



## PRESS KIT

January 9, 2009

### 2008 SALES RESULTS

## RENAULT RESILIENT AMID A GLOBAL MARKET CRISIS

In a world market that fell 4.8%, the Renault group reported a 4.2% drop in sales, while **market share** increased to **3.6%**. The Group pursued its international growth with a 1.5% rise in sales outside Europe to a total of 873,798 units, nearly 37% of all Renault group sales.

### | Results by Region

- **Europe Region: Renault increases its share of the passenger car market by over 1 point**

In a crisis-struck European market that fell 8.1%, the **Renault group** grew its market share **0.2 points**. Renault continued its strategy of reducing sales to short-term leasing companies, a policy that, in the current economic climate, is proving particularly beneficial to residual values for used vehicles.

- **Americas Region: Renault posts the largest market share growth among carmakers in Brazil**

The Group increased sales **56.4%** to a record **115,000** vehicles in **Brazil**. Group market share rose 1.2 points to 4.3% and Renault became one of the top six brands in Brazil. Nearly 40,000 Sandero units and more than 36,500 Logan units were sold in the country.

- **Euromed Region: Renault pursues growth in Russia, selling over 100,000 units**

Group sales increased 6.8% in **Russia**, topping the **100,000** sales mark for the second consecutive year. The Group continued to **lead** the **Moroccan** market, with 27.8% market share.

- **Asia-Africa Region: Renault reports 12.2% growth**

The Group grew its market share 3.5 points in **Iran**, with more than **54,000 Logans** delivered.

### | Results by model

- **Nine new models were launched in 2008:** Clio Estate, Grand Modus, New Mégane, Laguna Coupé, Kangoo car and LCV, Kangoo Compact, Logan Pick-Up and Thalia/Symbol. **By end-2009**, the Renault group will boast the **youngest range in Europe with an average age of 2.2 years** (compared with 3.8 years in 2005).
- **The Entry range** confirmed its success, with 510,000 units sold under the Renault and Dacia brands, for 38.7% growth.

### Direction de la Communication

1967, rue du Vieux Pont de Sèvres – 92109 Boulogne Billancourt Cedex  
Tel.: + 33 (0)1 76 84 64 69 – Fax: + 33 (0)1 76 89 08 56

Sites : [www.renault.com](http://www.renault.com) & [www.media.renault.com](http://www.media.renault.com)

© Renault - Direction de la communication / Corporate Communications

- **Twingo is number one in France and in the top three in Europe** in its category in terms of sales. **Clio** maintained its **third place** in Europe in its segment.
- Thanks to the good performances (+28.4%) of **Modus** and **Grand Modus**, which round out the success of Twingo and the continued strength of **Clio**, Renault sales in the A and B segments (Twingo, Modus, Clio) **increased by 2.4%** in Europe.
- **New Mégane Hatchback and Coupé**, launched at the Paris Motor Show, initiated the debut of Renault's renewed C segment range.
- In France, **Laguna was the best-selling** vehicle in the family sedan segment with more than 33,000 registrations, up more than 10% on 2007.
- **Light commercial vehicles: Renault has been the undisputed leader in Europe for 11 years.** With sales of 86,000 units, **Kangoo Express** reclaimed the **number-one spot in the compact van category** in 2008.
- **Renault Eco<sup>2</sup> range:** 60% of the vehicles sold by the Group in Europe emitted less than 140 g/km of CO<sub>2</sub> (compared with 48% in 2007), of which one-third emitted less than 120 g/km.

## | The situation in 2008

The year was marked by the arrival of an unprecedented global financial and economic crisis. The crisis quickly hit the automotive markets, practically all of which fell considerably.

- The world market grew in the first four months of the year. The European market was stable and the main emerging markets reported strong growth. The Spanish and Italian markets were the only ones to show the first signs of falling off. Group sales were up 7.3% at end-April, driven by performances in France and in the Group's three other Regions.

- Between May and September, the downturn spread across Europe, notably to the UK. Growth in international markets slowed and Group sales on these markets did not compensate for the deterioration in Europe.

- From October, the market decline intensified in Europe, and the main emerging markets in which the Renault group is present began to drop off as well (Russia, Brazil, Romania, Turkey).

**“The intensity of the crisis affecting the automotive sector and the brutal fall in our main markets led us to review our growth objectives for 2008. Despite the crisis, the Renault group has grown its market share,”** said Patrick Blain, Executive Vice President, Sales.

