Renault – South African trademarks

Updated 8 November 2026

Renault is a French carmaker. In South Africa it sells passenger cars such as the Kwid, Kiger and Duster.

How Renault has built and protected its brands in South Africa – its trademark portfolio, where it expanded, how quickly its marks are registered, and who it competes with.

#181
largest trademark owner in South Africa (of 121,626)

323
trademarks filed

10
different logos published since 2020

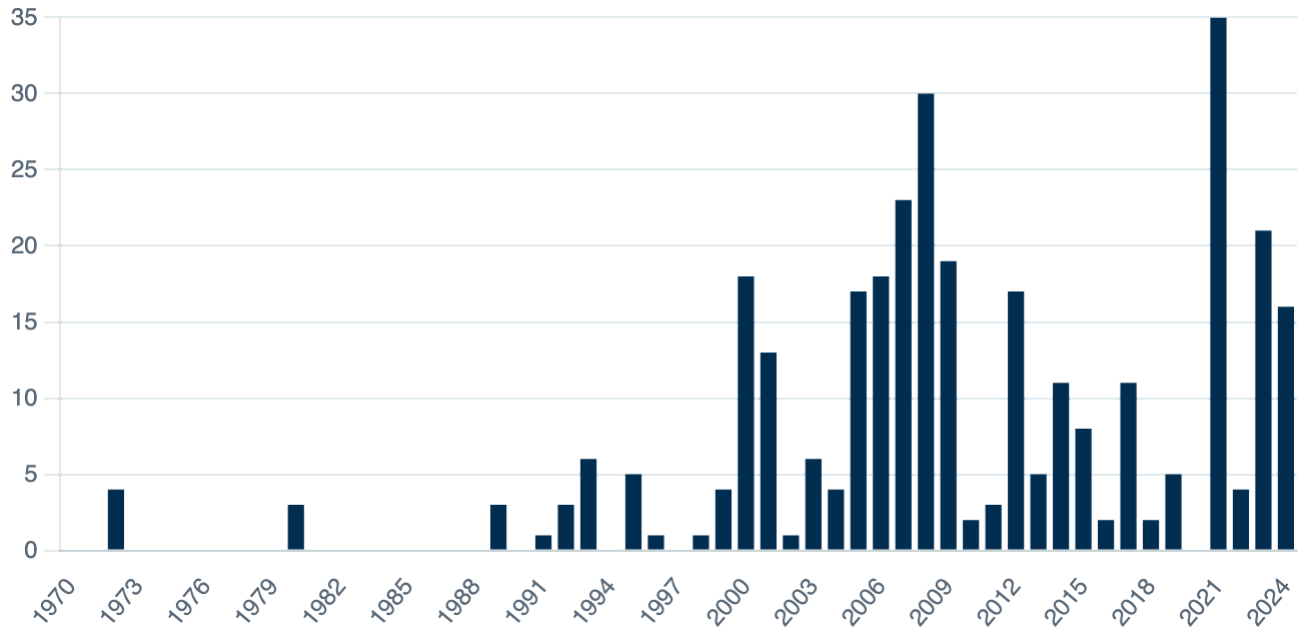
26
of 45 classes used

1927
first trademark filed

96
filed in the last 10 years

A portfolio built over time

Renault filed its first South African trademark in 1927 and has filed 323 since; its busiest year was 2021, with 35 new filings. The chart shows its filings per year from 1970.



Trademarks by filing year, up to 2024; applications still pending are not included.

