

# EV

## Electric Vehicle Strategy

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# Renault: EV pionnier & leader in Europe

FIRST MOVER WITH  
A COMPLETE EV LINE UP



10 YEARS EV EXPERIENCE

30,000  
PEOPLE EV TRAINED

100%  
TRAINED DEALERS

CUSTOMER  
SATISFACTION

- NEW ZOE: 300 km WLTP range
- >90% customer recommendations
- ~200K customers



TECHNICAL  
EXCELLENCE



ZOE FLINS



e-Motor CLEON

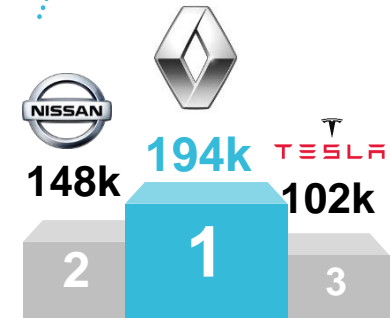


Kangoo ZE  
MAUBEUGE



Battery pack  
TECHNOCENTRE

EV LEADER  
IN EUROPE



Cumulated total EV sales  
(@end 2018)

# A clear plan to continue leading

## PLAN 2022



EXPAND OUR REACH



ACCELERATE  
COST REDUCTION



LEADER IN AFFORDABLE  
ELECTRIC MOBILITY



PROVIDE EASY  
ELECTRIC LIFE



GENERATE VALUE FROM ENERGY  
& MOBILITY SECTORS

# Strategy for the coming years: **acceleration !**

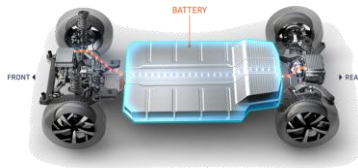
EV line-up expansion  
géo. extension

Keep leadership in  
affordable e-mobility

Provide clients with  
« *easy electric life* »



