

Dealer Quality Assessment - Detailed Report

| Dealer name | Location |
|--------------------------------|---|
| FRANCISZEK DUBNICKI SP. Z O.O. | UL. GNIEZDOWSKA 81 75-736 KOSZALIN Poland |
| Dealer code | RRG |
| 61617004 | NO |
| NV Renault Sales / year | NV Dacia Sales / Year |
| 280 | 200 |
| Workshop Customers / Day | Principal Audited Brand |
| 25 | RENAULT |
| Auditor | Audit Date |
| PACULA KAROL | 16/07/2024 |

Global Score
92%



| Strengths (Sales & After Sales only) | Weaknesses (Sales & After Sales only) |
|---|--|
| <p>1. Strefa przyjęcia samochodu do serwisu.</p> <p>2. Sprawnie przeprowadzony przegląd samochodu.</p> <p>3. Wystawa showroom utrzymana w należytnej czystości.</p> <p>4. Elegancki zgodny ze standardami ubiór handlowców.</p> <p>5. Meble zachowane w czystości, bez zarysowań.</p> | <p>1. Uszkodzona naklejka od godzin otwarcia salonu na głównych drzwiach.</p> <p>2. Brak strefy nowości Nouvel'R.</p> <p>3. Podczas przyjęcia, przed spisaniem przebiegu licznika otwarcie maski oraz obejście samochodu w odwrotną stronę.</p> <p>4. Popękane płytki na hali serwisowej.</p> <p>5. Wyskakujący błąd na ekranie telewizora w kąciku klienta.</p> |

DIGITAL

DIGITAL RENAULT - 78%



DIGITAL DACIA - 80%



73% - JOURNEY
EXPERIENCE



83% - Website conformity



73% - JOURNEY
EXPERIENCE



89% - Website conformity

Digital Score

79%

dealership's digital website main items to improve

1. Brak podanego kontaktu w komentarzu do odpowiedzi z niską oceną.
2. Stara identyfikacja na stronie Dacia.
3. Brak nazwy miasta na pasku nawigacyjnym strona Dacia i Renault.

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92 %

NEW VEHICLES ACTIVITY

80 %

CUSTOMER JOURNEY

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



OK - The Dacia facade meets the brand's standards

-
- 1b - The Dacia facade is in perfect condition



OK - The Dacia facade is in perfect condition

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



OK - The Dacia showroom complies with the brand's visual identity charter

-
- 2b - The Dacia showroom is in impeccable condition



OK - The Dacia showroom is in perfect condition

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



OK - The Dacia sales desks are correctly positioned and in perfect condition

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



OK - Dacia sales staff are identifiable

- 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



Uszkodzona naklejka od godzin otwarcia salonu na głównych drzwiach.



KO - The interior appearance of the dealership is not perfect condition

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



Brak strefy nowości Nouvel'R.



KO - The showroom does not respect 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



Wyskakujący błąd na ekranie w kąciku klienta.



KO - The furniture in the customer area is not properly maintained and / or non-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



Brak możliwości opłacenia, brak oznaczeń, brak dostępności.



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



OK - Dacia new vehicles are displayed according to the brand's standards

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



OK - The Dacia price display stands are compliant and contain the latest mandatory information

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



OK - The Dacia vehicles on display 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



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

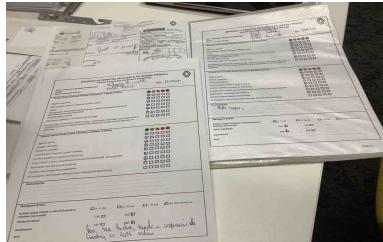
29a - The Demonstrator vehicles are clean, inside and out

B

OK - Demonstrator fleet vehicles are clean and ready for use

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

B ✓



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)

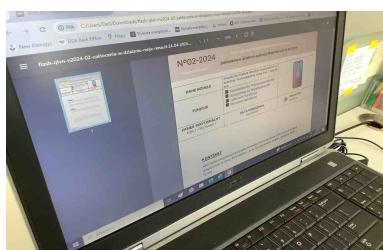
✓

XS, S, M, XXL

OK - Dacia covers are available in sufficient number and sizes

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



2 ładowarki



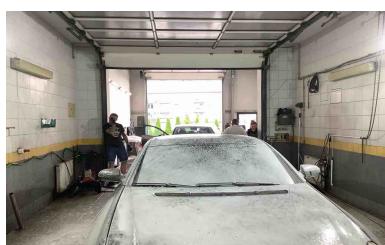
OK - The dealership has the regulatory battery charger and it is fully functional

