



RENAULT



CLIO



GRIFFIN
Military & Diplomatic



FON 70033

Defence Discount, Blue Light,
& CSMA Card Programme Guide



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PROGRAMME CONTENTS GUIDE

DDS / BLUE LIGHT / CSMA CARD PROGRAMME



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Page

1. Programme contents page.
2. Introduction To Griffin. **(Revised)**
3. Benefits of the programme **(Revised)**
4. Main membership groups explained.
5. Eligibility criteria.
6. Acceptable ID.
7. **FON terms & RCI Finance (Revised)**
8. Renault UK Website **(Revised)**
9. Process Guidelines.
10. Next steps to the market.
11. MOD Employer Recognition Scheme

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INTRODUCTION TO GRIFFIN MILITARY & DIPLOMATIC

DDS / BLUE LIGHT / CSMA CARD PROGRAMME



- ✓ Incorporated in 2002
- ✓ **Only Official Supplier to Boundless by CSMA**
- ✓ Military export sales throughout Europe
- ✓ MOD Corporate Covenant Silver Award Winner
- ✓ **Official Sponsor of the RAF Recruitment Team**
- ✓ **Official Sponsor RAF Falcon Parachute Team**
- ✓ **Official Corporate Sponsor of Combat Stress**
- ✓ **Official Corporate Sponsor of BLESMA**
- ✓ Event Organiser RAF Brize Norton Car Show
- ✓ Official Sponsor Rockets Motorcycle Display Team

- ✓ **Sales now exceeding 31,300 units since 2002**
- ✓ Over 25 years of Military, Diplomatic & CSMA sales experience
- ✓ **Officially Europe's largest Military & Diplomatic new car specialist**

- ✓ Renault UK's authorised Military & Diplomatic agent for Export, as well as the National DDS, Blue Light, and CSMA Sales programme.



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BENEFITS OF DEALING WITH GRIFFIN AND OUR PROGRAMME

DDS / BLUE LIGHT / CSMA CARD PROGRAMME



BENEFITS OF DEALING WITH GRIFFIN

- A **Counting** unit
- Retained **2% Front End** margin
- Up to **4% Back End** target related margin
- Specific **RCI Finance Offer** with no fees.
- Dedicated set of 7 Griffin sales staff, with a minimum of 6 years military and blue light sales experience each
- **Exclusive** access to the Boundless by CSMA membership which now totals in excess of 280,000 members
- Access to the Defence Discount Service via our advertising
- **Exclusive** access to local military events and air shows because of our official partnership with the RAF Recruitment team and the RAF Falcon team
- **Exclusive** access to local events with Combat Stress and BLESMA (the Military Mental Health Charity and the Military Limbless Charity), our Charitable partners
- Access to NARPO and its 89,000 members
- Access to our own national database of military and civil service customers.
- Over 25 years of military, diplomatic & CSMA sales experience



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MAIN MEMBERSHIP GROUPS

DDS / BLUE LIGHT / CSMA CARD PROGRAMME



- **CSMA.** The Civil Service Motoring Association, is a membership of just over 280,000 members. They cover the whole of the Civil and Public Service, including teachers, and this fills in the gaps between DDS and BLC for us. Card members are issued with a 'Boundless by CSMA' Card
- **BLC (Blue Light Card).** A card membership programme run by BLC Ltd, offering discounts to serving Police Officers, Paramedics, Fire Fighters, and NHS medical staff.
- Membership is growing at around 150 new members a week, with BLC promoting the programme through advertising within Blue Light Sports & Social Clubs and events.
- **DDS (Defence Discount Service).** The MOD's own brand for discounted savings on all sorts or branded items, from major retailers
- Designed by the MOD to bring a level of savings for those who are serving in the military, as well as reservists and veterans, as a way of saying 'thank you' for their time of service.
- Membership is growing at around 1000 new members a week, mainly on the back of the MOD pushing the programme through JPA payslips, reservists centres and UK base representation.

