



RENAULT

THE RENAULT TRANSPORT POLICY AND THE SUSTAINABLE MOBILITY

Daniel AUGELLO, Director
Transportation Policy Delegate

**IMPACTS INTERNATIONAL CONFERENCE
SEATTLE JULY 1, 2005**



SOMMAIRE

- 1. The principles of our transport and mobility policy**
- 2. The examples of applications of these principles**



Renault

Architect of the sustainable mobility

To go towards a sustainable mobility, the principles of the Renault policy are:

- ❖ The support of the sustainable development concept, namely the coherence between the short and the long term and the consideration of three pillars that are:
 - economy, environment and social dimensions
- ❖ The pursuit of the progress in the reduction of the nuisances produced by the use of motorcar but with the permanent evaluation of the cost / efficiency ratio of the planned measures.
- ❖ The research for innovative services of mobility



Renault

Architect of the sustainable mobility

- ❖ The rational and effective use of infrastructures thanks to the telematic services (before and during the trip)
- ❖ Particular attention on the relation between the use of individual car and the city by the necessary balance of usage between individual transport and public transport
- ❖ The mastery of the mobility: by the organization and not the constraint, like the travel plan of the employees of the Renault Technocentre



Renault

Architect of the sustainable mobility

- ❖ Not give in to the intuition or to the songs of "sirens": two examples the e-working and the delivery of the shopping at home thanks to internet
- ❖ to implement this policy the company has experts' network belonging to the various Departments which contribute to the debate with citizen and in the realization of projects, both in the company and outside. This network is animated by the Transports et Mobility Committee chaired by the Executive Vice President in charge of the Strategy, Product planning and International Operations



These principles are declined

- At national level
- At European level
- At international level
- Inside the company



Examples at national level

- Renault contributes to two initiatives of car sharing services, the one in Paris (Caisse Commune) and the other one in Strasbourg (Auto' trement).
- Renault participates in the SARRAZIN project (Car Service in Rural Region of Accompanying On Name Registration) in partnership with Kéolis, a big French public transport operator in the region of Abbeville, north of France. It aims at guaranteeing 100 % of satisfaction in any demand of trip in low density rural area by mixing of transport on demand, car sharing and Van pooling.



Examples at European level

- Study of an Intranet server of car sharing for the professional trips inter-sites was realized in Spain. The experimental application took place in 2003 between the Renault sites of Madrid, Valladolid and Palencia. The experiment showing itself positive it is planned to widen this service to the other connections both in Spain and in France
- The FRÉDÉRIC project (FREight DELivery Rationalization In Cities) in the dynamics of the association of European capitals IMPACTS, aims at moving closer to manufacturers and to local governments around the subject of the mobility of the goods and services in the city, to define the best terms of service of vehicles necessary for the commercial activities and services in built-up areas.



Examples at international level

- The " SMP 2030 " project within the framework of the WBCSD the objective of which is to develop a vision of the sustainable mobility taking into account various imperatives and proposing acceptable and affordable solutions .
- The President of Renault, Louis Schweitzer, participated during the summit of the Earth in Johannesburg (in October, 2002) at the presentation of the project and at the meeting with the engaging parties organized in this occasion.



EXAMPLE ON OUR PRODUCTS AND INSIDE THE COMPANY

1. The rational and effective use of infrastructures thanks to the telematic services (before and during the trip)
2. The mastery of the mobility: by the organization and not the constraint, like the travel plan of the employees of the Renault Technocentre



Examples of Navigation Equipment Integrating Traffic Information Service



Mégane II - Renault 2002

Carminat informed guidance

- monochrome screen
- integration of the navigation system with the radio
- real-time traffic information
- price ~ 1000 €



Vel Satis - Renault 2002

Carminat informed navigation

- colour screen 16/9
- map view
- real-time traffic information
- price ~ 2000 €



Examples of system display



display of traffic conditions on the map



description of the traffic problems



signalling of traffic problems on the itinerary



suggestion of detour or automatic optimisation of the itinerary according to the traffic conditions

functionalities of dynamic navigation depending on the specific terminal



INTRANET SERVER

Message - Netscape

CO-VOITURAGE

C'est avec un usage intelligent de l'automobile, composante majeure d'un système de transport, intégrant harmonieusement tous les modes et toutes les formes d'usage, que l'on préservera la liberté de mobilité à laquelle nous sommes tous très attachés, tout en s'inscrivant dans une dynamique d'amélioration de la qualité de l'air, de maîtrise des émissions de gaz à effet de serre et plus globalement de la maîtrise de la mobilité en zone urbaine.

