



VAUXHALL

DIGITAL@RETAIL STANDARDS

FOR MONO- AND MULTI-BRAND SITES

05 - 2025

DIGITAL@RETAIL

- USING DIGITAL TECHNOLOGIES TO ANIMATE THE DEALERSHIP, AND INFORM CUSTOMER
- CONNECTING CUSTOMERS' ONLINE JOURNEYS WITH THE SHOWROOM SALES PROCESS
- ENABLING SALES STAFF TO BETTER SERVE CUSTOMERS AND IMPROVE SALES & UPSELL



■ DIGITAL@RETAIL PACK & DEVICES



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

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

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

■ DIGITAL@RETAIL PACK & DEVICES | PRICING

Standard Showroom Pack Mandatory		Year 1	Year 2	Year 3	Year 4	Year 5
Set-Up Costs	Hardware* and Installation Services	€ 4.875,6				
Recurring Costs	Software, Maintenance & Support (incl. Vauxhall Vision)	€ 1.461,0	€ 1.461,0	€ 934,0	€ 934,0	€ 934,0
Yearly Payment		€ 6.336,6	€ 1.461,0	€ 934,0	€ 934,0	€ 934,0
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)

Vauxhall Vision (Hologram module; Hardware) integrated in the CI furniture and included in the related offer. Software, license and maintenance part of (digital) Recurring Costs.

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

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.



■ RETAILER TECHNICAL REQUIREMENTS

- 1 Discovery Screen
- 2 « How to » electric
- 3 Vauxhall Vision

Layout is illustrative

- Power socket
- Internet RJ45 socket



THANK
YOU

