

# **2012 SALES RESULTS**

## **RENAULT GROUP**

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**EXECUTIVE VICE PRESIDENT, SALES AND MARKETING**

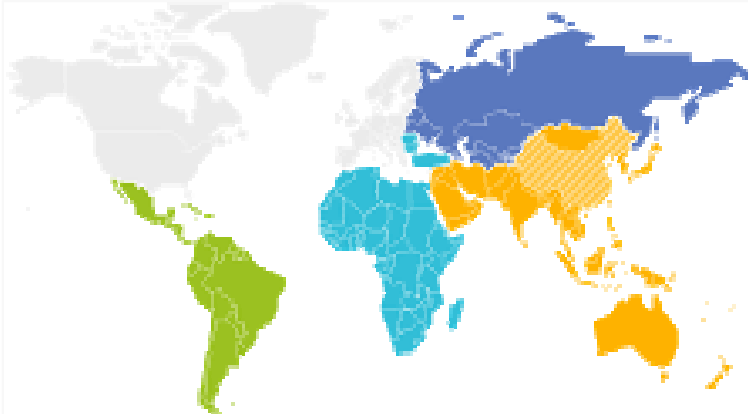
## REMINDER : 2012 OUTLOOK

- « ■ The global market is expected to expand 4% in 2012 compared with 2011.
- The Group will continue to grow in strong markets outside Europe.
- It will consolidate its positions on the European market, which is forecast to decline by 3% to 4% overall (7% to 8% in France), while keeping to the financial targets set in Renault's Drive the Change Plan »

## 2012 RENAULT GROUP HIGHLIGHTS

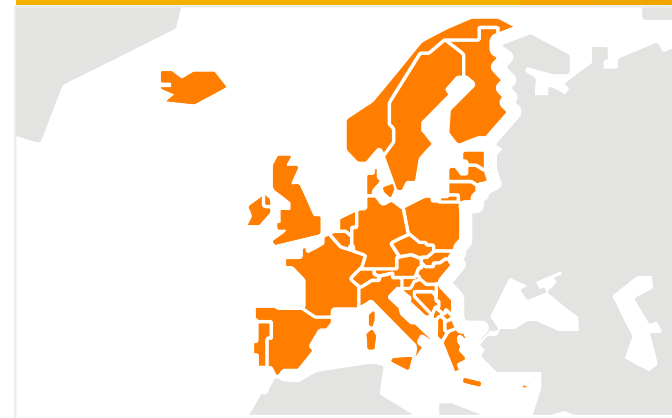
- World TIV + 5.9%
- Europe TIV - 8.6% - impact of the financial and economical crisis

### OUTSIDE EUROPE



- Strong momentum maintained
- Unit sales: + 9.1%
- International sales mix: 50% (+ 7 pts)

### EUROPE



- Unit margin defense strategy
  - Unit sales: - 18.0%
  - LCV & Zero Emission Leadership

