



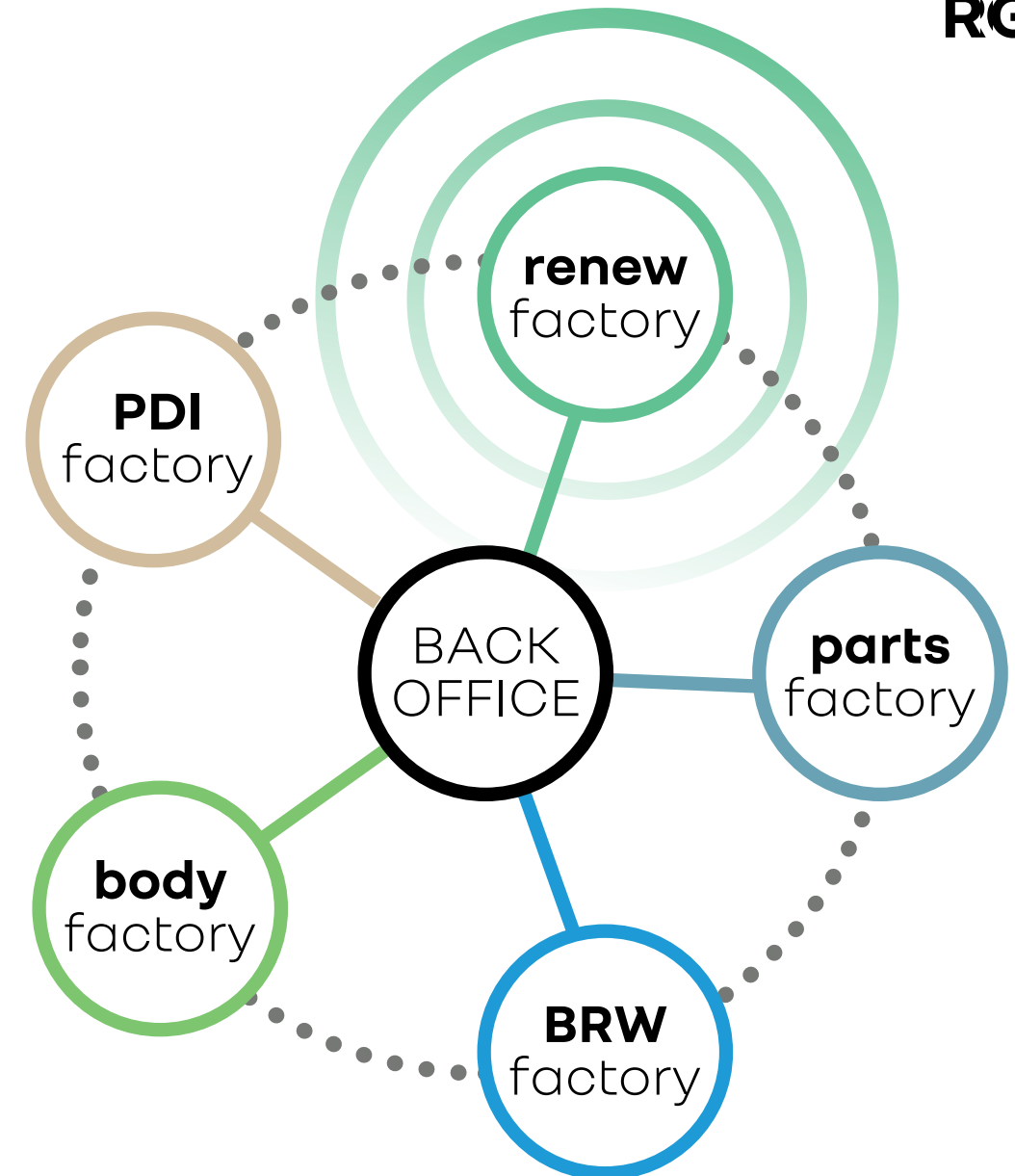
01 - What is the Hub Strategy?

