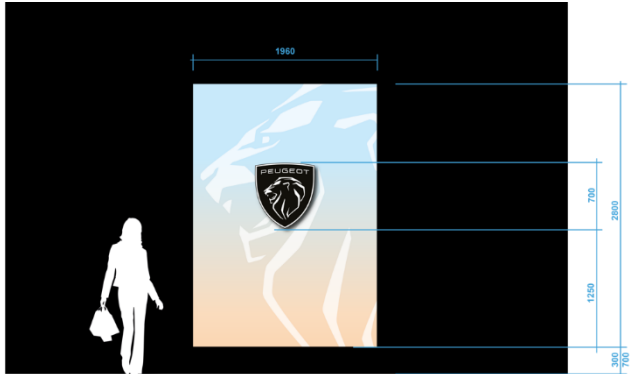


BRAND WALL 5000X2400
SHIELD 960

BRAND WALL 4000X2000
SHIELD 400



BRAND WALL 5700X2800
SHIELD 1200



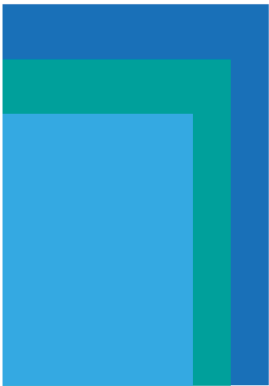
BRAND WALL 2800X1960
SHIELD 700



280 x H280

240 x H240

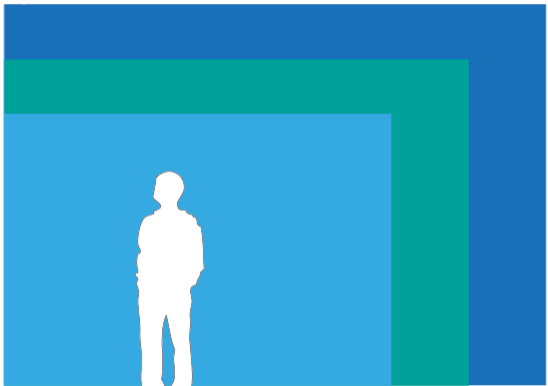
200 x H200



196 x H280

168 x H240

140 x H200



399 x H280

342 x H240

285 x H200



126 x H280

108 x H240

90 x H200



EXACT VISUALS MAY CHANGE PLEASE
REFER TO VISUALS TOOLKIT CHAPTER



BRAND WALL

The brand wall must be visible from the entrance.

It consists in a background visual with large lion head which **mustn't be distorted or badly cut** .
+ a real 3D shield that can be lit.

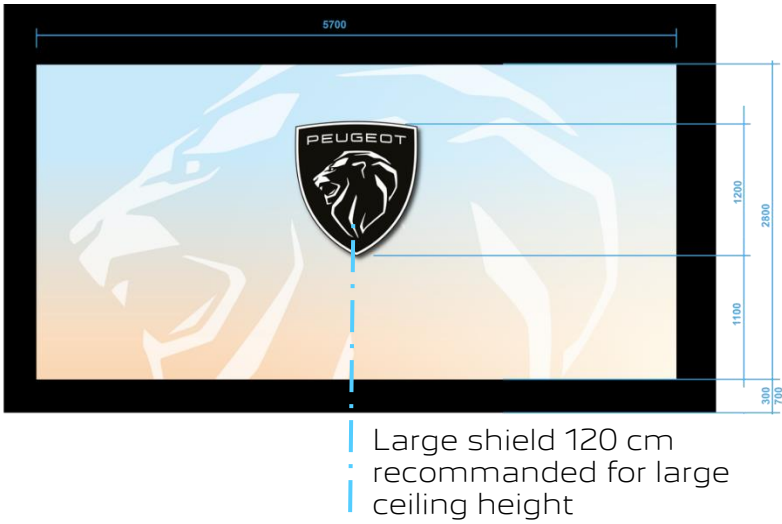
The brand wall size choice depends on wall height and showroom size :

Shield must be ordered by signage suppliers.

Standard sizes to use in priority are the ones depicted on this page.

Large brand wall 570 x H280 :

Shield centered in the panel
bottom at 120 cm from floor.
Shield can be lit.



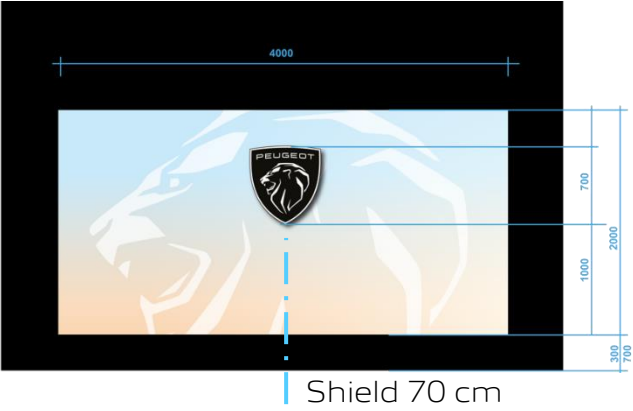
Medium brand wall 500 x H240

Shield centered in the panel
bottom at 135 cm from floor.
Shield can be lit.



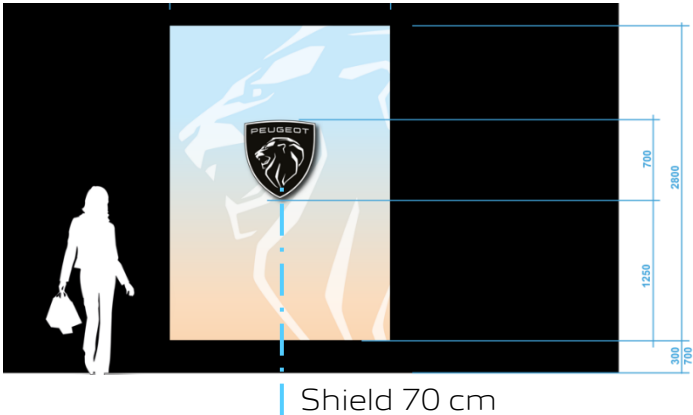
Small brand wall 400 x H200 suitable for small ceiling height

Shield centered in the panel
bottom at 110 cm from floor.
Shield can be lit.

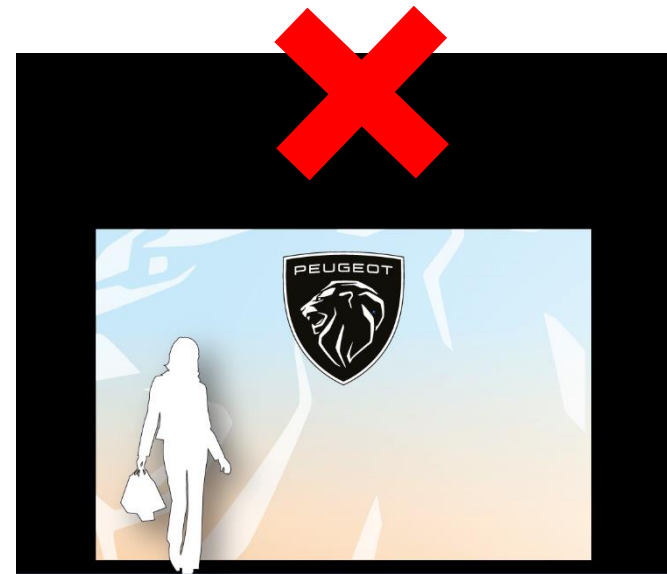


Vertical brand wall 196xH280 cm

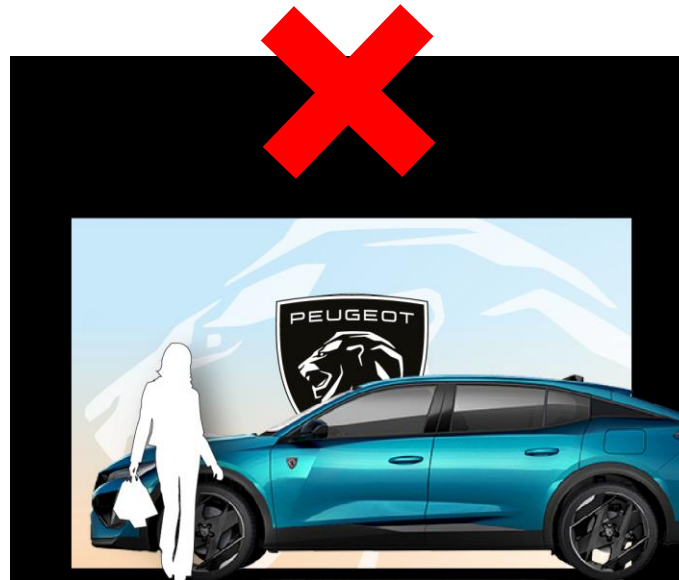
Shield centered in the panel bottom at 135 cm from floor. Lion eye must remind visible
Shield can be lit.



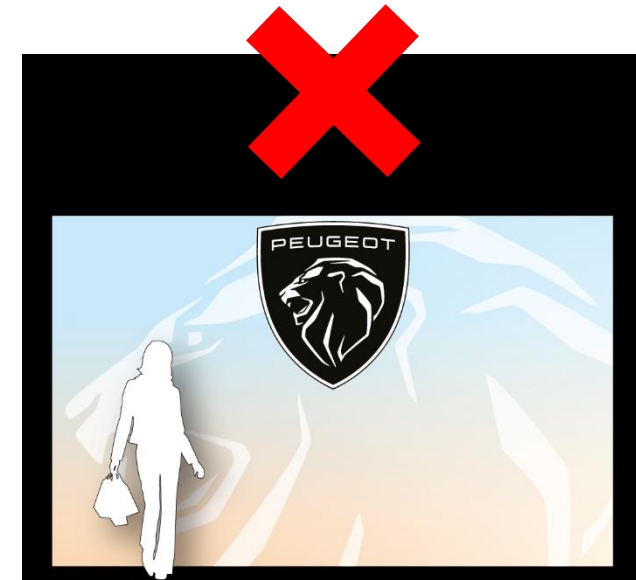
BRAND WALL DON'T



Resizing forbidden.
The lion must always be clearly visible
on the shield background



Shield too low



Shield too big



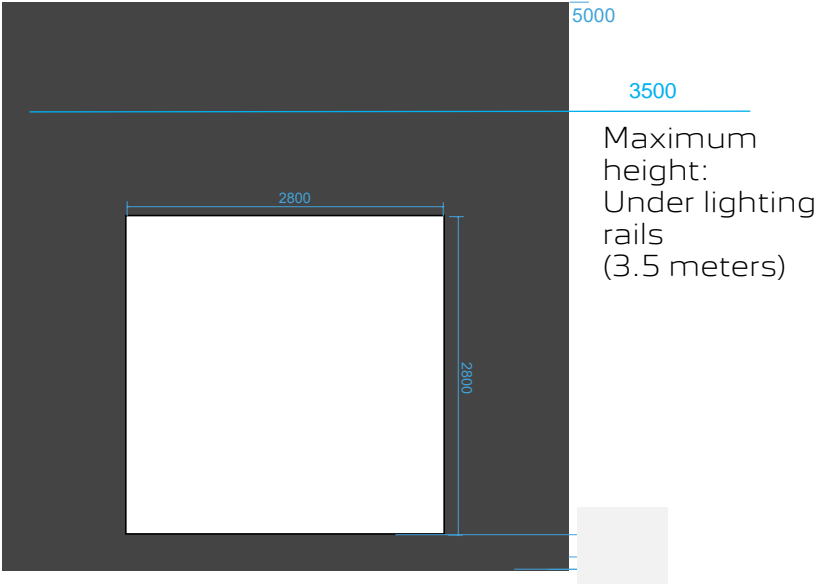
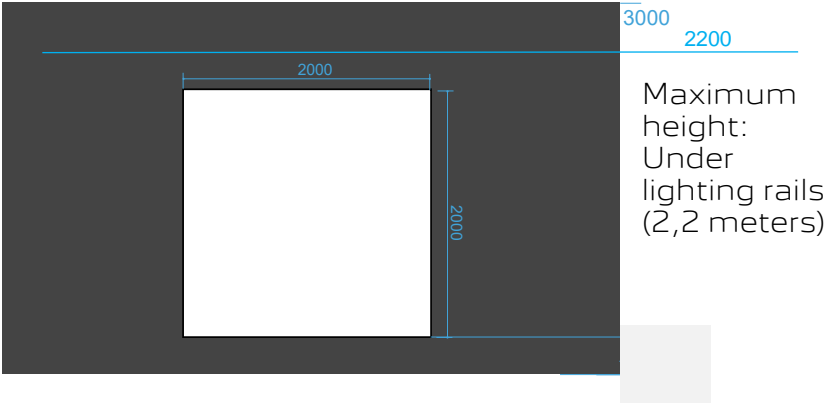
BRAND VALUES
VISUALS

Each Brand value (Allure, Excellence, Emotion) is associated with a specific visual.

They can be wall mounted or standalone.

They are strategically located in **the welcome area, configuration area, lounge and sales area.**

Communication panel placement rules



EXACT VISUALS MAY CHANGE PLEASE REFER TO VISUALS TOOLKIT CHAPTER



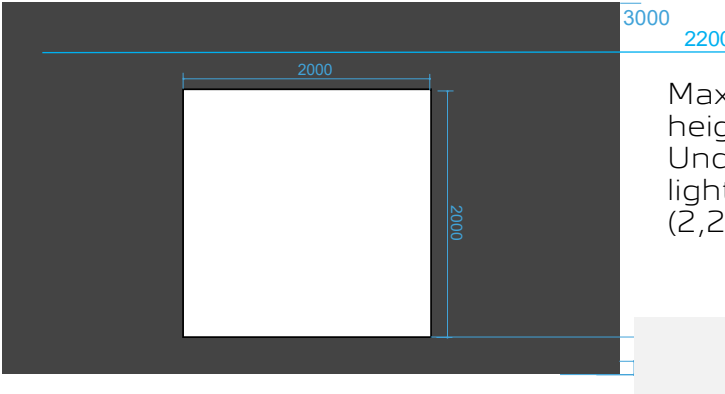
IMMERSIVE VISUALS

If there are naked walls to decorate, additional Immersive visuals may animate the showroom

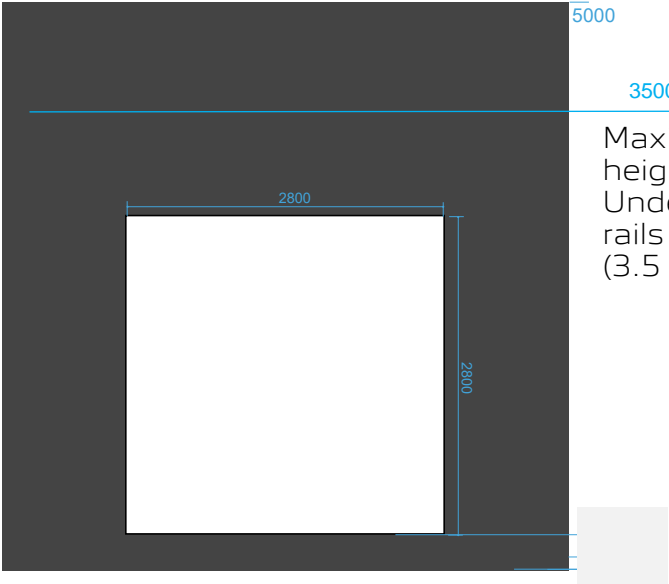
Immersive visuals are available in several sizes.

Their implementation must be consistent all around the showroom..

Communication panel placement rules



Maximum height:
Under lighting rails
(2,2 meters)



Maximum height:
Under lighting rails
(3.5 meters)



EXACT VISUALS MAY CHANGE PLEASE
REFER TO VISUALS TOOLKIT CHAPTER



COMMUNICATION
PANELS HIERACHY

Some of the visuals are mandatory.

Brand Wall must be present in any case.

If there aren't enough walls to implement the visuals, the standalone option for one or several visuals can be an alternative.

Mix of freestanding and wallmounted visuals in a showroom is accepted.

MANDATORY



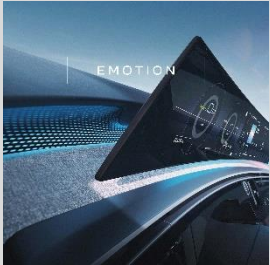
Brand wall



Allure
Brand value



Excellence
Brand value



Emotion
Brand value



LEV totem

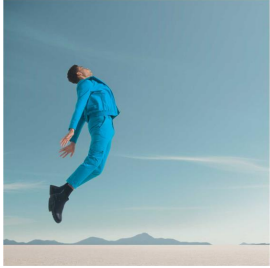


New car

OPTIONAL



Immersive Couple



Immersive Jump



EXACT VISUALS MAY CHANGE PLEASE
REFER TO VISUALS TOOLKIT CHAPTER



DIGITAL
COMMUNICATION :
IMPLEMENTATION
KEYRULES

Additional digital devices
may be proposed. Please
refer to the Digital @ Retail
specific guidelines to get
more information.

Markets to confirm
availability of these options
because there are additional
content management costs
associated with Optional
devices.

PLEASE
REFER
TO PEUGEOT
DIGITAL@RETAIL
GUIDELINES

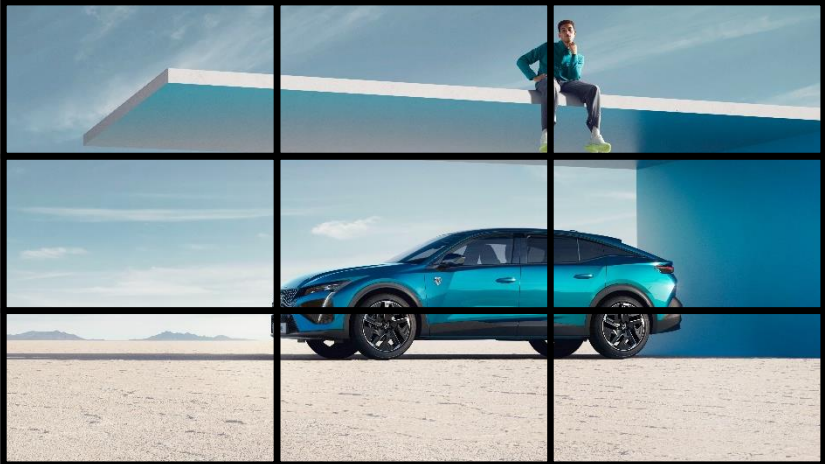
2x2 or 3x3 Videowall

Can be located above the communication
visuals or above if high ceiling



or

either

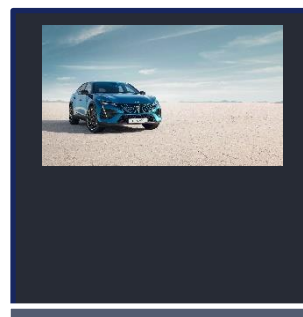
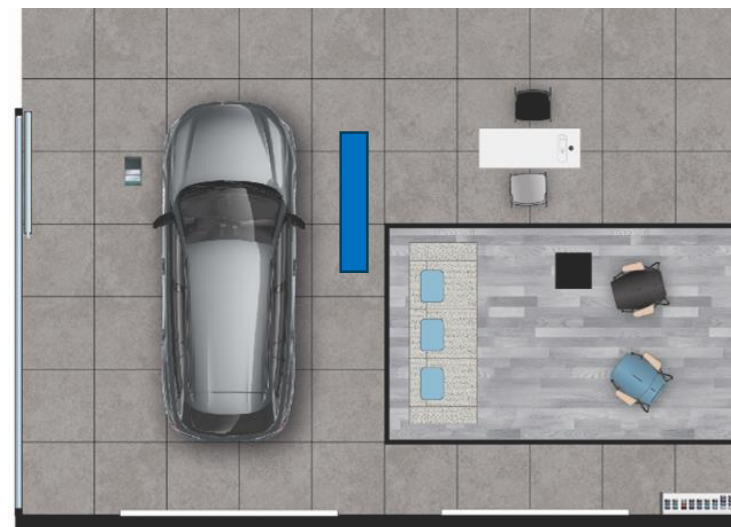


DIGITAL COMMUNICATION : IMPLEMENTATION KEY RULES

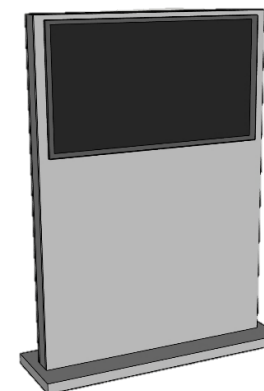
Additional digital devices may be proposed. Please refer to the Digital @ Retail specific guidelines to get more information.

Markets to confirm availability of these options because there are additional content management costs associated with Optional devices.

PLEASE
REFER
TO PEUGEOT
DIGITAL@RETAIL
GUIDELINES



Lounge TV



Double sided totem:

- 1 side facing New Car
- 1 side facing showroom



INTERIOR

INTERIOR FINISHING

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. PEUGEOT 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.

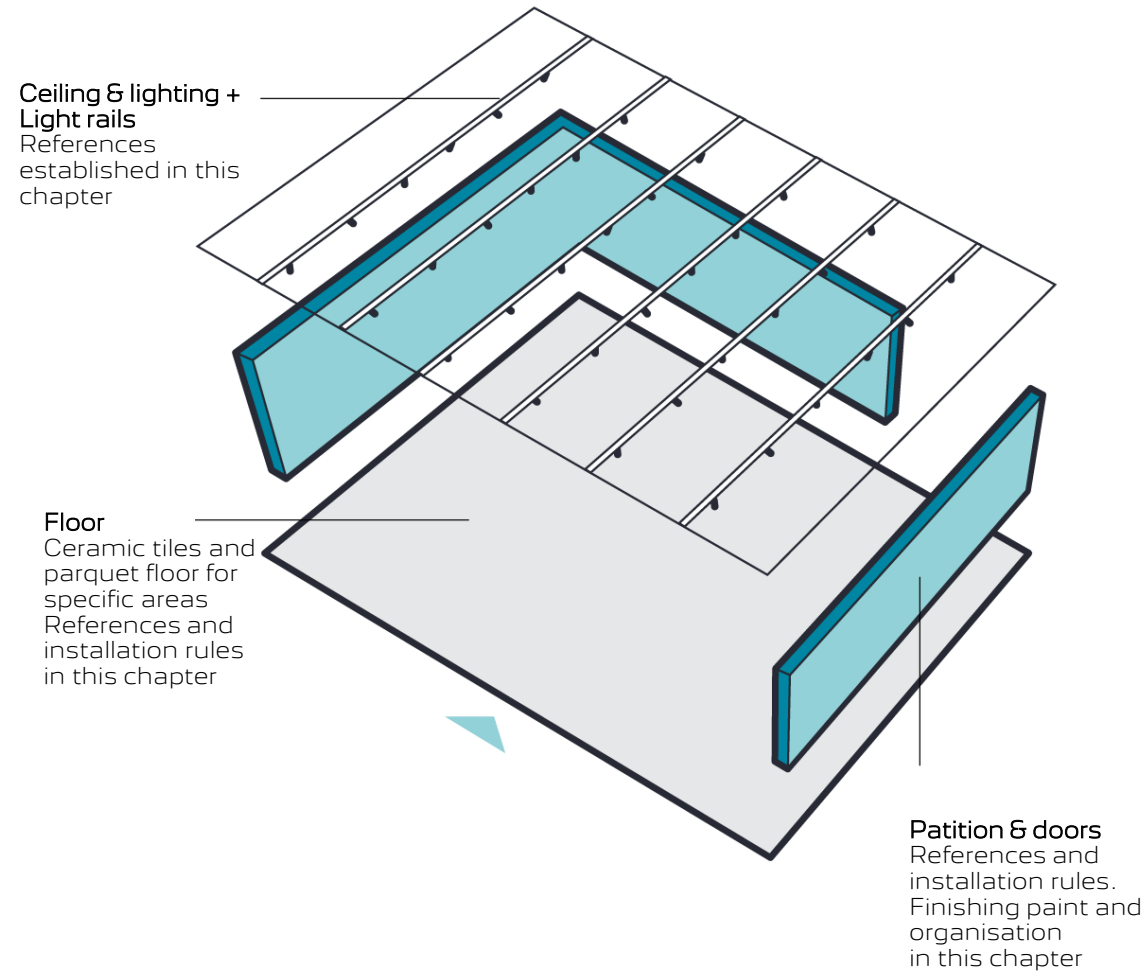
Similarly, the Optional Standard will not be considered as part of the CONTRACT SPECIFIC RISKS AND MARKET SPECIFIC INVESTMENTS at PEUGEOT's expense, including for the part not yet amortized ."

