



VAUXHALL

NEW RETAIL CORPORATE IDENTITY

GUIDELINES

MARCH - 2025

THE VAUXHALL DNA

DETOXED

**PROGRESSIVE
BRITISH**

GREENOVATION





Progressive, British and Detoxed; the key design ingredients for the all-new Vauxhall Retailer design.

As the only automotive Brand that exists solely for Britain, it is important that Vauxhall reflects the nation.

Britain is changing & like we have done for over 120 years Vauxhall will change with it to embrace new technologies and new opportunities.

The new Retailer design will reflect this mood. It is sharper, bolder, and more confident, it projects who we are now; a true leader in delivering electric mobility, bold design and premium technology to all.

Of course, despite our bold new direction we will always remain true to our heritage & that's why the Griffin is at the heart of the new showroom. When your customer first steps inside they will be met by the powerful presence of the Griffin, proudly illuminated in our red Brand Immersion Zone.

As they explore, they will find that the new experience perfectly reflects the modern age by fusing the physical and online environments. In both the Red Brand Immersion Zone and in the Product Discovery Zone your customers can augment their showroom experience by utilising our brilliant new digital tools including the new detoxed configurator and the electric running costs tool.

When they are ready, they will find the redesigned sales area as the epitome of Vauxhall's new design direction. Detoxed and simple yet bold and premium it is an inviting space for your customers and an important signal of Brand confidence.

This guide gives you all the information you need to set up or refurbish any Retailer to the new Vauxhall standard..

WELCOME TO THE NEW VAUXHALL BRAND IDENTITY

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NEW EXTERIOR STANDARDS



#01

NEW EXTERIOR STANDARDS

MULTIBRAND SITE



Please note that the items marked as optional ("Optional Standard") will not be mandatory for the Retailer to install. Vauxhall 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 Vauxhall's expense, including for the part not yet amortized.

■ VAUXHALL FACADE SIGN FOR MULTIBRAND

For any multibrand project including Vauxhall Brand, the Stellantis Brand House (SBH) principles are the key reference. Please refer to the SBH Multibrand guidelines



PLEASE REFER
TO THE SBH
**MULTIBRAND
GUIDELINES**

STELLANTIS



#02

NEW EXTERIOR STANDARDS

EXISTING & NEW MONOBRAND SITE



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CONCEPT



VAUXHALL



ENERGISING A BETTER BRITAIN





VAUXHALL

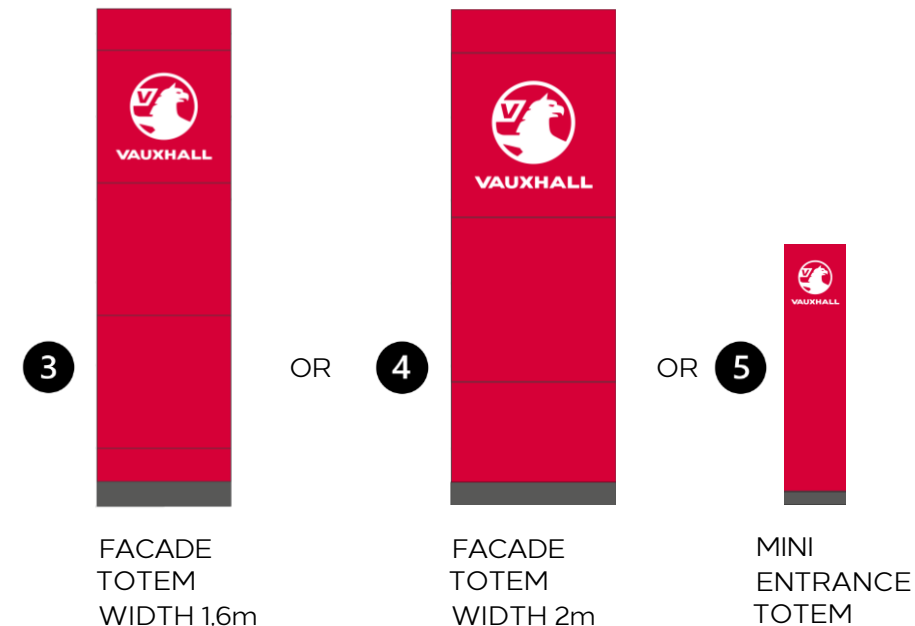
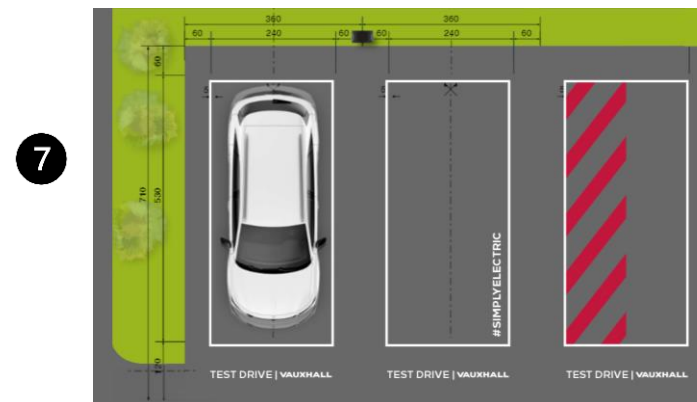
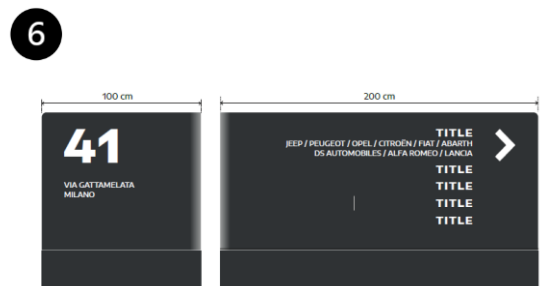
VAUXHALL







■ EXTERIOR SIGNAGE COMPONENTS



OPTIONAL STREET TOTEM

In case of Vauxhall monobrand, when the building is far from the street or not very visible, an additional street totem could be ordered as an optional element.



FACADE DETAILS



VAUXHALL

VAUXHALL



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ALUMINUM



- 1** Facade Cladding –
concealed roof behind parapet
- 2** VAUXHALL Lettering
- 3** VAUXHALL Facade Totem

■ FACADE CLADDING

STRONG

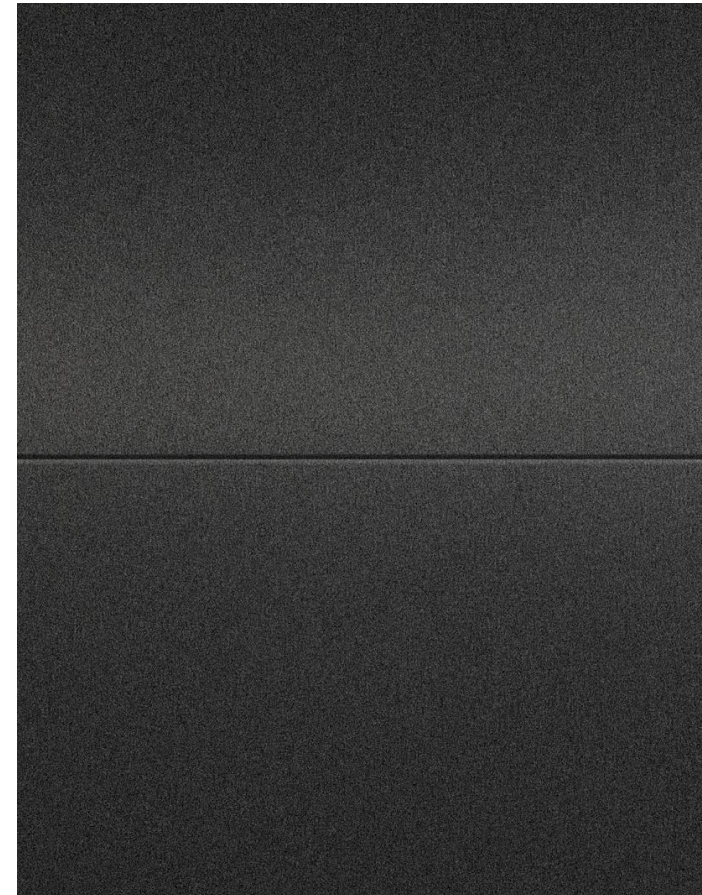
To strengthen and underline the Vauxhall signage, the dark cladding is a perfect background. Together they create a unique architectural signature. The sharp, clean and long-lasting surface shapes up the building, focusing on the signs and window areas, where the cars are presented.

MATERIAL / COLOR

- SHOWROOM Dark Grey Cladding
RAL 7021
Finish : Fine texture - Gloss (5-10%)
Minimum size 2,5m x 1m / Cladding unit
- WINDOWS, DOOR FRAMES
Showroom : RAL 9011 Black / Finish: Fine texture

BASIC RULES

- Recommended cladding height is: 1m per panel
- Recommended cladding width is (new build): 2,5m
- Use pre-formed corners
- For existing building, the previous Silver colour (RAL 9006, Kingspan KS1000 MR or similar) is no more valid and should be replaced or repainted



PLEASE REFER
TO THE SBH
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RAL 7021
Finish: Fine texture
Gloss (5-10%)
Minimum size
2,5m x 1m / Cladding unit



■ VAUXHALL LETTERING

DYNAMIC

- The New Facade Sign welcomes the customer and underlines the modern, bold and pure concept of Vauxhall.

MATERIAL / COLOR

- Sides: Aluminium box frame
- outside: powder-coated in black (PANTONE 6C), matt effect
- Front cover: PMMA, white, translucent
- Sub construction: Squared metal tubes, rail in anthracite RAL 7016 (Alternative paint : Tiger Drylac 29/70105 Sparkling Iron Effect)
- Illumination: LED

BASIC RULES

- The New Facade Sign is centered on the height of the cladding
- Different sizes available to fit height of cladding

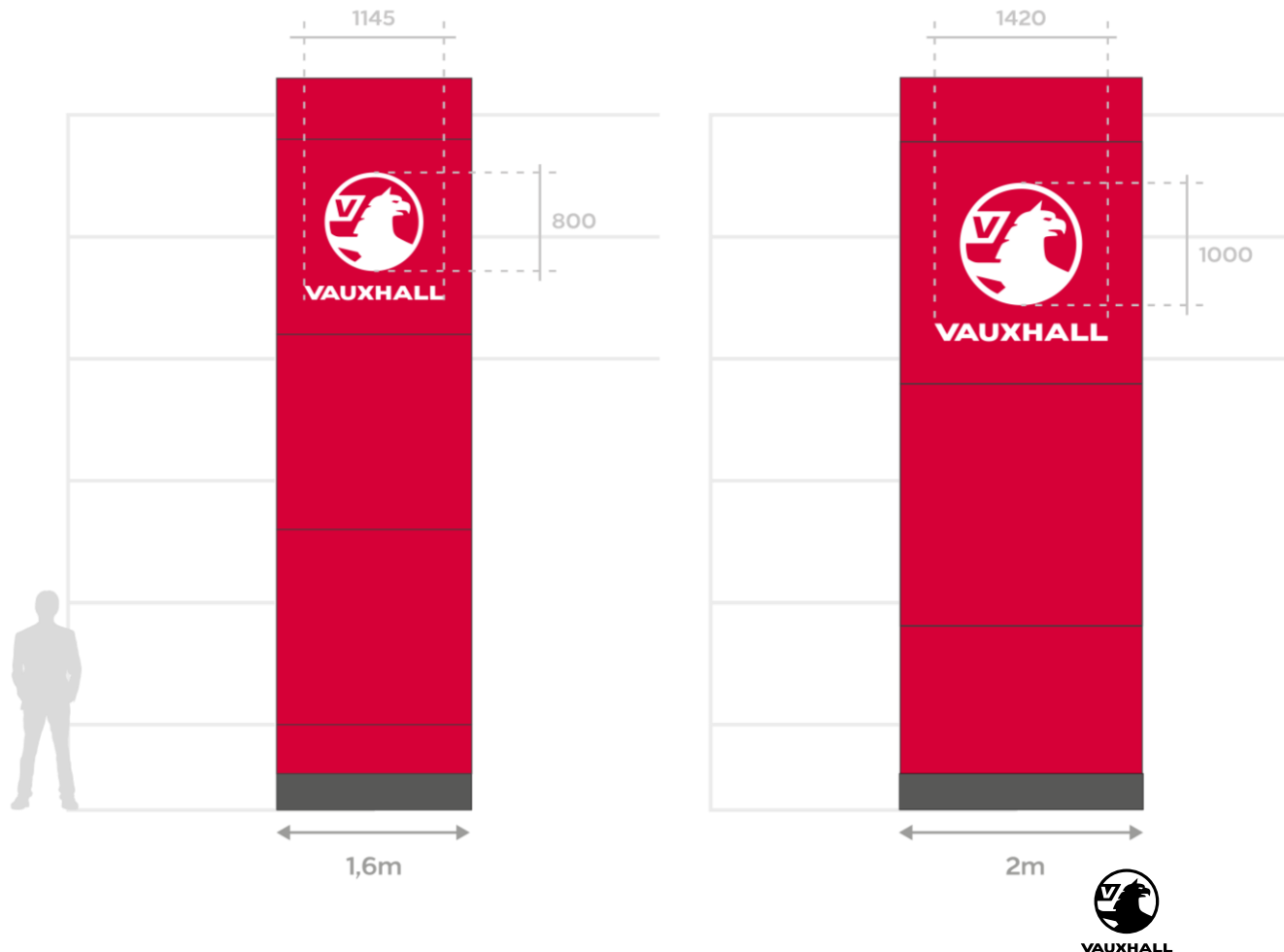
2 DIFFERENT DIMENSIONS



■ STANDARD FACADE TOTEM

STANDARD FACADE TOTEM

Facade width of 13m minimum

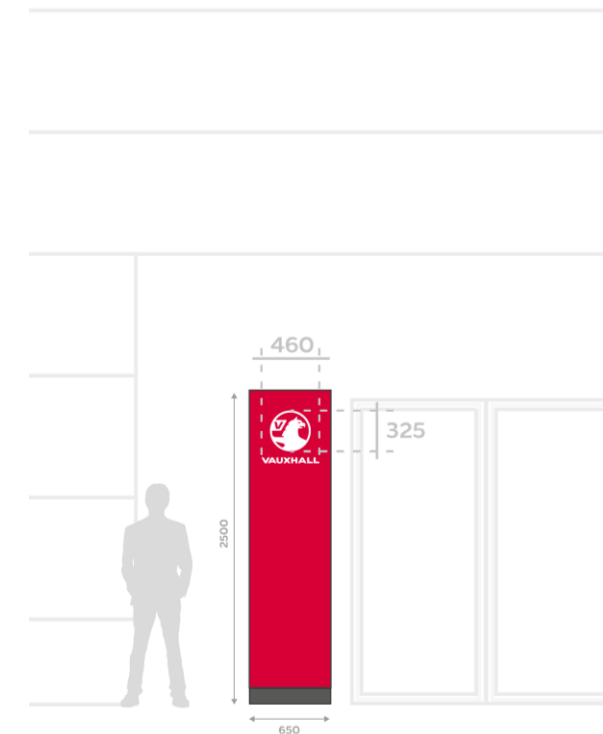


MINI ENTRANCE TOTEM

Facade width below 13m



Only as an alternative, under derogation, when this is not possible to install facade totem



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■ STANDARD FACADE TOTEM DETAIL

Facade totem is available in two different widths : 1,6m & 2m

ATTRACTION

The totem is the outstanding element of the new CI visible to customers. Its unique fresh and modern glass and steel design, especially when illuminated at night.

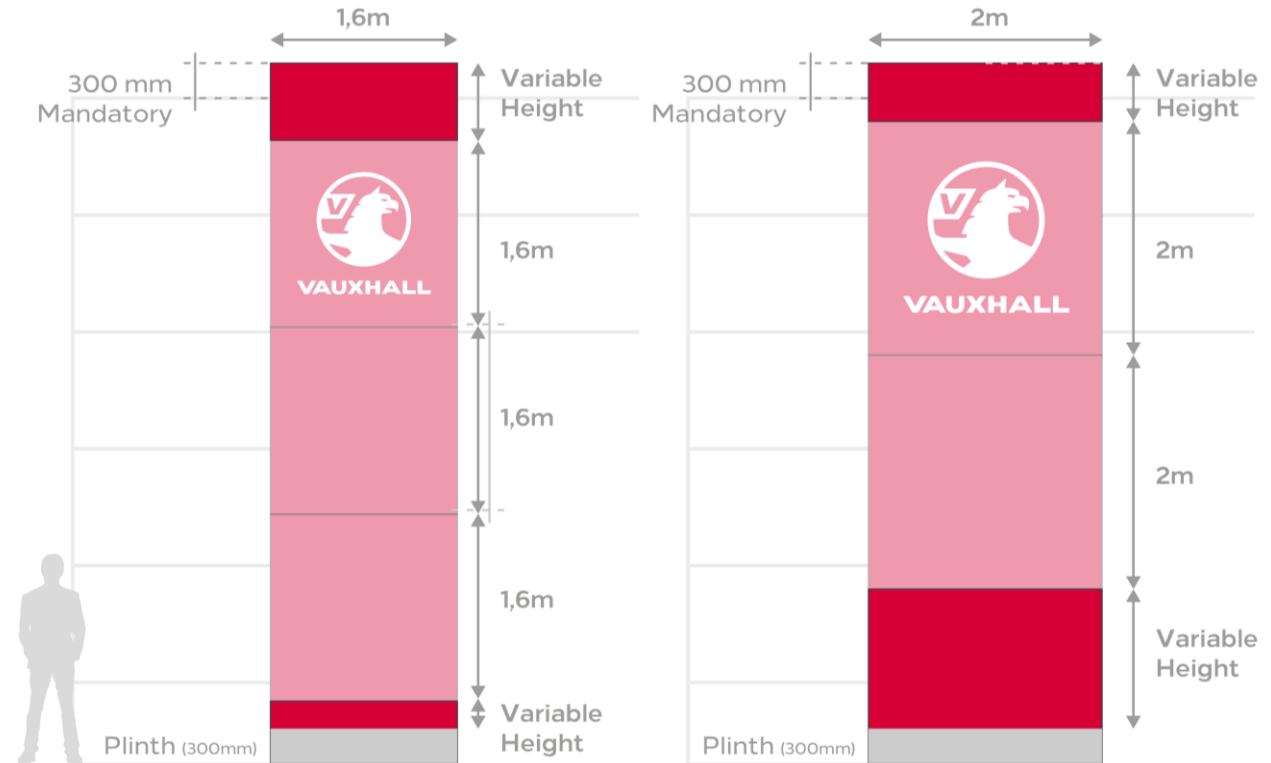
The totem structure and assembly principles follow SBH rules.

MATERIALS I COLOR

- Framework : rounded steel profiles, reinforced, hot galvanized and powder-coated with a base plate
- Back and side panels : RAL 9011 and finish aluminium profile
- Front elements: made of crystal white satin safety float-glass ESG, matt effect. Colour screen-printed from behind Vauxhall Red
- Illumination : LED
- Logo & Lettering as sticker

BASIC RULES

- Brand totems are always attached to the facade.
- All the totem panels are square apart from the top and bottom ones.
- The top and bottom panels have variable heights so that the height of the logo on the totem is perfectly aligned and vertically centered with the lettering on the cladding.
- The totem total height must be 300mm higher than the facade.



