

MOTRIO, MORE THAN 1,000,000 TYRES IN JUST 2 YEARS

Two years after the launch of its tyre offer, Motrio has just broken through the 1 million sales thresholds.

With attractively-priced products and services and a multi-brand spare part, Motrio wear and tear and minor maintenance operations for almost 1,000 vehicles from 40 different brands.

The Motrio brand is pursuing its growth, boosted by the constant expansion of its product offering as well as by international development with over 40 countries covered.

Motrio, more than 1,000,000 tyres in just two years

The launch of the Motrio tyre offer in 2010 was a key step in the development of a range of additional after-sales products for the Renault Group. Renault was the first manufacturer to market a range of tyres under its own brand (around thirty or so part numbers).

Initially available in 7 countries (France, Portugal, Germany, Turkey, Romania, Spain and Belgium), it was an instant hit and can now boast sales of 1 million tyres in around 15 countries. The millionth tyre was sold in Morocco.

Motrio tyres offer good safety performance in all conditions, good driving comfort and durability, and are sold at an attractive price. Developed by one of the biggest tyre suppliers in Europe, this tyre range is available in the Renault, Dacia and Motrio networks (1,500 Motrio outlets across the world) and at certain vehicle repair shops.

Motrio, an alternative to genuine parts: 1,000 models from 40 different brands

Motrio provides leverage for Renault when it comes to developing turnover in the multi-brand parts replacement sector. There are some 6,500 part numbers available, all manufactured by leading equipment suppliers. They cover almost 1,000 models from 40 different brands.

On top of all that, Motrio also represents significant additional sales potential, as this brand offers the end customer a real alternative when he or she considers that the intrinsic value of the vehicle no longer systematically justifies the use of genuine parts.

Motrio parts still offer great product quality and functionality. A savings of around 20% can be made compared to genuine parts. This difference can be explained by:

- greater standardisation of the most important parts on the after-sales market compared to genuine parts
- materials selected in line with vehicle wear, in particular for Renault models over 5 years old and for other brand models over 3 years old.

Motrio, a brand enjoying continuous growth

The Motrio range is now on sale in over 40 countries. Development of the Motrio range has really taken off over the last few years with the expansion of the product offering. The goal is to fulfil the customer pledge of a comprehensive offer covering all maintenance/wear and tear requirements (excluding engines and gearboxes) with filters, axle assemblies, braking, cooling, clutch and exhaust.

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