

TO MARK THE OPENING OF THE NATIONAL PARTS DISTRIBUTION CENTRE READING



## A Big Day for the Future

### New Parts Centre moves into action

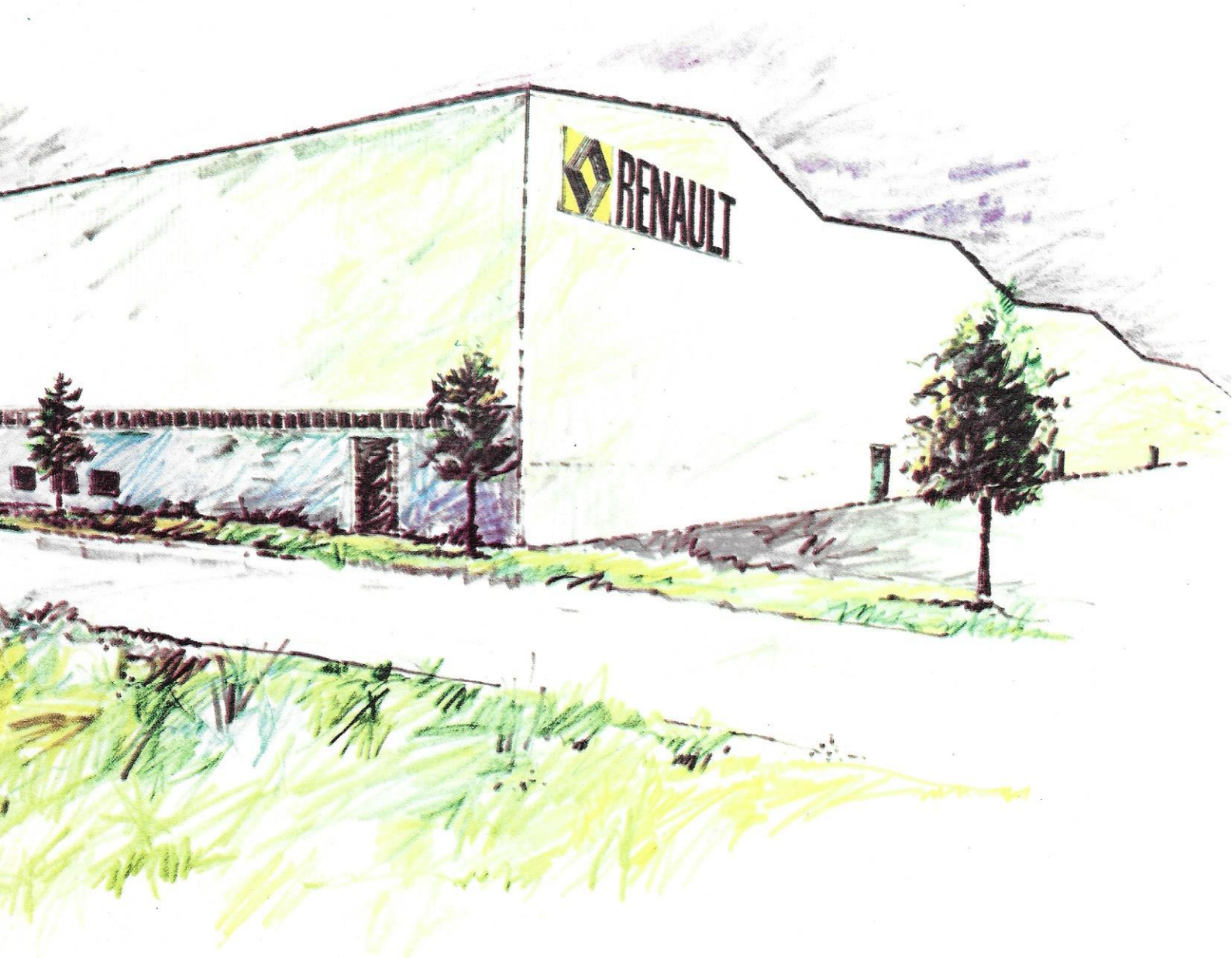
Our new Parts Distribution Centre at Reading has been completed in just 16 months from the time the first turf was cut, and we are proud to say that it is now fully operational – on schedule to the day! This alone is a splendid reason for Britain's 300,000 Renault owners and ourselves to celebrate.

But the real reason for satisfaction lies two or three years hence. The new £2.3 million Reading Centre has been designed to anticipate increased demand for Renault vehicles and therefore parts too, and to ensure that our very high standard of service is not only maintained but improved. Indeed, our customers will not notice a spectacular change – there was, in all honesty, no disastrous blockage in our distribution system that the new centre was needed to clear. But had the new project not gone ahead it would have become increasingly difficult to give our customers the quality of service that they have every right to expect.

We believe, perhaps surprisingly, that the opening of our new Parts Distribution Centre is every bit as momentous as the announcement of an exciting new family saloon. This is because we prefer to see motoring as a total package, with each component as important as the other. However fine a car is, it still needs first-class service. And first-class service is impossible without a ready and rapid supply of parts.

Our National Parts Distribution Centre has been tuned for high performance and top reliability. We invite you to enjoy it to the full!







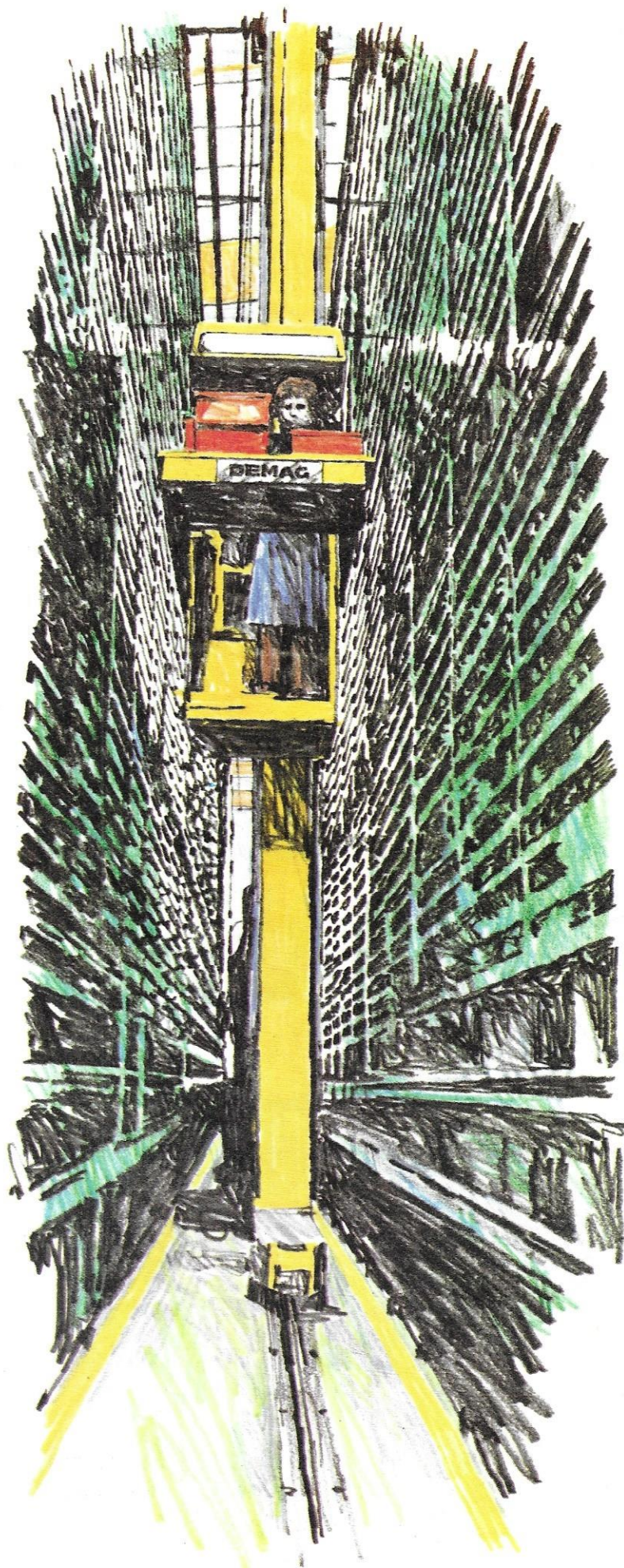
## Secrets of the Centre

### More a machine than a building

If one is to handle 17,000 different lines ranging from penny washers to 6ft by 5ft roof panels, with 3,000 items being selected per day, not to mention a weekly intake of 70 tons of replacement parts, one needs rather more than a conventional warehouse! Selection, handling and administration become just as important as storing, and every function has to intermesh precisely for a smooth operation. One needs to achieve a perfect balance between plant, personnel, and a system that really works.

