



10. ADDED FEATURES

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10.1.

ADDED FEATURES PRINCIPLES 1. PRINCIPLES



Some markets are executing VRE in all the best ways and are asking for more functions and features to be able to take VRE even further. One reason for this is that certain markets has special demands. Another reason is that in some markets there is a higher ambition and that standards have shifted up-wards. The level required to continue to convey Volvo as a premium brand has been elevated.

Of course, wanting to go the extra mile is encouraged, and this positive ambition

is rewarded with the features that are presented in this chapter. It covers both the set-up of the features and the elements that go into the different features.

It needs to be stressed that this is only to be seen as an offer. There is no push for these features. Instead they should be seen as possible add-ons for the retailers who perceive them as appropriate for their customers, markets and ambition level.

By adding these features, flexibility within VRE is increased. This is the intended route forward, and a way to keep being relevant in all markets.

The core of the VRE concept stays the same, but now these additional features can also inspire retailers to go further, and also perhaps think new ideas and ask for even more.

If any additional features or functions, not covered in this chapter, are sought-after by any retailer or market, this

should be seen as an invitation to make contact!

Volvo is happy to continue developing VRE in this way, and by doing so the rest of the world will also take advantage of any new features, functions or variations we can develop from any retailers specific requirements.

ADDED FEATURES

10.1.

ADDED FEATURES PRINCIPLES 2. OVERVIEW

1. Business Lounge
2. Conference Room
3. Pet Room
4. Kids Room
5. Premium Café



ADDED FEATURES

10.2.

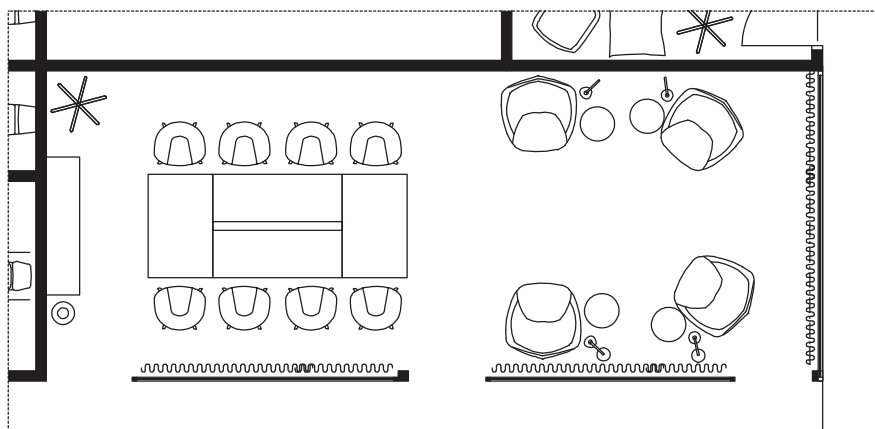
BUSINESS LOUNGE

The Business lounge has multiple functions. Customers can relax while waiting for their cars in the high back easy chairs. Here you can read a book, magazine or have casual meetings or catch up on work in the upholstered chairs by the large meeting table. The different functions have different kinds of lighting to support the specific activity.

Lighting should be kept on during opening hours to keep the room inviting and create depth in the interior. The colour concept with upholstered seating, wall-to-wall carpet, curtains and wall paint contribute to a relaxed but professional atmosphere.

Consists of:

- Easy chairs
- Floor lamp
- Side table
- Foot stool
- Large table
- Upholstered chairs
- Storage
- Suspended lamp
- Accessories



Plan

ADDED FEATURES

10.3.

