

# CHEVROLET FACILITY IMAGE MERCHANDISING

SHOWROOM, SERVICE LANE & BRAND FOCUSED MERCHANDISING

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## 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

Dealers are required to replace the Chevrolet "Find New Roads" graphic wallpaper element with the "Together let's drive" wallpaper graphic. Like the previous design, dealers have the option for two different sizes and three different configurations.

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 #806799367 24" high

Item #806799371 48" high

#### Left-justified Logo

Item #806799368 24" high

Item #806799372 48" high

#### Ribbon Only

Item #806799370 24" high

Item #806799373 48" high

#### Centered Logo

Item #806799369 24" high



## CHEVROLET LOGO SCREEN DISPLAY

### CHEVROLET FACILITY IMAGE REQUIREMENT

Item #806799101 Wall-mounted

Steel frame assembly painted white with radius corners and frosted blue acrylic panel. Changeable framed graphic attached to front of screen. Includes brackets for wall mounting and 2-sided poster graphic.

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

Graphic size: 25" wide x 48" high

## CHEVROLET 2-SIDED LOGO SCREEN POSTER

### CHEVROLET FACILITY IMAGE REQUIREMENT

Item #806799052 Wall-mounted

The 2-sided poster graphic can be alternated between the two colors, blue-gray or goldenrod. Included with your Logo Screen Display.



## EXTERIOR LOT PAVEMENT STENCILS

### CHEVROLET FACILITY IMAGE REQUIREMENT

Item #806603009 Exterior Lot Pavement Stencil

#### Pavement Marking Stencils

Item #806603041 "Express Service"

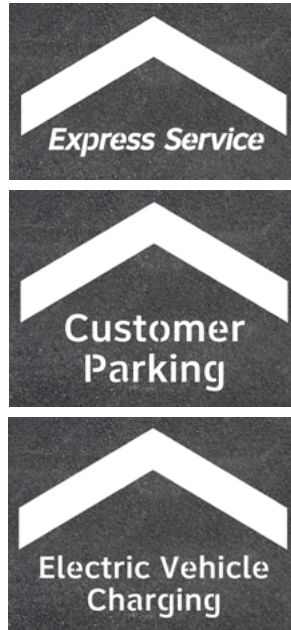
Item #806603030 "Customer Parking"

Item #806603355 "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

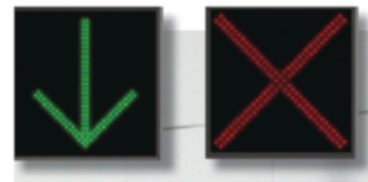
Item #806603001 12" x 12"

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.*





## CHEVROLET CERTIFIED SERVICE WALL GRAPHICS

### CHEVROLET FACILITY IMAGE REQUIREMENT

- Item #806603360T Set of 5 EV graphics
- Item #806603361T Set of 5 ICE 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.

### EV Graphics Set



### ICE 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 #8067991552T25 Annual subscription for five (5) ICE & EV 3' x 2' tension graphics



### Item #8067991551T25 Annual subscription for five (5) ICE 3' x 2' tension graphics



## CHARGING PEDESTAL

MEETS CUSTOMER LOUNGE CHARGING REQUIREMENT

Item #806603380 Silver

Item #806603381 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 #806603066

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



## 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).

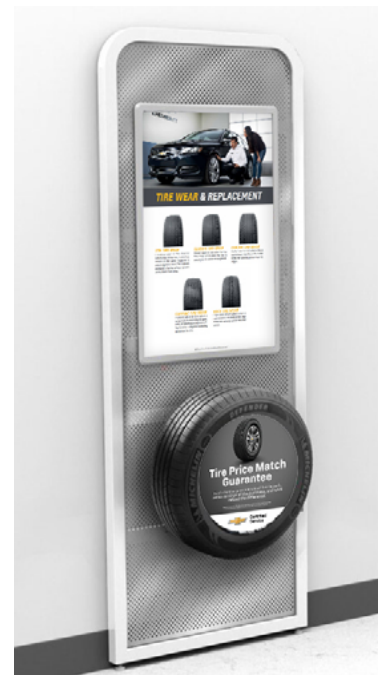


## WALL-MOUNTED TIRE MERCHANDISING DISPLAY FOR CUSTOMER LOUNGE

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).



## MOBILE TIRE, BATTERY AND WIPER DISPLAY

ALTERNATIVE REQUIREMENT FOR TIRE, BATTERY AND WIPER DISPLAY

Item #806603085C

For dealers with limited wall space a 2-sided mobile display is available. Includes brackets, hanging rods to display product, and promotional tire inserts (dealers must provide batteries and wipers).



## MOBILE TIRE MERCHANDISING DISPLAY FOR CUSTOMER LOUNGE

OPTIONAL ELEMENT

Item #806603034C

For dealers with limited wall space in their customer lounge, a mobile floor display is also available.

