

CHEVROLET **FACILITY IMAGE** **MERCHANDISING**

Showroom, Service Lane & Brand Focused Merchandising

Click to visit gmdw.dcim.com to place your order today!



GM IN-DEALERSHIP DIGITAL NETWORK (IDDN)

CHEVROLET FACILITY IMAGE REQUIREMENT

GM IDDN provides dealers an impactful way to communicate with shoppers in your showroom, customer lounge and service write-up areas. Dealers are required to complete a site survey to determine the minimum requirements for digital signs in each of these areas. Please visit **EBE Digital Signage** to view complete digital signage program guidelines, FAQs and enrollment sites for the three approved suppliers. Once you click on this link, you'll be asked to enter your GlobalConnect ID and password, and enter "IDDN" in the search bar. If you have any questions, please contact your Zone Team.

CHEVROLET WALL GRAPHIC

CHEVROLET FACILITY IMAGE REQUIREMENT

To align with Chevrolet's new Bowtie brand standards, dealers are encouraged to replace existing wallpaper graphics with the new "Together Let's Drive" wallpaper graphic. Designed to support a consistent and up-to-date brand experience, the new graphic is available in two size options and three configuration layouts, allowing dealers to select the solution that best fits their space while maintaining alignment with current Chevrolet branding.

Overall size: 20' long x 24" high

Optional: 20' long x 48" high

Note: Professional installation required. For wallpaper removal and installation quote, please call BFM Headquarters at 1-800-766-5660.

Right-justified Logo

Item #8067991796 24" high
Item #8067991799 48" high

Left-justified Logo

Item #8067991797 24" high
Item #8067991800 48" high

Ribbon Only

Item #806799370 24" high
Item #806799373 48" high

Centered Logo

Item #8067991798 24" high



CHEVROLET LOGO SCREEN DISPLAY WITH POSTER

CHEVROLET FACILITY IMAGE REQUIREMENT

Item #806799101 Wall-mounted

Wall-mounted steel frame assembly, painted white with radius corners and updated Chevrolet logo screen poster included with purchase.

Overall size: 33" wide x 85" high x 1.5" deep

Graphic size: 25" wide x 48" high

CHEVROLET LOGO SCREEN POSTER

CHEVROLET FACILITY IMAGE REQUIREMENT

Item #8067991795 Wall-mounted

Included with your Logo Screen Display.



EXTERIOR LOT PAVEMENT STENCILS

CHEVROLET FACILITY IMAGE REQUIREMENT

Item #806603009	Exterior Lot Pavement Stencil
Item #806603041	Pavement Marking Stencils
Item #806603030	"Express Service"
Item #806603355	"Customer Parking"
	"Electric Vehicle Charging"

Navigating customers to your service lane with clear directional signage and pavement markings reduces anxiety and frustration for your customers. Pavement marking stencils are available to help you create a clear path to your entrance.

- Exterior Lot Stencil includes a standard 7.6" lane line and 44" wide x 33.5" high chevron.
- Express Service Chevron + Text: 44" wide x 24" high
- Customer Parking Chevron + Text: 44" wide x 31" high
- Electric Vehicle Charging Chevron + Text: 44" wide x 31" high

Note: Dealer is responsible for application of paint using local contractor.



EXTERIOR DIRECTIONAL LANE LIGHTS

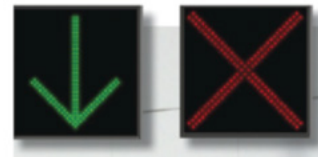
CHEVROLET FACILITY IMAGE REQUIREMENT

Item #806603001	12" x 12"
Item #806603002	18" x 18"

LED entrance lights direct customers to open lanes and give dealers the ability to open and close lanes depending on traffic requirements.

- Available in 2 sizes (12" and 18")
- Includes 5-year warranty
- Includes single- or multi-switch panel depending on number of lights ordered

Note: Dealer is responsible for electrical installation which must comply with local code.