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

100 %

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



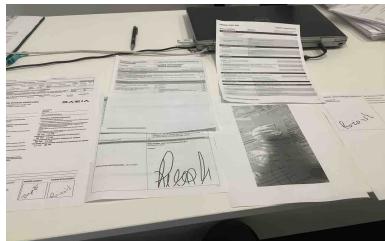
OK - The validated order is confirmed to customers

37 - Product update operations are closely monitored



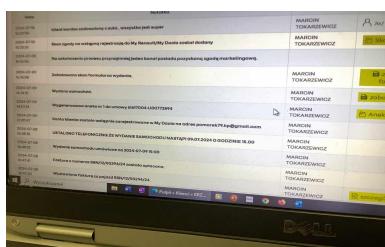
OK - The presence of OTS is systematically checked in ICM and there is a trace of the consultation

40 - Customer files are complete



OK - The customer files checked were complete and contained all the standard documents expected

41 - The customer is contacted the day before delivery



OK - Customers are systematically contacted 24 hours before delivery as a reminder

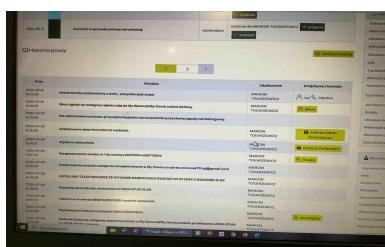
41b - The delivery date is planned taking into account the preparation process of the vehicle (assembly of accessories)

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 ✓



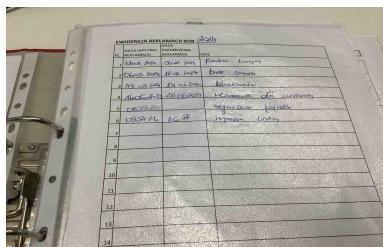
OK - Customers systematically receive a post-delivery call and this is followed up by the Sales Manager

80 %

MANAGEMENT

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

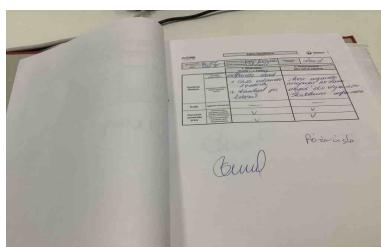
Nie wszystkie skargi przeprocesowane poniżej 7 dni.



KO - There is no follow-up of customer complaints or the log is no longer up to date

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

Harmonogram przestrzegany



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 B ✓



OK - A formalized quality meeting is carried out every month & give rise to measurable action plans

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

92 %

AFTERSALES ACTIVITY

100 %

APPOINTMENT BOOKING / PREPARATION

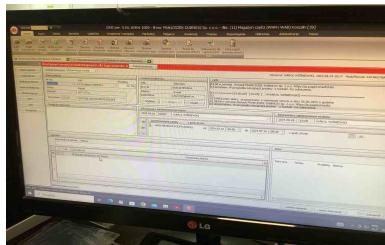
101 - Provisions have been made in order to receive telephone appointments ✓

Recepcja



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

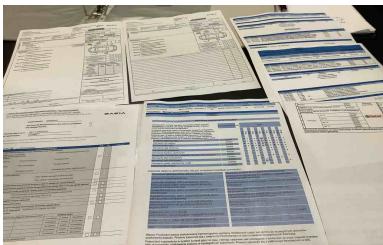
104 - As soon as an appointment is made, recall operations are checked ✓

OK - For each appointment ICM is consulted

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

B

14 umówionych wizyt - 14 dokumentacji



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



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

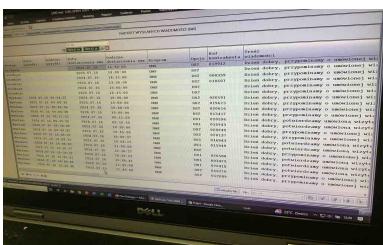
111 - The customer receives confirmation of their appointment by SMS or email