Renault did the only sensible thing and started from scratch. We acquired 6 acres on a brand new factory estate at Reading, and marked out 75,000 sq ft of floor space (with an adjacent 25,000 sq ft for further expansion). Then we built ourselves a light and airy 3-bay warehouse but thoroughly insulated it for the protection of personnel and stock. We gave ourselves 23ft of headroom – modern storage techniques allow vertical stacking, which makes much better use of expensive floor area. And directly adjoining the warehouse we built a compact 3-storey office block to house 50 computer and clerical staff and the Honeywell 61/60 computer.

This shell was designed around a pre-planned layout of storage-racking, and we made it as compact as possible because travelling around collecting things costs time and money. We set up seven zones of racks, with a zone-leader in charge of each. No. 1 zone, for instance, is a 3-storey house within a house, and has 12,000 locations containing a multitude of small parts like nuts, bolts and washers as well as a wide range of electrical, mechanical and small body components. It is rather like a vast and highly efficient hardware shop. But there the difference ends for, unlike any conventional shop, it incorporates in one wall an ingenious 2-way lift called an "Autopick". In a single action it carries its human selector up and along a giant slit lined with 3,000 more drawers containing a variety of small parts. It is compact, it is swift, and the 'pilot' is far safer than on a ladder. The other six zones are placed in parallel, the grouping of the stocks depending on volume, weight, size and frequency of sale. It is the foreman's job to keep an eye on the reserves and recommend re-ordering if the





system appears to be cutting stocks too fine. As we said elsewhere, human judgement is and always will be absolutely essential.

You may be surprised to learn that distributing parts within the Parts Centre itself is something of a problem. Although we have been successful in containing the racks within the smallest possible floor area, considerable distances need to be covered in the course of a day's work. And distances cost shoe leather, energy and time. We have, therefore, a fleet of six miniature battery trucks, 'Iso-Cars', that cruise at running speed and carry much more than a man can. Each covers many miles a day, whereas a footslogger would cover only half the amount and be exhausted into the bargain. Also in our fleet we have two Lansing Bagnall container lift trucks and two 'reach' fork lift trucks, essential with our vertical storage techniques.

The pallets of parts from France enter the warehouse via 4 receiving bays, and orders are despatched to the Regional Parts Centres via 6 loading bays. The bays themselves are planned for speed and efficiency, and work like this. The lorry arrives, turns, and reverses towards the bay. The bay doors are lifted electrically, and a heater above them blasts down a curtain of hot air to protect the warehouse's interior environment until the lorry pushes its back through the rubber curtain and effects a near-perfect seal. A loading ramp then automatically adjusts itself to the height of the lorry, and fork lift trucks are able to drive up and into it. Loading or unloading can begin even before the driver has had time to switch off his engine!

Our fleet of 8 tractor-trailer units that takes the parts to the regions is scheduled on a two-week cycle. Obviously, the short range trucks are able to make several trips, but to service Inverness, our longest link, takes 5 days return. Very urgent orders are sent by the fastest method we can devise.

With our new National Parts Distribution Centre and our specially-trained team of eighty-five who run it, we are confident that the £4½ million worth of stock will comfortably satisfy the routine and emergency needs of Renault owners in all parts of the United Kingdom. Parts distribution is a difficult and complicated task, but we are sure that our Reading facility provides us with the best tool for the job.





## All Roads Lead to Reading

### Hub of our parts distribution service

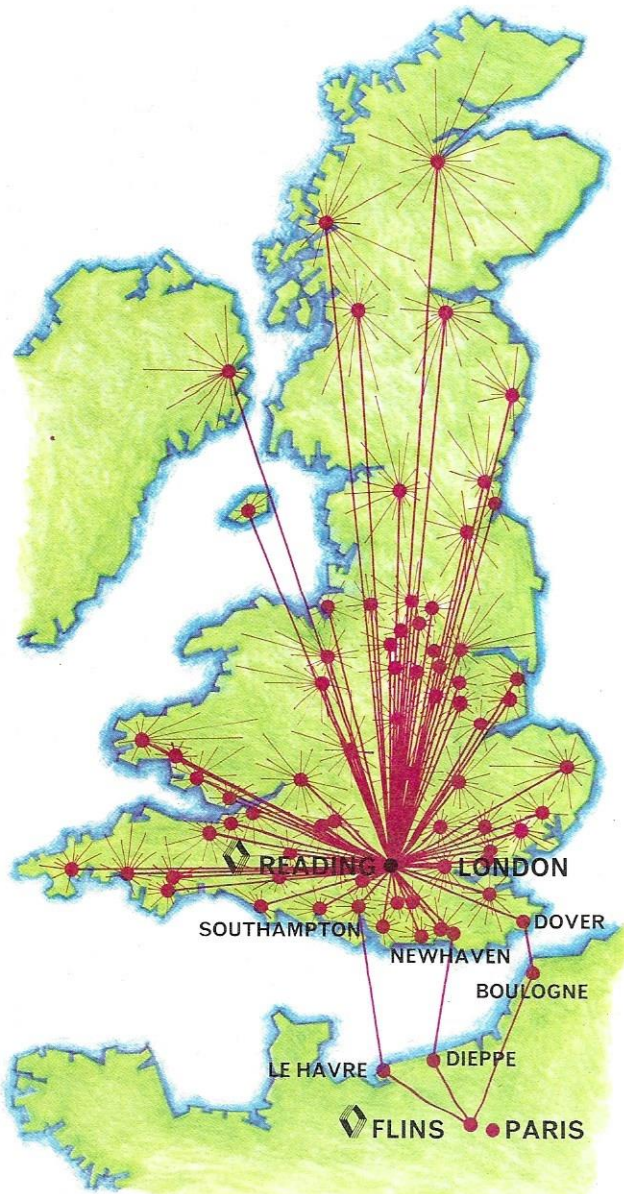
The Reading location of our new National Parts Distribution Centre makes a great deal of sense. It is within an easy half-day's drive of Southampton and the Channel ports, through which two 40ft container lorries a day bring in the weekly supply of 70 tons of parts from France. It is reasonably central, only a mile from the M4, and allows the Company's fleet of eight tractor-trailer units to give the fastest possible nationwide service. And it is within easy reach of London's Heathrow Airport, where any urgently-required parts can be flown in at very short notice.

Such ease of distribution is helpful to our customers, naturally, especially where rarely-required parts are suddenly called for. But the biggest benefit we can offer is a system that keeps a nationwide network of Parts Centres fully stocked up all the time. Renault has 75 Parts Centres and 6 Renault Branches spread across Great Britain and Northern Ireland. These supply the 300 other Renault Dealerships or the public direct. We have found from experience that this spread is about right. Too many Parts Centres and it takes the distribution lorries so long to get round that nobody enjoys a good service. Too few and the dealers waste time in collecting.

