

# Press Release

OCTOBER 31, 2017

## Dongfeng Renault Automotive Company Announces “DRAC VISION 2022” Strategy

- **By 2022, DRAC will increase annual sales to 400,000 units.**
- **Product mix to include 9 local products centered on SUVs, including 3 electric vehicles.**
- **Dealer network to expand to 400 with best level in quality and customer satisfaction.**
- **VISION 2022 builds on success of past four years: YTD sales of local Kadjar and All-New Koleos exceeded 60,000, achieving the annual target two months early.**

**Wuhan, China, October 31, 2017** - Dongfeng Renault Automotive Company (DRAC) today released its 2022 Vision at a media briefing in Wuhan. According to the plan, Dongfeng Renault aims to sell 400,000 vehicles by 2022, based on nine local models, including three EVs, with a focus on the SUV segment. Meanwhile, its dealer network will expand to 400, and the company intends to deliver the best level of quality and customer satisfaction.

DRAC has achieved its initial goals over the past four years and is now ready to begin a new journey for the next five years – opening a new chapter as a mainstream joint venture by leveraging a full-value chain system.

At the media briefing, Carlos Ghosn, Chairman and CEO of Groupe Renault, said, *“We recognize China as the world’s largest auto market and as a global trendsetter in the mobility of the future and that is why we have made it a strategic priority for growth in Groupe Renault’s new mid-term plan, ‘Drive the Future.’ Together with Dongfeng Group, we have the resources, scale and technologies to support DRAC’s sustainable growth in the Chinese market.”*

According to Mr. Li Shaozhu, General Manager & Deputy Secretary of CPC of Dongfeng Motor, *“Built on a strong understanding of market trends and a commitment to fulfilling customer hopes of enjoying a great life, the Vision 2022 plan reflects the shareholders’ confidence in DRAC, as well as the company’s responsibility to the shareholders, the dealers, all stakeholders and to society as a whole. We will fully leverage the synergies of our Golden Triangle among Dongfeng, Renault and Nissan to help DRAC begin a new chapter of innovative*

development.”

“DRAC 2022 Vision” sets the following targets by 2022:

- Increase annual sales to **400,000** units based on **9** localized products centered on SUVs, including 3 electric vehicles (EVs);
- Expand network to **400** dealers;
- Be recognized as the **best** in quality and customer satisfaction.

#### **DRAC enters a new stage of development.**

DRAC’s next stage of development will focus on four pillars: brand and product development, sales and marketing enhancement, quality assurance and expansion of its Chinese footprint.

**Brand and products.** DRAC will expand its portfolio. By 2022, DRAC will sell nine local models in China, including three EVs. The company will stay focused on SUV expansion with improved internal combustion engine (ICE) options and new EV models. DRAC will focus its internal resources on unique features of the Renault Brand: seductive design, warm technology and assured journey. DRAC will actively apply Renault’s advanced technology in EV, autonomous driving and connectivity to satisfy tech-savvy Chinese consumers, particularly the younger generation.

**Sales and Marketing capacity.** A quality, sustainable dealer network is the foundation for DRAC’s robust development. Guided by a scientific and reasonable network expansion plan, DRAC will have more than 400 dealers by 2022. DRAC will offer investors a diverse network model to secure sustainable growth and encourage the best investors to develop multiple stores. Through this quality expansion of its network, Renault will be a brand that is truly visible, recognizable and accessible throughout China.

**Quality.** By 2022, DRAC aspires to become a market-leading joint venture brand in terms of quality and customer satisfaction. At the beginning of this year, Renault and DRAC respectively topped two lists published by *Autohome – Overseas Brand (with Local Production) New Vehicle Quality and Overseas Brand (with Local Production) New Vehicle Assembly Plant Quality*. In September, the market research agency, J.D. Power, published its 2017 China *Vehicle Dependability Study (VDS)*, in which Renault ranked third and DRAC’s Kadjar ranked second among mid-sized SUVs in the *China Initial Quality Study (IQS)* – a strong endorsement for robust future sales growth. DRAC will continue to improve quality and provide Chinese customers with the best in sales, after-sales satisfaction and user experience. Meanwhile, DRAC will also apply the best worldwide standards of Renault for upstream development, industrialization and production of cars and services.

**Expanding our Chinese footprint.** DRAC will keep being lean and agile. It will continue to develop products focused on the Chinese market and deliver 90% localization. Meanwhile, DRAC will continue to improve its R&D capacity--including in EV and connectivity--tap the local talent pool, and build its Wuhan Plant into one of the best within the Renault-Nissan-Mitsubishi Alliance. In addition, the Golden Triangle partnership among Dongfeng Group, Nissan and Groupe Renault will further unleash DRAC’s potential with access to a full spectrum of cutting-edge technologies.

*“Over the past 4 years, DRAC has become a full value chain company with an encouraging start thanks to the passion of our 2500 employees and the support of our dealers and suppliers. With our 2022 Vision, we will deliver sustainable growth based on the uniqueness of our Renault Brand with a focus on SUVs and battery electric vehicles,”* said François Provost, SVP and Chairman of Asia-Pacific Operations for Groupe Renault and CEO of DRAC.

