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The Renault Bridge Tour

The **RENAULT BRIDGE TOUR** is a competition recognized by the French Bridge Federation, under the aegis of the World Bridge Federation. In 2005, thirty five tournaments were held in Renault showrooms in France and eighteen in Europe, from January to October. This European competition welcomed 6000 talented players, twice 2004's number.

1. It was a 'one of a kind' partnership with the French Bridge Federation, under the aegis of the World Bridge Federation.

REAGROUP, Renault's retailing subsidiary, in charge of marketing the Renault, Dacia and Nissan cars in major European conurbations, teamed up with the French Bridge Federation, under the aegis of the World Bridge Federation for the organization of the **RENAULT BRIDGE TOUR**.

The **RENAULT BRIDGE TOUR** is a competition organised in **RENAULT / REAGROUP** showrooms, in association with local bridge clubs. RCI, Renault's financing group is also an official partner of the event.

2. A novel concept

- Renault showrooms

The **RENAULT BRIDGE TOUR** has been an opportunity to welcome people into Renault showrooms in a very friendly and open atmosphere, transforming the showroom space into a place where people come together to play. This event, while part of a European competition, has allowed dealerships to develop their rapport and relations with VIPs, who are after all potential customers in their local market radius.

- The game of bridge

The game of bridge is one of the most popular across the world. The French Bridge Federation has 100 000 members. More than 120 000 people are members of affiliated clubs and we estimate the number of regular players at around 1.5 million. Clubs welcome a lot of professionals, executives and retired people.

Bridge is a convivial game, played by enthusiasts, developing friendship between people and giving the opportunity for people to get out and about.

3. Organization principles

In tandem with local bridge clubs, Renault dealerships organized a one evening tournament.

- The very same rules apply for every tournament :

The tournament is set out as 24 hands that are to be played out by pairs who are ranked by handicap, 25 to 30 bridge tables on average, which means about 100 to 120 players (depending on the size of the dealership). The hands to be played come with commentaries by world champions Paul Chemla and Christian Mari in a booklet given to each player at the end of the competition.

- Ranking :

At the end of the tournament, two rankings are established: a “handicap” ranking and a “scratch” ranking, giving Renault the opportunity to reward the best players with prizes from the Renault Boutique and sponsored by RCI, Renault’s Financing Bank.

In France, scratch and handicap winners have been invited to the final. In Europe, the first pair in the handicap ranking have also been invited to take part in the final.

REAGROUP locally provide the pair who qualify with a car to drive to the final for the week-end, or organize the train or plane tickets. Other costs are left to the players.

- Cocktail and prize ceremony :

A welcome cocktail starts the event, before the tournament. A closing dinner cocktail is organized when the bridge is over, before the prize ceremony with the official results.

4. Bridge initiation

Participating dealerships have had the opportunity to initiate their staff together and a few guests to the game of bridge during the tournament. The idea has been to develop a fun approach to the game, in order to develop a better understanding of the rules.

5. Dealerships that have taken part in 2005

In France:

Angers, Angoulême, Annecy, Argenteuil, Aubagne, Avignon, Bordeaux, Boulogne, Brest, Caen, Cagnes sur Mer, Cannes la Bocca, Courbevoie, Dijon, Lille, Lyon, Mantes la Jolie, Marseille, Montpellier, Montreuil, Mulhouse, Nantes, Nîmes, Paris (Etoile, Pompe, Buttes Chaumont), Perpignan, Rennes, Rouen, St Quentin en Yvelines, Strasbourg, Toulon, Valenciennes, Versailles.

Across Europe:

Germany: Berlin, Köln, Frankfurt, Munchen
 Austria: Wien
 Belgium: Antwerp, Brussels
 Spain: Barcelona
 Hungary: Budapest
 Italy: Milan

The Netherlands: Amsterdam, Rotterdam
 Poland: Warsaw
 Portugal : Lisbon
 Czech Republic : Praga
 UK : Birmingham, Manchester
 Switzerland : Geneva

The final

The **RENAULT BRIDGE TOUR** final takes place on December 3rd, 2005 at Renault's communication center: RENAULT square com. Two hundred people will attend the event, 164 of whom have qualified during the European tournaments. They will play alongside a selection of stars and journalists from the world of bridge with the same sets of hands.

