

# CLIO IV: AN IMPROVED EQUATION

A. KASSAI

PROGRAM DIRECTOR, SMALL PASSENGER CARS

# DISCLAIMER

Information contained within this document may contain forward looking statements. Although the Company considers that such information and statements are based on reasonable assumptions taken on the date of this report, due to their nature, they can be risky and uncertain (as described in the Renault documentation registered within the French financial markets regulation authorities) and can lead to a difference between the exact figures and those given or deduced from said information and statements.

Renault does not undertake to provide updates or revisions, should any new statements and information be available, should any new specific events occur or for any other reason. Renault makes no representation, declaration or warranty as regards the accuracy, sufficiency, adequacy, effectiveness and genuineness of any statements and information contained in this report.

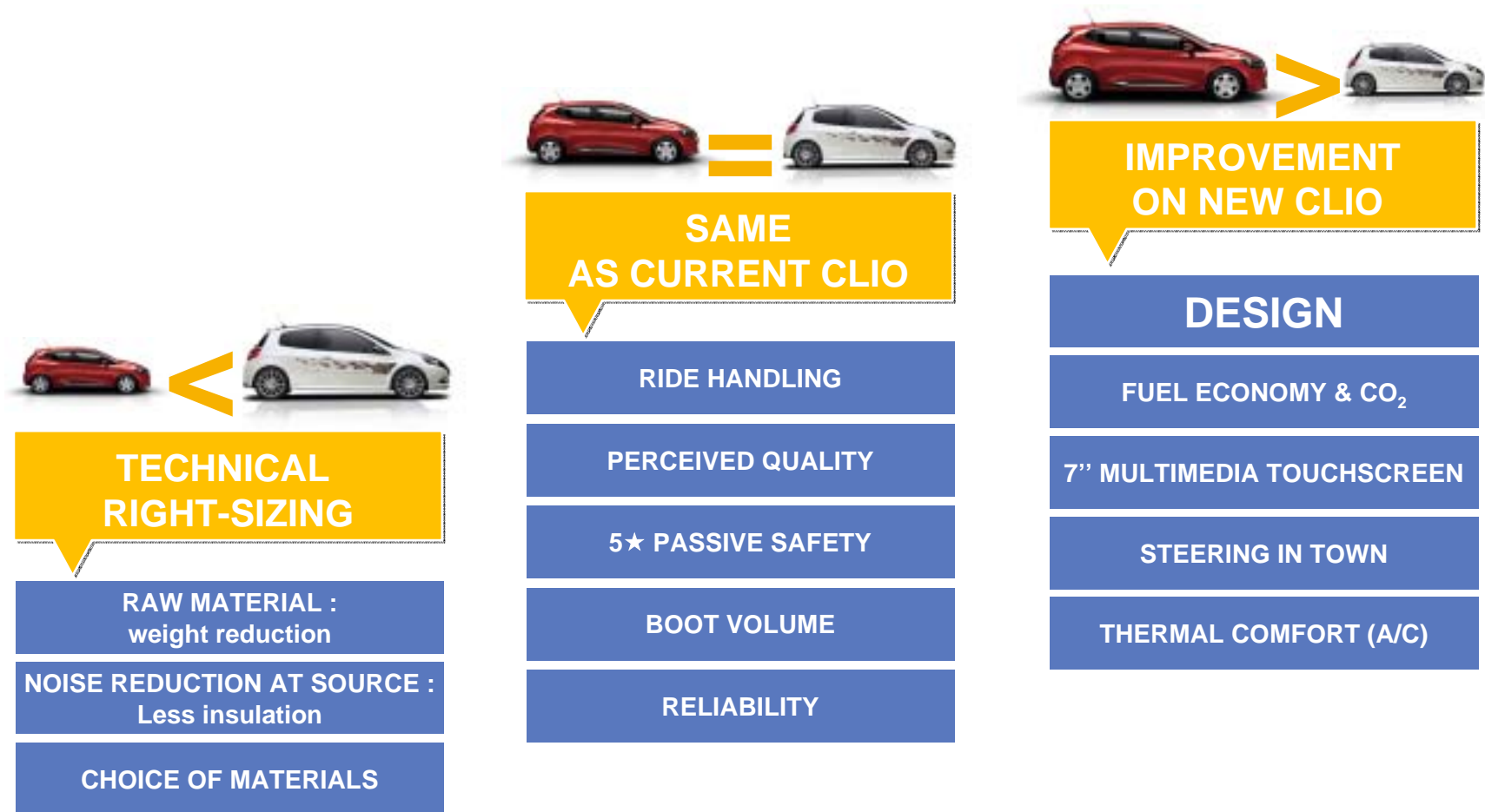
Further information on Renault can be found on Renault's web site ([www.renault.com](http://www.renault.com)), in the section Finance / Regulated Information.

