

GROUPE RENAULT

THE E-COMMERCE PLATFORMS OF RENAULT GROUP ACHIEVED A VOLUME OF 30 CARS SOLD IN A SINGLE DAY

Groupe Renault Romania registered a significant increase in online sales on the two e-Commerce platforms launched 2 years ago. Thus, in the last month, sales figures reached a record of 30 units per day, Dacia and Renault vehicles purchased by customers following a strictly online route. Some of them have also opted for home delivery, an optional service offered to those who want to reduce physical interaction or the effort of going to a showroom.

“We are in a very challenging period in terms of the digital experience, and the car industry is no exception. We launched the two e-Commerce platforms two years ago, before we were determined by the special context to focus on this area. It quickly became an asset, because we learnt from the needs and expectations of our customers in such a journey. The proof that we have applied a good strategy is the large, growing number of online purchases that we see every day.” - Mihai Tănase, Head of Digital Dacia & Renault.

The purchase procedure is intuitive and fast, without requiring special knowledge of using special applications or programs. Each customer can consult the offers available on the sites with the help of several selection filters (model, price, colour, fuel type, transmission, cylinder capacity), so that the choice is as appropriate as possible to his/her needs. Then (s)he can complete the procedure, paying the final bill of the vehicle or (s)he can reserve his/her selected car, paying a fee of 500 Euros (VAT included). Payment is made using a credit or debit bank card via a secure payment processor. Both the contract and the invoice will be sent electronically by an authorized agent, previously chosen by the customer. In order to facilitate access for all customers and provide useful details, Groupe Renault is currently running a promotional campaign under the concept of “I choose online”, which can be viewed [here](#).

So far, over 2,500 customers have chosen to purchase a Dacia or Renault car through e-Commerce platforms. Available at <https://vanzari.renault.ro> and, respectively, <https://vanzari.dacia.ro>, these include stock models at promotional prices.

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<https://www.gruprenault.ro/en/media/2020/e-commerce-platforms-renault-group-achieved-volume-30-cars-sold-single-day>

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