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# 7. INTERIOR ELEMENTS

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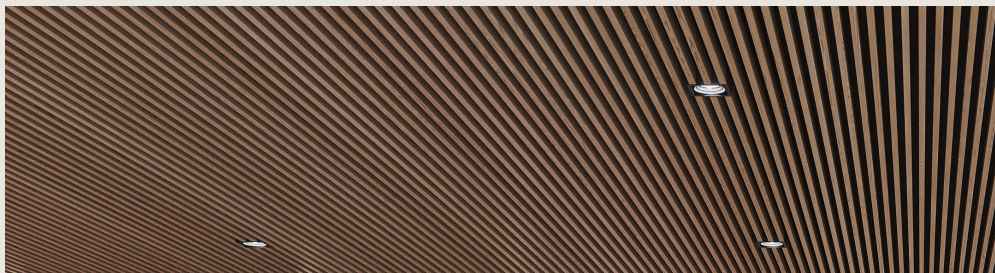
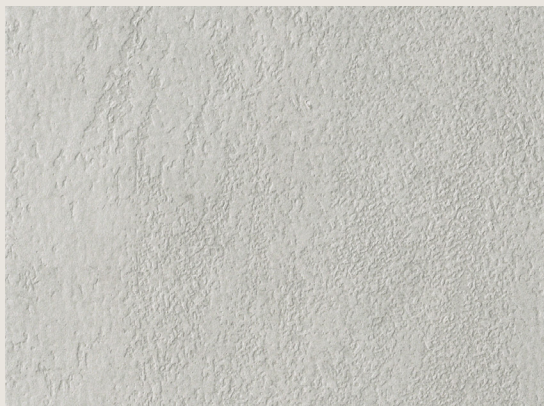
## INTERIOR ELEMENTS

# 7.1.

## INTERIOR MATERIAL PRINCIPLES 1. OVERVIEW

For more information see "VRE Interior Specification" and "VRE Interior Drawing Package".

For more information see VRE Appendices "Maintenance Interior Surfaces" and "Cleaning Concentrate for Wooden Floors".



The canvas of the interior VRE concept is the combined impression of all structural elements and joineries. Walls, floors, ceilings, stairs, doors, glazed partitions and even Workshop lifts, lay the ground for the total look and feel of the interior. The high quality of the interior materials chosen are made justice only when they are used in a clear way, so we want to keep things simple.

Throughout the Retailer all solid walls are white. Where possible and suitable, such as in closed off but customer accessible rooms, solid walls should be replaced by glazed partitions. Transparency and the white walls reflects Scandinavian design.

The flooring materials are chosen to enhance the contrast between the Living Room and the Street, Selekt Showroom and Workshop. The focus in the Living Room is to create a warm feel, relate to Scandinavian heritage and soften the steps of the customers through the use of wood flooring and wall-to-wall carpets.

In the Street and Selekt Showroom the flooring is the opposite - hard, neutral grey, large scale, clinker tiles or polished concrete. The technical properties and lack of colour in these materials make them suitable for car display. The look and feel of the flooring in the Workshop is in line with that of the Street, but here there are additional demands

and technical aspects that need to be addressed.

Ceilings are designed to be clean and uncluttered, but also create an interesting interior through the use of different ceiling heights. The lowered Living Room ceiling is preferably in oak wood, in contrast to the other areas.

General noise levels play an important role in how the customer perceives an environment. It is a good idea to get help from an Acoustic Engineer, to achieve a good general sound environment. A well-considered choice of surfaces, in combination with the right location of walls, reduces the need for a perforated

ceiling. When acoustic panels of mineral wool are required for construction or acoustic reasons, they must be mounted with an unexposed supporting structure. The stripped impression of the ceiling must not be lost.

This deliberate approach, of reducing also the "visual noise", is creating the best possible backdrop for the cars. Simple, sleek structural elements and joineries will make both the cars and the rich Living Room more pronounced.

## INTERIOR ELEMENTS

# 7.1.

## INTERIOR MATERIAL PRINCIPLES

### 2. COLOUR CONCEPTS

The colour concepts are inspired by the swedish nature, the ocean, the forest, the fields and the cities.

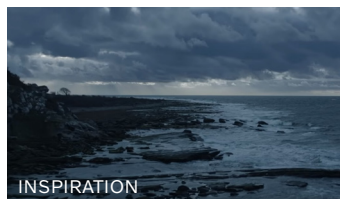
For the closed rooms; Consultation room, Staff room and Office room. One of four colour concepts can be used for each room.

Note! Colours from different concepts can not be mixed in one room. This can also be applied to the closed rooms in chapter 10, Added feature.

#### The colour concepts consists of:

- Wall paint
- Wall-to-wall carpet
- Upholstery
- Sheer curtain

### OCEAN



INSPIRATION



WALL PAINT



SHEER CURTAINS



UPHOLSTERY



WALL-TO-WALL CARPET

### FOREST



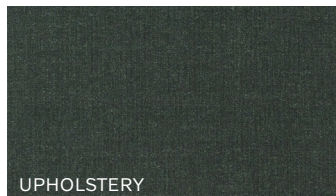
INSPIRATION



WALL PAINT



SHEER CURTAINS



UPHOLSTERY



WALL-TO-WALL CARPET

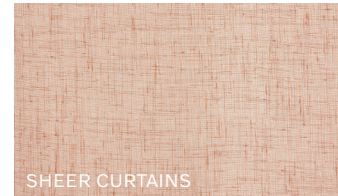
### FIELD



INSPIRATION



WALL PAINT



SHEER CURTAINS

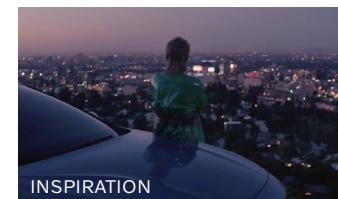


UPHOLSTERY

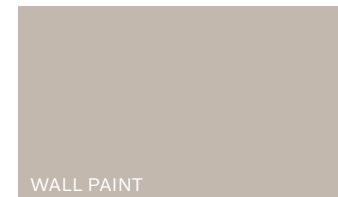


WALL-TO-WALL CARPET

### CITY



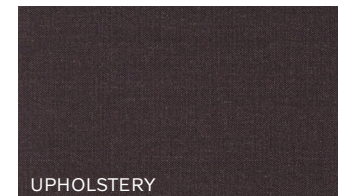
INSPIRATION



WALL PAINT



SHEER CURTAINS



UPHOLSTERY



WALL-TO-WALL CARPET



## INTERIOR ELEMENTS

# 7.2.

## FLOORING 1. PLAN

- 4A - Wood flooring
- 4B - Ceramic tile, light grey
- 4C - Ceramic tile, grey
- 4D - Concrete
- 4E - Door carpet
- 4F - Textile floor

4G - Floor box, brass finish

4H - Floor box, brushed stainless steel.

For more information see "VRE Interior Specification" and "VRE Interior Drawing Package".

Plan Showing Floor Materials by Area





## INTERIOR ELEMENTS

# 7.2.

## FLOORING 2. MATERIALS

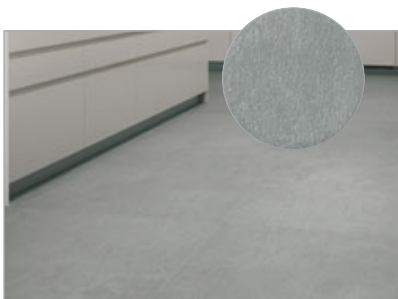
For more information see “VRE Interior Specification” and “VRE Interior Drawing Package”.

All products shown are first choices. If necessary, they can be replaced with similar alternatives for approval by VCC.



### 4A - Wood Flooring

Area: Living Room.  
Product: Oak Mosaic Parquet  
Manufacturer: Art Form Design  
[www.artformdesign.se](http://www.artformdesign.se)



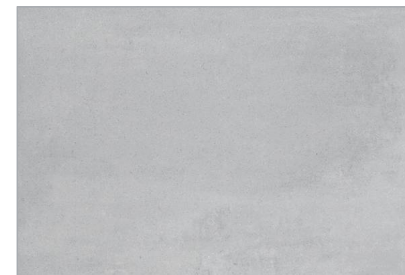
### 4B - Ceramic Tile Flooring Alt1

Area: The Street.  
Product: Aster Maximum Volvo light grey, honed finish 750x750 mm, 6 mm thick.  
Manufacturer: Graniti Fiandre or similar  
[www.granitifiandre.it](http://www.granitifiandre.it)



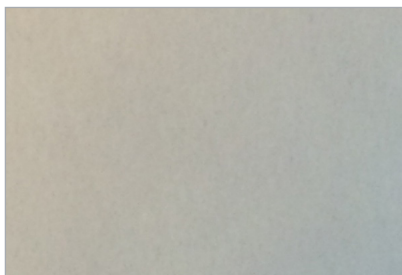
### 4B - Ceramic Tile Flooring Alt2

Area: The Street.  
Product: Neutro Grigio Chiaro MKSF 900x900 mm, 10,5 mm thick.  
Manufacturer: Marazzi or similar  
[www.marazzi.it](http://www.marazzi.it)



### 4B - Ceramic Tile Flooring Alt3

Area: The Street.  
Product: Greys 225 V 750x750 mm, 12 mm thick.  
Manufacturer: Mosa or similar  
[www.mosa.nl](http://www.mosa.nl)



### 4B - Ceramic Tile Flooring Alt4

Area: The Street.  
Product: Volvo Cinder 1000x1000 mm, 6 mm thick.  
Manufacturer: Graniti Fiandre or similar  
[www.granitifiandre.it](http://www.granitifiandre.it)



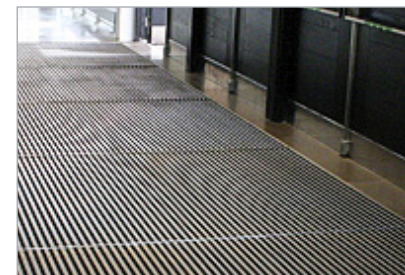
### 4C - Ceramic Tile Flooring

Area: Lavatories.  
Product: Fjord grey, 600 x 600mm.  
Manufacturer: Graniti Fiandre  
[www.granitifiandre.com](http://www.granitifiandre.com)



### 4D - Concrete Flooring

Area: The Street.  
Product: Herkultit S400 high performance concrete with surface treatment Lithurin & Lithurin Wash  
Manufacturer: Lindecs or similar  
[www.concretefloor.com](http://www.concretefloor.com)



### 4E - Door Carpet

Area: Showroom Entrance.  
Product: Kabe Combi Textile, aluminium with black textile brush strips.  
Manufacturer: Kåbe mattan  
[www.kabe-mattan.se](http://www.kabe-mattan.se)



## INTERIOR ELEMENTS

# 7.2.

## FLOORING 2. MATERIALS

For more information see “VRE Interior Specification” and “VRE Interior Drawing Package”.

All products shown are first choices. If necessary, they can be replaced with similar alternatives for approval by VCC.



Sustainable choice. For more information see VRSE chapter 11.



### 4F -Wall-to-Wall Carpet

Area: Consultation Rooms, Staff Room, Offices.

Product: Tretford.

Manufacturer: Ogeborg

[www.ogeborg.se](http://www.ogeborg.se)

Note! Colours from different concepts can not be mixed in one room.





## INTERIOR ELEMENTS

# 7.2.

## FLOORING 3. DETAILS

For more information see “VRE Interior Specification” and “VRE Interior Drawing Package”.

All products shown are first choices. If necessary, they can be replaced with similar alternatives for approval by VCC.