B

OK - The customer systematically receives an appointment confirmation

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

B



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

75 %

RECEPTION

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

Serwis widoczny od wjazdu



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 ✓



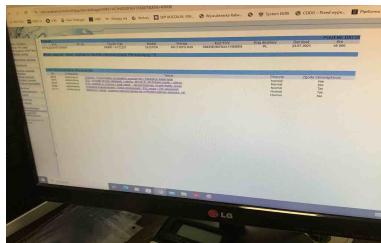
OK - The reception area complies with the standards and is perfectly maintained

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



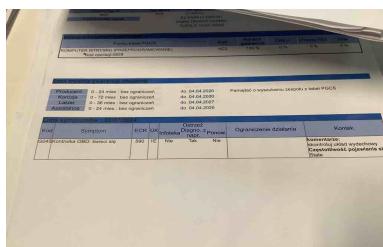
OK - All front-office staff wear standard badges and uniforms

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



OK - The vehicle inspection area is in perfect condition and complies with the recommendations

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

B X

Przed spisaniem przebiegu samochodu otwarcie maski, obejście w odwrotną stronę.



KO - The vehicle inspection is not carried out respecting the manufacturer standards

120 - Customer vehicles are properly protected and disinfected

B V

OK - All the driving seat position protections are fitted correctly

122 - The Service Advisor checks all points outside the vehicle

X

Niesprawdzone pióro tylnej wycieraczki.



KO - Not all the vehicle's exterior points are checked as per the standards

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

B V



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

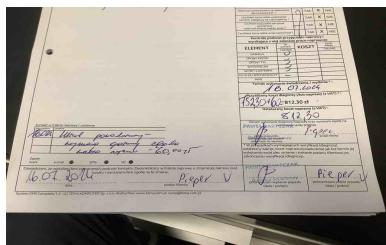
95 %

PRODUCTION

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

B ✓

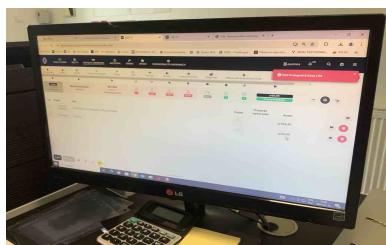
Rozszerzenie nastąpiło: „wymiana gaśnicy”.



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

✓



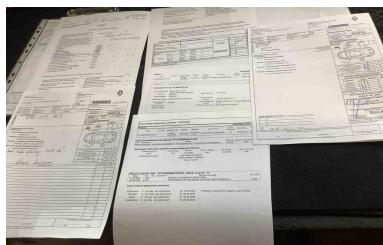
OK - An additional estimate is systematically sent to the customer

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 ✓

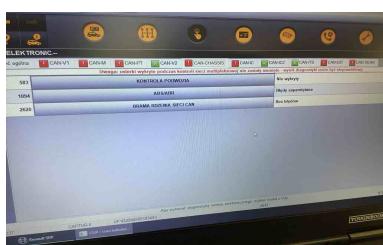


OK - The technician has the documents necessary to carry out the service and refers to them

131 - The electrical functions of the vehicle are checked ✓

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

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



OK - The assessment of the vehicle's electronic control units (ECU) was carried out during the observed service

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 ✓

Norma: 5W30RN17; włany: 5W30RN17 - zgodny

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

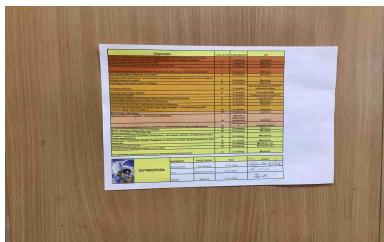


Brakujące płytki na hali serwisowej.



KO - The workshop is not clean and / or tidy

143 - Measures exist to ensure workshop cleanliness



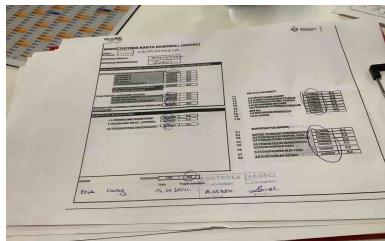
OK - There are procedures in place to ensure long-term workshop cleanliness

