



PRESS RELEASE

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RENAULT LAUNCHES THE MOTRIO TIRE RANGE

Since January 2010, Renault has launched the Motrio tire range in France, Portugal, Germany, Turkey, Romania, Spain and Belgium.

Renault has launched this new tire range in response to a strong consumer demand at an attractive price, in all its sales networks. It is not only available in the aftermarket but also manufacture-fitted on Dacia Logan and Sandero models dedicated to Romanian and Turkish markets.



Renault is the first and only carmaker to market a tire range under its own brand, specially developed by one of Europe's biggest tire suppliers. After 4 months, approximately 110 000 tires have been delivered in the 7 countries concerned.

Since its creation in 1998, the objective of Motrio has been to provide lasting service to the customers of Renault and other brands in after-sales, with a comprehensive range of more than 8,000 keenly priced products. The major manufacturers produce them and the product range covers the maintenance-wear scope and also includes powertrain parts.

Jacques Daniel, Corporate Vice President Global Aftersales for the Renault, Dacia and Renault Samsung Motors brands, indicated the following: *«The Motrio product range has been giving its fruitful results since its launch 12 years ago, but the launch of the tires is a major step in the development of the complementary aftersales product range of the Group. The tire is a conquest product as it is one of the main reasons for a client to come into the aftersales network ».*

Press contact:

Rie Yamane

Tel - +33 (0)1 76 84 64 69

www.media.renault.com & www.renault.com

Corporate Communications

1967, rue du Vieux Pont de Sèvres – 92109 Boulogne Billancourt Cedex

Tel.: + 33 (0)1 76 84 64 69 – Fax: + 33 (0)1 76 89 08 56

Sites : www.renault.com & www.media.renault.com

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