**4G - Floor Boxes Alt1**

Area: The Living Room.  
Product: OptiLine in stainless steel with floor material inset according to surrounding floor.  
Size according to need.  
Manufacturer: Schneider Electric  
[www.schneider-electric.com](http://www.schneider-electric.com)



**4G - Floor Boxes Alt 2**

Area: The Living Room.  
Product: Brass covered plate, Floor outlet GJT2210  
Manufacturer: Garo or similar  
[www.garo.se](http://www.garo.se)



**4H - Floor Boxes**

Area: The Street.  
Product: OptiLine in stainless steel. Size according to need.  
Manufacturer: Schneider Electric  
[www.schneider-electric.com](http://www.schneider-electric.com)

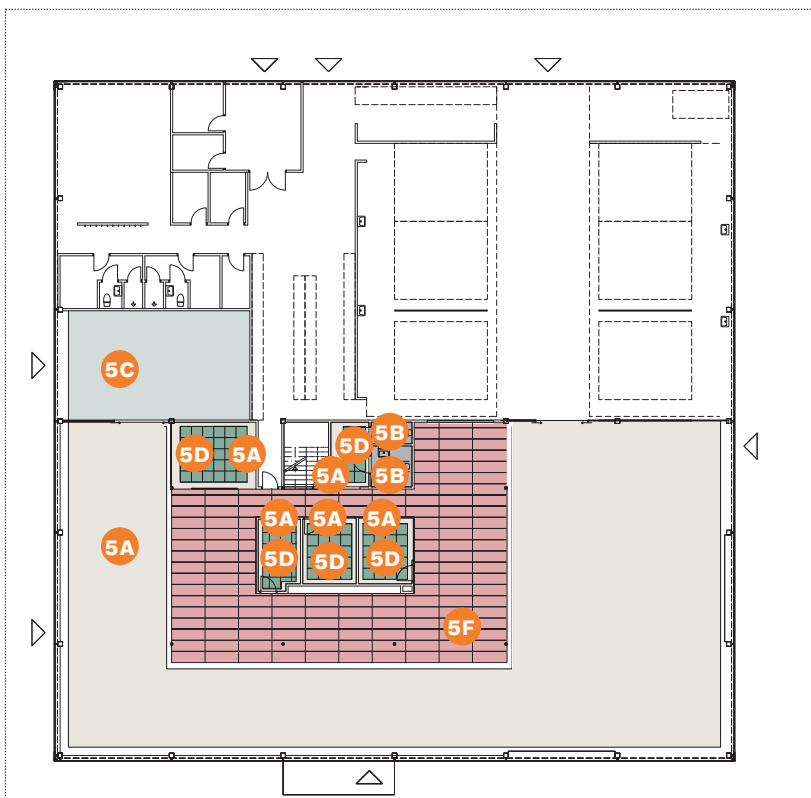
## INTERIOR ELEMENTS

### 7.3.

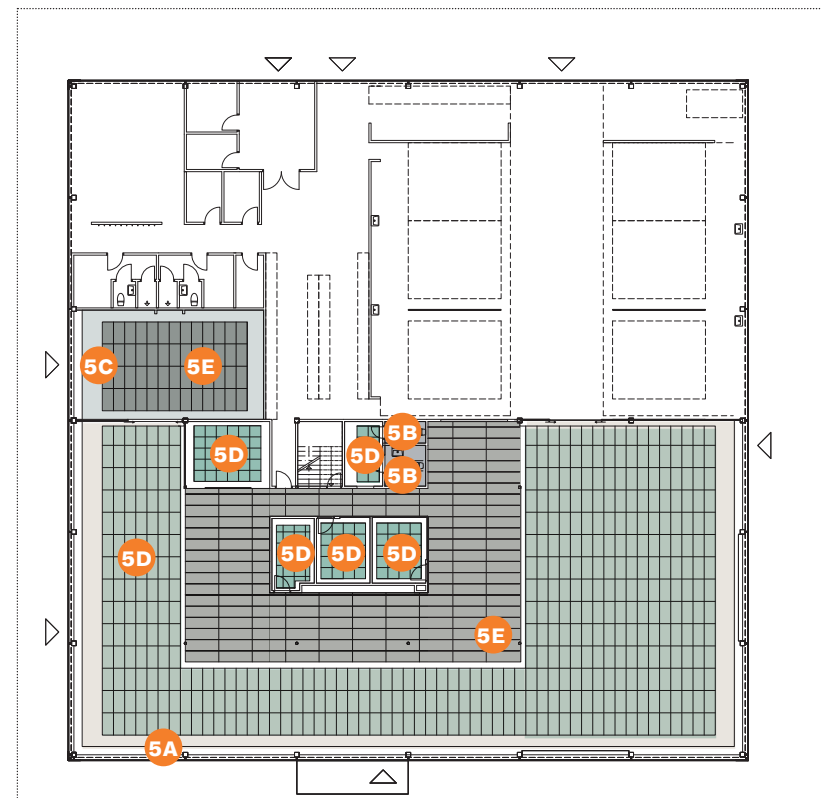
#### SUSPENDED CEILING 1. PLAN

- 5A - Painted gypsum ceiling, white
- 5B - Painted gypsum ceiling, grey
- 5C - Painted gypsum ceiling, dark grey
- 5D - Acoustic suspended ceiling, white
- 5E - Acoustic suspended ceiling, dark grey
- 5F - Wooden batten ceiling

For more information see "VRE Interior Specification" and "VRE Interior Drawing Package".



Alt 1



Alt 2



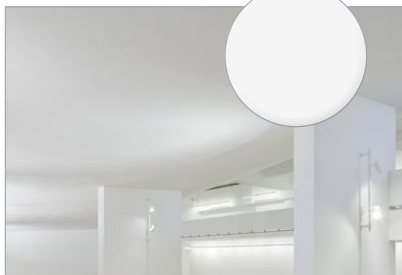
## INTERIOR ELEMENTS

### 7.3.

## SUSPENDED CEILING 2. MATERIALS

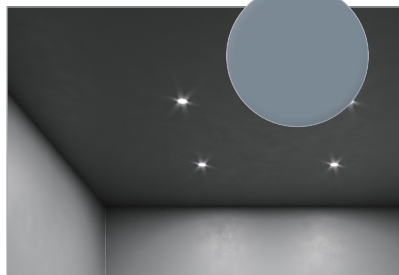
For more information see “VRE Interior Specification” and “VRE Interior Drawing Package”.

All products shown are first choices. If necessary, they can be replaced with similar alternatives for approval by VCC.



**5A - Painted Gypsum Ceiling**

Area: The Street, frieze etc.  
Product: Gyproc Planum GPLE13 or GPL13 white.  
Manufacturer: Gyproc  
[www.gyproc.com](http://www.gyproc.com)



**5B - Painted Gypsum Ceiling**

Area: Lavatories  
Product: Gyproc Planum GPLE13 or GPL13 Grey.  
Manufacturer: Gyproc  
[www.gyproc.com](http://www.gyproc.com)



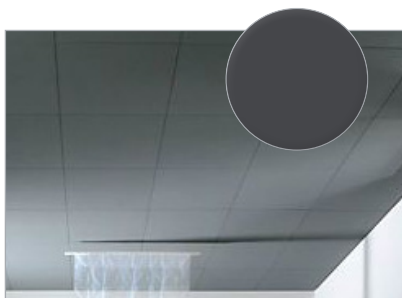
**5C - Painted Gypsum Ceiling**

Area: Car Delivery Area.  
Product: Gyproc Planum GPLE13 or GPL13 dark grey.  
Manufacturer: Gyproc  
[www.gyproc.com](http://www.gyproc.com)



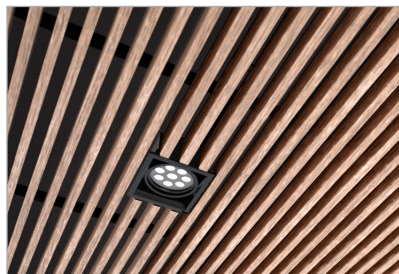
**5D - Acoustic Suspended Ceiling**

Area: The Street, Consultation Rooms, etc.  
Product: Focus with edge Ds, colour standard white.  
Manufacturer: Ecophon  
[www.ecophon.com](http://www.ecophon.com)



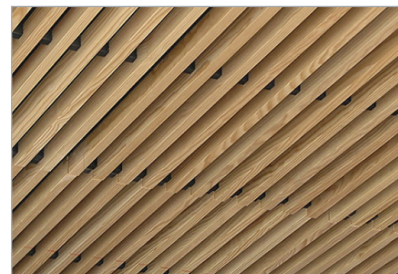
**5E - Acoustic Suspended Ceiling**

Area: The Living Room, Car Delivery Area.  
Product: Focus with edge Ds, colour dark grey.  
Manufacturer: Ecophon  
[www.ecophon.com](http://www.ecophon.com)



**5F - Wooden Batten Ceiling Alt1**

Area: Living Room.  
Product: LOUNGE Oak-Ribbed Ceiling. Satin lacquered oak veneered chipboard on rib rails.  
Manufacturer: Art Form Design  
[www.artformdesign.se](http://www.artformdesign.se)



**5F - Wooden Batten Ceiling Alt2**

Area: Living Room.  
Product: Natural Oak lauder linea 2.4.4  
Manufacturer: Laudescher  
[www.processbois.com](http://www.processbois.com)

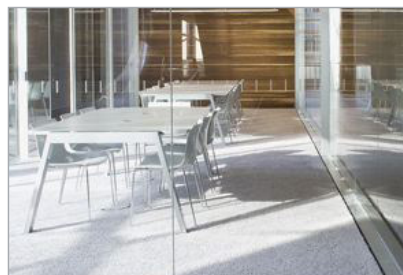
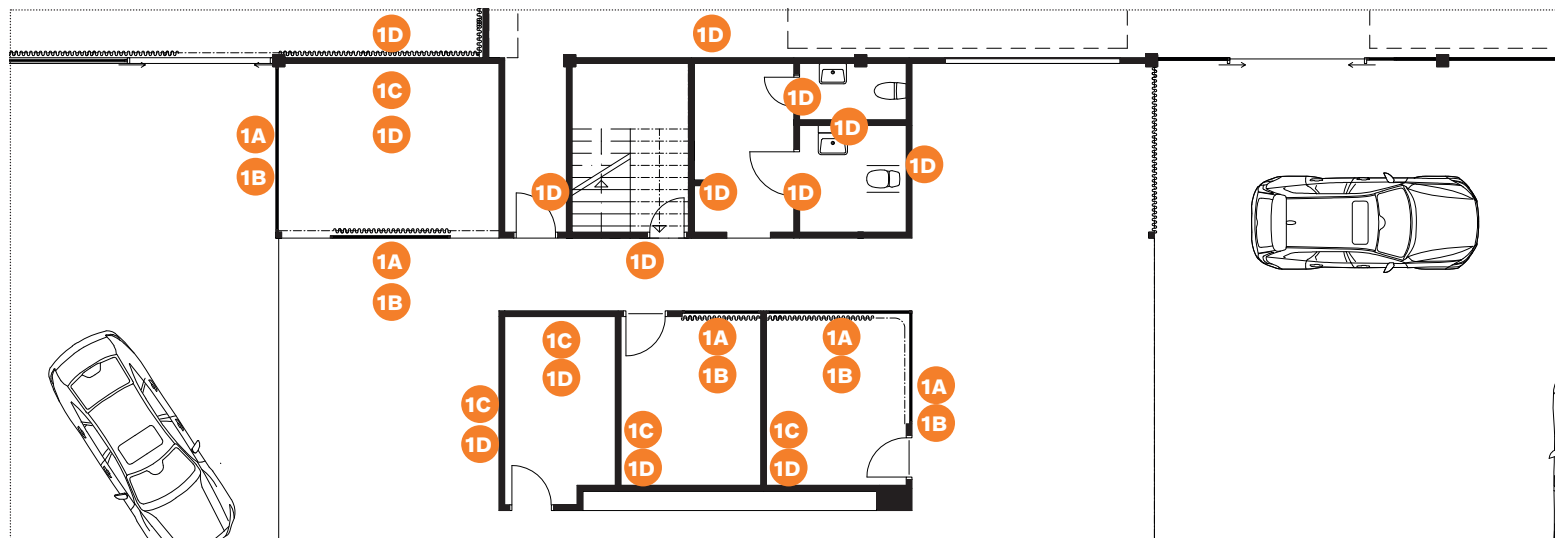
## INTERIOR ELEMENTS

# 7.4.

## WALLS & SURFACES 1. GENERAL

For more information see "VRE Interior Specification" and "VRE Interior Drawing Package".

