

Press Kit

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Renault introduces its first global one-tonne pick-up: **ALASKAN**

Renault takes the wraps off ALASKAN, a one-tonne pick-up that takes a completely fresh approach to the pick-up segment, including a stunning look that incorporates an imposing front-end. Both robust and comfortable, ALASKAN delivers exceptional driving comfort enhanced with a cutting edge five-link rear suspension and a tough, fully boxed frame. ALASKAN is a powerful, ingeniously designed vehicle that combines outstanding off-road ability and best-in-class fuel economy with the Renault 2.3-litre dCi engine under the bonnet. In addition to meeting the needs of professional customers, it is the perfect companion for leisure use and everyday motoring. Moreover, thanks to its LCV expertise, Renault provides a wide range of services, conversions and accessories to fulfil the broad diversity of customers' needs.

Following the launch in Latin America last year of Renault Duster Oroch, a segment-breaking half-tonne pick-up, Renault has global ambitions for ALASKAN in the pick-up market. This market accounts for five million units worldwide annually: more than one-third of the world's LCV (Light Commercial Vehicle) sales. Building on its position as Europe's number one LCV brand for 18 years, as well as on its strong footings in South-America and Africa, Groupe Renault is shifting up a gear with ALASKAN which will be manufactured in three industrial sites. ALASKAN launches in the strong pick-up markets of Latin America where Renault is a long-time player. It will initially go on sale in Colombia.

"This stunning pick-up will fulfil the needs of professional users and individual customers across the world. With ALASKAN, we are on track to take Renault's LCV forward from being a top regional player to a top global player."

Ashwani Gupta - VP, Global Head of Light Commercial Vehicles Business

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01

ALASKAN, a stunning pick-up

Following the launch of the half-tonne Renault Duster Oroch pick-up in 2015, Renault now takes the wraps off ALASKAN, a one-tonne pick-up with a stunning design. Robust yet comfortable, ALASKAN is a powerful, ingeniously thought-through vehicle. Developed in France, Japan and Latin America, ALASKAN is a genuinely global product capable of covering the broad diversity of needs customers express across the world. The comprehensive list of available body types extends from single cab to double cab and chassis cab versions, with a short or long bed, and with wide and narrow bodies. Renault also provides a wide range of services, tailor-made conversions and accessories to fulfil all customers needs.

A remarkable design

The name ALASKAN was inspired by the Aleut word "ALASKA" which means "Great Land". It conjures up wild, rugged landscapes and is an open invitation to indulge the desire for adventure.

ALASKAN's status-enhancing look fits perfectly with the aesthetic demands of the segment's customers whilst expressing Renault brand's identity. The vehicle's statuesque lines incorporate Renault design cues that bring a modern, pleasing visual touch to the world of pick-ups.

Forceful front-end styling

- Renault's new brand identity is expressed by the ALASKAN's large chrome grill, a gloss black trim and a chrome riser bar between the grill and the bumper.
- The muscular lines of the bonnet heighten the impression of strength.
- A proud and prominent logo.

Distinctive, eye-catching C-shaped full-LED lighting signature

- Full-LED daytime running lights with C-shape signature.
- Headlights and fog-lights exude an inner strength.

Bold sculpted fenders and sleek, athletic lines

- The dimensions of the assertive, imposing ALASKAN ensure a forceful stance.
- The design of its robust yet athletic sculpted sides includes prominent wheel arches to accommodate 16- or 18-inch diamond-effect alloy wheels.
- ALASKAN's lines blend a sense of high-tech engineering and connote its robustness.



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"The ALASKAN's imposing front-end design and the muscular lines suggest power and strength. ALASKAN brings a breath of fresh air to the pick-up world and enhances the customer experience irrespective of whether it is used for business or leisure."

Laurens van den Acker - SVP, Corporate Design

Robust and comfortable



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Cutting edge five-link rear suspension for improved driving comfort

- This new five-link rear suspension provides excellent road handling and premium comfort for all passengers on board without any compromise to off-road capability or toughness.
- Ride comfort is improved over more conventional rear leaf spring suspension due to less friction, whether the vehicle is loaded or unloaded. ALASKAN's five-link configuration also reduces noise and vibration more effectively.
- It is available for the double cab version of ALASKAN.