**2,550,286 new vehicle sales (- 6,3%)**

# 01



## 2012 SALES RESULTS

## WORLD TIV OF 79 MILLION VEHICLES + 5.9% vs 2011

### WORLD

MTM\* + 5.9%

### EUROPE

MTM - 8.6%

### EURASIA

MTM + 10.5%

### EUROMED-AFRICA

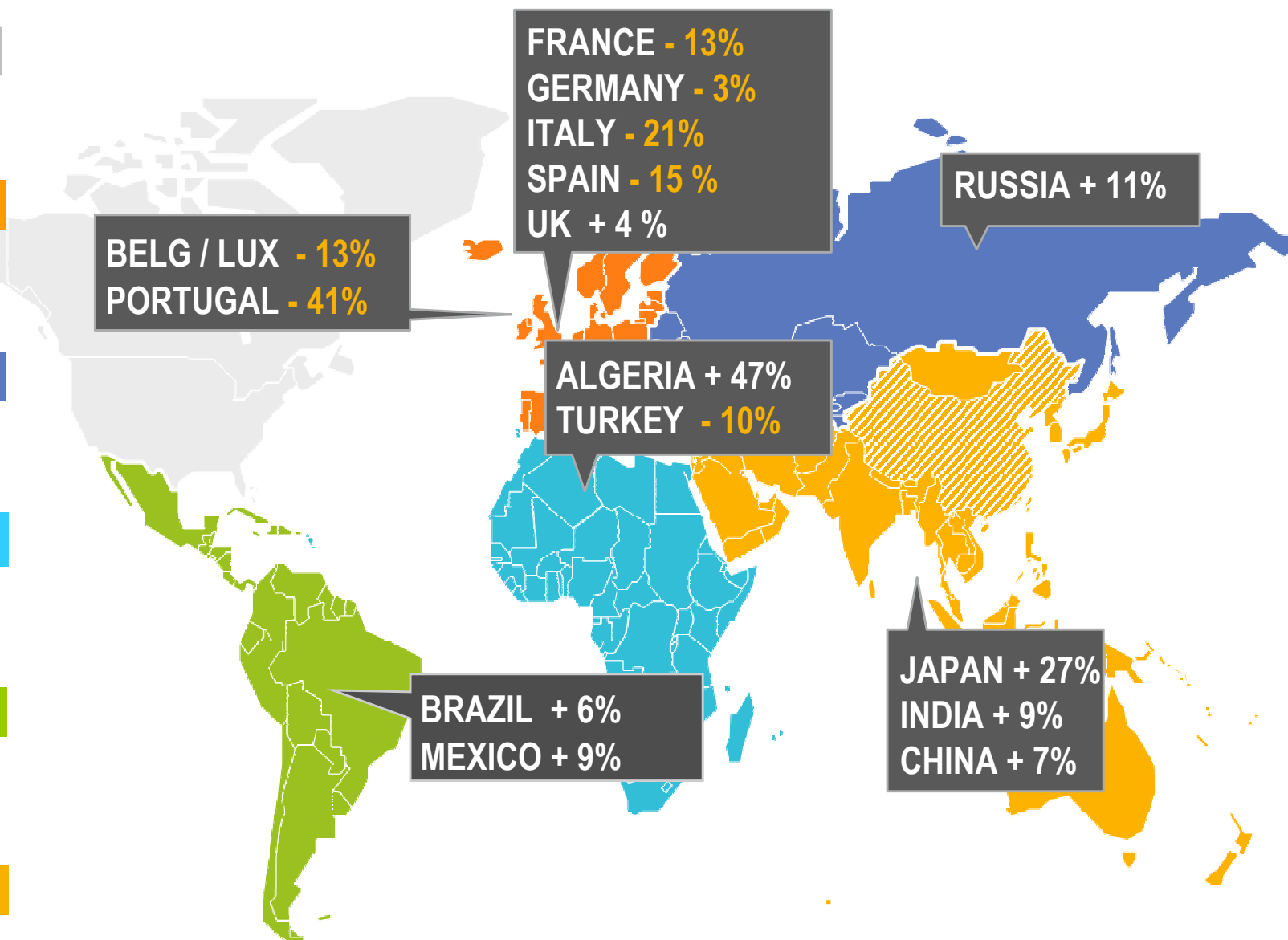
MTM + 3.7%

### AMERICAS

MTM + 5.0%

### ASIA-PACIFIC

MTM + 9.6%

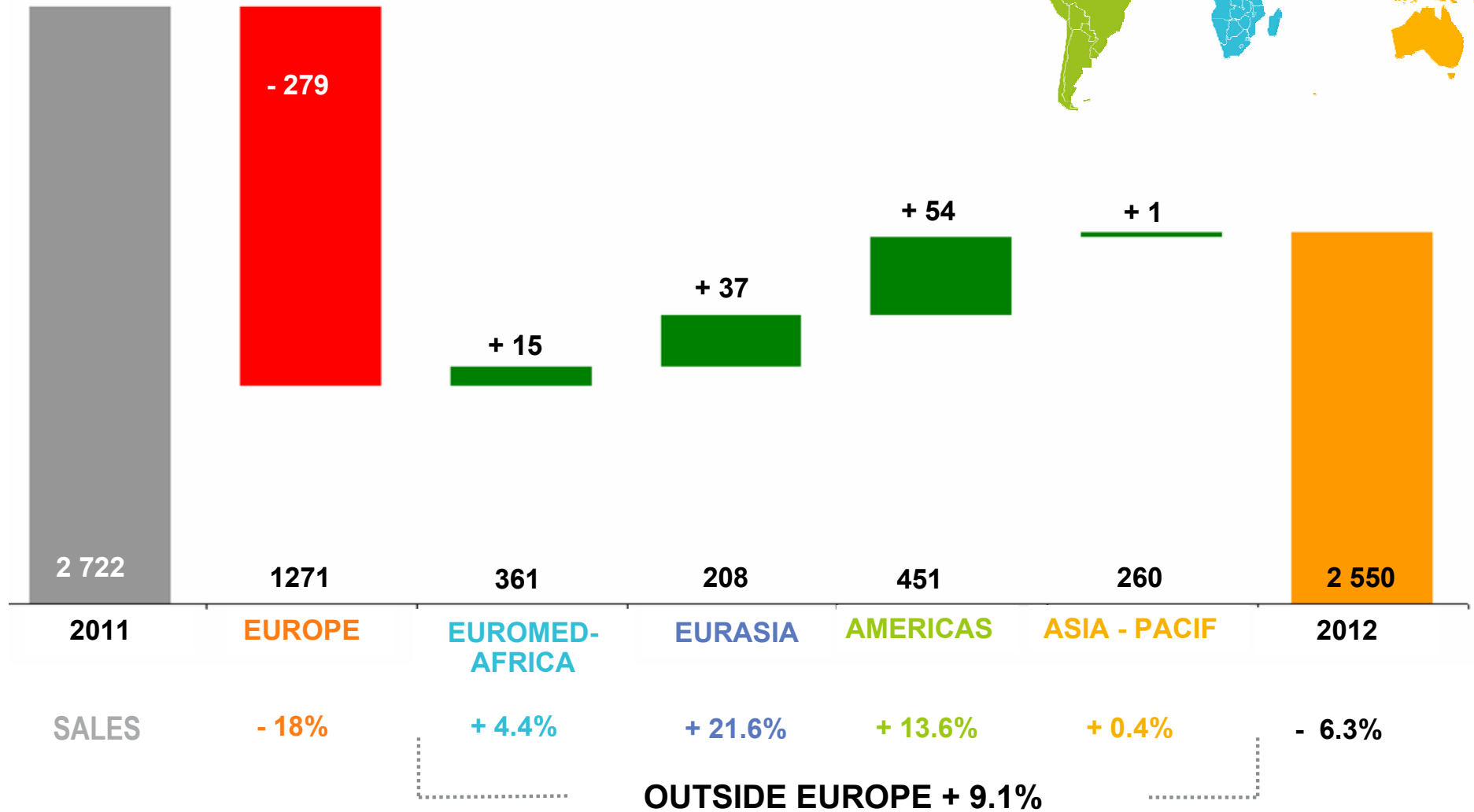
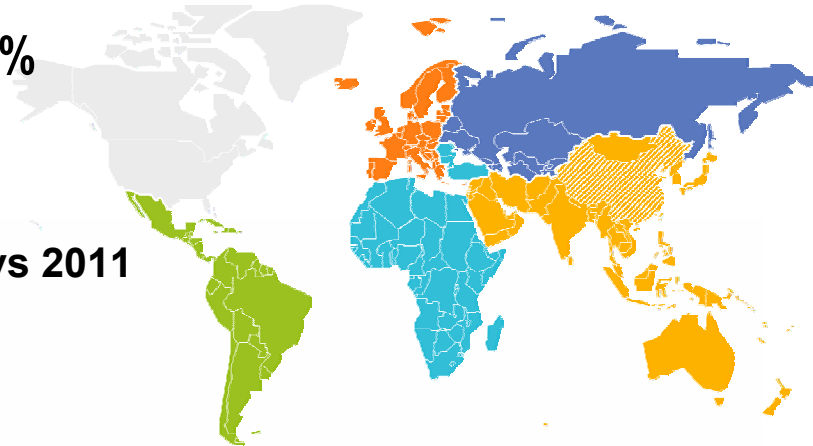


\* PC+LCV including USA & Canada











# SALES MOMENTUM OUTSIDE EUROPE MAINTAINED: + 9.1% DECLINE IN EUROPE

Thousand units  
(PC+LCV)

