

# RENAULT GROUP SALES RESULTS H1 2012

**JÉRÔME STOLL**

Executive Vice President, Sales, Marketing and LCV

RENAULT Group Sales results H1 2012

July 11th, 2012

RENAULT PROPERTY

CHANGEONS DE VIE  
CHANGEONS L'AUTOMOBILE



## REMINDER : LAST JANUARY OUTLOOK FOR 2012

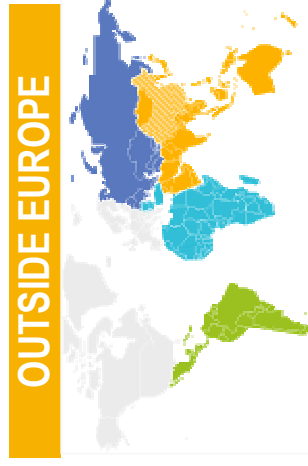
### « ■ 2012 outlook

- Markets : World TIV growth +4%, Europe TIV -3/-4% ow France -7/-8%
- Sales : Continued growth outside Europe (47% of total Group sales)
- Sales growth acceleration from the 2<sup>nd</sup> semester on »

## RENAULT GROUP HIGHLIGHTS H1 2012

- World TIV +6.6%
- Europe TIV -7.4%, impact of the financial and economical crisis

- Strong momentum outside Europe maintained
  - Sales +14.3%
  - International sales mix at 47% (vs 39%)
- Unit margin defense strategy in Europe
  - Sales down -14.9%



**H1 Sales down -3.3% (1,3 million units sold)**

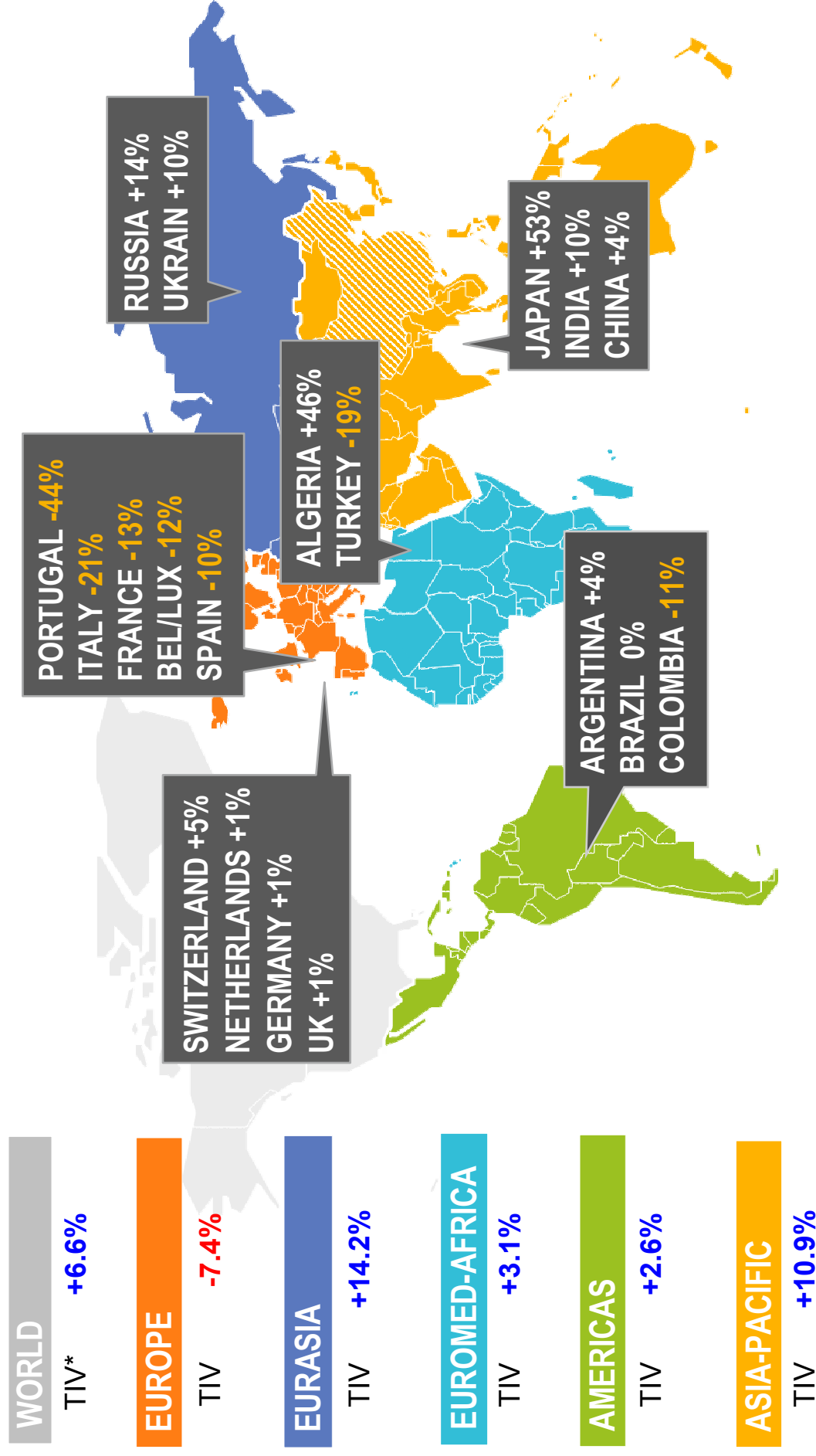
**Despite a positive second quarter (+1.2%)**