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

100 %

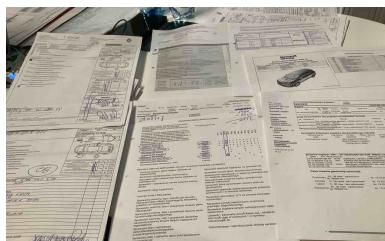
RESTITUTION

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



OK - All checked files are complete before archiving

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

B

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



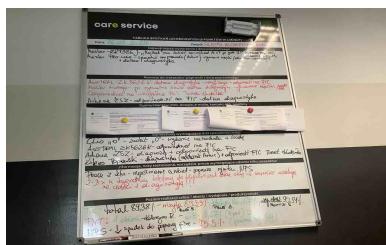
OK - The protections of the vehicle were removed in front of the customer

100 %

MANAGEMENT

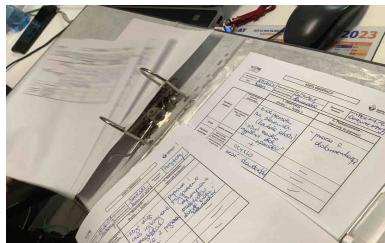
149 - A daily after-sales briefing takes place

B



OK - A daily briefing is carried out

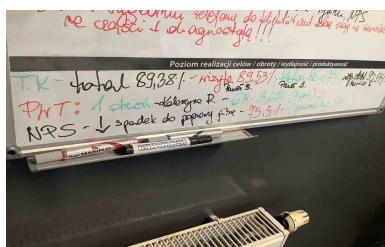
150 - The Aftersales Manager organizes observations in order to improve the skills of the team



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



OK - Quality meetings are organised every month with 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

82 %

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



Uszkodzona naklejka od godzin otwarcia salonu na głównych drzwiach.



KO - The interior appearance of the dealership is not perfect condition

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



Brak strefy nowości Nouvel'R.



KO - The showroom does not respect 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



Wyskakujący błąd na ekranie w kąciku klienta.



KO - The furniture in the customer area is not properly maintained and / or non-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



Serwis widoczny od wjazdu



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



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



OK - The vehicle inspection area is in perfect condition and complies with the recommendations

100 %

BRAND STORE DACIA

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



OK - The Dacia facade meets the brand's standards

- 1b - The Dacia facade is in perfect condition



OK - The Dacia facade is in perfect condition

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



OK - The Dacia showroom complies with the brand's visual identity charter

- 2b - The Dacia showroom is in impeccable condition



OK - The Dacia showroom is in perfect condition

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



OK - The Dacia sales desks are correctly positioned and in perfect condition

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



OK - Dacia sales staff are identifiable

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



OK - Dacia new vehicles are displayed according to the brand's standards

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



OK - The Dacia price display stands are compliant and contain the latest mandatory information

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



OK - The Dacia vehicles on display are in perfect condition

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

XS, S, M,XXL



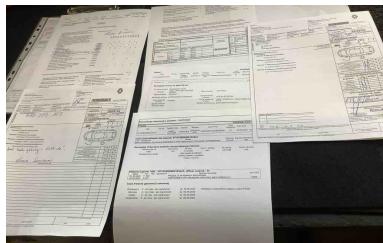
OK - Dacia covers are available in sufficient number and sizes

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

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

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OK - The assessment of the vehicle's electronic control units (ECU) was carried out during the observed service

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

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



Norma: 5W30RN17; wlazy: 5W30RN17 - zgodny

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

79 %

DIGITAL

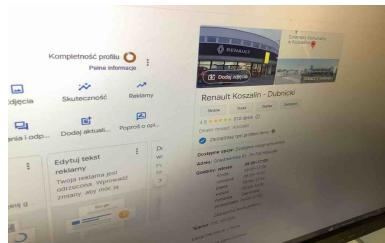
78 %

DIGITAL RENAULT

73 %

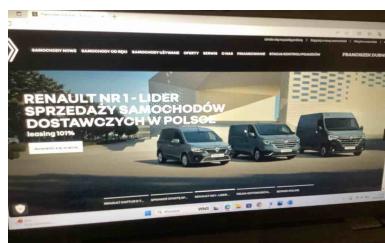
JOURNEY EXPERIENCE

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



OK - GMB (Google My Business) is correctly used

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

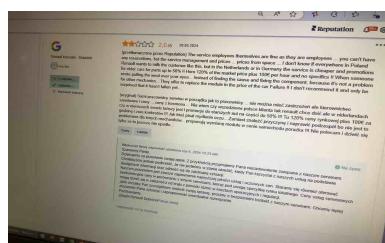


OK - The GMB link redirects to the dealer Renault website

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

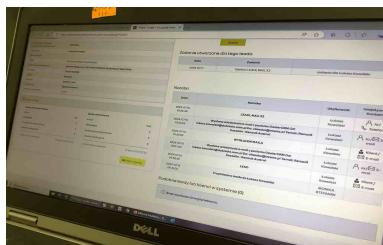


Odpowiedź powyżej 72 godzin. Brak podanego kontaktu w komentarzu.



