



**50TH ANNIVERSARY OF THE  
RENAULT 4  
COMMUNICATION KIT**

**4L**  
50 ANS



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## Chapter 1

### Promoting the 50th anniversary of the Renault 4: why/how?

*The decision to showcase the Renault 4 on the occasion of the 50th anniversary of its launch is an acknowledgment of its special place in Renault's history – and in automobile history more generally – and of its continued strong presence in the automotive world, particularly among young people.*

*But most importantly, the Renault 4 resonates with the different values conveyed by the brand's new slogan, which means it cannot perfectly illustrate how these values are rooted in the genes of Renault.*

*Therefore, through the various actions that will be conducted and with a tone consistent with the company's current discourse, the goal will be to exploit the model's image potential and to promote the values that it embodies for the brand and for the company in France and around the world.*

The purpose of the present **Communication Kit** is to orient you in the actions that you may choose to carry out on the occasion of the Renault 4's 50th anniversary.

#### **!/ Why highlight the 50th anniversary of the Renault 4?**

##### **Because the Renault 4 holds a very special place in Renault's history:**

- Renault's biggest international success with more than 8 million cars sold
- The first internationally oriented car from Renault: produced in 28 countries and sold in more than 100
- The first front-wheel drive passenger car from Renault (first LUV: the Estafette launched in 1959)
- The first "car for life and for living" from Renault, ahead of its time

##### **Because the Renault 4 holds a very special place in automotive history:**

- One of the five most popular iconic vehicles of the post-war era after the VW Beetle (22 million sold), the Mini (5.7 million), the Citroën 2 CV (5.1 million) and the Fiat 500 (3.6 million)
- The third biggest selling car in automobile history after the VW Beetle and the Ford Model T
- The biggest selling French car in the world

##### **Because the Renault 4 still makes sense:**

- An icon that is still a newsmaker: "Blue Jean Car" (Pierre Dreyfus), it retains all its core values and characteristics...and continues to make sense for young people.
- A vehicle promoted by the 4L Trophy phenomenon (1,200 Renault 4 and 2,400 students compete each year in a long-distance trek with a humanitarian theme).
- A car that is still in use.

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**Because the Renault 4 resonates with the different values conveyed by the brand's new slogan:**

- Innovative
- Socially aware and popular
- In tune with its era
- Human, reliable, enthusiastic

**Because this anniversary is an opportunity to use the company's ambition and historic values to inform and mobilise employees internally:**

The 50th anniversary of the Renault 4 in 2011 is a chance to showcase this model, exploit its image potential and communicate around the values that it embodies for the brand

## **II/ Objectives sought through this showcasing of the Renault 4**

**Through the operations carried out during 2011:**

- Highlight Renault's **values** and their historical roots
- Perpetuate the legend **of an international car icon**
- Underscore Renault's **visionary character**
- Strengthen **goodwill** toward the brand

**Among different targets:**

- Within Renault
- General public
- Young people (core target)
- Enthusiasts
- Press
- Commercial network
- In France and around the world

**Communication tone and tactics:**

- **Modern, enthusiastic** and aligned with Renault's **current discourse**.
- Priority **ambush** tactic via incorporation in existing operations/events: WSR, gatherings of enthusiasts, exhibitions, events where Renault is a partner, etc.

## **III/ Renault 4 and Renault current events**

**The Renault 4 and the current range:**

Rather than having a direct heir in the current Renault range, the automobile philosophy embodied by the Renault 4 is reflected across all of the current vehicle range.

A few possible illustrations:

- The simple, practical and soulful aspects of the Duster
- The flexible layout of a Kangoo PV or a Modus
- Innovation for everyone with the range of electrical vehicles
- Adaptation to societal changes with minivan
- The enthusiasm of Wind, the RS range or the Gordini stamp

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**The Renault 4, a model which resonates with the brand's new slogan:**

The Renault 4 is a potential vector for the values staked out in the new brand slogan and a testament to the roots of these values at Renault.

Among the three major components of the corporate slogan "Drive the change" (sustainable mobility for all, champion people and Renault, a pioneering company), the Renault 4 is identified in the list of evidence of Renault's commitment to the theme, "Renault, a pioneering company" with cars for everyone (see Flash Action of 07/12/09).

Beyond "cars for all", the Renault 4 can be used to illustrate how firmly rooted the following statements in the Brand Book are at Renault:

- *"To be **popular**, a car must be practical, reliable and suited to everyone's lifestyle and expectations."*
- *"**Innovation** for innovation's sake serves no purpose; this is why we have constantly put it to work for **changes in our society, individuals, families, values and consumption**. With the **courage and audacity** demanded, our aim has always been to **make automobile accessible to as many people as possible!**"*
- *"One must be able to offer **general appeal models, 'lifestyle cars'**, utility vehicles, etc. We have designed more than cars, we have created **different ways of experiencing cars.**"*
- *"...desire to design vehicles **adapted to society's needs that are in touch with individuals**"*
- *"...ever more **practicality, cleverness and accessibility...**"*

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## Chapter 2

### Renault 4 Profile

**Project launch:**

- 1956.

**Project name:**

- Project 112.
- Internally, the project would be nicknamed "350" in reference to the price listed in the technical specifications (350,000 Francs).

**1<sup>st</sup> presentation:**

- Press: August 1961 in Camargue.
- General public: At the Paris Auto Show in October 1961.

**Number of countries where manufactured/assembled:**

- 28 countries (including France).

**Number of countries where sold:**

- More than 100.

**End of production:**

- On 3rd December 1992, Renault announced the end of the Renault 4 in a press release; only two sites would continue to produce the Renault 4 after that date and through 1994: Morocco and Slovenia.

**Total number units produced:**

- Official figure: 8,135,424
- The Renault 4 is the third biggest selling vehicle in the world\* after the VW Beetle and the Ford Model T (of models that are no longer sold)

**Names and nicknames of the Renault 4**

- In Italy the JP4 was marketed under the name "Frog"
- In Spain it was nicknamed "Cuatro latas" (four boxes)
- In the former Yugoslavia it was called "Katcra" (Catherine)
- In Tunisia it was named the "R4 Monastir", bearing the name of the hometown of President Habib Bourguiba
- In Southern Rhodesia it was nicknamed the "oui-oui" Car
- In Argentina it earned the label "El Correcaminos" (path runner)
- In Finland it became "Tiparellu" (droplet)

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**More info**

- **A dedicated competition:** Renault Cross Elf Coupe de France from 1974 to 1984.
- **The primary types of engines** installed in the R4: 603 cm<sup>3</sup>, 747 cm<sup>3</sup>, 782 cm<sup>3</sup>, 845 cm<sup>3</sup>, 956 cm<sup>3</sup> and 1108 cm<sup>3</sup>.
- **3 types of front grilles**

1961 - 1967



1968 – 1974 (logo change in 1972)



1975 – End-of-life (alternative colours)



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## Chapter 3

### Selected timeline for the Renault 4

- 1956** Pierre Dreyfus, President of the Renault National Plant Authority, launches his project for the blue jean car.
- 1959** Prototypes of the future Renault 4 crisscross the roads of the world. From the U.S.A. to Sweden with stops from Sardinia to Guinea, they are subjected to the most extreme driving conditions.
- 1961** **Summer:** The last 4CV leaves the Billancourt plant on 6th July. All of its tooling is dismantled to make room for the assembly lines destined to produce the new Renault 4.  
**August:** Presentation of the Renault 4 and the Renault 3 to the press in Camargue.  
**October:** Paris Auto Show at the Grand Palais, first public appearance of the new Renault 4 range.
- 1965** The R4 officially becomes the Renault 4.
- 1966** Launch of the Renault "Les routes du Monde" programme (ended in 1984).
- 1967** With nearly 370,000 units per year, the Renault 4 becomes the best-selling car in France.  
September: debut of the large aluminium front grille.
- 1974** September, introduction of the plastic front grille.
- 1977** The bar of 5 million Renault 4 cars sold is reached--all versions and bodies combined. Renault becomes the biggest European car manufacturer.
- 1980** At the wheel of their Renault 4, the Marreau brothers come in third place at the Paris-Dakar rally.
- 1985** The threshold of 7 million Renault 4 units sold is surpassed.
- 1988** The Renault 4 bids farewell to the German market with the "Salü" limited edition (500 units) after 27 years of success and more than 900,000 cars imported. The van version is dropped from the French catalogue.
- 1992** The last 1,000 Renault 4 cars leave the Billancourt plant. The GTL Clan versions will have the distinction of featuring a commemorative plaque on the instrument panel which reads "Bye-bye".  
On 3rd December, Renault announces the official end of the Renault 4 in a press release; only two sites would continue to produce the Renault 4 after that date and through 1994: Morocco and Slovenia.  
The production of Renault 4 units exceeds the 8,130,000 mark.

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**1997** The *4L Rally Trophy* is created by Désertours.

**2007** Creation of *4L Magazine*.

**2009** Establishment of the *International 4L Forum*.

### Limited editions and related products...

**1963** Sinpar four-wheel drive versions (until the end of production)

**1963** Parisienne

**1968** Plein Air

**1970** Rodéo, R4 derivative manufactured by ACL

**1975** Safari limited edition

**1981** JP4, R4 derivative produced by CAR Système  
Jogging special edition (5,000 units)

**1982** Shopping limited edition: 300 units produced in Belgium

**1985** Sixties limited edition (2,200 units)

**1988** Salü special edition for end-of-life in Germany (500 copies)

**1991** Cartes Jeunes limited edition

**1992** Bye Bye special series for end-of-life in France (1,000 copies)

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## Chapter 4

### Writings on the Renault 4

*In Appendix 5 you will find writings that introduce you to the rich history of the Renault 4. These different texts can be used for internal purposes or for external communication operations; you may also use them to provide the media with the information they need to tell the story of the Renault 4.*

#### **Renault 4, History & Passion (Appendix 2)**

- Summary of different writings offered
- 40,000 characters (including spaces)
- This document was published in two volumes by the *Cahiers Histoire & Passion* collection (Appendix 7).

#### **Renault 4, the Blue Jean Car (Appendix 3)**

- How the "*blue jean car*", this new automobile philosophy developed by the visionary Pierre Dreyfus, gave birth to the iconic Renault 4 which has demonstrated this relevance of this leap forward for 50 years.
- 16,000 characters (including spaces).

#### **Renault 4, An International Destiny (Appendix 4)**

- How, before the word *globalisation* even existed, the Renault 4 became Renault's weapon of international conquest.
- 13,000 characters (including spaces).

#### **Renault 4 Production Throughout the World (Appendix 5)**

- How the Renault 4 was assembled in 27 countries outside France with a few particularities in the vehicle definitions.
- 39,000 characters (including spaces).

#### **30 Years of the Renault 4 Revolution (Appendix 6)**

- How the Renault 4 evolved throughout its commercial life.
- 13,500 characters (including spaces).

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**Chapter 5**

**Renault 4 at the movies**

*The Renault 4, an everyday car for 50 years that became an automobile legend, has graced the silver screen on more than one occasion. Below you will find a non-exhaustive list of some of its appearances.*

**Romancing the Stone**

- American film, 1984
- Genre: Adventure
- Directed by Robert Zemeckis
- With Michael Douglas and Kathleen Turner
- French title: A la poursuite du diamant vert



**Le Grand Bazar**

- French film, 1973
- Genre: Comedy
- Directed by Claude Zidi
- With Les Charlots and Michel Galabru



**Les Gaous**

- French film, 2004
- Genre: Comedy
- Directed by Igor SK
- With Richard Bohringer



**Les Bronzés Font du Ski**

- French film, 1979
- Genre: Comedy
- Directed by Patrice Leconte
- With Michel Blanc and Christian Clavier



**The Visitors**

- French film, 1993
- Genre: Comedy
- Directed by Jean-Marie Poiré
- With Jean Reno and Christian Clavier



**Mariages!**

- French film, 2003
- Genre: Comedy
- Directed by Valérie Guignabodet
- With Jean Dujardin and Mathilde Seigner



**Pour le Plaisir**

- Franco-Belgian film, 2004
- Genre: Comedy
- Directed by Dominique Deruddere
- With Samuel Le Bihan and François Berléand



**Trafic**

- Franco-Dutch film, 1971
- Genre: Comedy
- Directed by Jacques Tati
- With Jacques Tati and Maria Kimberly



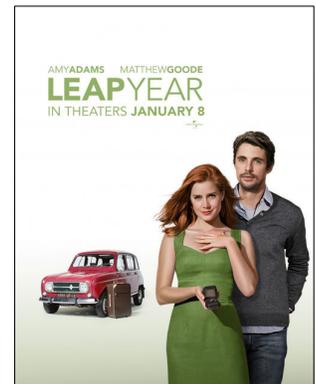
**Un Crime au Paradis**

- French film, 2001
- Genre: Comedy
- Directed by Jean Becker
- With Jacques Villeret and Josiane Balasko



**Leap Year**

- American film, 2010
- Genre: Romance
- Directed by Anand Tucker
- With Amy Adams and Matthew Goode
- French title: Donne-moi ta main



**Rien à Déclarer**

- French film, 2011 (scheduled for release in February)
- Genre: Comedy
- Directed by Dany Boon
- With Benoit Poelvoorde and Dany Boon
- Note: This film showcases a Renault 4



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## Chapter 6

### Renault 4 on television

*The Renault 4, an everyday car for 50 years that became an automobile legend, has graced television sets on more than one occasion. Below you will find a non-exhaustive list of some of its appearances.*

#### Les Saintes Chéries

- French television series, 39 episodes, 1965
- Created by Nicole de Buron
- With Micheline Presle and Daniel Gélin



#### Les Chevaliers du Ciel

- French television series, 39 episodes, 1967
- Created by Jean-Michel Charlier
- With Jacques Santi and Christian Marin



#### Une Vie Française

- French TV movie, 2010
- Created by Jean-Pierre Sinapi
- With Jacques Gamblin, Mathilda May
- Note: Renault 4 made available by Histoire & Collection



## Chapter 7

### Renault 4 in pop music

#### Michel Fugain

- Sang the advertising jingle from the 1973 spot, "Viens faire un tour en Renault 4" ("Come for a spin in a Renault 4")
- Video link: [http://www.dailymotion.com/video/x5r5q\\_pub-de-la-renault-4\\_auto](http://www.dailymotion.com/video/x5r5q_pub-de-la-renault-4_auto)

#### Sheila

- Sang "Vous les copains je ne vous oublierai jamais" on a TV show on a set featuring a Renault 4 Parisienne.
- Video link: <http://www.youtube.com/watch?v=PyZgDQOhaGk>

## Chapter 8

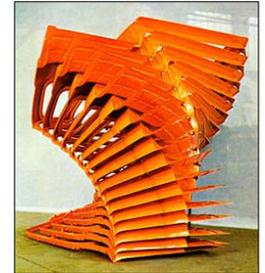
### Renault 4 and the arts

- **Arman (1928 – 2005)**

Painter, sculptor and visual artist famous for his "accumulations".

→ He used auto parts for some of his works, notably parts from a Renault 4 in pieces such as:

Renault Accumulation no. 101, 1967 / Use of R4 body sides



- **Jean-Pierre Raynaud (1939 - )**

French visual artist.

→ He used a Renault 4 as the basis for his "Red Green Yellow Blue" exhibit in 1972 at the Musée des Arts Décoratifs in Paris.



- **Raymond Savignac (1907 – 2002)**

Celebrated French poster artist

→ When the Renault 4 was launched in 1961, he designed several advertising posters, including:

the naïf-style R4 poster in 1963 and the "giraffe roof" illustration in 1961.



- **Wolinski (1934 - )**

French editorial cartoonist

→ He illustrated the Renault 4 GTL in a humorous comic strip, "Accroche-toi, Papa!" ("Hold on tight, Dad!") to highlight the car's features.



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## Chapter 9

### Renault 4 advertising clips

*Below you will find all the advertising video clips available from the Renault Multimedia Library. You may use these films to illustrate the life of the Renault 4 as part of a trade show or internal event.*

*Before using any of these materials, you should contact the multimedia library ([mediatheque.renault@renault.com](mailto:mediatheque.renault@renault.com)) to discuss copyright and how to obtain the spot in the format you wish to use.*

#### French spots:

##### 1960:

- Spot - "Go on--you're in an R4"
  - Spot - "Set the tone, ahead of your time in the R4"
  - Spot - "Mystery" (note: close-up shots of the interior, driving wheel, instrument panel, etc.)
- ➔ Multimedia library reference: 1960-018 - Renault 4 advertisements

##### 1961:

- Spot - Brief overview of the interior and exterior of the 4L (note: black and white)
  - Spot - "Engines...!" (note: shows the set of a movie where the 4L is the star)
  - Spot - "Plein Air" (note: Product demo)
  - Spot - "4L Focus" (note: showcases the vehicle's qualities)
- ➔ Multimedia library reference: 1961-002 - Renault 4 advertisements, 1961 – part 2

##### 1973:

- Spot - "Renault 4 goes everywhere" (note: music by Michel Fugain)
- Multimedia library reference: 1960-018 - Renault 4 advertisements, 1960

##### 1978:

- Spot - "Found in 103 countries" (note: filmed in Lapland)
- ➔ Multimedia library reference: 1978-022 - Renault 4 in Lapland advertising spot

##### 1983:

- Spot - "Around the world in a Renault 4"
- ➔ Multimedia library reference: Ask for the advert

#### Miscellaneous:

- Spot - "Renault 4" (note: 1960s, a family discovers the car on an advertising poster)
- ➔ Multimedia library reference: Renault advertisements, 1954 -1966

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### Spanish and Argentine clips:

#### 1960s/1970s:

- Spot - "Ydilio in a Renault 4" (note: two Renault 4 cars in love, beetle-type clip)
- Spot - "Renault 4 es un producto IKA Renault" (note: Renault 4 accompanied by a group of musicians)
- Spot - "El travieso Renault 4L" (note: love story between a young woman and a Renault 4)
- ➔ Multimedia library reference: 1970 - 016 - Renault 4 advertisements
  
- Spot - "La Pandilla del Renault 4L" (note: sequel to "Renault 4 es un producto IKA Renault" clip)
- ➔ Multimedia library reference: Renault 4 advertisements, 1960s and 1970s

#### 1980:

- Spot - Renault 4 Western advertisement
- Spot - Renault 4 "Su Bella es su mecanica" (note: clip takes place in an arena)
- ➔ Multimedia library reference: 1980-032 - Renault 4 advertisements

#### 1980s (for the Renault Van):

- Spot - "Un trio cargado de Ventajas" (note: episode with the pianist)
- Spot - "Un trio cargado de Ventajas" (note: episode with the sculptor)
- Spot - "Un trio cargado de Ventajas" (note: episode with the diver)
- Spot - "Un trio cargado de Ventajas" (note: episode with Wile E. Coyote and Roadrunner)
- Spot - "F6 Cargadas de Ventajas"
- ➔ Multimedia library reference: 1980-032 - Renault 4 advertisements - Spain

### German clip:

#### 1960s/1970s:

- Spot - Short ad (note: scripted photo style)
- ➔ Multimedia library reference: 1970-016 - Renault 4 advertisements (note: black and white)

### Italian clips:

#### 1960s/1970s:

- Spot - Advertisement (note: Happy family in a Renault 4 having a picnic, black and white)
- Spot - Advertisement (note: five Renault 4 cars in different colours driving down the road)
- ➔ Multimedia library reference: 1970-016 - Renault 4 advertisements

### African clips:

#### 1960s/1970s:

- Spot - "A car for the city, a car for the bush"
- Spot - "Take a Letter" (note: English clip which depicts everyday situation)
- ➔ Multimedia library reference: 1970-016 - Renault 4 advertisements

Chapter 10

**Renault 4 advertising posters  
available from the multimedia library**

Below you will find a list of the **digitalised** Renault 4 posters available in the multimedia library. All the posters are subject to user fees, therefore you must contact the multimedia library to learn the conditions for use. The high definition versions of these posters should be requested from the multimedia library ([mediatheque.renault@renault.com](mailto:mediatheque.renault@renault.com)).

Note: All the visuals are identified below with their multimedia library code to facilitate your communications with the library.



coc19611020101.jpg



coc19611030101.jpg



coc19631030101.jpg



coc19691120101.jpg



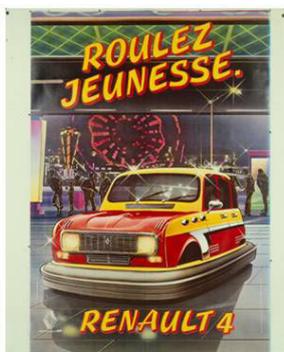
coc19691120102.jpg



coc19691120103.jpg



coc19771200101.jpg



coc19811010101.jpg



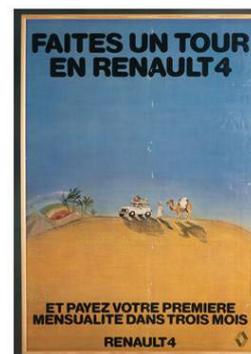
coc19811020101.jpg



coc19811230101.jpg



coc19811230102.jpg



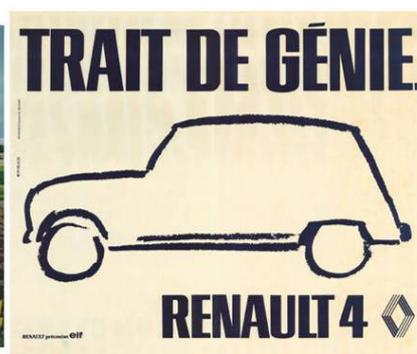
coc19811230103.jpg



coc19821010101.jpg



coc19821010201.jpg



coc19831500101.jpg



coc19831500201.jpg



coc19841260101.jpg



coc19851080101.jpg



coc19861110102.jpg

## Chapter 11

### Renault 4 advertising posters available from Histoire & Collection

*To decorate your exhibits or illustrate your documents, Histoire & Collection can provide you with period posters from France or other countries featuring Renault 4 cars.*

#### Description:

- Available inventory: about 100 posters
- French or foreign posters
- Various formats
- Featuring the Renault 4 saloon and van

#### How to use:

- Original posters to be framed to:
  - Decorate an exhibit
  - Accompany a vehicle
- In digitised version to reprint, illustrate a document or send to the media.

#### Terms

- Posters are loaned free of charge
- You must supply frames sized to the poster's dimensions
- Digitisation of posters at your expense
- Shipping at your expense

#### Information and reservation:

Contact Luc Byleveld by e-mail ([luc.byleveld@renault.com](mailto:luc.byleveld@renault.com)), specifying the kind of poster you need (theme, format, language). You will receive a selection of options in the form of thumbnail images to help you make your choice.



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## Chapter 12

### Books about the Renault 4

#### ***Guide de la Renault 4 - 2011***

- Author: Philippe Berthonnet
- Publisher: E.T.A.I
- Contents: Overview of technical and mechanical aspects and changes over different generations.