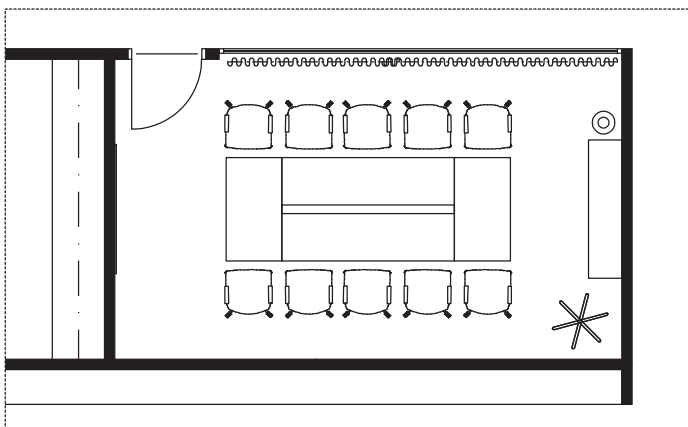
CONFERENCE ROOM

The conference room is equipped with everything you need to conduct a larger professional meeting. There is a large conference table with cable management and upholstered work chairs with armrests and castors. There are also dim out curtains to provide privacy and facilitate the use of screens or projectors.

The conference room can be booked all along the day. Lighting should be kept on during opening hours to keep the room inviting and create depth in the interior. The colour concept with upholstered seating, wall-to-wall carpet, curtains and wall paint contribute to a relaxed but professional atmosphere.

Consist of:

- Conference table
- Work chairs
- Storage
- Writing board
- Suspended lamp
- Accessories



Plan

ADDED FEATURES

10.4.

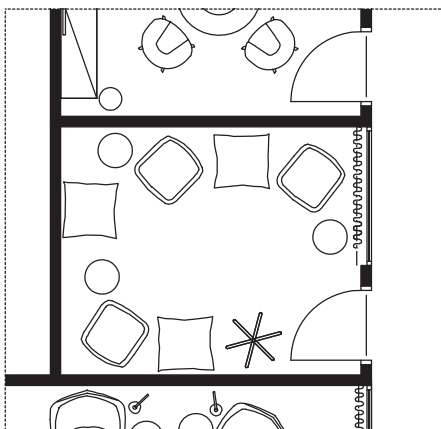
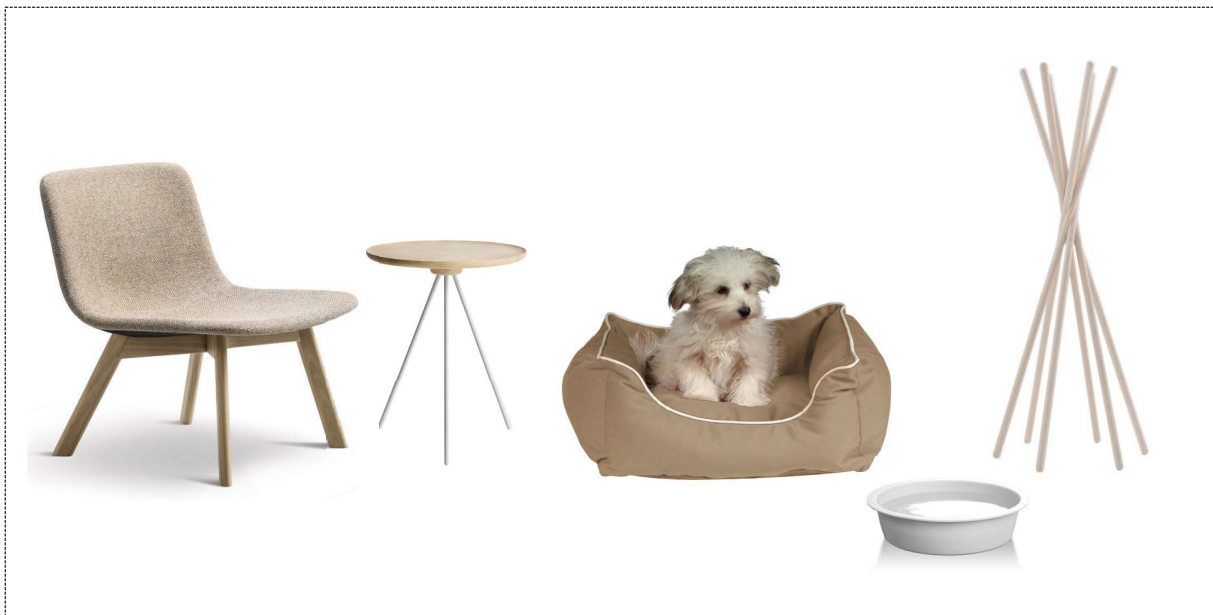
PET ROOM

