

The Renaulution is coming

When you attend a press conference automakers will usually harp on about their expansion plans and their projected level of growth. You'll see countless charts relating to market share, year-to-date gains and the percentage of each segment held.



With that in mind it was quite refreshing to note that one of the first comments at the recent Renaulution press conference was that the French brand plans to move from volume to value... interesting, but what does it mean?

Continue reading the full story on [Double Apex](#).

For more, visit: <https://www.bizcommunity.com>