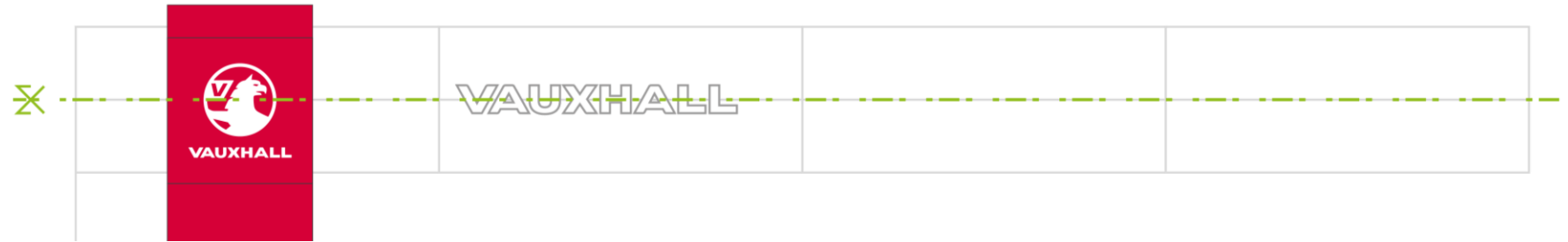
■ STANDARD FACADE TOTEM | DETAIL

2

BRAND BADGE & NAME



BRAND BADGE AND LETTERING



BASIC RULES

- The combination of the brand badge and brand name on the totem is centered in a square.
- The badge on the totem must be aligned and vertically centered with the lettering on the cladding.
- The top and bottom panels of the totem will be adjusted to the height of the lettering on the cladding.

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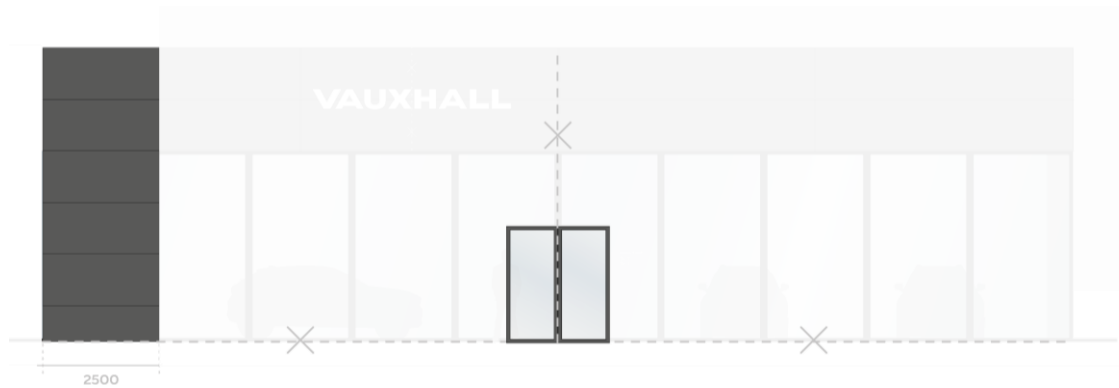


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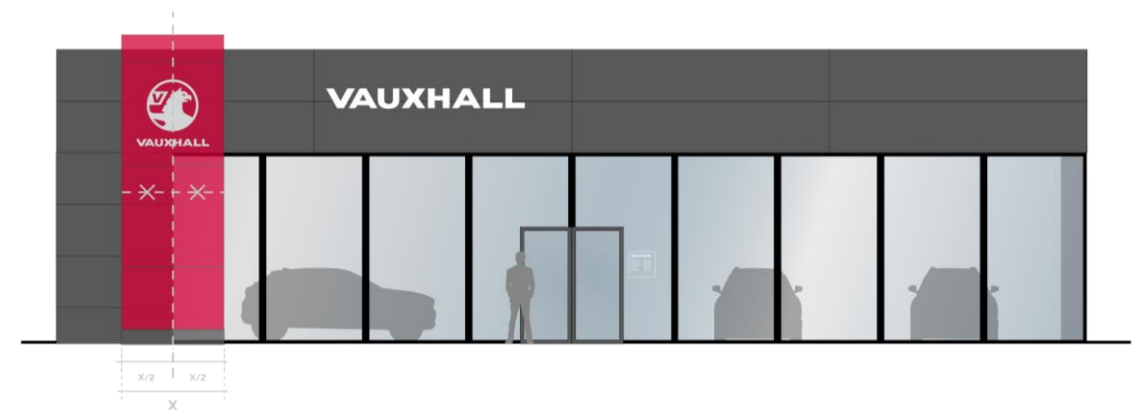
■ STANDARD FACADE TOTEM | POSITION & DISPLAY

The position of the door and the totem is key to increase visibility on the interior concept and the cars.
The harmonization of the façade is also based on the sufficient space between the totem and the cladding sign.

Door position and lateral cladding



Totem position



BASIC RULES

- The door is centered on the façade. The left lateral cladding width is 2500mm
- The totem is attached to the left lateral cladding, centered on right edge of the lateral cladding

■ ALTERNATIVE MINI ENTRANCE TOTEM | DETAILS

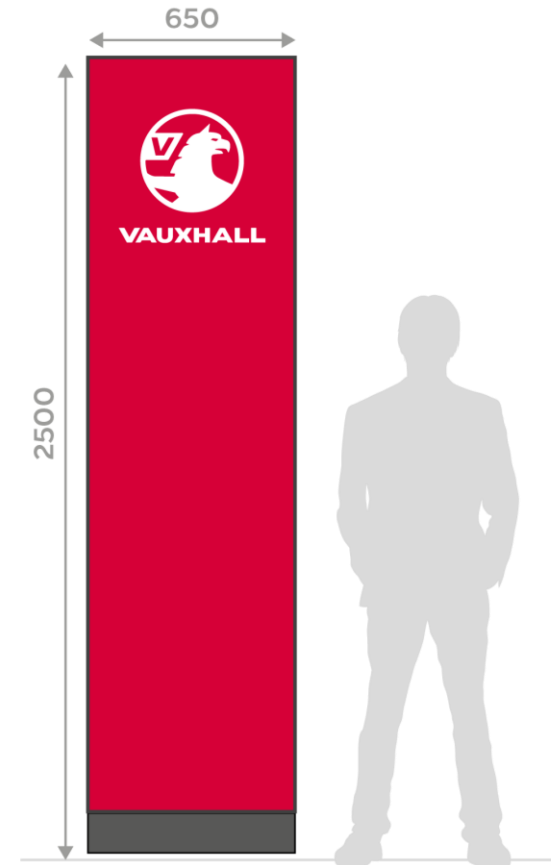
The mini-totem is a smaller totem indicating the brand entrance and reinforcing the brand identity. It replaces the brand totem when the façade is 8m wide or smaller.

MATERIALS | COLOR

- Framework: rounded steel profiles, reinforced, hot galvanized and powder-coated with a base plate
- Side panels: aluminum profile, powder-coated in New Vauxhall Red
- Front elements: Made of Crystal white satin safety float-glass ESG, matt effect. Color screen-printed from behind Vauxhall Red
- Brand logo & Lettering as sticker.

BASIC RULES

- The standard size is 650 x 2500 x100mm

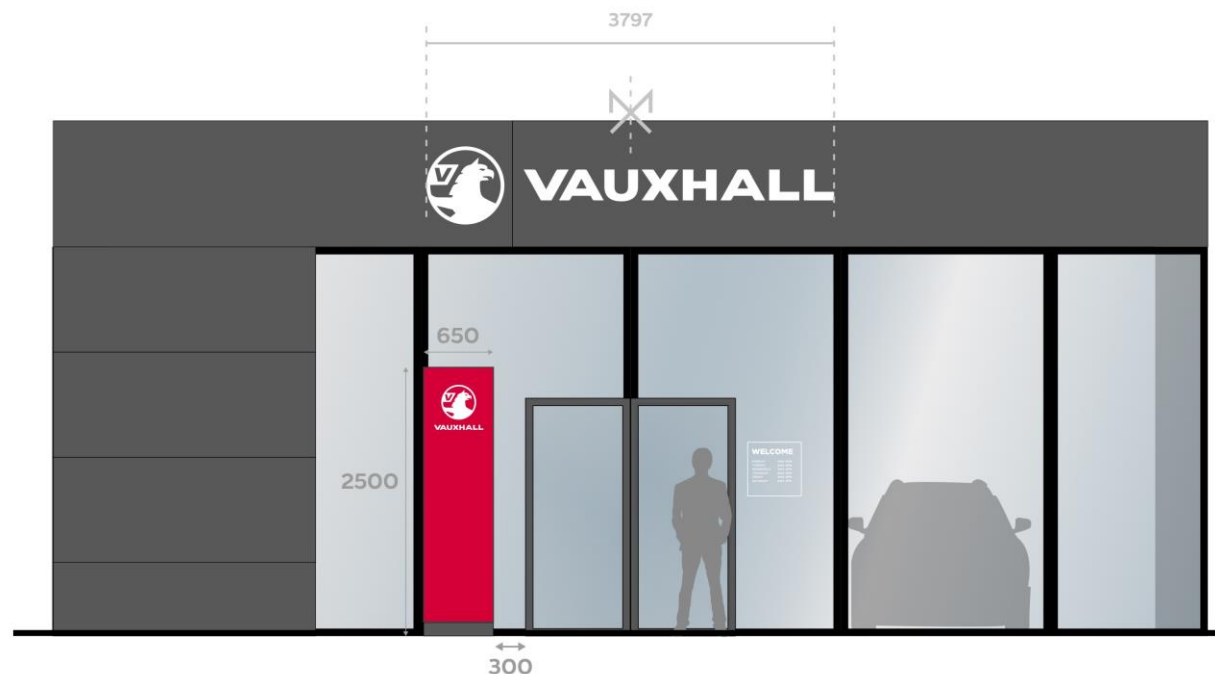


■ ALTERNATIVE MINI ENTRANCE TOTEM | POSITION

The mini-totem is placed as close as possible to the entrance as it signals the brand 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.

BASIC RULES

The mini-totem is preferably located on the left side of the door
with a maximum distance of 300mm from the door

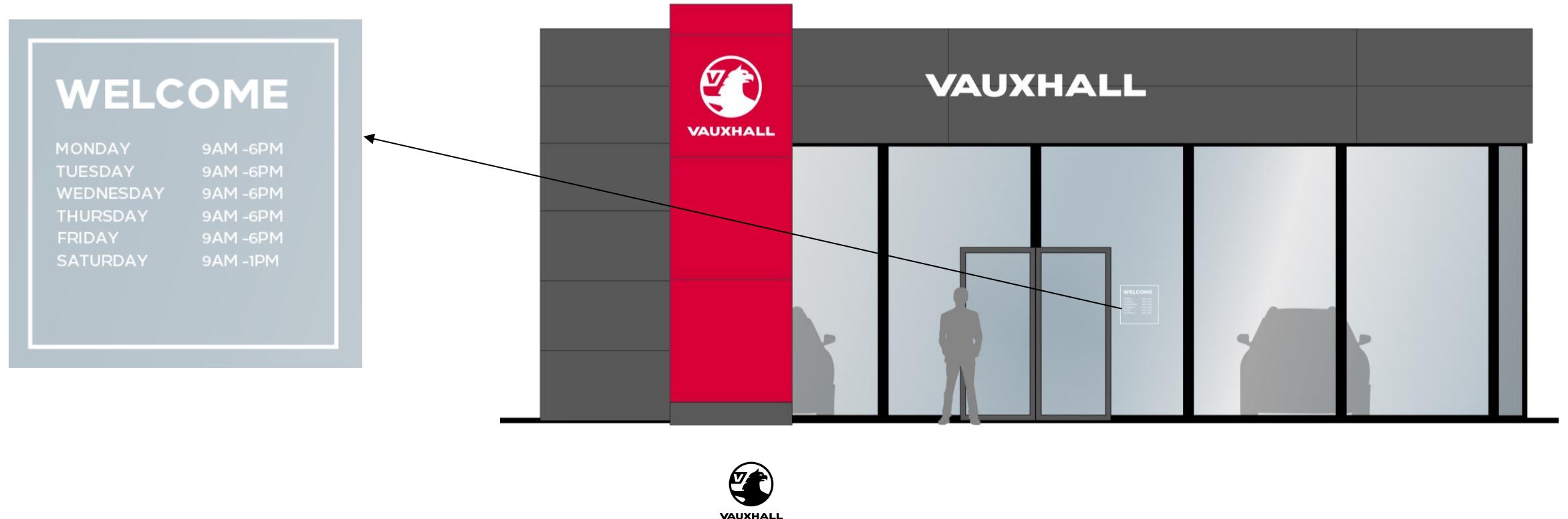


■ OPENING HOURS DISPLAY

Opening hours will be placed in a white frame next to the door to welcome the Customer.

BASIC RULES

Opening hours frame (W510 X H490mm) is placed on the right of the door. Distances are minimum 100mm from the door and 1300mm from the floor.



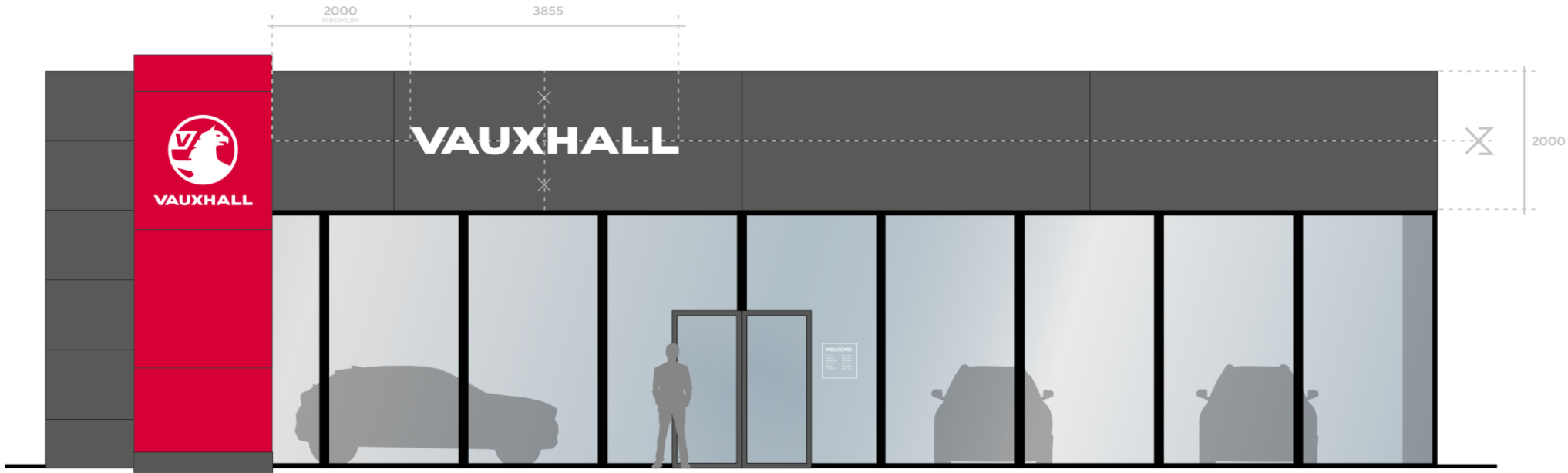


APPLICATION RULES

■ FACADE | APPLICATION RULES

Façade L20m - Cladding H2m

Totem 2000mm – lettering 3855mm width



BASIC RULES

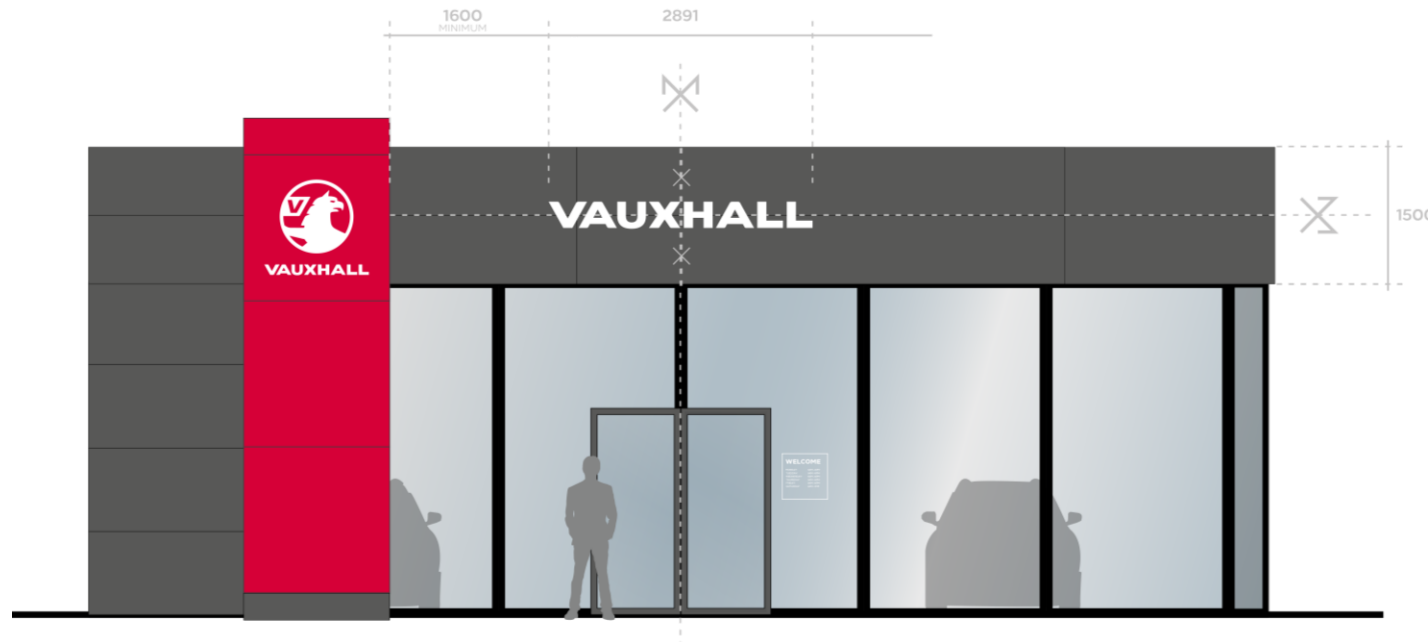
- The lettering should be placed on the left side of the cladding.
- The lettering should be positioned at a minimum of the width of the totem : here 2000mm



■ FACADE | APPLICATION RULES

Façade L13m - Cladding H1,5m

Totem 1600mm – lettering 2891mm width



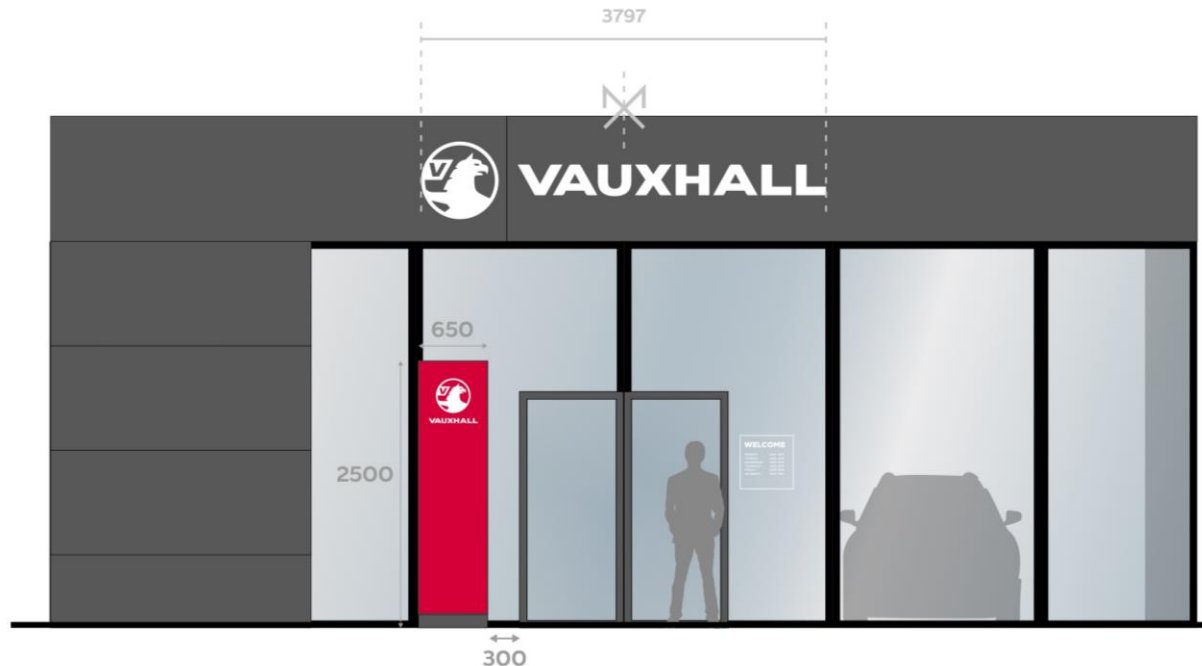
BASIC RULES

- In the case of the entrance is positioned close to the totem, the lettering should be centered above the entrance

■ ALTERNATIVE FACADE | APPLICATION RULES

Façade L10m - Cladding H1,2m

Mini Totem – lettering 2891mm width



BASIC RULES

- When the facade is 10m long or smaller, the mini-totem is used as an alternative to the facade totem.
- Cladding minimum height should be 1,2m to ensure the Vauxhall lettering have enough space



PARKING SIGNAGE

■ DIRECTIONAL SIGNS

The directional signs complement the sign-ware of the facility. Wherever needed, customer information can be provided on a flexible, brand-neutral system of various sizes. Clear and informative, but with a dedicated style as a contrast to branded signs.

