

# Certified Service Pavement Marking Stencils

## Knowing where to go — it's as simple as that.

From a customer's point of view, dealership experience starts as soon as they pull into the driveway of your facility. A positive experience begins with convenient and accessible entry to service facilities, as well as dedicated customer parking and EV charging areas. GM Customer Research notes the need for clear directional signage in the exterior of your dealership to avoid customer confusion. The enclosed pavement marking stencils can be used by your painting contractor to provide clear direction to the service entrance of your facility and designated parking areas.



### **EXTERIOR PAVEMENT MARKING STENCIL (includes two stencils in the package)**

#### **Chevron/Arrow Stencil**

Should be painted between the lane lines and placed approximately 15-20 feet apart in order to guide customers to the appropriate service entrance door.

#### **Lane Line Stencil**

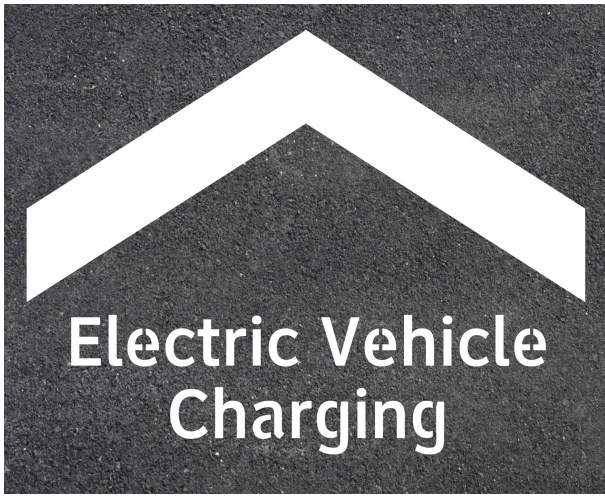
These lines define the width of the lane and should run from the entrance door back to the first cross-traffic lane (which may be a road or lane within your parking lot).



#### **Express Service Stencil**

Pavement markings will help guide customers to designated Express Service Lanes upon entry.

Should be painted between the lane lines.



**Electric Vehicle Charging Stencil**

Pavement markings will help guide customers to designated Electric Vehicle Charging. Should be painted between the lane lines.



**Customer Parking Stencil**

Pavement markings will help guide customers to designated Customer Parking. Should be painted between the lane lines.

**NOTE**

Flexibility is necessary as all facilities are different and markings may not be appropriate for non-asphalt and non-cement surfaces such as tile.