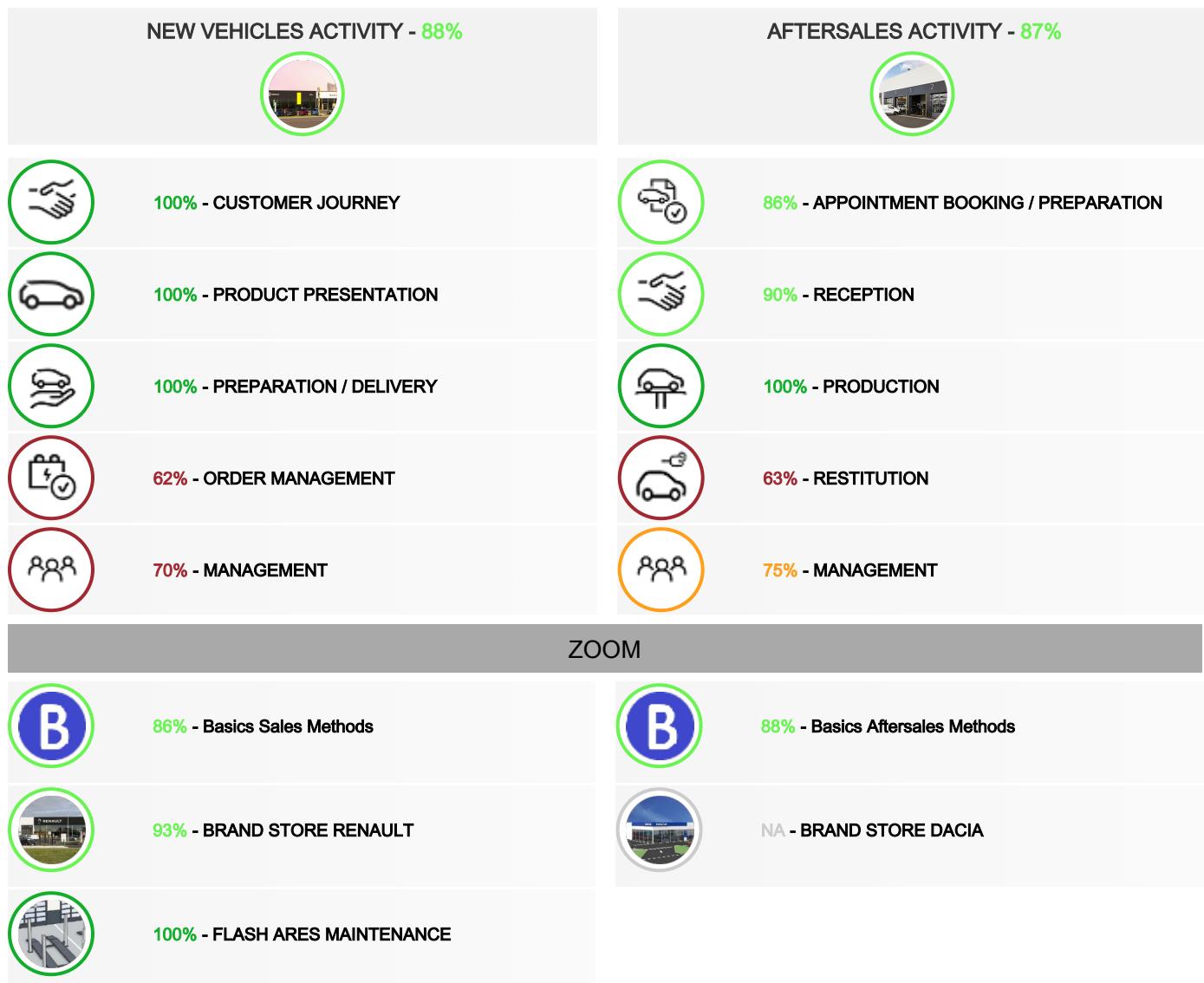


# Dealer Quality Assessment - Detailed Report

Dealer name	Location
WILSONS EPSOM	NONSUCH BUSINESS PARK KILN LANE KT171DH EPSOM United Kingdom
Dealer code	RRG
82613400	NO
NV Renault Sales / year	NV Dacia Sales / Year
250	250
Workshop Customers / Day	Principal Audited Brand
48	RENAULT
Auditor	Audit Date
JOHN ROSTRON	15/11/2024

Global Score  
**87%**



Strengths (Sales & After Sales only)	Weaknesses (Sales & After Sales only)
<p>Sales : Demonstration vehicles very well presented with all models available to be driven. Showroom well laid out and maintained to a high standard with all display vehicles correctly presented</p> <p>After sales : Technician service process accurate and robust with all elements performed as expected.</p> <p>Service Advisor vehicle inspection process well understood and performed in front of the customers.</p>	<p>Sales : ICM prints all produced in the wrong format without the verification date stamp. Sales executive notes do not include evidence to support communication with customers 24 hours before handover. Quality meeting and action plans not completed monthly.</p> <p>Aftersales: The archived job pack do not include the Clip reports. The protective covers are removed from the vehicle before the customer comes to collect.</p>

# DIGITAL

DIGITAL RENAULT - 50%



DIGITAL DACIA - NA



55% - JOURNEY  
EXPERIENCE



44% - Website conformity

NA - JOURNEY EXPERIENCE



NA - Website conformity

Digital Score

50%

## dealership's digital website main items to improve

The images on the website are out of date. The correct favicon is not used. The official colours and GUIs are not used.

**[CONFIDENTIALITY & PERSONAL DATA PROCESSING]** Given the nature of this document and the included personal data, the use of this document is strictly restricted to professional use for which it is intended and to authorized individuals only : Renault group employees, Renault group partners, and Renault group service providers. As the recipient of this document, it is your responsibility to maintain its confidentiality and to restrict redistribution only to authorized individuals.

