

RENAULT GROUP LAUNCHES “CARS TO WORK”¹ BY CAREMAKERS, A SOLIDARITY INITIATIVE TO HELP PEOPLE RETURN TO WORK IN MOBILITY DESERTS

- Through its Caremakers inclusive mobility program, Renault Group is reinforcing its social commitments in terms of solidarity mobility, by relying on its brands - Renault, Dacia and renew², Renault Group’s used car brand.
- The "Voitures de future function" initiative aims to facilitate access to employment and make mobility accessible to the people who need it most.
- The vehicles that will be part of the initiative are Dacia Sandero (new car) and a selection of used car offered by renew.



Boulogne-Billancourt, March 20, 2024

*"Mobility plays an essential role in obtaining, keeping a job or getting trained. This is a source of inequality: more than half of job seekers in a situation of financial fragility have been forced to refuse a job due to a lack of transport solutions³. This societal challenge encouraged Renault Group to launch CareMakers, an inclusive mobility program in 2012. Today, Renault Group is strengthening its commitments by offering **people on a trial period the possibility of leasing a vehicle on a long-term basis or with an option to buy, and only starting to pay once the new job has been secured.** A first in France," said Cléa Martinet, VP Sustainability at Renault Group*

A NETWORK OF COMMITTED PARTNERS

¹ "Cars for future employment"

² Reconditioned and certified electric, hybrid, petrol or diesel used vehicles

³ Source: Mobility and access to employment survey - 18/01/2017

Because mobility must be accessible to all, Renault Group offers various new or used vehicle leasing solutions for people who do not have a financing solution. These offers are made possible through its CareMakers inclusive mobility program and thanks to an ecosystem of **committed partners**: social prescribers (organizations in job seeking assistance, solidarity and social reintegration actors), financial institutions specializing in constrained budgets, and players in inclusive mobility.

To disseminate and publicize the offer, France Travail is one of the main partners of this program and has been mobilizing for the benefit of job seekers since the very beginning of the initiative.

To facilitate financing, Renault Group has set up partnerships with organisations specialising in microcredit for low-income people (Adie, Caisse d'Epargne, Parcours Confiance, Créasol).

Finally, to ensure that its offer is well coordinated with local areas and existing schemes, the Group has surrounded itself with players specialising in inclusive mobility (Roole, Le Club Mobilité).

The Group's dealer network is also a key player in this approach: today, there are nearly 50 garages throughout France offering vehicles and more than 300 garages offering maintenance and repairs at preferential rates via CareMakers, all volunteers to accompany and participate in this program.

A PROGRAM INITIATED IN 2012 THAT HAS PROVED ITS WORTH

For more than 10 years, the CareMakers inclusive mobility program has already enabled more than **3,000 people** in a situation of financial fragility to have access to a mobility solution. As a company convinced that mobility should be accessible to all, Renault Group intends to continue and accelerate, building on the experience gained over the last ten years:

- **94%** of CareMakers beneficiaries consider that the vehicle has helped them to find or maintain their job,
- The proportion of beneficiaries working on permanent contracts **was multiplied by 2.5** after subscribing to the CareMakers program.⁴
- The average age of the vehicles of applicants who subscribe to the program, for those who already have a vehicle, is 22 years old⁵.
- Concerns related to owning an old vehicle have drastically decreased after the purchase, via the CareMakers programme, of a new car or a reconditioned and certified used car:
 - o Fear of failure decreased from 88% to 0%,
 - o From the unexpected bill for repairs decreased from 89% to 6%,
 - o Fear of risk of an accident decreased from 85% to 2%.⁶
- **83%** of the beneficiaries (new car) called felt a positive impact on their professional life, and **96%** on their personal life⁷.

⁴ Source: Mobility Club Annual Report 2021

⁵ Source: Mobility Club Annual Report 2023

⁶ Source: Mobility Club Annual Report 2022

⁷ Source: Mobility Club Annual Report 2023

SOLIDARITY OFFERS THAT CAN CHANGE LIVES

To be eligible, you must live in metropolitan France, have a mobility need related to the professional project and meet the income requirements defined with the CareMakers programme partners, which are less than or equal to 14,000 euros of reference tax income per unit.

