

NEW BUSINESS OPPORTUNITIES

One of the strengths of the Alliance is that each partner brings its own expertise to the party which helps in such areas as the search for new business; this can be entering new markets like India or adding 4x4 technology (a Nissan strength) to other Alliance models or diesel engines (a Renault strength) to model line-ups for the first time.

Whatever the need or demand, the Alliance takes advantage of the industrial footprint of either partner to enter a new market or new technology while keeping the cost down.

The synergy target for 2010 is €2 billion of which half will come from new savings while RNPO, the Renault Nissan Purchasing Organization, is expected to contribute some €400 million.