Tough, fully boxed frame

– Strong chassis capable of over one tonne payload is key in the segment

- ALASKAN's fully-boxed frame of Renault-Nissan Alliance is ideally suited to the needs of the customers as well as for workhorse, off-road and leisure usages,
- Enhanced rigidity for a better handling performance and safety thanks to the use of durable materials,
- Generous ground clearance: 230mm,
- A best level towing capacity of 3.5 tonnes,
- Chassis with smart design improving off-road capabilities (departure, approach and ramp over angles).

– Durable materials

- Strong bed protection: UV resistant, water repellent, anti-slip finish,
- Strong chassis: anti-corrosion treatment, high-strength steel.

– Versatile, practical bed

- Heavy-duty bed, short or long depending on markets,
- C-channels and four quick-fit hooks to secure all types of loads quickly and safely,
- Bed-mounted 12V power supply.

Comfortable and spacious interior

- **Cabin space:** second-row for passengers provides the comfort associated with passenger cars (knee room: 589mm / torso angle: 23 degrees).
- **Adjustable, high-comfort seats** for less fatigue on long journeys:
 - Four-, six- or eight-way power or manual adjustability,
 - Seats with lumbar support for an even distribution of body weight.
- **Heated front seats**
- **Automatic air conditioning with dual-zone climate control, and adjustable vents for rear passengers:** enhanced travelling comfort.
- **Intuitive storage spaces throughout the cab,** including a central console tray, doors bins, bottles holders and under-seat storage.

Powerful and ingenious

Best-in-segment fuel consumption with Renault 2.3-litre dCi engine

- ALASKAN is powered by Renault's fully-proven four-cylinder, twin-turbo diesel engine which also is featured in the Renault Master range:
 - 160hp and 190hp versions,
 - Outstanding acceleration, plus fuel consumption and CO₂ emissions amongst the very lowest in ALASKAN's class,
 - Twin-turbo technology: a small turbo for smooth acceleration at low engine speeds, plus a bigger turbo for performance at higher revs,
 - Engine available depending on markets.
- Two other powertrains are available (depending on markets): 2.5-litre petrol engine (160hp) and 2.5-litre diesel engine (160hp and 190hp).
- Choice of a six-speed manual gearbox or seven-speed automatic transmission, plus two or four-wheel drive.

Excellent off-road capability

- **Drive modes: 2WD (Rear Wheel Drive) / 4H and 4LO (Integral 4WD)**
 - 2WD: for everyday motoring on paved roads – enhanced fuel economy and better handling,
 - 4H (engaged while on the move at speeds of up to 60kph): if traction is partially lost (wet roads, rocks, etc.) up to 100kph,
 - 4LO (engaged with the vehicle at a standstill): in case of total loss of traction (sand, snow, deep mud, etc.).
- **Electronic Limited Slip Differential (eLSD)** with 4WD delivers a safer, more surefooted drive. This advanced system uses braking sensors that constantly monitor wheel speed. Whenever the system detects that one of an axle's two wheels is rotating faster than the other, the brakes are briefly applied to slow the faster wheel for improved traction, greater cornering stability and a safer feel.
- **Rear-locking differential:** mechanical lock of rear differential for difficult situations.
- **Vehicle control aids:** assistance during hazardous manoeuvres, enhanced driving comfort and safety:
 - Hill Start Assist (HSA): briefly applies the brakes to prevent the vehicle from moving backwards when pulling away on slopes,
 - Hill Descent Control (HDC): when traveling down a slope, HDC controls the brakes to prevent the vehicle from going speed.
- **Plus:** Antilock Braking System (ABS), Electronic Brake Distribution (EBD), Brake Assist (BA), Electronic Stability Program (ESP).

User friendly on-board features and smart technology

- Renault keyless entry with push and start button.
- A five-inch 3D TFT colour display for swift, easy access to vehicle data.
- Practical audio systems and connectivity: smartphone compatible, hands-free telephony, Bluetooth connectivity with voice recognition, CD player, AM/FM radio, four or six loudspeakers, steering wheel-mounted fingertip remote controls.
- Connected 7-inch touchscreen navigation (availability in certain countries).
- 360° visibility with four cameras (front bumper, door mirrors and tailgate) which allows 360° view of the car and check slow-speed manoeuvring on-road or off-road to avoid obstacles (availability in certain countries).

