



Press Release

6 January 2011

Renault Mégane is Ireland's top selling car in 2010

It's been some year for Renault Ireland!
Having achieved record market share for the brand in Ireland, Renault's Mégane was also the top selling car in Ireland in 2010. *Not bad going...*

With three body types, the Mégane range - hatch, coupe and Grand - all at the one great price (€14,800) took the Irish car market by storm and achieved best selling car status, something which the Irish team is very proud of.

Eric Basset, managing director, Renault Ireland:

"This is great news for Renault Ireland and our dealer network who have worked extremely hard over 2010. Megane is the favorite car for the Irish driver: three body types to suit different lifestyles and all from just €14,800. The Irish people obviously agreed with us and helped to elevate the model to number one status, of which we are very proud".

Renault's popular Clio is number seven on the top ten selling list and the brand achieved number one position for over three months in 2010, with Mégane on the podium in 15 counties, and number one in eight counties. Mégane and Clio claimed 1st and 2nd top selling cars in eight counties (Kildare, Kerry, Carlow, Donegal, Louth, Meath, Westmeath and Wexford) and Westmeath had the highest county market share with a fantastic 20.4%.

Overall in 2010 Renault achieved a fantastic 11.2% market share on the passenger car market and in the retail car market achieving 2nd position overall.

Achieving all the above and also becoming the number 1 brand for Scrappage in 2010 has further encouraged Renault Ireland to continue to offer its unbeatable scrappage offer on all Renault cars purchased in January.

The Mégane New Irish edition range is just out and will be a welcome addition to those looking for extra spec and something a little different.

Eric Basset

“It will be a challenging 2011 but we must be positive having had a year like 2010, our dealers are ready for the challenge and we still have the most competitive offer on the market with stylish models in 2011. Onwards and upwards!”

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