



RENAULT: BEYOND CARS

More than a car manufacturer

In the 1970s, Renault was more than one of Europe's largest automotive manufacturers. Its products, marketed worldwide, also included machine tools, marine equipment, bearings and farm machinery. Yet people only recognised Renault as a car company. In 1972 Wolff Olins was asked to help build Renault's worldwide reputation across all of its products.

Unified but not uniform

Wolff Olins recommended to Renault it should 'be unified but not uniform, coherent but not monotonous, forceful but not overbearing'. We advised that each sector of Renault's production have its own colour: yellow for cars, red for trucks and green for agriculture machinery. This allowed Renault's various operations to leverage the immense value of the Renault identity, yet retain their individuality.

Fourth largest in the world

This new strategy resulted in Renault's worldwide reputation growing from cars to embrace all group products. Renault's new coherent identity led to the smooth amalgamation of truck manufacturers Berliet and Saviem and their transformation into Renault Trucks. Since then, Renault Trucks has emerged from nowhere to be number three in Europe. In 2000 Renault formed an alliance with Nissan and as of 2008 is the fourth largest automaker in the world.

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