SHOWROOM FINISHING

Peugeot shell adopts the SBH finishes

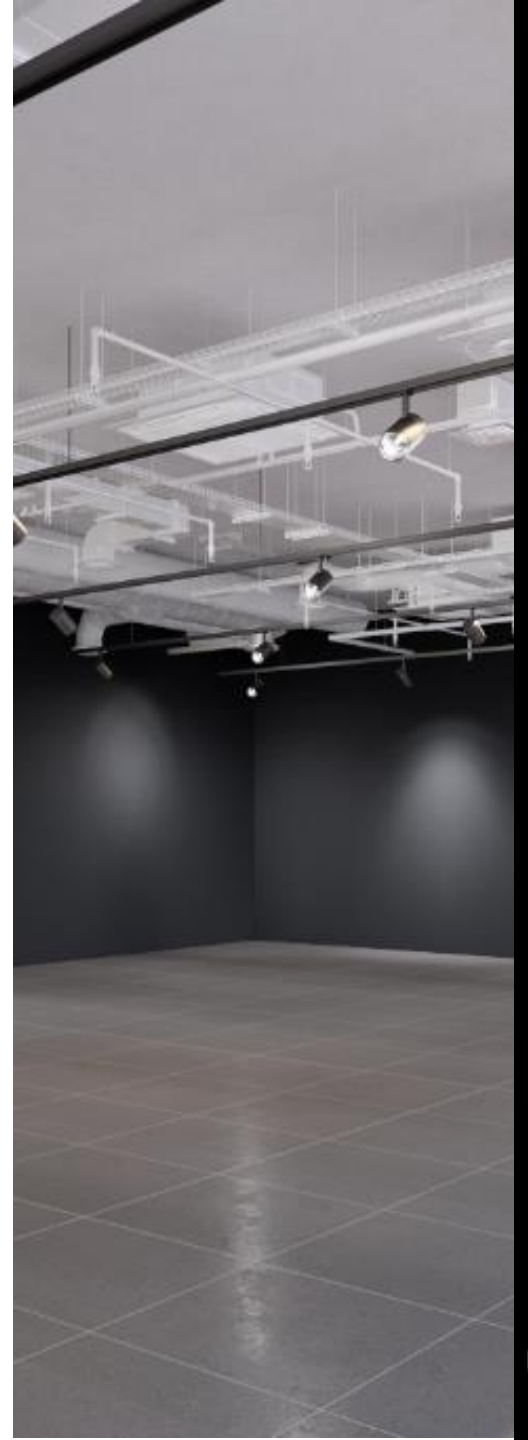
The showroom shell consists in 3 components :

- Flooring
- Ceiling & lighting + lighting rails
- Partitions & doors



PLEASE
REFER
TO SBH
MULTIBRAND
GUIDELINES

STELLANTIS



FLOORING

- 1- The main floor consists in **ceramic tiles** : 3 suppliers are listed Graniti Fiandre, Gruppo Romani and Casalgrande Padana
- 2- In case an « additional flooring » is added no integration in the tiles is required.
- 3- Each car exhibition area, salesmen furniture and configuration area will be fitted with power sockets (see next page)

PLEASE
REFER
TO SBH
MULTIBRAND
GUIDELINES

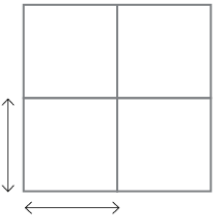
STELLANTIS



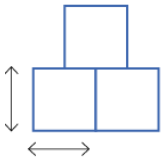
- 1 **GRANITI FIANDRE** 100x100 cm
Grey fjord honed
(light grey)
- 2 **CASALGRANDE PADANA** 90x90 cm
Pietre di sardegna,
STELLANTIS CAPRERA
- 3 **GRUPPO ROMANI** 100x100 cm
ST Pearl

CERAMIC TILES
Colour: Grey
Joint: Cement colour 2 mm

BIG TILES
Large tiles (90 x 90 or 100 x 100cm) are used across the large internal spaces. To facilitate installation, cutting them is not recommended.

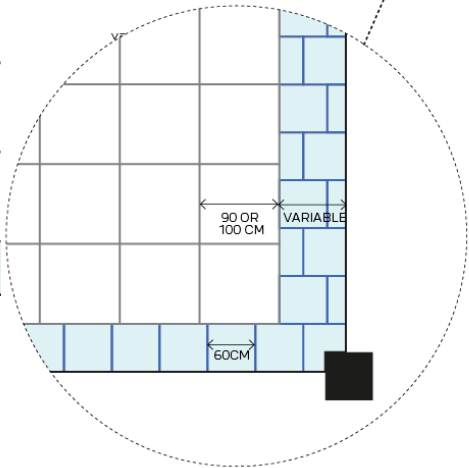
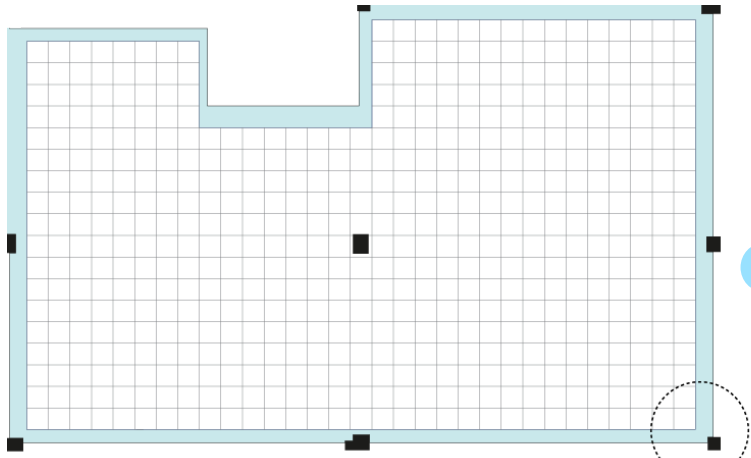


90 X 90 CM OR
100 X 100 CM
These tiles are used for
the large interior
floor surfaces.
The choice between 90 or 100
depends on the supplier



60 X 60 CM
These tiles are
used to create the
junctions between
the poles and the
connections with
the walls.

Recommended
solution to install
the tiles along the walls.



1



2



FLOORING

The configuration area and the lounge will be easily identifiable by the installation of a wood looking floor.

- 3 standard sizes available :
- L 7300 x 4500
 - S 6000 x 4600
 - XS 6000 x 3600

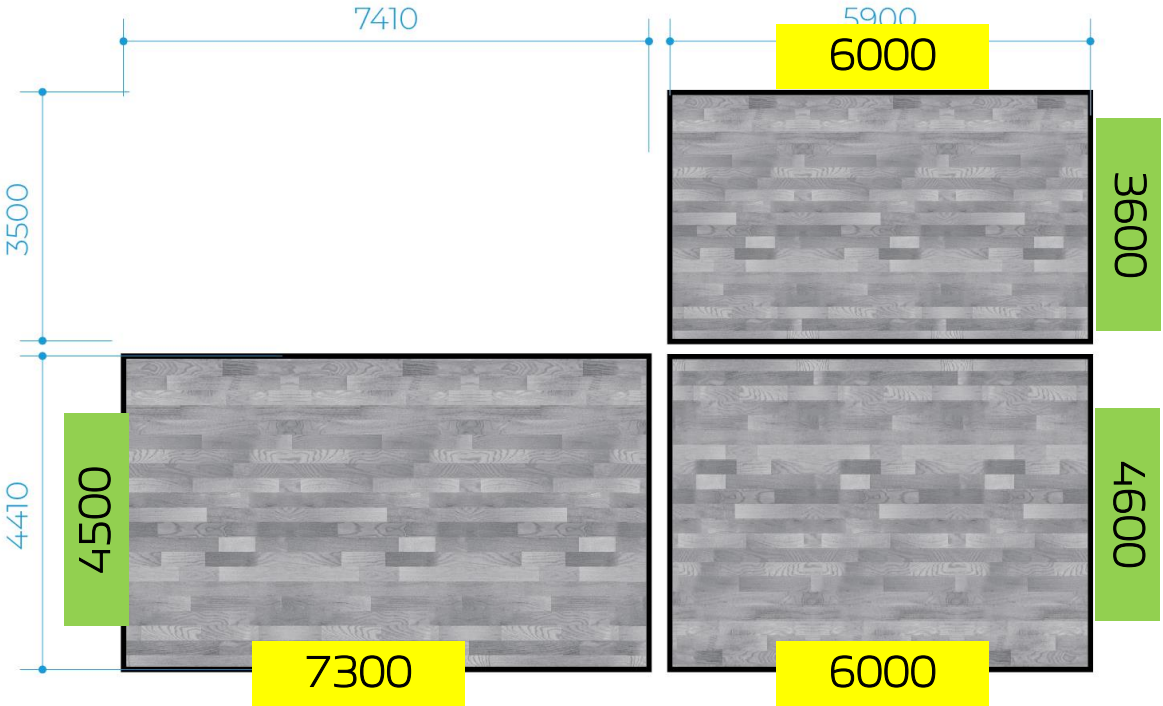
Dimensions are indicative. Please check with country’s dedicated supplier the exact dimensions proposed.



Tarkett iD inspiration Click Solid 70 –
Contemporary Oak Grey
240x1491 mm
Ref : 24606021



The connection between the tiles and the parquet is made with an aluminum profile



XS = Narrow parquet floor

L = Large parquet floor

S = Small parquet floor



FLOORING

The configuration area and the lounge will be easily identifiable by the installation of a wood looking floor.

3 standard sizes available :

L 7300 x 4500

S 6000 x 4600

XS 6000 x 3600

Dimensions are indicative. Please check with country's dedicated supplier the exact dimensions proposed.



Tarkett iD inspiration Click Solid 70 –
Contemporary Oak Grey
240x1491 mm
Ref : 24606021



The connection between the tiles and the platform is made with a black aluminum profile



ELECTRICS REQUIREMENTS

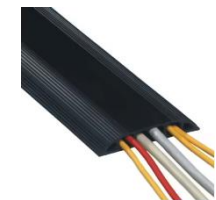
Sockets are integrated and centered into the ceramic tiles :
One for each car and two for each sales desk.
One under welcome desk can be added, and one optional close to the lounge area for customer facilities.

Digital@retail also need power supply for:
Configuration screen
Split screen

This layout has to be considered like a recommendation for floor recessed sockets.
This proposition doesn't integrate wall / full sockets program, nor IT requirement.



- Digital@retail power supply +
- Power supply
- Internet access
- Cables ducting between configuration table and split screen
- (if not recessed, use an external ducting)



Digital@retail needs also RJ45 internet socket for: New car totem, Configuration screen and Split screen.

PLEASE
REFER
TO PEUGEOT
DIGITAL@RETAIL
GUIDELINES



DEALER TECHNICAL REQUIREMENTS

POWER REQUIREMENTS



- 1 x AC Power sockets located less than 1,5 metres from each device. Keeping 'cable runs' to a minimum.
 - Devices should have uninterrupted power 24/7 so that they can download new content overnight. Screens and media players are engineered to be powered-up 24/7 and daily 'power-down' can result in issues.

INTERNET REQUIREMENTS

> Internet Line Speed & Bandwidth :



- **5 Mbit per second min. for UPLOAD and DOWNLOAD** for each D@R device – line must be strong & stable.
 - Ideally, the internet line should be dedicated to the D@R devices. If devices are 'sharing' with the customer/ company internet, the bandwidth must still be sufficient to provide each device with the required speed.

> Connectivity:



- **1 x Ethernet socket (RJ45)** for each screen / media player - mandatory for NEW Dealers and Refurbishments
 - Devices should be hardwire connected by ethernet cable, providing optimum performance.

• Wi-Fi is reserved only for Tablet/MS Surface



- The 5 Mbit/s Upload & Download standard still applies for every device wherever located in the dealership.
- If necessary, dealers must provide 'bridges' to ensure sufficient coverage to all parts of the Showroom & Aftersales.
- Wireless connectivity must be on the same wired network to allow 'screen-mirroring'.



- If a dealer changes the Internet Service Provider or passwords / credentials are changed, the dealer is responsible for applying new settings to the D@R devices.
- If the internet connection is secured by a proxy or other limitation, network settings must allow devices to connect to specific URLs and that any necessary ports are open, as advised by the Supplier.



- Sufficient number of connection ports on the switch to connect all the devices

October 2024

Digital@Retail Implementation Guidelines

PLEASE
REFER
TO PEUGEOT
DIGITAL@RETAIL
GUIDELINES



DEALER TECHNICAL REQUIREMENTS

INTERNET REQUIREMENTS

➤ Connectivity (continue)



- If an existing ADSL/FTTH line is used, it is recommended to make a dedicated VLAN for Digital devices, to secure all other equipment. If the internet connection is secured by a proxy or other limitation, please contact your IT team to allow access to the following URLs:
 - <http://stellantis.mcubedigital.com/> (HTTP service on port 80 with TCP/UDP protocol)
 - <https://stellantis.mcubedigital.com/> (HTTPS service on port 443 with TCP/UDP protocol)
 - <https://mcube.screenconnect.com/> (HTTPS service on port 443 with TCP protocol)

REQUIREMENTS FOR IT



- Every site must use a dedicated ADSL/FTTH **line of 5 Mbit/s minimum**.
- Network must support DHCP to automatically assigning IP addresses
- Wifi network must be on the same subnet of wired network
- If VLANs are used for Digital Devices, it must be totally transparent for connected players
- If the internet connection have any limitations, allow at least access to the following URLs:
 - *.mcubedigital.com ports 80 and 443 with TCP/UDP protocol
 - mcube.screenconnect.com port 443 with TCP protocol
 - *:123 port 123 UDP



CEILING

The ceiling can be exposed or closed.

Technics & heights recommendations depend on site architecture reality and areas to consider..

For further details, please refer to the SBH guidelines.

ONLY ON DEROGATIONS



EXPOSED CEILING
LIGHT GRAY RAL 7047 MAT FINISHED

METAL MESH
LIGHT GRAY RAL 7047

WOOD WOOL PANEL
LIGHT GRAY RAL 704

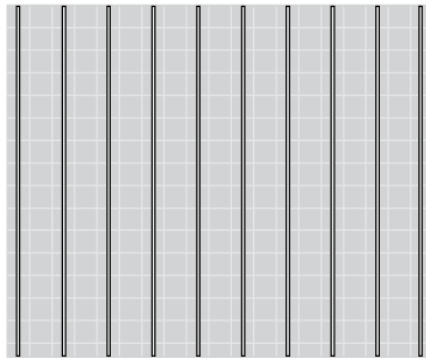
CEILING HEIGHTS	CLOSED	EXPOSED
DELIVERY	3.2 - 3.7 m (recommended 3.7m)	Lightrails at 3.2 - 3.5m (recommended 3.5m)
AFTER SALES	2.8 - 3.2 - 3.8 m (recommended 3.2m)	2.8 - 3.2 - 3.8 m (recommended 3.2m)
SHOWROOMS	3.2 - 3.7 m (recommended 3.7m)	Lightrails at 3.2 - 3.5m (recommended 3.5m)



LIGHTNING

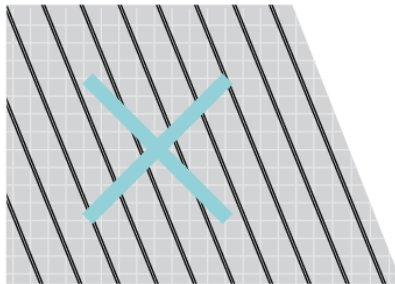
Lightning layout principles

CEILING RAILS & LIGHTING / TRAM



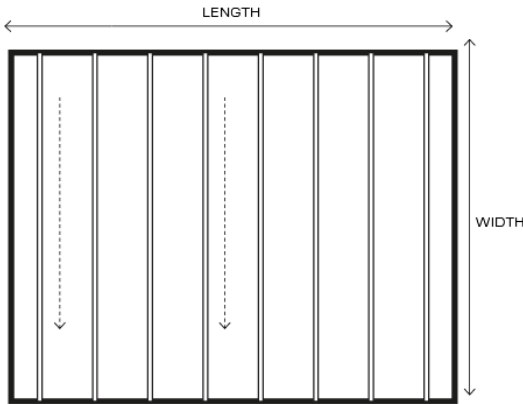
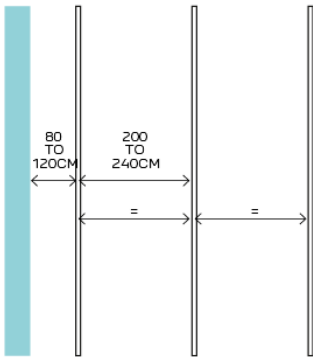
SHOWROOM MAIN ENTRANCE

- 1 THE RAIL TRACK must follow the floor tiles rythm, even in case of acomplexe surface



SHOWROOM MAIN ENTRANCE

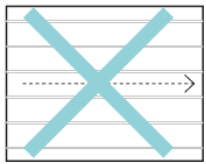
PARTITION



SHOWROOM MAIN ENTRANCE

- 2 THE SHORTEST SIDE
Find the shortest rail track layout to aide installation, finishes and maintenance.

When the tracks are longer making adjustments and managing connections is more demanding and maintenance is harder.



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



PLEASE
REFER
TO SBH
MULTIBRAND
GUIDELINES

STELLANTIS



LIGHTNING

Lightning principles 230 V.

These recommendations fit for all areas: cars exhibition and communication, customers' reception area, in showroom, after sales service area, delivery area ...

PLEASE
REFER
TO SBH
MULTIBRAND
GUIDELINES

STELLANTIS



RAIL
Black finish
This rail selection (suspended rails) is mandatory.



SPOTLIGHT
Black finish

LED 37 W _ 3300 lm_49°

Colour temperature :
3000K on the furniture side
4000K to be provided on cars,
reception, signage and traffic areas



PROJECTOR WALL WASHERS
Black finish

LED 35 W _ 4200 lm_

Colour temperature :
3000K on the furniture side
4000K to be provided on cars,
reception, signage and traffic
areas



PARTITION FINISHES

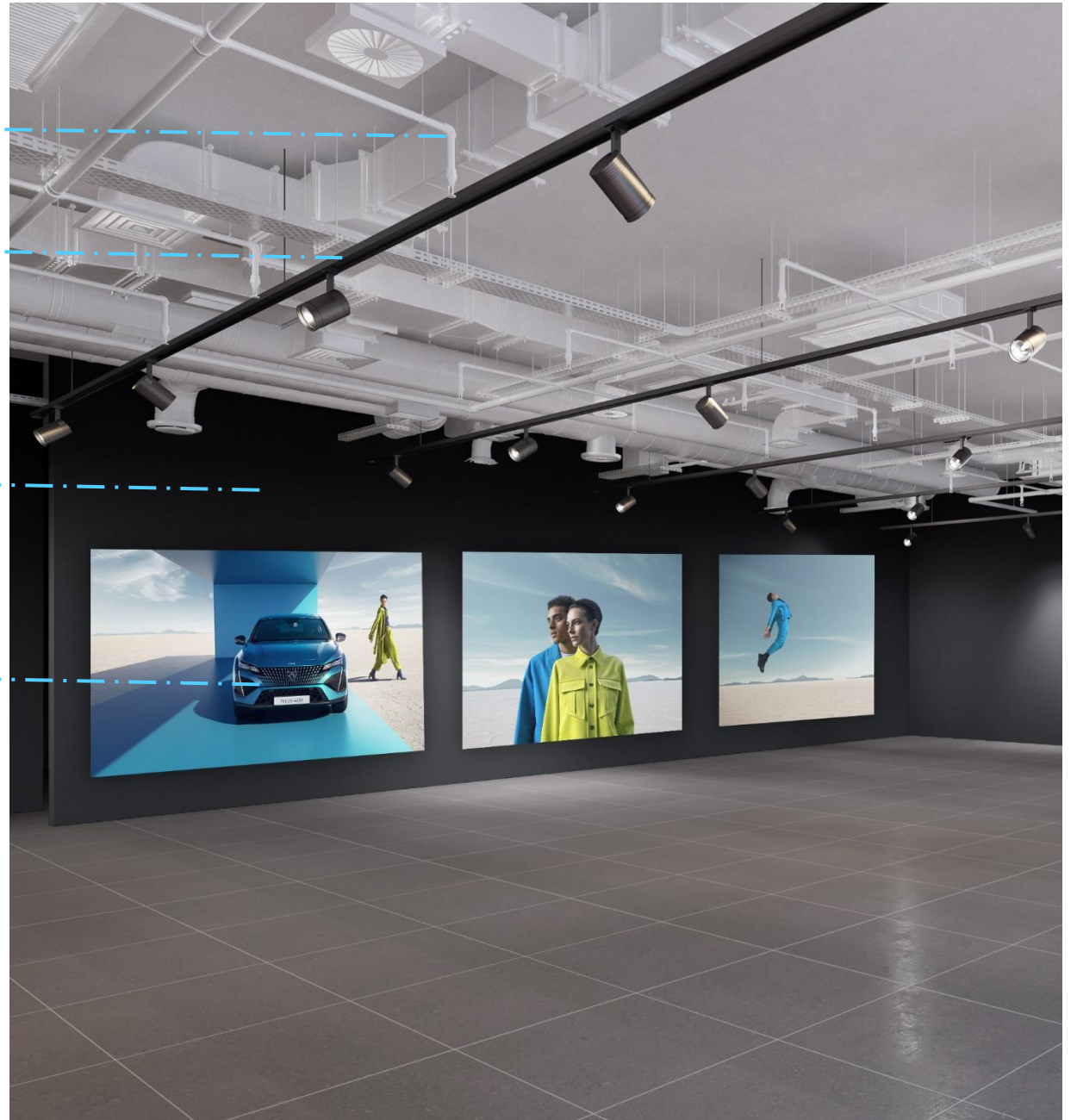
Black RAL 9011 to be applied onto to walls to the exposed ceiling right up to the slab.

**Exposed ceiling
light grey finished**
Light grey RAL 7047

Light rails

Partitions
Black (RAL 9011)

Communication



SPECIFIC CASES : VERY HIGH CEILING OR DIFFERENT HEIGHT PARTITIONS

In order to harmonize the space perception, or avoid a massive black wall sensation, the upper part of the walls may be painted light grey RAL 7047.

In case of different ceiling heights, the black paint RAL 9011 will be aligned with the lowest partition height.

A consistent « black height » will therefore run all around the showroom.