Facility Image Elements



EXPRESS PICKUP PARKING SIGN

Item #806603042

ELECTRIC VEHICLE PARKING SIGN

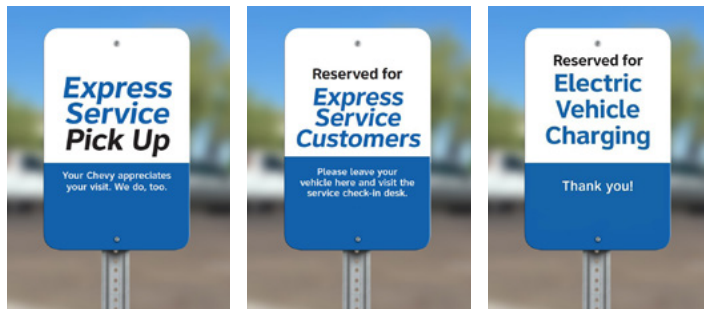
Item #806603356

CERTIFIED SERVICE PARKING SIGN

Item #806603010

EXPRESS SERVICE CUSTOMERS PARKING SIGN

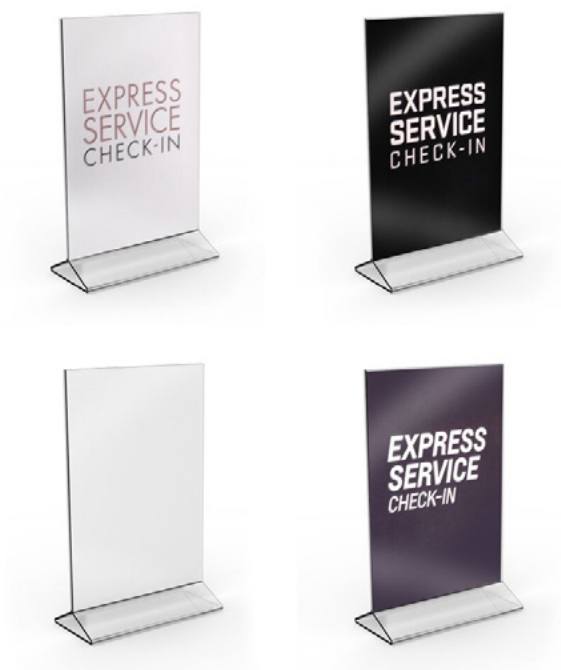
Item #806603043



EXPRESS SERVICE CHECK-IN GRAPHICS

Item #806603065 Set of 3, 5" x 7" Acrylic Holder

Set of 3, 5" x 7" acrylic graphic holders with "Express Service Check-in" graphics branded for Chevrolet, Buick, and GMC.



CHEVROLET CERTIFIED SERVICE WALL GRAPHICS

CHEVROLET FACILITY IMAGE REQUIREMENT

Item #806603408T Set of 5 graphics

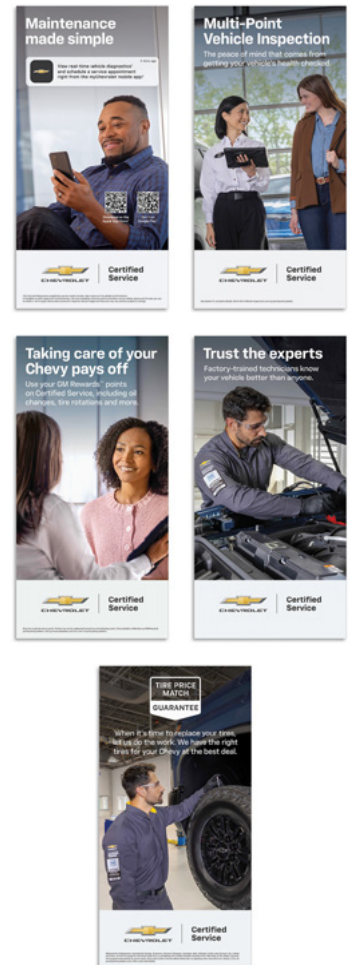
Item #806603175 Set of 5 frames

Chevrolet Certified Service Wall Graphics provide vibrant visuals, promote our brands and build awareness of important products and services available at your facility. Printed on a durable, polyester fabric, these graphics are easy to install and update and can be cleaned with water.