88 %

## NEW VEHICLES ACTIVITY

100 %

## CUSTOMER JOURNEY

1 - The Dacia facade and dedicated entrance comply with the brand's visual identity charter -

1b - The Dacia facade is in perfect condition -

2 - The Dacia Showroom complies with the brand's visual identity charter -

2b - The Dacia showroom is in impeccable condition -

3 - Dacia sales desks are correctly positioned (away from the windows) and in perfect condition -

4 - Dacia sales staff wear appropriate and identifiable business attire -

10 - The dealership exterior is in impeccable condition, is clean and is well maintained ✓



***OK - The exterior appearance of the dealership is in impeccable condition***

10b - The exterior area respects the visual charter of the Renault brand



***OK - The exterior area respects the visual charter of the Renault brand***

11 - The Renault Showroom Interior is in perfect condition



***OK - The interior appearance of the dealership is in perfect condition***

11b - The Showroom respects the visual charter of the Renault brand



***OK - The showroom respects the visual charter of the Renault brand***

12 - The Renault showroom furniture is clean and well maintained



***OK - The showroom furniture is in good condition and properly maintained***

13 - The Renault sales desks are correctly positioned (away from the windows) and in perfect condition



***OK - The sales desk are correctly positioned and in perfect condition***

14 - Washrooms / Toilets are available for customer use. They are identified, clean, well lit and usable



***OK - The customer toilets are accessible and in a compliant state***

15 - The customer waiting area is suitable for waiting & up to standard



***OK - The furniture in the customer area is clean and compliant as a waiting area***

17 - Sales staff wear appropriate and identifiable business attire



***OK - Sales staff are identifiable***

49b - There is a 24/7 accessible charging station for electric vehicles



***There is no charger that is accessible 24/7***

**KO - The dealership does not have a 24/7 charging station and its installation is not planned**

**100 %**

**PRODUCT PRESENTATION**

5 - New Dacia vehicles are presented according to the brand's standards -

6 - The Dacia product-price display stands are compliant and contains the required information -

8 - The new Dacia vehicles displayed in the Showroom are in perfect condition -

22 - New vehicles are presented according to the Renault brand's standards ✓



**OK - New vehicles are displayed according to the brand's standards**

23 - The Renault price-product display stands are compliant ✓



**OK - Renault price displays are compliant and contain all the mandatory up-to-date information**

25 - The new vehicles exhibited in the Renault Showroom are in perfect condition ✓

**OK - The vehicles on display are in perfect condition**

26 - The vehicles on display all have a charged battery

B

**OK - The vehicles on display are all charged**

28 - The demonstrator fleet adheres to the model / engine recommendations

B

**13 vehicles required and 13 available = 100%**

**OK - There is a demonstrator vehicle fleet compliant with the recommendations of the subsidiary**

29 - Demonstrator vehicles are present in the Test Drive area and ready to be driven

B



**OK - The vehicles of the demonstrator fleet are present in the dedicated area, ready to be driven according to the manufacturer's standards**

29a - The Demonstrator vehicles are clean, inside and out

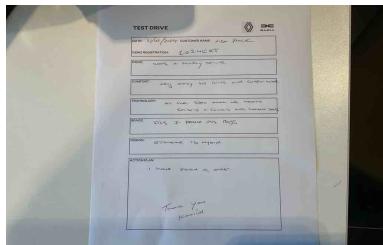
B

**OK - Demonstrator fleet vehicles are clean and ready for use**

29b - Qualitative demonstration/Test drive reports are completed following vehicle demonstration drives

B ✓

**Notes recorded on separate sheets and added to DMS**



**OK - The qualitative reports following the vehicle tests are all carried out and are in conformity**

**100 %**

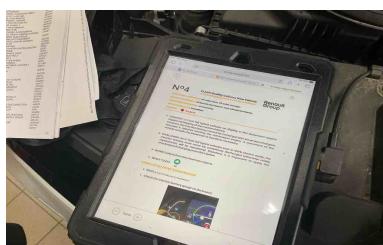
## PREPARATION / DELIVERY

9 - Dacia vehicles to be delivered are presented to customers according to the recommendations (with compliant delivery covers)

—

46 - The personnel in charge of preparing the vehicle are aware of the latest technical information

✓



**OK - The person in charge of technical preparation knows the latest information**

48 - The dealership has recommended chargers in sufficient number

✓

**There are two full ATEQ BC-512 chargers and an additional one without printer. Expected NV sales will be 500 units requiring one charger. Tested and working OK.**



**OK - The dealership has the regulatory battery charger and it is fully functional**

49 - There is an electric vehicle charging station for new vehicle preparation



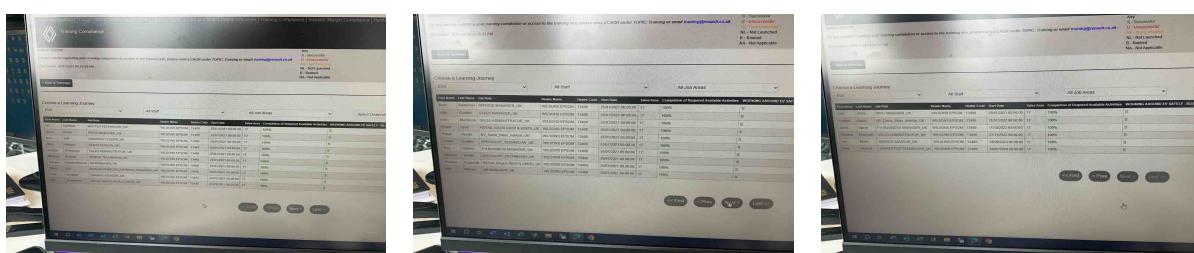
**OK - There is a charging station for new electric vehicles and it is in good condition**