However, keeping the Reading Parts Centre and 81 Regional Parts Centres fully and intelligently stocked up is almost literally beyond the wit of man! Mercifully for us and for Renault owners, we are in the age of the computer. It does the arithmetic (in seconds rather than days), keeps the stock records right up to date, and leaves our staff free to make the decisions. It also recommends which stocks should be reordered and when, but this is only a guide. It needs a human brain to assess the market and make a balanced judgement. In fact, we use two computers. Our on-line Honeywell 61/60 at Reading receives the orders, makes the allocations, and keeps the stock records up to date. It passes its up-to-the-minute stock information automatically to our IBM 360/46 at Renault's Acton headquarters, where invoicing, re-ordering from France and statistical analysis are done. This procedure may sound complicated but it is really a breakthrough in simplification that will benefit our customers with a faster and more reliable service. Yes indeed, the secret of good stock-keeping is never to be caught unawares!







The distribution of parts from Flins, via Reading and the Parts Centres to the U.K. network of Dealers.

#### Where Renault cars are made

Renault factories are now World-famous for the modernity of their conception and design and their very high degree of automation. The Renault policy of changing models as seldom as possible makes it possible and economically sensible to produce manufacturing equipment and plant tailor-made to each individual model. The benefit for the customer is high quality at a reasonable price.

**BILLANCOURT:** Total area 909,856 sq metres, 32,000 employees. Final assembly Renault 4 and 6.

**LARDY:** Land area 106,000 sq metres, Laboratory area 55,000 sq metres, 3,000 employees. Test facilities and safety research.

**CHOISY-LE-ROI:** 100,260 sq metres, 1,200 employees. Produces pipes, bars, tubes, springs and reconditioned engines.

**FLINS:** 2,370,000 sq metres, 20,000 employees, 1,700 Renault 5 and 12 per day. Central Parts Depot carrying 50,000 types of parts.

**CLEON:** 1,650,000 sq metres, 7,700 employees producing 3,900 engines and 5,600 gear boxes per day.

**SANDOUVILLE:** 1,520,000 sq metres, 9,000 employees producing the 12TS, 16, 20 and 30TS.

**LE MANS:** 308,000 sq metres, 9,500 employees. Farm tractor assembly, smelting cast iron, component and paint manufacture.

**DOUAI:** 3,500,000 sq metres, 2,700 employees. Renault 5 assembly, pressing and sub-assembly Renault 4, Renault 14 production.

**SAINT-JEAN-DE-LA-RUELLE:** 29,000 sq metres with further 240,000 for expansion, 870 employees. Precision mechanical engineering.

**DREUX:** 510,000 sq metres, 700 employees. Manufactures plastics and cabling.

**GRAND COURONNE:** New plant nearing completion. Will employ 1,450 people by early 1977.

## Renault—The Biggest in Europe

In 1975 Renault for the first time, sold more cars in the E.E.C. than any other manufacturers. And the initial 1976 monthly figures confirm that this lead is being maintained, with more than 6,000 vehicles produced every working day by Renault.

Renault employs in France more than 100,000 people, and these work in eleven major factories, most of which are situated in the North along the River Seine between Paris and the Channel coast. This, incidentally, is part of a deliberate policy, the river forming not only a highly effective link between plants but a magnificent outlet to World markets. Huge barges capable of carrying tens of thousands of tons of machinery, raw materials and completed vehicles ply regularly between the factories forming, together with road and rail, a flexible and efficient integrated transport system.

It is wrong, however, to think of Renault in purely French terms. The Company's 13,000 sales outlets include 7,000 overseas, whilst Renault factories and assembly plants are to be found in 25 countries. Some of these, such as those in Belgium and Spain, which produce more than 150,000 and 200,000 cars respectively, are very large in their own right.

It is also wrong to think of Renault purely as a car producer. In fact, the Renault Group as a whole employs 200,000 people, and has a turnover of around 20,000 million francs. The activities are very diverse indeed. There are very successful scientific and technical associations with other manufacturers such as Peugeot, MAN, Fiat, Alfa-Romeo, DAF, KDH, and Volvo. SAVIEM and Berliet, both members of the Group, produce vast ranges of commercial vehicles stretching from 3 tons to 38 and coaches and buses from 12 seats to 105. DMA is the leading French manufacturer of agricultural tractors. SNAV produces a whole variety of specialised railway wagons. RMD, under the heading "Renault Leisure", makes mopeds, bicycles, lawnmowers and so forth. A number of companies within the Group produce industrial engines, some adaptations of the vehicle engines but many much more specialised including a complete marine range from 5 to 430 bhp. Industrial products are also prominent. SNR is the leading French producer of ball bearings and the fourth largest in Europe. The Group holds 10% of the French screw-cutting market. Group foundries produce steel, malleable cast iron, and spheroidal graphite cast iron. Renault makes its own industrial rubber and plastics. It produces most of its own alloy steels, sheet and strip metals, and forgings. And it produces most of the machine tools (and their manufacturing equipment) needed to handle these materials. Renault is, in fact, the leading French machine tool manufacturer and exports to other major motor manufacturers. And as well as making things, companies within the Group concern themselves with the application and marketing of new industrial and civil engineering techniques, organisations, and so on. The Group also embraces the leading French automobile credit company and Europcar, an international self-drive rental company.



## Renault in Britain

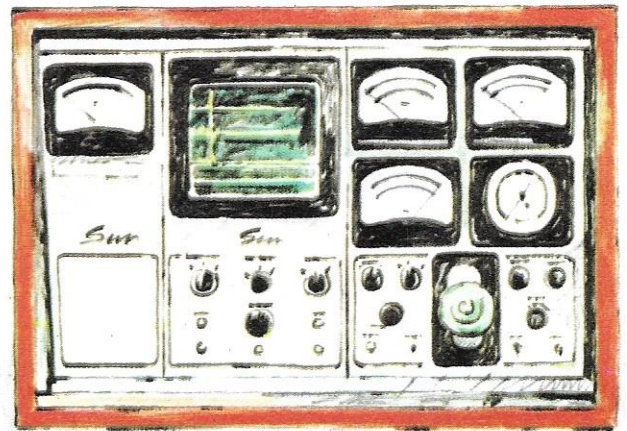
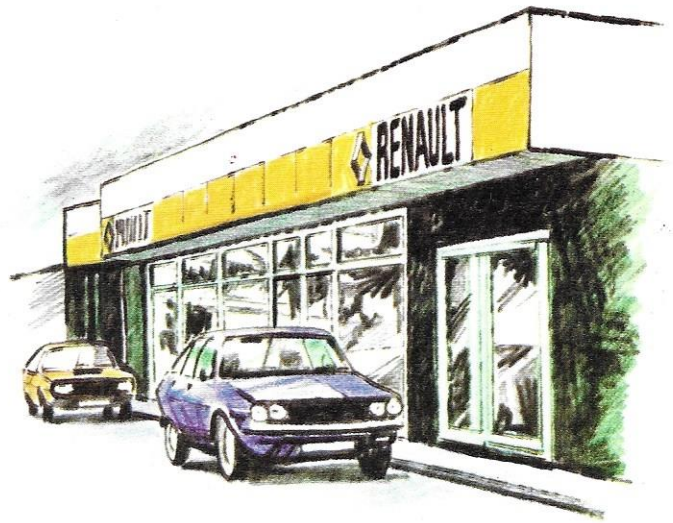
### A tradition of fine service since 1902

Renault's following in Britain today is stronger than ever. Why is this?