The names behind the portfolio

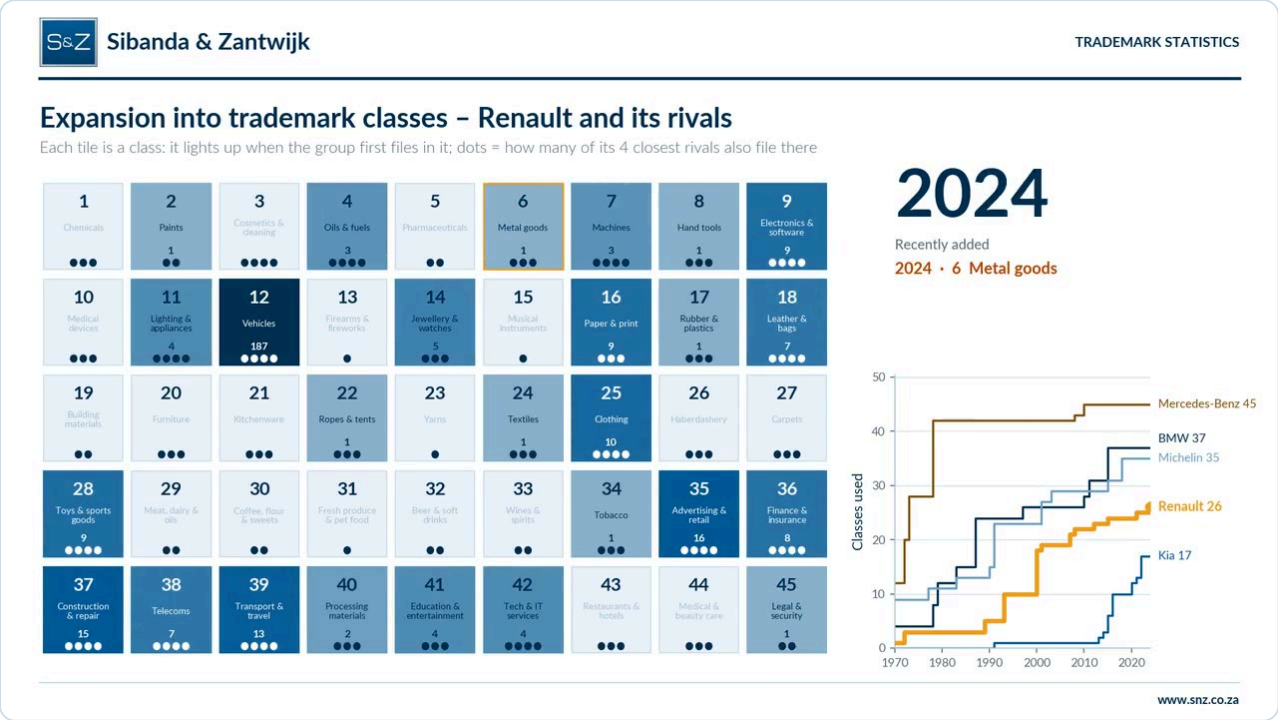
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Renault	325	1927–2024

Where Renault expanded its business

Trademark classes show what a business sells. Renault's portfolio is concentrated in vehicles (class 12), advertising & retail (class 35), construction & repair (class 37). Its most recent moves were into metal goods (2024), legal & security (2021), oils & fuels (2015).

Renault trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/renault-south-african-trademarks/class-expansion-video.html

Each tile is a class; it lights up when the group first files in it and darkens with more filings; the dots show how many of its closest rivals also file in that class. The chart compares the number of classes used with its rivals. The video runs from 1970; classes entered earlier are lit from the start.

CLASS	MARKS	SHARE	SINCE
12 Vehicles	187	57.9%	1927
35 Advertising & retail	16	5.0%	1989
37 Construction & repair	15	4.6%	1972
39 Transport & travel	13	4.0%	1972
25 Clothing	10	3.1%	1993
16 Paper & print	9	2.8%	1993
28 Toys & sports goods	9	2.8%	1993
9 Electronics & software	9	2.8%	2000

The brands Renault protects most

The word marks and logo names Renault has filed most often – the same brand filed in more classes, in more versions or again over the years.

#	BRAND	TRADEMARKS	CLASSES	FILED
1	RENAULT	16	11	1927–2019
2	RENAULT TROPHY	14	14	2000–2000
3	CAREMAKERS	7	7	2021–2021
4	A ALPINE	6	6	2012–2012
5	THE ORIGINALS DACIA	6	6	2024–2024
6	RENAULT CARE SERVICE	5	5	2021–2021
7	RENAULT ECO	5	5	2007–2007
8	DRIVE THE CHANGE	4	4	2009–2009
9	INNOVATIONS FOR A BETTER LIFE	4	4	2013–2013
10	MOBIPASS	4	4	2001–2001
11	RENAULT EURODRIVE	4	4	1989–1993
12	SUSTAINABLE MOBILITY FOR ALL	4	4	2009–2009
13	YOUCLIP	4	4	2024–2024
14	CARMINAT	3	3	2009–2009
15	CARS THAT LOVE PEOPLE	3	3	2006–2006