The Pet room is a space where dogs and other pets are very much welcome. The room is equipped with cozy and practical lounge beds for the pets and comfortable lounge chairs and side table for the customers where they can relax while waiting for their cars.

Lighting should be kept on during opening hours to keep the room inviting and create depth in the interior. The colour concept with upholstered seating, wall-to-wall carpet, curtains and wall paint contribute to a relaxed but professional atmosphere.

Consists of:

- Lounge beds for dogs
- Lounge chair
- Side table
- Accessories



Plan

ADDED FEATURES

10.5.

KIDS ROOM

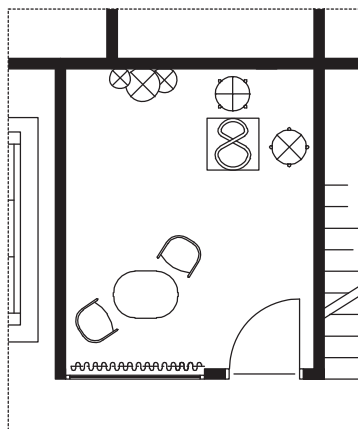
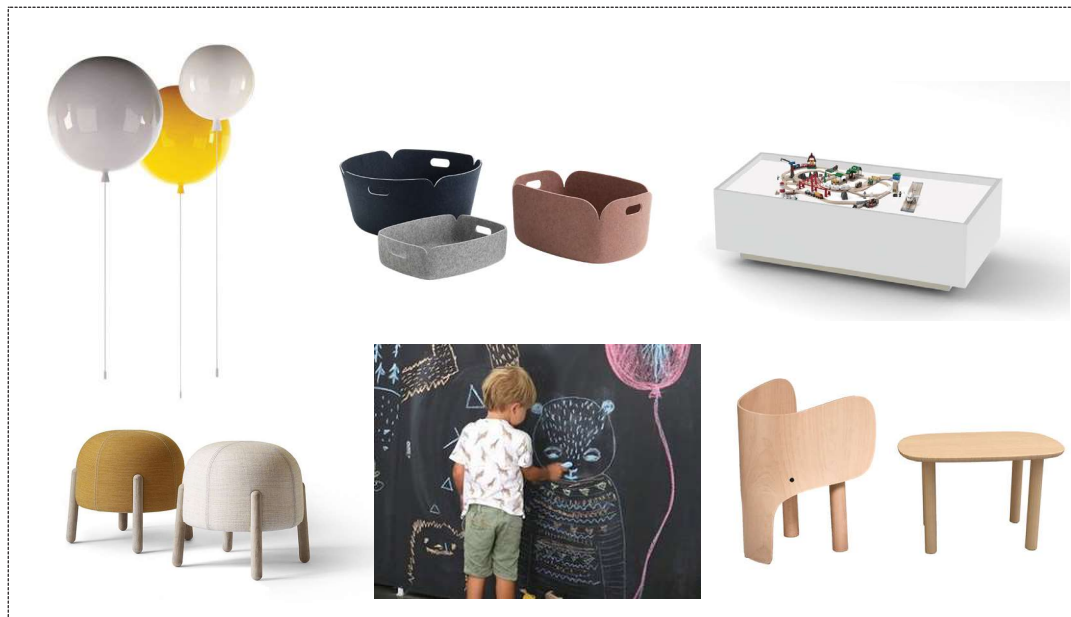
The Kids room is an extension of the Livingroom Kids lounge where Kids can enjoy their stay while visiting the showroom. One of the walls is covered with chalkboard paint to create a creative environment for the kids. All supervised by staff for the childrens safety.