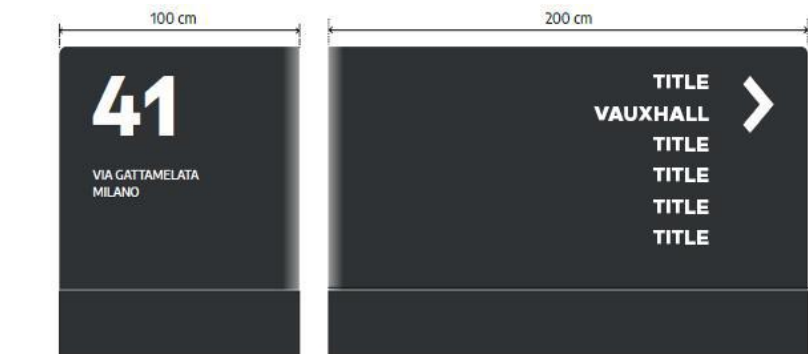
MATERIALS I COLOUR

The directional signs are part of the SBH rules : please refer to the SBH guidelines.



BASIC RULES

Placed at the entrance of the site or on prominent corner. Whenever guidance is needed to support customer journey.



■ EXTERIOR PARKING

A clearly identified parking area is one of the first positive signs to welcome our customers.

TEST DRIVE | CAR PARK (monobrand & multibrand sites)

The car park for Test Drive cars is specific with larger dimensions to ease the access and give a better visibility on demo cars.

Colours:

Red RAL 3027

White RAL 9010 or equivalent

Dimensions:

Width of stripes = 50 mm

Length of vertical red stripe = 700 mm

Distance between red stripes = 100 mm

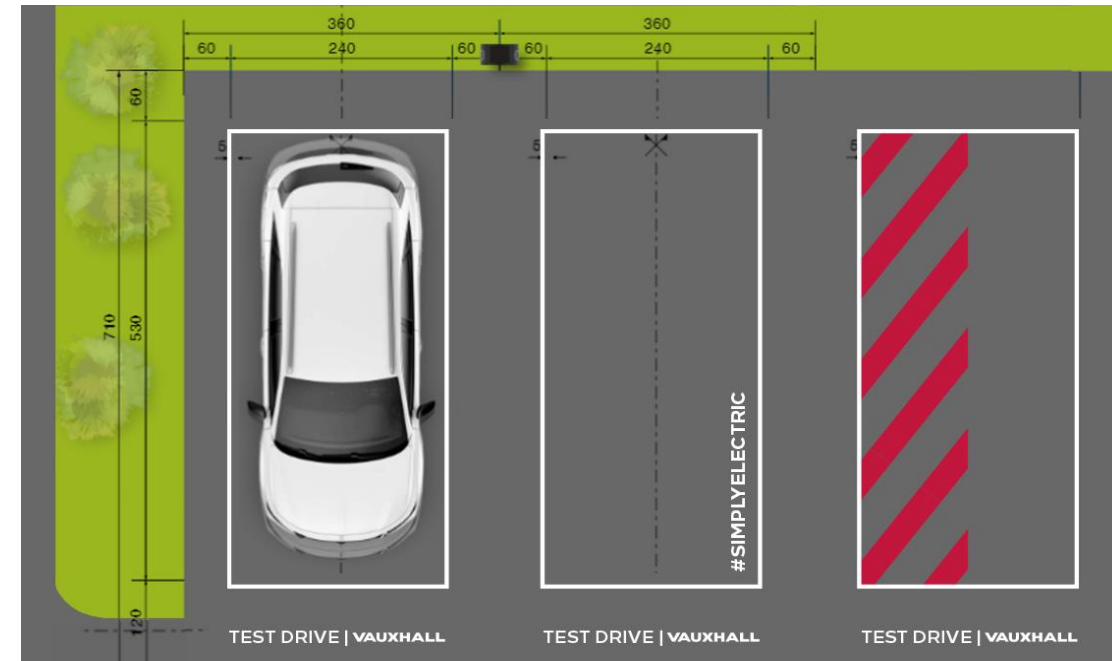
Lettering:

Font: Vauxhall Neue

Size: 300 mm

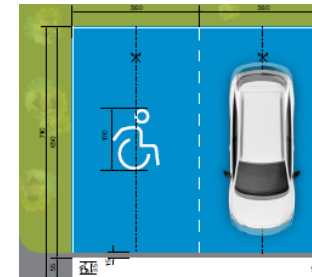
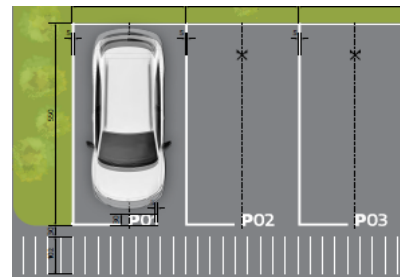
LEV and LCV symbol:

according to availability & operational rules



VISITOR & DISABLED | CAR PARK (monobrand & multibrand sites)

Please refer to SBH rules for dimension and technical details.



#03

NEW EXTERIOR STANDARDS

AFTERSALES SITE



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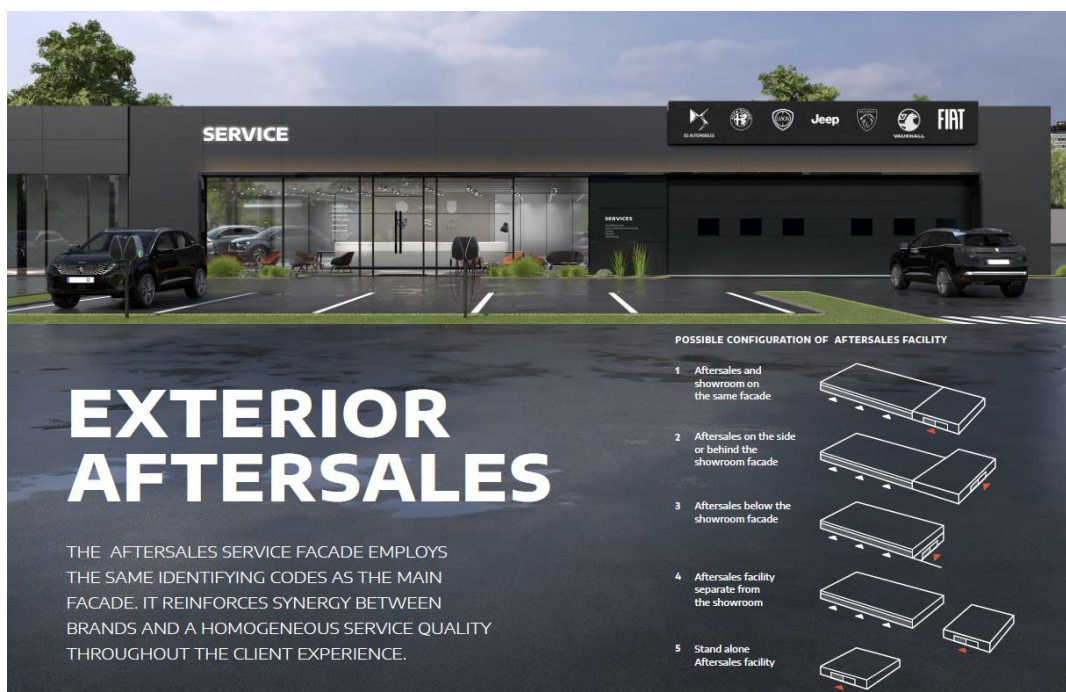
■ FACADE | APPLICATION RULES

BASIC RULES

For any information on the Service concept, associated with a sales showroom, please refer to the Stellantis Brand House Multibrand guidelines.

PLEASE REFER
TO THE SBH
**MULTIBRAND
GUIDELINES**

STELLANTIS



03 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

Please note that the logo marked as optional "Optional Standard" and not the mandatory for the Dealer who has the right to freely decide whether to use with their repairer. STS and the will define the mandatory elements to use the Dealer decides not to select and/or implement. Only the optional elements are in the SBH. Similarly, the optional elements will not be mandatory in case of the CONTRACT SPECIFIC INVESTMENTS at STS, dealer expenses, including for the part not yet approved.



- 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 / Vauxhall).

■ SERVICE SITE | STAND ALONE AFTERSALES SITE

BASIC RULES

When the Vauxhall aftersales site is not associated with a Vauxhall showroom for new car sales or with another Stellantis repairer, the Vauxhall signage is installed above the Service bays, in addition to the Services signs (for which the SBH Exterior Aftersales rules will apply)



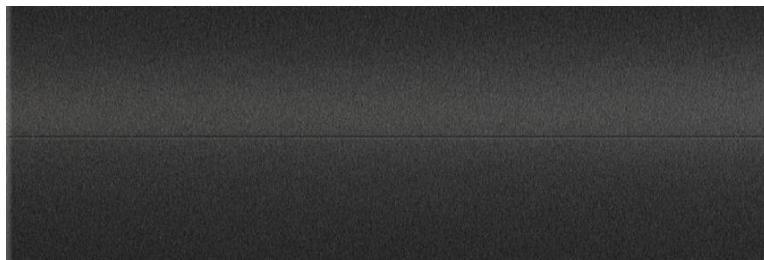
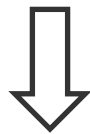
PLEASE REFER
TO THE SBH
**MULTIBRAND
GUIDELINES**

STELLANTIS
GROUP

■ SERVICE SITE | STAND ALONE AFTERSALES SITE

BASIC RULES

To make more visible the Vauxhall signs, the existing light grey cladding (Kingspan Silver or similar RAL 9006) should be changed or repainted : similarly to the SBH showroom, the standard color for Vauxhall monobrand Service only site is the Dark Grey RAL 7021. Please see detailed specifications in previous pages or in SBH guidelines.



PLEASE REFER
TO THE SBH
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NEW INTERIOR STANDARDS



#01

NEW INTERIOR STANDARDS

CONCEPT



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ENERGISING **A BETTER** BRITAIN



CORSA
ELECTRIC

ASTRA
ELECTRIC

CORSA
ELECTRIC



ENERGISING **A BETTER** BRITAIN







ENERGISING **A BETTER** BRITAIN







ELECTRICIFYING BRITAIN



ELECTRIC +
ALL IN

8 Year battery warranty
8 Year corrosion resistance
6 Month trial app
8 Year mobile charging service
8 Year mobile charging service
8 Year mobile charging service

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A BOLD & PURE GESTURE
READY TO ENERGIZE AND GIVE
AN ELECTRIFYING EXPERIENCE

PANTONE
206C
RAL
3027

RAL
9003

ENERGISING A BRIGHTER
BRIGHTER BRITAIN
ENERGISING A BRIE

FLOOR
GREY TILES

PANTONE
539C
RAL
5011

#02

NEW INTERIOR STANDARDS

CUSTOMER JOURNEY

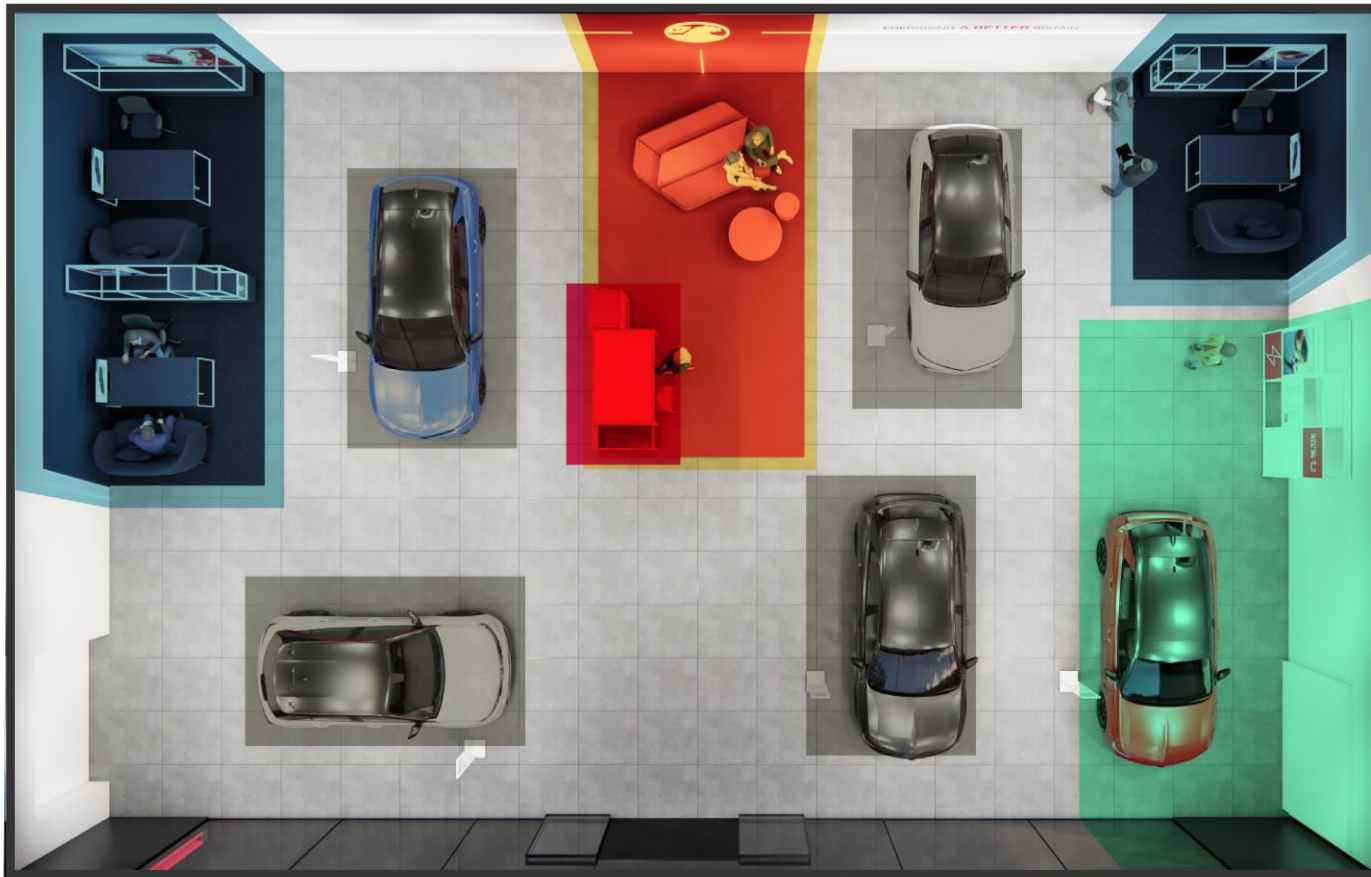


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MAIN ZONES

The image shows a modern interior space, possibly a cafe or lounge, with a red overlay. In the foreground, there is a long wooden table. A car wheel is mounted on the side of the table. A person is sitting on a stool at the table, looking at a device. In the background, another person is sitting on a sofa, also looking at a device. A circular logo with a horse head is visible on the wall. The text "MAIN ZONES" is overlaid in large white letters on the left side of the image.

■ CUSTOMER JOURNEY | FLOW & ZONING



The showroom is articulated around different zones to give a full brand experience to the customer throughout the point of sale.

-  Brand Immersion zone
-  Sales zones
-  Product Discovery zone
-  « How to » Electric
-  Car Exhibition zones

DESCRIPTION



■ FACADE | ENTRANCE

FIRST IMPRESSIONS

From the exterior, the new showroom design reflects Vauxhall's Brand personality; Progressive, and Detoxed. The all-glass facade invites the customer in, allowing a view of the electrified vehicle range and the illuminated Griffin which sits proudly at the heart of the showroom.

The Red totem gives the exterior strong visual appeal contrasting sharply with the façade to give the Brand real stand out.

The full illumination of the panel at night not only clearly signposts your business but it is also a signal of Vauxhall's new confidence and reflective of the electric age.

Customers know where they're going and why



■ BRAND UNIVERSE

A BRIGHTER BRITAIN

The new showroom interior is designed to reflect the Brand upper mainstream positioning & confident personality. The design is Bold in its execution with a smart use of illuminated elements and the Brand new colour palette, but it remains true to our Detox design philosophy to ensure a premium feel that allows the new electrified vehicle range to pop!

- The Brands' revised colours are more pop and modern, but also very much rooted in our heritage utilising the traditional palette of Red, White & Blue.
- Red as our lead colour is used at the heart of the showroom to welcome customers and present the Brand, White is used for displaying products and the new Blue is utilised to clearly signal the sales areas.
- An Intelligent use of light is key to the new showroom and smart technology is at the heart of the concept allowing us to fuse the offline and online sales experiences.

A Bold & Detox concept



■ BRAND EXPERIENCE

THE KEY FEATURE

Customers entering the showroom will be met with the new Red Brand Immersion Zone which proudly showcases the illuminated Griffin logo. The area doubles up as a reception area allowing customers to relax and explore the electrified range as they wait.

The customers eye will be drawn to the hologram, which presents the latest vehicles in 3D. It is an important statement of Vauxhall's transformation into a Brand at the forefront of innovation. Within the seating area customers will be presented with the latest Vauxhall's offers and have the opportunity to configure the range via QR codes on the table.

The electric corner also gives the customer the opportunity to learn about the MyVauxhall App, the Electric All-In ownership package and via the screen compare BEV & ICE running costs.

A welcoming and educational concept



■ SALES AREA

CARE & SHARE

The sales area is designed to be a more private and relaxing space when compared to the current showroom design.

The use of the Brand's new blue palette is deliberate, it is calmer than the rest of the showroom and designed to give customers and sales teams time and space to talk.

The furniture is comfortable and soundproof whilst the LED lighting on the contours of the space creates continuity with the rest of the design.

The large lifestyle brand visuals provide a premium feel.

Encouraging exchanges through people and design



■ DELIVERY AREA

FOR A SINGLE MOMENT!

The delivery of a new car is an extremely exciting and rare event for our customers. As such, we must do everything to elevate the experience & make it unique.

This delivery area gives you the space to create a special and private moment for the customer and their family allowing you to forge stronger relationships with customers which will results in increased satisfaction and loyalty.