One thinks first, of course, of Renault's range of highly individualistic cars. You can't really confuse a Renault with anything else. That is because the design philosophy of *a car to be used* comes through so clearly – front wheel drive, supple springing for a good ride, uncompromisingly comfortable seats and legroom (even in the smallest models), maximum adaptability of layout, and in every model except the Renault 12 saloons, a rear loading door. Our market research confirms that motorists like this formula very much. Indeed, the answers tell us that most find the cars even more comfortable and satisfactory in service than they had supposed when ordering: Reliability, fuel economy, and low overall running costs also get a very high mark, and this brings us to our second point. Even the best designed cars are seriously let down if the company's after-sales service cannot back them up. It is in making absolutely sure that we can that Renault really scores.

Renault Limited is a fine example of the parent company's policy of self-dependency and decentralisation. Since 1902, when the British company was established, it has been encouraged to make the fullest possible use of local skills and local know-how to create an organisation that satisfies local needs. The present-day result of this policy is that Renault operates a single-tier system of some 380 exclusively-Renault Dealerships, these being supported by our three regional offices. It is so much better for the customer that sales and after-sales should be handled on a regional basis. The men who make the decisions get their information first hand and can see for themselves what needs to be done.

Our central office at Acton, West London, supports the regional offices with overall policy and accounting, national advertising, and an exceptionally large number of training schemes for sales and after-sales personnel. "Overall policy"? This may sound like some vague platitude but, in fact, it has very deep meaning as far as our after-sales service is concerned for example. We are absolutely determined that top-quality servicing should be standardised throughout our dealer network. Every Renault owner, no matter where he lives, must be able to enjoy the best workmanship, prompt parts availability, the same pricing and invoicing, and an unfailingly polite and helpful service – which is perhaps the most appreciated service of the lot! We are not just interested in the car, we are interested in the customer too. This is what loyalty is all about.

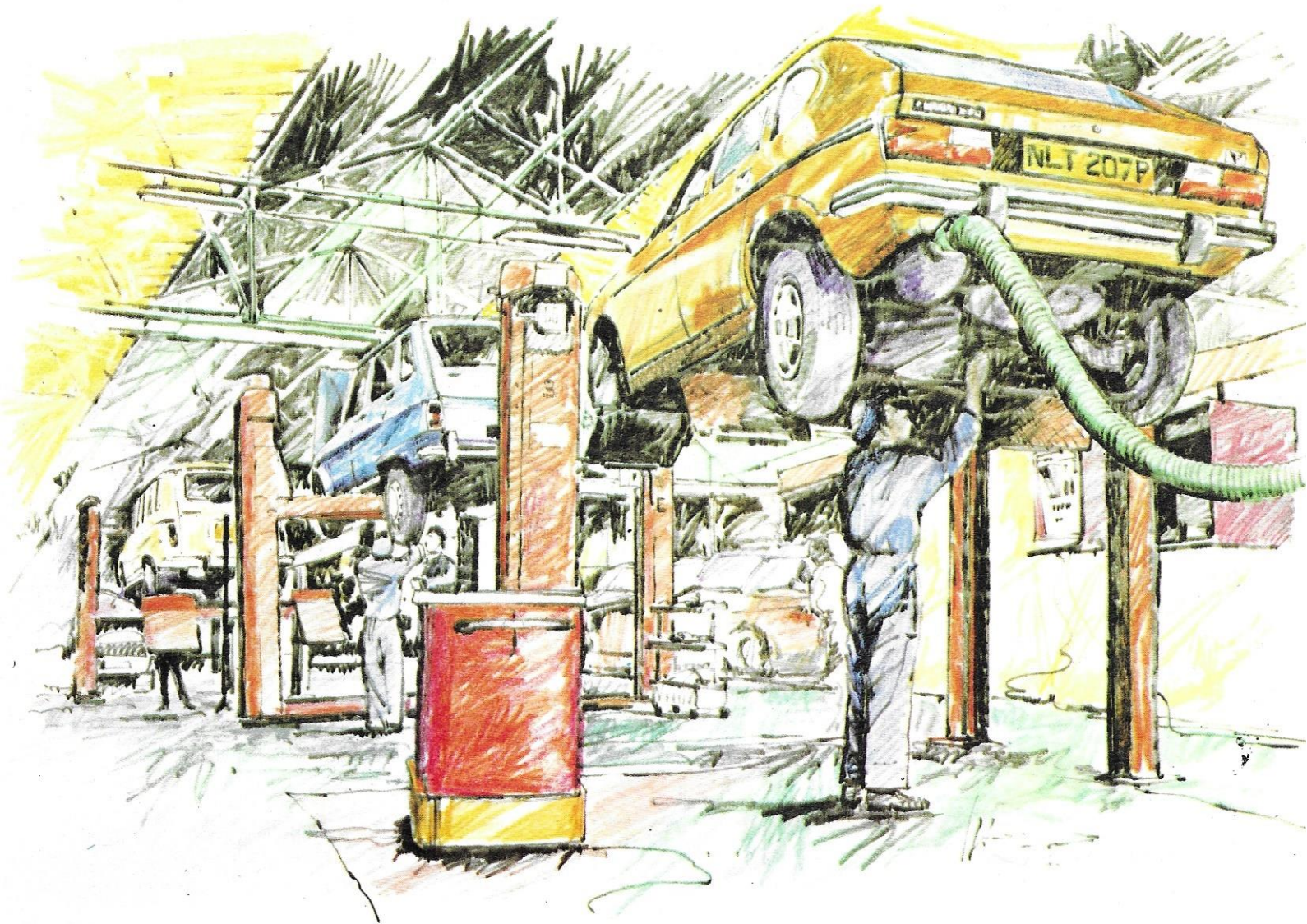




The human side is also very important in the servicing. It is one thing to get the premises right and the equipment right, but it is quite another to get a mechanic's attitude of mind right! Treat him like another piece of equipment and you are in for a bad time. Treat him like the highly skilled human being you have trained him to be and he's your best asset. This 'thinking factor' is the core of our diagnostic method of maintenance. Instead of rushing through the check list and doing everything as fast as possible, the mechanic has to examine the car intelligently, in depth, and will then attend only

to those things that need it. Nothing is changed or altered purely for the sake of it. The system is working very well. The mechanics infinitely prefer it, and the customer only pays for what his car really needs. It is a much better deal for everybody.

Perhaps we at Renault are unusual, but we tend not to think of cars and service and parts as separate items. All are interdependent. A car is a means of transport made up of product and service – to the owner it is not the *ownership* that counts but the *service* that the product gives.





## It's Nice to Belong

### Renault carries on caring

Our statistics show that 60% of Renault owners buy Renault again – a higher loyalty factor than for any make except Rolls-Royce and some other highly specialised manufacturers. Most of these sales are because our customers have found the cars and after-sales service satisfactory. Some are because people tend to be loyal to a make and stick to it. But quite a few we've heard about have re-ordered Renaults because they have so much enjoyed the special relationship between the Renault dealer and his customers!

For a start, every new Renault owner automatically receives for the first 2½ years, with the dealer's compliments, copies of the magazine "Autoworld". It's a well-produced and very readable magazine, and we believe it does a fine job by keeping ourselves and our customers in touch with each other.

Another big attraction is the annual Rallye Renault. This is really a gigantic and very splendid family outing. We pick a pleasant spot in the country, usually a stately home, and then invite every Renault owner (or anybody else, for that matter!) to attend. Catering is laid on, there are various driving tests and competitions, displays of new and old Renaults, special displays and stalls, film shows, and so on and so on. The one thing there isn't is any 'hard-selling' (most of the "selling" comes from the Renault owners themselves!), as we're perfectly content that our guests and their families should enjoy a pleasant day out.

