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NEW CLIO ESTATE: DESIGNED FOR STYLE TOO

Innovative New Renault Clio Estate breaks new ground on the sports tourer market, with its attractive styling inspired by range-topping models.

The athletic bodyshape contains all the functionality and modularity expected of segment B estates. The roomy 443dm³ VDA boot can be extended to a full 1,380dm³ by folding down the 1/3 - 2/3 split rear bench seat. When the front passenger seat is folded flat, New Renault Clio Estate boasts an unmatched loading length of 2.48m from the tailgate to the glove compartment.

New Renault Clio Estate offers all the qualities of the New Clio hatch, from comfort and safety, to vitality, features worthy of higher segments and two multimedia options. It heralds the launch of R-Link, Renault's multimedia tablet that forms an innovative link between the car and a networked lifestyle. The catalog of R-Link apps is unparalleled on the automotive market, and is available right from system launch.

New Clio Estate is equipped with a selection of latest-generation engines, including the Energy TCe 90 3-cylinder petrol unit and the Diesel Energy dCi 90 powerplant, which consumes just 3.2*l per 100km and is on a par with hybrids in terms of CO₂ emissions, outputting just 83* g / km.

The renewed engine range is completed by the arrival of the EDC dual-clutch gearbox, which will be available on the TCe 120 engine in the first half of 2013, and on the dCi 90 at a later date.

Launch: first half of 2013.

**Homologated fuel consumption and CO₂ emissions in compliance with applicable regulations.*

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01

INSPIRED BY SHOOTING BRAKES

Renault has added an original take on an estate to its New Clio range that continues the brand's drive towards irresistibly attractive styling. New Clio Estate arrives hot on the heels of New Clio hatch, the first vehicle in the range that fully expressed the renewal of Renault Design, initiated by Laurens van den Acker. With its refreshingly attractive lines and distinctive personality, inspired by sports tourers from higher up the range, New Clio Estate is clearly the second descendant of DeZir.



ELEGANT AND PRACTICAL

New Renault Clio Estate was one of the major revelations on the Renault stand at the 2012 Paris Motor Show. While it shares the same dynamic breeding as the hatchback, New Renault Clio Estate has its very own identity, with its carefully honed and fluid silhouette. Measuring **4.267m** in length, this compact break is both high on style and accommodating. The wheelbase is the same as the hatchback, but at **825mm**, the rear overhang is **204mm** longer.

Research reveals that estate-car customers are strongly drawn towards the **aesthetic design cues of shooting brakes**. New Renault Clio Estate certainly has that style, along with **practicality** and **versatility** for good measure.

With its long bonnet and pronounced shoulder line, the profile flows smoothly to the rear, where the straight tailgate emphasizes the volume of the boot. As on the hatchback, the rear door handles are concealed in the C-pillars. The **quarter light uprights** and **center pillars** are integrated in the **glass surfaces**, producing an impression of harmonious **continuity**. The tailgate is

topped by a curved **wing** above the rear window that elongates and **stretches the line of the roof**, which appears to **float** elegantly.

New Clio Estate is also fitted with **roof bars** (aluminum in certain finishes) that **blend in with the roof line**. The optional glass roof makes for an even brighter interior.



Interview with Yohann Ory – Designer of New Renault Clio Estate



Q: How did the design of New Clio Estate take shape?

A: New Renault Clio was designed in hatchback and estate versions from the very outset. The Estate version was designed as a model in its own right, rather than simply a version of the hatchback.

This kind of design project is inevitably a source of strong emulation and stimulation. Renault always pitches several models and visions of the car into competition against one another. Each designer developed a project for a hatchback and a tourer. And my proposal was selected for New Clio Estate. From then on, it was a team effort.

Q: What's special about designing an estate?

A: The style of an estate is naturally focused on the rear part of the car, and its capacity to accommodate passengers and carry loads. These are the decisive factors behind this style of bodyshape. If we overstate the functional aspect, then the car ends up looking like a box: highly functional, but usually unattractive. At the other extreme, it is tempting to play down the practical aspects, with a design that is dynamic, or even sporty. While this may be very appealing, the vehicle may not fulfill its essential function. A low roof and steeply inclined rear uprights have a negative impact on the volume and the usability of the boot. It's all a matter of balance.

