



## PRESS KIT

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### 2009 WORLD SALES RESULTS\*

#### The Renault group increases market share to 3.7% on strong sales performance in the second half

The **Renault Group** achieved its objective to **increase its world** market share.

The increase of production decided during 2009 and the renewal of the range enabled the Group to increase its penetration in the **second half** and to finish the year with a growth of market share.

. The Renault group increased its **PC + LCV market share** slightly, by 0.1 points to **3.7%**: in a world market that contracted 4.7%, the Group was down just 3.1%, with sales of 2.309 million vehicles.

. In the **PC** market, the Renault group reported **market share** of **4.3%**, up 0.2 points: in a world market that declined 4.2%, the Group increased sales 0.7% to **2.032** million vehicles.

. The **Renault** brand reclaimed the position of third-ranked brand in Western Europe mainly owing to the success of the **Megane family** and **Twingo**.

In the LCV market, the Renault brand has been the number one brand in Western Europe since 1998.

. Dacia brand sales rose by 91% in Europe and reached **1.3%** of the market. Dacia became one of the top-ten best-selling brands in France.

Driven by an **83%** rise in the **PC** market, **Dacia** sales totaled **214.500** units in Europe with Logan, Logan MCV and Sandero.

. **Renault Samsung Motors** increased its market share by 0.8 points (9,3%) and by 31% in terms of volume, making South Korea the Group's third-largest market in 2009.

. For the first time in 10 years, following the collapse of several markets like Russia and Romania, the **Group's sales volume outside Europe** decreased even though the sales volume outside Europe remains at **34%** of the total sales volume.

\* figures based on tentative figures dates January 4<sup>th</sup>

#### 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

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

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## TOP 15 results

The Group's 15 biggest markets accounted for **85%** of its sales.

At end-2009, 11 of these 15 markets reported market share gains (compared with eight at end-June), while one was stable and three were down.

	Sales volume 2009	Market share PC+LCV 2009	Evolution of PC+LCV market share vs. 2008
FRANCE	702 083	26,0%	+ 0,6 (+ 2,3 at H2)
GERMANY	240 153	6,0%	+ 1,0 (+ 1,4 at H2)
SOUTH KOREA	133 630	9,3%	+ 0,8 (+ 1,1 at H2)
ITALY	124 271	5,3%	+ 0,4 (+ 1,5 at H2)
BRAZIL	117 524	3,9%	- 0,4 (- 0,1 at H2)
SPAIN	115 217	10,9%	+ 0,6 (+ 0,9 at H2)
TURKEY	82 224	14,9%	= (+ 0,6 at H2)
UNITED KINGDOM	73 428	3,4%	- 1,1 (+ 0,2 at H2)
RUSSIA	72 284	5,0%	+ 1,3 (+ 1,6 at H2)
BELGIUM+LUXEMBOURG	64 799	11,1%	+ 0,9 (+ 1,0 at H2)
ARGENTINA	61 009	12,4%	+ 0,4 (+ 1,1 at H2)
ALGERIA	56 094	24,0%	+ 6,4 (+ 8,3 at H2)
ROMANIA	51 787	35,9%	+ 1,6 (+ 0,6 at H2)
MOROCCO	37 145	34,1%	+ 5,9 (+ 6,6 at H2)
IRAN	37 106	2,7%	- 2,0 (- 2,7 at H2)

**Europe Region: The Group increases its PC market share by 0.7 points of which 1.5 points during the second half**

**PC + LCV:** In a market that fell 4.5%, the Renault group's market share rose **0.6** points to **9.5%**.

**PC:** In a market that shrank 0.9%, the Renault group increased its sales **7.4%** and grew market share **0.7** points to **9%**. The Group's PC market share has increased systematically year-on-year since May 2009.

**Renault** was the **third-ranked** brand in Western Europe.

**LCV:** In a market that fell 30.1%, Renault group sales were down 24%. The Group's market share rose **1.2** points to **15.2%**. The **Renault** brand maintained its **number one position in Western Europe**.



**PC + LCV – details by country**

- In **France**: The Group grew its market share **0.6** points to 26%, with sales volumes up **7.3%**. This increase in market share was achieved despite a fall of nearly 16,000 units in direct sales to leasing companies. The overall 0.6-point increase can be broken down into a 0.9-point rise in the PC market share and a 1.1-point rise in the LCV market share.
- In **Germany**: Group market share rose **1** point to 6.0% thanks to the scrappage bonus and the success of Dacia, which increased the Group sales to **45.1%**. It is the best performance within the last 6 years.
- In **Italy**: Market share rose **0.4** points to 5.3%, with sales volumes up **5.3%**.
- In **Spain**: Market share rose **0.6** points to 10.9% on the successful renewal of the Megane family. In the PC market, Renault is the **number one** brand.
- In **Belgium**: Group market share up **0.9** points to 11.1%. The Renault brand is **number one** with a market share at 10,3%.
- In **Switzerland**: A **0,9** point rise for the Group market share. With a 7.3% share of the market, the Renault brand is **number two** with a 6.3% market share.
- In the **UK**, linked to the unfavorable effect of exchange parity, the Group market share was down 1.1 points to 3.4% of market share. However, the recovery plan launched during summer enabled to better end the year with a penetration rate of 4.8% at the end of the last quarter.
- The **Renault** brand is number one in **Portugal** with 11.9% market share.