All products shown are first choices. If necessary, they can be replaced with similar alternatives for approval by VCC.



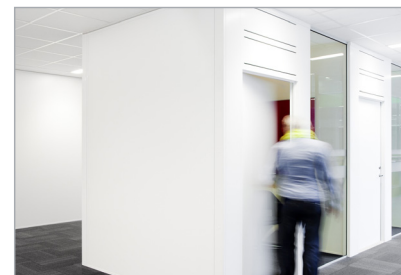
**1A - System Walls**

Area: Entire site.  
Product: Glass front with glass door.  
Manufacturer: Moelven, Lindner Group  
[www.moelven.com](http://www.moelven.com)  
[www.lindner-group.com](http://www.lindner-group.com)



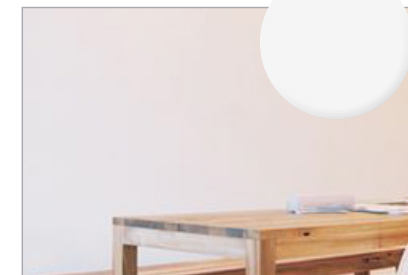
**1B - System Walls**

Area: Entire site.  
Product: Glass front with white solid door leaf flush to the outside of frame partition.  
Manufacturer: Moelven, Lindner Group  
[www.moelven.com](http://www.moelven.com)  
[www.lindner-group.com](http://www.lindner-group.com)



**1C - Solid System Wall**

Area: Entire site.  
Product: Solid system walls with invisible 'locked' joints between the boards.  
Manufacturer: Moelven, Lindner Group  
[www.moelven.com](http://www.moelven.com)  
[www.lindner-group.com](http://www.lindner-group.com)



**1D - Wall Built On-site**

Area: Entire site.  
Type: If no other colour is prescribed walls are to be painted matt white.



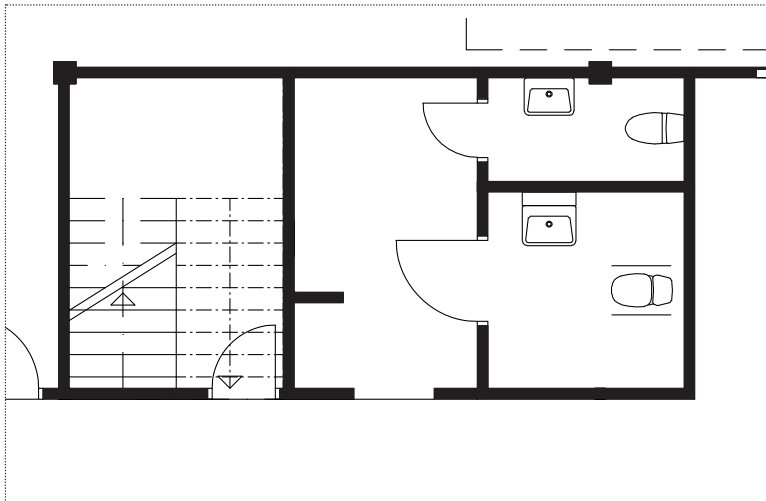
## INTERIOR ELEMENTS

### 7.4.

## WALLS & SURFACES 2. TILED SURFACES

For more information see “VRE Interior Specification” and “VRE Interior Drawing Package”.

All products shown are first choices. If necessary, they can be replaced with similar alternatives for approval by VCC.



### 2 - Ceramic Tile Wall

Area: Lavatories.  
Product: Fjord grey, 600 x 300mm.  
Manufacturer: Graniti Fiandre  
[www.granitifiandre.com](http://www.granitifiandre.com)

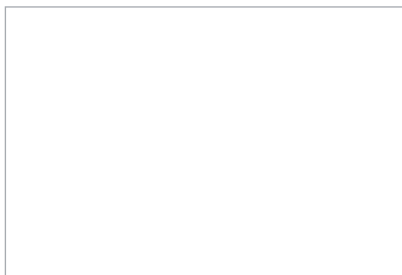
## INTERIOR ELEMENTS

# 7.4.

## WALLS & SURFACES 3. DETAILS

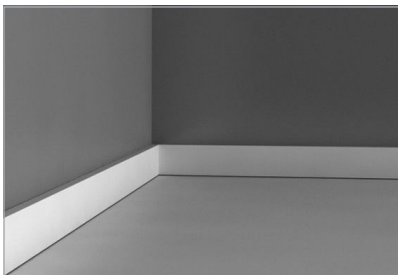
For more information see “VRE Interior Specification” and “VRE Interior Drawing Package”.

All products shown are first choices. If necessary, they can be replaced with similar alternatives for approval by VCC.



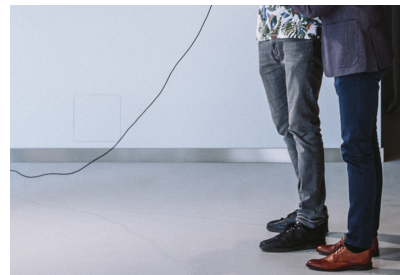
### Painted Carpentry

Area: Entire site.  
Type: Semi matt white



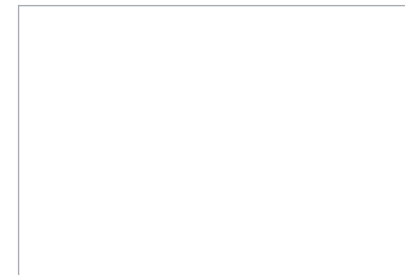
### Wall Skirting

Area: Entire site.  
Type: Semi gloss white



### Wall Skirting

Area: Car display.  
Type: Brushed stainless steel.



### Wall Skirting

Area: Car Delivery.  
Type: Semi gloss dark grey



### Electrical Outlet

Area: Entire site.  
Product: Socket outlet F100  
Manufacturer: Gira or similar  
[www.gira.com](http://www.gira.com)



### Electrical Switches

Area: Entire site.  
Product: Push switch F100.  
Manufacturer: Gira or similar  
[www.gira.com](http://www.gira.com)



### Electrical Switches

Area: Entire site.  
Product: KNX motion detector  
Manufacturer: Gira or similar  
[www.gira.com](http://www.gira.com)



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## INTERIOR ELEMENTS

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# 7.4.

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## WALLS & SURFACES

### 4. PAINT

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For more information see “VRE Interior Specification” and “VRE Interior Drawing Package”.

All products shown are first choices. If necessary, they can be replaced with similar alternatives for approval by VCC.



**Painted wall, Ocean**

Area: Office, Consultation Room, Staff room  
Description: Wall paint Ocean  
NCS S 7010-R90B, PANTONE 7545 C,  
RAL 7011  
Note! Colours from different concepts can not  
be mixed in one room.



**Painted wall, Forest**

Area: Office, Consultation Room, Staff room  
Description: Wall paint Forest  
NCS S 4005-G50Y, PANTONE 7537 C,  
RAL 7033.  
Note! Colours from different concepts can not  
be mixed in one room.



**Painted wall, Field**

Area: Office, Consultation Room, Staff room  
Description: Wall paint Field  
NCS S 1505-Y20R, PANTONE 7527 C,  
RAL 9002  
Note! Colours from different concepts can not  
be mixed in one room.



**Painted wall, City**

Area: Office, Consultation Room, Staff room  
Description: Wall paint City  
NCS S 2005-Y60R, PANTONE 7528 C,  
RAL 9001  
Note! Colours from different concepts can not  
be mixed in one room.



**Painted wall, WC**

Area: Lavatories  
Description: Paint suitable for lavatories.  
NCS S 5010-B10G, Pantone 430 C,  
RAL 230 50 10

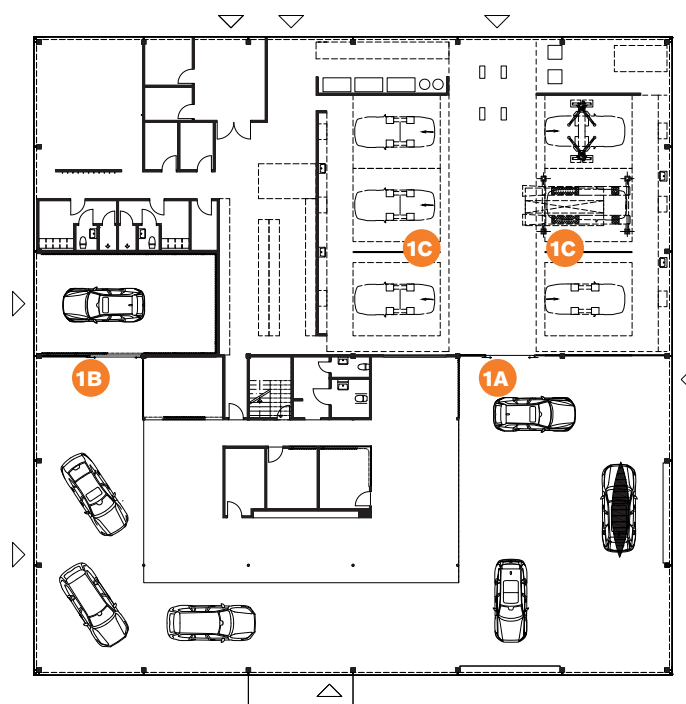
## INTERIOR ELEMENTS

# 7.5.

## GLASS PARTITIONS

For more information see “VRE Interior Specification” and “VRE Interior Drawing Package”.

All products shown are first choices. If necessary, they can be replaced with similar alternatives for approval by VCC.



Plan



**1A - Glass Partition**

Area: Entire site.  
Product: Diamant, optical clear iron free glass.  
Manufacturer: Saint Gobain  
[www.saintgobain.com](http://www.saintgobain.com)



**1B - Glass Partition**

Area: Car Delivery.  
Product: Grey laminated glass partition.  
Manufacturer: Saint Gobain  
[www.saintgobain.com](http://www.saintgobain.com)



**1C - Glass Partition**

Area: Workshop  
Product: White laminated glass partition.  
[www.saintgobain.com](http://www.saintgobain.com)



## INTERIOR ELEMENTS

# 7.6.

## DOORS

For more information see "VRE Interior Specification" and "VRE Interior Drawing Package".

All products shown are first choices. If necessary, they can be replaced with similar alternatives for approval by VCC.



**Door**

Area: Entire site.  
Type: Flat solid door with concealed hinges and white door frames.