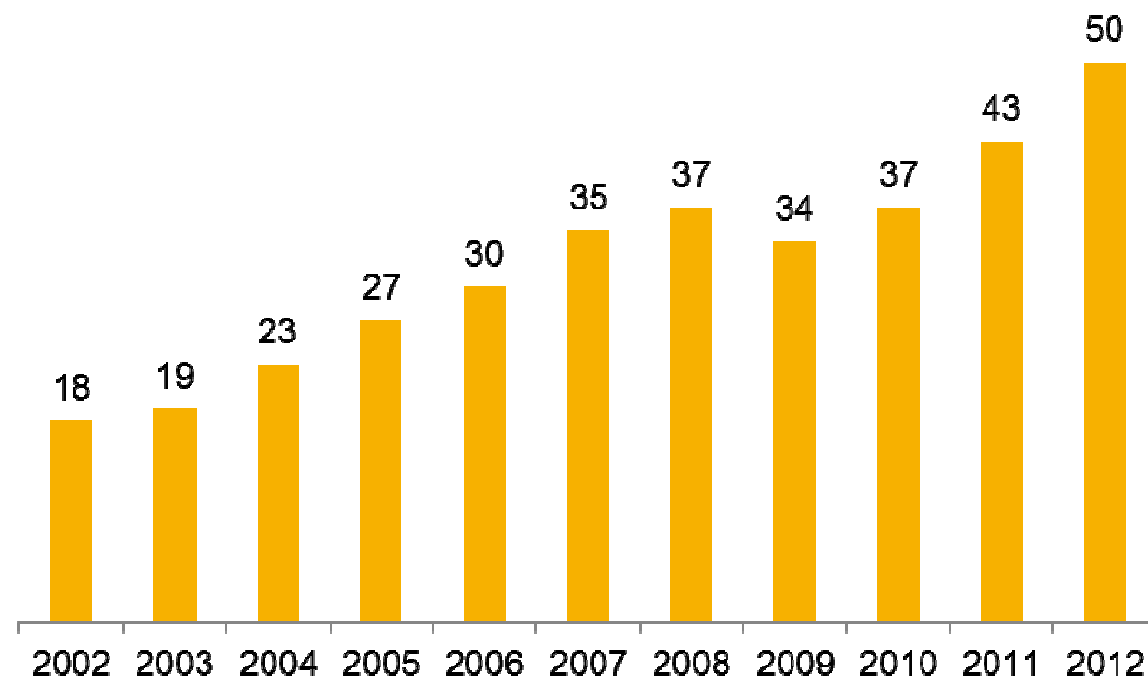
GROUP UNITS SALES BY REGION vs 2011



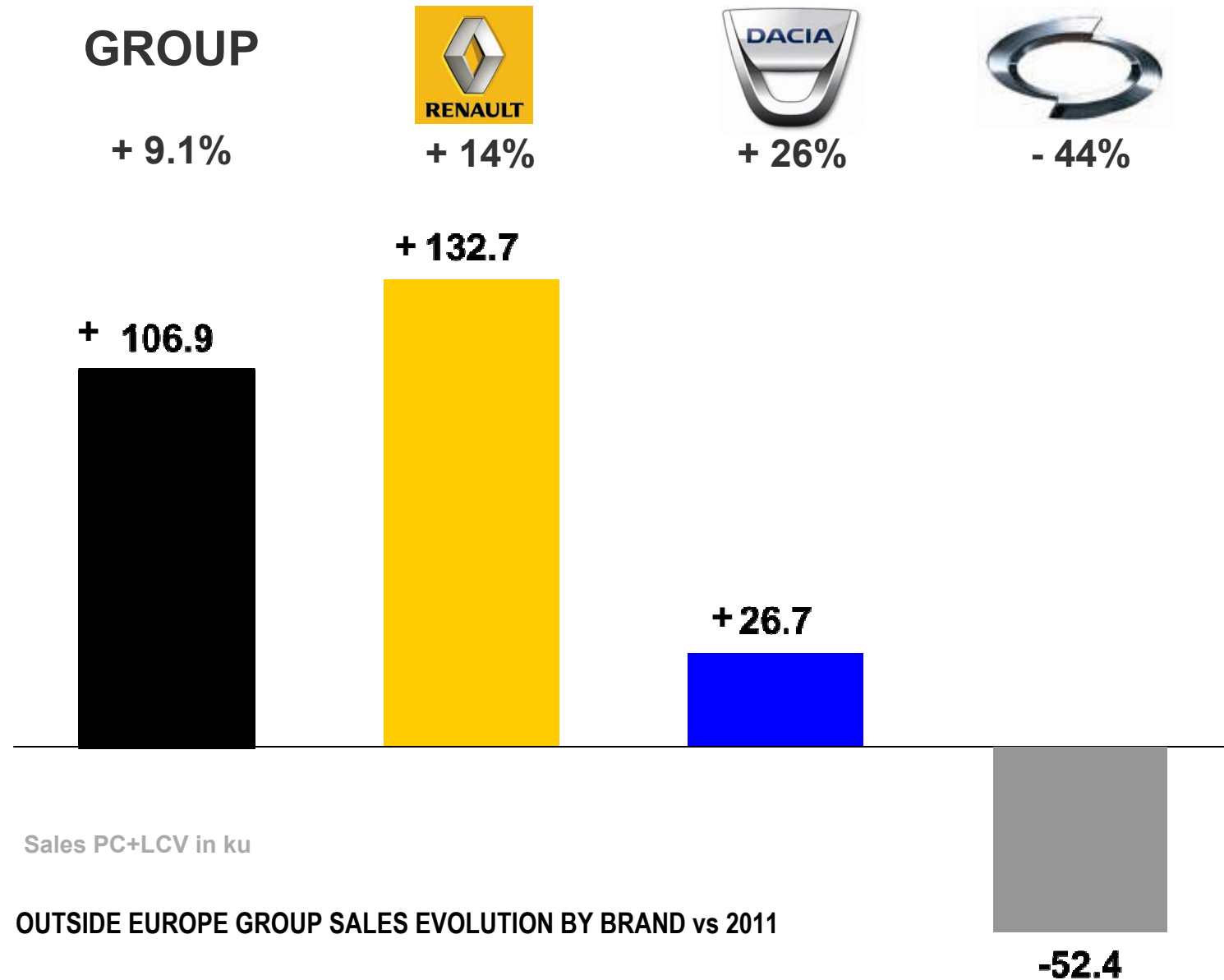
## INTERNATIONAL SALES MIX AT 50% (+7 PTS)

