



PRESS RELEASE

Paris, 24th of January 2023

renew: the second-hand way to enter the world of electric vehicles

Over the past two years, Renault Occasions has gradually given way to a brand with a much stronger identity: **renew**. In 2023, **renew** will become Renault Group's global brand for second-hand vehicles.

renew includes refurbished and certified electric, hybrid, diesel, and petrol vehicles from a range of brands.

The burgeoning market for new electric vehicles is experiencing strong growth in particular in France thanks to government aid, concerted efforts from manufacturers, and evolving consumer habits. Coupled with a drop in purchasing power, this trend is now palpable on the second-hand market.

There are still few second-hand electric vehicles on offer. Nevertheless, **renew** has decided to leverage the strength of its own networks and EV expertise through its latest film 'Welcome, new driver!', as it vies to become leader for second-hand electric vehicles.

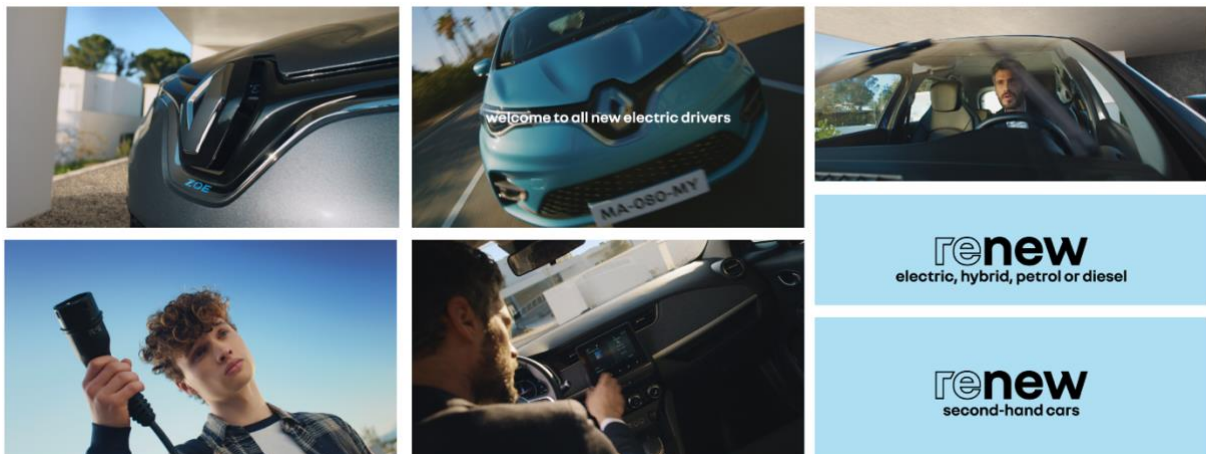
The film portrays a selection of stories showing people driving their very first electric vehicles and who are still getting familiar with how to drive them.

The film ends with the following message:

"Welcome to all new to electric drivers"

"**renew**, second-hand electric, hybrid, petrol or diesel vehicles. refurbished and certified."

Discover the film here : <https://youtu.be/f-dXKawakuM>



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Publicis worked with Lou Escobar to make the film. With 'New Sensation' by INXS as the soundtrack, it aptly expresses how the various drivers portrayed in the film feel as they finally get to discover what it is like to sit behind the wheel of an electric vehicle.

The film will be on air in France until the 5th of February.

About Publicis Conseil

International creative agency based in Paris, Publicis Conseil has won 21 Lions, including 1 Grand Prize in 2021 and 2022. Led by Agathe Bousquet, Marco Venturelli and Alexandra Evan, the agency supports its French clients on their various international markets and includes AccorHotels, AXA, BNP Paribas, Carrefour, Castorama, Citeo, ENGIE, Fnac Darty, Seb Group, Harrys, L'Oréal, Nestlé, Orange, Renault, Sanofi, Saint Gobain, SNCF. Labeled Active CSR Agencies by the AACC and AFNOR with the best score of 3 stars, Publicis Conseil was for the 3rd time international agency n°1 at the Good Report in 2021. www.publicisconseil.fr

About Renault

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

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

Credits:

Renault – Brand team

Global Chief Marketing Officer: **Arnaud Belloni**

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

Director of Models Content Creation: **Hortense Isnard**

Content Project Manager : **Jonathan Blondet**

Publicis Conseil

CEO: **Agathe Bousquet**

Creative President: **Marco Venturelli**

Creative director: **Marcelo Vergara**

Artistic director: **Jean-Baptiste Blandin**

Conceptor: **Thibaut Froment**

Commercial team : **Hugues Reboul, Grégoire Verdet, Gaëlle Morvan, Laurent Enet**

Planning: **Marion Le Forsonney**

Renault TVC production manager: **Caroline Petruccelli**

Agency Producer : **Benjamin Auberdiac**

Production

Director: **Lou Escobar**

DOP: **Arnau Vall Colomer**

Production: **Division**

Line Producer: **Aurelia Lafaye**

Executive producer: **Garage**

Post-production: **Prodigious / Dehia Oussana**

Editor: **Jon Echevest**

Grading: **Mathieu Caplane**

Sound : **Start Rec / Alex Jaffray / Mathieu François / Martin Sumeire**

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