



RENAULT CELEBRATES THE 50TH ANNIVERSARY OF RENAULT 5 AT RETROMOBILE

- 2022 marks the 50th anniversary of the iconic Renault 5.
- Renault's booth at Retromobile is a tribute to this vehicle, where visitors can discover 12 historic versions of the model.
- The stand will be shaped on the Renault 5 50th anniversary logo.
- Renault 5 Prototype, the future of the brand, will also be exhibited on the booth.



In 2022, Renault 5 celebrates its 50th birthday. A memorable age and yet Renault 5 is more than ever in the picture with its upcoming rebirth planned in 2024. A true symbol of pop culture, with more than 5,5 million units sold in many countries. For an exceptional anniversary, ambitious celebrations were needed. The brand is therefore regularly proposing numerous events, happenings, and social network operations throughout the year.

From the 16th to the 20th of March 2022, Renault is back at the 46th edition of Retromobile in Paris, with a booth dedicated to the iconic Renault 5. 12 among the most beautiful historic versions of the model will be displayed, along with the Renault 5 Prototype.

"We are happy to celebrate the 50th anniversary of the iconic Renault 5 along with enthusiasts, fans, journalists, partners and clubs at Retromobile, one of the most relevant historic cars motor shows in Europe. On Renault's booth, visitors will be able to rediscover the history of the model, while already getting a glance on the brand's future with the Renault 5 Prototype." said Hugues Portron, Director Renault Classic.



RENAULT'S BOOTH AT RETROMOBILE

The brand's booth at Retromobile is a true tribute to Renault 5. Even the structure of the 820 square meters stand is based on the logo created for the occasion of the 50th anniversary celebrations.

The 12 historic models of the Renault Classic collection are disposed accordingly, recreating the number fifty. On the number 5, visitors will be able to retrace Renault 5 history, since the first models rolling out of the production lines in 1972, to its worthy successor Supercinq. Right next to them, the cars shaping the number 0 stage the extensive line-up of "pop" colours proposed by Renault 5. The car of the pop culture, born from the non-conformist spirit of May 1968.

Last but not least, racing versions are also joining the stand as part of the models that have forged the myth, along with the Renault 5 Prototype, set to be hitting the roads in 2024.

The booth is completed by the famous Renault Estafette, next to which visitors will have the chance to discover and purchase the new line of merchandising, created specifically for the 50th anniversary of Renault 5.

12 HISTORIC MODELS ON THE BOOTH

Walking on the 50 shaped Renault stand, visitors will be able to discover 12 historic models:

- Renault 5 TL, orange
- Renault 5 TL, green
- Renault 5 L, yellow
- Renault 5 super production
- Renault 5 Alpine
- Renault 5 Le Car Van
- Renault 5 Turbo
- Renault 5 GTL
- Renault 5 electric
- Renault 5 Police
- Renault Supercinq GT Turbo
- Renault Supercinq Baccara

Next to them, the Renault 5 Prototype introduces visitors in the future of the brand.

46TH EDITION OF RETROMOBILE

The 46th edition of Retromobile will be held from the 16th to the 20th of March 2022 at the Porte de Versailles Exhibition Center, in Paris. Renault booth will be located in the 7.3 hall.

Dates and hours:

Wednesday 16th March 2022: 10h-22h



Thursday 17th March 2022: 10h-19h

Friday 18th March 2022: 10h-22h

Saturday 19th March 2022: 10h-19h

Sunday 20th March 2022: 10h-19h

ABOUT RENAULT

Renault, a historic mobility brand and pioneer of electric vehicles in Europe, has always developed innovative vehicles. With the 'Renaulution' 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.