

WORLDWIDE SALES RESULTS 2014

In 2014, sales of private cars + light commercial vehicles (PC+LCV) by the Renault group increased by 3.2% with 2,712,432 vehicles registered in a global automotive market that rose by 3.5%.

In Europe, the Renault group's market share reached the 10% threshold, up by 0.6 points. With 1,464,611 vehicles sold, the Group's volumes rose 12.5%, which was double the market growth. Thanks to the strong performance of the Renault and Dacia brands, driven by the success of the Clio, Captur, Duster and Sandero, the Group was able to offset the slowdown in its sales on the international market.

Affected by the economic and financial crises on its main emerging markets, the Group held firm and posted record market share in Brazil (7.1%) and Russia (7.9%), its second and third largest markets. Nevertheless, in this difficult context, car registrations outside Europe dropped 5.9%.

In summary, in 2014:

- **The Renault group's PC+LCV sales rose 3.2% to 2.7 million units;**
- **The Renault group gained market shares in nine of its ten main markets;**
- **In Europe, Group market share was 10%: The Renault brand gained 0.2 points of market share, while Dacia gained 0.4 points. In the LCV segment, Renault maintained its leadership for the 17th successive year, with a 14.2% market share;**
- **Internationally, the Group held firm and increased its market share in six of its seven largest markets, including Brazil (7.1%) and Russia (7.9%).**

"In 2014, Renault sales rose 3.2% to 2.7 million units and accounted for 10% of market share in Europe. The Group has taken a new step forward in its medium-term plan, Renault Drive the Change," declared Jérôme Stoll, a member of the Executive Committee, Chief Performance Officer and Executive Vice-President Sales and Marketing.

EUROPE

In 2014, the **Renault group** recorded a **12.5% increase in new car registrations in a market that grew 5.9% and exceeded the 10% market share threshold (up 0.6 points)**. The Group increased its volumes and market share across nearly all markets. The most substantial growth was recorded in the United Kingdom (+41.9%), Portugal (+42.1%), Spain (+30.2%) and Italy (+28.9%).

- The **Renault brand** is the third largest on the PC+LCV market with 7.6% of market share (+0.2 points). Renault is the leader in France and has regained its position as the second brand in Spain. Thanks to the Clio and Captur, Renault succeeded in taking first place on the urban vehicle market (A and B segments). In the LCV segment, Renault maintained its **lead for the 17th successive year** (with a 14.2% market share).

- **For the second year running, the Dacia brand** recorded the strongest increase in market share in Europe: +0.4 points at 2.5%. In France, Dacia, the fifth brand on the market, gained 0.5 points to 4.9% market penetration, mainly driven by the success of Duster and Sandero (the third best-selling vehicle for private customers). **In Spain, thanks to Sandero, the top-selling vehicle for private individuals**, Dacia increased its market share by 0.7 points to 4.7% of market share and 45,986 new car registrations. Dacia also posted record volumes and market share in nearly all European countries, such as in Italy (2.7% of market share and nearly 40,000 registrations) or in the United Kingdom where Dacia has already conquered nearly 1 point of market share after only two years on the market (23,862 new customers in 2014).

- In **France**, the Renault group gained 1.3 points of market share, at 26.6% and increased sales volumes by 5.5% compared with 2013. With over 105,000 registrations, Clio is the best-selling car on the French market, while Captur is the most popular crossover. The Group has five vehicles among the top 10 best-selling passenger cars. For the **LCV** segment, the brand dominates the market with 31.7% of market share and a 1.3% increase in new car registrations.

INTERNATIONAL

Against a backdrop of downturn in its main emerging markets, Renault held its own, gaining market share in Russia, Brazil, Turkey and Algeria. Nevertheless, Group new car registrations dropped 5.9% outside Europe to 1,247,821 units. They represent 46% of the Group's total registrations, against 50% in 2013.

Eurasia Region[1]

In 2014, the Renault Group's market share rose by 0.7 points to 10.3%. Thanks to its sales in Russia and Turkey, the Group outperformed the market with a 5.4% drop in registrations, in a market that slumped by 11.5%.

- In **Russia**, its third largest market, Renault, driven by the success of the Duster (once again the leading SUV on the market in 2014) and the successful launch of the New Logan and New Sandero, posted a record market share of 7.9% (+0.3 points) in a gloomy economic and monetary context.

- Renault also continued its expansion in the **CIS** with volumes up 42.5% and a significant increase in market share at 5.9% (+1.7 points).

- In **Turkey**, the market dropped 10%, however the Group gained 0.4 points of market share (17.4%). Renault is the country's second largest brand.

- In **Romania**, Dacia, the national manufacturer, continues to be the market leader. Overall, the Renault group has a total of 38.6% of market share in the country, with sales up by 21.3%.

Americas region

With 416,934 new car registrations, the Group lost 10.7% in volume, in a sluggish market that dropped by 7.5%, mainly due to the economic situation in Argentina. The **Renault group achieved a market share of 6.4% (down 0.2 points), thanks to its success in Brazil.**

- **Brazil** continued to be the Group's second largest market. Despite a 7% drop in MTM, Renault registered 237,187 new units (+0.3%). The brand's market share thus reached a record high at 7.1% (+0.5 points).

- In **Argentina**, in a difficult local economic context, Renault chose to limit its exposure to the peso and consequently the quantity of its imports. This affected registrations, which fell 39.8% compared with 2013, as well as market share,

which slipped 2.5 points to 12.9%.

