

WOMEN@RENAULT

GLOBAL SUMMIT OF WOMEN – 2014, june 7th

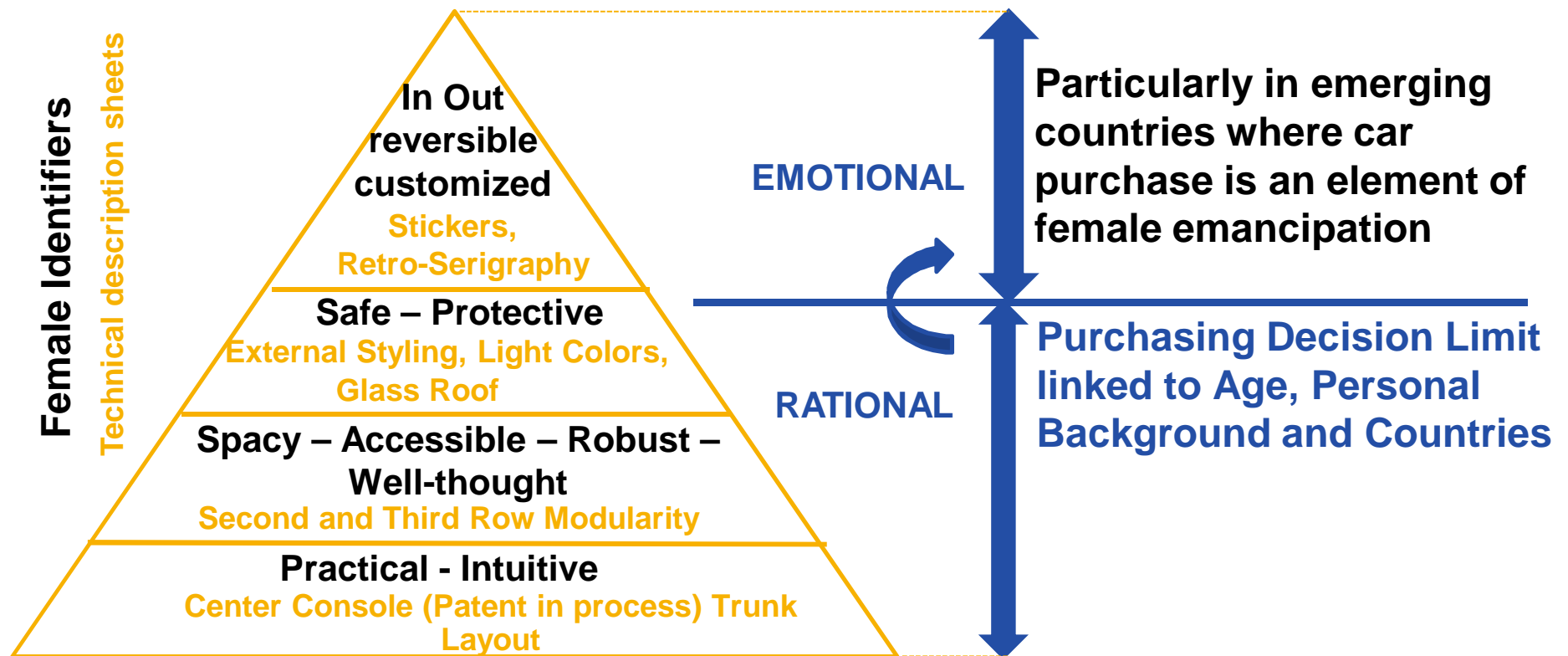
**The ideal car for women & “female DNA” in cars
A business opportunity !**

Business opportunity: The ideal car for women & “female DNA” in cars

Objectives and results

1. 60% of car purchases decided or influenced by women
2. Concrete and applicable female identifiers and grid integrating women's expectation to increase sales volume within next years:
 - global and innovative approach,
 - benchmarked with Nissan,
 - based on personal and spontaneous initiative supported by Women@Renault
3. Pilot project application validated by EC
 - After Captur test, validation of grid/female identifiers
 - Use feminine grid on current development of new models,
 - For future cross car line evolutions, application of both identifiers/grid

Tool 1: 4 Female Identifiers ready to use as Module



Tool 2 : Female DNA of Renault Captur

Feminine Styling underlined

Customization appeals to women



Small car, easy to park.





BACK-UP V. BRUSSEAU

4 Female Identifiers ready to use as Module

