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RENAULT ADAPTS ITS MARKETING STRATEGY TO THE ECONOMIC ENVIRONMENT

To support an unparalleled product plan in the history of the Renault Group, Renault's Marketing Division has set ambitious targets. To achieve them, Marketing has mobilized the right resources, which are already paying off and delivering convincing results. In order to adapt to the economic environment in 2009, Marketing is enhancing Renault's visibility to digital audiences and is launching two new web-based interfaces: Renaultshop and Renault TV.

2008: a winning strategy

Inspiring positive feelings about the brand, generating traffic in the showrooms, publicizing new models in the line-up, valuing customers, doing more and better with the same budget – those are the ideas behind Renault marketing actions since the beginning of the Group's product offensive.

For more clarity, browsing on the Group's **websites** has been rationalized through new versions of the renault.country and dacia.country sales sites. Fifteen mini-sites dedicated to products were launched in 2008. Through exclusive technological partnerships with Microsoft, the www.new-megane.com and www.new-laguna.com websites have been enriched with Silverlight technology and its DeepZoom and Microsynth features, enabling users to view vehicles in incredible detail and create 3D-quality images.

Two key **partnerships** have also been signed. The partnership with yachtswoman Ellen MacArthur symbolizes Renault's commitment to the environment through the Renault eco² label, and the partnership with Electronic Arts to place New Mégane Coupé in one of the most famous auto racing video games in the world, *Need for Speed*. These developments reflect a revamped marketing strategy, which is now focused on conquering new customer segments.

To maximize the impact of the launches of new vehicles in the Renault line-up, such as Renault Laguna Coupé, **event packages** are designed, such as a giant safe box to showcase a vehicle or giant outdoor posters deployed in all major European capitals, a first for Renault.

The way of working with Renault's historic **advertising agency**, Publicis, has also changed. The objectives: channel diversity, with the head office overseeing briefs and production, and stimulate creativity by making the country offices compete with each other and make each launch an opportunity to promote the brand. The results: fewer commercials per product, with 20 advertising campaigns launched in 2008 in more than 80 countries, a new slogan for Clio – "Exterior signs of inner richness" (Renault Clio commercial), a new tone – "It's Time to Change" (New Renault Mégane commercial), and a new style – "Saturday Night" (Twingo commercial).

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PRESS RELEASE

With clear targets and the right resources, Renault's marketing strategy is achieving convincing results: the cost of producing commercials for each model has been halved and, for the first time in five years, the image of the Renault brand is improving in Europe.

2009: Renault's marketing is making changes to reflect the economic environment

Through **synergies with the Alliance**, the joint Renault/Nissan contract for media purchasing signed with Omnicom-OMD should bring down investment by around 10% in 2009 on 2008.

The breakdown of media purchasing between the different media has also been reviewed. With more than half of purchases now concentrated on television and almost 15% on the internet, the aim is to **focus on high-impact media: TV and the internet**. Between 2007 and 2009, Renault will have doubled its investment in web advertising.

In 2009, Renault, in partnership with its network, is moving into **e-commerce** with **Renaultshop**. The aim: to reduce inventory and boost sales of new vehicles. The advantage for customers is obvious: using a simplified search engine, customers can search for a vehicle by dealership, geographical area, model or budget. Renaultshop improves the visibility of available inventory for customers and guarantees the availability of the vehicle sought. Renaultshop will go online before this summer in France (www.renaultshop.fr) and Spain (www.renaultshop.es) and in the second half of the year in other European countries (Italy, Germany and the UK).

To support and boost the improvement in the image of the Renault brand observed in 2008, **Renault is launching a web-based TV channel: www.renault.tv**. Renault TV, entirely in French and English, is intended to be informative and entertaining. A web TV channel is a powerful interface for providing information about the brand, its products, and its motor sports and extra automotive activities. It represents an alternative way of communicating to advertising with more comprehensive and various messages. Renault TV will focus strongly on people, through features on Renault enthusiasts, Renault employees and celebrities. The relationship people have with their cars will be emphasized as much as the cars themselves.

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