The base requirement includes five 4' wide x 8' high framed graphics promoting Multi-Point Vehicle Inspection, Tire Price Match Guarantee, First Maintenance Visit Covered, Technician Expertise and the Mobile App. Knowing that available space can be an issue, guidelines for installation are as follows:

- The ideal location is on the service lane walls to build awareness of these services as customers enter the dealership. If wall space is limited, graphics can also be placed in high-traffic hallways between the service write-up area and the customer lounge.
- Alternative sizes are also available to accommodate walls with height limitations. Available in 4' x 8', 4' x 12' and 8' x 6' sizes.
- Alternative frames are also available to provide more flexibility. A free-standing dual-sided floor tension frame and a ceiling-hung frame can be used when graphics cannot be mounted directly to a wall.
- The required number of graphics is dependent on available space in the service lane, service write-up area and high-traffic hallways between the service lane and customer lounge. If no space is available, the requirement is waived.

Graphics Set



SHOWROOM WALL GRAPHIC SUBSCRIPTION

We offer a subscription service that allows you to receive a set of 5 new tension graphics (3' x 2') each year. This coincides with the basic minimum number of tension graphics required for the facility image program.

Item #8067991645T27 Annual subscription for five (5) 3' x 2' tension graphics



WALL-MOUNTED IN-LANE TIRE DISPLAY

REQUIRED FOR NEW FACILITY PROJECTS

Item #806603027C

Designed to build awareness and promote the sale of tires in your service lane, these durable steel frame fixtures hold three 26" tires and include promotional tire inserts.



WALL-MOUNTED BATTERY AND WIPER DISPLAY

REQUIRED FOR NEW FACILITY PROJECTS

Item #806603164

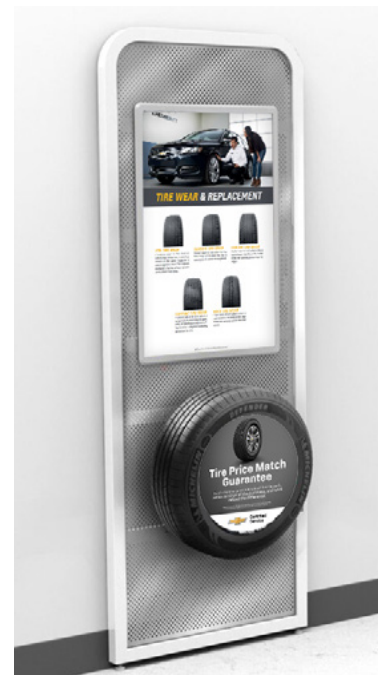
Durable steel frame and perforated panel display is designed to hold batteries and wipers to create awareness in your service lane. Includes brackets and hanging rods to display product (dealers must provide batteries and wipers).

WALL-MOUNTED TIRE MERCHANDISING DISPLAY FOR CUSTOMER LOUNGE

OPTIONAL ELEMENT

Item #806603032C

This durable steel frame display with perforated steel panel is designed to educate customers about tire wear. Display includes poster frame and poster, and 1 tire bracket and insert (dealership must provide 26" tire).