Logos filed most often (since 2020)



15 filings · 14 classes



11 filings · 11 classes



8 filings · 6 classes



4 filings · 4 classes



3 filings · 3 classes



3 filings · 3 classes



2 filings · 2 classes



2 filings · 2 classes



1 filing · 1 class



1 filing · 1 class

Renault's logos

The 10 different logos Renault has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.



14 classes



11 classes



6 classes



4 classes



3 classes



3 classes



2 classes



2 classes



1 class

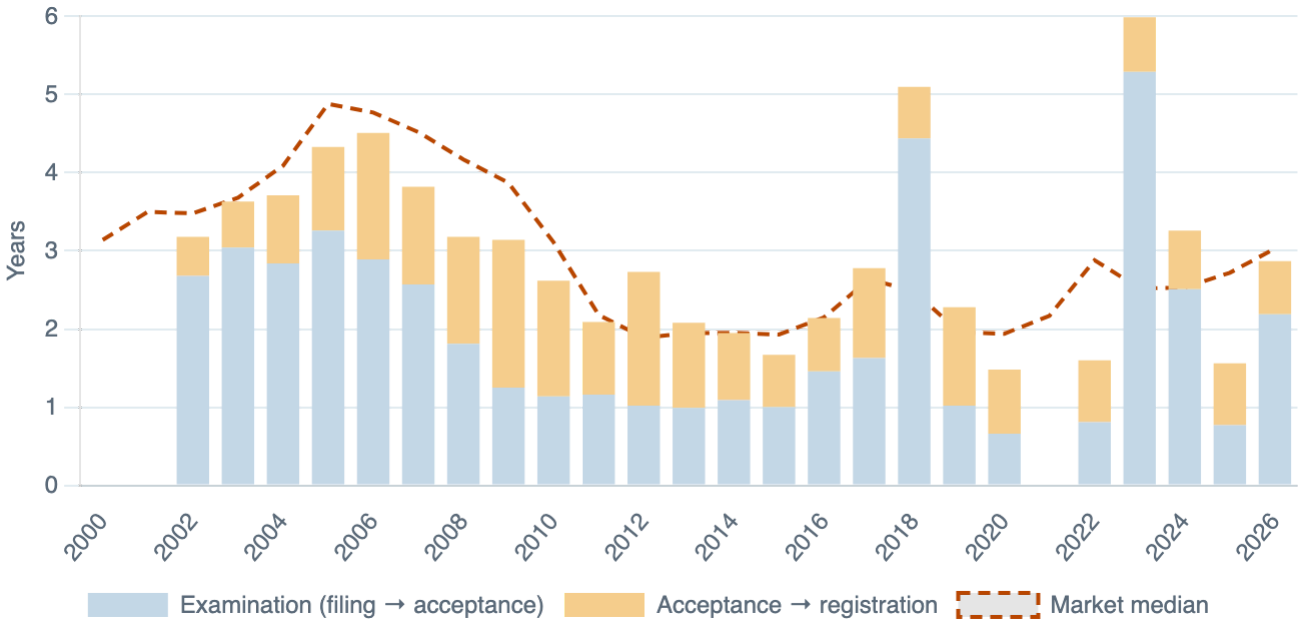


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Renault's marks took a median of **2.0 years** from filing to registration, faster than the market's 2.7 years. Most of that time is examination: 0.9 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

