



RENAULT & NISSAN CHOOSE OMNICOM-OMD FOR EUROPEAN MEDIA BUYING

PARIS (November 3, 2008) – The Renault-Nissan Purchasing Organization (RNPO), a joint subsidiary of Renault and Nissan, announced today their choice of the Omnicom-OMD agency for managing media purchasing across all media:

- **in Europe for Nissan (24 countries) and in greater Europe for Renault (around 30 countries)**
- **for a combined budget of around 800 million euros per year**

Created in April 2001, RNPO was the first joint subsidiary of the Renault Nissan Alliance. Its mission is to define the worldwide purchasing strategy by product family, to choose the best suppliers according to quality, cost and efficiency criteria, and to pool together the purchasing volumes of Renault and Nissan. In mid-2008, RNPO's scope was extended to include the purchasing of services, including marketing and advertising expenses.

This evolution led to a joint Request for Quotes for the media budgets of Renault and Nissan, within Europe and greater Europe respectively. Among the five agencies who participated in the RFQ were Nissan's agency since 2001, Omnicom-OMD, and Renault's agency since 2000, Aegis-Carat. As both contracts were about to end, Renault and Nissan took the opportunity to optimize their budgets by combining them. The new account will be effective starting January 1, 2009.

The choice of a joint media buying agency is another example of the synergies created by the Renault Nissan Alliance in support of the two companies. Renault expressed its satisfaction with the Aegis-Carat agency and appreciation for their very successful partnership over the past eight years.

The Renault Nissan Alliance

The Renault Nissan Alliance, created in 1999, has sold 6,160,046 vehicles in 2007. The Alliance aims to be ranked in the top three in terms of quality, technology and profitability amongst the major global automakers.

Contact:

Renault Corporate Information Department Rochelle Chimenes	Nissan Motor Co., Ltd. Global Communications Gina Pasco
+ 33 (0)1 76 84 64 69	+ 41 (0) 21 822 57 92
Website: www.media.renault.com	Website: http://press.nissan-global.com/EN/