- In **Colombia**, Renault is the second largest brand on the market and posted record sales with 50,362 units (+13.5%) and a market share of 16.6% (+0.5 points).

Africa, Middle East and India Region[2]

With 308,012 new car registrations, the Group's volumes dropped 9.2% in 2014 in the region and its market share stood at 3.8% (-0.7 points). Some of the Group's key markets, such as North Africa (-13.2%) and India (-0.8%) declined.

- the Group asserted itself as the leader in the **Algerian** market with 26.9% of market **share**, up 0.7 points, in a market that dropped by 19.8%. This performance placed the Renault and Dacia brands in first and third position. The Renault plant in Oran, inaugurated in November 2014, will reinforce Renault's position as a key player on the Algerian automotive market.

- In **Morocco** where the market is stable (up 1.1%), the Group is the market leader with a 37% market share. Once again, its brands Dacia and Renault topped sales with 45,174 vehicles sold.

- In **India**, Renault remained the leading European brand with a 1.5% market share and 44,849 new registrations, despite a trough in its product cycle.

Asia-Pacific region

With 133,172 units, the Group's volumes took off, rising 23% in a market that rose 4.6%. Renault Samsung Motors' Revival Plan in Korea drives growth.

- In **Korea**, in a private car market that rose 9%, Renault Samsung Motors recorded a further sharp increase in volumes (+33.3%) and market share (+1 point to 5.7%) notably due to the confirmed success of the QM3, which has sold nearly 20,000 units since it was put on the market in late 2013.

- In **China**, the Group recorded a total of 34,067 new registrations. A year after the creation of Dongfeng Renault Automotive Company (DRAC), its joint venture with Dongfeng, Renault is gearing up for the successful launch of its first locally manufactured vehicles in 2016.

2015 sales outlook for the Renault group

In 2015, the global market is expected to record modest growth of 2% compared with 2014. The European market is also expected to grow by 1 to 2%, with France remaining stable.

"In 2015, in a market context that remains uncertain, we will continue to move ahead with our Medium-Term Plan, Renault Drive the Change. We are forecasting an increase in our global volumes, the strengthening of our position in Europe and improvements in our positions on our main emerging markets. Our growth will be sustained by an accelerated product plan, with five new models" declared **Jérôme Stoll**, Executive Committee Member, Chief Performance Officer and Executive Vice-President Sales and Marketing.

Group sales by region PC+LCV

	At end December 2014	At end December 2013	% var
France	577,601	547,694	5.5
Europe* (excluding France)	887,01	754,202	17.6
France + Europe Total	1,464,611	1,301,896	12.5
Eurasia	389,703	411,87	-5.4
Americas	416,934	466,891	-10.7
Africa, Middle East and India	308,012	339,289	-9.2
Asia Pacific	133,172	108,237	23.0
Total Excl France + Europe	1,247,821	1,326,287	-5.9
World	2,712,432	2,628,183	3.2

* Europe = EU (28 countries - Bulgaria & Romania) + Balkans (5 countries) + Iceland, Norway and Switzerland

December Ytd

	At end December 2014	At end December 2013	% var
RENAULT			
PC	1,811,343	1,837,737	-1.4
LCV	307,501	293,753	4.7
PC+LCV	2,118,844	2,131,490	-0.6
DACIA			
PC	474,624	399,605	18.8
LCV	36,841	29,991	22.8
PC+LCV	511,465	429,596	19.1
RENAULT SAMSUNG MOTORS			
PC	82,123	67,097	22.4
RENAULT GROUP			
PC	2,368,090	2,304,439	2.8
LCV	344,342	323,744	6.4
PC+LCV	2,712,432	2,628,183	3.2

The Group's main markets at end December 2014

	Country	Sales	Market share		Country	Sales	Market share
		PC + LCV				PC + LCV	
1	FRANCE	577,601	26.6%	9	ALGERIA	91,8	26.9%
2	BRAZIL	237,187	7.1%	10	ARGENTINA	84,946	12.9%
3	RUSSIA	194,531	7.9%	11	SOUTH KOREA	80,003	4.9%
4	GERMANY	173,479	5.3%	12	BELGIUM + LUXEMBOURG	77,303	13.0%
5	TURKEY	133,212	17.4%	13	COLOMBIA	50,362	16.6%
6	ITALY	130,996	8.9%	14	MOROCCO	45,174	37.0%
7	SPAIN	127,666	13.2%	15	INDIA	44,849	1.5%
8	UNITED KINGDOM	109,014	3.9%				

The Group's 5 best PC sales at end December 2014

1	Duster (Renault+Dacia)	395,35	234,883 (Renault)	160,467 (Dacia)
2	Renault Clio IV	378,526		
3	New Logan (Renault+Dacia)	234,766	137,357 (Renault)	97,409 (Dacia)
4	New Sandero (Renault+Dacia)	227,036	58,927 (Renault)	168,109 (Dacia)
5	Captur (Renault+RSM)	196,592	178,401 (Renault)	18,191 (RSM)

[1] New scope of the Eurasia Region comprising Turkey, Romania, Moldova and Bulgaria, which used to be in the Euromed Region

[2] Creation of the Africa, Middle East and India Region as a result of the splitting of the Euromed-Africa and Asia-Pacific Regions

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