



DIGITAL@RETAIL STANDARDS

for Mono- and Multi-brand Sites

DECEMBER 2024





DIGITAL@RETAIL

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

D@R BRAND PACKS & DEVICES

MID & LARGE SHOWROOM



STANDARD SHOWROOM PACK - MANDATORY

for New dealers & New CI23 refurbishments



Sales Screen & Digital Sales Book

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



New Product Totem

- 55" screen, in Totem furniture
- Displays product promo content.

D@R BRAND PACKS & DEVICES - PRICING

MID & LARGE SHOWROOM

Standard Showroom Pack Mandatory		Year 1	Year 2	Year 3	Year 4	Year 5
Set-Up Costs	Hardware* and Installation Services	€5.104,4				
Recurring Costs	Software, Maintenance & Support	€1.676,9	€1.676,9	€1.149,9	€1.149,9	€1.149,9
Yearly Payment		€6.781,3	€1.676,4	€1.149,9	€1.149,9	€1.149,9
Operational Leasing		An operational leasing option available for both 36-month or 60-month period				

(*) The D@R pricelist considers the standard pack of HW and Services as minimum requirement by Brands.

Tailored quotation will be defined per PoS/Brand based on Retail Validation Center approved project, Dealer specific requests and/or technical requirements (e.g. optional devices, furniture or optional Media Player/s, on top to the standard pack)

Set-up Costs

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

Recurring Costs

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

The Digital @ Retail pricing detailed above does not include the Totem furniture

Please note that the items marked as optional ("Optional Standard") are not mandatory for the Retailer who has the right to freely decide whether to use with them or not.

The Brand will enforce no contractual remedies in case the Retailer decides not to select and/or implement any of the Optional Standard listed in the Annex. Similarly, the Optional Standard will not be considered as part of the CONTRACT SPECIFIC RISKS AND MARKET SPECIFIC INVESTMENTS at the Brand's expense.

D@R BRAND PACKS & DEVICES

SMALL SHOWROOM



STANDARD SHOWROOM PACK - MANDATORY

for New dealers & New CI23 refurbishments



Sales Screen & Digital Sales Book

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- Incl. Configurator, Brand & Educational Videos, LEV content.

STANDARD SHOWROOM PACK OPTIONAL



New Product Totem

- 55" screen, in Totem furniture
- Displays product promo content.

D@R BRAND PACKS & DEVICES - PRICING

SMALL SHOWROOM

Standard Showroom Pack Mandatory		Year 1	Year 2	Year 3	Year 4	Year 5
Set-Up Costs	Hardware* and Installation Services	€4.469,2				
Recurring Costs	Software, Maintenance & Support	€1.416,4	€1.416,4	€904,4	€904,4	€904,4
Yearly Payment		€5.885,6	€1.416,4	€904,4	€904,4	€904,4
Operational Leasing		An operational leasing option available for both 36-month or 60-month period				

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

Set-up Costs

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

Recurring Costs

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

The Digital @ Retail pricing detailed above does not include the Totem furniture

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D@R BRAND PACKS & DEVICES



STANDARD SHOWROOM PACK – *alternatives*



New Product Screen



New Product Totem *2-sided*

Alternative to the New Product Totem

- 55" screen, wall-mounted

Alternative to New Product Screen or Totem:

- Totem with 2x 55" screens.
- One side plays New Product loop.
- Other side plays different content loop.

D@R BRAND PACKS & DEVICES



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.