#### ***L'Aventure du Dakar (working title) – 2011***

- Author: Claude and Bernard Marreau
- Publisher: E.T.A.I
- Contents: Retelling of the Marreau brothers' racing of the Paris-Dakar rally in a Renault 4.

#### ***Généralions 4L - 2010***

- Authors: Philippe Berthonnet and Bernard Cannone
- Publisher: E.T.A.I
- Contents: The Renault 4 seen through profiles of famous and non-famous owners.

#### ***Renault 4, Un Losange à Toute Épreuve – 2010***

- Author: Thibaut Amant
- Publisher: E.T.A.I
- Contents: Depiction of the Renault 4 through photos of vehicle details.

#### ***Vierkant Renault 4 – 2004***

- Author: Tony Vos
- Publisher: Aprilis
- Contents: Photos and history of the model in Dutch

#### ***Album Renault 4 - 1995***

- Author: Robert Séjourné
- Publisher: E.P.A
- Contents: Photos and stories, starting with its birth and covering its sport history, production lines, changes in models, advertising and expeditions.

#### ***La Renault 4 de Mon Père - 1995***

- Authors: Marie-Claire Lauvray and Dominique Pascal
- Publisher: E.T.A.I
- Contents: Photos and anecdotes from 1960, the birth of a concept, to 1992, the end of an era with the Bye-Bye, including production, advertisements and sport.

#### ***Cavale en 4L - 1973***

- Author: Pierre-Alain Thil
- Publisher: Publipôle (no longer available)
- Contents: Photos and stories from three friends who participated in a legendary trek, Pau-Jakarta-Pau, in a 1966 model 4L with an Addax trailer.

## Reference logo and visuals

*Renault Histoire & Collection has created a "50 ans 4L" logo and reference visuals that you can use in your various promotional media.*

*You will find them in digital format in the "Logos\_visuels" folder.*

You will find the following elements in the appendices:

### **"50 ans 4L" logo (Appendix 9)**

- Can be used on all materials in the colours from the predefined range.
- The word "ans" may be translated provided that the translation does not exceed five characters; if it is longer, we recommend using the French or English version.

### **Packshot visuals (Appendix 10)**

- Can be used in accordance with the standard rules concerning packshots.
- Available in two versions.

### **"Stripes" visual (Appendix 11)**

- Can be used on all anniversary communications materials.
- Available in two versions: horizontal and diagonal.

### **"Checkerboard" visual' (Appendix 12)**

- Can be used on all anniversary communications materials.

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## Chapter 14

### Modulo 4 exhibit

*Histoire & Collection is happy to make available to you a modular exhibit designed specifically around the Renault 4 cars in the collection for your internal and/or external events.*

*Organised around six themes and one anniversary car, the Modulo 4 exhibit 4 can adapt to different space configurations (from 50 m<sup>2</sup> to 600 m<sup>2</sup>) and display one to 13 cars.*

#### Description:

- **Six themes, each of which pairs two cars and a display board:**

#### **Special Editions:**

4L Plein Air + 4L Parisienne

Values showcased:

- Trendy vs. functional
- Smart
- Leisure generation
- Fun car
- Feminine and masculine

#### **Vehicle evolution:**

Renault 3 + Renault 4 "Bye Bye"

Values showcased:

- Innovation
- Polymorphic
- Multi-generational
- For the masses
- Commercially successful

#### **Competition:**

R4 Cross + R4 East African Safari

Values showcased:

- Reliability
- Sturdiness
- Competition for all
- Adventure

#### **Utilitarian purpose:**

R4F4 Darty + R4F4 Renault Service

Values showcased:

- Practicality
- Sturdiness
- Cleverness
- In touch
- Customer focus

#### **Government missions:**

R4F4 La Poste + R4 Gendarmerie

Values showcased:

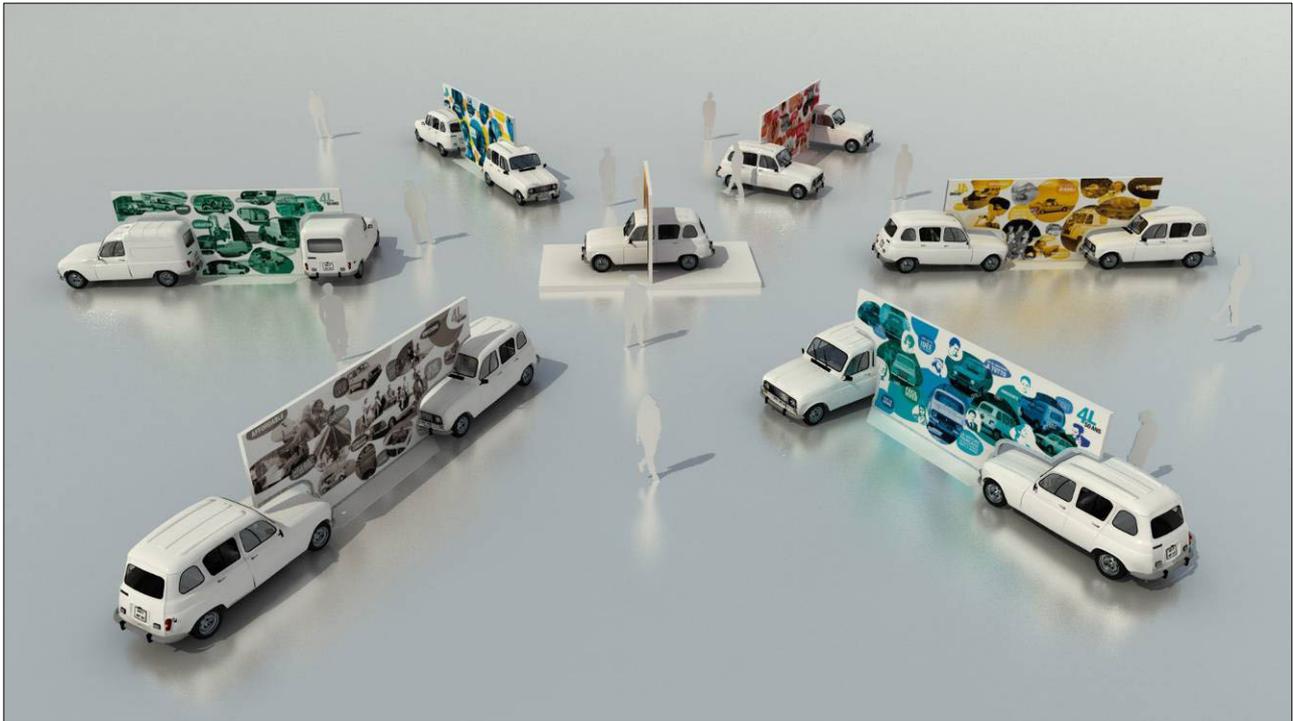
- Customer focus
- In touch
- Popular
- Practical

#### **World discovery:**

R4 Elle + R4 "Routes du Monde"

Values showcased:

- Freedom/emancipation
- Self-accomplishment
- Sturdiness
- Open to the world



- **One anniversary car:**

**Two-sided car** è One side Parisienne + one side Peace & Love

Values showcased:

- Polymorphic
- Multi-generational
- For all
- Car for living



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**How to use:**

- Decide the dates or a period for your exhibit/event
- Choose an area indoors or outdoors in a closed structure to install your Modulo 4
- Decide on the theme(s) you would like to highlight
- Contact the Histoire & Collection department which will tell you when all or part(s) of Modulo 4 are available and help you to develop the scenario that is the best suited to your request.

**Note:** Below you will find a diagram which shows the footprint and heights of the different vehicle pairs.

**Terms:**

- Vehicles and display boards made available free of charge
- Transport at your expense

**For more information and reservations**

Contact Stéphanie Schmelzing by e-mail ([stephanie.schmelzing@renault.com](mailto:stephanie.schmelzing@renault.com))

## Renault 4 vehicles in the Renault collection

*Below is a list of 26 Renault 4 vehicles to be found in the Renault collection*

### Renault 3 - 1961

It was at the Paris Motor Show in October 1961 that Renault launched its latest innovation, the Renault 4, alongside a more slimmed down model, the Renault 3. The purpose of the Renault 3 was to offer an even less expensive version with 3 fiscal hp.

Model in the collection: restored several years ago by Histoire & Collection

Engine: straight four engine, 603 cc, 20 hp at 4700 rpm

Transmission: 3-speed manual gearbox + reverse

Brakes: drums on the four wheels

Number produced: 2526 between 1961 and 1962



### Renault 4 East African Safari - 1962

In April 1962, to promote the car, Renault 4 took to the tracks of Africa in the tenth East African Safari. It came fifth in its category with Bernard Consten and Claude Le Guézec behind the wheel, thereby demonstrating the strength of the Renault 4.

Model in the collection: replica built by Histoire & Collection to celebrate 4L's 50th anniversary

Engine: straight four engine, 747 cc

Transmission: 3-speed manual gearbox + reverse

Brakes: drums on the four wheels



### Renault 4 Super Monte Carlo Rally - 1963

The Renault 4 Super stands out due to its choice of colours and internal comfort, having real seats when compared with the bench seat in the standard Renault 4. It also inherited a fold-down tailgate and a more powerful engine, which led this model to be chosen for the Monte Carlo Rally in 1962 and 1963.

Model in the collection: replica of the Renault 4 Super which took part in the 1963 rally with Manzon and Melot behind the wheel, built by Histoire & Collection to celebrate 4L's 50th anniversary

Engine: straight four engine, 845 cc  
Transmission: 4-speed manual gearbox + reverse  
Brakes: drums on the four wheels



### Renault 4 "Elle" - 1965

Michèle Ray, Eliane Lucotte, Betty Gérard and Martine Libersart - four young women who took on a continent. In 1965, these four Parisians drove 40,000 km from Ushuaïa in Tierra del Fuego to Anchorage in Alaska, the entire continent of America, in two Renault 4 cars. For four and a half months, the two teams drove from Cape Horn to the icy peaks of the Rockies via the Andes, the Amazon forest and the salt flats of Utah, thereby demonstrating the strength and agility of the Renault 4.

Model in the collection: model used by Libersat and Gérard on the trip. In its original condition.

Engine: straight four engine, 747 cc  
Transmission: 3-speed manual gearbox + reverse  
Brakes: drums on the four wheels



### Projet 118 - 1965

In 1965, the project to design a sophisticated saloon based on the Renault 4 was launched.

In addition to Renault's own design team, the Italian coach builder, Ghia, was also asked to submit a proposal. Ghia produced a rustic vehicle with a predominantly utilitarian character, baptised project 118. It was finally the Renault team's own design, which was further removed from the Renault 4, that was launched in 1968 as the Renault 6.

Model in the collection: restored by Histoire & Collection to celebrate 4L's 50th anniversary (stationary).

Engine: straight four engine, 747 cc  
Transmission: 3-speed manual gearbox + reverse  
Brakes: drums on the four wheels



### Renault 4 "Faune du Soleil de Minuit" - 1966

In 1966, Renault's External relations department launched, in association with the French explorers and travellers society, the "Routes du monde" programme. This initiative involved organising theme-based expeditions behind the wheel of a Renault 4 for six to eight youngsters aged between 18 and 25. Applicants had to submit their intended trip, which would take them to any part of the world, to a jury. The programme ended in 1984.



Model in the collection: model used for an expedition to Scandinavia baptised "Faune du soleil de Minuit" (Fauna of the midnight sun).

Engine: straight four engine, 747 cc  
Transmission: 3-speed manual gearbox + reverse  
Brakes: drums on the four wheels

### Renault 4 Parisienne - 1967

In 1963, Renault launched in association with *Elle* magazine an operation entitled, "Elle prend le volant" ("She's in the driving seat"). Female drivers had 48 hours to test drive the car and judge its qualities. The Renault 4 dressed up for the occasion in "canework" and "tartan" outfits. This version was baptised "Parisienne" and was sold until 1968.



Model in the collection: green canework model restored by Histoire & Collection to celebrate 4L's 50th anniversary

Engine: straight four engine, 747 cc  
Transmission: 3-speed manual gearbox + reverse  
Brakes: drums on the four wheels

### Renault 4 Export - 1968

In 1968 the Renault 4 had a makeover. Softer seats, new radiator grill, new bumpers and to make it even more enjoyable to drive, a new fully synchronised 4-speed gearbox.

Model in the collection: model entirely restored by Histoire & Collection to celebrate 4L's 50th anniversary

Engine: straight four engine, 747 cc  
Transmission: 4-speed gearbox + reverse  
Brakes: drums on the four wheels



### Renault 4 Plein Air - 1969

The Plein Air was a convertible open touring car made by the firm, Sinpar, which was well-known for its conversions of 4x4 vehicles. The front section was retained with the windscreen frame, which was adapted so that the convertible top could be fastened to it. The sides, doors and roof were removed. The tailgate was sliced in half, leaving the lower section in place. The remaining bodywork on the side of the vehicle was reinforced while the rest of the vehicle remained the same as a series Renault 4. The Plein Air was more of a beach car than one for road driving. It was launched in May 1968 but discontinued in April 1970; very few cars were in fact produced.



Model in the collection: a beautiful example incorporated into the collection to celebrate 4L's 50th anniversary

Engine: straight four engine, 845 cc  
Transmission: 3-speed manual gearbox + reverse  
Brakes: drums on the four wheels

### Renault 4 F4 "Renault Service" - 1970

1965: 30 years after the first red breakdown cars, Renault's orange service vehicles became part of the landscape and synonymous with local service.

Model in the collection: replica of a Renault Service vehicle built by Histoire & Collection to celebrate 4L's 50th anniversary

Engine: straight four engine, 747 cc  
Transmission: 4-speed gearbox + reverse  
Brakes: drums on the four wheels



### Renault 4 Paris-Dakar Rally 1980

A Renault 4 4x4 Sinpar which took part in the second Paris-Dakar Rally in 1980 with the brothers, Claude and Bernard Marreau, behind the wheel. Adapted for the occasion, this model is fitted in particular with a Renault 5 Alpine engine and suspension. The team came third overall.

Model in the collection: vehicle provided by the Marreau brothers for 4L's 50th anniversary

Engine: straight four engine, 1397 cc, 93 DIN hp at 6400 rpm  
Transmission: 4-speed gearbox + reverse  
Brakes: disks on the front wheels, drums on the rear wheels



*(rally photo)*

### Renault 4 Cross - championnat 1981

Already a pioneer with the Coupe Gordini and Formula Renault, the Group stepped up its promotional formulas by launching the "Coupe de France Renault Cross Elf" in 1974 in partnership with the trade journal, "Champion". Designed to be as least expensive as possible, this stock car race only permitted Renault 4 cars with an original engine; however, a non-standard Devil exhaust could be fitted. Renault 4 Cross was very popular among drivers thanks to its low entrance fee (not even 200 francs), a race prize of over 10,000 francs and a Renault 5 Coupe which was awarded to the season's winner.



Model in the collection: replica of Michel Duvernay's Renault 4 Cross, winner of the 1981 race, built by Histoire & Collection to celebrate 4L's 50th anniversary

Engine: straight four engine, 845 cc

Transmission: 4-speed manual gearbox + reverse

Brakes: drums on the four wheels

### Renault 4 "seventies" - 1984

The 1970s decoration of this unique model illustrates the years of flower power and advertising.

Model in the collection: decoration designed with Publicis on the basis of an R4 GTL for an exhibition. Vehicle in perfect condition and in working order.



Engine: straight four engine, 1108 cc, 34 hp

Transmission: 4-speed gearbox + reverse

Brakes: disks on the front wheels, drums on the rear wheels

### Renault 4 F6 - 1984

In June 1975, the "long van" was launched on the high street, rounding off the existing range. Its volume and greater load-carrying capacity meant that the F6 had a successful career that lasted a decade.

Model in the collection: glass version with foldable and tiltable rear bench seat. This model has always belonged in the Renault collection. Model in good original condition



Engine: straight four engine, 1108 cc

Transmission: 4-speed gearbox + reverse

Brakes: disks on the front wheels, drums on the rear wheels

### Renault 4 Clan - 1985

The beginning of 1985 marked a turning point in the production of the Renault 4. Ile Seguin became a pilot plant and Renault 4 made way for the Express.

Model in the collection: one of the last "Billancourt" Renault 4 cars, in exceptional condition.

Engine: straight four engine, 1108 cc  
Transmission: 4-speed gearbox + reverse  
Brakes: disks on the front wheels, drums on the rear wheels



### Renault 4 GTL Sixties - 1985

Launched in three colours (red, yellow or blue), the limited "Sixties" series aimed to pay tribute to the 1960s. It stood out with its two glass sunroofs and three-colour fabric trim combined with black synthetic leather.

Model in the collection: blue model restored by Histoire & Collection to celebrate 4L's 50th anniversary

Engine: straight four engine, 1108 cc, 34 hp  
Transmission: 4-speed manual gearbox + reverse  
Brakes: disks on the front wheels, drums on the rear wheels



*(model similar to the one in the collection)*

### Renault 4 Darty Van (1986) / Renault 4 La Poste Van (1988)

Launched in 1961, the Renault 4 Van packed a punch: 300 kg load-carrying capacity, a load volume of almost 2 m<sup>3</sup>, reinforced torsion bars for the rear suspension, and a hinged glass rear door which opens from right to left to facilitate access to the loading bay from the pavement. But what made the vehicle so original was its adjustable and detachable domed panel which folds back over the roof and allows long objects, including giraffes if you believe the adverts, to be transported in the van. This roof flap, exclusive to Renault and known as the "girafon", was repeated for the light commercial vehicle of the 80s and 90s: the Express. On every continent, the Renault 4 Van would later wear the colours of a multitude of tradesmen and big brands with pride.

Models in the collection: Darty and La Poste versions in perfect condition

Engine: four cylinder - 1108 cc  
Gearbox: 4-speed gearbox + reverse  
Brakes: disks on the front wheels, drums on the rear wheels



### Renault 4 Savane - 1991

The Renault 4 range saw a change of names in 1986: TL models became "Savane" and GTL models became "Clan".

These new names would remain until production of the Renault 4 was brought to an end.

Model in the collection: vehicle restored by Histoire & Collection to celebrate 4L's 50th anniversary. This model appears next to Patricia Pélata in the book, "Génération 4L".

Engine: straight four engine, 956 cc

Transmission: 4-speed gearbox + reverse

Brakes: disks on the front wheels, drums on the rear wheels



### **Renault 4 Clan "Bye-bye" - 1992**

In 1992, Renault 4 took its leave with a last limited series, the "Bye Bye", which was based on the Clan. A numbered plate (from 1 to 1000) was attached to the vehicle's dashboard before it left the production line.

Model in the collection: No. 0001 of the limited series, Bye Bye, in perfect condition

Engine: straight four engine, 1108 cc

Transmission: 4-speed gearbox + reverse

Brakes: disks on the front wheels, drums on the rear wheels



### **Renault 4 "Gendarmerie" - 1992**

The Renault 4 was used by many different public departments, the "4L Gendarmerie" being one such example.

Model in the collection: the last model manufactured for the Gendarmerie (military police force) was returned almost 20 years later to Renault to celebrate 4L's 50th anniversary.

Engine: straight four engine, 1108 cc

Transmission: 4-speed gearbox + reverse

Brakes: disks on the front wheels, drums on the rear wheels



### Renault 4 Miss Sixty - 2011

With the name, Miss Sixty (the Renault 4 was born at the start of the 1960s) and blue jeans (important to Pierre Dreyfus and the ready-to-wear brand) as a reference, the Renault 4 Miss Sixty echoes the limited edition version, Twingo Miss Sixty, which was launched at the Paris Motor Show in 2010.

The Renault 4 Miss Sixty model is unique. It was designed by Renault's design department in association with Miss Sixty teams. This model was produced by Histoire & Collection to celebrate 4L's 50th anniversary. Base it stands apart from the original

due to its specific hue and decals on the bonnet, the left rear wing and two of its wheels as well as the design of its rear lights and fully revamped interior in grey jean with pink seams and embroidery.



*(in the process of being built)*

### Renault 4 Monte Carlo Historique 2011 (3 models)

This model pays tribute to the commitment of the official Renault 4 driving teams who took part in the mythical Monte Carlo rallies of 1962 and 1963. Renault Histoire et Collection has prepared three Renault 4 cars for the Monte-Carlo Historique 2011. These three models were fully dismantled before being checked and reassembled according to trade practice by Histoire & Collection. They are now ready to tackle the 2500 km of road which await the three teams led by Jean Ragnotti, "Manu" Guigou and Michel Duvernay.



*(in the process of being built)*

### Renault 4 bi-face 2011

To illustrate the different sides to the Renault 4 and the many types of driver that the car attracted, Histoire & Collection has built a unique model to stand at the centre of the exhibition, Modulo 4 (a modular travelling exhibition on Renault 4's 50 years).

While the rear has all of the characteristics of a very chic "Parisienne" which was sold in the 1960s and primarily aimed at an urban and female customer base, the front boasts large flowers and a symbol of peace and love to evoke the 1970s and a young generation that was finding freedom.



*(in the process of being built)*

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## Chapter 16

### Renault 4 Miss Sixty

Alluding to the name Miss Sixty (the Renault 4 was created in the early 1960s) and blue jeans (dear to Pierre Dreyfus and to the ready-to-wear brand), the Renault 4 Miss Sixty is a wink to the Twingo Miss Sixty special edition presented at the Paris Auto Show in 2010.

The Renault 4 Miss Sixty is a one-of-a-kind car designed by the Renault Design Division in collaboration with Miss Sixty teams and produced by Histoire & Collection to celebrate the model's 50th anniversary.

Based on a 1965 Renault 4L, it stands apart from the original version with its special colour and strappings on the hood, left rear fender and two wheels, as well as the design of its taillights and its interior which is entirely upholstered in gray denim with pink seams and embroidery.

The vehicle is scheduled to appear at the Atelier Renault from November 2010 to January 2011, at auto shows (Geneva, Amsterdam, Barcelona, Lyons, Toulouse) and at various Histoire & Collection events.

Outside these events, the vehicle is available from Renault Histoire & Collection for static exhibits, preferably alongside a Miss Sixty Twingo.

#### Terms

- Vehicle made available free of charge
- Transport expenses to be paid by the entity benefiting from the loan.

#### Information and reservation:

Contact Fabrice Roche by e-mail ([fabrice.roche@renault.com](mailto:fabrice.roche@renault.com)), indicating the dates of your event, the theme and the available floor space or the number of vehicles you would like.