A final opportunity to present the Brand and thank your customer!



#03

NEW INTERIOR STANDARDS

CONCEPT COMPONENTS




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LAYOUT

A red-tinted photograph of a modern interior space, likely a museum or gallery. The scene features several people: one person in a cap and jacket stands on the left, another person sits on a low, curved concrete bench in the center, and a third person stands in the foreground holding a tablet. The space is filled with various exhibits, including a car wheel, a display case with the text "FOR ALL", and a large, multi-tiered shelving unit on the right. The ceiling has exposed wooden beams and track lighting. The floor is made of large, light-colored tiles. The overall atmosphere is clean and contemporary.

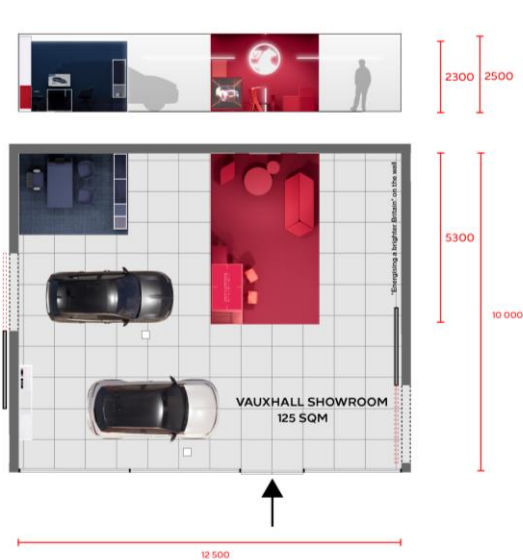
■ STELLANTIS SHOWROOM SIZING RULES

- The below template is the reference for the Stellantis « Enlarged Europe » region. 
- For each site, please refer to these standards to define the number of vehicles to be exhibited and the number of sales offices according to the surface (sqm) and sales potential.

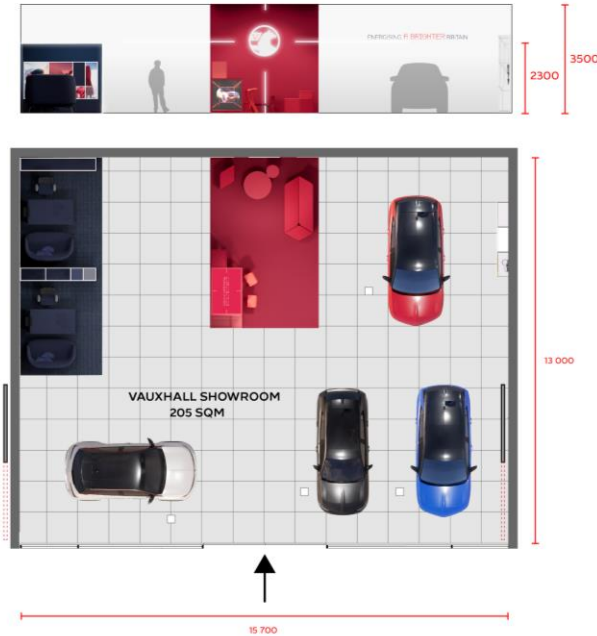
	S SMALL	M MEDIUM	L LARGE
CAR DISPLAYED	Max 2	Max 4	Max 5 (+1*)
SHOWROOM	125 sqm	205 sqm (175 sqm with 3cars)	250sqm
	+ 10 sqm for each additional salesman * + potentially 1 unit / 30 sqm in L format		

- **Vehicles on display (internal and external for LCV) and Demo vehicles on Test Drive area** : pictures are illustrative, but number of vehicles depends on operational Retailer Standards (Please refer to operational Retailer standards)
- **Salesman stations**: pictures are illustrative and intended to provide a clear representation of where salesman area has to be included in the overall concept, but the number of salesman stations depends on operational Retailer Standards (Please refer to operational Retailer standards)

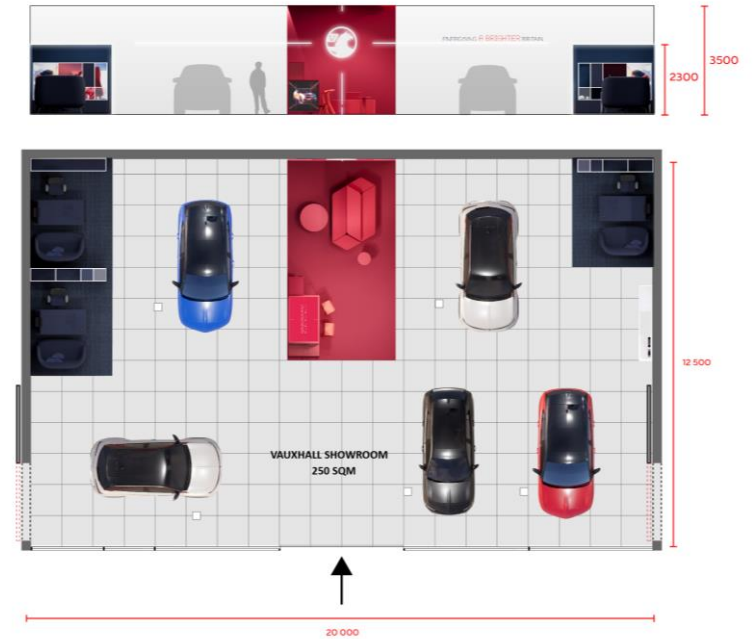
■ ADAPTED LAYOUTS



S 125 sqm :
2 cars max & 1 Sales desk



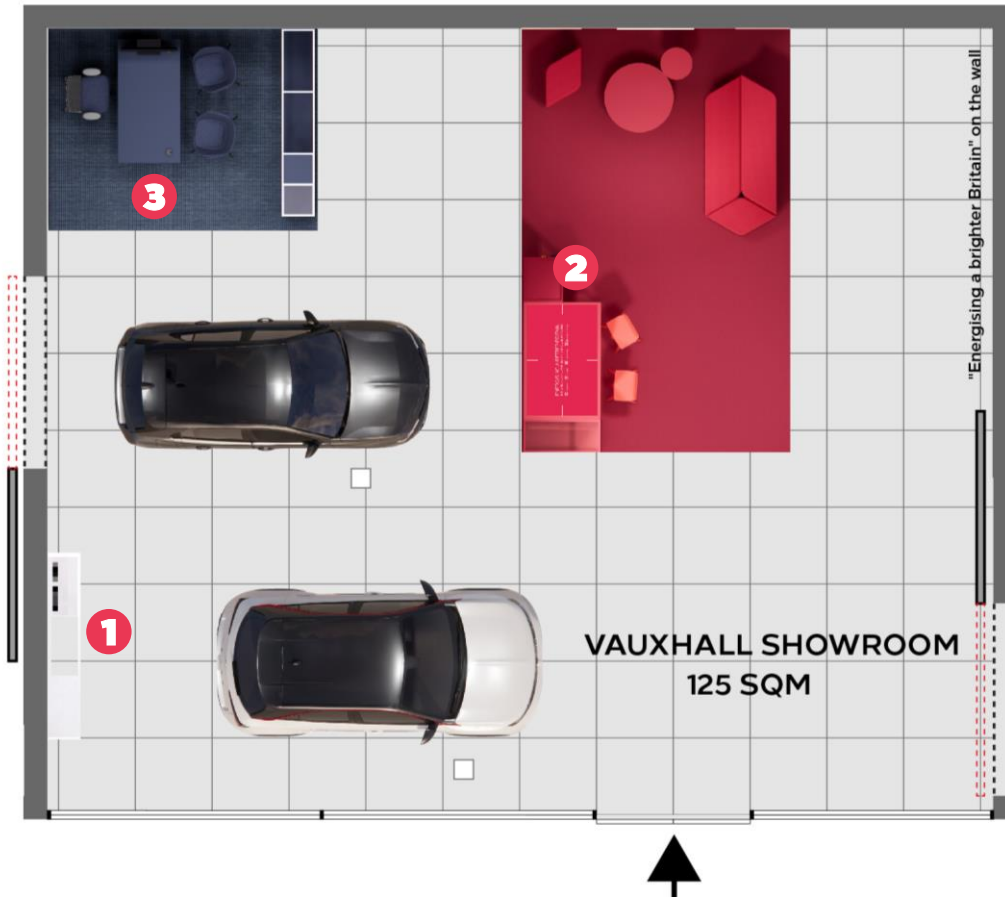
M 205 sqm :
4 cars max & 2 Sales desks



L 250 sqm :
5 + 1 cars* max & 3 Sales desks

* + 1 unit / 30 sqm in UK (domestic market for Vauxhall)

■ ADAPTED LAYOUT | SMALL FORMAT



FORMAT S

125 sqm : 2 cars max. and 1 Sales desk

For this format, the digital hub is not always placed in the center of the showroom but must remain aligned with the entrance

- 1 « How to » electric
- 2 Product Discovery zone
- 3 Sales desk 1

■ ADAPTED LAYOUT | MEDIUM FORMAT

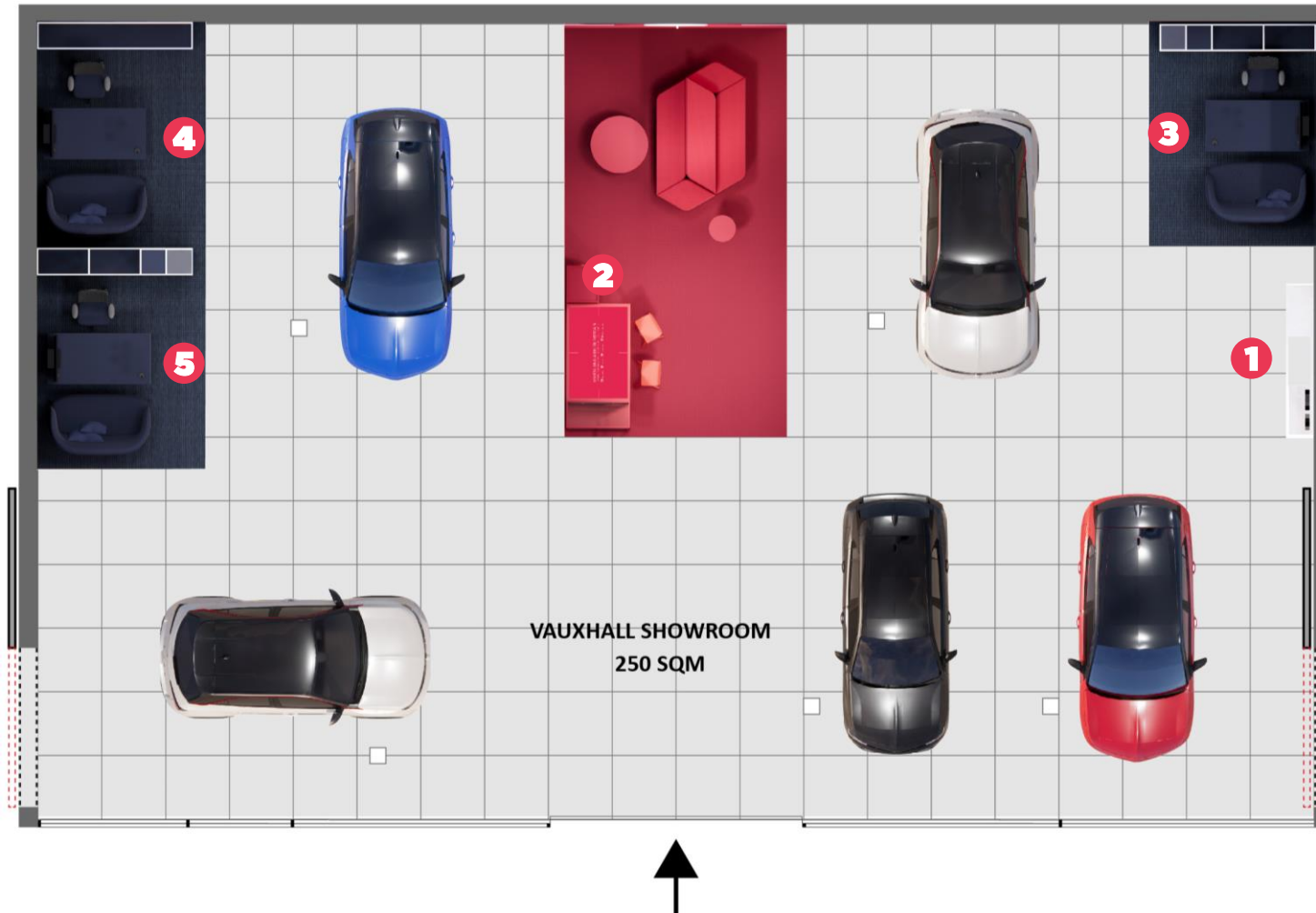


FORMAT **M**

205 sqm : 4 cars max and 2 Sales desks

- 1** « How to » electric
- 2** Product Discovery zone
- 3** Sales desk 1
- 4** Sales desk 2

■ ADAPTED LAYOUT | LARGE FORMAT



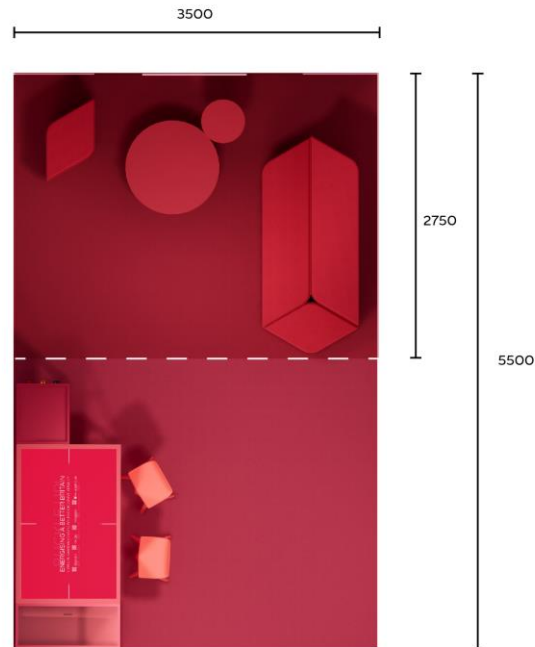
FORMAT **L**

250 sqm : 5 + 1 cars max and 3 Sales desks

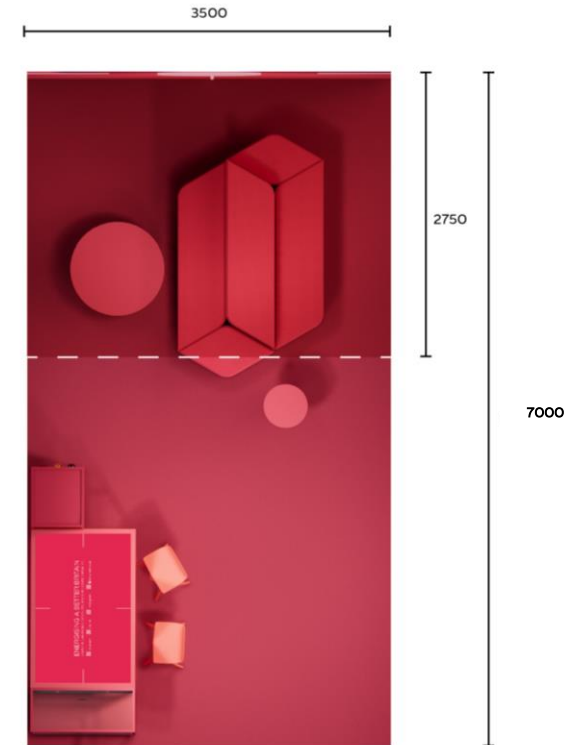
- 1** « How to » electric
- 2** Product Discovery zone
- 3** Sales desk 1
- 4** Sales desk 2
- 5** Sales desk 3

BRAND IMMERSION ZONE | FLOOR & OVERHANG

- The size of this zone is linked to the space available in the showroom and the required format for the customer waiting area.
- There are two versions : standard and long. The width remains the same, but the long version has a red floor 7m long : a double-side sofa or additional poufs can be ordered, if more seats are required for Sales or Aftersales customers. In both situations, the overhang is 2.75m long.
- The minimum requirements are detailed in the list of mandatory or optional elements : please refer to the last chapter of this document.



Standard Version : 5500mm



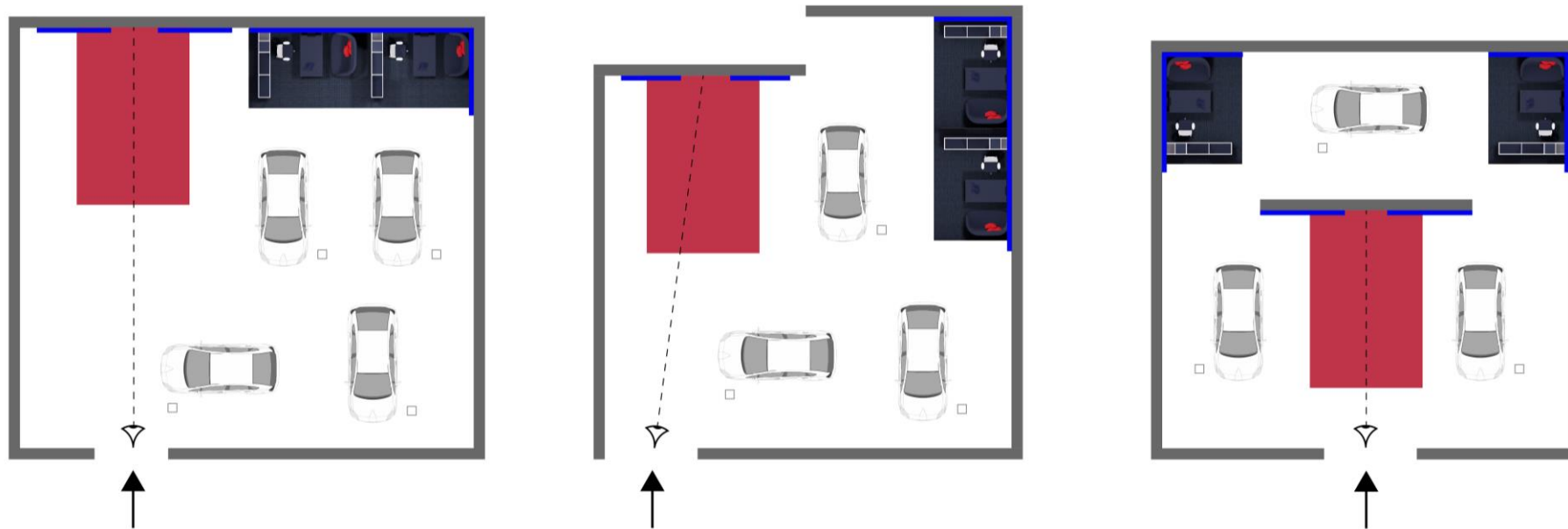
Long Version : 7000mm (optional)

■ BRAND IMMERSION ZONE | POSITION

RULES

1. The brand zone is always in front of the main entrance
2. The cars are always displayed at 90°, parallel or perpendicular to the main window.
3. The sales areas are always along a wall

Please see below some potential solutions to place the Brand Immersion Zone :



Legend :

— LED STRIPS



FINISHES



■ INTERIOR PALETTE

FLOOR

PLEASE REFER
TO THE SBH
MULTIBRAND
GUIDELINES

STELLANTIS

GREY CERAMIC TILE

90 x 90 or 100 x 100 cm
Joint: cement colour
Common reference for all
sites (multi and monobrand)

