GROUPE RENAULT UK CELEBRATES UNPRECEDENTED GROWTH IN 2015

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2015 represented a monumental year for Groupe Renault UK's dealer network, being the fastest growing franchise in the UK, ranking 9th in the UK by volume and playing a key role in the manufacturer's GO5+ strategy to significantly increase market share, enhance customer satisfaction and elevate brand opinion to class-leading levels by 2017.

Strengthened with the addition of 19 new dealerships – 13 of which were opened by new investor partners – the manufacturer's UK dealer network contributed to Groupe Renault UK recording its third consecutive year of growth and outpacing the market by two to one.

Encompassing Renault cars, LCVs and Dacia, Groupe Renault UK sales for 2015 stood at 127,343 vehicles – up by 17.4 per cent on 2014. Renault cars recorded a four-year high of 75,618 vehicles, Dacia sold 26,228 models and Renault LCVs were up by 40 per cent to a 25,458 vans – the best ever year for Renault LCVs in the UK.

Together with the increase in size and attractiveness of the available product ranges, developments at dealer level have helped drive the impressive sales performance and growing market share. Notably, these included the introduction of the innovative and interactive Renault Store showroom concept that adds a whole new dimension to customers' buying experiences and the establishment of the specialised 26-strong Renaultsport dealer network. The number of business-focused Pro+ dealerships grew to 40 in 2015, with a further 32 dealerships now also introducing a dedicated Local Business Specialist to cater for the needs of firms in their region. Groupe Renault UK also further invested in its distribution network to ensure dealerships could supply vehicles as efficiently as possible.

Customer experience is a key part of Groupe Renault's GO5+ mid-term plan for sustainable growth. The newly-created Total Customer Experience division integrates Customer Engagement, Customer Support, Product Support and Warranty, in order to deliver the best possible Renault experience to customers. Establishing a separate Total Customer Experience division enables Groupe Renault UK to fully deliver on its GO5+ mid-term plan by building a lasting, positive customer relationship and improving brand image.

With the support of the dealer network, both Renault and Dacia achieved high rankings in the Auto Express Driver Power 2015 customer satisfaction survey. Although overall satisfaction scores were significantly higher than in 2014 – making it hard for manufacturers to move up the list but easy to drop down it – Renault rose eight places to take the number seven spot in the top 10 manufacturers. Dacia continued to hold firm, securing 5th place in the face of very strong competition and reinforcing its impressive debut in the 2014 survey.

Building on the success of 2015, this year is set to be even more exciting for new and existing franchise investors. Further expansion will see an additional 15 dealerships opened and a further increase in the number of Pro+ outlets to 72. The Renault Store showroom concept, which will feature in 132 dealerships by the end of the year, evolves to include a striking new exterior look to the dealerships. Featuring new corporate colours and signage, it is expected that the whole network will be upgraded within the next three years.

This year presents investor partners with even more opportunity for growth and increased profitability, highlights including the 25th anniversary of the Clio, launches of the All-New Mégane and All-New Scenic, the first full year of All-New Kadjar sales and a recently renewed award-winning LCV line-up. The establishment of the all-new Renault Approved Used car programme also provides the potential for greater profit from the used car revenue stream – contributing to the GO5+ objective for top-tier network profitability by 2017 – while at the same time delivering an unprecedented pre-owned Renault buying experience. A fast-growing vehicle parc offers franchisees increased After Sales opportunities too.

Darren Payne, Sales Director, Groupe Renault UK, said: “Renault's dealer network has never been stronger and with the support of our investors we have posted another amazing performance in 2015, which is even more impressive considering that this was achieved with only two core car models – the Clio and Captur. With the acclaimed All-New Kadjar now established and the All-New Mégane and All-New Scenic due later this year, we are fully committed to continue growing in the year ahead

“As our GO5+ strategy continues, it's clear that our ambitions are fast-becoming reality with our volume and profit objectives firmly on track. It's a very exciting time for both customers and franchise investors, our brands being more appealing, popular and varied than ever before and the network going from strength to strength.”

He continued: "We only see great things ahead and while 2015 was an excellent result, we believe that 2016 will be even better. We have the right product, the right franchise and a passionate dealer network – all the ingredients that are required to achieve our long term goals and to deliver a quality focused, first-class customer experience.”

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