



PRESS RELEASE

April 10, 2009

In partnership with seven high-level business and engineering schools,

RENAULT ORGANIZES A PIONEERING SALES FORCE TRAINING SCHEME

Renault "Campus", a series of sales training courses held on the campuses of seven top French business and engineering schools, runs from April 6 through 22. With this initiative Renault is leveraging its close ties with academia to develop an innovative training scheme.

INNOVATION TO SUPPORT THE PRODUCT OFFENSIVE

To take full advantage of an expanded and totally renewed range, Renault has had to reconsider how it trains its sales teams. Sales staff need to quickly acquire more knowledge in order to keep up with the faster pace of product launches. This in turn demands innovation in the area of training processes and a higher level of personalized instruction.

The next stage of the training effort is an intrinsic challenge. The four new models unveiled at the 2009 Geneva Motor Show – New Grand Scénic, New Scénic, New Mégane Estate and Clio III phase 2 – will be brought to market between April and June 2009. And a single, joint training session will be organized for the occasion.

To ensure the success of the scheme, Renault has called on the high-level business and engineering schools with which it has long-standing ties. Seven of them have agreed to host Renault trainees on their campus: HEC in Paris, Ecole Centrale in Lille, Ecole Centrale in Nantes, Ecole des Mines in Nancy, Ecole des Mines in Albi, INSA in Lyon, and CERAM Business School in Nice.

INTERACTIVE TRAINING...

Each trainee will follow a distance learning pre-program comprising an e-learning module and a personalized quiz to analyze the level of knowledge acquired. This is an essential stage in the process of discovering the new vehicles.

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Face-to-face training will then take place in three phases on-campus. It will consist of:

- workshops, which include role playing with actors who will help trainees take on board the sales messages;
- on-road test drives, which for the first time will include eco-driving;
- knowledge validation: each trainee will receive a pocket memo summarizing all the practical information needed to sell the new models.

Emphasis will be placed on the interactive and fun aspects of training to ensure the personal involvement of trainees and help them absorb the course content more effectively. For example, the results of the personalized pre-program quiz will be presented to participants in a palmtop computer when they arrive at the workshops. Called "Spot Me", the computer will help trainees evaluate their knowledge and measure their progress on an ongoing basis.

...ENHANCED THROUGH CONTACT WITH THE ACADEMIC WORLD

The content of the training program will be enhanced through the involvement of the seven schools.

Professors will give presentations on topics such as customer behavior during an economic crisis, sustainable development, and the search for customer satisfaction. Students from the schools will also take part in the workshops and co-facilitate the practical exercises.

The Junior Enterprises of each school will carry out post-training analyses of what the sales staff have learned. They will present their reports in June to a Renault jury, which will award a prize for the best analysis.

For its part Renault is pursuing its commitment to the schools through mentoring programs with a view to arranging internships with the Group. In addition, Renault personnel specialized in management, marketing and human resources will conduct case studies relating to the auto industry.

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