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RENAULT SAMSUNG MOTORS: LEADERS IN QUALITY FOR 8 YEARS

- Renault Samsung Motors has enjoyed number one status for Quality in the Korean market for eight years in a row:
 - N°1 in Product Quality (initial, three-year reliability)
 - N°1 in Service Quality (sales and after sales)
 - N°1 in General Customer Satisfaction (overall evaluation)
- Once again, the survey results of Marketing Insight, who specialise in studying the Korean automotive market, name the brand's four models as the standard-setters in the "2009 White Book of Automotive Quality":
 - SM3 N°1 for Product Quality
 - SM5 N°1 for Quality incidents
 - SM7 N°1 for sales Quality
 - QM5 N°1 for sales Quality
- Renault Samsung Motors is a product of Renault's takeover of the automotive division of Korea's Samsung group in September 2000. Renault holds an 80.1 per cent stake in the company.
- RSM consists of:
 - an ultramodern factory in Busan, with an annual production capacity of 300,000 vehicles,
 - a research and development centre,
 - a sales network of 171 outlets.

Renault Samsung Motors Quality: eight years on top

In 2009, Renault Samsung Motors was ranked first in the survey of Korean automotive Quality, in terms of **overall Quality and customer satisfaction**.

For the eighth consecutive year, the model range of Renault Samsung Motors has been honoured in the Korean market. Reflecting the company's culture, the **design and build Quality** of SM3, SM5, SM7 and QM5 have been acclaimed by customers at the time of purchase.

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These results also reinforce the value of the hard work conducted on **Service Quality** throughout the vehicle's life.

- **SM3** is first in the compact saloon segment. It is particularly strong in Product Quality, which includes Initial Quality (after three months), Reliability (after three years of use), as well as the intention to purchase (product package, performance, design, etc.). More than 13,000 units of New SM3 have been sold in fewer than three months, which already puts it second in its segment in Korea.
- **SM5** is the best vehicle in the family saloon segment, in terms of the number of incidents (Reliability).
- **SM7** (the large saloon segment) and QM5 (medium 4x4 and crossovers) were judged the best vehicles in terms of Service Quality (sales and after sales).

Just as they do in the other countries where Renault Group vehicles are sold, independent customer satisfaction surveys confirm the excellent results of internal assessments. In recent years, robust design and manufacturing, plus hard work in the sales and after sales network, have been producing concrete benefits at every level.

A systematic survey of 100,000 customers

During the month of July 2009, exactly 91,129 consumers took part in the survey conducted by Marketing Insight. The criteria assessed in the "White Book of Automotive Quality" were:

- **Product Quality:**
 - Initial Quality (average of three months use after purchase),
 - Reliability (after three years of use), measured by the number of incidents experienced,
 - Reason for purchase (customers for less than a year), measured by criteria of services, performance, design, etc.
- **Service Quality:**
 - Quality of the sales process (purchases less than a year ago),
 - Quality of after sales (first six months of use).
- **Customer satisfaction:**
 - Index of confidence during the first year (number of moments of anxiety),
 - General satisfaction (average of first six months): product quality, sales and after sales service, etc.

In every area, Renault Samsung Motors is the market leader over its competitors for the eighth consecutive year. Customer satisfaction is a priority for the company, and its hard work, coupled with continuous progress, should strengthen this position in the year ahead.

2009 Automotive Quality Survey	Market average	Renault Samsung	Hyundai	Kia	GM	Ssang yong
Initial Quality *	1.67	1.13	1.33	2.01	2.48	2.98
Reliability *	4.39	4.17	4.04	4.44	5.58	4.80
Intention to purchase **	558	611	568	512	537	543
Sales **	765	811	770	745	749	761
After Sales **	786	825	782	777	786	780
Confidence *	1.41	1.21	1.22	1.55	1.59	2.00
Overall satisfaction **	48.3	63.1	50.0	43.3	37.7	34.9

** Low score is better / ** High score is better*

Photos and other information can be found on our websites

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