



# Season of Audi Showroom

Lifestyle Display Guide  
December 2017

# Overview

- ▶ To enhance the customer experience, a brand appropriate lifestyle display in the showroom is key.
- ▶ This guide consists of three concepts each with an individual lifestyle theme.
- ▶ Each concept offers a balanced assortment of Audi Genuine Accessories and collection product.
- ▶ Along with each concepts name you will see a “**good, better, best**” identifier to guide you towards your dealerships ideal format.
- ▶ All Collection products are sourced from the Audi Collection site and represent premium seasonal Audi branded goods.



# Concept 1 - Season of Audi (Good)

## Overview

Core Audi Genuine Accessory assortment displayed with allroad, showroom banner, gift boxes, and seasonal evergreen trees.

## Display Detail

Select accessories displayed within open trunk with gift boxes displayed both within trunk and below evergreen trees.

See “Best Practices and Merch Aids” portion of guide for gift box assembly and evergreen tree instructions.

## Audi Genuine Accessories Displayed

Rear cargo liner, base carrier bars, cargo box, customer assistance kit, first aid kit, all-weather floor mats – front/rear, ice scraper.



# Concept 1 - Season of Audi (Good)



## Part Numbers

Concept 1 - Season of Audi	Collection & AGA Part Number	Description
<b>Trunk Detail</b>	ZAW093059	Customer assistance kit
	ZAW093108	First aid kit
	8R0096010C	Ice scraper
<b>Display Vehicle Detail</b>	8W9061180	All weather cargo mat
	8V0071200Y9B	Cargo Carrier (Black) - Compact, capacity 300L
	8W9071151L	Base carrier bars
	8W0061511041	All weather floor mats rear
	8W1061221041	All weather floor mats front



# Concept 2 - Winter Sport (Better)

## Overview

Outdoor enthusiast product focus, winter sport display showcasing male mannequin, allroad, showroom banner, gift boxes, and seasonal evergreen trees.

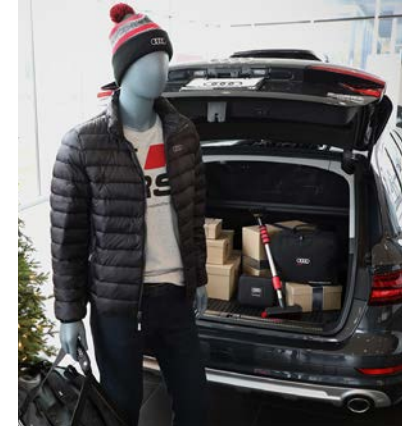
## Display Detail

Select accessories displayed within open trunk with gift boxes. Male mannequin positioned adjacent to evergreen trees holding duffel.

See “Best Practices and Merch Aids” portion of guide for gift box assembly and evergreen tree instructions.

## Audi Genuine Accessories Displayed

Rear cargo liner, base carrier bars, cargo box, customer assistance kit, first aid kit, all-weather floor mats – front/rear, ice scraper.



# Concept 2 - Winter Sport (Better)



## Part Numbers

Concept 2 - Winter Sports	Collection & AGA Part Number	Description
<b>Male Mannequin Detail</b>	ACM2898-BLK-Medium	Tumi Patrol Packable Travel Puffer Jacket
	ACM4415	Striped Toque with Pom Pom
	ACM3004-ATH-Medium	I Love RS T-Shirt
	ACM4415	Striped Toque with Pom Pom
	ACM5753	Thule Chasm 40L Duffle Bag - Medium
<b>Display Vehicle Detail</b>	8W9061180	All weather cargo mat
	8V0071200Y9B	Cargo Carrier (Black) - Compact, capacity 300L
	8W9071151L	Base carrier bars
	8W0061511041	All weather floor mats rear
	8W1061221041	All weather floor mats front
<b>Trunk Detail</b>	ZAW093059	Customer assistance kit
	ZAW093108	First aid kit
	8R0096010C	Ice scraper



# Concept 3 - Gift Giving (Best)

## Overview

Family and gifting product focus, gifting display showcasing allroad, showroom banner, gift boxes, and seasonal evergreen trees.