The furniture in the Kids room is adapted to a smaller scale. There is a soft fitted carpet and the lighting is wall mounted and colourful and favor a playful space.

Consists of:

- Wooden chair and table
- Chalkboard wall
- Wall mounted lamps
- Upholstered stools
- Accessories

Note that the Kids Room has its own colour concept!



Plan

ADDED FEATURES

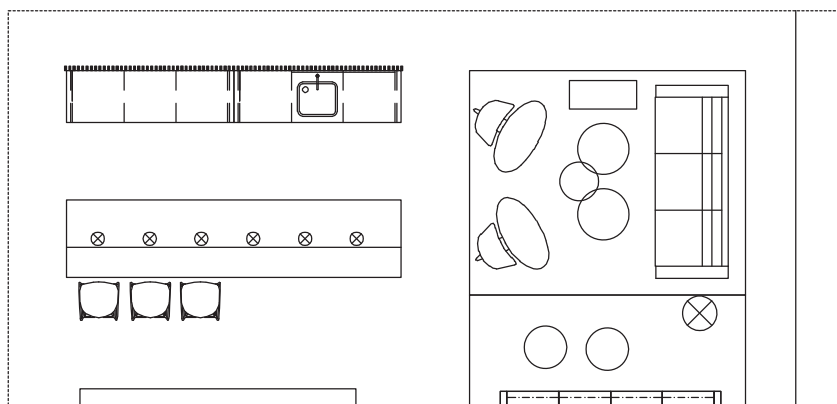
10.6.

PREMIUM CAFÉ

The Premium Café in the added feature set up has some added features compared to VRE. The café furniture consists of a café counter in white Corian with a café bar back in matt grey laminate. To create a warmer and more hospitable feeling the premium café has a wooden batten backdrop. There is also an added silk matt backsplash in the same grey colour as the back counter. The bar stools are upholstered in leather.

Consists of:

- Bespoke café furniture
- Upholstered bar stools
- Suspended lamps



Plan

ADDED FEATURES

10.7.

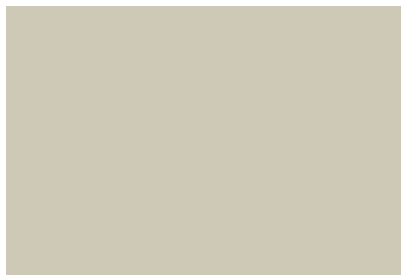
WALLS

For more information see “VRE Interior Specification” and “VRE Interior Drawing Package”.



Painted wall Forest

Area: Business Lounge, Conference Room, Pet Room.
Description: Wall paint Forest
NCS S 4005-G50Y, PANTONE 7537 C.
Note! Colours from different concepts can not be mixed in one room.



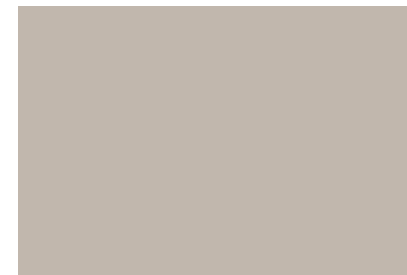
Painted wall Field

Area: Business Lounge, Conference Room, Pet Room.
Description: Wall paint Field
NCS S 1505-Y20R, PANTONE 7527 C.
Note! Colours from different concepts can not be mixed in one room.



Painted wall Ocean

Area: Business Lounge, Conference Room, Pet Room.
Description: Wall paint Ocean
NCS S 7010-R90B, PANTONE 7545 C.
Note! Colours from different concepts can not be mixed in one room.



Painted wall City

Area: Business Lounge, Conference Room, Pet Room.
Description: Wall paint City
NCS S 2005-Y60R, PANTONE 7528 C.
Note! Colours from different concepts can not be mixed in one room.