## 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

Selling tires is an important part of your service operation and your customers have plenty of options when considering new tires. An effective communication strategy to educate your customers about tire wear and the value of original equipment tires can help you reach your sales goals. This new display is designed to:

- Build awareness that your dealership is the best place to purchase tires
- Educate customers about tire wear and the importance of selecting the right tire for their vehicle
- Organize a wide selection of tires in an efficient manner that enhances the facility appearance and cleanliness and reduces the need for unsightly tire stacks
- Promote your dealership pricing with customizable inserts and the GM Tire Price Match Guarantee





## MODULAR TIRE DISPLAY

ALTERNATIVE REQUIREMENT FOR WALL-MOUNTED IN-LANE TIRE DISPLAY

### MODULAR DESIGN TO FIT YOUR SERVICE LANE

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.

The minimum tire display includes a right, left and center section to hold:



**Six tires & Tire Wear Graphic**  
Item #806603319



**Nine Tires without Graphic**  
Item #806603318



**The display can expand as needed by adding additional center sections**  
Item #806603320

### DIMENSIONS:

The Six Tires w/graphic and the 9 Tires measures: 106" H x 104" W (outside frame) x 6" D

Each add-on section measures: 106" H x 34" W x 6" D

Tire brackets hold tires ranging from 15"-20"

## CERTIFIED SERVICE TIRE CENTER WALL LETTERS

Item #804135104

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**

## TIRE INSERT OPTIONS

- 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"

## CHEVROLET BRANDED TIRE INSERTS

Set of 5 Chevy Tire Inserts



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

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 #804135038 Dimensional Chevrolet Logo for Chevrolet Reception 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)

Dimensional Chevrolet Logo for Chevrolet Reception Desk: 24" wide x 8" high x 2" deep

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

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





## COLOR & TRIM DISPLAY

FORMERLY THE PRODUCT INFORMATION CENTER (PIC)  
CHEVROLET FACILITY IMAGE REQUIREMENT

Item #804135104

The Color & Trim Display replaces the old PIC from the 2001 MY program. It is designed to hold the laminated Chevrolet Car and Truck information pages that are shipped to you each model year (or whenever new models are introduced).

*Note: Truck PIC pages fill an entire one-page deck. Car PIC pages require a separate one-page deck.*

Components include: Large steel base and upright post, steel frame assembly with frosted blue Plexiglas® panel, snap-lock frame with graphic, steel page deck assembly or brochure rack depending on configuration.

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



## LITERATURE DISPLAY

OPTIONAL ELEMENT

Item #804135077

2-sided unit with 12 literature pockets on each side. Pockets have open sides to fit various brochure sizes.

Overall size: 26" wide x 57" high x 18" deep



## CHEVROLET PROMOTION AND VEHICLE LAUNCH STAND

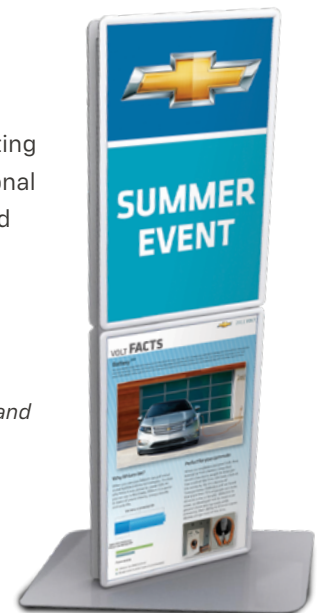
OPTIONAL ELEMENT

Item #804135046

This is the stand you will need to display 24" x 36" posters promoting all new vehicles, as well as seasonal promotion messages. Each stand holds four posters.

Overall size:  
26" wide x 72" high x 24" deep

*Note: Posters are not provided by Brand Focused Merchandising.*



## 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.



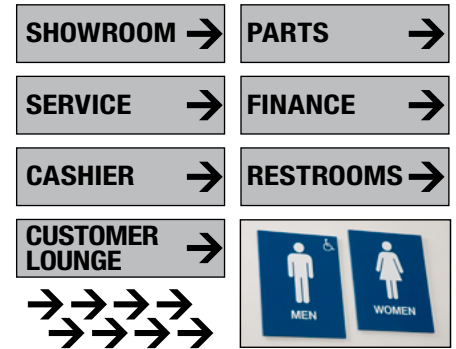
## INTERIOR DIRECTIONAL SIGNS

OPTIONAL ELEMENT

Item #802404013

Set of 7 brushed aluminum sign panels screened in black ink with the following copy: Showroom, Service, Cashier, Customer Lounge, Parts, Finance and Restrooms. Plus, two ADA-approved 6" x 8" restroom signs. Also included are 8 directional arrows that can be applied as needed to each sign.

Size of each sign: 12" wide x 3.25" high



## CHEVROLET BRAND LETTERS

OPTIONAL ELEMENT

Item #804135126

Lightweight dimensional wall letters are designed for multi-line dealerships that also may have Buick, GMC or Cadillac wall letters. Can be used in either the showroom or service drive.