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## Chapter 17

### Renault 4 models entered in the 2011 Monte Carlo Historic Rally

*Histoire & Collection is entering three Renault 4 cars in the 2011 Monte Carlo Historic Rally (27 January to 2 February) as an homage to the official participation of the Renault 4 in the 1962 and 1963 editions of this legendary competition.*

At the conclusion of this rally, Histoire & Collection will make these three vehicles available for exhibits. You will also be able to enjoy the presence of some or all of the crew members (including, in particular, Jean Ragnotti and Manu Guigou).

All persons registered and present at the Third 4L International (held in Thenay from 15 to 17 July 2011, see Chapter 23) will be able to participate in a random drawing where the grand prize is Jean Ragnotti's Renault 4 (contest rules in Appendix 13).

#### Terms

- Vehicle made available free of charge
- Transport at your expense
- Travel costs for the crew at your expense (optional)

**For more information and for any specific operations related to the contest**  
Contact Stéphanie Schmelzing by e-mail ([stephanie.schmelzing@renault.com](mailto:stephanie.schmelzing@renault.com))



## Chapter 18

### "Garage of Yesteryear"

*Histoire & Collection is making available a special exhibit designed around the Renault 4 called "Garage of Yesteryear"; you can use it for your exhibitions, conventions, open houses, collectors' events and more.*

#### Description:

- Old-fashioned Renault garage diorama with background walls, enamel plaques, vintage advertisements, work bench, spare parts and old tools.
- The décor includes a 1963 Renault 4 1963 "in original condition" (other Renault 4 models can be substituted from the collection, but without access to their interiors) or you may add in your own vehicle.
- Width: between 6 and 8 meters
- Depth: between 4 and 6 meters
- Height: 2.20 metres

#### How to use:

- People can access the diorama, put on a leather apron, hold the tools, get inside the car and have their picture taken.
- You may choose to hire a photographer (with the ability to print the photos on-site or send later by e-mail) or to let visitors take their own photos (digital cameras, mobile phones, etc.).
- May only be used in covered spaces.

#### Terms

- Vehicle and diorama made available free of charge
- Transport at your expense Photographer at your expense (optional)
- Tent at your expense (optional)



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## Chapter 19

### Model 4L cars

*Histoire & Collection has launched ten model 4L cars produced on its behalf by a young French artist, Christophe Goujon.*

#### Product details:

- Glass fibre models
- Length: 106 cm
- Width: 47 cm
- Height: 44 cm

#### Models available

- Renault 4L blue Ile de France 1962
- Renault 4 beige sirocco 1964
- Renault 3 grey olivier 1962
- Renault 4 red Esterel 1964
- Renault 4 blue Ile de France 1968
- Renault 4 export green 1968
- Renault 4 light green 197
- Renault 4 French Gendarmerie 1974
- Renault 4 orange 1975
- Renault 4 GTL red 1978

→ Supplied with showcase (dimensions: H 155 cm x L 130 cm x D 85 cm)

#### Terms and conditions

- Model 4L cars and showcases are supplied free of charge
- Delivery costs are borne by the beneficiary of the loan.

#### Information and reservations:

Contact Stéphanie Schmelzing by e-mail ([stephanie.schmelzing@renault.com](mailto:stephanie.schmelzing@renault.com)), indicating the date of your event, the theme and the number of model 4L cars foreseen.



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## Chapter 20

### Goodies and related merchandise

*Various goodies and related merchandise are being offered by Histoire & Collection and Renault Merchandising. Below you will find a list of them and the process for procurement or execution.*

#### **Histoire & Passion booklet**

- Contents and format: see Appendix 7
- Contact for printing: Axiom Graphic (details in Appendix 7)

#### **Renault 4 panoramic photos**

- Contents: Reissue of six colour illustrations from the 1962 catalogue in a brochure designed in the colours of the 4L 50th Anniversary.
- Format: 15 x 15 cm (90 x 15 cm unfolded)
- Appendix 8 contains the document to fill out to request a reprint
- Contact for printing: Publipole

#### **Renault 4 post cards**

- Contents: 2 post cards with vintage photos
- Format: 10.5 x 15 cm
- Appendix 8 contains the document to fill out to request a reprint
- Contact for printing: Publipole

#### **4L 50th Anniversary poster by Thierry Dubois**

- Contents: Poster with "Renaut 4 50 Years" designed by Thierry Dubois which illustrates the various versions of the model
- Format: A3 format
- Appendix 8 contains the document to fill out to request a reprint
- Contact for printing: Publipole

#### **4L 50th Anniversary lithograph by Thierry Dubois**

- Contents: Lithograph with "Renaut 4 50 Years" designed by Thierry Dubois which illustrates the various versions of the model
- Format: A2 format
- Available in January 2011 from Renault Merchandising

#### **1960s 4L set with 1/87 scale models**

- Contents: Set with two 1960s Renault 4L models (1962 4L and 1963 Parisienne); miniatures made in zinc die cast moulds
- Format: approximate length of miniatures is 4 cm
- Recommended retail price: € 15, incl. taxes
- Available in January 2011 from Renault Merchandising



15- facteur.jpg



16 - Lu.jpg



17- societe billa.jpg



9- Vu de haut.jpg



Regie\_télégraphe...

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**1980s 4L set with 1/87 scale models**

- Contents: Set with two 1980s Renault 4L models (1981 R4 Jogging and 1989 La Poste R4); miniatures made in zinc die cast moulds
- Format: approximate length of miniatures is 4 cm
- Recommended retail price: € 15 incl. taxes
- Available in January 2011 from Renault Merchandising

**Two-sided Renault 4, 1/43 scale model**

- Contents: Model made in zinc die cast mould and sold in a cardboard case with anniversary logo. Limited, numbered edition (2,000 total).
- Format: approximate length of miniatures is 8.5 cm
- Recommended retail price: € 35, incl. taxes
- Available in April 2011 from Renault Merchandising

**1961 Renault 4, 1/8 scale model**

- Contents: Model made from resin. Handcrafted in France. Sold in a Plexiglas display box. Limited, numbered edition (50 total).
- Format: Approximate model length is 46 cm
- Recommended retail price: € 1,700 incl. taxes
- Available in January 2011 from Renault Merchandising

**Renault 4 Parisienne, 1/8 scale model**

- Contents: Model made from resin. Handcrafted in France. Sold in a Plexiglas display box. Limited, numbered edition (50 total).
- Format: Approximate model length is 46 cm
- Recommended retail price: € 1,700 incl. taxes
- Available in January 2011 from Renault Merchandising

**1969 Renault 4 Plein Air, 1/8 scale model**

- Contents: Model made in detailed resin. Handcrafted in France. Sold in a Plexiglas display box. Limited, numbered edition (50 total).
- Format: Approximate model length is 46 cm
- Recommended retail price: € 1,700 incl. taxes
- Available in January 2011 from Renault Merchandising

**1980 Renault 4 Marreau Paris-Dakar, 1/8 scale model**

- Contents: Model made in detailed resin. Handcrafted in France. Sold in a Plexiglas display box. Limited, numbered edition (50 total).
- Format: Approximate model length is 46 cm
- Recommended retail price: € 1,700 incl. taxes
- Available in January 2011 from Renault Merchandising

## Renault 4 photo selection

*In this kit we are offering you a selection of photos to help you build your communication campaign on the 50th anniversary of the Renault 4.*

*All of the visuals offered are copyright free for the media; for any other use, please refer to the document found in each photo folder and/or contact the multimedia library.*

- **Selections available:**

- **Timeline:**

Photos illustrating Renault 4 major milestones.

📁 Chronology

- **Special series and derivatives:**

Photos of the main special editions related to the Renault 4.

📁 Serie\_speciale

- **Adventure and competition:**

Photos focusing on competitions (R4 Cross), treks and rallies.

📁 Raids\_compet

- **Anniversary selection:**

Photos of the Renault 4 throughout its commercial life.

📁 50\_ans

- **Bonus selection:**

Unpublished or rare photos.

📁 bonus

**Note:**

These photos are not in the Renault multimedia library.

These photos are copyright free and should be labelled:

*Rights reserved © Renault Communication*

- **Renault collection:**

Photos of cars held in the Renault collection.

📁 Collection

**Note:**

These photos are not in the Renault multimedia library.

These photos are copyright free and should be labelled:

*Rights reserved © Renault Communication*

**Timeline:**



coa19690110102...



coa19690110105...



coa19690110106...



coa19690130103...



cob19610110101...



cob19650010201...



coc19641110207...



coc19641110208...

**1961 - 1967**



cob19680110101...



cob19690060101...



cob19690060201...

**1968 - 1972**



coa19720340106...



coa19730500101...



coa19730500202...

**1972 - 1974**



coa19740580102...



coa19740590103...



coa19740750203...



coa19740750301...



coa19820940101...



coa19820970103...



coa19850800102...



coa19920690101...

**1974 - 1992**

• Special series and derivatives:



coa19650300105...



coa19650300111...



coa19670090103...



coa19680200301...



coa19750640101...



coa19750640201...



coa19750640203...



coa19760690101...



coa19760690102...



coa19760800101...



coa19760830203...



coa19810570101...



coa19810570102...



coa19810570302...



coa19810570403...



coa19850760101...



coa19850760201...



coa19910450104...



coa19910450201...



coa19910450301...



coa19920690301...



coa19920690302...



cob19630010101...



cob19670210101...



cob19680010101...



coc19631010204...



com1970403010...



com1970403040...

• **Adventure and competition:**



coj19783550105...



coj19823530205...



coj19823530223...



coc19651540104...



coc19711020101...



coc19711020102...



coc19781010101...



coc19781010201...



coc19821050102...



cod19651030101...



cod19651030201...



cod19651030301...



cod19651030401...



cod19711240101...



cod19731150201...



cod19731150701...



coj19773620103...



coj19783530101...



coj19783530103...

• Anniversary selection:



coa19630010101...



coa19640610101...



coa19660010101...



coa19660010201...



coa19670100301...



coa19670130106...



coa19690140102...



coa19730520101...



coa19750680103...



coa19770330104...



coa19780700101...



coa19780760204...



coa19790620101...



coa19820970407...



coa19830870101...



coa19841010303...



coa19850690102...



coa19860620102...



coa19880200101...



cob19610030101...



cob19660120101...



coc19631010102...



coc19641010101...



coc19651020101...



coc19651020102...



coc19661010102...



coc19661040101...



coc19701090202...



coc19771120204...



coc19831280101...



cod19611010101...



cod19621020201...



cod19631110301...



cod19641110101...



cod19681240301...



cod19681280301...



cod19701340201...



cod19711240101...



coe19672070103...



coe19832010201...



cof19772000403...



cof19832080502...



cof19842090208...



cof19842090601...



cof19852020101...



com1962403010...



com1973413010...



com1975402080...



com1975403010...



cov19618010302...

• Bonus



10- Sur les marc...



11- au cirque.jpg



12 - Venise.jpg



12bis-Venise.jpg



13-Manège.jpg



1965\_belgique\_to...



1-Parisienne.jpg



2-Photographiez ...



3-Habitacle.jpg



4-4Elle.jpg



4bis- 4Elle.jpg



4ter-4Elle.jpg



5-borne 112.jpg



6- R4 pigeon.jpg



7-Village Moi.jpg



8- marches.jpg



14- societe reichs...



14-2- F4 bisquit c...



14-3-F4 macho.jpg



14-4-F4 orwo.jpg



14-5-F4 bollmann...



14-6-F4 boppas.jpg



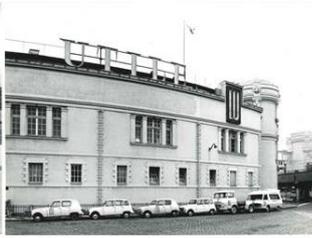
14-7-F4 herba.jpg



14-hobart.jpg



15- facteur.jpg



16 - Lu.jpg



17- societe billa.jpg



9- Vu de haut.jpg



Regie\_télégraphe...

• Collection Renault



4L\_capots\_arti.jpg



4L\_clan\_bleue\_ar...



4L\_clan\_bye\_bye...



4L\_cross\_duvern...



4L\_darty\_arti.jpg



4L\_east\_african\_...



4L\_ELLE\_arti.jpg



4L\_export\_arti.jpg



4L\_F6\_vitree\_arti...



4L\_gendarmerie\_...



4L\_miss\_sixty\_ar...



4L\_monte\_carlo\_...



4L\_ossature\_arti...



4L\_PARISIENNE...



4L\_pelata\_savan...



4L\_plein\_air\_arti\_...



4L\_poste\_arti.jpg



4L\_renault\_servic...



4L\_route\_monde...



4L\_seventies\_arti...



4L\_super\_monte...



PROJET\_118\_A...



R3\_arti.jpg



rodeo\_arti.jpg

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## Chapter 22

### Events in 2011

*It was decided to increase the number of events throughout the year in order to reach the various targets identified, rather than focus on a single event, which would have made meeting the different goals difficult.*

*You can make the most of these events by taking part in various ways which are to be agreed upon or by drawing inspiration from them for your own events, with which Histoire & Collection will be able to support you.*

*Below is a list of these events, arranged in accordance with the type of operation. Furthermore, appendix 1 includes a calendar of the events.*

#### **Presence at motor shows**

- **Geneva Motor Show** - Presence of a Renault 4 on the Renault stand
- **Amsterdam Motor Show** - Presence of a Renault 4 on the Renault stand (to be confirmed)
- **Lyon Motor Show** - Presence of a Renault 4 on the Renault stand
- **Toulouse Motor Show** - Presence of a Renault 4 on the Renault stand

#### **Presence at classic car shows**

- **Rétromobile** (Paris) - Renault stand with Modulo 4 exhibition
- **Auto Moto Rétro Rouen** - Renault 4 stand (to be confirmed)
- **Epoqu'auto** (Lyon) - Renault 4 stand
- **Rétromobile** (Troyes) - presence of vehicles from the collection, including a Renault 4

#### **Exhibitions in motor museums**

- **Autoworld** (Brussels) - Renault 4 exhibition
- **Musée National de l'Automobile** (Mulhouse) - Renault 4 exhibition

#### **Exhibitions on Renault sites**

- **Renault SAS head office** (Boulogne Billancourt) - Renault 4 exhibition
- **Plessis-Robinson** - Renault 4 exhibition
- **Le Losange** - Renault 4 exhibition
- **Flins plant** - Renault 4 exhibition
- **Lardy** - Renault 4 exhibition
- **Rueil** - Renault 4 exhibition
- **Aubevoye** - Renault 4 exhibition
- **Villiers Saint-Frédéric** - Renault 4 exhibition

#### **Gathering of Renault 4 enthusiasts**

- **4L International** (Blois) - 3rd Renault 4 enthusiasts gathering with significant involvement from Renault Histoire & Collection

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**Presence at events for collectors and enthusiasts**

- **Losange Passion International** (Monthéry) - Renault 4 exhibition
- **Festival of Speed** (Goodwood) - Renault 4 exhibition (to be confirmed)
- **World Series by Renault** (Europe) - Presence of Renault 4 in the village, hosting of Renault 4 cars owned by enthusiasts

**Press operations**

- **Rallye Monte-Carlo Historique** (Reims/Monaco) - involvement of three Renault 4 cars
- **Press days** (Paris) - Presentation of Renault 4 cars in the Renault collection, road test drives, baptism on earth tracks (scale to be confirmed)

**Miscellaneous**

- **4L Trophy** (Paris/Marrakech) - Partnership with organiser (to be confirmed)
- **Renault General Assembly** (Paris) - Showing of a Renault 4
- **Cannes Festival** - Presence of a Renault 4 alongside the official fleet (to be confirmed)
- **Cabourg Festival** - Presence of a Renault 4 alongside the official fleet (to be confirmed)
- **Information pavilion** (Ile Seguin) - Showing of a Renault 4

**For further information, please contact Histoire & Collection**

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## Chapter 23

### Rétromobile Classic Car Show

*The Renault 4's fiftieth anniversary is an occasion for Renault to return to the Rétromobile Classic Car Show (having last participated in 2006).*

*In 2011, the show will be held from 2 to 7 February at Porte de Versailles in Paris. Renault Histoire & Collection will host a stand to welcome enthusiasts and guests.*

**The company's stand will cover approximately 700 m<sup>2</sup> and be situated at the heart of the show. On the stand, visitors will find:**

- The Modulo 4 exhibition with 13 Renault 4 models:
  - Renault 4 "biface"
  - Renault 4 Paris-Dakar 1980, which belongs to the Marreau brothers
  - Renault 4 East African Safari - 1962
  - Plein Air
  - Parisienne
  - Darty Van
  - Renault Service Van
  - La Poste Van
  - Renault 4 Gendarmerie
  - Renault 3
  - Renault 4 Bye Bye No. 1
  - Renault 4 Elle (Tierra del Fuego - Alaska trip)
  - Renault 4 "Routes du Monde"
- The two Miss Sixty models: Renault 4 and Twingo.
- Video screens with looped images of the Renault 4.
- Model 4L cars (to be confirmed).
- A Renault Merchandising shop.

**To purchase tickets at the preferential rate of €8 instead of €13 (no tickets are sold individually):**

- Information will be provided in December's "Flash Info" newsletter.
- Contact Fabrice Roche by e-mail ([fabrice.roche@renault.com](mailto:fabrice.roche@renault.com)) to request a purchase order.

**For any specific operation during the Rétromobile show:**

- Contact Fabrice Roche by e-mail ([fabrice.roche@renault.com](mailto:fabrice.roche@renault.com)), expressing your enquiry in a specifications sheet.

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## Chapter 24

### 4L International meeting for enthusiasts

For the third consecutive year, the 4L International meeting which brings together enthusiasts from across Europe and even further afield, will take place in Thenay, France (Loir et Cher department) in the touristic region of the Loire valley chateaux. **[www.4linternational.com](http://www.4linternational.com)**

This gathering, organised by a private operator with extensive experience with this type of events, has been supported by *4L Magazine* and Histoire & Collection since its inception.

The Circuits du Val de Loire facility is accustomed to hosting events for VW (VW Nats) and Mini enthusiasts and is particularly well suited to this type of event gathering with:

- A club house
- An asphalt track
- A go-kart track
- A dirt track
- An all-terrain trail
- A campground
- A water recreation area

Following the traditional format of this type of event, the 4L International is an opportunity for enthusiasts to:

- Meet one another and admire the vehicles on display from the various attendees
- Participate in the different activities on offer
- Observe demonstrations by renowned drivers and celebrities whose reputations are associated with the Renault 4
- Discover the vehicles exhibited by Histoire & Collection
- Discover the region during a scenic rally
- Buy or sell parts and accessories in the merchant village and at the exchange centre

In 2011, this event will be particularly special with a goal of attracting 1,000 Renault 4 cars to the event (accompanied by 2,000 to 3,000 attendees) with:

- Extensive involvement of Renault Histoire & Collection
- Different competitions and games
- A raffle where one of the prizes is the Renault 4 used by Jean Ragnotti during the 2011 Historic Monte Carlo rally
- A concert on Saturday night

*Histoire & Collection remains at your disposal to set up any special facilities you need to host enthusiasts and guests as part of the events that you would like to organise during this gathering (scenic rally to the event, preferred pricing for enthusiasts in your area of responsibility, etc.).*

**For more information and to plan any specific activities during the 4L International**

Contact Stéphanie Schmelzing by e-mail ([stephanie.schmelzing@renault.com](mailto:stephanie.schmelzing@renault.com))

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## Appendices

- Appendix 1** Calendar of Events
- Appendix 2** "Renault 4: History and Passion" article
- Appendix 3** "Renault 4, the Blue Jean Car" article
- Appendix 4** "Renault 4, an International Destiny" article
- Appendix 5** "Renault 4, production throughout the World" article
- Appendix 6** "Renault 4, 30 Years of Evolution"
- Appendix 7** Histoire & Passion booklet on the Renault 4
- Appendix 8** Publication order form
- Appendix 9** 4L 50 years logo: overview and usage guidelines
- Appendix 10** "Packshot" visuals
- Appendix 11** "Stripe" visuals
- Appendix 12** "Checkerboard" visuals
- Appendix 13** Contest rules for "Win Jean Ragnotti's 4L!"

## Calendar of Events

27 Jan. to 2 Feb.	Monte Carlo Historic Rally
2 to 6 February	Retromobile show
16 to 26 February	4L Trophy Trek (* to be confirmed)
February	France agents conventions
3 to 13 March	Geneva Motor-Show
28 Feb. to 28 March	Exhibit at the Renault SAS head office
28 Feb. to 28 March	Exhibit at Plessis-Robinson
9 to 24 April	Exhibit at Autoworld Museum
12 to 23 April	Amsterdam Auto Show (* to be confirmed)
16 and 17 April	Renault 4 presence at the World Series by Renault Motorland Aragon (Spain)
29 April	Renault Annual Shareholders Meeting
30 April and 1 <sup>st</sup> May	Renault 4 presence at the World Series by Renault Spa-Francorchamps (Bel.)
3 to 5 May	Renault 4 Media Days (* to be confirmed)
11 to 22 May	Cannes Film Festival
21 May to 1 <sup>st</sup> June	Exhibition at Lardy
22 May to 2 June	Exhibition at Aubevoye
23 May to 1 <sup>st</sup> June	Exhibition at Rueil
23 May to 3 June	Exhibition at Villiers Saint-Frédéric
28 and 29 May	Locomotion en Fête (Renault 4 vans)
8 to 17 June	Exhibition at the Losange
18 and 19 June	Renault 4 presence at the World Series by Renault Nurburgring (Ger.)
Starting in June	Renault 4 display at the Pavillon de l'Île Seguin
25 June	Exhibit at the Losange Passion International meeting
1 to 3 July	Festival of Speed in Goodwood (* to be confirmed)
2 and 3 July	Renault 4 presence at the World Series by Renault Hungaroring (Hungary)
15 to 17 July	4L International Meeting in Thenay (France)
September	Losange June Gala (* to be confirmed)
September	Rouen Retro Auto-Moto Show (* to be confirmed)
17 and 18 September	European Heritage Days – Exhibit at the Renault plant in Flins
17 and 18 September	Renault 4 presence at the World Series by Renault Paul Ricard HTTT (Fr)
8 and 9 October	Renault 4 presence at the World Series by Renault Catalunya (Spain)
8 to 16 October	Lyons Auto Show
19 and 20 November	Rétromobile Show
November	Toulouse Auto Show
November	Epoqu'Auto Exhibition
November to December	Exhibit at the National Museum of Automobiles in Mulhouse

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## Appendix 2

### “Renault 4 : History an passion” article

#### Tome 1 : The ‘blue jean’ car

##### “Give me some volume”

Appointed head of the state-owned Renault Company on 27th March 1955, Pierre Dreyfus contemplated the car with the eye and analytical mind of a sociologist, reflecting on its conformity before deciding that a complete overhaul was required: *“The car must no longer be just a few seats and a boot. Give me some volume”*, he instructed Design Department head Yves Georges.