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CUSTOMER ELIGIBILITY TO THE PROGRAMME

DDS / BLUE LIGHT / CSMA CARD PROGRAMME



Boundless by CSMA

Customer eligibility:

- Serving & Retired Civil Servants
- Retired & Retired Public Servants
- Teaching Staff

Blue Light Card

Customer eligibility:

- Serving and Retired Police Officers
- Serving and Retired Fire Fighters
- Serving and Retired Paramedics
- NHS Registered Doctors & Nurses
- Serving and Retired Prison Officers
- Serving Community Support Officers
- RNLI Volunteers – (RNLI members are eligible for a DDS Card)

Defence Discount Service

Customer eligibility:

- Serving Military personnel – Tri-Services (Army, Royal Navy, & RAF)
- MOD Employees – Those working for and paid by the MOD itself.
- Tri-Service & MOD Veterans – Those having served their Queen & Country
- DDS Card holders – Members of the Defence Discount Service
- Reservists – Tri Service reservists, or cadet forces

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PROGRAMME ACCEPTABLE ID

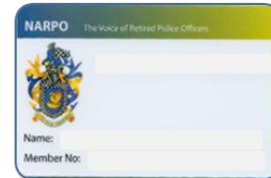
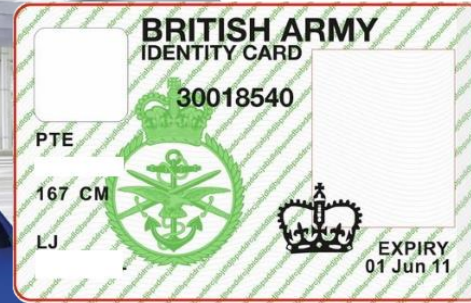
DDS / BLUE LIGHT / CSMA CARD PROGRAMME



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Other Acceptable ID

Serving Military
ID (MOD90)
Serving Members of
Royal Navy
Royal Air Force
British Army
Military Reservist



Other acceptable Blue Light ID
(if the customer does not have a Blue Light Card)
If a customer has either, a Police Warrant card, NARPO Card,
Fire Fighters ID, or NHS ID they do not need to buy a Blue Light Card.



Main Acceptable Cards



CSMA
Serving Civil Servants
Retired Civil Servants
Teaching Staff



Blue Light Card (BLC)
Serving & Retired Police Officers
Paramedics
Fire Fighters
NHS Doctors & Nurses
Prison officers
RNLI Volunteer



Defence Discount Service Card (DDS)
Serving Member
Military Veteran
MOD Employee or veteran
Military Reservist

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PROGRAMME DISCOUNTS & RCI FINANCE

DDS / BLUE LIGHT / CSMA CARD PROGRAMME



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Renault Car Range		Renault UK Support	Requested Dealer Support	Total Member Discount
ZOE	R110 i	13.5%	5%	18.5%
Twingo	All Versions	12%	5%	17%
Clio	All Versions	17%	5%	22%
Captur	All Versions	15%	5%	20%
NEW Kadjar	All Versions	15%	5%	20%
Mégane	All Versions (excl RS)	12%	5%	17%
Mégane Tourer	All Versions (excl RS)	12%	5%	17%
Mégane	RS & RS Trophy	3%	5%	8%
Scenic	All PETROL Versions	13%	5%	18%
Scenic	All DIESEL Versions	10%	5%	15%
Grand Scenic	All PETROL Versions	16%	5%	21%
Grand Scenic	All DIESEL Versions	13%	5%	18%
Koleos	All Versions	8%	5%	13%
Trafic Passenger	All versions	22%	10%	32%

Renault Finance (RCI)

- In addition to the discounts shown you can also offer your customer a fixed rate Selections or HP deal at 6.9% APR with no fees. This **CAN** be combined with the support, unlike a traditional scheme PCP or HP. You **CANNOT** combine the discount with any other scheme finance product 0% HP, FR+ or Scheme Selections.
- Just select the 'DDS & Blue light finance' product in RCI Direct.

Retained Margins

Each deal will leave you with:-

- 2% up front** margin
- Up to 4% back end** target bonus
- A **counting unit**

Support Terms (70033/19)

- A list of the discounts are available on your Renault system, but we have included a quick reference guide opposite.
- All cars get **FREE OF CHARGE METALLIC PAINT**
- Should you have any questions regarding the programme, please contact:
- Renault Business Hub on **0800 731 7066**
- or e-mail them on ddsandbluelight@renault.co.uk
- Or contact Griffin Directly on **01273 57400** (or out of hours 07802 436115)