5-WHEEL RIM MOBILE ACCESSORIES DISPLAY

REQUIRED FOR NEW FACILITY PROJECTS

Item #804135534

This 5-wheel merchandising display is designed for use with your Chevy accessories slatwall and replaces the previous 2-sided slatwall accessories display (a facility image requirement). Constructed with a durable steel frame and powder coated to match existing facility image fixtures, it features:

- 5 fixed mounting brackets and studs to hold 22" rims
- 25 additional studs to display all lug nuts on each wheel (Note: Wheels and lug nuts are not included with the display and must be ordered separately from your accessories distributor.)
- Locking casters to hold display in place when in the showroom and make mobility easy when traveling to local events
- 5 acrylic graphic holders to provide features, benefits and pricing details for each wheel
- Meets Facility Image Requirement for mobile accessories wheel display



Overall size: 86" high x 48" wide x 43" deep

MODULAR TIRE DISPLAY

ALTERNATIVE REQUIREMENT FOR
WALL-MOUNTED IN-LANE TIRE DISPLAY

Nine Tires without Graphic

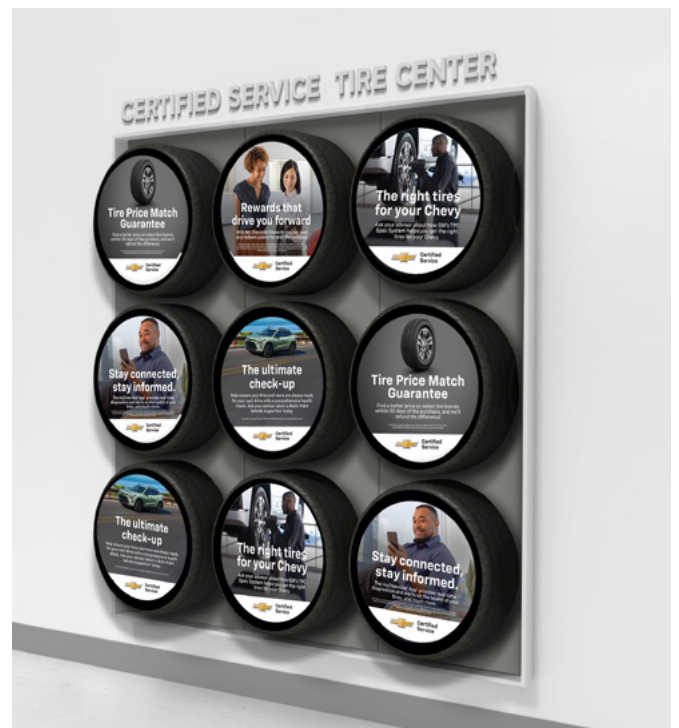
Item #806603318

Your dealership is unique and the space available for tire displays may be limited or substantial. This new display is designed to provide options that meet your needs.

DIMENSIONS:

106" H x 104" W (outside frame) x 6" D

Tire brackets hold tires ranging from 15"-20"



TIRE INSERT OPTIONS

SET OF 5 CHEVROLET BRANDED TIRE INSERTS

Item #806603382 15"-16" Set of 5

Item #806603383 17"-18" Set of 5

Item #806603384 19"-20" Set of 5

Tire inserts are available with pre-printed branded messages to communicate various tire features, like the GM Tire Price Match Guarantee, and are available in 3 sizes: 15"-16", 17"-18", and 19"-20"

Note: Tire Insert copy and graphics are subject to change without notice. Please refer to gmdw.dcim.com for latest versions or call 1-800-766-5660 if you have any questions.



CERTIFIED SERVICE TIRE CENTER WALL LETTERS

Item #806603321

To help identify your tire display, a set of wall letters is available. The letters help call attention to the tire display and invite customers to take a closer look to learn more.

CERTIFIED SERVICE TIRE CENTER

CHARGING PEDESTAL

MEETS CUSTOMER LOUNGE CHARGING REQUIREMENT

Item #806603451 Silver

Item #806603450 Black

One way to meet your facility requirement for charging amenities in the customer lounge is with the portable charging pedestal. It allows customers to charge their devices while comfortably seated in your lounge.

