

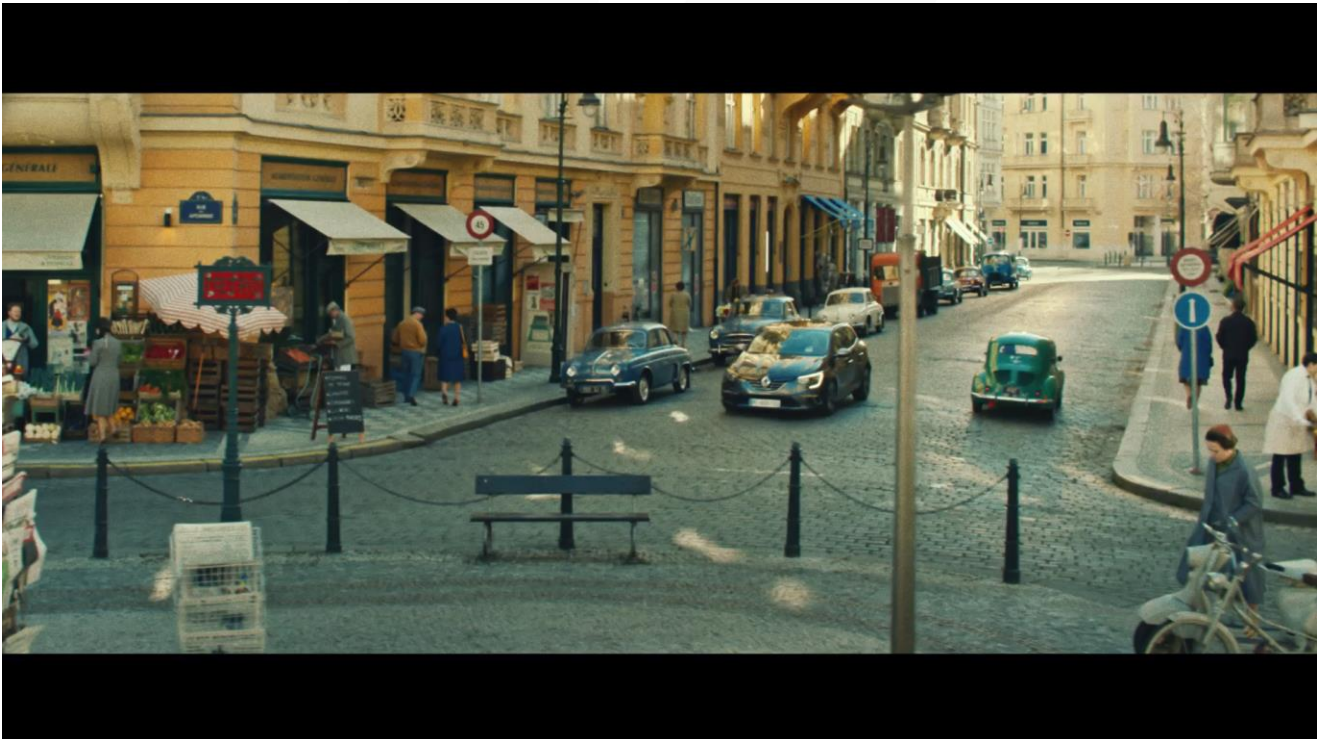
PRESS RELEASE

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RENEW. USED CAR BY RENAULT. NEW TO YOU

A NEW CAMPAIGN TO CELEBRATE RENAULT USED CARS



For Renault, used cars are not just a trend, they are a real investment for the brand for over 60 years, a strong heritage that sets it apart from pure players on the second-hand market. With this expertise, Renault is unveiling a brand new advertising campaign to highlight its long-standing know-how in this field.

The new campaign features a couple from the 1960s strolling through the streets of Paris until they come across a Renault dealership offering used cars. Seduced, they decide to enter and are invited by the salesman to discover the workshop, where the workers are busy repairing, refurbishing and revising the vehicles. Returning to the showroom, the couple discovered a used Renault Megane, as good as new. The car, coming from another time, seems to stand out in this very sixties context. We find them aboard a Megane whose modernity does not fail to arouse the curiosity of all passers-by, young or old, and they even come across a Renault 4CV.

Renault has not waited for this to become fashionable to sell used cars. Vehicles that are fully refurbished and that are fristly new vehicles for our customers.

For the campaign it is the music of "Les Demoiselles de Rochefort" composed by Michel Legrand in 1967 that accompanies the decorations and contributes to the atmosphere of the 1960s.

RENAULT PRESS

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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.