Q: So what was the right balance for New Clio Estate?

A: We wanted a car with naturally harmonious proportions, in both the hatchback and estate versions. We did not want to design an extreme car that goes too far in any direction. We looked closely at the perceived length and width of the car in an attempt to enhance the harmony and fluidity of New Clio. Supermini estates sometimes look skimpy, or appear to have been saddled with a rucksack. That is what we wanted to avoid.

We stuck to the simple principles of a long waistline, combined with muscular forms that express a certain tension. We wanted to design a living object.



We tried to do away with, or at least smooth out, any obstacles, breaks or limitations of the fluid line we were looking for. The uprights are black, the rear door handles are almost completely concealed in the glass surfaces that appear to be continuous and there are no deflectors.

The specific curve of the surface of the windows produces an even more pronounced shoulder line than on the hatchback. The rear part of the car produces a curved visual effect and the carefully honed tailgate creates an impression of lightness. The rear lights are split on either side of the tailgate joint, avoiding any sharp-cornered effects.

Q: How does New Renault Clio Estate resemble a shooting brake?

A: Originally, shooting brakes were an attempt to combine the elegance of sports cars with the need to transport guns, dogs and other shooting gear. A reconciliation of style and functionality. Many of them were highly original, often premium models, developed from two-door coupés using traditional coach-building techniques. Since New Clio hatchback has something of a coupé about it, New Renault Clio Estate naturally reflects the spirit of the shooting brake. It also immediately conjures up the world of leisure activities associated with this type of estate. We wanted to design a car that evokes emotion and pleasure.

Q: Are there any aspects of the project you would like to mention in particular?

A: I always find it challenging to start with the initial technical specifications, which are very restrictive by definition, and then turn technical obstacles into design advantages.

We worked more closely with engineering than ever before, from the earliest possible stage of the project, right through to the end. This does not necessarily come naturally and requires a serious effort and reassessment, but it produces the best solutions and compromises. It is also the best way to define and stick to a good initial design. From the design perspective, we concentrated on respecting the simple and "untouchable" design codes, such as the floating roof and the longest possible body waistline. Apart from that, the project was a mutual challenge that demanded extensive collaboration.

Q: Can you think of any other examples that illustrate this way of working?

A: Yes. We worked hard on the aerodynamic details of the rear lights and quarter lights. We managed to avoid any unsightly appendages that would interfere with the fluidity of the initial line. The roof was designed with a negatively embossed NACA profile, a shape widely used in aviation, that allowed us to lower the trailing edge of New Clio Estate's rear wing. An attractive and functional solution that symbolizes the car itself and our working methods.



UNMATCHED PERSONALIZATION

With New Renault Clio Estate, personalization finally comes naturally to a genuine sports tourer, and is available to the greatest number and in the **top-selling** versions.

The personalization offer is made up of **three distinctive finishes** - *Trendy, Elegant and Sport* – and a range of configurations of external hues, one dominant color for the decor and wheels, plus a graphic theme. Personalization was built into New Renault Clio Estate right from the drawing board, enhancing the car's strong personality with zones dedicated to the custom features that were reserved as part of the vehicle's design process. The **mid-range versions** can be personalized too, for an attractive and modular offer, and the **factory-installation** of the custom features guarantees incomparable **quality**.

For the exterior:

A number of features can be personalized:

- gloss black lacquer on the door mirror housings, rear bumper apron and side protective moldings, plus five different shades for the trim on the grille, rear hatch and side protective moldings (chrome, black, red, blue or ivory).
- black and ivory for the 16" diamond-effect wheels, plus four colors for the 17" diamond-effect wheels (black, red, blue and ivory).

For the interior:

- Four ambience color schemes in the Dynamique equipment level: black, red, blue and Havana on the dashboard edging and door panels and upholstery trim. A finishing touch for each ambience comes in the form of carpet mats, available as accessories.
- The steering wheel, door panels, gear lever surround and air vent surrounds and are available in seven schemes: four colors (black, red, blue, Ivory) and three decorative finishes (Trendy, Elegant and Sport), directly incorporated using in-mold technology.

