

03/31/2023

"TIME FIGHTERS: EVERY MINUTE COUNTS "

RENAULT UNVEILS A UNIQUE COLLABORATION WITH FIREFIGHTERS FROM AROUND THE WORLD

in partnership with the Naudet brothers to produce this unique film



The auto-industry is doing everything in its power to limit the risk of accidents. The structure of the vehicles have gone through numerous test drives, our cars are now more robust, safer and can alert us to potential dangers. However, zero risk does not exist. A mistake made by humans is possible. And what happens in the case of an accident?

Renault is developing a complete program on safety the "human first program", that in globes security procedures from before, during and after a car crash. This program is a collaboration with 600 engineers, safety experts, chiefs of products, the LAB, **and specially at Renault, the fire brigade**. Renault is partnering with the firefighters for their expertise and knowledge since they are formed on the latest technological innovations. Which to this day enables Renault to stand out and lead by example as an eminently technological and human brand.

You can discover the whole program on www.renault.fr/securite

It's been 13 years with the fire brigade



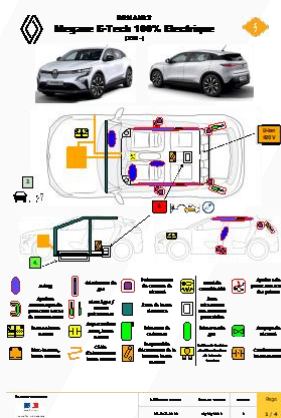
Renault trains firefighters around the world to help them save time when responding to a serious accident, as well as reducing the number of victims on the road. This incredible and necessary commitment consists of training and coaching. This is the task of Lieutenant-Colonel Christophe Lenglos, full time employee at Renault. Assisted by Claire Petit Boulanger (tertiary safety expert at Renault), together they travel the world, from Paraguay to the Czech Republic, to spread Renault knowledge on safety:

- conferences
- rescue exercises
- real and virtual extrication exercises
- donations of Renault vehicles for these exercises

Developing innovations with firefighters

The fire department is involved right from the design stage. This partnership has led to the creation of several innovations:

- Fireman Access :
This is a special access that lets water be introduced at the center of the battery (for electric and plug-in hybrids) and to be extinguished in less than 10 minutes, compared to 3 hours.
- QRescue :
This QR code, which will be standard on all Renault vehicles from 2023, provides immediate access to the vehicle's technical information (engine, battery location, etc.). The location of this QR code has been strategically determined and validated with the fire department. Therefore, up to 15 precious minutes can be saved during their intervention.



- SD switch :
The "SD switch" disconnects the battery from the high voltage electrical network. Its location is accessible without the use of specific tools on Renault cars and without having to move the victim's pelvis from the wreck of the vehicle.

Other innovations are under development, such as the seats. "We're thinking about a possible modification to our seat backs that would allow firefighters to fold them back easily and thus perform a quick and safe extraction of road accident victims. This will lead to the drafting of a patent." Claire Petit Boulanger.



PUBLICIS



All these innovations enable firefighters to save precious time during the "golden hour", the first 60 minutes after which, if the victims are not taken care of, the risk of survival decreases by 50%. This infamous "golden hour" is the constant battle of the fire department as well as Renault.

« Time Fighters : Every minute counts » a documentary by the brothers Naudet

To highlight this incredible work, Renault and Publicis Conseil are launching a global campaign on March 29.

Publicis Conseil called upon the brothers Jules and Gédéon Naudet due to their strong sensibility (the directors of the award-winning documentaries on September 11, 2001 in New York, the November 13 attacks in Paris, and the burning of Notre-Dame de Paris), to make the film "TimeFighters - every minute counts".



For several days, they followed the daily tasks of the firefighters at the Montigny-le-Bretonneux fire station (Yvelines, France) and highlighted the strong collaboration between the Renault group and the roadside rescue teams.