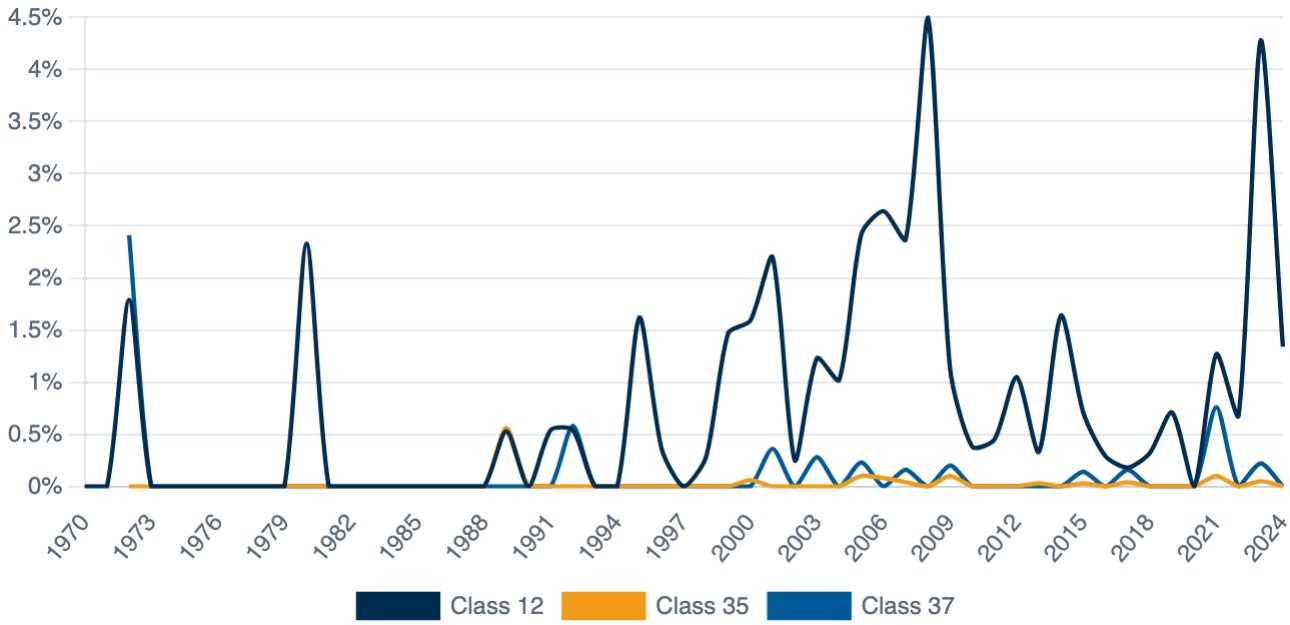


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Renault's classes

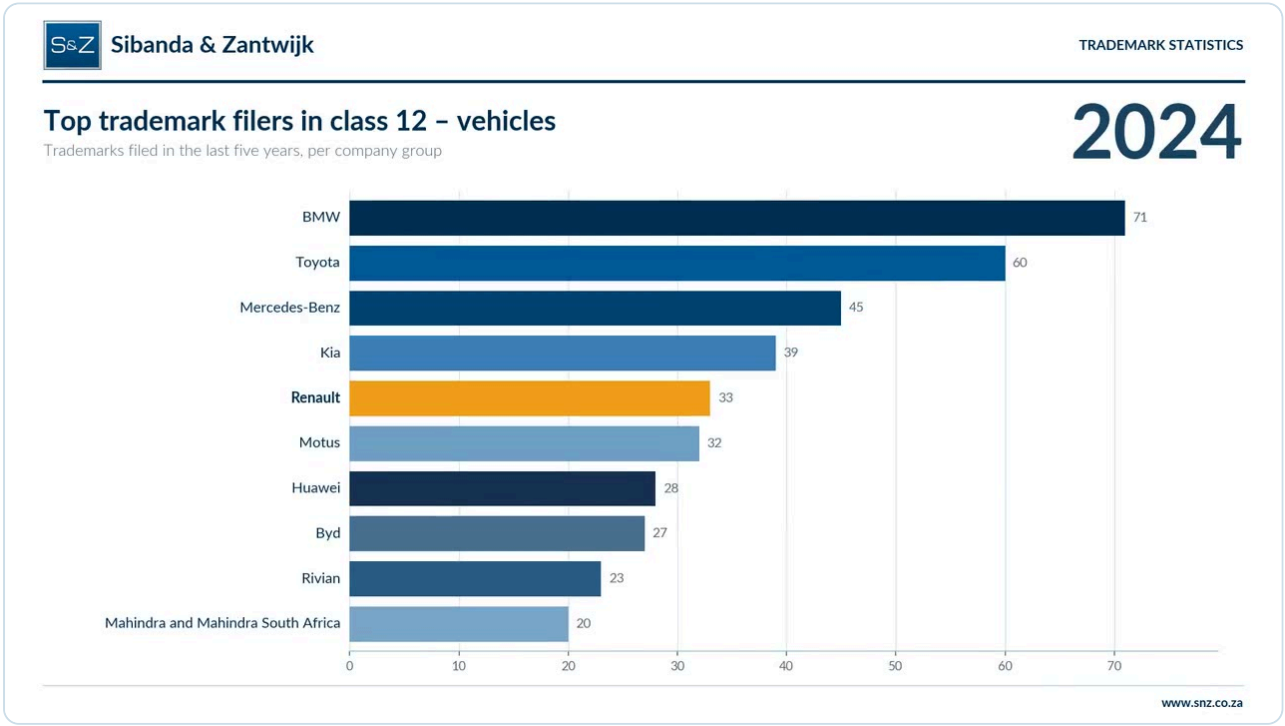
> Ranked by **number of trademarks filed in Renault's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Renault's market position, not who is most like it.