COLORS

Like the hatch version, New Renault Clio Estate will be available from launch in a choice of **eight body colors**, including the distinctive launch color, Flame Red, which takes its inspiration from the DeZir concept car.

Non-metallic finishes: Glacier White, French blue, Inca Yellow

Metallic finishes: Ardent Brown, Diamond Black, Flame Red, Mercury Grey, Oyster Grey



02

NEW CLIO ESTATE ADDS VOLUME TO EMOTION

Style and functionality come together in harmony in New Renault Clio Estate. The readily 443dm³ boot can be extended to a full 1,380dm³. The maximum loading length of 2.48m sets a new record in the segment, thanks to the passenger seat that can be folded flat towards the front of the vehicle. Even the passengers in the rear have more space, with an extra 15mm of headroom compared with the hatchback.

THE MOST PRACTICAL CLIO OF ALL

The highly modular New Renault Clio Estate will appeal to customers looking for a bold design and advanced functionality.

The boot measures 443dm³ under the rear shelf, with the rear bench seat in position and the floor removed, a full 143dm³, or 50%, more than the hatchback, of which 85dm³ is under the extractible floor in the boot. When the 1/3 - 2/3 split rear bench seat is completely folded away, the boot measures 1,380dm³.

Access to the boot is made easier by the exceptionally low loading sill, at a height of 604mm (150mm lower than in the hatchback), that is also flush, so that objects can slide rather than having to be lifted.

The tailgate opening is also larger than in the hatchback, measuring 685mm in height (+133 mm) and 994mm (+ 89mm) at its widest point. Bicycles and other large objects fit in the boot quite comfortably.

THE ADVANTAGES OF THE EXTRACTIBLE BOOT FLOOR

In position: the boot floor provides a **flat loading surface that is flush** with the boot sill.

Raised: **ready access** to objects concealed under the boot floor.

Extracted: **adds 85dm³** to the volume of the boot.



THE INTELLIGENCE OF THE FLAT-FOLDING FRONT PASSENGER SEAT

The front **passenger** seat with a **backrest** that can be **fully folded** towards the dashboard is a specific feature of New Renault Clio Estate. Combined with the **flat floor** function, the **fully folding passenger seat** offers a "record-breaking" loading length of **2.48m** in all versions. Furniture or long objects, such as surfboards, can be transported comfortably and easily: an exceptional feature in this type of supermini estate.



AND MORE HEADROOM TOO

With an extra **15mm of headroom in the rear seats** compared with the hatchback, New Renault Clio Estate offers even more space for family and friends.

ROOMY STORAGE COMPARTMENTS

New Clio Estate occupants benefit from plenty of practical **stowage space** located throughout the cabin:

- a **tray** in front of the gear lever which can hold items like a portable music player, mobile phone or portable CD player
- a large **seven-liter glove box** capable of containing a 1.5-litre bottle of water
- a 1.2-litre **tray** situated above the glove box for keys, a mobile phone, gate remote controls and a telephone
- **three** easy-to-access **cup** holders and additional stowage for small items between the seats at the foot of the centre console
- **stowage in the optional central armrest** (almost one liter)
- **bins** in each door designed to contain a **1.5-litre bottle of water**



03

THE SAME TECHNICAL QUALITIES AS THE HATCHBACK: ECONOMY, COMFORT AND PERFORMANCE

New Renault Clio Estate boasts the same technical fundamentals and qualities as New Clio. The engines head the segment with the same fuel consumption figures as the hatchback, while delivering just as much pleasure at the wheel. New Clio Estate takes great care of its occupants and packs in the latest technology from Renault.

THE MOST FUEL-ECONOMICAL PETROL AND DIESEL ENGINES

New Renault Clio Estate also innovates through the **quality** and fuel-economy of its **engines**, which place it in the forefront of the estates in segment B, thanks to:

- the brand new Renault **Energy TCe 90** 3-cylinder turbocharged petrol engine, combining performance and economy: homologated at 4.5l / 100km and 104g of CO₂ / km.
- the best **diesel on the market**: the most fuel-economical version of the Renault Energy dCi 90 fitted with Stop&Start consumes just 3.2l / 100km and emits only 83g of CO₂ / km (figures homologated according to NEDC regulations).
- the combination of the **Efficient Dual Clutch transmission** and the downsized **TCe 120 EDC** petrol engine, available in mid-2013, achieves moderate consumption while offering a dynamic drive. The EDC will be available with the dCi 90 engine in the course of 2013.