At every Rallye Renault, representatives of the Renault Owner's Club will be found in attendance. The Club was started in 1952, and now has a thriving membership. Although it receives much active support from the company it is fully independent, allowing it to make its own decisions. Affiliation to the RAC enables it to organise rallies and other sporting events.

Also in evidence at the annual Rallye Renault get-togethers is a display of veteran and vintage Renault cars. At the moment we have 175 registered – there are more veteran Renaults in the Veteran Car Club of Great Britain than any other single make except De Dion, who are no longer in existence. Renault Ltd has 5 historic cars of its own, all good runners, and these still enjoy a busy life circulating around shows, displays, parades and so forth. One of the advantages of owning a veteran or vintage Renault is the regular expedition abroad organised and subsidised by Renault. The 5-day trip usually goes to Normandy where the food is good, the wine is excellent, the roads smooth but uncrowded, and the locals thoroughly enjoy the invasion by the British eccentrics.

For those who prefer to drive Renaults fast – in fact, as fast as possible – the Company has set up the "Renault 5 Elf Challenge", (the French Elf oil company working closely with Renault yet again!) This is a championship of 16 races throughout the year for mechanically standard Renault 5's. This is a perfect entrée to racing, being inexpensive and safe, and enjoyed by novice and experienced drivers alike. It is also very popular with the public, providing some extremely close and exciting racing in cars you see every day on the roads or out shopping.

But Renault sponsorship is not just confined to the world of motoring. Perhaps the best-known event of all is The Renault Owners' Golf Competition – a very popular event in the golfing calendar! The relaxation and the goodwill are justification enough.





## Brightest and Best

### Shopping opportunities at the Renault Boutique

Renault cars are very well equipped for all normal needs, but it's human nature to wish to bring one's own car as closely as possible to one's ideal personal specification. To make it unique, in fact. Perhaps some of the gadgets aren't strictly necessary – let's be honest – but it's a pleasure choosing them and it's fun to have them. And this is where the Boutiques in Renault Dealerships differ from most other accessory shops. They set out unashamedly to offer you brighter and more enjoyable motoring.

Although the Renault Boutique has been in existence for only two years, it already displays a very wide range of motoring goods and 'goodies', all safety-tested and approved by Renault. You know the accessories will fit, you know they will do a good job, and you know that your car's guarantee will not be invalidated. And in most cases they have been designed specifically for each individual model. You are indeed keeping your Renault all Renault, as the integrity of the

overall appearance will confirm. The range extends through such items as light alloy road wheels, sports steering wheels, mud flaps, fog and spot lamps, rear warning lamps and reversing lamps, mirrors for caravan towing, custom body transfers, roof racks and so on up to the new big-selling line, the popularly named "in car entertainment". Renault now offers a very wide selection of specially prepared radios and tape units. People who want cheap equipment of doubtful quality will have to shop elsewhere, because Renault's are right for Renaults. Furthermore, every radio and/or tape unit is offered with a special console that blends it into the car neatly and efficiently. If you're going to do the job, we believe, do it properly!

With exciting new lines being added every month, the Renault Boutique will soon be not only the most cheerful place to go accessory shopping but the best stocked, too!





## The Right Parts Matter

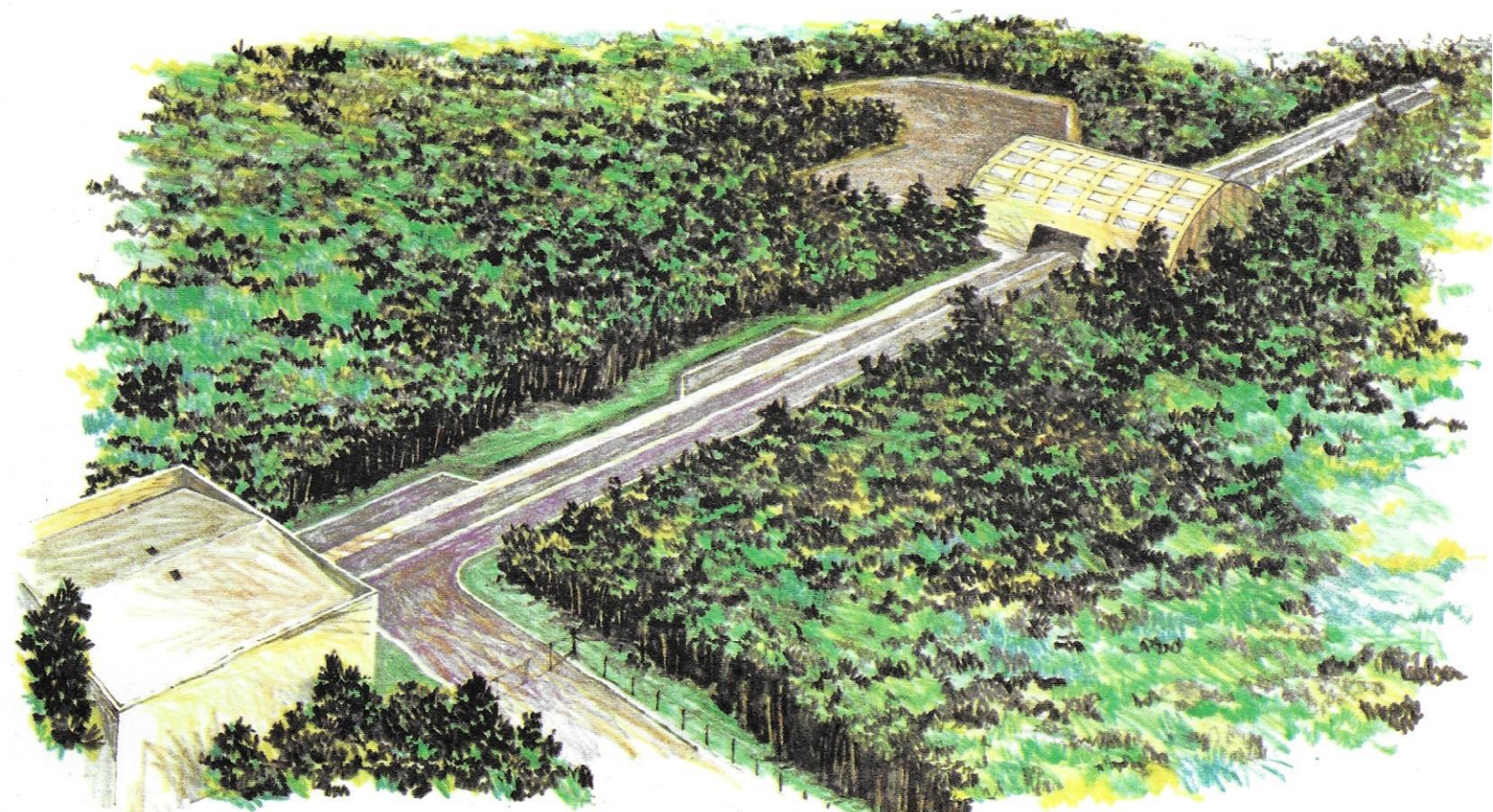
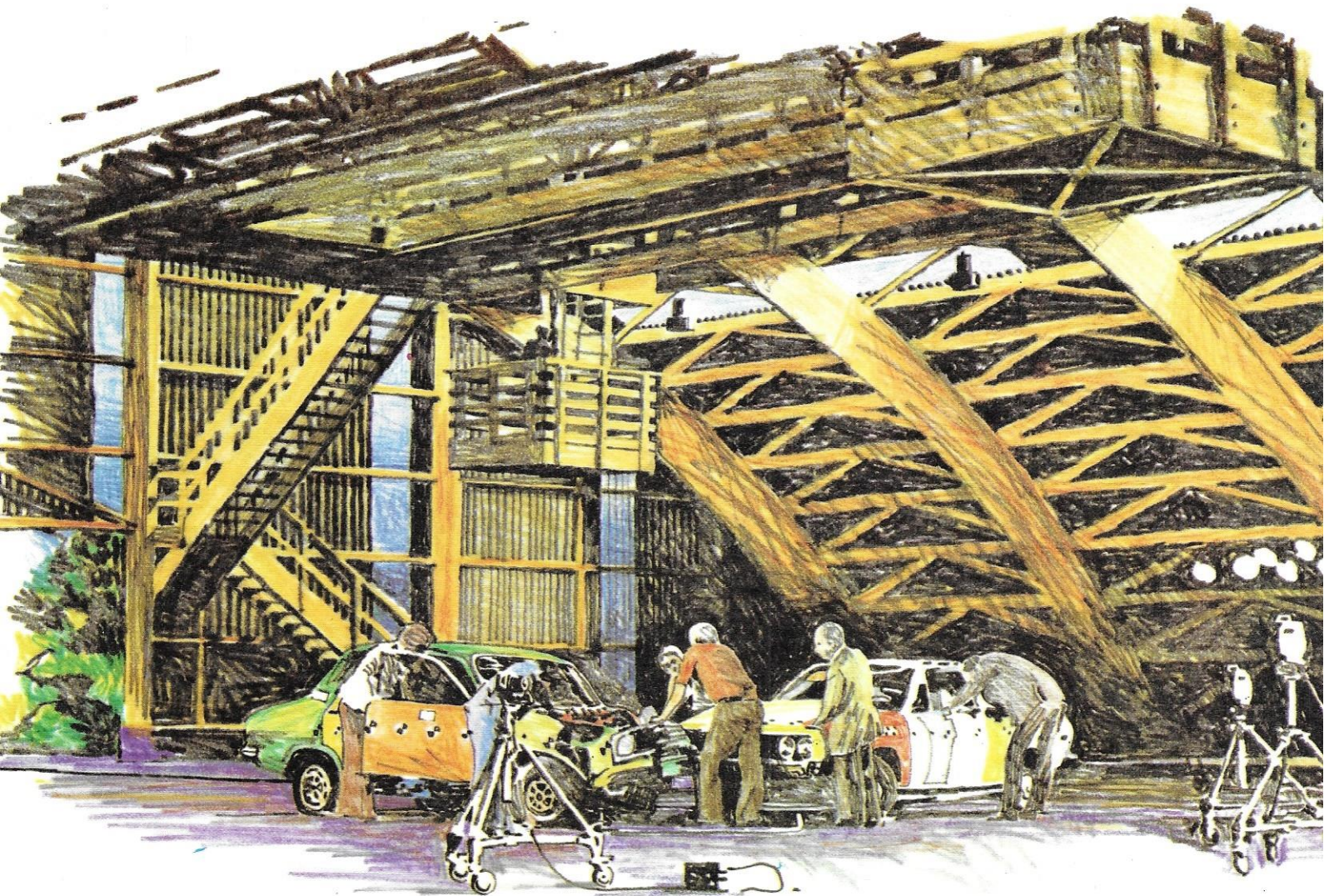
### Only Renault parts are Renault tested