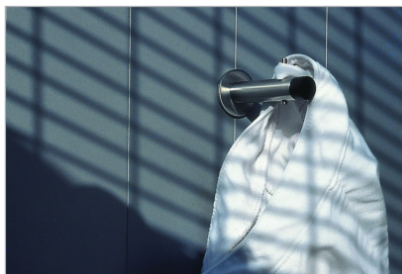
**Door Handle**

Area: Entire site.  
Product: L shape.  
Manufacturer: d line or similar  
[www.dline.com](http://www.dline.com)



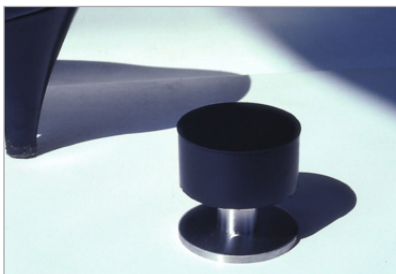
**Pull Handle**

Area: Car Delivery, Offices, Consultation Rooms.  
Product: Metal bar in steel.  
Manufacturer: Beslags Design  
[www.beslagsdesign.se](http://www.beslagsdesign.se)



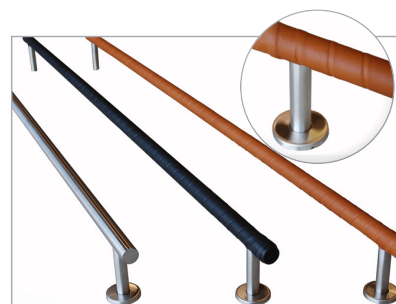
**Wall-mounted Door Stop**

Area: Entire site.  
Product: Satin stainless steel with black rubber stop.  
Manufacturer: d line or similar  
[www.dline.com](http://www.dline.com)



**Floor Mounted Door Stop**

Area: Entire site.  
Product: Satin stainless steel with black rubber stop.  
Manufacturer: d line or similar  
[www.dline.com](http://www.dline.com)



**Metal Bar Leather**

Area: Car Delivery, Offices, Consultation Rooms.  
Product: Metal bar in leather/steel.  
Manufacturer: Beslags Design or similar  
[www.beslagsdesign.se](http://www.beslagsdesign.se)

## INTERIOR ELEMENTS

# 7.7.

## STAIRS

For more information see “VRE Interior Specification” and “VRE Interior Drawing Package”.

All products shown are first choices. If necessary, they can be replaced with similar alternatives for approval by VCC.

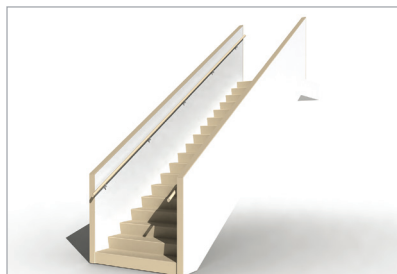


**Straight Staircase with Glass Balustrades**

Area: Showroom.

Type: Closed raisers and treads, solid wood, white painted sheet metal or plywood and glass.

Note: The straight staircases are best suited for situations where visitors have access to different floors of the Showroom.

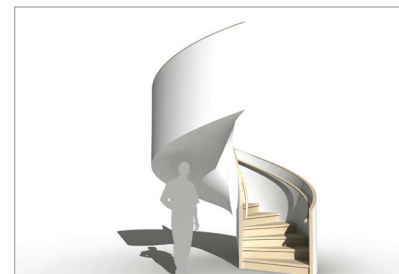


**Straight Staircase with Closed Balustrades**

Area: Showroom.

Type: Closed raisers and treads, solid wood, white painted sheet metal or plywood.

Note: The straight staircases are best suited for situations where visitors have access to different floors of the Showroom.



**Spiral Staircase**

Area: Showroom.

Type: Closed raisers and treads, solid wood, white painted sheet metal or plywood

Note: The spiral staircase is well-suited for Showrooms with limited space or when the staircase should express a sculptural centrepiece.

## 7.8.

### WORKSHOP SURFACES

For more information see  
"Workshop Layout Guidelines".



**Floor 1 - Grey Clinker Tile**

Area: Workshop.  
Product: Silver Workshop (code G16SMX4),  
200x200x12 mm, Anti-slip level R11  
Manufacturer: GranitiFiandre  
[www.granitifiandre.com](http://www.granitifiandre.com)



**Floor 2 - Painted Floor**

Area: Workshop.  
Type: Grey between NCS 3000-N/ RAL 7035  
and NCS 5000-N/ RAL 7037.  
Note: This option is not the preferred option.



**Walls 1 - Painted**

Area: Workshop up to 2400mm.  
Type: Grey NCS 3000-N/ RAL 7035.

Area: Workshop from 2400mm and up.  
Type: White NCS 0500-N/ RAL 9010.



**Building-related Carpentry - Painted**

Area: Workshop on all doors, door frames,  
window frames, etc.  
Type: Grey NCS 3000-N/ RAL 7035. Gloss  
20-40 %



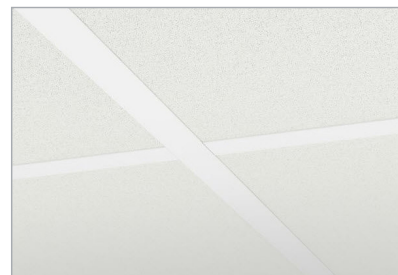
**Ceiling 1 - Sprinklers above false ceiling**

Area: Workshop.  
Product: False ceiling system, flattened  
expanded metal with 75 % open area. Width  
600 mm, length up to 2000 mm, thickness  
1 mm. Colour: White 500 or light grey NCS  
3000-N/ RAL 7035 or NCS 1500-N/ RAL  
7047.  
Manufacturer: Itaab  
[www.itaab.com](http://www.itaab.com)



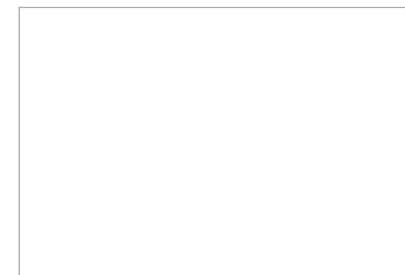
**Ceiling 2 - Sprinklers above false ceiling**

Area: Workshop.  
Product: False ceiling system, flattened  
expanded metal with 44 % open area. Width  
600 mm, length up to 2000 mm, thickness  
1 mm. Colour: White 500 or light grey NCS  
3000-N/ RAL 7035 or NCS 1500-N/ RAL  
7047. Acoustic material can be added above.  
Manufacturer: Itaab  
[www.itaab.com](http://www.itaab.com)



**Ceiling 3 - Acoustic Boards**

Area: Workshop.  
Product: Acoustic boards mounted on ceiling  
according to manufacturers instructions. Width  
600 mm, length up to 2000 mm, thickness  
minimum 18 mm. Colour white. Edge A.  
Manufacturer: Saint-Gobain, Ecophon or equal.  
[www.saint-gobain.com](http://www.saint-gobain.com), [www.ecophon.se](http://www.ecophon.se)



**Ceiling 4 - Painted**

Area: Workshop.  
Type: White NCS 0502-Y/ RAL 9010. Gloss  
20%.  
Note: Local requirements regarding colour  
codes for sprinkler system, etc, have to be  
fulfilled.

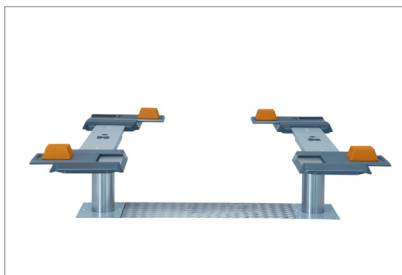


## INTERIOR ELEMENTS

# 7.9.

## WORKSHOP ELEMENTS

For more information see  
"Workshop Layout Guidelines".



### In-Ground lift

Area: Workbays.  
Type: In-ground lift.

Note: Recommended measurements

Center lift - Wall:

- Maximum: 450 cm
- Recommended: 420 cm
- Minimum: 400 cm

CC lift - Lift:

- Maximum: 450 cm
- Recommended: 420 cm
- Minimum: 390 cm

If Work bay is adjacent to wall, add:

- Maximum: 120 cm
- Recommended: 90 cm
- Minimum: 40 cm



### Scissor Lift

Area: Work bays.  
Type: Scissor lift.

Note: Recommended measurements

Center lift - Wall:

- Maximum: 450 cm
- Recommended: 420 cm
- Minimum: 400 cm

CC lift - Lift:

- Maximum: 450 cm
- Recommended: 420 cm
- Minimum: 390 cm

If Work bay is adjacent to wall, add:

- Maximum: 120 cm
- Recommended: 90 cm
- Minimum: 40 cm



### Modular wall

Area: Workshop.

Type: Modular wall is available in sections,  
in the following sizes: 390cm, 420cm and  
450cm

Note: Check with your NSC representative for  
the modular wall solution on your marker.

## INTERIOR ELEMENTS

# 7.10.

## INTERIOR LIGHTING PRINCIPLES

For more information see VRE Appendices "Lighting Concept" from the VRE Lighting Partners (Erco and Prolight).

For help and support, contact your light supplier.



Lighting is a basic component for functionality and efficiency in a Retailers interior. But equally important, lighting is also a contributor in creating the right atmosphere.

The Showroom lighting is varied and dynamic. Difference between light and dark is encouraged to help guide the eye and keep the interior interesting and functional.

In the Street the light is crisp and sparkling (approximately 4000K). The cars are highlighted, but the surrounding areas in the Street are kept at lower lighting levels. To enhance the shape of the cars the light washes down their sides. This becomes especially important for the cars in the shop windows. Ceiling-coloured tracks and fixtures make sure that the impression is clean and uncluttered.



The lighting in the Selekt Showroom follows the same principles as the Street. Throughout the car display areas the layout of the tracks emanates from the simplicity of the square architecture. So even though the cars are positioned differently in the Selekt Showroom, the track system allows for sufficient flexibility. The play of shadow and light is intensified in the Living Room. This is a relaxing, soothing area where the use of light can contribute to the warm, home-like atmosphere. The ambiance creating pendant and floor lamps are complemented with recessed functional lighting that is perceived as warmer (approximately 3000K) than the crisp lighting of the Street.

The best light scene can be different depending on the circumstances, so the lighting needs to be dynamic to contribute the most to the interior. For



instance, the lighting of the Car Delivery Area can have one more dramatic stand-by mode when there is no people in the area, and one more functional when customer enters to collect their new car. Also the lighting in the Consultation Rooms, which need to be on during opening hours to encourage usage, feel welcoming and create depth in the interior, benefit from a stand-by mode.

To support the external lighting concept and let the building glow at night-time the shop windows and the lighting closest to the facade is kept on. The rest of the Showroom lighting can be turned off.

For maintenance and energy saving reasons LED-lighting should be considered, especially in the Living Room where the lower ceiling height makes it very suitable. In the workshop the daylight coming in


through the upper level of the facade is designed to create the best possible work environment for the technicians. Complementing the daylight are ceiling fixtures to create a functional lighting throughout the workshop at all times. Here the light should be evenly distributed. To illuminate the engine of the car when the hood is open, there can be angled fixtures on the walls above the work-bays. Portable lights are also used by the technicians.

Interior lighting is complex and the possibilities are endless. This is why a professional lighting planner should design the lighting for each specific project. The main suppliers of the lighting in the VRE, Erco and Prolight, are all happy to help with this.