51 - The preparation area meets the manufacturer's standards



**OK - The preparation area complies with the recommendations and is clean and tidy**

52 - The preparation staff have been warned of the electrical risks



**OK - The entire preparation team has completed the electrical risk awareness training**

53 - The handover area meets the manufacturer's standards



***OK - The handover area complies with manufacturer standards***

54 - The Renault vehicles to be delivered are presented to the customer according to the recommendations, with the appropriate delivery covers



**QUESTION NOT AUDITABLE**

55 - The staff that perform handovers are aware of the latest product innovations and respect manufacturer's recommendations



***OK - The person in charge of the handover knows and uses the 5-step method, & knows the latest product innovations***

**62 %**

**ORDER MANAGEMENT**

35 - The customer is informed of the late delivery of their vehicle



***OK - Customers are informed of delays to their order in good time***

36 - Customers receive an order confirmation within three days



***OK - The validated order is confirmed to customers***

37 - Product update operations are closely monitored



*The ICM prints are not in the correct format and do not include the system generated date stamp.  
It is not possible to verify the OTS checks.*

**KO - The presence of OTS is not systematically checked in ICM or there is no traceability**

40 - Customer files are complete



*There are no verifiable ICM checks in the file*

**KO - The customer files checked were incomplete and did not contain all of the expected documents**

41 - The customer is contacted the day before delivery



*The files reviewed did not have evidence to show the customer is contacted the day before delivery.*

**KO - Customers are not systematically contacted 24 hours before delivery or this is not traceable**

41b - The delivery date is planned taking into account the preparation process of the vehicle (assembly of accessories)

B

**OK - The delivery date was planned taking into account the process of fitting the accessories**

43 - The customer is systematically contacted within five working days following the handover

B

Date	Time	Type
30/06/2024	12:15	Handover Follow Up Call
30/06/2024	12:05	Outbound Call Recording
29/06/2024	12:16	Conduct Handover (CONFIRMED)
29/06/2024	12:16	Make a Telephone Call
29/06/2024	13:17	Outbound Call Recording
28/06/2024	12:55	Handover Confirmation
28/06/2024	12:56	Notes - Enter details of what just happened
28/06/2024	12:54	Make a Telephone Call
28/06/2024	12:50	Outbound Call Recording
28/06/2024	11:43	Outbound Call Recording

**OK - Customers systematically receive a post-delivery call and this is followed up by the Sales Manager**

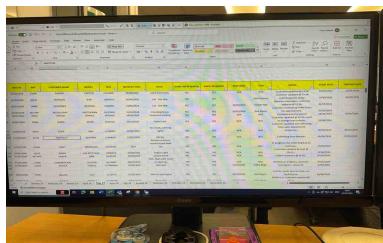
70 %

MANAGEMENT

57 - There is an internal or company procedure for dealing with customer issues or complaints



*The log is maintained for the group on a shared drive. It covers all brands in the group. The last Renault complaint was received 5th April.*

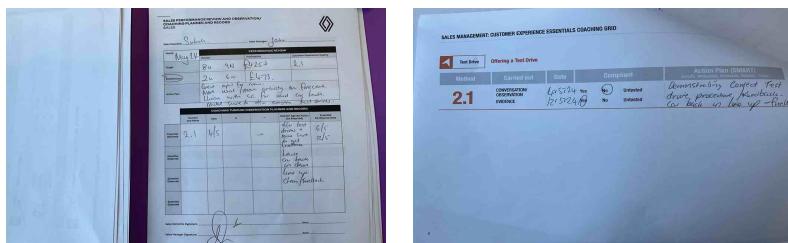


*OK - There is an up-to-date customer complaints log*

58 - The Sales Manager organizes individual reviews regularly & specific coaching sessions to improve the skills of the team



*The Sales Manager carries out regular performance reviews with each team member and also conducts coaching and observation sessions.*



*OK - There is a planned and formalized coaching approach for sales staff*

60 - There is a monthly meeting to review the latest quality data on NV activity & gives rise to the necessary measures to improve the situation

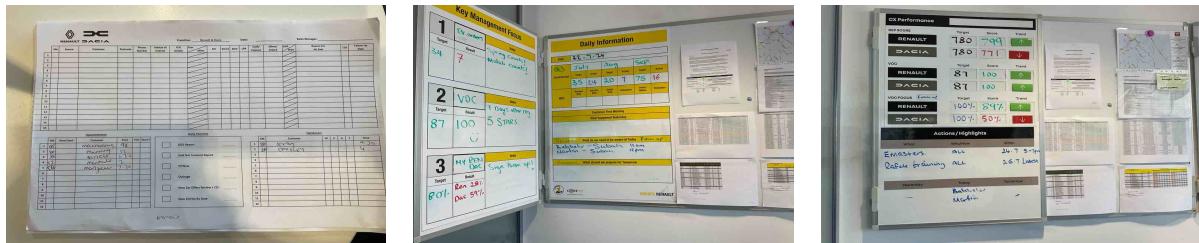


*There are no monthly meeting minutes or action plans to review.*

*KO - A quality meeting is not carried out monthly or it is not formalized, or/and no measurable actions are followed*

63 - There are brief daily meetings to drive sales and quality

B ✓



**OK - The Sales Manager leads a short daily meeting in front of a tracking board or digital support**

87 %

## AFTERSALES ACTIVITY

86 %

## APPOINTMENT BOOKING / PREPARATION

101 - Provisions have been made in order to receive telephone appointments ✓

*The booking centre is based downstairs in the service building*

*OK - Appointments are made by dedicated staff*

102 - When making an appointment, all customer details & all vehicle information are documented and alternative mobility solutions are proposed B ✓

*OK - When making the appointment, all customer data/vehicle information is documented and alternative mobility solutions are offered*

