

By the end of 1967, Renault (Australia) Pty. Ltd. will have grown to encompass —

A much larger factory and administration headquarters and will directly employ 450 Australians earning over \$1,000,000 yearly.

Sales and service will be handled by Renault branches in New South Wales, Queensland, South Australia and two in Victoria and a network of 130 dealers throughout the Commonwealth.

Today at Heidelberg, 20 cars a day roll off the assembly line, and the target for increasing the Australian content is on schedule.

The 45 per cent target for Peugeot was achieved in May, 1967.

The Renault Australian content exceeded 41 per cent in July, 1967.

By mid-1968, after completion of the first stage of the building programme Heidelberg will produce an average of 30 cars per day, and by the end of the year the Australian content will have been increased by 50 per cent.

The basic factors to which this success story can be attributed are —

The confidence held by Renault, France, in the potential market in Australia for Renault and Peugeot cars — a confidence backed by an investment of several million dollars;

The quality and performance of the Renault 10 and the Peugeot 404;

A new approach to marketing and merchandising, which encompassed greater attention all over Australia to Spare Parts and After Sales Service, with a subsequent expansion of the dealer network.

Today the Renault-Peugeot network is very much stronger numerically and in quality than ever before.

The company holds more than one million dollars worth of spares, ensuring that every dealer has a basic set, plus adequate tooling.

Renault has a programme of future development in this country which is backed by several million dollars which will be spent mainly on plant expansion.

When it is considered that in the world Renault stands sixth on the list of car manufacturers, and Peugeot fourteenth, it will be realised that the future growth of Renault and Peugeot in Australia will be backed by the resources of a tremendous organisation which has been able to achieve a steady increase in market penetration in other parts of the world.