≈ 8 new EV  
models by 2022



80% of EV models  
based on Alliance  
platforms



Autonomy  
> 500 Km WLTP



Key segments  
coverage



New e-motor  
New batteries



Charging  
>150 km WLTP  
recovery in 15 min



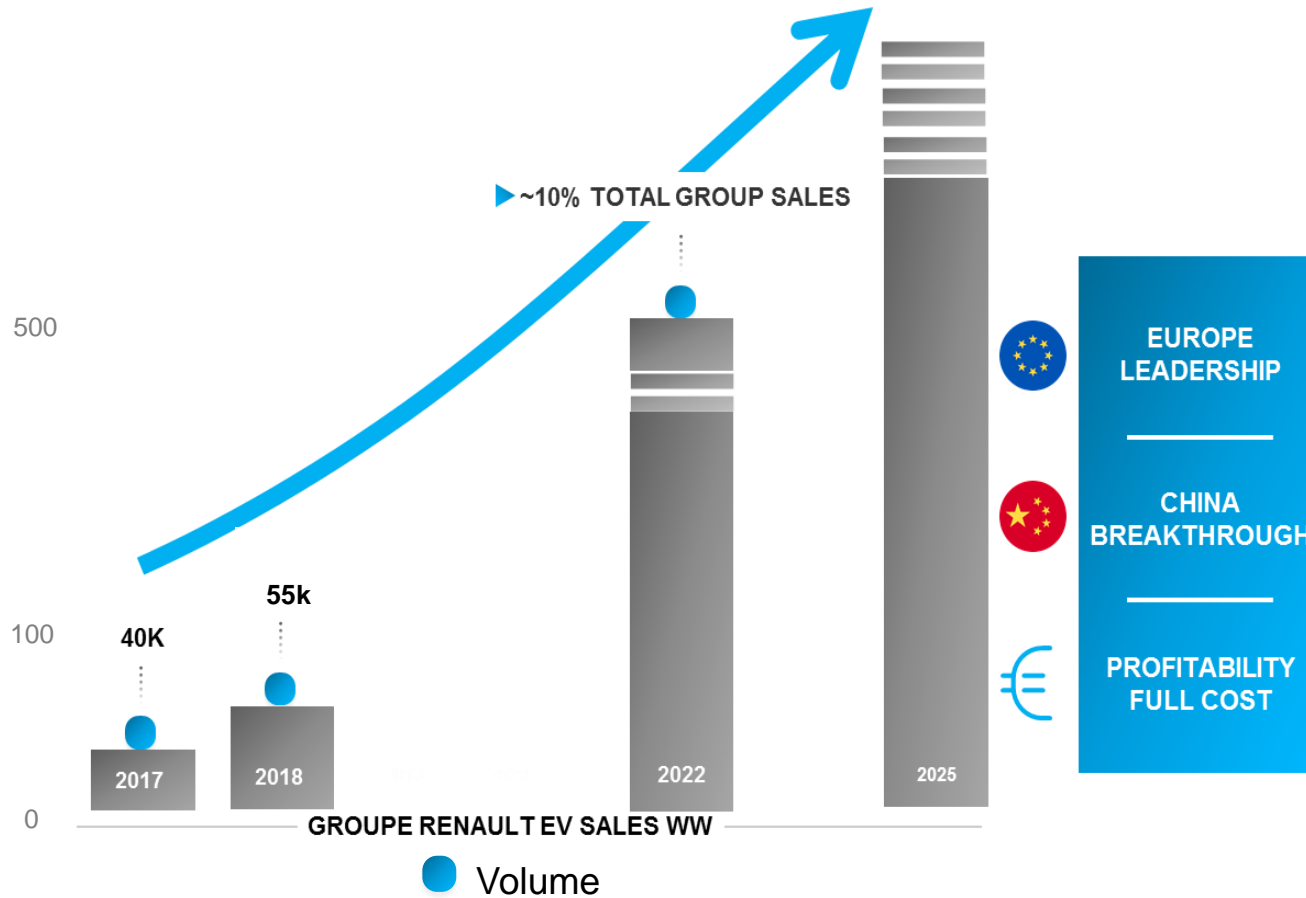
Breakthrough  
In China



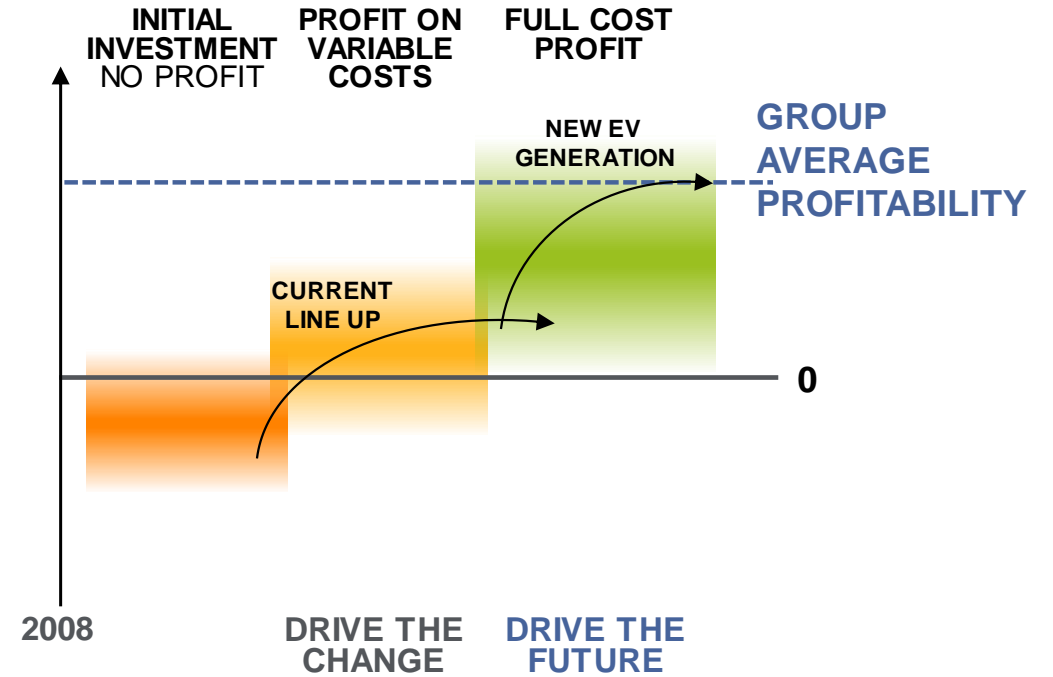
TCO\* inflexion point:  
~ 2020 (seg-B)

\* Transaction Price + usage costs (4 years)