- Available in silver or black
- 3 120V Outlets
- 1 USB-A Outlet
- 1 USB-C Outlet
- Commercial grade steel construction
- Plugs into standard 120V outlet



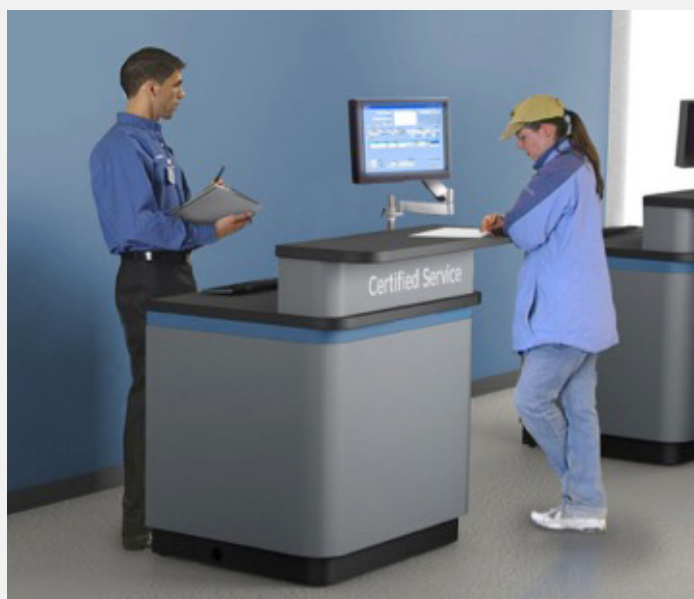
SERVICE ADVISOR DESK ARTICULATING MONITOR ARM

MEETS SERVICE WRITE-UP TRANSPARENCY REQUIREMENT

Item #806603478

One of the requirements at the service write-up desk is transparency. Although there are several ways to meet this requirement, an articulating monitor arm is one easy option. The monitor arm allows service advisors to conveniently share their computer screen with customers to provide accuracy and transparency.

- Mounts to desktop or clamps to counter edge
- Holds 13"-27" monitors with maximum weight of 19 pounds
- Full motion and VESA compatible



THE FOLLOWING ELEMENTS ARE REQUIRED FOR DEALERS WHO ARE UNDERTAKING A COMPLETE FACILITY IMAGE RENOVATION.

RECEPTION DESK AND LOGO CABINET

CHEVROLET FACILITY IMAGE REQUIREMENT

Item #804135110	Reception Desk with File Cabinet and PC Cubby
Item #804135039	Reception Desk without File Cabinet and PC Cubby
Item #804135042	Logo Cabinet (behind desk)
Item #804135040	Modular File Cabinet
Item #804135041	PC Cubby

Formaldehyde-free, laminated wood construction with bi-level countertop. A separate Logo Cabinet with storage doors on both sides is required when the desk is used in the center of the showroom or near the front entrance. The Logo Cabinet is not required when the desk is positioned against a wall. However, the desk with logo mounted to front is required when the Logo Cabinet is not used. No assembly required on any of these items.

Overall desk size: 108" wide x 29" high x 54" deep (42" upper counter)

Logo Cabinet: 108" wide x 55" high x 24" deep (29" countertop)

Modular File Cabinet: 22" wide x 26" high x 18" deep

PC Cubby: 10" wide x 26" high x 18" deep



DIMENSIONAL CHEVROLET BOWTIE LOGO

Item #8067991801	Chevy Bowtie Back Wall Reception Cabinet
Item #8067991802	Chevy Bowtie Logo Wall Mount

New Chevrolet Bowtie Logo for your Reception Desk and/or Reception Cabinet.

24" wide x 5.138" high x 1/2" deep



COLOR & TRIM DISPLAY

FORMERLY THE PRODUCT INFORMATION CENTER (PIC)

CHEVROLET FACILITY IMAGE REQUIREMENT

Item #804135104

This stand is designed to hold the laminated Chevrolet Car and Truck Color and Trim Pages* that are shipped to dealerships annually. Includes an updated poster refreshed to align with current Chevrolet brand standards.

