



## HOMETOWN STANDARDS

### 4.1 CDR+J EXTERIOR BRAND IMAGE

The customer's introduction to the CDR+J Facility begins at the site entrance and extends into the showroom. Adjacent to the wide entrance is the corporate identity pylon or monument sign. This highly branded element acts as a beacon and defines the beginning of the customer experience.

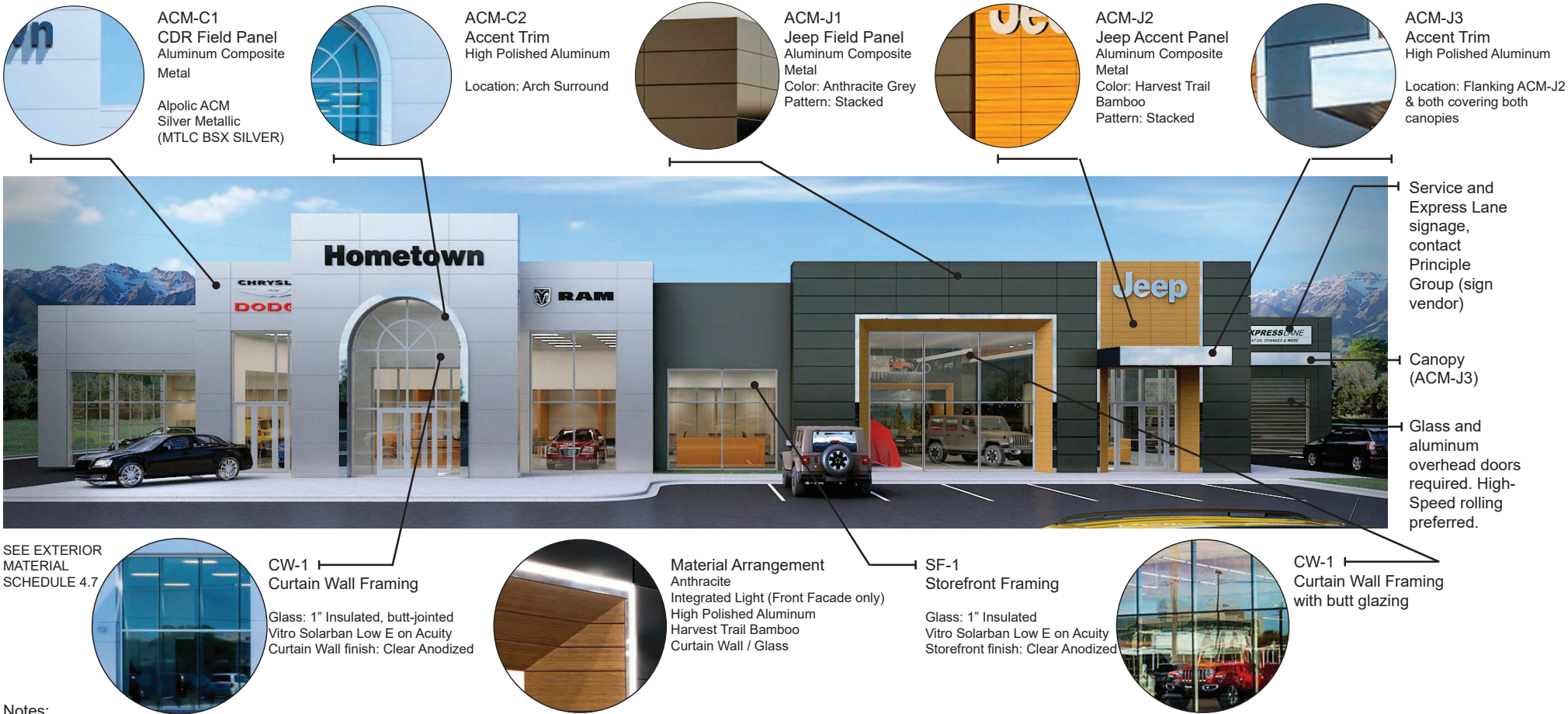
Required Exterior Elements:

- Brand logos and corporate identity pylons or monuments
- Expansive butt-jointed curtainwall for showroom glass
- Street front service drive
- ACM cladding (see Finish Schedule for details)
- Dealer Name Letters, Service and Express Lane identity
- Jeep Hill vehicle display
- LED exterior lighting
- Directional signage



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## 4.2 CDR+J EXTERIOR FEATURES



**Notes:**

1. Color view on computer screen and printed may differ from actual material samples. Refer to actual material samples for color reference.
2. Exterior of service department, parts department, and areas behind showroom; acceptable materials include metal, EIFS, and brick/block painted EXP-J1 (SW Cityscape)
3. Dealership name to be installed with standard identity program font and right justified to accent trim. Contact Principle Group (sign vendor) for all building signage.
4. In the necessary circumstance that capture mullions are required due to climate concerns, they should be black to reduce visual appearance.
5. All glass on front facade, whether curtain wall or storefront, to be butt-jointed.
6. Vestibules are not required by FCA, but may be code required.
7. In cold weather climates, 8" wall base is acceptable (finish color to match adjacent metal).

# HOMETOWN STANDARDS

## 5.0 CDR+JEEP INTERIOR OVERVIEW



RECEPTION AND SHOWROOM



FEATURE VEHICLE DISPLAY



CUSTOMER LOUNGE



SALES

NOTE: ALL ELEMENTS IN THE JEEP PORTION OF THE DEALERSHIP MUST FOLLOW JEEP INTERIOR FINISH GUIDELINES. THIS INCLUDES BUT IS NOT LIMITED TO: ALL FURNITURE MATERIAL FINISHES, WALL PAINT COLORS, DOOR LAMINATE AND PAINTED DOOR FRAME COLORS, CARPETS, COUNTERTOP MATERIALS, RESTROOM TILE, CABINET LAMINATES, CEILING AND LIGHTING DESIGN.

# HOMETOWN STANDARDS

## 5.1 CDR INTERIOR OVERVIEW



SHOWROOM



RECEPTION



CUSTOMER LOUNGE & CASHIER



SALES

NOTE:  
 1. ALL FURNITURE MATERIAL FINISHES, WALL PAINT COLORS, DOOR LAMINATE AND PAINTED DOOR FRAME COLORS, CARPETS, COUNTER-TOP MATERIALS, RESTROOM TILE, CABINET LAMINATES, CEILING AND LIGHTING DESIGN, ETC. IN THE CDR PORTION OF THE STORE IS TO FOLLOW THE CDR INTERIOR FINISH SCHEME.

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## 6.0 CDR+J DEPARTMENT ADJACENCIES

### FACILITY LAYOUT

Careful consideration has been given to the layout of the CDR+J facility. The layout is designed to highlight Jeep in a brand focused luxury environment.

#### Required Interior Layout Elements

- Staffed reception area
- Open showroom plan
- Private F&I office
- Open customer lounge with multiple seating options
- Cafe/refreshment area
- Retail parts area
- Climate controlled service write-up with semi-private advisor stations
- Service drive walk-through to the customer lounge
- Glass sidewalls between sales stations



- SHOWROOM & SALES
- CUSTOMER CORE
- SERVICE
- PARTS
- ADMINISTRATION
- EMPLOYEE