Chalkboard wall

Area: Kids Room.
Description: Chalkboard paint, black.



Painted wall

Area: Kids Room.
Description: Wall paint Yellow
NCS S 0530-Y10R, PANTONE 7401 C.



Ribbed Wooden Wall

Area: Living Room.
Product: LOUNGE Oak-Ribbed, same as ceiling. Satin lacquered oak veneered chipboard on rib rails. Walls painted in matt grey NCS S 4500-N.
Manufacturer: Art Form Design
www.artformdesign.se

ADDED FEATURES

10.8.

FLOORING

For more information see “Senab VRE Webshop” and “Product Specification List”.



Wall-to-wall carpet

Area: Business Lounge, Conference Room, Pet Room.
Product: Tretford.
Manufacturer: Ogeborg
www.ogeborg.se
Note! Colours from different concepts can not be mixed in one room.



Wall-to-wall carpet

Area: Kids Room
Description: Thick hand-tufted carpet, 50% Botanical silk and 50% wool.

ADDED FEATURES

10.9.

CURTAINS

For more information see “Senab VRE Webshop” and “Product Specification List”.



Sheer Curtain

Area: Consultation Rooms, Office, Staff Room, Business Lounge, Conference Room, Pet Room.

Product: Daybreak 2.

Manufacturer: Kvadrat.

Description: Semi-transparent fabric with a natural expression.

Note! Colours from different concepts can not be mixed in one room.

FOREST
942

FIELD
542

OCEAN
152

CITY
221



Dim out Curtain

Area: Conference Room.

Product: Dawn 2.

Manufacturer: Kvadrat.

Description: Dim-out curtain.

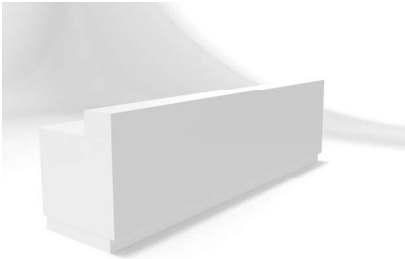
0202

ADDED FEATURES

10.10.

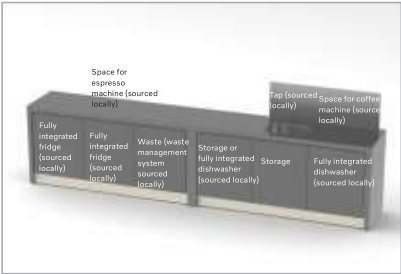
BESPOKE FURNITURE
PREMIUM CAFÉ

For more information see “Senab VRE Webshop” and “Product Specification List”.



Premium café counter

Area: Living Room.
Description: Bar counter in white Corian.
Note: All appliances are to be sourced locally.



Barista Bar

Area: Living Room.
Description: Grey. Includes sink and six standard units.
Options: Freestanding (including splash-back). Wall-mounted (not including splash-back).
Note: All appliances are to be sourced locally.

ADDED FEATURES

10.11.

SEATING

For more information see “Senab VRE Webshop” and “Product Specification List”.



Armchair

Area: Consultation Room, Business Lounge.
Description: Chair with legs in natural oak.
Upholstered in leather.
Note! Colours from different concepts can not be mixed in one room.

FOREST

FIELD

OCEAN

CITY



Bar Stool

Area: Living Room.
Description: Bar stool with legs in natural oak.
Upholstered in beige leather.



Work Chair

Area: Back Office, Conference Room.
Description: Chair with armrests and castors.
White base, Upholstered in cognac leather.



Visitor Chair

Area: Back Office.
Description: Chair with wooden seat and legs.



Lounge Chair

Area: Pet Room
Description: Lounge chair with wooden legs.
Upholstered in fabric.
Note! Colours from different concepts can not be mixed in one room.

FOREST

FIELD

OCEAN

CITY



Lounge Chair

Area: Business Lounge
Description: Lounge chair with high back and wooden legs. Upholstered in fabric.
Note! Colours from different concepts can not be mixed in one room.