FUEL SAVINGS THROUGH ADVANCED TECHNOLOGY

Stop & Start: automatically stops the engine when the vehicle is at a standstill and in neutral.

Energy Smart Management (ESM): charges the battery when the demand for energy drops under braking and when decelerating.

Flap control: optimizes the vehicle's aerodynamics by automatically adapting the air flow through the radiators to the engine's cooling requirements.

A DYNAMIC, SAFE AND COMFORTABLE RIDE

New Renault Clio Estate has been specifically fine-tuned to offer the same quality of comfort and performance as the hatchback:

- The **Macpherson-type front suspension** is linked to a right-angled triangular lower wishbone with **twin bushes**. This configuration blends sharp handling with excellent comfort and **minimizes** the effect of **longitudinal and transverse loads**. A high level of transverse torsional stiffness also benefits road holding without compromising the car's ability to soak up longitudinal shocks, which is vital for the comfort of occupants.
- The rigid sub-frame guarantees **responsive handling** and also improves steering precision.
- The **rear suspension** comprises a **programmed-deflection torsion beam** with coil springs. To optimize cornering stability, an anti-roll bar is incorporated the deformable profile.
- **Polyurethane bump stops** for more progressive shock absorption.
- **Very direct electric power steering** (2.71 turns, lock to lock).
- **Pendulum weights and carbon synchromesh rings** that ensure faster, smoother gear changes.



FEATURES BEFITTING HIGHER SEGMENTS

Like every other generation of Renault Clio, New Renault Clio Estate stands out by packing in features that are brand new or usually only found in vehicles in higher segments.

Almost all of the engines are equipped with **hill start assist**. Every version is equipped with the **cruise control-speed limiter, ESC, traction control, ABS, emergency brake assist** and **variable-rate electric power steering**.

For greater comfort of use, all the versions are equipped with a keyless electronic card, a height- and depth-adjustable steering wheel, electric door mirrors and window lifts and one-touch indicator lights. Certain versions are equipped with automatic climate control complete with an active charcoal/carbon pollen filter and a toxicity sensor.

Every version of New Renault Clio Estate are fitted with the **Renault Bass Reflex**, which delivers the volume and listening enjoyment of a 30-litre home speaker enclosure. The bass frequencies are more powerful, while the saturation and distortion thresholds are pushed back.

All the radios feature the **Bluetooth®** function to make hands-free telephone calls and to listen to music stored on portable devices in audio streaming mode with top-quality sound reproduction. All the radios are fitted with USB and jack ports. New Clio Estate also features a **reversing camera** connected to the **multimedia systems**.

The versions equipped with R-Link also benefit from **3D sound by Arkamys®**. Thanks to special digital signal processing software, this system adds depth and texture to listening pleasure thanks to **spatial positioning** of the sound (selection of the zones covered by the sound inside the cab: for the driver only, for front occupants only or for all occupants).

04

TWO MULTIMEDIA SYSTEMS WITH THE LAUNCH OF RENAULT R-LINK

New Renault Clio Estate heralds the launch of Renault R-Link. This innovative integrated tablet is connected to both the car and the internet at the same time. It provides quick and easy access to a broad selection of useful services. A catalog containing some 50 apps is already available from the R-Link Store. These automotive-specific applications already cover a comprehensive range of fields. R-Link Store is already well placed to set the standard as an automotive application provider. And Renault R-Link puts New Renault Clio Estate one step ahead of the competition in terms of multimedia features.

