

= Renault Samsung Motors =

Renault Samsung Motors (Korean : ??????? , IPA : [??no? s?ams??? d?ado?t??a]) , also known by the acronym RSM , is a South Korean car manufacturer headquartered in Busan where its single assembly site is also located , with additional facilities at Seoul (administration) and Giheung (research and development) . It was first established as Samsung Motors in 1994 by the chaebol Samsung , with technical assistance from Nissan . The company started selling cars in 1998 , just before South Korea was hit by the Asian financial crisis . In September 2000 , it became a subsidiary of Renault and adopted its present name , although Samsung maintained a minority ownership . RSM markets a range of cars , including electric models and crossovers .

= = History = =

= = = Beginnings : Samsung Group era (1994 ? 2000) = = =

In the early 1990s , Samsung 's Chairman Kun Hee Lee recognised the automotive industry as the culmination of several others . For the Samsung Group , this would allow to leverage resources and technologies from the entire group including Samsung Electrics and Samsung Electronics . He initially tried to take control of Kia , but competition from other bidders and legal restrictions made him to drop the idea . Kia was eventually purchased by Hyundai .

Lee decided to create a new carmaker , Samsung Motors (also known as SMI) and a truck manufacturer , Samsung Commercial Vehicles Co . , Ltd . (Hangul : ?????? ; RR : Samseong Sangyongcha Jusikoesa) , the latter through Samsung Heavy Industries with Nissan Diesel 's support . SMI was established in 1994 (incorporated in 1995) and Daegu @-@ based Samsung Commercial Vehicles in 1996 . Shortly after SMI started its operations , the Asian financial crisis hit . Samsung divested itself of SMI as well as other non @-@ core subsidiaries . SMI was put up for sale , with Daewoo Motors being one of the first interested companies , but , as the crisis deepened , Daewoo Motors itself was bought by GM . Hyundai Motors was also considered as a possible buyer , but corporate politics and strife between the Samsung Group and the Hyundai Group made this impossible . Negotiations with Renault started in December 1998 , and in September 2000 the French automaker bought a 70 % stake for \$ 560 million . Samsung Commercial Vehicles was kept by Samsung , but finally it filed for bankruptcy at the end of 2000 .

Coupled with his interest on cars , Lee 's project of building SMI as a global automotive company started out with technical assistance from Nissan , a company which at the time of SMI 's early stages was in dire financial straits . SMI 's affiliation with Nissan could have been one of the reasons for Renault buying a major share of the company , as Renault had become a major shareholder of Nissan by then . One of the very early planners for SMI has stated that technical affiliations for SMI were initially considered with Volkswagen , BMW or Honda . From 1998 , Renault Samsung Motors sold cars in Chile with the introduction of the SQ5 (the current SM5) .

= = = Later developments : Renault era (2000 ? present) = = =

= = = = Product and market expansion (2000 ? 2010) = = = =

After the 2000 acquisition , Renault renamed Samsung Motors as Renault Samsung Motors (RSM) . That year , the company 's sales began to improve . Journalists attribute this to the success of the first car manufactured at Busan in taxi fleets (the SM5) , which led to increased confidence of the model within the rest of their customer base . During the following years , the company introduced a new vehicle range , including the SM3 in 2002 , the SM7 in 2004 and the crossover QM5 in 2007 . Over time , RSM changed its products from a Nissan @-@ based architecture to a Renault @-@ based one . As part of the Renault group , Renault Samsung basically became an export @-@

oriented manufacturer . Despite not being exported under their own brand , Renault Samsung @-@ manufactured vehicles have over the time been rebadged as Renault or Nissan , and sold in markets such as Europe (QM5 and SM5) , Russia , Ukraine , Mexico , Egypt , Central and South America , the Middle East (SM3 and SM5) , China (SM7) , Australia (QM5) , or the United States and Canada (the Rogue) .

In 2005 , Renault increased its stake by acquiring an additional 10 % share from the company 's creditors . On 26 June 2009 , Renault and Samsung agreed to renew the right of the former to use the " Samsung " trade mark on its products until 2020 .

= = = Decline in sales , electric vehicles and recovery attempts (2010 ? present) = = =

The pressure from both Hyundai and Kia , dominant automakers in the South Korean market , increased during the 2010s , pushing RSM sales down by 27 % in 2011 . In the first half of 2012 , they fell 41 % . In August 2012 , a personnel reduction of about 80 % of employees was presented by management . Finally , Renault reduced its Busan personnel by 15 % (about 800 employees) . With the aim of reviving the company , it invested (together with Nissan) US \$ 160 million to make Nissan Rogues for export in order to improve the production output and also presented revised versions of the SM3 and SM5 . During 2013 , the company started to market a new compact crossover , the QM3 , based on the Captur . By late 2015 , its cumulative sales since 2000 in the South Korean market reached 1 @.@ 5 million units . In 2016 , Renault Samsung introduced the SM6 , a new mid @-@ size model which is a Talisman with some minor changes for the South Korean market .