In the last five years, Renault was **#5** of 891 filers in class 12 (vehicles), with 33 of 2,078 trademarks; **#299** of 5,866 filers in class 35 (advertising & retail), with 4 of 11,124 trademarks; **#46** of 1,255 filers in class 37 (construction & repair), with 5 of 2,181 trademarks.



Renault's share of all trademarks filed in each of its main classes, per filing year.

Top trademark filers in class 12 (vehicles), South Africa 1975–2024: Renault



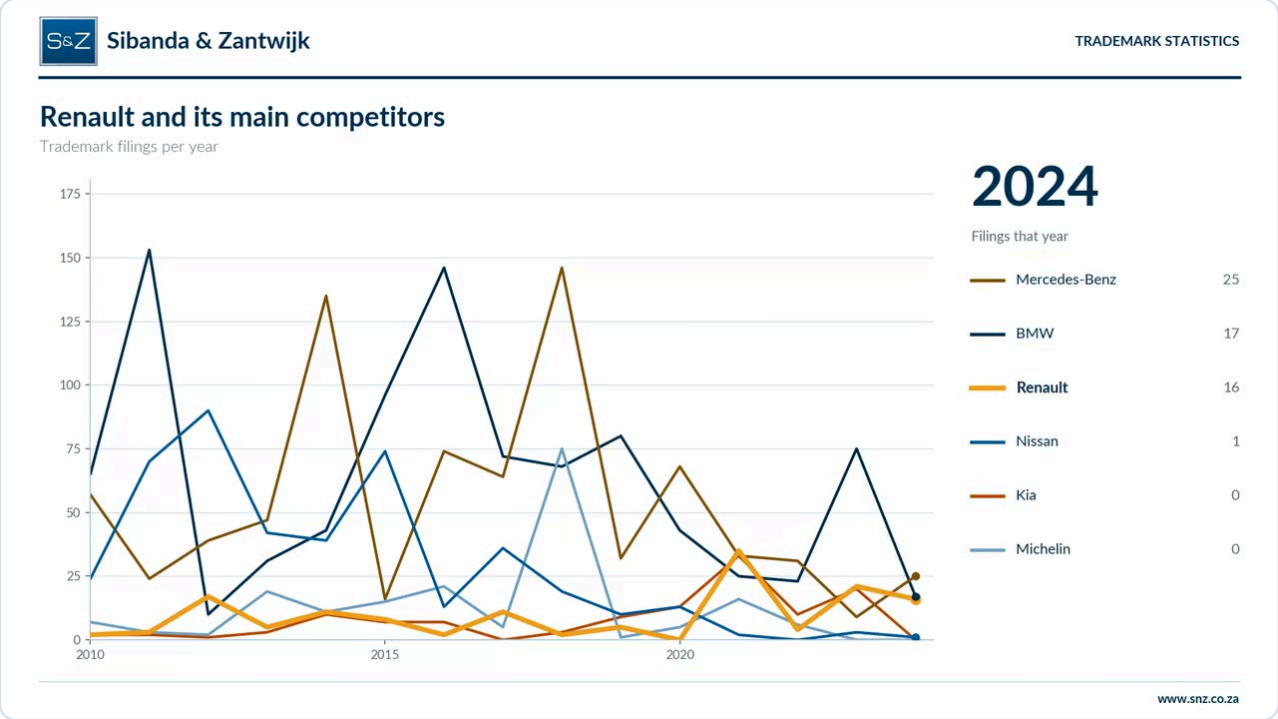
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/renault-south-african-trademarks/class-12-race-video.html