## Display Detail

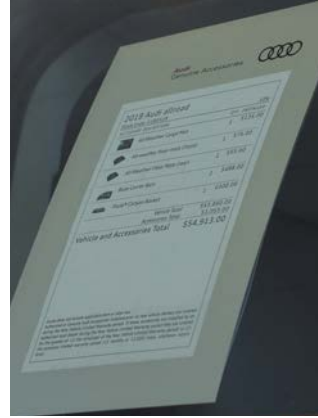
Select accessories and collection product displayed within open trunk and under evergreen trees (gift wrapped and unwrapped). Male, female, and youth mannequins wearing winter collection apparel positioned adjacent to trees and display vehicle. Thule luggage basket on display vehicle roof with visible gift wrapped boxes within.

See “Best Practices and Merch Aids” portion of guide for gift box assembly and evergreen tree instructions.

## Audi Genuine Accessories Displayed

Rear cargo liner, Thule luggage basket, customer assistance kit, first aid kit, all-weather floor mats – front/rear, base carrier bars.





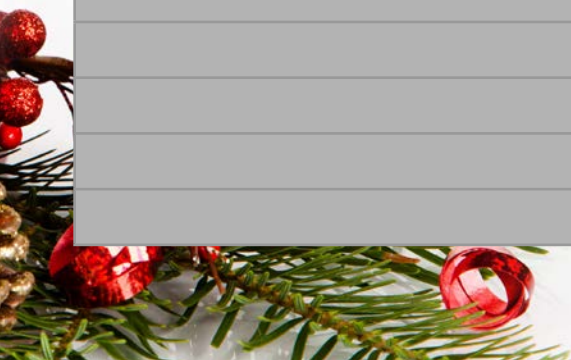


# Concept 3 - Gift Giving (Best)



## Part Numbers

Concept 3 - Gift Giving	Collection & AGA Part Number	Description
<b>Female Mannequin Detail</b>	ACM4429	Checkered Scarf
	ACM4420	Cream Knit Beanie
	ACM2340-NAT-Medium	Saturday Sweatshirt
	ACM5297	Moleskin Classic Tote
<b>Youth Mannequin Detail</b>	ACM2697	Full Zip Hood - Youth
	ACM2359	SoftShell Jacket - Youth
	ACM4400	Ingolstadt, Germany Design Map Beanie
	ACM3012	Audi B Evolution T-Shirt - Youth
<b>Male Mannequin Detail</b>	ACM3498-BLK-Medium	Tavik One T-shirt
	ACM2031-Medium	Tavik Altera
	ACM2362	Tavik Eldon Jacket
	ACM4415	Striped Toque with Pom Pom
<b>Tree Detail</b>	ACM5303	Mateo Briefcase by M.R.K.T
	ACM5301	Mateo Backpack by M.R.K.T
	ACM5302	Mateo Mini Backpack by M.R.K.T
	ACMT699-RED-OS	Audi Junior
	ACMT696	Audi Sport Mini quattro
ACMT695	Audi Sport Go Cart	



# Concept 3 - Gift Giving (Best)



## Part Numbers

Concept 3 - Gift Giving	Collection & AGA Part Number	Description
<b>Display Vehicle Detail</b>	8W9061180	All weather cargo mat
	ZAW071130ADSP	Thule Canyon Basket
	8W9071151L	Base carrier bars
	8W0061511041	All weather floor mats rear
	8W1061221041	All weather floor mats front
<b>Trunk Detail</b>	ACM5291	Heritage Leisure Bag
	ZAW093059	Customer assistance kit
	ZAW093108	First aid kit
	8R0096010C	Ice scraper
	ACM5753	Thule Chasm 40L Duffle Bag - Medium



# Seasonal Slat Wall Display

Along with a seasonal lifestyle showroom display, it is important to offer your customers a carefully curated seasonal collection retail display. This seasonal slat wall guide provides you with the resources needed to setup a compelling retail display.



