

Boom Times for French Carmaker Renault in Brazil: 61% Growth Anticipated

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Renault Brazil, the Brazilian subsidiary of the French carmaker, increased its vehicle production in the country by 33% in the first four months of this year. The company produced 29,231 passenger and utilitarian vehicles against 21,960 in the same period last year.

This information was disclosed today by a spokesperson for Renault. The company forecasts that at the end of 2007 the production at its Ayrton Senna industrial complex, in the city of São José dos Pinhais, in the southern Brazilian state of Paraná, should have risen 61.1%.

According to a company statement, the performance will be due to the release of new models and the expansion of exports. The forecast is that production this year should reach 112,151 units, 43,824 vehicles more than in 2006, when production totaled 68,327 vehicles.

Renault is improving its performance on the Brazilian market. In the month of April, the company posted growth of 50% in sales when compared to the same month last year. A total of 6,081 brand units were sold, of which 5,681 passenger and 400 utilitarian vehicles.

This was the best monthly performance since December 2003 and Renault Brazil ended the month with a market share of 3.6%. In the accumulated result for January to April, the company sold 20,566 units, with growth of 36.5% over the 15,067 vehicles registered in the first quarter of 2006. The company's market participation in the first four months was 3.2%.

The growth is attributed to a promotion that offered special conditions for the purchase of vehicles between April 11 and 15, and for Brazilian market acceptance of models in the Mégane family. The promotion presented results 40% better than expected and the sale of 2,855 vehicles.

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