Pierre Dreyfus wanted a car suited to a fast-evolving society. Everywhere, people were deserting the countryside in large numbers. The age of modernity was beginning with a rural exodus. These new urban types did not aim for city centres - they moved into new urban districts that sprawled outward to the suburbs. It was a new world, with an increasingly dense active population and a burgeoning middle class. The suburbs were a new kind of space: half-urban, half-rural, like a town in the countryside.

For Pierre Dreyfus, the picture was clear: the era of one car for the town and another for the country was at an end. A multi-purpose car was called for. Yet this versatility would not be determined only by location. The spread of the towns and the absence of public transport networks gave the car a crucial role. It needed to become a work tool from Monday to Friday, then transform into a family car for weekend trips away and summer holidays.

There was one more change to come, a slower but crucial one nonetheless, gaining momentum as the years passed: the role and place of women in society. Thanks to full employment, the arrival of the second household income transformed social groups and family patterns and accelerated consumption, including that of cars. Cars were adopted by women. Not only did the number of driving licences finally begin to even out between the sexes, but women were using cars so much that they began to play a key role in buying them.

For Pierre Dreyfus, the car of tomorrow was all about versatility: it had to suit town and countryside, weekdays and weekends, work and holidays, men and women.

This was why the term ‘blue jean car’ was such a perfect fit.

### **The 'blue jean car' and technical revolution**

The 'blue jean car' bucked the trend, much like the item of clothing *"you can wear in any situation, if you're not concerned about snobbery or social conformity"*, explained Pierre Dreyfus. *"[An item] that serves every purpose, can be taken everywhere, is inexpensive and can be taken on and off without making you feel disoriented..."*

Originally work trousers manufactured using a hard-wearing denim weave, jeans were the overalls distributed to New Deal workers in the United States that in turn became popular trousers, then a fashion phenomenon for student and artist types, before reaching ladies' wardrobes. More rebellious than revolutionary, unisex and egalitarian, they were as much the clothing of James Dean and Marlon Brando as of the hippies who adopted them, customising them with embroidery and flares.

The car was to have its own version of jeans. Pierre Dreyfus began by setting the price. It would cost 350,000 francs, and not a centime more! The message was so plain that designers referred to the project quite simply as '350'. In other words, the cost determined the design of the car, rather than the other way round - a method that was outlandish for the time. From this requirement grew the idea of keeping the 747 cc engine and the gearbox from the Dauphine.

The interior equipment was limited: the 350 would be inexpensive because of the features it did not have. Styling, meanwhile, was not a major concern.

To make the car versatile, the first idea the designers came up with was the flat floor, which made loading easy. This was of course followed by three other features, made possible by the use of torsion bars and horizontally-positioned hydraulic shock absorbers in the rear: the absence of a rear end panel, the extremely low loading sill and the ability to open the car from the back, via what was then called the 'service door', later to be known as the tailgate.

This brand-new architectural model revolutionised both Renault's technical culture (the Renault 4 became its first front-wheel drive model after the Estafette LCV) and that of the automotive world: Renault had invented a twin-volume body, made up of an engine compartment on one side and a shared boot and passenger space on the other. The available space could be modified to suit every need by tilting the rear bench seat, thus transforming the car from a utility to a family vehicle.

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To create a sturdy car that could be driven anywhere and would be as hard-wearing as a denim weave, Renault opted for independent torsion bar suspension, which provided significant travel, allowing the car to cope just as well with dirt tracks as it would with motorways.

Although jeans could not be ironed, the Renault 4 had no maintenance limitations: there would be no more lubrication points, or water levels to keep an eye on. The development of a sealed cooling system with an expansion chamber eliminated the risk of overheating.

### **Test drives**

#### **Marie Chantal says hi...**

Manufacturers would always arrange their test drives in the strictest secrecy. Louis Buty's test drive team was charged with taking the Renault 4's prototypes to the four corners of the world to test their solidity and perfect their tuning. To avoid arousing curiosity both inside and outside the plant, it was agreed to refer to the car as 'Marie Chantal'. Telegrams such as 'Marie Chantal and children send all their love to the family' thus arrived from far-off lands, without referring to the test drives or any of the adventures encountered.

And adventures there were. The most famous will surely always be the day Pierre Dreyfus drove the Renault 4 into a Sardinian ravine. Needing to come up with an explanation for the stitches dotted over his face and his slipped disc, Louis Buty – Pierre Dreyfus' passenger - was forced to invent a far-fetched story of a crash in Italy, in order to keep the real accident a secret. Pierre Dreyfus set the record straight in public a few years later, awarding Buty the *Ordre National du Mérite*.

### **The Launch**

With the 1961 Motor Show underway in Paris, a vast promotion campaign was organised in the streets of the city, with 200 Renault 4 cars made available for motorists wanting to take a test drive.

Named Prenez le Volant ('take the wheel'), the event was a success, with some 60,000 Parisians doing just that. It gave them the chance to discover the qualities of a model that would later be adopted by different generations.

### **4L generations**

Produced between 1961 and 1992, the Renault 4 – generally known today by its now-generic name of 4L – had three generations of different customers, much like jeans, which evolved from a practical item to the symbolic clothing of youth, before becoming the trousers worn by everyone.

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During the 1960s, Renault 4 owners had been seduced by the hatchback style and the unrivalled interior space. It was a bold choice that saw Renault set itself apart from the replacement market of the 4 CV. The brand had launched a new style, keeping only the rustic quality of the product. Like Levis jeans, the small Renault car had numbers - R3, R4 - which was a way of adapting more effectively to customer uses and offering a slightly different 'cut': the R3 represented absolute practicality, with just four windows; the R4 gave guaranteed austerity, but with the 747 cc motor. The R4 Super, meanwhile, was all about luxury, third lateral windows that gave it the status of a limousine and a rear tailgate opening downward and a rear window designed to slide into it. Made-to-measure, from the same material. In 1963, it even indulged in a Parisienne version – imagine a black pair of jeans with ribbed pockets – the finishing touch to a versatility that gave women the car they'd been waiting for.

The next generation arrived in the 70s. Young people - both boys and girls, in line with the unisex fashion of the day - were using cars more and more. The Renault 4 was liberated. It was now, more than ever before, the 'blue jean car'. After all, wasn't the perennially-fashionable pair of jeans also leaving behind the purple-blue in favour of faded colours? The change was gathering pace. Whilst the former working blues were embellished with flares and embroidered with peace and love insignia, the Renault 4 became the mascot of a different kind of youth - inquisitive, hippie and carefree. It was mentioned by Michel Fugain and his 'Big Bazard', in his song *C'est la fête*. It had become an icon, foreshadowing the 'lifestyle car'.

The Renault 4 of the 1980s was just like jeans - used by the young and old alike, men and women, at work and at weekends, in every season and country. Whilst jeans were becoming a common feature of everyday life, the Renault 4 also made itself available to the masses. It belonged to no-one because it belonged to everyone, blurring the lines of age and social groups and adapting to all cultures. It was a truly global car, not that this phrase was actually used! And, as denim was worn in a variety of outfits, the Renault 4 also issued new editions. These editions were about pleasure (Safari), ecology (GTL), fashion (Jogging, Sixties), youth (Carte Jeunes) and history (Bye-Bye)!

However, throughout its commercial life, the Renault 4 never forgot the concept of the 'car as a work tool', particularly with its van version. White or grey for craftsmen, dark blue for the *Gendarmerie*, sky blue for the electricity and gas companies, bright yellow for the post office, red for the fire brigade, green for water and forestry workers and orange for vehicles from the *Direction de l'Équipement* (town and country development)...the Renault 4 dressed in the colours of its employers, craftsmen, traders, large fleets and authorities without leaving behind its work clothes - just like jeans which, thanks to their durability, began to replace work overalls and dungarees.

Marketed in more than 100 countries, 8,135,424 Renault 4 units were manufactured (saloons and vans) until 1992.

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But the story does not end there. Almost two decades later, the Renault 4 is still present on the automotive landscape, fulfilling enthusiasts' every desired function - or passion. Active clubs are flourishing in all four corners of the globe and the many surviving vehicles are restored, modified, driven in rallies like the world-renowned 4L Trophy or simply used on a daily basis by several generations of 'treilleurs', the name given to Renault 4 fanatics.

It's easy to see why: the 4L has become a cult, timeless product. The jeans of the automotive world!

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### Evolution of the range

**1961** – Presented on 4th October at the Paris Motor Show, the new Renault is also unveiled on tracks set up in the gardens of the Palais de Chaillot.

The Renault 4 is then available in three versions, one R3 and two R4s:

- The R3, equipped with a 603 cc engine. Recognised by its painted tubular bumpers and the absence of hubcaps. The cabin features one sun visor for the driver, who sits behind a three-spoke steering wheel.
- The R4 is identical in appearance to the R3 but contains a 747 cc engine.
- A top-of-the-range car, the R4L is fitted with six side windows and also sports the 747 cc engine.
- The first van version of the R4 offers a payload of 300 kg. It is offered with a hinged rear roof flap over the rear door.

The entire range uses a three-speed gearbox.

**1962** – Appearance of the R4 Super model, also known under the name '*Super Confort*'. This model keeps the 747 cc engine. It uses the six-windowed body of the R4L, but the innovation lies in the new rear tailgate that folds downward and is equipped with a wind-down window. Its external appearance is enhanced with chrome double-tube bumpers.

September 1962: the R3 is discontinued. The Super is henceforth equipped with an 845 cc engine, bringing its tax rating up to 5 HP. The R4L switches from tubular to chrome blade bumpers.

**Around the same time**, the French automotive company SINPAR (*Société Industrielle de Production et d'Adaptation Rhodanienne*) uses the Renault 4 to make an 'all terrain' four-wheel drive car.

**1963** – in September 1963, the rear tailgate is given a hinged arm to keep the door open. The van is also fitted with a front bar (but painted) bumper, though the rear bumper remains tubular. With yet another innovation, the range acquires a fully-synchronised gearbox.

The Renault 4 Super disappears, but is immediately replaced by the 4L Super.

December 1963: appearance of the 'Parisienne', the elegant version of the 4L Super available in association with Elle magazine. Recognisable by its side facings and special interior, it comes in two versions, one with a canework decoration and the other sporting Scottish tartan.

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**1964** – Appearance of a new glazed van. Production exceeds 500,000 units.

September 1964: the R4L Super disappears and is replaced by the new Export version (with the 4 hp or 5 hp 747 cc engine).

**1965** - It's no longer R4, but 'Renault 4'. The R4 becomes the Renault 4 Luxe, the R4L becomes the Renault 4 Export. 260,000 extra models exit the state-owned company's plants.

**1966** - On the 1st February 1966, the milestone of one million Renault 4 cars is reached at the company's headquarters on Ile Seguin!

From March 1966, the vans see their payload increase to 350 kg.

September 1966: the Renault 4 Luxe becomes the Renault 4 and, like the rest of the range, acquires a new dashboard and steering wheel. The Export and Parisienne versions are fitted with new seats and new door trims.

**1967** - The Renault 4 is finally given a four gear . September 1967 (model year 1968): the Renault 4 has a wider radiator grille that envelops the headlights.

**1968** - The Parisienne bows out but the 'Plein Air' - the cabriolet version of the Renault 4 - arrives on the market. Manufactured by Sinpar, the Plein Air is solely dedicated to leisure.

**1970** - From April, all Renault 4 models are fitted with front seat belts. The electric equipment increases from 6 to 12 volts.

The Plein Air is discontinued.

**1971** - The Rodéo makes its appearance. Renault supplies *Ateliers de Construction du Libradois* (ACL) with Renault 4 platforms and mechanics in order to motorise a plastic body developed and built by the company later to be known as Teilhol.

With more than 3.5 million units including all versions, the Renault 4 remains Renault's most-produced model.

September 1971: engine capacity increases from 747 to 782 cc.

A new van is created, with a raised roof and a payload of 400 kg. It acquires an 845 cc engine, bringing its tax rating up to 5 HP.

**1972** - The anchoring points enabling the installation of seat belts appear in the rear of Renault 4 saloons.

The badge style is redesigned by the painter Victor Vasarely and his son Yvaral.

From September, all Renault 4 cars run on a low-emission engine that complies with new standards.

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**1973** - The range, with the exception of the 400 kg van, is equipped with the gearbox from the Renault 6. The van reaches 100,000 units.

**1974** - The radiator grille changes to a black plastic model with the Renault diamond in the centre.

**1975** - The van is extended by 8 cm and its payload increased from 350 to 400 kg or 400 to 440 kg, depending on the version.

The appearance of a voltmeter on the dashboard points to a key technical development: the replacement of the dynamo by an alternator.

**1976** - The Safari arrives (unveiled at the 1975 motor show, model year 1976), whose mission is to win over young people. It is offered with a special exterior and interior appearance.

Apparition of rectangular Turn signals.

**1977** - Model year 1977 sees the introduction of a new instrument panel with a redesigned tachometer and a steering wheel borrowed from the Renault 5.

**1978** - The new Renault 4 GTL boasts a 1,108 cc engine, already seen on the Renault 8. The engine's crankshaft rests on five bearings (compared with three for the other engines in the range), a guarantee of mechanical longevity. It remains at 4 HP, despite the increased capacity. Its performance improves, whilst fuel consumption falls by 1 litre on average. On the outside, its radiator grille and bumpers are uniformly grey and two protective panels are added to the ends of the front bumpers.

In July, the Renault 4 Safari and the extended glazed estate disappear from the catalogue, whilst the pick-up appears (developed based on an F6 van).

**1979** - From July (model year 1980), mass production of tubeless tyres begins (with the exception of F4 vans).

**1980** - New layout for the switches on the dashboard. The car loses its chrome bumpers in favour of painted ones. The TL version's disc wheels are replaced with pierced wheels with exposed attachments.

**1981** - May 1981: Renault discovers the '*la meilleure façon de marcher*' ('the best way to get moving'). This is the advertising slogan for the new Renault 4 Jogging, a limited edition with only 5,000 units made. It goes for a distinctly young look, with bright colours inside and a full sunroof.

**1982** - From July, the dashboard of the Renault 5 equips the Renault 4 range. The 782 cc engine makes way for the 845 cc, which provides the same power as the 1,102 cc.

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**1983** - Appearance of front disc brakes. Across the whole range, a calliper / disc assembly, assisted by a new tandem master-cylinder, reinforces the braking. A laminated windscreen replaces the old, toughened glass version.

**1985** - A old fan of the Sixties... The Renault 4 is in its twilight years and the Sixties version, limited to 2,200 units, gives a boost to flagging sales. Developed based on the GTL model, this version can be recognised by its two heat-insulating glass sunroofs. It is available in three colours - blue, yellow or red - with a radiator grille, bumper, door handles and mirrors uniformly finished in matt black.

July 1985: the F6 van version is discontinued.

**1986** - Launched in May, the Clan and Savane will be the last two versions of the Renault 4. Renault cars are now to be given names, so the Renault 4 becomes the 'TL Savane' and the GTL the 'Clan'. The two models can be identified by the words 'Savane' or 'Clan' emblazoned on the front doors and/or the tailgate. Although the Savane uses the same wheels as the Renault 5 GTL, the Clan acquires the two-tone 'style' wheel rims already seen on the Renault 12 and Renault 16.

Production of F4 Estate vans ends in June

**1988** – Stop of sales of the R4F4 in France

**1989** - The Clan and Savane are given a right-side wing mirror and two rear foglights.

**1991** – A new limited edition based on the Savane, the 'Carte Jeune', is launched. Available in three colours - 'grapefruit', 'glacier white' and 'redwood' - the car is decorated with a raised shoulder line featuring a double stripe that blends with the 'Carte Jeune' logo on its rear wings. The interior, meanwhile, is adorned with a fabric that uses the design of the 'Carte Jeunes' logo.

**1992** – More stringent anti-pollution standards sound the death knell for the Renault 4. A last special edition of one thousand units is produced: the Bye-Bye. The last version of the Renault 4 and based on the Clan model, each model exits the plant with a numbered plate on the dashboard, counting down from 1,000 to 1.

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## **Tome 2 : The Renault 4 takes over the world: the pioneer of globalisation**

### **Built and sold on all five continents**

Before the word 'globalisation' even existed, the Renault 4 emerged as a global car that met common mobility aspirations, responded to practical, simple transport needs and fulfilled the essential concept of a work tool - all of which made it the most popular French car in the world. Present on every continent, the Renault 4 mapped out a global vision for the car and advanced Renault's export-led philosophy, championed by Pierre Dreyfus.

This presence beyond the borders of France came in various forms. In Europe, the Renault 4 was dispatched from the production site in completed form. For destinations further afield, the cars were sent out in the form of CKD (completely knocked down) 'collections' and assembled locally.

The Renault 4 was thus assembled in 27 different countries, and markets where it was not sold were few and far between. For every 10 cars sold, six were sold and five assembled outside France!

### **Renault 4, involved in Europe**

#### **Belgium**

The Renault 4 began rolling off Belgian production lines in 1961, continuing to do so until 1980. For more than 15 years, the Renault 4 - van version included - was the most produced car in Haren. Just like in France, it became part of the national automotive landscape.

#### Particular features of Belgian Renault 4s:

In the 1970s, whilst the '4 windows' version of the Renault 4 was abandoned in France, a Renault 4 'B' saloon version stayed on the Haren production line alongside the 4L. The Belgians produced their own limited editions such as the 'Shopping', 350 of which were manufactured in the spring of 1982.

#### **Italy**

Production of the Renault 4 - sold with the 845 cc engine in '4' (four windows) and '4L' (six windows) versions - began in December 1962. The Italian version could be recognised by its Alfa-Romeo Giulietta rear lights and its small indicators on the front wings.

At the end of the 1970s, whilst distribution of the Renault 4 slowed in some countries, in Italy it continued to increase, peaking in 1980 with 40,238 units sold! Proof of this continuing success was provided in the spring of 1985, when Renault Italia ordered 600 'JP4s' from Car Système Style. The cars were released under the name of 'Frog'.

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### **Spain**

Nicknamed 'Cuatro latas' (four tins), by 1964 the Renault 4 already accounted for one third of local production. The country's low level of car ownership (one car for every 48 inhabitants) presented excellent sales prospects. The Spanish Renault 4 was equipped with the Dauphine's 845 cc engine, already manufactured in Spain. The utility version, launched in 1964, met with similar success. The volumes involved bore this out: 403,213 saloons between 1963 and 1989 and 396,704 vans up to August 1991.

#### Particular features of Spanish Renault 4s:

The vans came in three versions: 'F' (panel van) and 'FS' (high-roof van) from 1970 and 'FSA' (high-roof and glazed, with wheel hubcaps) from 1972.

### **Portugal**

In late 1963, Renault also opened an assembly plant in Portugal. Although from 1<sup>st</sup> January 1964 the authorities banned the import of complete cars, CKD parts circulated freely, to the benefit of local labour. The Renault 4 and the van launched the facility and, until 1973, made up a good half of local production, which at the time meant 6,000 vehicles a year.

#### Particular features of 'Guarda' Renault 4s:

Until 1976, Portuguese Renault 4s were the same as the Spanish models with which they shared their 852 cc 'C'-type engine. In 1973, they were given the name 'Renault 4 LC'. A new version appeared in 1976 known as the R1123, with an 845 cc 'B' (Billancourt) engine.

### **Ireland**

From tiny beginnings, Renault managed to conquer 9.5% of the market by 1977. Between 1966 and 1980, it produced 2,000 to 5,000 Renault 4s every year. Local assembly went into decline when Ireland entered the Common Market in 1973. Beginning in 1977, the Wexford site assembled nothing but the Renault 4. Their production, which had become unprofitable, came to an end in 1984.

### **Yugoslavia**

After legislation was relaxed in 1964, Renault was able to import and sell between 2,000 and 5,000 cars a year to customers holding foreign currency. Assembly of the range began in November 1969 at the 'Titovi Javodi Litostroj' plant in Ljubljana. Between 1973 and 1992, the plant built 575,960 Renault 4s, devoting all of its production to them in 1976. After the closure of the Billancourt site, I.M.V. supplied between 9,000 and 20,000 cars a year to the European market. Very popular in the former Yugoslavia, the Renault 4 was affectionately nicknamed 'Katrca' (Catherine).

### **Greece**

Despite a project launched in 1971, the Renault 4 was not assembled in Greece. In order to get round a restrictive tax system, from 1980 to 1985 MAVA assembled some 3,500 units of a successful reinterpretation of the Rodeo known as the Farma, a multipurpose polyester vehicle available in canvas-roof and van versions. Approved by Renault's design department, the vehicle was distributed and maintained by the network.

## **Renault 4, involved in Africa**

### **Morocco**

In the early 1960s, Renault led the Moroccan market. In 1971, the company installed its own assembly line in the country; the production of this Renault Morocco plant reached its peak in 1975, with 13,000 cars. By this time, some 33,000 Renault 4 saloons and 11,000 vans had been assembled in Morocco. The Renault 4 would stay on the production lines until 1994, a few months after it was abandoned by Slovenia, the only other country still producing it.

### **Algeria**

In the 1950s, Renault held 30% of the Algerian market. In November 1959, Pierre Dreyfus laid the first stone of the 'Maison Carée' plant in the town of Harrach, near Algiers. After independence, a quota was applied to the import of complete vehicles. The company was obliged to focus entirely on assembly, which it did for the Renault 4 and Renault 8 (in equal numbers), the Renault 4 van version and other utility vehicles. In 1969, for every 11,290 cars produced, 4,230 were Renault 4s and 2,435 Renault 4 vans. Renault suspended part imports and production ceased suddenly in 1971.

### **Tunisia**

Assembly of light vehicles began in January 1964; the Renault 4 - limousine and van versions - was chosen for the operation. The first unit rolled off the production line on 28<sup>th</sup> July 1965. The first passenger car built in Tunisia, the small Renault was named the 'R 4 Monastir' by President Habib Bourguiba, after his hometown. Production varied between 150 and 800 per year, with vans always making up the vast majority (up to 9/10ths of production), before ending in 1983.

### **Côte d'Ivoire**

Production reached 4,000 units in 1970, lorries included, the majority (50%) made up of Renault 4s. However, customs facilities still granted to French products began to disappear in 1972 and by 1976 Renault was no longer the country's leading supplier. Renault ended assembly in Abidjan in the mid-1980s.

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### **Ghana**

In 1969, the Ghanaian plant began producing Renault 4 saloons and vans. Around this time, Renault, Peugeot and B.L.M.C. received approval to build a shared plant. The project never got off the ground, but Renault 4 production continued until 1978, manufacturing around 100 per year.

### **Zaire (now the Democratic Republic of the Congo)**

In 1969, Renault clinched an assembly agreement with General Motors, which for a time assembled Renault 4s in its Kinshasa plant.

### **Angola**

Around 450 Renault 4 vans were produced between 1971 and 1975, then almost as many again between 1977 and 1980, with a number of saloons on top. Production was transferred to more modern facilities in 1981.