Group **PC** market share:

<b>Country</b>	<b>Market share trend</b>	<b>Market share</b>
France	+ 0.9 point	25%
Germany	+ 1.2 point	5.9%
Italy	+ 0.5 point	5.2%
Spain	+ 1.0 point	10.3%
Belgium	+ 0.8 point	10.7%
Switzerland	+ 0.8 point	6.7%
Portugal	- 0.1 point	11.9%
UK	- 1.0 point	3.2%



## Regions outside Europe: The Group made progress in most of its main international countries

- In **South Korea**: the country becomes the Group's third largest market. The Renault group took a **9.3%** share (up 0.8 points). Registrations increased 31% in a market that rose 20%. **Renault Samsung Motors** sales grew 31% in Korea, for a 0.8-point rise in PC market share, totaling 10.8%. SM3 and SM5 were top-ten best-sellers in the country.
- In **Russia**: the market share was up **1.3** points to 5.0%. Renault was number five in the Russian market thanks to the success of **Logan**.
- In **Ukraine**: a **1.0** point rise in market share to 4.0%.
- In **Romania**: in a market that fell a considerable 53.7%, the Group strengthened its leadership by increasing market share **1.6** points to 35.9%. Dacia is the **number one** brand with Logan and Sandero. Renault ranks **fifth**, with Symbol and Megane both in the top ten.
- In **Algeria**: the market share rose **6.4** points to 24.0% with a **29.4%** increase in registrations volume in a market that fell 5.2%. Renault is the **number one** brand thanks to Symbol, the country's best seller. Dacia is the **sixth** placed brand.
- In **Morocco**: the market share grew **5.9** points to 34.1%, with sales up 8.4% in a market down 10.3%. Renault was **number one** and Dacia **number two**. Logan is the country's best-seller.
- In **South Africa**, in a market down 26.5%, the Renault group reported a 67.2% increase with the start-up of local Sandero production. Market share rose 1.2 point to more than 2.1%.
- In **Argentina**: the market share rose **0.4** points to 12.4% thanks to the stimulus plan implemented at the start of the year. While the market contracted 14.3%, Renault resisted better, down 11.7%.
- In **Colombia**: the market share increased **2.8** points to 16.4% thanks to the success of Sandero (Logan n°2 and Sandero n°3). Renault sales volumes were up on 2008 (+1.9%) in a market that fell 15.6%
- In **Turkey**: the Group maintains its PC + LCV market share at 14.9%. In the PC market, the Renault brand increased its market share 1.1 point to 16.1%.
- In **Brazil**: the Group set a new sales record of nearly 118,000 units with sales up 2.1%. However, the Group did not follow the dynamic market increase, which was established at 3 million units. The market share decreased 0.4 points to 3.9%.
- In **Iran**, the performance is slowed down by the financial problems of the local partners. The market share came to 2.7% with a volume decrease of 34%.



## **Leading products in 2009**

The renewal of the Renault group range continued in 2009 with the extension of the Mégane family and the launch of Clio III phase 2 and Fluence

### **I range**

- Twingo, the best-seller in France, placed top three in sales in its segment in Europe. Clio was number five in its segment in Europe.
- Twingo registrations rose 33.6% in Europe in 2009, totaling nearly 175,000 registrations. Twingo took a 9.9% share of its segment in Europe. In France, Twingo was the clear number one in its segment with a 30.5% share, up 64.3% on 2008. It was number one in the segment in Belgium and number three in Germany.

### **M1 range**

- The Megane family ranked number three in its segment in Europe. It led its segment in France with more than 153,000 registrations. Megane leads its segment not just in France but also in Belgium and Portugal.
- New Megane Hatch and Coupe received an excellent welcome from the sales network and customers in November 2008. The renewal of the Megane family range produced its full effect with the launch of Scenic and Grand Scenic in 2009.
- Scenic is the best-selling minivan in Europe.

### **Light commercial vehicles**

- With one of the most comprehensive light commercial vehicle ranges, the Renault brand consolidated its leadership position in the Western European LCV market since 1998 with 196,100 units sold in 2009.
- The Dacia range found its customer base and contributed extra volumes to the Group.
- In a severe environment for the LCV sector, the quality of products and services for its professional customers enabled the Group to increase its market share.

### **Entry range**

- The Entry program is a real strength for the Group's development and an asset in Europe, where Dacia anticipated consumption trends. Dacia has become an essential player in the automotive industry.
- The vehicles of the entry program are produced in eight countries (Romania, Russia, Colombia, Morocco, Iran, India, Brazil and South Africa) and are sold in 86 countries under the two brands Renault and Dacia.
- The Entry range confirmed its success in 2009, with 533,500 units sold under the two brands Renault and Dacia, for growth of 4.5%.



## Conclusion and prospects for 2010

The Renault group slightly increased its market share to 3.7%.

At end-2009, of the Group's 15 largest markets – accounting for 85% of sales – 11 reported market share increases, one was stable, and three were down.

With the downturn in growth expected to continue in 2010, the Group is expecting an 8% to 10% fall in the European market. With the end of full-effect government aid, the situation of the automotive industry will remain tense. The Group still aims to increase market share, pursuing the momentum initiated in second-half 2009, in respect with the Group's financial objectives.

In 2010, the **Renault group** will be able to rely on new product to increase market share:

- The continued **renewal of the range**, with the new Master in the **LCV** family, the new **SM5** and the full rollout of the **Megane family** for the **PC** family.
- An **Entry range** well adapted to market needs and pursuing the growth dynamic, as shown by the success of the Dacia brand. The range will be broadened with the launch of the **Duster**.

Press contact: Rie Yamane, + 33 (0)1 76 84 64 69  
[www.media.renault.com](http://www.media.renault.com) & [www.renault.com](http://www.renault.com)