

# Communiqué De Presse

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## World premiere: Renault ARKANA show car, unveiled at the 2018 Moscow International Auto Salon

- **Renault ARKANA show car is a distinctive coupé-crossover, a unique fusion between the elegance of a Sedan and the sturdiness of a SUV.**
- **Renault ARKANA show car prefigures a new Renault offer for the C-Segment with global ambitions: after its first introduction in Russia in 2019, it will be launched in other markets.**
- **This new model in the Renault range will contribute to the group's international expansion especially on the Russian strategic market.**

**Moscow, August 29, 2018** - At Moscow motor show, Renault unveils the ARKANA show car as a world premiere, a distinctive coupé-crossover announcing a new global vehicle. Its class-unique design will be a real novelty in a very competitive C-Segment.

The C-segment is currently the most dynamic and challenging sector of the automotive industry, especially SUVs. Customers' needs are getting more and more diverse. ARKANA is born from those customers' new expectations. It proposes an astonishing balance between the elegance of a sedan and the sturdiness of an SUV.

The ARKANA show car features a powerful and attractive design:

- Robustness is expressed through high ground clearance, wide wheel arches and large 19" wheels, for good all-terrain capabilities. A sturdy vehicle ready to face harsh driving and tough weather conditions.
  - The elegance of the high waistline and sloping coupé roofline is emphasized by side chrome detailing and a panoramic glass roof.
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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.**

This new production vehicle will be produced and marketed in different countries throughout the world, beginning with Russia in 2019. Renault ARKANA will be later manufactured and sold in Asia and other regions, with this same unique design but adapted also to local customers' expectations.

As part of its [Drive the Future](#) strategic plan, Groupe Renault intends to step up the pace of international growth, expanding its product range to increase sales volumes up to 5 million units by 2022. ARKANA will play a key role in achieving this goal.

Groupe Renault claimed almost one-third of the Russian market in 2017 (448,270 vehicle sold / 28% market share). Russia today ranks as Groupe Renault's number two market and is set to become the group's leading market by the end of plan.

*"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.**

To learn more about the ARKANA show car and Groupe Renault's ambitions on the Russian market [click here](#)

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