C'est dans cet esprit que Renault met à votre disposition un serveur Intranet co-voiturage destiné à promouvoir cette pratique et à faciliter les regroupements. Le co-voiturage constitue l'un des moyens de maîtrise de la mobilité urbaine et pour peu qu'il soit basé sur le volontariat, ce qui est la philosophie de Renault, il s'inscrit dans une logique gagnant - gagnant : gains pour la collectivité en matière d'émissions polluantes, volume de trafic ... et gains individuels par la convivialité dans les déplacements et le partage des coûts de transport.

D. AUGELLO
Délégué à la Politique Transports



Le co-voiturage c'est convivial, économique et écologique.

Le co-voiturage c'est l'esprit d'équipe.

Fermeture dans : **28** secondes Fermer

Choisissez une ville - Netscape

Covoiturage - Netscape

Fichier Edition Afficher Aller Communicator Aide

Précédent Suivant Recharger Accueil Rechercher Netscape Imprimer Sécurité Shop Arrêter

Signets Netsite: <http://covoiturage.apps.renault.fr/accueil.html> Infos connexes

Retour Covoiturage Annuaire Aide Recherche Remarques Retour Intranet RENAULT

RECHERCHER UN TRAJET

Mode d'emploi

- 1 - Entrez le nom de votre ville de départ (vous disposez d'une liste de villes pré-établie en cliquant sur [Liste des villes](#))
- 2 - Entrez votre lieu de travail
- 3 - Vous pouvez ensuite affiner votre recherche si nécessaire en renseignant les autres champs

Ville de départ * : [Liste des villes](#)

Lieu de Travail * :

Nature du trajet : Aller Retour Aller/Retour

Personne recherchée : Conducteur Passager Indifférent

Horaire(s) souhaité(s) : Arrivée au lieu de travail Départ du lieu de travail

Date (facultatif) : Du : / /
Au : / /

Document : chargé

Document : chargé

Démarrer Webmail - Netsc... Covoiturage - Ne... Navigation en c... Document1 - Mi... Message - N... 15:53

CAR POOLING

Démarrer Webmail - Netsc... Covoiturage - ... Navigation en c... Document1 - Mi... Choisissez une v... 15:58



INTRANET SERVER

Condition de Circulation - Microsoft Internet Explorer fourni par F

File Ed Liens DECLIC Address m/conditionCirculation/conditionCirculation.aspx?page=idf&map=cg Go

Back Forward Stop Refresh Home Search Favorites Media History Mail Print Edit Discuss

Cartographie

20/06/2005 - 11h05 - Trafic Ile de France

Navigation

Affichage

» Fluidité : Oui Non

» Evénements : Oui Non

» Mise à jour auto. : Oui Non

Rafraichir maintenant

Plan Model4

Internet

Temps de parcours principaux - Microsoft Internet Explorer fourni par F

File Ed Liens DECLIC Address paristp&xmlFile=idf_sortieparis&bordUrl=fond_tp_idf_... Go

Back Forward Stop Refresh Home Search Favorites Media History Mail Print

Cartographie

20/06/2005-11h00-Sorties de Paris

Parcours

Paris
De BP vers Paris Centre
De Paris centre vers BP

Périphérique
Périphérique intérieur
Périphérique extérieur

Banlieue
De Paris vers Petite Couronne
De Petite Couronne vers Paris
De Paris vers Grande Couronne
De Grande Couronne vers Paris

Aéroports
De Paris vers Orly
De Paris vers Roissy

Affichage

» Mise à jour auto. : Oui Non

Rafraichir maintenant

Diapositive 15 sur 19 Model4

Internet

TRAFFIC INFORMATION



THE TRAVEL PLAN FOR RENAULT TECHNOCENTRE EMPLOYEES



12000 staff

A site of 150 hectares (375 acres)

**350,000 m² of offices, laboratories and
workshops(418 000 sq yd)**

**12 miles (20 km) of roads and pathways
within the site**

**A landscaped site planted with 100,000 trees,
shrubs and bushes**

➤ **13 lines of public transport introduced**
➤ **2 bus stations on the site(an investment of 600
k.Euros)**

