

RENAULT
TRUCKS
DELIVER

SINCE 1894
AN HISTORIC MERGER



1978: Renault Véhicules Industriels was officially formed. The result of the Berliet-Saviem merger, the brand with the diamond-shaped logo became the only French manufacturer of heavy goods vehicles. The coming together of these two companies was a real culture shock!



When Berliet joined Saviem as part of the Renault group in 1978, an industrial giant with 40,000 employees was formed; it went on to produce 60% of the industrial vehicles made in France.

Originally, however, almost everything set the two French market leaders apart: Berliet was a private manufacturer based in Lyon since 1894, whilst Saviem was a public company formed by several mergers and based in Paris. For many, the merger was a marriage of convenience rather than an affair of the heart. This was especially true for long-standing Berliet employees, who realised that whilst the company headquarters remained in Lyon, all the strategic decisions would from now on be taken in Paris by Renault.

ASSERTION OF A NEW STYLE

The decision to discontinue the Saviem and Berliet brands in 1980 ratified the merger. From now on, the radiator grilles of all vehicles would feature the famous Renault diamond emblem. However, the crisis of the 1980s had huge consequences - between 1978 and 1987, the number of employees dropped from 34,000 to 19,000.

Nevertheless, the reorganisation started to bear fruit as the Renault C range of trucks combined the cabs of the Saviem S range with the chassis and drive train of the Berliet GLR. This was a real success. In 1990, the launch of the Renault Magnum confirmed the revival of the company's fortunes. The revolution of the flat floor and the distinctive style of the grille were the result of a decade of reflection and joint work. Renault VI - soon to be Renault Trucks - was confirming its identity in a big way!