If the height of the lowest wall is below 2.70m, the communication panels will be resized.

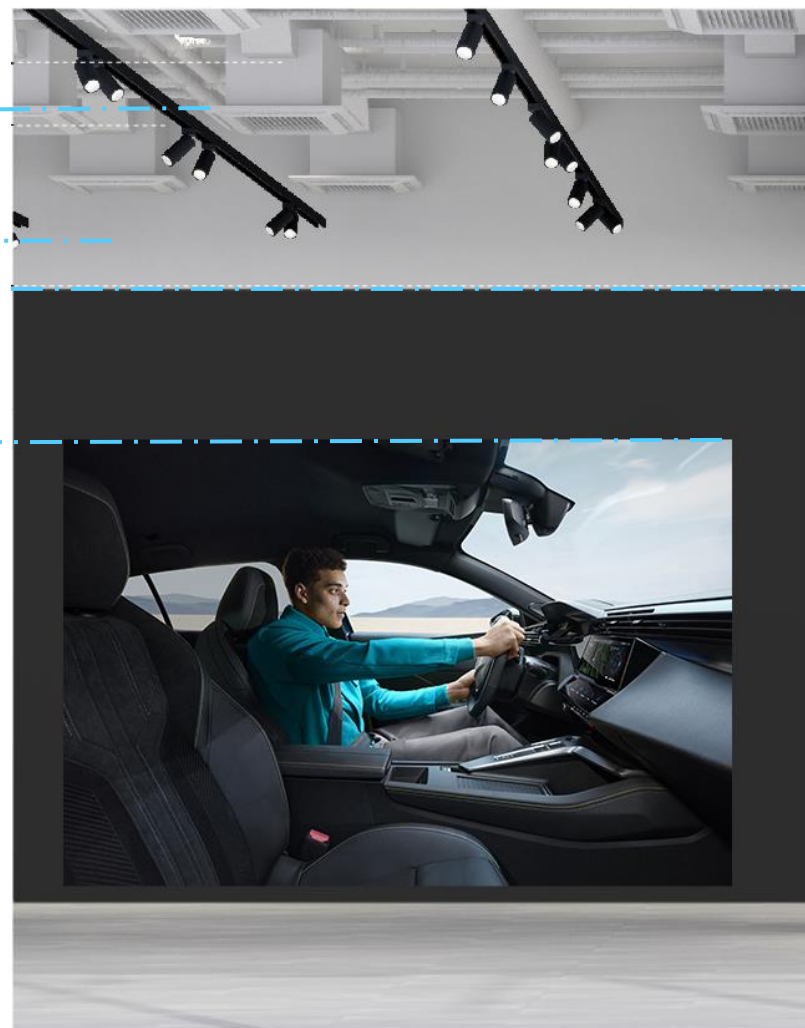
Same layout applies in case of very high ceiling. Depending on the height of the wall, a virtual horizontal height for black paint will be defined to avoid a too massive black sensation.

Exposed ceiling light
grey finished
Light gray RAL 7047

Walls upper parts
Light gray RAL 7047

Black painted RAL 9011
wall : Height aligned to
lower partition

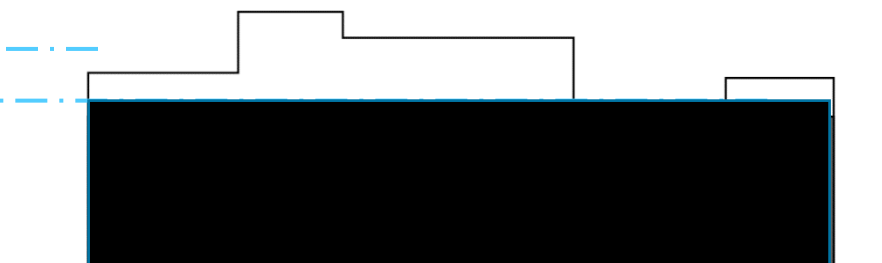
Communication upper
height (may vary from
one showroom to
another)



MULTI-HEIGHT SHOWROOM PARTITION / SECTION

Walls upper parts
Light gray RAL 7047

Black painting RAL 9011
aligned to the lower
partition



PARTITION ORGANISATION AND ACCESS MANAGEMENT

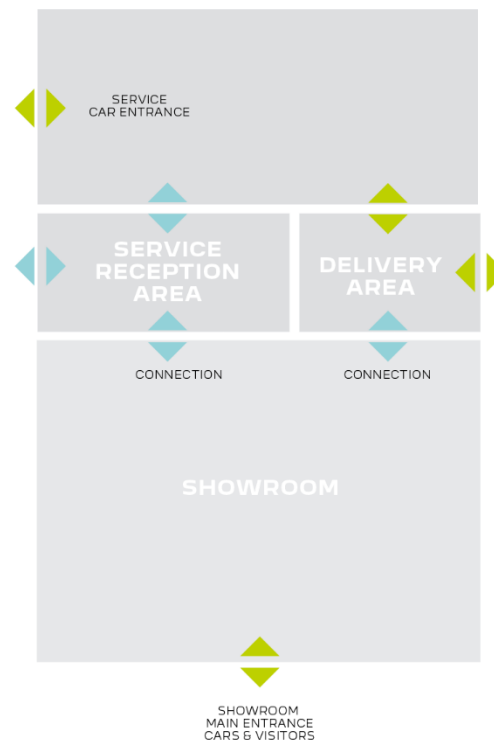
A dealership layout includes different areas separated with partitions. These partitions can be solid or glazed.

The dealership organisation requires connections between these areas.

Different solutions are available to optimise access management.

Cars manoeuvres integration is a key point in the organisation of the layout.

Doors and connections must integrate these constraints



OPENINGS

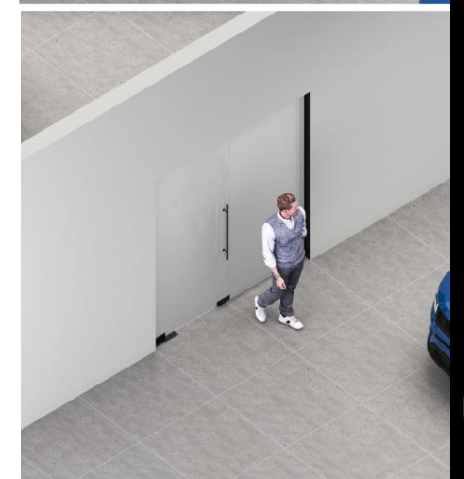
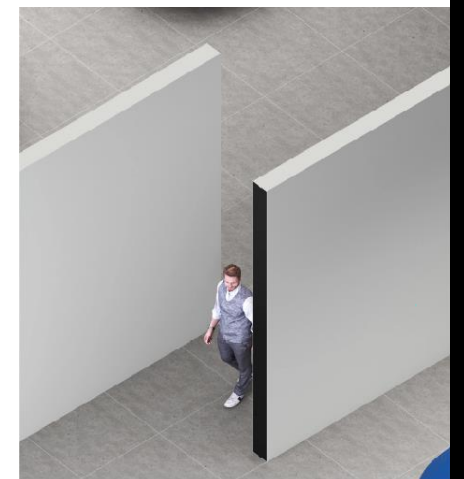
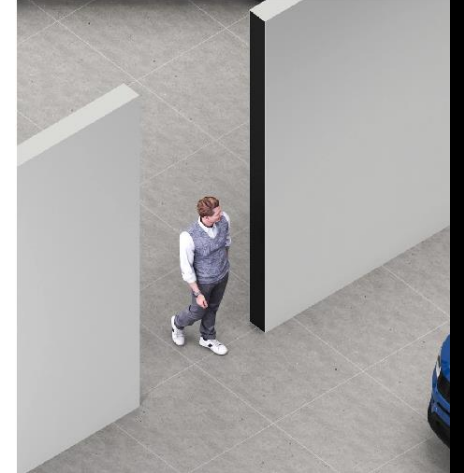
- Simple execution
- Straight forward (Direct connection between showroom and service reception area)

OPENINGS / CONNECTION

- More discreet
- Requires more space
- Allows more wall for communication (Direct connection between showroom and service reception area)

CLOSING DOORS / solid door ou glass door

- Need for privacy (Connection between showroom and backoffice)
- Need of thermal insulation (Connection between workshop and service reception area)
- Need for confort (Connection between service reception area and showroom)
- ...



INTERIOR



LAYOUT PRINCIPLES

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



	S	SMALL	M	MEDIUM	L	LARGE
CAR DISPLAYED		MAX 2		MAX 4		MAX 5 (+1*)
SHOWROOM		125 SQM		205 SQM (175 SQM with 3 cars)		250 SQM (+30*)
SALES FORCES		MIN 1 **		MIN 1 **		MIN 1 **

* : +1 vehicle/30 SQM in France (domestic market for Peugeot) in L format

** : +10 /13 SQM for each additional sales force (according to region/market rules)

PEUGEOT
PROGRAMATION’S
RULES

These rules are for Enlarge Europe showrooms..
For other regions, please refer to the rules edicted at region/country level

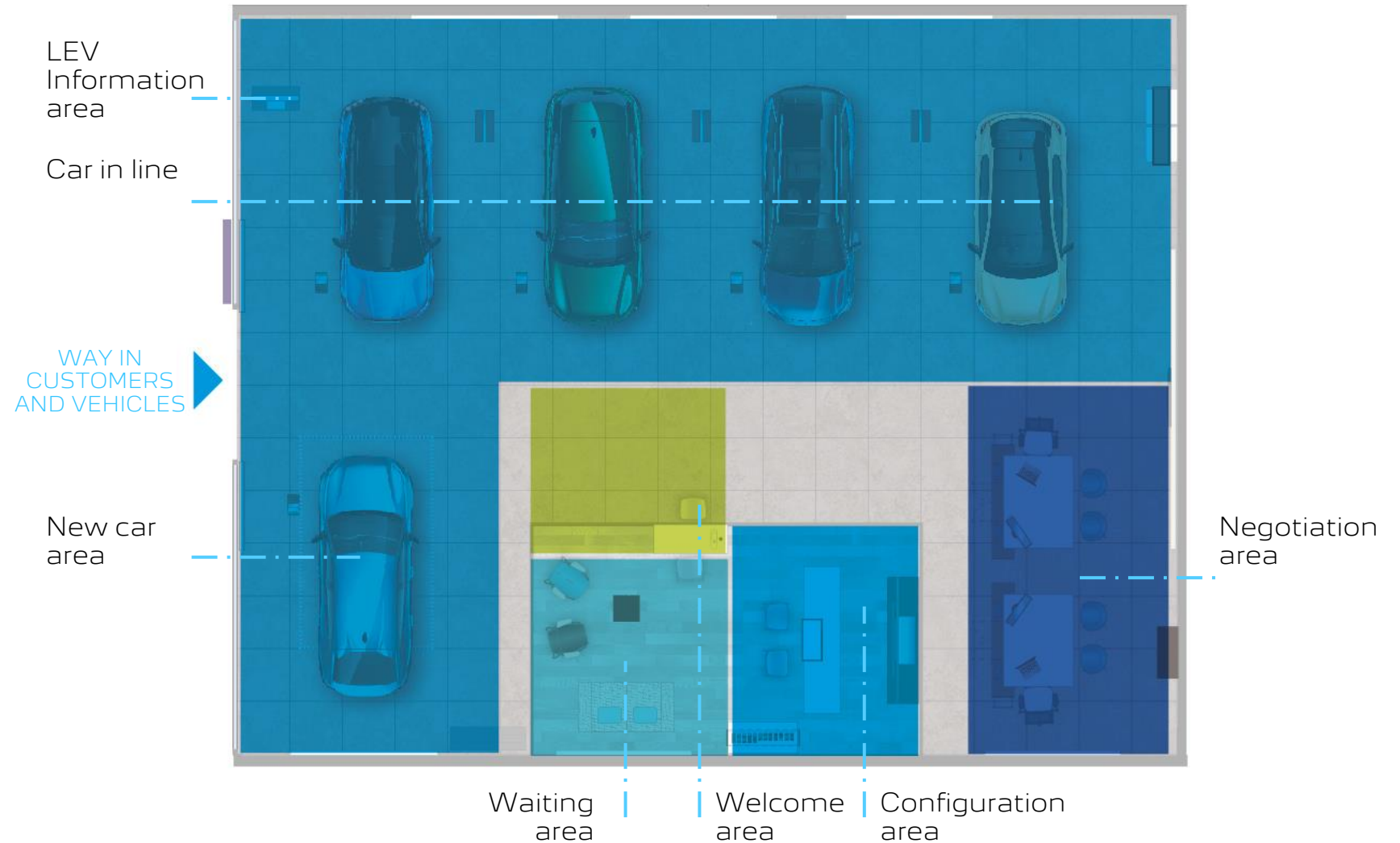
Layouts are illustrative and intended to provide a clear representation of where
salesman area has to be included in the overall concept but number of salesman
stations depends on local Dealer Standards (Please refer to local dealer standards)



MAIN GUIDELINES FOR A GOOD LAYOUT

- 1- New vehicle area close to the entrance
- 2- Car displayed in line
- 3- Welcome area visible from the entrance
- 4- Dedicated LEV Information area
- 5- Brand wall facing the entrance
- 6- Configuration area : very accessible
- 7- Salesman area open in the showroom

Vehicles way in and out is key in the layout.



AN OPTIMIZED CUSTOMER JOURNEY

1

Customer welcomed and invited to discover the Brand

Storytelling around brand values :
Allure - Emotion - Excellence

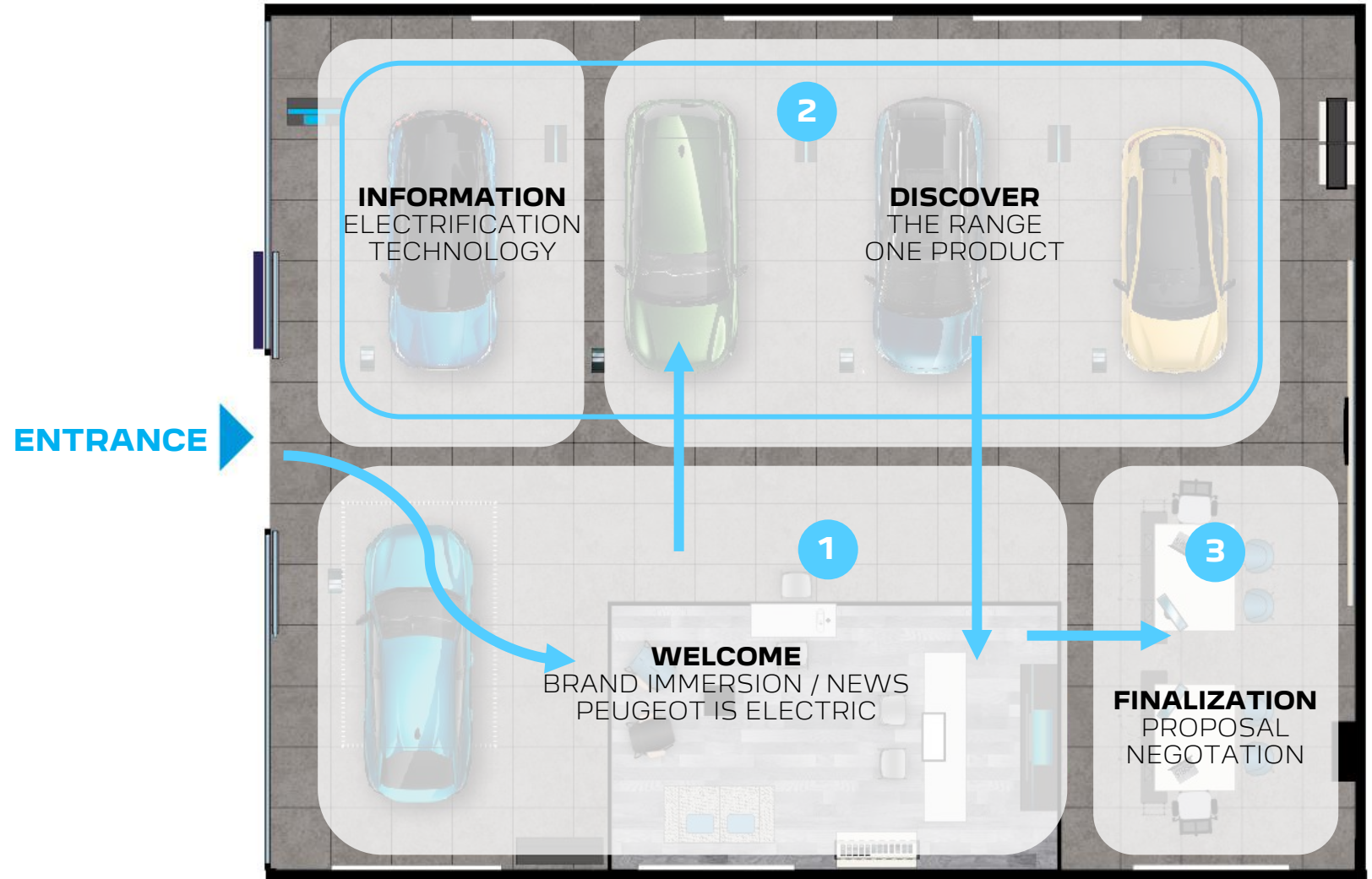
2

Discover the products

- The electric offer and related services
- ICE vs Low Emission Vehicle (EV & PHEV)
- Configuration and select the product

3

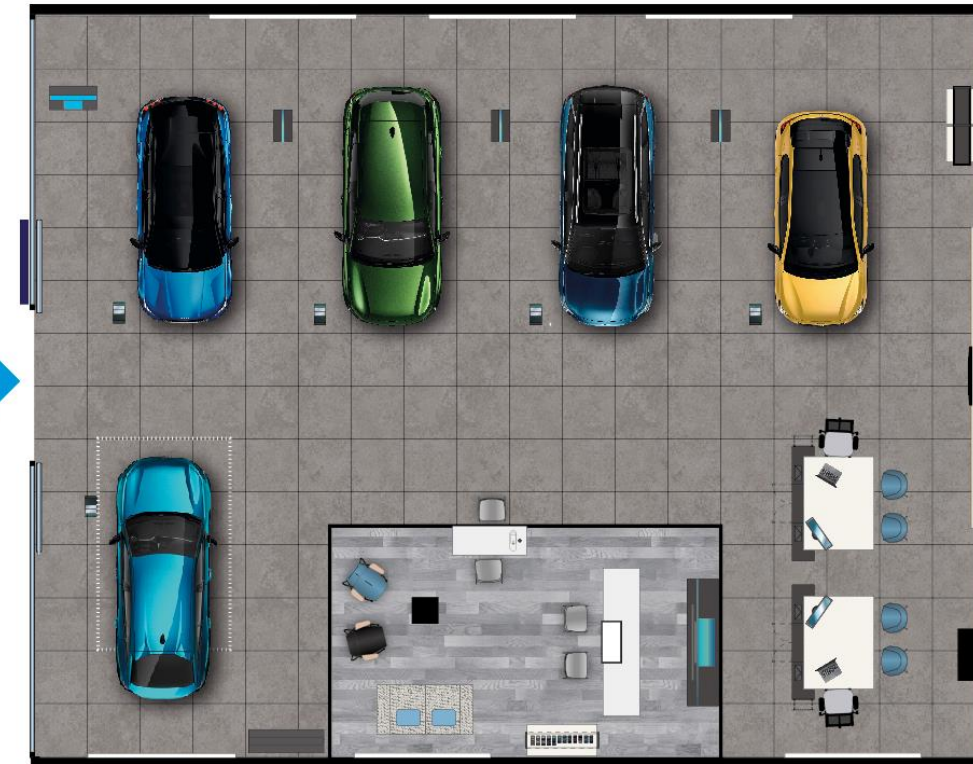
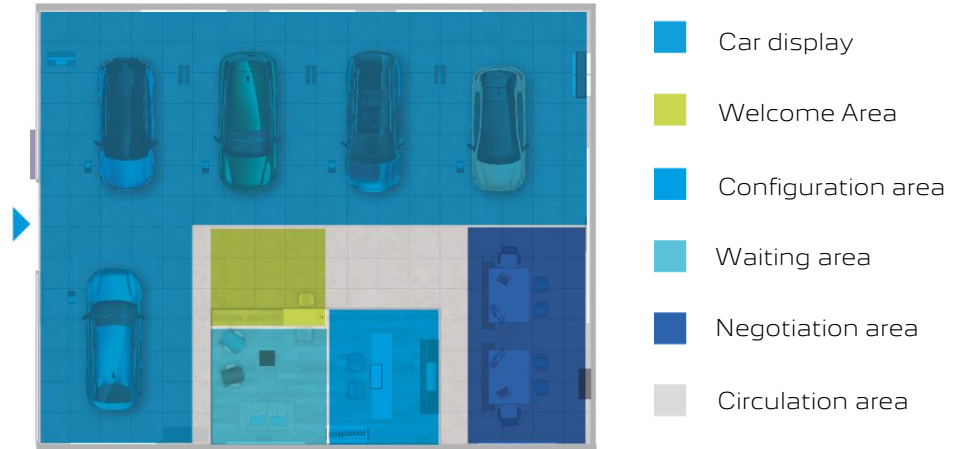
Finalize the journey



250 SQM + 10/13 SQM ADD. SALESMAN TYPICAL LAYOUT

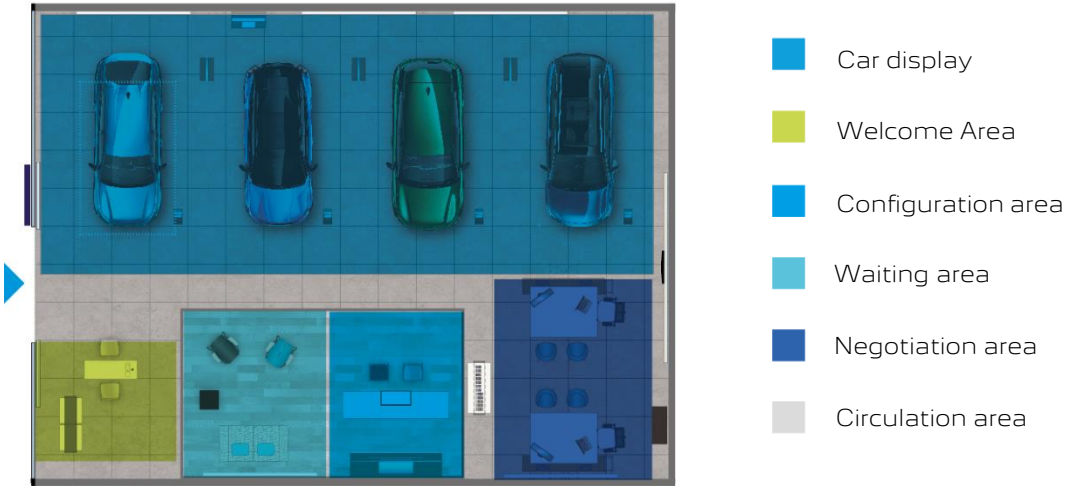
Each zone can be displayed separately depending on the surface / géométrical shape of the showroom.

ENTRANCE



**205 SQM
+10/13 SQM ADD.
SALESMAN
TYPICAL LAYOUT**

Each zone can be displayed separately depending on the surface / géométrical shape of the showroom.