104 - As soon as an appointment is made, recall operations are checked X

*There is no evidence that the ICM is checked during the booking stage on the job card. The ICM prints in the packs are all dated 06/11/2024 indicating they are batch printed when the job packs are put together.*

*KO - ICM is not systematically consulted when making an appointment*

107 - All files are complete & are prepared the day before B ✓

*9 vehicles booked with 9 job packs prepared.*

*OK - all prepared files are ready the day before, and all files are complete*

109 - Spare parts are prepared in advance & are made available to the workshop in a compliant manner

B

*The parts are pre picked (sealed in bags to prevent cross contamination) and include the picking slip*



*OK - Spare parts are always prepared in advance and are made available to the workshop in labelled boxes or lockers*

111 - The customer receives confirmation of their appointment by SMS or email

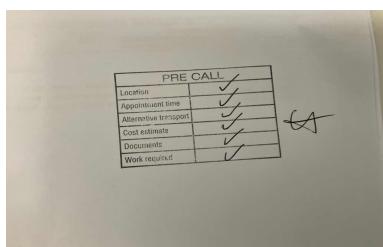
B

*OK - The customer systematically receives an appointment confirmation*

112 - The customer is contacted the day before as a reminder of their appointment

B

*Pre calls are completed and details noted on the ICM print.*



*OK - The customer is systematically contacted the day before the appointment and there is a trace of the confirmation*

90 %

RECEPTION

113 - Access to the after-sales services is identifiable upon arrival at the dealership



*OK - Access to the after-sales services is identifiable upon arrival at the dealership*

114 - The reception area complies with the brand's recommendations and is in impeccable condition



*The Service Department is multi-franchise (Renault/Dacia, Vauxhall, Fiat, Alfa Romeo, Jeep, and Hyundai). The area is brand neutral.*



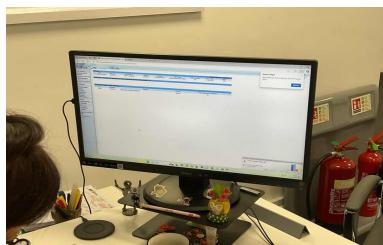
*OK - The reception area complies with the standards and is perfectly maintained*

115 - Front-office staff wear appropriate business attire to allow customers to identify them



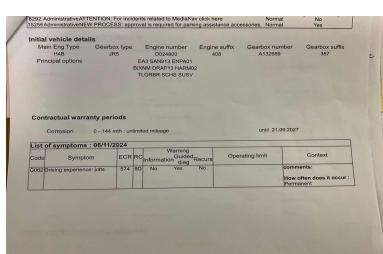
*OK - All front-office staff wear standard badges and uniforms*

116 - The presence of recall operations is checked at reception



**OK - The Service Advisor consults the OTS screen in ICM**

117 - At the reception, incident resolution requests are properly documented (MCS codes)



**OK - MCS codes are systematically present on all checked files**

118 - The vehicle inspection area is present and complies with the recommendations



**Vehicles are inspected in the car park area**



**KO - The vehicle inspection area is not clean and / or does not comply with the recommendations**

119 - During the reception, a vehicle inspection done according to the standard is systematically carried out

B

**OK - The vehicle inspection is systematically carried out respecting the manufacturer standards**

120 - Customer vehicles are properly protected and disinfected

B

**OK - All the driving seat position protections are fitted correctly**

122 - The Service Advisor checks all points outside the vehicle



**OK - All of the vehicle's exterior points are checked as per the standards**

124 - For each intervention there is a price commitment to the customer

B ✓

**OK - Overall price and detailed prices are correctly noted in checked files and Repair Orders are signed by customers**

125 - In the files, estimated collection times are noted and personalized

B ✓

**OK - In the files, the estimated collection times are noted and personalized to the customer**

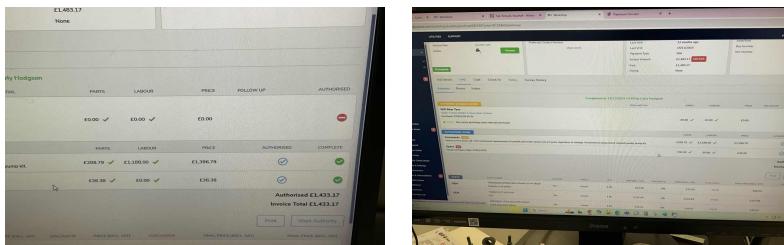
**100 %**

**PRODUCTION**

127 - The customer is contacted to notify him/her of additional work

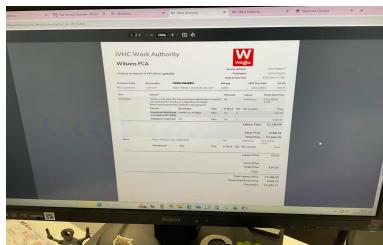
B ✓

**The VHC and additional work estimates are sent to the customer. The option is available to authorise online but the service advisor contacts them to discuss. All agreed work authorisation is included in the VHC system.**



**OK -The customer is systematically contacted to inform them of additional work**

128 - In case of additional work, a quote is systematically done and transmitted to the customer ✓



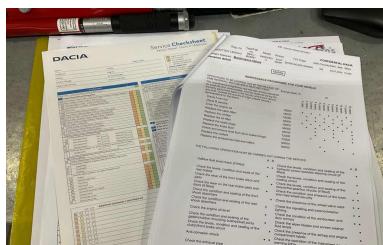
**OK - An additional estimate is systematically sent to the customer**

129 - The technician has the equipment and tools at their disposal to carry out vehicle maintenance ✓



**OK - All the equipment and tooling is available to the technician**

130 - The technician has all the documents at their disposal to carry out vehicle maintenance ✓



**OK - The technician has the documents necessary to carry out the service and refers to them**

131 - The electrical functions of the vehicle are checked ✓

**OK - All the vehicle's electrical functions have been checked**



**Dacia vehicle**

134 - In the event of a stored fault, the technician performs a diagnostic



***OK - Stored faults are correctly processed by the technician***

136 - Fluid replacement and top up is carried out according to the manufacturer's recommendations