In 2012 , RSM introduced an electric version of its SM3 car known as the SM3 Z.E. , imported from Turkey . In October 2013 the car started to be assembled at the Busan plant and in the same year it became the leading electric vehicle by sales in South Korea with a 58 % market share . In 2016 , RSM also announced its intention to market the Twizy . In May 2016 , the company announced a project to develop and produce a 1 @-@ tonne electric light commercial vehicle with a 250 @-@ kilometre range on a single charge in partnership with local companies .

As of 2013 , Chile was the only country outside South Korea that RSM has sold its cars under the Renault Samsung Motors marque and not as rebadged Renaults . In 2015 , Renault Samsung badging was replaced entirely by Renault in Chile , with the vehicles themselves now being known under their global Renault names (e.g. the Renault Samsung SM5 is now the Renault Latitude) .

= = Facilities = =

= = Manufacturing = =

The car manufacturing plant is located at Busan in the Sinho Regional Industrial Site and began production in 1998 . It covers 1 @,@ 650 @,@ 000 m2 and has the capacity to manufacture 300 @,@ 000 cars per year . It can produce various models simultaneously in a single production line . The plant is divided into seven production shops (stamping , body , painting , bumper , assembly , al @-@ casting and engine) .

= = Research and development = =

The Renault Samsung Technical Centre (Hangul : ????? ????? ; RR : Reuno Samseong Jungang Yeonguso) located at Giheung near Seoul , is one of the largest research and development facilities of Renault after Guyancourt 's Technocentre . It was established in 1997 as the Samsung Motors Technical Centre , being expanded in 2000 and adopting its current name . At first it was only involved in car engineering , but at the end of 2002 the RSM Design Centre (Hangul : ????? ????? ; RR : Reuno Samseongja Dijain Senteo) was created within the facility to locally design various cars manufactured by the company . In early 2013 the design branch was renamed Renault

Design Asia (Hangul : ?? ??? ??? ; RR : Reuno Dijain Asia) and was put in charge of supervising the Renault 's Asian design operations .

= = = Administration = = =

The RSM 's head offices are located at Gasan @-@ dong , Seoul , with additional administrative offices in Busan .

= = Branding = =

= = = Logos = = =

Renault Samsung Motors has two logos : the corporate logo and the marque logo . The first is for corporate communications and is an adaptation of the Samsung Group 's logo . The second is the " storm 's eye " logo which is used as marque 's badge and in advertising .

= = = Slogan = = =

The advertising slogan of Renault Samsung Motors is Discover the Difference (Hangul : ????? ???? ; RR : Diseukeobeo Deo Dipeoreonseu) and was introduced in 2009 . According to the company , it refers to the distinct quality of its products .

= = = Vehicle nomenclature = = =

The company includes in its vehicles ' designations numbers related to their sizes . Those numbers are 3 , meaning compact or small vehicle , 5 and 6 , mid @-@ size vehicle , and 7 , large vehicle . The designations also include the letters S and M , which stands for Samsung Motors and Samsung Motor Sedan . However , the sport utility vehicles replace the SM combination by QM (Quest Motoring) .

= = Solar energy project = =

In March 2013 , Renault Samsung Motors completed the installation of solar panels in the parking lots , rooftops and surrounding land of its Busan facility to create a 20 @-@ MW solar plant , one of the largest in the world . The project was carried out through a joint venture , Busan Shinho Solar Power SPC (Hangul : ??????? ?????? ; RR : Busan Sinho Taeyang @-@ gwang Teugsumogjeogbeob @-@ in) , formed by RSM , Korea East @-@ West Power and KC Cottrell , which also manages the plant . It provides energy to the RSM operations and nearby houses .

= = Shareholders = =

Renault Samsung Motors is majority owned by Renault with an 80 @-@ 1 % share . Samsung Card has a 19 @-@ 9 % share of the company .

= = Model lineup = =

As of March 2016 the model lineup consists of the following vehicles :

SM3 (compact four @-@ door car based on the Renault Fluence)

SM5 (mid @-@ size four @-@ door car also marketed as the Renault Latitude and Renault Safrane , based on the Renault Laguna III)

SM6 (large four @-@ door car based on the Renault Talisman)

SM7 (large four @-@ door car sold as Renault Talisman in China)

QM3 (a mini @-@ crossover based on the Renault Captur , it is the first car of RSM that is not assembled in South Korea)

QM5 (the first crossover from Renault Samsung based on the Nissan X @-@ Trail , also marketed as the Renault Koleos)

= = Gallery = =