RED CARPET

BALSAN
Les best 580 U3SP3E1C0

DARK BLUE CARPET

INTERFACE

WALLS

DARK BLUE

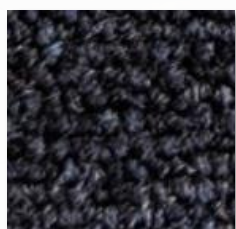
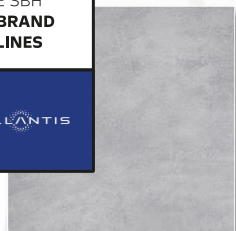
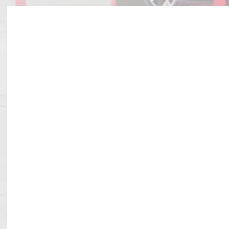
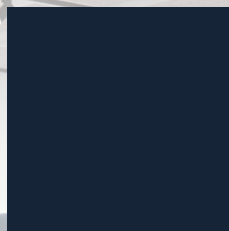
RAL5011
Matt or Satin paint

RED

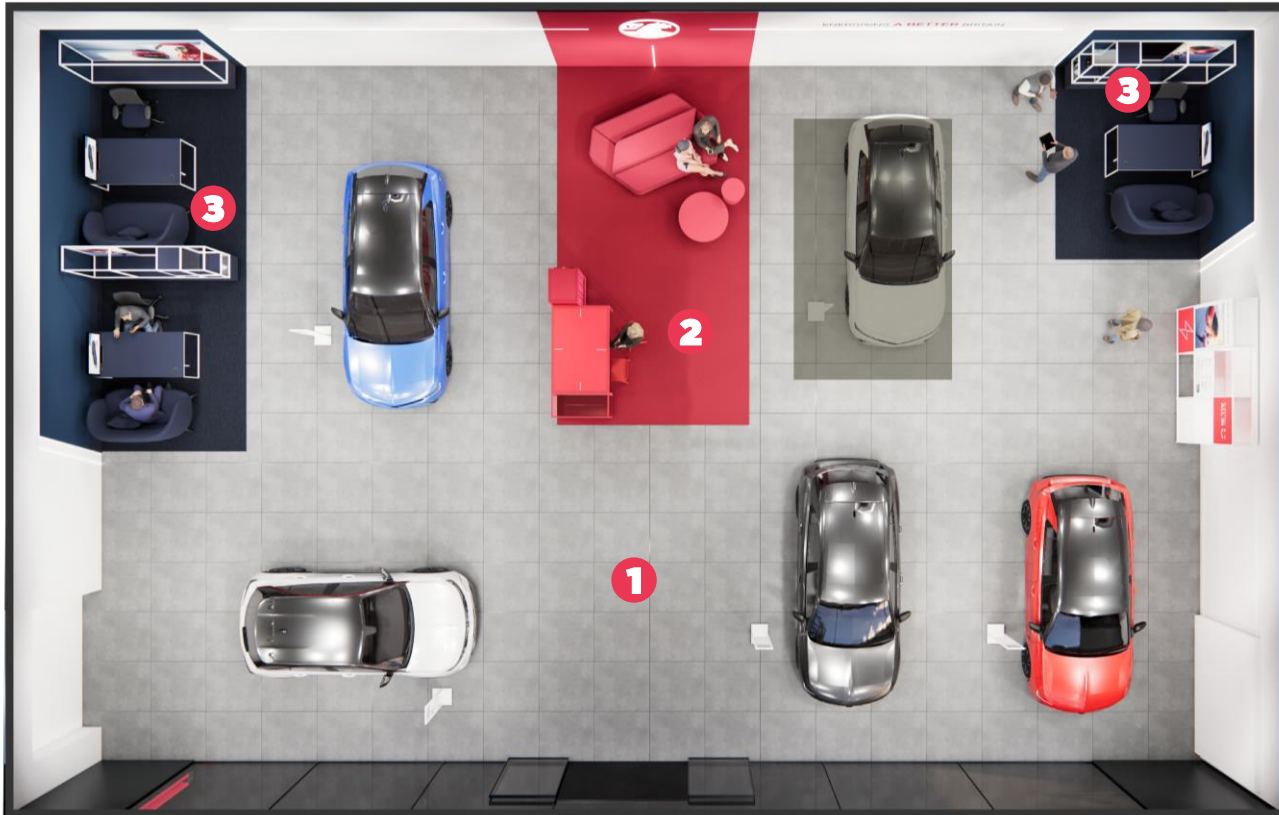
RAL 3027
Stretched fabric

WHITE

RAL 9003
Matt paint



■ FLOOR DESIGN



1

PLEASE REFER
TO THE SBH
MULTIBRAND
GUIDELINES

STELLANTIS

GREY CERAMIC TILE

90 x 90 or 100 x 100 cm
Joint: cement colour
Common reference for all
sites (multi and monobrand)

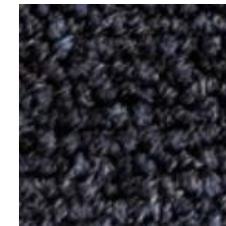
2



RED CARPET

BALSAN
Les best 580 U3SP3E1C0

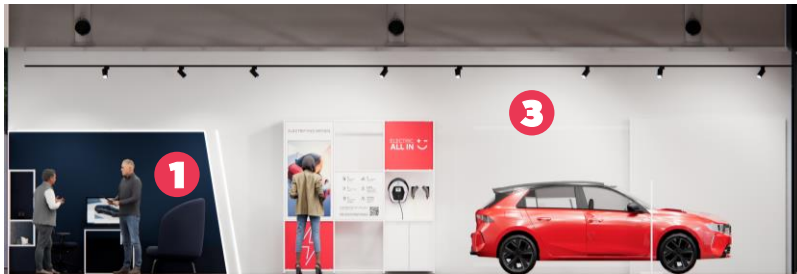
3



DARK BLUE CARPET

INTERFACE

■ WALL DESIGN



1



DARK BLUE
RAL5011
Matt or Satin paint

2



RED
RAL 3027
Stretched fabric

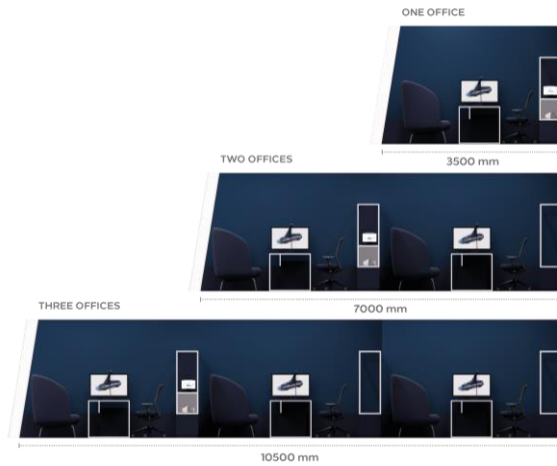
3



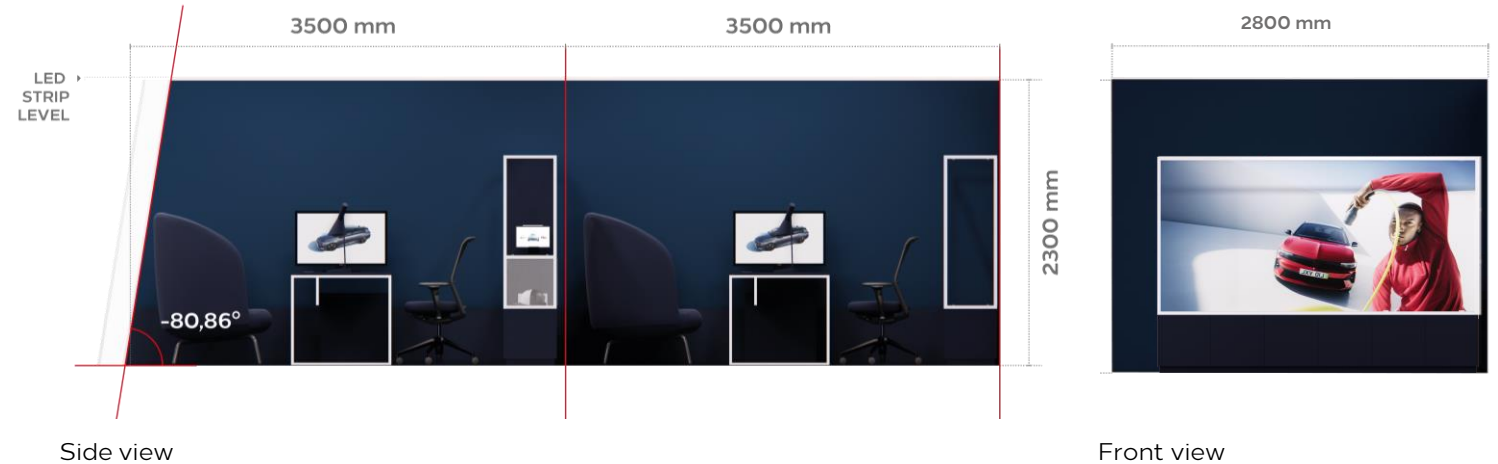
WHITE
RAL 9003
Matt paint

■ SALES ZONE | DARK BLUE WALLS

LEFT VERSIONS



Ex. with 2 left desks

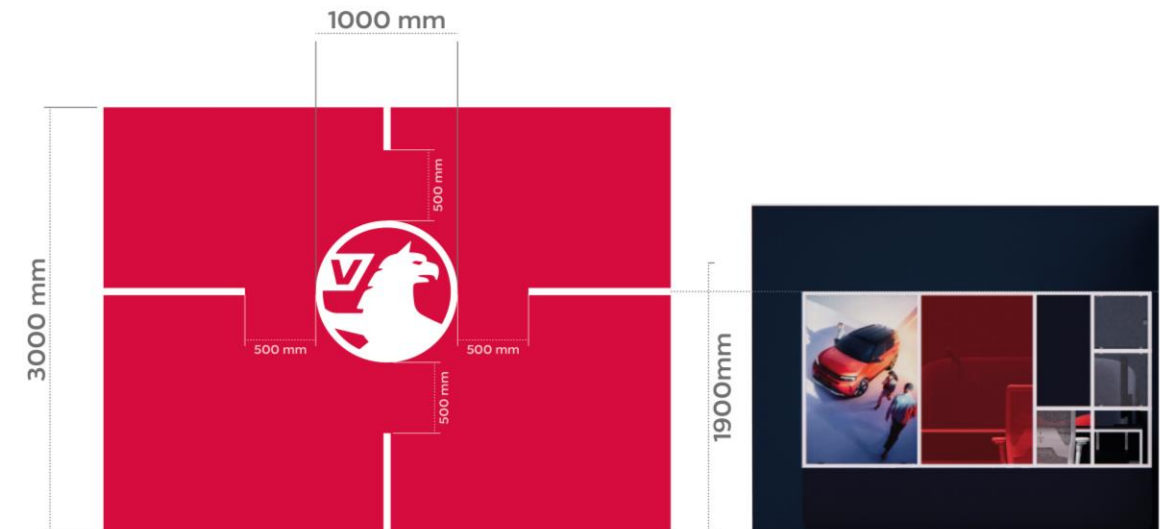
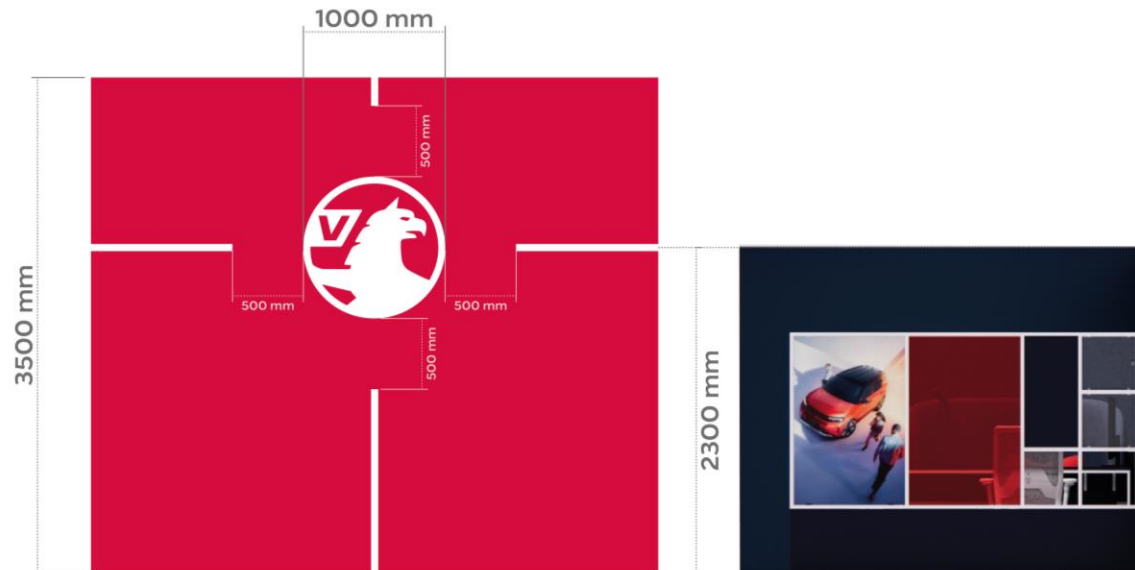


RIGHT VERSIONS



■ BRAND WALL | HIGH CEILING

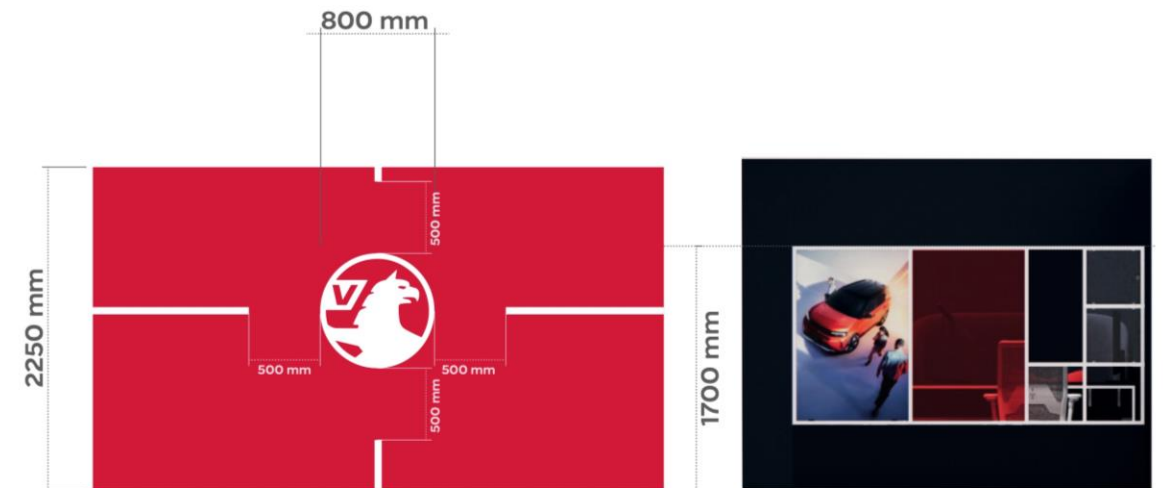
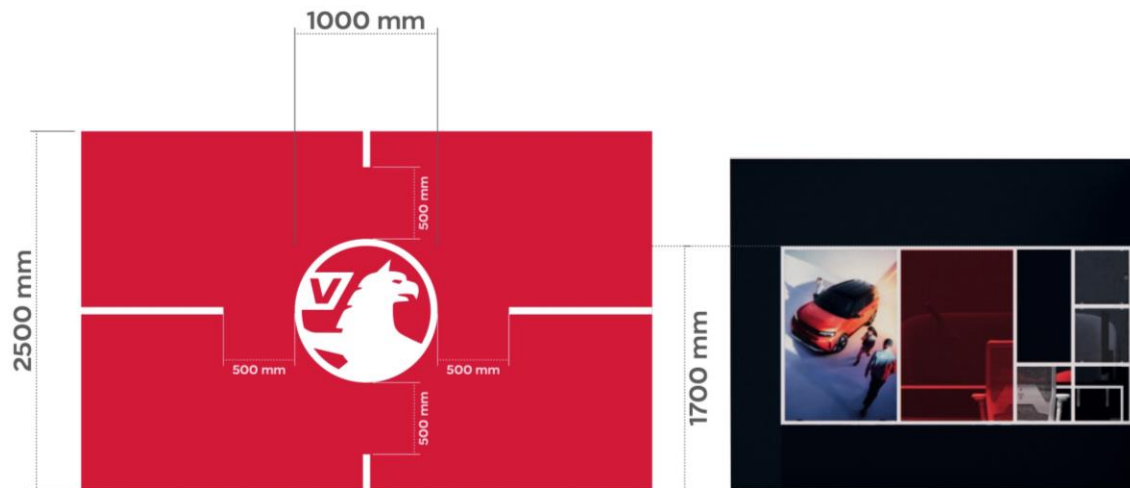
- The Brand Wall is the focal point of the showroom with the illuminated Griffin logo, placed in the center of the 4 compass LED strips.
- The overhang is also a key and mandatory element of the Brand Immersion Zone, and it comes with a LED strip : the red stretched fabric measures 2m75m in length in the below standard configurations, with a 5m led strip.



Standard solutions for open or high ceiling : 3500 or 3000 mm high

■ BRAND WALL | LOW CEILING

- In case of low ceiling or technical constraints, there are 2 alternatives with lower Brand walls (and potentially a shorter overhang). However, these alternatives will not deliver the optimal Brand experience and will be only approved in case of low ceiling or technical constraints.
- With the 2m25 Brand wall (under derogation), there is a smaller logo (800mm) and a shorter overhang (1m50 red stretched fabric, with a 2m75 led strip).



Alternative solutions for low ceiling or technical constraints : 2500 (or 2250mm under derogation, coupled with shorter overhang and 800mm logo)

■ BRAND LINE

- The Brand Line must be positioned close to the Brand wall, above the LED strip. Alternatively, when not possible to install in this position, this is accepted to place on a white wall, near a Sales zone.
- Plan for the printing of a cut-out letter-by-letter adhesive.



ENERGISING **A BETTER** BRITAIN

■ CEILING

SBH RULES

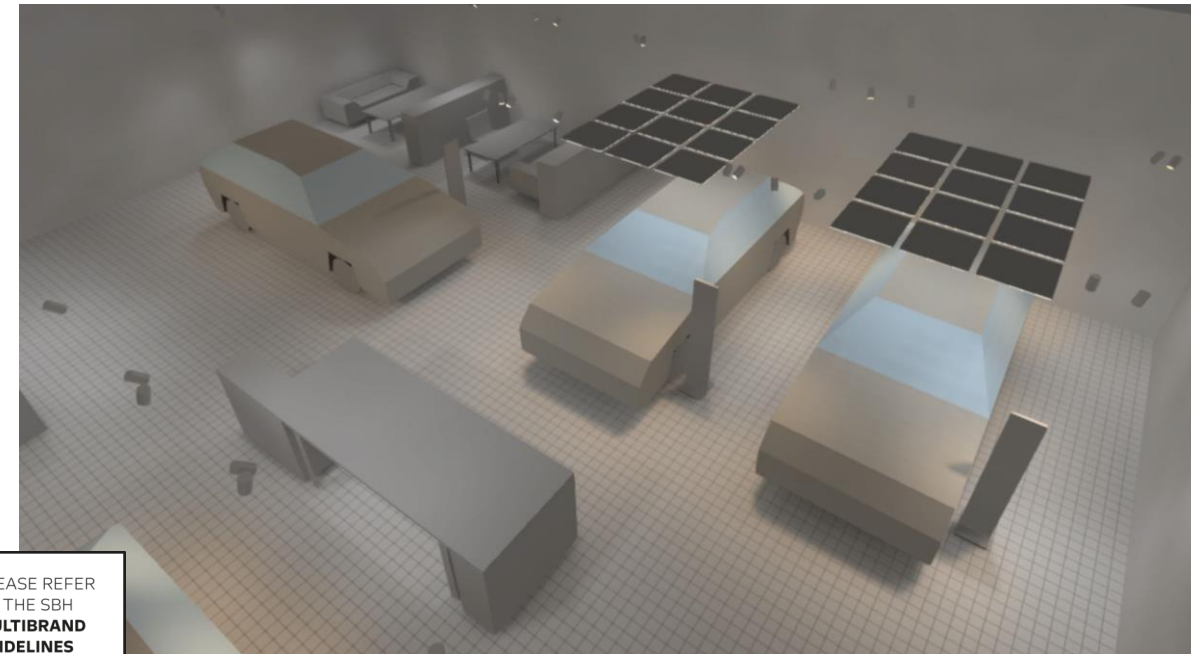
- The Stellantis Brand House rules will apply : please refer to the Stellantis Brand House (SBH) guidelines.