## Detailed review of Regions and Products

### | Europe Region: Renault increases its share of the passenger car market by more than one point

In a crisis-struck European market (PC+LCV) that contracted 8.1%, the **Renault group** fell less than the market, by 7.2%, and reported a 0.2-point increase in market share with sales of **1,507,678** units (PC + LCV). Group market share attained 9%. The image of the Renault brand also grew steadily in the main European markets in the first half of the year.

**Dacia** increased sales by more than 39% to over **112,000** units in Europe with Logan, Logan MCV and Sandero. Strengthened by the success of the Entry range, two new models, Logan Pick-Up and Logan Van, were launched in Europe in the last quarter.

In a French market (PC+LCV) down 0.6%, the **Renault group** grew its **PC** registrations **3.5%**, considerably outstripping the market. The Group's share of the PC market **rose one point**, from 23% to **24%**. Renault consolidated its **number-one** position with 594,086 PC + LCV registrations and market share of 23.7%, up **0.1 point**. The Dacia brand increased 33.5% for a 1.7% share of the market, ranking in the top 15 in PC brands. Total Group registrations came to 637,653.

In a **German** market that fell 1.8%, the Group held up well with a **4.6%** increase in sales and a **0.3-point gain in market share**.

The Group continued to win market share in Ireland (+0.5 pts), the Netherlands (+1.4 pts), Belgium (+0.4 pts), Austria (+0.9 pts) and Switzerland (+0.4 pts).

However, Renault group sales decreased in markets that lost considerable ground, such as Spain (-29.8%), Italy (-12.7%) and the UK (-11.7%).

### | Euromed Region: Renault pursues growth in Russia, selling over 100,000 units

Group sales (PC + LCV) fell 4.9% in the Euromed Region with 403,505 units sold.

In **Russia**, where the market grew 13.7%, Group sales increased 6.8%. For the second consecutive year, sales topped the **100,000** units mark, thanks to the success of the entire range and, in particular, Logan (74,300 units) sold under the Renault brand. Logan is the best-selling foreign three-volume vehicle in Russia.

The Group led the **Romanian** market, selling **106,949** vehicles for **34.5%** market share. This leadership position was largely due to the success of the Dacia brand, which achieved market share of 27.3%.

In the growth markets of **Algeria** and **Morocco**, Renault group sales rose 32.7% in Algeria and 13.8% in Morocco. The Group retained its **leadership** position in Morocco with 27.8% market share.

In **Turkey**, in a PC market that lost 14.8%, the Renault group confirmed its **number-one** position in the PC market with 17% market share, thanks to Mégane 2 and Thalia, with a total of 51,668 sales.

## | Americas Region: Renault posts the largest market share growth among carmakers in Brazil

In the Americas Region, where the markets (PC+LCV) increased 1.7%, the Renault group continued to grow (+4.2%), driven by success in Brazil and Argentina. The Group sold a record **115,000** vehicles in **Brazil** on growth of 56.4%. Group market share increased 1.2 points to 4.3% and Renault became one of the **top-six** best selling brands in Brazil. Sales increased 3.2% in **Argentina**, with more than 69,000 units sold. Renault market share remained high at 12%.

**Sandero and Logan**, launched in Brazil and Argentina, confirmed their success with sales of nearly 44,000 **Sanderos** and more than 41,000 **Logans**.

## | Asia-Africa Region: Renault reports 12.2% growth

Group sales in this region grew a strong 12.2%, considerably more than the market average of 2.9%.

The **Renault** brand made a **54%** advance with sales of more than 110,000 vehicles (PC + LCV).

In **India**, amid a financial and economic crisis, nearly 19,000 Logans were delivered, up 6.8% on 2007. To boost sales, Renault upgraded the Logan range to better meet the expectations of Indian customers.

In **Iran**, sales increased more than four-fold to over 56,000 units. After a difficult first half-year, production has increased steadily since September, nearing Group objectives.

Group sales increased in a number of countries in the Region, up 8.4% in Israel, 43.1% in Saudi Arabia, 12.5% in French-speaking Africa, 16.2% in English-speaking Africa, and 49.5% in Lebanon.

In **South Korea**, **Renault Samsung Motors** (RSM) sold nearly 102,000 units, down 13%. RSM, which features a range of four models (SM3, SM5, SM7 and QM5), will unveil the new SM3 three-volume sedan at the 2009 Seoul Motor Show.

## | Leading products in 2008

### **Twingo, number-one in France and top-three in Europe in its category**

Twingo registrations rose 48.7% in 2008 in a segment that grew 14.9%. With 130,971 new registrations in 2008, Twingo claimed a near 10% market share in Europe and ranked third in Europe in the segment. Twingo is the unrivalled leader in its category in France, with a 30% share of the market.