# Slat Wall

## Top Shelf (Right to Left)

Part Number	Description
ACM4415	Striped Toque with Pom Pom
ACM5208	Macheto Backpack by Chrome Industries
ACMD890	Contigo Gift Set

## Middle Shelf (Right to Left)

Part Number	Description
ACM4423	Snow Knit Beanie with Pom
ACMT994	Cordi-Roy
ACMB138	Oasis Water Bottle
ACM4420	Cream Knit Beanie
ACM4429	Checkered Scarf

## Left Waterfall Hook

Part Number	Description
ACM2314	OGIO Flash Jacket
ACM3007	R8 Measurements T-Shirt

## Center Waterfall Hook

Part Number	Description
ACM2498	Audi Holiday Sweatshirt
*ACM2008-RED	Under Armour 1/4 Zip Pullover - Mens
ACM2008-BLK	Under Armour 1/4 Zip Pullover - Mens

## Right Waterfall Hook

Part Number	Description
ACM3497	Tavik Simone
ACM2017	Roots73 Fleece Crew - Ladies

## Product Substitutions

If you did not participate in the pre-book ordering of the Audi Holiday apparel, please substitute these products in your display with a similar product or the suggested substitution\*\*\*





# Mannequin Display



Mannequin Display	Part Number	Description	Size
<b>Male</b>	ACM4430	The Standard Knit Cap	AOS
	ACM2008-BLK	Under Armour 1/4 Zip Pullover - Mens	Medium
	ACM2314	OGIO Flash Jacket	Medium
<b>Female</b>	ACM4420	Cream Knit Beanie	AOS
	ACM4429	Checkered Scarf	AOS
	ACM2017	Roots73 Fleece Crew - Ladies	Medium
<b>Youth</b>	ACM4423	Snow Knit with Pom Pom	AOS
	ACM3012	Audi B Evolution T-Shirt - Youth	Small
	ACM2359	Soft Shell Jacket - Youth	Small



# Vitrine Display

## Top Shelf

Part Number	Description
ACM5299	Bella Laptop Messenger
ACMJ500	Audi Nail Lacquer Set - Day
ACM8909	Audi Elements Keychain
ACMB136	Latte Mug with Spoon
ACM4420	Cream Knit Beanie



## Middle Shelf

Part Number	Description
ACM4431	Winter Warmth Cap
ACM4422	Audi Knit Holiday Hat
*ACM4413	Multi Stripe Toque
ACMA807	Audi Holiday Socks
*ACMA805	Carbon Print Fiber Socks
ACMB139	Camelbak Kickbak
ACMB137	Le Canal Water Bottle



## Product Substitutions

If you did not participate in the pre-book ordering of the Audi Holiday apparel, please substitute these products in your display with a similar product or the suggested substitution\*\*\*

# Vitrine Display

## Bottom Shelf

Part Number	Description
ACMH604	Watch/Cufflink Travel Box
ACMJ697	Audi Sport Cuff Links
ACMJ698	Audi Sport Lapel Pin
ACMJ997-BLK-OS	Audi Sport Watch
ACMB141	Audi Sport Comic Print Mug
ACMA802	Quattro Dress Socks
ACMA801	R8 Dress Socks
ACMA806	Shifter Socks
ACMA805	Carbon Fiber Print Socks
ACMA800	Gas/Brake Dress Socks