MULTIMEDIA INNOVATION BY RENAULT

New Renault Clio Estate boasts a **unique double multimedia system**, with its central docking station for an integrated 7" tablet. The navigation system, radio, telephone and networking for mobile appliances are all grouped together in the same place. But MEDIA-NAV and Renault R-Link serve different but close-fitting purposes:

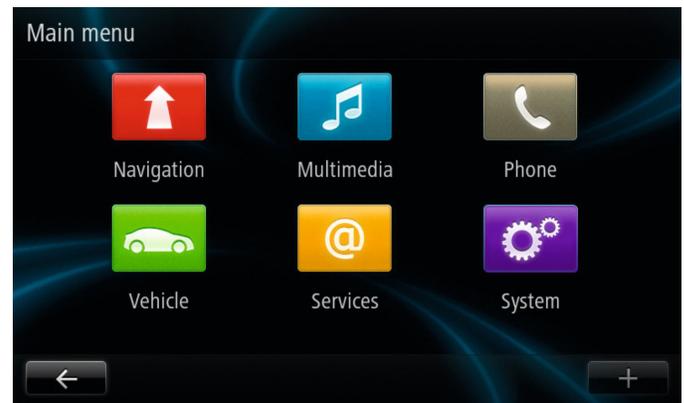
- Accessing essential multimedia functions is easier than ever with **MEDIA-NAV**. With its 2D and 3D birdview displays, and audio and multimedia data functions, the Nav N Go navigation system meets the needs of most users. The NAVTEQ maps are updated by a dedicated web interface.

- **Renault R-Link** is connected to both the car and the internet at the same time. The complete, attractive and user-friendly Renault R-Link system in New Renault Clio Estate offers motorists all the services that they have also dreamt of. With around 50 apps, the R-Link Store is already well placed to set the standard as an automotive application provider.

STAY CONNECTED WITH R-LINK

The performance and ease of use of Renault R-Link, available as standard or as an option priced **€590**, will appeal to all technically-minded drivers.

The **large 7" (18cm) touch-screen** is backed up by intuitive **voice controls**.



The **six-icon menu** provides direct access to all the applications: navigation, multimedia, hands-free telephone, the vehicle itself, services and applications, plus the system settings. And the **customizable Home Page** is unique on the market.

DESIGNED FOR USE AT THE WHEEL IN COMPLETE SAFETY

The system's functions are designed to be used intuitively and in complete safety by drivers, without taking their eyes off the road. Designed for intuitive use, Renault R-Link features **fingertip and voice controls**.

- **Fingertip control** of every function using the touch-screen or the audio and telephone controls mounted on the steering wheel.
- **Intuitive voice control*** that drivers can use to dictate the address of their destination or to give simple instructions, such as "make a call", (followed by a number or a name in the contacts), "go to..." or "drive to" (followed by a destination), "launch..." (followed by an application name) such as "launch e-mail".

The **Text To Speech function (TTS)** permits messages or RSS feeds from certain applications to be **read out loud automatically** when the vehicle is on the move.

**In French, English, German, Spanish, Portuguese (Portugal only), Dutch, Italian, Russian and Turkish*



- **TomTom® connected navigation:** the most competitive product on the market, which was behind the universal spread of navigation systems in Renault vehicle's, is back with Renault R-Link.

TomTom® LIVE* connected services:

- HD Traffic®, the best real-time traffic information on the market that helps drivers to save time and fuel and to know exactly when they will arrive.
- Danger zones: real-time road safety warnings.
- TomTom Places: the largest real-time localization database.
- Weather: 3-day weather forecasts.

Austria, Belgium, Czech Republic, Denmark, Finland, mainland France, Germany, Ireland, Italy, Luxembourg, Netherlands, Norway, Poland, Portugal, Slovenia, Spain, Switzerland** and UK.*

***except Danger Zones.*

- **Coyote Series®*** gives warning of risk zones notified and validated by the community, and of danger zones. Coyotes Series also gives warning of dangers (accidents, objects on the road, etc.) so that drivers are ready to slow down and drive in greater safety.



Thanks to the reliability of the scouts and the warning filters, users receive useful information in real time:

- mobile and fixed speed traps**,
- permanent danger zones and temporary hazard zones***,
- traffic incidents (accidents, congestion, particular driving conditions, etc.).

* Belgium, mainland France, Italy, Luxembourg, the Netherlands, Spain and UK only.

** Belgium, Italy, Luxembourg, the Netherlands, Spain and UK only

*** Mainland France only, according to the applicable regulations.

Coyote Series® automatically adapts to the legislation in the country where you are driving. Renault has made the application as easy and comfortable to use as possible.