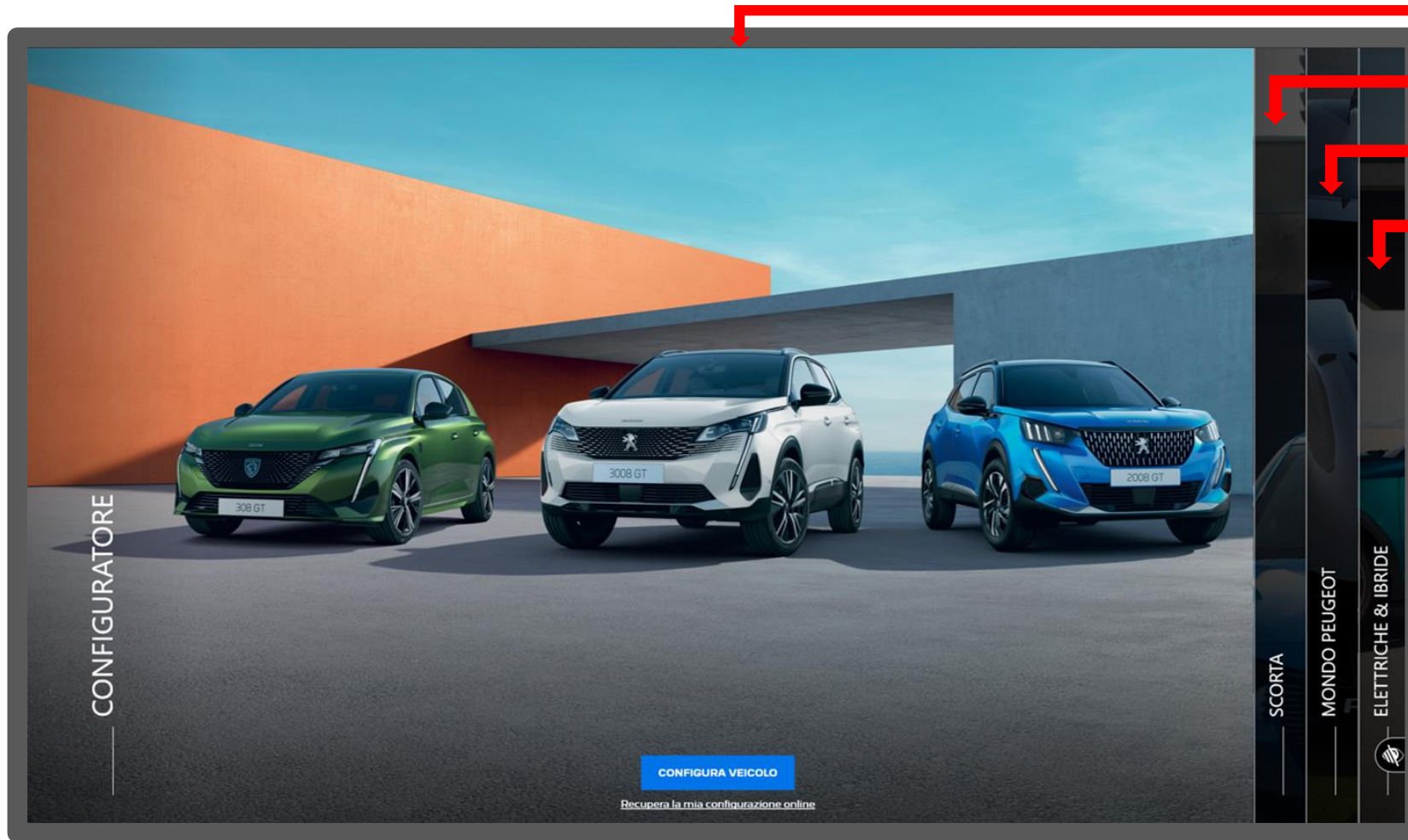


3x3 Videowall

- 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.

DIGITAL SALES BOOK



CONFIGURATOR

NEW CARS STOCK

EDUCATIONAL VIDEOS

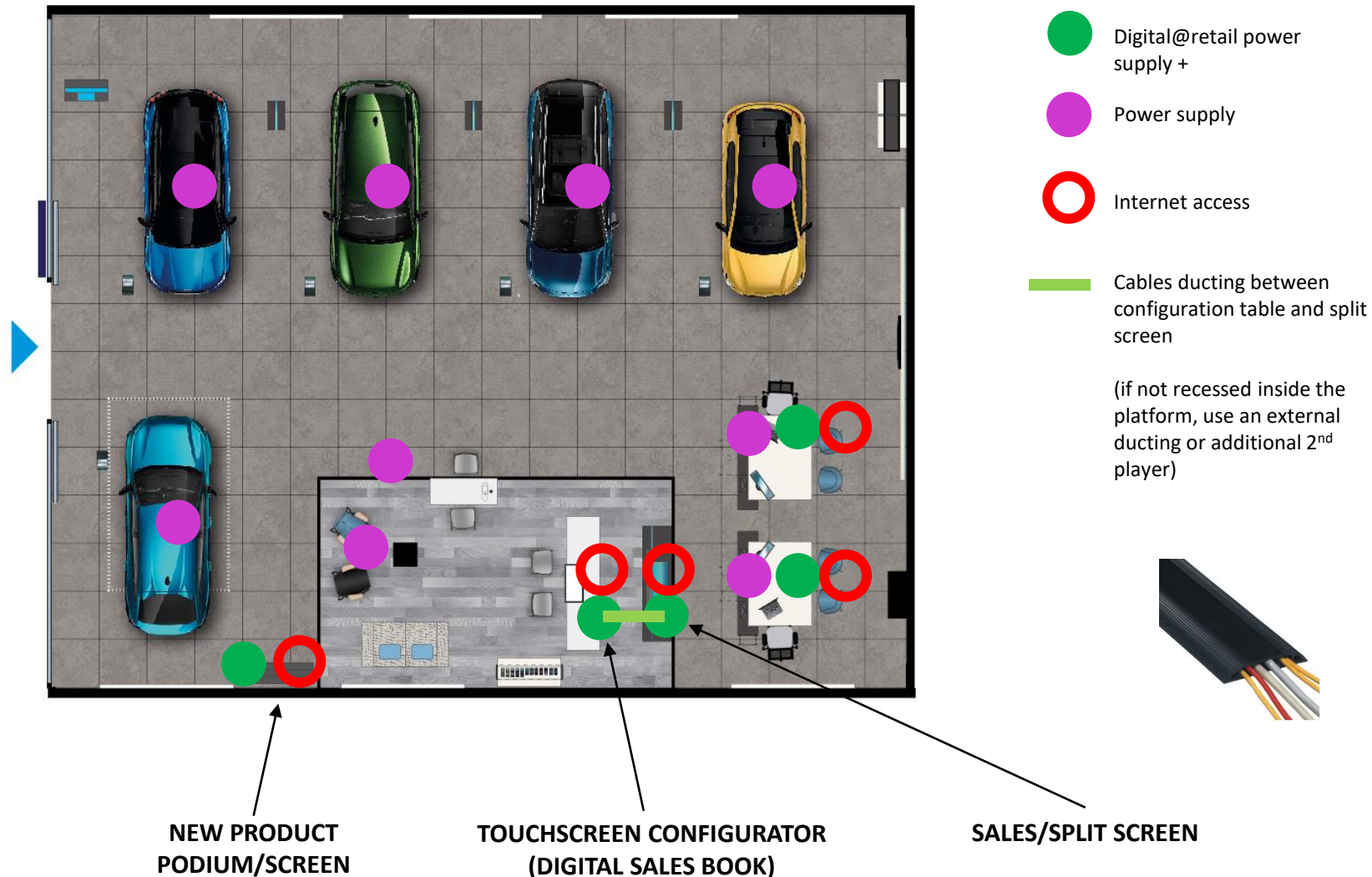
LEV CONTENTS

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



DEALER TECHNICAL REQUIREMENTS - SHOWROOM

Layout is illustrative



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



THANK YOU