# 1.1 AN IMPROVED EQUATION

## 1.2 CUSTOMER VALUE

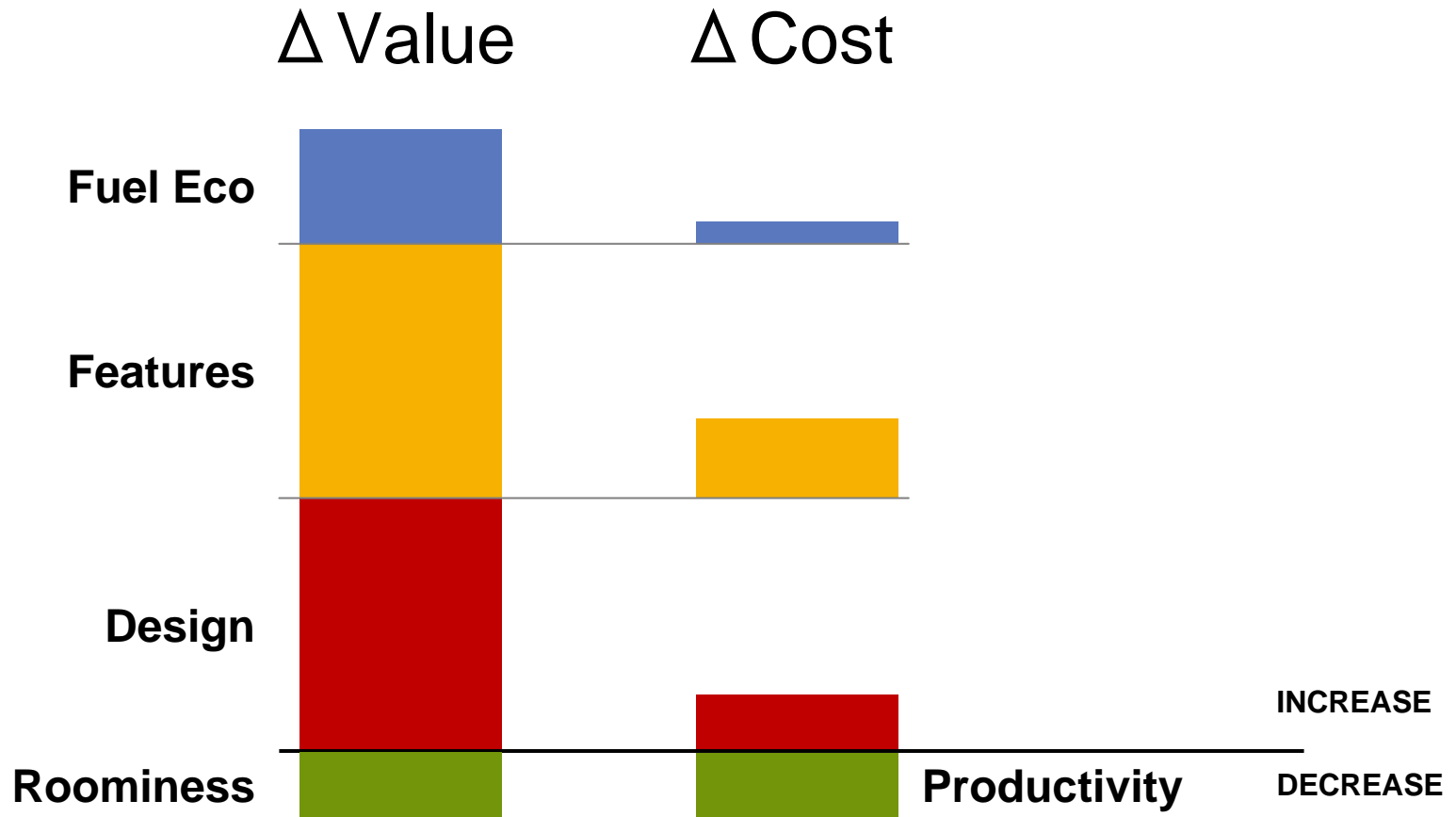
## 1.3 COST REDUCTION

# CLIO IV: A NEW BALANCE BETWEEN DESIGN AND PERFORMANCE



# CLIO IV: AN IMPROVED EQUATION

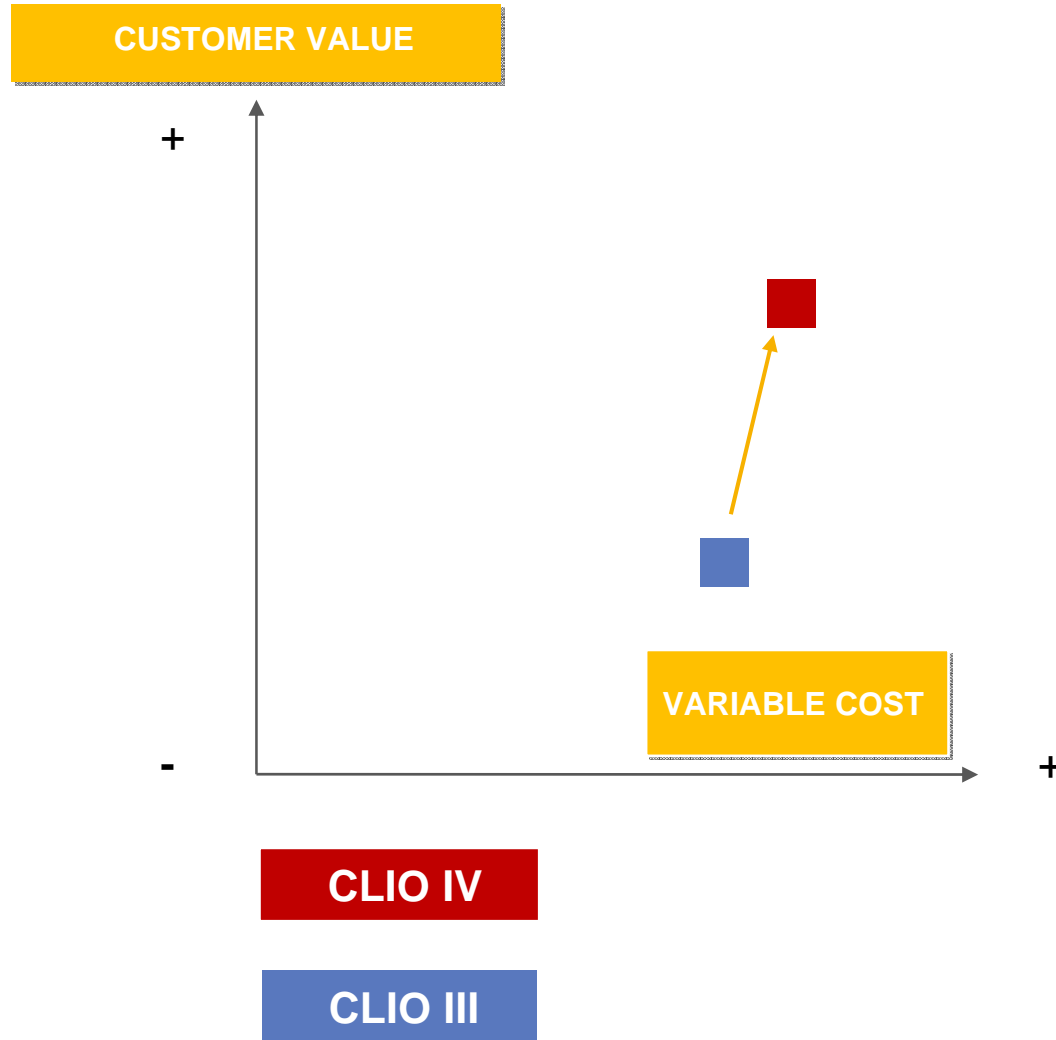
## CLIO IV VERSUS CLIO III



(diesel entry version)