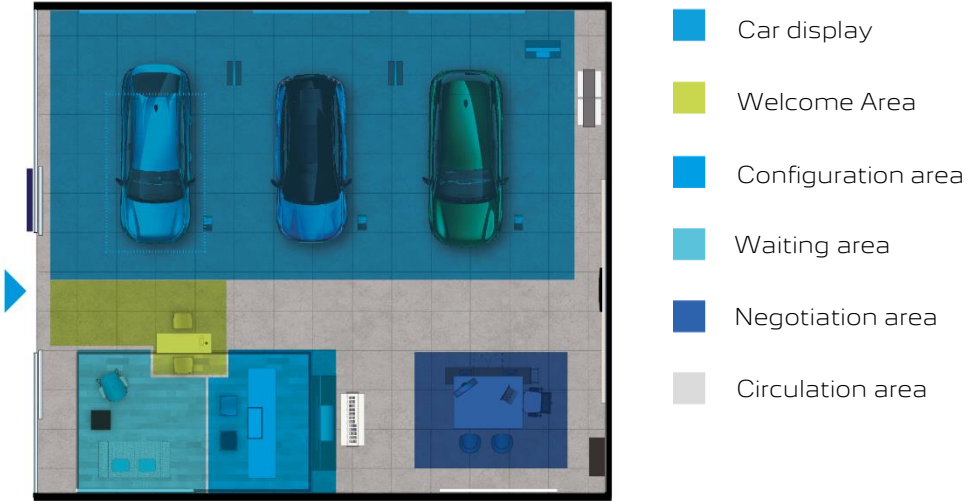


ENTRANCE



175 SQM
TYPICAL LAYOUT

Each zone can be displayed separately depending on the surface / géométrical shape of the showroom.

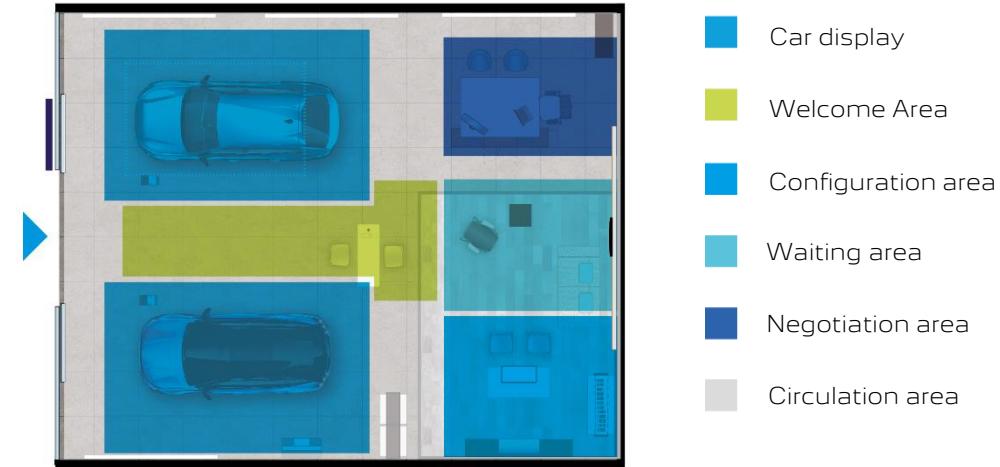


ENTRANCE



125 SQM
TYPICAL LAYOUT

Each zone can be displayed separately depending on the surface / géométrical shape of the showroom.



ENTRANCE



INTERIOR



LAYOUT PRINCIPLES VARIANTS

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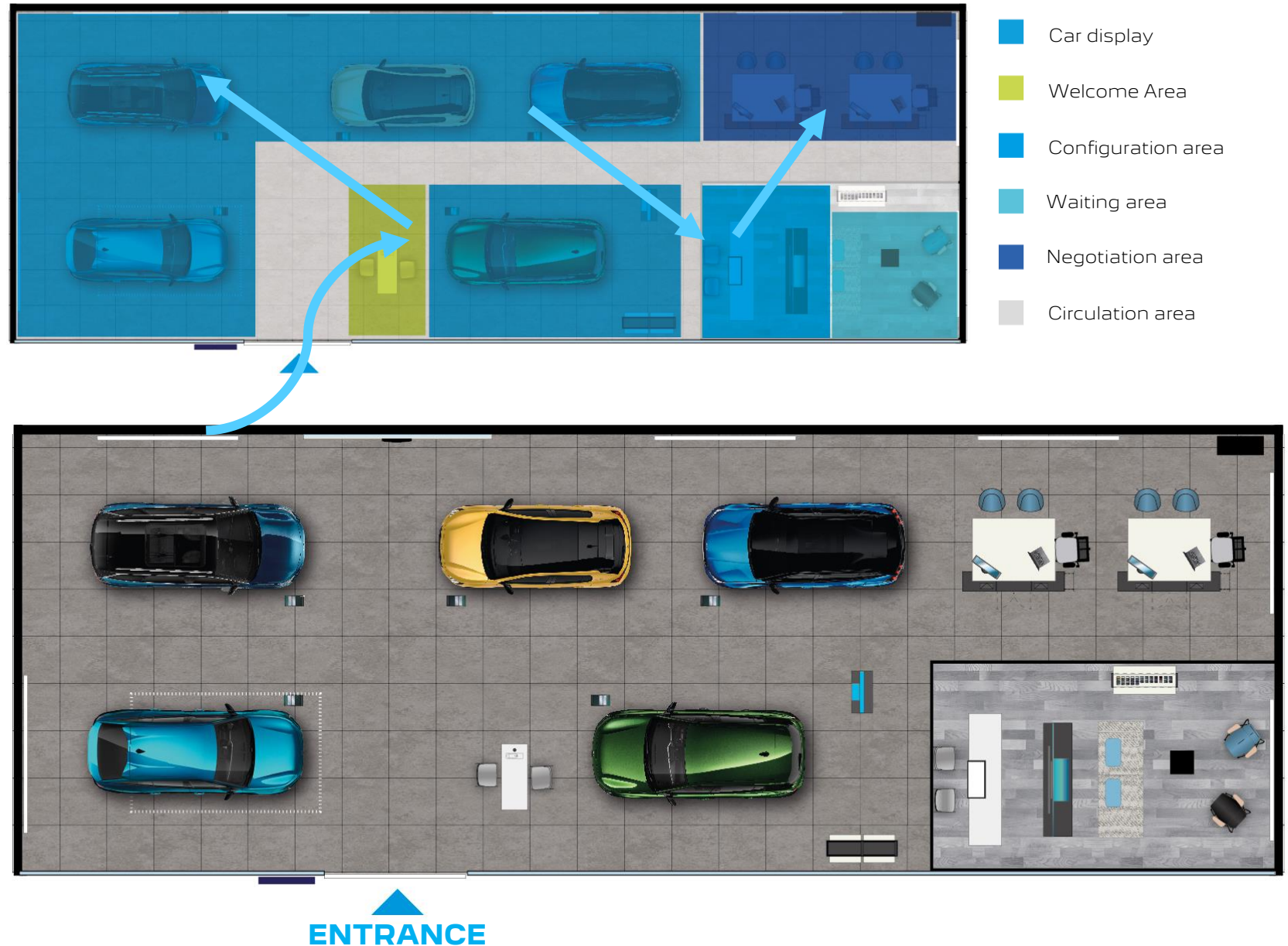
250 SQM +10 SQM ADD. SALESMAN LARGE BUT NARROW LAYOUT

Layout principle with entrance
on a large facade.

Whatever the architecture of the
showroom, the customer journey
key principle must prevail in the
showroom layout.

Welcome
Discover
Configure
Sales finalization

- 1) Welcome area must be close or easily visible from the entrance
- 2) New car area must be close to the entrance
- 3) Product discovery must be fluid and lead to the configuration area
- 4) Configuration area is located to have an easy general overview of the cars on display
- 5) Open to the showroom, sales area must provide some intimacy



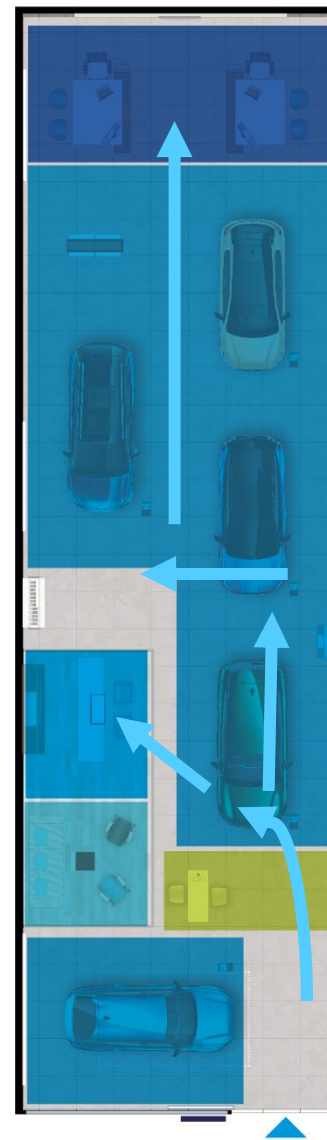
250 SQM +10 SQM ADD. SALESMAN NARROW LAYOUT

Layout principle with entrance on a narrow façade.

Whatever the architecture of the showroom, the customer journey key principle must prevail in the showroom layout.

Welcome
Discover
Configure
Sales finalization

- 1) Welcome area must be close or easily visible from the entrance
- 2) New car area must be close to the entrance
- 3) Product discovery must be fluid and lead to the configuration area
- 4) Configuration area is located to have an easy general overview of the cars on display
- 5) Open to the showroom, sales area must provide some intimacy



ENTRANCE



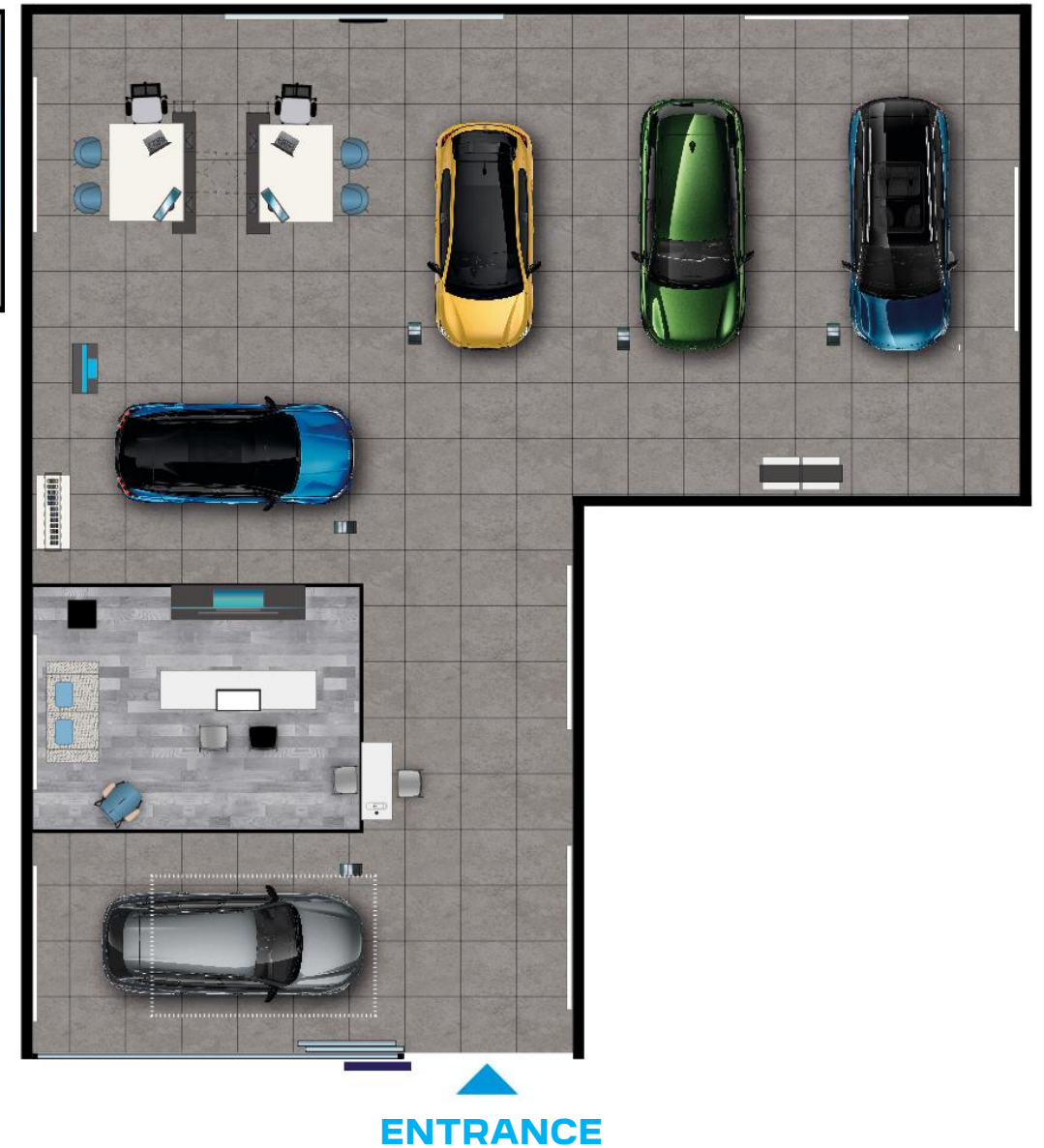
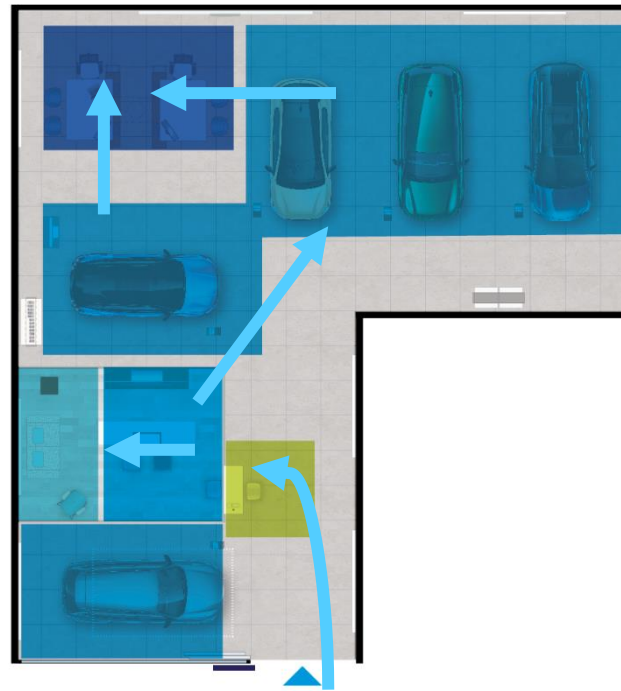
250 SQM +10 SQM ADD. SALESMAN

Layout principle with an atypic geometry :
Use configuration and LEV area to attract visitors at the showroom back.

Whatever the architecture of the showroom, the customer journey key principle must prevail in the showroom layout.

Welcome
Discover
Configure
Sales finalization

- 1) Welcome area must be close or easily visible from the entrance
- 2) New car area must be close to the entrance
- 3) Product discovery must be fluid and lead to the configuration area
- 4) Configuration area is located to have an easy general overview of the cars on display
- 5) Open to the showroom, sales area must provide some intimacy



205 SQM +10 SQM ADD. SALESMAN LARGE BUT NARROW LAYOUT

Layout principle with entrance on a large facade.

Whatever the architecture of the showroom, the customer journey key principle must prevail in the showroom layout.

Welcome
Discover
Configure
Sales finalization

- 1) Welcome area must be close or easily visible from the entrance
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- 5) Open to the showroom, sales area must provide some intimacy



-  Car display
-  Welcome Area
-  Configuration area
-  Waiting area
-  Negotiation area
-  Circulation area



ENTRANCE



205 SQM +10 SQM ADD. SALESMAN NARROW LAYOUT

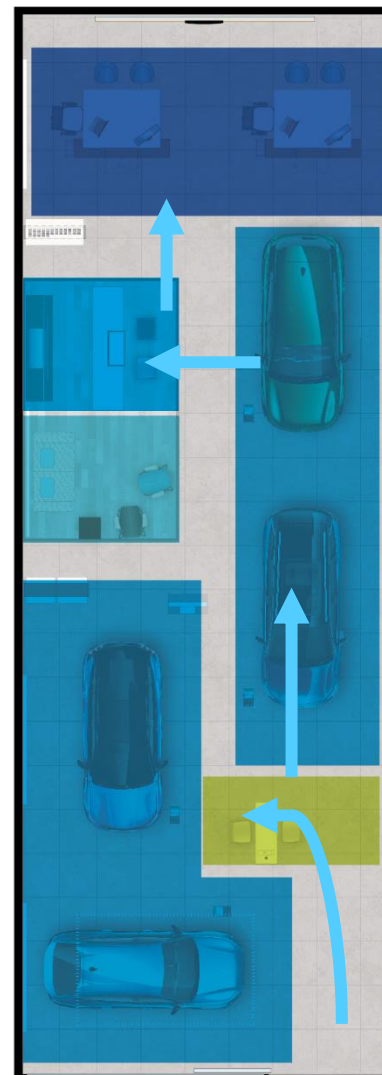
Layout principle with entrance on a narrow façade.

Whatever the architecture of the showroom, the customer journey key principle must prevail in the showroom layout.

Welcome
Discover
Configure
Sales finalization

- 1) Welcome area must be close or easily visible from the entrance
- 2) New car area must be close to the entrance
- 3) Product discovery must be fluid and lead to the configuration area
- 4) Configuration area is located to have an easy general overview of the cars on display
- 5) Open to the showroom, sales area must provide some intimacy

- Car display
- Welcome Area
- Configuration area
- Waiting area
- Negotiation area
- Circulation area



ENTRANCE



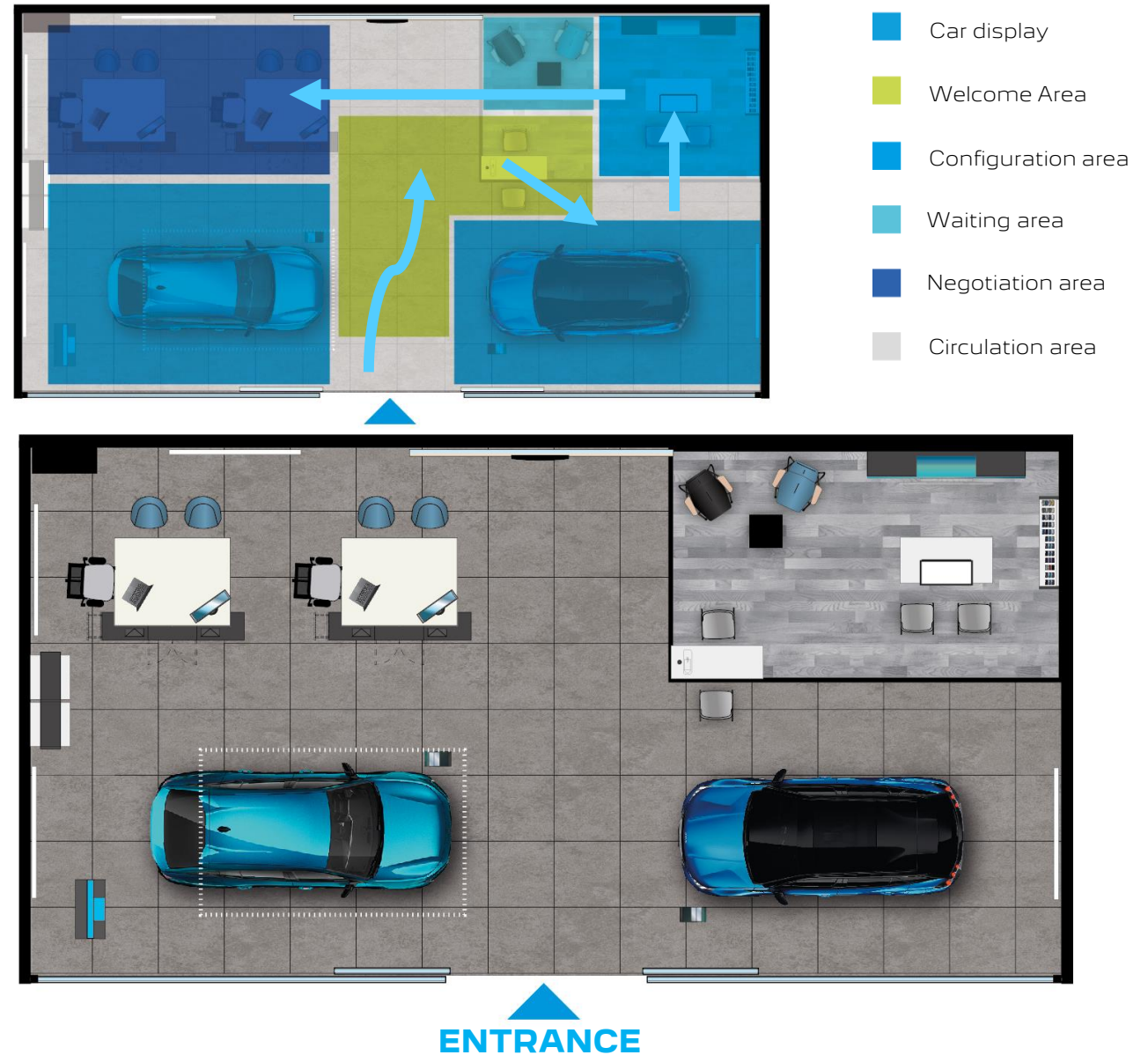
125 SQM +10 SQM ADD. SALESMAN LARGE BUT NARROW LAYOUT

Layout principle with entrance
on a large facade.

Whatever the architecture of the
showroom, the customer journey
key principle must prevail in the
showroom layout.

Welcome
Discover
Configure
Sales finalization

- 1) Welcome area must be close or
easily visible from the entrance
- 2) New car area must be close to
the entrance
- 3) Product discovery must be fluid
and lead to the configuration
area
- 4) Configuration area is located to
have an easy general overview
of the cars on display
- 5) Open to the showroom, sales
area must provide some
intimacy



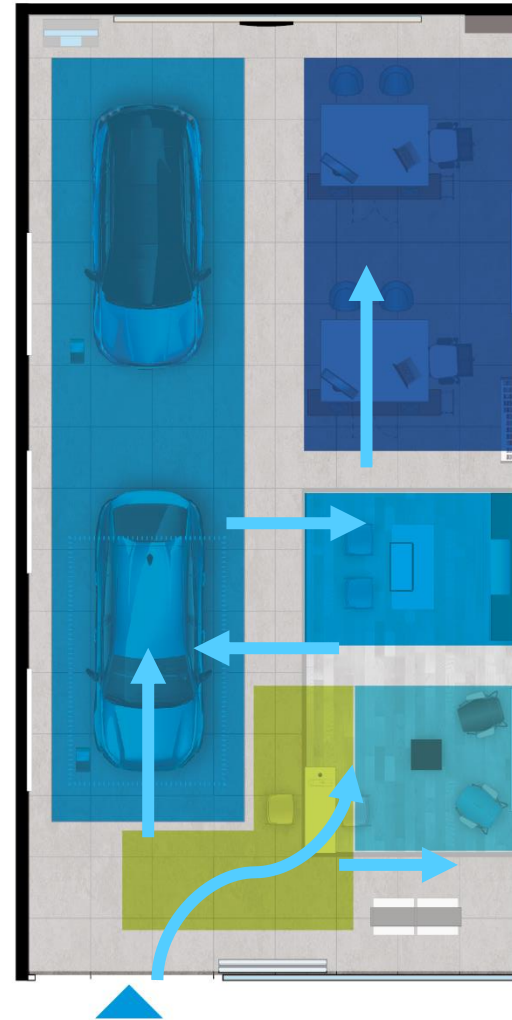
125 SQM +10 SQM ADD. SALESMAN NARROW LAYOUT

Layout principle with entrance on a narrow façade.