Most dealers will purchase this dual sided fixture to display Car pages on one side and Truck pages on the other.

**Color and Trim Pages not included.*

Overall size: 47" wide (at base) x 84" high x 34.5" deep (at base)



ACCESSORIES SLATWALL

**CHEVROLET FACILITY IMAGE REQUIREMENT
(FOR GM ACCESSORIES ONLY)**

Item #804135005

Laminated wood panel with 3" aluminum inserts to hold Chevrolet accessories. Mounts to wall with 4 French cleats. Accessories hardware sold separately.

Overall size: 99.5" wide x 60.5" high

Note: Not recommended for hanging vehicle wheels. The Mobile Accessories Display is designed for wheels.



ACCESSORIES HANGING HARDWARE KIT

Item #804135100

Kit includes the following:

- Four 4" chrome peg hooks (Item #804135006)
- Four 8" chrome peg hooks (Item #804135007)
- Two floor mat holders (Item #804135009)
- Two splash guard brackets (Item #804135010)
- One license plate holder (Item #804135011)
- One waterfall bracket (Item #804135008)
- One brochure holder (Item #804135012)

Note: Hanging hardware also sold individually.

ACCESSORIES WALL LETTERS

Item #804135019

2" thick dimensional wall letters to identify the accessories selling area in your dealership. Designed for placement above the accessories slatwall.

Overall size: 54" wide x 5" high

ACCESSORIES SLATWALL PRICE HOLDERS

Item #804135069

Set of six price holders for slatwall. Dealer must provide printed pricing information.

LARGE ACCESSORIES DISPLAY CASE

OPTIONAL ELEMENT

Item #804135074

40" wide x 73" high x 20" deep

Laminated wood structure with tempered glass windows, sliding glass doors with lock and 4 adjustable glass shelves. Also includes four overhead lights.

TROPHY CASE

OPTIONAL ELEMENT

Item #804135076

25" wide x 75" high x 23" deep

Glass display case to hold dealership awards and showcase community involvement. Includes locking glass doors, overhead lighting and 3 adjustable shelves.



INTERIOR DIRECTIONAL SIGNS

OPTIONAL ELEMENT

WAYFINDING SIGNAGE (FLAT MOUNT)

Item #809490001

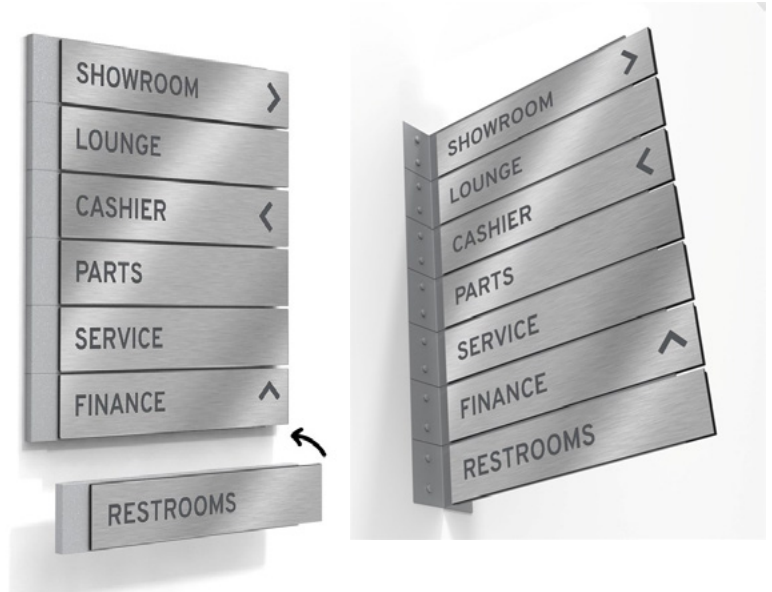
WAYFINDING SIGNAGE (PERPENDICULAR MOUNT)

Item #809490002

Interior directional signage helps create a welcoming and stress-free experience by making it easy for customers to find their way around the showroom, service areas, and offices.