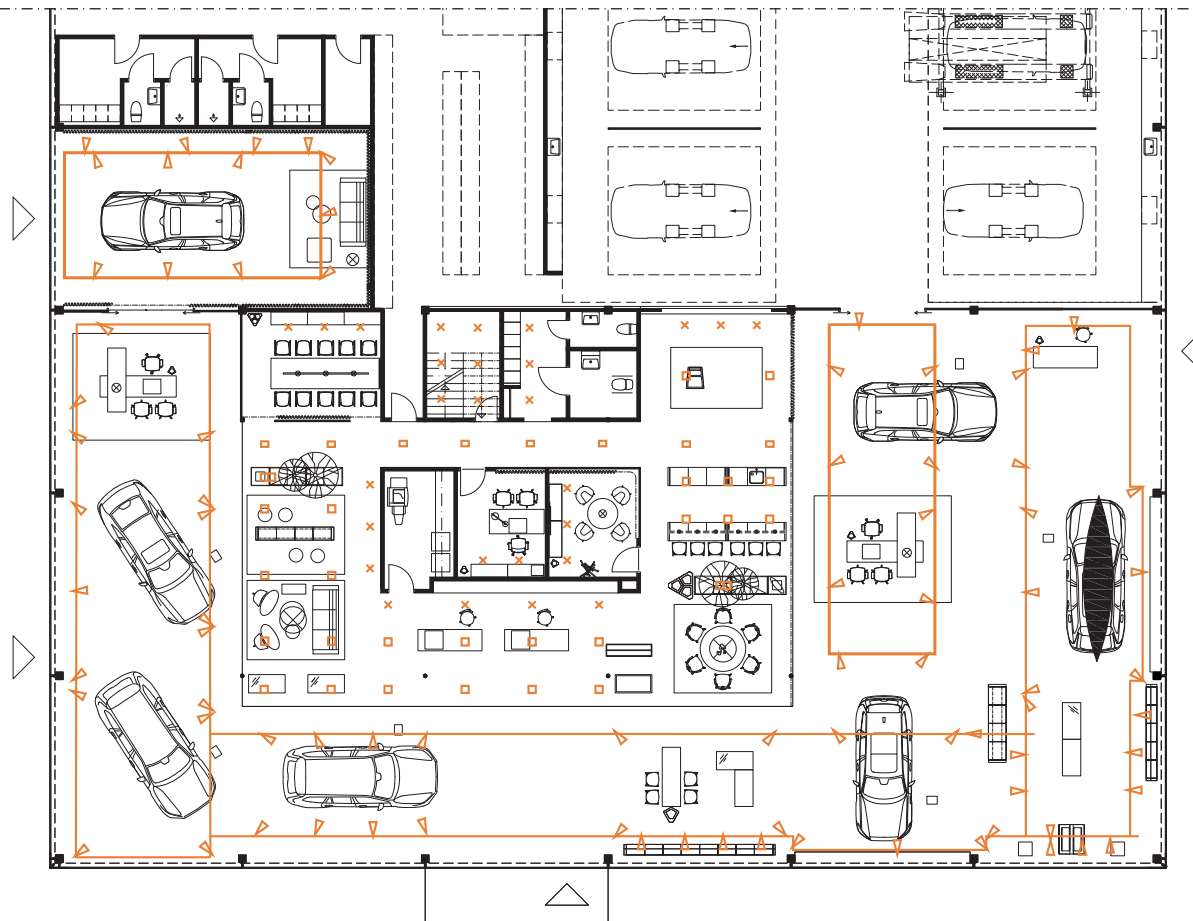
## INTERIOR ELEMENTS

# 7.11.

## SHOWROOM LIGHTING I. PLAN

-  Spot Light
-  Down Light - Double
-  Down Light - Single
-  Down Light - Smaller
-  Track system
-  Supportive Facade Lighting

For help and support, contact your light supplier.





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INTERIOR ELEMENTS

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## 7.11.

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### SHOWROOM LIGHTING 2. TYPICAL FIXTURES

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For help and support, contact your light supplier.



**Spot Light from Erco**

Area: The Street.  
Product: Optec for track (LED).  
Manufacturer: Erco.  
[www.erco.com](http://www.erco.com)  
Note: Colour same as ceiling.



**Spot Light from Prolight**

Area: The Street.  
Product: Zylinder.  
Manufacturer: Prolight.  
[www.prolight.se](http://www.prolight.se)  
Note: Colour same as ceiling.



**Down Light from Erco**

Area: The Living Room.  
Product: Skim downlight (LED).  
Manufacturer: Erco.  
[www.erco.com](http://www.erco.com)





**Down Light from Prolight**

Area: The Living Room.  
Product: Orion I and Orion II.  
Manufacturer: ITAB Prolight  
[www.prolight.se](http://www.prolight.se)

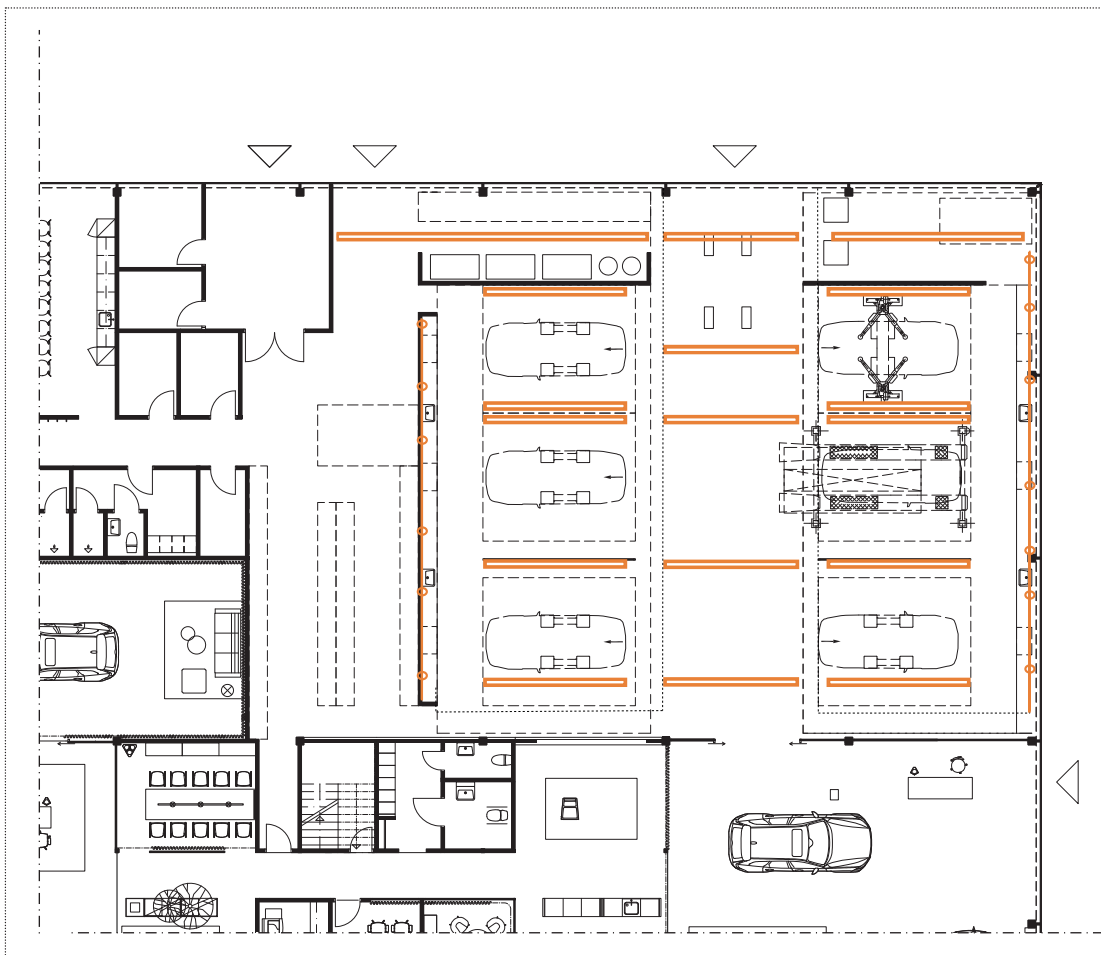
## INTERIOR ELEMENTS

# 7.12.

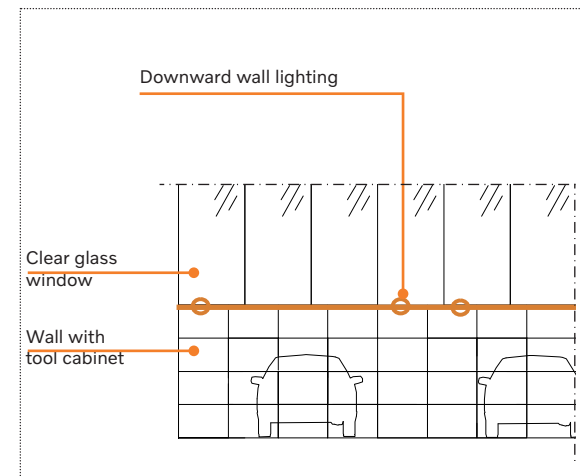
## WORKSHOP LIGHTING

-  Florescent light
-  Downward wall light

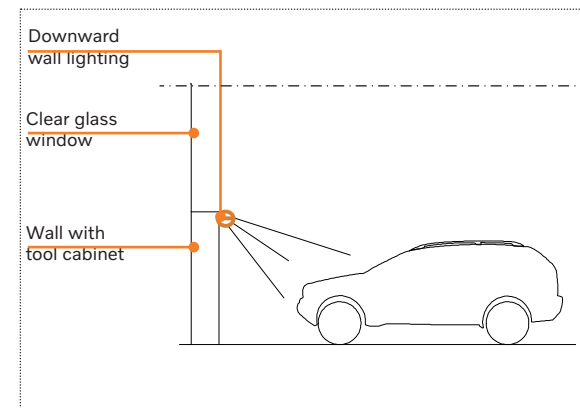
For help and support, contact your light supplier.



Plan



Front elevation



Side elevation

## INTERIOR ELEMENTS

# 7.13.

## FURNITURE PRINCIPLES

For more information see VRE Appendices "Maintenance Interior Surfaces" and "Senab Furniture Care Instructions".

For information and ordering of all furniture see "Senab VRE Web Catalog":

<https://vre.senab.com>



If interior elements such as walls, flooring and ceiling compile the body of the interior VRE concept, the furniture, textiles, and interior accessories are the heart and soul. Filling the Retailer with carefully chosen furniture will tell the story about craftsmanship, authenticity and reflect Volvo as a human-centred brand.

Laying the ground for a strong concept, the Street is mainly equipped with mandatory bespoke furniture. These are designed to express timeless simplicity and flexibility.

The Living Room concept is not dependant on a constant selection of furniture and interior accessories. This gives room for an evolution over time, also contributing to the strength of the interior VRE concept.

Draperies and other textiles add texture, warmth and softness to the interior. It is important to be generous with the amount of textiles. Sheer semi-transparent draperies can also be used to provide flexible privacy in closed-off rooms.

The mix of Scandinavian classics, contemporary objects and well-chosen assortment of interior accessories creates a vivid but relaxed atmosphere. Colours and textures are put together to work in any combination.




## INTERIOR ELEMENTS

# 7.14.

## BESPOKE FURNITURE 1. RECEPTION & INFORMATION CARRIERS

For more information see “Senab VRE Web Catalog” and “Product Specification List”.

 Sustainable choice. For more information see VRSE chapter 11.



**Reception Counter**

Area: Reception.  
Description: One person, height adjustable Reception counter.  
Note: Option of right- or left-sided. Can be delivered with CPU holder and monitor arm.



**Reception Counter Small**

Area: Reception.  
Description: One person, height adjustable Reception counter.  
Note: Can be delivered with CPU holder and monitor arm.



**Iron Mark**

Area: Reception.  
Description: Back-lit Iron Mark in chrome finish, to be mounted on wall.