■ GENERAL LIGHTING

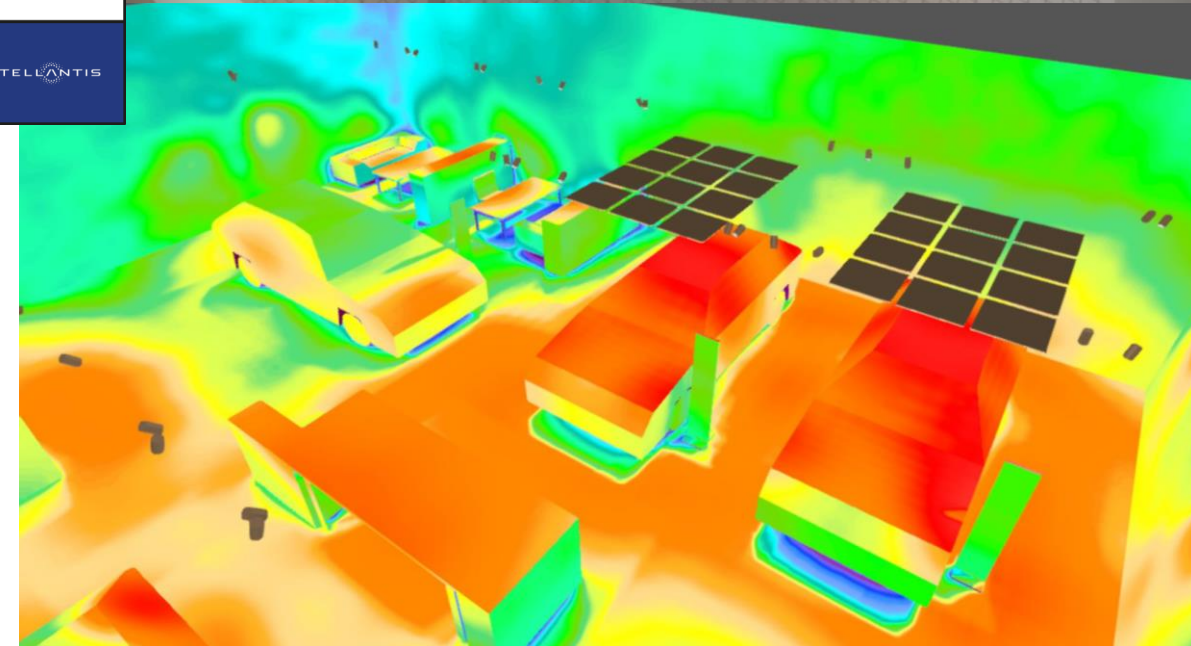
- White rails and spots are applicable to monobrand site only.
- In case of multibrand site, the rails and spots are black.
- Please note that a monobrand site could evolve into a multibrand site : in this case, the black rails and spots will be required.
- For all sites, monobrand or multibrand, the specifications for the material and the application rules are available in the Stellantis Brand House (SBH) guidelines.

Zone	Color temperature (°K)	Luminous intensity (lux)
Vehicles	4000	1200
Product Discovery zone	4000	1200
How to Electric	4000	800
Sales zones	3000	600
Waiting zone / Lounge	3000	600



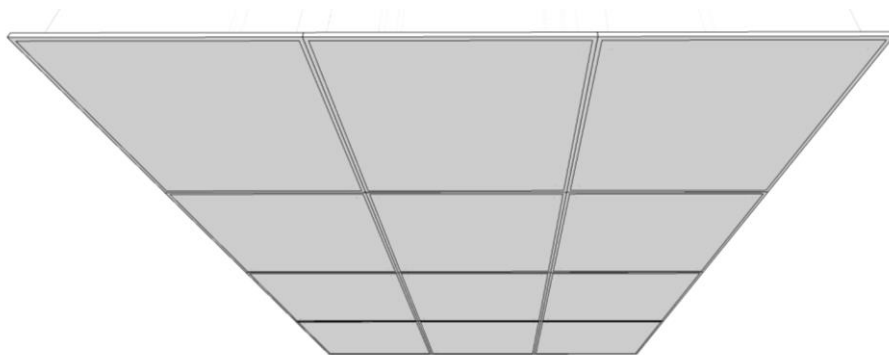
PLEASE REFER
TO THE SBH
MULTIBRAND
GUIDELINES

STELLANTIS



■ LED PANEL

- This ceiling frame is light and made up of 12 tiles with light in one structure (each tile is 60x60cm)
- Positioned above cars :
 - S/M sizes : 1 module minimum near window
 - L size : 2 modules minimum near window
- 4000K
- This LED panel is provided by the CI supplier.
- An electrical supply must be provided from the ceiling to connect the panel.



■ DELIVERY AREA

Multibrand site :

The SBH rules will apply for delivery area.
Please refer to SBH dedicated guidelines.



Monobrand site :

- The delivery area is the extension of the Vauxhall showroom and should reflect the same tone & style, in line with the positioning of the brand.
- Materials and finishing are similar to those in the showroom (please refer to previous pages) :
 - Grey tile / white walls
 - Lighting with rails & spots
- The LEV charging station will follow the country operational standards.
- **Mandatory element :**
 - a Red wall is painted on the most visible wall, to host the Vauxhall logo (800mm, non-illuminated).
Minimum dimension is : 2.5m high x 4m long.
- **Optional elements :**
 - LED panel to highlight the new car
 - according to the local organization for the car delivery process (welcoming & waiting, administrative procedures,...) : sales desk, sofas, armchairs & low table, coffee module,...

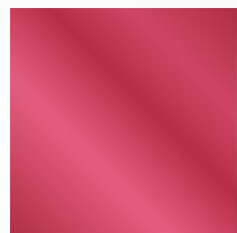


FURNITURE

The image shows a modern interior space, possibly a showroom or office, with a strong red color overlay. In the center, a car is displayed on a raised platform. To the right, a person is seated at a desk, working on a laptop. Further right, another person is seated on a curved sofa, looking at a phone. The background features a large circular logo on the wall and a person standing near a desk. The overall atmosphere is contemporary and professional.

■ FURNITURE PALETTE

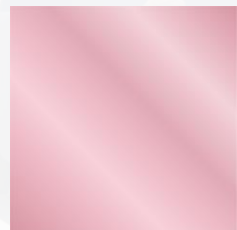
Play with contrasts and materials to create a lively and modern space. White for purity, red for vitality and blue for contrast.



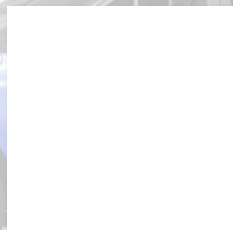
FILM STICKER:
HEXIS Gloss Finish
Pantone 206C
Super Chrome



PAINTED METAL:
AXALTA Semi-Gloss
RAL 3027



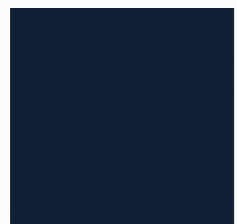
FILM STICKER:
HEXIS Gloss color
Pantone 206C
Transparent



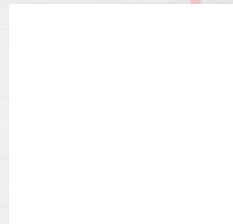
PAINTED METAL:
White Powder coated
Fine textured
RAL 9003



FABRIC:
Gabriel
CHILI
RED 64201



LAMINATE:
Blue
RAL 5011



LAMINATE:
White
RAL 9003



FABRIC:
Gabriel
GO UNI
Blue 66140

■ FURNITURE



Vauxhall Vision
(Product Discovery zone)



Discovery Table
(Product Discovery zone)



Discovery tower
(Product Discovery zone)



High stool
(Product Discovery zone)



Small coffee table
(Brand Immersion zone)



Large coffee table
(Brand Immersion zone)



Pouf
(Brand Immersion zone)



Sofa
(Brand Immersion zone)



Double-side sofa
(Brand Immersion zone)



■ FURNITURE



Sales desk
(Sales zone)



Customer sofa
(Sales zone)



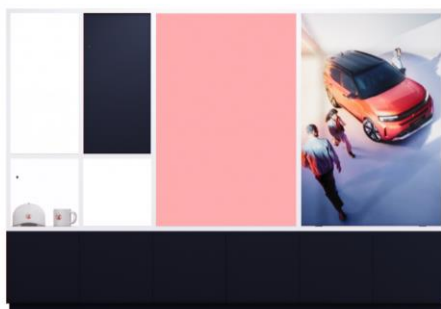
Customer armchair
(Sales zone)



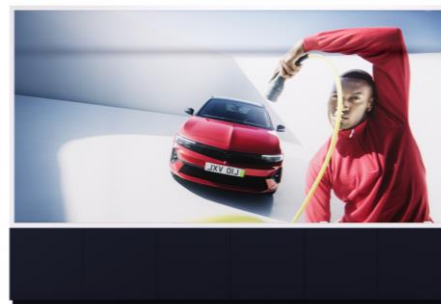
Salesman chair
(Sales zone)



Desk lamp
(Sales zone)



Sales divider module
#1 – shelves system
(Sales zone)



Sales divider module
#2 – large visuals
(Sales zone)



« How to electric »



Car data stand

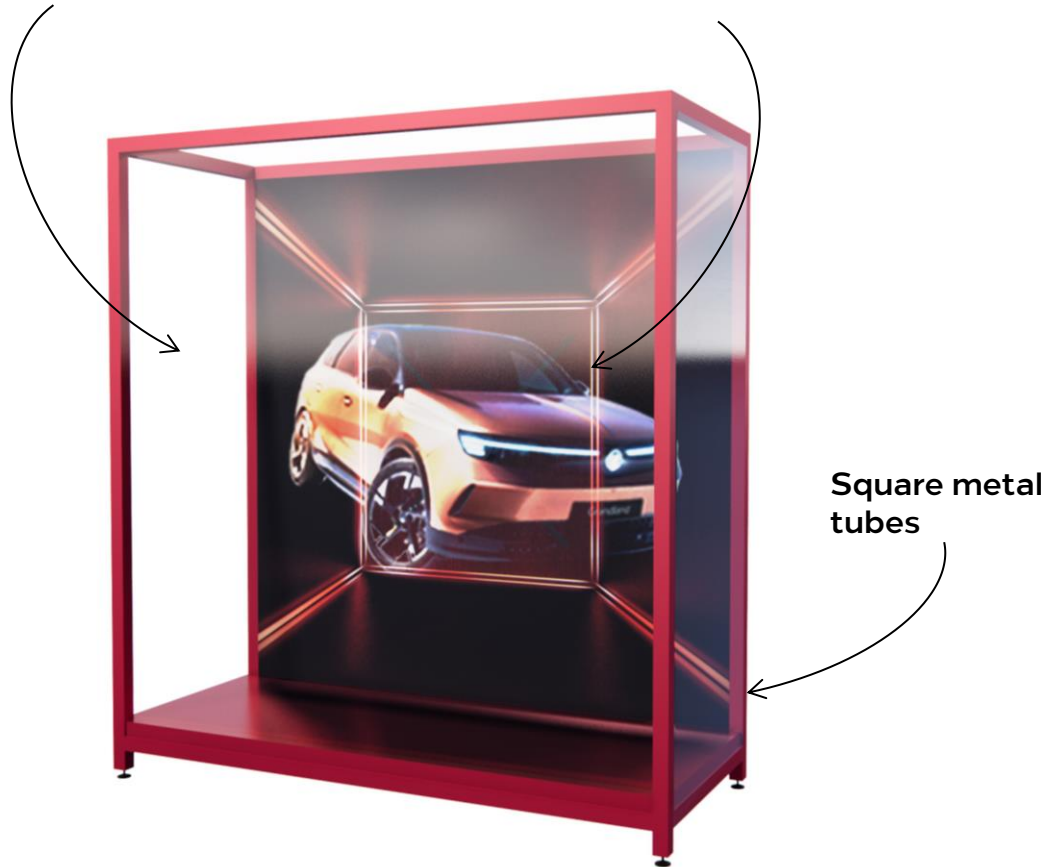


Coffee module
(Sales or service zone)

■ VAUXHALL VISION

Safety glass
window box

Holographic
device



- Innovative and immersive new device
- 3D holographic technology
- Steel structure
- +/- D47cmxW100cmxH110cm

PLEASE REFER
TO THE
DIGITAL@RETAIL
GUIDELINES



■ DISCOVERY TABLE

Safety glass tabletop

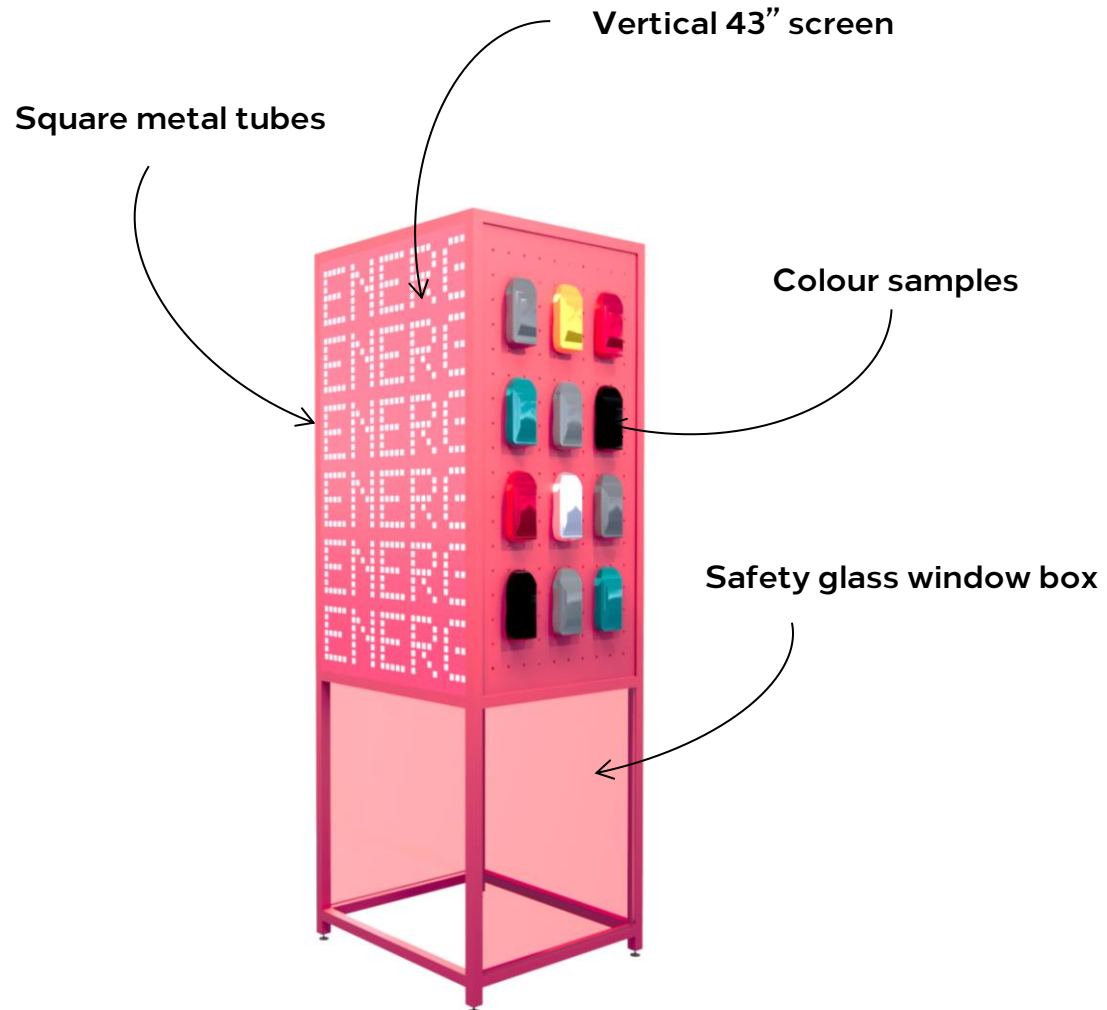


Square metal tubes

- Steel structure, red laminate, extra white safety glass & printed visual (removable)
- With USB sockets for customers to charge smartphones or laptops
- +/- L150cmxD100cmxH110cm



■ DISCOVERY TOWER



- Steel structure
- +/- D43cm x W67cm x H176cm
- The vertical 43" screen displays dynamic and adaptable content – including scrolling text, brand messaging, promotional material and product launch videos.



PLEASE REFER
TO THE
DIGITAL@RETAIL
GUIDELINES



■ SALES DIVIDER MODULE

- 2 different versions are available : in case of multiple Sales desks, this is recommended to order both and mix.