Main competitors – the companies most like Renault

> Ranked by **how similar their whole trademark portfolio is to Renault's** – the same mix of classes and the same words in their marks – **not by size**. Large filers in its classes that do something different rank lower here.

Renault's closest competitors in South Africa are BMW, Kia, Michelin and Mercedes-Benz.

Renault trademarks vs competitors: filings per year, 2010–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/renault-south-african-trademarks/competitors-video.html

Trademark filings per year: Renault (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	BMW	Direct competitor	91%
2	Kia	Direct competitor	85%
3	Michelin	Direct competitor	77%
4	Mercedes-Benz	Direct competitor	77%
5	Nissan	Direct competitor	77%
6	Honda	Direct competitor	76%
7	Bridgestone	Direct competitor	76%
8	Ford	Direct competitor	76%
9	Hyundai Motor	Direct competitor	70%
10	Toyota	Direct competitor	70%

Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Renault – relevant export countries

South Africa exported **US$11.2 billion** of the goods Renault's main classes cover in the last year – vehicles; automobiles; brakes; wheels (class 12); shirts; hats; clothing; jackets (class 25); books; posters; calendars; paper (class 16); toys; board games; balls; playing cards (class 28); computer software; computers; computer hardware; cases (class 9). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Renault's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	83	US$4.4 billion	+3%	National	US$2,388
2	United States of America	74	US$1.6 billion	+2%	National	US$3,425
3	United Kingdom	72	US$1.5 billion	+2%	National	US$1,371
4	Canada	62	US$81 m	+1%	National	US$2,192
5	Switzerland	60	US$135 m	+0%	National	US$1,660
6	Australia	59	US$179 m	+2%	National	US$2,380
7	Singapore	58	US$48 m	+18%	National	US$2,144
8	Hong Kong SAR	57	US$7.6 m	+10%	National	US$1,715
9	Russian Federation	57	US$201 k	+20%	National	US$1,915
10	Ukraine	55	US$33 m	+31%	National	US$1,375

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Egypt	53	US$87 m	+1%	National	US$2,278
2	Nigeria	52	US$18 m	-9%	National	US$1,015 S&Z
3	Malawi	51	US$65 m	+40%	ARIPO	US$450 S&Z
4	Tanzania	51	US$53 m	+2%	ARIPO	US$450 S&Z
5	Namibia	51	US$409 m	+9%	ARIPO	US$450 S&Z
6	OAPI (17 states)	50	US$44 m	+3%	National	US$1,563 S&Z
7	Zimbabwe	50	US$242 m	+0%	ARIPO	US$450 S&Z
8	Uganda	49	US$15 m	+7%	ARIPO	US$450 S&Z
9	Algeria	48	US$399 k	+18%	National	US$1,445
10	Mozambique	47	US$132 m	-7%	ARIPO	US$450 S&Z

SA exports = South Africa's exports of these goods to the market in the last year. Ranked with the default weightings. Score 0–100 from South Africa's exports of the goods to the market, net imports, import growth, foreign trademark filings, where the goods are made, market size and the cost of protection. Costs are total fees (official and professional) to file in 5 classes; ARIPO costs are per country, plus US$301 once per ARIPO application; S&Z = S&Z's own all-in price. Goods are taken from the classes and specifications, so the ranking is indicative.

Trade data: CEPII BACI (version 202601, trade flows 2022–2024), Licence Etalab 2.0; aggregated and combined with other data by S&Z.