**ID-Carrier with Iron Mark**

Area: The Street.  
Description: Freestanding CI-carrier with back-lit Iron Mark in chrome finish.



**Product Expert, Tablet alt 1**

Area: The Street.  
Description: Information stand holding one digital tablet to show car specifications in digital format.  
Note: Different sizes depending on tablet size. All digital devices to be sourced locally.



**Product Expert, Tablet alt 2**

Area: The Street.  
Description: Information stand holding one digital tablet to show car specifications in digital format.  
Note: Different sizes depending on tablet size. All digital devices to be sourced locally. Not yet available, under development.



**Info Stand, Double A4**

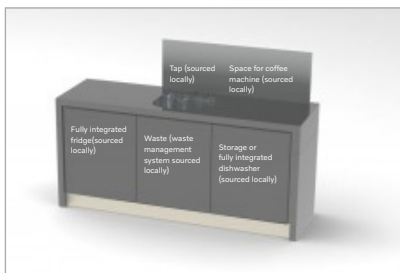
Area: The Street.  
Description: Information stand holding two A4 sheets to show car specifications.

## INTERIOR ELEMENTS

# 7.14.

## BESPOKE FURNITURE 2. CAFÉ

For more information see “Senab VRE Web Catalog” and “Product Specification List”.



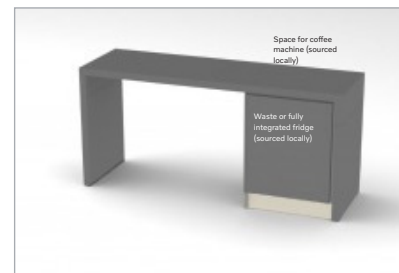
### Coffee Bar

Area: Living Room.  
Description: Grey. Includes sink and three standard units.  
Options: Freestanding (including splash-back).  
Wall-mounted (not including splash-back).  
Note: All appliances are to be sourced locally.



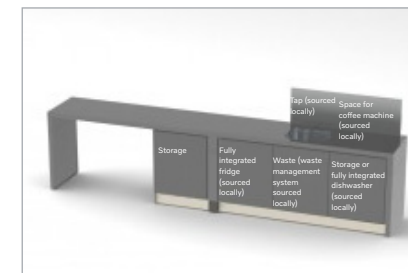
### Front Bar, short

Area: Living Room.  
Description: Grey. To be combined with Coffee Bar. With area for sitting in front of bar at bar table. Height 900 mm.  
Note: All appliances are to be sourced locally.



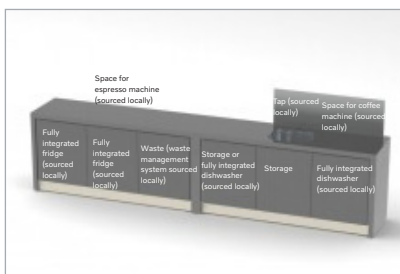
### Open Coffee Bar, Short

Area: Living Room.  
Description: Grey freestanding Coffee Bar. One standard unit and open room for sitting at bar table. Height 900 mm.  
Note: All appliances are to be sourced locally.



### Open Coffee Bar, Long

Area: Living Room.  
Description: Grey freestanding Coffee Bar. Includes sink, splash-back and four standard units and open area for sitting at bar table. Height 900 mm.  
Note: All appliances are to be sourced locally.



### Barista Bar

Area: Living Room.  
Description: Grey. Includes sink and six standard units.  
Options: Freestanding (including splash-back).  
Wall-mounted (not including splash-back).  
Note: All appliances are to be sourced locally.

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INTERIOR ELEMENTS

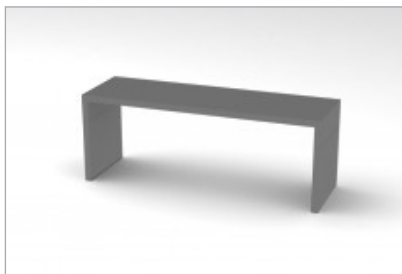
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## 7.14.

### BESPOKE FURNITURE 3. TABLES

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For more information see “Senab VRE Web Catalog” and “Product Specification List”.



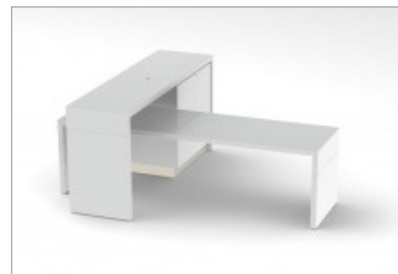
#### **Table Regular Height**

Area: Living Room.  
Description: Grey, regular table height,  
Note: Option of three or six standard units long.



#### **Bar Table, Short**

Area: Your Car Studio (White)/Living Room (Black).  
Description: Bar table height, four standard units long.  
Note: Option of white or black.



#### **Consultation Desk**

Area: Consultation Desk.  
Description: Solid Surface work desk and bridge with incorporated storage.  
Note: Optional Modesty board.



## INTERIOR ELEMENTS

# 7.14.

## BESPOKE FURNITURE 4. DISPLAY

For more information see “Senab VRE Web Catalog” and “Product Specification List”.



Sustainable choice. For more information see VRSE chapter 11.



**Closed Glass Top Unit**

Area: Lifestyle Shop/Accessories Hub.  
Description: Lockable closed glass top unit with black inlay, one lockable drawer, white. Wheel based.  
Note: Options of high or low.



**Table Unit**

Area: Lifestyle Shop/Accessories Hub.  
Description: High display unit with one lockable storage drawer, white.



**Glass Box Unit**

Area: Lifestyle Shop/Accessories Hub.  
Description: Display cabinet with lockable box top and lockable base storage unit, white. Black inlay. Wheel based.



**Car Studio Sample Unit**

Area: Your Car Studio.  
Description: Colour and upholstery storage for samples, six sample drawers and one storage drawer. Wheel based.



**Shelving Unit**

Area: Lifestyle shop.  
Description: High display unit with three shelves.



**Display Unit Hanger**

Area: Lifestyle shop  
Description: Clothes hanger in white metal.



**Display Unit Mirror**

Area: Lifestyle shop.  
Description: Freestanding mirror in white metal.



**Plant Divider Unit**


Area: Living Room.  
Description: Unit for plants. White with glass detail. Used to define areas. Can be combined with the Display Cube.

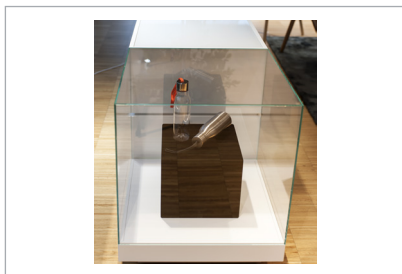
## INTERIOR ELEMENTS

# 7.14.

## BESPOKE FURNITURE 4. DISPLAY

For more information see “Senab VRE Web Catalog” and “Product Specification List”.

 Sustainable choice. For more information see VRSE chapter 11.



### Display Cube

Area: Living Room.

Description: Glass display box for one exclusive lifestyle item. Can be combined with the Plant Divider unit.



### Wheel Stand & Winter Wheel Stand

Area: Accessories Hub

Description: High rotatable unit for display of 6 winter wheels.

Note: Can in smaller sites be used as wheel stand for display rims on wheels where there isn't enough space for an Accessories wall.



### Wheel Stand for four Wheels

Area: Accessories hub, The street

Description: Display stand for four wheels.



### Child Seat Shelf

Area: Accessories hub, The street

Description: Display stand for Child Seats.



### Stand for roof box

Area: Accessories hub, The street

Description: Display stand for roof box



### Stand for roof and hitch products

Area: Accessories hub, The street

Description: Display stand for roof and hitch products to carrying bikes etc.

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INTERIOR ELEMENTS

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## 7.15.

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### DISPLAY WALLS 1. WALLS

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For more information see “Senab VRE Web Catalog” and “Product Specification List”.



#### **Standard Display Wall Metal**

Area: Your car studio, Accessories Hub and VR area.

Description: Two panels high. White body with white painted metal panels.

Note: Wall mounted or freestanding. Display walls must be fixed to the floor to prevent tipping over.



#### **Kid's Lounge Display Wall Metal**

Area: Kid's Lounge.

Description: Freestanding one panel high. White body with white painted metal panels.

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INTERIOR ELEMENTS

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7.15.

**DISPLAY WALLS**  
**2. METAL PANELS**

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For more information see “Senab VRE Web Catalog” and “Product Specification List”.



**Standard Panel**

Area: Inserted in Display Walls.



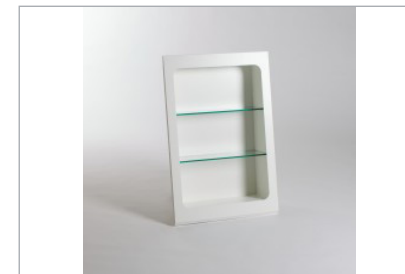
**Screen Panel 48"**

Area: Inserted in Display Walls.



**Screen Panel 55"**

Area: Inserted in Display Walls.



**Display Cabinet Panel**

Area: Inserted in Display Walls.  
Note: With or without glass front.



**Bracket Panel**

Area: Inserted in Display Walls.  
Note: Option of 600mm or 1200mm wide.



**VR equipment panel**

Area: Inserted in VR Wall



**Poster Panel**

Area: Inserted in Display Walls.

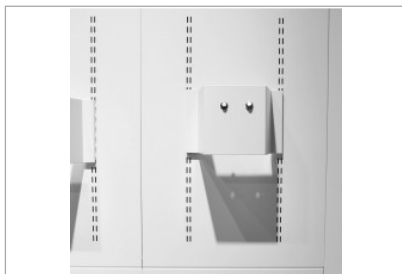


## INTERIOR ELEMENTS

# 7.15.

## DISPLAY WALLS 2. METAL PANELS

For more information see “Senab VRE Web Catalog” and “Product Specification List”.



**Wheel Panel**

Area: Inserted in Display Walls.



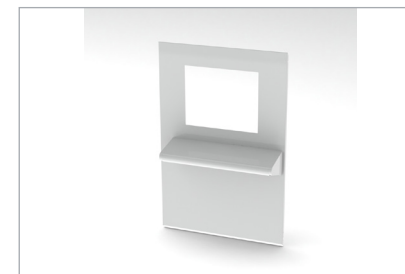
**Child Safety Panel**

Area: Inserted in Display Walls.



**Colour & Upholstery Panel**

Area: Inserted in Display Walls. Your Car Studio.



**DVD-game panel, without screen**

Area: Inserted in Display Walls. Kid’s Lounge.  
Note: PlayZone touch panel with games and software pre installed can be ordered from Ljudbyran AB.  
[www.interactive.ljudbyran.se](http://www.interactive.ljudbyran.se)



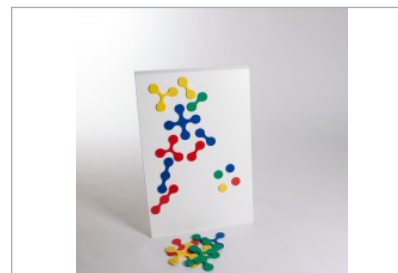
**Lego panel**

Area: Inserted in Display Walls. Kid’s Lounge.



**Chalk Board Panel**

Area: Inserted in Display Walls. Kid’s Lounge.



**Magnetic Puzzle Panel**

Area: Inserted in Display Walls. Kid’s Lounge.


INTERIOR ELEMENTS

7.16.

SEATING  
1. SOFAS, EASY CHAIRS & POUFS

For more information see “Senab VRE Web Catalog” and “Product Specification List”.