# 01



## SALES RESULTS FIRST HALF 2012

# WORLD TIV OF 40 MILLIONS VEHICLES UP **+6,6%** VS H1 2011

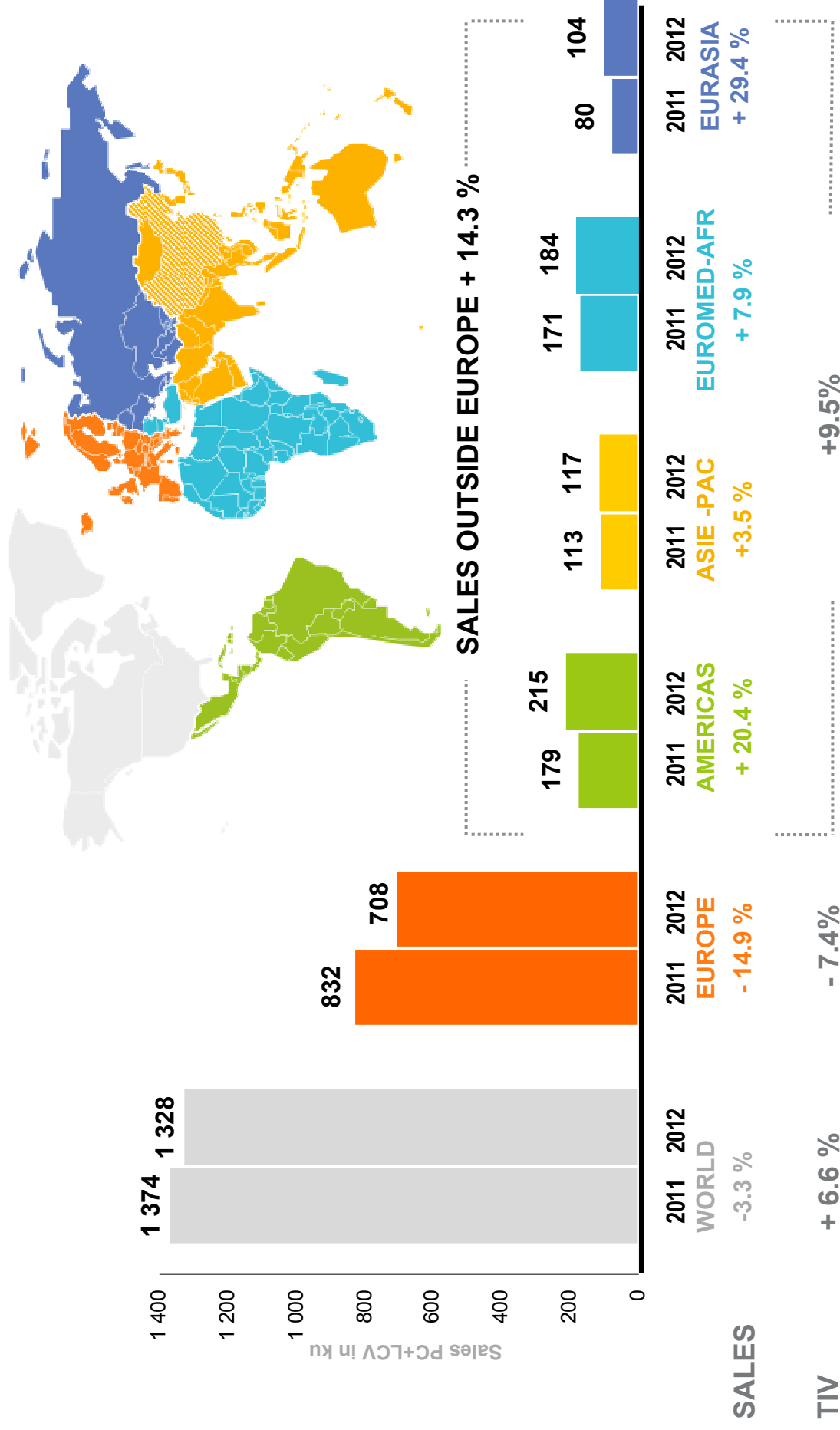


\* TIV PC+LCV including USA+Canada

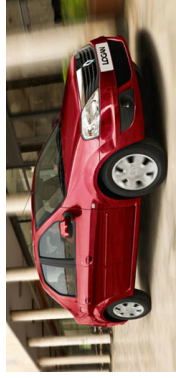
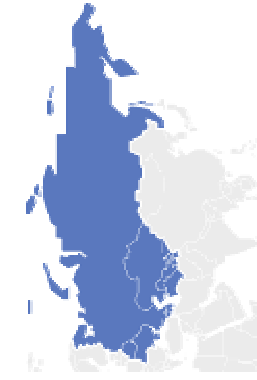