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RENAULT UK WEBSITE GUIDE

DDS / BLUE LIGHT / CSMA CARD PROGRAMME

Defence Discount and Blue Light Card Scheme

Home How it works Featured offers Frequently asked questions



Explore the Renault range

Cars



TWINGO
from £9,267.25



CLIO
from £10,810



CAPTUR
from £12,753



MEGANE
from £14,850.50



NEW MEGANE R.S.
from £25,707.60



MEGANE SPORT TOURER
from £15,846.50



NEW KADJAR
from £16,657.01



SCENIC
from £17,969.20



GRAND SCENIC
from £18,766.90



KOLEOS
from £24,119.55

Vans



KANGOO PANEL VAN
from £10,774.20



MASTER PANEL VAN
from £18,145.40

Latest savings



Renault CLIO
£2,805 off cash price



Renault CLIO
£3,069 off cash price



Renault CAPTUR
£3,572 off cash price



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Passion for life

- All offers advertised based on dealer retaining **2%** on cars and **2%** on LCV's.
- All models and versions shown with pricing but cheapest power plant option of each version shown.
- The customer can order a vehicle online and select nearest dealer. This will generate an order form with instructions to take to the dealership.
- Test-drives can also be booked via the website and are channelled through the dealer LMT system.
- Full explanation of the process for customers and FAQ can also be found on the site.

Link: <https://ddsandbluelight.renault.co.uk/>

Renault UK Programme guide page

Link: <https://ddsandbluelight.renault.co.uk/faqs/>

Renault UK Programme guide frequently asked questions

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PROGRAMME SALES PROCESS

DDS / BLUE LIGHT / CSMA CARD PROGRAMME



- Identify if the customer has a DDS, Blue Light or Boundless Card
- If they do not have a card but are eligible then contact Griffin on 01273 574000 who will help you obtain one.
- Quote the customer in the normal way using our support as outlined
- Take a copy of the customers photo i.d. and DDS, Blue Light, or CSMA Card and send, together with a copy of the order form and data protection form (last page of this guide), and email to Renault@Griffintaxfree.com.
A tracking number will then be issued by Griffin. Please keep this with your order file

Order the car/van using **FON 70033**, sales channel 5B for local fleet making sure that Griffin's details are overtyped with the registered keepers information.

- From time to time Griffin may contact you with a lead or confirmed order. If the order is confirmed the proofs will have already been obtained and you can order the car as above. Griffin do not take a commission from you for this service.
- Please ask the customer to sign the Data Protection notice should they be concerned about GDPR, and also send this to Griffin. This is not compulsory as we will not pass on the customers details.
- Further details can be found on the Renault UK website at <http://ddsandbluelight.renault.co.uk/how-it-works/>

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NEXT STEPS

DDS / BLUE LIGHT / CSMA CARD PROGRAMME



- The key to getting the most out of this opportunity is to brief your fleet and retail teams. Ensure any customers enquiring about DDS, Blue Light and CSMA discounts are channelled to the correct sales people.
- Update dealer websites with information on the program, (contact Griffin for page formats and logos)
- Contact local police stations, MOD bases, Hospitals, Doctors surgery's etc. to inform them of the scheme and to hand in some flyers or add information for their internal intranet or HR communications. If you need help getting into any military establishment please ask Griffin for assistance.
- Ask Griffin to be put on their preferred dealer contact list for DDS, Blue Light, & CSMA, (by signing the form on page 14) should they have leads and sales to pass on to you. If you are already signed up, please make sure you keep us up to date with any staffing changes.
- Above all else, if you need any help, contact Griffin. They have over 25 years of experience, please use this to grow your local DDS, BLC and CSMA business.
-
- **Head office number 01273 574000**
- **Out of ours mobile 07802 436115**

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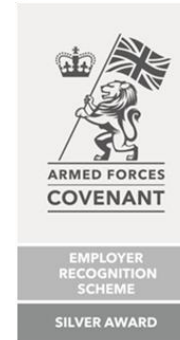




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MOD - EMPLOYER RECOGNITION SCHEME

DDS / BLUE LIGHT / CSMA CARD PROGRAMME



Corporate Covenant – Employer Recognition Scheme

For those dealers wishing to get more involved with our serving military, reservists, and veterans, you can now join the Armed Forces Covenant and apply for your Bronze Employer Recognition Award.

The Employer Recognition Scheme encourages employers to support defence and inspire other organisations to do the same.

The scheme encompasses bronze, silver and gold awards for employer organisations that pledge, demonstrate or advocate support to defence and the armed forces community, and align their values with the armed forces covenant.

Those dealers wishing to get more involved can go to the links below or you can also contact us directly and we will put you in contact with your local RFCA centre.



<https://www.armedforcescovenant.gov.uk/>

<https://www.gov.uk/government/publications/defence-employer-recognition-scheme>

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