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## RENAULT ANNOUNCES EIGHT NEW MODELS FOR MORE PROFITABLE GROWTH ON INTERNATIONAL MARKETS

- The Renault brand presents its "International Game Plan 2027", within its Renaulution plan.
- Renault will invest €3 billion to launch eight new models outside Europe, including five vehicles from the C and D-segments to position the brand in the segments creating most value by 2027.
- Outside Europe, Renaults aims to sell one vehicle out of three in electric or hybrid versions by 2027.
- This product offensive will be achieved with two platforms creating value for customers and that will enable the brand to be more competitive:
  - A new Renault Group modular platform which is ultra-flexible and multi-energy dedicated to four different regions: Latin America, North Africa, Türkiye and India;
  - A Compact Modular Architecture (CMA) platform dedicated to the D and E-segments, based in South Korea in partnership with Geely.
- The Renault brand aims at doubling the net revenue per unit sold outside Europe by 2027, compared with 2019.
- Renault Niagara Concept perfectly embodies the modern spirit of the brand for the international markets. It announces the next generation of Renault models that will be launched outside Europe between now and 2027. All of them will have Renault's DNA while being suited to our local customers' needs.
- Kardian is the first of the eight production models to be unveiled.
- To see and replay the [Renault brand international game plan 2027 press conference](#).





## Historic roots outside Europe

Renault is the best-selling French automotive brand in the world with 43% of international sales, totalling 634,124 units in 2022. Five of its top ten markets were outside Europe last year: Brazil (#2), Türkiye (#4), India (#5), South Korea (#8) and Colombia (#9). Renault started manufacturing cars in many regions in the world, with a high level of integration, long ago. From the 1950s, Renault understood the importance of producing its cars locally, near the customers. For instance, the Santa Isabel plant based in Córdoba, Argentina, has been producing vehicles mostly dedicated to other South American markets since 1955. Actually, Renault has historical and loyal relationships with a network of over 4,000 dealerships out of Europe. The brand has also increased its international footprint with three engineering centres and four design centres, including one based in Brazil. Today, 35,000 talents work for the Renault brand outside Europe.

## A profitable product offensive in major regions

Renault is opening more than a new chapter in its international history. It is a new lease of life, stemming from the Renaulution, coming our way with eight new models to be launched by 2027. This offensive, backed by a €3 billion investment, will boost the brand's performance in these key historical regions. Renault is aiming for a double net revenue per unit sold outside Europe in 2027, compared with 2019.

As it does in Europe, the brand will balance its international segment mix thanks to an offensive of five new C- and D-segment products. At the same time, it will strengthen its position in the B segment with [Kardian](#), which will enter the market in Latin America and Morocco next year.

Lowering CO<sub>2</sub> emissions for the upcoming vehicles is also a strong goal of this plan, officially called "Renault brand international game plan 2027". This will be achieved first with hybrid powertrains for the future line-up, but also with the introduction of E-Tech electric models in several countries outside Europe, like Megane E-Tech electric which is already available in Brazil and Türkiye. Thus, Renault aims at selling one car out of three with electric or hybrid version outside Europe by 2027.



*As our product renewal is bearing fruit in Europe, we are now going to make the brand more global and more profitable. Thus, Renault is now going on the offensive outside Europe with eight new vehicle launches between now and 2027, based on a reduced number of platforms, shared across regions and thereby enhancing our synergies.*



**Fabrice Cambolive, CEO, Renault brand**

## A new Renault Group modular platform with an international scope

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To be even more competitive and maximise synergies across global regions, Renault will adapt its offer thanks to a new Renault Group modular platform with an international scope. This platform will be assembled in four industrial regions: Latin America, Türkiye, Morocco and India. It embeds an adjustable and flexible architecture which allows for a large diversity concerning:

- Vehicle length, between 4 and 5 metres
- Wheelbases, with 4 options from 2.6 to 3 metres
- Rear units with 3 lengths
- Energy sources and new powertrains, aiming at more efficiency regarding consumption and CO<sub>2</sub> emissions: ICE, flex fuel (E100), LPG, mild hybrid advanced (48V) and full hybrid, for front-wheel and four-wheel drives.