CHANGÉONS DE VIE  
CHANGÉONS L'AUTOMOBILE

# INTERNATIONAL SALES OUTPACE TIV - INTERNATIONAL MIX AT 47% (vs 39% H1 2011) SALES DECLINE IN EUROPE

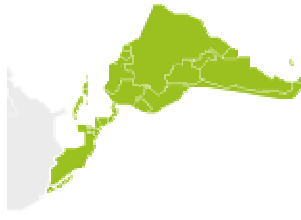


## STEADY SALES GROWTH IN ALL REGIONS OUTSIDE EUROPE



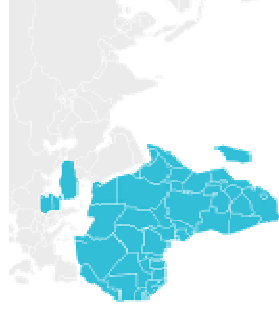
**Eurasia**    6.5 %  
+ 0.8 pts

**Russia + 0.7 pts**  
**Group n#3 market**



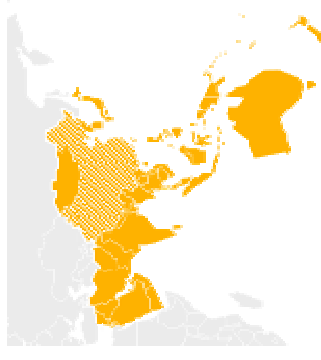
**Americas**    6.7 %  
+ 1 pt

**Brazil + 1.9 pts**  
**Group n#2 market**



**Euromed-  
Africa**    15.7 %  