A wide range of services, conversions and accessories

Dedicated services for professionals

- The specialised Renault Pro+ network meets the specific needs of professionals. An ALASKAN customer using his or her vehicle for business will benefit from this service.
- This network includes:
 - Dedicated, specially-trained advisers for LCV sales and after-sales,
 - Simplified choice: LCV range and conversions on display, test drives without appointment, a quick and clear commercial offer,
 - Solutions to stay on the move: maintenance without an appointment, extended opening hours, replacement vehicles.
- The worldwide specialised Renault Pro+ network will include around 700 Renault Pro+ centres in 41 countries at end-2016. In Latin America: 65 in Brazil, 18 in Argentina, 9 in Colombia and 3 in Chile at end-2016.

Tailor-made conversions

- In partnership with our network of approved converters, a wide range of conversions is available to bring to our professional customers all the solutions necessary for their activity: ambulance, tow truck, maintenance vehicle, cherry picker, tipper, etc.
- The personalization of the vehicle is also possible, with special options being available at the plant.
- Our approved converters can rely on the Renault Conversion website to consult the technical information and drawings, and ask questions.
- Renault was the first car maker to set up an approval process for converters. That serves reactivity, optimizes the partnership and makes the quality of services progress.
- The Conversion and Quality departments follow the worldwide converters network making regular missions, in order to select new converters or renew contracts.
- Renault develops the Conversions Business overseas by identifying preferential converters for international tenders.

Accessories for personalization

- Dedicated range to facilitate loading and unloading: sliding tray, metal step, bed divider, etc.
- Dedicated offer to protect the bed and therefore secure the loading: bedliner, c-channel and sliding hooks, toolbox, etc.
- Personalization will also be possible with styling accessories which pick-up owners are very fond of.



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02

ALASKAN, a global endeavor

Renault is Europe's number one Light Commercial Vehicles (LCV) brand for the past 18 years. In addition to its strong positions in the Latin-American and African markets, Renault is on track to shift up a gear to take Renault LCV from being a top regional player to a top global player. Light commercial vehicles are a major strategic market, with 15 million sold in 2015. Pick-ups account for more than one-third of total LCV sales, representing five million units worldwide. The launch of ALASKAN sees Renault enter the pick-up market with global intentions, beginning in the strong pick-up markets of Latin America where Renault is a long-time player. Sales will begin in Colombia.

Renault enters the pick-up market

The pick-up market accounts for more than five million vehicles globally

The growth of the global LCV market can be attributed primarily to the expanding pick-up market, which comprises three classes:

- Half-tonne pick-ups: 3% of the global market, with a growth projection of 35% between 2014 and 2019.
- One-tonne pick-ups: 17% of the global market, with a growth projection of 19% between 2014 and 2019.
- Full-size pick-ups: 18% of the global market (90% in the US and Canada).

Renault's pick-up market offensive

- **Renault Duster Oroch Concept**, unveiled in Sao Paulo, Brazil, in October 2014: a half-tonne show truck.



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- **Renault Duster Oroch**, unveiled in Buenos Aires, Argentina, in June 2015: a half-tonne pick-up for Latin America, produced in Curitiba, Brazil.



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– **Renault ALASKAN Concept**, unveiled in Paris, France, in September 2015: a one-tonne show truck.



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– **Renault ALASKAN**, unveiled in Medellin, Colombia, in June 2016: a one-tonne pick-up, with global intentions.

ALASKAN is produced in Cuernavaca, Mexico. It will be manufactured in Barcelona, Spain, and in Cordoba, Argentina.



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An offensive part of a global LCV strategy

– Groupe Renault delivered a strong year in the LCV market in 2015, with sales reaching 387,000 units, an increase of 12.4% in spite of a 6.3% dip in the total market (North America excluded).

At end-May 2016, worldwide LCV sales account for 167,000 units: +15% vs end-May 2015, in a decreasing market (-4%).

– A multi-faceted offensive: products, markets and partnerships.

- A renewed LCV Range: new Traffic and new Master in 2014, new Kangoo mid-2013,
- Renault is the first brand to market an all-electric LCV offer: Kangoo Z.E., number one in Europe, and Twizy Cargo, the LCV version of Twizy,
- Renault has formed partnerships with several carmakers: Nissan, Renault Trucks, GM, Daimler and, recently, Fiat.

