



Press Release
20th may 2022

New Renault Megane E-Tech 100% electric From horses, we move to electric



Megane E-Tech electric, the spearhead of the Renaultion

The new 100% electric Renault Megane E-Tech was presented on the 6th of September 2021 at the IAA MOBILITY in Munich. This sleek electric sedan, equipped with a new generation touch screen with Google integrated, offers pure driving sensations with its 220 horsepower. It is assembled in France, in the Douai factory, and is the subject of 300 registered patents.

Luca de Meo, CEO of the Renault Group, has announced that the car will be the forerunner of the brand's new mobilities as it shifts its business model towards technology, energy, and mobility by 2025.

For its launch, Renault and Publicis Conseil are making a statement with a film on the change from thermal to electric mobility. As a tribute to the old world of horsepower, which is giving way to kilowatts, this is an electrifying new era in which Renault is opening a new historical chapter.

From horses, we move to electric

In this new film, we ride through an imaginary city, poetic and stylized, without traffic lights or signs, without pedestrians or cars, with contrasting light and shadow architecture, and where men and women ride on horseback.

Perched on their mounts, they pass the electric Megane E-Tech. They all follow it with their eyes as if challenged by the future (electric and no longer a steam horse). They are both amazed and seduced. Some horses greet its lines by bowing their heads and extending their legs as a sign of respect.



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In this dreamlike world, all the scenes refer to the horse world with subtle details: the garage is a farrier's workbench, the mannequins in the shop windows are horses, the tags on the basketball court are galloping horses, etc.



Several scenes are breathtaking: horses rearing up in the business district as the car passes; a young woman in a wedding dress on a white horse seems to escape from the town hall and gallops over the Megane E-Tech; a herd of wild horses runs through the city.



At the end of the film, Megane E-Tech drives away from this unreal city on a mountainous road. Its 220 horsepower gives way to 160 kilowatts, which paves the way for the new electric era.



To underline this change in energy, the track "Power" by the Pachanga Boys was re-orchestrated by Start-Rec.

Renault and Publicis Conseil collaborated with trainers, riders and professionals from the equestrian world for this unique shoot.

Arnaud Belloni, global chief marketing officer - Renault:

"Renault Megane E-Tech 100% electric is the new model of Renault, the embodiment of the new wave. The campaign paints a poetic fresco where Megane plays the leading role.

All the creative and technological ambition of the brand can be felt in this friendly film."

The film has been broadcast on social networks and on the Renault website since the 2nd of March.

A wider communication plan will be deployed in the spring of 2022 when it will be launched on television.

The campaign will be launched in 23 European countries.

Watch the film here : <https://youtu.be/-YCEYnrOJ2o>

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About Renault

Renault is the global group that distributes through 10 900 dealerships all around the world. As the French market leader, Renault has always strived to reinvent mobility through the development of innovative concepts. The brand's models, with their attractive and seductive shapes, make life easier for their drivers thanks to their versatility, connectivity, and intuitive equipment. Every day Renault innovates to make life easier for its customers so that they can live more intensely.

More information on <https://group.renault.com/>

About Publicis Conseil

An international creative agency based in Paris. In 2021, Publicis Conseil is the leading French agency at the Cannes Lions Festival, D&AD Awards, and Eurobest.

Led by Agathe Bousquet, Marco Venturelli and Alexandra Evan, the agency supports its clients from France in their various international markets. The list of clients includes: AccorHotels, AXA, BNP Paribas, Carrefour, Castorama, Citeo, ENGIE, Fnac Darty, Groupe Seb, Harrys, L'Oréal, Nestlé, Orange, Renault, Sanofi, Saint Gobain and SNCF.

Certified as an Active CSR Agency by the AACC and AFNOR with the highest score of 3 stars, Publicis Conseil was for the second time the number one international agency in the Good Report in 2020.

<https://www.publicisconseil.fr/en/>

Credits

Renault – Advertising Managers

Arnaud Belloni
Laurent Aliphat
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Alexandra Ovigny
Naomi Nascimento

Publicis Conseil

President: Agathe Bousquet
President overseeing creativity: Marco Venturelli
Creative Director: Marcelo Vergara
Creative team: Antoine Giraud and Thomas Roques
Agency producer: Nelly Cohen
Account executives : Hugues Reboul, Faustine Leblan, Mathilde Ferail

Production

Production: DIVISION
Producer: H el ene Daubert
DOP: Matthias Boucard
Line Producer: Aurelia Lafaye
Prod exe: Primo Argentina
Post Production: Mikros
Post producteur: Romain Gimembre
Editor : Adriana Legay
Calibrator: Arthur paux
Sound: Start-Rec

Music:

Song title: Pachanga Boys "Power" (Start-Rec Horsechestral Rework)
Authors, Composers : SCHAUFLE, AKSEL, REBOLLEDO, MAURICIO
Arrangers : Gilles Fac erias, Alexandre Jaffray
Publishing : Kompakt / L'oreille Pointue
Master : Kompakt / Start-Rec

1st date online : 2nd of march

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