

COMMERCIAL VEHICLE DESIGN SERIES BROUGHT TO YOU BY  **APOLLO TYRES**

RENAULT RADIANCE



Capitalising on the cultural heritage of the brand and its three core values of warmth, efficiency and innovation, the Marketing and Product teams of Renault Trucks have imagined the ideal tractor. Radiance demonstrates a unique philosophy and identity born of the creative know-how of Renault Trucks' people. Whilst freedom of imagination allowed an exploration of all the creative possibilities, the teams overcame many real industrial, regulatory and commercial constraints.

Radiance perceives long-term perspectives as much for driver comfort and safety as for the productivity and image of long distance transport businesses. The choices adopted in terms of style bring an ambitious response from Renault Trucks that shows its determination to be a leader in commercial vehicle design. RADIANCE is a development fast-breeder reactor!

Resolutely modern, the exterior design matches the personality of the Renault Trucks range and the style of the other products in the Diamond family.

It conveys the visual identity of Renault Trucks and makes it easy to remember, thanks mainly to the cut of the front panel and the large, bold, arched wing panel. Its strength of character shows in even the smallest details such as the shape of the headlights or the layout of the walk-



way behind the cab.

"Touch Design" philosophy balances technical complexity with simplicity of use. The intelligence and relevance of the shape of a control leads naturally to its intuitive use. Revealed through its elegant lines, the interior design creates calm around the advanced technology that it houses.

Great attention has been paid to the interior lighting of the cab. The light fashions the spaces creating different atmospheres. It separates the different functional areas: "drive like a car", "work like an office", "live as you would at home".

The cab exterior has strong features which include the shape of the front grille elements, muscular volume of the arched wings, distinctive triangular lights in the front and dynamic flowing lines which all tie up to give the design language for the exterior future of Renault Trucks. It seems that Renault Trucks want to achieve through an avantgarde design strategy a special position in the truck design world, as they have done in the automobile segment.

The driver will not sit in a purely functional spacious cab as in other trucks, but will sit in a high-tech minimalistic 'glass palace'. The highly flexible cockpit can be changed quickly from an elegant functional work place to a super chic 'hotel room'. Throughout the cab is the 'touch design' philosophy which is being systematically adapted to all Renault vehicles. This approach allows Renault to incorporate the desired level of technical complexity into their vehicles whilst keeping them easy and enjoyable to use. The intelligence and pertinence of a controls shape inevitably leads to its intuitive use; this is what Renault Design likes to call 'simplicity'. The soft flowing natural forms are combined with tight hard lines and surfaces, the driver/cab interface has a 'want to touch' feel to it.

An entrance assistance step appears automatically when the door is opened, and makes entering the cab almost like walking up stairs. The seating position has the feel of modern sporty automobile with a small steering wheel which can be adjusted into an almost vertical position.



The new driving position provides a level of comfort, safety and ergonomics which has never before been seen in the market for heavy-duty trucks. The driver gets only the most important information, the speedo and tacho are both digital, and other than this the ergonomic dashboard is clean and uncluttered with a retractable gear stick. This study is made up of existing technology which could be put straight into production. Cameras on the cabs side and rear replace conventional mirrors, enhance the design and are better for the aerodynamics, and there is an electronic 'Steer-By-Wire' system with no steering column, which in a crash situation would be an advantage. Both the cameras and the steering system are unfortunately not permitted on the road at the moment. For added comfort and safety, the Radiance has no key - with a simple smart card in his pocket, the driver can start the vehicle. Access locking and unlocking is automatic and there is also an electronic hand brake.

The rear saddle of the truck is completely covered and has a sporty automotive feel about it, there is a cleanly designed rear light package, and as a safety feature the rear brake lights shine brighter the harder they are pressed by the driver.

It took only about 12 months from the first sketches to the finished concept truck for Renault Radiance.



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