



DESCUBRA O PREÇO PARA VOCÊ COMPRAR SEU CARRO OKM. VER PREÇO KBB

Home > News > News

SHARE

## Kadjar Project, from Renault, highlights treatment differences among countries

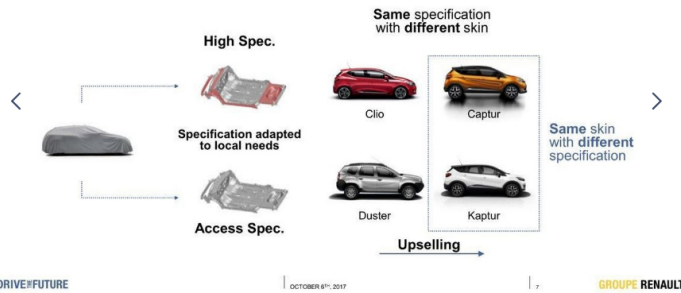
20-02-2018 08h52 by KBB - Gustavo Henrique Ruffo

"High Spec." products are destined for Europe, while the "Access Spec." models are for developing countries

SCALE & COMPETITIVENESS / TECHNOLOGY / PRODUCT LINE-UP

### DUAL PLATFORM SPECIFICATION TO EFFICIENTLY COVER ALL NEEDS

PLATFORM "SWAPABILITY" ENABLING LIMITED DEVELOPMENT COSTS



This [presentation of Renault dates from October last year](#). But it was brought up by the staff of the [Argentinian website CarsDrive](#) for bringing the information of a new C-segment crossover. On Tuesday (20), [Argentina Autoblog](#), based on a [note from Indian Autos Blog](#), recovered this story with a little more light. The new Renault vehicle would be the Kadjar, but with a different platform from the one used by the European model, built over the modular CMF-C/D architecture. Indian Autos Blog says the platform will be the B0/M0 currently used by [Sandero](#), [Logan](#), [Duster](#) and [Captur](#). Argentina Autoblog, in turn, says that it should be manufactured in Brazil in 2019, although the platform is also used at the Renault factory in Santa Isabel to produce, among other products, [the new Renault Kangoo](#), based on the Dacia Dokker, due to be released in March in Argentina (and probably also in Brazil). More than the new crossover, which will compete with the [Jeep Compass](#) and [the future VW Tharu](#), what strikes us in this history are the terms used by Renault when dealing with its strategy of different products for different markets. An euphemism to say that we get worse products than those sold in Europe.

BEFORE BUYING OR SELLING YOUR CAR, DISCOVER THE RIGHT PRICE TO MAKE THE BEST DEAL. Select Make [Dropdown] VIEW PRICE KBB

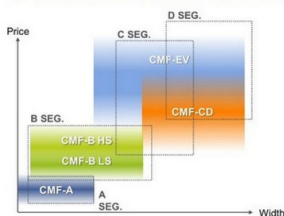
Select one of the brands on the side and follow the steps on the following pages to find the KBB Price for new or used cars.

We have already discussed the subject with respect to the [Ford Ka and its ocean of differences regarding the same car in Europe](#), but the thing here is slightly different. And perhaps worse, since the vehicles use "the same skins with different specifications", as the brand itself describes the [Captur](#) in Europe and the one sold in emerging markets in the image above. Note the distinction the company makes between the two models, calling them High Spec. and Access Spec. New euphemisms, which the company did not care to reinforce in the image below, in which it details the use of the CMF (Common Module Family) platforms until 2022.

SCALE & COMPETITIVENESS / TECHNOLOGY / PRODUCT LINE-UP

### SHARED PLATFORMS COVERING ALL SEGMENTS

COVERAGE RATIO OVER 80% OF GROUPE RENAULT SALES BY 2022



CMF: Common Module Family  
LS: Low specifications  
HS: High specifications

DRIVE#FUTURE

OCTOBER 6th 2017

GROUPE RENAULT



PENSANDO EM TROCAR DE CARRO? DESCUBRA O PREÇO CERTO. VER PREÇO KBB

### Find the Price of your New or Used Car



DESCUBRA O PREÇO PARA VOCÊ COMPRAR SEU CARRO OKM. VER PREÇO KBB

The CMF-B platform, which will debut with the second generation **Nissan Juke**, has two divisions: LS and HS, respectively "low specifications" and "high specifications". Something that passes the impression of more and less demands of quality. From the above image, it can also be seen that the CMF-B platform should arrive only in 2019, although there was expectation of the new Juke for this year.

Why, then, will **Renault** use a compact platform to create an average model? The information from IAB is confirmed by Renault itself in the image below, extracted from the same presentation: the new crossover will have the same platform used by the **Duster** and the Latin American **Captur**.

REGIONS

GLOBAL ACCESS BUSINESS MODEL AS A UNIQUE ASSET



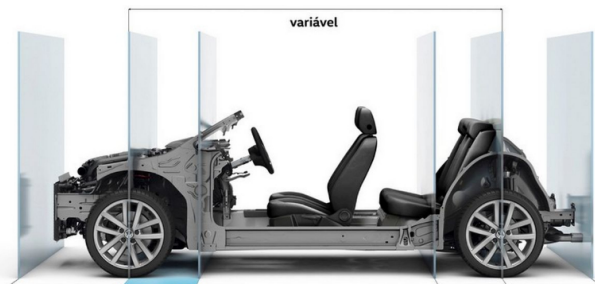
The part that interests us is the one that speaks about the "Duster family". And it describes the following: "Duster renewal and new C-SUV offer". The renewal is the **second-generation Duster**, which debuted in Europe in November last year. The C-SUV is the larger crossover, expected not only for the Brazilian market, but also for the Russian, Chinese and Korean markets. Something strange, since the Chinese market, the largest in the world, is treated as a priority by most manufacturers. And usually receives the best each manufacturer has to offer. In the case of **Renault**, the modular platform CMF-C/D that Kadjar uses in Europe.