### **Madagascar**

In 1960, newly-independent Madagascar attempted to build its own automotive industry. Production of the Renault 4 began on 5th September 1962 (the van arrived five years later). Between 500 and 1,000 Renaults (one-third of the island's registrations in the mid-1960s) were assembled on the island each year, most of them Renault 4s (between 310 and 530 saloons and 50 and 150 vans, varying from year to year). However, in 1981 the economic situation led the government to suspend all import licences. Renault was forced to close down the plant, in agreement with its partner.

### **South Africa**

Manufacture of Renault 4 vans and saloons began in 1963. In its best years, one out of around every ten Renaults produced in South Africa was a Renault 4, with an estimated 3,900 units produced between 1963 and 1972.

### **Southern Rhodesia (now Zimbabwe)**

A total of 2,973 Renault cars were assembled here in 1974 (including 1,412 Renault 4s). The Renault 4 – nicknamed 'Noddy's car' – was adopted by the National Guard who patrolled the reserves. Activity ceased in 1979. An estimated 6,200 units of the limousine version were produced locally.

## **Renault 4, involved in South and Central America**

### **Argentina**

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The Renault 4, named 'EA' (Económico Argentino) by the plant, appeared in its touring version in December 1963, then in its 'Furgón' version in February 1964. It comprised numerous parts from the Dauphine, such as the gearbox and engine which were manufactured in Argentina. In 1974, the abilities of the Renault 4 earned it the nickname 'El Correcaminos' ('Roadrunner'). Its production quickly surpassed that of the Dauphine, with 11,000 units manufactured.

As was the case elsewhere, the Renault 4 stepped aside in its role as a conquest car, making way for the Renault 12 which was launched in April 1971. The '4', with 157,315 units produced (148,170 saloons and 9,145 LCVs, including 173 pick-ups), hung up its wheels in August 1986 for the saloon and December 1987 for the van version.

### **Colombia**

The Renault 4 arrived in 1965 and on 15<sup>th</sup> July 1970 became the first passenger vehicle assembled in Colombia. Production peaked at 29,007 units in 1979, accounting for 70% of the entire market, all brands included! In 1992, after 97,050 units had been produced, SOFASA ended production of what Colombians considered their national car.

### **Mexico**

In June 1962, the Dauphine was joined by the limousine and van versions of the 4L, equipped with an 845 cc engine. In late 1966, the subsidiary Renault Mexicana took the reins and boosted sales, which rose to 9%. The Renault 4 accounted for between a quarter and a tenth of total production, varying from year to year. An estimated 20,000 Renault 4 saloons and 7,500 vans were produced between 1962 and 1977.

### **Peru**

Although the I.A.P.S.A (Industria Automotriz Peruana S.A) plant had an annual capacity of 3,700 vehicles, between 1966 and 1970 only 750 Ramblers, 700 Renaults (Renault 4s and 10s, in roughly equal numbers) and 500 Peugeots were manufactured. The endeavour came to an end in October 1970.

### **Chile**

Renault began assembling the Renault 4 in 1964. After a break in 1966 and 1967, manufacture resumed in Los Andes, north of Santiago, at A.F.C. (Automotores Franco Chilena). Production was confined to around 400 Renault 4s in 1968 and 1,200 in 1969. From 1974, small-scale assembly of the Renault 4 - in its Argentinian '4S' version - began at the rate of one thousand per year, using CKD parts from Cordoba.

### **Venezuela**

Venezuelans had to wait until 1972 for the Renault 4 to arrive on their production lines, but for three years it was their star model. In 1976, new restrictions and rapidly-shrinking margins led to the manufacture of the Renault 4 being halted after some 6,500 units.

### **Uruguay**

In 1962-63, Renault dispatched its first vehicles, Renault 4 vans, in CKD form. Twenty were assembled that same year. On 16th June 1966, the country suspended all imports and regular assembly only resumed in 1970. In 1972, Renault 4 pick-ups sent in CKD form by the plant in Argentina were added to production, preceded by a few Renault 4 'Touring' cars (including a 'fastback' version known as the 'Renault 4 mini'). An estimated 4,500 small vans were produced over the course of twenty years.

### **Costa Rica**

A small number of Renault 4s were assembled in Costa Rica. Production of all models combined exceeded no more than fifty or so units a year between 1965 and the end of the decade.

## **Renault 4, involved in Indian Ocean and Asia**

### **Ceylon** (now Sri Lanka)

Despite the invitations of the government, Renault did not launch assembly here, preferring instead to continue delivering complete cars based on opportunities as and when they arose (for example, in 1969, a fleet of 44 Renault 4s was delivered for use by taxi companies). However, beginning in November 1973, Renault sent CKD collections of the Renault 4 Torpedo to several state-owned companies. These cars would be assembled until 1978-79, on a small scale (one hundred per year). The statistics also show 94 vans produced in 1974 and 1975.

### **Philippines**

Production of the Renault 4 in the Philippines began in 1963 and continued until 1974 for the saloon and 1974 for the van version (approximate production: 150 saloons and 650 vans).

### **Oceania**

### **Australia**

The Renault 4 was launched on the market in CKD form in July 1962 and assembled locally until 1966 (the van version was also on the production line). Total production remained low (around 1,500 cars per year).

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### **The Renault 4 takes over track**

From the formidable East African Safari, where it came fifth in its category in 1962 driven by Bernard Consten and Claude Le Guézec, to the Monte Carlo Rally and the South American racetracks, the Renault 4 allowed multiple generations to take up the challenge of motorsports and see the world, thanks to its road handling qualities and sturdy build.

### **The "Coupe de France Renault Cross Elf": school of dirt track racing**

Having already led the way with the Coupe Gordini, Renault expanded its Feeder Formulas in 1974 by launching the "Coupe de France Renault Cross Elf". In partnership with the specialist magazine 'Champion', Renault allowed novice racing drivers to sample the delights of dirt track racing. Intended to be as economical as possible, the race was only driven with Renault 4s. Preparation was kept to a bare minimum, with a strictly genuine part engine except for the addition of a Devil exhaust. Most of the work was carried out on the body and the chassis. The bodywork had to remain compliant with the original specifications; only the side windows, lights and hubcaps could be removed. Finally, the windscreen - if kept - had to be a Triplex. The "Coupe de France Renault Cross" was a huge hit with racing drivers thanks to its low registration fees (barely 200 francs), more than 10,000 francs in prize money for each race and a Renault 5 Coupe promised to the season winner. On average, around sixty racing drivers battled it out before sometimes more than 5,000 spectators amassed along the tracks of the 12 stages that made up a season.

### **The call of the tracks: seeing the world**

In the late 1960s, freedom-loving young people began to go on long journeys, later referred to as 'treks'. They set off at the wheels of their everyday cars – often 4Ls – to brave the world's roads. Asia – a very fashionable destination at the time – attracted most of these adventurers, with smaller numbers setting off for the south towards sub-Saharan Africa. The Sahara, with its thousands of miles of emptiness and sand, formed a barrier that for many was insurmountable. It was here that the Marreau brothers chose to quench their thirst for adventure. With the goal of beating the record for driving from the Cape to Algiers (set the previous year in a Renault 12 Gordini), in 1969 they went on a scouting trip in a Renault 4.

### **Paris-Dakar: David versus Goliath**

Eight years later and again in a Renault 4, the brothers waited at the starting line of a new type of rally, a race over several thousand miles from Paris to Dakar. They performed superbly, finishing fifth overall and second in the car category behind the potent Range Rover V8, twice as powerful as their 4L. The race in 1980 saw the Marreau brothers and their Renault 4, boosted by a Renault 5 Alpine engine, take third place on the podium, only one hour and ten minutes behind the winners. The Paris-Dakar race became the stuff of

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legend, the Marreau brothers heroes and the astute Renault 4 the symbol of a rally where amateurs could still claim victory over official teams.

### **Ten thousand miles in a Renault 4!**

Michèle Ray, Eliane Lucotte, Betty Gérard and Martine Libersart: four young women tackling a continent. Ten thousand miles separate Ushuaia, Tierra Del Fuego, and Anchorage, Alaska, along the entire American continent. This was the distance driven in two 4Ls by four Parisian women in 1965. Over four and a half months, the two teams braved regions as tricky and varied as the Andes, the Amazonian rainforest and the Utah salt desert before reaching the icy rock slopes of Tierra Del Fuego, demonstrating the sturdiness and agility of the Renault 4.

### **"Routes du Monde"**

In 1966, Renault launched the "Routes du Monde" programme, in association with the French Society of explorers and travellers. This programme consisted of organising theme-based expeditions for six to eight teams of young people between the ages of 18 and 25 driving Renault 4s.

Candidates were required to submit to a jury a travel project on a particular theme, taking them anywhere in the world. Every year, between 150 and 200 applications were received. Renault lent out its cars for a period of one month to a year or even more, offering courses in mechanics, cinema and photography on top. The programme lasted until 1984.

## **The Renault 4 involved in the present**

### **4L Trophy**

In a remarkable phenomenon, young people in the early 21st century have also elevated the Renault 4 to the status of a symbolic icon of freedom. The 4L Trophy has certainly played its part in this. Launched in 1998, this race sees 1,200 teams of students compete in a 4,000-mile navigation trial taking them from Paris to the south of Morocco. Most of the cars used have clocked up many years and thousands of miles already. The magic of the Renault 4 can thus still be seen: an adventurer, driven everywhere, in sand and over rocky ground. The Renault 4 is so reliable that it never really breaks down - the teams of amateurs taking part in the race manage to get along with the resources they have on board and rejoin the camp every night... What other car is still able to do all of this, 50 years after its launch?

### **4L International**

Launched in 2009, the 4L International meeting brings together hundreds of Renault 4s in Thenay, France. Participants arrive from all four corners of the world, most often behind the wheel of a Renault 4. They come

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to meet other enthusiasts and find rarities, as well as to test the capabilities of their own Renault 4 (dirt track racing, agility courses, etc.).

Boosted by the success of its first two editions, the organisers and 4L Magazine, which partners the event, are expecting several thousand participants on the 15th, 16th and 17th July 2011 to celebrate the Renault 4's 50th birthday (for information and registration: [www.4linternational.com](http://www.4linternational.com))

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## Appendix 3

### Renault 4, the Blue Jean Car

*The "blue jean car", this new automobile philosophy developed by the visionary Pierre Dreyfus, gave birth to the iconic Renault 4 which has demonstrated the relevance of this leap forward for 50 years.*

#### **A ready-to-wear line**

The first studies for the Renault 4 began in 1949 with Project 109, a direct descendant of the 4 CV that was slightly more spacious and more powerful. However, it was slow to catch on and in September 1952, the research engineers began a second study on a vehicle to replace the 4 CV, focusing on two essential conditions. First, there was the need to design a four-seat car whose performance and fuel consumption were similar to those of the 4 CV. Second, the retail price was set at 300,000 Francs. Renault's market research departments insisted on the necessity of offering the future model in several versions, particularly a "*saloon for the masses, a semi-utilitarian model and a utilitarian model*".

This guiding principle drove the engineers to the conclusion that the 4 CV's architecture--and in particular its rear engine--were incompatible with the notion of a utilitarian model. To solve the problem of the three versions, Picard became interested in creating a platform-type chassis with an as-yet vague notion of interchangeable bodies. The abandonment of the integral body—a feature considered crucial to lightening bodies and lowering production costs—was accompanied by a revolution in body design: the possibility for customers to outfit their cars at the dealership! This *automobile ready-to-wear* policy would have Renault sellers install the components which distinguished the saloon, semi-utilitarian and utilitarian models at the customers' request. The concept would even enable customers to have a whole automobile wardrobe in their garages--and why not create a body rental system or a standard exchange program for new and used models! All these ideas were explored, especially since emerging plastic materials could become the ideal substance for these à la carte bodies. The last and certainly not the least significant point was the choice of "*mechanical assembly*". The assembly, wrote Picard, "*must be able to be removed and swapped out, which would lead to the adoption of the front-wheel drive option*".

It was only in 1954 when Pierre Lefaucheux made the decision that the project was finally industrialised, becoming the Dauphine in 1956. This is when the 1952 preliminary project shifted into the research phase under the designation Project 112; its goal was to indeed replace the 4 CV!

#### **"Make me a space!"**

The accidental death of Pierre Lefaucheux on 11 February 1955 and the appointment of Pierre Dreyfus to the head of the Renault Board on 27 March had a very big impact on the 4 CV replacement project. As a high-ranking civil servant at the Ministry of Industrial Production and Vice-President of the National Board since 1948, Dreyfus knew Renault inside and out. On 2 January 1956, Dreyfus hired Yves Georges to work in the research department with Picard. More than a confrontation between a young Polytechnique graduate and an experienced engineer from

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Arts & Métiers, this appointment reflected a more scientific approach to research, "*the predominance of calculation and projections over pragmatism and testing*".

While Picard relegated himself to a lesser role, Georges and Dreyfus undertook a fertile collaboration, reconciling and synthesising the theoretically different ideas of the intellectual and the engineer. Dreyfus approached automobiles with the eye and analytical framework of a sociologist. Dreyfus said he was struck by the fact that Renault sold cars "*for urban dwellers only*", city cars, in sum, whereas Citroën was making cars for the fields. Dreyfus also questioned the conformity of automobiles, to the point of resolutely arguing against it: "*Cars should no longer be chairs and a suitcase. Make me a space*," he told Georges.

Dreyfus wanted a car suited to a society that was changing dramatically--in France and in the countries that would soon become partners in the Europe of Six. People everywhere were leaving the countryside behind in a vast movement in which modernity began with rural exodus. These new urbanites did not come to town centres; they headed to new urban quarters that were starting to expand and morph into suburbs. It was a new world where the working population was becoming denser and a new middle class was burgeoning. Suburbs became a new place, part urban and part rural, like a city in the country. The movement was perfectly anticipated by Dreyfus: it was the end of city cars being dramatically different from country cars; the time had come to invent multi-purpose cars. But the notion of flexibility was not limited to place. The expansion of living areas and the lack of mass transportation networks led to the pre-eminence of the automobile. Cars had to play a professional role from Monday to Friday then fulfil the leisure needs of a family on weekends and holidays. There was one final development--a slow but significant one--that became more pronounced over the years: the role of women in society. With full employment, the addition of a *second salary* shook up social categories and family structures. It also sped up consumption, including car consumption. The product was duly adopted by women: not only did the number of driving licenses finally start to balance out between the sexes, but women also began using automobiles, so much so as to play a decisive role in their purchase.

For Dreyfus, the car of the future would be predicated on versatility: it must be a car for the country and the city, for the workweek and the weekend, for work and play and for men and women. This is where the label of "*blue jean car*" would take on its full meaning.

### ***Blue jean car and technical revolution***

The "*blue jean car*" broke with conventions just like its namesake "which you can wear in any situation if you do away with the pretensions of snobbism and social conformity," Dreyfus explained, "[a garment] that will do anything for you, that you can take everywhere, that is not expensive and that you can replace without feeling lost..." A work pant made from indestructible denim cloth, jeans were in turn the stuff of overalls distributed to New Deal workers in the United States, widely worn trousers and then a fashion sensation for students and artists before becoming a staple in women's wardrobes. More rebellious than revolutionary, both unisex and egalitarian, jeans were as much the uniform of James Dean and Marlon Brando as the preferred bottoms of the hippies who co-opted them with personal touches like embroidery or bell bottoms.

The automobile world would have its own jeans. Pierre Dreyfus, revisiting Study 112 in 1956, would be the one to name their price. It would be 350,000 Francs and not a penny more! The message was so clear that the designers simply began calling the project "*the 350*". It goes without saying that a car study that began with a price was a highly unusual method at the time. This imperative begat the idea of keeping the Dauphine's 747 cc engine and gearbox. The interior

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fittings would be sparse: the 350 was going to be inexpensive because of what it did not have. As for design, it was not a priority. Dreyfus himself defined the limits: the 350 should be less ugly than its direct competitor, but not nearly as appealing as the Dauphine.

To make the car versatile, the first idea was the flat floor, which made loading easier. This naturally led to three other features: the lack of a rear end panel, the maximum lowering of the loading sill and the rear opening of the car via what was then dubbed "*the service door*", the future tailgate. This startlingly new architectural framework shook up the technical culture at Renault (coming right after the launch of the utilitarian Estafette in 1959, the Renault 4 was the first front-wheel drive saloon from Renault) and the whole automobile landscape: in fact, Renault was inventing a dual-compartment body consisting of an engine area and a boot/passenger cabin area that functioned as one. The interior space could then evolve according to needs by folding down the rear bench seat, converting the car to a utilitarian model or a utilitarian version to a family car.

To respond to the need for a car as sturdy, go-everywhere and indestructible as *denim cloth*, Renault opted for independent torsion bar suspensions which offer generous clearance, making it possible to drive on dirt roads or national motorways. While *jeans* required no pressing, the 350 would have no maintenance demands either: no more lubrication points and water levels to monitor (thanks to the creation of a sealed cooling circuit). With its expansion chamber (a Renault innovation) to collect the excess liquid dilated by temperature, the cooling system worked as a closed circuit to prevent losses and refills. This freed Renault 4 owners from worrying about the fluid level; the added bonus was that they no longer had to add antifreeze in the winter. This also meant the end of lubrication concerns because the joints were protected by air-tight bellows. At a time when many automobiles still required lengthy maintenance routines, the new Renault heralded the era of hassle-free cars...

### **Marie Chantal sends her regards**

Since the Auto Journal affair and the hunt for DS prototypes, car manufacturers conducted their tests under a veil of extreme secrecy. The cars were sent to locations as far away as possible with myriad precautions. Louis Buty's testing team was responsible for taking the Renault 4 prototypes to the four corners of the earth to test their sturdiness and fine-tune their design. To avoid raising suspicion, inside and outside the plant, it was agreed that the car would be referred to as "Marie Chantal". This yielded laconic telegrammes such as "Marie Chantal and the kids send their best wishes to their parents" dispatched from remote lands without any allusions to testing work or incidents along the way.

And yet there was no shortage of adventures. The most famous would definitely have to be the episode in which Pierre Dreyfus sent the Renault 4 plunging to the bottom of a ravine in Sardinia. This incident, which could have been serious, was concealed from the entire Renault staff and forced Louis Buty, Pierre Dreyfus's unlucky passenger, to invent a colourful story about an accident in Italy to explain the numerous stitches on his face and his slipped disc. Pierre Dreyfus set the public record straight a few years later when he awarded him the French National Order of Merit.

### **"Take the wheel!"**

In June 1961, a caravan of tarp-covered trucks carried prototypes of the future Renault 4 throughout France to present the newest addition to the family to dealers in the Renault network. Several meetings were held at the rate of one per commercial zone; each time a private facility

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was rented with security provided by the Gendarmerie! The 3,500 brand representatives received a comprehensive file which presented the car inside and out. As for the general public, it was a whole other Renault that visitors encountered at the Paris Auto Show which, at the time, was still held in the grandiose Grand Palais.

In parallel to the exhibition a major promotional operation hit the streets of Paris: "Take the wheel". Some 200 Renault 4 cars were made available to motorists who wanted to test drive it. The event was a success with nearly 60,000 Parisians taking turns at the wheel to get to know this brand new car. It was new for its shape, for the technical solutions it employed and, most especially, for the concept it promoted: urban but not snobby, utilitarian but not rough. The new Renault 4, offered in four versions (R3, R4, R4L, R4L Super Confort), was able to adapt to any setting and any lifestyle...

### The 4L generations

Produced from 1961 to 1992, the Renault 4, today generally referred to using the generic name 4L, accompanied three generations of customers, which were obviously different and varied just like *blue jeans* themselves, which transitioned from working tools to a symbol of youth before becoming widely worn trousers. Throughout the 1960s, Renault 4 owners were buyers won over by its dual-compartment design and unparalleled interior roominess. It was a daring choice that saw Renault steer away from the 4 CV replacement market. The brand set a new tone, retaining nothing but the product's rustic appeal: the Renault 4 exuded simplicity thanks to its modest equipment and far-from-dull colours, features which helped it achieve a competitive retail price.

Like *Levis jeans*, the little Renault came with numbers, R3 or R4, which provided a way to better adapt to customer practices and offer slightly different cuts: the R3 and its absolute minimalism with just four windows or the R4 and its guaranteed sobriety, but with additional side windows to evoke a limousine (in theory)! The R4 Super represented the Billancourt version of luxury, with a rear tailgate which opened downward and a rear window designed to slide into the tailgate.

#### From common origins to customisation

The Renault 4 established the concept of *cars as working instruments*. White or grey for skilled contractors, dark blue for the Gendarmerie, sky blue for EDF-GDF and bright yellow for the postal service: the Renault 4 wore the colours of its employers without undermining its hardworking spirit, much like *blue jeans* which, thanks to their sturdiness, began to replace canvas overalls and coveralls at work sites. But in 1963, it added a Parisienne version: black *jeans* with wicker-patterned pockets, the last touch of versatility to ensure women finally had a car of their own.

The next generation was the 1970s. Access to automobiles slowly opened up to young people, boys and girls alike in the unisex spirit that defined the times. The Renault 4 was liberated. More than ever, the Renault 4 remained the *blue jean* car. The always-in-style *jeans* were also shifting from indigo blue to faded hues. And the rate of change gathered speed. As the former *default worker's garment* was festooned with *peace and love* embroidered symbols and bell bottoms, the Renault 4 became the cult car of a curious, different young generation of carefree hippies. The mood was expressed in song by Michel Fugain and his Big Bazard band to the tune of "*C'est la Fête*". It was rich symbolism which foreshadowed *the lifestyle car*.

The Renault 4 of the 1980s stayed true to the image of *jeans*, worn by the young and the less young, men and women, at work and at play, regardless of the season and the country. The democratisation of the Renault 4 kept pace with *jeans* as they became commonplace—or even universal. The Renault 4 was no one's car because it was everyone's car: it crossed all age groups

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and social categories and adapted to every culture. A global car, but not referred to as such because the word did not yet exist! And because *denim* pairs with a variety of looks, the Renault 4 also mixed things up with its new series. It was inspired by pleasure (Safari), environmentalism (GTL), fashion (Jogging, Sixties), youth (Carte Jeunes) and even history (Bye-Bye)!

But the story ended in 1992. Nearly two decades later, the Renault 4 is still a feature in the automobile landscape, where there is a purpose or a passion for everyone: very active clubs are flourishing all around the globe and the numerous surviving models are restored, modified, entered in rallies (including the quintessential 4L Trophy) or simply used every day by several generations of "*trelleurs*".

The 4L has become a timeless cult favourite. The *blue jeans* of the car world!

