


# RENAULT ARKANA SHOW CAR

THE NEW DISTINCTIVE  
**COUPE-CROSSOVER**







Renault is unveiling a world premiere  
in Moscow: the ARKANA show car,  
a distinctive coupé-crossover heralding  
a new vehicle with global ambitions.

# #RenaultARKANA

Moscow, 29 August 2018



**SUMMARY**

- INNOVATIVE  
DESIGN
- INTERNATIONAL  
AMBITION
- FOCUS ON RUSSIA



# A ROBUST AND ELEGANT COUPÉ-CROSSOVER WITH GLOBAL AMBITIONS

- At the Moscow International Automobile Salon, Groupe Renault is revealing its ARKANA show car, a new C-Segment coupé-crossover, fusion of elegance and sturdiness.

The ARKANA show car is a distinctive coupé-crossover with a class-unique design meeting growing and different customer SUV expectation.

- The ARKANA show car is an astonishing balance of Sedan elegance and SUV sturdiness: an innovative concept to meet new expectations and many uses (for town or country use and long-distance travel).
- The ARKANA show car features powerful and attractive design. **Robustness** is expressed through high ground clearance, wide wheel arches and large 19" wheels, for excellent all-terrain capabilities. **The elegance** of the high waistline and sloping coupé roofline is emphasized by chrome glass strapping and a wide panoramic glass roof.

The ARKANA show car heralds a new Renault vehicle with global ambitions

- As part of **Drive the Future** strategic plan, Renault will launch ARKANA from 2019. The new vehicle will be built and marketed worldwide. It will contribute to the international expansion of Groupe Renault.
- Russia will be the first country to manufacture and sell this vehicle, thus serving **the ambitions of the Renault brand in Russia**, a key market for Groupe Renault.





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The idea for this innovative concept came from Russia and the project was conducted with the strong involvement of Renault Russia teams. ARKANA will meet Russian customers' aspirations but also the ones of new customers in many countries worldwide, enabling Groupe Renault to further pursue its international growth as part of its Drive the Future strategic plan.”

**NICOLAS MAURE**

SVP, Chairman of Eurasia Region

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The ARKANA show car is a distinctive coupé-crossover, striking balance between the elegance of a Sedan and the powerful stance of an SUV. We have dialed in specific Renault cues, with a strong design, strength and sensuality with a French touch.”

**LAURENS VAN DEN ACKER**

SVP, Corporate Design of Groupe Renault







INNOVATIVE

# SEDAN ELEGANCE AND SUV STURDINESS



Sedan lovers appreciate status, elegant design, comfort and roominess. While SUV lovers appreciate sturdiness, all-terrain capability and engine performance. But many Sedan lovers have SUV aspirations and ARKANA strikes an ideal balance between both worlds, **for town or country use and long-distance travel.**

The innovative idea for this vehicle came from Russia. It reflects the expectations of customers in Russia and many other countries worldwide keen on SUV. It was developed by Design teams in France, in close cooperation with Renault Russia teams.



DESIGN

# POWERFUL AND ATTRACTIVE DESIGN

The upper part of the ARKANA show car expresses the elegance of a car with a high waistline and sloping coupé roofline, emphasized by status enhancing chrome detailing and a glass roof. **An elegant vehicle for everyday life.**

An aluminum twin tailpipe underlines the performance and athletic stance of the show car.

With full LED headlamps, front and rear light signature, it has all the strong Renault brand identifiers.

The lower part of the ARKANA show car expresses robustness with high ground clearance, bold wheel arches and large 19" wheels, for excellent all-terrain capabilities with 4-wheel drive transmission. **A sturdy vehicle ready to face harsh driving and weather conditions.**



# THE ARKANA SHOW CAR HERALDS A NEW VEHICLE WITH GLOBAL AMBITION



**THE ARKANA SHOW CAR WILL SERVE  
DRIVE THE FUTURE STRATEGIC PLAN  
OF GROUPE RENAULT.**


- This new vehicle will be first launched in Russia in 2019. In the future, ARKANA will be introduced in other regions of the world, beginning with Asia where it will be manufactured and adapted to local expectations.
- Groupe Renault intends to step up the pace of international growth, expanding its product range, to increase sales volumes to 5 million units by the end of the plan. ARKANA will play a key role in achieving this goal.




# A KEY MARKET FOR GROUPE RENAULT



- Russia today ranks as **Groupe Renault's number two market** and is set **to be No.1 by the end of *Drive the Future* strategic plan**. Renault is now the majority shareholder in the Russian carmaker AVTOVAZ, owner of the legendary LADA brand.
- Groupe Renault claimed almost **one-third of the Russian market in 2017** (448,270 vehicle sold / 28% market share). In a Russian market that returned to growth for the first time in four years (+12.2%), Group sales rose 16.9% in 2017.

 **RENAULT**  
**8.5%**  
2017 MARKET SHARE

 **LADA**  
**19.5%**  
2017 MARKET SHARE



# ADAPTED TO A DEMANDING MARKET



The new vehicle will be **manufactured first at Renault's Moscow plant for launch in Russia in 2019**, followed by other CIS countries.

- **Local production** is a major advantage in terms of competitive edge. Renault Russia celebrates its 20th anniversary this year. Customers consider Renault as a local brand, especially as it builds cars in Moscow and Togliatti, in partnership with AVTOVAZ.
- Russia is a **dynamic, demanding market**. Today, the success of Renault Kaptur shows the enthusiasm of Russian customers for SUVs while Sedans remain the benchmark on the market. Prospects are therefore excellent for Renault and for ARKANA.
- ARKANA will be **the flagship of the Renault brand** in Russia. It will have a **line-up of latest generation powertrains, including a brand-new engine for the Russian market**. **Four-wheel drive transmission** will also be available.

