

GROUPE RENAULT

Olive continues the success story of Dacia

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Dacia is one of the greatest success stories in the auto industry, and Jérôme Olive assures that the impetuosity of the Renault branch continues

Olive, the general director of Dacia since 2009, has had a key-role in the successful launching of the Duster model that reached the market in April 2010. The first crossover of the brand exceeded the threshold of 70,000 sold units at the end of June.

In the first half of this year, Duster has obtained the 10th place in the standings of the sales on the French auto market and the second place at the crossover category. Olive declared for Automotive News Europe that one of his accomplishments at Dacia that he was very proud of was the increase of the production of Duster from 80,000 units in 2010 to 170,000 this year.

The sales of the low-cost brand exceeded, from the coming of Olive at Dacia, twice the threshold of 300,000 units, reaching the record of 348,630 in 2010.

A significant increase compared to the 22,833 Dacia Logan units sold when Renault relaunched the brand in 2004.

Both in 2009 and in 2010, Dacia took advantage of the scrapping premiums financed by the European governments in order to support its sales during the peak period of the global crisis. The customers that wanted to take the full benefit of the thousands of Euros offered by means of these governmental programs got oriented towards accessible models such as Sandero, Logan and Duster.

For Dacia it is important in this expansion context to have as a leader a manager that „has in his blood” the machinery process, as it is the case with Jérôme Olive.

Olive started his career at the factory in Sandouville, after having graduated his engineering studies at ICAM, in France.

In 1996 he reached the factory from Douai, in the Northern France. As the head of the Car Body Department, he had an essential role in starting the production of the first generation of the Scénic model - one of the most successful models in the history of Renault. In 2004, Jérôme Olive was appointed as a general director of the factory in Douai.