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## Appendix 4

### Renault 4, an International Destiny

Pierre Dreyfus drove the point home as soon as he became President of the Renault Board in March 1956: the company should eventually export 50% of its production. In the short term, Renault used the brand's latest model, the Dauphine, to conquer foreign markets. It was a success, despite a disappointing commercial adventure in the United States. The Renault 4, where Pierre Dreyfus's influences were very visible, was intentionally designed to drive this international ambition, becoming Renault's weapon of conquest. But on one condition: that its innovative concept please the market. *"It is obvious that we must sell the Renault 4 abroad; that is one of the essential goals of this model,"* announced Pierre Dreyfus in October 1961.

#### The R4 in the Common Market

Pierre Dreyfus had a sense of history. He was a committed European who had completed some of his studies outside France and understood the political and economic necessity of European *rapprochement*. The signing of the Treaty of Rome in March 1957 was for him *"a major event capable of overcoming the errors of the past and inventing new philosophies"* which gave birth on 1<sup>st</sup> January 1958, to the Common Market. Its implementation was gradual: over a 10-year period customs duties were lowered by 10% each year among the six partners, France, Germany, Italy and the three Benelux countries. Pierre Dreyfus was unequivocal: *"It would be an honour for Renault to extend beyond its borders and be a driving force in the construction of the Common Market"*. The fact remained that such a change in markets required significant, costly efforts, starting with a commercial introduction strategy. Distribution networks were not all at the same level: Renault could only count on the Benelux countries in the immediate future. The brand had been present in the Netherlands and Belgium since 1904 and 1908 respectively then it built sales subsidiaries in 1922 and 1928 with the Agence Commerciale Belge des Automobiles Renault, which also handled sales in Luxembourg, and the Afdelling Holland in The Hague. The situation was less straightforward in Germany and Italy where the post-reconstruction phase was complicated. Although Renault had established a sales subsidiary in Berlin in 1903, Renault Automobiles AG, the division between West and East Germany turned the tables: Renault had to reposition itself solely in West Germany and rebuild a network around a new subsidiary located in Cologne in 1960 (and later moved to Brühl), still named Renault Automobil AG. Thus Renault's reorganisation came somewhat late in the game, which meant all of its hopes were pinned on the Dauphine and soon thereafter on the Renault 4 to make headway in a market largely dominated by the Beetle. Renault was confident on this front because the Renault 4 was so different from the Volkswagen that it was not in competition with it. That left Italy. With a very minor presence in Italy because of Fiat's dominance, in 1958 the Board signed a collaboration agreement with Fiat's major competitor, Torino-based Alfa Romeo. This company shared with Renault the status of a nationalised manufacturer. The agreement was very ambitious because Alfa Romeo sellers would sell Renault cars in Italy just as the Renault network in France would distribute Alfa Romeo. The urge to take on Fiat even drove Alfa Romeo to offer up its plants to assemble the Dauphine, in eager anticipation of the Renault 4, which had been presented to Alfa Romeo before its market launch!

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All of this explains that the Renault 4 arrived in October 1961 at a time when Renault was structuring its commercial positions in the countries of the Common Market. The impact was immediate. In 1962, Renault had a portfolio of 7,500 orders for the Renault 4 in France and nearly 5,000 in Europe. Germany accounted for 1,400 cars, with an average order rate of 65 per day; meanwhile 2,280 were expected for delivery in Italy with 80 orders per day. The Benelux countries were also significant contributors with 90 combined orders per day. The rate of production at Île Seguin had been set at 400 cars per day given the still incomplete tooling of the line, but it had to quickly ramp up to 500 per day to satisfy the demands of a Europe that was visibly the big market for the Renault 4. This market expanded with the democratisation of automobiles and the development of customer bases, a structuring element in the 1960s and 1970s. This market took full advantage of full employment and salary increases, as well as the emergence of the middle class and the emergence throughout Europe of a young generation for whom escape and travel were a way of life. The Renault 4's markets then benefited from the expansion of the EEC to Denmark, Ireland and the United Kingdom and later to Greece, Portugal and Spain. Renault even managed to break into the tightly sealed Eastern Europe which was nevertheless accessible thanks to the goodwill of Yugoslavian authorities which consented to import the Renault 4 and later even to manufacture them and sell a few units in its neighbour countries.

### **From exports to local assembly**

The Renault 4 won over customers in the Mediterranean countries with Italy leading the way. Renault's growth was impressive because the brand achieved a market penetration rate of 3.8% by the end of 1962, which was equal to the shares of Alfa Romeo and Lancia. But Alfa Romeo refused to step up production of the Renault 4 and decided to create a second distribution network to separate its customers from those seeking to buy the Renault 4. Renault had to hastily train small garage owners who were frightened by the ins and outs of modern sales and after-sales processes. Moreover, legislation introduced in 1963 drastically reduced sales: they fell from 100 to 40 per day. Lawmakers approved a new tax calculated according to a car's length and footprint! Suddenly, the tax on the Renault 4 rocketed from 30,000 lire, which was originally equal to the tax on the Fiat 500 and 600 models, to 62,000 lire! Renault tried to persuade the Italian government that a 4L produced by Alfa Romeo which, moreover, was manufactured in a plant owned by the government's industrial holding company, was an Italian car and that this legislation was harmful to the nation's economy. But nothing changed and a divorce was inevitable. Here Europe revealed itself, shedding light on the complexity of a union in a competitive environment as well as the challenge of overseas assembly. Nevertheless, this was indeed the industrial solution that Renault would have to explore for the future because many countries limited their imports to force auto makers to assemble their cars in-country.

This was notably the case for Spain, where automobile imports were strictly prohibited. But Renault was lucky because it got started there in 1953 with the construction of a factory in Valladolid, FASA. The Renault 4 became the car that would change the face of internationalisation for Renault.

The Renault 4 was first assembled with the industrial mechanism in place, which ensured that the Dauphine could be built in Spain. Its success was such that Renault had to quickly consider new solutions in terms of sheet metal and engine plants. A development plan was implemented to create a mechanical company, FACSA, and a bodywork company, FAMESA. The financial constraints involved forced Renault to request support from Banco Iberico and to call on its Swiss financial subsidiary, Renault Holding, to provide 200 million pesetas between 1964 and 1965. While the event enabled Renault to take financial control of FASA, more important was the fact that

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it forced the manufacturer to copy the industrial tool that had been put in place in France. FASA became a full-fledged component of the production system just like the Belgian plant in Haren which also began making the Renault 4. The success of the 4L redrew the borders of Renault and foreshadowed the outline of the future Europe.

### **A globalisation pioneer**

Contrary to the forecasts made for Project 112, the Renault 4 met with success well beyond the bounds of Europe. While the prototypes were tested on the hot African trails of Guinea and the frozen roads of Minnesota, these efforts were intended more to seek out extreme conditions of use than to prepare the Renault for these specific driving conditions. As early as 1961, Pierre Dreyfus began asking the sales division about selling the Renault 4 in the United States. Opinions were so divided that the decision was put off until 1962 when the idea of selling the Renault 4 in Canada was about to become reality, knowing full well that a launch in Canada opened the door to the United States! But for lack of an adequate after-sales network, the decision was again delayed.

It was in Latin America that the Renault 4 was wildly successful. From 1950 to 1967, Renault adopted a very structured approach to developing its business on this continent, which it felt was destined to become a single market, particularly when several countries negotiated the *Andean Pact*, which would lead to the creation of *Mercosur* 30 years later. With Argentina, Chile, Brazil, Colombia, Mexico, Peru, Uruguay and Venezuela, Renault had eight factories, which was reduced to seven when the manufacturer had to exit Brazil in 1968. They covered all of this continent whose customers were close to European, and especially Hispanic, culture, preferring to buy something French rather than something American, if only to show their hostility to *U.S. imperialism*. There were real political underpinnings, particularly as Renault announced in 1960 its intention to build a plant in Cuba for the Renault 4 (the idea was quickly abandoned out of fear of the consequences of having assets in Cuba at a time when Renault was shipping 500 Dauphines per day to the United States)! Thanks to all these facilities, the Renault 4 was at the heart of an industrial structure that was highly innovative because of its complementarity: Chile supplied gearboxes to Colombia and Argentina, which in turn received bodywork parts from Chile. As for Colombia, it handled all the universal joints for these models and manufactured engines; it shipped them to Chile and Argentina, receiving gearboxes and bodywork parts in return. Renault pursued a policy of shared development. It would grow its own sales first, but also foster growth in the countries where the company did business. This was reflected in Renault's approach of entrusting foreign plants with the production of *important parts and components* like engines and gearboxes. This is precisely what the Americans refused to do in order to maintain control of their production and keep a firm hand on faraway plants and economies. What remained was for the Renault 4 to become a major presence in the South American automobile landscape with nearly 25% of the model's global production!

The internationalisation of the Renault 4 revealed another facet of the brand and product's history. The Renault 4 played a role in the development of young countries--the ones comprising the *Third World* and the nations which emerged after decolonisation. Renault contributed to the industrialisation of North Africa and Sub-Saharan Africa by helping to build car plants, which were the starting point for a broader industrialisation policy: this was the key to true independence. Steelworks and mechanical, chemical or textile industries were all economic sectors that could emerge once local businesses began fulfilling the role of automotive suppliers and subcontractors. This model allowed Renault to have a presence in Algeria, Côte d'Ivoire, Madagascar, Morocco, Tunisia and Zaire. The political engagement does not hide other factors that were far more

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economic and financial. For tax reasons, and particularly in an effort to limit import duties which were increasingly high in the 1960s and 1970s, the Renault 4 was assembled or manufactured (meaning it used more or fewer locally made components) by industrial firms working under contract. Therefore, in several countries the 4L was produced in *independent* plants and sometimes alongside vehicles from competing brands. This was especially the case in the former British colonies of South Africa, Australia and New Zealand.

These vastly different examples point to one common conclusion: before the word *globalisation* even existed, the Renault 4 responded to common goals of mobility; the need for simple, practical transportation solutions; and essential notions of cars as tools. The Renault 4 proved to be an international car with a presence on every continent. There was perhaps one hold-out: the model's presence in Asia was weak. It suffered from very strong local competition and the lack of a Renault structural presence in this part of the world until the end of the 1980s, and perhaps an imperfect adaptation to different markets where two- and three-wheels were the rule. Nevertheless, between 1961 and 1992, the Renault 4 became a blueprint for a global vision of automobiles, making it recognisable across the world and even the symbol of a certain kind of know-how and attitude.

## Renault 4 Production throughout the World

### At ease anywhere

The new spearhead of Renault's international strategy was the Renault 4; could it really claim to be the "universal car" that every manufacturer dreamed of?

Apparently, the answer was "yes" thanks to the impressive versatility embedded in its genes. Moreover, its moderate price helped it reach all customer groups; its removable bodywork and sturdy platform facilitated its transportation and changes to its body. These are the reasons why the Renault 4 is the most produced French car (more than eight million units) and above all the most distributed internationally.

### Built and sold on all five continents

Depending on the location, the model's distribution took rather different forms. In Europe, the Renault 4 was dispatched from the production site in completed form. For destinations further afield, the cars were sent out in the form of CKD (*completely knocked down*) collections; they were assembled locally, sometimes in very small units. Sometimes a manufacturing licence was granted to the producing company, which was distinct from Renault. The authorities often defined an "integration rate", a proportion of parts that had to be manufactured on site. The incomplete assemblies or "small collections" were shipped, making it possible to create work for local industry.

The Renault 4 was assembled in 27 different countries—a record—and markets where it was not sold were few and far between. Of every 10 cars sold, six were outside of France and five were made abroad. Over the course of its life, the Renault 4 took on every task: taxis in Colombia or Madagascar, police cars in Yugoslavia, shopping in Buenos Aires, ambulances in Mexico, mail delivery in Denmark or roadside assistance in Spain.

The Renault 4 supported the company's export ambitions which were tirelessly promoted by Pierre Dreyfus. Later the Renault 4 would cede this role to the Renault 12, but it was still overseas that it ended its career.

### Renault 4 production outside France

Touring the Renault 4's production sites is an invitation to a journey over five continents.

#### Europe

##### Belgium

Present since 1922, Renault built a site close to Brussels in Haren: a storage hangar that in 1926 would become the company's first assembly plant outside France. Although modest at the time of liberation, the assembly functions would eventually relocate to increasingly large facilities. Beginning in 1958 the site found a purpose, which was to supply Benelux countries and other European markets or even the booming American market. The plant, which became Renault

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Industrie Belgique in 1971, manufactured more than one-tenth of the company's total production in the 1970s.

The Renault 4 began rolling off Belgian production lines in 1961 and continued to do so through 1980. The local workforce's reputation was well established and it was "Belgian quality" Renault 4 cars that had the honour of serving certain demanding customers like Germany. For more than 15 years, the Renault 4—including the van—was the most produced car in Haren (the Renault 5 would surpass it in 1978) in addition to being a bestseller in Belgium. It was a part of the national automobile landscape: the Renault 4 was delivered to the roadside aid organisation Touring Secours, the Gendarmerie, the postal service, the Telegraph and Telephone Company and so on.

Specific characteristics of Belgian versions:

Intended to meet demand in the EEC, the "made in Belgium" Renault 4 was hardly different from the cars manufactured at the Île Seguin plant, except for the engine. However, in the 1970s, whilst the "4 windows" version of the Renault 4 had been abandoned in France, a Renault 4 "B" saloon version stayed on the Haren production line alongside the 4L with six windows; intended for government agencies and fleets, it was confidentially distributed in France under the name "Renault 4 Commerciale Grande Société". In Belgium, the "B" remained in the catalogue as a passenger car alongside the 4 TL until the late 1980s. Furthermore, like other countries, Belgium produced its own limited editions like the "Shopping", 350 units of which were released in the spring of 1982.

### **Italy**

In October 1958 Renault signed an agreement with Alfa Romeo; its terms stipulated that the Milan-based manufacturer, which was a state-owned company like Renault, would be able to assemble Dauphine cars under licence at its Portello factory and sell them in its network. For Renault this was the only way to penetrate the most protected market in the young European Community. March 1962 saw the creation of SAM (Sviluppo Motorist Meridionale: [Company for] Automobile Development in Southern Italy). This Franco-Italian structure was intended to distribute the Renault product range in the peninsula and to encourage industrial growth in the Mezzogiorno. The Renault 4 would in fact be assembled at Pomigliano d'Arco near Naples in a barely modern pre-war plant. Production of the Renault 4, sold with the 845 cc engine in "4" (four windows) and "4L" (six windows) versions, began in December 1962. The Italian version could be recognised by its Alfa Romeo Giulietta rear lights and its small indicators on the front wings.

This strategy initially paid off: thanks to assembly, sales of the Renault 4 doubled between 1962 and 1963. Unfortunately it was just a flash in the pan: the Italian government soon instated a tax based on the fiscal rating and the length of a car. This was obviously a disadvantage for the Renault 4 compared to its small Italian competitors. This weakened the partnership with Alfa Romeo and production ceased in early 1965. Joint distribution became a theoretical fact and Renault Italia had to patiently rebuild a proprietary network. Luckily sales bounced back quickly. At the end of the 1970s, whilst distribution of the Renault 4 slowed in some countries, in Italy it continued to increase, peaking in 1980 with 40,238 units sold! As proof of this continuing success, in the spring of 1985, Renault Italia ordered from Car Système Style (Redon) 600 "JP4" cars, an original leisure vehicle build on the shortened platform of the Renault 4. The cars were to be marketed by the Italian subsidiary under the name "Frog". One of them was even used by Iliona Staller, the famous "Cicciolina", during her parliamentary campaign in 1987.

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## Spain

After the war, the Spanish car industry had to rise from its ashes. To promote the construction of sites on Spanish soil, the government introduced prohibitive customs duties and imposed a rising level of integration on fitters. Renault jumped into the fray just after SEAT. In December 1951 it created F.A.S.A. (Fabricación de Automóviles Sociedad Anónima), a private company in which Renault held only a 15% share. It chose Valladolid, to the northwest of Madrid, to build a small, modern plant where it began producing the 4 CV in October 1953. After licensing the Dauphine, the Renault 4 rights were granted to FASA, which turned out the first models at Valladolid at the end of 1963. Nicknamed "Cuatro latas" (four gears), the Renault 4 already accounted for one-third of production in 1964. The country's low equipment rate (one car for 48 inhabitants) made it a very attractive commercial draw. By 1970 Renault would have no less than 25% of the market.

FASA and Renault's subsidiary in Spain, Renault España S.A. (R.E.S.A.) merged at the beginning of 1965 and Renault's share in its equity gradually rose to over 50%. The local facilities quickly became the target of massive expansions. On 1<sup>st</sup> July 1965, FASA became a subsidiary of the Renault Authority and took on the name FASA-Renault. The Spanish Renault 4, which accounted for 50% of Valladolid's production at the end of the 1960s, was equipped with the 845 cc engine from the Dauphine, which was already made on the premises. When it was launched in 1964, its utilitarian version met with the same success. Beginning in 1970, the subsidiary began building a high-roof version that was incorporated as-is (with its special fenders, rims and engine) to the French product range in the 1973-1975 model years. Like Haren, FASA was on its way to becoming a decentralised operating site subsequent to a legislative change that occurred in 1972: industrial partners could now enjoy a 50% integration rate provided that two-thirds of their production was exported. This is how the Spanish Renault 4 found its way to Portugal, Columbia, Venezuela and Mexico... It held out nearly until the end of the model's career on the lines at Valladolid, with volumes that were anything but inconsequential: 403,213 saloons between 1963 and 1989 and 396,704 vans through August 1991.

Particular features of Spanish Renault 4s:

Limousine:

- 1964: Introduction of the 4L model; 12-volt electrical circuit; rounded bumpers with chrome-plated guards. Through 1975 the Spanish retained a decorative rim around the rear license plate similar to the first models in France.
- 1965 models: New version of the 4L Super with separate seats and nicer upholstery.
- 1967 models: Bumpers and indicators similar to those of the Renault 8.
- Beginning with the 1968 model, the Renault 4 Super was fitted with the 852 cc "Sierra" engine with five crankshaft bearings (a variation on the Renault 8 engine) and a four-speed transmission. Front seats like the Renault 8. New instrument panel and new radiator grille (like in France), but addition of "devil horns" and armrests on the doors. The 4L model kept the 845 cc model for another year. Through 1977, the "basic" 4 models featured the old bonnet with the "little mouth" which made them look like the very first versions.
- 1974 model: Introduction of pierced rims.
- 1975 model: Matt black plastic radiator grille (like in France).
- 1976 model: The Super took the name "TL".
- 1978 model: R5 TL steering wheel. Bumper similar to the ones on the French model.
- 1980 model: Only the TL was still available.
- 1981 model: Assembly of the 1,108 cc 38 HP engine introduced in France in 1978 on the GTL; front disc brakes.
- 1982 model: New instrument panel.

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- The last models could be recognised by their rubber-like side moulding strips and, after 1987, by their rims like those on the R5 GTL, which were also fitted on the van.

Vans:

- Engines and construction details like those of the limousines, sometimes adopted later (852 cc engine in 1969, small-mouth radiator grille up to and including the 1976 model).
- Available in three versions: "F" (panel van) and "FS" (high-roof van) from 1970 and "FSA" (high-roof and glazed, with wheel hubcaps) from 1972. Note that the F6 extended van was built in Spain beginning in 1981 in its panel and glazed versions, leading to the disappearance of the high-roof F4.

### **Portugal**

In late 1963, Renault also opened an assembly plant in Portugal. Named "Industrias Lusitanias Renault" (I.L.R.), it was located in Guarda, 250 kilometres northeast of Lisbon. Although from 1<sup>st</sup> January 1964, the authorities banned the import of complete cars, CKD parts circulated freely, to the benefit of local labour. FASA provided 75% of the funding for the ILR factory, whose surface area tripled over 10 years. The Renault 4 and the van launched the facility and, until 1973, made up a good half of production, which at the time meant 6,000 vehicles a year. The "Catrella" then had to take a backseat to the Renault 5, but its production continued through the end of the 1980s. In the meantime, Renault Portuguesa S.A. (the structure that replaced ILR in 1980) became a significant company, helping to create a robust "Iberian division". Other plants came to complement the Guarda factory and part of the production was re-imported into France ("Lusifrance" vehicles).

Particular features of "Guarda" Renault 4s:

Initially, the Renault 4 vehicles produced by ILR were fairly similar to the French models although many of the parts were supplied by local companies. From 1971 to 1976, the Portuguese 4 versions followed the lead of the Spanish ones with which they shared the "C" type 852 cc engine. In 1973, they were given the name "Renault 4 LC". In 1976 a new R1123 version appeared which copied the French 5 HP Renault 4 with the 845 cc "B" (Billancourt) engine.

### **Ireland**

In the 1960s, selling cars in Ireland was a gamble. The market was dominated by the British (which had a 60% share) and all sorts of duties which prevented vehicles from penetrating it. Therefore the majority of cars sold were assembled in-country. Since 1958, Renault cars had been made in Naas, close to Dublin, by Motors Manufacturers and Distributors Ltd., which also handled distribution. In 1963, imports were entrusted to the Smiths group, which would also begin assembly two years later at a small plant in Wexford. Renault had begun at an extremely modest level but had won 9.5% of the market by 1977. Starting in 1962, the Renault 4 (touring and utilitarian) was the kingpin of this success: it accounted for half to two-thirds of all Renault cars manufactured in Ireland. From 1966 to 1980, between 2,000 and 5,000 units were produced each year. Local assembly began a steady decline in 1973 when Ireland joined the Common Market: the preferential scheme applied to CKD was slated for elimination in the medium term. Renault began to scale back and in 1977 Wexford became the only plant that assembled the Renault 4. Their production, which had become unprofitable, came to an end in 1984.

### **Yugoslavia**

After legislation was relaxed in 1964, Renault was able to import and sell between 2,000 and 5,000 cars a year in Yugoslavia to customers holding foreign currency. In light of this success, Renault considered for a time assembling the Renault 4 and 16 TS at the Ikarus plant, which produced motorcoaches, but it was in Ljubljana, the capital of Slovenia, that the range would be assembled starting in November 1969, at the "Titovi Javodi Litoštroj". In September 1972, Renault signed a new agreement with I.M.V. (Industrija Motornih Vozil), which owned a modern assembly plant in Novo Mesto where Adria caravans were produced for export to Europe. Production was initially limited to the Renault 4 and 12, but grew quickly. Renault thus became the number two manufacturer in Yugoslavia after Zastava which had long been assembling Fiat models. Between 1973 and 1992, the plant produced 575,960 Renault 4 cars and focused its production solely on that model from 1976. After the Billancourt plant closed in 1987, IMV supplied between 9,000 and 20,000 cars per year to the European market. Sold to the Renault Group in 1988, the factory was christened Revoz D.D. Very popular in the former Yugoslavia, the Renault 4 was affectionately nicknamed "Katrcica" (Catherine).