The European final is a special occasion for REAGROUP to welcome the 164 players who qualified from the 53 tournaments. Coming from all over Europe, divided up in three sections, they will play 24 hands in the heart of Renault's communication centre, in Renault's historical site of Boulogne Billancourt. This competition will be followed by commentaries from bridge champions. In a private auditorium they will explain the main hands. After the commentary, the official ceremony of results and prizes will offer Carlos Ghosn, President of Renault, the opportunity to present the trophies to the winners of both the scratch and handicap categories. The ceremony will also be an opportunity to welcome the 6 French ladies who are the official 2005 World Bridge Champions. The evening will end with a champagne cocktail buffet.

The perspectives for 2006

The extension of the Renault Bridge Tour from France to other European countries was a real success in 2005. Participating dealerships were quick to express their satisfaction and their wish to renew the event for the coming year. Bridge clubs, who have been quick to take up the event in their country for the first time, are highly motivated to repeat and extend the tournament in 2006.

Given the impressive success in Milan and Wien, tournaments that welcomed respectively 140 and 200 players, the Renault Bridge Tour has a strong development potential. Next year, Renault people and bridge fans will be meeting up again in our European showrooms.

Through this communication event, REAGROUP wants to win over bridge players with a warm welcome, and demonstrate how our 15000 strong staff work to ensure satisfaction throughout the network to all our customers.

REAGROUP, A STRIKE FORCE FOR RENAULT, NISSAN AND DACIA RETAILING IN THE MAJOR EUROPEAN CITIES

A 100% subsidiary of Renault, REAGROUP is the group's distribution entity, in charge of marketing the Renault, Dacia and Nissan marques in the major European conurbations. As for any dealer, REAGROUP's business is selling new and used cars, together with all the associated services, such as workshop services, spare parts, financing and vehicle rental.

REAGROUP KEY FIGURES

> 2004 REVENUES

€9 BILLION

> WORKFORCE

15 000

> NETWORK'S PART OF SALES

23 %

> COVERAGE

14 COUNTRIES

AUSTRIA

BELGIUM

CZECH REPUBLIC

FRANCE

GERMANY

HOLLAND

HUNGARY

ITALY

LUXEMBOURG

POLAND

PORTUGAL

SPAIN

SWITZERLAND

UNITED KINGDOM

> A TERRITORIAL STRATEGY

The organisation of a carmaker's distribution policy is based on two principles :

- finding synergies and economies of scale by structuring its distribution networks into "territorial hubs", with the grouping of Renault and Nissan outlets on the same hub;
- the constitution of groups.

The results : optimised distribution costs; control of volumes; commercial growth and higher overall profit.

In this context REAGROUP's role is to manage the distribution of the Renault, Nissan and Dacia marques in the major metropolises of Europe. The aim is to guarantee high levels of commercial and financial performance and quality of service in the heart of cities where competition is stiffest, and where property prices require solid investment capacities.

> A PLAYER CAPABLE OF MEETING THE CHALLENGE

REAGROUP covers 14 European countries, with 15,000 employees on 300 sites (including 30 Nissan outlets). With 565,000 vehicles (330,000 new vehicles and 235,000 used vehicles) and a turnover of around 9 billion euros in 2004, REAGROUP is a major player in car distribution.

> AN ORGANISATION AND RESOURCES OF PROVEN EFFECTIVENESS

The operational organisation of REAGROUP is based on three operational divisions which manage operations in France, the United Kingdom and the 12 other countries concerned. In charge of the whole entity is André BODIS, Chairman and Chief Executive Officer of REAGROUP.

Sharing best practices, developing methods and core function tools, ensuring the accountability of managers and the development of skills at all levels, an ambitious territorial policy and substantial investments are the driving forces for the development of REAGROUP, with one central aim: "Total satisfaction for all its customers".

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The game of Bridge

1. Playing bridge is like Formula One

Bridge contains the ingredients of a top sport. It is an activity that requires high intellectual capacities: strategy, reflection, capacity of decision, concentration. Top players even adopt a physical training program to play in the best conditions when international championships take place, to cope with the rigours of nine hours of play a day.