FOREST

FIELD

OCEAN

CITY



Kids Chair

Area: Kids Room
Description: Kids chair in solid beech wood.



Foot stool

Area: Business Lounge
Description: Wooden legs. Upholstered in fabric.
Note! Colours from different concepts can not be mixed in one room.

FOREST

FIELD

OCEAN

CITY

ADDED FEATURES

10.11.

SEATING

For more information see “Senab VRE Webshop” and “Product Specification List”.



Stool

Area: Kids Room and Livingroom Kids lounge.

Description: Low stool with oak legs.

Upholstered in pink fabric.



ADDED FEATURES

10.12.

TABLES

For more information see “Senab VRE Webshop” and “Product Specification List”.



Conference table

Area: Business Lounge and Conference Room.
Description: Conference table with wooden frame legs and table top in ash wood.



Side table

Area: Business Lounge and Pet Room.
Description: Side table with white legs and solid ash wood table top.



Kids table

Area: Kids Room.
Description: Kids table in beech wood.



Conference table

Area: Business Lounge and Conference Room.
Description: Conference table with white base and table top in ash veneer.

ADDED FEATURES

10.13.

LIGHTING

For more information see “Senab VRE Webshop” and “Product Specification List”.



Lounge floor lamp

Area: Living Room.
Description: Brass with lamp shade in opaque glass.



Conference lamp

Area: Business Lounge and Conference Room.
Description: Extruded aluminium anodized in brass.



Floor lamp

Area: Business Lounge.
Description: Matt painted aluminium in sand colour with brass and wooden details.



Kids lamp

Area: Kids Room.
Description: Wall mounted lamp with glass shade in three different sizes and colours. Should always be placed together.

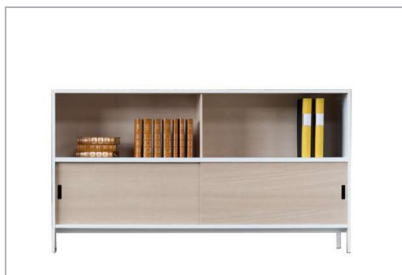


ADDED FEATURES

10.14.

STORAGE

For more information see “Senab VRE Webshop” and “Product Specification List”.



Storage

Area: Consultation Room, Staff Room, Office Room, Business lounge, Conference Room.
Description: White base and legs, fronts and sides in ash veneer.

ADDED FEATURES

10.15.

ACCESSORIES

For more information see "Senab VRE Webshop" and "Product Specification List".



Large vase

Area: Living Room
Description: Clear glass and brass vase for larger flower arrangements.



Small vase

Area: Living Room
Description: Brass vase for a single flower.



Flower pot

Area: Living Room
Description: Brushed brass flower pot for potted plants.



Flower pot

Area: Living Room
Description: Oyster coloured stoneware flower pot with saucer in brass for potted plants.



Decorative mirror

Area: Business Lounge
Description: Decorative table mirror in polished brass.



Writing board

Area: Conference Room
Description: Silk matt glass writing board in light warm beige/grey.



Wall clock

Area: Business Lounge
Description: Wall clock in brushed brass.



Coat hanger

Area: Consultation Room, Office Room, Staff Room, Business Lounge, Conference Room, Pet Room
Description: Free standing coat hanger in solid ash wood.

ADDED FEATURES

10.15.

ACCESSORIES

For more information see “Senab VRE Webshop” and “Product Specification List”.



Waste bin

Area: Consultation Room, Office Room, Staff Room, Business Lounge, Conference Room, Pet Room
Description: Waste bin in ash veneer with white powder coated metal lid.



Storage baskets

Area: Kids Room
Description: Storage baskets in felt in three different colours, red, yellow and grey.



Pet cushion

Area: Pet Room
Description: Lounge bed for dogs in sand.



Wooden train track

Area: Kids Room
Description: Same base as Bespoke Furniture with a wooden train track.