

Communiqué De Presse

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Renault ranked most innovative French company

Boston Consulting Group has ranked Renault among the top 50 most innovative companies in the world in its new survey.

The yearly rankings, introduced in 2004, recognize businesses that invest in innovation over the long term.

- The Boston Consulting Group study ranks Renault as the top French company on innovation in 2012.
- Renault places 34th in the overall standings of the 50 most innovative companies in the world.
- Renault is one of five automotive companies in this year's survey. Boston Consulting Group applauds Renault for its investments in zero-emission vehicles, for the Renault-Nissan Alliance and the partnership with Daimler, and for its determined strategy on innovation-dedicated resources. The Most Innovative Companies 2012 survey is founded on five strict criteria: value for customers, impact on brand value, value for money, ease of sales for sales teams, and the potential of projects in terms of sales growth.
- The Most Innovative Companies was introduced in 2004. Produced on the basis of surveys with 1,512 senior executives from the world's biggest companies, it uses indicators such as the priority given to innovation in company strategy and the amount of the financial resources to be dedicated to innovation in the coming years.

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