

RENAULT NISSAN PURCHASING ORGANIZATION (RNPO)

Logan by **renault**



Odile Desforges
President and Chief
Executive Officer
of RNPO

Renault-Nissan Purchasing Organization (RNPO) was founded in April 2001, to ensure the highest possible degree of competitiveness for the Alliance's purchases, in terms of quality, cost and deadline, and to manage relations with suppliers all over the world.

RNPO is the first joint-venture of the Alliance and, at the time of its creation, represented almost 30% of Renault and Nissan global annual purchases. At the end of 2002, this rose to 43% (annual purchases totalling 21.5 billion dollars).

Since January 2004, with the yearly increase amounting to 33 billion dollars, RNPO accounts for 70% of the Alliance's purchases.

Odile Desforges, you are President and Chief Executive Officer of RNPO. Tell us about your professional background.

Odile Desforges:

"I graduated as an engineer from the Ecole Centrale de Paris and began my career at the transport research institute. I joined the Renault group in 1981, in charge of design in the automobile planning department, then became product engineer. I joined the purchasing department in 1986, as external equipment section head, before becoming bodywork equipment purchasing director, in 1992, firstly with GIE Renault Volvo Car Purchasing, and then in Renault's purchasing department in 1994. In March 1999, I became Deputy Managing Director of the Renault VI-Mack group, in charge of 3P (Product Planning, Product Development, Purchasing Project).



tractor's most successful plants and is one of the most productive in Europe. With the benefit of commercial and industrial structures incorporated into its European set-up, Renault is banking on the growth potential that Central European countries are offering. In this new phase, the group is counting on pursuing its development through consolidating the Renault

The Logan in brief

The 5,000 euro car – the Logan, is a real technical and industrial feat. A 5-seater sedan, with a large boot and Renault K 1.4 l and 1.6 l petrol engines. Sales objectives between now and 2010 are 700,000 units.

To help achieve this ambitious goal, the Norbert Dentressangle Group is contributing its expertise in performing complex and integrated operations to pick up spare parts produced by equipment manufacturers.

2006 goals:

- implementation of a third production team at the Pitesti plant (Romania)
- distribution in Western Europe planned from mid-2005.

“Since January 2004, RNPO accounts for 70% of the Alliance’s purchases.”

In January 2001, my scope widened as I became President of the 3P Business Unit of the AB Volvo group. Since March 1st 2003, I have been Director of Purchasing at Renault and President and Chief Executive Officer of the Renault-Nissan Purchasing Organization (RNPO) and member of Renault's Management Committee, reporting to Louis Schweitzer, President and Chief Executive Officer.”

What is Renault's strategy to develop the brand in Eastern European countries?

Odile Desforges: “Leading brand in Western Europe, in the space of a few years Renault has hoisted itself to second place, for all vehicles, on the Central European automobile market. An effective network and corresponding marketing policy are the keys to this success, which has seen a 50% growth in sales in 5 years. In terms of industry, the Revoz de Novo Mesto plant in Slovenia, of which Renault has been the majority shareholder since 1991, is today one of the cons-

brand and the success of the Logan, the new vehicle by Dacia.”

How did you integrate the Norbert Dentressangle Group's know-how into your internal logistics process in Eastern European countries?

Odile Desforges: “Norbert Dentressangle positioned itself on the Eastern European markets very early on. Its knowledge of these countries interested Renault, which was looking to develop its traffic, either to supply its local plants (Slovenia, Romania, Russia), or to transport parts produced by its equipment manufacturers to Western European plants.

The European group was chosen to transport parts between Romania and Russia, and in Poland to manage a local consolidation centre and to transport these parts to France. For the Alliance, it's a solid partnership, both in financial and technical terms. Its fleet, its skills in traffic engineering, its concern for quality and sustainable development convinced Renault to work with Norbert Dentressangle in Eastern Europe.”

What is the Norbert Dentressangle Group's role in the development of the Logan in developing countries?

Odile Desforges: “The group has been chosen by Renault to transport Logan parts between our export centre in Pitesti (Romania) and our assembly plant in Moscow (Russia).

However, dispatches to Iran, Morocco, Colombia and China will be transported by sea. But Renault may nevertheless be interested in Norbert Dentressangle's skills to transport parts within these developing countries, depending on local installations.”