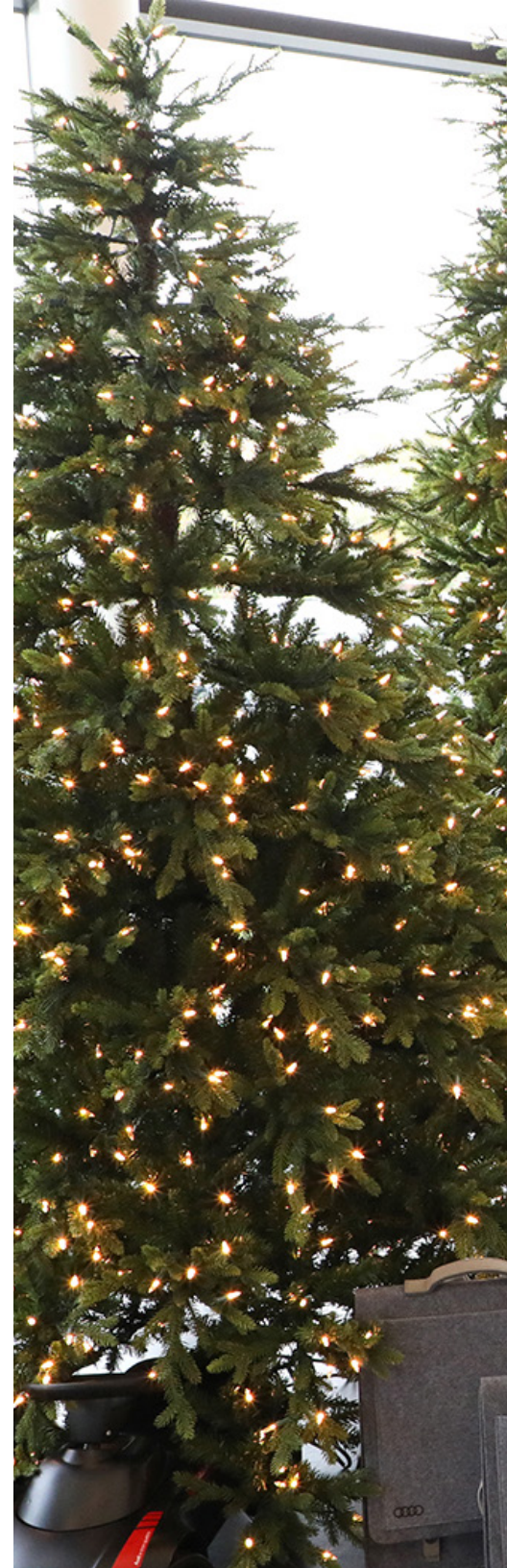
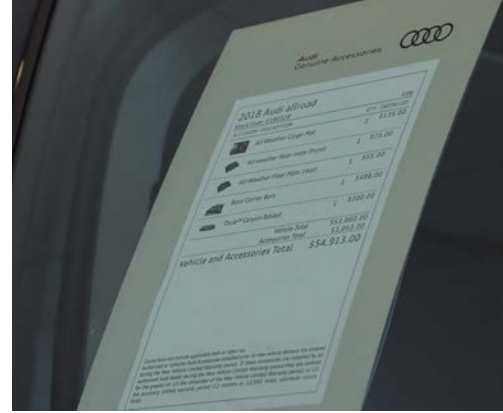


# Best Practices and Merch Aids



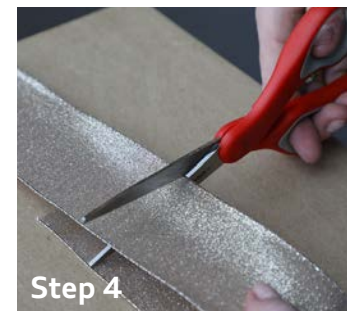
# Best Practices

- ▶ Always utilize Magic Pocket sleeve and printout insert on passenger side window to list displayed accessories when showcasing Audi Genuine Accessories on vehicle.
- ▶ Mannequins
  - ▶ Pants and shoes are necessary and can be purchased through any dealer preferred vendor. Pants and shoes represented in guide were purchased from Nordstrom Rack. Style and design are subjective, however size is not. Male: Pant size 32/32, Belt 36", Shoes 9-10. Female: Pant size 27"/4/small, Shoes 8-9. Youth: Pants 6-8T depending on fit, Shoes 12-13.
- ▶ Evergreen Trees – Follow the manufacturer setup instructions. Bend each branch downward after fluffing branch stems, as this will create a more natural overall effect on the tree.
- ▶ Gift Boxes – please follow gift wrap instructions included in this guide.
- ▶ Incorporate the Season of Audi showroom banner within all lifestyle showroom displays to add an additional layer of supporting content and seasonal imagery.