Latin America, a strong pick-up market

A strong, growing pick-up market in Latin America

- One million light commercial vehicles were sold in Latin America in 2015 (17.4% of the market).
- Renault volumes in LCV market has almost tripled in the last 10 years in the Region (14,200 in 2005 and 38,400 in 2015, with 5.1% of market share in 2015).
- The one-tonne pick-up sub-segment represents 45% of the LCV market and is expected to grow by 15% in the next 3 years.

Renault Duster Oroch, promising start in Latin America

- The Renault Duster Oroch has been designed in Latin America.
- The Renault Duster Oroch is a pick-up based on a Sport Utility Vehicle platform, the Renault Duster, a global success with 334 000 units sold in 2015 in some 100 countries.
- Renault Duster Oroch is a nimble and reliable double-cab pick-up, with four doors, five seats, and a generously-sized load bed. It inherits the Duster's styling, equipment and accessories, along with additional upgrades and innovations. Its in-car equipment package is worthy of that of a C-segment SUV.
- Renault Duster Oroch has been available in Brazil, Uruguay and Paraguay since November 2015, in Colombia since March 2016 and in Argentina since April 2016. It will be launched in other countries in Latin America in 2016.
- Renault Duster Oroch is already a success with more than 8,500 units sold at the end of May 2016: a 4.2% market share in the pick-up segment and the third best-selling vehicle in the half-tonne pick-up segment.
 - In Brazil, Duster Oroch has been named "Pick-up of the Year" in 2015 and already has a 5.4% market share in the segment,
 - In Colombia, Duster Oroch is the second best-selling pick-up after just two months on the market,
 - In Argentina, Duster Oroch is the second best-selling in the half-tonne pick-up segment, just one month since it went on sale.

Renault is a long-time player in Latin America

- Americas is a major Region for Groupe Renault:
 - Americas: 355,151 registrations in 2015 (market share: 6.3%),
 - Brazil is Groupe Renault's number two market: 181,504 units (market share: 7.3%),
 - Argentina: 79,383 units (market share: 12.7%),
 - Colombia: 49,331 units (market share 18.6%, up two points).
- Four manufacturing sites in Brazil, Argentina, Colombia and Chile:
 - Brazil (Curitiba) facilities - opened in 1998, includes a passenger car plant (bodywork and assembly), an engine plant, and an LCV plant. The main vehicles built on the two production lines are Logan, Sandero, Duster, Duster Oroch and Master. The plant will also produce Kwid, a brand new A-segment model,
 - Argentina (Cordoba) facilities - opened in 1955, produces Clio II, Kangoo and Fluence. It will soon produce the new Renault Logan and Renault Sandero and will produce ALASKAN in 2018,
 - Colombia (Envigado, Medellin) facilities - opened in 1969, produces Clio II, New Logan, New Sandero and Sandero Stepway, and Duster,
 - Chile (Los Andes) facilities - opened in 1969, manufactured 297,000 gearboxes in 2015.
- A network of almost 900 dealerships.
- An engineering centre (Renault Technology Americas) in Curitiba, Brazil, and a design centre (Renault Design Latin America) in Sao Paulo, Brazil.

"Following the successful launch of Renault Duster Oroch, we are thrilled to introduce ALASKAN in the growing, buoyant pick-up markets of Latin America where Renault is a long-time player."

Olivier Murguet - SVP, Chairman of Americas region

Sales to begin in Colombia

Renault Duster Oroch and Renault ALASKAN: two Renault's pick-ups in Colombia

- The Colombian pick-up market represented 12,300 units in 2015.
 - Half-tonne pick-up sub-segment: 880 units,
 - One-tonne pick-up sub-segment: 11,400 units.
- Launched in March 2016, Duster Oroch is the best-selling LCV in Colombia in May 2016, ranking #2 in the global pick-up segment in May 2016, which is an excellent start.
- ALASKAN will be launched soon in Colombia and will significantly extend coverage of the pick-up market.