The general organization of bridge is similar to any other sport with clubs, teachers, competitions and champions. Licensees are also given a rank.

2. The international bridge organisation

Playing rules are published in compliance with an international code, under the aegis of the World Bridge Federation, member of the International Olympic Committee and the General Association of International Sport Federations.

The International Bridge Press Association accounts for around 500 specialized journalists with 3 000 columns in newspapers, TV and radio programs.

3. Bridge, a federative sport

The game of Bridge brings together a large public from every age and walk of life. Above and beyond the intellectual interest in the game, bridge is an inexpensive pastime and a team game offering the players an opportunity to meet new people and develop new friendships.

The game is now attracting a growing number of players from the younger generation. In addition to the sheer pleasure of the game, young bridge players also enjoy a new way of learning mathematics. Adults and seniors will find bridge useful to develop and maintain intellectual activity and social contacts.

4. A young generation of players

For more than ten years now, pupils and high school students have been trained in this sport. In France, for instance, 4 000 children participate every year in the French Schools Bridge Championship. Launched 15 years ago with the agreement of the French Ministry of Education, this program was warmly welcomed by pupils, families and teachers. The game of bridge is recommended as an educational tool for young people, helping them develop their reasoning, concentration for learning and conversation skills. It is a fun way to learn how to reason in a mathematical way.

5. Minibrige: fast and easy for everyone

There is a method for learning to play in only 10 minutes. Every bridge lesson (for beginners, adults or children) starts with Minibrige, giving the player the instant satisfaction of actually playing the game.

World Bridge Federation and European Bridge League

	World Bridge Federation (WBF)	European Bridge League (EBL)
<u>Address</u>	6, rue de la Grotte 13003 Lausanne, Suisse www.worldbridge.org	Via Ciro Menotti 11/C Milan I-20129, Italie www.eurobridge.org
<u>Creation</u>	1958	1947
<u>President</u>	José Damiani (since 1994)	Gianarrigo Rona
<u>Nationality</u>	French	Italian
<u>Affiliated countries</u>	130	47
<u>Players</u>	50 millions	25 millions
<u>Competitors</u>	1.5 million	
<u>Licensees</u>	700 000	350 000

The game of bridge in the Renault Bridge Tour countries

	Players	Licensees
Germany	600 000	30 000
Austria	200 000	3 000
Belgium	200 000	10 000
France	2 000 000	103 000
Spain	300 000	5 000
Hungary	100 000	2 000
Italy	2 000 000	40 000
The Netherlands	600 000	95 000
Poland	500 000	10 000
Portugal	100 000	2 000
Czech Republic	50 000	1 000
Switzerland	100 000	5 000

The list of tournaments in 2005

January

Tuesday January 25th Boulogne Billancourt
 Wednesday January 26th Courbevoie

February

Wednesday February 2nd Dijon
 Tuesday February 8th Paris Pompe
 Wednesday February 9th Paris Etoile
 Monday February 14th St Quentin
 Tuesday February 15th Mantes-la-Jolie
 Wednesday February 16th Versailles
 Monday February 28th Nîmes

March

Tuesday March 1st Avignon
 Thursday March 3rd Marseille Michelet
 Monday March 7th Cagnes sur mer
 Tuesday March 8th Cannes La Bocca
 Tuesday March 15th Lyon
 Tuesday March 22nd Annecy
 Wednesday March 23rd Montpellier
 Thursday March 31st Perpignan

April

Wednesday April 6th Bordeaux
 Thursday April 7th Angoulême
 Monday April 11th Rennes
 Tuesday April 12th Nantes
 Wednesday April 13th Brest
 Thursday April 14th Angers
 Thursday April 21st Caen

May

Tuesday May 3rd Mulhouse
 Tuesday May 10th Aubagne
 Wednesday May 11th Toulon
 Friday May 13th Argenteuil
 Saturday May 14th Buttes Chaumont
 Wednesday May 18th Rouen
 Monday May 23rd Lille
 Tuesday May 24th Valenciennes
 Wednesday May 25th Amsterdam
 Thursday May 26th Antwerp
 Tuesday May 31st Milan