**Successfully wrapping up the first phase of development.** DRAC has quickly matured into a full-fledged joint venture covering the whole value chain, employing more than 2,500 talented people from different cultural backgrounds and nationalities. In less than two years, DRAC has built a brand new factory in Wuhan from the ground up and successfully localized two key models--Kadjar and All-New Koleos. This strategy is the spearhead of the company’s product offensive as it precisely targets the fastest growing SUV segments. Meanwhile, the DRAC principle of ‘One Team, One Voice, One Action’ has become a unique advantage that continues to unleash the company’s dynamism. By the end of October 2017, sales of the local Kadjar and All-New Koleos exceeded 60,000, achieving the annual target two months in advance.

## 雷诺集团

雷诺汽车集团自1898年开始涉足汽车制造业。如今,雷诺已经发展成为一个国际化多品牌集团。2016年,该集团销售了超过318万辆汽车,销售范围遍布125个国家。集团拥有36个生产厂家、12000个销售渠道、12万名工作人员。为迎接未来的主要技术挑战并实行利润增长策略,集团充分利用其国际增长的优势,发挥集团旗下三大品牌:雷诺、达西亚和雷诺三星汽车,同时集团拓展了电动车以及与日产独具特色的联盟合作。雷诺在方程式F1赛车中组建了一个崭新的团队,并且大力投入到电动方程式赛车中。雷诺认为赛车运动是创新意识和品牌意识的动力。雷诺在中国的业务持续发展,经销商网络不断壮大,销量日益增长。2016年,雷诺汽车在中国的销量达到了36525辆,与上年相比增加了50.8%。

## 关于东风雷诺汽车有限公司

东风雷诺汽车有限公司是由东风汽车集团股份有限公司和法国雷诺按50:50股权比例设立的合资整车生产企业,是“东风-雷诺-日产”的“金三角”战略合作的深入发展。

2013年12月2日,东风雷诺项目正式获得国家发改委批准。2013年12月16日,东风与雷诺正式签订东风雷诺汽车有限公司合资经营合同,并于2014年1月26日获得国家商务部批准。2014年3月3日公司获颁营业执照。

在产能建设上,公司按一次规划、分期建设的模式,进行滚动式发展。一期投资总额约77.6亿元人民币,工厂位于武汉经济技术开发区黄金口产业园,同时配套建设供应商园区,用于供应商就近进行零部件的生产和配送,以此提高供应链效率、降低物流成本,并带动周边产业发展。

一期建成后,公司已实现年产15万辆整车的生产能力,包括冲压、焊接、涂装、总装、树脂五大车间和相应的辅助设施;发动机工厂形成年产15万台发动机的生产能力,包括缸体和缸盖铸造、机加工,发动机装配、试验和相应的辅助设施;同时建设有东风雷诺研发中心,满足同步开发和国产化的需要,研发中心还承担合资自主产品的研发和新能源汽车产品的导入。

受益于雷诺的产品能力,公司将首先在雷诺品牌下,在各个市场区隔导入一系列极富魅力的SUV车型,随后是轿车和其他车型。同时,公司将在东风品牌下开发导入合资自主车型。借助东风和雷诺在新能源技术上已经形成的优势能力,公司未来将开发导入新能源汽车产品。

公司首款车型产品命名为“科雷嘉”,已于2015年11月的广州车展上正式亮相,并于2016年3月18日正式上市销售。2017年4月,全新升级的“都市动感·乐享SUV”——东风雷诺2017款科雷嘉在上海车展上正式上市,并推出全新1.2T涡轮增压车型,凭借新动力、新车型、新配置,为中国消费者带来了更丰富的选择。

公司第二款产品全新一代科雷傲,已于2016年4月在北京车展上正式亮相,并于2016年11月10日正式上市销售。全新一代科雷傲进一步完善了东风雷诺的SUV产品布局,使之实现从小型、紧凑型到中型三大热门细分市场的全面覆盖。

公司对现有雷诺进口车经销商网络进行了整合,建设了独立的经销商网络。目前,东风雷诺经销商已超过170家,到2017年底有望达到200家经销商的规模。东风雷诺经销商网络将同时销售国产车型和进口车型,并提供相应的备件等售后服务。从品牌形象推广、服务能力建设,网络规划、市场运营效率、水平业务等多个层面,为顾客提供最好的消费体验。

如需了解更多信息,敬请访问:<http://www.dongfeng-renault.com.cn>

媒体垂询, 敬请联系:

罗芸

东风雷诺市场部

电话:86-10-5732 8780

邮箱:[luoyun@dongfeng-renault.com.cn](mailto:luoyun@dongfeng-renault.com.cn)

程熙

智者品牌管理

电话:010- 5758 6118

邮箱:[sherry.cheng@wiseway-branding.com](mailto:sherry.cheng@wiseway-branding.com)

GRUPE RENAULT

PRESS OFFICE

Tel.: +33 (0)1 76 84 63 36

[renault.media@renault.com](mailto:renault.media@renault.com)