Whatever the architecture of the showroom, the customer journey key principle must prevail in the showroom layout.

Welcome
Discover
Configure
Sales finalization

- 1) Welcome area must be close or easily visible from the entrance
- 2) New car area must be close to the entrance
- 3) Product discovery must be fluid and lead to the configuration area
- 4) Configuration area is located to have an easy general overview of the cars on display
- 5) Open to the showroom, sales area must provide some intimacy



ENTRANCE



INTERIOR



HANDOVER AREA

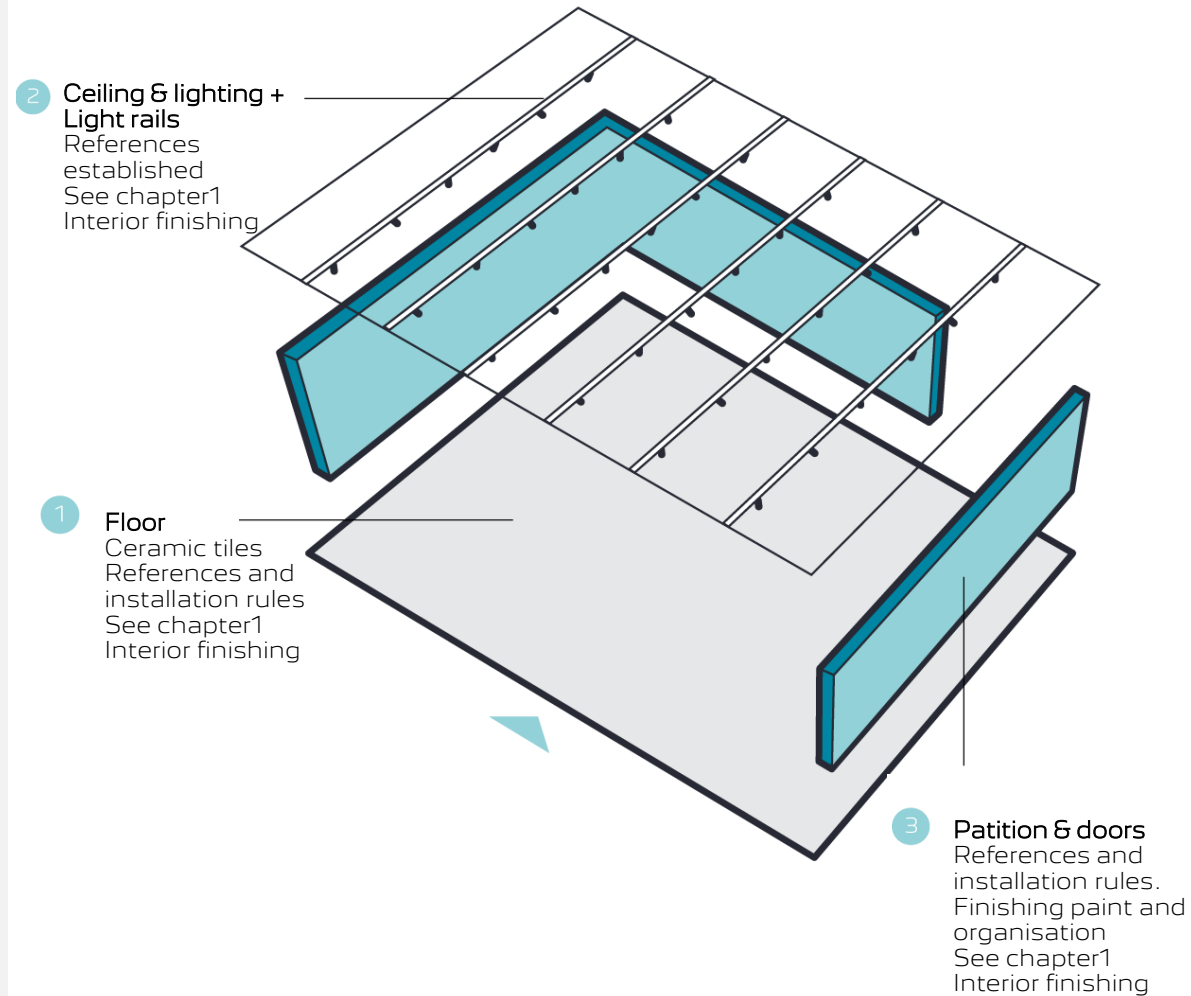
Please note that the items marked as optional ("Optional Standard") will not be mandatory for the Dealer who has the right to freely decide whether to use with them or not. PEUGEOT will enforce no contractual remedies in case the Dealer decides not to select and/or implement any of the Optional Standard listed in the Annex.

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HANDOVER AREA FINISHING

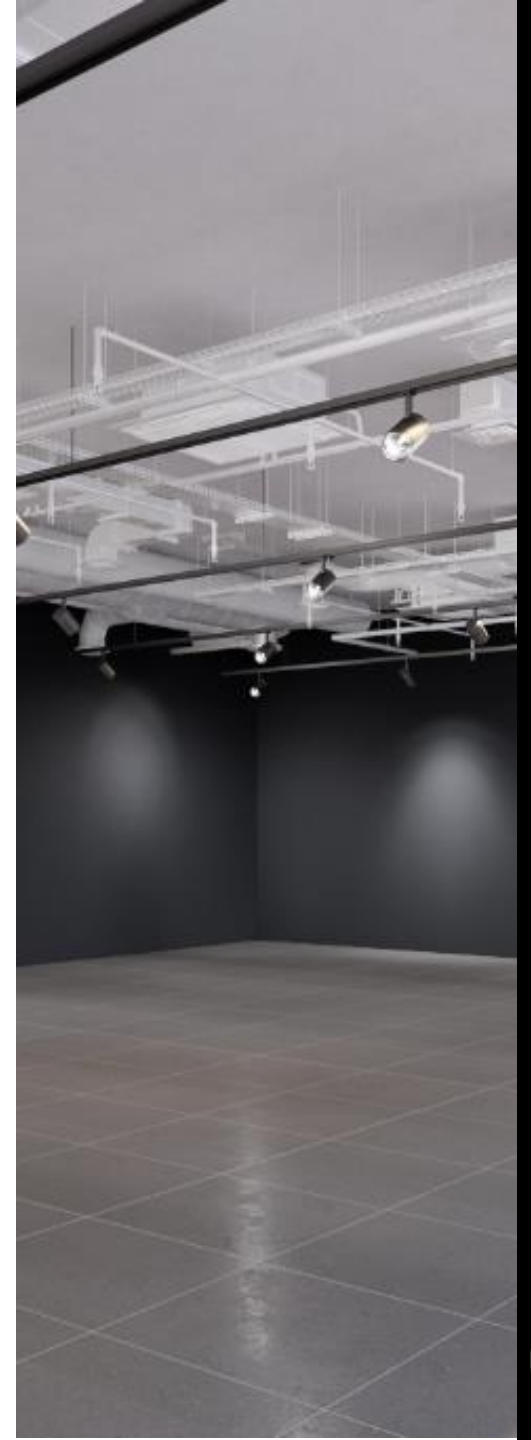
The Peugeot Monobrand Handover area adopts the Peugeot showroom finishes for the shell.

Light grey tiles
ceiling RAL 7047
Walls black RAL 9011
Black lighting rails



PLEASE
REFER
TO SBH
MULTIBRAND
GUIDELINES

STELLANTIS



DESIGN PRINCIPLES

The handover area is part of the customer journey.

It has to provide a warm atmosphere and key brand assets must be present.

Options in the layout may enrich the experience even further.

MANDATORY



Floor grey tiles
SBH ceiling 7047
Peugeot walls 9011

+



Lighting with rails

+



Totem for customer welcome
(idem price totem)



Printed lion head



LEV Charging station
(depending on Regions)

NICE TO HAVE



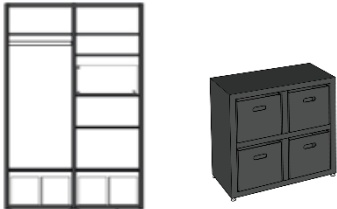
Shield on Lion head



Wood looking floor



Light box



Accessory display
and car cover storage



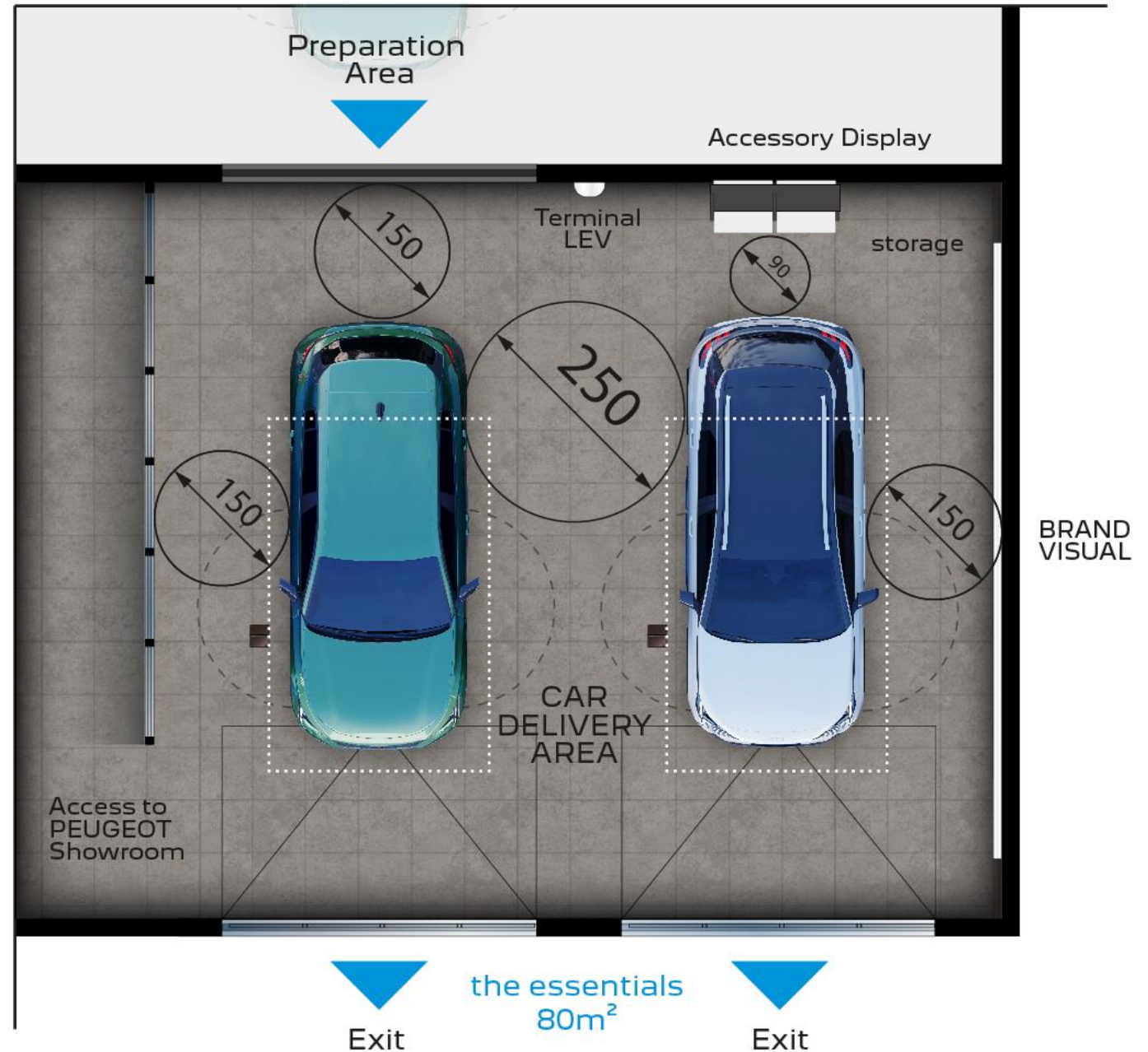
EXAMPLE OF HANDOVER AREA IMPLEMENTATION

It is recommended to dedicate a minimum of 30 sqm per car in the handover area.

This surface offers an optimal comfort (walk around the car, open the doors)..

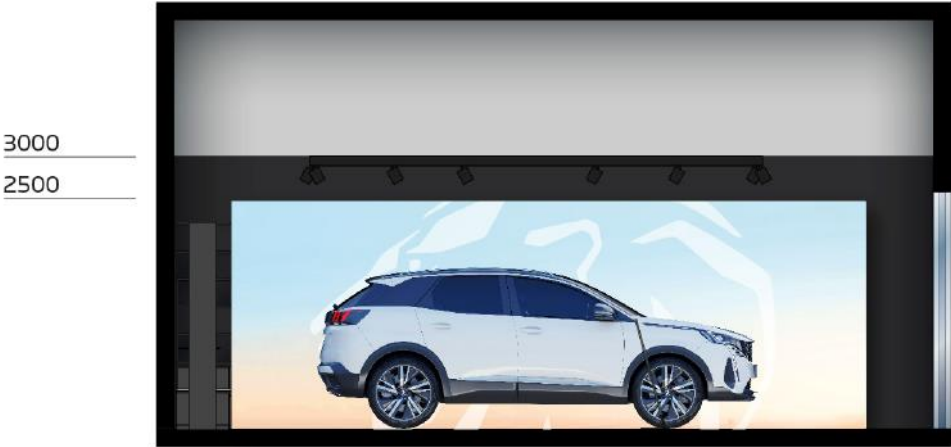
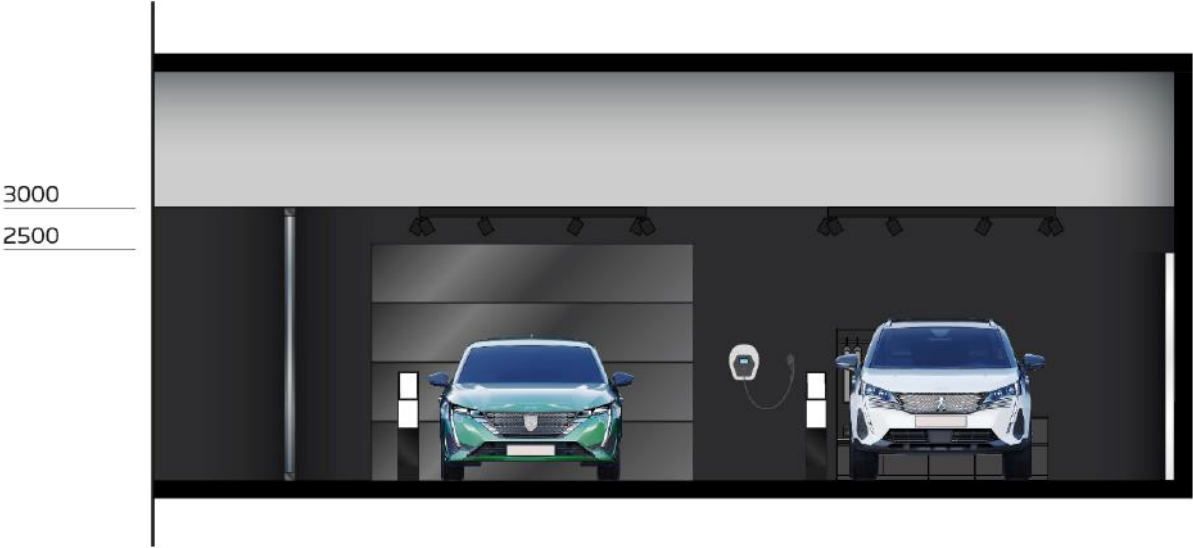
An extra minimum 10 sqm can be dedicated to additional services (desk or Lounge for instance).

Options in the layout may enrich the experience even further.



EXAMPLE OF
HANDOVER AREA
IMPLEMENTATION

WALLS

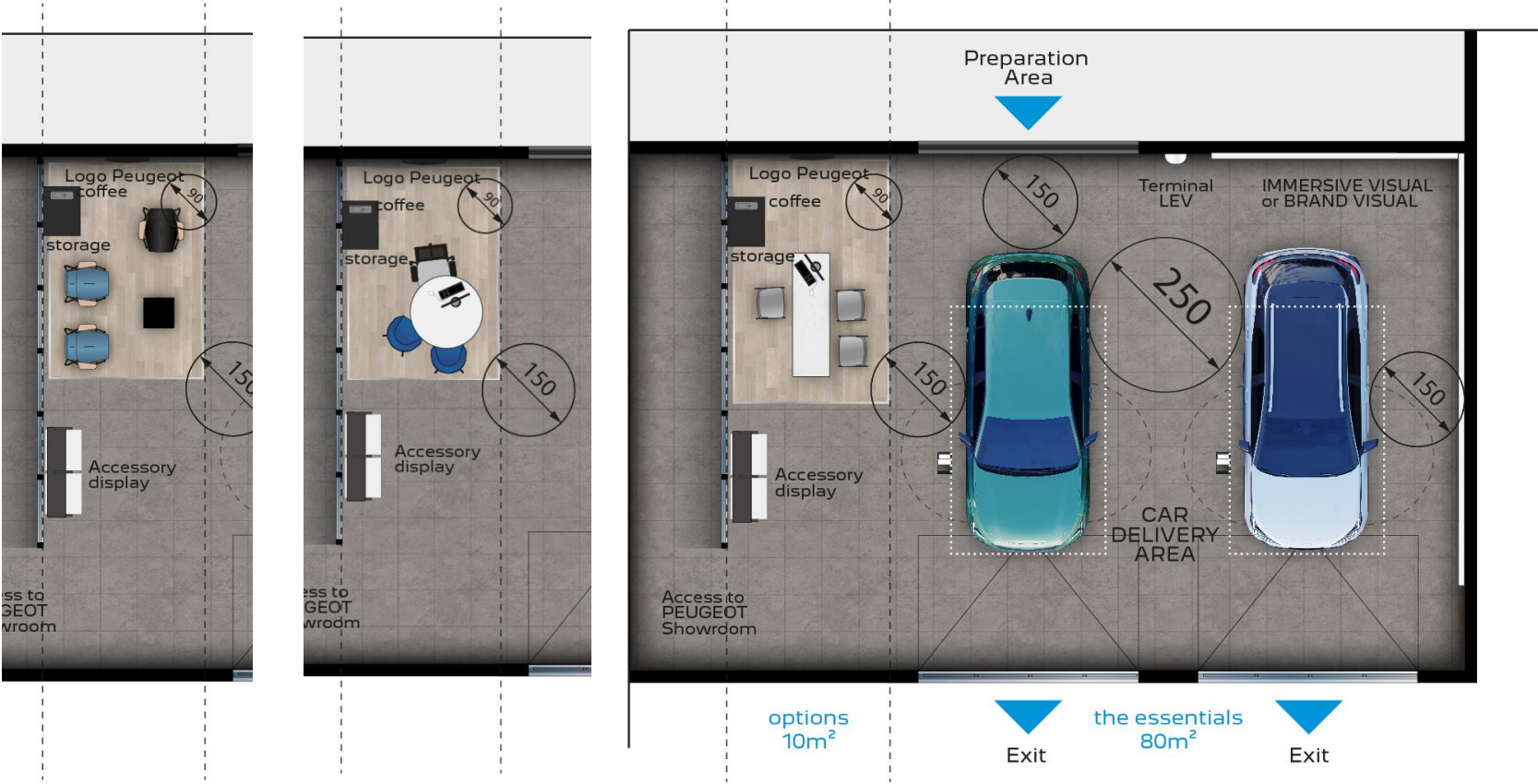


EXAMPLE OF
HANDOVER AREA
IMPLEMENTATION

OPTIONS

Handover area can be enriched with additional features in order to provide an improved customer experience, such as:

- Desk
- Mini Lounge
- Coffee corner
- Peugeot shield on Brand Wall
- Accessories furniture
- Light box
- Flooring