- The application is pre-installed on R-Link,
- All the services are included in a single subscription, with no surcharges,
- Warnings are permanently displayed on the background of the screen. Sound alerts can always be heard, even when another feature of Renault R-Link is being used (another application, navigation, etc.).

* Belgium, mainland France, Italy, Luxembourg, the Netherlands, Spain and UK only.

o **Reduced fuel consumption with Driving eco²:** Renault R-Link can help drivers to cut their fuel consumption, because it is connected to the vehicle. The Driving eco² function includes:

- ‘Trip report’: displays a quantified balance of eco-driving performance
- ‘Eco-coaching’: gives drivers personalized tips on how to improve their eco-driving
- My ‘preferred trips’: helps drivers to progress by comparing journeys on the same route.



DISCOVERING THE CONNECTED R-LINK OFFER

Renault is offering its R-Link'nauts a passport to discover the networked world comprising:

- Connected services free of charge for 3 months: TomTom® LIVE and Coyote Series (only in countries where they are available)
- Four pre-installed applications free of charge for 6 months (e-Mail, R-Link Tweet, Weather and Renault Assistance), plus access to the R-Link Store, where users can download more than 50 applications available at launch, depending on the country, right from their car.

R-LINK STORE : A RICH CATALOG

With R-Link Store, Renault is counting on the creativity of the selection of start-ups that the brand has decided to support and the reliability of its long-standing suppliers in order to develop an unmatched catalog of constantly renewed applications.

With around 50 applications available at the time of launch, Renault R-Link Store is well placed to become the benchmark store for automotive applications. Applications range from general and theme-based information (tourism, sport, women, culture, etc.) to vehicle-related tools (Renault Assistance, interactive vehicle user manual, fuel prices) and community applications, e-mail and social networks. The catalog is sure to expand very quickly.

FOUR APPLICATIONS INSTALLED FREE OF CHARGE FOR 6 MONTHS

E-mail: drivers can read and answer their e-mails from their vehicle using Renault R-Link. For greater safety, the controls of this simple and efficient e-mail application change when the vehicle is in motion or stationary.

Stationary:

- view the list of read and unread e-mails,
- read, delete and send e-mails,
- check for images or attachments (the content cannot be accessed from the e-mail application),
- check sent e-mails,
- answer or transfer incoming e-mails,
- set the frequency of new e-mail notifications.

When driving:

The **TTS (Text To Speech)** synthetic voice function* reads the content of the e-mails, the sender's name, the send date and the subject out loud.



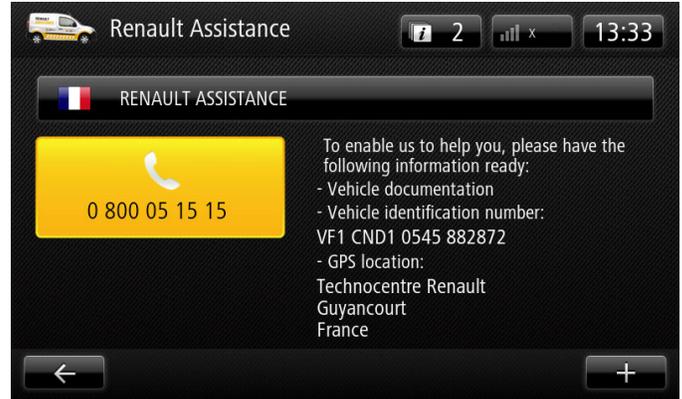
*List of available languages for the TTS function: German, Dutch, Greek, Turkish, Danish, French, Swedish, Russian, Portuguese, Spanish, Italian, Finnish, Hungarian, Polish, Brazilian Portuguese, Slovak, Czech.

R-Link Tweet: can only be used when New Clio Estate is at a standstill. This new application can be used to access a Twitter® account from the vehicle in complete safety in order to read tweets from friends, make comments, view the user profile and view the list of followed users or followers.



Weather: R-Link provides access to 3-day weather forecasts in the vicinity of the vehicle throughout Europe.

Renault Assistance*: This application automatically connects drivers to Renault Assistance, no matter where they are.



It also displays the vehicle's serial number and GPS coordinates so that Renault Assistance can intervene as quickly as possible.

*A telephone must be paired with R-Link and the vehicle must be in a GSM reception zone.