At Lardy, near Paris, Renault have an experimental safety research complex that is unique in the European motor industry, perhaps in the world. It concerns itself with the safety of car occupants and the safety of other road users, but nothing else. Its 3,000 staff have a number of unique test facilities available to them, including a multiple collision rig that can propel cars into each other at any chosen speed or angle. High-speed cameras film the results from all angles, even from a glass floor beneath. There is also an extensive test track, and vehicles on safety test cover five million kilometres a year – equivalent to one hundred times around the world. Other test facilities are accommodated within the centre's 1,340,000 sq metres of ground and the 28,000 sq metres of laboratory. In other words, Renault takes safety very seriously indeed!

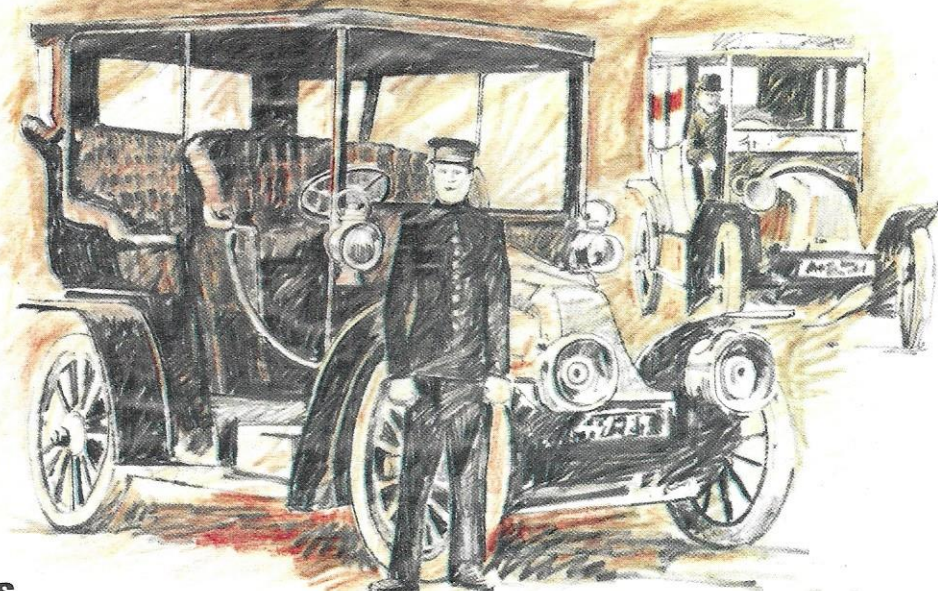
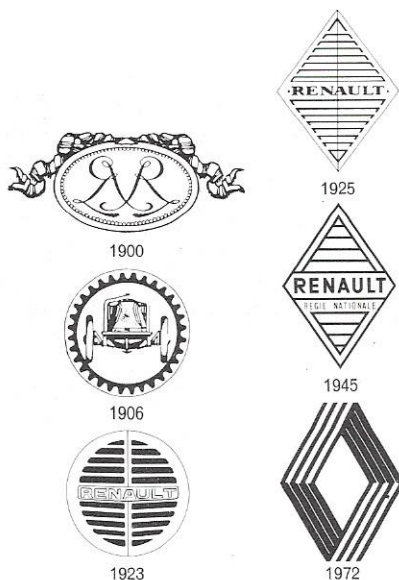
But Renault can only be responsible for the safety of parts that Renault engineers have themselves designed and tested. To fit parts of any other make is to take a chance, and not only in safety but in reliability, too. These 'outside' parts may be good but who can be sure? If it were that easy to turn out parts of the highest standard why would Renault bother with Lardy? We honestly believe that this extra risk factor is precisely what modern motoring can do without.

The whole purpose of our new Reading Parts Centre is that Renault parts should continue to be readily available when and where they are needed. In which case, Renault parts for Renault cars must be the first and safest choice every time.









## A Long Run of Success

### Steady growth of the Renault organisation

The Renault saga began in 1898 in a small garden shed at Billancourt, near Paris. Louis Renault, 21, one of three brothers, built his own car using as a basis a De Dion tricycle with 1½ hp single cylinder engine. He broke completely new ground with its transmission. Instead of the external chain or belt final drive that was typical then, he designed and fitted a remarkably modern layout of 3-speed gearbox, divided propshaft, crown wheel and pinion and live rear axle. The little car performed so well that friends were soon imploring Louis to build them replicas. This was more than one man could cope with, but his brothers Marcel and Fernand came to the rescue and, in 1899, the new car manufacturer of Renault Frères was born.