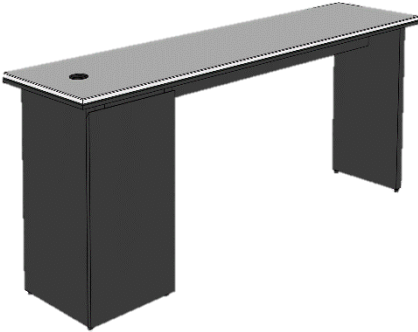
3000

2500

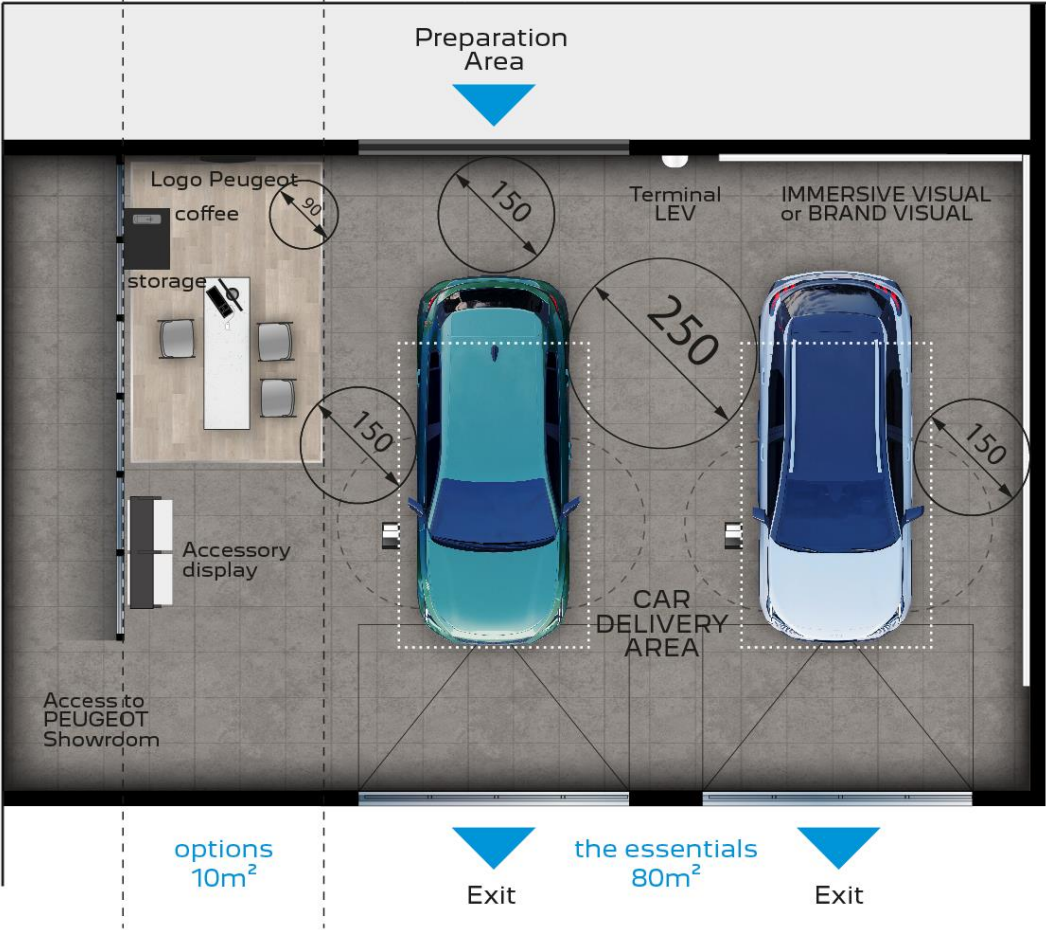


OFFICE
VARIANT / V1

WELCOME DESK



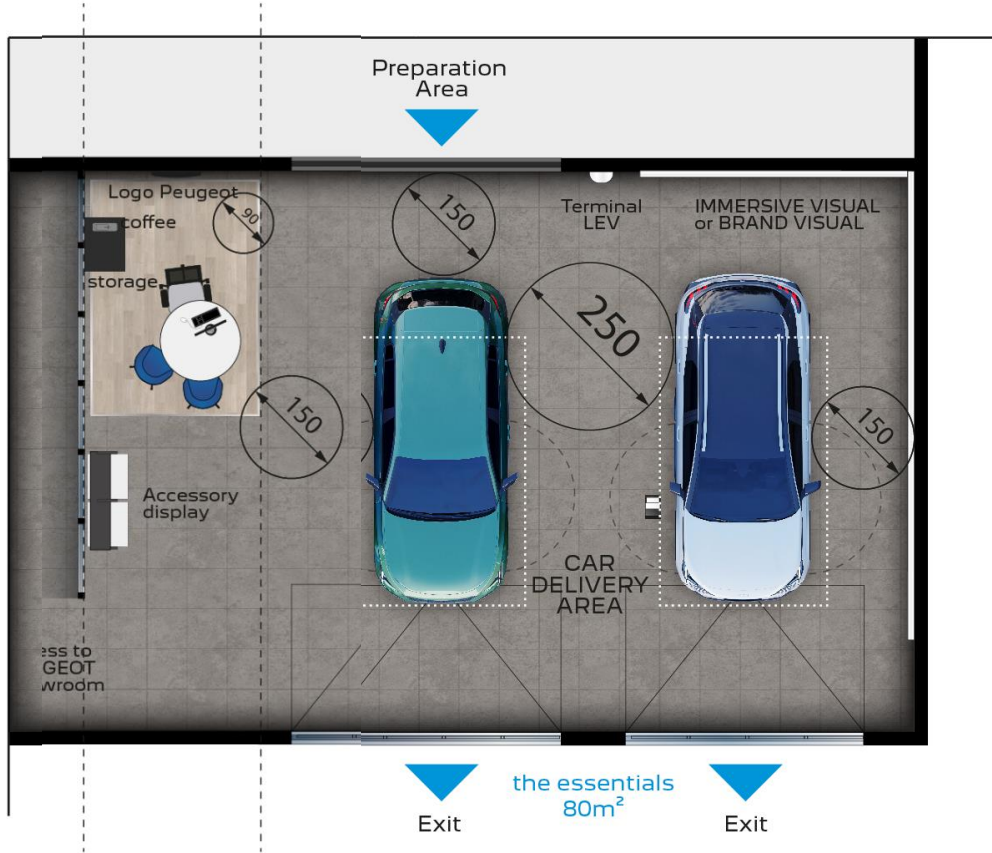
BAR STOOL



EXACT FURNITURE SPECS MAY
CHANGE PLEASE REFER TO SUPPLIER
PRICE LIST



OFFICE
VARIANT / V2



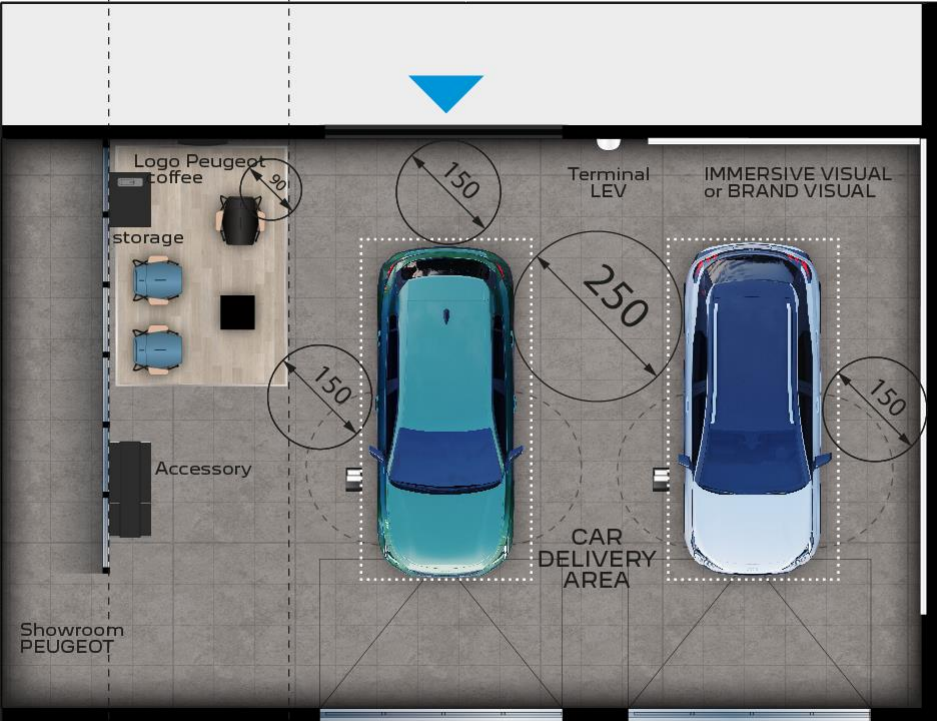
LOUNGE
VARIANT / V3



ARMCHAIR



SIZE TABLE



HANDOVER IN SHOWROOM

Where there is no dedicated space, the handover of the delivery vehicle can be showcased in the showroom.

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

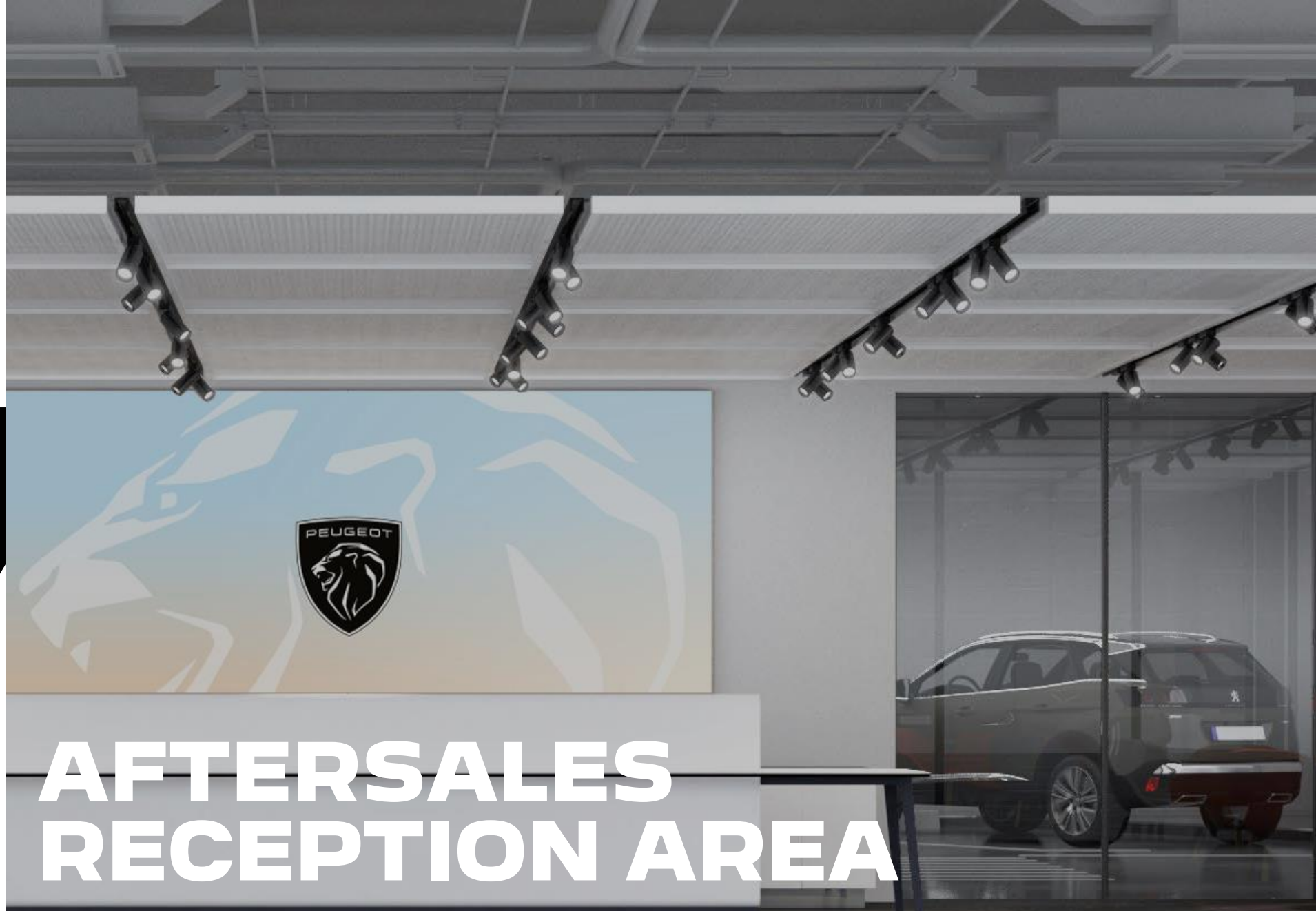
A retractable partition system must be set up to mark off the area while being folded away to free up the space when there is no scheduled handover.



Retractable
partition system



INTERIOR



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AFTERSALES RECEPTION

The Aftersales reception area can be

- Separated from the showroom
In this case : follow SBH rules.
- Integrated in the showroom :
See next pages specific rules.



If Peugeot aftersales reception is separated from showroom :
Use SBH design with specific Peugeot brand wall and real shield.
Shield must be ordered to signage suppliers.

PLEASE
REFER
TO SBH
MULTIBRAND
GUIDELINES

STELLANTIS



INTERIOR AFTERSALES

For mono LCV Stellantis Brand "LCV & SMALL REPAIRER SHOP guideline" shall apply.
For multi-LCV Stellantis Brand "LCV & SMALL REPAIRER SHOP guideline" shall apply.
For SMALL REPAIRER SHOP* "LCV & SMALL REPAIRER SHOP guideline" shall apply.

In case of repairer Passenger Car and LCV, out of SMALL REPAIRER SHOP*, refer to the Brand Corporate Identity Book and Stellantis Multibrand Guidelines (SBH) in case of more than one Stellantis brand

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



PLEASE
REFER
TO SBH
MULTIBRAND
GUIDELINES

STELLANTIS



AFTERSALES RECEPTION LAYOUT SEPARATED FROM THE SHOWROOM

The reception area is composed of two complementary spaces : the reception and the waiting area.

Depending on the surface available, the waiting area is optional. Waiting area of the showroom can be used by aftersales customers.

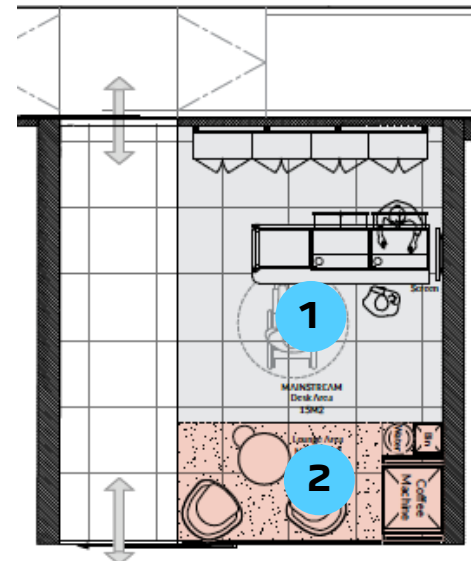
For detailed information, please refer to multibrand guidelines.

NOTA: Standalone service points adopt the SBH rules for the interior layout.

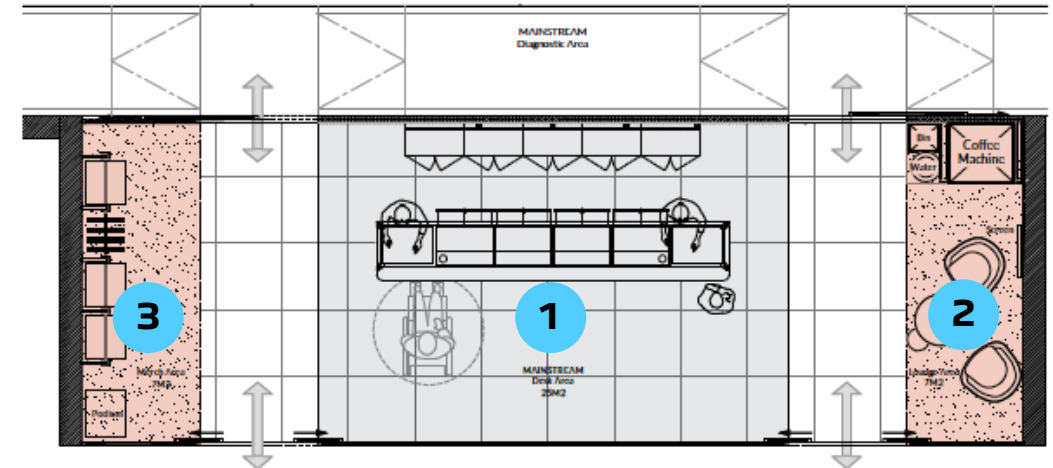
PLEASE
REFER
TO SBH
MULTIBRAND
GUIDELINES

STELLANTIS

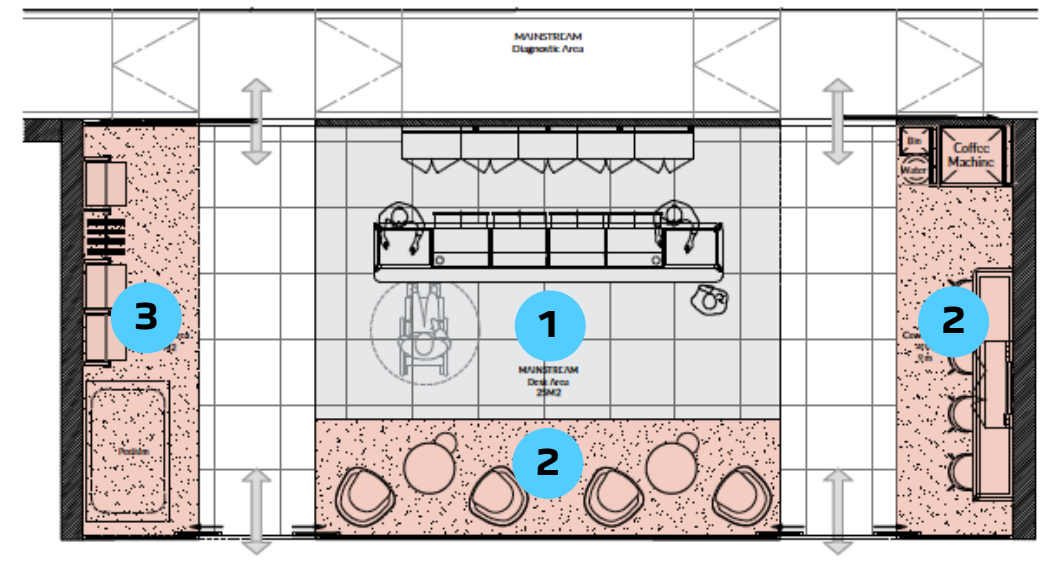
- 1 Reception area**
- 2 Waiting area:
Lounge or workstation :
optional when the
reception area is close
to showroom**
- 3 Merchandising area**



CASE 1: SMALL



CASE 2: MEDIUM

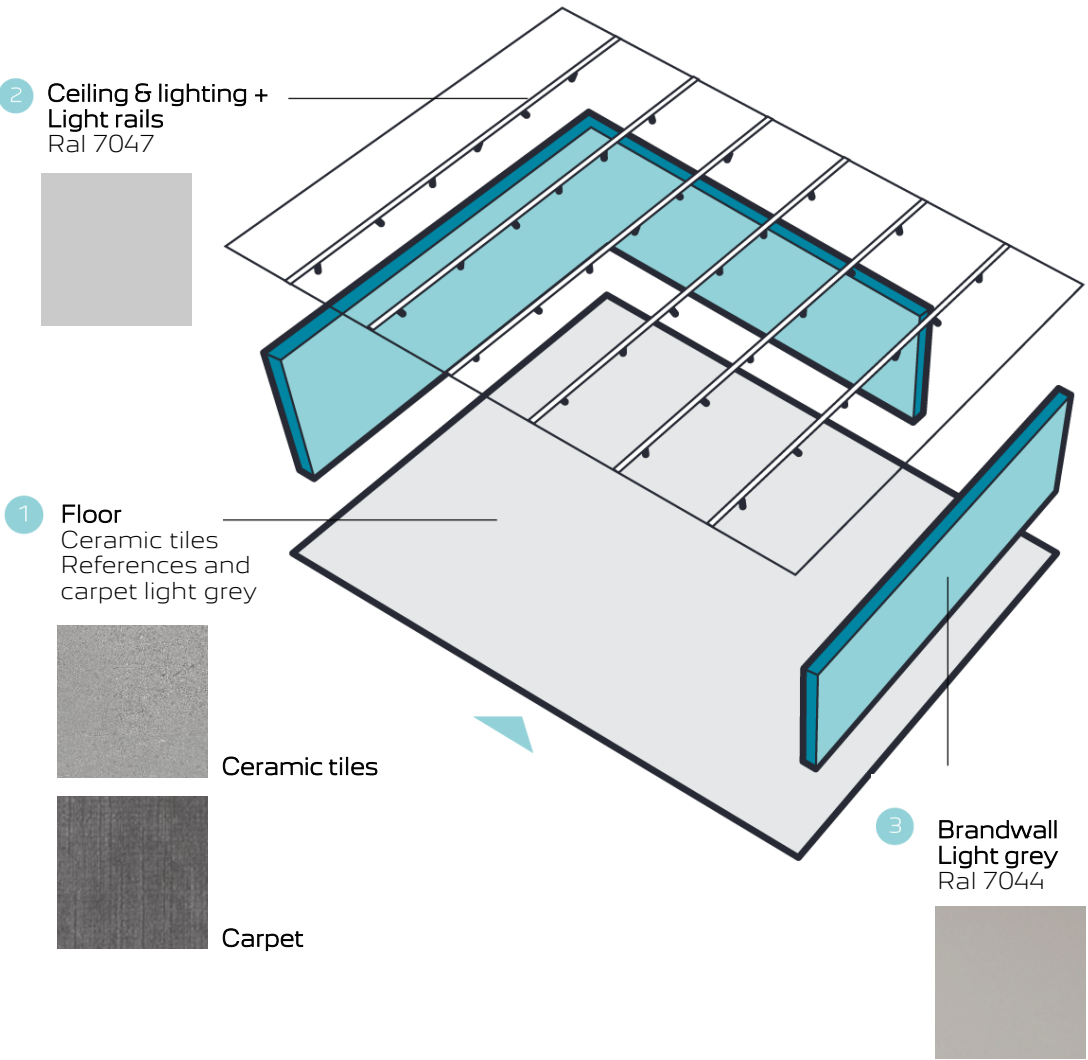


CASE 3: LARGE



AFTERSALES
INTERIOR FINISHING

Peugeot shell adopts the SBH finishes.
The mainstream reception interior design is a fresh, light and neutral environment.



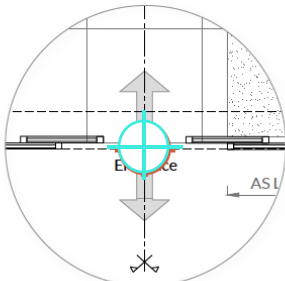
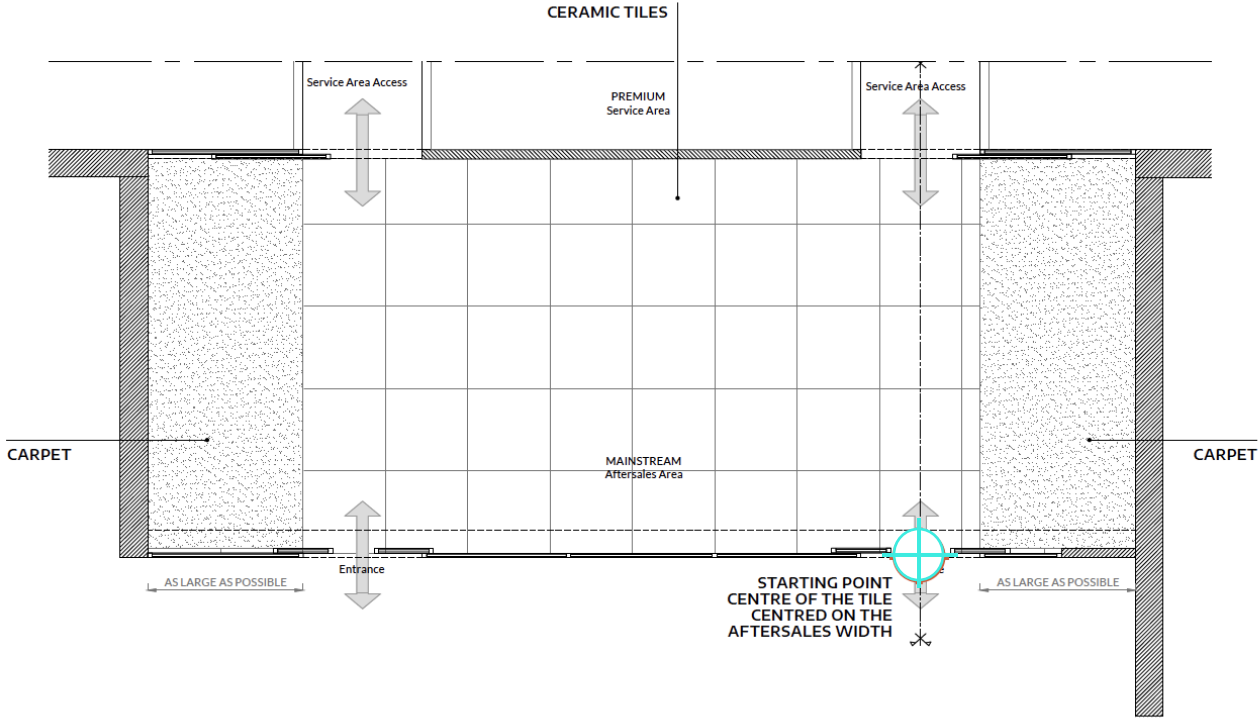
FLOOR FINISHES

Big tiles

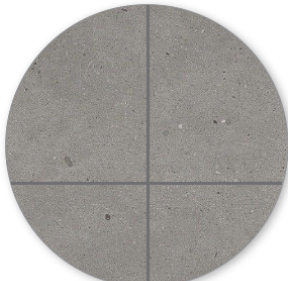
Large 90x90 or 100x100cm tiles are used in the entire space. The starting point is on the entrance side and centred within the space. Try to make the least amount of cuts to avoid waste.

Carpet

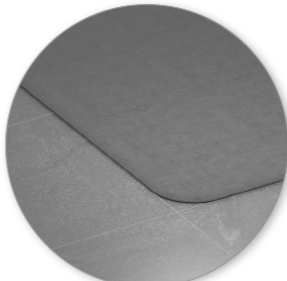
A light grey carpet is placed in the lounge area. The carpet is glued onto the tiles



DET. 01
TILING STARTING POINT



CERAMIC TILES
90X90CM OR 100X100CM
Colour: Light grey
Joint: Cement colour



CARPET
Colour: Light grey



AFTERSALES RECEPTION IN SHOWROOM

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

It will adopt all the main characteristics of the showroom (tiles, lightning, ceiling, etc.).

