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RENAULT ENVIRONMENT EXPANDS ECODRIVING ACTIVITIES BY TEAMING UP WITH KEY DRIVING COMPETENCES

- Renault Environment (RE) is teaming up with Belgian firm Key Driving Competences (KDC) SA to expand innovative ecodriving training courses and sustainable mobility services for everyone.
- Since 2005 Key Driving Competences has delivered more than 50,000 hours of training, contributing to a genuine *attitude change* in 10,000 professional and private drivers in their daily habits.
- Starting in several European countries in early 2010, Renault Environment and KDC will run joint training courses that can significantly reduce corporate fleets' fuel consumption and CO₂ emissions.

Renault Environment and Key Driving Competences: "It's time to change the way we drive"

Renault and KDC are both deeply committed to an active environmental protection policy. Together, Renault, through its subsidiary Renault Environment (RE), and Key Driving Competences (KDC) are offering ecodriving training courses for fleets and individual customers, which can significantly reduce fuel consumption (by 10% on average) and carbon emissions. Starting in 2010, RE and KDC will offer a full range of products and services tailored to the specific needs of their customers, to support them in their responsible development strategies. The significant gain in fuel consumption will considerably reduce vehicle running costs.

Key Driving Competences: a method for attitude change and competences making

KDC's founding motto is "What you can't measure, you can't manage". The company, started in Leuven in 2005, deploys a method based on objective measurement of driving attitudes before, during and after the ecodriving training course. Since 2008, the method has been supplemented with a tool developed jointly with the Department of Motivational Psychology at Ghent University. The tool measures the trainees' motivation to change, which encourages their commitment and acceptance of the aims of the training course.

To reinforce the new driving reflexes learned on the practical training course, KDC runs short-term and long-term personalized follow-up plans. Plan 21 (follow-up 21 days after the training course) and Plan 12 (monthly follow-up for a year) help reinforce trainees' attitude change in order to make the results they achieved on the course last.



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In early 2009, KDC enhanced its method even further by signing a partnership with Transics International, a company that manages transportation fleets, to develop a system to analyze, interpret and evaluate truck drivers' ecodriving competencies in real time. The ecodriving algorithms will be incorporated into Transics' installed base of on-board computers (60,000 currently used in the vehicles).

Expansion in the main European markets

RE and KDC will rapidly become the benchmark for ecodriving and mobility services in Europe, by providing corporate and government fleets and individual drivers with effective methods and tools (simulator, on-board telematics, online support – <http://mon.keydriving.be> -, etc.) to monitor progress on a daily basis. The method ensures standardized, quality services for customers with international subsidiaries. It is by changing the behavior of every driver that significant, ongoing gains will be achieved.

The partnership will provide financing for KDC's international growth and develop new products and services in synergy with Renault engineering. The European rollout should also create direct jobs. It will drive mass environmental progress in line with the commitment of the Renault eco² label.

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Renault Environment

Renault Environment is a 100%-owned Renault subsidiary, dedicated to expanding green business in line with the Renault eco² environmental policy. In 2008 Renault Environment set up a joint venture with SITA, a subsidiary of Suez Environment, to boost recycling of end-of-life vehicles (ELVs) and market "second life" materials and parts.

Renault

Renault, France's leading automotive brand, can draw on more than 110 years' experience in innovation to offer quality products and services ahead of their time that are ingenious, attractive, affordable and low carbon. Renault's new slogan, "Drive the change", expresses Renault's determination to pioneer sustainable mobility for everyone.

The Renault Group operates in 118 countries. The group designs, develops, manufactures and sells passenger cars and light commercial vehicles under three brands: Renault, Dacia and Renault Samsung Motors.

In 2008, the Renault Group generated total net revenues of €37,791 million and sold 2,382,230 vehicles. The group employed 129,000 people worldwide.

About Key Driving Competences

Key Driving Competences plc (KDC), a Belgian company situated in Leuven, was founded in 2005. Key Driving Competences plc (KDC) organises training projects for drivers who already have driving licences in categories B, C, CE and D, to bring driving behaviour up to date with current standards.

The emphasis in the training courses lies mainly on the Ecological Impact (Eco-Proactive Driving Behaviour) and on Sustainable Safety (Proactive Driving Behaviour). The training courses serve to reduce the economic and environmental impact of vehicles (fuel consumption, maintenance, incidence of accidents, repairs and insurance premiums) and to optimise the safety of the drivers.



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From the beginning, Key Driving Competences plc has strongly invested in the development of performant methods and an state-of-the art technology (KDTS measurement tool) making it a market leader with a valuable USP.

The company currently has 2 subsidiaries (in Belgium and the Netherlands) and employs a group of twenty highly qualified employees.

KDC's values : Systems MEET People (MEET : Methodology-Efficiency-Ethics-Technology)

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