Renault, ranked number two in Colombia

- Renault sold about 50,000 vehicles in 2015 - which represents a market share of 18.6%. Renault is the second best-selling brand in Colombia.
- At end-May 2016, the market share reached 21.4% (an increase of 3.6 points vs end-may 2015). Three Renault models are in the top 5 of best-selling cars in Colombia in May 2016: Sandero + Sandero Stepway (2nd), Duster (4th) and Logan (5th).
- A renewed line-up with the launch of New Logan and New Sandero and Sandero Stepway in August and September 2015 followed by major launches in 2016: Duster Oroch in March, ALASKAN in October and others to come.
- A compelling and attractive range: Clio, New Sandero and Sandero Stepway, Duster (launched in 2012) and New Logan (all produced in Medellin, Colombia), Duster Oroch and Master (both imported from Curitiba, Brazil), Koleos (imported from Korea), Trafic and Kangoo Z.E. (imported from France), Twizy (imported from Spain) and Kangoo (imported from Argentina).
- Renault is also leader on the electric vehicle market in Colombia (market share: 78%) with Kangoo Z.E. introduced in 2014 and Twizy introduced in 2015.
- An extended network in 44 cities with 106 sales points, 77 mechanical workshops, 50 paint and body workshops, 30 Renault Minute and 8 Renault Pro+ centres.

Renault, “a Colombian brand with French origins”

- Renault has operated in Colombia since 1969 and employs more than 1,600 people.
- Renault Sofasa (Sociedad de Fabricacion de Automotores) is the manufacturing and sales subsidiary of Renault.
- In 47 years, Renault has made and sold over one million vehicles and 15 Renault models. These emblematic models have won the hearts of Colombians and enabled Renault to become “a Colombian brand with French origins”.
- The Envigado bodywork-assembly plant in Medellin produces today Duster, New Sandero and Sandero Stepway, New Logan and Clio II. The plant employs more than 700 people.
- Quality, environment and safety are priorities in the plant: ISO 9001-2008, ISO 14001 and NTC OHSAS 18001 certification.
- The plant has a capacity of 80,000 cars/year and is a dynamic export basis. In 2015, Renault produced more than 76,000 cars, including more than 28,000 for export, mainly to Mexico, Peru and Chile. Duster is the most exported vehicle (more than 18.000 units).



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Renault's LCV credentials

ALASKAN is the perfect companion for leisure use and everyday motoring. But ALASKAN also meets the needs of professional customers. Renault is a major LCV player worldwide with 18 years of leadership in Europe and strong positions in many countries all over the world. In September 2015, to address the needs of LCV users more directly and clearly, Renault launched a global expert brand dedicated to these customers: Renault Pro+.



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Renault Pro+: products and services dedicated to LCV customers

Tailor-made products and services across the Renault network:

- Kangoo Express and Kangoo Z.E. are available in a choice of 65 different versions, while there are 270 and 350 different versions of Trafic and Master respectively.
- A network of 400 approved conversion specialists in 29 countries to convert vehicles to meet customers' precise needs.

Renault Pro+: dedicated engineering centre, production facilities and specialised network

- Dedicated LCV engineering centre at Villiers Saint Frédéric, France.
- LCV production on three continents: Europe (France), Latin America (Argentina, Brazil) and Africa (Morocco).
- Specialised network (sales and after-sales) of 700 Renault Pro+ centres with demanding standards dedicated to professionals.

Renault Pro+: strong positions worldwide

- Light Commercial Vehicles sold in 112 countries, with top markets being Europe, Brazil, Argentina, Turkey, Morocco and Algeria.
- LCV leadership in Europe for 18 years.
 - #1 in France, Spain, Portugal, Belgium, Slovenia,
 - #2 in Italy, Poland, Bulgaria, Latvia, Lithuania,
 - #3 in Denmark, Sweden, Ireland, Hungary, Estonia, Iceland.
- Strong positions in many countries.
 - Brazil: Kangoo #2, Master #1,
 - Argentina: Kangoo #1, Master #2,
 - Colombia: Kangoo #1, Trafic #1, Master #3,
 - Mexico: Kangoo #2,
 - Algeria: Kangoo #1, Master #1,
 - Morocco: Master #1, Kangoo #3,
 - Australia: Kangoo #2, Master #3.
- A leading position in the Electric LCV market.
 - Renault is the first mainstream brand to market an electric LCV,
 - Kangoo Z.E. is marketed in 45 countries,
 - Twizy Cargo is the latest addition to the LCV Z.E. range.

Figures at end-2015 (pick-up included)