TomTom® LIVE and COYOTE Series connected services: These services are available free of charge for 3 months in the *Discovery Pack*.

THE RIGHT INFORMATION AT THE RIGHT TIME

The complete and intuitive Renault R-Link features **finger tip and voice controls**.

- **Finger tip control** of every function using the touch-screen or the audio and telephone controls mounted on the steering wheel.
- **Intuitive voice control** that drivers can use to dictate the address of their destination or to give simple instructions, such as "make a call", "display my apps" or "open e-mail". The **Text To Speech function (TTS)** permits messages or RSS feeds from certain applications to be read out loud automatically when the vehicle is on the move.

R-SOUND EFFECT: CHANGE THE ENGINE NOTE TO MATCH YOUR MOOD

Pre-installed in Renault R-Link, this is an application designed to be heard. Available with Renault R-Link, R-Sound Effect plays the noise of another engine through the loudspeakers, according to the speed and acceleration of the vehicle.

Six sounds, ranging from a Renault Sport racing car to a V6 engine, can be played inside the cab. The control software takes account of the engine speed, the accelerator position and the speed of the vehicle, producing an astoundingly realistic effect.

FOCUS ON A FEW APPLICATIONS

General or theme-based information:

- **Metro, Euronews, Foot Mercato:** applications that work in text or audio mode, with TTS voice synthesis.



Culture

- **Balumpa** (France only): information on events, concerts, shows, the theater, exhibitions and other places to go right now in the neighborhood. Just click on "Go" and the navigation system tells you how to get there.

Car

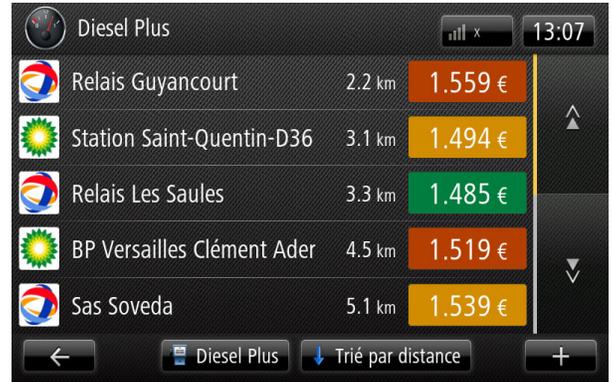
- **E-guide:** interactive vehicle user and service manuals.



- **R-Sound effect:** pre-installed on certain models (see insert below).

Practical:

- **Fuel prices:** this application shows the prices of specific fuels in the 10 nearest service stations. A color code is used to display the cheapest, average and highest prices, and prices that are more than 4 days old.

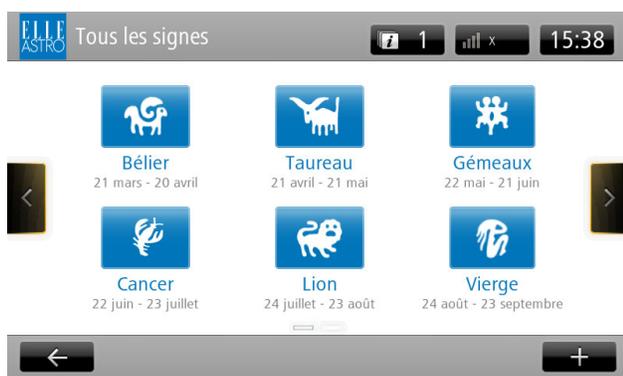


- When the vehicle is stationary, users can select a service station and view the prices of fuels compatible with their vehicle, plus the opening hours, available services, the address and a description of the station. The address can be sent automatically to the navigation system in a single click.
- **Yellow Pages:** all the Yellow Pages and Quidonc services in your car. GPS data is used to locate restaurants, bars, flower shops and other professionals in the vicinity in a single click, to view the search results on a map and to consult a guide on how to reach them.



Entertainment

- **Tourism radio***: an application providing audio data on monuments near the car. R-Link can also propose tours that are guided by the navigation system, with comments provided by the application.
- **ELLE Astro**: users can read their own and their loved ones' daily horoscope (love life, money, work, family, health, social life, etc.) at any time. Read or listen using the TTS function.