+ 0.7 pts

**Morocco + 1 pt**



**Asia Pacif**    0.6 %  
**Stable**

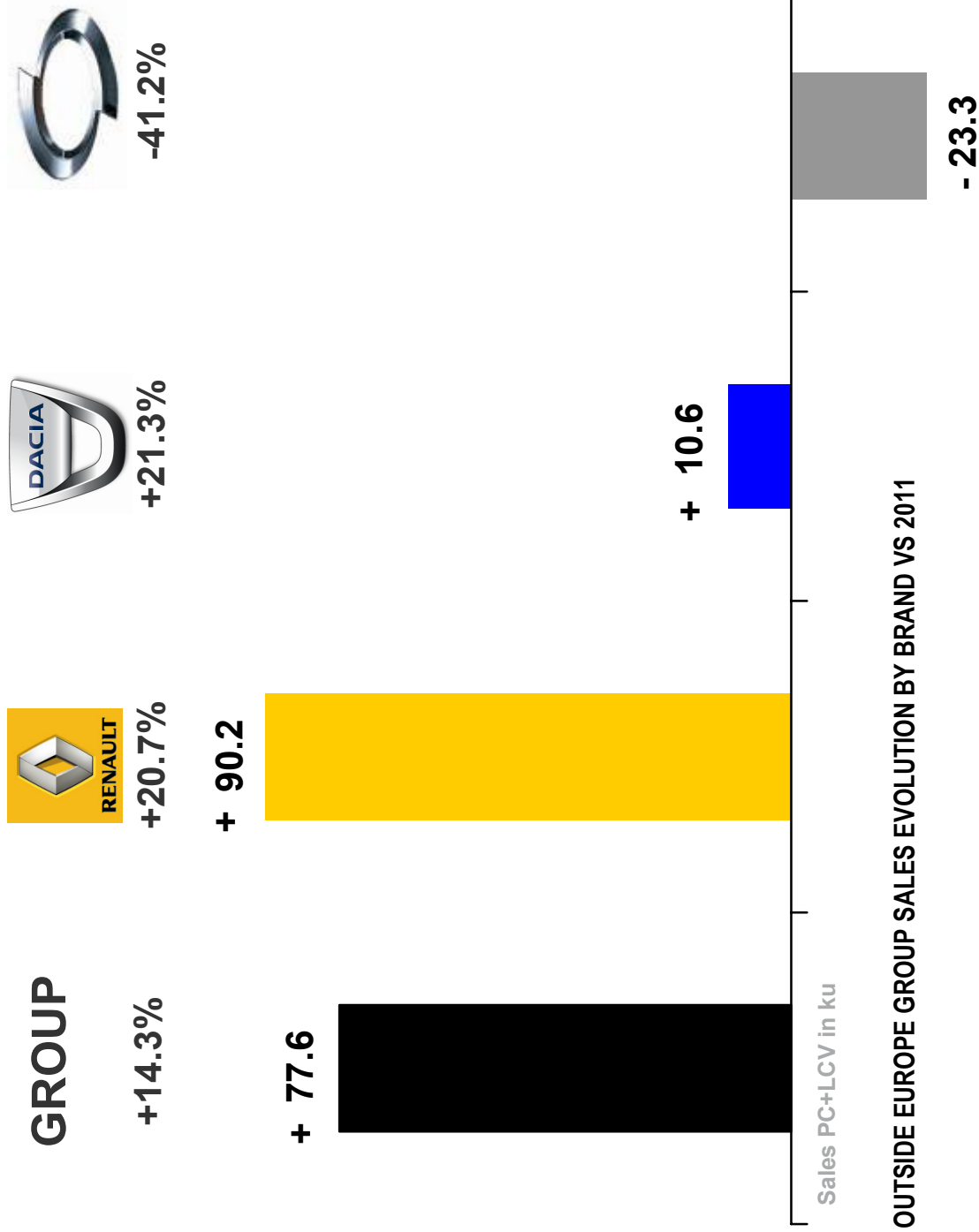
**S. Korea – 2.7 pts**

### GROUP MARKET SHARE PC+LCV H1 2012

**GROUP VOLUMES : + 14.3 % vs. TIV + 9,5 %\***

\* TIV wo USA+CANADA

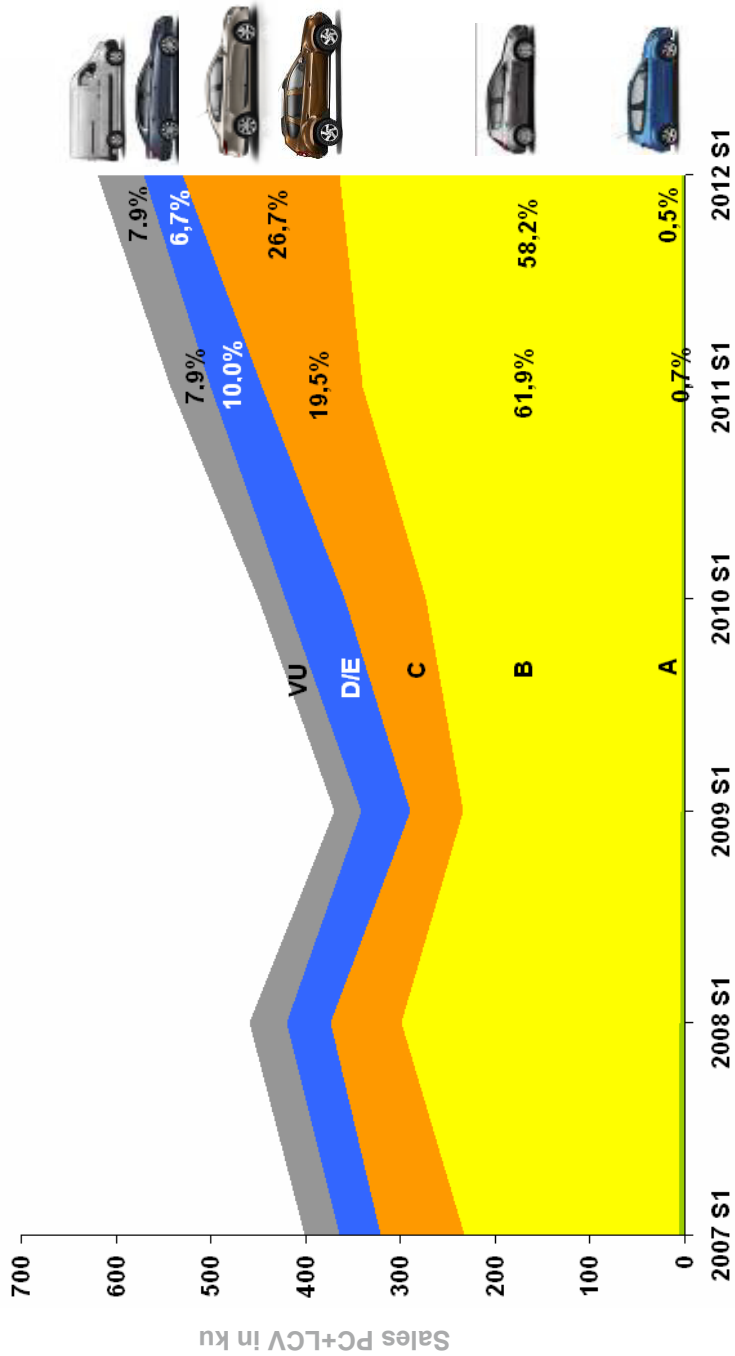
# INTERNATIONAL GROWTH DRIVEN BY RENAULT AND DACIA BRANDS



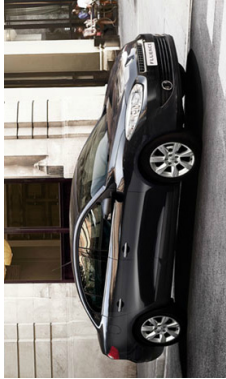
OUTSIDE EUROPE GROUP SALES EVOLUTION BY BRAND VS 2011



