

# Press Release

NOVEMBER 15, 2017

## Renault, partner of STAR WARS (TM) saga

**Not long ago, in a galaxy very, very close by...**

**Renault joins the STAR WARS™ adventure before release of STAR WARS: THE LAST JEDI and SOLO: A STAR WARS STORY.**

**A Renault / STAR WARS™ campaign is to be launched on November 15, 2017.**

**Renault dealerships to join the Force of the French Touch, with many free giveaways.**

**Boulogne-Billancourt, November 15, 2017:** Renault is proud to announce its partnership with STAR WARS™. Both companies share a passion for innovation, a flourishing history and an intergenerational universe that spans the ages.

In an unprecedented move, Renault has decided to temporarily transform its logo in tribute to the world of STAR WARS™ that indelibly marked the childhood of many and continues to enchant our everyday lives.

Renault has joined the adventure to support the release of the next two STAR WARS™ films, STAR WARS: THE LAST JEDI and SOLO: A STAR WARS STORY, respectively scheduled for December 13, 2017, and May 23, 2018.

---

## **Xavier Martinet, SVP Marketing, France**

*“We are very pleased about this partnership. STAR WARS™ and Renault both had a major impact on many of our lives when we were young and strive to make everyday life as experiential as possible. For the Renault brand, this is an exciting opportunity to offer original experiences to the public both in our sales outlets and through our different communication media. Plus, it’s a long-term partnership, scheduled to last until the summer of 2018. Many surprises are in store for STAR WARS™ and Renault fans.”*

On December 6, Renault is launching a campaign in France whose theme will be ‘The Initiation’. Inspired by STAR WARS: THE LAST JEDI, it will invite customers to discover the Force of the French Touch:

- The Renault sales network will reflect the visual identity of STAR WARS: THE LAST JEDI
- Adventurers who visit our future dealerships may win digital STAR WARS™ packs or a trip for two tracing the filming of STAR WARS: THE LAST JEDI
- Private showings of STAR WARS: THE LAST JEDI will be organised

To track the latest Renault and STAR WARS™ news, teleport yourself to [www.renault.fr/star-wars](http://www.renault.fr/star-wars)

### **For More Information:**

**Vincent FRAPPREAU**  
Press Officer (Renault Range, Heritage)  
+33 (0)1 76 89 87 78  
[vincent.frappreau@renault.com](mailto:vincent.frappreau@renault.com)

**GROUPE RENAULT**  
**PRESS OFFICE**  
Tel.: +33 (0)1 76 84 63 36  
[renault.media@renault.com](mailto:renault.media@renault.com)