***OK - The oil filter is changed in accordance with the manufacturer's recommendations***

138 - The wheels of the vehicle are checked



***OK - The 5 checkpoints have been carried out on all the wheels***

139 - The front brakes of the vehicle are checked

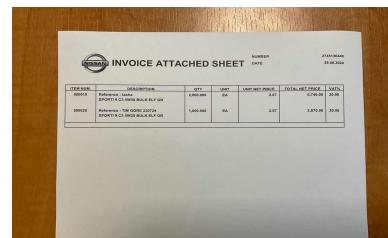
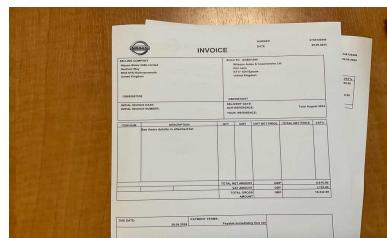
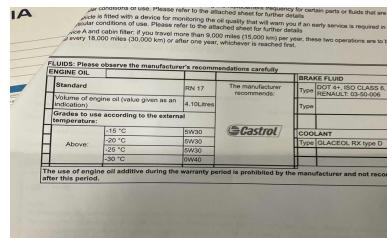


***OK - The brakes check complies with that of the repair methods***

140 - The oil used conforms to the manufacturer's recommendations

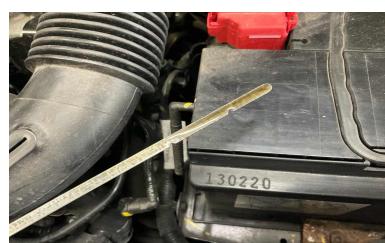


**The ICM states RN17. The oil used is Elf Sport 9 C3 5W30 (bulk oil supplied via Nissan GB). The oil specification sheet does not explicitly state RN17 but it is specified as ACEA C3 5W30.**



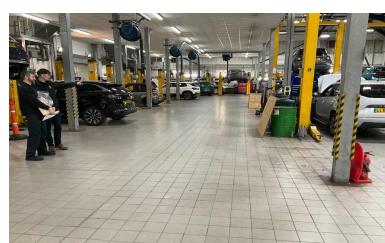
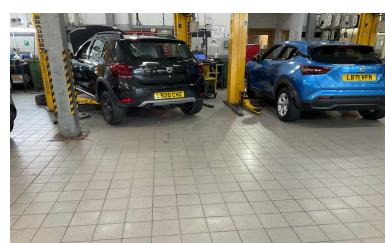
**OK - The standard of oil used is in accordance with the ICM sheet**

141 - Checking the oil level complies with the manufacturer's recommendations



**OK - The oil level on the dipstick is correct**

142 - The workshop is clean and tidy



**OK - The workshop is clean and tidy**

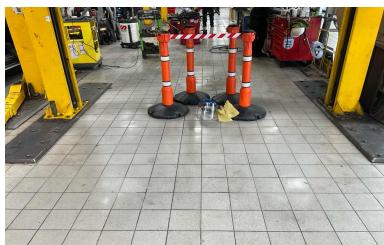
143 - Measures exist to ensure workshop cleanliness



Line	Role	Task	Description	Checklist
7	Technician	Oil Drainer	Ensure the bay (or closest) drainer is clean before starting work.	<input checked="" type="checkbox"/> ✓
8	Service Mgr	Overalls	Ensure all Tools are wearing clean, appropriate work clothes.	<input checked="" type="checkbox"/> ✓
9	Service Mgr	Lighting	Check all workshop lighting and emergency illumination equipment are working.	<input checked="" type="checkbox"/> ✓
10	Service Mgr	Ideas	Discussions around ideas with colleagues.	<input checked="" type="checkbox"/> ✓
11	Service Mgr	Class Sheets	Ensure Technician aware of checklist.	<input checked="" type="checkbox"/> ✓
12	Service Mgr	NPS DR	Review and share latest NPS DR Score.	<input checked="" type="checkbox"/> ✓
13	Service Mgr	NPS Classroom	Review and share latest NPS Classroom Score.	<input checked="" type="checkbox"/> ✓
14	Service Mgr	AS	Carry out an Audit to ensure standards are maintained.	<input checked="" type="checkbox"/> ✓

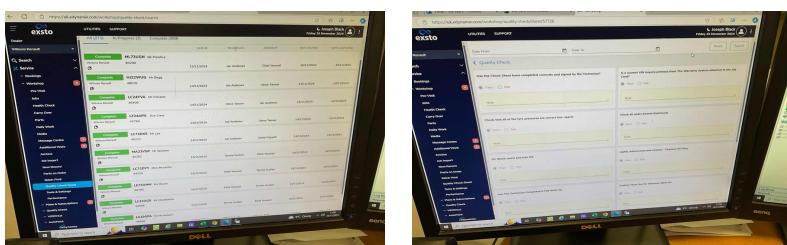
**OK - There are procedures in place to ensure long-term workshop cleanliness**

144 - There is a dedicated High Voltage Zone workstation for the maintenance of electric vehicles



**OK - The workstation and the main safety elements are present**

145 - The quality of the work carried out is checked



**OK - A quality control of the work carried out is performed regularly using the standard document**

**63 %**

**RESTITUTION**

146 - The file is finalized before the vehicle restitution to the customer



**OK – The files are checked and finalized before the customer arrives to collect their vehicle**

147 - Customer files are complete before archiving X

**In the five files reviewed (Renault services), four did not have the Clip computer reports in the files  
- see 44045, 42537, 39248 & 46027**

**KO - Several files were incomplete**

148 - A message is sent to inform the customer of the availability of their vehicle B