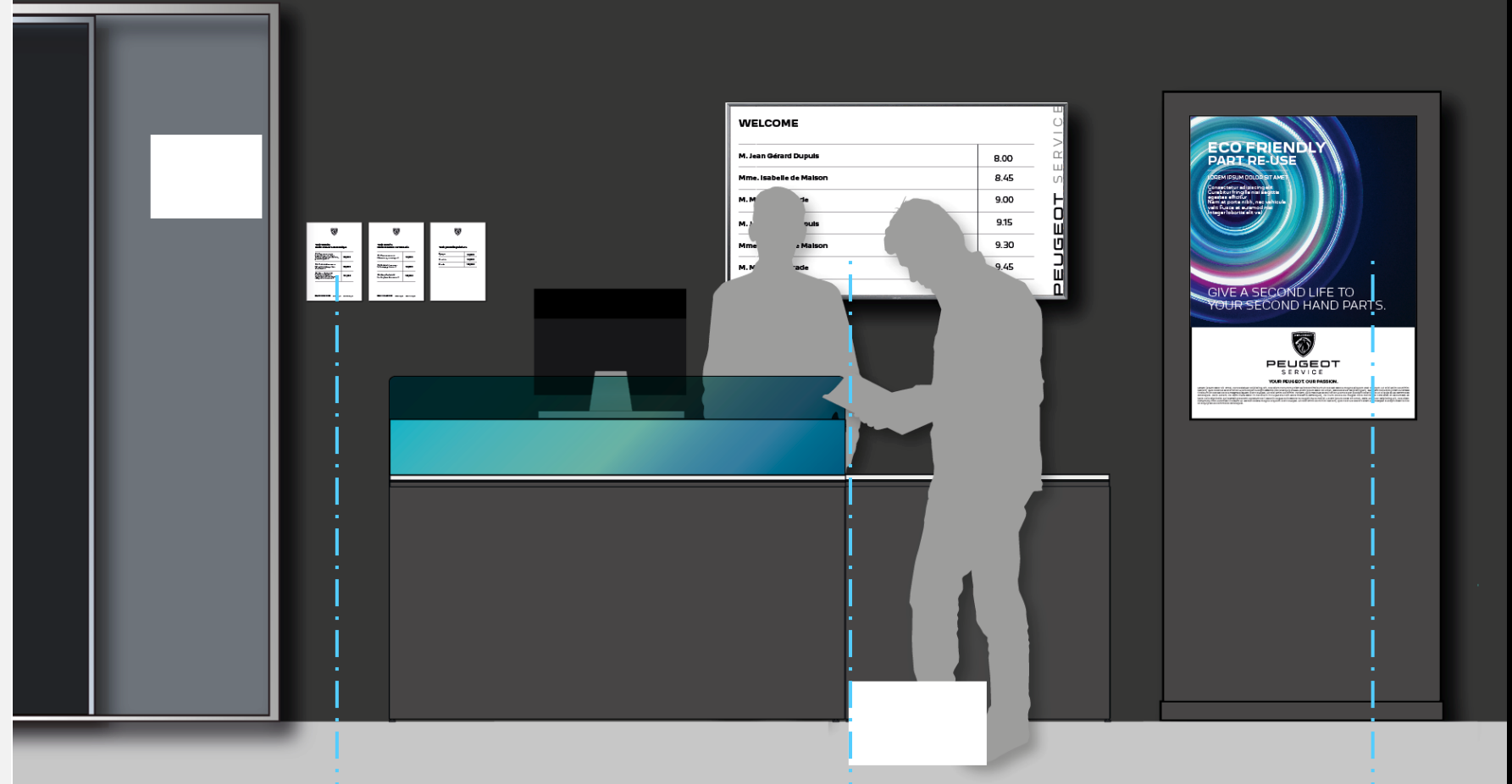
The waiting area of the showroom will also be the one for aftersales customers.



AFTERSALES RECEPTION INTEGRATED IN THE SHOWROOM

When aftersales reception is part of the showroom, a specific range of furniture coordinated with the showroom ones has to be used

- a reception counter
- Spare parts counter
- Aftersales digital totem is part of the D@R program



Practical and legal
information

Customer appointments
information screen

Aftersales
digital totem

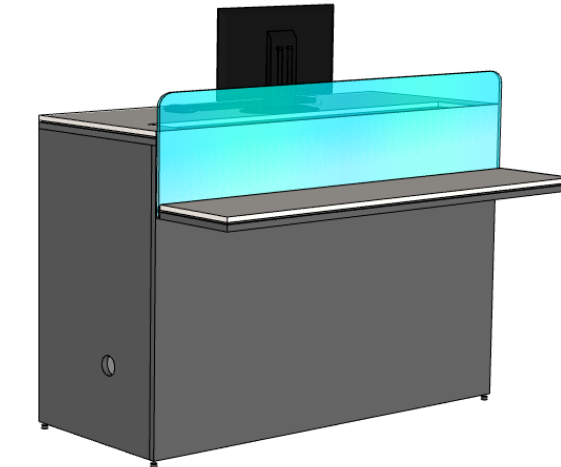


SHOWROOM SERVICE WELCOME DESK

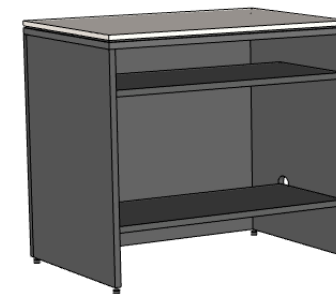
The service reception area can be located in the showroom. In this case : the furniture must be the Peugeot design one.

Aftersales reception integrated in showroom

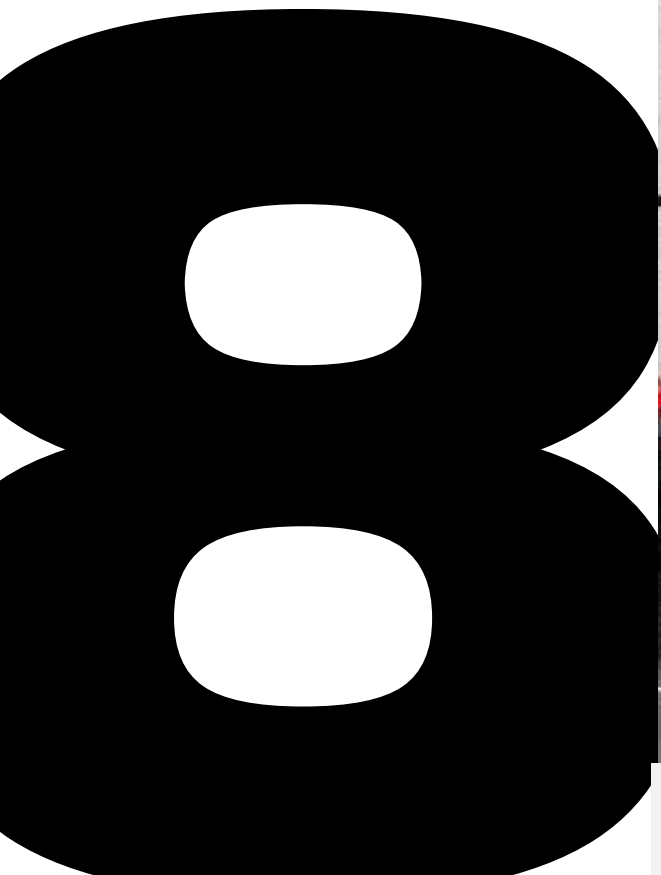
Showroom Service welcome desk



Spare part counter



INTERIOR



SERVICE AREA

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SERVICE AREA

Monobrand Service area adopts SBH design recommendations.

Refer to SBH Multibrand guidelines.

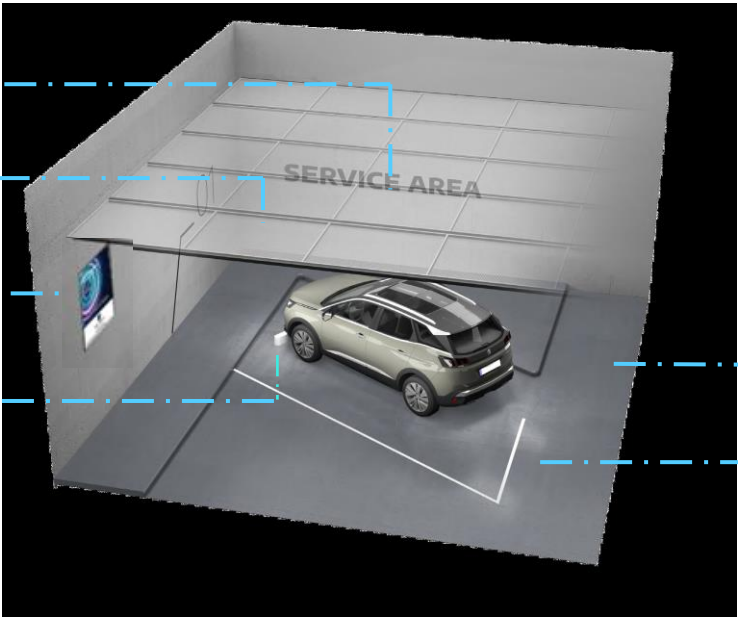


Wall signage wall paint or adhesive diecut letters RAL 7021

Lighting & ceiling
Rail linear lights RAL9005
Metal Mesh RAL 7047

Advertising 80X120

Car stopper
concrete base
white RAL 9010



Grey Floor RAL 7040

Floor marking
Floor paint
white RAL 9010

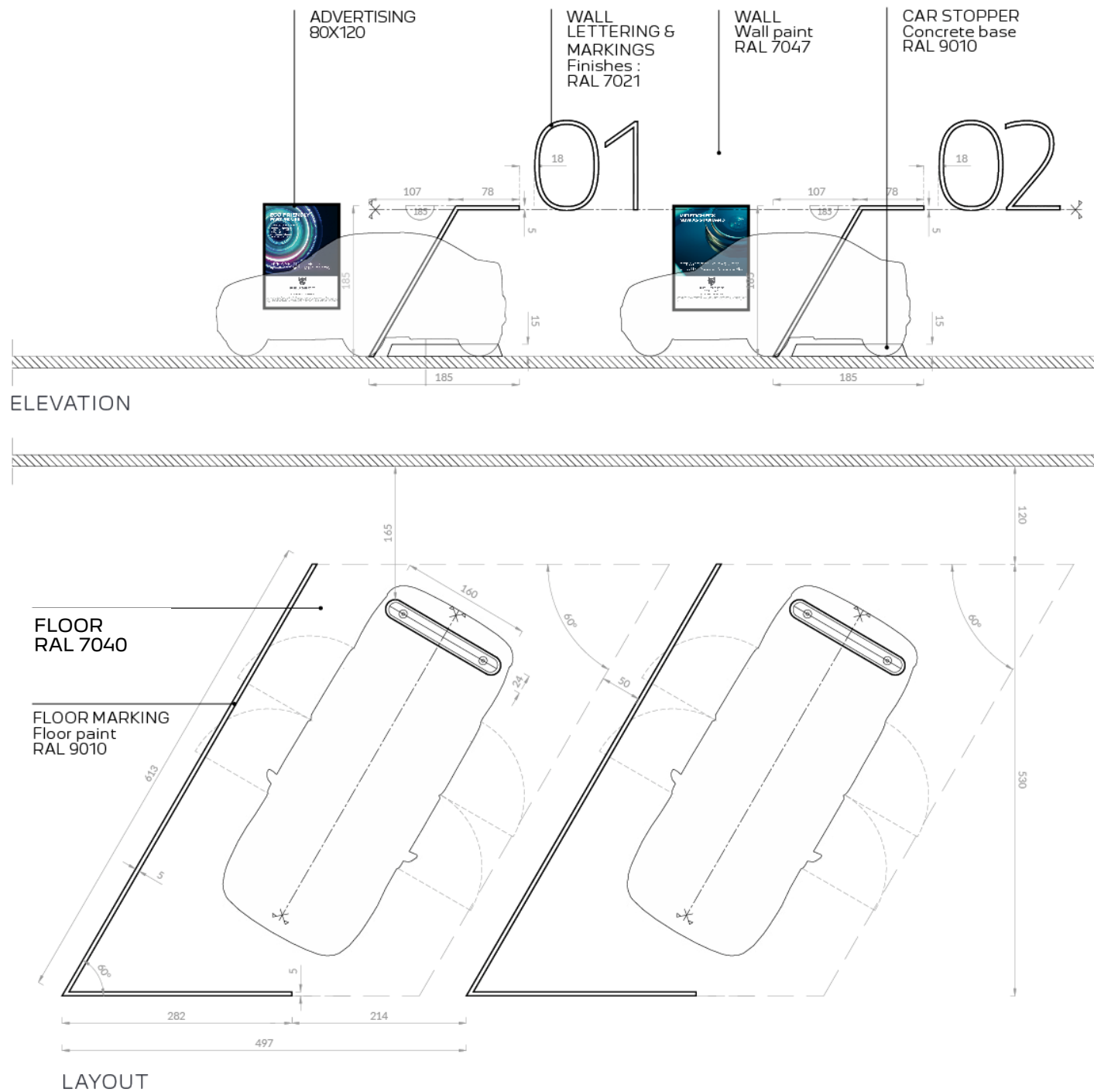
PLEASE
REFER
TO SBH
MULTIBRAND
GUIDELINES

STELLANTIS



Use SBH design recommendations.

PLEASE
REFER
TO SBH
MULTIBRAND
GUIDELINES



INTERIOR



INTERIOR WAYFINDING

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WAYFINDING

Main principles

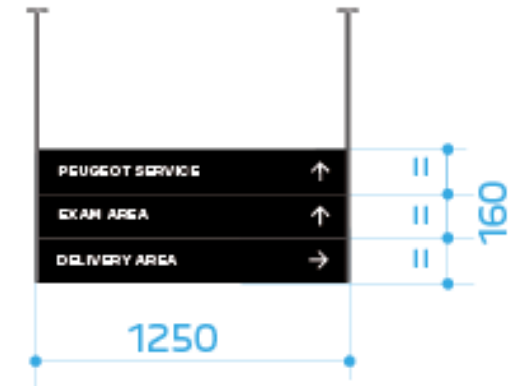
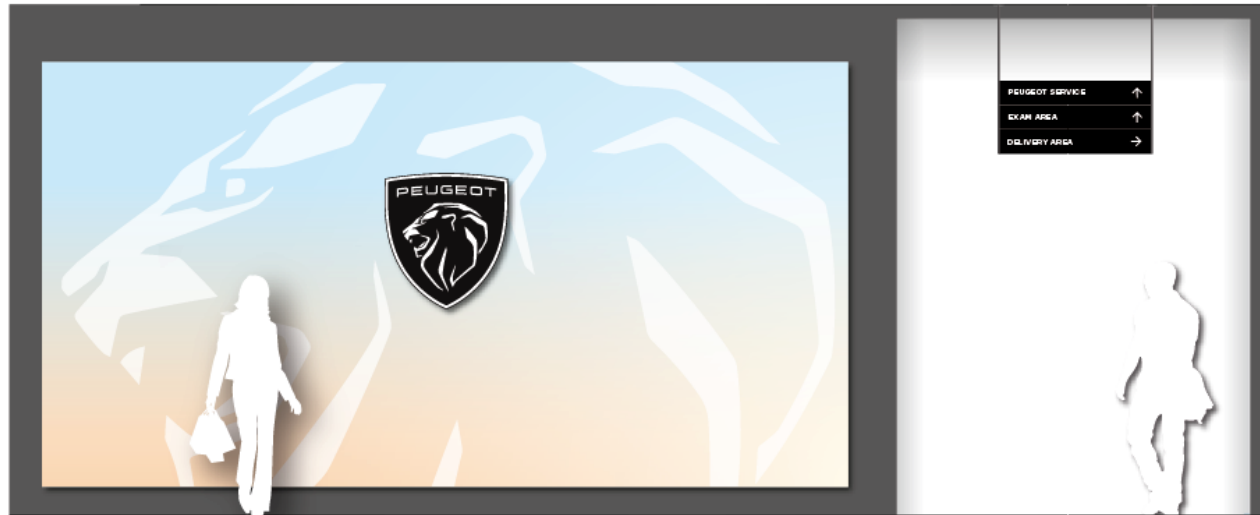
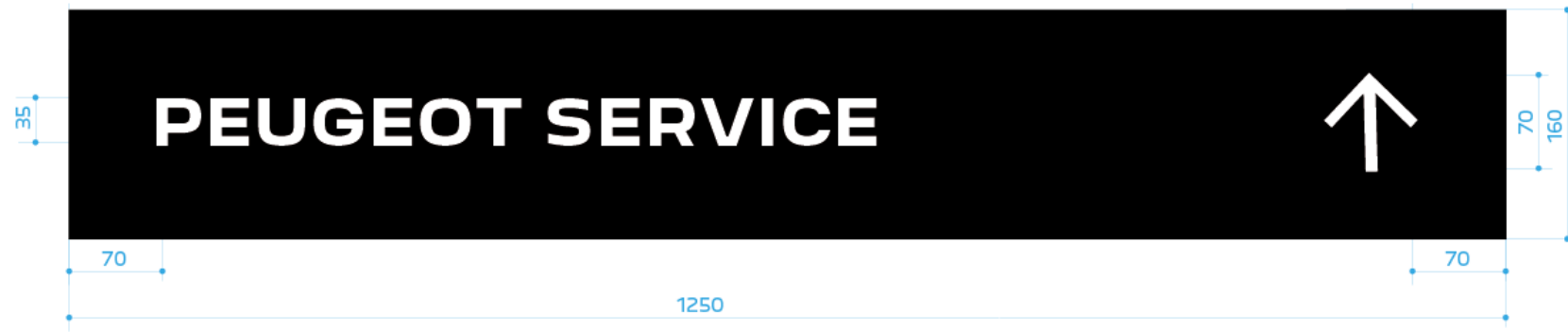
1 PEUGEOT NEW BOLD FOR POSITION SIGNAGE

- 1** Black (on wall) or white (on window or hanging sign) adhesive lettering
Texte adhésif noir (sur mur) ou blanc (sur vitrage ou panneau suspendu)
- 2** Arrow for wall sign
Flèche pour signalétique murale
- 3** Arrow for hanging sign
Flèche pour signalétique sur panneau suspendu

2 ↓
PEUGEOT NEW
REGULAR FOR
ARROWS ON THE WALL

3 ↓
PEUGEOT NEW
REGULAR FOR
ARROWS ON
HANGING PANEL



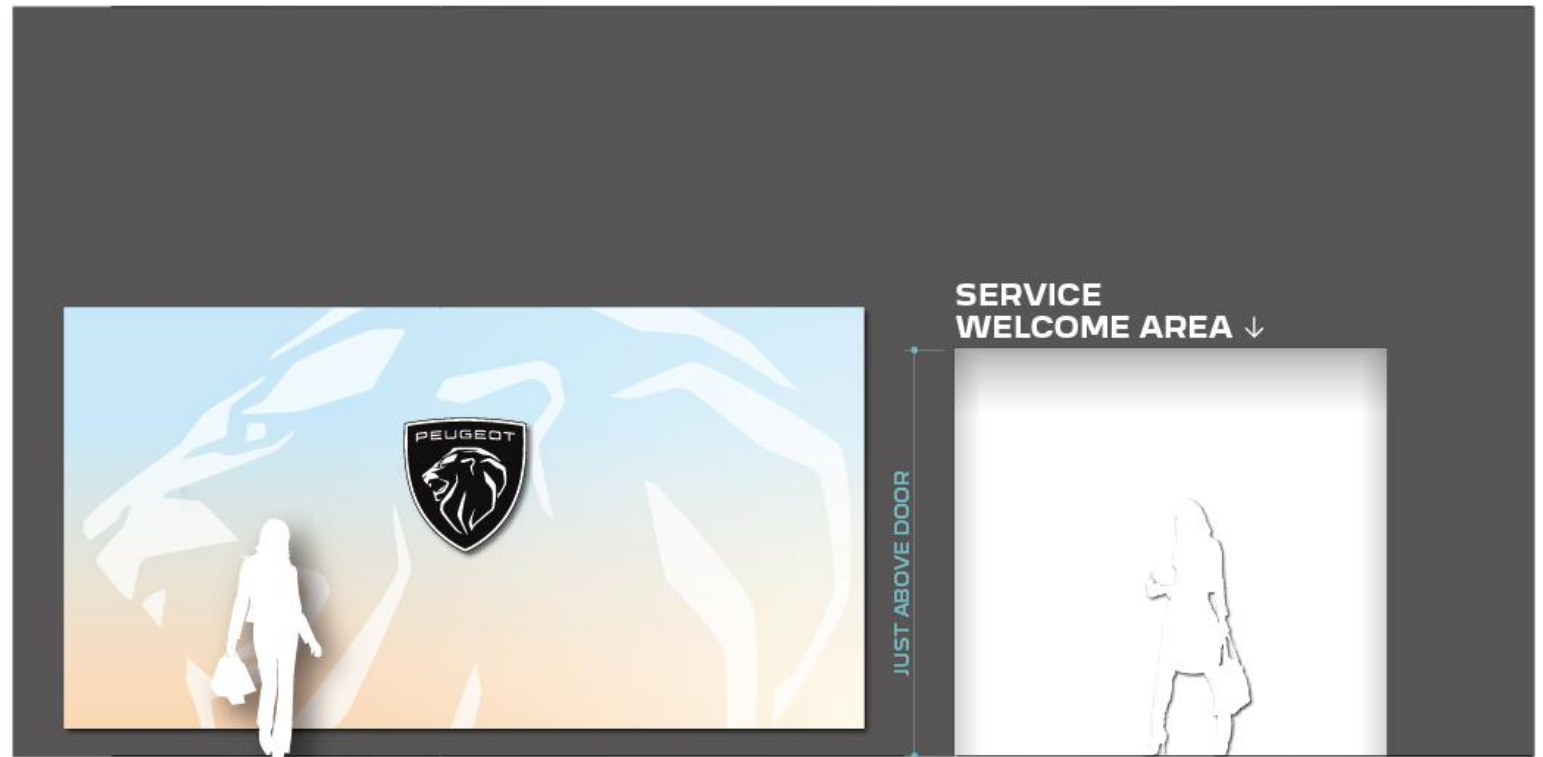
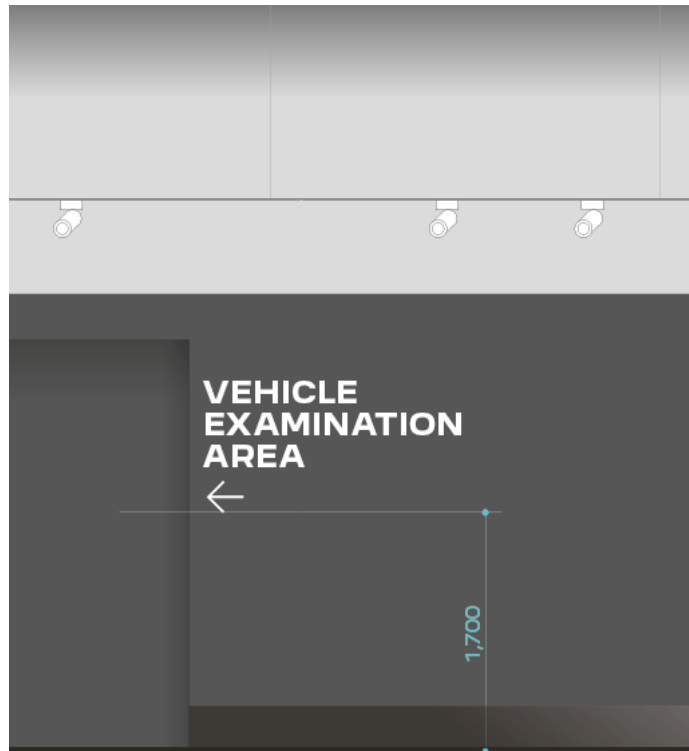