# Gift Box Wrapping

Two ribbon colors have been chosen, Gold and Silver. A combination of the two colors is ideal for a balanced display. If setting up Concept 3, 4 box sets will be required to create the display. Alternate between the application of gold and silver ribbon for each box set wrapped. For example in Concept 3, two gold and two silver sets were wrapped.



## Prepare

To create each ribbon wrapped box, three elements will be required. Scissors, Clear Packing Tape, Ribbon, and a single box.

## Step 1

Place a 6" piece of tape on the end of the ribbon.

## Step 2

Place tape and ribbon on center back of box, press the tape firmly to the box.

## Step 3

Wrap ribbon around box until the roll reaches the back of the box once again.

## Step 4

Pulling the ribbon tight to eliminate excess ribbon, line ribbon up, cut ribbon.

## Step 5

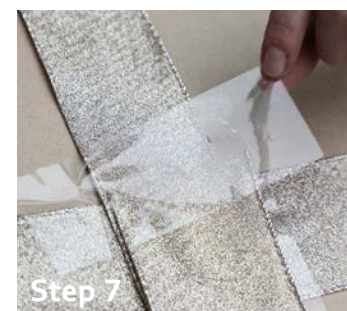
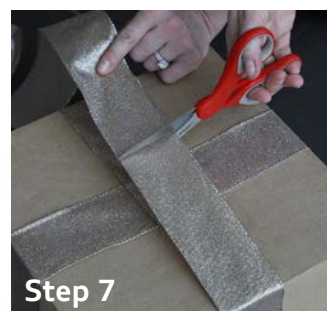
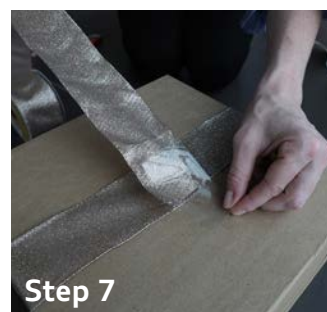
Place a 6" piece of tape on the end of the ribbon, making a T-shape.

## Step 6

While pulling ribbon tight, connect both ends of ribbon to each other on back of box, pressing tape and ribbon firmly together.

## Step 7

Continue steps 1-6 on all boxes in the box set.



# Merchandising Aids

To order merchandising aids, login to dealer collection site, navigate to top menu bar and select Dealer Tools » Merchandising Aid.

Part Number	Description
ACMD923	Hanger 17" Adult
ACMD908	Full Head Form/Short
ACMD901	Male Mannequin with Black Base
ACMD902	Female Mannequin with Black Base
ACMD903	Youth Mannequin with Black Base



# Display Prop Vendors



Vendor	Display props	Vendor Part Number	Unit Price
Home Depot	GE 7.5 ft. Just Cut Canadian One Plug Tree - Warm White Led	Model #17163HD Store SKU #1002469214	Internet #301573985 \$349
Home Depot	GE 9 ft. Just Cut Canadian One Plug Tree - Warm White Led	Model #17164HD Store SKU #1002469215	Internet #301574046 \$449
Michael's	Paper Mache Square Box Set by ArtMinds	Item #10254467	\$29.99
Michael's	2.5" Faux Linen Foil Ribbon by Celebrate It Bow-Tique	Item #10521771	\$9.99
Michael's	2.5" Glitter Wired Ribbon by Celebrate It Bow-Tique	Item #10521752	\$9.99