#1 – Shelves system

Red translucent PMMA

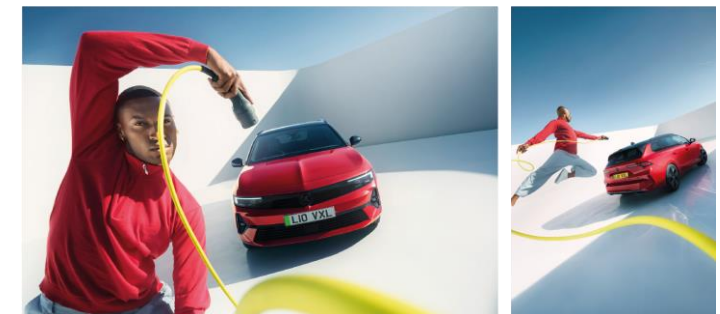
Blue laminate



#2 – Large visuals



- Steel structure
- Modular furniture with storage at the bottom
- +/- D43cm x L240m x H168cm



■ « HOW TO » ELECTRIC

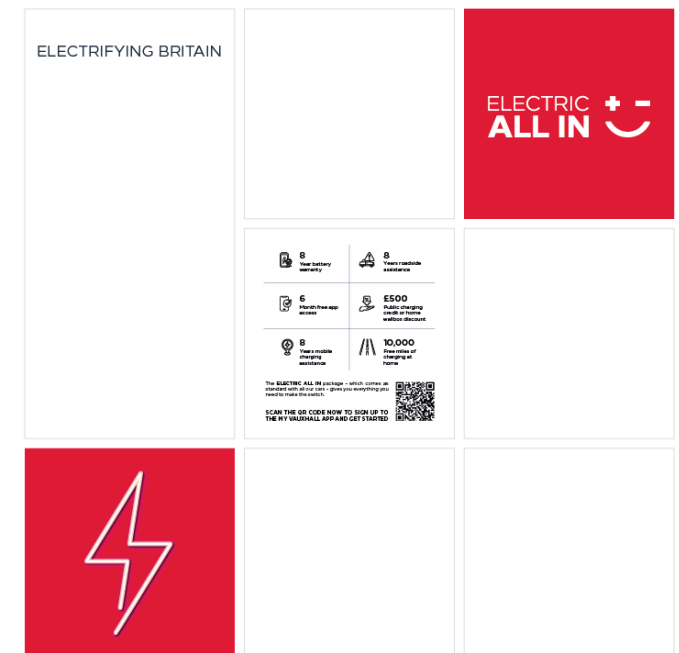
PLEASE REFER
TO THE
DIGITAL@RETAIL
GUIDELINES



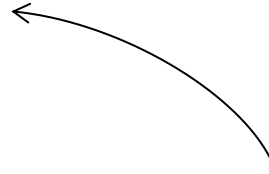
- Steel structure + white Laminate panel
- Screen and content dedicated to EV
- +/- D45cm x L247cm x H247cm



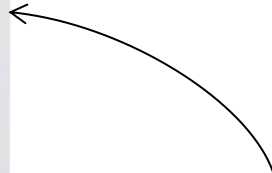
Low ceiling version
(reduced high,
optional and only
under derogation)



■ CAR DATA STAND

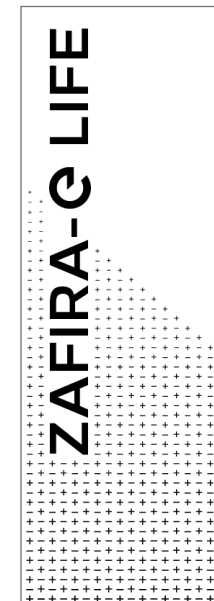
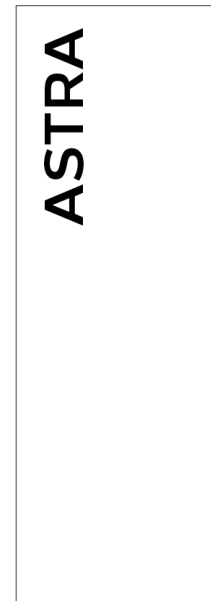


Plexi colourless sheet
with magnets

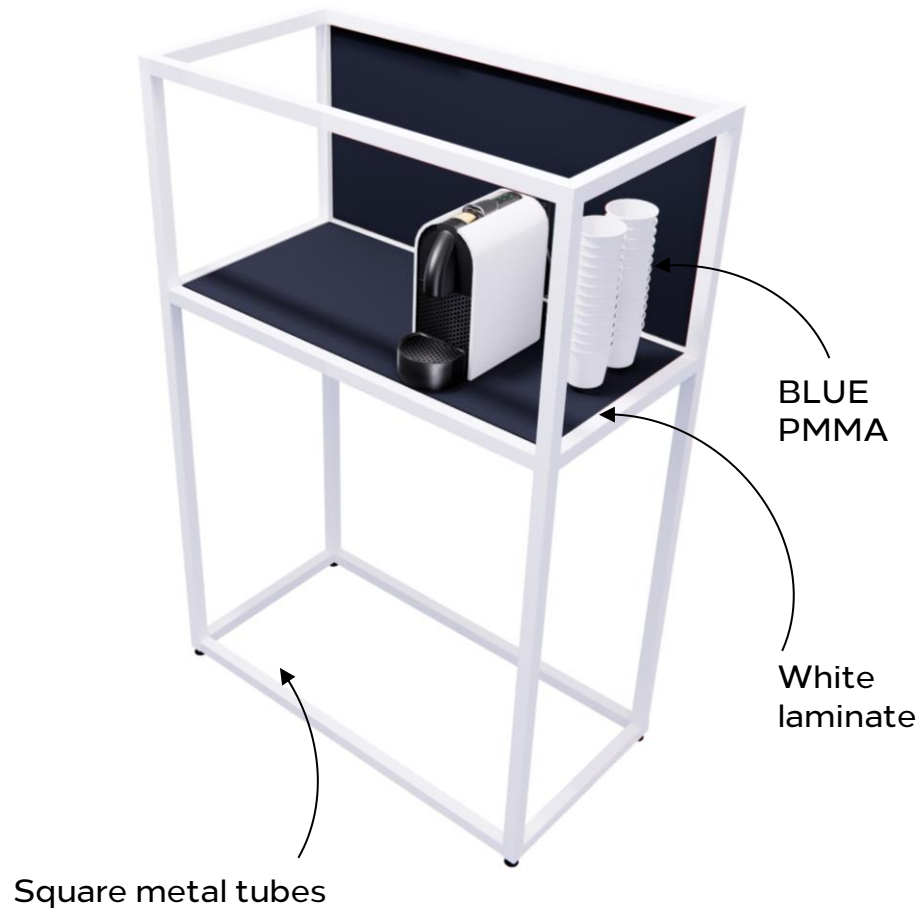


White laminate
Sticker removable

- Steel structure & White laminated panel
- Graphic elements can be updated with new cars/names
- +/- D30cmxL27cmxH140cm



■ COFFEE MODULE

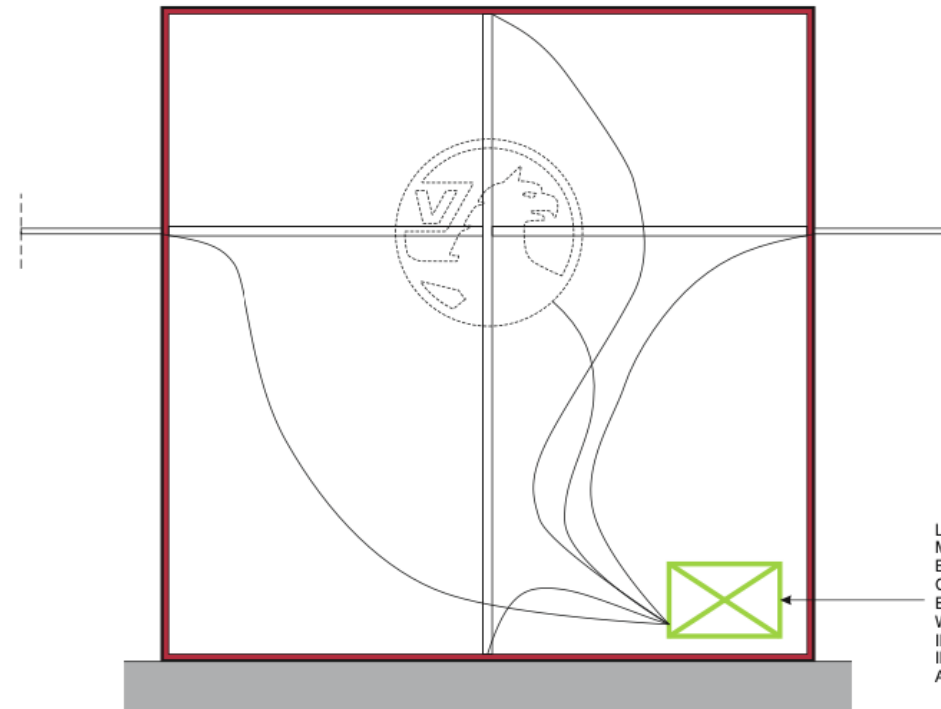
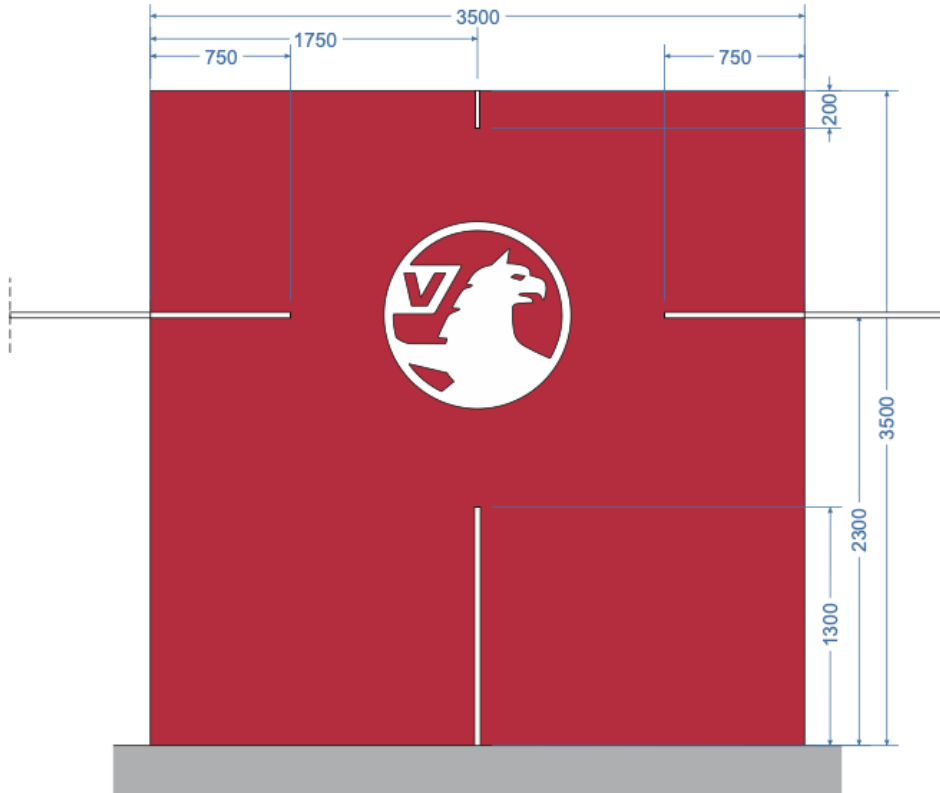


- This module can be used to host small coffee machines and be placed within the showroom, but outside of the Brand Immersion zone (red carpet).
- The recommended positions are in back-office, Service waiting area or near Sales area.
- Existing coffee machines (rent or local supplier) are accepted but should be placed along a wall and not close to the Brand Immersion zone.
- Steel structure
- +/- D43cmxL83cmxH127cm
- (Coffee machine and cups not provided by the CI supplier)

ELECTRICAL PREREQUISITES

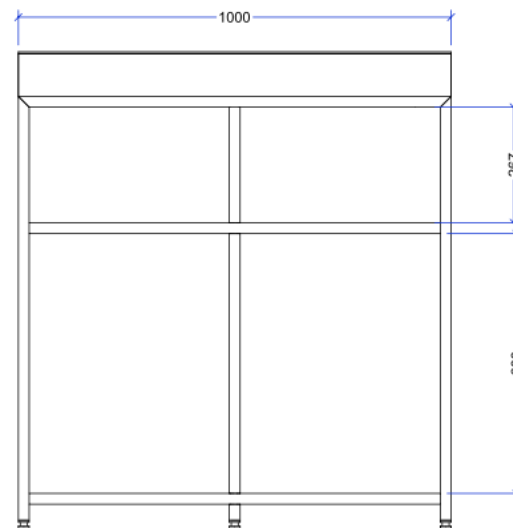
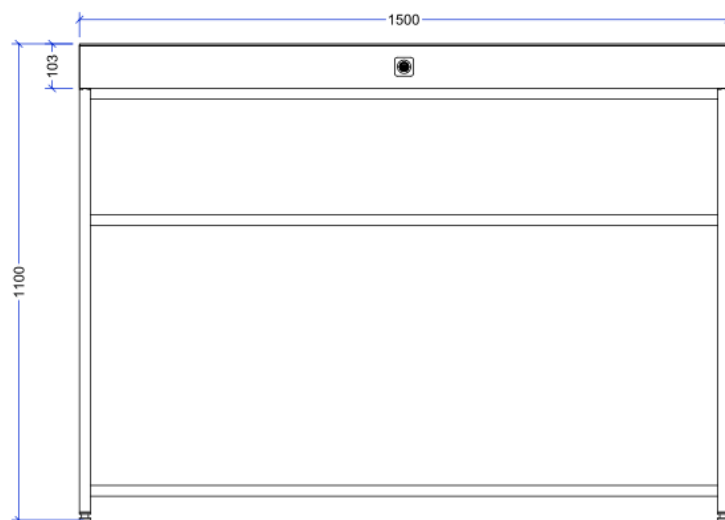
The background image is a red-tinted photograph of a modern interior space, likely a museum or gallery. In the foreground, a man in a dark jacket and light-colored pants stands with his back to the camera, looking towards the right. To his left, a woman is seated on a low, rectangular, light-colored bench. Further back, another person is visible near a large, dark, rectangular wall display. The ceiling features a series of track lights. On the right side, there are glass display cases and a metal shelving unit with various items on it. The overall atmosphere is clean and contemporary.

■ BRAND WALL

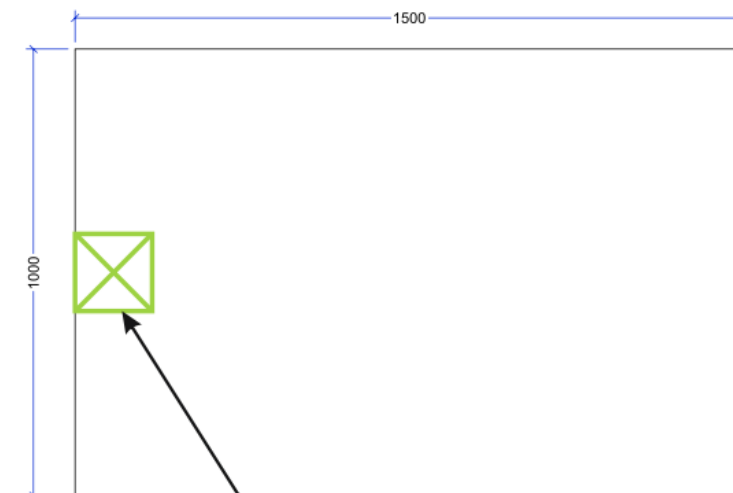



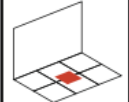
LOGO AND LED KOMPASS PROFILES CABLES
MOVES BEHIND THE FABRIC TO THE
BASE PROFILES. N° 2 TRANSFORMERS
CAN BE PLACED IN A WALL RECESSED
ELECTRICAL BOX WITH MIN. DIM. 40 X 30 CM
WHWRE TO ARRIVE WITH A 220v LINE.
IF NOT POSSIBLE THEY CAN BE PLACED
IN THE SPACE BETWEEN FABRIC AND WALL
AND CONNECTED TO THE 220v LINE.

■ DISCOVERY TABLE



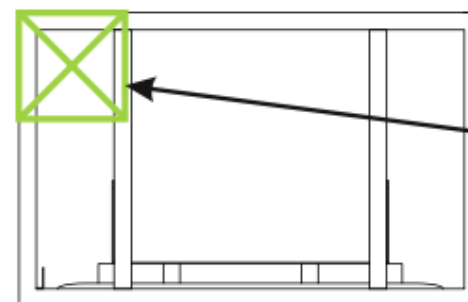
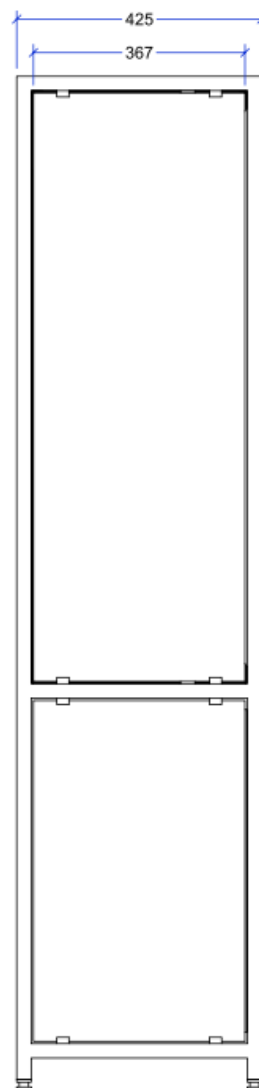
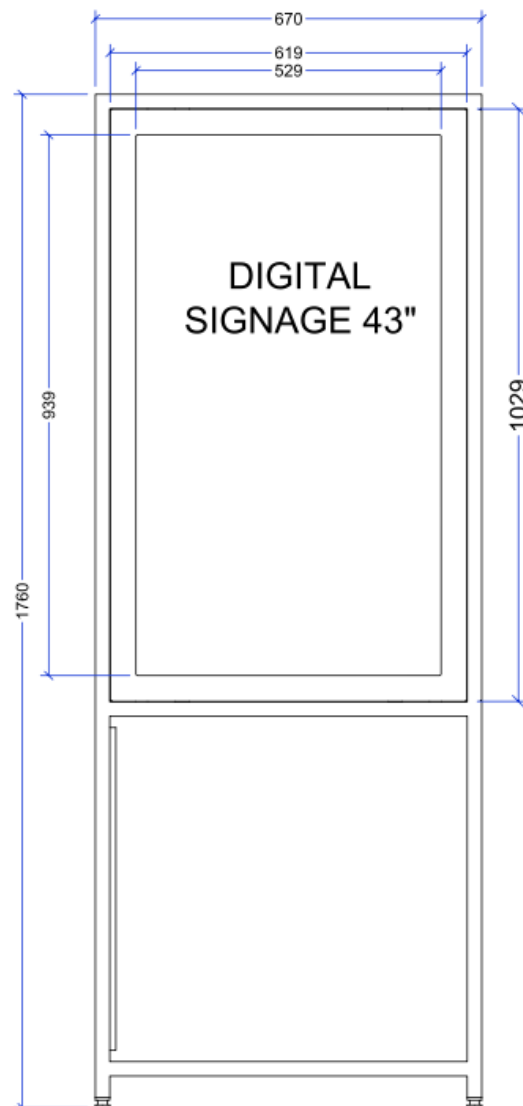
Hafele Cod. 833.73.809 + driver



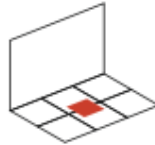


SOCKETS NEEDED:	
	N° 2 TYPE G SOCKETS
SUGGESTED SOCKETS POSITION:	
	FLOOR

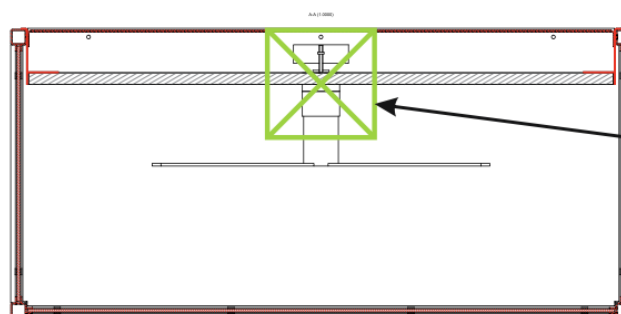
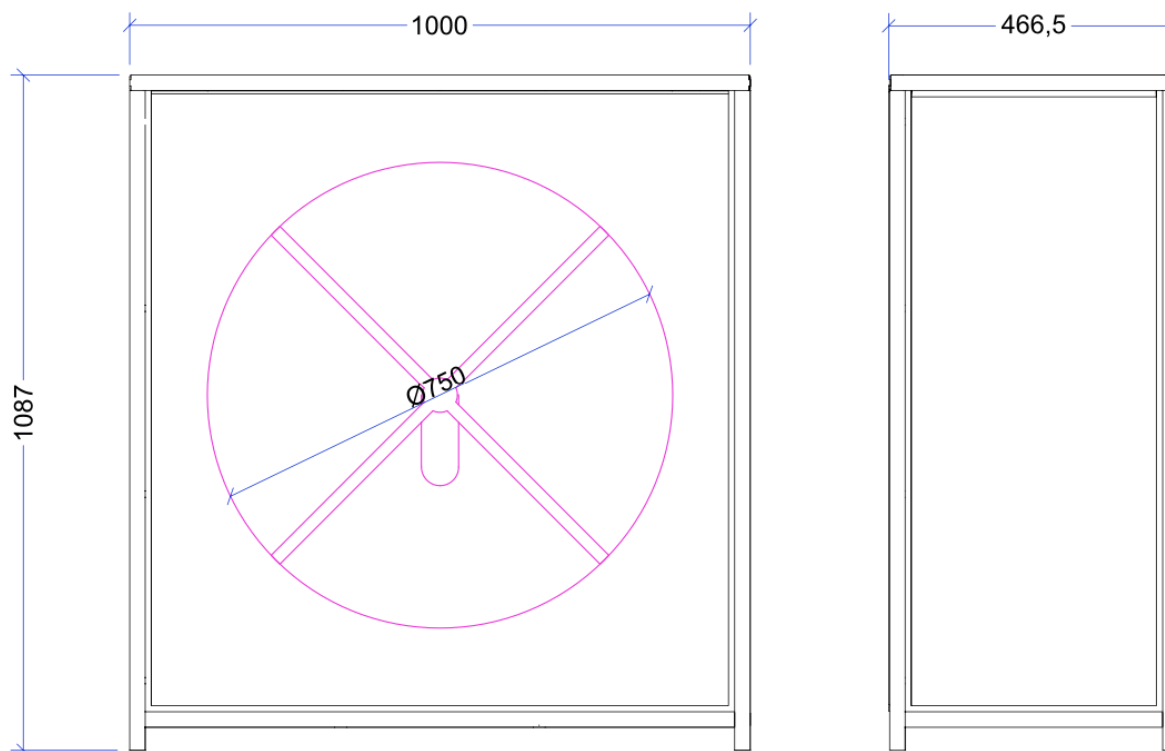
NB: IF SHARED FLOOR BOX WITH ST-I-VAU02E, SUM BOTH PLUGS.



