



DRIVE THE CHANGE

STORY

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## **NEW KANGOO A PRODUCT THAT HAS COME OF AGE**



Renault Kangoo has attracted more than 2,800,000 buyers worldwide since its launch in 1997. Beginning 2013, Renault presents its renewed Kangoo range. This is the opportunity for an overview of the principals design evolutions of this vehcile that pioneered the leisure activity vehicle market.

## 1997 – Launch of the first-ever Kangoo



The launch of the first-generation Kangoo in 1997 revolutionised the market. It was designed to serve as both a van and a passenger car, with a high roofline that extended the full length of the body, eliminating the stepped roof design which was a hallmark of vans at the time. This innovative, non-stepped roof marked the introduction of the leisure activity vehicle segment which ensured unprecedented cabin space for occupants, along with record carrying capacity.



Simple, practical and, for the first time, equipped with a sliding side door, it was a big hit with families and soon emerged as the market leader. This success was in large measure attributable to the intuitive thinking of the programme director, Patrick Pogu. A matter of months before the scheduled launch of the van version, he decided to reverse the planned marketing sequence and begin by launching the passenger car version. This model opened up the market and paved the way for the success of the van version which arrived in the showrooms six months later.



A non-stop series of improvements ensured Kangoo's durable leadership. Innovations that enabled it to build on its advance included a second sliding side door as standard in November 1999, the availability of a 4x4 version in September 2001, and the addition of the 1.5 dCi engine to the catalogue in December 2001.

## 2008: the second-generation Kangoo

The second-generation Kangoo arrived in 2008. Built on a larger platform, that of the Renault Scénic, the new version gained 15cm in length compared with its predecessor. The passenger-car side of its character grew in importance and travelling comfort was enhanced. It remained faithful to the spirit of the original Kangoo, with its rounded forms and friendly,



expressive front-end gaze, while upgraded quality, comfort and practicality ensured that it was even more closely attuned to the requirements of family users. To facilitate loading, a number of new features were introduced, including a flat floor, a sliding rear roof flap and multipurpose roof bars. The model's safety credentials were confirmed by a four-star Euro NCAP rating which was the best score in Kangoo's class.





## 2013: a new face and modern appointments for Kangoo



New Kangoo gains maturity. It's more powerful and more confident in its design, with taut, muscular lines instead of the former rounded wings, while the front end adopts Renault's new styling identity. The Renault logo is more prominent and contrasts with the black grille behind it. The new almond-shaped, eyelid-capped head lights produce a more high-tech,

higher quality feel.

The front bumper, bonnet and front wings have been reshaped to provide a more robust and reassuring impression. The large, rounded bumper projects forward of the bonnet for a rugged look, and the slots for the Renault logo helps to lighten the design of the front.