- **Sudoku and travel games.**

05

A RESPONSE TO THE MARKET'S SPECIFIC NEEDS

New Renault Clio Estate renews the segment B sports tourer offer with the qualities that customers have come to expect. New Renault Clio Estate's emotional styling pulls at the heart strings. But it is also a model that calls on our reason. It is an ideal and elegant alternative for anyone who is looking for something other than a hatchback, a small MPV or an SUV. This new model clearly demonstrates Renault's ambitions to gain ground on a market segment that is still significant.

A SUPPLY-SENSITIVE MARKET

Over the last 5 years, estates have accounted for about 5% of segment B. Over the same period, this figure accounts for an average annual volume of about **240,000** vehicles, which is slightly less than one half of the volume of MPVs (11% of the segment).

Saloons account for **75%** of segment B, and the rest is split between cross-overs (**7%**) and coupés and cabriolets (**2%**).

The mix of estates in segment B appears to be **sensitive to the models on offer**, which has remained rather limited and has not been extensively renewed in recent years. This **mix varies** between **models** and from **one market to another**. The Estate version of Clio III, launched in the first quarter of 2009, accounted for between **15 and 20%** of the Clio bodyshapes sold in Europe.

WHERE ARE THE MARKETS?

In **segment B**, estates are more popular in **some European countries** than others. In the last 5 years, estate sales in these countries have regularly outstripped the market average.

On the whole, this applies to **Eastern Europe**: the Czech Republic (20%), Slovakia (13%), Austria (10%) and Poland (8%). It is also true in **Germany** (7%), the biggest single market, with aggregate sales in excess of 300,000 units in the last 5 years, and in certain countries in northern Europe, such as **Denmark** (10%), the Netherlands (9%) and Sweden (8%). Even if estate sales in this segment have slumped in France, Switzerland and Belgium in recent years, these markets still represent a significant potential. More than **300,000** segment B estates were sold in **France** in the last 5 years.

New Renault Clio Estate is the new model that the segment has been waiting for. Thanks to its qualities and range-topping style, it will revitalize an estate market that is crying out for something new.

A DIFFERENT KIND OF CUSTOMER

Surveys of new vehicle buyers in segment B in Europe have shown that **estate owners** tend to be **male** and more of a **family man** than saloon owners. They also tend to be older and better off than buyers of other bodyshapes. But, unlike the saloon, segment B **estates** are usually the household's **only vehicle**.

Estate buyers on the major European markets are **more likely to change between segments** than customers that opt for other bodyshapes. Segment B saloon buyers usually hesitate between segment B models, and between saloons in particular (+47%). Segment **estate buyers** are more open, extending their options to include models in higher segments. **30%** of them consider **segment M1** models, of which 12% consider segment M1 estates. These customer invariably are **not attracted by MPVs**, mainly due to the style and driving position.

Segment B estate buyers strongly reflect the general trend of new arrivals to the segment, who account for 40% of buyers, mostly from segment C. **11% of buyers of a new estate in segment B already owned an estate in this category**. On the other hand, **25% owned an M1 vehicle** and only **5%** owned an M1 MPV.

WHICH CUSTOMERS DOES NEW CLIO ESTATE TARGET?

In the light of the above information, New Renault Clio Estate's goal is quite clear: to win over customers with **high expectations** and **differing demands**. New Clio Estate's premium design is intended to appeal to **customer's looking for a stylish and prestigious vehicle** that is more than just another version of the hatchback, but which possesses its own identity.

Design is an important criterion for these customers. While the functional dimension remains important, it must not overshadow the style. These **same customers** are also looking for a **pleasant drive and a dynamic performance**, rather than the raised driver's seat or spacious headroom that are found in an MPV. In view of these criteria, New Clio Estate targets mainly families with one or two children.



Alongside New Clio Hatchback, the future Captur urban crossover and the full-electric ZOE urban compact, New Renault Clio Estate **strengthens Renault's offer in segment B**.



With its New Clio, Renault is addressing the **market niche** for a **racy estate**, while positioning itself at the heart of the saloon market with a **five-door model resembling a coupé**. A combination of solid fundamentals and practical new functionality, New Renault Clio Estate addresses customers' demands for style, vitality and performance, starting with energy performance.

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