



## **The chat 'Gordini' transcript**

**Steve Norman e-conference is scheduled at 11am.**

**Eric Zuber will answer live to all your questions from 11.07 am.**

**Good morning everyone, welcome to this live chat with Eric Zuber, Head of Brand marketing and Brand promotion.**

Hello everyone!

**Dannysparo: Why did you decide to revive Gordini brand after such a long time? Are you going to challenge Abarth and Mini?**

First of all, Renault Sport has a long tradition of making sports' models. The past decades, Renault has focused on the Renault Sport range with 3 models that are top of their class. It is now possible, thanks to the strength of the RS products, to relaunch the Gordini brand which will open up other territories and different kinds of customers for us.

**Tiery: Could you give us some details about the difference between the Twingo RS and the Gordini?**

The revelation of Gordini RS, Twingo vehicles will take place at the Renault atelier on the Champs Elysées during the Blue Christmas operation. All of the details will be given to you then but I can tell you now that they will be extremely attractive.

**Florence Lagarde: Is it a way to prepare Renault's leave from Formula 1?**

There is no relationship between Gordini and the world of Formula 1. This is a brand for real people who can drive Twingos.

**Gemini: Is the color "the Bleu de France" available?**

We will follow the idea of a blue car of course but we have a new blue that is chic and modern.

**Tiery: What will be the positioning of the Gordini brand with regards to the RS?**

Gordini is very complementary with regards to sports models but is more premium, chic and more exclusive.

**Patrick Garcia: does the gordini brand replaces the F1 team models?**

Once again, with Gordini we are not creating a substitute for other Renault Sport models. It's something new. Gordini is for a chic sport clientele and not for purists.

**Nicolas meunier: Are there others colors available?**

Yes! You'll discover the new colours on the 25th of November in keeping with the sports chic look.



**Tiery: When will you launch a Megane Gordini?**

After Twingo, we will launch the big sister Clio in spring 2010 then Megane - more on that later!

**La revue automobile: What's the Gordini badge?**

These are above all sporty vehicles to which we have added a French Touch lifestyle spirit. It's a symbol of privilege, success, the French art de vivre- the spirit of the 60's updated for today and tomorrow.

**Patrick Garcia: Does the come back of the Gordini brand put an end to the revival of the Alpine brand?**

Alpine is another topic all together. We have frozen a project in its late stages because of the crisis but it's different as Gordini is a chic and sporty version of pre-existing vehicles whereas Alpine is an entirely separate model.

**Tiery: Will there be an accessory kit to customize the Twingo Gordini (even if it's not a RS)?**

Even if we launched personalisation in Q1 2009, we don't want to personalize Gordini by offering a specific accessory kit. Gordini has its own strong personality. Nonetheless, there will be Gordini products available.

**Florence Lagarde: Do you think you will attract young people with the Gordini image or are you targeting customers over 50 years-old?**

The advantage of the French Touch is that it appeals to younger generations while reviving fond memories of those who were 20 when the Gordini was first released.(who are 50 today)

**Patrick Garcia : Will the Twingo Gordini RS be in direct competition with the Abarth 500?**

Twingo RS is already in competition and has come out ahead in many comparative studies. Thanks to the Gordini brand, will be able to attract clients who are looking for a chic, elegant, exclusive vehicle.

**Florence Lagarde: What impacts are you expecting from that Gordini badge on Renault's brand?**

The fact is that Renault, thanks to its new « Drive the Change » motto is revitalizing its image. Gordini is an extra feather in its cap when it comes to appealing to young customers for whom the brand's values are important - safety and reliability.

**Thiesen 58: Will you promote the Gordini brand only in France or extend it to Europe? For instance, is Gordini popular in Germany?**

We are clearly taking an international approach. Remember that Gordini was a symbol of success in other countries, too. When competing against English, German and Italian brands, Gordini has international recognition beyond French borders.

**Nicolas Meunier: Will the Gordini have mechanical specificities?**

We remain in the very sophisticated offer of Renault Sport so we didn't need to add anything mechanical or technical.