SCALE & COMPETITIVENESS / TECHNOLOGY / PRODUCT LINE-UP

NEW CONCEPTS... FOR ALL



When we talk about the **Captur**, adapting it to the B0 platform from **Duster** made some sense. After all, the European **Captur** is considered small for the Latin American markets. Considering its size, it would have to be the cheapest model in its segment, more than the **Duster**, something that would be illogical due to its more modern and daring appearance. But when we talk about a C-segment crossover, the only gain presented by this strategy is from the financial point of view. And only for the manufacturer, under certain conditions.



Since Kadjar is already made in Europe with the CMF-C/D platform, and the goal of modular platforms is to gain in scale, it is worth asking why Renault does not bring it to all possible markets. **Volkswagen** already does this with the platform MQB not only with the **Golf**, produced in São José dos Pinhais, Paraná, but also with **Polo** and **Virtus**, both manufactured with a variation of the same platform, the MBQ A0. If the modular architectures of Renault are only for Europe, what is the point of them being modular and not regular ones? Wasn't the idea to use them worldwide to achieve higher volumes, as **Volkswagen** does with the MQB?

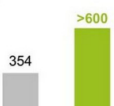


Everything is a little more difficult to understand when analyzing the price of Kadjar in Europe. In France, with TCe 130 engine and the entry-level derivative, Life, the Kadjar is sold for 24,800 €. Something around R\$ 99,200, considering 1 € at R\$ 4. With stability and traction control, 6 airbags, tire pressure monitoring, Isofix, belt use alert, speed limiter and controller, leather steering wheel, a radio with MP3 and Bluetooth, fog lights, air conditioning and power windows, locks and rear view mirrors. With this level of standard equipment, its Brazilian competitors exceed R\$ 110,000. The most expensive, the Intens Energy dCi 130 4x4, goes for 35,100 €, or R\$ 140,400. Let's not even talk about equipment level. Are taxes in Brazil higher than in Europe? Undoubtedly, but the purchasing power, there, is also higher. Even so, there are C-segment crossovers in Brazil sold at around R\$ 100,000. If competitors can sell at that price, why couldn't Renault? It would be enough to follow their lead, **impoverishing the vehicle, as Ford recently did with EcoSport**.



To make matters worse, the use of the M0 platform, an evolution of the B0, is something that will put the new C-segment crossover in hardship from the very beginning. Not only because of the high standards posed by its competitors, among which the most accessible is the **Jeep Compass**, but also because all other models use C-segment platforms. **Hyundai Creta**, a B-segment crossover that sells well in the Brazilian market, uses the **Elantra** platform, which means a C-segment platform, which gives it a refinement in dynamics that is superior to what the competitors offer. The only exception would be **Compass** itself, built over the SUSW, but this platform is specific to SUVs, something the B0/M0 can not argue in its favor.

REGIONS  
**AMERICAS: GROWING PROFITABILITY WITH AN UNPRECEDENTED PRODUCT OFFENSIVE**



- Full SUV, LCV and Global Access line-up = 90% market coverage
- Maximum adaptation to local demand through local engineering and design centers

OPERATING PROFIT  
 x3\*

**BRAZIL**  
**10%**  
 MARKET SHARE

**#1 in**  
**ARGENTINA**



DRIVE#FUTURE

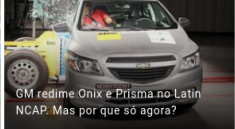
OCTOBER 6<sup>th</sup>, 2017

GRUPE RENAULT

Even if it made sense, in the case of **Captur**, the strategy was not the most successful in our market. **The Captur came in more expensive than it should have**, and even with a CVT, it is heavier than the **Nissan Kicks**, for example, which shares its powertrain with Captur. The Kadjar, or whatever name **Renault** chooses to christen its new C-segment crossover, will certainly be even more expensive, with prices above R\$ 100,000. How will the target buyers of this model feel knowing that what they have is a **Duster** with "maximum adaptation to local demand through local design and engineering centers", as the image above says? Will this C-segment crossover provide a level of safety at least similar to that of European Kadjar, even with "Access Spec.?" The questions remain, one year before the presentation of this new model. As much as the confidence that it deserved the modular platform of the brand, not the B0 stretched. In all **Renault** markets in the world, not just in Europe.

SHARE  

### Related Articles



### Latest Articles



SHARE  

SHARE  

SHARE  

SHARE  

Find us on 

 YouTube

[About Us](#)

[Contact Us](#)

[Copyright & Trademarks](#)

[Terms of Use](#)

[Privacy Policy](#)

[Linking Policy](#)

[KBB.com](#)

[Portuguese Version](#)

© 1995-2018 Kelley Blue Book Co.®, Inc. All rights reserved.

Developed by Janela Digital