



# Capital Market Day 2008

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Committed to customer success

# Content

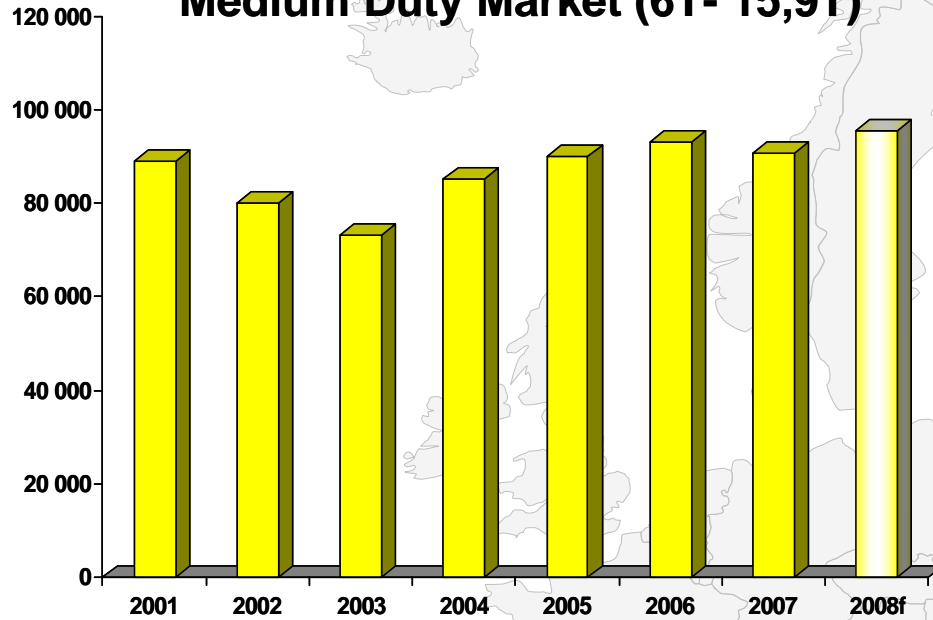
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- ◆ European Markets
- ◆ Profitable Growth Europe
- ◆ Decisive Actions
- ◆ Outstanding Product Perception
- ◆ Focus Soft Offer
- ◆ Future Ambition