KO - review(s) do(es)n't have a response on time or the answer(s) is/are not qualitative

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

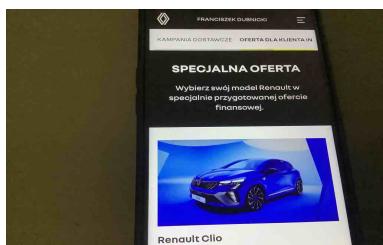


OK - Internet requests are processed on time and personalized

83 %

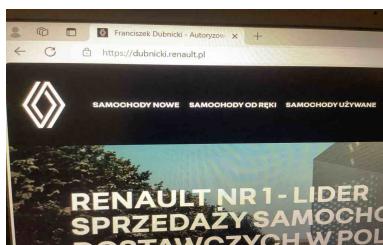
Website conformity

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



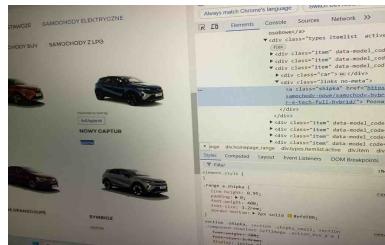
OK - The dealer website works smoothly either on a pc screen, mobile screen, or tablet screen

204 - The URL specify RENAULT with the correct RENAULT favicon



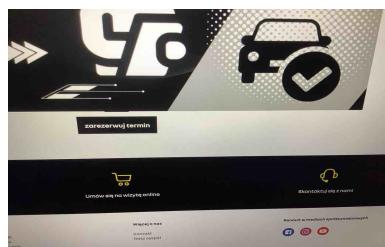
OK - The right favicon & 'Renault' in the URL appear correctly

205 - The website uses the official Renault colors and logotypes



OK - Both colors and logotypes used are the correct ones

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

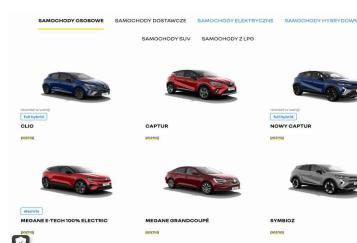


OK - Both font and GUIs used are the right ones

207 - New car visuals respects the standards



5 samochodów w rzędzie.

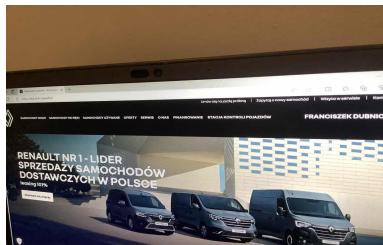


PA - new vehicles visuals respects partially the standards

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



Brak nazwy miasta na pasku nawigacyjnym.



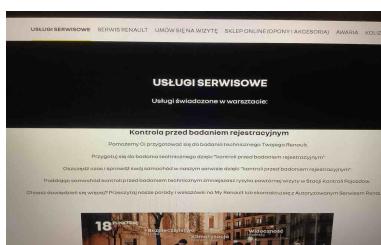
KO - The dealer website doesn't respects the recommendations in the guides and all criterias are not met

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



OK - Offers & services are clearly presented (name of services with description and opening hours)

80 %

DIGITAL DACIA

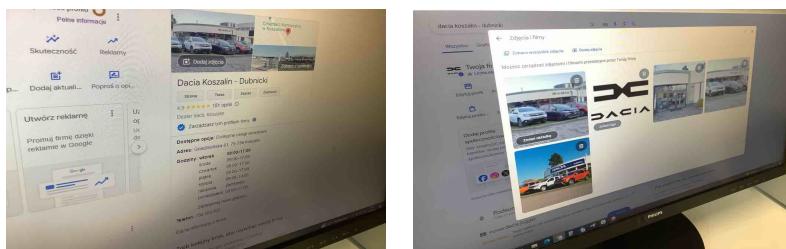
73 %

JOURNEY EXPERIENCE

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

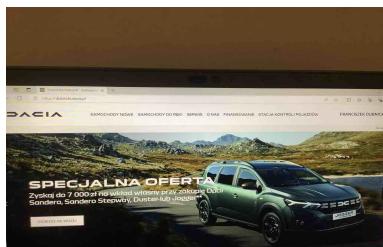


Zdjęcie ze starej identyfikacją od właściciela.