In Europe, Twingo is making headway in new countries:

- Twingo is now the segment leader in Belgium,
- it ranks second in Germany and the Netherlands,
- in Austria it ranks third,
- and in the UK, where first-generation Twingo was not available, more than 5,000 Twingos have now been sold.

Boosted by a high mix of dCi engines in the A and B segments in Europe (49% of Renault sales in this category since the start of the year), Renault has broadened the range of diesel engines available on Twingo by introducing the dCi 85. This new Twingo Renault Eco<sup>2</sup> emits just 104 g/km of CO<sub>2</sub>.

Thanks to strong performances (+28.4%) by **Modus** and **Grand Modus**, which round out the success of Twingo, and the continued strength of **Clio**, Renault sales in the A and B segments (Twingo, Modus, Clio) increased 2.4% in Europe. **Clio Estate**, launched in 2008, sold in 52,174 units, and accounts for 37.2% of Clio 3 sales in Germany.

**New Mégane Hatchback** and **Coupé**, launched at the Paris Motor Show, mark the beginning of the renewal of Renault's C segment range. **New Mégane Hatchback**, which has been excellently received by the sales network and customers, went to market in November. In France, it already has a 1.6% share of the market. The renewal of the Mégane range will produce its full effect in 2009 with the launch of other body styles.

**New Laguna is number one** in the family sedan segment in France, with more than 33,000 registrations, up more than 10% on 2007. The **Estate** version accounts for 31% of registrations, confirming the sales appeal of the station wagon body style. **Laguna GT**, with its 4Control four-steer-wheel chassis, achieved a new customer rate of more than 30%. The range was enriched at the end of the year with **New Laguna Coupé**, Renault's spearhead model in the luxury segment. Laguna advanced by 28% in a European D segment down 5.6%, with remarkable performances in Germany where sales virtually doubled, to 12,460 units, as well as in the Netherlands.

**Koleos**, Renault's first 4x4 crossover launched in first-half 2008, totaled nearly 18,000 new registrations in a market that fell 9.3% in Europe. **Koleos** is one of the **top-three** best-selling crossovers in France.

#### **Light commercial vehicles: Renault the undisputed leader for 11 years**

With one of the most complete light commercial vehicle (LCV) ranges, the Renault brand has consolidated its **leadership** position in the European LCV market for the 11<sup>th</sup> consecutive year. This top ranking is based on the combined successes of **Kangoo Express**, **Trafic** and **Master**, on a policy of strategic partnerships, and on the enhanced professional standards of the sales network, thanks to the roll-out of Business Centers dedicated to LCVs. With sales of 86,000 units, **Kangoo Express reclaimed the top spot** in the compact van segment this year, far ahead of its rivals.

#### **Worldwide success for the Entry range**

Since launch in September 2004, more than 1,292,000 models from the Entry range have been sold worldwide. Entry range vehicles are produced in seven countries and sold in 75 countries under the Renault and Dacia brands. Global sales of the range totaled 510,000 units in 2008, up 38.7% on 2007. In 2009, Renault Sandero will also be produced in South Africa at Nissan's Rosslyn plant. The Entry range currently includes five bodies: Logan sedan, Logan MCV, Sandero, Logan Van and Logan Pick-Up.

Overall sales for the Renault group fell 4.2% to 2,381,476 units. World sales by brand were as follows:

- **Renault brand**: down 5.4% to 2,019,404 units.
- **Dacia brand**: up 11.7% to 257,594 vehicles.
- **Renault Samsung Motors**: down 12.6% to 104,478 vehicles.

As part of the partnership agreement signed with the leading Russian carmaker, AvtoVaz, on February 28, 2008, the Renault group has incorporated Lada brand sales since March 1, 2008. Lada sales between March and December 2008 totaled 669,972.

## **| Conclusion**

Amid the financial and economic crisis expected to continue in 2009, the Renault group has three strong assets for increasing market share:

- The continued renewal of the range with leading products in Europe such as New Mégane, New Scénic and Grand Scénic, Clio III phase 2, and Master. Internationally, Fluence/SM3 and SM5 will be launched in the second half-year.
- The Renault Eco<sup>2</sup> range in Europe, particularly well adapted to the environmental context and new tax measures.
- An Entry range adapted to today's economic conditions and which is on a growth trend, as proved by the success of the Dacia brand.

Inventory management and reduction will remain a priority throughout 2009.

#### **Press contact:**

Isabelle Meillier

Renault Presse: +33 1 76 84 64 69 - Internet sites: [www.media.renault.com](http://www.media.renault.com) et [www.renault.com](http://www.renault.com)