INTERNATIONAL SALES MIX : INCREASE IN C SEGMENT AND LCV SALES



FLUENCE



47.500 units sold +24%

2<sup>nd</sup> most sold PC model in Turkey

DUSTER



68.300 units sold +400%

1<sup>st</sup> cross-over in Brazil

LCV

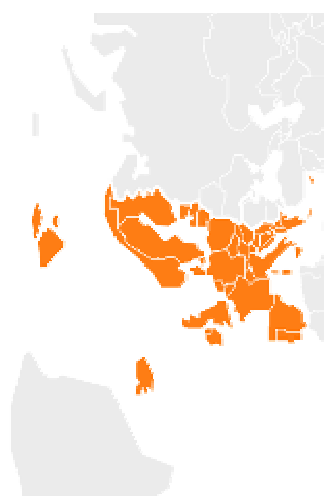
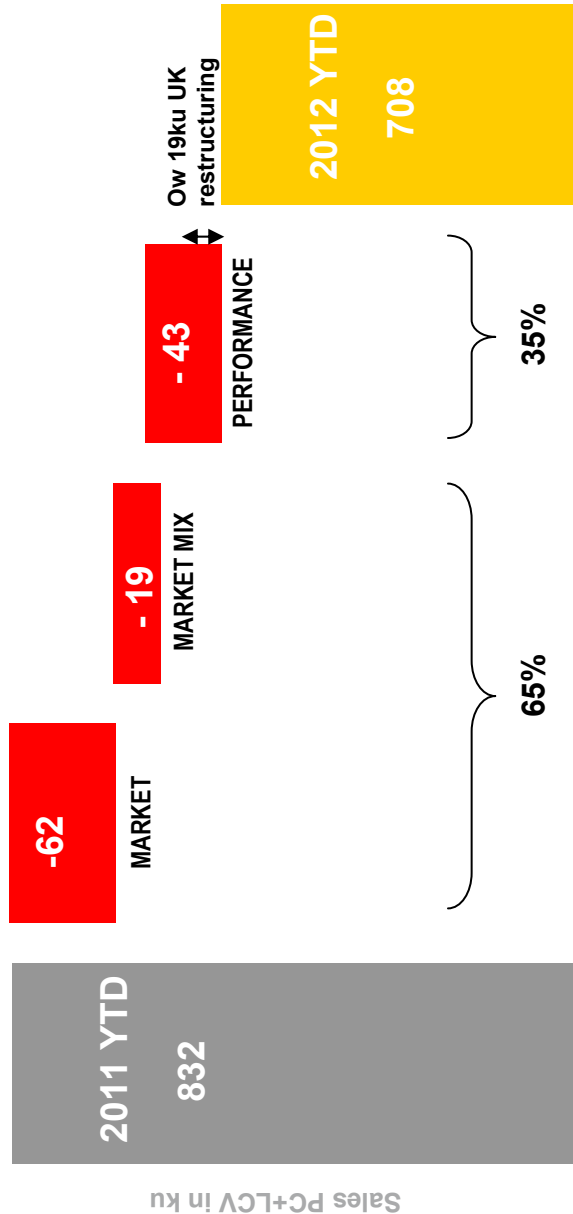


49.300 units sold +15%