➤ **26%* of market share for public transport**

➤ **10% of staff car-share on regular basis and
14.5% occasionally**

***The corresponding figures in the general transport survey
for the area considered is 10%!!**



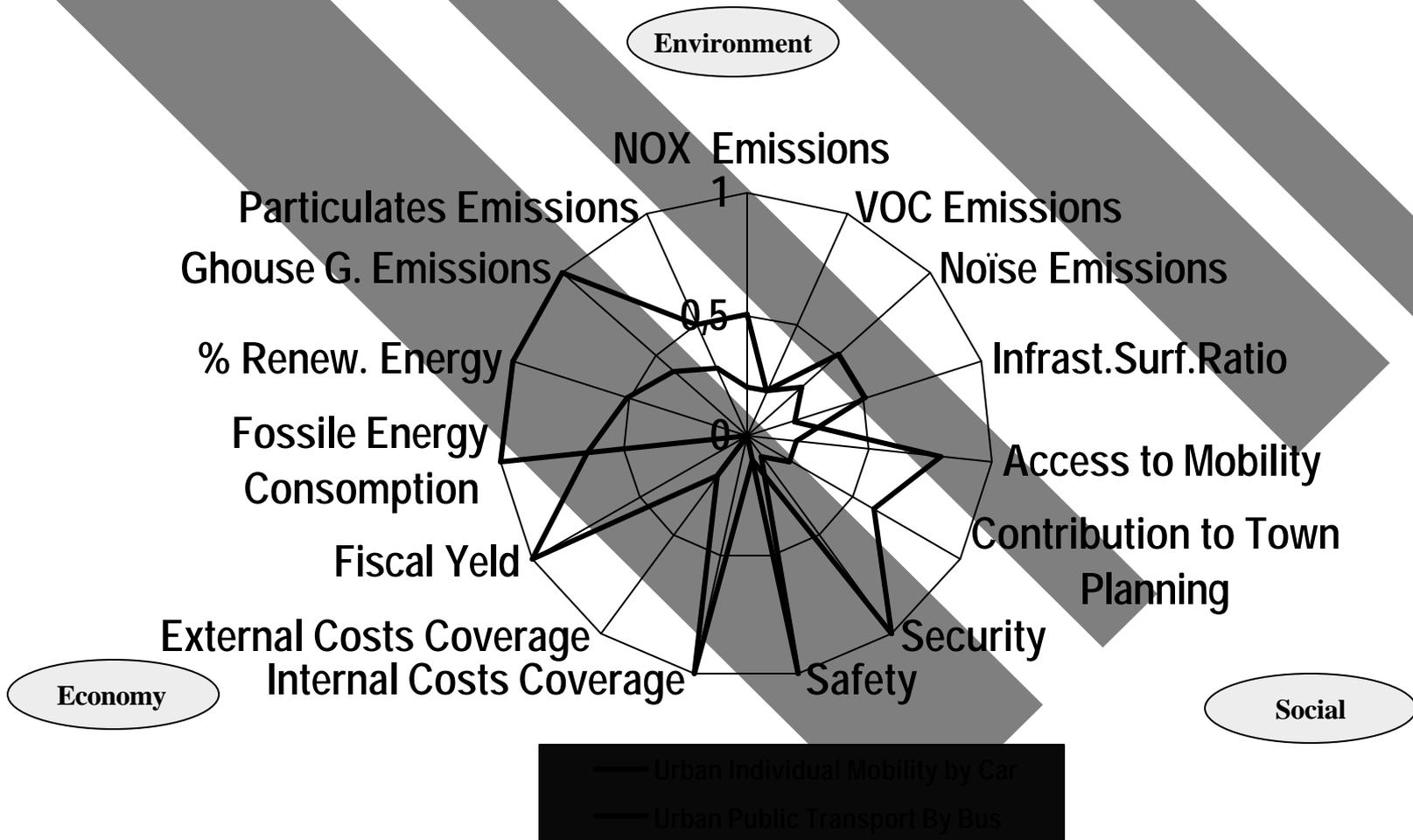


CONCLUSION

- To move on the sustainability it is necessary to know how to observe, how measure the progress and enlighten the road ahead, because sustainability is a dynamic situation.
- It is necessary to organize something like a Mobility Observatory and to have a tool like a multi-criteria presentation of the current situation for the various examples of mobility (see next slide)



Example of Multi-Indicators Presentation of the Sustainable Mobility



Scale: From 1 for non sustainable to 0 for sustainable



THANK YOU FOR YOUR ATTENTION

**AND I AM READY TO ANSWER
YOUR QUESTIONS**

For more information visits

<http://www.developpement-durable.renault.fr>