The context

A MORE RELEVANT TERRITORIAL NETWORK IS OFFERED TO THE NETWORK WITH THE CREATION OF HUBS COMPOSED OF INTERCONNECTED CONTACT POINTS OFFERING COMPLEMENTARY ACTIVITIES, IN THE SAME GEOGRAPHICAL AREA, AND MANAGED BY A SINGLE PARTNER.

The Hub Strategy, through its different formats, responds to major challenges:

- new trends and customer expectations,
- new lifestyle habits and growing urbanization,
- competitive pressure and digital offerings in customer journeys,
- improving profitability.



HOW DOES IT WORK?

1



Request for renovation



Collection of the vehicle from the customer



Reception at the Renew Factory



Costing of repairs

2



Quality control



Bodywork



Mechanical work



Spare parts order

3



Cosmetics



Photo / Digitalization



Technical control



Return to the customer

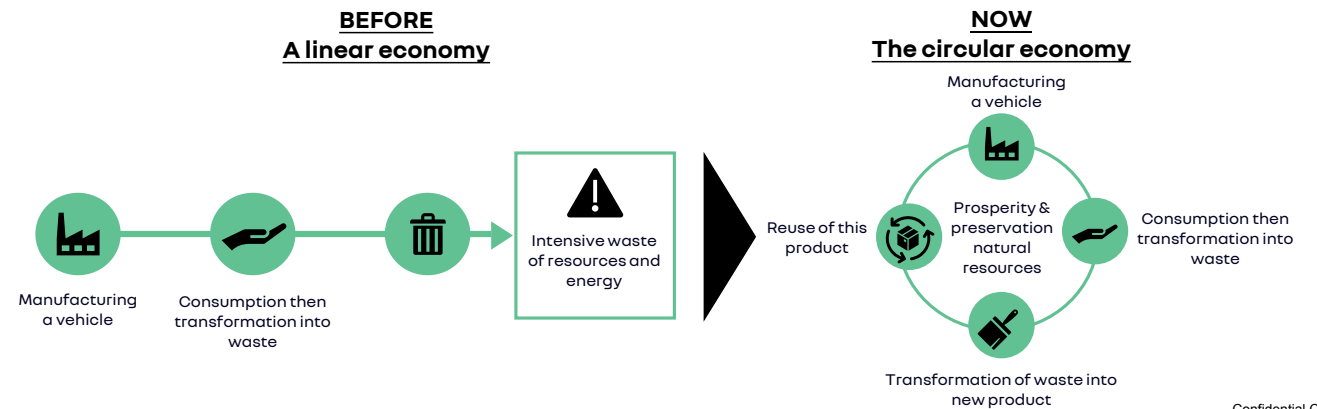
THE Refactory LABEL

- In order to enhance the value of the vehicles reconditioned within these structures, the manufacturer associates a specific «Refactory Certified» label with them.
- The purpose of this document is to describe the implications of this label in terms of the exacting standards of service expected of UC factories.

Common base: commitment n°1

A Program that is part of the Renault Group's circular economy strategy

The circular economy consists of producing goods and services in a sustainable manner by limiting the consumption and waste of resources and the production of waste. Renault is part of a global strategy aimed at adopting this economic model by moving from a linear logic to a sustainable logic:



THE STANDARDS OF RENOVATION

- renew is the Renault group's only brand dedicated to marketing used vehicles.
- The brand's aim is to market used vehicles to private customers.
- These all-makes vehicles are certified and reconditioned in dealerships or refurbishment centres to manufacturer-standard norms.

The renovation of used vehicles from the renew brand must concern **3 aspects** :



The mechanic



The bodywork



Cosmetic



The reburbishment must be orchestrated so that the vehicles are deliverable to the end customer within **72 hours** of the order.
Thus a system of **"ready to go" on 100% of used vehicles** must be put in place.



- Any vehicle identified as having suffered **a serious accident** must be **excluded** from the marketing scope of the **renew brand**.

- All parts used during the refurbishment process must be **original or approved** by the manufacturer.

- Any **defect** already present on the vehicle must be **taken up and repaired** according to the rules.

