

RENAULT  
TRUCKS  
DELIVER

P R E S S  
R E L E A S E

CORPORATE  
COMMUNICATIONS  
DEPARTMENT

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Lyon / December 2011

### **SOLUTRANS 2011: A SUCCES FOR RENAULT TRUCKS**

**3,000 visitors, 250 test drives of the Maxity Electric and Renault Premium Hybrys Tech, 40 trucks including 4 Magnum Legend special edition vehicles sold, 1,800 thrilling, frenzied games played on the truck racing simulators and over 600 articles purchased from the official boutique. The 2011 edition of the Solutrans tradeshow in Lyon has been an outstanding success for Renault Trucks.**

Passion and innovation were given pride of place on the Renault Trucks stand. The highpoint of the week was undoubtedly the presentation of the Magnum Legend, a limited edition of the manufacturer's famous, proudly prestigious truck, of which only 99 units will be produced. It was accompanied by one of the *concept trucks* dating from 1985 from which it developed, the VE10 and by the Magnum Route 66 operated by Avril transports which travelled along the legendary American highway between Chicago and Los Angeles in 2009. The end of the week was marked by a gathering of 30 Magnums with their drivers at the manufacturer's headquarters, next to the Exhibition site. This remarkable convoy then made its way to Solutrans to continue this celebratory day at the Lyon Trucker Show, the Festival for all truck enthusiasts organised by Solutrans.

There was more enthusiasm and excitement at the Truck Racing area on the stand, where visitors could admire the Premium Racing driven by the MKR Technology Team, runners-up in the European Truck Racing Championships in 2011, as well as the Renault Premium Truck Racing special edition vehicles. The thrills of the racetrack could also be enjoyed first-hand on three truck racing simulators which attracted 1,800 eager players throughout the week. And the latest of these created a real stir with its suspended seat which reproduces the physical sensations of truck racing driving! Even Adam Lacko, the MKR Team's professional driver, was impressed by the realism it delivered!

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The Renault Trucks boutique also generated a lot of enthusiasm with its range of 75 branded items on offer. These included caps, T-shirts, scale models of trucks, key rings and children's toys. Almost 600 articles were sold during the course of the week.

As far as innovation was concerned, an interactive terminal was available, presenting the manufacturer's latest features: *Optifleet*, the new fleet monitoring and management tool, *Optifuel Solutions*, a set of complementary tools to help customers reduce their fuel costs, the *Smartphone* applications specifically designed to help drivers with their everyday work such as *Time Book* or *Deliver Eye* and vehicles from the Renault Trucks Clean Tech range, running on alternative energies. These were represented at the show by the Maxity Electric, the small, all-electric delivery truck and by the Premium Distribution Hybrys Tech, the electric-Diesel hybrid truck for urban distribution which was test driven by over 250 people.

Innovation was also on show at *Solutrans-Off*, a part of the exhibition devoted to raising the awareness of the general public and local schoolchildren of the key role and major issues addressed by trucks and road transport. This gave Renault Trucks the opportunity of presenting the challenges being faced by the haulage industry, particularly in urban environments and highlighting one of its solutions: the Maxity Electric, which visitors could try out for themselves on the Green Track, an indoor test circuit for electric vehicles.

Renault Trucks' success throughout the Solutrans week was repeated on the web. For the site launched at the same time as the Magnum Legend, <http://legend.renault-trucks.com>, recorded over 2,400 visits between 29 November and 7 December, in addition to the more than 3,800 visitors whose curiosity had been aroused since the month of November by the manufacturer's cleverly planted hints that a surprise would be waiting for them during the Show. The "Be part of the legend" prize draw, organised to coincide with this event, was also a huge success. The 5 winners, whose photos had been selected at random on 15 December, will win a legendary lap of the race track aboard a MKR Premium Racing vehicle.

Further information is available from:

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

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