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1,200 CUSTOMERS HAVE TRIED THE RENAULT TRUCKS CONSTRUCTION RANGE

Quarries, gravel pits and other rough ground served to set the scene for the *Construction Days* launched in 2010 by Renault Trucks. These events gave a maximum number of customers a chance to test drive its Construction range vehicles under real, or even extreme, conditions. No fewer than 1,200 customers seized these opportunities to try out the Midlum 4x4, the Premium Lander and the Kerax, all of them very keen to experience and above all compare the characteristics of some 10 different models between May and October 2011.

Starting in 2010, Renault Trucks decided to go out and meet its construction industry customers to give them the opportunity of discovering and trying out its vehicles. The first edition of the *Construction Days* was such a success that the manufacturer repeated this operation in 2011. Altogether, over 1,200 customers carried out 1,600 test drives during which they were able to gain experience of the different models in the Renault Trucks construction site and site supply range, enabling them to fully appreciate their efficiency.

This year, the *Construction Days* were held between May and October in two phases:

- sessions at the Vallée Bleue site in Montalieu-Vercieu (Rhône-Alpes), which brought together almost 350 customers from all over Europe, Africa, South America and, for the first time, Asia. Altogether, 23 sessions were organised over two days.
- travelling sessions (*Construction Tour*) for French customers, divided into four regional stages. These were held in the limestone quarries of Vaugines in the South of France and Jully-sur-Sarce near Troyes, the volcanic rock quarry of Saint-Denis d'Orques near Le Mans and the gravel pit of Layrac in the south-west of the country.

Thanks to the challenges offered by the terrain on which they were operating, participants were able to see what the Kerax, Premium Lander and Midlum 4x4 could really deliver. This allowed them to compare the different types of performance and decide which types of vehicles were the most appropriate for the needs of their particular activity.

Renault Trucks mobilised 10 vehicles for each of these sessions, including Premium Landers fitted with *OptiTrack*, for the test drives. This system allows customers driving a "conventional" 4x2 vehicle to have the benefit of temporary 4x4 transmission with all its advantages only when really needed - but without the financial and practical drawbacks. Out

on the *Construction Days* test tracks a great show was made of putting the vehicles in the most challenging situations - and getting out of them thanks to the prowess of *OptiTrack*.

The Midlum 4x4 *Off Road* also created quite a stir for the manoeuvrability and tight turning radius it features for a 16 ton vehicle. With its superb pulling power as a bonus, customers quickly recognised the great advantages it offers for easily reaching worksites in towns, often on small, hard to access and rough plots.

Most of the vehicles presented were fitted with an *Optidriver+* robotised gearbox. Customers who had never had the opportunity to try it were pleasantly surprised by its ability to handle steep inclines and slippery surfaces.

In terms of equipment, each vehicle had a different kind of body: tipper, concrete mixer, platform crane, rock dump body, rounded tipper body or conventional three-way tipper. These represented the main activities for which the Renault Trucks Construction range is designed.

For the more enthusiastic, Renault Trucks also enabled customers to try out a Kerax which had accompanied the Dakar 2011, as well as one of the Sherpa vehicles that took part in the *Cape to Cape* expedition in 2009.

In addition to the test drives, various workshops offered additional activities during these days with the presentation of Renault Trucks *Optifuel Solutions* as they are offered for Construction range vehicles. There was also an opportunity to discover the financing and insurance solutions offered by Renault Trucks Financial Services in France. Representatives of Voith and Bridgestone, Renault Trucks' partners for the Construction range, were also on hand. At the end of each session, customers were able to leave with a comprehensive view of the solutions Renault Trucks offers specifically devoted to construction and worksite applications.

Further information is available from:

<http://corporate.renault-trucks.com>

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