		Market Share (PC+LCV)
01		<b>FRANCE</b> 24.2%
02		<b>BRAZIL</b> 6.6%
03		<b>RUSSIA</b> 6.5%
04		<b>GERMANY</b> 5.1%
05		<b>ARGENTINA</b> 14.8%
06		<b>TURKEY</b> 15.2%
07		<b>ALGERIA</b> 26%
08		<b>IRAN</b> 9.8%
09		<b>ITALY</b> 6.3%
10		<b>SPAIN</b> 10.7%

## % OF SALES OUTSIDE EUROPE

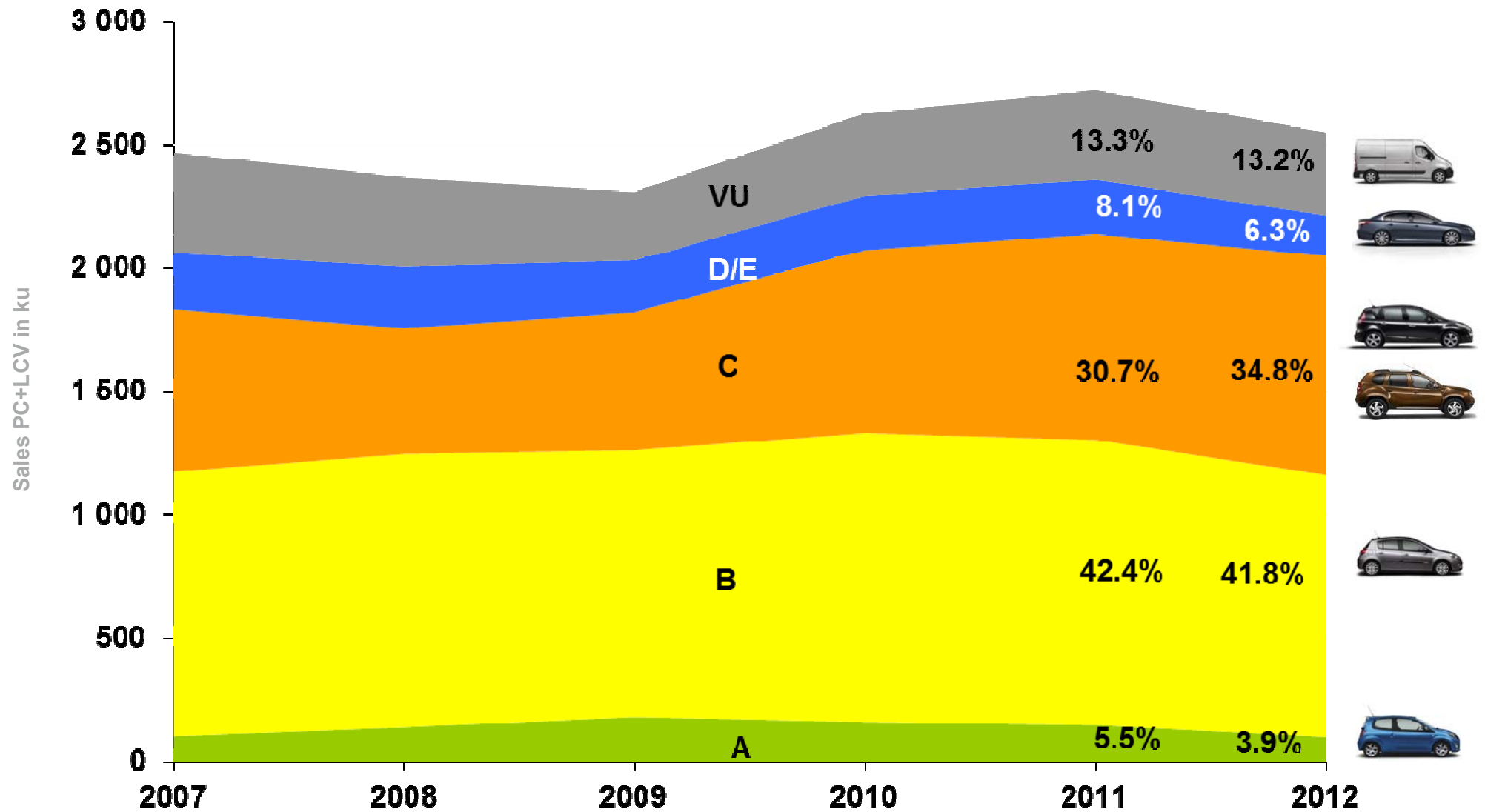


## INTERNATIONAL SALES GROWTH DRIVEN BY RENAULT AND DACIA BRANDS





## GROUP SALES MIX: C SEGMENT SALES INCREASE

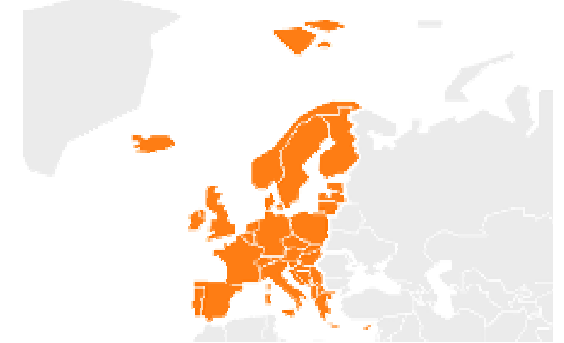
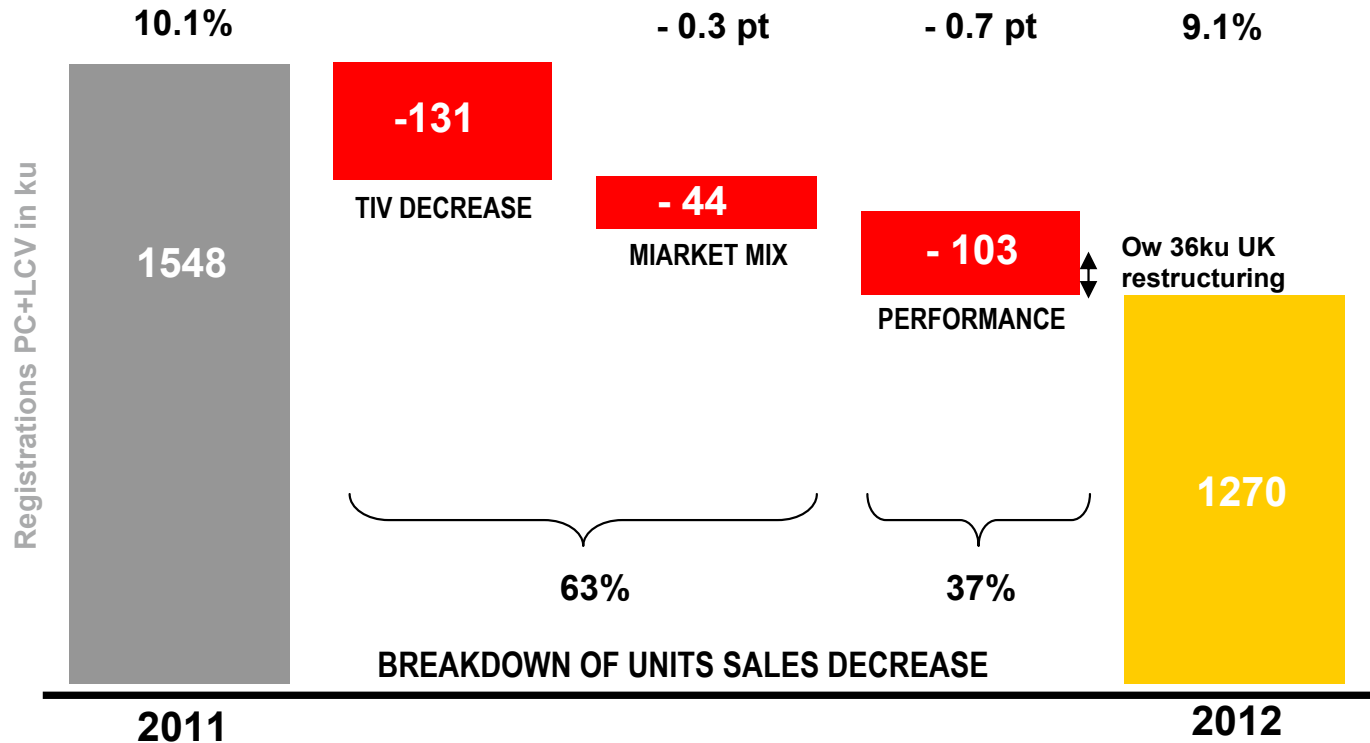