# An ambitious & achievable objective

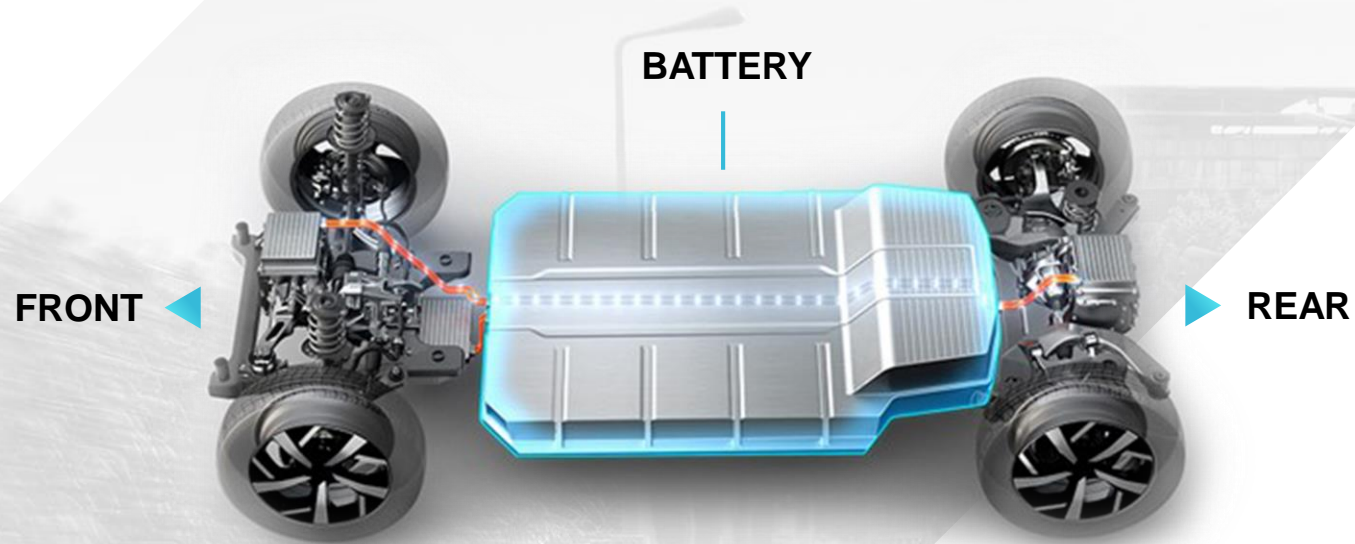


## EV = CORE PROFITABLE BUSINESS



# ANNEXES

# EV2020 Platform



**1** NEW ALLIANCE PLATFORM,  
DEDICATED TO EV

- $\approx$  -40% R&D Entry Ticket reduction
- $\approx$  -30% manufacturing cost reduction

**2** NEW ALLIANCE  
E-MOTOR GENERATION

- More output
- $\approx$  -20% cost vs current

**3** NEW BATTERY PACKS,  
FOR THE ALLIANCE NEEDS

- $\approx$  - 30% in \$/kWh vs 2016 at pack level





# K-ZE China: Going global



## SEDUCTIVE DESIGN

### 悦心设计

- SUV-like exterior design
- Sporty, urban



## WARM TECHNOLOGY

### 暖心科技

- > 250 km NEDC range
- Easy charging (100% compatible with domestic plugs and public infras)