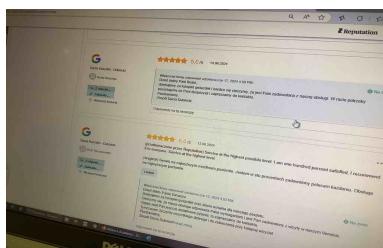
KO - GMB (Google My Business) is not correctly used

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



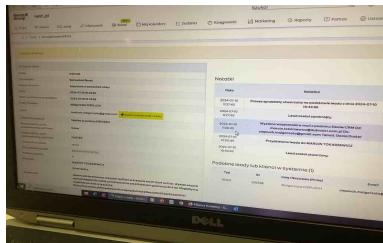
OK - The GMB link redirects to the dealer Renault website

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



OK - all reviews have a qualitative response on time

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



OK - Internet requests are processed on time and personalized

89 %

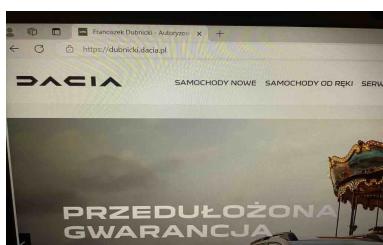
Website conformity

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



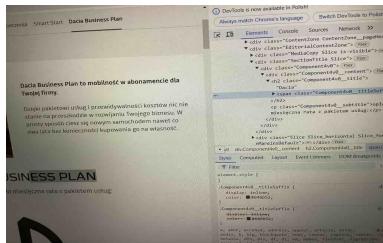
OK - The dealer website works smoothly either on a pc screen, mobile screen, or tablet screen

216 - The URL specify DACIA with the correct DACIA favicon



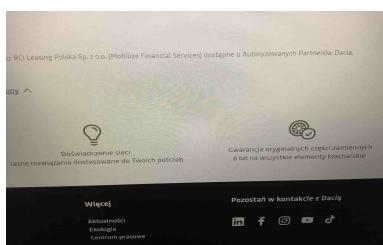
OK - The right favicon & 'Dacia' in the URL appear correctly

217 - The website uses the official Dacia colors and logotypes



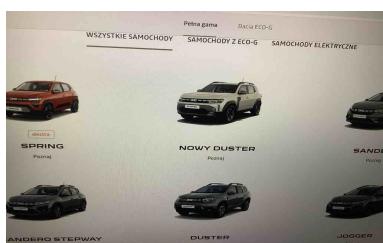
OK - Both colors and logotypes used are the correct ones

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



OK - Both font and GUIs used are the right ones

219 - New car visuals respects the standards

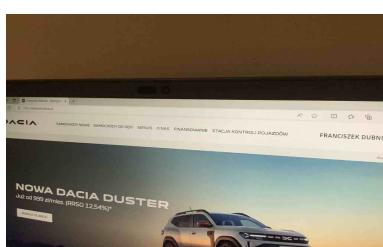


OK - new vehicles visuals respects perfectly the standards

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

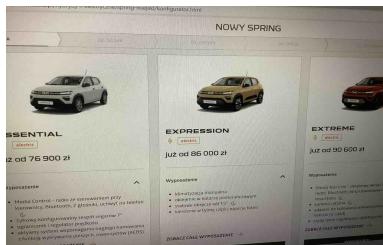


Brak nazwy miasta na pasku nawigacyjnym.



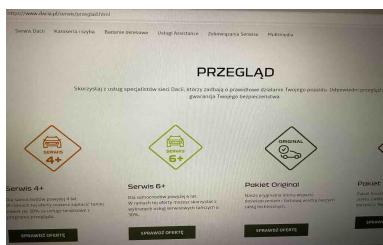
KO - The dealer website doesn't respects the recommendations in the guides and all criterias are not met

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



OK - brand exclusivity and price display policy are respected

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



OK - Offers & services are clearly presented (name of services with description and opening hours)