# 02



## 2012 SALES RESULTS BY REGION

## EUROPE: UNFAVOURABLE MARKET MIX & UNIT MARGIN DEFENSE STRATEGY



GROUP MARKET SHARE PC+LCV 2012

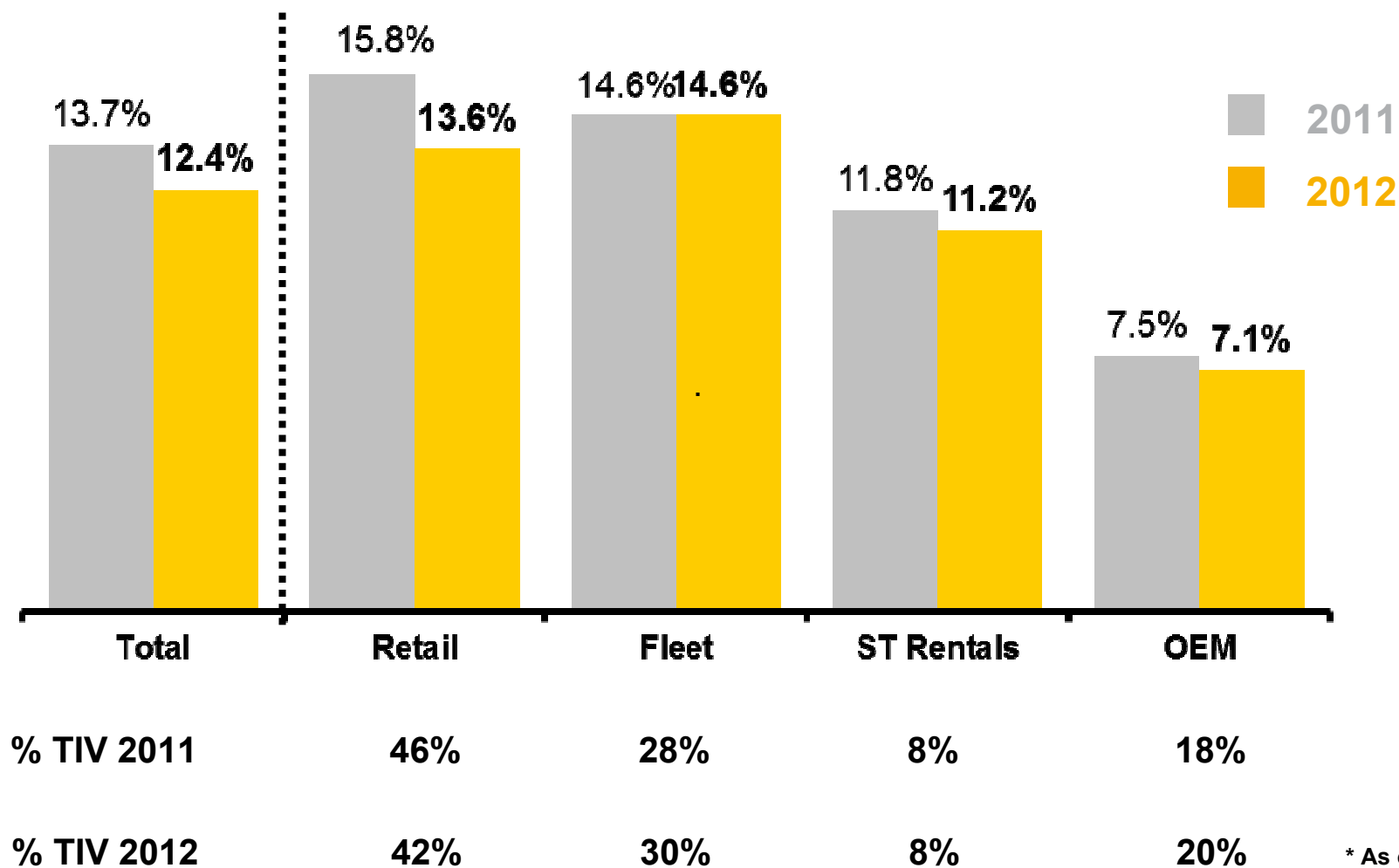
EUROPE	9.1 %
- 1 pt	

## REGIONAL HIGHLIGHTS



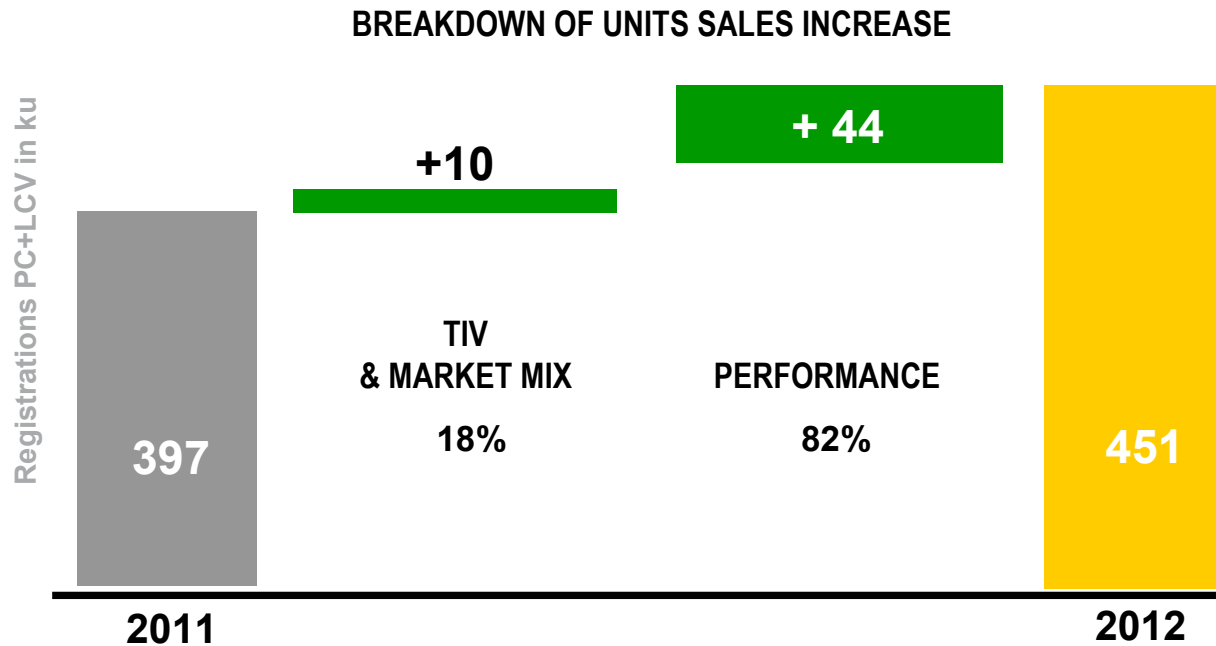
## EUROPE REGION: VIRTUOUS SALES CHANNEL POLICY

GROUP MARKET SHARE PER CHANNEL  
IN FR, D, NL, BEL+LUX 2012 vs 2011\*