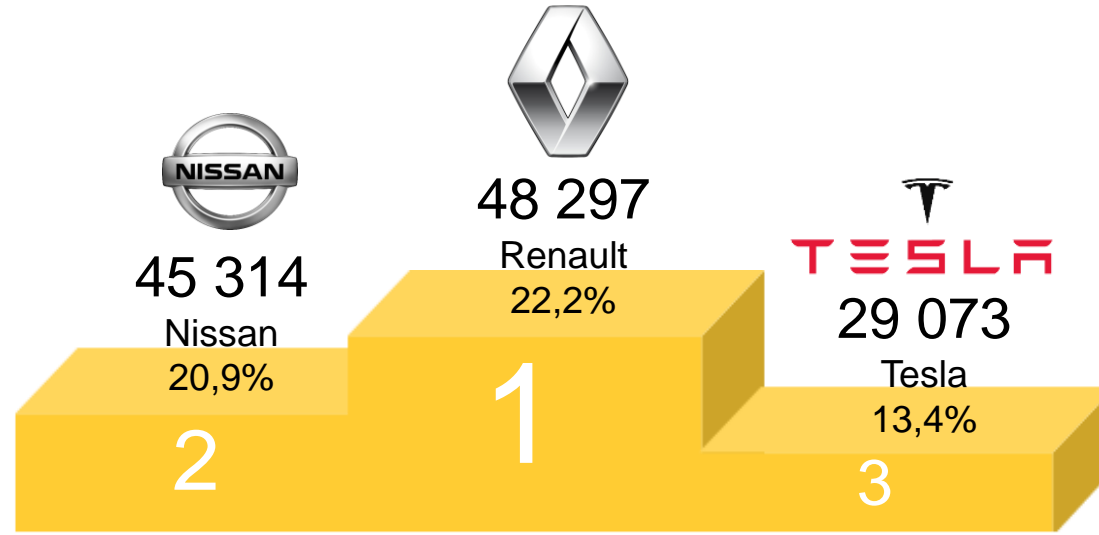
## ASSURED JOURNEY

### 安心畅行

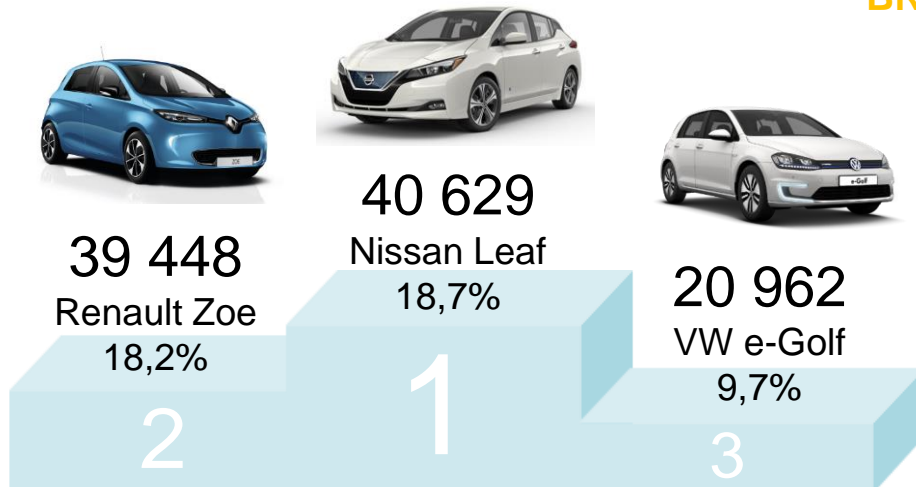
- Eye-popping road handling
- Renault strong expertise and know-how in EV technology