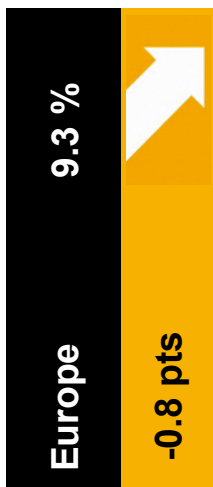
Algeria : 3<sup>rd</sup> LCV market for the Group

EUROPE: 2/3 OF THE SALES DECREASE DUE TO WEAKER TIV

GROUP PC+LCV : BREAKDOWN OF UNIT SALES DECREASE



GROUP MARKET SHARE PC+LCV

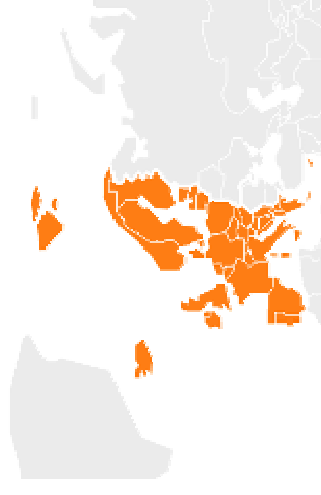
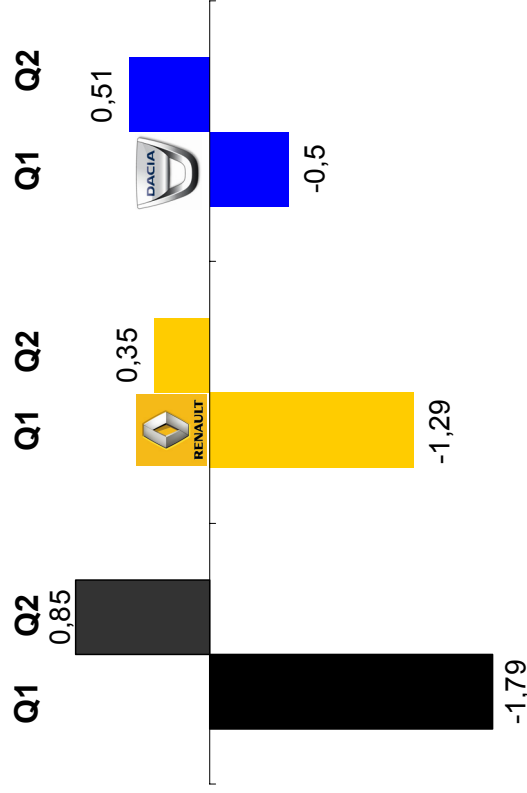