# CLIO IV: AN IMPROVED EQUATION

## BACK ON TRACK FOR CUSTOMER VALUE



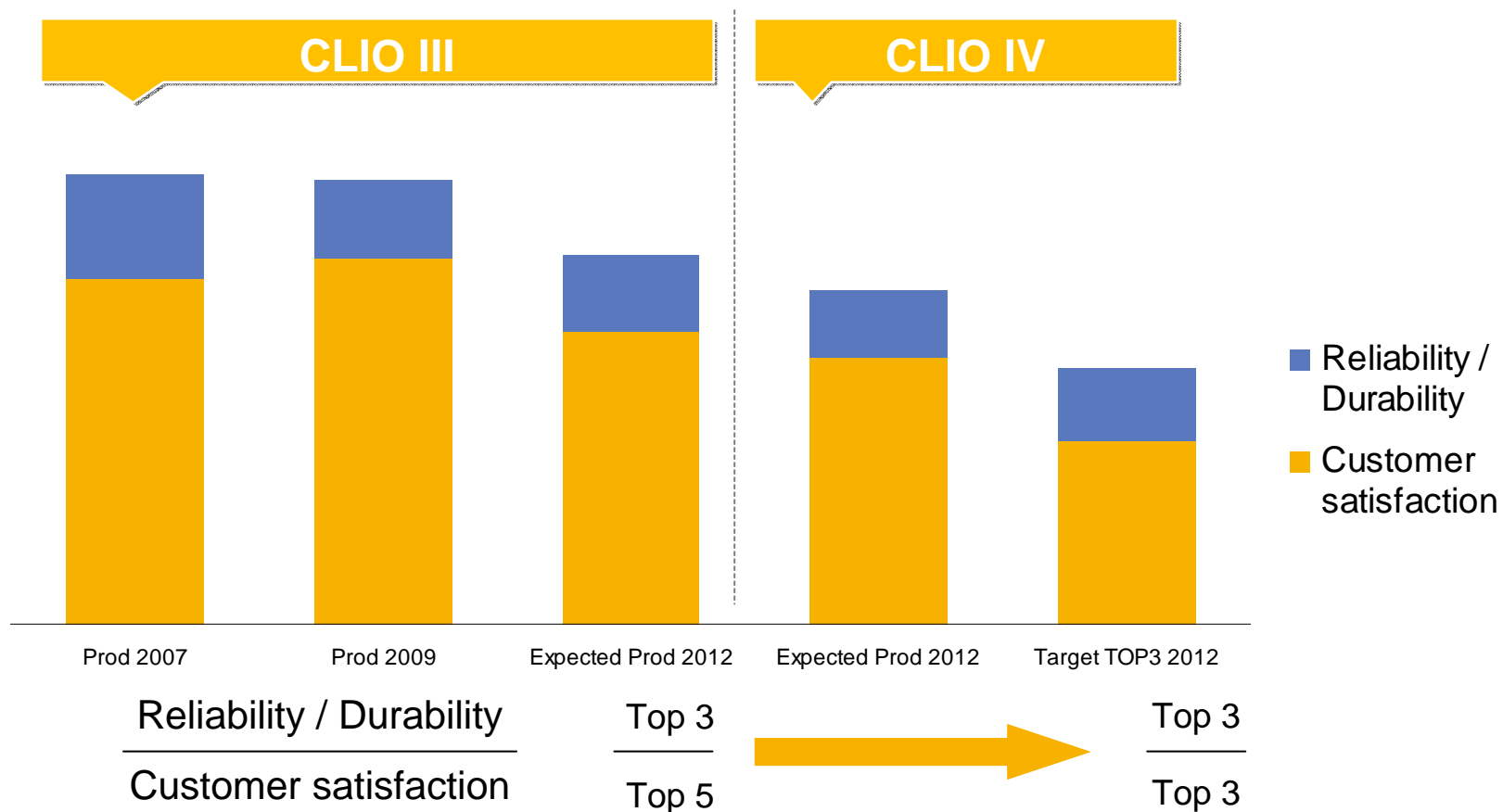
**1.1 AN IMPROVED EQUATION**

**1.2 CUSTOMER VALUE**

**1.3 COST REDUCTION**

# QUALITY

## CUSTOMER SATISFACTION





# WHAT DRIVES CUSTOMER CHOICE?

PURCHASE REASON B-SEGMENT
DESIGN (31%)
PRICE (28%)
FIDELITY (21%)
IMAGE STATUS (15%)
FUEL ECONOMY





# Clio III



# Clio IV

# CLIO IV: CUSTOMER VALUE CUSTOMIZATION

- Generates **conquest**
- Increases **revenues**
- From plant for **better quality** and **lower cost**



4 colors of dashboard  
7 packs of internal decor  
5 packs of exterior decor  
3 exterior striping styles  
4 colors of alloy wheel



# CLIO IV: CUSTOMER VALUE

## USEFUL TECHNOLOGY FOR EVERY DAY LIFE

### FEATURES FOR ALL

- 100% KEYLESS
- 100% BLUETOOTH® TELEPHONE / MULTIMEDIA
- 100% HILL START ASSIST & EL. STABILITY CTRL
- 100% SPEED LIMITER / CRUISE CONTROL
- 100% ELECTRIC SIDE MIRRORS & FRONT WINDOWS
- 100% 1/3-2/3 REAR FOLDING BENCH

### INNOVATION FOR ALL

- REAR VIEW CAMERA
- ONE TOUCH ECO MODE
- BASS REFLEX SOUND SYSTEM
- CLIO R-SOUND: CHOOSE YOUR FAVORITE ENGINE SOUND
- R-LINK CONNECTED INFOTAINMENT & NAVIGATION