\* The Easy chair is a complement to the Lounge chair in larger sites where the Lounge chair otherwise would appear in a too large amount. The Easy chair can not replace a Scandinavian Icon Group. The Lounge chair is always to be prioritised if there is a limited number of seats.

 Sustainable choice. For more information see VRSE chapter 11.



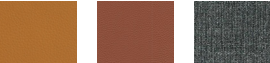
**Sofa ●**

Area: Living Room.  
Description: Oak frame, upholstered in leather or fabric.  
Note: Option of Light Brown leather, Brown leather, Dark grey fabric.



**Easy chair \***

Area: Living Room.  
Description: Oak frame, upholstered in leather or fabric.  
Note: Option of Light Brown leather, Brown leather, Dark grey fabric.



**Lounge chair**

Area: Living Room.  
Description: Oak frame, upholstered in Brown leather.



**Ottoman**

Area: Living Room.  
Description: Frame in chipboard, polyether. Base in lacquered pine wood.  
Note: Option of Dark Grey fabric, Grey fabric.



**Child Stool**

Area: Kid's Lounge.  
Description: Low stool pouf upholstered in pink fabric.




## INTERIOR ELEMENTS

# 7.16.

## SEATING 2. ARMCHAIRS & BAR STOOLS

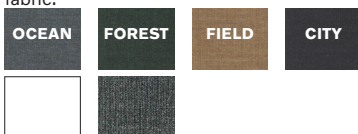
For more information see "Senab VRE Web Catalog" and "Product Specification List".

 Sustainable choice. For more information see VRSE chapter 11.



**Armchair**

Area: Consultation Room & Living room.  
Description: Base in natural oak, upholstered in fabric.  
Note! Colours from different concepts can not be mixed in one room. Also available with white plastic shell and front upholstered in grey fabric.



**Bar Chair**

Area: Living Room.  
Description: White with base in natural oak.



**Chair**

Area: Living Room.  
Description: Ash wood in white oil, natural string.



**VR Chair**

Area: Living Room, VR area.  
Description: Grey fabric seat and legs in steel.



**Bar Stool**

Area: Staff Room.  
Description: Base lacquered in grey, upholstered in fabric.  
Note! Colours from different concepts can not be mixed in one room.



**Bar Chair**

Area: The Street, Car Studio.  
Description: Base in black lacquer and seat in black plastic.




7.16.

SEATING

3. WORK CHAIRS

●●●●● - Quality ratings 1 to 5.

For more information see “Senab VRE Web Catalog” and “Product Specification List”.

 Sustainable choice. For more information see VRSE chapter 11.



**Consultation Chair**

Area: Consultation Point.  
Description: Black netting, five-star base in chrome.



**Visitor Chair**

Area: Consultation Point.  
Description: Black netting, chrome base.



**Work Chair, high, Alt1**

●●●○○

Area: Reception.  
Description: lack upholstered chair with chrome base.



**Work Chair, high, Alt2**

●●●●●

Area: Reception.  
Description: lack upholstered chair with chrome base.



**Work Chair, high, Alt3**

●●●●●

Area: Reception.  
Description: upholstered in fabric with chrome base.



**Work Chair**

Area: Back Office.  
Description: upholstered seat in black and netwave back, chromed base.





## INTERIOR ELEMENTS

# 7.17.

## TABLES 1. LOUNGE & CONFERENCE TABLES

For more information see "Senab VRE Web Catalog" and "Product Specification List".



Sustainable choice. For more information see VRSE chapter 11.



**Lounge Table**

Area: Living Room.  
Description: Oak table top, white lacquered metal base.



**Lounge table 450 Small**

Area: Living Room.  
Description: Matt laquer oak.



**Lounge table 600 Large**

Area: Living Room.  
Description: Matt laquer oak.



**Wooden Table**

Area: Living Room.  
Description: White pigmented ash veneer, legs in massive ash wood.



**Round Table**

Area: Consultation Room.  
Description: Matt laquer oak. diameter 980 mm. Height 730 mm.



**Conference Table High**

Area: Staff Room.  
Description: Table top in white laminate. Table top 1000 x 3600 mm.



**Conference Table Standard**

Area: Staff Room.  
Description: Table top in white laminate. Table top 1000 x 3600 mm.

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INTERIOR ELEMENTS

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7.17.

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**TABLES**  
**2. WORK TABLES**

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For more information see “Senab VRE Web Catalog” and “Product Specification List”.



**Modesty Board**

Area: Back Office.  
Description: White front panel in plexi with white fittings.



**Work table**

Area: Office & Back Office.  
Description: Table top in white laminate and white edges, incl. cable-through. Stand in white lacquer.  
Note: Options of 1600mm and 1800mm wide and fixed height or height adjustable. Can be delivered with CPU holder and monitor arm.

## INTERIOR ELEMENTS

# 7.18.

## LIGHTING

For more information see “Senab VRE Web Catalog” and “Product Specification List”.



Sustainable choice. For more information see VRSE chapter 11.



**Metal Pendant Large**

Area: Consultation Room.  
Description: Matt metal shade and textile cord.  
Note! Colours from different concepts can not be mixed in one room.

OCEAN

FOREST

FIELD

CITY



**Consultation Table Lamp**

Area: Consultation Point.  
Description: Slightly transparent shade with base in cast iron and beech wood.



**Metal Pendant Small**

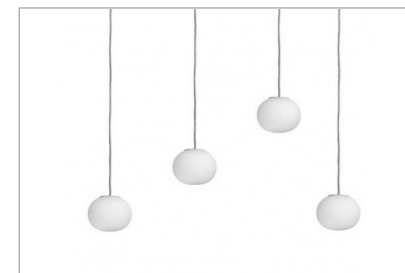
Area: Staff Room.  
Description: Matt metal shade and textile cord.  
Note! Colours from different concepts can not be mixed in one room.

OCEAN

FOREST

FIELD

CITY



**Glass Pendant**

Area: Living Room.  
Description: Small pendant in opal glass that must always be used over the Barista Bar.



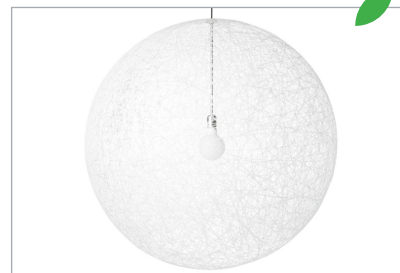
**Lounge Floor Lamp Alt1**

Area: Living Room.  
Description: Shade in white metal, 3-legged base in wood.



**Lounge Floor Lamp Alt2**

Area: Living Room.  
Description: Shade and base in matt lacquered metal.



**Mega Pendant**

Area: Living Room.  
Description: Epoxy-coated fiberglass diffuser.



**Work Light**

Area: Office.  
Description: Aluminium (polished and anodised).

## INTERIOR ELEMENTS

# 7.19.

## STORAGE

For more information see “Senab VRE Web Catalog” and “Product Specification List”.



**VRE Trolley**

Area: Reception.  
Description: White trolley on wheels with two drawers



**VRE Storage Mobile**

Area: Consultation Room, Staff Room, Reception.  
Description: White storage on wheels with sliding doors.  
Note: The storage is available in different sizes and can be delivered with a drawer unit for VRE storage.



**VRE Storage**

Area: Consultation Room, Staff Room, Reception.  
Description: White storage on socket with sliding doors.  
Note: The storage is available in different sizes and can be delivered with a drawer unit for VRE storage.



**Drawer Unit for VRE Storage**

Area: Consultation Room, Staff Room, Reception.  
Description: White storage with three drawers.



**Back Office Trolley**

Area: Back Office.  
Description: White painted MDF.



**Back Office Storage Closed**

Area: Back Office.  
Description: White painted MDF.  
Note: The storage is available in different sizes and can be delivered with a drawer unit for back office storage.



**Back Office Storage Open**

Area: Back Office.  
Description: White painted MDF.  
Note: The storage is available in different sizes.



**Drawer Unit for Back Office Storage**

Area: Back Office.  
Description: White painted MDF with two drawers.




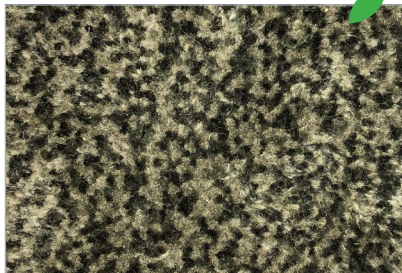
## INTERIOR ELEMENTS

# 7.20.

## CARPETS

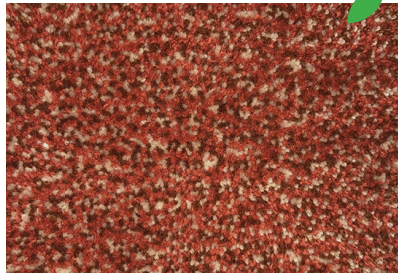
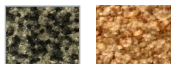
For more information see “Senab VRE Web Catalog” and “Product Specification List”.

 Sustainable choice. For more information see VRSE chapter 11.



**Luxurious Lounge Carpet**

Area: Living Room.  
Description: Thick hand-tufted carpet, 50% Botanical silk and 50% wool.  
Note: Comes in three sizes in the colour Lichen and Sand.



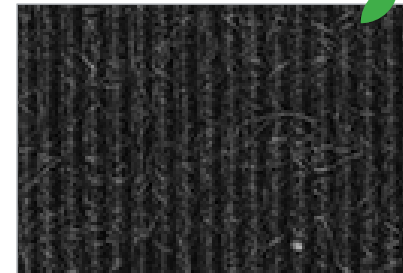
**Kids lounge Carpet**

Area: Kids lounge  
Description: Thick hand-tufted carpet, 50% Botanical silk and 50% wool.  
Note: Comes in one size and in the colour Rowan.



**Goose Eye Carpet**

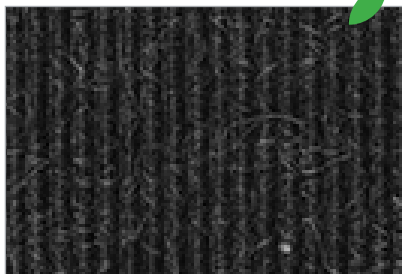
Area: Living Room.  
Description: Woven carpet with goose eye pattern in 100% wool.



**Consultation Point Carpet**

Area: Consultation Point.  
Description: Tufted lobed carpet, 80% wool 20% synthetic. Anthracite grey.

ANTHRA-  
CITE  
534



**VR Carpet**

Area: VR area  
Description: Tufted lobed carpet, 80% wool 20% synthetic. Anthracite grey.

ANTHRA-  
CITE  
534

## INTERIOR ELEMENTS

# 7.21.

## INTERIOR ACCESSORIES 1. DECORATION KIT GRAPHIC

For more information see "Senab VRE Web Catalog" and "Product Specification List".

Sustainable choice. For more information see VRSE chapter 11.



**Knot Light Grey**

Area: Living Room.  
Description: To be placed in sofas.  
Note: Part of Decoration Kit Graphic.



**Two Cushions Horizon**

Area: Living Room.  
Description: To be placed in sofas.  
Note: Part of Decoration Kit Graphic.



**Graphic Cushion Tile Black&White**

Area: Living Room.  
Description: To be placed in sofas.  
Note: Part of Decoration Kit Graphic.



**Plaid Horizon**

Area: Living Room.  
Description: Grey. To be placed in sofas.  
Note: Part of Decoration Kit Graphic.



**Vase Aalto**

Area: Living Room.  
Description: Vases in clear and coloured glass. To be placed together on 700-1100 mm high tables. Part of Decoration Kit Graphic.  
Note: Dark grey and Clear.