### **Greece**

The particular context of the Regime of the Colonels meant that the Renault 4 would not be assembled in Greece as intended by the project hatched in 1971. In order to get round a restrictive tax system, from 1980 to 1985 MAVA assembled some 3,500 units of a successful reinterpretation of the Rodeo known as the Farma, a multipurpose polyester vehicle available in canvas-roof and van versions. Approved by the Renault design department, the vehicle was distributed and maintained by the network.

### **Africa**

#### **Morocco**

In the early 1960s, Renault led the Moroccan market. In August 1966, SOMAR (SOciété Marocaine des Automobiles Renault) received authorisation to oversee the assembly, alongside other makes of vehicles, of Renault and Saviem cars by Société Marocaine de Constructions Automobiles (SO.MA.C.A.). A semi-public company founded in 1959 by Simca and Fiat, SOMACA managed a plant at Aïn Sebaa in the suburbs of Casablanca. In 1971, the company installed its own assembly line in the country; the production of this Renault Morocco plant reached its peak in 1975 with 13,000 cars. At that time, some 33,000 Renault 4 saloons and 11,000 vans had already been assembled in Morocco. The star of the late 1970s was the Renault 12, but the elder statesman proved resistant, as it continued to come off the assembly lines until 1994, a few months after it was abandoned by the other country that was still producing it, Slovenia!

#### **Algeria**

In the 1950s, Renault held 30% of the local market. In June 1959, it decided to assemble vehicles there. The CARAL (Construction des Automobiles Renault en Algérie) was created to this end and in November 1959, Pierre Dreyfus laid the first stone of the "Maison Carrée" plant in the town of Harrach, near Algiers Dauphine production began there in January 1961. After independence, a quota was applied to the import of complete vehicles. The company was obliged to focus entirely on assembly, which it did for the Renault 4 and Renault 8 (in equal numbers), the Renault 4 van version and other utility vehicles. The plant underwent a major expansion in 1969-1970. Renault then covered 80% of the passenger car market in the country. In 1969, for every 11,290 cars produced, 4,230 were Renault 4s and 2,435 Renault 4 vans. But the mood soured and Algerian authorities demanded the payment of arrears on customs duties from which Renault had been

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exempted by common accord. Renault suspended parts imports in the spring of 1971 and production grinded to a sudden halt.

### **Tunisia**

Since 1961, a small plant had been assembling Renault trucks in Sousse; the operating company, S.T.I.A. (Société Tunisienne d'Industrie Automobile), was held by the Tunisian government (60% share) and Renault (40% share). The site began producing light vehicles in January 1964. The limousine and van versions of the Renault 4 were chosen for the operation. The first unit rolled off the production line on 28 July 1965. The first passenger car built in Tunisia, the small Renault was named the "R 4 Monastir" by President Habib Bourguiba, after his hometown. Depending on the year and the allotted quota, production varied from 150 to 800, the vast majority of which was always vans (sometimes as much as 90%). Volume even climbed to 1,625 cars in 1980; however, one year later the government decided to end the STIA's monopoly and issue a call for tenders including several companies. This gave birth in 1983 to the Mateur Renault complex. The Renault 4 was not produced there, but it had largely contributed to getting Tunisia rolling.

### **Côte d'Ivoire**

In 1962 the Renault-Africa Regional Division created a subsidiary dedicated to assembly, the Société Africaine de Fabrication des Automobiles Renault (S.A.F.A.R.). The plant was near the port of Abidjan and assembled light trucks then, toward the end of the year, the Renault 4. Production quadrupled in eight years to reach 4,000 units, including trucks, in 1970. The majority of production (50%) was always devoted to the Renault 4. But the customs facilities still granted to French products were gradually phased out starting in 1972. Renault ended assembly in Abidjan in the mid-1980s.

### **Ghana**

Intermittent assembly activity involving small Saviem busses began in 1966 at the C.F.A.O. plant in Accra. In 1969, the Ghanaian plant began producing Renault 4 saloons and vans. Around this time, Renault, Peugeot and B.L.M.C. received approval to build a shared plant. The project never got off the ground, but Renault 4 production continued until 1978, manufacturing around 100 per year.

### **Zaire (now Democratic Republic of the Congo)**

In 1969, Renault clinched an assembly agreement with General Motors, which for a time assembled Renault 4s in its Kinshasa plant.

### **Angola**

In 1970, the representatives of Chrysler France, Citroën, Renault and Ford U.K. in Angola together created S.A.C.M.A. (Sociedade Angolana de Construcoes e Montagem de Automoveis) to assemble utilitarian vehicles in Luanda. The breakdown by brand is not known because it appears that assembly was carried out on an as-and-when basis according to the orders received. Around 450 Renault 4 vans were produced between 1971 and 1975, then almost as many again between 1977 and 1980, with a number of saloons on top. Production was transferred to more modern facilities in 1981 (FAGOL facilities).

### **Madagascar**

In 1960, the newly independent Madagascar attempted to develop an automotive industry. Two assembly lines emerged there in 1962. The small plant in Antananarivo which assembled Renault cars, SOMACOA (Société Malgache de CONstruction Automobile), in which Renault held a minority interest, began producing the Renault 4 on 5 September 1962 (the van would be added five years later). Trucks and other models in the "touring" range came after that, as well as

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Peugeot vehicles. Between 500 and 1,000 Renaults (one-third of the island's registrations in the mid-1960s) were assembled on the island each year, most of them Renault 4s (between 310 and 530 saloons and 50 to 150 vans, varying from year to year). However, in 1981 the economic situation led the government to suspend all import licences. Renault was forced to close down the plant, in agreement with its partner.

### **South Africa**

The subsidiary "Renault Africa Property Limited" was created in Johannesburg in October 1958, but the assembly of Renaults under licence had begun two years prior in East London in cooperation with the British firm C.D.A. (Car Distributors and Assemblers). CDA also produced vehicles for other brands, but in 1964, out of 9,366 vehicles assembled, 3,069 were Renaults. Production of the Renault 4 saloon and van had begun one year earlier. In 1967, operations were transferred to Rosslyn, close to Pretoria in the Transvaal, to a plant belonging to Rosslyn Motor Assemblies, a recently created company controlled by Nissan. As manufacturing delays mounted, Renault teamed up with Peugeot to form National Assembly Ltd. and began production in July 1970 at Natalspruit, near Johannesburg. Two years later, a lack of space caused Renault's operations to once again be relocated to Rosslyn after exponential growth. In light of these challenges and because of stricter legislation, Renault sold its business to the Lawson Group to maintain a presence at a lower cost. At that point the Renault 4 saloon and van no longer accounted for more than 1% of an already modest volume (2,589 vehicles in 1972), but in the best years, about one out of every 10 South American Renaults was a Renault 4. Production between 1963 and 1972 is estimated at 3,900 units.

### **Southern Rhodesia (now Zimbabwe)**

In the 1970s Renault attempted assembly at the Willowvale Motor Industry site in Salisbury. This former Ford plant which also assembled Alfa Romeos made it possible to support South African production at a time when it had become less profitable, and to even replace it: it produced 2,973 Renaults in 1974 (of which 1,412 Renault 4s), compared to 230 in South Africa. In this market, the Renault 4—nicknamed the "Yes-Yes car"—was adopted by the national guards who patrol the nature reserves. However, beginning in 1975, the civil war intensified and in August 1978, the United Nations published a report denouncing the 593 companies which were violating the boycott rules issued by the Security Council. Renault shuttered its operations in 1979. After the country became independent, choosing the name of Zimbabwe, the Renault 5 reappeared for a time on the lines, but not the Renault 4, whose local production totalled about 6,200 limousine versions.

### **South and Central America**

#### **Argentina**

Nine months after setting up in Brazil (where the Renault 4 was not produced) and granting the Dauphine licence to Willys Overland do Brasil (W.O.B.), Renault repeated the manoeuvre in Argentina by signing on 27 November 1959, a second contract with Willys, this time in conjunction with its subsidiary Industrias Kaiser Argentina, or I.K.A. Since 1955, this semi-public company had produced 20,000 Jeep and Kaiser units in its Santa Isabel plant, located 800 km to the northwest of Buenos Aires in the province of Cordoba. Renault granted it the Dauphine licence. One month later, a similar agreement was finalised in Mexico. The Renault 4, which the factory called "EA" (Económico Argentina), joined the production of touring versions (December 1963) then of the "Furgón" (February 1964). It incorporated many Dauphine features, including the gearbox and the "Ventoux" engine, which were made on the premises. The launch was as spectacular as the first media test drives had been in Camargue two years earlier: the cars were engaged in a rodeo alongside "criollas" horses steered by gauchos, and the journalists were able to drive the cars on waterlogged terrain, proving their suitability to local conditions. A well-known figure gave the

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operation his blessing: Juan Manuel Fangio, the famous race car driver, who also became a major Renault car dealer in Buenos Aires. In 1974, the abilities of the Renault 4 earned it the nickname "El Correcaminos" ("Roadrunner"). Its production volumes quickly surpassed the Dauphine.

In 1967, the Kaiser Group put Willys Overland do Brasil up for sale; Renault did not have the necessary funds and had to give way to Ford. But Renault took advantage of the opportunity to consolidate its position in Argentina and buy the majority of Kaiser-Frazer's IKA shares. Assuming a reasonable assembly volume, Renault controlled 55% of a company whose size was enviable: 10,000 employees; 200 million dollars in turnover; 50,000 cars produced, including 17,000 Renaults (of which 11,000 R4s) which accounted for 15% of sales in the country. In 1975, Renault acquired all of the shares that still belonged to IKA. The new entity, "Renault Argentina S.A." (R.A.S.A.), held an enviable number two position in the market for a long time, investing regularly to modernise its facilities. As elsewhere, the Renault 4's role as a car of conquest was eventually eclipsed by the Renault 12 which launched in April 1971 and for three years led the market, selling nearly 450,000 units. But the Renault 4 had nothing to be ashamed of, with 157,315 units produced (148,170 saloons and 9,145 utilitarian—of which 173 pick-ups) and a long career that did not conclude until August 1986 for the saloon and December 1987 for the van. This total did not even include the CKD units that IKA began supplying to Chile and Uruguay in 1972, exporting between 2,500 and 4,000 each year.

Snapshot of the Argentine Renault 4:

- Base model: 4L version/Renault 4L (Sep. 1963-April 1970); retained the small radiator grille of the early French models (1962-1967) up to and including the 1969 model year; Ventoux 845 cc engine, 33.5 SAE HP. Bumpers with impact bars in the front and rear (including on the vans). Four-speed gearbox beginning with 1965 model year. Handbrake mounted on the floor to control the rear wheels.
- Improved version: Renault 4G (December 1967-April 1970), with enlarged headlamps and new instrument panel; series of 100 Renault 4 "Parisienne" units between May and October 1968, with wicker pattern and special colours.
- April 1970: introduction of a "4S" version with a 1,020 cc engine with five crankshaft bearings rated at 40 SAE HP (later 48 HP), new fully synchronised four-speed gearbox; enhanced suspension and brakes. The 4L got the 1,020 cc engine at the same time; its career continued through January 1972. After this date, only the 4S was available. Beginning in 1979, the bumpers were flat and painted grey with horizontal stops to coordinate with the new radiator grille in matt grey plastic.
- In September 1984, the 4S was replaced by the 4 GTL with its 1,108 cc engine like the French GTL, but with 41 HP.
- 4 Van: "Furgón" version (1963-1970) with 4L features, saloon tail lights mounted on plates. 4F version (1970-1985) with 1,020 cc engine. "4F4" and "Pick-up" versions (1985-1987) with 1,108 cc engine.

### **Colombia**

The Renault 4 arrived in 1965, at the initiative of the importer Auto Andes, which procured cars made by Spain's FASA, as well as bare chassis on which it built a some rather elegant estates and three-door models. In 1967 Renault responded to a government call for tenders and won the contract to build a car assembly plant with an annual production of 15,000 units at Envigado in the suburbs to the south of Medellin. The semi-public company thus created, the SOFASA (Sociedad de Fabricación de Automotores S.A.) also established a distribution network; this is how, on 15 July 1970, the Renault 4 became the first passenger vehicle assembled in Colombia. Over the years it would be joined by other models, but it was this "Amigo fiel" (according to a 1975 ad

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campaign) that would bring success. Customers were at first hesitant about this tiny car, but SOFASA won over sceptics in 1970-71 by organising the "Colombia Rally", during which Renault 4 caravans raced across the most challenging trails. Production peaked at 29,007 units in 1979, accounting for 70% of the entire market, all brands included! In 1992, because Renault—and rightly so—no longer shipped Renault 4 parts, SOFASA had to stop production of the car that Colombians came to consider as their national car after having manufactured some 97,050 of them. The Colombian facilities play an important role today for Renault in South America.

Some unique features of the Colombian Renault 4:

- The first Renault 4 turned out was nicknamed "Azul Pastrana" because of its blue colour and in honour of the new president Misael Pastrana, who implemented a flexible credit system to make it easier to buy a Renault 4.
- In 1975 a Renault "Plus 25" was introduced; it was so named because its 1,022 cc engine (a cubic capacity unheard of in Europe) was 25% more powerful than the previous 845 version; it became the "4 GTL" with the same engine in September 1982. A better equipped "GTL Master" version debuted in 1985. Same outer appearance as the Argentine 4s.
- 1989: Special "Jogging" edition with a sporty look and red accessories.
- The top-of-the-range model was the "Lider", for which production began in June 1990; it boasted a 1,289 cc engine (like the Renault 12) that was also used on the local Renault 6.
- A version of the French "Plein Air" (discontinued in 1970) existed in small quantities between 1989 and 1991: it was the 4 "Brisa", an evocative name.

### **Mexico**

After the war, the Mexican government set about creating a national industrial sector. Consequently, in 1951 the state-owned company Diesel Nacional (DINA) was created to build rail equipment, trucks and busses. On 15 January 1960, as the government forbade imports of complete vehicles, Renault went through difficult negotiations to sign a licencing contract with DINA. The assembly line was located 100 km from Mexico City at Ciudad Sahagun in the high plains of the Northeast (2,450 m). The city was haphazardly cobbled together at great cost to industrialise a neglected region. In June 1962, the Dauphine was joined by the Renault 4 limousine and van in their 845 cc versions, then the Renault 8 and even Alpine mini-saloons. All these cars were considered to have been "nationalised" by the Mexican government! The factory also handled advertising and distribution. One of the advantages of this captive market was that, at the beginning of 1965, the Federal District purchased 300 Renault 4s and distributed among the 30 states to provide medical and social assistance and 100 others for the Mexican telephone company. In late 1966, the subsidiary Renault Mexicana took the reins and boosted sales, which rose to a 9% market share. The Renault 4 accounted for between a quarter and a tenth of total production, varying from year to year. An estimated 20,000 Renault 4 saloons and 7,500 vans were produced between 1962 and 1977.

Particular features of Mexican Renault 4s: "Star" hubcaps from the first French models up through the 1970s; "Plein Air" version dubbed the "4 Costero"; the last models had front fenders equipped with a small bull bar and off-set stops.

### **Peru**

In January 1966, Renault and American Motors created I.A.P.S.A. (Industria Automotriz Peruana S.A.) in which they each had an equal share; in the suburbs of Lima, IAPSA would assemble Renault and Rambler models, as well as Peugeots, thanks to a contract signed with the importer of the two brands. The shipments which supplied local assembly were exempt from customs duties and many auto manufacturers intended to share this small market in the very short term. Although

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the IAPSA plant had an annual capacity of 3,700 vehicles, between 1966 and 1970 only 750 Ramblers, 700 Renaults (Renault 4s and 10s, in roughly equal numbers) and 500 Peugeots were manufactured. The endeavour came to an end in October 1970.

### **Chile**

Beginning in 1964, Renault assembled the Renault 4 and the Rambler Classic 6 at Arica in the Indauto plant co-owned with American Motors; after an interruption in 1966 and 1967, Renault 4 production recommenced at Los Andes, north of Santiago, in facilities belonging to A.F.C. (Automotores Franco Chilena), which were shared with Peugeot. Production was limited to approximately 400 Renault 4s in 1968 and 1,200 in 1969. In 1975 the government authorised some manufacturers to expand, but Renault was reluctant to reinvest money in a country still under a dictatorship. Instead it settled for small-scale production of the Renault 4 (about one thousand per year) in its "4S" Argentine version using CKD components from Cordoba. The factory at Los Andes (Cormecanica) has since been modernised and now produces gearboxes for the Renault Group.

### **Venezuela**

As the Venezuelan government was regularly reducing import contingents, the subsidiary "Automovil de Francia" decided to build an assembly plant at Mariara, 100 kilometres north of Caracas, in yet another partnership with American Motors. The production of Renault 8s and Ramblers began in May 1963. Venezuelans had to wait until 1972 for the Renault 4 to arrive on their production lines, but for three years it was their star model. However, the automotive programme of the Andean Group, an economic community to which Venezuela belonged, assigned its member states specific sectors and Venezuela was relegated to exclusively producing models with 1.5 to 2 litres. Moreover, the government froze the prices of certain models in the bottom of the range; with its margins plummeting, the Renault 4 was dropped from the manufacturing scheme in 1976, after some 6,500 units.

### **Uruguay**

It was in 1962-1963 that Renault sent its first CKD vehicles, Renault 4 vans, to Industria Automotriz Peruana S.A. in Montevideo; 20 vehicles in all were produced that year. Another 250 followed, but on 16 June 1966, the country found itself in the throes of a currency crisis and suspended all imports; assembly did not return to a regular pace until 1970. In 1971, production was relocated to Santa Rosa Automotores which had theretofore assembled Simca models. In 1972, Renault 4 pick-ups sent in CKD form by the plant in Argentina were added to production, preceded by a few Renault 4 "Touring" cars (including a "fastback" version known as the "Renault 4 Mini"). An estimated 4,500 small vans were produced over the course of 20 years.

### **Costa Rica**

Some Renault 4s were assembled in Costa Rica by Auto Ensambladora S.A. in San José, alongside the Renault 8 and 10. Production of all models combined exceeded no more than 50 or so units a year between 1965 and the end of the decade.

### **Indian Ocean and Asia**

#### **Ceylon** (now Sri Lanka)

Despite the invitations of the government, Renault preferred instead to continue delivering complete cars based on opportunities as and when they arose (for example, in 1969, a fleet of 44 Renault 4s was delivered for use by taxi companies). However, starting in November 1973, Renault sent several nationalised companies (such as the Marajah Organization Ltd. plant) CKD collections of the R4 Torpedo, which were undoubtedly left-over bodies from the Renault 4 Plein Air. These cars would be assembled until 1978-1979 on a small scale (one hundred per year). The statistics also show 94 vans produced in 1974 and 1975: unless this is a local extrapolation based on the famous "torpedos"?

#### **Philippines**

About 15 assembly plants were operating in the Philippines at the beginning of the 1960s. Since 1958, the Liberty Motors plant had been making Renaults in Manila, including the Renault 4 starting in 1963. In 1968, Renault Philippines Inc. built its own facility at Manila-Makati. The Renault would be assembled there through 1970 (saloon) and 1974 (vans) with an approximate total production of 150 saloons and 650 vans.

### **Oceania**

#### **Australia**

CKD assembly, without local incorporation, began in 1949 in Belmore in the suburbs of Sydney, in the factories of Ira L. & A. C. Berck Pty Ltd. Ten years later the Renault Australia subsidiary was formed; some production was subsequently moved to West Heidelberg, a suburb of Melbourne in the state of Victoria. The Renault 4 was launched on the market in July 1962 and assembled locally in small quantities until 1966 (the van version was also on the production line). Overall production remained modest (about 1,500 cars per year), but in 1966 Renault Australia purchased the West Heidelberg plant; this investment made it possible to comply with a law requiring an incorporation rate of 45%. The pace was quickly tripled, but production focused on the Renault 10.

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## Appendix 6

### Renault 4, 30 Years of Evolution

**1961** On 3 August, the first Renault 4 came off the assembly lines at the Ile Seguin plant. On 4 October, at the last Paris Auto Show held at the Grand Palais, the new Renault was introduced. At that time Renault 4 was offered in three versions:

- The R3 (type R 1121), a scaled-back version with a 603 cc (type 690) engine that attained 22.5 SAE HP and entitled buyers to a fiscal rating of 3 HP. From the outside the R3 can be distinguished by its painted tubular bumpers, the lack of hubcaps and its four side windows. In the passenger compartment, minimalism ruled: there was a single sun visor on the driver's side, equipped with a frail three-spoke steering wheel.
- The R4 (type R 1120) resembled the R3, notably with its third side window partially covered by a metal sheet, but it was fitted with a 747 cc engine (type 680).
- Beyond the economical models, the range included an R4L, whose six side windows gave it a claim on the title "limousine"; this version also had a 747 cc engine under its hood.

The first van version of the Renault 4 was presented right after the 1961 Auto Show. Listed as a type R 2102, its payload was 300 kg and it had the same trim as the R3 and R4, but with wider tyres (145 x 330). The R4 van was offered with an optional hinged rear roof flap dubbed "giraffe roof" ("Girafon").

In November 1961, the fuel tank filler hole was transferred to the right rear wing. The entire range used a three-speed gearbox.

**1962** March saw the debut of the R4 Super model (type R 1122), which was also considered to be a "super comfort" model, according to sales documentation from the period. It kept the 747 cc engine, but its horsepower grew to 32 SAE HP. This new version reused the R4L's six-window body, but innovated with its new fold-down rear tailgate with drop window. This version was equipped with chrome-plated dual-tube bumpers.

The R3 was discontinued in September. The Super was now fitted with an 845 cc engine (type 800-02), which made its fiscal rating 5 HP and earned it a new place in the Renault nomenclature: R 1124. The R4L abandoned its tubular bumpers in favour of chrome-plated finned fenders.

S.I.N.P.A.R. (Société Industrielle de Production et d'Adaptation Rhodanienne), Renault's long-standing subcontractor specialised in construction site vehicles, began using the Renault 4 as an "all terrain", four-wheel drive vehicle.

**1963** In September, the rear tailgate was enhanced with hinges that made it possible to hold the door open. These replaced the antique "rod" that had been used to hold the tailgate in the open position. Another new development was the addition to the range of a fully synchronised gearbox. As for the van, it received a painted finned front bumper, whereas the rear bumper remained tubular.

The R4 Super was dropped from the catalogue in favour of the R4L Super (type R 1123).

The "Parisienne" entered the scene in December. This elegant version of the R4L was the result of an operation launched in conjunction with Elle magazine. Recognisable by its

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decorative side panels and its special interior, it was introduced in two versions, one with a wicker pattern and one with a plaid pattern.

