

2014 SALES RESULTS IN FRANCE: THE RENAULT GROUP POSTS A 1.3-POINT INCREASE IN MARKET SHARE

In 2014, the Renault group's sales of passenger cars and light commercial vehicles rose by 5.5% and market share stood at 26.6% in a relatively flat market (up 0.5%).

- **Higher sales and market share for the Group's two brands**
- **Five Renault group cars in the Top 10 passenger car standings in France (Clio, Captur, Scénic, Mégane and Sandero)**
- **The Clio is by far the best-selling car in France**
- **Renault holds the top three places in the LCV market**
- **ZOE accounts for 56.5% of the electric passenger car market in France**
- **Dacia is the fifth best-selling brand in the French automotive market and the number four brand for sales to private motorists**

Renault brand

Renault outperformed the automotive PC market in 2014. The brand posted a 4.8% increase in registrations to 353,906 units and saw its market share gain 0.85 points to 19.7% of the passenger car market.

The Clio was the best-selling car in France. More than 105,000 units were registered in 2014 and the Clio came out well ahead of its rivals in the passenger car market. The Captur, the third top-selling passenger car in France, saw its sales increase by almost 60% in 2014. The new Twingo got off to a good start with almost 15,000 registrations in four months. And the Scénic fought off new competition to hold on to its lead in the compact MPV segment, reporting 49,000 registrations.

Renault continued to lead the light commercial vehicle market with a 31.7% share (stable). The Kangoo, Clio and Master were in the top three places in the French LCV market.

The ZOE made headway in the electric vehicle market in 2014 (up 8.3%) and sales were buoyed by a sharp pick-up in the last four months of the year. The ZOE has recorded close to 6,000 registrations in 2014 and accounted for 56.5% of electric passenger car sales in France.

Dacia brand

Dacia saw its sales climb by 14.1% to 102,519 passenger car registrations in 2014. Taking a 5.7% share of the market (up seven-tenths of a point), the brand was solidly positioned in fifth place. Dacia's popularity was driven by the continued success of the Sandero, the third top-selling passenger car to private motorists in France, and the Duster, which posted a 55.2% jump in sales to more than 40,000 units.

Philippe Buros, Senior Vice President, Market Area France, commented:

"2014 was an excellent year for the Renault group in France. Our two brands saw their sales volume and market share

increase, widening our lead over the competition. Our achievements in passenger car and LCV sales are the outcome of our successful product renewal and the unfailing dedication of our sales network. Our extensive range of new products in 2015 will help us to consolidate our position.”

	Month of Dember 2014			
	Volume	vs Y-1 (%)	market share (%)	vs Y-1 (pt)
TIV PC+LCV	200 089	-4.5		
TIV PC	163 382	-6.8		
TIV LCV	36 707	+7.1		
Renault group PC+LCV	54 879	+0.5	27.4	+1.4
Renault group PC	41 577	-0.8	25.4	+1.5
Renault group LCV	13 302	+4.9	36.2	-0.7
Renault PC+LCV	46 493	+5.1	23.2	+2.1
Renault PC	33 420	+4.7	20.5	+2.2
Renault LCV	13 073	+6.1	35.6	-0.3
Dacia PC+LCV	8 386	-18.8	4.2	-0.7
Dacia PC	8 157	-18.2	5.0	-0.7
Dacia LCV	229	-35.5	0.6	-0.4

	Full year 2014			
	Volume	vs Y-1 (%)	market share (%)	vs Y-1 (pt)
TIV PC+LCV	2 167 978	+0.5		
TIV PC	1 795 913	+0.3		
TIV LCV	372 065	+1.3		
Renault group PC+LCV	577 625	+5.5	26.6	+1.3
Renault group PC	456 425	+6.8	25.4	+1.5
Renault group LCV	121 200	+0.8	32.6	-0.2
Renault PC+LCV	471 729	+3.9	21.8	+0.7
Renault PC	353 906	+4.8	19.7	+0.9
Renault LCV	117 823	+1.3	31.7	+0.0
Dacia PC+LCV	105 896	+12.9	4.9	+0.5
Dacia PC	102 519	+14.1	5.7	+0.7
Dacia LCV	3 377	-14.7	0.9	-0.2

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