SUSPENDED WAYFINDING

Hanging signs with black RAL 9005 information panels. When re-branding an existing sign, cover the existing panels in black adhesive and use a white typeface

Matt white adhesive letters: pre-cut adhesive letters positioned on the panels





ADHESIVE LETTERING WAYFINDING



INTERIOR

10



FURNITURE TOOLKIT

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FINISHINGS

Materials



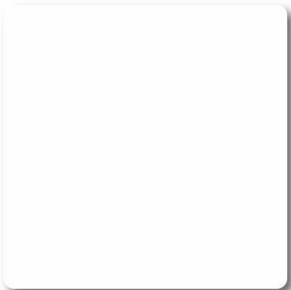
Black epoxy coating
RAL 7021 mat finishing



Laminated worktop
PFLEIDERER
Ref : U11027 Color White mat
Finishing ML
Edge : ABS 2 mm



Black cable entry



White epoxy coating
RAL 9016 mat finishing



Mat black laminate
EGGER U899
ST9 soft black or similar
Edge : ABS 2 mm
same finishing



Dichroic effect :

Adhesive film
Ref . 3M dichroic glass BLAZE
On polycarbonate, PMMA 15 mm
or laminated glass 11 ou 8 mm



TAILOR MADE
FURNITURE

Welcome desks

Merchandising
display

Car display



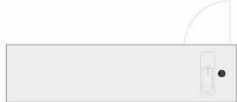
Welcome desk RIGHT

500x1380xH930



Welcome desk RIGHT large

500x2000xH930



Welcome desk RIGHT

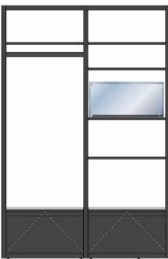


Welcome desk RIGHT large



Merchandising
stand alone

600x1456xH220

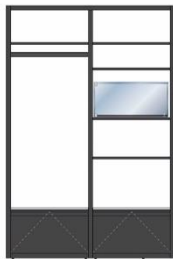


Merchandising stand alone



Merchandising
wall mounted

600x1456xH220



Merchandising wall mounted



Price totem

221x270xH1400



Price totem



Dichroic banner

350x600xH2500



Dichroic banner



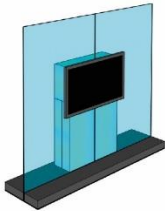
Configuration

TAILOR MADE
FURNITURE

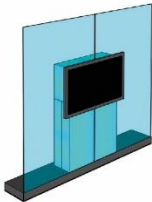
Split screen wall

Configuration table

Color Samples
display (28 plates)

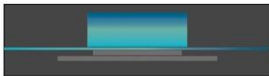


Split screen wall
stand alone

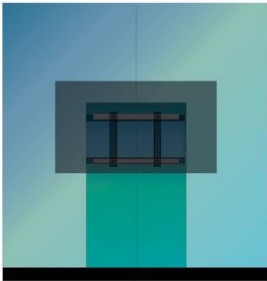


Split screen wall
wall mounted

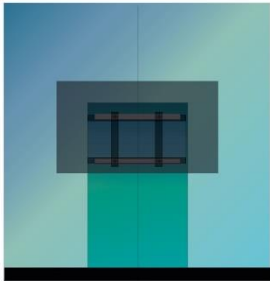
650x2400xH2500



650x2400xH2500



Split screen wall stand alone



Split screen wall wall mounted



Configuration table L

700x2760xH930

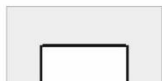


Configuration table L



Configuration table S

700x1380xH930

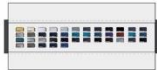


Configuration table S



Samples display
stand alone

460x1380xH1400

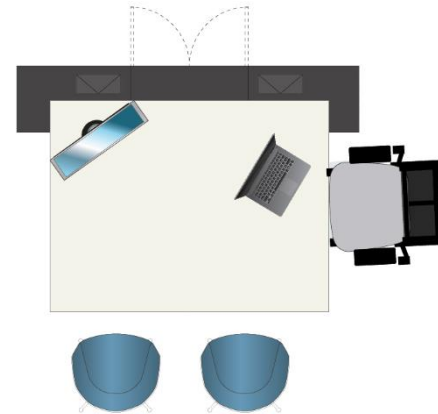
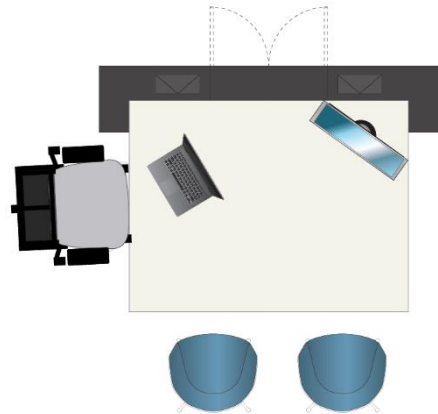
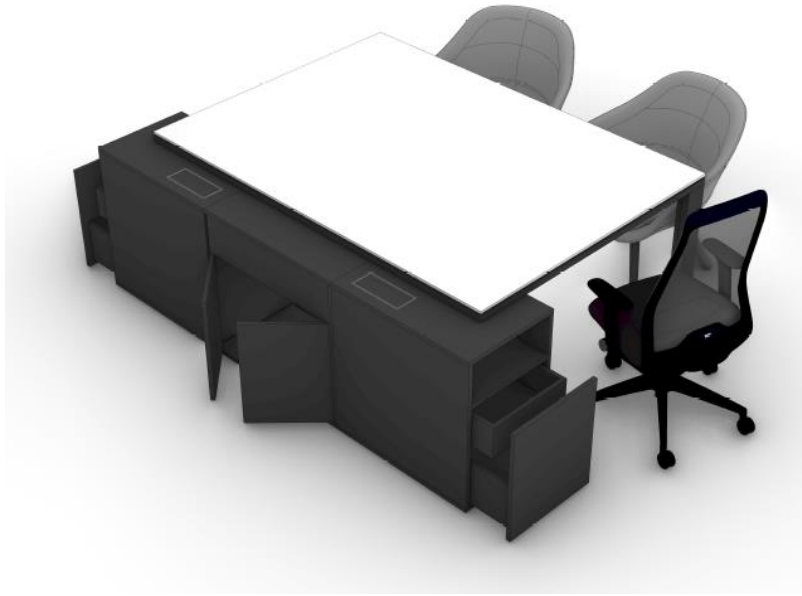


Samples furniture
stand alone



TAILOR MADE FURNITURE

Sales desk



Storage bench Length ~218 mm
Desk plate Length ~176 mm
Desk plate width ~13 mm
Width with storage bench ~155 mm



TAILOR MADE
FURNITURE

Handover
display
With
car cover
storage

Car cover
storage

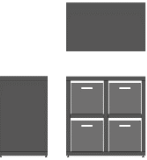


Delivery wall mounted

600x1456xH220



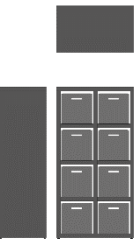
4 box unit



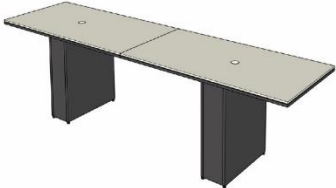
8 box unit



Delivery wall mounted



Workstation table



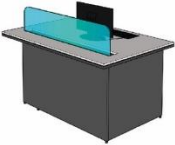
Workstation table

700x2760xH930



Workstation table

Welcome desk
Out of Europe



Welcome desk
out of Europe

850x1380xH750

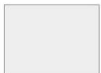


Service
reception area



Sparepart desk

600x800xH750



Showroom
Service
welcome desk

900x1380xH930



STANDARD FURNITURE

! EXACT FURNITURE SPECS MAY CHANGE PLEASE REFER TO SUPPLIER PRICE LIST

Waiting area

ARMCHAIR
Structure and arm rests
black RAL 9005
Kvadrat Steelcut 3_gamme 2 Black
195/Blue 0865
Dimensions 730x720x750mm



SOFA 2 SEATS/3 SEATS
Size depending on site
Finishing: light gray lux felt



SIZE TABLE FOR LOUNGE
(LARGE/SMALL)
Frame black : Nero
Size 500x500x360mm
Or size 590 x 590 x 420 mm



Welcome desks
Configuration area
Workstation
Handover area

Bar stool
Grey with black legs
H680xL500xP470mm



STANDARD FURNITURE



EXACT FURNITURE SPECS MAY
CHANGE PLEASE REFER TO SUPPLIER
PRICE LIST

Salesman office

Cabinet for salesmen

Two doors
Black top, body and front
With czarny pro handles
vertical and locks
Dimensions 801 x 432 x 777 mm



Office chair

Black arm rests 2D-V3
Shell : Fabric medlay G.2
light grey M-60003, Mesh black,
Soft castor
Dimensions :
750x750x1230/1350mm











Vistor chair

Uph blue Kvadrat Steelcut 3
gamme 2_Blue 0865
Base powder-coated black aluminium




MANDATORY AND RECOMMENDED ITEMS PER FORMATS

			S SMALL			M MEDIUM			L LARGE		
	ELEMENT DESCRIPTION	Unit	MANDATORY	OPTIONAL	Minimum quantity	MANDATORY	OPTIONAL	Minimum quantity	MANDATORY	OPTIONAL	Minimum quantity
Sales station											
	Sales Desk	p. piece	X		1 per sales station	X		1 per sales station	X		1 per sales station
	Storage Cabinet	p. piece		X			X			X	
	Salesman chair	p. piece	X		1 per sales station	X		1 per sales station	X		1 per sales station
	Customer armchair	p. piece	X		2 per sales station	X		2 per sales station	X		2 per sales station
Visuals											
	Brand Values (Allure, Excellence, Emotion) Several sizes available	p. piece	X		3	X		3	X		3
	New Car visual Several sizes available	p. piece	X		1	X		1	X		1
	Immersive Visuals Several sizes available	p. piece		X			X			X	
	Brand Wall with Peugeot shield Several sizes available	p. piece	X		1	X		1	X		1



MANDATORY AND RECOMMENDED ITEMS PER FORMATS

















			S <small>SMALL</small>			M <small>MEDIUM</small>			L <small>LARGE</small>		
	ELEMENT DESCRIPTION	Unit	MANDATORY	OPTIONAL	Minimum quantity	MANDATORY	OPTIONAL	Minimum quantity	MANDATORY	OPTIONAL	Minimum quantity
Lounge											
	Armchairs (mini 1 blue + 1 black)	p. piece	X		3 (or 2 in case small sofa)	X		2 chairs	X		2 chairs
	Sofa 2 seats	p. piece		X	Alternative to 1 armchair	X		1			
	Sofa 3 seats	p. piece					X		X		1
	Low Table Small	p. piece	X		1	X		1			
	Low Table Large	p. piece		X			X		X		1
	Workstation Table	p. piece		X			X			X	
D@B											
	Split screen for Config and/or vloops of videos		X			X			X		
	Touchscreen for Configuration		X			X			X		
	New Product Totem or Screen			X		X			X		

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Similarly, the Optional Standard will not be considered as part of the CONTRACT SPECIFIC RISKS AND MARKET SPECIFIC INVESTMENTS at PEUGEOT's expense, including for the part not yet amortized ."



MANDATORY AND RECOMMENDED ITEMS PER FORMATS










			S	SMALL			M	MEDIUM			L	LARGE		
			ELEMENT DESCRIPTION	Unit	MANDATORY	OPTIONAL	Minimum quantity	MANDATORY	OPTIONAL	Minimum quantity	MANDATORY	OPTIONAL	Minimum quantity	
Showroom														
	Configuration Wall/Split screen panel Wall	p. piece	X			1	X			1	X			1
	Configuration Table Small	p. piece	X			1				1				1
	Configuration Table Large	p. piece		X		1	X			1	X			1
	Bar stool sledge for Config Table	p. piece	X			2	X			2	X			2
	Welcome Table Small	p. piece		X		1		X		1		X		1
	Welcome Table Large	p. piece		X		1		X		1		X		1
	Bar stool sledge for Welcome Table	p. piece		X		2		X		2		X		2
	Dichroic Kakemonos	p. piece		X		2		X		2		X		2
	Price Totems dichroic	p. piece	X			1per car	X			1per car	X			1per car
	Color Sample display free standing	p. piece		X		1		X		1		X		1
	Color Sample Plates	p. piece		X				X				X		
	Merchandising display	p. piece	X			1	X			1	X			1
	Light Box (for New Car area)	p. piece	X			1	X			1	X			1
	LEV Totem	p. piece	X			1	X			1	X			1
	LEV Panel (alternative to LEV totem) Several sizes available	p. piece		X				X				X		
	Wood Platform covering Lounge + Config Area	p. piece	X			1	X			1	X			1

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MANDATORY AND RECOMMENDED ITEMS PER FORMATS

			S SMALL			M MEDIUM			L LARGE		
	ELEMENT DESCRIPTION	Unit	MANDATORY	OPTIONAL	Minimum quantity	MANDATORY	OPTIONAL	Minimum quantity	MANDATORY	OPTIONAL	Minimum quantity
Handover (Monobrand site, otherwise apply SBH rules)											
	Backwall Lion Head (without shield)	p. piece	X		1	X		1	X		1
	Car Cover storage (4 box or 8 box units)			X			X			X	
	Accessories display with Car Cover storage			X			X			X	
	Cosy Corner (several configuration possible, see guidelines)			X			X			X	
	Light Box			X			X			X	
	Totem for customer welcoming/ Price totem with 3M dichroic film		X		1 per car	X		1 per car	X		1 per car
Service Reception (only for Monobrand Peugeot site and/or Service reception in the Peugeot showroom)											
	Service Desk	p. piece	X		1	X		1	X		1
	Spareparts desk	p. piece	X		1	X		1	X		1
	Service Digital Totem/Screen		X		1	X		1	X		1

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INTERIOR



VISUAL TOOLKIT

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SHOWROOM

BASIC RULES

- The 5 mandatory visuals have to be implemented
 - **Brand Wall with Shield**
 - **Brand Value ALLURE**
 - **Brand Value EMOTION**
 - **Brand Value EXCELLENCE**
 - **New Car**
- Immersive visuals are optional and can be implemented **only if** the 5 mandatory visuals are present. Dealer/Architect can freely select:
 - **Immersive Couple**
 - **Immersive Jump**
- All visuals exist in Wallmounted and Freestanding versions. Mix of both is accepted in a showroom if there are not enough solid walls.
- LEV content is displayed on LEV Totem in priority. It is not counted as a visual anymore.
- Association Visual/Text is not at dealer's free choice.

**FINAL VISUALS TO BE
COMMUNICATED BY
THE BRAND**



SHOWROOM

Peugeot visuals rules

- The 5 mandatory visuals

- **Brand Wall with Shield**
- **Brand Value ALLURE**
- **Brand Value EMOTION**
- **Brand Value EXCELLENCE**
- **New Car**



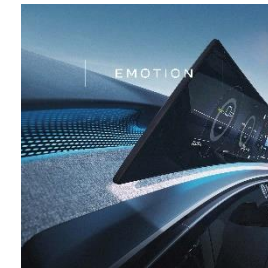
Brand Wall



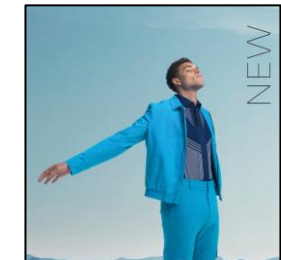
Brand Value
ALLURE



Brand Value
EMOTION



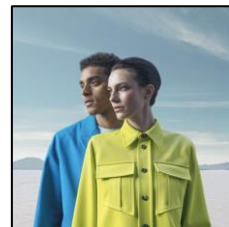
Brand Value
EXCELLENCE



New Car

- The 2 optional visuals

- **Immersive Couple**
- **Immersive Jump**



Immersive
Couple



Immersive
Jump

**FINAL VISUALS TO BE
COMMUNICATED BY
THE BRAND**



HANDOVER

BRAND WALL

Printed lion head

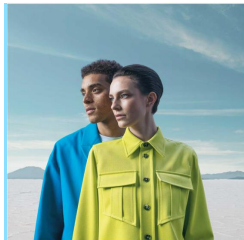


Printed lion head with shield



OR

IMMERSIVE VISUALS



Immersive Couple

Car display



Immersive Jump

FINAL VISUALS TO BE COMMUNICATED BY THE BRAND



AFTERSALES

BRAND WALL

IMMERSIVE

ADVERTISING

Brandwall with shield



FINAL VISUALS TO BE COMMUNICATED BY THE BRAND



INTERIOR

12



DIGITAL@RETAIL

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DIGITAL@RETAIL BRAND PACKS & DEVICES

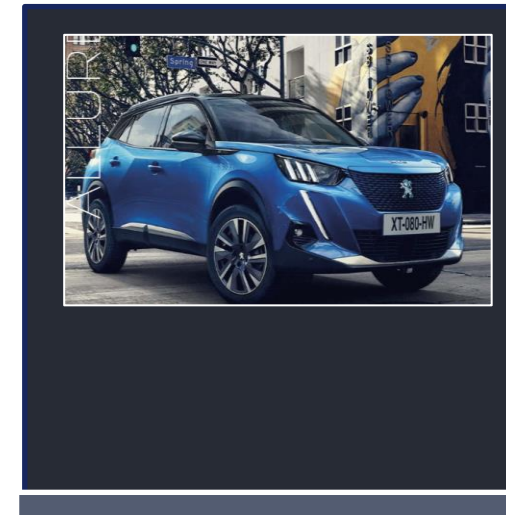
STANDARD SHOWROOM PACK : MANDATORY FOR NEW DEALERS & NEW CI REFURBISHMENTS

PLEASE
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TO PEUGEOT
DIGITAL@RETAIL
GUIDELINES



Digital sales book with double screen

- 65" screen, mounted on panel.
- Displays brand and promotional content as default content.
- Mirrors the 'Digital Sales Book' application from the touchscreen, when available.
- 32" touchscreen
- Runs interactive 'Digital Sales Book' application
- Includes. Configurator, Brand & Educational Videos, LEV content, Merchandising items.



New Product Totem

- 55" screen with Totem furniture
- Displays product promo content.
- New Product Totem is Optional in S sites, Mandatory in M and L sites.



DIGITAL@RETAIL BRAND PACKS & DEVICES

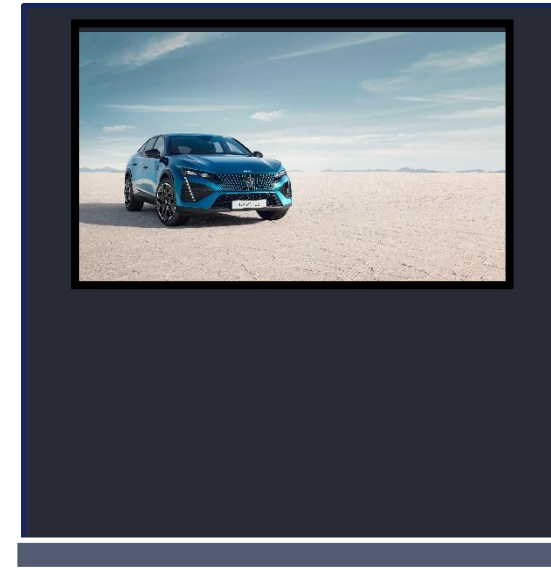
STANDARD SHOWROOM PACK - ALTERNATIVES

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GUIDELINES



New product screen

- *Alternative to the New Product Totem*
- 55" screen, wall-mounted

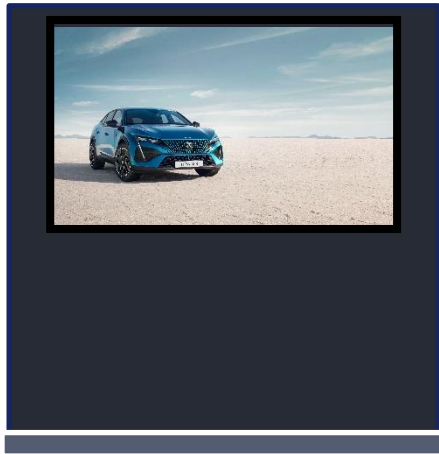


New Product Totem – 2 sided

- *Alternative to New Product Screen or Totem:*
- Totem with 2x 55" screens.
- One side plays New Product loop.
- Other side plays different content loop.



DEVICES – optional & additional to standard showroom pack



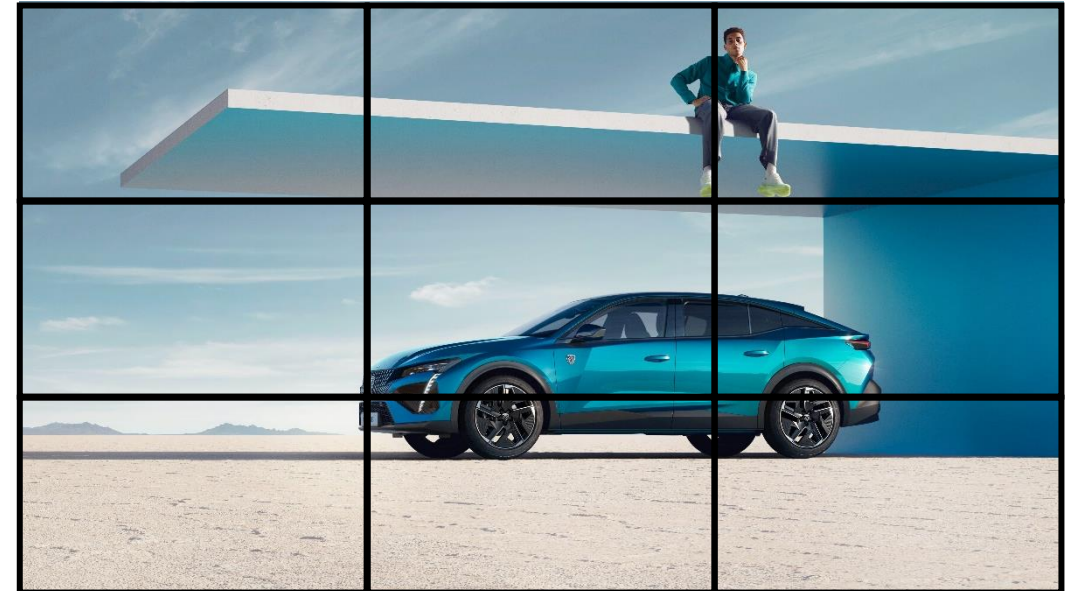
Lounge TV

- 55" Totem
- Displays Brand & product content.
- Also, other content for Aftersales, Accessories, Merchandise etc.



2x2 Videowall

- 2x2 Videowall, with 55" or 49" screens
- Displays Brand and product promotional content.



3x3 Videowall

- 3x3 Videowall, with 55" or 49" screens
- Displays Brand and product promotional content.

Markets to confirm availability of these options because there are additional content management costs associated with Optional devices.

PLEASE
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DIGITAL@RETAIL
GUIDELINES



THANK YOU

