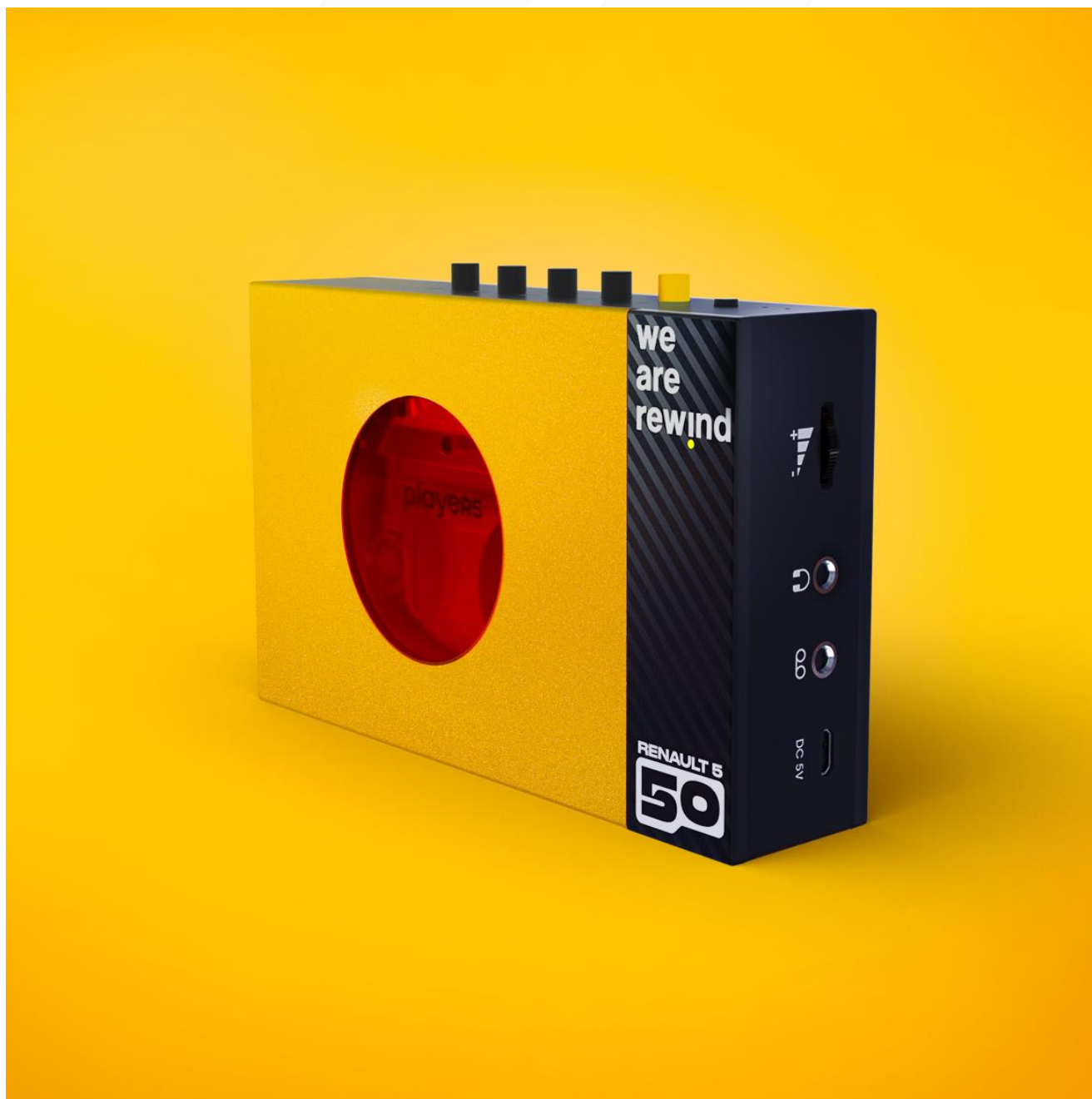


COMMUNIQUÉ DE PRESSE

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RENAULT BRINGS YOU BACK TO THE FUTURE WITH PLAYER5



As part of the celebrations for the 50th anniversary of Renault 5, Renault is inviting another icon of the '70s to join the party. Introducing Player5, the retrofitted portable cassette player inspired by the iconic Renault model, created in partnership with fittingly French start-up We Are Rewind.



RENAULT PLAYERS5

With a fresh design taking cues from the Renault 5 Prototype, Player5 sports a metallic yellow body, a black striped grip mimicking the rear bumper, and a window tinted in the red of the rear lights. Bluetooth equipped for wireless playback, with an in-built mic for recording, the retrofitted cassette player speeds into the present day along with a blank cassette and a pencil to rewind it in case of emergencies, just like old times.

Renault is launching the retro-chic '70s favourite worldwide as a limited edition, through social media activations on Instagram and TikTok on June 21st. We'll introduce a younger generation to this revisited musical icon through an influencers campaign.

Customers can pre-order their own Player5 from Renault's [The Originals](#) online store from June 21st, and at the Atelier Renault, the brand's flagship store located at 53 Avenue des Champs-Élysées – Paris.

Renault Player5 will also be the subject of a unique collection of NFTs that will be unveiled at the end of 2022.

ABOUT RENAULT

Renault, a historic mobility brand and pioneer of electric vehicles in Europe, has always developed innovative vehicles. With the 'Renaultion' strategic plan, Renault has embarked on an ambitious, value-generating transformation moving towards a more competitive, balanced and electrified range. Its ambition is to embody modernity and innovation in technology, energy, and mobility services in the automotive industry and beyond.