



# PRESS RELEASE

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## **RENAULT TRUCKS ADOPTS A CUSTOMER-CENTRIC APPROACH TO ITS COMMUNICATION STRATEGY**

**In the wake of its new communication strategy and its focus on local events, Renault Trucks announces that it will not be taking part in the 2020 edition of the IAA trade fair in Hanover.**

Renault Trucks is putting its customers firmly at the heart of its concerns and decision-making.

Since the beginning of 2020, Renault Trucks has strengthened its commercial presence in Europe by setting up local teams entirely dedicated to the brand. This will ensure that it is more in tune with the markets and in touch with the needs of its customers.

The manufacturer has therefore decided to adapt its events communication strategy accordingly and is giving priority to actions in the field, the aim being to nurture even closer relations with its customers, particularly in Germany.

This strategy is designed to meet customers, prospects and drivers in a more customised and intimate setting, which will enable them to discover Renault Trucks transport solutions specifically adapted to their use, in more exclusive conditions.

In line with this approach, Renault Trucks has therefore decided not to participate in the 2020 edition of the IAA trade fair.

## **About Renault Trucks**

Building on the legacy of more than a century of French truck know-how, Renault Trucks supplies transport professionals with a wide range of services and vehicles (from 3,1 to 120 T) adapted to local and regional distribution, construction and long distance activities. Renault Trucks vehicles are sturdy and reliable with low fuel consumption that enables them to deliver greater productivity and control operating costs. Renault Trucks is distributing and servicing its trucks via a dealership network comprising over 1,400 service points. The design and assembly of Renault Trucks vehicles, as well as the production of most components, is carried out in France.

Renault Trucks is part of the Volvo Group, one of the world's leading manufacturers of trucks, buses, construction equipment and marine and industrial engines. The Group also provides complete solutions for financing and service. The Volvo Group, which employs about 105,000 people, has production facilities in 18 countries and sells its products in more than 190 markets. In 2018 the Volvo Group's net sales amounted to about SEK 391 billion (EUR 38 billion). The Volvo Group is a publicly-held company headquartered in Gothenburg, Sweden. Volvo shares are listed on Nasdaq Stockholm.

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**For all additional information:**  
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