SUCCESS ITEMS IN EUROPE



## FRANCE: MARKET SHARE GAINS IN THE 2<sup>ND</sup> QUARTER H1 MARKET SHARE AT 24,7%, -0,5 PT VS 2011

GROUP PC+LCV MARKET SHARE EVOLUTION Q1 AND Q2 VS 11'



GROUP MARKET SHARE PC+LCV

France

24.7 %

-0.5 pts



## SUCCESS ITEMS IN FRANCE

- Renault n°1 brand, leads A, B and C segments



32.9%

RANKING  
LCV



2



1

3

RANKING  
CROSS-OVER

17.3%



2



1

3

# 02

## 2012 COMMERCIAL OUTLOOK

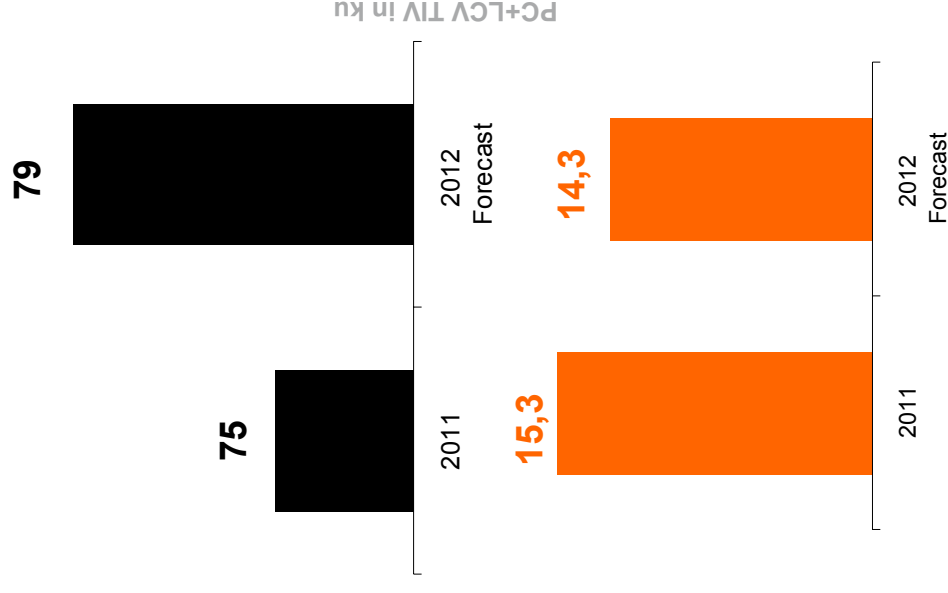
- **Market growth will be driven by international markets**

## WORLD MARKETS :

- Increase of + 5%
- Outside Europe\* increase of +9% to +10%

## EUROPE MARKET SLOW DOWN :

- Europe down by - 6 % to -7%
- France down by - 10 % to - 11 %



\* Without USA+CANADA

RENAULT Group Sales results H1 2012

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PC+LCV TIV in ku

- Market growth will be driven by international markets
- Steady international sales growth

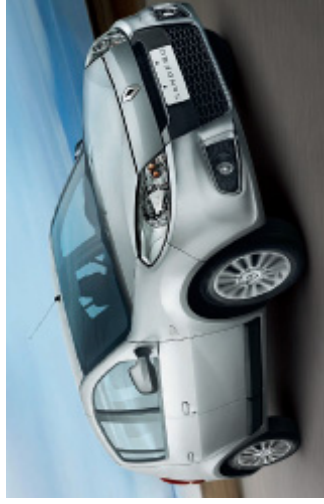
INTERNATIONAL SALES MIX

> 50%

47%

H1 2012

H2 2012





- Market growth will be driven by international markets
- Steady International sales growth
- Product offensive



## 2012 SALES AMBITION

- « Due to international growth, new product launches in the second half of 2012 and the roll-out of the Duster in new markets, the Group still expects 2012 unit sales to exceed the level reached in 2011, provided that there is no further deterioration of the market situation in Europe.»

**Jérôme Stoll, EVP, Sales and Marketing**





