

# The Australian Story of Renault...



Renault (Australia) Pty. Ltd. was founded in 1959 with headquarters in Sydney. During the ensuing seven years the Company brought Renault cars to Australia for assembly under sub-contract.

Confident that Renault could be a success in Australia the Managing Director, Mr. Jacques Thoridnet, negotiated for manufacturing facilities to make the Renault challenge a reality. In addition the concessionaire rights of Peugeot vehicles was granted.

**In August 1966 these plans were adopted and the Renault Australian story began.**



## THE FACTORY

Renault acquired manufacturing facilities at West Heidelberg, Victoria and commenced production of the Renault 10 and Peugeot 404 Sedan and Station Wagon. These models were produced under the Government's Manufacturing Plan to encourage Australian production with a pledged 50% local content by December 1968. Renault accepted the plan and its objectives to such a degree that the local content of each of the models is greater than the progressive requirement.

Since August 1966 the factory has been continually and progressively modernised and expanded. New machinery has been installed, modern assembly techniques adopted and a large and technically advanced paint shop has just been completed.

Production capacity has been increased from 170 vehicles per month to nearly 700 in just over eighteen months.

Renault has invested several million dollars in the Australian operation and this is being increased every day.