June

Thursday June 2nd	Geneva
Monday June 6th	Strasbourg
Tuesday June 7th	Rotterdam
Wednesday June 8th	Brussels
Tuesday June 24th	Barcelona
Monday June 20th	Lisbon
Thursday June 23rd	Marseille St-Just

September

Wednesday September 21st	Montreuil
Tuesday September 27th	Warsaw
Thursday September 29th	Praga

October

Tuesday October 4th	Berlin
Wednesday October 5th	Köln
Tuesday October 11th	Wien
Wednesday October 12th	Budapest
Tuesday October 18th	Frankfurt
Thursday October 20th	Munchen
Wednesday October 26th	Birmingham
Thursday October 27th	Manchester

December

Saturday December 3rd	European Final at RENAULT square com. (Boulogne, France)
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The players who have qualified for the final

AMSTERDAM	MR MEINDERT BOUWKNEGT	MRS MIEP HOUBEN
ANGERS	MR GERARD ALUSSE	MRS JEANNE-MARIE ALUSSE
ANGERS	MR JEAN SECHET	MR CLAUDE CROS
ANGOULEME	MRS JOSETTE DURAND	MRS DANIELLE PINCHAUD
ANGOULEME	MRS GENEVIEVE HADET	MRS COLETTE RACAUD
ANNECY	MR PATRICK BATAREL	MR JEAN-PIERRE CHAUSSE
ANNECY	MR PHILIPPE POUCHOL	MRS MARTA BLATTLER
ARGENTEUIL	MR CLAUDE BUNEL	MR PIERRE JACQUELOT
ARGENTEUIL	MR PATRICK DENIS	MRS PATRICIA PAPIAU COCHARD
AUBAGNE	MRS BARBARA DUPONT	MR MANUEL FORMES
AUBAGNE	MRS MARTINE GUEDJ	MR N'DJIMAS AIT ABBAS
AVIGNON	MRS FRANCOISE GRIBLING	MR CLAUDE VIGNE
BARCELONA	MR TOMAS HERREROS	MRS CARMEN SALA GAUDIER
BELGIUM	MRS RAYMONDE BONGAERTS	MR RAYMOND BLOMRS
BELGIUM	MR DAMIEN CALAS	MR CHRISTIAN VANDEN CRUYCE
BERLIN	MR LUTZ SPRINGER	MR JOACHIM HEGENER
BIRMINGHAM	MRS SUE NOTHEN	MR RON FERGUSON
BORDEAUX	MRS LAURENCE GIRARD	
BOULOGNE	MR HENRY BEAULIEU	MR PASCAL PETIT
BOULOGNE	MR GERARD GUILLAUMON	MR SUN
BUDAPEST	MR TIBOR NADASI	MR GABOR WINKLER
CAEN	MR PIERRE TOURET	MR DOMINIQUE DREYFUS
CANNES	MRS YVONNE LAJOUX	MR PAUL LAGARDE
CANNES	MR MARC POUPARD	MRS SUZANNE LAPIERRE
KÖLN	MRS KARIN MAVRIDIS	MR GEORG MAVRIDIS
COURBEVOIE	MRS YVONNE ELOY	MR BERNARD GUILLAUMAT
COURBEVOIE	MR PIERRE.ANDRE FEVRIER	MR LUCIEN LEVY
DIJON	MR CLAUDE BRAZILLIER	MRS MARIE-PIERRE GARROT
DIJON	MRS ALETH GILLET	MRS MARCELLE PINCHAUX
FRANKFURT	MR CHRISTOPHE MORITZ	MR RALF FIEDLER
GENEVA	MRS MARIE-CLAIRE PITTET	MR BERNARD MANGE
LILLE	MR CHRISTIAN ARQUEMBOURG	MR SEBASTIEN SKWERES
LILLE	MR JEAN-MARC PETIT	MR MICHEL SACHY
LISBON	MRS MANUELA ARAUJO	MR JOSE LUIS RODRIGUES
LYON	MRS CLAUDINE BELPAUME	MRS FRANCOISE DURAND
LYON	MR DANIEL STARCK	MR HENRI HAUSHERR
MANCHESTER	MR JOHN AMSTRONG	MR JOHN HOLLAND
MANTES LA J.	MRS WANJA CHALOUB	MR JEAN MAYRE
MANTES LA J.	MRS CLAUDINE DELATTRE	MR JACQUES DELATTRE
MARSEILLE MIC.	MRS MARY BARRAUDY	MRS NICOLE DUCROT
MARSEILLE MIC.	MR JEAN PIERRE MAURY	MRS YOLANDE MAURY
MARSEILLE ST-J.	MRS DANIELE FOUQUOIRE	MR JEAN MICHELANGELI
MARSEILLE ST-J.	MRS ANDREE GOMEZ	MRS MICHELE AMALBERT
MILAN	MR STEFANO LANG	MRS ELENA BARBARESÌ
MONTPELLIER	MRS ANNE CAPELA LABORDE	MRS DANIELLE GAVANON
MONTPELLIER	MR JEAN-PAUL COULOMBE	MR MR PATRICIA BAUGEARD
MONTREUIL	MR JEAN ALTMAN	MR VICTOR SENDER
MONTREUIL	MR VICTOR SENDER	MR JEAN ALTMAN
MONTREUIL	MR CLAUDE VISIBALE	MRS ISABELLE VISIBALE
MUNICH	MR PETER BAER	MR DAVID COLE
NANTES	MR THIERRY JOFFREDO	MR JERRY KIMBOU
NICE	MRS WILLIE MENNEVEE	MRS ESSEX
PARIE POMPE	MR GUY LOISIER	MR LANG CHU