**La revue automobile: How many models of the range will benefit from the Gordini badge?**

We are creating a range that has just started with Twingo and soon Clio. This is an important reflection for all of Renault's range.



**GU: Will the Coupe Laguna benefit from the Gordini badge, or from the Alpine brand?**

This subject is not up for discussion today.

**La Revue Automobile: Is Gordini equal to Baccara but more sporty?**

We are bringing a touch of chic, elegance, exclusivity to the model while remaining sporty but we are not trying to replace the original brand. It's a different register.

**Nanyo: And what about Japan?**

There is a project of going to Japan. This is not exclusively a French project. This is about promoting the French Touch by Renault around the world.

**Manu: will the white stripes be on all models again?**

What would a Gordini be without its characteristic white stripes?

**Boehm: What will be the extra cost of the Gordini with regards to the RS?**

It's too soon at this point to provide information on price.

**AndreaGiache: Are there any chances to see the Gordini brand back in motor racing, for example Le Mans?**

Renault Sport Technologies already organizes the Clio Cup and World Series as well as a whole programme of workshops called « Renault Sport Driving Experience ». Anything is possible for Gordini in the future.

**Gemini: Are Gordini limited edition cars?**

No, they are not limited-edition cars. It's a true relaunch of a brand.

**Manu: Will there be a performance upgrade kit available?**

No, that's not the idea as Gordini cars already have everything. No tuning required for the engine or chassis. The basis is the current Renault Sport range.

**Nanyo: As a first step, what's your goal in terms of sales for the Twingo RS Gordini?**

Once again, we are trying to conquer new clients. We hope to sell as many as possible. The market sector is enormous.

**Chachine: How many Gordini had been sold by Renault, and how many new Gordinis are you planning to sell each year?**

200,000 Renault Gordini's have been sold.

**Marian CABAK: Who is responsible for the development of the new Gordinis? Is it Renault Sport Technologies, or others?**

The project is piloted by Renault Sport Technologies.

**Theisen 58: Will the Gordini brand replace the RS brand?**

It's complementary.

**Nicolas meunier: Are you planning to federate the Gordini buyers through clubs, associations...?**

Before answering your question, we only have ten minutes left and there are many more questions. We will reply to those we can't get to now this afternoon.



**Drifter: Will there be electric Gordinis with noise maker?**

Our priority is to make the Z.E. (zero emission) electric range (Twizy, Fluence, Kangoo, Zoe) a success. Let's talk about this again in 2012 when the full range of electric vehicles has been launched.

**GU: Presentation on November 25, and commercialisation?**

In spring 2010, but of course pre-sales will be start in February.

**Manu: How will the once classic, easily recognizable GORDINI badge look like?**

It will be a modern interpretation that is faithful to the spirit of the original. You can see a visual of it on the media site from midday today.

**Patrick Garcia: The RS are available in two chassis, cup & sport, will the Gordini brand adopt both?**

There's a sport chassis for comfort and a Cup chassis as an option.

**GU: To whom belongs the brand, to Renault?**

Yes, the brand belongs to Renault.

**Thank you very much. A word to conclude?**

Thank you everyone! See you on November 25 for an avant-première viewing of the Twingo Gordini RS!

Get more information now (press release & pictures) on [www.media.renault.com](http://www.media.renault.com)

**Other questions**

**Will there be mechanical limited slip differential in the Gordini then? If they are more chic and not for purist, I think that LSD is not on your schedule?**

You are right.

**How would you like us to perceive Gordini? As a new brand, or a topline of models? Are you preparing some totally new cars, that are not being built by Renault?**

Like topline or premium version of sporty models.

**Will these cars be mechanically different to the RS models or are they just more luxurious?**

More luxurious and more French!

**What kind of "Gordini products" are you referring to?**

It's more about Gordini spirit than product.

**Presumably your marketing campaign will be full of references to historic racing success and road cars. Or do the 20-somethings you're after not care about history and you have a different approach to woo them?**

It's more about meanest than age segmentation.