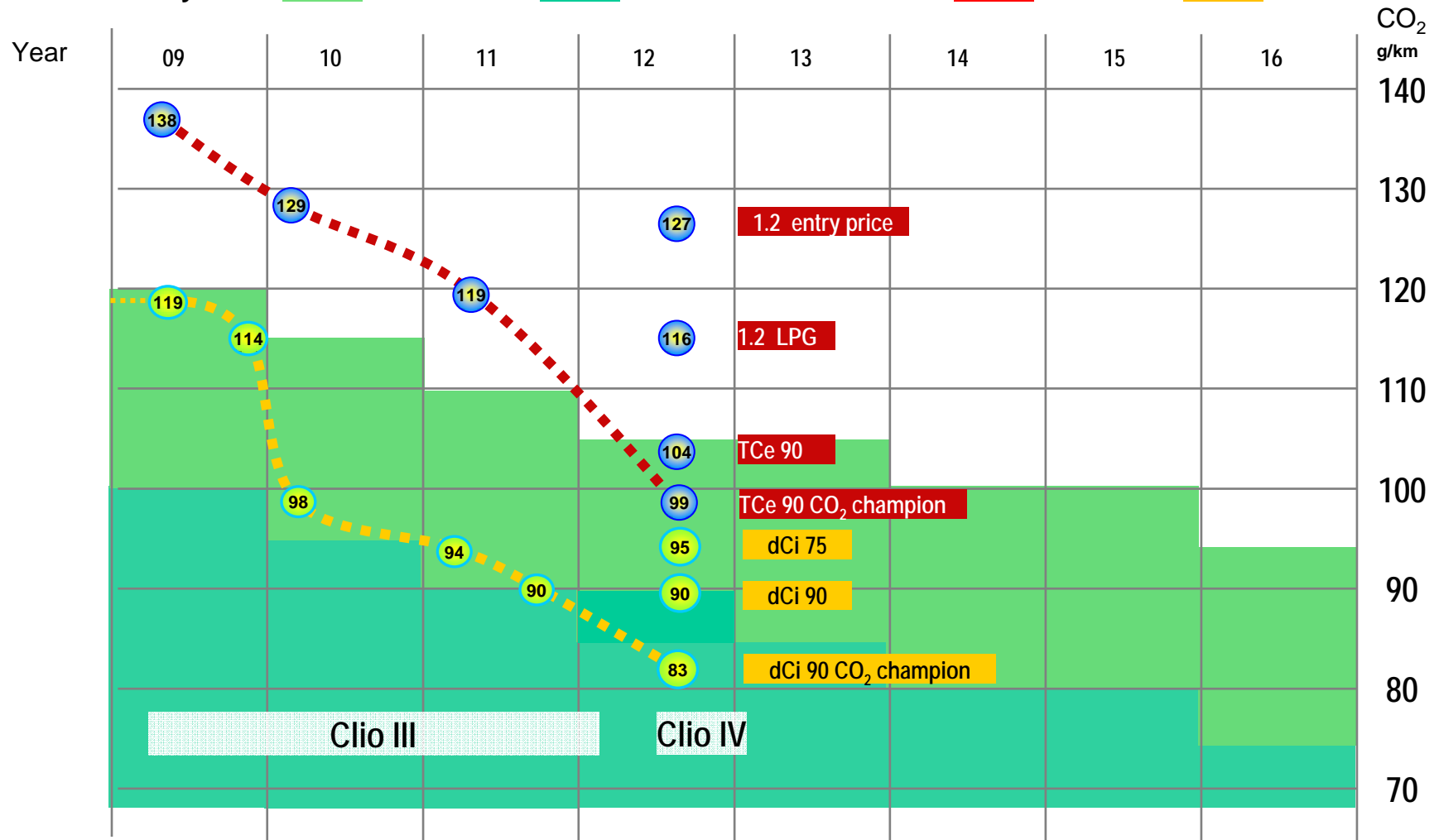


# CLIO IV: CUSTOMER VALUE

## CO<sub>2</sub> EFFICIENCY : TOP 3

French tax system :   Bonus €200   Bonus €550

  Gasoline   Diesel



# 1.1 AN IMPROVED EQUATION

## 1.2 CUSTOMER VALUE

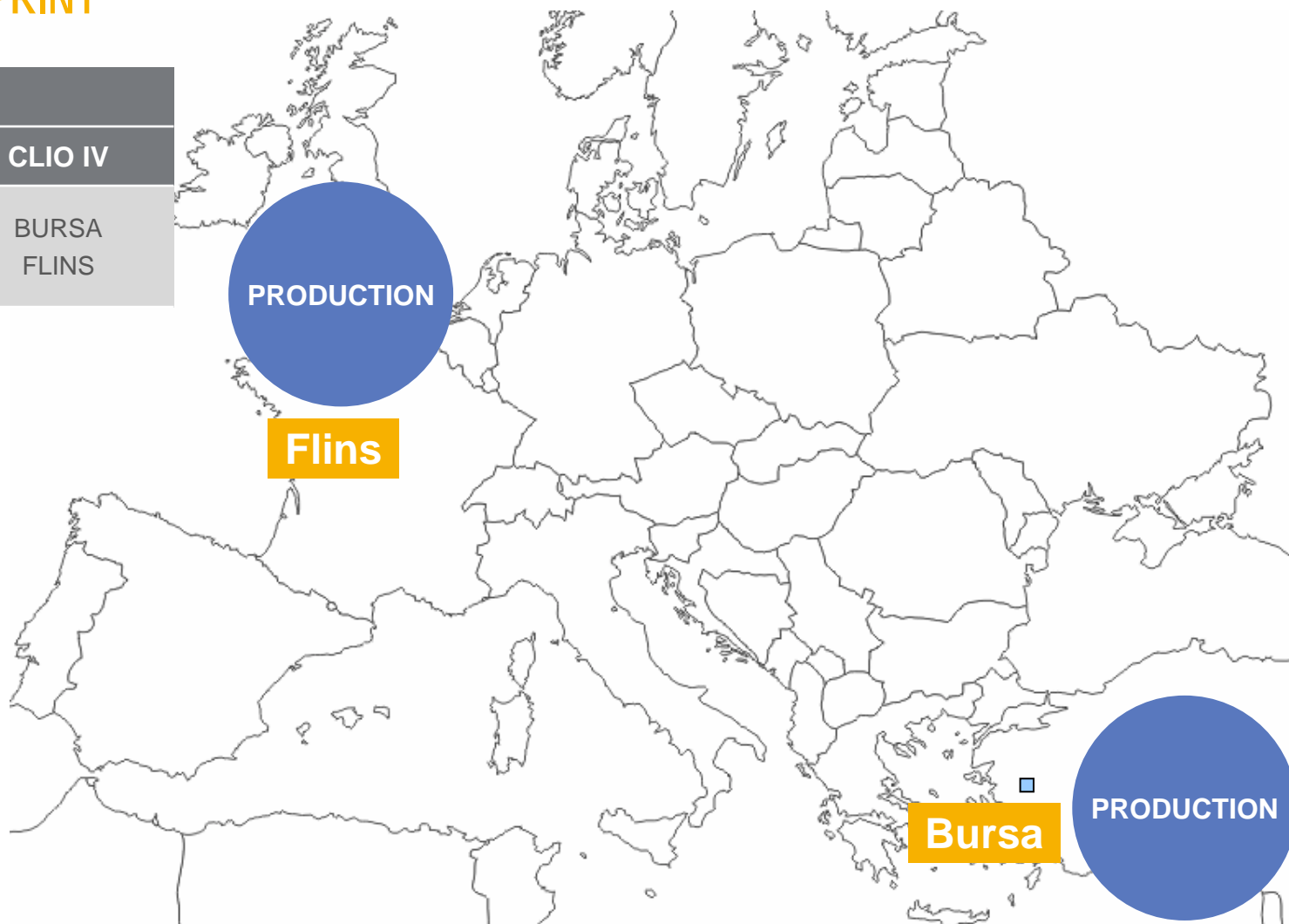
## 1.3 COST REDUCTION



# COST REDUCTION

## LEANER FOOTPRINT

PLANTS	
CLIO III	CLIO IV
BURSA FLINS VALLADOLID	BURSA FLINS

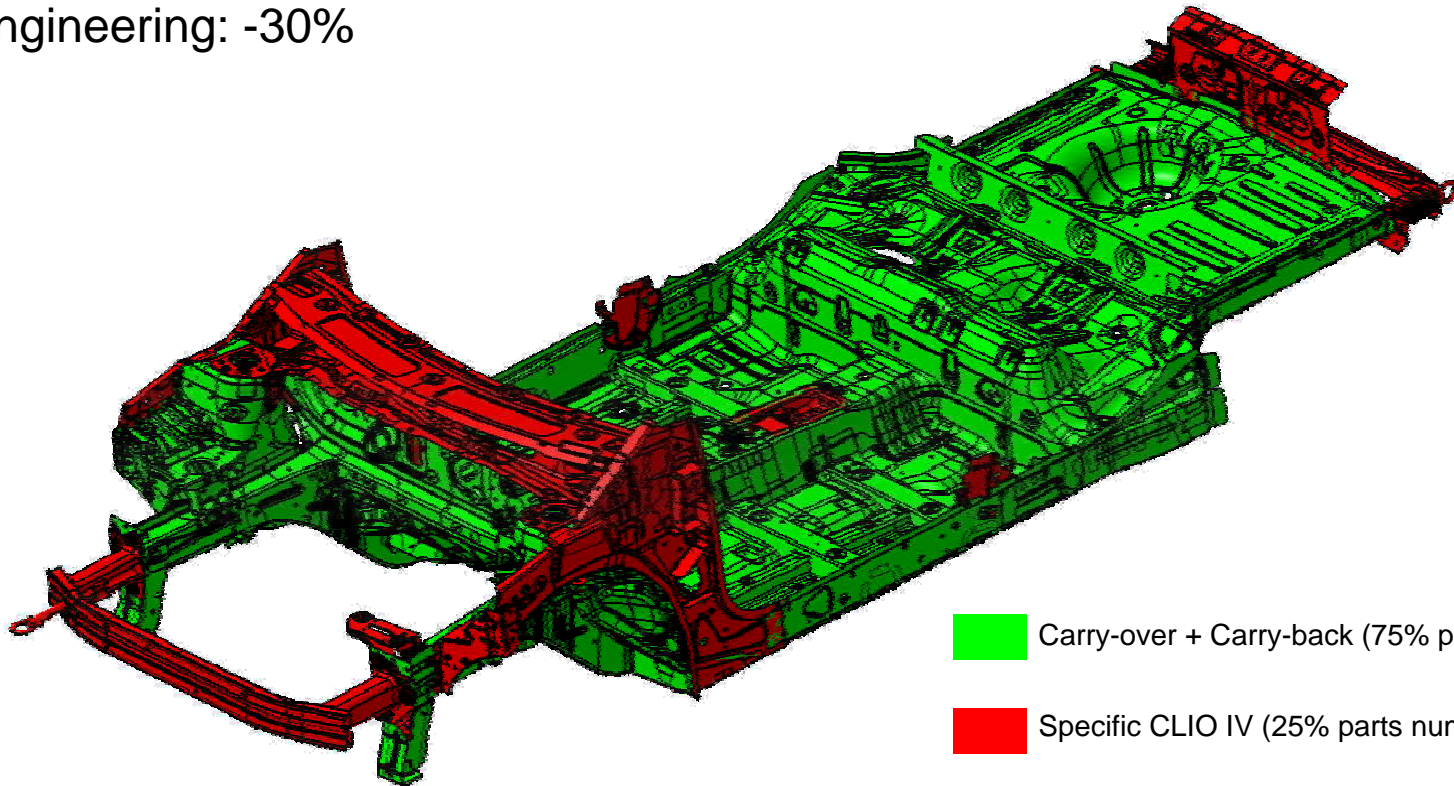





# COST REDUCTION

## CARRY-OVER

- Stamping investment: -25%
- Assembly investment: -21%
- Engineering: -30%



 Carry-over + Carry-back (75% parts number)

 Specific CLIO IV (25% parts number)

# COST REDUCTION

## CARRY-ACROSS AND MODULARITY

- **Fixed cost :**  
50% of D&D Cost & Capex (incl. powertrain) shared with other vehicles
- **Variable cost :**  
35% of variable cost shared with other vehicles (o/w 30% with entry)