PARIS BUTTES	MR GUY BAROUH	MR ALAIN CASTELLANI
PARIS BUTTES	MR PAUL GALLET	MR CLAUDE MAYL
PARIS ETOILE	MR MICHEL BALDONI	MR RAOUL SALZBERG
PARIS ETOILE	MR NICOLAS CHAUVAUD DE ROCHEFORT	MRS COLETTE BOODA DUCHARNE
PARIS ETOILE	MRS JEANINE DHAM	MR GERARD TRAHAM
PARIS POMPE	MR LANG CHU	MR GUY LOISIER
PARIS POMPE	MRS CHRISTIANE LINGART	
PERPIGNAN	MR JEAN-LOUIS THORE	MRS MARIE THORE
PERPIGNAN	MR GERARD LABRUSSE	MRS MARIE-CLAIRE MALPAS
PRAGUE	?JIRI KOPRIVA	MR OTAKAR SVOBODA
RENNES	MR FRANCK DUVERT	MRS CHANTAL ELLIEN-BRUBAY
RENNES	MR CHRISTIAN GENTRIC	MRS MONIQUE GENTRIC
ROTTERDAM	MR JACCO HOP	MR MARCO TER LAARE
ROUEN	MR JEAN BERNARD BENARD	MR ALEXANDRE KILANI
ROUEN	MRS BENJAMINE RIGAUD	MR JEAN-MARIE RIGAUD
ST-QUENTIN	MRS DOMINIQUE BOURDIN	MRS BLANDINE DELESTRE
ST-QUENTIN	MR JACQUES PETIT JOUVET	MRS ODETTE PETIT JOUVET
STRASBOURG	MR ROGER LINGUENHELD	MRS MARIE-JO LINGUENHELD
TOULON	MRS CHRISTIANE UZEL	MRS CATHERINE GARDENAT
VALENCIENNES	MR JEAN-PAUL BUSIN	MR SERGE FLAVIGNY
VALENCIENNES	MR JACQUES HUBER	MR SERGE VAILLANT
VARSOVIE	MR JAN CHODOROWSKI	MRS IRENA CHODOROWSKA
VERSAILLES	MR MICHEL DORMOY	MRS FRANCOISE DORMOY
VERSAILLES	MR YVES GLOANEC	MRS EDITH GLOANEC
VERSAILLES	MRS YVETTE LAURENT	MRS MARIE-ANNICK MARDON
VIENNE	MRS ILSE-BETINA ARTMER	MR ARNOO LINDERMANN

A few pictures from the tour



(1) Wien ; (2) Marseille St-Just ; (3) Warsaw ; (4) Montpellier ; (5) Lisbon.