Applications are submitted directly by the person concerned or through a partner prescriber on <https://www.caremakersmobility.com> where all the steps are detailed, whether for the purchase or lease of a new or used vehicle or for maintenance services:

- Buying or leasing (long-term leasing or with a purchase option) new or used vehicles:
A sustainable solution that saves on fuel, maintenance and repair costs compared with an ageing car. This offer is designed for people on low incomes, with the first increased rent financed by microcredit.
- Maintenance : discounts of around 40% (parts and labour) depending on the operations carried out, on garage prices in a network of over 300 CareMaker's affiliated garages.

Today, Renault Group is going one step further and launching the "Voitures de future fonction" initiative. This additional offer, derived from current offers, is aimed particularly at people on trial period. This offer allows them to start paying for their vehicle from the 4th month, to give them time to secure their job.

A PUBLIC INFORMATION CAMPAIGN LAUNCHED ON 23 MARCH 2024

The new contours of CareMakers will be unveiled digitally and on TV in a campaign designed by Publicis Conseil for Renault Group, in a video case 120 second format and a 60 and 30-second film.

Link to the video case <https://youtu.be/7YdEmFaFbw8>

Link to the TV film https://youtu.be/HOod6q_Lmul



About Renault Group

Renault Group is at the forefront of a mobility that is reinventing itself. Strengthened by its alliance with Nissan and Mitsubishi Motors, and its unique expertise in electrification, Renault Group comprises 4 complementary brands - Renault, Dacia, Alpine and Mobilize - offering sustainable and innovative mobility solutions to its customers. Established in more than 130 countries, the Group has sold more than 2.235 million vehicles in 2023. It employs nearly 106,000 people who embody its Purpose every day, so that mobility brings people closer.

Ready to pursue challenges both on the road and in competition, Renault Group is committed to an ambitious transformation that will generate value. This is centred on the development of new technologies and services, and a new range of even more competitive, balanced, and electrified vehicles. In line with environmental challenges, the Group's ambition is to achieve carbon neutrality in Europe by 2040.

More information : <https://www.renaultgroup.com/en/>

D'avantage d'information : <https://www.renaultgroup.com/fr/>

Fiche Technique :

Renault - Responsables annonceur

Global Chief Marketing Officer: **Arnaud Belloni**

VP Renault Brand Content Creation: **Laurent Aliphath**

VP Creative Marketing: **Claudine Borel**

Publicis Conseil

CEO: **Agathe Bousquet**

CEO/CCE : **Marco Venturelli**

Executive creative director: **Romulus Petcan, Gabriel Gherca**

Copywriter: **Guillaume Sabbagh**

Art Director: **Marie Donnedieu**

Account Managers: **Hugues Reboul, Gaëlle Morvan, Laurent Enet**

Strategic planning: **Philippe Martin-Davies, Donya Bouzarjomehri, Kayla Shenassa**

Digital project director : **Chloé Frappereau**

Head of production: **Caroline Petrucelli**

TV producer: **Benjamin Auberdiaac**

Contacts press :

Publicis Conseil

Héloïse Mathon

Heloise.mathon@publicis.fr

06.25.35.74.47

**RENAULT GROUP RELATIONS
MEDIAS**

Juliette Faucon
+33 7 89 27 09 92
juliette.faucon@renaut.com

Production Film DIVISION

Director: **Laura Sicouri**

DOP: **Melodie Prael**

Executive Producer **Hélène Daubert**

Line Producer: **Ines Maillot**

Cheffe Décoratrice : **Clemence Janeski**

Styliste : **Juliette Alleaume**

Post Production : **Prodigious / Dehia Oussana, Thomas Savary**

Post Production : **Firm / Indiana Bigot**

Sound: **Start-Rec - Alex Jaffray, Mathieu François, Martin Sumeire, Chloé Prechac**