Some manufacturers failed to take the new challenger seriously, believing it to be absurdly underpowered, so the Renault brothers began entering it for races. Success was immediate, with victories in the 1899 Paris-Trouville, Paris-Ostend, and Paris Rambouillet events. In 1900, now with a 3½ h.p. engine, Renault won the Paris-Toulouse-Paris race at a speed of 40 m.p.h. (Incidentally, Renault Ltd. owns a 1900 model and enters it in the famous R.A.C. London to Brighton run). Other excellent victories followed in 1901, and in 1902 a 16 h.p. model driven by Marcel beat the entire field, including 70 h.p. monsters, in the gruelling Paris-Vienna race. The brothers had made their point!

It was also in 1902 that Renault was established in Britain. The Roadway Autocar Company began to import Renault cars from France and, to boost sales, a literally non-stop run was organised in conjunction with the "Morning Post" from Lands End to John O'Groats – the car was even refuelled on the move. It was an extraordinary demonstration of reliability and efficiency, and the British public also got the point. Sales shot up from 30 per year to 250! And in 1903 the British company changed its name to Renault Frères.

1903, however, was an unhappy year for the young manufacturer. Marcel Renault was running first in his class and second overall in

the highly ambitious Paris-Madrid race when he was blinded by dust, crashed, and succumbed to his injuries shortly afterwards. There were so many accidents, in fact, that the Government was forced to halt the event.

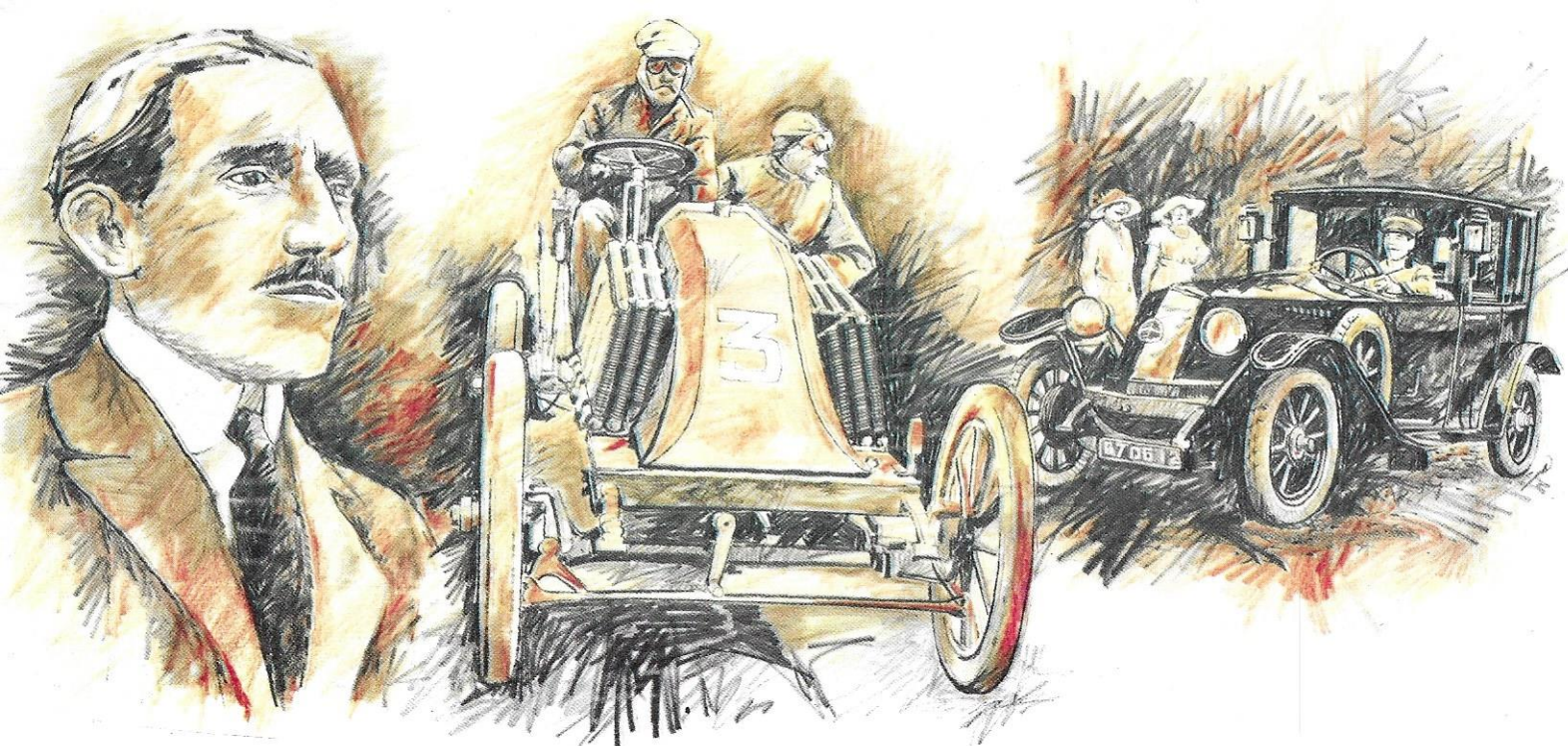
Louis Renault swore never to race again, and he and Fernand buckled down to the business of car production. By 1904 their Billancourt works covered the then impressive area of 12,000 square metres. The 8 and 12 h.p. models were in considerable demand, and were soon followed by the larger 20/30 4-cylinder. This fine car was especially popular in Britain, where it was usually sent in chassis form to be bodied locally by famous firms such as Hoopers.



In those early days motor racing was, as it still is, a good means of publicity. Thus in 1906 'works' Renault racers were back on the track, this time at Le Mans for the very first Grand Prix de l'A.C.F. A 90CV 4-cylinder racer fitted with the new Michelin invention of detachable wheel rims won the event outright at a speed of 62.8 m.p.h.

With such excellent publicity and a range of attractive, rugged models the firm progressed well. But, in 1909, there was another set-back. Fernand Renault died at the early age of forty-four, and Louis was left to carry on alone. And carry on he did and to considerable effect. An obvious indication of this was that, by 1914, Renault vehicles had almost monopolised the taxi ranks of Paris, London, New York, Berlin and





most of the World's big cities.

Then, in 1914, came the war. The Billancourt factory went over to war production, manufacturing shells, guns, army lorries, light tanks and Renault-designed aero-engines. The latter ranged from 300 to 550 h.p. and were a valuable contribution to victory. The British company handled the engines used by the Royal Flying Corps.

After the war it was found that Renault's engineering skills and production experience could do much to help re-build the nation. Output was broadened to include lorries, buses, fire engines, tractors, marine and aero engines, lighting sets, diesels, and even petrol locomotives. The most significant immediate post-war car was the famous 9½ litre 45 h.p. model with its long 'alligator' bonnet. In 1925 a limousine version won the Monte Carlo Rally (being the largest car ever to do so), and a tourer version averaged 100.39 m.p.h. for 12 hours at the Montlhéry banked circuit. And in 1926 a specially-bodied version became the first car to average more than 100 m.p.h. for 24 hours.

The British company, meanwhile, was also seeking extra space and moved out of Central London to an old aircraft factory at Acton. In 1926 a new factory was started on an adjacent site, and this has developed over the years into the present day headquarters of Renault Limited.