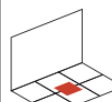
■ DISCOVERY TOWER



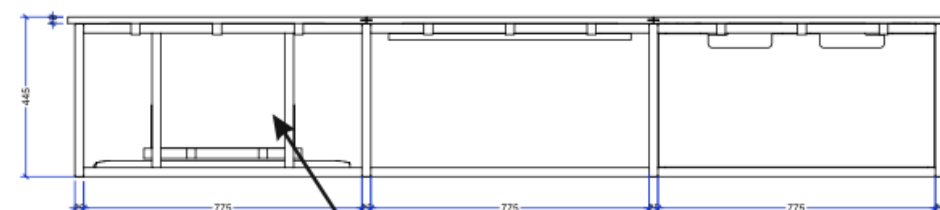
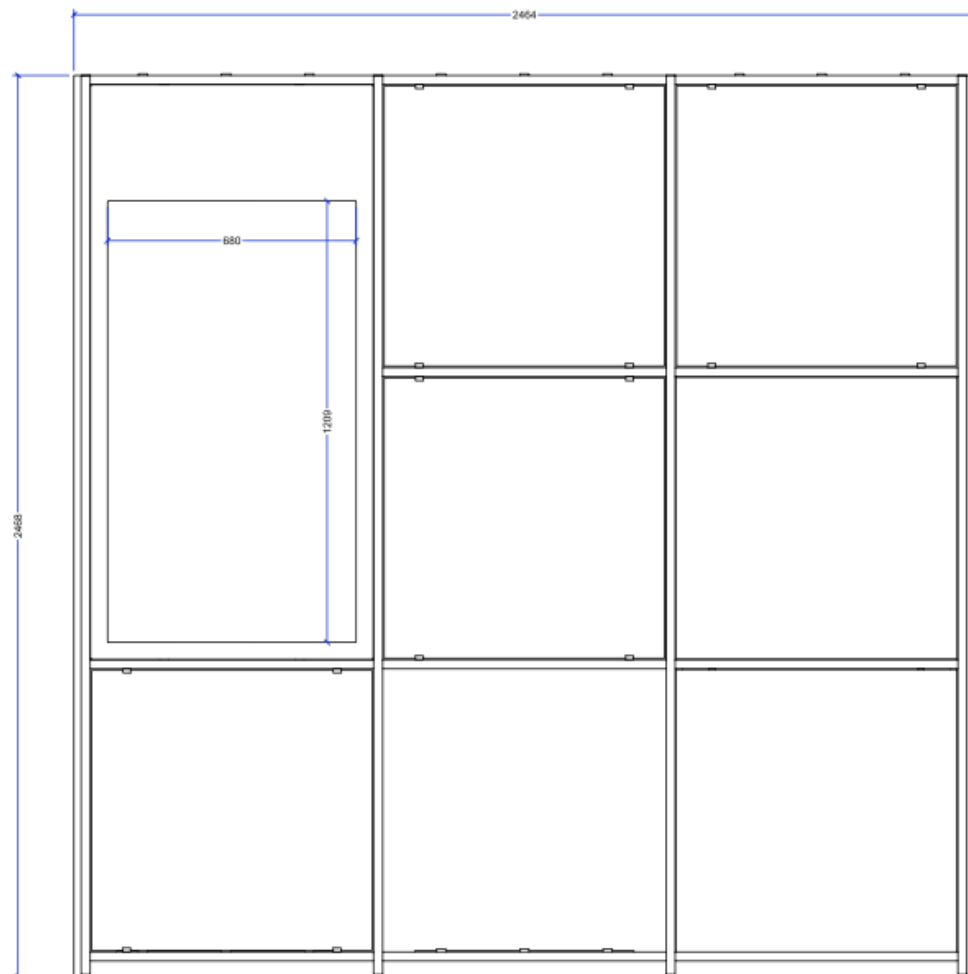
SOCKETS NEEDED:	
	N° 2 TYPE G SOCKETS
	N° 1 NET RJ45 SOCKET
SUGGESTED SOCKETS POSITION:	
	FLOOR



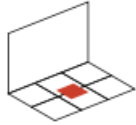
■ VAUXHALL VISION | HOLOGRAM



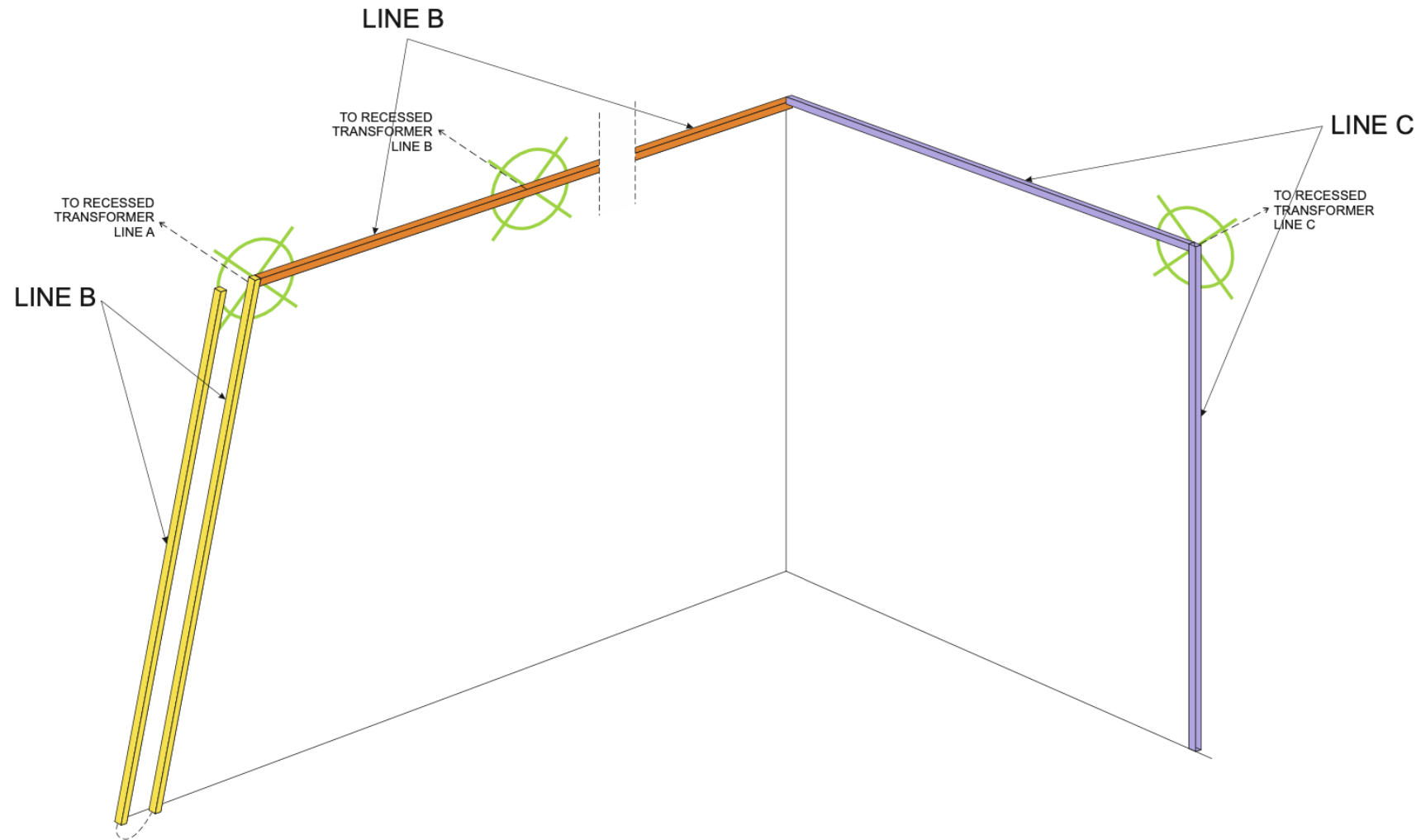
SOCKETS NEEDED:	
	N° 4 TYPE G SOCKETS
	N° 2 NET RJ45 SOCKET
SUGGESTED SOCKETS POSITION:	
	FLOOR

■ HOW TO ELECTRIC



SOCKETS NEEDED:	
	N° 2 TYPE G SOCKETS
	N° 1 NET RJ45 SOCKET
SUGGESTED SOCKETS POSITION:	
	FLOOR

■ SALES AREA WALL | LED STRIPS



DIGITAL



■ DIGITAL@RETAIL PACK

A unique pack is proposed for S, M or L showrooms : please refer to the Vauxhall Digital@Retail guidelines



Discovery screen

- 43" vertical screen
- Displays brand and promotional content as default content.

"How to" electric

- 55" vertical screen
- Displays brand and promotional content, related to EV: what are the benefits, how to charge and use the EV

Vauxhall Vision

- Holographic module
- Displays 3D car modules, features demonstrations, customization & configuration
- Vauxhall Vision module integrated in the CI furniture

PLEASE REFER
TO THE
DIGITAL@RETAIL
GUIDELINES



#03

NEW INTERIOR STANDARD

AFTERSALES SITE



Please note that the items marked as optional ("Optional Standard") will not be mandatory for the Retailer to install. Vauxhall 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 Vauxhall's expense, including for the part not yet amortized.

■ AFTERSALES | CUSTOMER RECEPTION

- In case of Vauxhall monobrand aftersales reception, the rules and shared furniture described in the SBH multibrand guidelines will apply. The only specific item are the Vauxhall logo and the Dark Blue painted wall, behind the reception desk.
- Dark Blue backwall :
 - RAL5011 (similar Sales area)
 - Matt or Satin paint
 - 3 widths (similar SBH):
 - Small : 2400 x 2050mm
 - Medium : 3600 x 2050mm
 - Large : 4800 x 2020mm
- Logo :
 - 800mm diameter
 - With lettering



PLEASE REFER
TO THE SBH
**MULTIBRAND
GUIDELINES**

STELLANTIS



■ AFTERSALES | WAITING AREA

- For the Aftersales waiting area, as a link with the showroom, the iconic sofas, poufs and tables from the Brand Immersion Zone (red area) are available with the Blue brand's signature fabric.
- For a highly comfortable and modular area, this is also possible to order additional elements from the SBH portfolio : working station (wall mounted or freestanding) with high stools,...



Small coffee table



Large coffee table



Customer Armchair



Pouf



Waiting sofa



Waiting sofa : double-side

PLEASE REFER
TO THE SBH
**MULTIBRAND
GUIDELINES**

STELLANTIS



#04






NEW INTERIOR STANDARDS

LIST OF ELEMENTS






Please note that the items marked as optional ("Optional Standard") will not be mandatory for the Retailer to install. Vauxhall 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 Vauxhall's expense, including for the part not yet amortized.

■ LIST OF ELEMENTS | MANDATORY & OPTIONAL

			S	SMALL			M	MEDIUM			L	LARGE		
ELEMENT DESCRIPTION			Unit	MANDATORY	OPTIONAL	Minimum quantity	MANDATORY	OPTIONAL	Minimum quantity	MANDATORY	OPTIONAL	Minimum quantity		
Sales area														
	Sales Desk	p. piece	X		1 per sales station	X		1 per sales station	X		1 per sales station			
	Cabinet (under sales desk)	p. piece	X		1 per sales station	X		1 per sales station	X		1 per sales station			
	Dark Carpet	p. piece	X		1 per sales station	X		1 per sales station	X		1 per sales station			
	Customer armchair - Blue fabric (2 per sales station)	p. 2 pieces	X		2 per sales station	X		2 per sales station	X		2 per sales station			
	Customer Sofa - Blue fabric (alternative to the Customer armchairs)	p. piece		X	1 per sales station		X	1 per sales station		X	1 per sales station			
	Set of 2 cushions for Customer Sofa	p. set		X	1 per sofa		X	1 per sofa		X	1 per sofa			


■ LIST OF ELEMENTS | MANDATORY & OPTIONAL

			S <small> </small> SMALL			M <small> </small> MEDIUM			L <small> </small> LARGE			
ELEMENT DESCRIPTION			Unit	MANDATORY	OPTIONAL	Minimum quantity	MANDATORY	OPTIONAL	Minimum quantity	MANDATORY	OPTIONAL	Minimum quantity
Sales area												
	Salesman chair	p. unit	X		1 per sales station	X		1 per sales station	X		1 per sales station	
	Desk Lamp - White	p. unit	X		1 per sales station	X		1 per sales station	X		1 per sales station	
	Sales Divider Module Type 1 - with shelf and small visuals	p. piece	X		1 per sales station	X		1 per sales station	X		1 per sales station	
	Sales Divider Module Type 2 - with large visuals (alternative to the Type 1)	p. piece										
	Kit of Magnetic Graphics, for Sales Divider Module - for Type 1 or 2	p. kit	X		1 per Sales Divider	X		1 per Sales Divider	X		1 per Sales Divider	
	LED strip on walls, around the Sales area	p. kit	X		1 per sales station	X		1 per sales station	X		1 per sales station	




■ LIST OF ELEMENTS | MANDATORY & OPTIONAL

			S SMALL			M MEDIUM			L LARGE		
ELEMENT DESCRIPTION		Unit	MANDATORY	OPTIONAL	Minimum quantity	MANDATORY	OPTIONAL	Minimum quantity	MANDATORY	OPTIONAL	Minimum quantity
Brand Immersion Zone Discovery Product Zone											
	Red carpet	p. piece	X		1	X		1	X		1
	Brand Wall, with LED lines	p. piece	X		1	X		1	X		1
	Wall logo, for Brand Wall	p. piece	X		1	X		1	X		1
	Red ceiling element, with LED line	p. piece	X		1	X		1	X		1
	Wall LED strip	p. lm	X		adapted to each layout	X		adapted to each layout	X		adapted to each layout

■ LIST OF ELEMENTS | MANDATORY & OPTIONAL

			S SMALL			M MEDIUM			L LARGE		
ELEMENT DESCRIPTION		Unit	MANDATORY	OPTIONAL	Minimum quantity	MANDATORY	OPTIONAL	Minimum quantity	MANDATORY	OPTIONAL	Minimum quantity
Brand Immersion Zone Discovery Product Zone											
	Discovery Table	p. piece	X		1	X		1	X		1
	Digital Hub Holographic cabinet	p. piece	X		1	X		1	X		1
	Digital Hub Configuration Tower (screen not included)	p. piece	X		1	X		1	X		1
	Kit of Color samples	p. kit	X		1	X		1	X		1
	Plank Miura stool - red	p. piece	X		2	X		2	X		2





■ LIST OF ELEMENTS | MANDATORY & OPTIONAL

			S SMALL			M MEDIUM			L LARGE		
	ELEMENT DESCRIPTION	Unit	MANDATORY	OPTIONAL	Minimum quantity	MANDATORY	OPTIONAL	Minimum quantity	MANDATORY	OPTIONAL	Minimum quantity
Showroom											
	"How to electric" module (graphic kit included / screen not included)	p. piece	X		1	X		1	X		1
	Coffee Module	p. piece		X	1		X	1		X	1
	Car Data Stand	p. piece	X		1 per car	X		1 per car	X		1 per car
	Kit of graphics for Car Data Stand	p. kit	X		1	X		1	X		1
	Ceiling LED Frame Light	p. piece	X		1	X		1	X		2
	Brand Line "Energising a better Britain"	p. piece	X		1	X		1	X		1


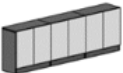


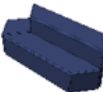



VAUXHALL






■ LIST OF ELEMENTS | MANDATORY & OPTIONAL

			S SMALL			M MEDIUM			L LARGE		
ELEMENT DESCRIPTION		Unit	MANDATORY	OPTIONAL	Minimum quantity	MANDATORY	OPTIONAL	Minimum quantity	MANDATORY	OPTIONAL	Minimum quantity
Lounge											
	Lounge Sofa (additional units can be ordered to extend the seating area)	p. piece		X		X		1	X		1
	Lounge Sofa : add-on module to do a double-side sofa	p. piece		X	1		X	1		X	1
	Pouf (additional units can be ordered to extend the seating area)	p. piece	X		1	X		1	X		1
	Low Table	p. piece	X		1	X		1	X		1
	High Table	p. piece	X		1	X		1	X		1

■ LIST OF ELEMENTS | MANDATORY & OPTIONAL

			S SMALL			M MEDIUM			L LARGE		
ELEMENT DESCRIPTION		Unit	MANDATORY	OPTIONAL	Minimum quantity	MANDATORY	OPTIONAL	Minimum quantity	MANDATORY	OPTIONAL	Minimum quantity
Service reception (only for Vauxhall monobrand site and/or Service reception in the Vauxhall showroom)											
	Vauxhall Brand logo PMMA 5mm White color H800mm	p. piece	X		1	X		1	X		1
	SBH Mainstream Service cabinet, to be placed under the Dark Blue wall - 3, 4 or 6 cabinets with doors	p. piece	X		1	X		1	X		1
	SBH Mainstream reception desks and counters	different combinations	X		1	X		1	X		1
	Customer armchair - Blue fabric	p. piece		X	2		X	2		X	2
	Lounge Sofa - similar to the Red version, with Blue fabric (additional units can be ordered to extend the seating area)	p. piece		X	1		X	1		X	1
	Lounge Sofa : add-on module to do a double-sided sofa - similar to the Red version, with Blue fabric	p. piece		X	1		X	1		X	1

■ LIST OF ELEMENTS | MANDATORY & OPTIONAL

		<div>S</div> SMALL				<div>M</div> MEDIUM			<div>L</div> LARGE		
ELEMENT DESCRIPTION		Unit	MANDATORY	OPTIONAL	Minimum quantity	MANDATORY	OPTIONAL	Minimum quantity	MANDATORY	OPTIONAL	Minimum quantity
Service reception (only for Vauxhall monobrand site and/or Service reception in the Vauxhall showroom)											
	Pouf - similar to the Red version, with Blue fabric (additional units can be ordered to extend the seating area)	p. piece		X	1		X	1		X	1
	Low Table - white	p. piece		X	1		X	1		X	1
	High Table - white	p. piece		X	1		X	1		X	1
	SBH working station (wall mounted or freestanding)	p. piece		X	1		X	1		X	1
	Stools - in combination with the Working station	p. piece		X	3		X	3		X	3

**FOR SPECIFIC INFORMATION,
PLEASE CONTACT YOUR CI TEAM.**



THANK
YOU