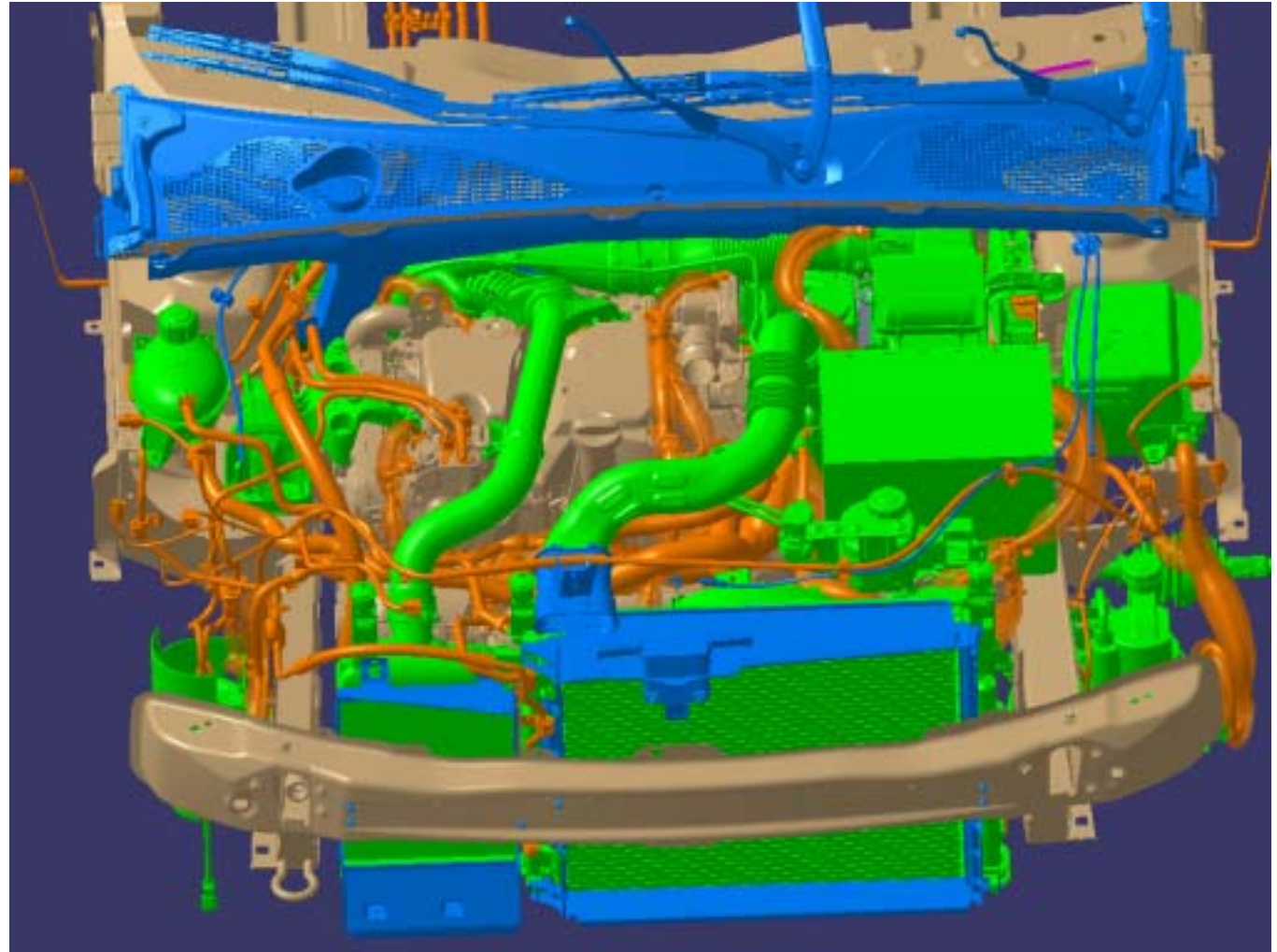


# COST REDUCTION

## CARRY-ACROSS: COMMON ENGINE COMPARTMENT WITH ENTRY RANGE

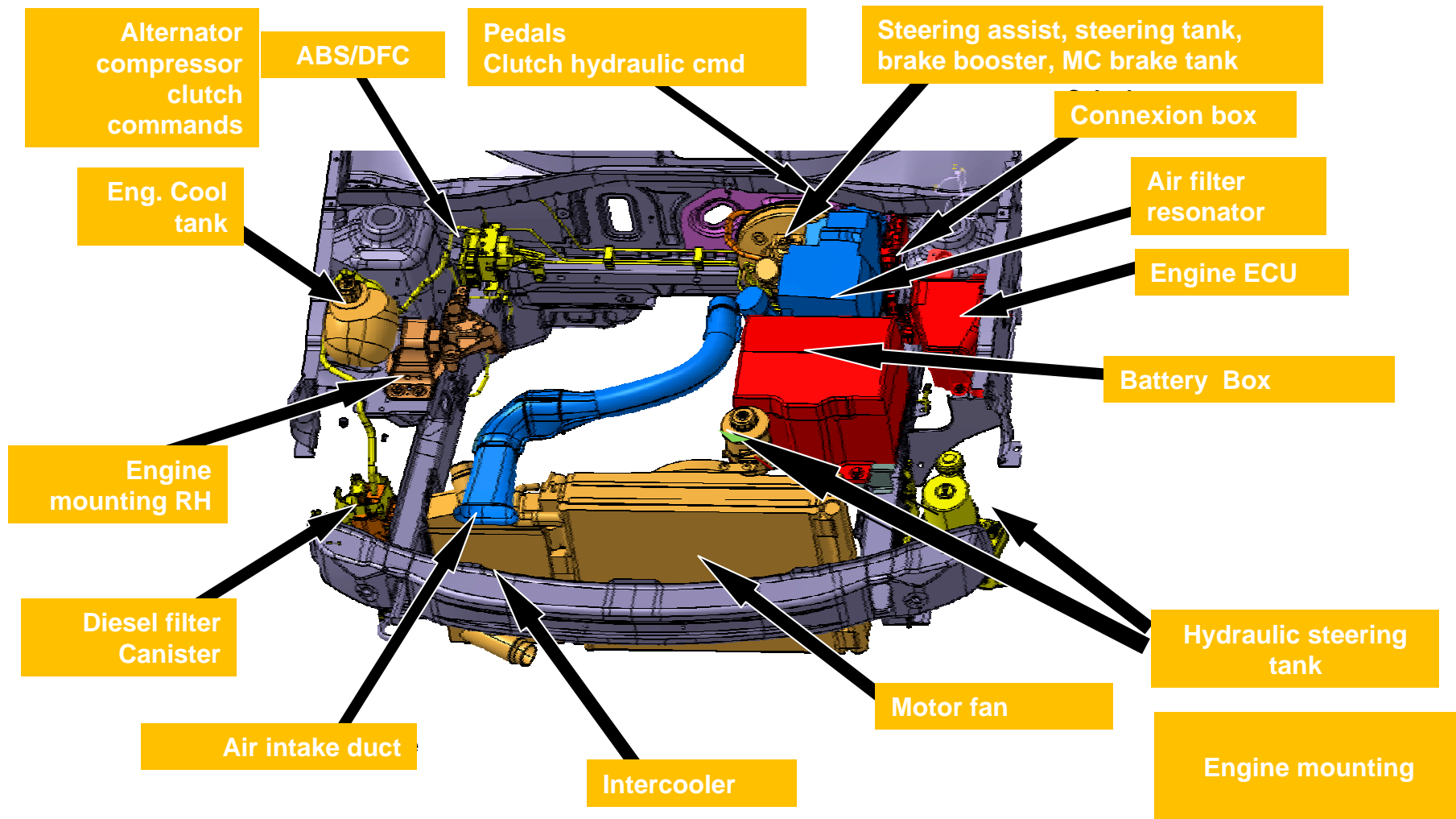
SPECIFIC  
PARTS

COMMON  
PARTS