\* As of Nov 12 YTD.

## AMERICAS: RECORD SALES AND MARKET SHARE



GROUP MARKET SHARE PC+LCV 2012

**AMERICAS 6.6%**

**+ 0.5 pt**



## REGIONAL HIGHLIGHTS

### BRAZIL



**SALES + 24.3%**

**DUSTER CROSS-OVER LEADER**



### ARGENTINA



**RANKING  
PC + LCV**

**M/S 14.8%  
(+ 1.8 pt)**



### LCV

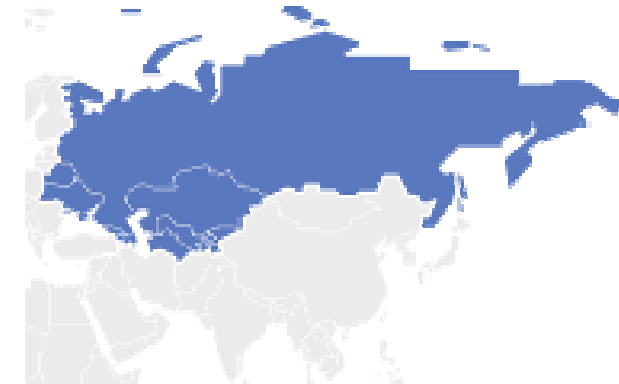
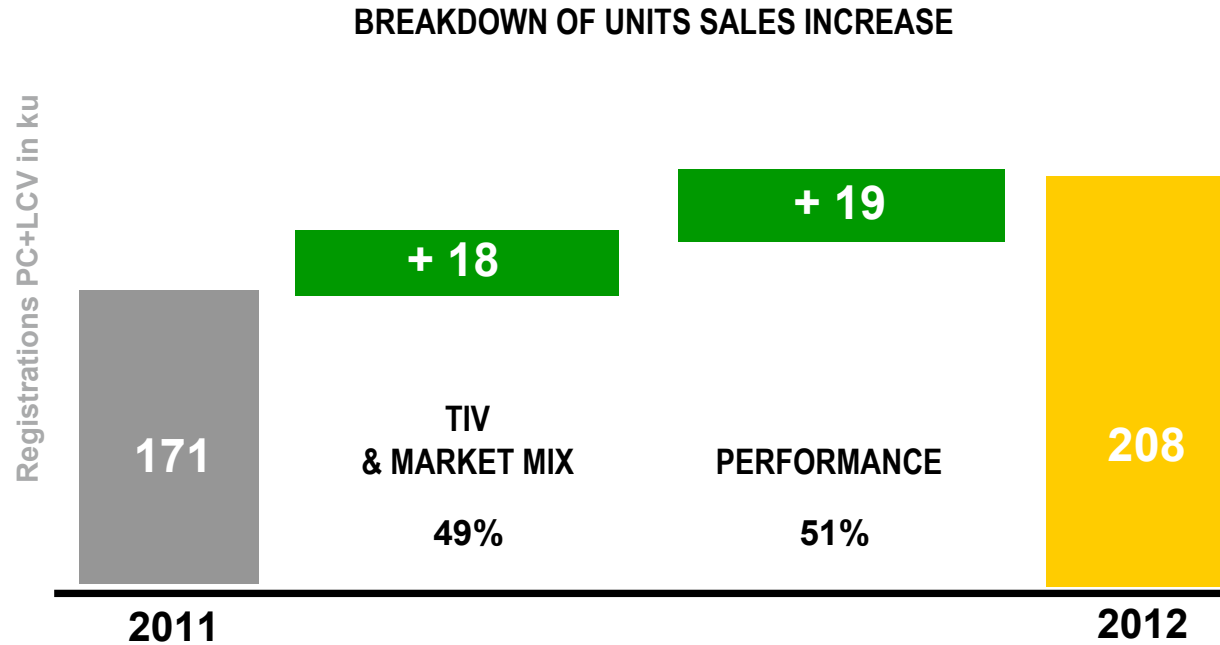
**NETWORK  
EXTENSION**