**Customers are sent a text message but also called**

**OK - The call or text message to the customer to let them know that their vehicle is ready for collection is evidenced in the file**

148b - The Restitution starts with the explanation of the Price and the invoice B

**OK - Service Advisor started the Restitution by explaining the price and the invoice**

148c - On collection, the CLIP Electronic Computer Check Report is explained and given to the customer B

**OK - Service Advisor explained the CLIP Electronic Computer Check Report and gave it to the customer**

148d - On collection, the Control Certificate was explained and given to the customer B

**OK - The Service Advisor explained the Control Certificate and gave it to the customer**

148e - On collection, the vehicle's protections were removed in front of the customer B

**The vehicles ready to be collected all had the protection removed prior to customer arrival. See Captur LC71DYT, Duster LC23OGX & Arkana LF72GLC**

**KO - The protections of the vehicle have not been removed in front of the customer**

75 %

## MANAGEMENT

149 - A daily after-sales briefing takes place

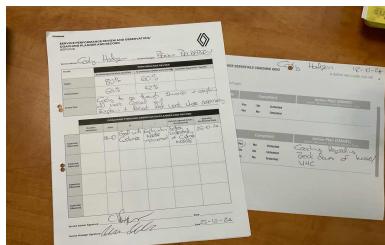
B ✓



**OK - A daily briefing is carried out**

150 - The Aftersales Manager organizes observations in order to improve the skills of the team

✓



**OK - Coaching sessions are organised regularly**

151 - A formalized AFS quality meeting is carried out every month & actions to improve quality have been put in place

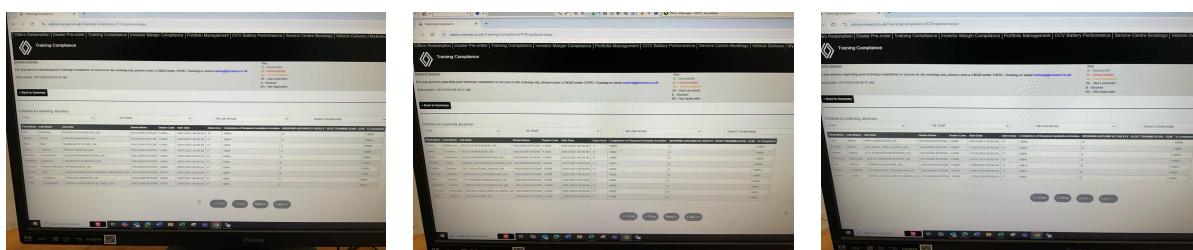
B X

**There are no minutes or action plans covering a monthly quality meeting.**

**KO - There is no regular (monthly) quality meeting and/or no measurable actions**

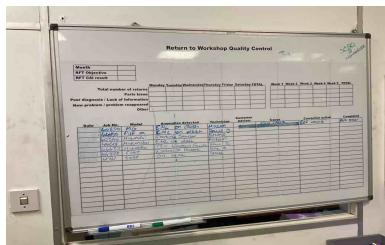
155 - All technical staff have been warned of the electrical risks

✓



**OK - All staff have been warned about electrical risks**

156 - There is a follow-up of returns and alterations for non-compliance of work



**OK - The returns log/booklet is compliant and up to date**

ZOOM

93 %

BRAND STORE RENAULT

10 - The dealership exterior is in impeccable condition, is clean and is well maintained



*OK - The exterior appearance of the dealership is in impeccable condition*

10b - The exterior area respects the visual charter of the Renault brand



*OK - The exterior area respects the visual charter of the Renault brand*

11 - The Renault Showroom Interior is in perfect condition



*OK - The interior appearance of the dealership is in perfect condition*

11b - The Showroom respects the visual charter of the Renault brand



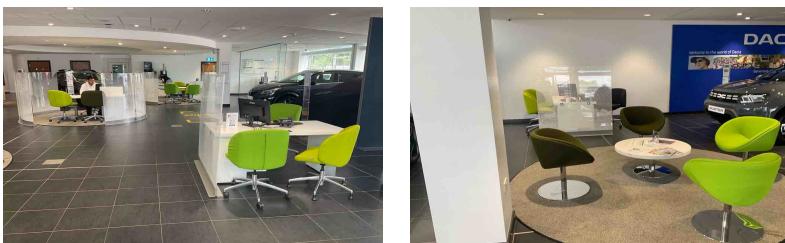
***OK - The showroom respects the visual charter of the Renault brand***

12 - The Renault showroom furniture is clean and well maintained



***OK - The showroom furniture is in good condition and properly maintained***

13 - The Renault sales desks are correctly positioned (away from the windows) and in perfect condition



***OK - The sales desk are correctly positioned and in perfect condition***

15 - The customer waiting area is suitable for waiting & up to standard



***OK - The furniture in the customer area is clean and compliant as a waiting area***

17 - Sales staff wear appropriate and identifiable business attire



***OK - Sales staff are identifiable***

22 - New vehicles are presented according to the Renault brand's standards



***OK - New vehicles are displayed according to the brand's standards***

23 - The Renault price-product display stands are compliant



***OK - Renault price displays are compliant and contain all the mandatory up-to-date information***

25 - The new vehicles exhibited in the Renault Showroom are in perfect condition



***OK - The vehicles on display are in perfect condition***

53 - The handover area meets the manufacturer's standards



***OK - The handover area complies with manufacturer standards***

54 - The Renault vehicles to be delivered are presented to the customer according to the recommendations, with the appropriate delivery covers



***QUESTION NOT AUDITABLE***

113 - Access to the after-sales services is identifiable upon arrival at the dealership



***OK - Access to the after-sales services is identifiable upon arrival at the dealership***

114 - The reception area complies with the brand's recommendations and is in impeccable condition



***The Service Department is multi-franchise (Renault/Dacia, Vauxhall, Fiat, Alfa Romeo, Jeep, and Hyundai). The area is brand neutral.***