# COST REDUCTION

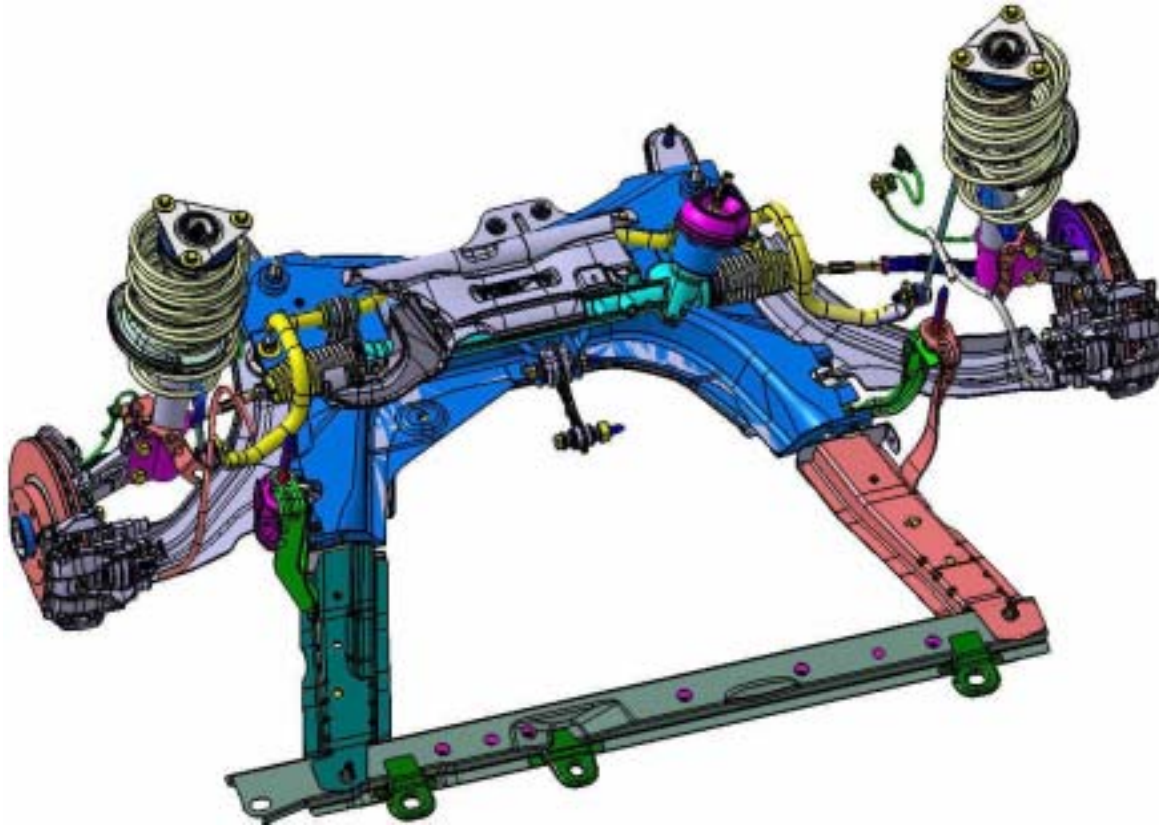
## CARRY-ACROSS: COMMON ENGINE COMPARTMENT WITH ENTRY RANGE





# COST REDUCTION

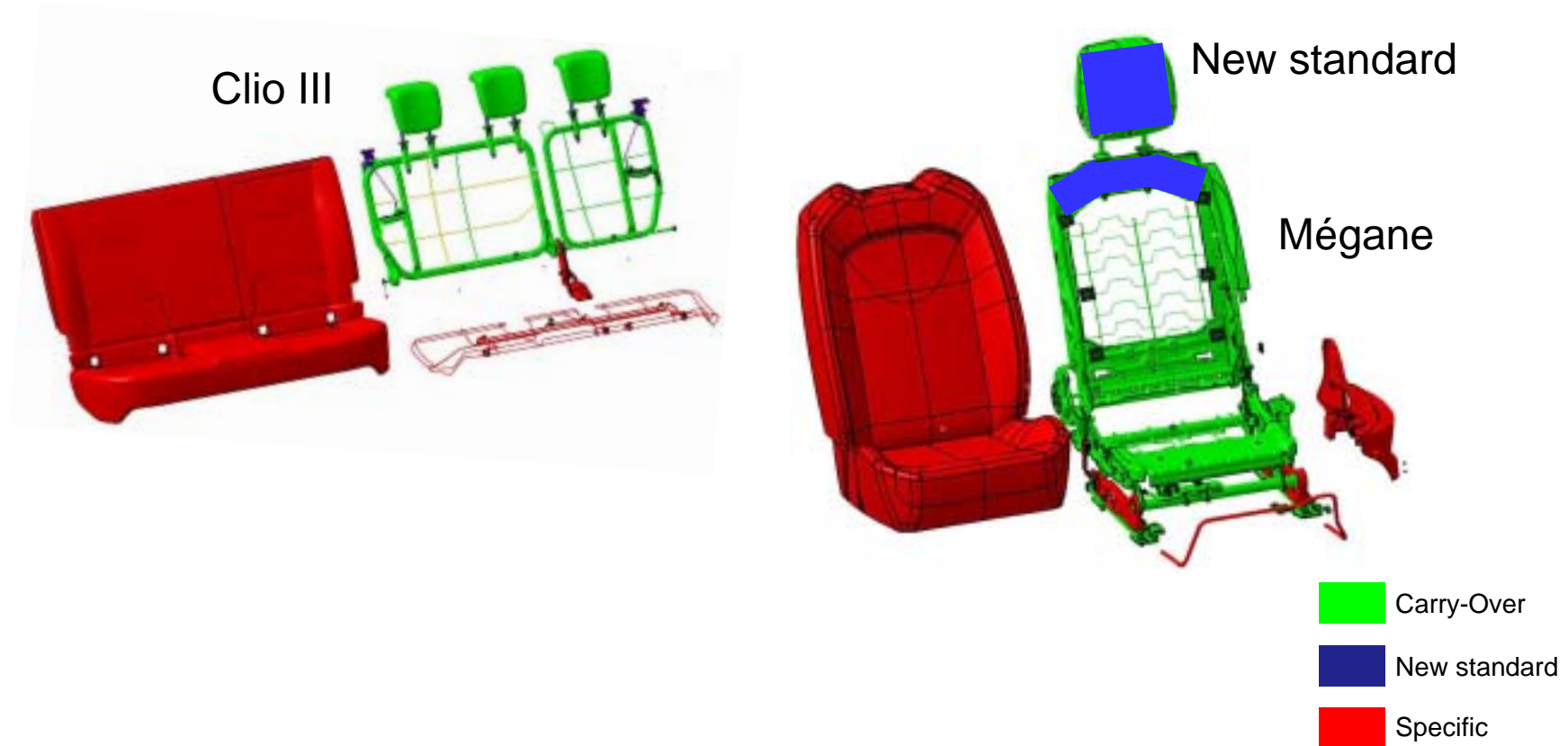
## CARRY-ACROSS: COMMON FRONT AXLE WITH ZOE



