

Press Release

February 25th, 2021

Renault launches two new global campaigns on ZOE: The Chase & Leaving the nest

- **The Chase: a chase race with ZOE**
- **Leaving the nest: a child leaving home for university with ZOE**



Pioneer and leader in electric mobility for more than 10 years Renault has marketed ZOE, with more than 270,000 units sold since its launch.

Renault is launching two new global advertising campaigns on ZOE. To do this, Renault and Publicis Conseil have produced two different films to showcase the vehicle's performances. First, its sales performance, with more than 100,000 units sold, ZOE is the best-selling electric car in Europe in 2020. Second, the technical performance, with its 395 km WLTP range.

THE CHASE

In this campaign, Renault underlines its leadership with an optimistic, modern and dynamic

communication: ZOE is a real best-seller, as the growing number of customers who have adopted it demonstrates. For this film, the hero is chasing the driver of a ZOE, which will prove to be very difficult to find in the wide array of Renault ZOE's.

With this campaign ZOE is showcased here in a new, fresh and modern approach. This very rhythmical film is thus very different from the usual campaigns on the EV market and carries the strong message of the number 1 for electric cars in Europe.

LEAVING THE NEST

Renault and Publicis have chosen a universal story, human and emotional, where parents give their child a ZOE when he is about to leave the nest to go to university. For this film, Renault demonstrates that ZOE is the best choice with the emphasis on its autonomy (up to 395 km WLTP), its trunk volume of 338 liters and the space on board. With these assets, ZOE is the B-segment car that will let you go wherever life takes you.

With these two highly complementary campaigns, Renault is giving its countries a choice. Reassuring and tackling the main obstacles on the adoption of electric vehicles, with LEAVING THE NEST film, or THE CHASE film for countries with more maturity on the EV market.

About Renault

Renault, a historic mobility brand and leader 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.

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