***OK - The reception area complies with the standards and is perfectly maintained***

115 - Front-office staff wear appropriate business attire to allow customers to identify them



***OK - All front-office staff wear standard badges and uniforms***

118 - The vehicle inspection area is present and complies with the recommendations



***Vehicles are inspected in the car park area***



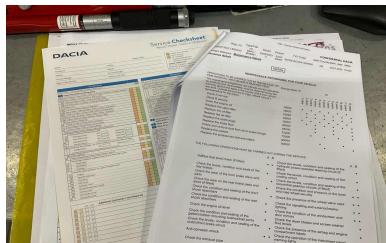
***KO - The vehicle inspection area is not clean and / or does not comply with the recommendations***

129 - The technician has the equipment and tools at their disposal to carry out vehicle maintenance ✓



*OK - All the equipment and tooling is available to the technician*

130 - The technician has all the documents at their disposal to carry out vehicle maintenance ✓



*OK - The technician has the documents necessary to carry out the service and refers to them*

131 - The electrical functions of the vehicle are checked ✓

*OK - All the vehicle's electrical functions have been checked*

133 - An electronic assessment of the vehicle is carried out (only for RENAULT cars) —

**Dacia vehicle**

134 - In the event of a stored fault, the technician performs a diagnostic ✓

*OK - Stored faults are correctly processed by the technician*

136 - Fluid replacement and top up is carried out according to the manufacturer's recommendations



**OK - The oil filter is changed in accordance with the manufacturer's recommendations**

138 - The wheels of the vehicle are checked



**OK - The 5 checkpoints have been carried out on all the wheels**

139 - The front brakes of the vehicle are checked

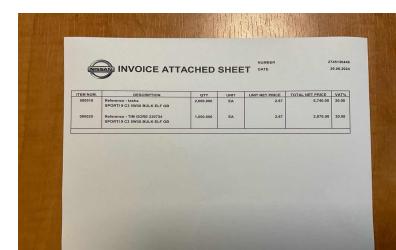
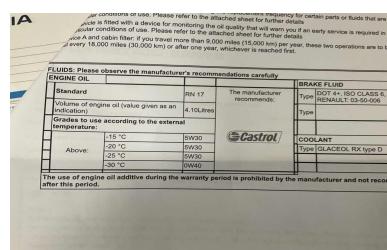


**OK - The brakes check complies with that of the repair methods**

140 - The oil used conforms to the manufacturer's recommendations



**The ICM states RN17. The oil used is Elf Sport 9 C3 5W30 (bulk oil supplied via Nissan GB). The oil specification sheet does not explicitly state RN17 but it is specified as ACEA C3 5W30.**



**OK - The standard of oil used is in accordance with the ICM sheet**

141 - Checking the oil level complies with the manufacturer's recommendations



***OK - The oil level on the dipstick is correct***

**50 %**

**DIGITAL**

**50 %**

**DIGITAL RENAULT**

**55 %**

**JOURNEY EXPERIENCE**

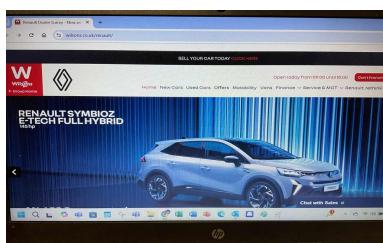
201 - The dealer is correctly represented by Google via his GMB profile X

- 1. No “Own this business” evident. 2. Dealer name correct. 3. Address correct. 4. Contact information available. 5. Opening hours are not aligned between Google and those on the entrance door 6. Photo under “by owner” is 3 years old but and not current.**



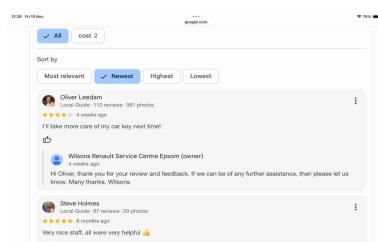
**KO - GMB (Google My Business) is not correctly used**

202 - The link in the GMB section redirects to the correct dealer website (ONLY Renault + group + city) ✓



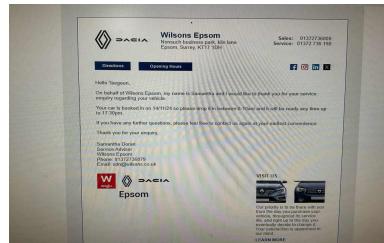
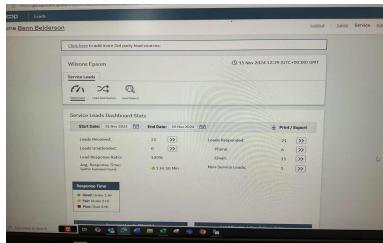
**OK - The GMB link redirects to the dealer Renault website**

211 - The Sales and After Sales Manager ensures all customer-submitted Google RENAULT Reviews are responded on time and answers are qualitative ✓



**OK - All reviews have a qualitative response on time**

212 - Renault Internet customer requests are processed according to the standard



**KO - Internet requests are not processed on time and / or are not personalized**

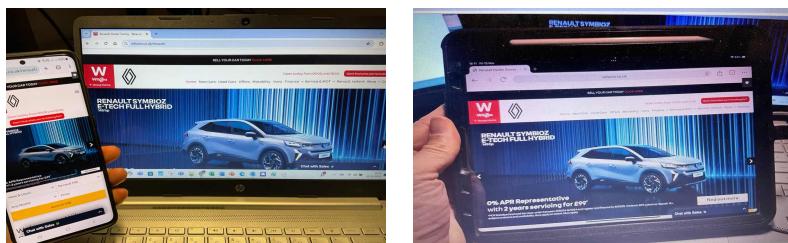
**44 %**

**Website conformity**

203 - The dealer's website is properly viewable on a tablet or mobile device and images/elements are adjusting and adapting to the specific sizes



