Reception/greeter desk (must be purchased from DCI Marketing)

Showroom sales offices with accent paint and logo screen
Fixtures Provided by DCI Marketing

The image above represent required Chevrolet brand fixtures. All required fixtures must be purchased from DCI Marketing. See the Vendor List in Section 4 for vendor contact information.

The image above and throughout this DID are provided for reference only. Actual fixtures and requirements may vary from those shown. A full list of required items to be purchased from DCI Marketing is available on gmfacilityimage.com
Reception Desk and Logo Cabinet

The Reception Desk and Logo Cabinet are designed to be located on the side or to the rear of the Showroom.

“Open Road” Wallpaper

Wallpaper graphic designed to be placed along the back wall of the showroom. Available in 24” or 48” heights.

Product Information Center

Fixture to hold laminated Chevrolet car and truck information pages.

Wall Art

24”x36” aluminum snap-lock frames and three 4-color graphics. Use three images for walls 12’-0” and longer, two images for walls 5’-0” and longer, and one image for walls less than 5’-0”. Graphics will be replaceable and updates will be available to be shipped regularly to dealers.

Logo Screen

Logo screen options are available to coordinate with accent paint color.

Promotion and Vehicle Launch Stand

Stand to display 24” x 26” posters promoting new vehicles and seasonal promotional messages.

Accessories Slatwall

Laminated wood panel with aluminum inserts to hold Chevrolet accessories

Mobile Accessories Slatwall

Steel frame structure with slatwalls on two sides.
Showroom Tile Pattern

The showroom floor finish must be tile as specified in the Material Schedule (see Section 4) or approved equal.

16”x16” tile is preferred. The minimum allowable tile size is 12”x12”.

A striped pattern is preferred. The orientation of the striping pattern is perpendicular to the primary showroom facade.

Polished tile should not be used outside of the showroom.

Recessed walk-off mats are recommended.

Grout color should match adjacent tile.

Options for the floor tile are described below and in the diagrams on this page. Please note that PT-3 and PT-4 are only available in 12” tile.

**Option 1 (Preferred):**
PT-1 (gloss) and PT-2 (matte) stripe

**Option 2:**
PT-1 and PT-3 stripe

**Option 3:**
PT-2 and PT-4 stripe

**Option 4:**
All PT-1

**Option 5:**
All PT-2
**Interior Zone 1 – Color Accent**

In Chevrolet-branded environments (with the exception of Multiline and Chevrolet-branded dual facilities), the dealer may choose one of three accent colors (P-5, P-7 or P-4) for the rear walls of the showroom or interior rear walls of visible sales offices on the showroom floor and the rear wall of the service write-up, as illustrated in the diagram on this page.

For Multiline and Chevrolet-branded dual facilities, no accent color other than P-4 may be used in the primary showroom area or retail parts area.
Brand-Focused Merchandising in Multiline Facilities

The interior of Multiline and Chevrolet Cadillac Dual facilities must be predominantly Chevrolet finishes, furniture, and fixtures. These facilities must also include other brands’ Brand-Focused Merchandising as described below.

Showrooms in Multiline and Chevrolet Cadillac Dual facilities must include brand-focused merchandising elements for all brands that are sold in that facility.

Multiline and Chevrolet Cadillac Dual facilities must include the all required Chevrolet brand-focused merchandising as described in the Essential Brand Elements table in Section 2, plus:

If Buick GMC is sold:
  • Buick GMC Product Information Center
  • Two Buick GMC logo screens (one Buick, one GMC)

If Cadillac is sold:
  • Cadillac Art & Science niche (See facing page for details.)
  • One Cadillac logo screen

Cadillac Logo Screen
Powder-coated steel frame with 1” diameter cross bars and dimensional logo.

Note:
All required fixtures must be purchased from DCI Marketing. See the Vendor List in Section 4 for vendor contact information.
Multiline facilities that sell Cadillac vehicles must include the Cadillac Art & Science Center wall display as a key customer touch point.

The display enhances the customer’s experience of Cadillac design and technology in the showroom. The Art & Science display offers customers a hands-on opportunity to explore color and trim palettes via sample swatches and materials, video monitors, and printed information. The tactile and visual qualities of sample materials demonstrate Cadillac luxury and quality while pioneering automotive technology such as On Star is shown by digital means.

The specific length of the display is variable and can be determined by other floor plan criteria.

The wall behind the display must be WD-1 wood veneer (see Section 4: Finish Schedule for specification) as illustrated in the rendering on this page.

The laser-cut acrylic “Cadillac” script logo is available from 3form or DCI Marketing. (See Section 4: Vendor List for vendor contact information.)

The logo should be scaled appropriately to fit the Art & Science display wall.

“Cadillac” Script Logo Specification for Art & Science Wall:

<table>
<thead>
<tr>
<th>Premium Material:</th>
<th>Alternative Material:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vendor: 3form</td>
<td>Vendor: DCI Marketing</td>
</tr>
<tr>
<td>Laser-Cut Acrylic</td>
<td>½” Acrylic</td>
</tr>
<tr>
<td>Product: Varia</td>
<td>Printed on back side with matte finish</td>
</tr>
<tr>
<td>Color: Pewter (x3) + White Out</td>
<td>Adhesive backing</td>
</tr>
<tr>
<td>Gauge: 1/4</td>
<td>Finish: Patina</td>
</tr>
</tbody>
</table>

The Product Information Center is available from DCI Marketing. See Section 4: Vendor List for contact information.
Showroom & Sales Furniture

Haworth Compose Workstations

Herman Miller Canvas Office

Work Surfaces, Drawer & Door Fronts

Maple

Metal Finishes

Silver Metallic

Panel Fabric (As Required)

Cool Neutral

Images show representative selections. A full list of specified furniture, as well as a list of alternate manufacturers, is included in the Furniture Specification in Section 4. Finishes in representative images do not necessarily reflect brand-specific applications.
Images show representative selections. A full list of specified furniture, as well as a list of alternate manufacturers, is included in the Furniture Specification in Section 4. Finishes in representative images do not necessarily reflect brand-specific applications.
Showroom & Sales Finishes

- **Accent Paint Option**
  - P5
  - P7
  - P4

- **Showroom Floor Tile**
  - Polished (PT-1), Matte (PT-2)
  - PT1, PT2

- **Sales Offices Carpet**
  - C1

- **Alternate Sales Offices Carpet**
  - C1 Alt

For specification information for all program materials refer to the Materials and Finish Schedule in Section 4.