**Candle Holder**

Area: Living Room.  
Description: Mouthblown glass in various colors. Part of Decoration Kit Graphic.



**Tray**

Area: Living Room.  
Description: Grey. Part of Decoration Kit Graphic.



**Carafe and water glass**

Area: Living Room.  
Description: Mouthblown and hand-polished clear glass. Glasses to be low. Part of Decoration Kit Graphic.

## INTERIOR ELEMENTS

# 7.21.

## INTERIOR ACCESSORIES 1. DECORATION KIT COLOURFUL

For more information see "Senab VRE Web Catalog" and "Product Specification List".

Sustainable choice. For more information see VRSE chapter 11.



**Samba Cushion**

Area: Living Room.  
Description: To be placed in sofas.  
Note: Part of Decoration Kit Colourful.



**Two Cushions Manhattan**

Area: Living Room.  
Description: To be placed in sofas.  
Note: Part of Decoration Kit Colourful.



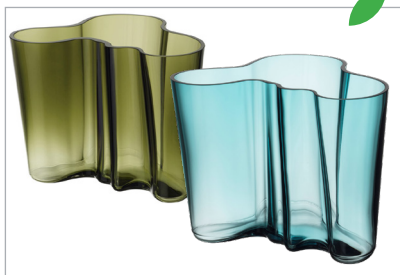
**Cushion Horizon**

Area: Living Room.  
Description: To be placed in sofas.  
Note: Part of Decoration Kit Colourful.



**Plaid Horizon**

Area: Living Room.  
Description: To be placed in sofas.  
Note: Part of Decoration Kit Colourful.



**Vase Aalto**

Area: Living Room.  
Description: Vases in clear and coloured glass. To be placed together on 700-1100 mm high tables. Part of Decoration Kit Colourful.  
Note: Moss green and sea blue.



**Candle Holder**

Area: Living Room.  
Description: Mouthblown glass in various colors. Part of Decoration Kit Colourful.



**Tray**

Area: Living Room.  
Description: Dark green. Part of Decoration Kit Colourful.



**Carafe and water glass**

Area: Living Room.  
Description: Mouthblown and hand-polished clear glass. Glasses to be low. Part of Decoration Kit Colourful.

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## INTERIOR ELEMENTS

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# 7.21.

## INTERIOR ACCESSORIES 2. DECORATIONS

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For more information see “Senab VRE Web Catalog” and “Product Specification List”.



Sustainable choice. For more information see VRSE chapter 11.



### Magazine Rack

Area: Living Room.

Description: Floor magazine rack in ash wood.



### Bowers & Wilkins Speaker

Area: Living Room.

Description: To be placed together with Scandinavian Icon group.

Note: Option of black and white



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INTERIOR ELEMENTS

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7.21.

**INTERIOR ACCESSORIES**  
**3. MUGS AND GLASSES**

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For more information see “Senab VRE Web Catalog” and “Product Specification List”.



**Coffee Cup**

Area: Living Room.  
Description: Porcelain with black and white pattern. 20cl



**Coffee Cup**

Area: Living Room.  
Description: White porcelain. 22cl



**Espresso Cup**

Area: Living Room.  
Description: Porcelain with black and white pattern. 10cl



**Coffee Spoon**

Area: Living Room.

## INTERIOR ELEMENTS

# 7.21.

## INTERIOR ACCESSORIES 4. UTILITY PRODUCTS

For more information see “Senab VRE Web Catalog” and “Product Specification List”.



Sustainable choice. For more information see VRSE chapter 11.



### Deskpad

Area: Reception, Consultation Point.  
Description: Brown leather to be placed on table.  
Note: Option of Small (Consultation Point) and Large (Reception)



### Recycling bin Large

Area: Coffee bar and Back office.  
Description: Large  
Note: Option of Light grey, Pure White and Anthracite.



### Recycling bin Small

Area: Small waste basket in Consultation Point, Offices, Consultation Rooms, Your Car Studio and Staff Room.  
Description: Small, Light grey



### Coat Hanger Metal

Area: Consultation Rooms and Staff Room.  
Description: White.

## INTERIOR ELEMENTS

# 7.22.

## DRAPERY

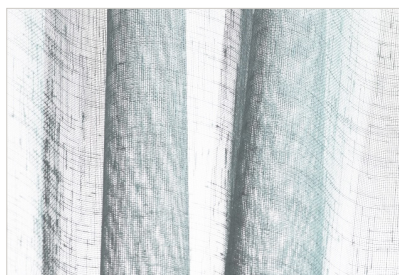
For more information see “Senab VRE Web Catalog” and “Product Specification List”.



**Bright Curtain**

Area: Livingroom.  
Product: Daybreak 2.  
Manufacturer: Kvadrat.  
Description: Semi-transparent fabric with a natural expression. White.

WHITE  
101



**Sheer Curtain**

Area: Consultation Rooms, Office, Staff Room.  
Product: Daybreak 2.  
Manufacturer: Kvadrat.  
Description: Semi-transparent fabric with a natural expression.  
Note! Colours from different concepts can not be mixed in one room.

OCEAN  
152

FOREST  
942

FIELD  
542

CITY  
221



**Car Delivery Curtain**

Area: Car Delivery.  
Product: Zulu 154.  
Manufacturer: Kvadrat.  
Description: Semi-transparent mix of black and silver white threads gives a technology-inspired look.

ZULU  
154



Being a Volvo customer can mean so much more than just owning a Volvo car. There are advantages and processes that the customer may find useful or inspiring when choosing or servicing their car. This information needs to be communicated at the Retailer.

There are great advantages of having a larger extent of the communication in digital format on the digital platforms prepared in the Retailer. It can be easily updated and changed, even from a central level. It reflects Volvo as a modern company.

There are more and other possibilities with digital material than printed. Large scale projections can be used during events to affect the entire Retailer atmosphere and bring information to a large number of people. Moving imagery or film can create a vivid atmosphere in closed-off rooms. Car specifications could be made downloadable to customers mobiles. Digital tablets could be lent out to customers seeking entertainment or wanting to browse the complete Lifestyle Collection. The complete updated assortment of Selekt cars can be displayed in a comprehensive way. There are still bespoke furniture and

display wall panels that can hold printed point of sales material, but these should complement the digital solutions rather than be the sole carrier of information. Printed material is especially good when there is a need to take the information away from the Retailer.

The Volvo brand can be communicated, not only through the actual building and interior, but also through the use of well thought-out imagery. These images are chosen to fill the Retailer with the right message, that Volvo offers a luxury experience designed around people.

## INTERIOR ELEMENTS

# 7.24.

## DIGITAL COMMUNICATION 1. PLAN

1. "Product Expert"
2. "Explorer Screen"
3. DVD / Gaming
4. Computer/Screen
5. "Storyteller"
6. VR sign in kiosk







**Product Expert, Tablet alt 1**

Area: The Street

Type: Information stand holding one digital tablet to show car specifications in digital format.

Note: Different sizes depending on tablet size. All digital devices to be sourced locally.



**Product Expert, Tablet alt 2**

Area: The Street

Type: Information stand holding one digital tablet to show car specifications in digital format.

Note: Different sizes depending on tablet size. All digital devices to be sourced locally. Not yet available, under development.



**Explorer Screen**

Area: Your Car Studio & Accessories Hub, integrated into Display Wall.

Type: 42" touch screen.

Note: All digital devices to be sourced locally.

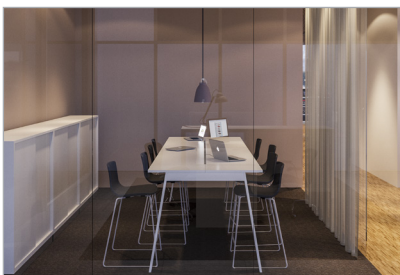


**DVD/Gaming**

Type: DVD or game console

Area: Kid's Lounge in Living Room, Panel with DVD and games integrated in Display Wall

Note: PlayZone touch panel with games and software pre installed can be ordered from Ljudbyran AB.  
[www.interactive.ljudbyran.se](http://www.interactive.ljudbyran.se)



**Computer Monitor / TV**

Area: Staff Room & Consultation Room, mounted on wall.

Type: Screen.

Note: All digital devices to be sourced locally.

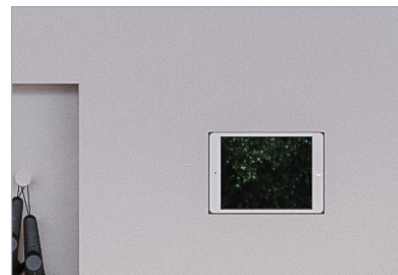


**Storyteller**

Area: VR Area

Type: Nine screens mounted together to one big screen, "Storyteller".

Note: VR devices should be ordered through VCC.



**VR Sign in Touch Screen**

Area: VR Area

Type: VR sign in on digital tablet.

Note: VR devices should be ordered through VCC.

## INTERIOR ELEMENTS

# 7.25.

## BRAND COMMUNICATION IMAGES 1. PLAN

- 1. Backdrop image
- 2. Small image

For more information see "Imagery Guidelines Interior Environments".



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## INTERIOR ELEMENTS

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# 7.25.

## BRAND COMMUNICATION IMAGES 2. EXAMPLES

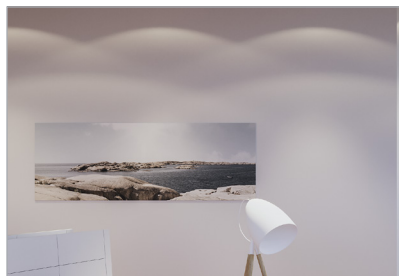
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For more information see “Imagery Guidelines Interior Environment”.



**Backdrop image**

Area: Reception, integrated into Backdrop.  
Type: Backlit image showing Scandinavian landscape, houses etc. No cars.



**Small image**

Area: The Living Room, Consultation Rooms, Staff Rooms, Offices, mounted on solid walls.  
Type: Small scale images, used with or without framing. Can show Scandinavian landscape, houses etc. No cars

## INTERIOR ELEMENTS

# 7.26.

## CHARGING EQUIPMENT 1. PLAN

Charging points will supply electricity to all types of electric vehicles and indicate that Volvo is ready for the future.

Electric cars are becoming increasingly popular. Volvo produces plug-in hybrid vehicles and will expand the range the coming years with fully electrical products. Therefore, we need to provide an adequate infrastructure for these vehicles.

The placement of charging points/  
display:

1. In Showroom
2. In Car Delivery
3. In Workshop

For more information see "Charging Infrastructure Guidelines".



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INTERIOR ELEMENTS

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## 7.26.

### CHARGING EQUIPMENT 2. EXAMPLES

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Connectors vary from market to market, this will need to be decided/identified on a local basis.

For more information see “Charging Infrastructure Guidelines”.



**Customer facing areas (example)**



**Non customer facing areas (example)**



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INTERIOR ELEMENTS

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7.27.

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DIFFERENTIATORS

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**Swedish Crystal**

Area: Living Room  
Description: Swedish manufacturer, Orrefors, crystal carafe and glasses.  
How to order: <https://vre.senab.com>



**"Fika"**

Area: Living Room  
Description: Traditional Swedish "fika" with a cup of coffee, a pastry or an healthy alternative. Helps create a friendly, social environment where customers can simply relax without feeling under pressure to buy or sign anything.



**Air purifier**

Area: Consultation Rooms & Office Rooms  
Description: Blue Air Pro XL. Air purifier can remove contaminants from the air in the showroom and show the customer how it feels like to breath the Swedish air.  
How to order: <https://ddp.volvocars.biz/cms/blueair>.