# COST REDUCTION

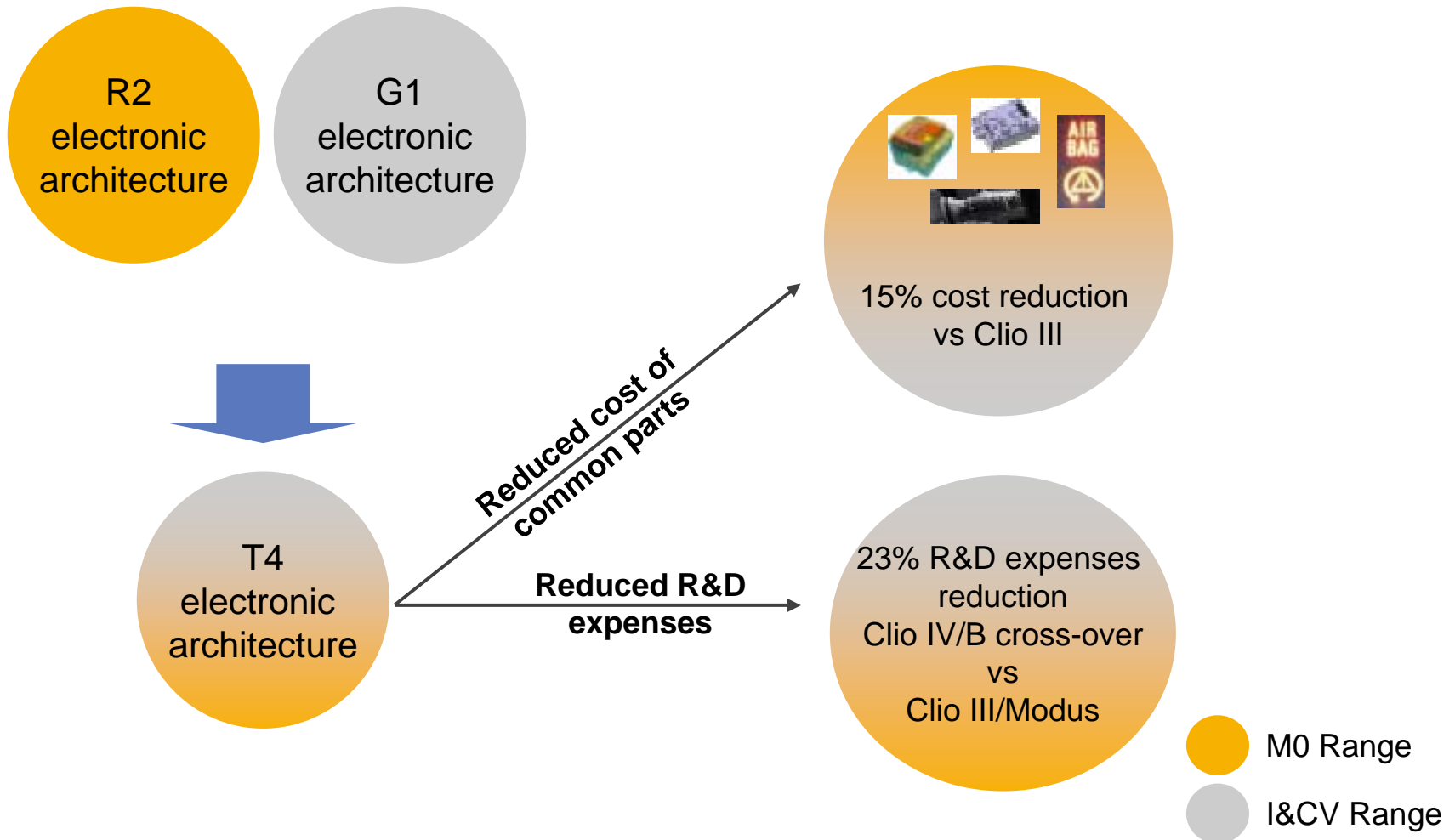
## CARRY-ACROSS: COMMON SEATS WITH MEGANE

- 50% savings on tooling investment
- Carry-over of seat frames Clio III and Mégane on Clio IV