Features include:

- Flat wall mount or perpendicular wall mount
- Silver powder-coated steel support structures with brushed-metal finish panel and vinyl lettering
- Installed individually or in stacked groupings
- Vinyl arrows applied on-site to confirm direction



HOURS OF OPERATION SIGN

CHEVROLET FACILITY IMAGE REQUIREMENT

Item #806603447

White lettering on clear vinyl with an assortment of numbers to customize your service hours.

Overall size: 12.25" wide x 13.5" high

KEY-DROP BOX

CHEVROLET FACILITY IMAGE REQUIREMENT

Item #806603449

Steel box with hinged door. Mounts to exterior of building.

Overall size: 17.5" wide x 18.5" high x 4.25" deep



MODULAR SERVICE ADVISOR DESK

CHEVROLET FACILITY IMAGE REQUIREMENT

Item #804715002

Fully functional for use independently or with additional components. The desk includes the following features:

- Small drawer for storage
- Locked storage cabinet (9" x 9") for small purse or valuables
- PC cubby
- 2 adjustable shelves
- Access panel and wiring grommets (3 on countertop) for convenient wiring of PC and phone
- Weatherized bottom shelf protection to minimize damage from dirt and snow on advisor's shoes or boots
- Heavy-duty levelers with 2" rise for counter adjustment and alignment on uneven floors

Overall size: 36" wide x 45" high (customer counter) x 36" high (advisor counter) x 36" deep



CERTIFIED SERVICE LETTERING FOR DESK

Item #804715011

White lettering in Clearview font. Recommended for only one desk in set of three.

As shown in image above.

CHEVROLET SERVICE DESK EXTENSION FILE CABINET

Item #804715003

Can be added to the right or left side of the desk or used with the corner section to create a right or left desk return.

Features include:

- Hardware to attach cabinet to right or left side of desk
- 3 drawers with standard file hangers
- Access panel and wiring grommets for telephone or electrical cords

Overall size: 16.25" wide x 36" high x 21.75" deep



ADA CABINET SECTION

Item #804715014

Optional file cabinet with a 32" high counter to comply with federal ADA counter requirements for service lanes. (Only one ADA counter required per facility.)

Overall size: 18" wide x 32" high x 24" deep



CHEVROLET SERVICE CORNER SECTION

Item #804715004

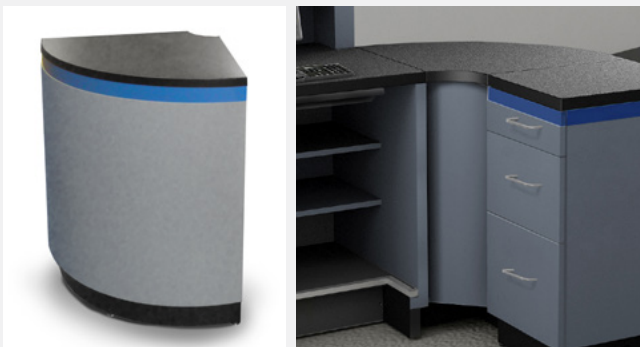
Designed to create a right or left return for the desk.

Features include:

- Hardware to attach cabinet to right or left side of desk
- Access panel and wiring grommets for telephone or electrical cords

This item is not designed to be an end piece.

Overall size: 26" wide x 36" high x 26" deep



CHEVROLET BACK WALL CABINET

Item #804715016

Designed for the back wall of the service drive behind the Service Advisor Desks. Convenient for placing a printer with storage cabinets below for paper and supplies.

Overall size: 48" wide x 36" high x 16" deep