The extreme versatility of this platform will enable us to offer our customers very different bodies and silhouettes. To appreciate the variety of vehicles based on this new Renault Group platform, just take a look at Kardian, a B-segment compact SUV and Niagara Concept, a pick-up powered by a new E-Tech hybrid 4WD technology. This platform will benefit from the latest-generation of electric and electronic architectures, compatible with all the current regulations as well as the future ones.

*The proper architecture of this new Renault Group modular platform is extremely flexible and competitive. It will enable us to offer our customers, based all around the world, vehicles offering much value, efficiency and relevant technologies. This is an advantage to differentiate ourselves from competition and to embark on a worldwide offensive with a wide variety of vehicles. These cars will feature the new Renault brand identity and will offer powertrain technologies suited to everyone's needs while enabling customers to consume less energy, provide superior driving pleasures, comfort and life on board rooted in our brand's DNA.*

**Bruno Vanel, VP Renault Brand, Product Performance**

### **The CMA platform dedicated to the high-end segment in South Korea**

The CMA – Compact Modular Architecture – platform is based on a partnership that Renault Group and Geely Holding Group signed in 2022. The platform will be used for high-end D and E-segment models, with two and four-wheel drives, and available in most cases with hybrid powertrains. These vehicles will be designed by the engineering centre located in Seoul and built at the plant in Busan. The first Renault Korea Motors vehicle developed on this platform will be presented in the coming year.s

### **Renault Niagara Concept embodies this international offensive**

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With Niagara Concept, the brand takes a new step in Renault's international history by bringing fresh air and modernity. Thanks to its very strong personality, exuberant and utterly modern lines, this concept is a glimpse into the style of the future Renault range to be built on the new Renault Group modular platform. Niagara Concept is tough and strong, sophisticated and filled with technologies at the same time. It entices you to travel without limits.

With its generous curves and chiselled details, it embodies the Renault values and reflects its new design language which is emotional as well as technological. The grille is sturdy and at the same time contemporary. It was carved like a mineral body with a unique 3D- effect. The letters shaping the Renault name have a "pixel-art" finish, largely inspired by pop culture. The eyebrow-shaped headlight array is lively, expressive and definitely techy.

With the front face's prominent skid plate, the extra-high ground clearance, the long-travel suspension, and the ample front and rear breakover angles, Niagara Concept was born to drive in the most extreme conditions. It exudes the strongest codes belonging to the pick-up world.

The sheer vertical front is commanding and shows might. Its broad shoulders around the upper body add to the tough look. At the rear part, the roofline slope and the steep quarter-window pillar brings an energetic, sporty feel.

Niagara Concept is covered with a camouflage inspired by the lines and patterns of the brand's logo. The colours underscore the vehicle's multiple facets: the green points for adventure, yellow for its sports-car edge, light grey for technicity and the black background for power.

*Niagara Concept embodies the style of the future international line-up of the Renault brand. Robust and mighty with oversized and exuberant lines, this exploratory concept is also sophisticated and packed with technologies. It is the promise of an unlimited journey.*

**Gilles Vidal, VP Renault Design**

Niagara Concept is built on the new Renault Group ultra-flexible platform and its driving comfort is outstanding. Its powertrain is efficient thanks to the E-Tech Hybrid 4WD technology and a dual technical adjustment: a mild hybrid advanced (48V) powerplant at the front and an additional electric motor at the rear. As a result, Niagara Concept is an optimised off-road performance 4WD model. It can handle half of your everyday drives in full-electric mode, which significantly reduces CO<sub>2</sub> emissions.

Renault Niagara Concept heralds the next international models that Renault will launch by 2027.



## ABOUT RENAULT

Renault, a historic mobility brand and pioneer of electric vehicles in Europe, has always developed innovative vehicles. With the 'Renaulution' strategic plan, Renault has embarked on an ambitious, value-generating transformation moving towards a more competitive, balanced and electrified range. Its ambition is to embody modernity and innovation in technology, energy and mobility services in the automotive industry and beyond.

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