Overall size: 112" wide x 9.75" high x 2" deep



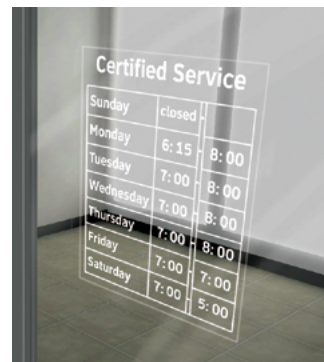
## HOURS OF OPERATION SIGN

CHEVROLET FACILITY IMAGE REQUIREMENT

Item #804715013

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 #804715015

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

## SERVICE ADVISOR NAMEPLATES FOR DESK

Item #804715012

Printed on blue laminate plate with clear extrusion channel to change when necessary.

## CERTIFIED SERVICE LETTERING FOR DESK

Item #804715011

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



## 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

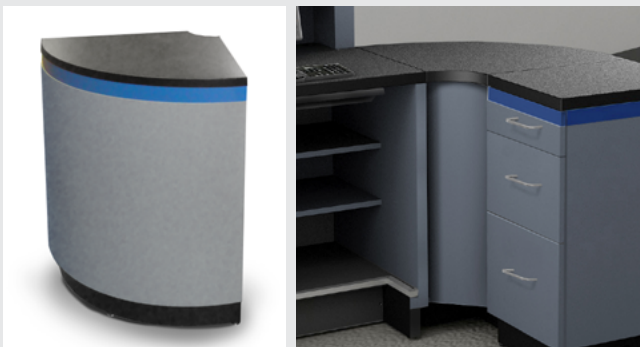
Designed to create a right or left return for the desk.

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



## CHEVROLET CONNECTION CENTER

### OPTIONAL ELEMENT

Item #804135167

CONNECTION CENTERS offer us a unique opportunity to engage with our customers everyday. Our technology has grown over the past few years and will continue to grow as it is already a major reason for purchase. Technology has enabled us to connect with our customers throughout their entire ownership life-cycle and makes them feel more aligned with our brands than ever before in the history of our organization. We look forward to continuing this partnership and becoming a recognized global leader for customer experience.

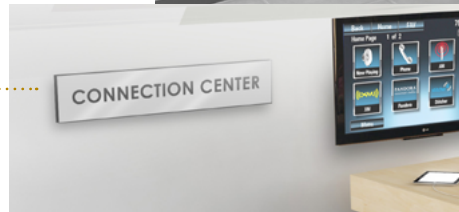
### CONNECTION CENTER WALL LETTERS

Item #804135180

### CONNECTION CENTER SIGN

Item #804135181

Dimensions: 30" x 6.3" high



## WHAT IS A CONNECTION CENTER?

A dedicated area where customers can receive tech support. Examples: Bluetooth,<sup>®</sup> Navigation, OnStar, apps, and more ...

## WHY IS THIS BENEFICIAL TO MY CUSTOMERS?

"I can't learn everything at delivery, but I want to with YOU!"

## HOW DOES THIS IMPACT MY DEALERSHIP EXPERIENCE?

The addition of a Connection Center can favorably impact CSI, DMN, Retention, Loyalty, OnStar and much more ...

## WHAT TOOLS AND RESOURCES DO I NEED?

You'll need a tablet device, wireless Internet access, and a flatscreen TV with Google TV and Apple TV applications.

## WHERE CAN I FIND APPROVED OPTIONS FOR EBE FURNITURE?

On [gmdw.dcim.com](http://gmdw.dcim.com) you will find what you need to create an excellent Connection Center training environment that matches your existing facility image.

## WHO CAN HELP ME GET THIS SET UP?

Your local Connected Customer Specialist is actively working with you to implement Connection Centers. If you want to purchase furniture, please contact your CCS and Zone Manager.

## IS THIS A REQUIREMENT?

Connection Center is NOT a Facility Image program requirement.



## EXTERIOR TOWER SIGN

### OPTIONAL ELEMENT

- Item #806603186 Exterior Tower Sign Base with Frame (no graphics)  
Item #806603049 Set of 6 Arrows – White

## GRAPHIC PANELS

- Item #806603187 "Welcome. Please Drive In."  
Item #806603188 "Please Pull Ahead."  
Item #806603189 "Not an Entrance."  
Item #806603029 "Customer Parking Only."  
Item #806603288 "Hi. Please See Your Advisor at the Service Desk."  
Item #806603289 "Thank You. Enjoy Your Chevy."  
Item #806603249 "Express Service. Tire Rotation, Oil Change, Car Wash"  
Item #806603250 "Express Service. Tire Rotation, Oil Change"

The Entrance Tower Sign is recommended for placement on the exterior lot to guide customers to your service entrance. This new taller sign can be easily seen by drivers in any size vehicle and is built to withstand weathering and movement around the exterior lot.

### FEATURES:

- Heavy concrete base with powder-coated aluminum cover
- Anodized aluminum frame to hold 1 or 2 single-sided graphic panels
- Graphics sold separately
- Built-in rubber wheels for easy movement
- Overall size: 66" high x 30" wide
- Graphic size: 60" high x 23.5" wide
- 3-year weather resistance warranty



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