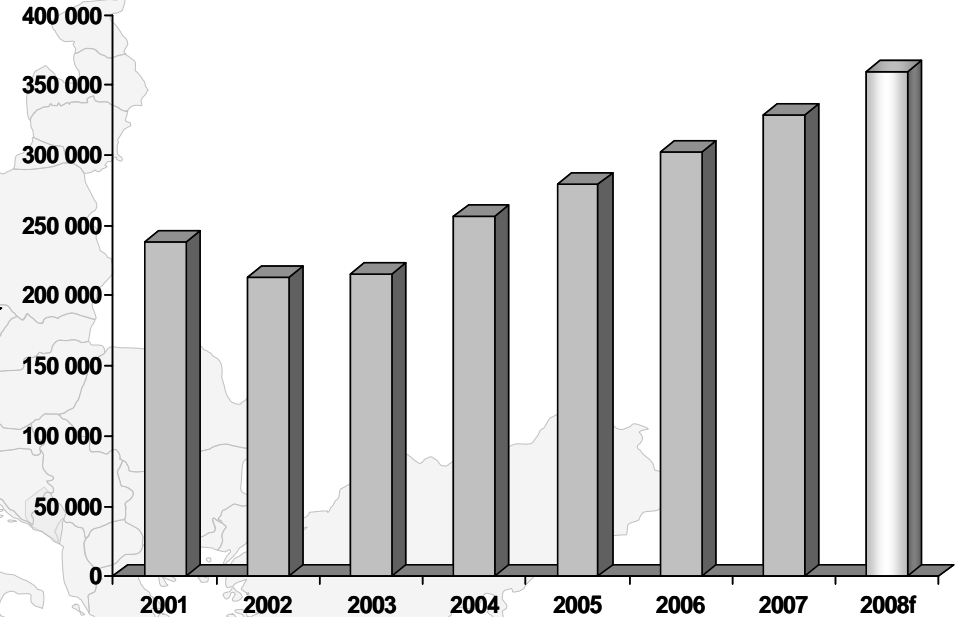


# Market Forecasts >6T - Europe 29

## Medium Duty Market (6T- 15,9T)



## Heavy Duty Market (>16T)



# Profitable Growth Europe



## “Tailor made approach”

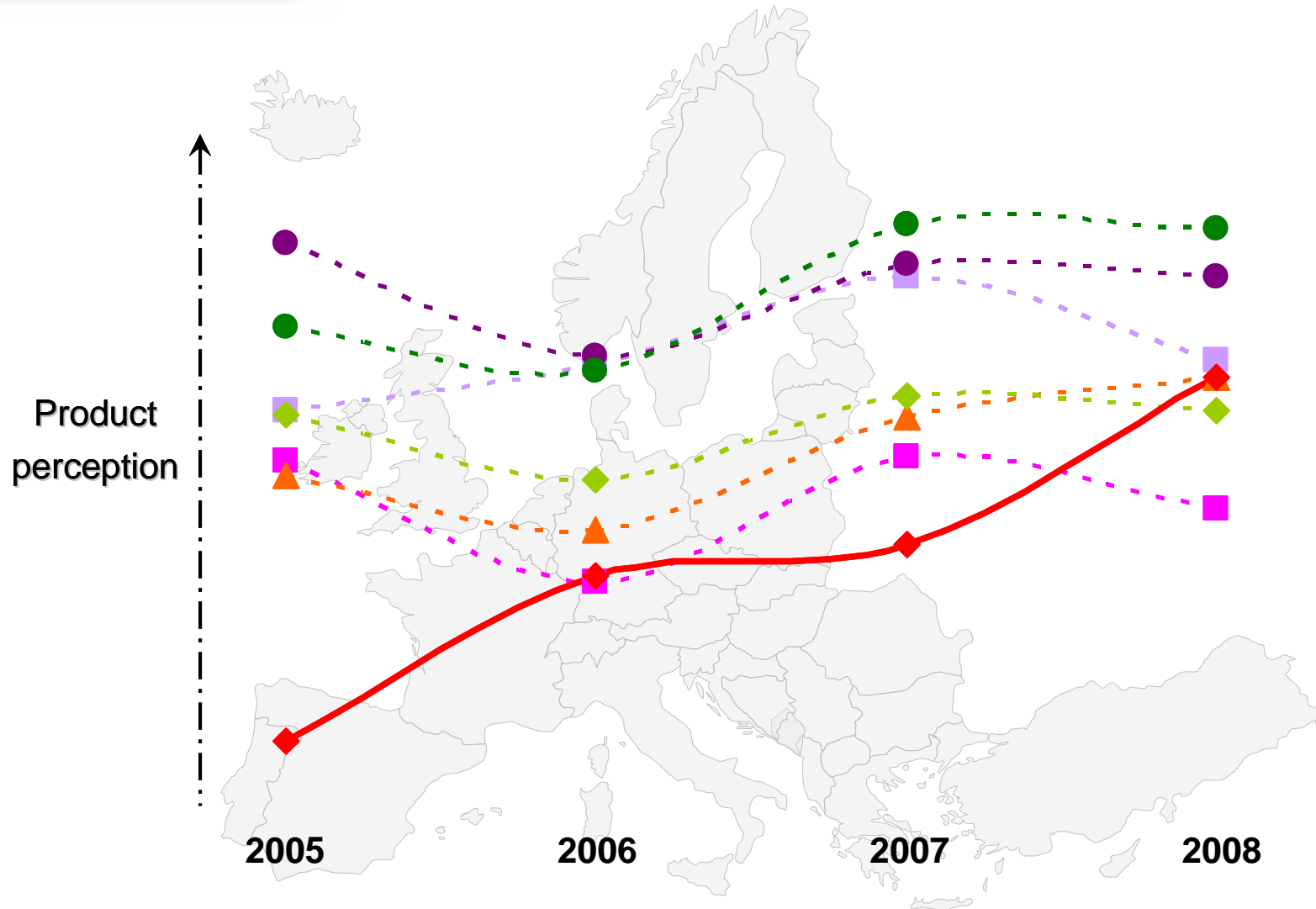
- ◆ Foster leading position and high profitability in Southern Europe
- ◆ Conquer market shares without jeopardizing profitability in Central Europe with main focus on United Kingdom and Germany
- ◆ Increase market share and profitability in Eastern Europe

# Decisive Actions

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- ◆ Improve network coverage
  - ◆ Direct network investments in strategic areas
  - ◆ Private network investments in new premises
- ◆ Strengthen salesforce
- ◆ Focus on customer satisfaction
  - ◆ Comprehensive European Service Quality project
  - ◆ **Plan – Do – Check – Act**
- ◆ Deliver outstanding level of Product Quality

# Outstanding product perception



# Focus Soft Offer

**“ Sustainable Growth by enhanced customer loyalty”**

- ◆ Intensify cooperation with Financial Services
- ◆ Launch centralized Repair & Maintenance contracts
- ◆ Further increase parts penetration



# Future Ambition