**RENAULT  
PRO+**

**SALES + 34%**



## EURASIA: RUSSIA BECOMES THE GROUP N#3 MARKET



GROUP MARKET SHARE PC+LCV 2012

**EURASIA** 6.2%

+ 0.6 pt



## REGIONAL HIGHLIGHTS

### RUSSIA



**RANKING**  
PC + LCV

**M/S 6.5%**  
(+ 0,6 pt)



**MEGANE & FLUENCE SALES + 44%**

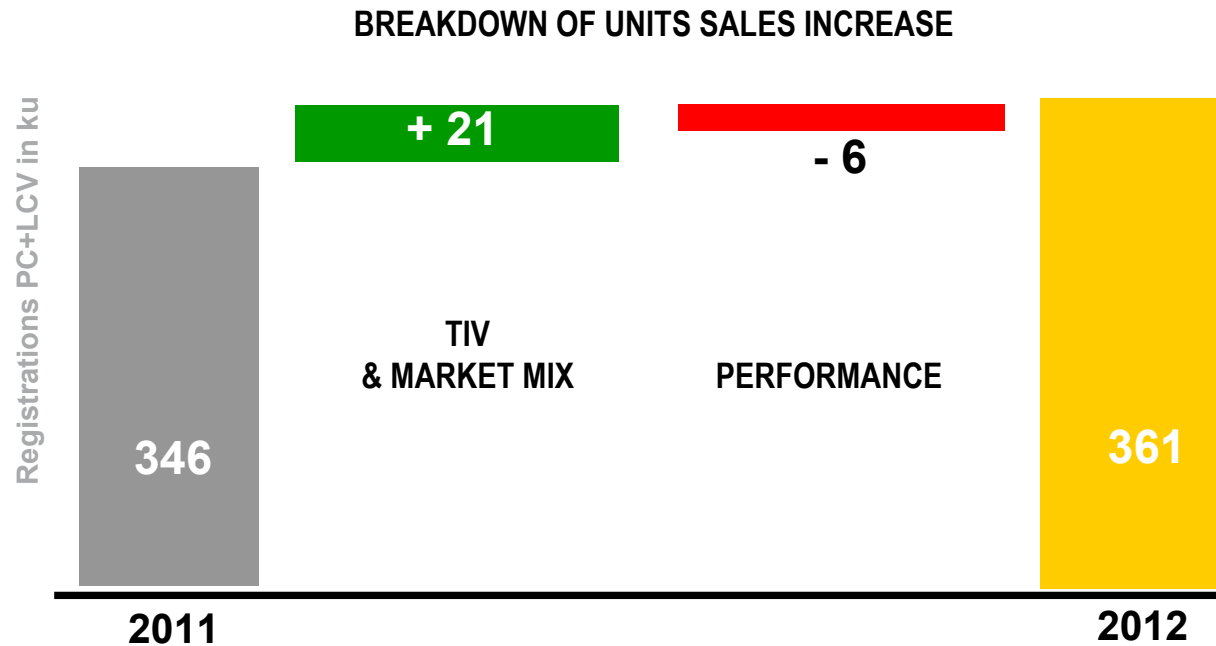
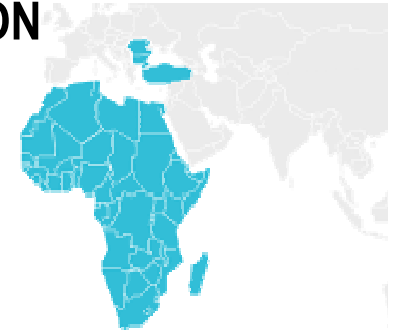