1



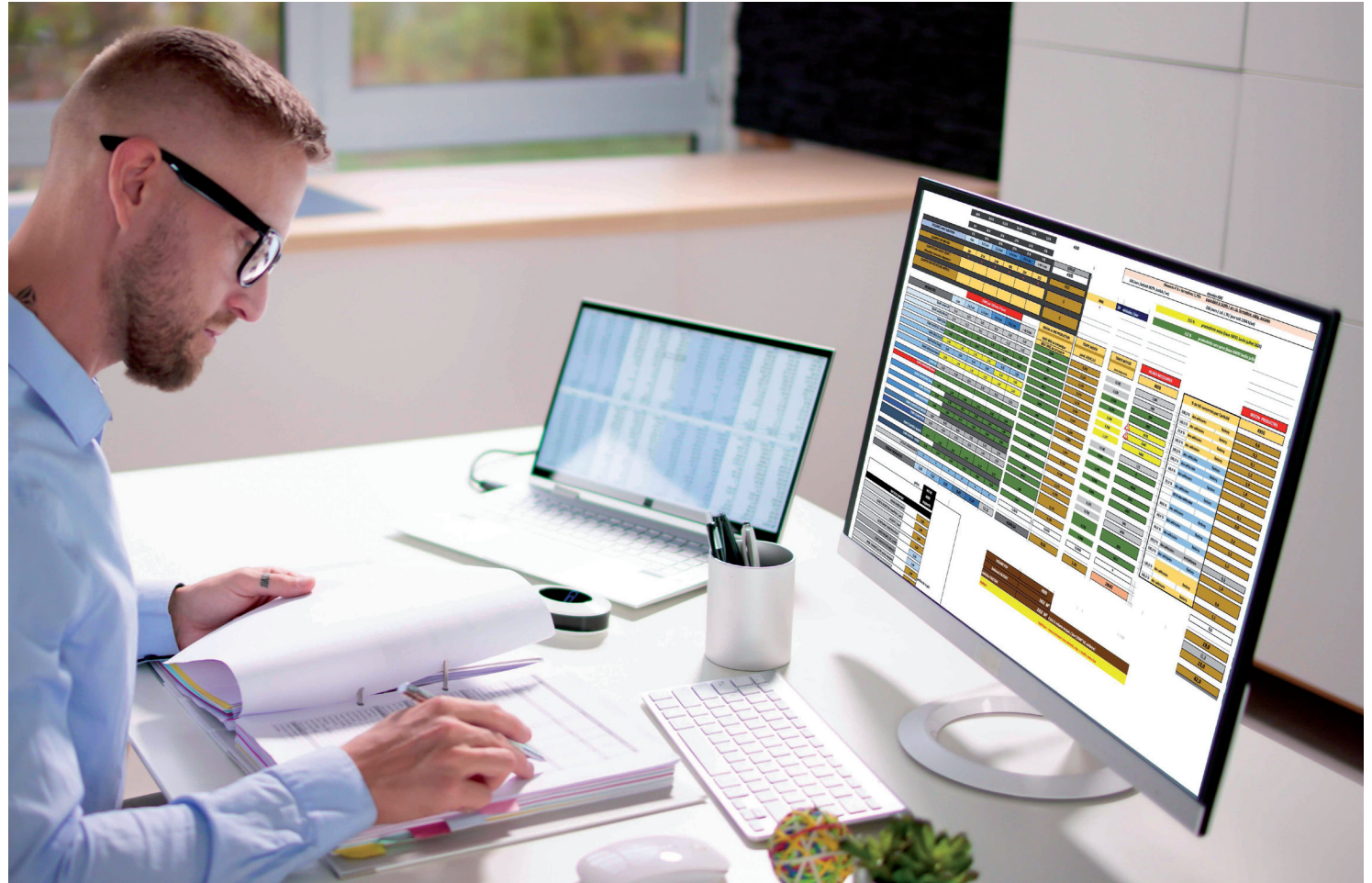
The mechanic

THE CALCULATOR



A spreadsheet is used to qualify resources in relation to needs and objectives.

- Area per station
- HR in relation to the project
- Calculation of average times/position...
- Equipment
- Profitability



TUTORIAL

A video supports the sizing tool to explain the use of the spreadsheet.