- 1964** In February the new glazed version of the van was introduced, offering a payload of 300 kg. In September, the R4L Super was replaced by the new version, Export, which boasted the 747 cc engine with 4 HP (type R1120) or 5 HP (type R 1123). Overall production surpassed the 500,000 mark.
- 1965** Starting in September, the R4 name would give way to "Renault 4". All of the brand's models replaced the abbreviated "R" with the brand's name spelled out in its entirety. The R4 became the Renault 4 Luxe and the R4L became the Renault 4 Export. Another 260,000 units rolled out of Renault plants.
- 1966** 1<sup>st</sup> February 1966, the Ile Seguin plant reached the one million milestone for Renault 4 production! The model was being marketed in four versions: Luxe, Export, Parisienne and Van.  
In March, the payload on the vans was increased to 350 kg, the type R 2105 replaced the type R2102 and the utilitarian range was expanded with a new 5 HP model, the type R 2106.  
In September, Renault Luxe became Renault 4 and, like the rest of the range, gained a new instrument panel and steering wheel. The Export and Parisienne versions were also improved with new seats featuring longitudinal stitching and door trims.
- 1967** The Renault 4 added a speed, stepping up to a four-speed gearbox.  
In September, the Renault 4 got a facelift: the small radiator grille was swapped out for a wider radiator grille that encased the headlamps. The diamond shifted to the right and the bumpers changed shape yet again.
- 1968** The Parisienne took its final bow, but the Plein Air (type R 1123)—a cabriolet version of the Renault 4—hit the market. Manufactured by Sinpar, the "Plein Air", a torpedo stripped of doors and side windows, was ideal for the beach and recreational activities.  
The vans were treated to the same aesthetic improvements as the saloons.
- 1969** Beginning in September, the contact switch was moved to the right of the steering wheel and the gearbox grid was engraved on the gear knob, whose shape had been altered. The headlights met European codes and the rear bench seat of the Renault 4 saloons could now be folded down.
- 1970** From April on, all the Renault 4 models were furnished with safety belts in the front seats. The electric equipment changed from 6 to 12 volts.  
The Plein Air was eliminated from the catalogue.
- 1971** The Rodéo entered the scene. Renault supplied Ateliers de Construction du Libradois (A.C.L.) with 4L manual transmissions for the engines of a plastic body designed and built by Teilhol.  
Starting in September, the cubic capacity of the engines increased from 747 to 782 cc. As a result, the types were updated: the R 1120 became R 1126 for saloons and the R 2105 became R 2109 for vans.  
A new van, featuring an 845 cc engine (type R 2108) was launched; it also had a raised plastic roof and a 400-kg payload.
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With more than 3,500,000 units for all versions combined, the Renault 4 was still the most produced model from Renault.

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- 1972** Seat belt anchorage points were introduced in the back seats of Renault 4 saloons. The name plate's style was redesigned by painter Victor Vasarely and his son Yvaral.
- 1973** With the exception of the 400-kg van, the entire range was fitted with the Renault 6 gearbox. Starting in September, all of the Renault 4s operated with low emission engines, in compliance with the new normative requirements; they added 3 HP and now delivered 27 DIN HP. The van's success was confirmed with more than 100,000 models produced.
- 1974** From September on, the radiator grille evolved to a black plastic version with the diamond symbol in its centre. The Renault 6 gearbox was now in use on the full Renault 4 range.
- 1975** In June the van was extended by 8 cm and its payload rose from 350 to 400 kg or from 400 to 440 kg respectively for the long version (type R 2370) and long estate version (type R 2430).  
In September, the old dynamo was replaced with a modern alternator, leading to the addition of a voltmeter to the instrument panel.
- 1976** Unveiled at the 1975 auto show, the Safari boasted an exterior appearance and interior features specifically designed to appeal to young consumers.  
  
In July new rectangular indicators were added to the front.
- 1977** A new meter unit with a redesigned tachometer was added, as well as the steering wheel from the Renault 5. A split braking system was introduced with a pressure drop indicator on the instrument panel. Beginning in July, the "4L" name would no longer be used, but rather "Renault 4".
- 1978** As of January, the new Renault 4 GTL featured an 1,108 cc engine that had already been seen on the Renault 8, which here delivered 34 DIN HP. In addition to the new cubic capacity, this engine's crankshaft was constructed with five bearings (compared to three for the other engines in the range), which ensured its longevity. Because the formula for calculating fiscal ratings changed, the final reduction was now the pertinent measurement; this meant that the new Renault 4 GTL was still a 4 HP despite the increased cubic capacity. Performance improved while fuel consumption dropped by an average of one litre. On the outside, its radiator grille and bumpers were uniformly grey and two protective crossovers were added to the ends of the front bumper.  
Sliding glass was added to the rear windows, which were no longer fixed.  
In July, the pick-up debuted. Designed on the base of the F6 van, this utilitarian van was produced in Auvergne in the workshops of the Teilhol facility.  
The Renault 4 Safari and extended glazed estate were discontinued.
- 1979** Starting in July, the 1980 model year would have standard "tubeless" tyres (except for F4 vans).  
The Renault 4 inherited the wheels of the basic Renault 5 while the Renault 4 GTL got the Renault 5 TS wheel.

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- 1980** New organisation of switches on the Renault 4 instrument panel. In parallel, the Renault 4 lost its chrome-plated bumpers, which were replaced with painted parts while the TL version's solid buckle wheels were supplanted by pierced wheels with visible mounts.
- 1981** In May, Renault revealed "the best way to roll". That was the advertising slogan of the new Renault 4 Jogging, a limited production run of 5,000 cars. Its décor was resolutely young with vibrant colours and an integrated sun roof covered in canvas cloth.
- 1982** Starting in July, the Renault 5 instrument panel was used in the Renault 4. At the same time, the utilitarian F4 could be modified to run on liquid petroleum gas. The 782 cc engine made room for the 845 cc unit, which generated as much power as the 110 cc engine (or 34 DIN HP) but at 5,000 RPM.
- 1983** Across the range, disc brakes were added in front with a disc-calliper unit, driven by a new master cylinder, making the braking system more effective. A laminated windscreen replaced the old version in tempered glass.
- 1985** A former fan of the Sixties...the Renault 4 tried to keep the range alive; the Sixties version, produced in a limited run of 2,200 units, re-energised sales. Designed on the base of the GTL model, this version, offered in blue, yellow or red, could be distinguished by its two sun roofs in heat-resistant glass and its black matt exterior trim. In July, the F6 van version was discontinued.
- 1986** Launched in May, the Clan and Savane would be the last two evolutions of the Renault 4. A sign of the times, the diamond brand's cars were given names and not simply alphanumeric sequences. Thus the Renault 4 TL was renamed "TL Savane" and the GTL became the "Clan". The TL and F4 used the 956 cc unit with five crankshaft bearings which also delivered 34 DIN HP. The two models could be easily identified thanks to the words "Savane" or "Clan" affixed to the front doors and rear tailgate. While the Savane used the same wheels as the Renault 5 GTL, the Clan inherited the handsome two-colour "Style" rims which had already been seen on the Renault 12 and Renault 16. Production of Break F4 vans ended in June.
- 1988** The van was removed from the market in France.
- 1989** The Clan and Savane were fitted with a right exterior rear view mirror and two rear fog lights.
- 1991** A new limited series based on the TL Savane, the "Carte Jeune", was launched in July. It was easy to guess the consumer target... Offered in four shades, "Grapefruit", "Glacier White", "Bright Red" and "Sequoia", and featuring a special interior, the car was embellished with body trim consisting of a double border and the "Carte Jeune" logo.
- 1992** The introduction of stricter antipollution standards heralded the end of the Renault 4. A final limited edition of 1,000 units based on the Clan model would be produced: the Bye-Bye. The very last version of the Renault 4, each model left the assembly plant with a numbered plaque on the instrument panel counting down from 1000 to 1.
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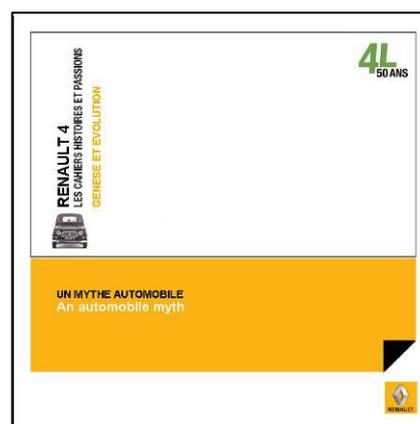
## Appendix 7

### Histoire & Passion Renault 4 booklet

*This booklet traces the history of the Renault 4 from its conception through its various developments, including its appearance in competitions and its international destiny.*

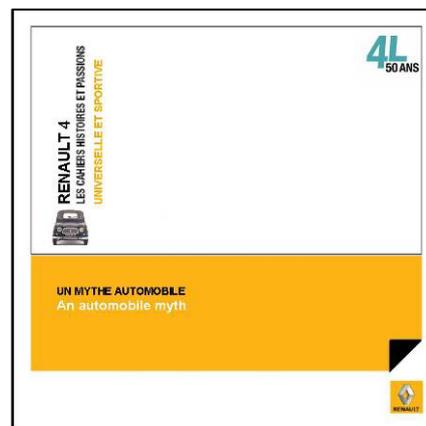
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- Spirale métallique (Wire-o)
- Autre

### ▼ Destinataire et adresse de livraison

### ▼ Détails (si le produit que vous souhaitez imprimer n'est pas présent dans ce formulaire, merci de nous le décrire ci-dessous ou de joindre le Service Fabrication)

> Formulaire à compléter et à retourner à Publipole soit par mail à : [Publipole.fabrication@renault.com](mailto:Publipole.fabrication@renault.com),  
soit par courrier à : Publipole - Pôle impression - FR EQV 003 0 20 - 3 avenue Denis Papin - 92350 Le Plessis Robinson - soit par Fax au 01 76 83 47 85.  
Publipole reste à votre service par téléphone au 01 76 84 37 62 ou 01 76 83 42 00.  
**Chaque demande doit être accompagné d'un modèle.**



## Appendix 9

### "4L 50 years" logo: overview and usage guidelines

#### Basic rules:

- The logo combines the words "4L" in colour and "50 years" in black. Only two changes are authorised: the colour of "4L" and the word "years", which may be translated and incorporated into the logo using the same font and the same size (see example in French).
- If the translated word is longer than five characters, we recommend using the French or English versions to maintain the logo's visual harmony.



#### Variations:

- **Black and white version.**
- **Black and white version for black background.**
- **Version to use with colour background.**  
For the latter case, the logo presented here should still be used in priority. Nevertheless, if the background is lighter, you may use a colour variation taken from the predefined palette (see next page).  
"Colour variation" version (see next page). You can only change the colour of "4L", provided that you use the predefined palette (see next page).  
Note: The basic "yellow" version should still be used in priority.
- **Version for use in combination with the Renault logo:**  
For example, if being used externally on a partner poster.



VERSION N&B (gris : noir 50%)



VERSION N AU B (gris : noir 50%)

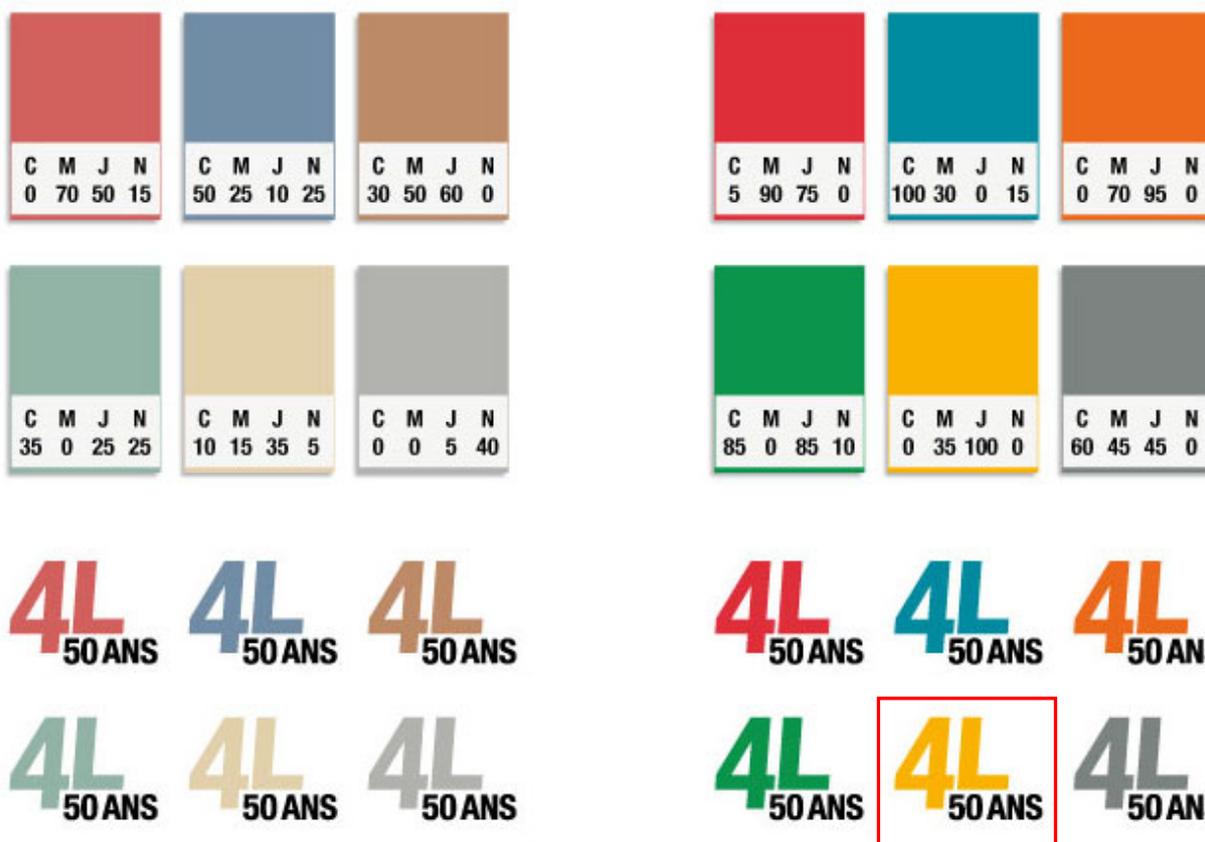


VERSION FOND COULEUR



- **Predefined colour palette:**

The palette presented here enables the anniversary logo to be depicted in different versions. This also lets you define the background colours for your support documents.



Original version

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Appendix 10

"Packshot" visuals

**Rules of use:**

Refer to the standard rules of use for packshots in the Renault Graphic Charter.

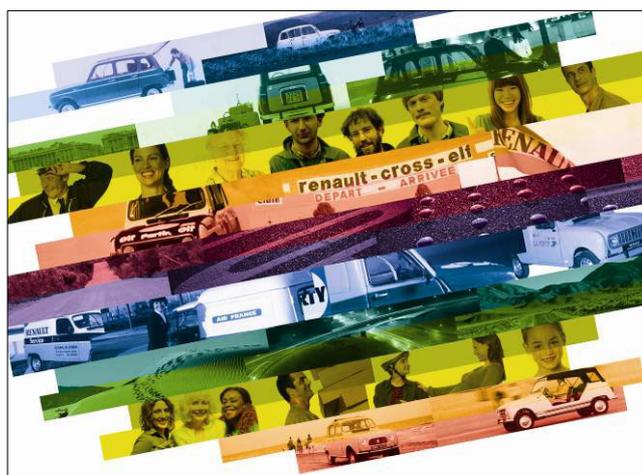
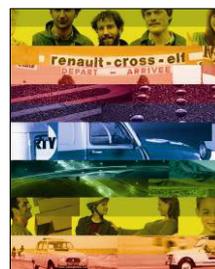
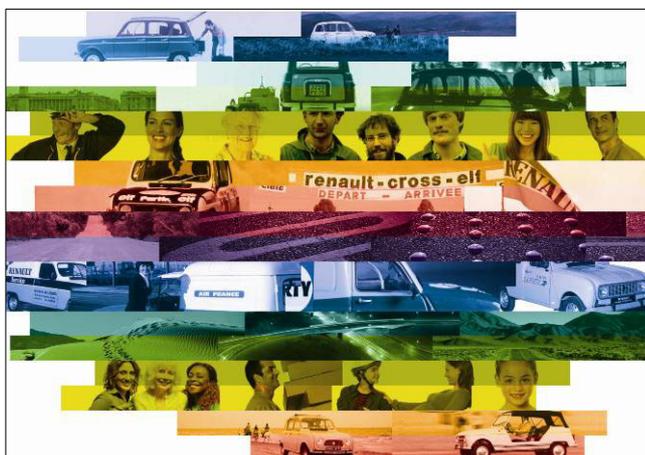


Appendix 11

"Stripes" visual

Ground rules/variations:

- Depicting a collection of the values embodied by the Renault 4, this visual can be used on all your creations (publications, digital, trade shows, etc.) pertaining to the Renault 4 anniversary.
- It may be used in its "horizontal" or "diagonal" versions; you may use all or part of the image (see examples below).



Appendix 12

"Checkerboard" visual

Basic rules:

- This visual was designed in the palette of colours chosen by Renault for the 4L graphics; it features a stylised Renault 4 and can be used on all your creations (publications, digital, trade shows, etc.).
- It may not be modified (shape or colours).



Variation:

- The overall square shape of the visual can be adapted by adding lines or columns (see example below).



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## Appendix 13

### Contest rules for "Win Jean Ragnotti's 4L!"

*Below you will find the complete rules for the "Win Jean Ragnotti's 4L!" contest, as set forth by Mr. Marie-Pierre Mauperin-Billon, Supervising Bailiff (17 Boulevard Philippe Auguste, Montrichard 41400, France).*

#### **ARTICLE 1.**

Renault S.A.S., a simplified joint stock company with capital of € 533,941,113, whose head office is at 13-15 Quai Le Gallo, 92100 Boulogne-Billancourt Cedex and is registered with the Nanterre Trade-Commerce Registry under no. B 780 129 987, is organising a contest for registered persons in attendance at the third annual 4L International event which will take place in Thenay (France) from 15 to 17 July 2011.

#### **ARTICLE 2.**

This contest is open to legal adults who are not employees of the organising company or of the service providers it hires for this operation and who have paid the entrance fee to the third 4L International event and are physically present at the random drawing held at 14:00 on 17 July 2011.

Any person wishing to participate in the contest must place a duly completed entry form (each person who pays the entrance fee to the event shall receive one and only one entry form at the event entrance) in the ballot box located on the grounds hosting the third 4L International event by 13:00 on 17 July 2011.

Only one entry form is allowed per person.

Any entry form on which the participant's contact information is illegible or incomplete (notably entry forms which do not include answers to compulsory questions) shall be disqualified and shall not be included in the random drawing.

#### **ARTICLE 3.**

The winner shall be chosen by a random drawing conducted on Sunday, 17 July 2011, at 14:00 under the supervision of Mr. Marie-Pierre Mauperin-Billon, Supervising Bailiff, whose offices are at 17, Boulevard Philippe Auguste, 41400 Montrichard.

The random drawing shall be taken from all the entry forms deposited in the contest ballot box through 13:00 local time on 17 July 2011; this drawing shall determine the winner of the following lot:

The Renault 4 with which Jean Ragnotti will have participated in the 2011 edition of the Monte Carlo Classic Rally (vehicle as-is, equipped for TSD rallies and with its registration certificate and technical inspection report), worth approximately € 8,000 incl. taxes.

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If, for some reason, this vehicle were to no longer be available, it would be replaced by one of the two other Renault 4 cars of similar description and value which were also entered by Renault Histoire & Collection in the 2011 edition of the Monte Carlo Classic Rally and the winner would have no right to claim any form of relief whatsoever.

The random drawing shall take place on Sunday, 17 July 2011, at the site of the third 4L International event and the winner shall be announced immediately. The winner shall have five minutes from the time his/her name is announced to speak up and prove his/her identity to Mr. Marie-Pierre Mauperin-Billon, Supervising Bailiff. If he/she fails to do so, another random drawing shall be immediately carried out; this process shall continue until a winner is found who is physically present and can prove his/her identity within the established time limit of five minutes from the time a name is announced.

**ARTICLE 4.**

The winner must then proceed to claim the vehicle he/she won from Renault Histoire & Collection from that organisation's facilities in Flins (France) between 20 October and 15 December 2011, to be agreed to by the winner and Renault Histoire & Collection. The winner must, at his/her own expense, handle all formal procedures required to operate the vehicle (registration certificate, insurance, etc.).

**ARTICLE 5.**

The awarded lot shall not be subject to any exchange or traded for any cash amount or for any other form of remuneration.

**ARTICLE 6.**

The winner consents in advance to the use by Renault and the company organising the third 4L International event of his/her first and last names and photographic images in any form whatsoever for promotional and/or public relations purposes and waives all rights to any remuneration other than the lot awarded.

**ARTICLE 7.**

Participation in the contest implies acceptance without reservation of the present rules, filed with Mr. Marie-Pierre Mauperin-Billon, Supervising Bailiff, whose offices are at 17 Boulevard Philippe Auguste, 41400, Montrichard.

The present rules may be consulted free of charge at the Internet site [www.4lInternational.com](http://www.4lInternational.com) or by simply writing to:

RENAULT S.A.S.  
Direction Image & Events  
Renault Histoire & Collection  
API: FR RSC BL2 1 70  
"Win Jean Ragnotti's 4L!" Contest  
1967, rue du Vieux Pont de Sèvres  
92109 Boulogne-Billancourt Cedex

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**ARTICLE 8.**

The information provided by participants on the entry form shall be processed via an automated function. They shall be handled in accordance with the Law on Information Technology and Liberties of 6 January 1978. All participants have the right to access, modify and remove data concerning themselves by contacting:

RENAULT S.A.S.  
Direction Image & Events  
Renault Histoire & Collection  
"Win Jean Ragnotti's 4L!" Contest  
API: FR RSC BL2 1 70  
1967, rue du Vieux Pont de Sèvres  
92109 Boulogne-Billancourt Cedex

Participants may request that their contact information not be disclosed to third parties by the organising company.

This right of access, modification and non-disclosure may be exercised at the address indicated above.

**ARTICLE 9.**

Renault's liability is strictly limited to the release of the prize lot effectively and legitimately won.

It is explicitly stipulated that the organiser shall not be held liable for any direct or indirect damage caused by the interruption, malfunction, suspension or termination of the contest for any reason whatsoever.

Entrants assume full responsibility for their participation in the contest.

The organising company shall not be held liable if, in the event of force majeure, the present contest is modified, abbreviated or cancelled.

It reserves the right under all circumstances to extend the period of participation.

Additional clauses or, in the event of force majeure, modifications to these rules may be introduced during the contest period. They shall be considered as appendices to these rules and shall be filed with the firm supervising the present rules.

**Article 10**

The present rules are governed by European law. Any disputes arising from the present contest and which cannot be amicably resolved shall be subject to the legal tribunals of Nanterre.