

# Renault Tech becomes Qstomize and reveals its new strategy

## QSTOMIZE

- Renault Tech, an integral part of the Renault Group's after-sales department since January 2021, is in charge of customization and transformations on the vehicles of the group's brands.
- Renault Tech is changing its name to Qstomize: a name that evokes its core business, namely vehicle customization and transformation, with a scope of action beyond the Renault brand, and even the group.
- Qstomize reveals its new strategy centered on two main axes: expansion of the product range and geographical scope.
- Qstomize is expanding its product catalog to meet the needs of professional and retail customers with even greater flexibility.
- Qstomize, already present with 12 sites in the group's factories in the extended Europe (Europe Middle East Africa), is expanding its field of action by establishing itself in 7 new countries to be closer to local needs and specificities.

Boulogne-Billancourt, April 19th, 2022.

### **A new name to embody the company's evolution**

Renault Tech becomes Qstomize to embody a new era. A more international name, which will allow the entity to develop beyond its current geographical scope. It also evokes its business and expertise, namely personalization and conversion, hence the direct inspiration of the English word "customization". This name will enable it to extend its scope of action to all the brands of Renault Group, the Alliance and its partners, and even beyond the group.

### **A reaffirmed mission: to provide everyone with customized automotive solutions**

Qstomize designs, produces and markets vehicle conversions and offers associated services in response to the needs of retail and professional customers, in compliance with the group's quality standards.

Qstomize operates in four segments:

- Passenger cars, with flagship activities such as company vans, driving schools and limited editions
- Commercial vehicles, with heavy conversions such as tippers, deep cabs or the fitting of professional equipment
- Corporate fleets, with specific responses to customer specifications
- Transport for people with reduced mobility (TPMR), its historical activity, for mobility accessible to all.

## Expanded offers of complex conversions

Qstomize will expand its product portfolio to include more complex and higher value-added conversions. Qstomize will operate from its production workshops, located in Renault factories, thus reducing the time required to deliver the vehicle to the customer, as well as transport costs and environmental impact. This will be the case, for example, with the development of a floor-cab version of the Kangoo or mobile workshop vehicles.

These conversions, which meet Renault Group quality standards, will soon be supplemented by others, which will be added to the product catalog. Customers will be able to order these conversions from the sales networks of the Renault Group brands, thus enabling a complete customer experience in a single point of sale.

Qstomize aims to produce 30,000 complex conversions per year by 2025, up from 15,000 per year today.

## An extension of the geographical scope

Currently present with 12 workshops located in Renault factories (in France, Spain, Slovenia, Turkey, Morocco and Romania), Qstomize will also bring its expertise and professionalism by setting up in import logistics centers in high-potential countries, where it will deploy ready-to-install conversion kits before delivering the vehicles to dealerships. This international development will enable to carry out conversions in each country, providing customers with a response adapted to local specificities, while benefiting from Renault Group quality standards. By 2025, Qstomize will be established in seven new countries to meet the demand for local conversions.

*"This is an important day because this new name, Qstomize, marks a turning point for the Renault Group's after-sales department. By expanding our geographical footprint and our service offers on more complex conversions, we will further improve our contribution to the group's performance, while responding even better to our customers' satisfaction",* declared **Hakan Dogu, SVP, Worldwide After Sales department Renault Group.**

### Qstomize – key figures

360 employees

14 sites in 6 countries

213,000 converted vehicles in 2021

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## About Renault Group

Renault Group is at the forefront of a mobility that is reinventing itself. Strengthened by its alliance with Nissan and Mitsubishi Motors, and its unique expertise in electrification, Renault Group comprises 5 complementary brands - Renault, Dacia, LADA, Alpine and Mobilize - offering sustainable and innovative mobility solutions to its customers. Established in more than 130 countries, the Group has sold 2.7 million vehicles in 2021. It employs nearly 160,000 people who embody its Purpose every day, so that mobility brings people closer. Ready to pursue

challenges both on the road and in competition, Renault Group is committed to an ambitious transformation that will generate value. This is centred on the development of new technologies and services, and a new range of even more competitive, balanced and electrified vehicles. In line with environmental challenges, the Group's ambition is to achieve carbon neutrality in Europe by 2040.  
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