**DUSTER TOP3 4x4 SEGMENT**



**+ 15 SALES OUTLETS**

# EUROMED-AFRICA: RECORD SALES AND MARKET SHARE CONSOLIDATION



GROUP MARKET SHARE PC+LCV 2012

**EUROMED-AFRICA 14.8%**

+ 0.1 pt

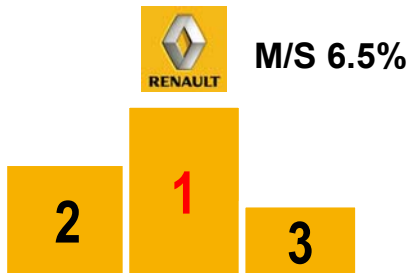


## REGIONAL HIGHLIGHTS

### ALGERIA

**RANKING**  
PC + LCV

**SALES**  
+ 51%



### MOROCCO

**RANKING**  
PC + LCV

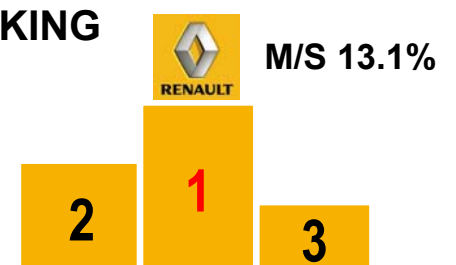
GROUP M/S  
36.6%



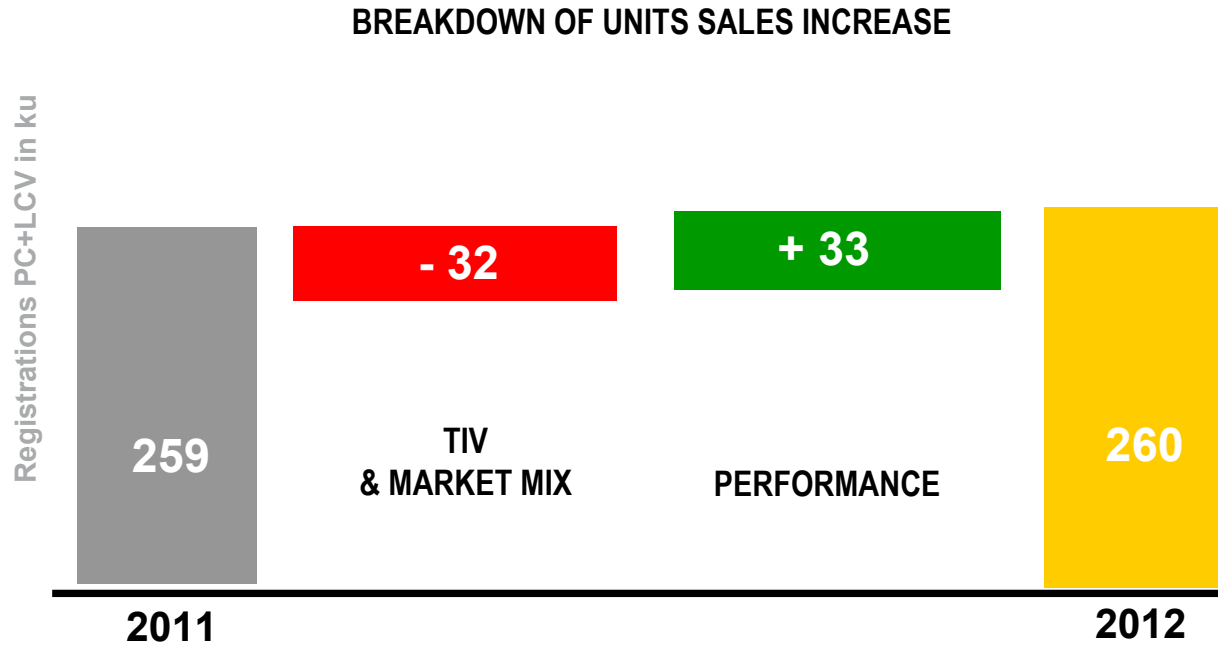
### TURKEY

**RANKING**  
PC

GROUP M/S  
13.1%



## ASIA-PACIFIC: SALES RAMP-UP IN INDIA



GROUP MARKET SHARE PC+LCV 2012

**ASIA-PACIFIC 0.7%**

**- 0.1 pt**



## REGIONAL HIGHLIGHTS

### INDIA



**> 35,000 SALES**

**A 5 MODEL RANGE**

### CHINA



**30,000 SALES**

**SALES GROWTH + 22%**

### SOUTH KOREA



**REVIVAL PLAN**

**SUCCESSFUL SM5 ph2 LAUNCH**

**FRAGILE SITUATION**



# 03

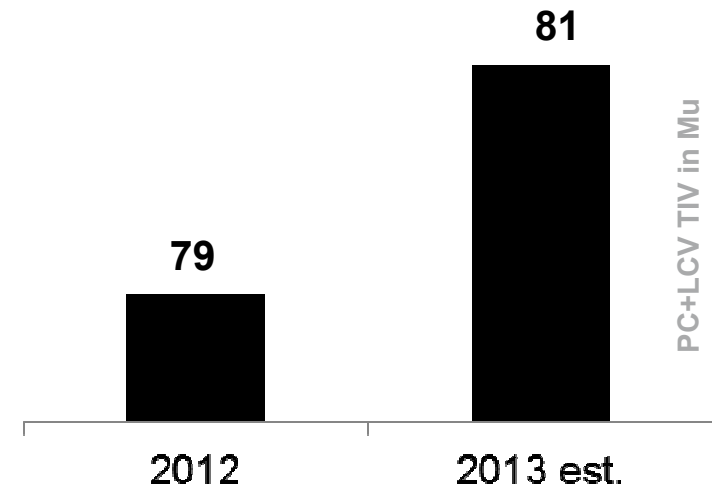
## 2013 OUTLOOK

## MARKET OUTLOOK 2013

- Market growth driven by international markets

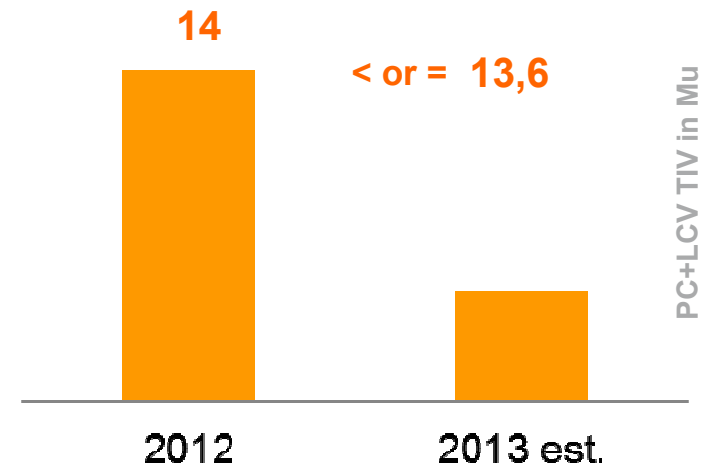
## WORLD TIV:

- World TIV up + 3%
- Outside Europe\* slowdown + 3% / + 4%



## EUROPE TIV:

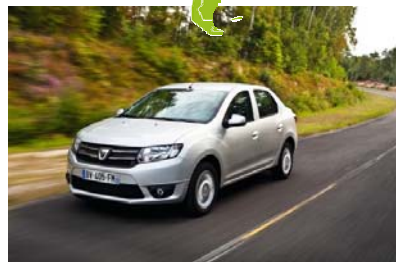
- TIV down - 3% « at best »



\* wo USA+CANADA

## SALES OUTLOOK 2013

- Market growth driven by international markets
- **Ambition : unit sales and market share growth**



## SALES OUTLOOK 2013

- Market growth driven by international markets
- Ambition : unit sales and market share growth
- **Strong product offensive**



# 04

## QUESTIONS & ANSWERS

# 2012 SALES RESULTS

## RENAULT GROUP