Protecting its top brands in Nigeria and OAPI with S&Z

BRAND	CLASSES	NIGERIA	OAPI (17 STATES)
RENAULT	11	US$2,233	US$2,671
RENAULT TROPHY	14	US$2,842	US$3,225
CAREMAKERS	7	US$1,421	US$1,932
A ALPINE	6	US$1,218	US$1,748
THE ORIGINALS DACIA	6	US$1,218	US$1,748

S&Z all-in prices per brand in its number of classes, filing to registration.

Rank the countries for your own goods and get the quotes.

Word marks you may have considered opposing

> For Renault's five most-filed brands: word marks of **other companies** (not Renault's own group) that our similar word mark search, SimTM, found in the brand's own classes, and that we consider **confusingly similar** – from the earliest match found to today.

Similar to RENAULT (classes 12, 25, 37, 39; searched 2019-06-26 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to RENAULT TROPHY (classes 12, 25, 35, 39; searched 2019-05-29 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to CAREMAKERS (classes 12, 36, 37, 39, 41, 42, 45; searched 2018-04-25 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to A ALPINE (classes 9, 12, 14, 18, 25, 28; searched 2018-04-25 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to THE ORIGINALS DACIA (classes 9, 14, 16, 18, 25, 28; searched 2018-08-29 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similarity of the words only. Whether a mark could have been opposed depends on the goods and services, the reputation of the brand and the facts – S&Z can advise. New marks like these are what SimTM watch reports as they are published.

How S&Z can help you

> S&Z does not just file trademarks. **We are a technology-first firm that manages trademarks** – analysing your data, monitoring competitors and making sure your trademark assets remain protected.

We manage your trademarks – not just file them

Analysing your data, monitoring competitors and making sure your trademark assets remain protected:

Renewal management
Every renewal date in your portfolio tracked and paid online.

Competitor watch
Get real-time competitor analysis.

Similar-mark watch
New word marks that come close to yours, found as they are published using SimTM.

Expansion into Africa
Lowest-cost trademark expansion into Africa - Nigeria, OAPI.

Filing and renewal at fixed, all-inclusive prices

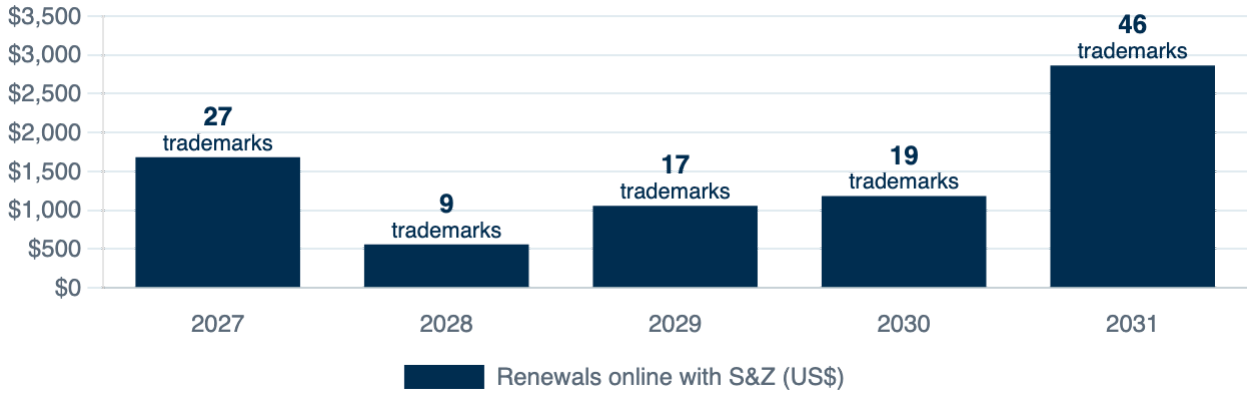
S&Z prices – South African trademarks

Filing, first class – incl. official fee, examination report, routine office action, acceptance, publication, registration and e-certificate	US$240
Each additional class of the same mark, filed at the same time	US$225
Renewal online, per class (every 10 years from filing)	R1,027 ≈ US$62.29

Renewal in rand; US$ at R16.49 per US$.

Renault's next five years of renewals

118 of Renault's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$7,351 over the five years.



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