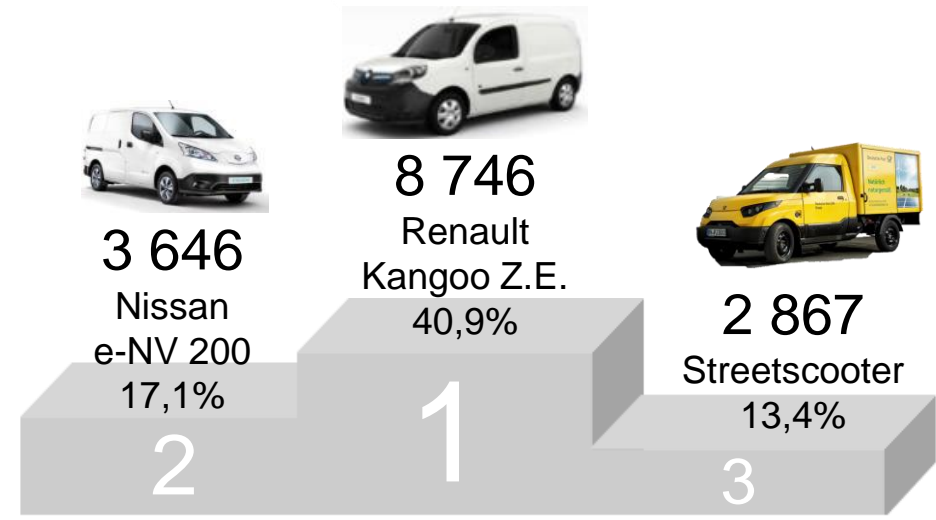
# 2018 Europe EV sales ranking



BRANDS



PC + LCV MODELS

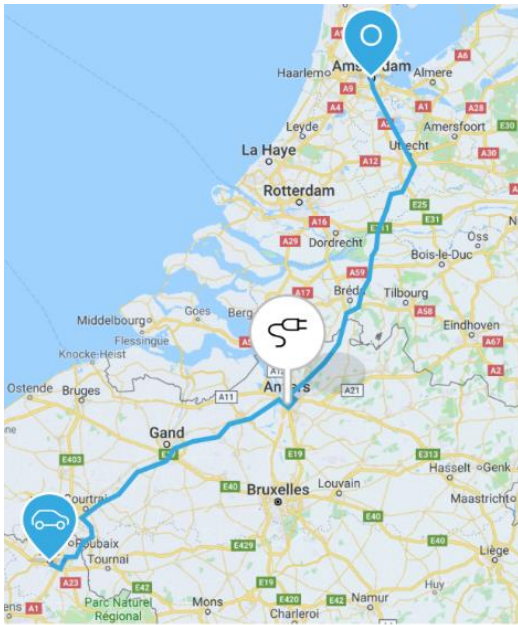


LCV MODELS

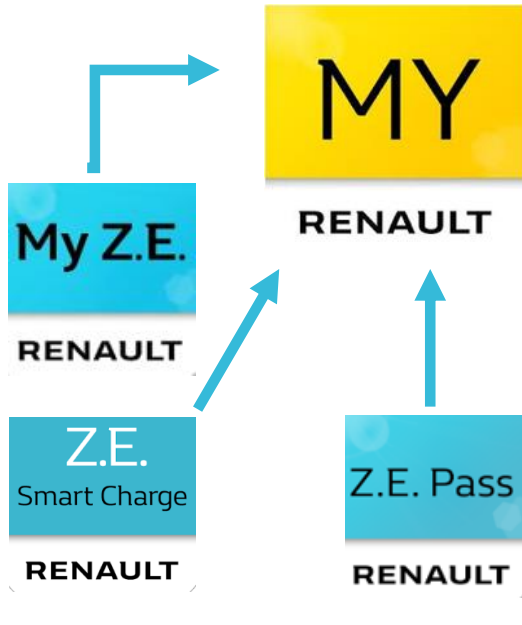
# Concrete examples of EV new businesses and services

IMPROVE CUSTOMER EXPERIENCE

EASY LIFE



**NEW ELECTRIC ROUTE PLANNER**



**ALL EV APPS IN ONE APP**

GENERATE VALUE

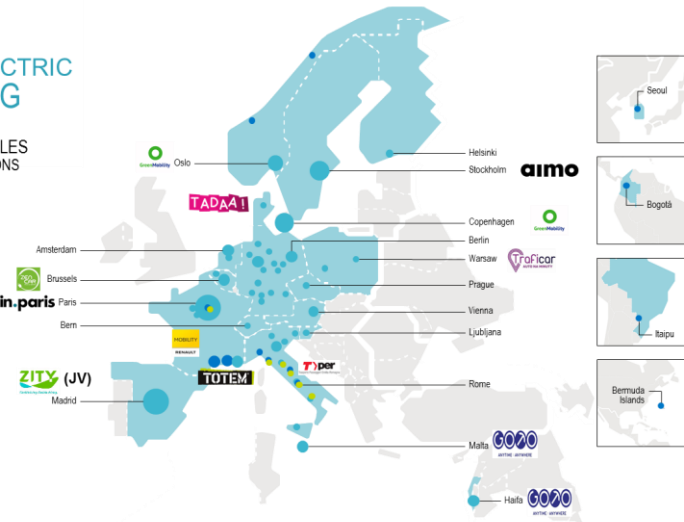
NEW BUSINESS



Car-sharing projects  
*Moov'in Paris*  
(100 ZOE -> 500 by end Dec)

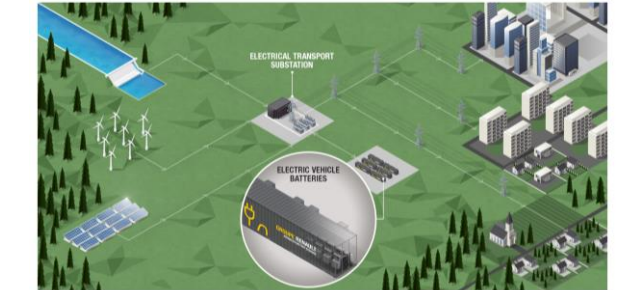


“Smart island”  
*Belle-Île-en-mer (France)*



**RENAULT LEADER IN ELECTRIC CAR SHARING**

5,000+ ELECTRIC VEHICLES IN CAR-SHARING OPERATIONS BY END 2018



“Advanced Battery Storage”  
*Biggest energy stationary storage system from EV batteries in Europe: 60 MWh*