

Communiqué De Presse

30 JUIN 2016

Renault introduces Alaskan: its first global one-tonne pick-up

Renault takes the wraps off ALASKAN, a pick-up that takes a completely fresh approach to the segment, including a stunning design.

Renault enters the one-tonne pick-up market with ALASKAN beginning with Latin America.

Renault builds on successful history in Latin America, a strong pick-up market, with global reveal and first market in Colombia.

Medellin , Colombia - In a dramatic worldwide reveal surrounded by the rugged Colombian countryside, Groupe Renault today unveiled the Renault ALASKAN, a one-tonne pick-up with a stunning look leading with its forceful front-end.

Both robust and comfortable, ALASKAN delivers exceptional driving comfort enhanced by a cutting-edge five-link rear suspension and a tough, fully boxed frame. ALASKAN is a powerful, ingeniously designed vehicle which combines outstanding off-road ability with best-in-class fuel economy with the Renault 2.3-litre dCi engine under the boot.

"ALASKAN's design includes assertive dimensions and a visual impression of power and strength. It is the perfect companion for leisure use and everyday motoring," said **Laurens van den Acker, Groupe Renault SVP, corporate design.**

Renault, a LCV expert worldwide

Renault is a major LCV player worldwide with 18 years of leadership in Europe and strong positions in many countries all over the world thanks to its wide range of vans and dedicated services.

In September 2015, to address the needs of LCV customers more directly and clearly, Renault launched a global expert brand with a large panel of services dedicated to these customers: Renault Pro+. Through this expert brand, Renault will provide LCV customers with tailor-made products and services and a highly-trained specialist network.

Light commercial vehicles are a major strategic market especially in Latin America. In 2015, 15 million LCVs has been sold in the world and the segment pick-ups account for more than one-third of total LCV sales: 5 million units worldwide.

"This stunning vehicle provides us with the means to fulfil the needs of professional users and individual customers around the world. With ALASKAN, we are on track to take Renault's LCV Division forward from being a top regional player to a top global player," said **Ashwani Gupta - VP, Groupe Renault's Global Head of Light Commercial Vehicles Business.**

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