# COST REDUCTION

## MODULARITY: COMMON ARCHITECTURE WITH ENTRY RANGE

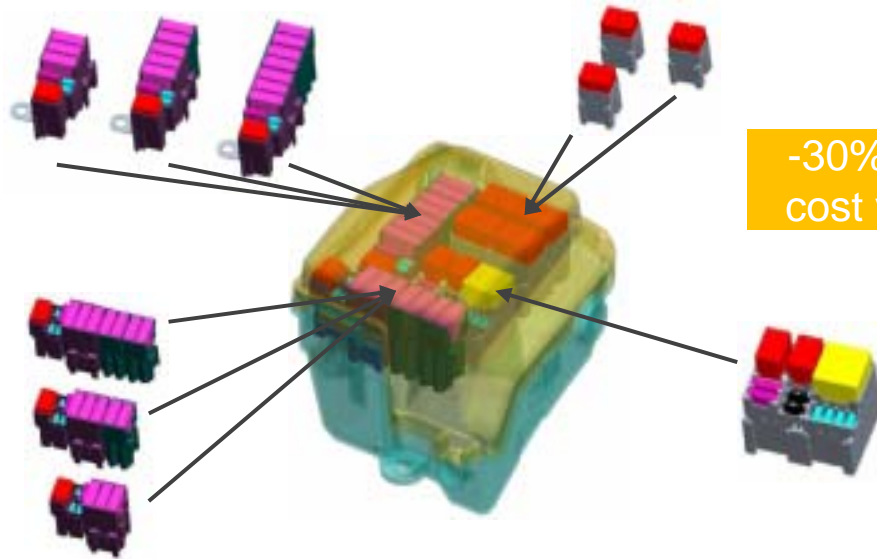


# COST REDUCTION

## MODULARITY:COMMON ARCHITECTURE WITH ENTRY RANGE

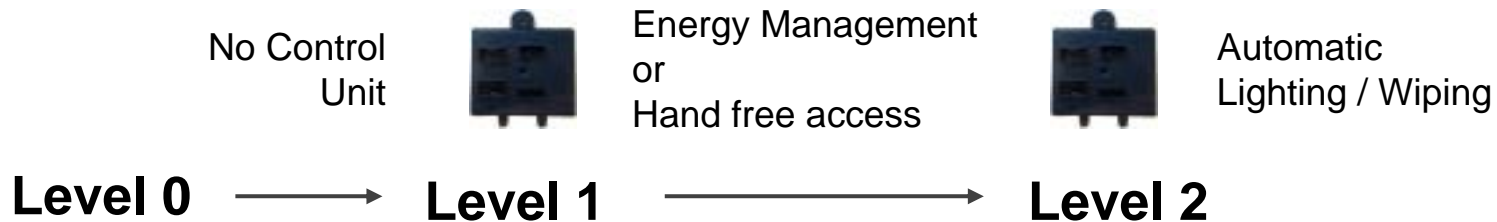
### ■ Fuse /Relay Box

Several module size  
to optimize cost  
for each vehicle option



### ■ Energy Management Module

-30% variable  
cost vs Clio III

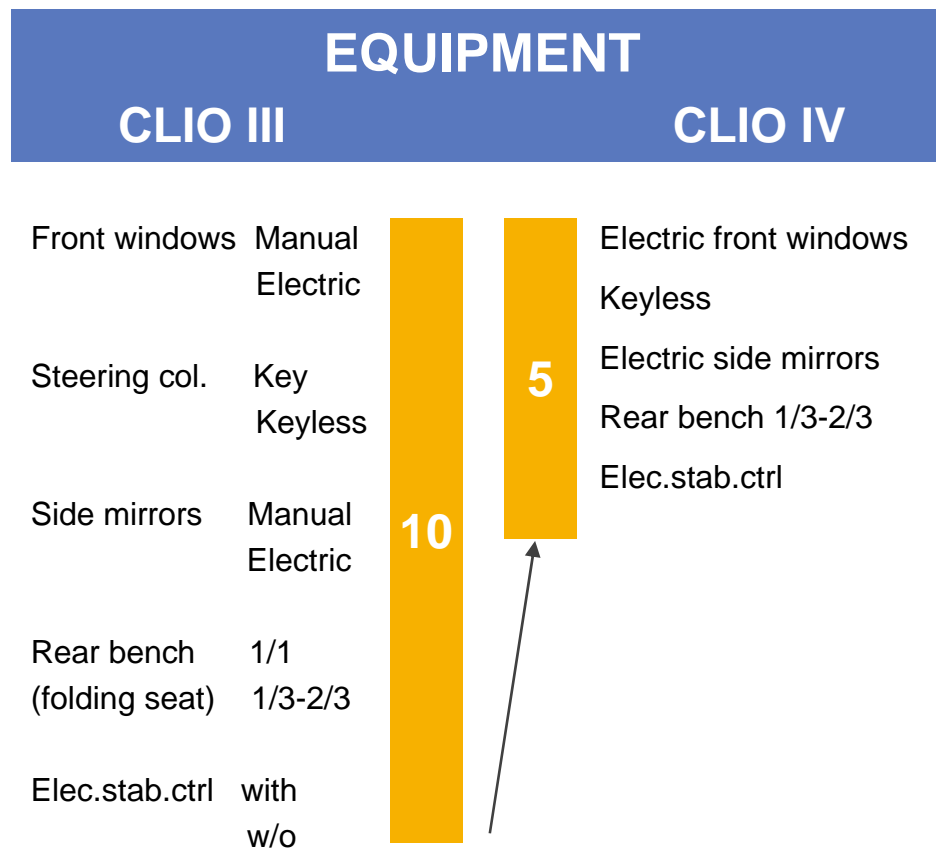




# COST REDUCTION

## LESS DIVERSITY, MORE VALUE

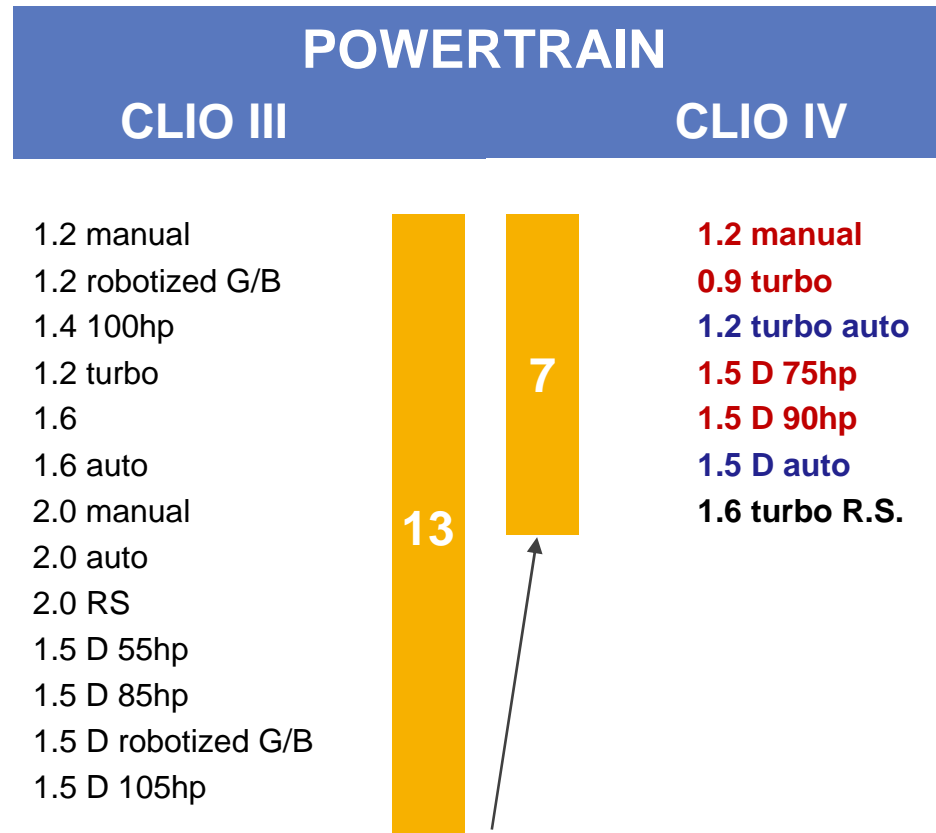
- Door panels: CLIO IV **12** vs CLIO III **49**
- Steering column: CLIO IV **4** vs CLIO III **6**



# COST REDUCTION

## LESS DIVERSITY, MORE VALUE

- Nb. of combinations (equipment level x powertrain) divided by **90**



*In common with*  
**Entry**  
**Mégane**  
**Latitude**

# COST REDUCTION

## LESS DIVERSITY, MORE VALUE

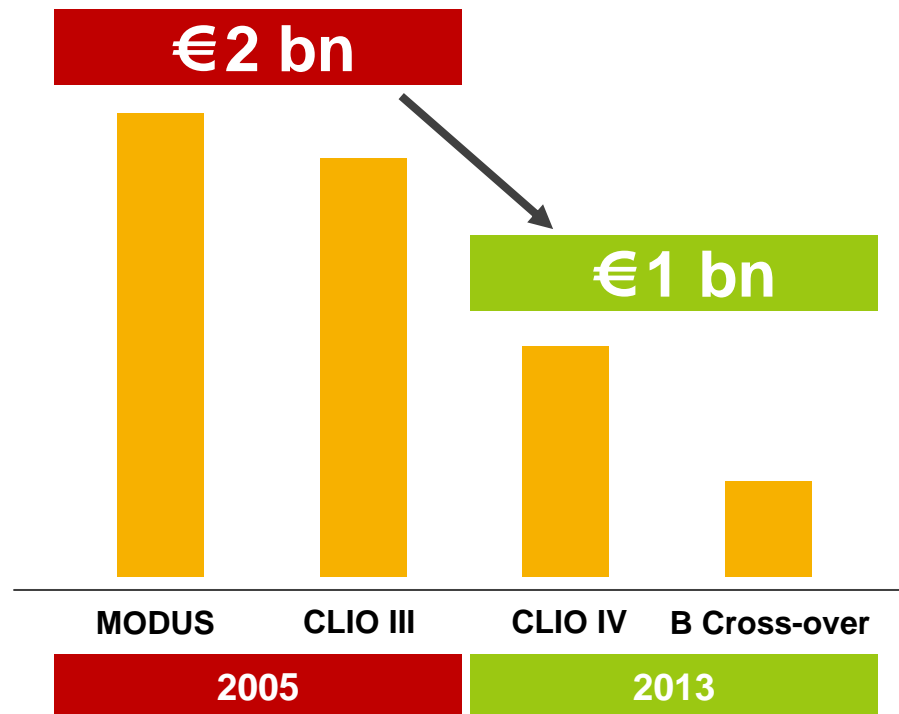
- Bodytype diversity reduction: hatchback and station-wagon only



# COST REDUCTION

## ENTRY TICKET

	MODUS & CLIO III PROGRAM	Clio IV & B Cross-over PROGRAM
BODIES	3+2	2+1
VOLUMES (Life cycle)	3 m	Est. 2.8 m



# FROM CLIO III TO CLIO IV

## A MORE COMPETITIVE PRODUCT

- Low entry ticket: carry over, diversity, standard components
- Improved industrial footprint: Bursa + Flins
- Competitive sourcing, common parts with Entry range
- Better value proposition: design, connectivity, CO<sub>2</sub>
- Customization smart pricing