Having always been "fascinated by firemen and the risks they take to save lives", the Naudet brothers were immediately drawn to the idea of filming their daily lives and their interventions in the field, as well as the preventative research, which allows them to anticipate accidents. "We were very enthusiastic when Renault contacted us to make this film documentary. We discovered the relentless training of first-aiders to gain those precious minutes that are lacking in the rescue of road accident victims. We were even more surprised to learn that Renault was the only car manufacturer in the world to integrate a firefighter into the design of its vehicles. This is exemplary".

Under the eyes of the Naudet brothers, this film reveals the backstage of a little-known collaboration between Renault and the fire brigade, and presents major innovations of the French manufacturer.

Discover the film : <https://youtu.be/JuvGvWmIXpc>



RENAULT PRESSE

media.renault@renault.com
media.renault.com



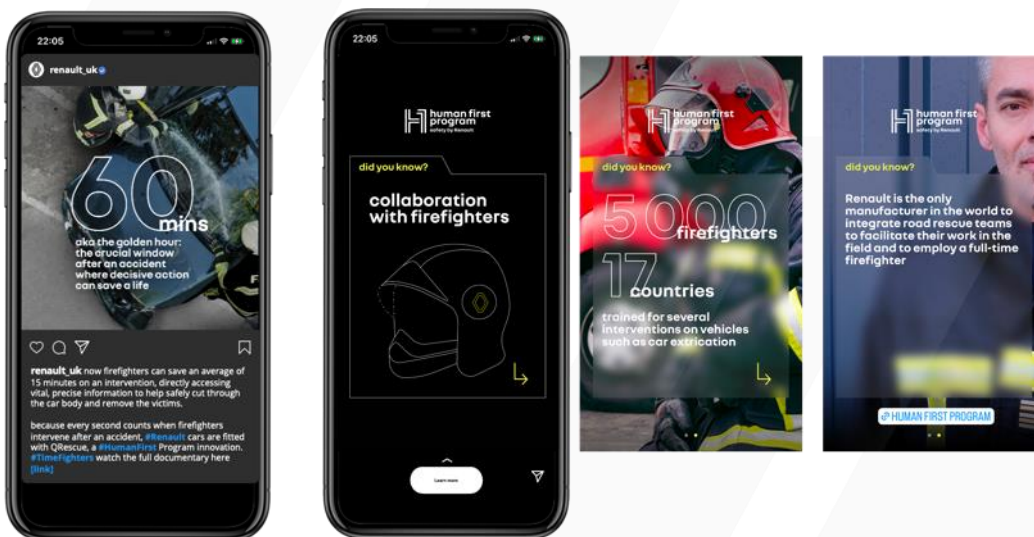
PUBLICIS



The film will be accompanied by a print campaign highlighting the key players in this collaboration.



As well as a social media campaign that will showcase Renault's commitment.



Today, Renault shares it's advanced knowledge with everyone

The training tools will be featured on the #TimeFighters platform for any firefighter in the world to access.

The group's innovations such as the Fireman Access and removable seat backs are also being considered to being shared with all manufacturers.

Because when it comes to saving lives, there is no competition.

RENAULT PRESSE

media.renault@renault.com
media.renault.com



Credits

Renault

Arnaud Belloni
Laurent Aliphath
Hortense Isnard
Alexandra Ovigny
Morgan Rostagnat

Publicis Conseil

CEO Publicis Groupe France : Agathe Bousquet
CEO/CCO : Marco Venturelli
Directeur de création : Marcelo Vergara
Directeur de création : Gurvan Prioul
Créatifs : Yves-Eric Deboey et Mathieu Degryse
Producteur Agence : Sarah Bouadjera
Responsables Commerciaux : Emmanuelle Woehrel, Faustine Leblan, Julien Bezault, Mathilde Ferail, Clotilde Pinto, Bérengère Marlin
EX Design : Kassandra Tanne
Assistant DA : Jonathan Levain
Motion Design : Melissa Fillippelli – Moe moriyama

Production

Production : BIG PRODUCTIONS
Producteur : Raphaël Carassic / Paul Barrois
DOP : Sylvestre Dedise
Post Production : BIG PRODUCTIONS / FIRM
Post Producteur : Natacha Dolard / Claire Ruszniewski
Monteur : Alice Moine
Étalonneur : Sébastien Mingam
Son : Comptoir Du Son