**Tested on all devices**

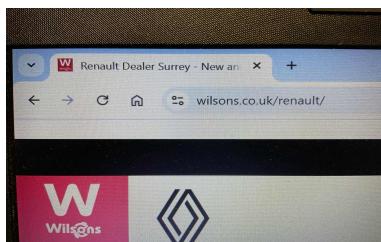


**OK - The dealer website works smoothly either on a pc screen, mobile screen, or tablet screen**

204 - The URL specify RENAULT with the correct RENAULT favicon



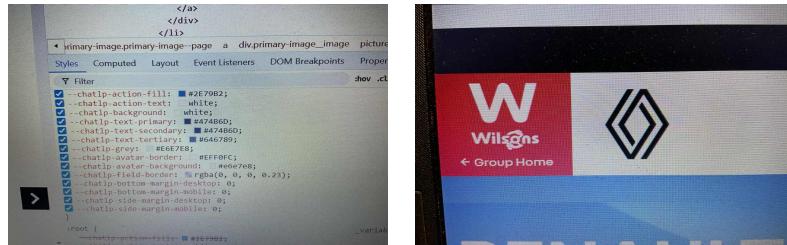
**The Renault favicon is not used. Renault does appear in the URL.**



**PA - either the favicon is missing or 'Renault' doesn't appear/miss in the URL**

205 - The website uses the official Renault colors and logotypes X

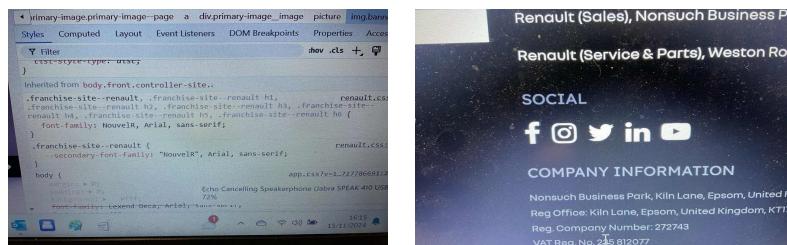
*The Renault official colours are not used. The correct logotype is used.*



**KO - as soon as either a color or/and logotype used is/are not the correct one(s)**

206 - The website has only the official Renault fonts and graphical user interface (GUIs) X

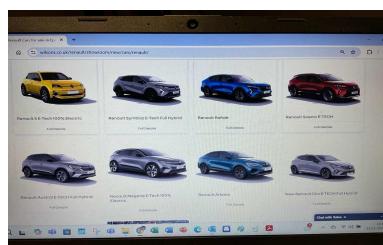
*The Nouvel R font is used but with other fonts - Arial and sans-serif. GUIs are not the correct*



**KO - Either the font or/and GUIs are not the right ones**

207 - New car visuals respects the standards ~

**1 - Car visuals respect the 3/4 angle. 2 - only one brand per page. 3 - Order of range of vehicles not respected. 4 - 4 cars per row.**

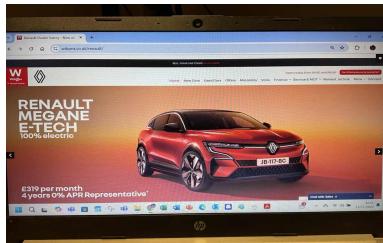


**PA - new vehicles visuals respects partially the standards**

208 - The elements (navigation, hero, etc) on the homepage are in the recommended position

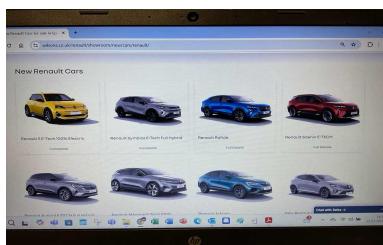


**1 - Logo positions incorrect. 2 - navigation bar background correct. 3 - naming format incorrect. 4 - homepage contains navigation, hero section, range, services. 5 only Renault cars on the Renault section.**



**KO - The dealer website doesn't respects the recommendations in the guides and all criterias are not met**

209 - On the range presentation page only the Renault brand is present, and all prices are displayed without any discount labels or strike lines

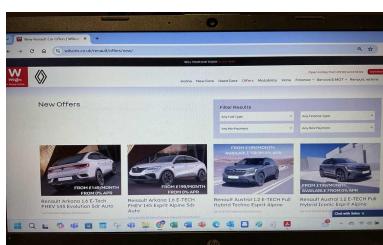


**OK - brand exclusivity and price display policy are respected**

210 - The website has an organized dedicated offers & services page/area



**The offers page only covers new car finance offers and nothing for other parts of the business.**



**KO - there are no offers or services presented, or if there is/are missing service(s)**

NA

DIGITAL DACIA

**NA**

## JOURNEY EXPERIENCE

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213 - The dealer is correctly represented by Google via his GMB profile

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214 - The link in the GMB section redirects to the correct dealer website (ONLY Dacia + group + city)

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223 - The Sales and After Sales Manager ensures all customer-submitted Google Dacia Reviews are responded on time and answers are qualitative

-

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224 - Dacia Internet customer requests are processed according to the standard

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**NA**

## Website conformity

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215 - The dealer's website is properly viewable on a tablet or mobile device and images/elements are adjusting and adapting to the specific sizes

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216 - The URL specify DACIA with the correct DACIA favicon

-

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217 - The website uses the official Dacia colors and logotypes

-

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218 - The website has only the official Dacia fonts and graphical user interface (GUIs)

-

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219 - New car visuals respects the standards

-

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220 - The elements (navigation, hero, etc) on the homepage are in the recommended position

-

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221 - On the range presentation page only the Dacia brand is present, and all prices are displayed without any discount labels or strike lines

-

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222 - The website has an organized dedicated offers & services page/area

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