The Billancourt factory continued to expand steadily until virtually the whole town had become Renault. The car range was increased to embrace fours, sixes and eights, and it was a Nervasport 8-cylinder that took the Monte Carlo yet again for Renault in 1935.

Then came the Second World War, the invasion of France in 1940, and the passing of the factory into German control. With the liberation of France in 1944, it was decided that the company should come under the control of the French Government. Louis Renault had died, and it was felt that national ownership would bring the fastest results for the country. However, even though State-owned, Renault is run as a private company and it has to be

self-supporting financially.

The first thing to do was to get the little 4CV(750cc) model into production, and by 1947 it accounted for the main production effort. Being simple and economical it was just the right car for the market and a great success. British assembly started in late 1949, and a new highly automated factory opened at Flins, 3 miles West of Paris, in 1952.

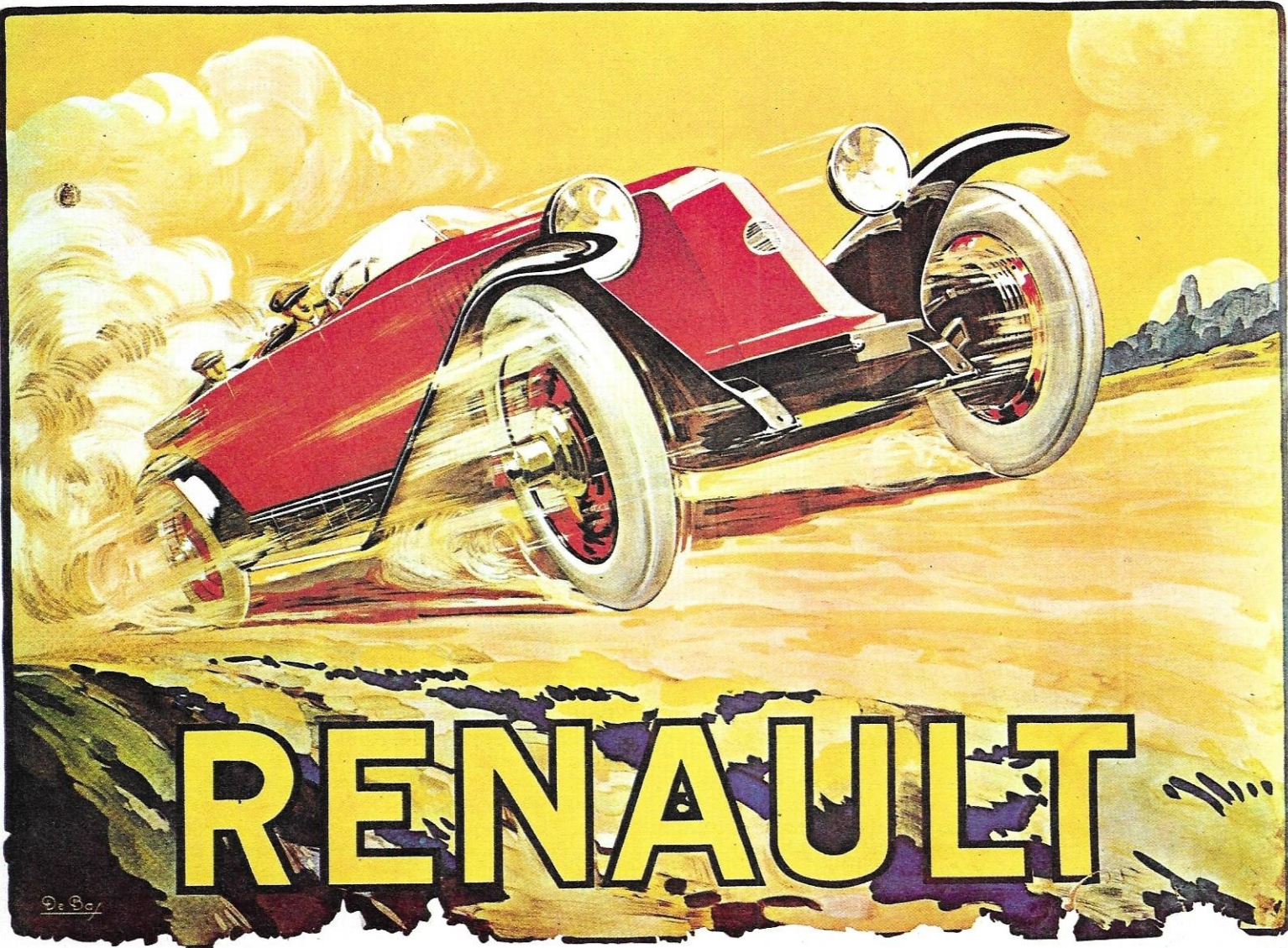
Then in 1956 Renault unveiled the pretty little Dauphine, which set a new standard for small car styling. The car soon proved it was a good performer too by winning the Monte Carlo Rally in 1958, the smallest car ever to do so. It also became the only car to win the three major international rallies of those days—the Monte, the Alpine and the Tulip. The same year production reached the 500,000th mark, and only two years later it set a European record with more than 1 million produced in just under 4 years. In Britain the Dauphine was also a success, and necessitated the enlargement of the Acton factory.

The enormous demand for new Renaults now overtook the assembly capabilities of the British Company. It was therefore decided to import completed cars from France and devote the space to a massive new Service Department and a much bigger Parts Depot.

1961 saw the completion of production of the little 750 model, after a run of 14 years. The public was now more affluent and wanted more space and performance. They got it in the Renault 4, which was announced that autumn. This was the first car with a sealed cooling system and a no-greasing chassis. Renault introduced another World First the following year—disc brakes all round on the Floride, the sports coupe based on the Dauphine. Shortly afterwards came the Renault 8, also with 4-wheel disc brakes, but with the innovative option on a 1 litre car of fully automatic transmission.

The Renault success story continued to accelerate, with over half-a-million cars made in 1963, these accounting for 50% of total French exports!





And then in 1965 Renault opened a new factory at Le Havre-Sandouville and the trend-setting (and still much copied!) Renault 16 was born. It immediately picked up the "Best Car of the Year" award, and the public confirmed that the jury of 32 international journalists was indeed on the ball.

The next particularly significant new car, the Renault 12, was introduced in 1969, and played its part in pushing the production total that year over the 1 million mark. This was no less than 25% up over the previous year's figures, a remarkable achievement.

1970 marked the 25th anniversary of the company as Regie Renault, and was celebrated with the production of the ten-millionth Renault vehicle and the introduction of the new Renault 6 1100cc model. And the British company celebrated by starting work at Acton on a modern new office block and still larger storage facilities.

1971 was a good year for Renault sport, with an Alpine Renault winning the Monte Carlo Rally and the team winning the International Rally Championship for makes. It was also a good year for the family motorist, with the introduction of the neat and effective Renault 5. Again the press decided that a new Renault simply had to be the "Best Small Car of the Year".

In 1973 Renault did the Monte Carlo Rally even more thoroughly, Alpine Renaults taking 1st, 2nd, 3rd, 5th and 6th places. This year they became World Rally Champions. Promise of still greater sporting successes to come was shown in the announcement of a new V6 2-litre Renault-Gordini competition engine, and this was confirmed in 1974 when the Alpine-Renault-Elf won all 8 events for which it was entered and became the European Champion for 2-litre prototypes.

Today, Renault is stronger and more confident than ever. The range of family saloons is undergoing successful expansion with the 30, the 20, and soon the 14, and the earlier models remain as popular as ever. On the road, on the track, behind the scenes in the service bays and the new Reading Parts Centre, Renault will be going flat out to present its customers with the benefits of even greater successes in the future.



# RENAULT

Western Avenue London W3 0RZ